

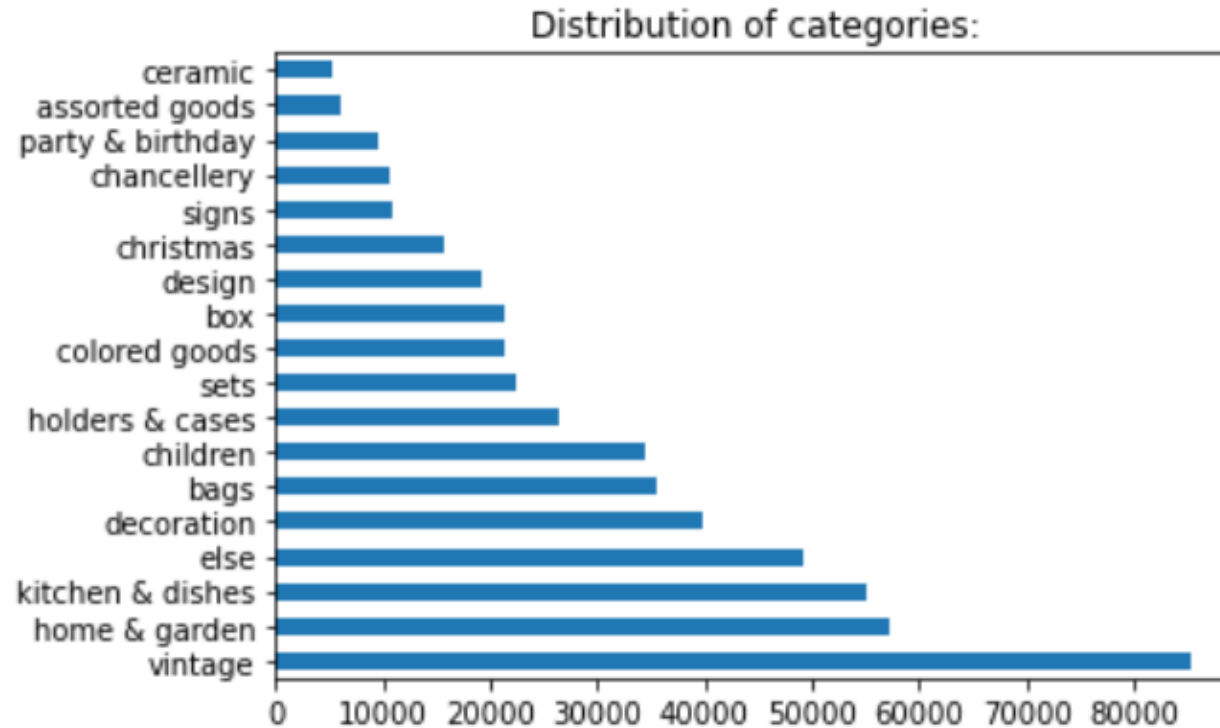


Product range analysis of the online store

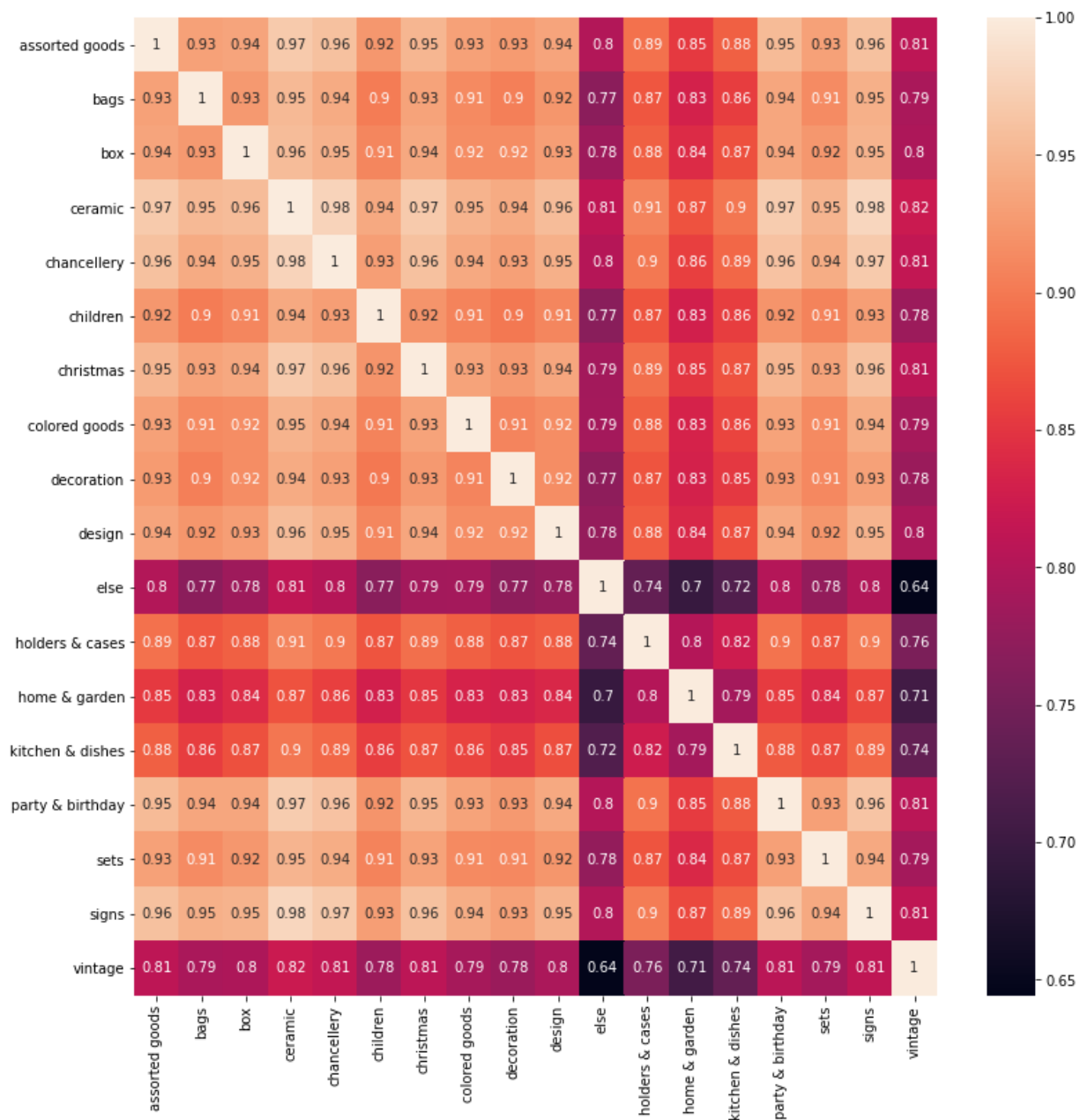
The data contains information of the online store sales for the period of 373 days – from 29.11.2018 to 07.12.2019 for 3821 unique product.

Here are the results of the analysis:

