Sales Data Analysis

Linkedin.com/in/mhmod36

Filter by Month All

Filter by channel All

Filter by type All

Total GMV & Orders By City

city_id	order_price
18	6941K
51	3434K
86	3165K
85	1321K
89	1043K
84	716K
150	484K
88	364K
87	344K
183	339K
151	190K
216	112K
186	67K
184	47K
185	37K
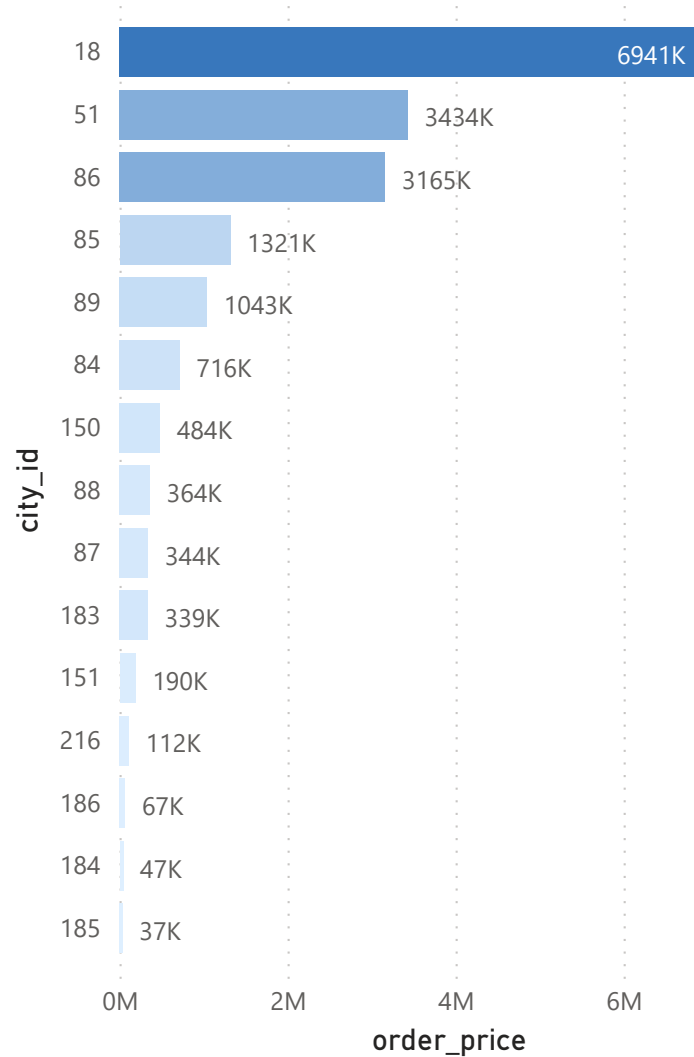
Total GMV & Orders By District

district_id	order_price
169	1150K
171	1018K
167	953K
221	909K
222	865K
168	632K
223	540K
318	529K
287	461K
269	459K
292	443K
219	421K
319	373K
224	368K
170	367K
273	353K
289	340K
266	332K
288	302K
225	270K
291	260K
301	257K

Burn Rate Per City

city_id	Average of burn_rate
18	0.0040
151	0.0040
51	0.0039
89	0.0039
186	0.0039
84	0.0037
88	0.0035
216	0.0035
86	0.0035
183	0.0034
150	0.0031
85	0.0029
184	0.0028
87	0.0023
185	0.0022

