

Task 6.01.

*** It's important to consider that the data we have doesn't cover full calendar years but rather a financial year. The period from 17/03/2021 to 16/06/2022 gives us a complete view of activity, but straight year-to-year comparisons aren't entirely accurate. Still, we can assess early 2022 trends and compare them to the broader patterns of 2021.*

*** Looking at the product range — based on names, prices, and weights — it's reasonable to assume our company specializes in figures inspired by "Star Wars" and "Game of Thrones". This detail is important for understanding sales trends, regional differences, and customer preferences.*

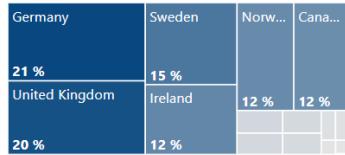
Level 1.

International sales performance: understanding of the sales pattern by country

International Sales Performance

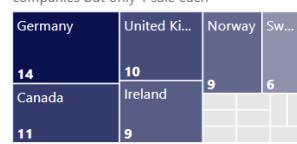
EUROPE IS LEADING IN TOTAL SALES

Germany and the **UK** generates 41% of total income.
In contrast, China and Spain contribute only 1% each



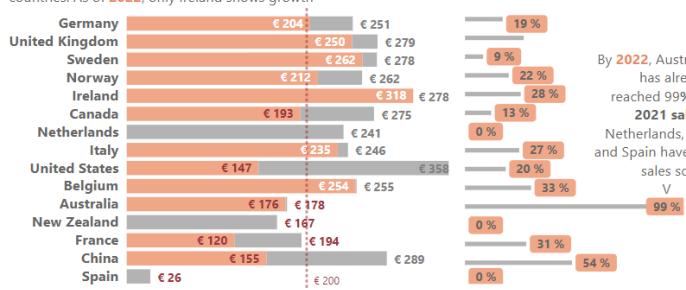
LOW PERFORMANCE DESPITE PRESENCE

Germany leads with 14 sales per company in **average**, while the Netherlands has 10 companies but only 1 sale each



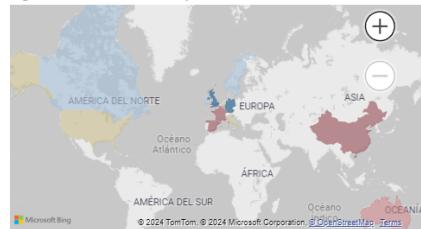
SALES IN 2022 COMPARED TO 2021

In 2021, **Average Sales** reached the business goal of €200 in most countries. As of **2022**, only Ireland shows growth

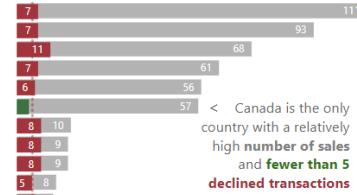


EUROPE IS LEADING IN NUMBER OF TRANSACTIONS

Germany and the **UK** are the most active, while such potentially big market as **China** has only 3 transactions



NUMBER OF DECLINED TRANSACTIONS DO NOT DEPEND ON ACTIVITY



By **2022**, Australia has already reached 99% of 2021 sales; Netherlands, NZ, and Spain have no sales so far

Analysis Period

17/03/2021... 16/03/2022...

Exercise 1.

Average sales broken down by country and year.

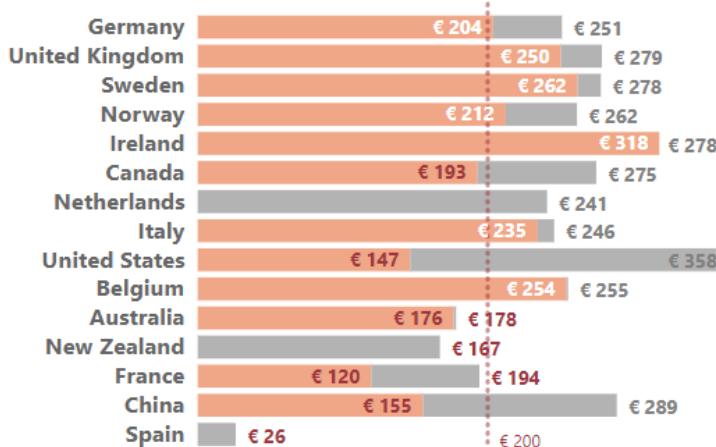
The business objective is set at € 200, average sales under this value are pointed.

The average sales in 2022 are compared to those in 2021, with the differences visualized in a boxplot.

```
avg_sales_2022 =  
CALCULATE(  
    AVERAGE('transactions'[amount]),  
    'transactions'[declined] = False,  
    YEAR('transactions'[transaction_date]) = 2022)  
  
diff_avg_sales_year =  
[avg_sales_2021] - [avg_sales_2022]
```

SALES IN 2022 COMPARED TO 2021

In 2021, Average Sales reached the business goal of €200 in most countries. As of 2022, only Ireland shows growth



In 2021, most countries achieved the business goal of € 200 in average sales.

- + The US and China in general had the highest amount of individual sales
- France narrowly missed the target, Australia, New Zealand, and especially Spain had lower sales

For the first 2.5 months of 2022, the situation highlights key trends:

- + Growth in Ireland and stable sales in Australia, Belgium, Italy, and Sweden
- Decline in big countries like the US, Canada, and China

- No sales in Netherlands, Spain, and New Zealand

Recommendations:

- ✓ **Immediate Focus:** Investigate and address the lack of sales in Spain, Netherlands, and NZ
- ✓ **Strategic Planning:** Develop targeted initiatives to stabilize sales in potentially big markets (USA, Canada, China)
- ✓ **Leverage Success:** Capitalize on Ireland's growth and replicate successful strategies in other regions. Maintain efforts in Belgium, Italy and Sweden to ensure continued stability

Exercise 2.

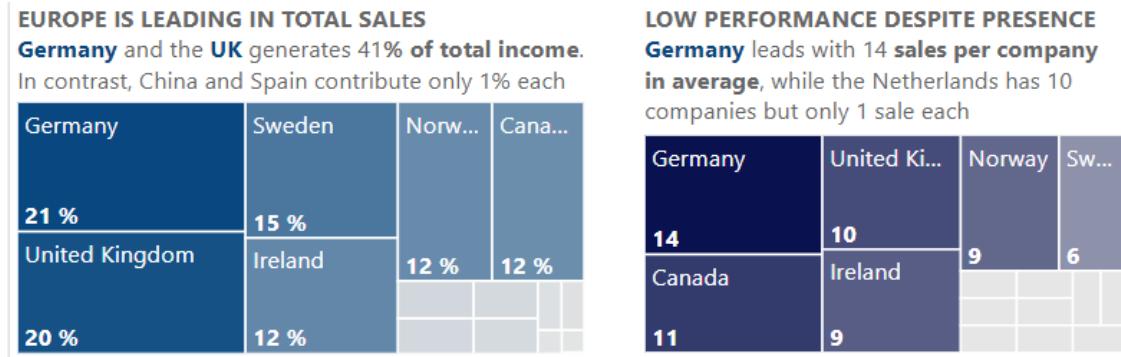
Overview of the transactions carried out by each country: **the percentage of sales by country**.