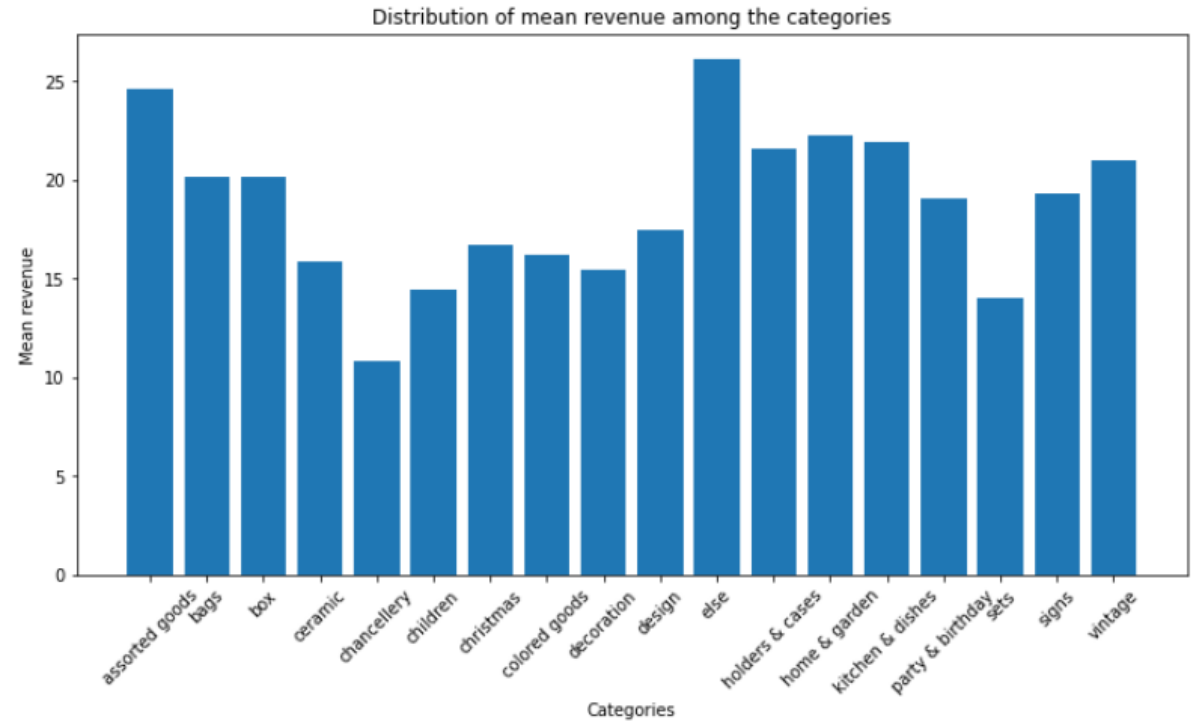
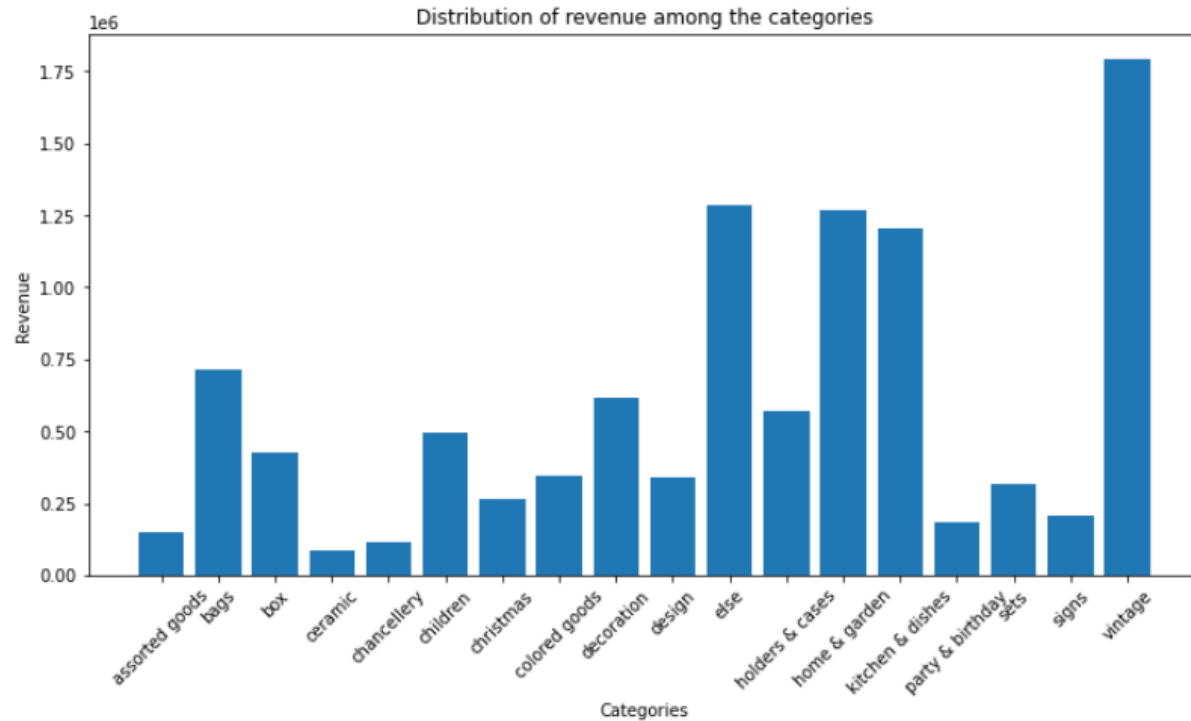
The products are presented by 18 different categories:



