

# Xmas Sales Analysis

Overview

Product Analysis

Time Series Analysis

Price & Qty

Country

All

Customer Age Ra...

All

Gender

All

Purchase Type

All

season

All

Total Sales

35,166,191.74

Sum of Total Sales

6,877,623.61

Latest Sales

-2.95%

YoY Sales Growth %

Profit

77%

Profit Margin

0.77

Latest Year Profit

0.06%

YoY Profit Growth

Cost accounted for 23%



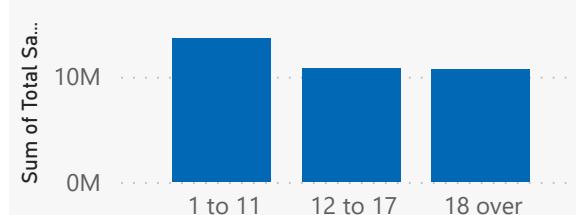
# of quantity sold

210K

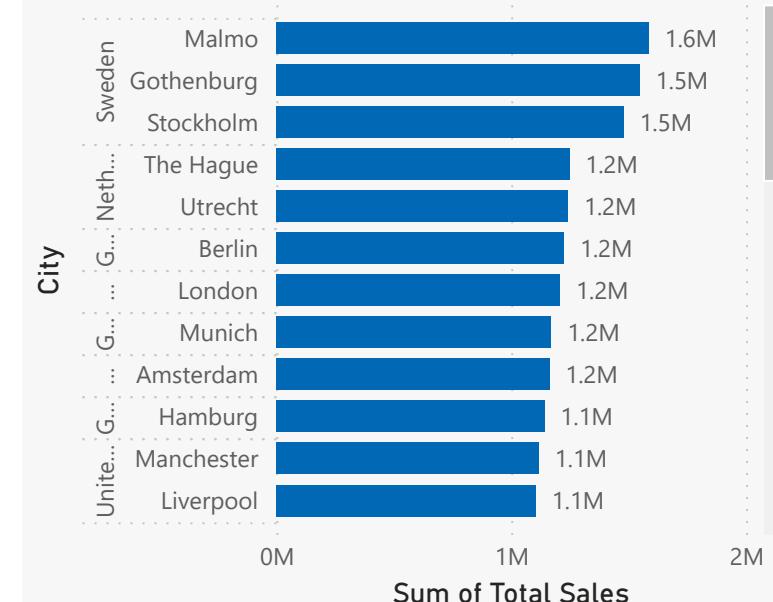
# of transactions made

48.79K

Majority of customers aged 1-11 during Xmas season

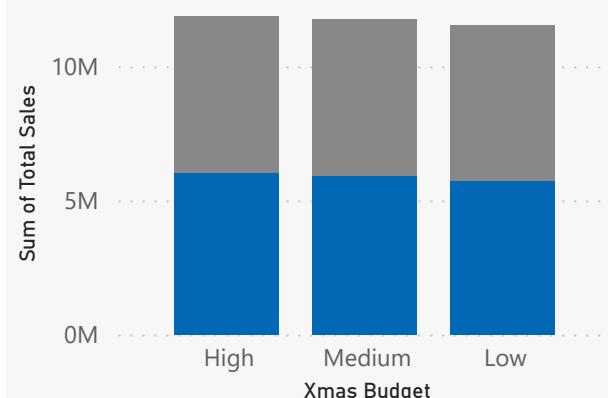


Netherlands, Germany, Sweden and UK are 4 major markets



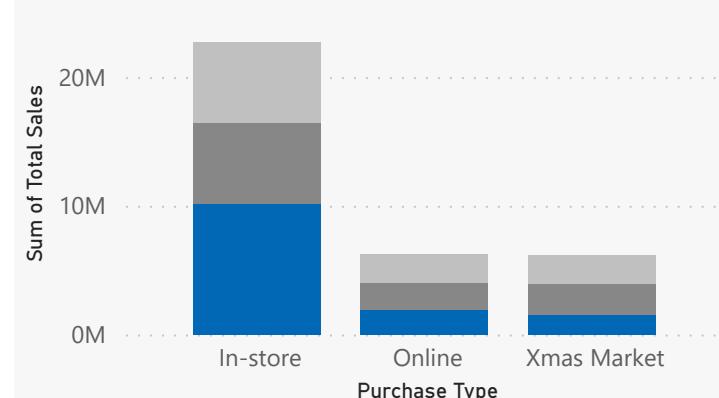
Female customers has a slightly higher budget for Xmas

