

# Data Visualization Project

## Fashion Analysis

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# Fashion Sales Analytics

Overview	Company KPIs	Customer Enagement	Customer Lifecycle
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## Overview

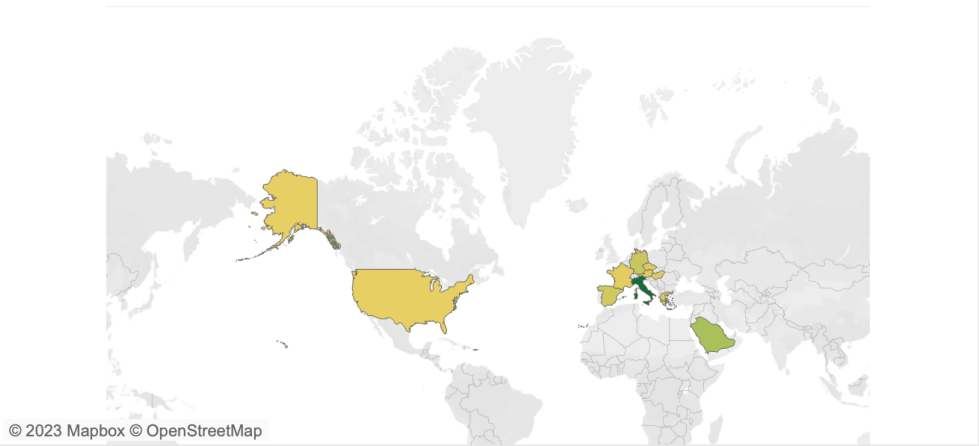
In fashion sales analysis, we focus on three key areas:

1. **Company KPIs:** We compare these metrics on a year-to-year basis and include a map of our consumer base.
2. **Customer KPIs:** These customer-driven metrics are examined across three different customer segments or customer tiers.
3. **Customer lifetime value:** This section features two charts: the frequency curve and the repurchase curve.

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## Sales by Country



Country	
<input checked="" type="checkbox"/>	Austria
<input checked="" type="checkbox"/>	Czech Republic
<input checked="" type="checkbox"/>	France
<input checked="" type="checkbox"/>	Germany
<input checked="" type="checkbox"/>	Greece
<input checked="" type="checkbox"/>	Hungary
<input checked="" type="checkbox"/>	Italy
<input checked="" type="checkbox"/>	Saudi Arabia
<input checked="" type="checkbox"/>	Spain
<input checked="" type="checkbox"/>	USA



## Company KPIs

	2019	2020
Distinct count of Order ID	1,181	2,492
Total order value	\$414,607.00	\$1,010,462.00
Discount	\$35,138.65	\$53,551.30
Net Sales	\$379,468.35	\$956,910.70
Line SKU Production Cost	\$124,809.03	\$304,873.82
Gross Profit	\$254,659.32	\$652,036.88
%GP	67.11%	68.14%
Avg. Consumer LTV	\$409.69	\$464.58
AOV	\$351.06	\$405.48

Comparing 2019 to 2020 shows how core KPIs like net sales, gross profit margins, order volume, and average order value have trended.

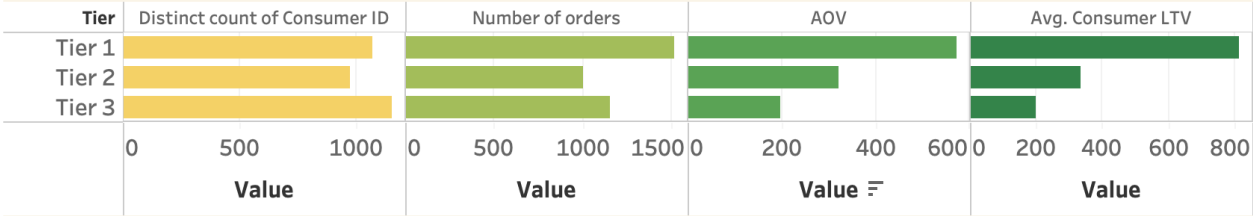
Notable highlights include:

1. Gross profit margins increased 1% year-over-year, rising from 67% to 68%. This indicates the business became more profitable in 2020.
2. Net sales grew substantially, more than doubling from \$379k in 2019 to \$957k in 2020. Strong top-line growth was achieved.
3. Total orders tracked net sales growth, also doubling from 1,181 orders in 2019 to over 2,492 orders in 2020. More customers made purchases.
4. Average order value remained steady at approximately \$375. This customer spending metric was maintained despite rapid sales growth.

