

# Summer Clothes Sales Report



**Aalto-yliopisto**

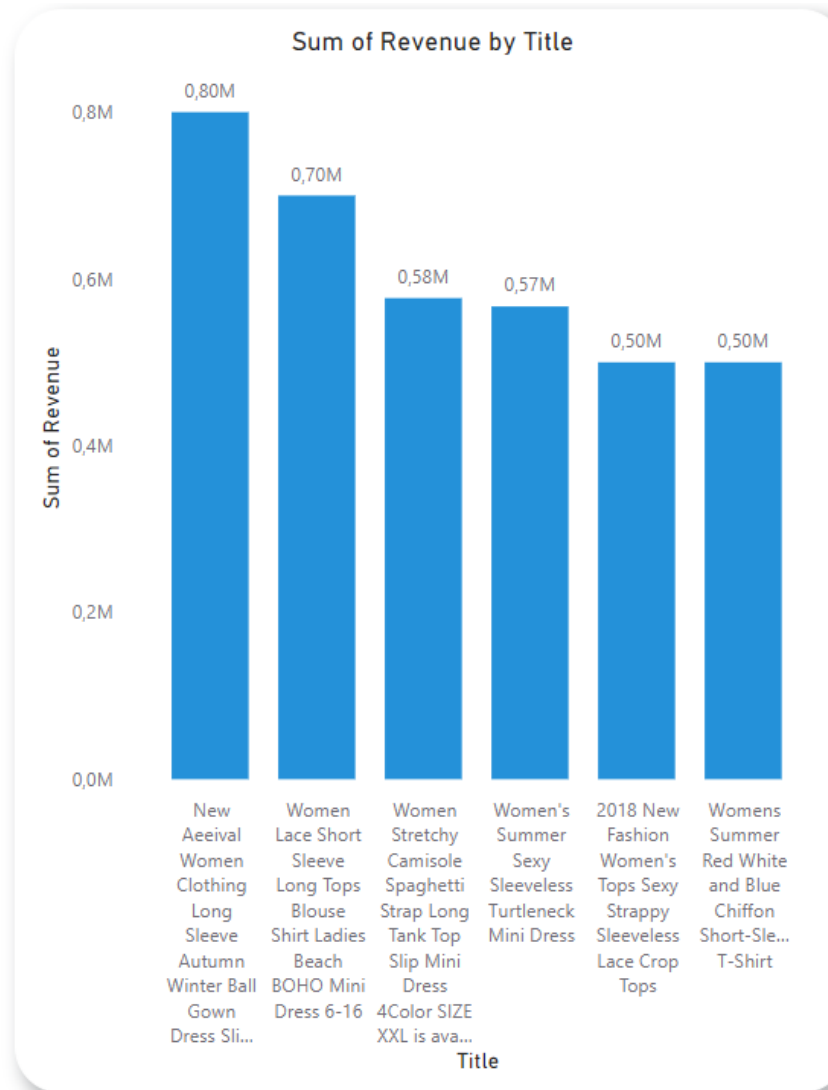
2024



- This report dives into strategic exploration of Wish.com's summer fashion sales performance.
  - Utilizing detailed sales and product data, analyzation of key trends, customer preferences, and the impact of marketing efforts will take place.
  - The aim is to uncover actionable insights that will guide marketing strategies, product offerings, and ad boost decisions for maximizing summer sales success.
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# Overview of the Data

- The dataset consists of 1573 distinct listings spread through 958 distinct merchants
- The total sum of units sold is 7M€
- The average number of units sold per product is 4,339, with a very high standard deviation, indicating that some products are significantly more popular than others.
- Sales range from 1 to 100,000 units, highlighting the variability in product popularity.
- Top 6 Products by revenue include short sleeves, tank tops, turtlenecks and crop tops
- Total revenue of all the sales in this time period equals to 55,39M€