Sales Data Analysis

Cities with the most variety in categories purchased

city_id	Max of categories
18	46
86	36
216	32
89	32
183	30
51	30
84	30
85	30
151	27
186	25
88	25
184	22
87	21
150	20
185	12
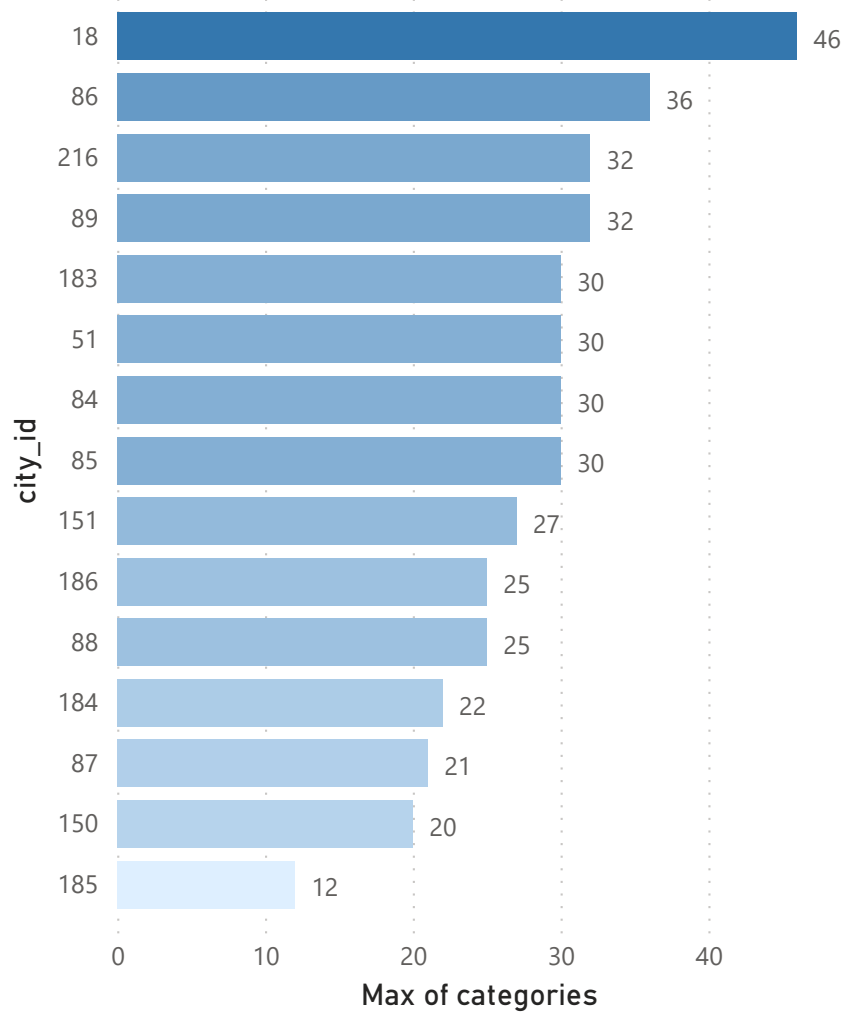
Channel contribution to sales

channel ● retailer ● telesales

city_id	retailer	telesales
18	5337K	1604K
51	2606K	828K
86	2401K	764K
85	1150K	171K
89	884K	159K
84	595K	
150	406K	
88	249K	
87	280K	
183	204K	
151	130K	
216	66K	
186	41K	
184	34K	
185	30K	
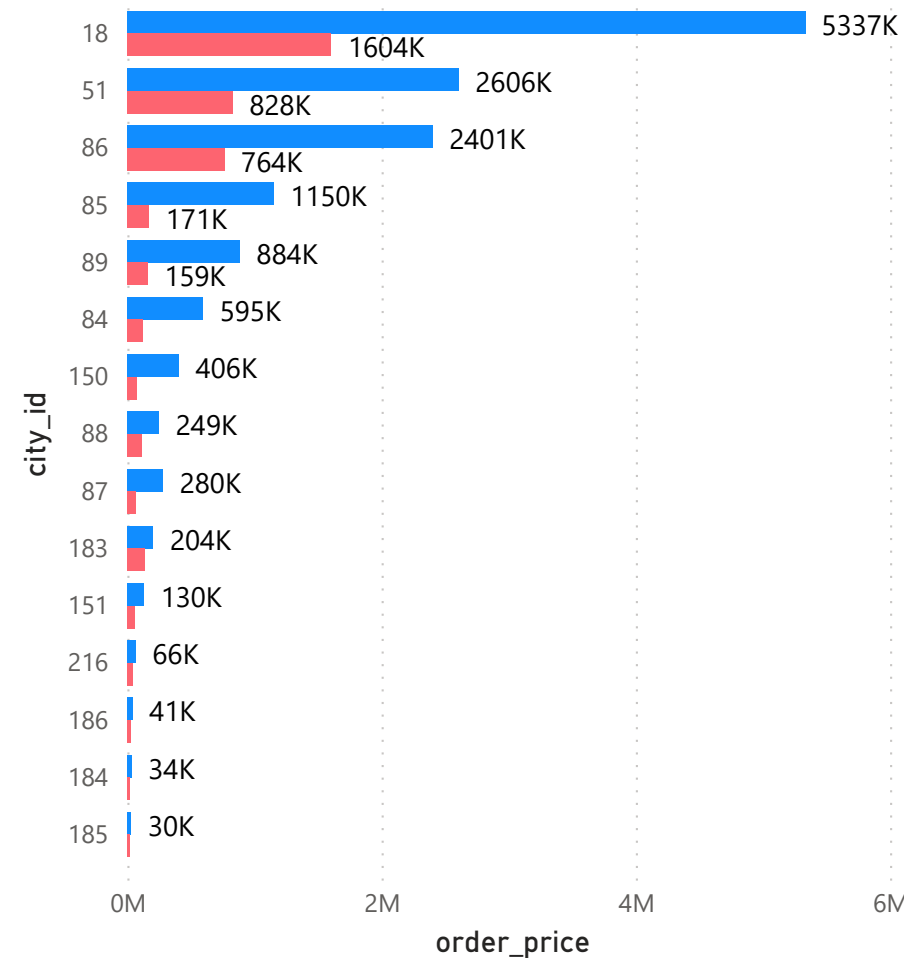
Channel contribution

● retailer ● telesales

3.14K (26.27%)

8.8K (73.73%)