The percentage of sales by country was calculated as follows:

```
%_total_sales =  
[total_sales] / CALCULATE([total_sales], ALL())
```

The average number of transactions per company:

```
avg_n_valid_transactions_company =  
[n_valid_transactions] / DISTINCTCOUNT(transactions[company_id])
```



Germany and the UK dominate sales, contributing 41% of total revenue (20% each). Sweden, Norway, Ireland, and Canada collectively contribute another 40%.

Spain generates the least income, with only 3 selling companies. France and China also show low sales performance.

There is some link between income generation and the number of active companies: leading countries have more than 7 active companies. However, there is also “underperformance despite presence”: Netherlands has 10 companies, but activity level is very low, with only 1 transaction per company on average, which indicate inefficiency.

Recommendations:

- ✓ *Focus on enhancing market presence in Spain, China, and France by expanding selling companies or improving engagement*

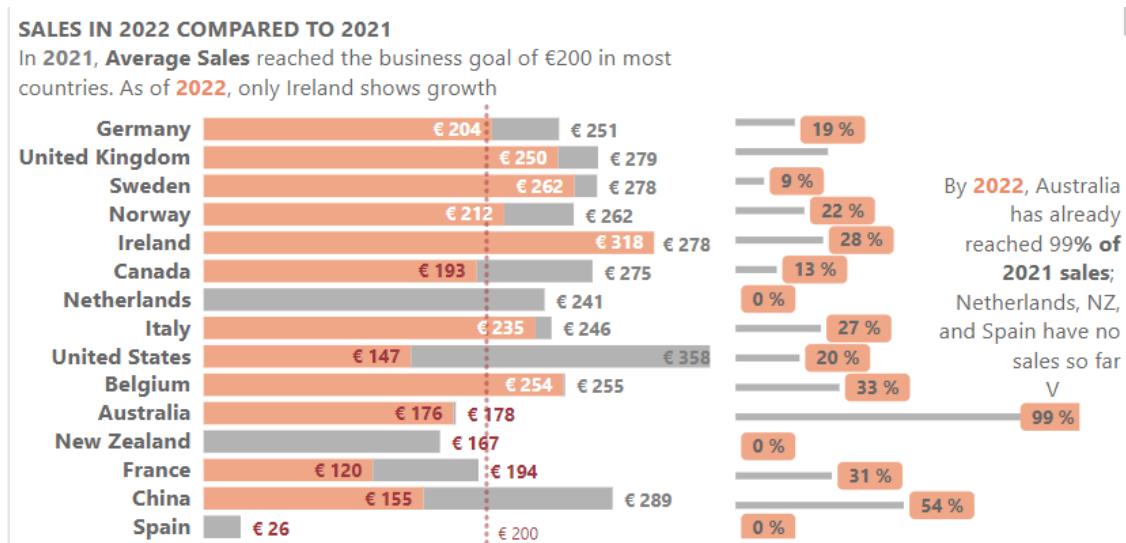
- ✓ **Investigate** the lack of activity in the Netherlands to identify and address barriers
- ✓ **Capitalize** on Germany and the UK's success by exploring additional growth opportunities in these markets
- ✓ **Strengthen** good-performing markets (e.g., Canada, Norway, Sweden, Ireland) to diversify income streams

Exercise 3.

The difference in sales between 2022 and 2021 in each country.

The difference in total sales between 2021 and 2022 was calculated as a percentage, representing the proportion of 2022 sales compared to 2021.

```
%_diff_total_sales_year =  
COALESCE(DIVIDE([total_sales_2022], [total_sales_2021], 0), 0)
```



In the first 2.5 months of 2022, no country has reached its full 2021 sales yet.

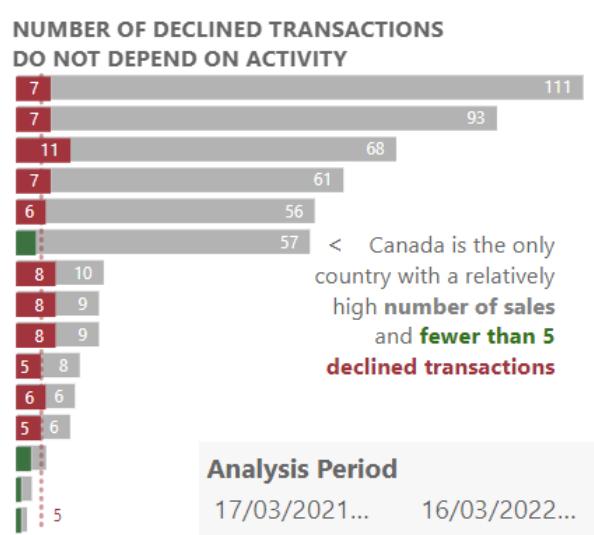
- + Australia reached 99% of 2021 sales, and China already achieved 54%. This suggests a strong upward trend and potential for higher sales in 2022 compared to the previous year
- Netherlands, NZ, and Spain have no sales so far, indicating potential market challenges and requiring urgent attention

Exercise 4.

The number of rejected transactions in each country. Business objective is to have **less than 5 declined transactions** per country.

The number of declined transactions by country was visualized alongside the number of valid transactions (sales).

```
n_valid_transactions =  
CALCULATE(  
    COUNTROWS(transactions),  
    transactions[declined]=FALSE())  
  
n_declined_transactions =  
CALCULATE(  
    COUNTROWS(transactions),  
    transactions[declined]=True)
```



Most countries have more than 5 declined transactions, regardless of the total number of valid transactions. Canada stands out with only 2 declined transactions out of 57 valid ones, demonstrating highly effective operations. Countries with a high volume of valid transactions (e.g., Sweden) and those with fewer than 20 valid transactions still show rejection rates of 5-11. Sweden recorded 11 declines despite 68 valid transactions.

Recommendations:

- ✓ **Learn from Canada:** Canada's low decline rate suggests strong sales processes, setting it apart from other markets. Study and

replicate the processes or strategies used in Canada to achieve low decline rates.

- ✓ ***Focus*** on countries with high rejection numbers, especially those with a high volume of transactions, like Sweden. Investigate common reasons for transaction declines and implement corrective measures to ensure smoother operations globally.

Exercise 5.

