



Best Selling Home Goods & Gifts

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Outline

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- Data & Analysis
- Recommendations
- Next Steps & Conclusion
- Appendix



Project overview & goals

- Thank you for the opportunity to support your upcoming e-commerce launch.
- As a new business with limited resources, you've shared that your goal is to focus on **high-demand products with strong turnover** for your initial launch. You also aim to stand out through custom-designed offerings.
- The objective is to identify **which products and themes your business should prioritize** in order to maximize early revenue and build momentum.

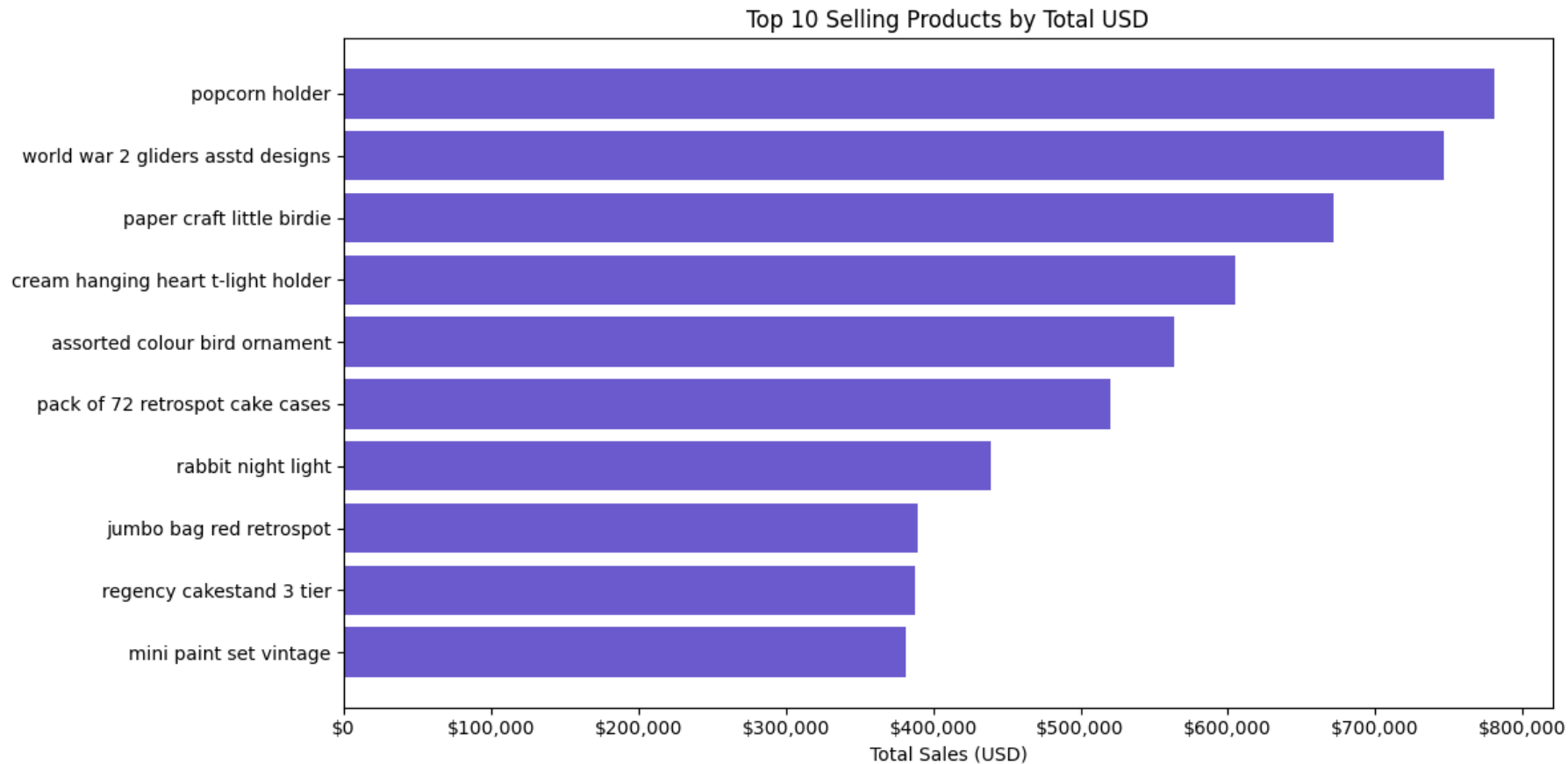
Methodology

- [Kaggle Dataset](#)