**1573**

Count of Index

**7M**

Sum of Units Sold

**958**

Count of Merchant ID

**4,34K**

Average of Units Sold

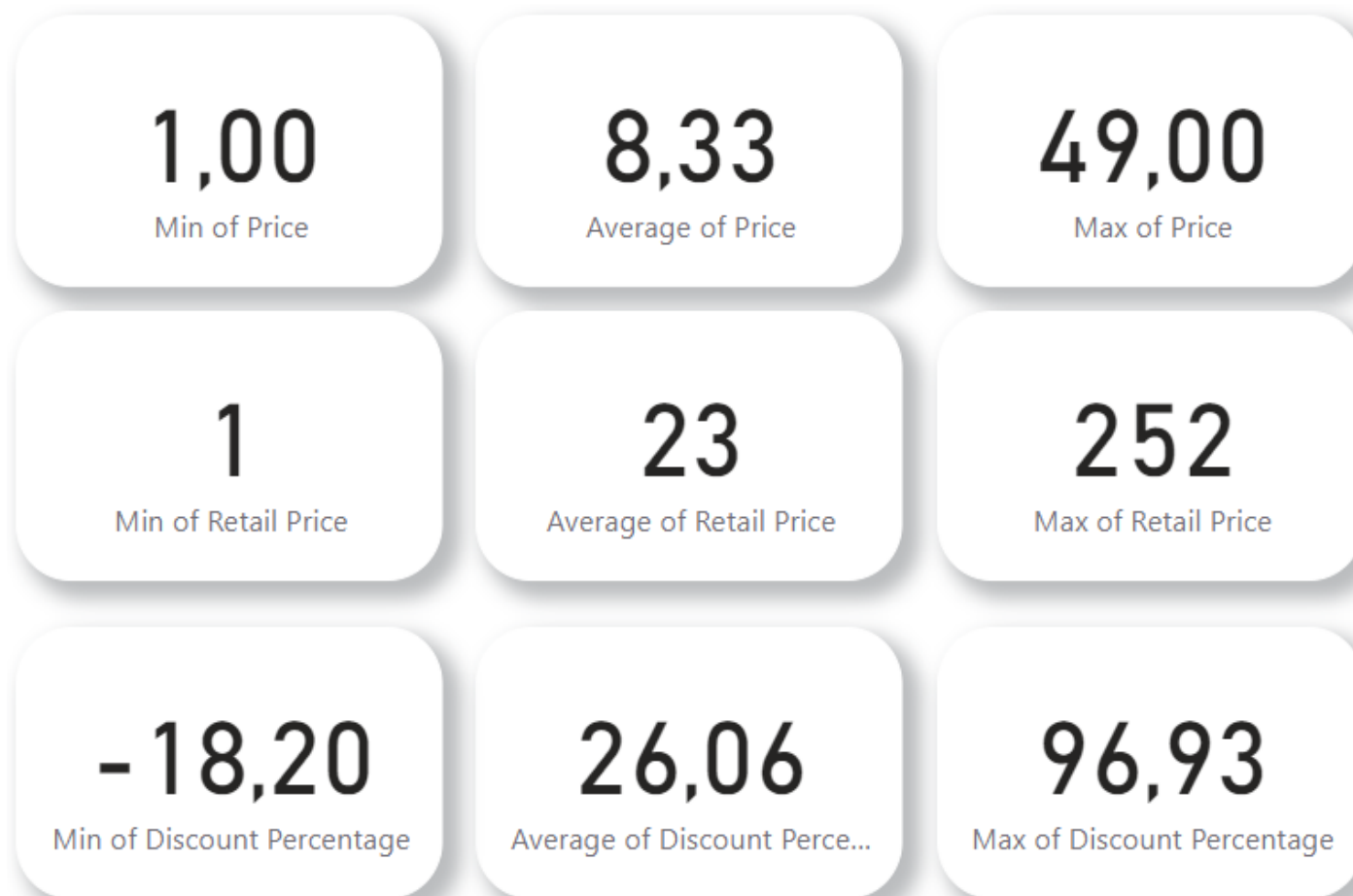
**55,39M**

Sum of Revenue

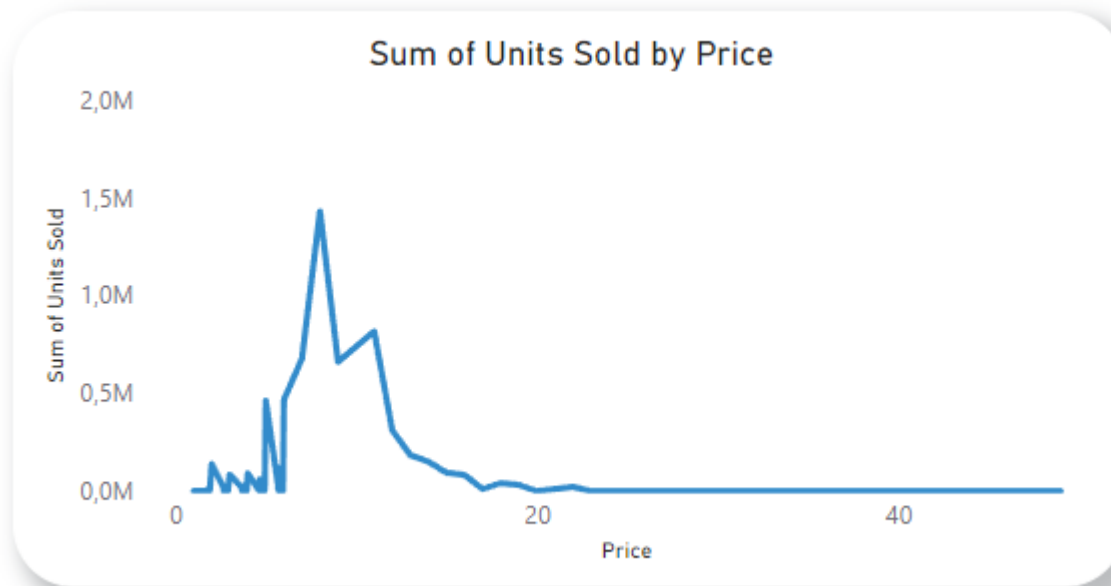
The variable "Revenue" has been added to the original dataset. The formula is = Units Sold \* Price

# Price vs. Retail Price

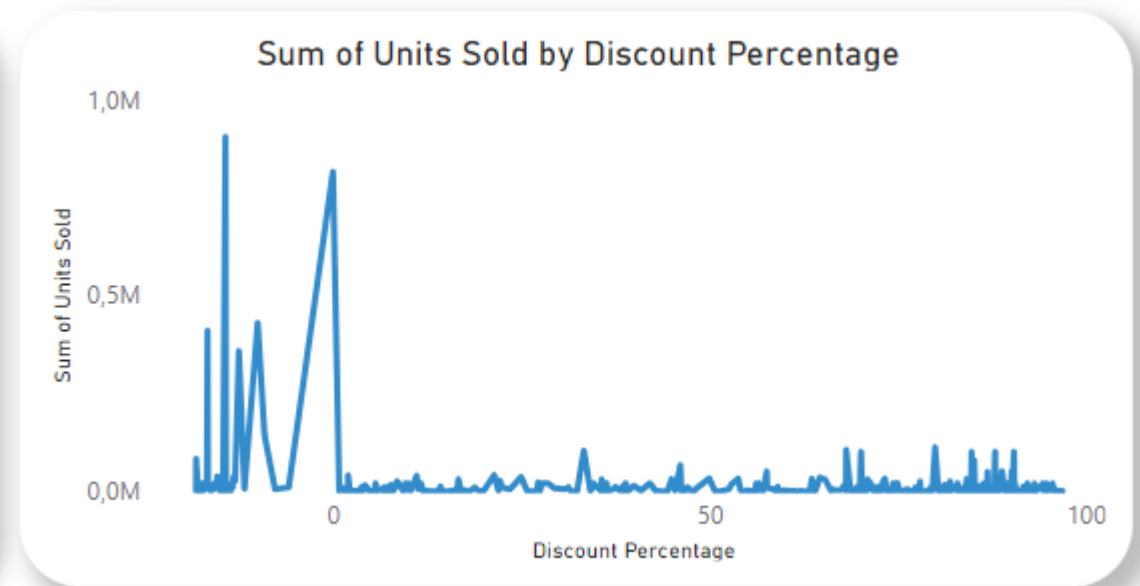
- The average sale price of the products is approximately €8.33, with a standard deviation of €3.93, indicating a wide range of prices. The prices range from a minimum of €1 to a maximum of €49.
- The average retail price is about €23.29, suggesting significant discounts are being offered. The retail prices range widely from €1 to €252
- Minimum discount percentage indicates that in some instances products have been sold on 18,20% higher prices
- On the other hand the largest discount percentage has been 96,93%
- On average, discount percentage has been 26,06%