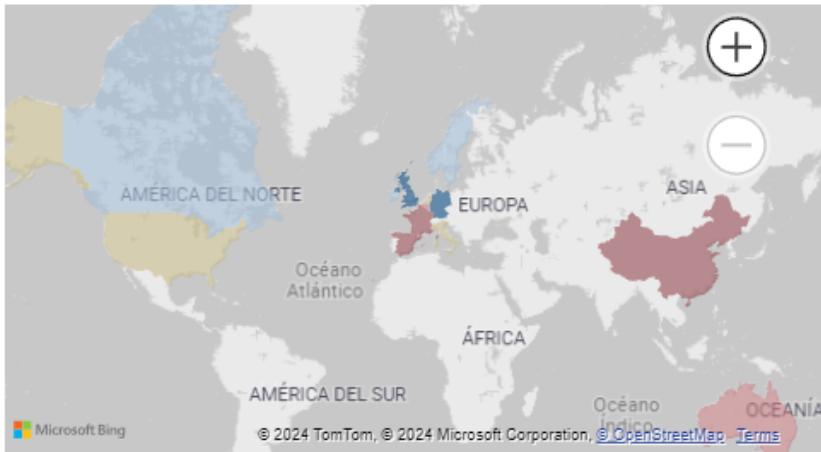
The geographic distribution of sales.

The geographic distribution of sales was displayed on a filled map based on the countries where companies performed transactions. The number of transactions per country was color-coded.

```
%_n_transactions =  
COUNTROWS(transactions) / CALCULATE(COUNTROWS(transactions), ALL())
```

EUROPE IS LEADING IN NUMBER OF TRANSACTIONS

Germany and the **UK** are the most active, while such potentially big market as **China** has only 3 transactions



Top performers are in Europe: Germany and the UK have the highest transaction numbers, driving the strongest sales.

In North America Canada outperforms the USA significantly, with 61 transactions compared to 17.

Oceania: Australia and NZ are smaller markets with limited transaction volumes.

Asia is presented by China with only 3 transactions recorded, despite its potential as a large market.

Recommendations:

- ✓ **Asia and Oceania:** invest in marketing and sales strategies to expand presence and activity in countries like China, Australia and NZ
- ✓ **Europe:** analyse the factors contributing to the success in Germany, and UK to apply similar strategies in weaker regions

(for example, Spain and France is underperforming compared to other European countries)

- ✓ **North America:** enhance efforts in the USA to unlock its potential, leveraging Canada's performance as a benchmark

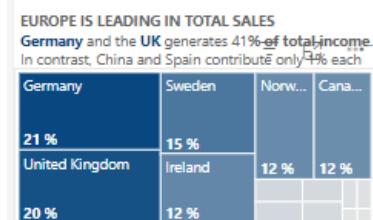
Exercise 6.

Analysis of Sales Patterns, Transaction Activity, and Market Distribution

Sales Patterns and Market Differences

Our company operates in 15 countries, but sales activity is highly diverse. Germany and the UK lead in sales volume, while Spain, China, and France contribute the least.

International Sales Performance

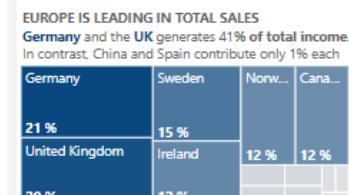


SALES IN 2022 COMPARED TO 2021
In 2021, Average Sales reached the business goal of €200 in most countries. As of 2022, only Ireland shows growth



Part of this difference is explained by the **number of companies operating in each country**. Countries with more companies tend to see higher total sales. For example, Spain has only one company, and China has two, which limits their sales potential.

International Sales Performance



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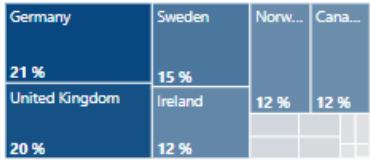
However, having a larger number of companies doesn't always guarantee success:

- Netherlands: 10 companies but only 1 average sale per company (Ireland: 6 companies with 9 sales per company on average)
- USA vs Canada: the USA, with 9 companies, averages 11 sales per company, while Canada, with 5 companies, averages just one sale per company

International Sales Performance

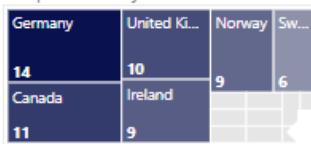
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Germany and the **UK** generates 41% of total income. In contrast, China and Spain contribute only 1% each.



LOW PERFORMANCE DESPITE PRESENCE

Germany leads with 14 sales per company in average, while the Netherlands has 10 companies but only 1 sale each.



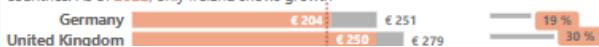
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country	Netherlands
Average Sales per Company	1
Number of Sales	10
Number of companies	10

These discrepancies suggest that while **presence is a factor**, it's not the only one driving success. It is also important to consider **the number and profile of customers**, including their demographics such as age, sex, origin, and purchasing behaviour. In countries with a small customer base, achieving high sales is naturally more challenging.

Cultural differences might also play a role, as our product may appeal more to European audiences than to those in Asia. Additionally, **global events** play a role. The years 2021–2022 were still marked by the pandemic, which significantly impacted international business activities. For instance, China remained largely closed with many restrictions still in place, affecting sales opportunities in that region.

Actions

- ✓ **Replicate** successful strategies from Germany and the UK in other markets
- ✓ **Investigate** underperforming but potentially strong markets like the Netherlands and the USA
- ✓ **Target company-level** activity (business initiatives) to increase the presence of companies in underrepresented regions
- ✓ **Target customer engagement** (marketing) by analysing customer demographics and preferences in low-activity regions

Comparing 2021 with 2022

When comparing 2021 and 2022, we must remember that the data covers different periods of the year: 17/03/2021–31/12/2021 (9.5 months) and 01/01/2022–16/03/2022 (2.5 months). As such, we can

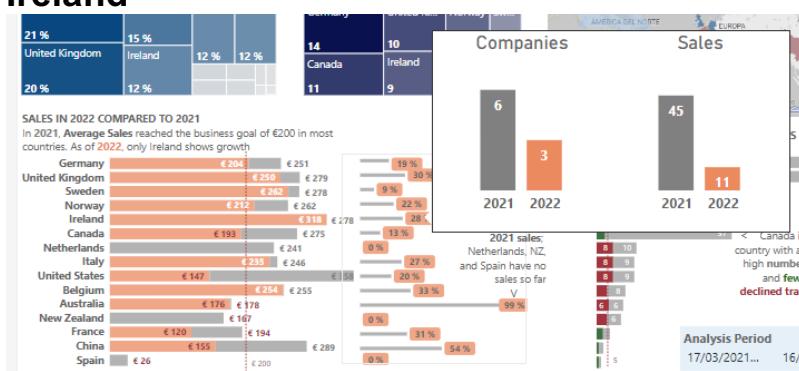
observe early trends for 2022 but cannot make strict year-to-year comparisons.

2021 was a strong year, with most countries exceeding the target of €200 in average sales. The USA and China stood out, with customers spending more on high-value purchases. In contrast, markets like Australia, NZ, France, and especially Spain underperformed. Spain, in particular, showed a stark difference, with very low sales activity. This may be due to companies in these regions selling cheaper products, customers buying fewer items, or a preference for lower-priced products.

In early 2022, we see concerning trends in potentially big markets like the USA and China, where average sales have dropped by nearly half compared to 2021. This could reflect a shift toward cheaper products, fewer purchases of high-value items, or simply seasonal effects — Christmas and other high-sales periods aren't included in the 2022 data. Or just the low sales numbers make the average sales figure unreliable. For countries like China and France, the latter seems true — both had only one sale in 2022 (compared to one and two, respectively, in 2021).

