



Shaun
The
Shop

Select Measure

Net Sales

County

All

Product Type

All

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Transaction
Performance

£892,954

Net Sales

7,534

Total Quantity

£120.17

Net Avg Order Value

Customer
Buying
Behaviour

4,431

Total Customer

2,392

Single Order Customer

2,039

Repeat Customer

Retention &
Value

£201.52

Lifetime Value

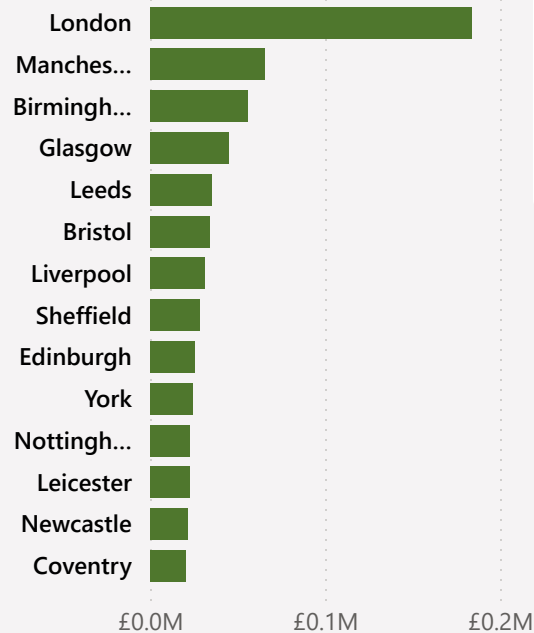
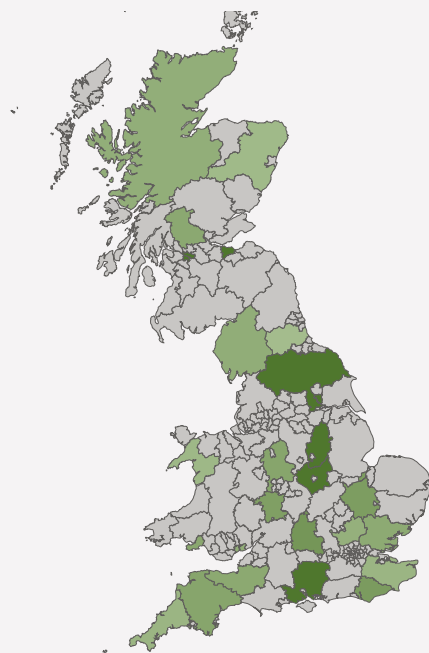
46%