# Price vs. Retail Price (cont'd)

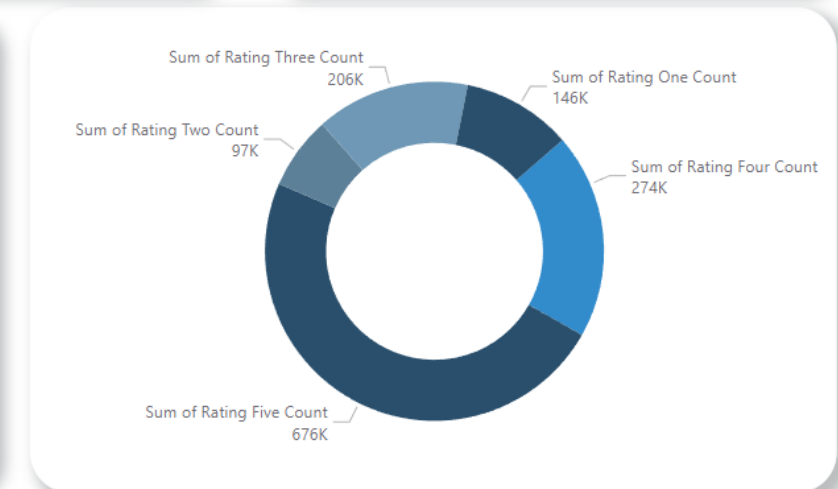
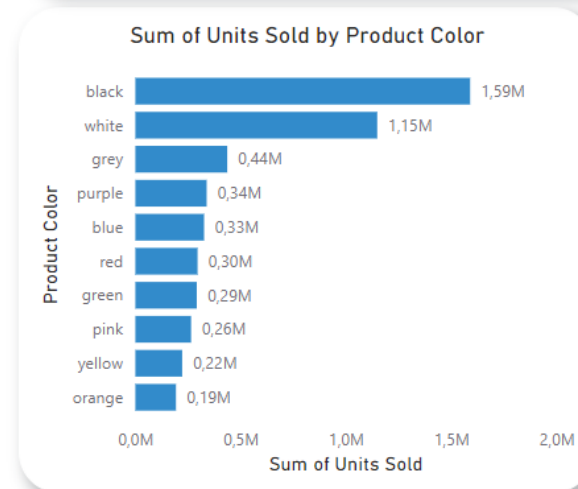
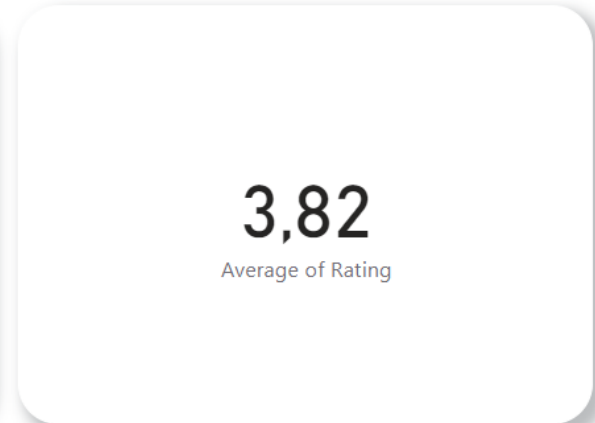
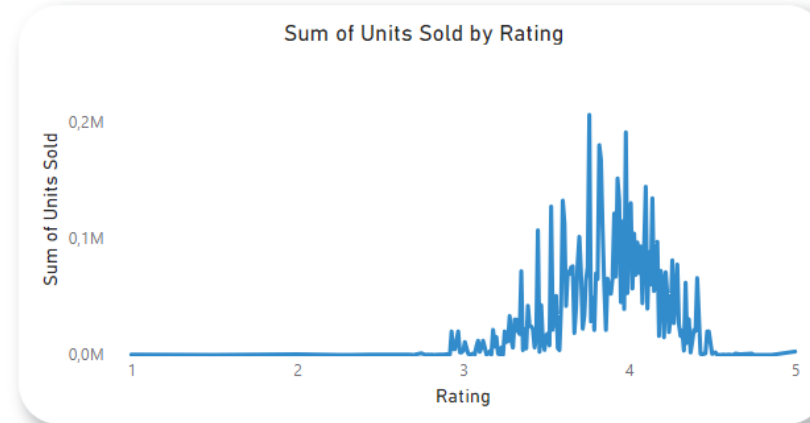