- To guide your **product design** and **sales strategy**, I've analyzed a year's worth of real-world sales data from a London-based e-commerce company specializing in home goods and gift items. The dataset includes over 500,000 transactions across Europe and has been **converted to USD** for ease of interpretation.
- A **total revenue** in USD of the product price and quantity sold was added to calculate highest revenue earning products.
- Identified top-performing products by **sales volume** and **revenue**.
- Extracted **frequent keywords** from product names to detect popular **themes and products**.
- Generated visualizations to show performance **over time** and by **category**.

Top Products by Revenue

Total Revenue:
\$80,741,146.31

Total Products:
3,768



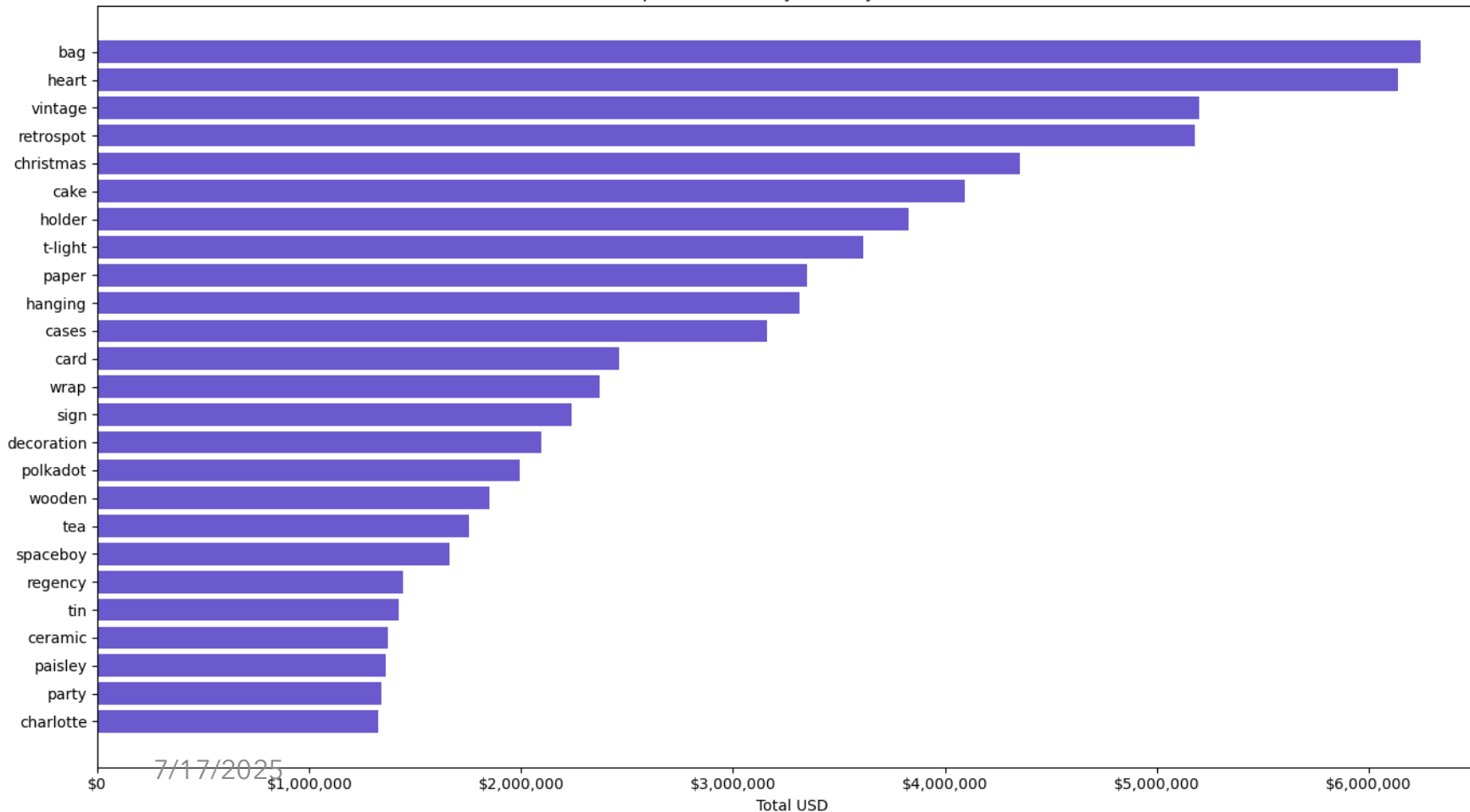
- Identified top-selling products by total revenue
- Focus on high-revenue items for initial launch
- Prioritize inventory and marketing accordingly