Positive trends. Ireland is the only country showing growth in average sales in 2022. Additionally, total income for Australia in just 2.5 months of 2022 has reached 99% of its 2021 total, suggesting strong growth potential. China's total sales have also reached 54% of its 2021 total, though this is based on a single transaction each year. However, we must address **significant challenges**. Spain, the Netherlands, and NZ show no sales activity in 2022. The lack of sales in the Netherlands is particularly surprising, given its prior performance. Has collaboration with companies in this market ceased?

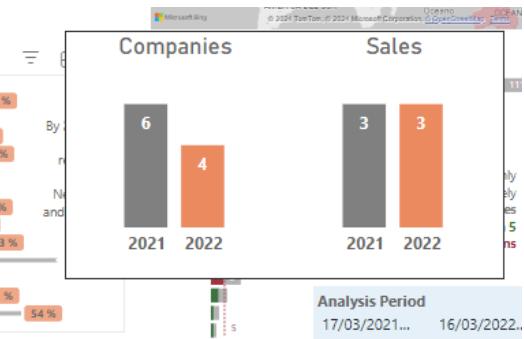
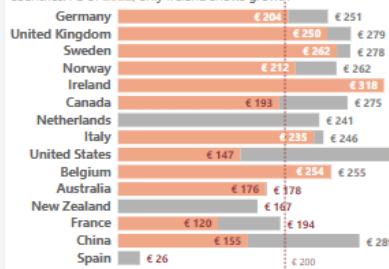
Ireland



Australia

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USA

SALES IN 2022 COMPARED TO 2021

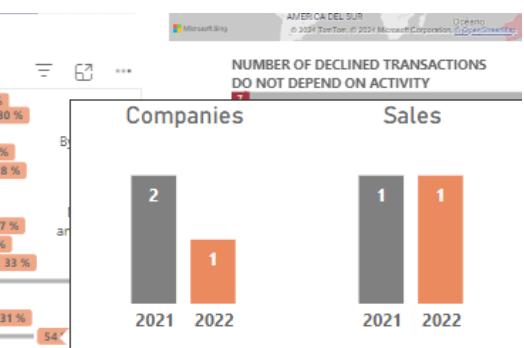
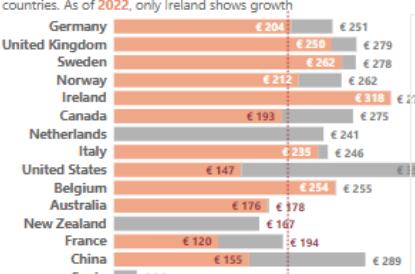
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China

SALES IN 2022 COMPARED TO 2021

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Actions

- ✓ **Engage** more customers in Ireland, USA, Australia, and China to capitalize on their potential.
- ✓ **Support** high-growth markets (Australia, Ireland, possibly China)
- ✓ **Investigate** sales trends in underperforming regions: examine what companies are selling and what customers are buying in Spain, NZ, and Australia to identify opportunities to increase transaction value. Explore reasons for inactivity in the

Netherlands, NZ, and Spain to address potential barriers to sales.

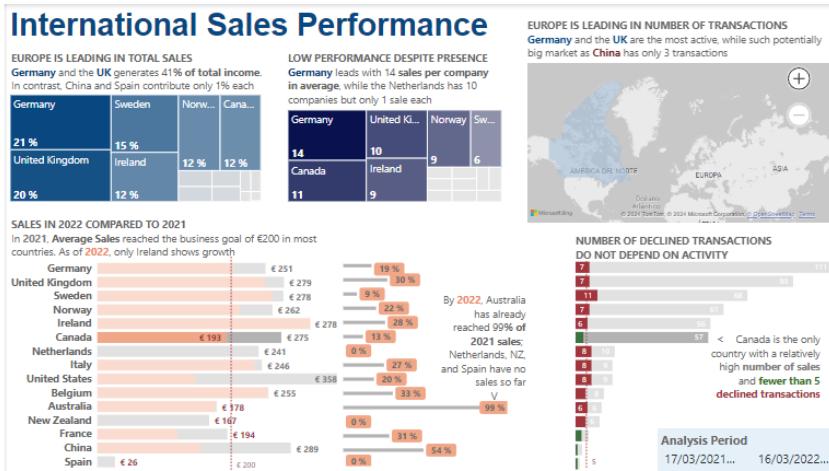
- ✓ **Assess seasonality:** study sales trends to identify strong and weak seasonal periods for better planning

Declined Transactions by Country

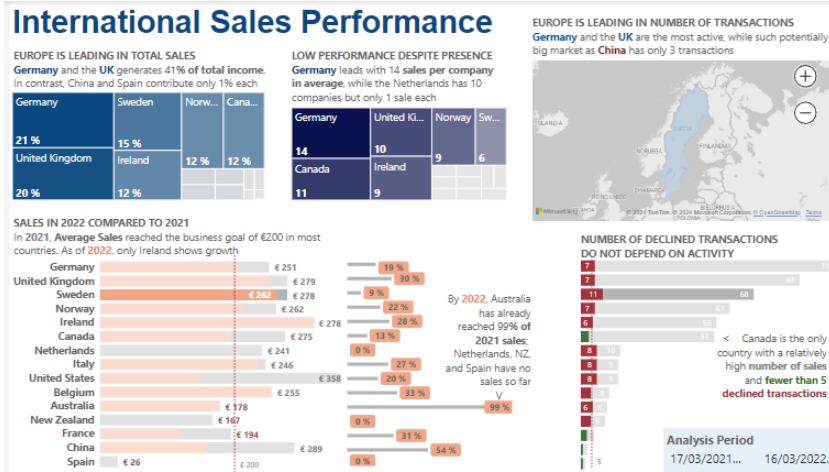
Most countries exceed the business objective of fewer than 5 declined transactions per year. The only exception is Canada, where just two transactions out of 57 were declined. This indicates highly effective operations in that market.

The number of declines appears to be independent—or not strongly correlated—with overall company activity, as a higher number of transactions does not necessarily lead to more declines. For instance, Sweden has 11 declines despite moderate transaction volume.

Canada



Sweden



Actions

- ✓ **Analyse** decline dynamics: look for patterns in specific dates or circumstances.
- ✓ **Study** and **replicate** Canada's processes to reduce declines across other markets.

Conclusions

The data highlights areas of success and opportunities for improvement.