- Products priced between 8-12€ show a higher units sold volume



- Discount percentage has distributed very widely. It seems like most of the products were actually sold on higher than retail price

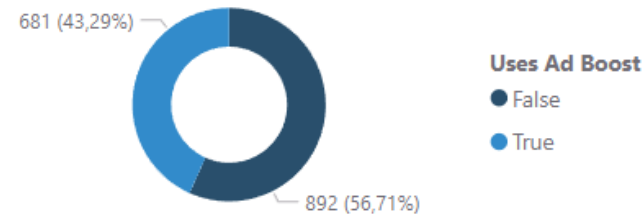
- Distinguishably two of the most popular color between customers has been black with 1,6M units sold and white with 1,6M units sold
- Average of the ratings is 3,82 out of 5
- Higher rating means more units sold
- On average, products receive about 890 ratings, but this varies widely (from 0 to 20,744 ratings), showing that some products receive much more feedback than others.



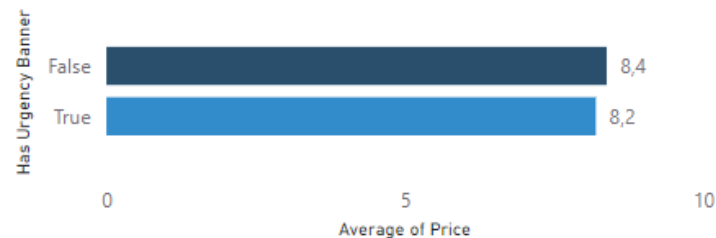
Count of Index by Has Urgency Banner



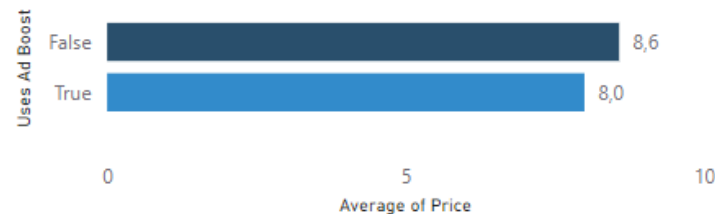
Count of Index by Uses Ad Boost



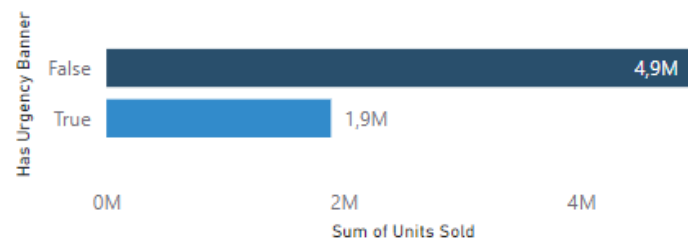
Average of Price by Has Urgency Banner



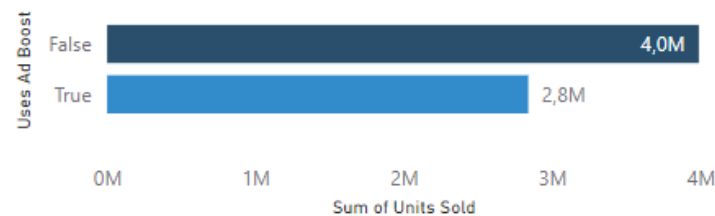
Average of Price by Uses Ad Boost



Sum of Units Sold by Has Urgency Banner



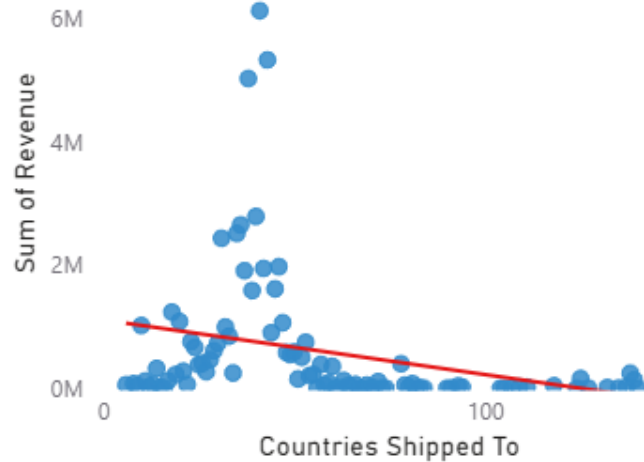
Sum of Units Sold by Uses Ad Boost



- Only about 43% of products use Ad Boost and only about 30% has urgency banner
- Even though majority of the products don't use these tools to boost sales, products which use these tools gained increase on sales
- Prices tend to be higher on those products which are not using Ad Boost and Urgency Banner