Repeat Rate

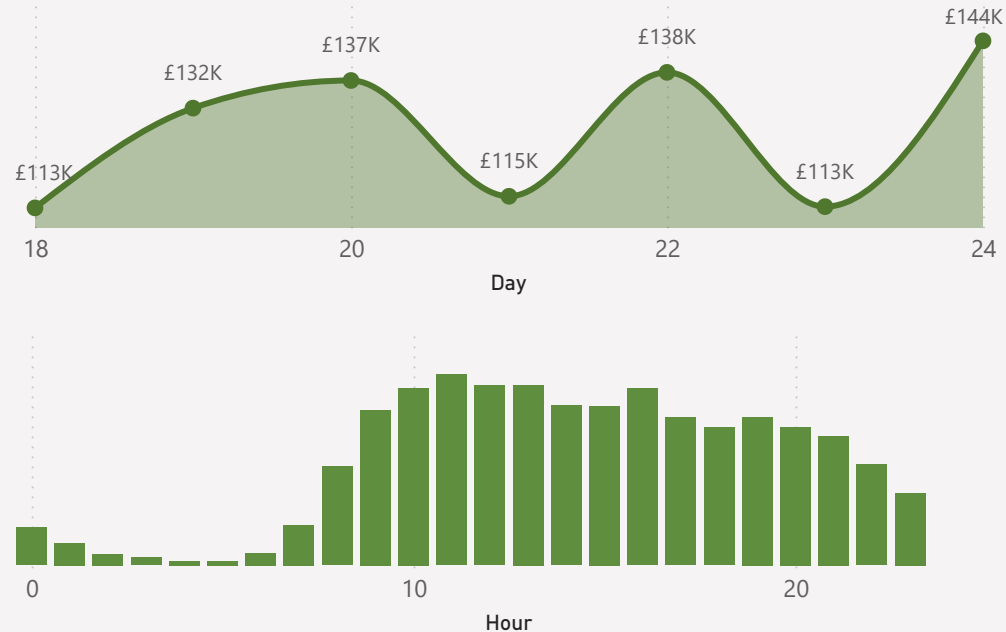
1.68

Purchase Frequency

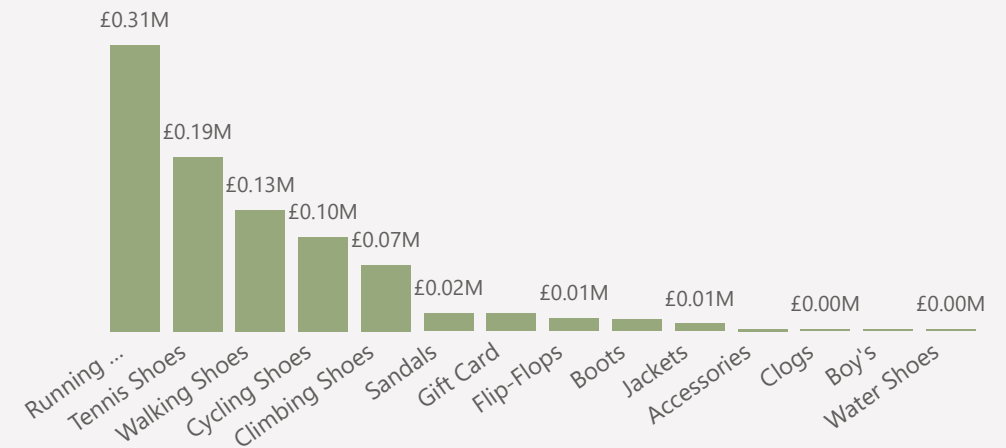
Regional Overview - County & Cities by Net Sales



Net Sales Trend Over Time



Net Sales by Product Type





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Order Number	Customer Name	Customer ID	Country	County	City	Product Type	Net Sales	Total Tax	Total Price
0	Rebecca Nicholls	4334	England	Greater London	London	Boots	£134.47	26.89	161.36
1	Rosemary Edwards	5986	England	Greater London	London	Climbing Shoes	£137.00	27.40	164.40
2	Valerie Richards	1163	England	Greater Manchester	Manchester	Tennis Shoes	£148.18	29.64	177.82
3	Harriet Cole	5190	England	West Midlands	Birmingham	Tennis Shoes	£104.53	20.91	125.44
4	James Sinclair	4743	England	Kent	Canterbury	Tennis Shoes	£99.13	19.83	118.96
5	Kate Gould	5780	England	Berkshire	Reading	Tennis Shoes	£103.57	20.71	124.28
6	Stacey Williams	5663	England	Greater London	London	Running Shoes	£96.87	19.37	116.24
7	Francis Ward	3393	England	Greater London	London	Running Shoes	£111.53	22.31	133.84
8	Edward Chambers	5744	England	West Midlands	Birmingham	Tennis Shoes	£112.09	22.42	134.51
9	Debra Harrison	2452	England	Bristol	Bristol	Climbing Shoes	£136.75	27.35	164.10
10	Kathleen Matthews	487	England	Greater London	London	Walking Shoes	£122.94	24.59	147.53
12	Francis Sharp	6183	England	Cornwall	Truro	Climbing Shoes	£94.32	18.86	113.18
13	Elliott Wilson	1833	England	Greater London	London	Walking Shoes	£120.25	24.05	144.30
15	Elliott Cox	4422	England	Essex	Chelmsford	Tennis Shoes	£124.26	24.85	149.11
16	Diane Robinson	2085	England	Berkshire	Reading	Climbing Shoes	£113.93	22.79	136.72
18	Stephanie Cole	6055	England	Leicestershire	Leicester	Climbing Shoes	£129.90	25.98	155.88
20	Scott Wilkinson	3812	England	West Yorkshire	Leeds	Running Shoes	£136.39	27.28	163.67
21	Sophie Davies	6113	England	West Midlands	Birmingham	Running Shoes	£121.84	24.37	146.21
23	Gareth Hall	4534	England	North Yorkshire	York	Running Shoes	£116.69	23.34	140.03
24	Amelia Whitehouse	1888	England	Greater Manchester	Manchester	Running Shoes	£140.42	28.08	168.50
25	Angela Weston	4633	England	Greater London	London	Running Shoes	£102.15	20.43	122.58
26	Craig Finch	2006	England	North Yorkshire	York	Running Shoes	£140.53	28.11	168.64
27	Georgia Jones	4122	England	Merseyside	Liverpool	Tennis Shoes	£93.86	18.77	112.63
28	Margaret Thompson	5865	England	Leicestershire	Leicester	Walking Shoes	£124.95	24.99	149.94
29	Jordan Barnes	4469	England	West Yorkshire	Leeds	Flip-Flops	£149.92	29.98	179.90
30	Glenn Cross	4726	England	Greater Manchester	Manchester	Tennis Shoes	£133.51	26.70	160.21
Total							£892,953.93	178,590.84	1,071,544.77



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Insights and Recommendations

Although the dataset represents only one week of simulated sales activity, several patterns emerge that suggest opportunities for optimisation:

- **Sales Volume and Timing:**

Sales peaked on the 20th and 24th, with consistent dips following high-performing days.

Hourly patterns suggest stronger performance during mid-day and early afternoon hours (10AM–3PM), which could guide promotional timing.

- **Customer Composition:**

Out of 4,431 total customers, **46% are repeat buyers**, indicating decent retention within a short window.

A lifetime value of £201.52 and a purchase frequency of 1.68 suggest healthy early-stage loyalty, which could be further enhanced with targeted campaigns.

- **Top Products and Regions:**

Running shoes are the top-selling product category (£0.31M), with London, Manchester, and Birmingham leading in sales. This highlights opportunities to scale inventory and marketing spend regionally and around high-demand product types.

- **Order Value:**

The **average order value (£120.17)** is relatively strong, but focusing on bundling or upsell strategies may help further increase transaction value, especially among single-order customers (54%).