Top Keywords by Revenue

Total Revenue:
\$80,741,146.31

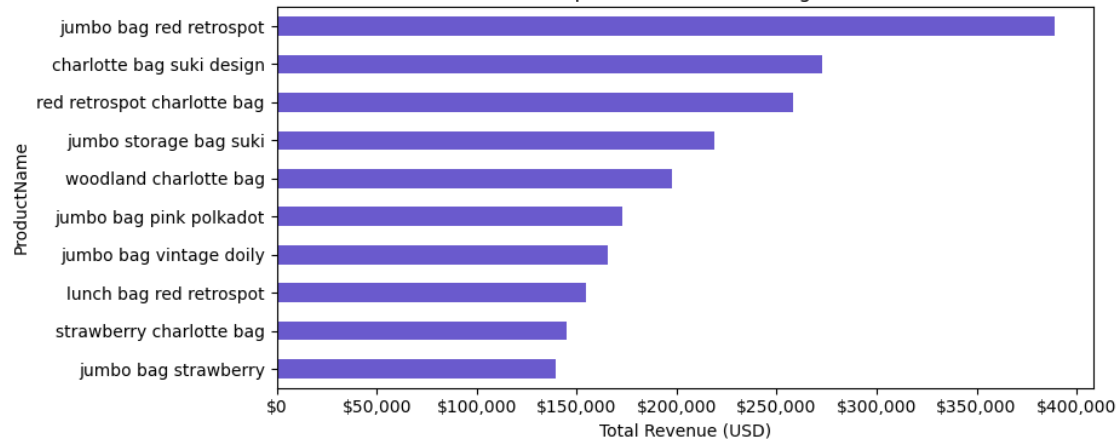
Total Products:
3,768

Top 25 Product Keywords by Revenue

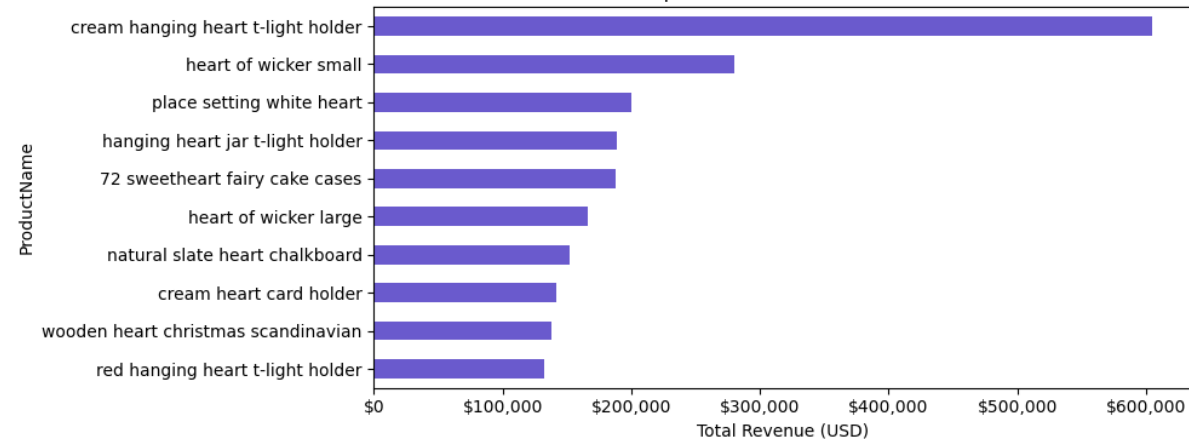


- Analyzed popular product keywords in product names
- Insights guide design and marketing focus
- Next slide contains break down of keywords into products