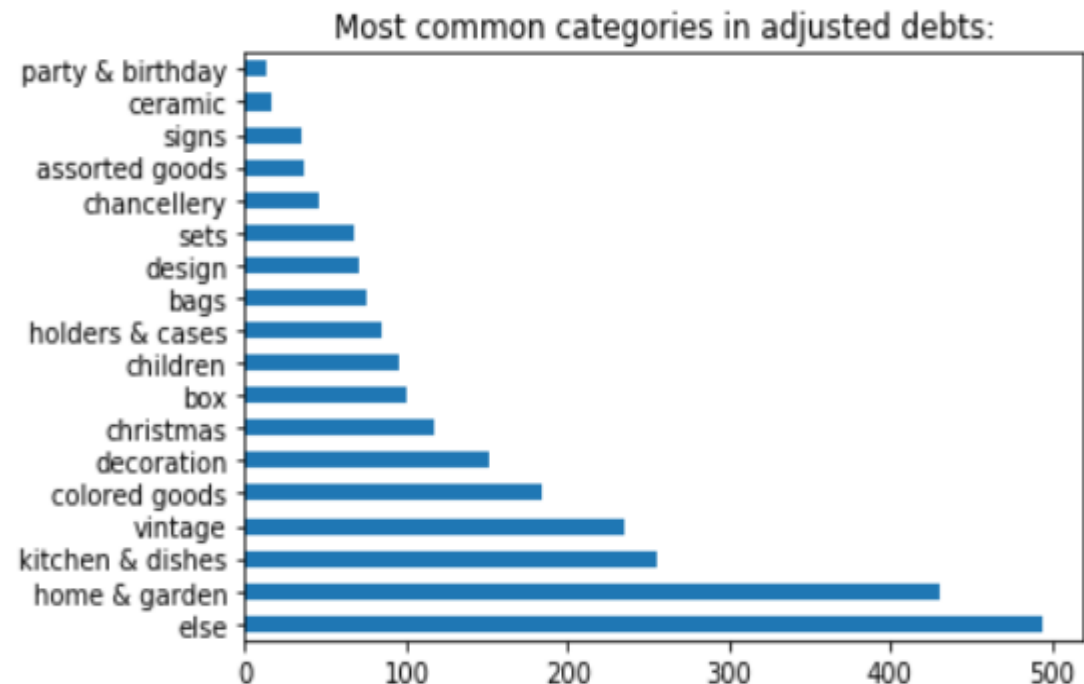
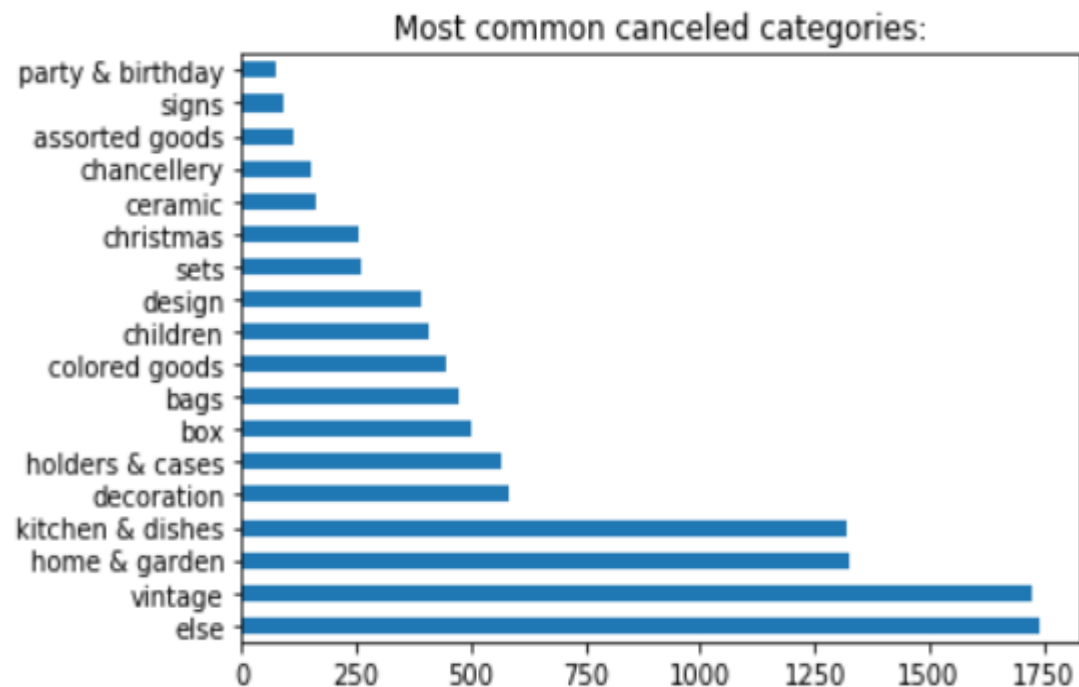
Among the categories **the main assortment** is in "else", "holders & cases", "home & garden", "assorted goods" and "vintage" categories while **the additional assortment** is in "ceramic", "decoration", "colored goods", "children & toys" and "bags" categories.