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## Customer KPIs



	Tier 1	Tier 2	Tier 3
% of Total % Customers along Table (Across)	33.46%	30.41%	36.13%
Distinct count of Consumer ID	1,066	969	1,151
Number of orders	1,515	1,002	1,151
AOV	574	322	197
Avg. Consumer LTV	814	333	197

Measure Names

Distinct count of Consumer ID

Number of orders

AOV

Avg. Consumer LTV

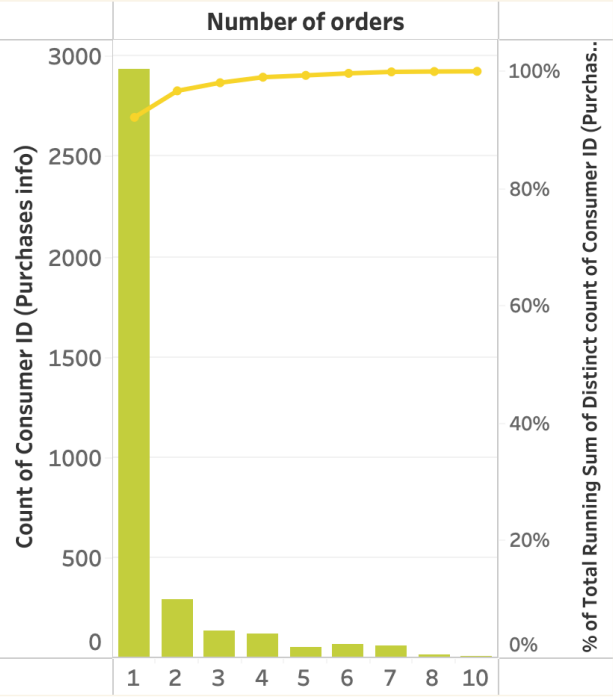
Tier one customers have the highest number of orders and the highest average order value. Their average order value is three times as high as tier three customers and almost twice as high as tier two customers.

Tier one customers are the most valuable customers and should be the primary focus of the company's marketing and retention efforts. The company should invest in keeping these customers engaged and acquiring new users with the same profile.

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## Frequent Curve



Frequent Curve shows the number of orders consumers have made on the website

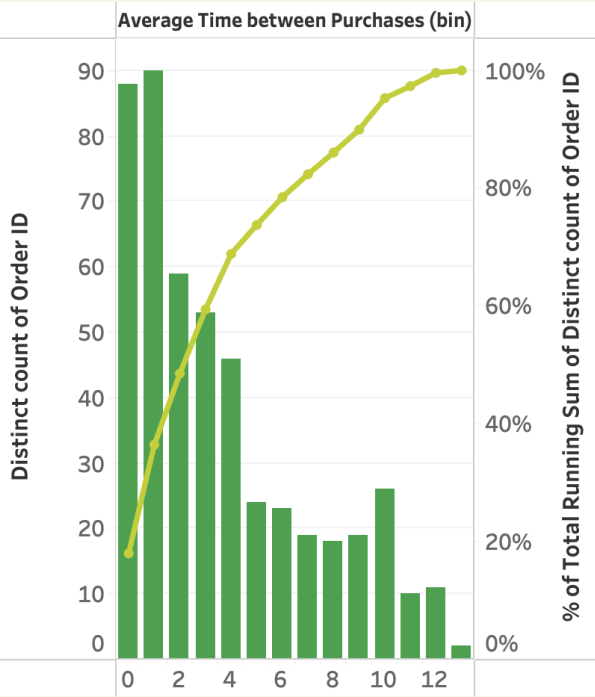
All of our customers have made a single purchase on the website. This is to be expected, as it takes time to build customer loyalty and repeat business.

The company should focus its efforts on compelling customers to stay active on the website and make repeat purchases. This can be done by improving the customer journey, which is the experience that customers have when they interact with the company. The customer journey should be flawless and engaging from the very first click that customers make on the website to the completion of their purchase.

The repurchase curve shows the average time it takes for customers to make a repeat purchase. In this case, most customers repurchase within a few months. This means that the company should focus its marketing efforts on targeting new customers in the first few months of their first purchase. This is when they are most likely to be interested in making a repeat purchase.

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## Repurchase Curve



Repurchase Curve shows how long it usually takes our consumers to make a repeat purchase