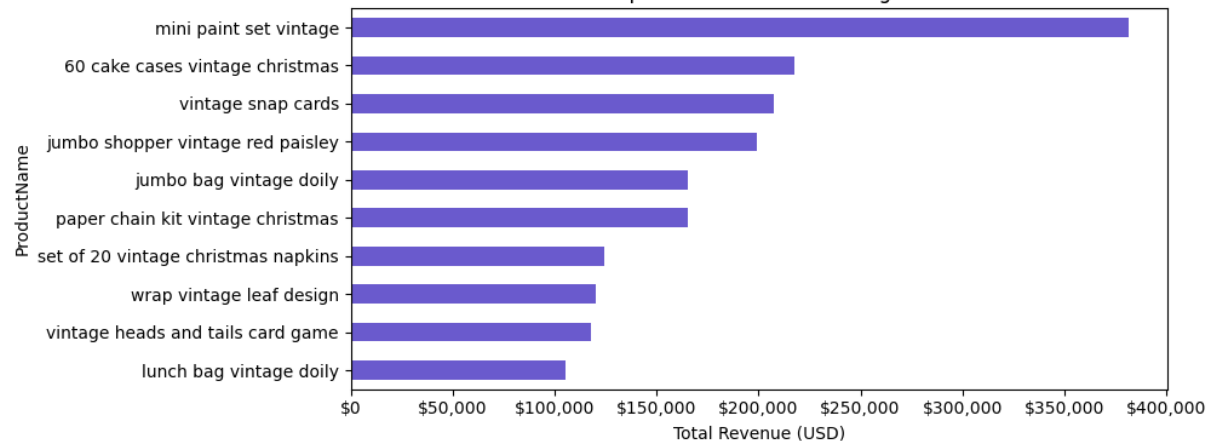
Top 10 Products with 'bag'



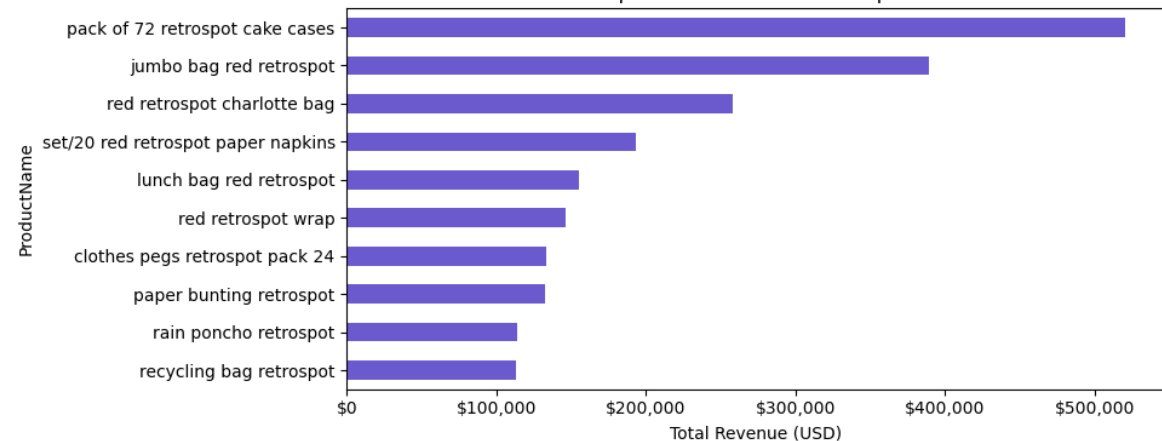
Top 10 Products with 'heart'