Gender ● Female ● Male



Customers aged 1-11 prefer hands-on experience at store

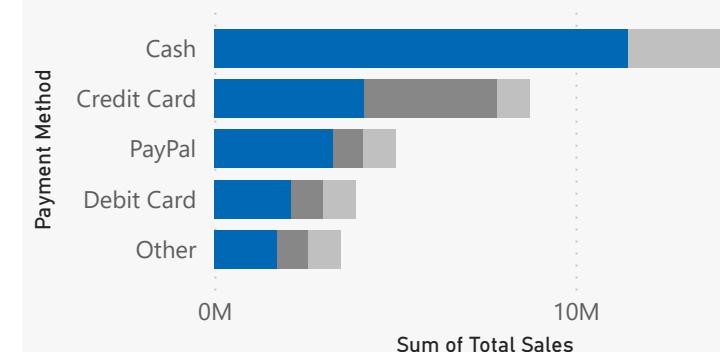
Customer Ag... ● 1 to 11 ● 12 to 17 ● 18 over



Cash is most popular for In-store purchase, while Credit Card is more popular for Online purchase

In-store purchase is the main sales channel

Purchase Type ● In-store ● Online ● Xmas Market



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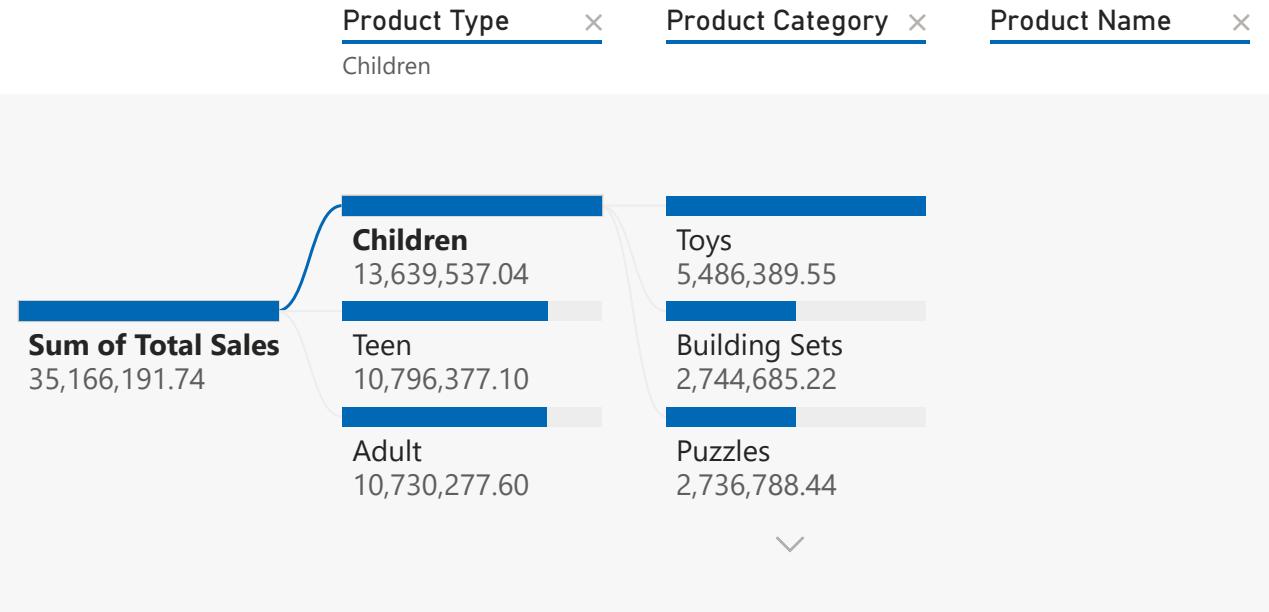
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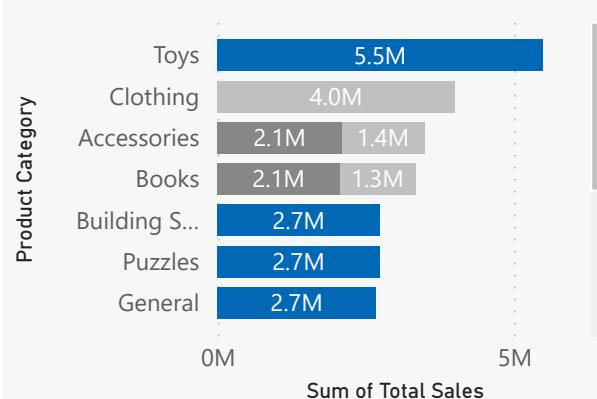
## Breakdown of Total Sales by Product Categories