Opportunities

- + Early 2022 growth in Australia and China suggests these markets could outperform 2021
- + With better customer engagement, the USA and China could generate significant revenue
- + Ireland is emerging as a strong, promising and growing market

Challenges

- Spain, France, NZ, and the Netherlands need targeted attention
- High rates of declined transactions require immediate investigation and action to improve operational efficiency

Next Steps

- ✓ Identify strong and weak seasonal patterns for targeted campaigns
- ✓ Analyse customer demographics and behaviour to better understand market dynamics

Level 2

Analysis of Transactions, considering the time factor

Exercise 1

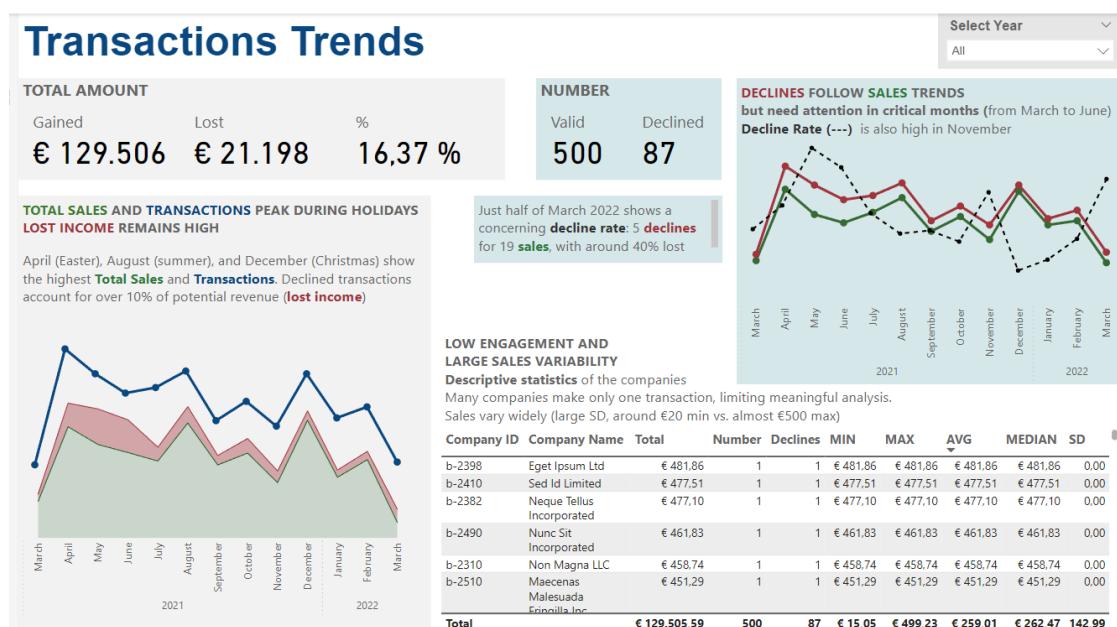
Implementation of an interactive filter that allows to select the sales for each year.

To facilitate filtering by year, a new column, `transaction_year`, was added to the `transactions` table. This allows a slicer to dynamically adjust visualizations, reflecting the transactions measures for the selected year.

Exercise 2

Implementation of adjustments to display the information by month.

Trends in transaction metrics were visualized with monthly granularity.

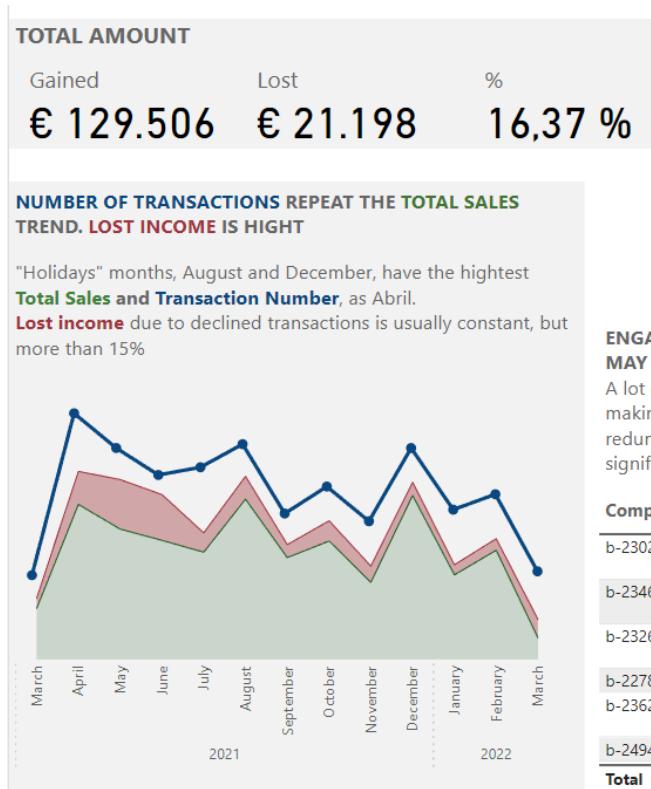


Exercise 3.

Total sales and the number of transactions made.

Total Sales (valid transactions) and the Number of Transactions (including both valid and declined) were visualized by month. "Lost income" due to declined transactions was included, representing the revenue the company failed to receive.

```
total_sales =  
CALCULATE(  
    SUM('transactions'[amount]),  
    'transactions'[declined] = False)  
  
total_lost_sales =  
CALCULATE(  
    SUM('transactions'[amount]),  
    'transactions'[declined] = True)  
  
%_lost_total_sales =  
[total_lost_sales] / [total_sales]
```



Sales and transaction numbers follow a similar trend, with noticeable peaks in **April, August, and December**. These likely align with major holidays (Easter, summer vacations, and Christmas). This suggests

people have more leisure time to shop for non-essential items like collectible figures (e.g., Star Wars, Game of Thrones), that company sells.

Lost income remains more or less constant and high across months, even during high-activity periods, usually exceeding 10% of potential revenue.

Recommendations

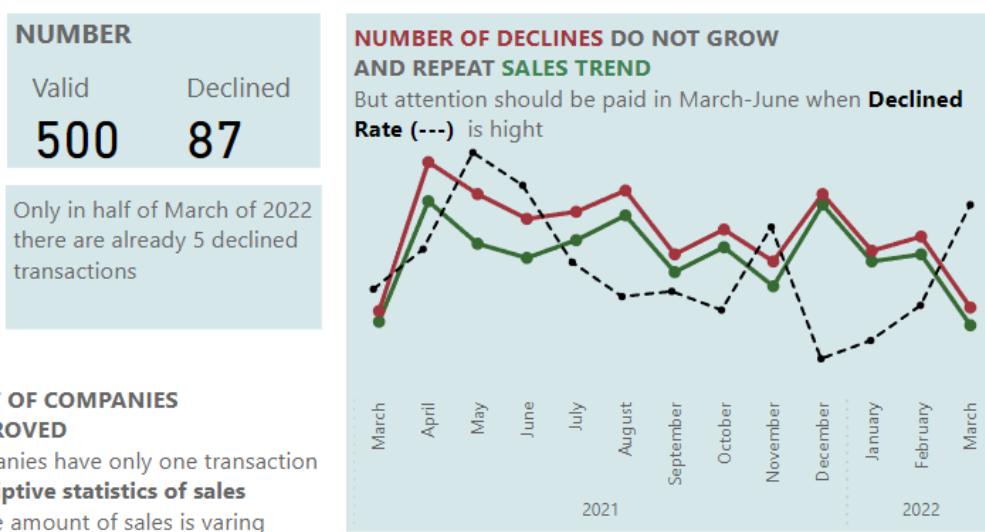
- ✓ *Holiday Focus: Maximize marketing and inventory preparation during peak months to capitalize on increased sales activity*
- ✓ *Ad Campaigns for Low-Activity Months: Use advertising to boost interest and sales during less active months. Advertising campaigns could stimulate demand and smooth out seasonal sales fluctuations*
- ✓ *Reduce Lost Income: Investigate common reasons for declined transactions and address them to recover potential revenue*

Exercise 4

The number of sales made and the number of rejected transactions.