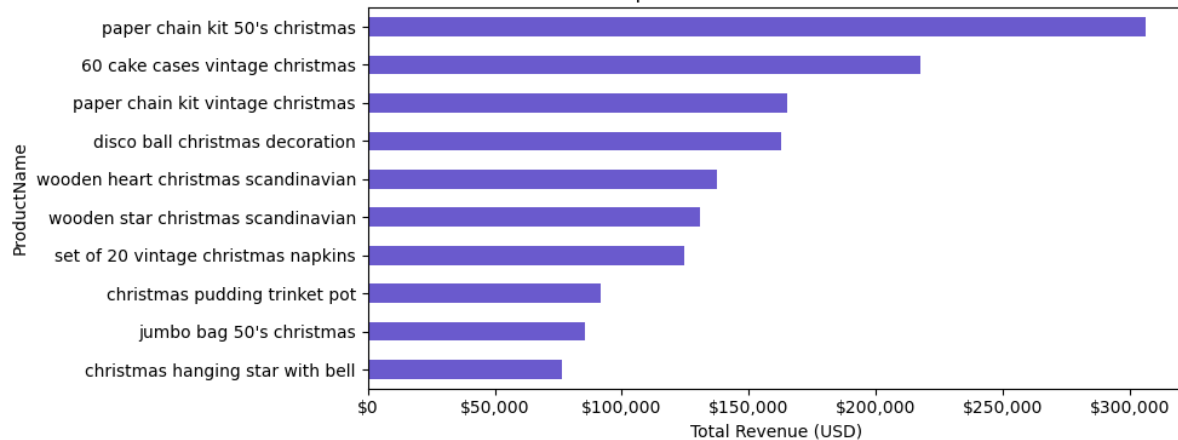
Top 10 Products with 'vintage'



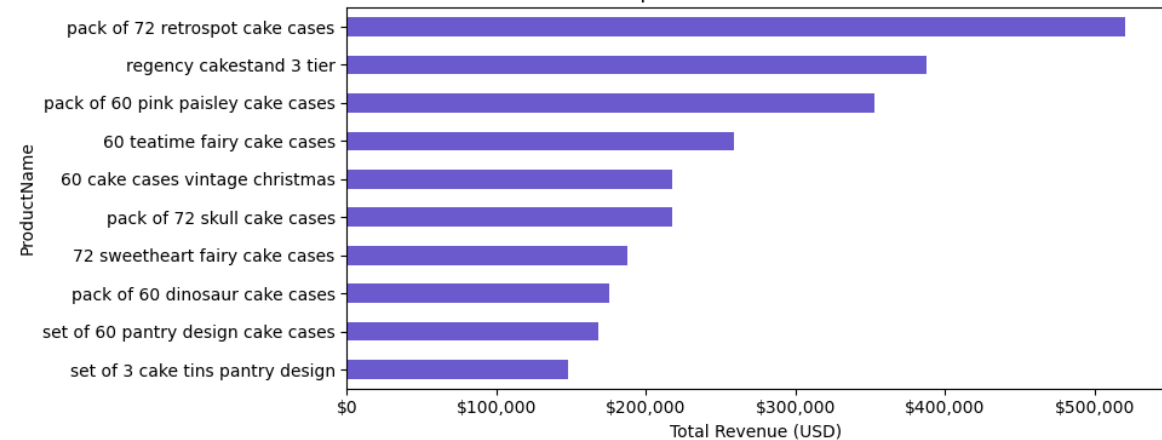
Top 10 Products with 'retrospot'