Sales Data Analysis

Cities with the highest traffic

city_id	Count of retailer_id
18	621
86	495
51	356
85	199
89	140
150	87
183	87
84	81
88	49
87	45
151	25
216	16
186	15
185	12
184	8
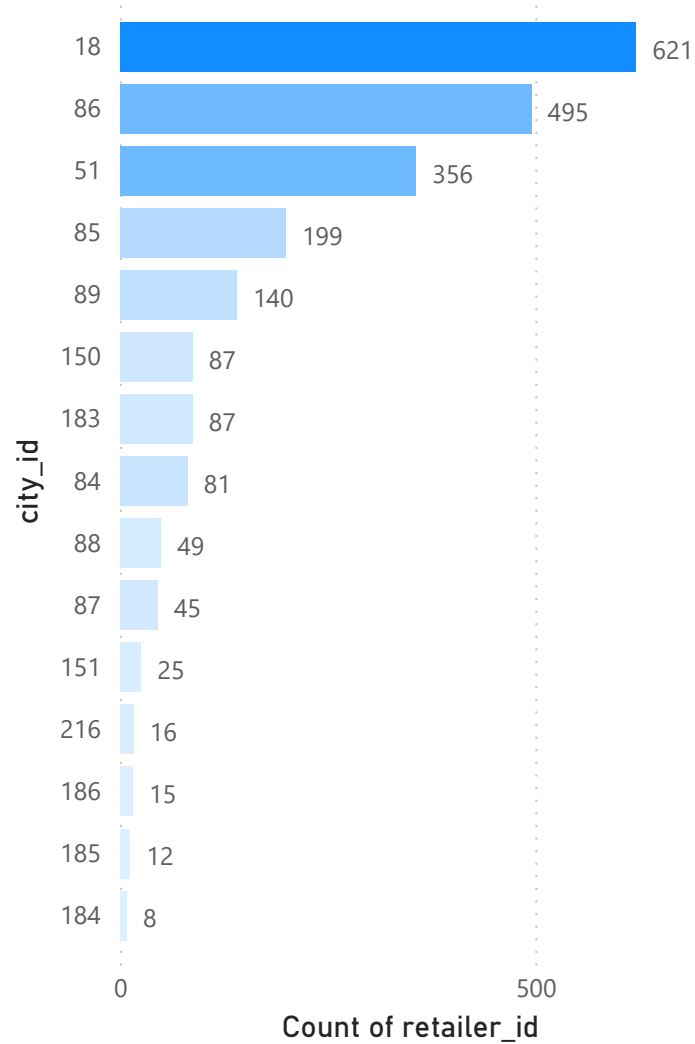
Out of stock events distribution per city

city_id	out_of_stock_events
18	37.05K
86	29.92K
51	22.90K
85	18.87K
89	4.08K
87	2.65K
84	2.39K
183	1.95K
150	1.77K
88	1.09K
185	0.89K
151	0.68K
186	0.39K
184	0.33K
216	0.20K
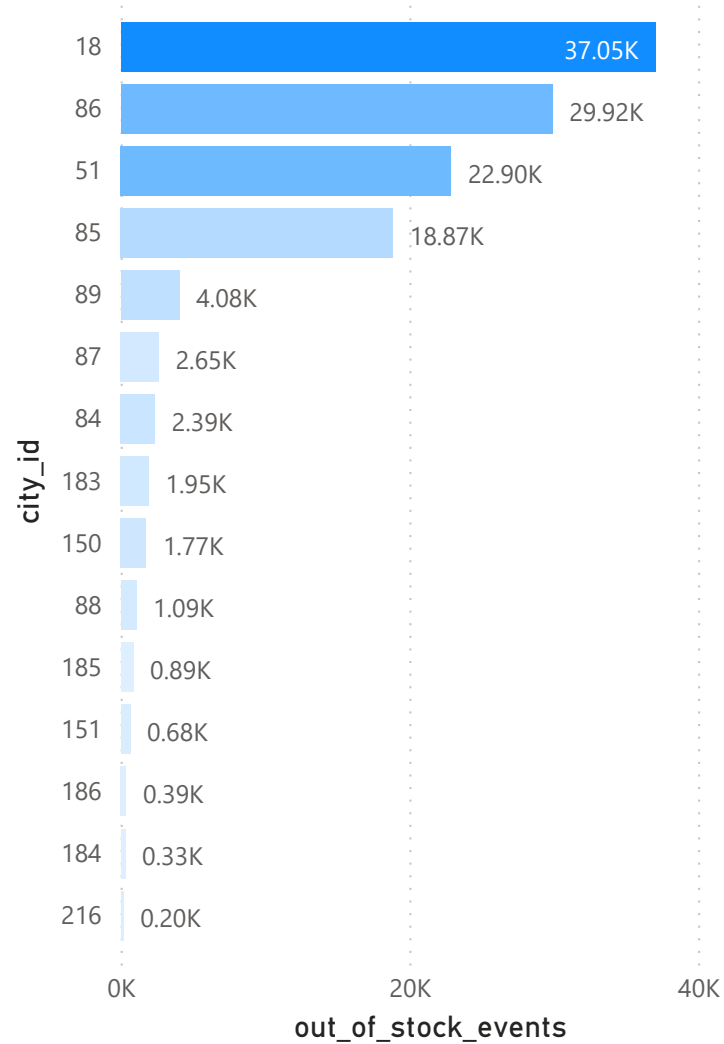
category browsing events per city

city_id	category_browsing_events
18	15.17K
86	14.28K
51	8.89K
85	6.45K
89	3.25K
84	1.77K
150	1.52K
183	1.44K
87	1.06K
88	0.83K
185	0.51K
151	0.44K
184	0.32K
216	0.26K
186	0.25K