Children prefer Toys, Adults prefer Clothing, while Teenagers have mixed preferences



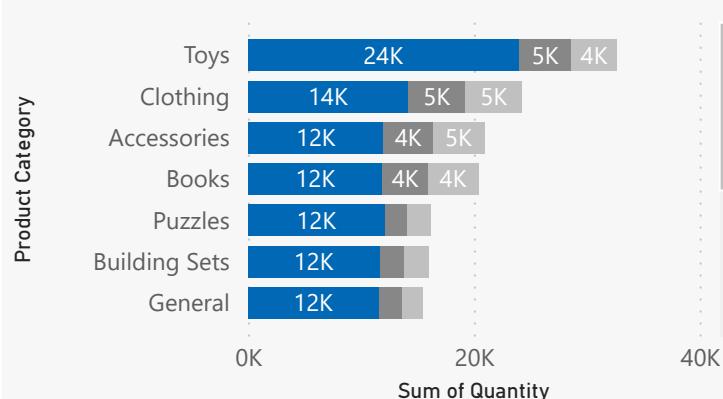
## Revenue share for each product category and age group

Customer... ● 1 to 11 ● 12 to 17 ● 18 over

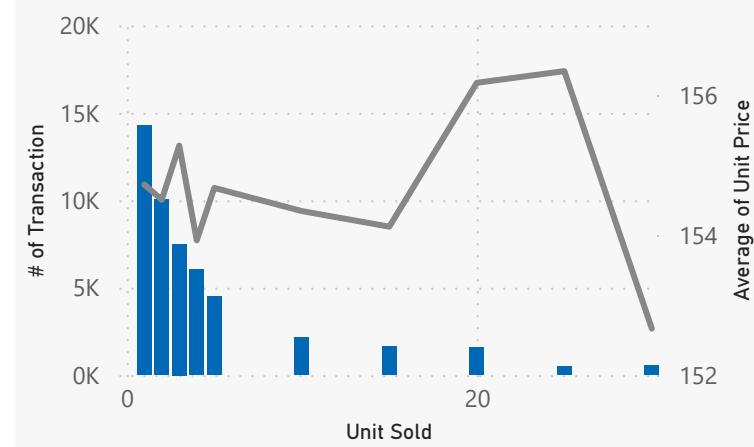


## Revenue share for each product category and sales channel

Purchase Type ● In-store ● Online ● Xmas Market

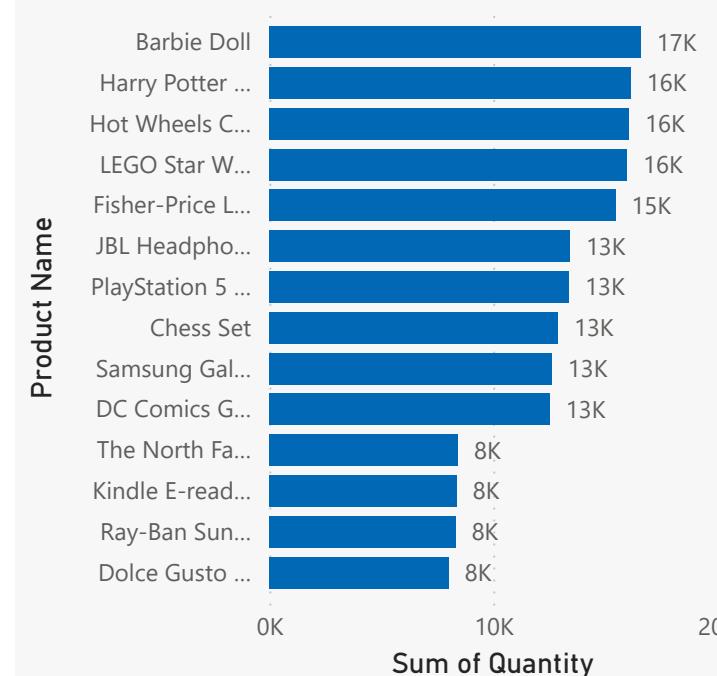


## Unit Sold per transaction



## Best-selling products

Top 5 best selling products target Children



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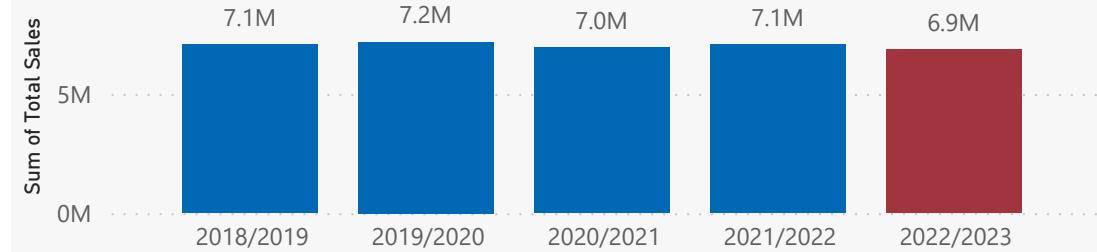
All