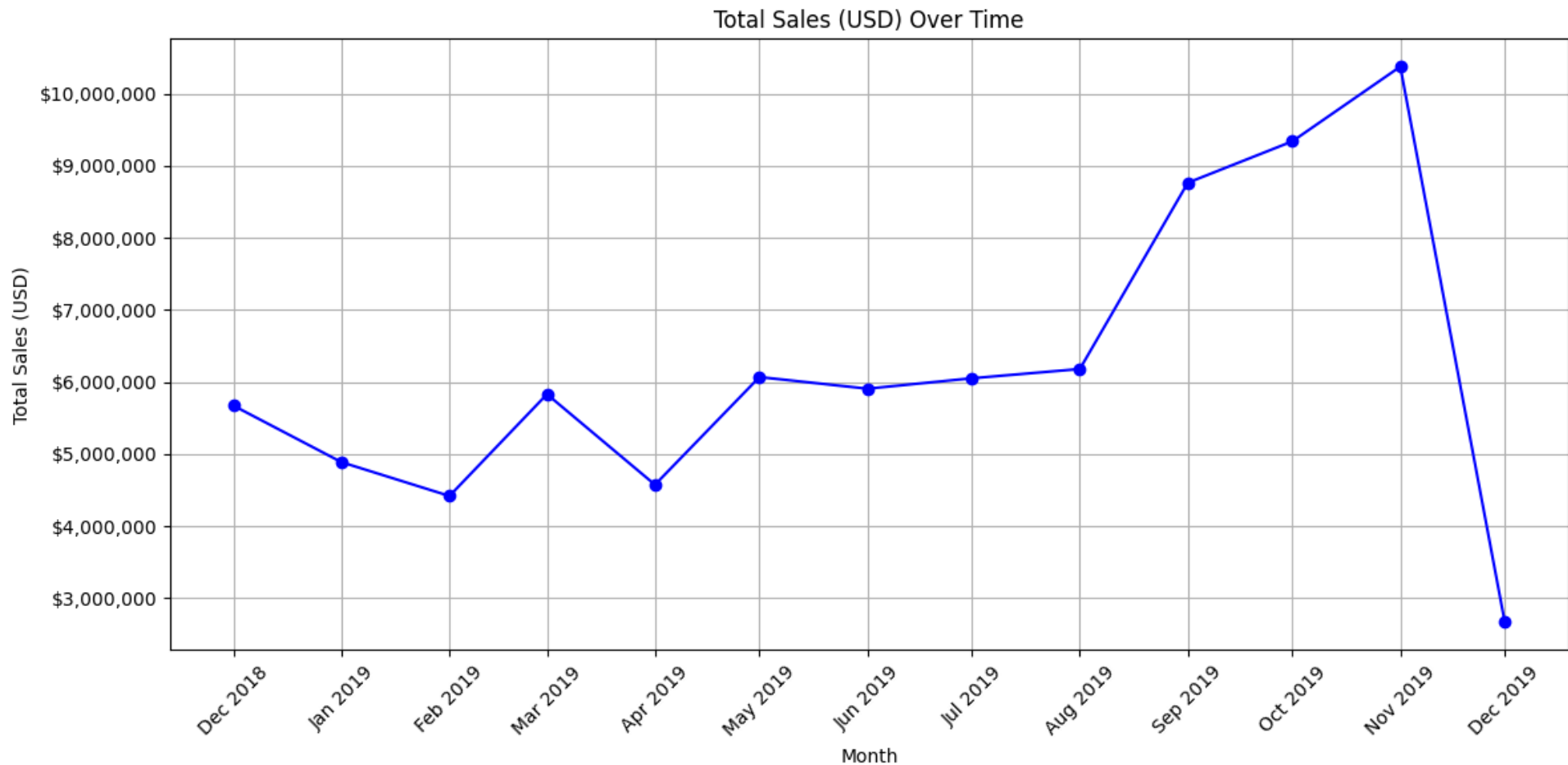
Top 10 Products with 'christmas'