Sales Data Analysis

7.69	1.56K	7.77	2.08	15	3	102
Average of discount	Average of order_pr...	Average of categories	AVG. partial_count	Count of city_id	Count of warehouses	Count of district_id

Month	acquisition_rate	retention_rate
2	0.929	0.689
3	1.710	1.136
4	1.357	0.838
5	1.178	0.818
6	1.346	1.065
7	0.805	0.803
8	0.686	1.012
9	1.192	0.617

district_id	Average of burn_rate
167	0.0042
168	0.0035
169	0.0046
170	0.0043
171	0.0048
217	0.0028
218	0.0027
219	0.0036
220	0.0036
221	0.0041

city_id	Count of district_id
18	30
86	17
51	10
216	7
89	7
85	6
88	5
150	4
183	4
84	4
87	4
151	1
184	1
185	1
186	1
Total	**102**

Quarter	Count of order_id	order_price
Qtr 1	**1591**	**2.45M**
January	405	0.65M
February	425	0.63M
March	761	1.17M
Qtr 2	**4072**	**6.28M**
April	975	1.45M
May	1213	1.94M
June	1884	2.90M
Qtr 3	**6277**	**9.87M**
July	1956	3.05M
August	2415	3.58M
September	1906	3.24M
Total	**11940**	**18.60M**

Sales Data Analysis

Count of retailer types by Month

retailer_type ● acquisition ● Retention ● Returning

Month	acquisition	Retention	Returning
January	141	246	18
February	131	279	15
March	224	483	54
April	304	638	33
May	358	798	57
June	482	1292	110
July	388	1512	56
August	266	1979	170
September	317	1490	99
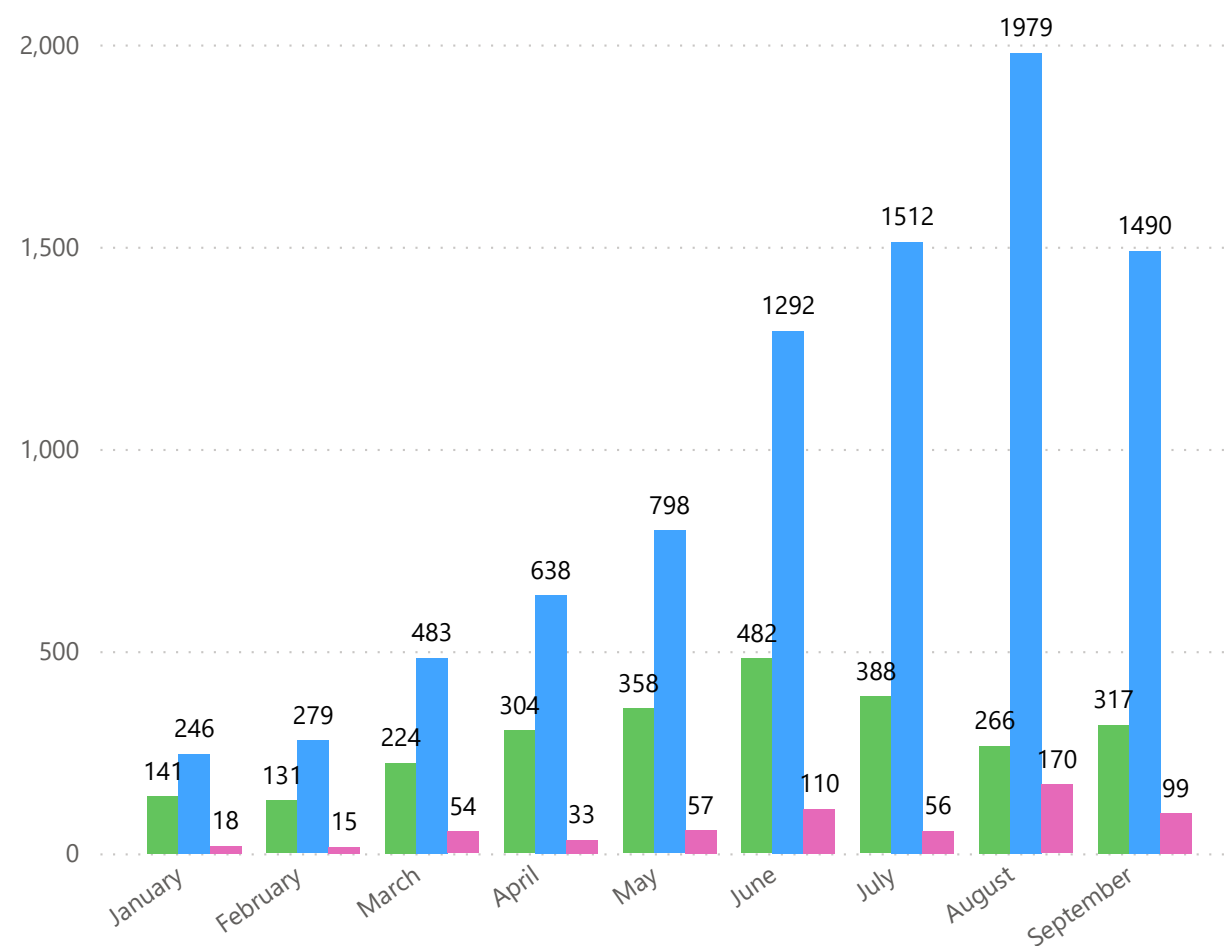
Key influencers   Top segments