season

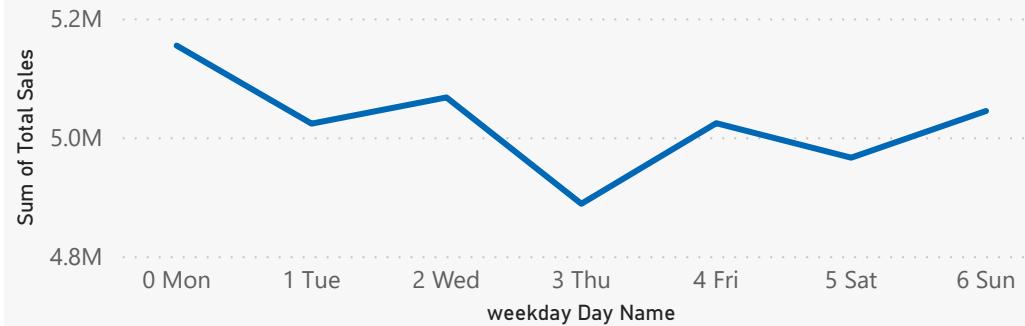
All

Latest Season suffered a slight decline

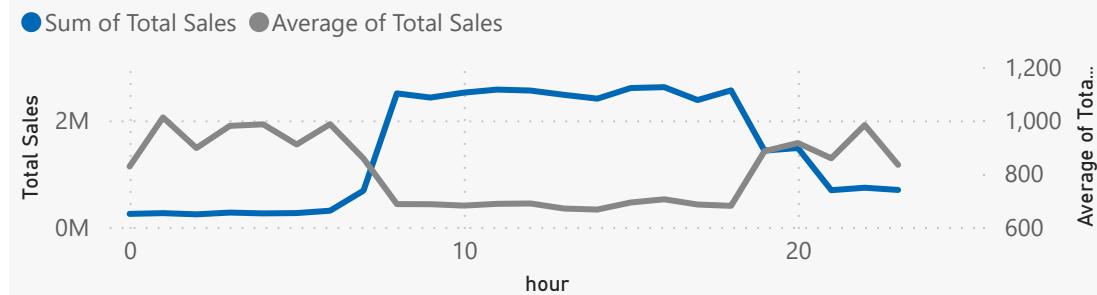
YoY Sales Growth % = -3%



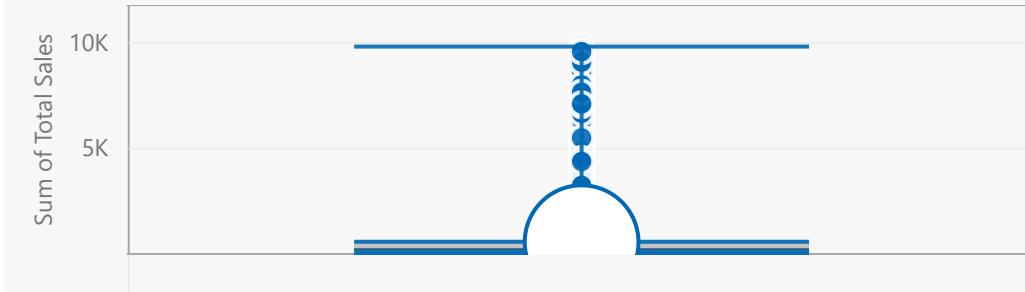
Sunday & Monday have most sales



The peak sales occur between 8 am and 6 pm, with the highest number of transactions recorded