Declined transactions were positioned above valid transactions to show their proportion of the total. Adding the decline rate further highlighted months with a high ratio of declined to valid transactions.

```
ratio_declined_valid =  
[n_declined_transactions] / [n_valid_transactions]
```



Number of declined transactions generally align with sales trends but often exceed 10%. April to June 2021 saw the worst performance, with a spike in declines. Recent months showed improvement, except for March 2022, where 5 declines in just half the month accounted for nearly 40% of potential income. This is alarming compared to progress seen in reducing declines over previous months.

Many declined transactions stem from companies making only one transaction, which was declined. This suggests that some companies face operational challenges, such as payment processing issues or insufficient order data.

Recommendations

- ✓ **Investigate** reasons behind the high decline rate in March 2022 and take corrective actions promptly
- ✓ **Conduct a company-level analysis** to identify and address operational inefficiencies. Identify and assist companies with operational problems to prevent future declines. Develop

strategies to prevent single-transaction declines by improving onboarding or transaction processes

- ✓ **Monitor decline rates:** keep a close watch on months with high decline rates to implement proactive solutions.

Exercise 5

Descriptive statistics of the companies that made transactions.

Descriptive statistics included total sales, number of sales and declines, MIN/MAX sale, average/median sale and standard deviation showing variability between sales.

```
max_sale =  
CALCULATE(  
    MAX('transactions'[amount]),  
    'transactions'[declined] = False)  
  
min_sale =  
CALCULATE(  
    MIN('transactions'[amount]),  
    'transactions'[declined] = False)  
  
median_sales =  
CALCULATE(  
    MEDIAN('transactions'[amount]),  
    'transactions'[declined] = False)  
  
sd_sales =  
CALCULATE(  
    STDEV.P('transactions'[amount]),  
    'transactions'[declined] = False)
```

ENGAGEMENT OF COMPANIES

MAY BE IMPROVED

A lot of companies have only one transaction making **descriptive statistics of sales** redundant. The amount of sales is varying significantly (big SD, big difference min/max).

Month	April	May	June	July	August	September	October	November	December	January	February	March
2021												
2022												
Company ID	Company Name	Total	Number	Declines	MIN	MAX	AVG	MEDIAN	SD			
b-2302	Nunc Interdum Incorporated	€ 25.266,56	104	1	€ 17,97	€ 499,23	€ 242,95	€ 239,72	149,58			
b-2346	Ut Semper Foundation	€ 16.122,39	58	1	€ 15,90	€ 492,19	€ 277,97	€ 295,86	139,21			
b-2326	Enim Condimentum Ltd	€ 14.578,03	56	1	€ 24,50	€ 494,82	€ 260,32	€ 260,03	143,33			
b-2278	Arcu LLP	€ 13.762,79	55	1	€ 23,86	€ 494,17	€ 250,23	€ 248,61	133,48			
b-2362	Lorem Eu Incorporated	€ 13.916,44	53	1	€ 20,44	€ 481,75	€ 262,57	€ 268,48	130,39			
b-2494	Malesuada PC	€ 14.885,80	51	1	€ 22,16	€ 492,25	€ 291,88	€ 293,94	137,84			
Total		€ 129.505,59	500	87	€ 15,05	€ 499,23	€ 259,01	€ 262,47	142,99			

The majority of companies make only one transaction, indicating low engagement. This limits the usefulness of descriptive statistics for

these cases and suggests a need to increase activity among inactive companies.

Within individual companies, sales amounts vary significantly. Analysing top-selling products can identify which items drive sales. Low-priced products may not contribute significantly to revenue.

Recommendations

- ✓ **Encourage repeat transactions** through loyalty programs or targeted incentives for companies with low activity
- ✓ **Analyse and prioritize advertising** for products with higher price points and better sales performance. Consider replacing low-performing, inexpensive products with higher-margin options

Level 3

Transaction Pattern: Customers and Products

Exercise 1

Characteristics of the users who participate in the transactions, as well as the products sold.

- Personal information of users.
- number of transactions made and rejected. The company expects each user to have **at least 10 transactions per year**, and to have **less than 2 declined transactions** per year.
- Identification of the cheapest and most expensive product purchased by each user, along with its price.
- Geographical distribution of users.
- Average purchases made.

The user must have the option to select if they wish to view the information of one year only.

A DAX measures were created to find the most expensive/cheapest products purchased by each user.

```
most_expensive_product_price =  
CALCULATE(  
    MAX(products[price]),  
    CROSSFILTER(  
        transaction_product[product_id],  
        products[product_id],  
        Both),  
        transactions[declined] = FALSE()  
)  
  
most_expensive_product =  
VAR most_exp_prod = [most_expensive_product_price]  
RETURN  
CALCULATE(  
    SELECTEDVALUE(products[product_name]),  
    products[price] = most_exp_prod)
```

A year slicer was added to dynamically adjust the visualizations, allowing users to view data specific to the selected year.

Users and Products

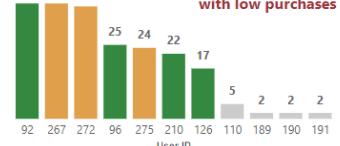
Average Total Purchase	Average Purchase
€ 599,56	€ 259,01
Cheapest Product	Most Expensive Product
Tarly Stark \$9,24	Winterfell \$195,94

FROM WHERE OUR USERS ARE
User diversity is low: we only have users from **USA**, **Canada**, and **UK**

Origin	Percentage
USA	42%
Canada	35%
UK	23%



MOST USERS HAVE 1 ONLY-2 PURCHASES
Few users meet the goal of > **10 purchases** with < 2 declines, while some have > 2 declines with low purchases



TOTAL PURCHASE IS USUALLY < € 1000
Higher spending is driven by a greater number of purchases



PERSONAL INFORMATION

ID	Name	Age	City	Address	Postal Code	Phone	Email
275	Kenyon Hartman	42	Richmond	8564 Facilisi St.	R8H 2K2	082-871-7248	convallis.sante.i
274	Jameson Hunt	42	Township of Minden Hills	224-4927 Praesent Ave	B6V 6N4	024-732-2321	fringilla@proto.
273	Hillary Ferguson	43	Pangnirtung	Ap #736-4628 Cras St.	12T 5G4	060-710-1604	sapien.molesti
272	Hedwig Gilbert	33	Tuktoyaktuk	P.O. Box 496, 5145	Q4C 3G7	064-204-8788	sem.eget@iclc