What influences retailer_type to be [acquisition] ?

When...   ....the likelihood of retailer_type being acquisition increases by

| channel is telesales | → | 1.44x |

| Day Name is Thursday | → | 1.10x |

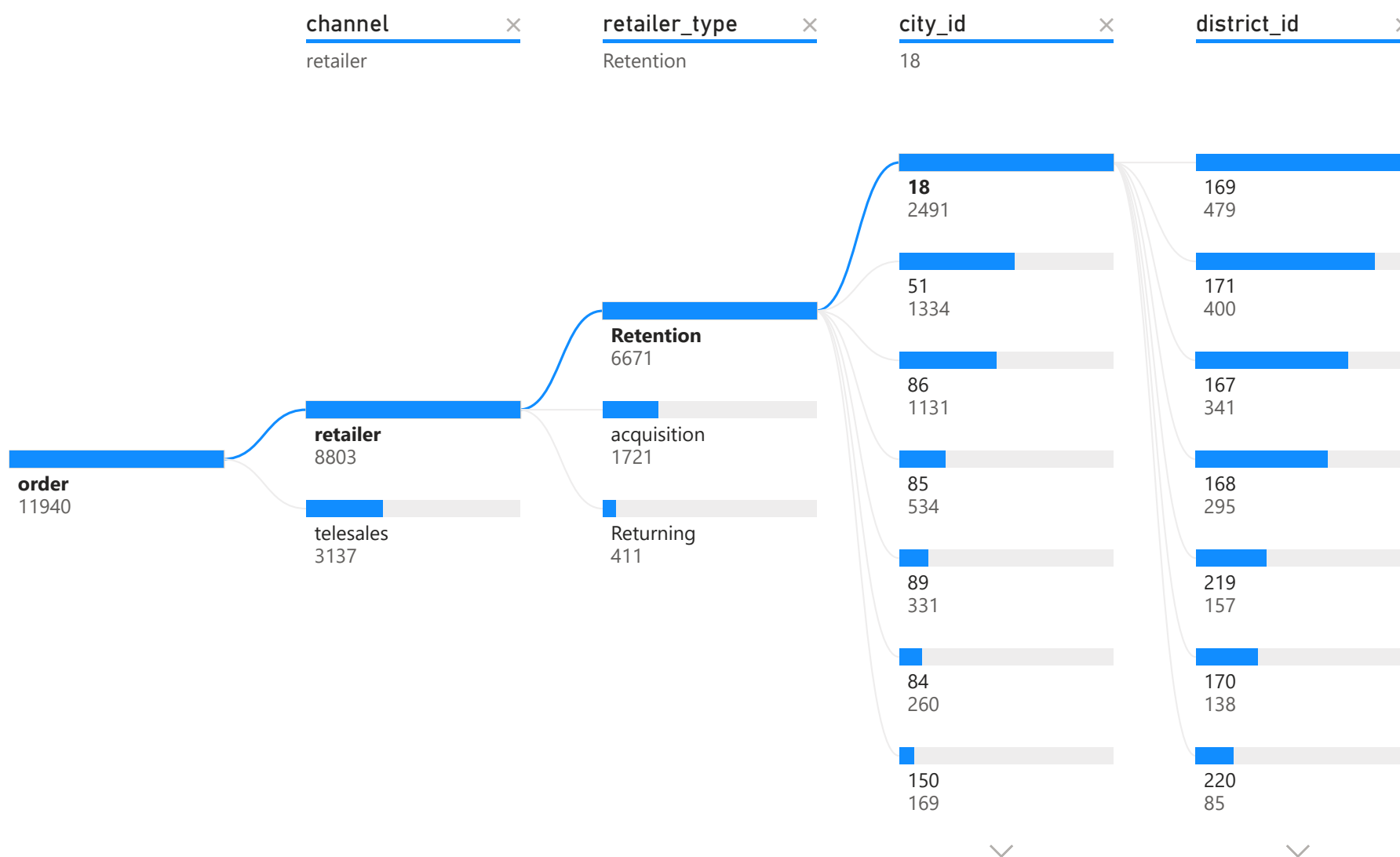← retailer_type is more likely to be acquisition when channel is telesales than otherwise (on average).
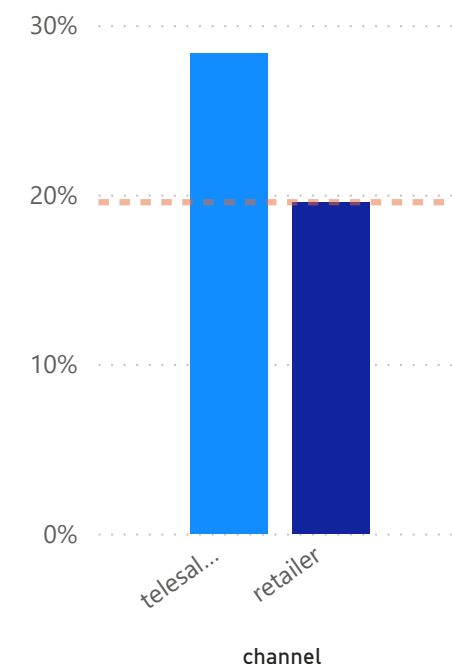
channel

