

E-Commerce Revenue Analysis

Step 4: Act

Key Findings

- 1. Toys & Games = 70% of revenue (\$123,165)
- 2. 45+ males = 50% of revenue (\$88,500)
- 3. Discounts reduce avg order value: \$60.05 → \$58.96
- 4. No repeat purchases (frequency = 1.0)

Recommendations

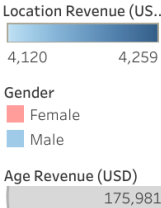
Action	Expected Impact
Prioritize Toys & Games inventory	Secure 70% revenue stream
Target 45+ males via Facebook/YouTube ads	Reach high-value segment
Pause blanket discounts	Avoid \$1.09 loss per order
Add Customer ID to future data	Enable loyalty tracking

E-Commerce Revenue Insights

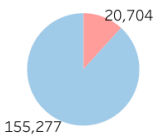
Total Revenue  
\$176,981

Top Category  
*Toys and Games*  
\$123,165 (70%)

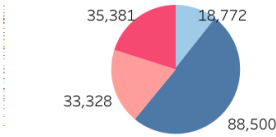
- Key Insights
- Toys and Games = 70% of total revenue
  - 45+ age group drives \$88,500 (50%)
  - Males = 90% of revenue (\$155k)
  - Discounts reduce avg order value: \$60.05 -> \$58.96
  - No repeat purchases ( frequency = 1.0 for all)



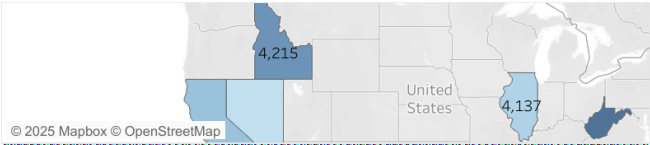
Revenue by gender



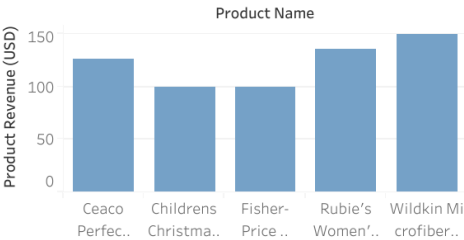
Revenue by age group



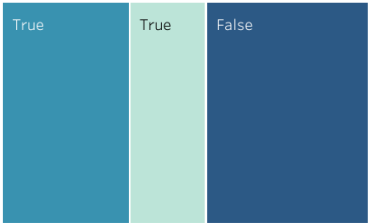
Revenue by location



Revenue by product



Discounts impact



Revenue by category