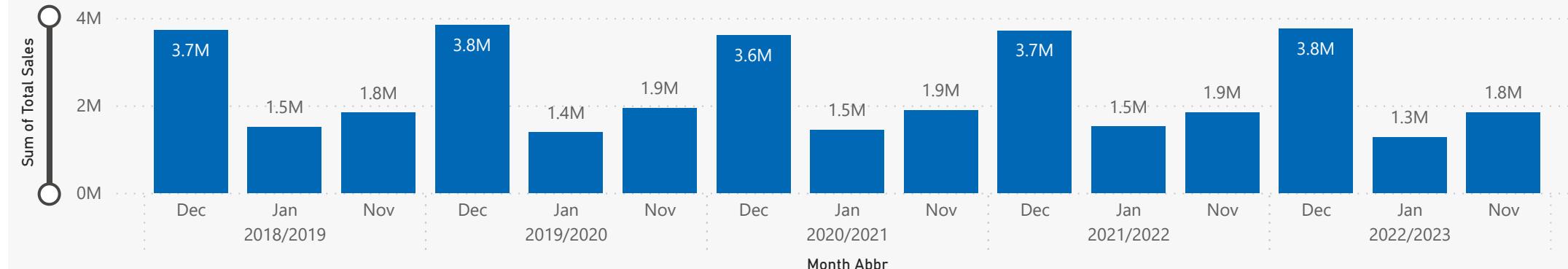


Distribution of Total Sales



Total Sales by Month

Dec has most sales, more than Nov and Jan combined during Xmas season



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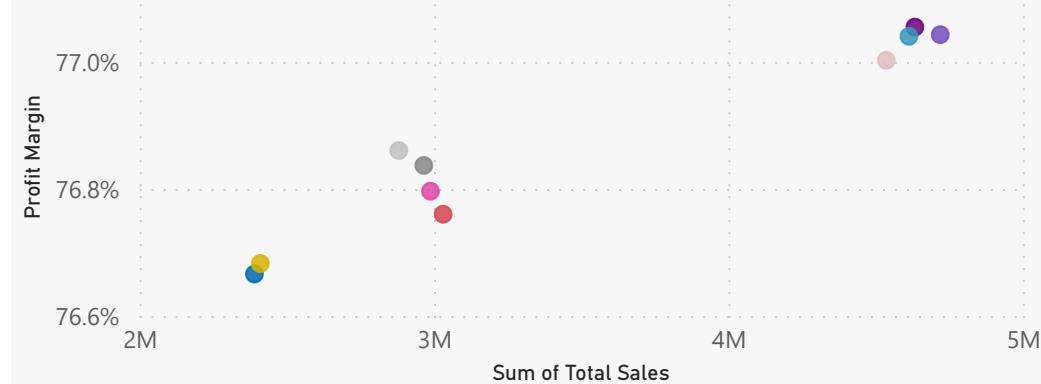
season