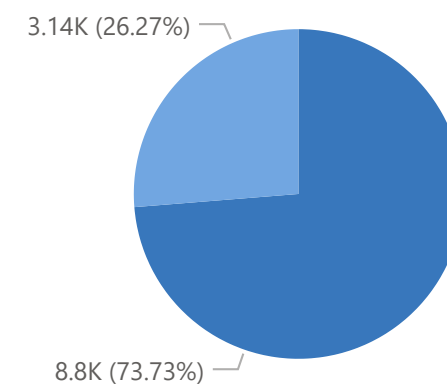☐ Only show values that are influencers

Sales Data Analysis

All

All

All

channel ✕	retailer_type ✕	city_id ✕	district_id ✕
retailer	Retention	18	

order
11940

retailer
8803

telesales
3137

Retention
6671

acquisition
1721

Returning
411

city_id	
18	2491
51	1334
86	1131
85	534
89	331
84	260
150	169

district_id	
169	479
171	400
167	341
168	295
219	157
170	138
220	85

Retailers VS Telesales

● retailer   ● telesales

3.14K (26.27%)

8.8K (73.73%)

Retailers Types

● Retention   ● acquisition   ● Returning
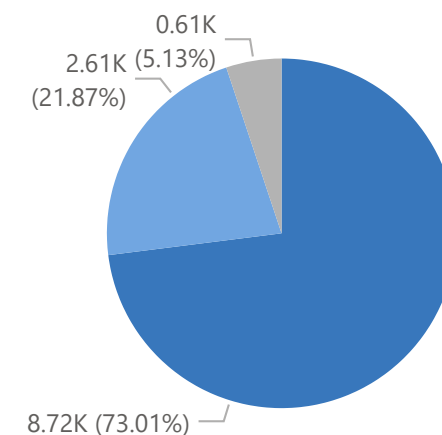
0.61K

2.61K (5.13%)

(21.87%)

8.72K (73.01%)