PURCHASE BEHAVIOUR

ID	Transactions	Declines	Total	Average	Most Expensive Product	Price	Cheapest Product	Price
275	48	24	€ 5.682,68	€ 236,78	Winterfell	\$195,94	Tarly Stark	\$9,24
274	4	2	€ 637,76	€ 318,88	skywalker ewok	\$171,22	Direwolf	\$26,66
273	4	2	€ 529,36	€ 264,68	Direwolf Stannis	\$161,11	Tully Stark	\$103,73
272	76	38	€ 9.681,60	€ 254,78	Winterfell	\$195,94	Tarly Stark	\$9,24
271	4	2	€ 707,53	€ 303,75	clownville ewok	\$171,22	Winterfell	\$20,01
Total	587	87	€ 129.505,59	€ 259,01	Winterfell	\$195,94	Tarly Stark	\$9,24

Our user diversity is quite limited. The majority of our users come from the USA (42%), Canada (35%), and the UK (23%), reflecting a narrow global reach. However, their purchasing behaviour differs significantly by origin and country of purchase:

UK Users: These users shop only in Germany and Norway, contributing relatively low income. Their average total purchase is just €300 compared to the overall average total purchase of €600.

Canadian Users: Canadian users are strong contributors. They shop in various countries and have an impressive average total purchase of €900. Notably, four out of seven top-buying users are from Canada. Unfortunately, three of them also experience a high number of declined transactions.

USA Users: Users from the USA are versatile, buying in Canada, the UK, Germany, and Sweden. Three of our seven top-buying users come from this group, none of whom have more than two declined transactions.

Why do we see such differences? One possible explanation is that some users may have relocated to another country or are traveling. This is supported by instances where the same user made purchases in multiple countries within a single year.

This also helps explain the low sales in regions like China or NZ, which are geographically distant from North America and Europe (regions from where our users are). If some of our users have

relocated, it's logical to see more activity in countries like Germany and the UK, which offer more job opportunities compared to Spain. Similarly, users from the USA are more likely to move to Canada or the UK, given closer cultural, linguistic, and economic similarities.

The majority of users make only 1-2 purchases annually, far below the company's target of 10 purchases per year. Additionally, many users exceed the desired threshold of two declined transactions annually, which could indicate operational or payment-related issues. It is not depend completely on the number of transactions made by user as we have top-buying users without any declines.

Most users spend less than €1000 annually, and there is a clear correlation between higher total purchases and a greater number of transactions.

Users buy a wide range of products, from the cheapest items like "Tarly Stark" (\$9.24) to the most expensive ones like "Winterfell" (\$195.95). As we specialize in figurines inspired by "Star Wars" and "Game of Thrones", it's plausible that users are building collections or purchasing items as gifts.

A deeper analysis of user preferences could reveal which figurines they already own, enabling us to suggest complementary or missing items to complete their collections.

Recommendations:

- ✓ **Expanding to users with other origin** could enhance user diversity and sales
- ✓ **Encourage repeat purchases** through loyalty programs, personalized discounts, and targeted marketing campaigns to motivate users to make more purchases annually
- ✓ **Address declined transactions:** investigate and resolve the causes of frequent declines, focusing especially on top-buying users with high rejection rates
- ✓ **Analyse product performance:** identify popular and underperforming products. Promote items that are competitively priced, popular, and not currently in the top sales list
- ✓ **Deepen user analysis:** study user demographics in greater detail (age, gender, purchase history, decline patterns, time since last purchase)
- ✓ Use insights from spending habits, "user portrait", and product preferences to tailor campaigns toward users with higher purchase potential (ex, from Canada and USA)

Case Study: User with ID 96

Brennan Wynn, a top buyer from the USA, primarily purchases in Sweden.

Users and Products

Average Total Purchase Average Purchase
€ 599,56 **€ 259,01**

Cheapest Product Most Expensive Product
Tarly Stark **Winterfell**
\$9,24 **\$195,94**

FROM WHERE OUR USERS ARE
User diversity is low: we only have users from **USA, Canada, and UK**

WHERE OUR USERS BUY

In the USA, **3 users** (bubble size) made 9 purchases. In France, **3 users** made only 1 purchase. **3 vs. 1 average purchase per user**

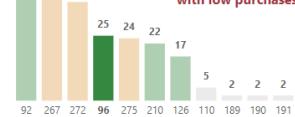


MOST USERS HAVE 1 ONLY-2 PURCHASES

Few users meet the goal of > 10 purchases

with <2 declines, while some have > 2 declines

with low purchases

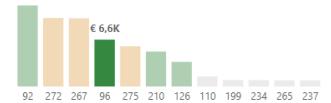


Select Year

All

TOTAL PURCHASE IS USUALLY < € 1000

Higher spending is driven by a greater number of purchases



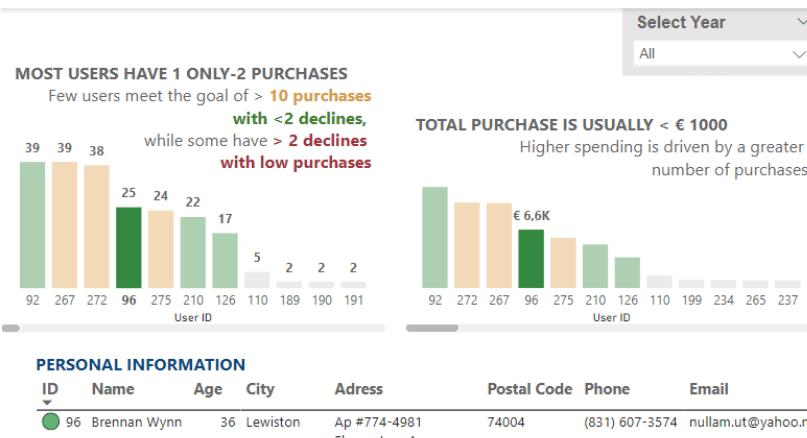
PERSONAL INFORMATION

ID	Name	Age	City	Address	Postal Code	Phone	Email
96	Brennan Wynn	36	Lewiston	Ap #774-4981 Elementum Avenue	74004	(831) 607-3574	nullam.ut@yahoo.ne

PURCHASE BEHAVIOR

ID	Transactions	Declines	Total	Average	Most Expensive Product	Price	Cheapest Product	Price
96	25		€ 6.615,85	€ 264,63	Winterfell	\$195,94	Tarly Stark	\$9,24
Total	25		€ 6.615,85	€ 264,63	Winterfell	\$195,94	Tarly Stark	\$9,24

He is among the top 7 buyers, with 25 purchases and no declines. His total purchases exceed the average by over 10 times (€6,000 vs. €600), with an average purchase of €265 — comparable to other users.