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## Relationship between Sales and Profit by Country

Netherlands, Germany, Sweden and Germany are countries with higher Sales & Profit %

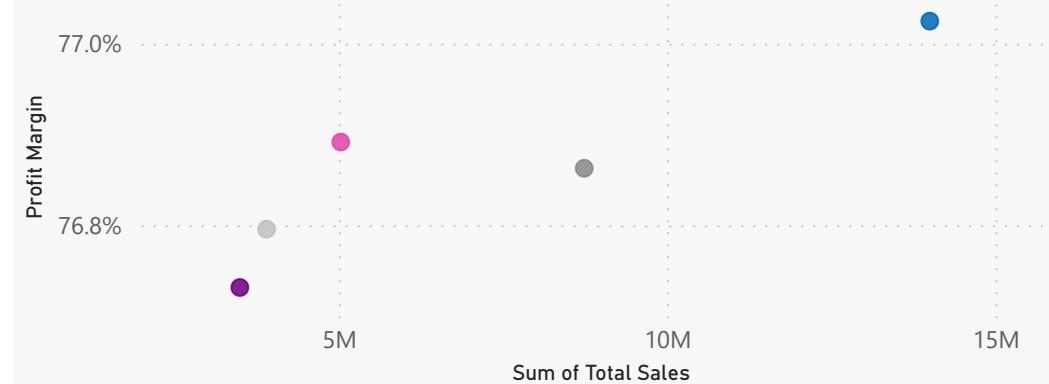
Country ● Austria ● Belgium ● France ● Germany ● Italy ● Netherlands ● Poland



## Relationship between Sales and Profit by Payment Method

Lower Profit earned for Methods other than Cash

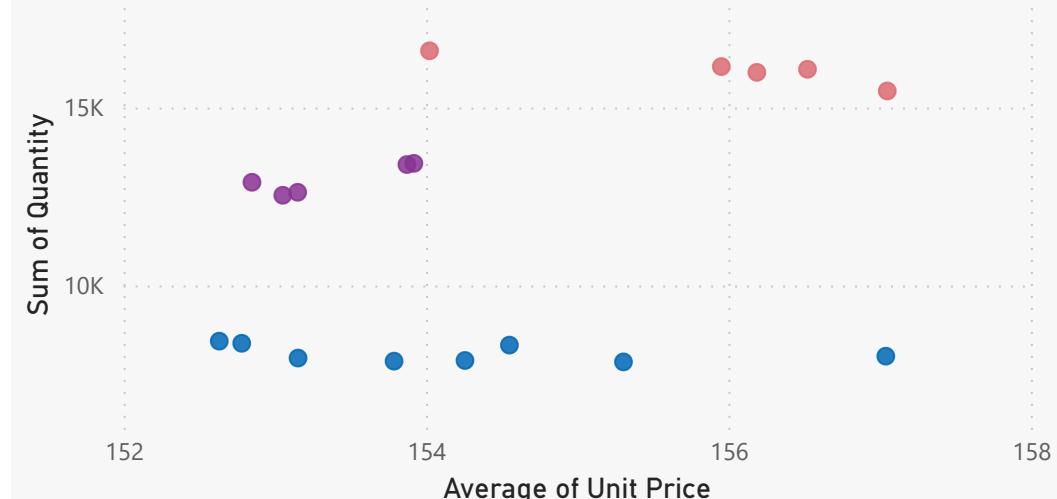
Payment Method ● Cash ● Credit Card ● Debit Card ● Other ● PayPal



## Relationship between Sales and Profit by Product

Products targeted at Children has higher unit price yet ranked as best-sellers

Product Type ● Adult ● Children ● Teen



## Relationship between Sales and Profit by Product Name

Product Name ● Barbie Doll ● Chess Set ● DC Comi... ● Dolce Gu... ● Fisher-Pri...