Sales Data Analysis
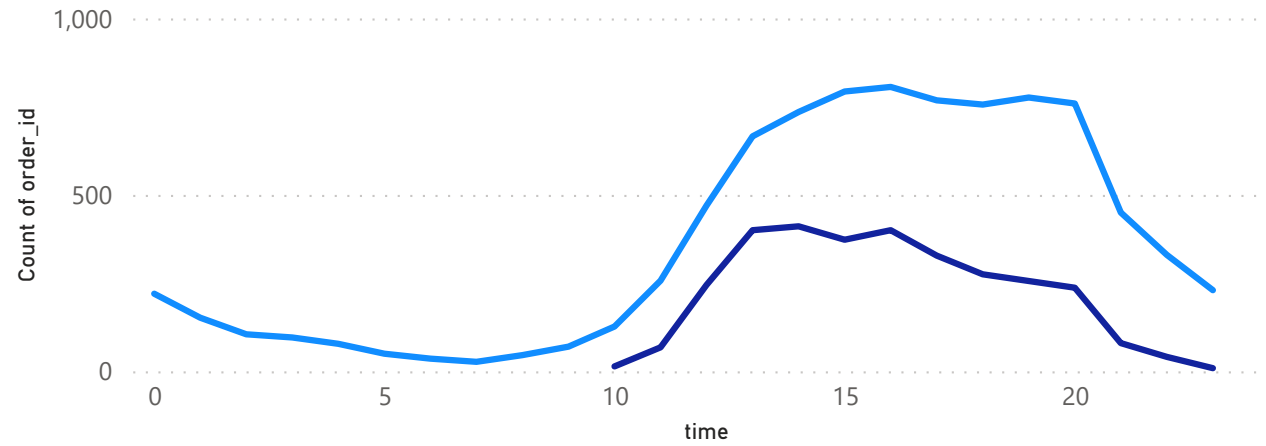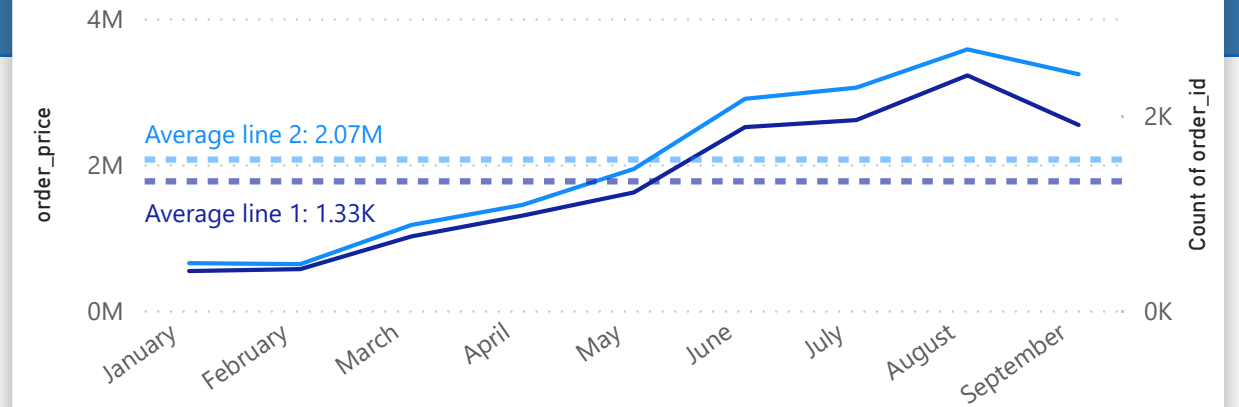
Count of orders by day hours

channel ● retailer ● telesales

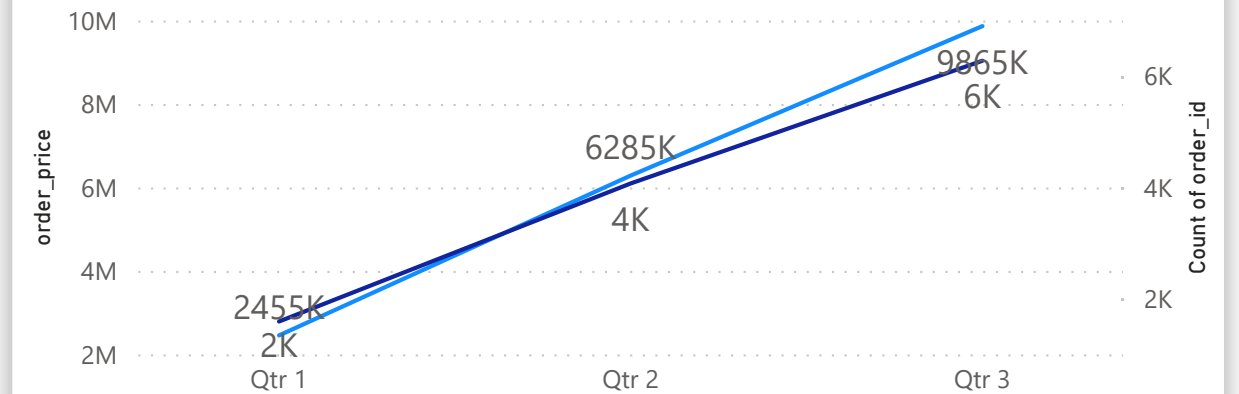## Total price and Count of orders by Month

● order_price ● Count of order_id

Average line 2: 2.07M

Average line 1: 1.33K

Count of Orders by Day

channel ● retailer ● telesales

1498 1503 1364 1329 1288 1208
603 542 503 467 504 516 613 2

Saturday Sunday Tuesday Monday Wednesday Thursday Friday
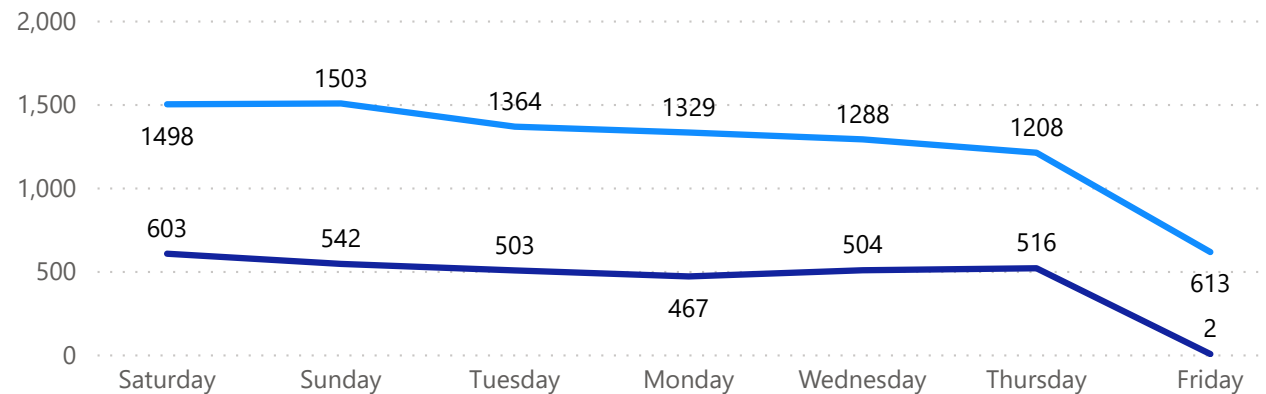
Total price and Count of orders by Quarter