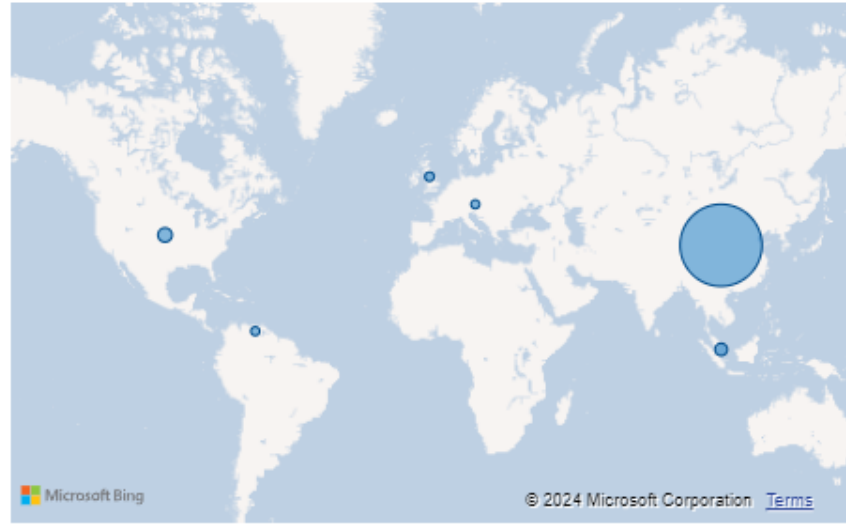
# Demographic and Shipping Insights

Sum of Revenue by Countries Shipped To



- There seems to be negative correlation between amount of countries shipped to and revenue
- Products shipping to many countries tend to sell less
- Perhaps it is advised that sales would be concentrated on certain regions

Sum of Units Sold by Origin Country



- Vast majority (6,6M) of the products are being sold from China.
- Only 0,6M of the units are being sold from the other countries

40,46

Average of Countries Shipped To

2,35

Average of Shipping Option Price

- Single product ships to 40,46 countries on average
- Shipping costs 2,35€ on average