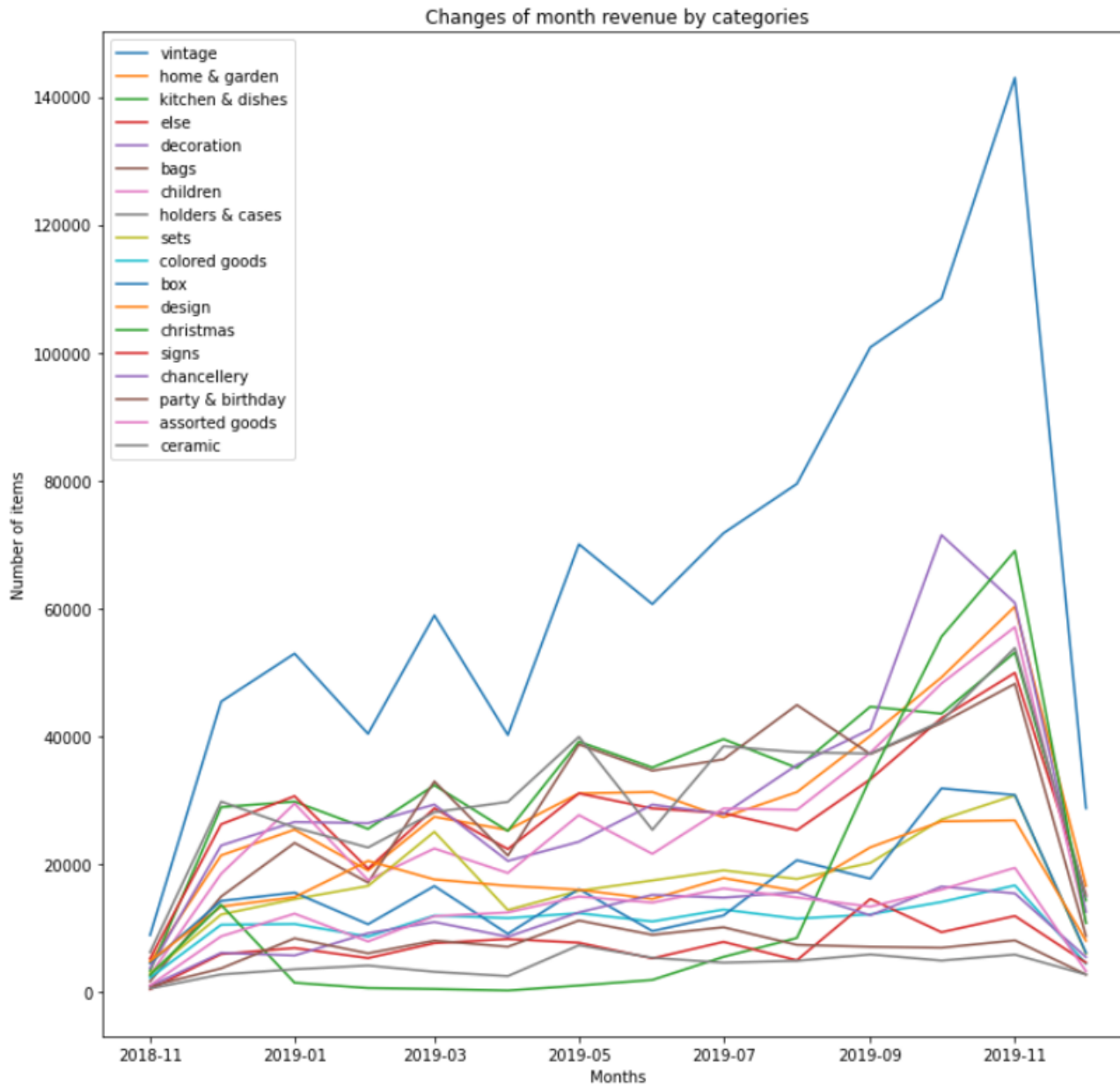
The categories are well bundled to each other – 14 of 18 categories have high correlation in the shopping cards. The categories that are bundled the least - "else", "holders & cases", "home & garden", "kitchen & dishes" and "vintage".



The revenue analysis shows that "vintage", "else" and "holders & cases" are the sales leaders since the sales of these categories bring the greatest amount of money but except the listed categories "assorted goods" has one of the greatest amount of mean revenue.



There are canceled orders and adjusted debts in the data. On the pictures above you can see the distribution of these parameters among the categories.