● order_price ● Count of order_id

9865K
6K
6285K
4K
2455K
2K

Qtr 1 Qtr 2 Qtr 3

Sales Data Analysis

Forecast the Total price by date

200K

150K —— Percentile line 90%

100K

—— Average line

50K

0K

Jan 2021   Mar 2021   May 2021   Jul 2021   Sep 2021
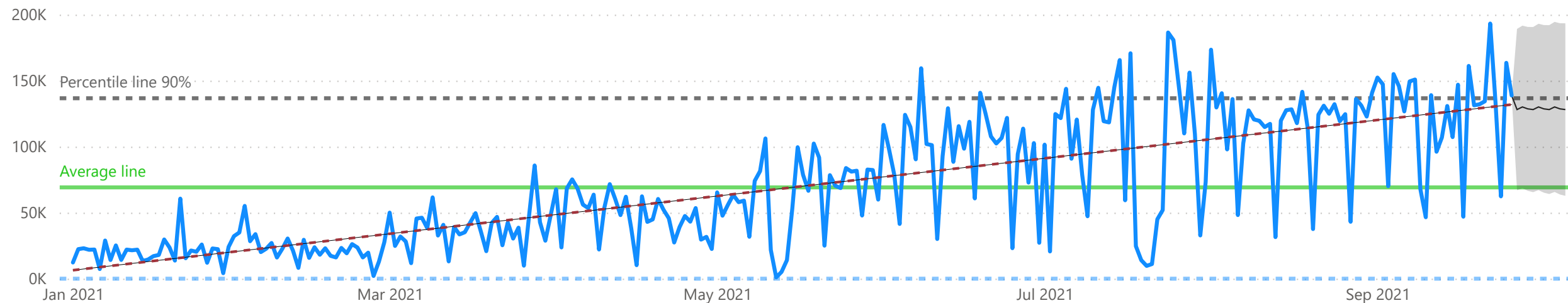
Forecast Count of Orders by date

200

150

100 —— Percentile line 90%

50 —— Average line

0

Jan 2021   Mar 2021   May 2021   Jul 2021   Sep 2021
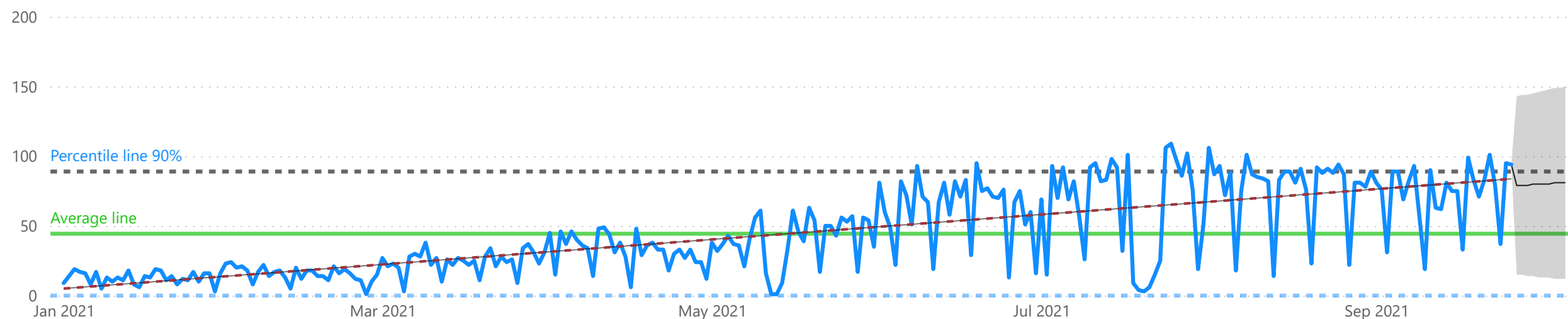
18.60M
Total Price

11.94K
Count of Orders

91.79K
Total Discount

1.56K
AVG. Order Price

7.77
AVG. Categories

7.69
AVG. Discount

● retailer ● telesales

3.14K
(26.27%)

8.8K
(73.73%)

● Retention ● acquisition ● Returning

2.61K
(21.87%)

8.72K (73.0...)