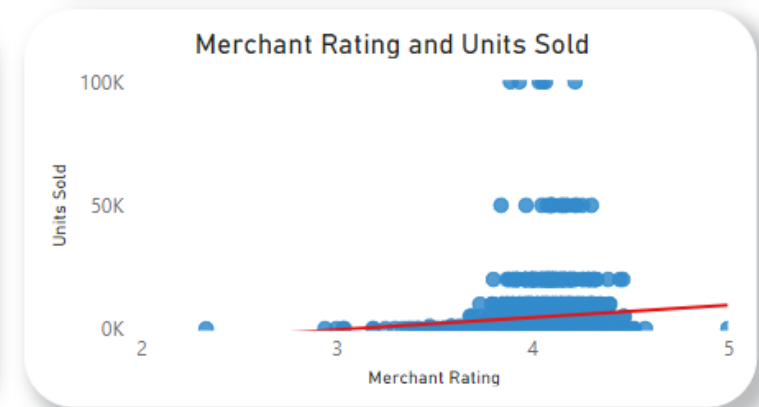
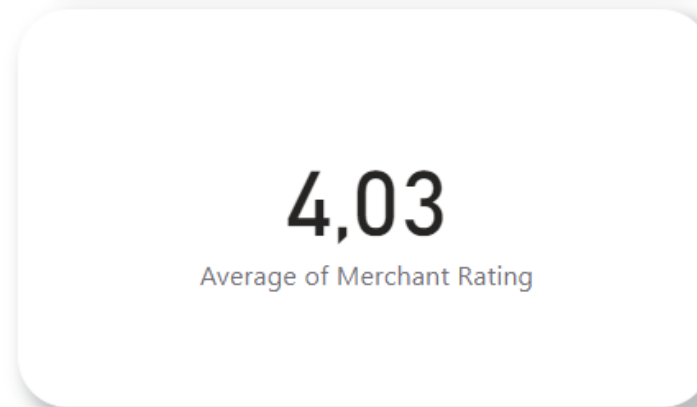
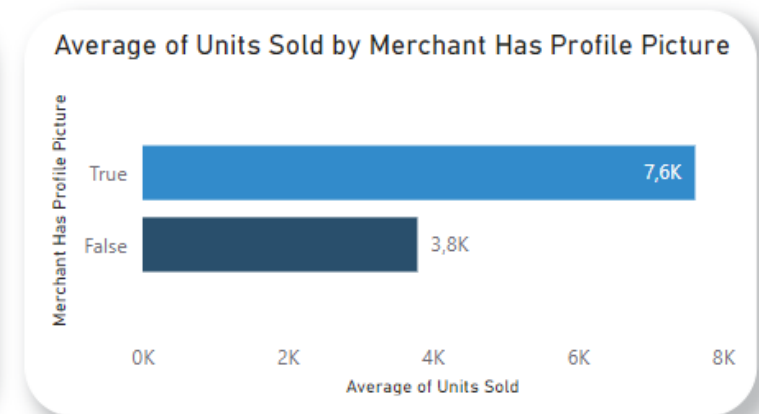
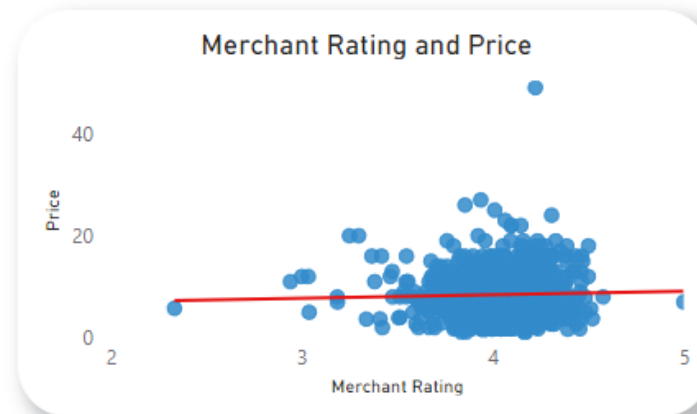
# Badge Performance

- Badges tend to have little impact on sales
- Products with a badge seem to be more expensive compared to the products without badge
- Even though products with a badge can be higher quality and local, they are not receiving better ratings
- Amount of products having badges is low, so it is hard to generalize information gained from them



# Merchant Performance

- On average merchants with profile pictures tend to sell more units, even though only about 24% of merchants have profile pictures
- Average merchant rating is 4,03 out of 5
- Merchants with better ratings tend to sell more
- Merchants with higher ratings tend to sell more expensive products
- Putting efforts to make merchant profile better has correlation with better sales performance



# Top Performing Products by Sum of Units Sold

- Characteristics of items which have sold over 50k units:
- Mostly black, grey or white
- Rating of 3,89
- Small sizing
- Discount approx. 40%
- Only 4 have badges