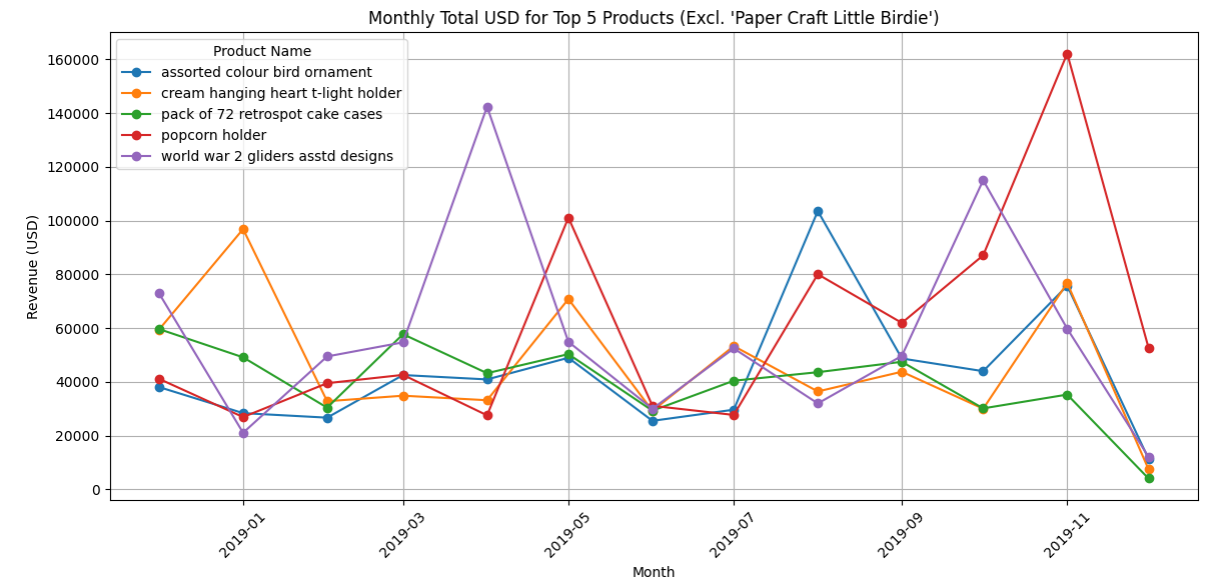
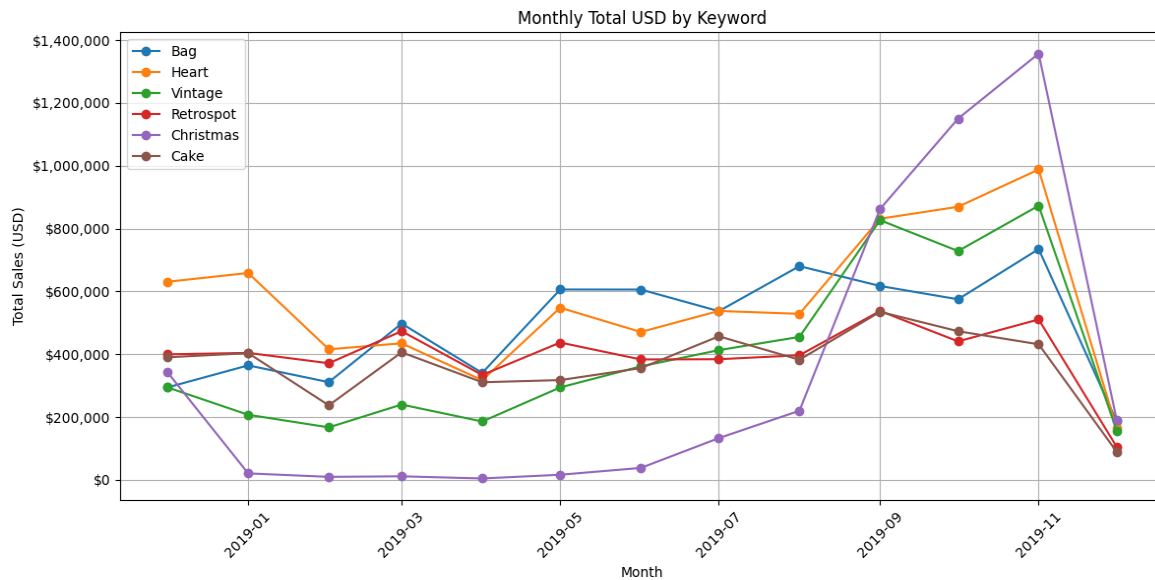
Top 10 Products with 'cake'



Total Sales Over Year



Monthly Totals by Top Products & Keywords



Recommendations

- Popcorn holders, WW2 foam gliders, paper craft birds, t-light holders, and bird ornaments all show **high individual sales**.
- Bags, heart-shaped décor, Christmas, and cake accessories are **product keywords** with highest revenue.
- Vintage and retro spot are **design feature keywords** with highest revenue.

Recommendations

- Overall sales for these products are gradual over the year, then greatly **incline** starting in **September** and increasing through **November**, followed by a drastic **decline** in **December**.
- **Christmas** sales are near zero from December through June, and dramatically increase in **September** through **November**.
- **WW2 gliders** show a **trend deviation** as there is a significant **increase** in sales during **April**.

Next Steps & Conclusion

- **Create designs** for popcorn holders, WW2 gliders, and tealight holders.
- **Create designs** for products with keywords of bag, heart, vintage, retro spot, and cake.
- **Be wary** on products for Christmas – They are a confirmed source of revenue, but may lead to poor turn-over if not sold by November.



Next Steps & Conclusion

- As sales begin to incline in August, it may be best for **operations to start in June and July** depending on marketing strategies. Beginning operations before inclining sales allows for time to gain market awareness and work out any work through any initial challenges, ensuring a smooth launch.



Appendix

- [Jupyter Notebook](#)
- [Data Journal](#)
- [Github](#)

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