All the categories here had their better periods and worse periods but they all have the same tendency:

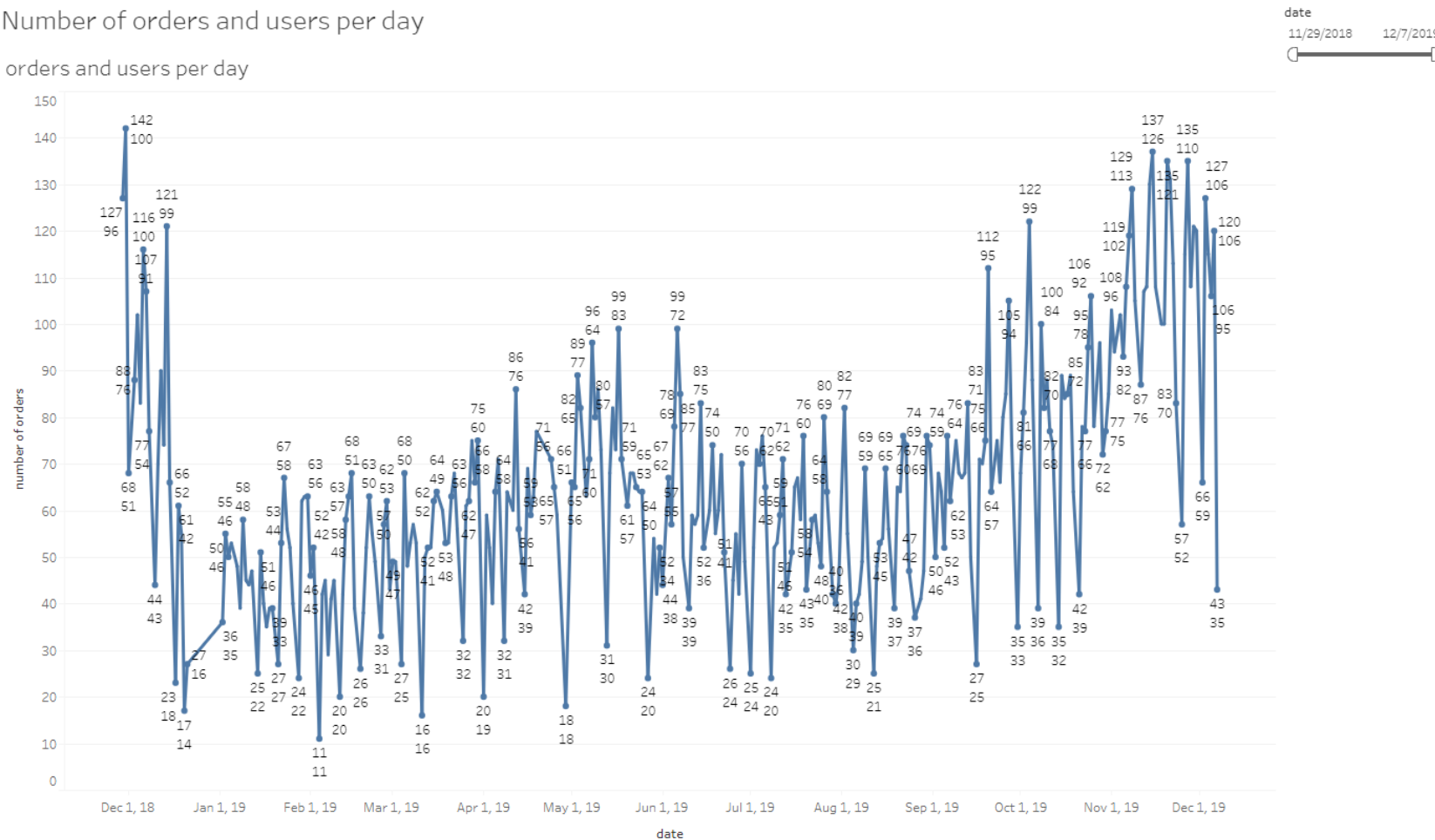
- in November 2018 all the revenues were extremely low
- in December 2018 the revenues rose and stayed approximately on the same level till May 2019
- in May 2019 we see another rise of the revenues that continued till the November 2019 where we have very significant rise
- in December 2019 we see hard total decline of revenues in all the categories

The cohort analysis show that in each cohort LTV is increasing from month to month, so the average LTV by 3rd month is 912.9, by 6th month - 1598 by 9th month - 2870.2 and by the end of the 1st year - 6289.44.

On the basis of the data was built a dashboard showing the number of orders and users per day.

Number of orders and users per day

orders and users per day



The dashboard can be found by the following link: <https://public.tableau.com/profile/oren7426#!/vizhome/FinalProject-Numberofordersandusersperday/Numberofordersandusersperday?publish=yes>