| Index        | Sum of Units Sold | Average of Rating | Average of Merchant Rating | Product Color    | Product Size Variation ID | Average of Discount Percentage | Sum of Badges Count |
|--------------|-------------------|-------------------|----------------------------|------------------|---------------------------|--------------------------------|---------------------|
| 1019         | 100000            | 3,82              | 4,22                       | S                |                           | 68,18                          | 0                   |
| 93           | 100000            | 4,10              | 4,07                       | black            | XS                        | 87,98                          | 0                   |
| 1169         | 100000            | 3,53              | 3,89                       | grey             | M                         | 70,16                          | 0                   |
| 215          | 100000            | 3,76              | 4,05                       | light green      | M                         | -14,29                         | 0                   |
| 252          | 100000            | 3,98              | 4,04                       | orange           | S                         | 84,85                          | 0                   |
| 18           | 100000            | 3,83              | 3,93                       | white            | S                         | 80,00                          | 0                   |
| 1186         | 50000             | 4,01              | 4,17                       | 3 layered anklet |                           | 0,00                           | 0                   |
| 1467         | 50000             | 3,60              | 3,97                       | S                |                           | 90,48                          | 1                   |
| 41           | 50000             | 4,26              | 4,11                       | black            | L                         | 88,89                          | 1                   |
| 876          | 50000             | 4,12              | 4,16                       | black            | M                         | -16,67                         | 0                   |
| 958          | 50000             | 4,20              | 4,23                       | black            | S                         | 0,00                           | 1                   |
| 1029         | 50000             | 3,91              | 4,18                       | black            | S                         | -10,00                         | 0                   |
| 382          | 50000             | 3,45              | 4,10                       | black            | XL                        | 90,17                          | 0                   |
| 334          | 50000             | 3,93              | 4,10                       | blue             | S                         | 0,00                           | 0                   |
| 499          | 50000             | 3,35              | 4,10                       | gray             | S                         | 46,15                          | 0                   |
| 85           | 50000             | 4,41              | 4,15                       | green            | M                         | -16,67                         | 1                   |
| 894          | 50000             | 3,69              | 3,84                       | grey             | S                         | 85,19                          | 0                   |
| 1189         | 50000             | 4,01              | 4,22                       | purple           | M                         | 57,64                          | 0                   |
| 791          | 50000             | 4,00              | 4,09                       | purple           | S                         | 33,33                          | 0                   |
| 402          | 50000             | 3,94              | 4,26                       | white            | M                         | 86,96                          | 0                   |
| 7            | 50000             | 3,84              | 4,08                       | white            | XS                        | -16,67                         | 0                   |
| 511          | 50000             | 3,81              | 4,05                       | wine red         | S                         | 0,00                           | 0                   |
| 953          | 50000             | 3,83              | 4,30                       | yellow           | S                         | -12,50                         | 0                   |
| <b>Total</b> | <b>1450000</b>    | <b>3,89</b>       | <b>4,10</b>                |                  |                           | <b>38,40</b>                   | <b>4</b>            |

- There is a huge amount of tags per product
- Tags indicate that the site mainly sells women clothing
- Large amount of tags makes it easier to find products, but on the other hand it makes it harder to find something specific
- The tags can be improved to help product categorization:
  - The amount of tags should be reduced so the merchants would need to use the tags more precisely
  - This also makes finding specific category of clothing easier

## Tags

Women's Fashion,Tanktops for women,Fashion,Cotton Shirt,summer tank top,letter print,Summer,summer shirt,Tops,gothicshirt,tank top,Print,Sleeveless Shirt,sleeveless,blousesampshirt,Tank,moonshirt,Casual,Shirt

Women's Fashion,Summer,Shorts,Sleeve,shortsleeveset,men'sjoggersuit,sweat suit,Short pants,summersuitset,short sleeves,Sport,summerpant,Sport Suits,toppant,short sleeve shirt,Outfits,men's suits,Casual

Women's Fashion,Summer,Plus Size,long dress,Beach,Dress,slim,boho,beach dress,Party Dress,printed,party,sexy,Ladies,sleeveless,Striped,Fashion,Women

Women's Fashion,Summer,halter dress,Halter,long dress,Evening Dress,Dress,Spaghetti Strap,boho,Floral print,Print,beach dress,bohemian,print dress,Floral,maxi dress,Beach,Spaghetti,Women

Women's Fashion,Summer,Fashion,Womens Swimsuit,Women,Beach,Slim Fit,sexy bikini,beach wear,Swimsuit,Swimwear,Bikini,Flowers,beachsuitforwomen,Print,sexy,Push up bikini,slim,Casual,Swimming

- **Leverage Customer Feedback:** Products with high rating counts and positive ratings are likely driving more sales. Implement a strategy to encourage more customer reviews through post-purchase emails or incentives.
  - **Ad Boosts Utilization:** With only 43.29% of products using ad boosts and only 30% of products using urgency banner it is advised to implement these tools for larger number of products. Prioritize ad boosts for products with high margin but low visibility to improve their sales performance.
  - **Merchant Performance:** Merchants with lower average ratings correlate with lower sales. Offer support and training for merchants to improve product quality and customer service.
  - **Price Optimization:** Products priced between 8-12€ show a higher units sold volume. Review and adjust the prices of underperforming products to fall within this range to boost sales.
  - **Focus on High-Performance Products:** Products with ratings above 4.0 and more than 500 sales dominate the top 10% sales bracket. Increase inventory and marketing focus on high-rating products to leverage their popularity.
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