PERSONAL INFORMATION

ID	Name	Age	City	Address	Postal Code	Phone	Email
96	Brennan Wynn	36	Lewiston	Ap #774-4981 Elementum Avenue	74004	(831) 607-3574	nullam.ut@yahoo.ne

PURCHASE BEHAVIOR

ID	Transactions	Declines	Total	Average	Most Expensive Product	Price	Cheapest Product	Price
96	25		€ 6.615,85	€ 264,63	Winterfell	\$195,94	Tarly Stark	\$9,24
Total	25		€ 6.615,85	€ 264,63	Winterfell	\$195,94	Tarly Stark	\$9,24

Brennan made nearly all his purchases in 2021 (22 vs. 3 in 2022), suggesting that his usual buying months may still be ahead this year. Analyzing his purchase timing could help in planning targeted campaigns to encourage him to continue shopping.

2021

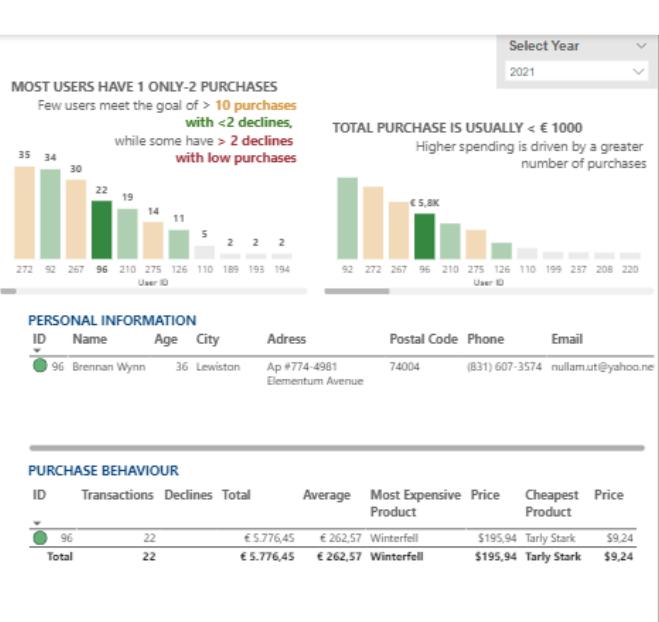
Users and Products

Average Total Purchase	Average Purchase
€ 560,79	€ 265,85
Cheapest Product	Most Expensive Product
Tarly Stark	Winterfell

FROM WHERE OUR USERS ARE
User diversity is low: we only have users from **USA, Canada, and UK**

WHERE OUR USERS BUY

In the USA, 3 users (bubble size) made 9 purchases. In France, 3 users made only 1 purchase. 3 vs. **1 average purchase per user**



2022

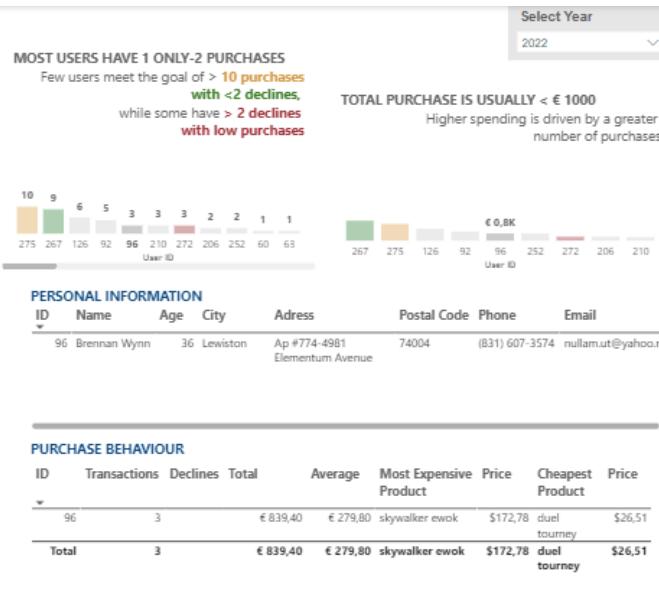
Users and Products

Average Total Purchase	Average Purchase
€ 352,17	€ 229,84
Cheapest Product	Most Expensive Product
Tarly Stark	Winterfell

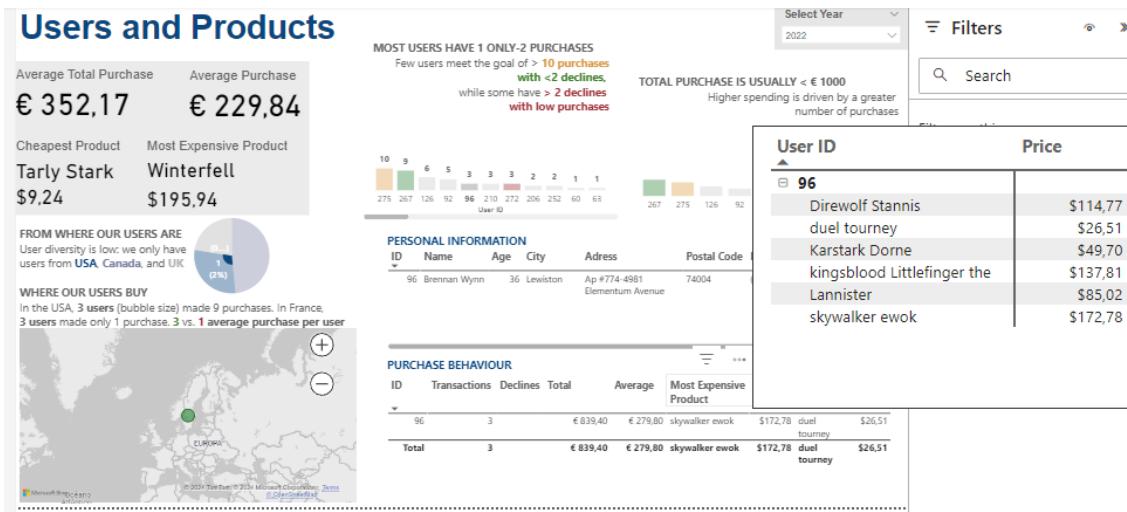
FROM WHERE OUR USERS ARE
User diversity is low: we only have users from **USA, Canada, and UK**

WHERE OUR USERS BUY

In the USA, 3 users (bubble size) made 9 purchases. In France, 3 users made only 1 purchase. 3 vs. **1 average purchase per user**



His most expensive and cheapest purchases ("Winterfell" and "Tarly Stark") were made in 2021, suggesting he is now buying different figures, progressing in his collection or expanding to new themes.



Recommendations

- ✓ Brennan's purchasing behaviour highlights the potential value of understanding our users' collection habits. He might respond well to personalized offers promoting complementary figures to "Winterfell" or new releases that match his interests
- ✓ Given that he shops in Sweden despite the USA origin, understanding the reasons behind this could unlock insights into other cross-border shopping behaviours. Is he purchasing as a collector, or is he buying gifts?
- ✓ To re-engage him in 2022, we could reach out with tailored marketing campaigns, possibly tied to a loyalty program or exclusive offer of complementary/missing items to complete his collection or preview of new products