



Online Retail Sales Analysis Dashboard



Revenue

Quantity



Customers

4.328K



Products

3.85K



Total Revenue

9.66M

Country

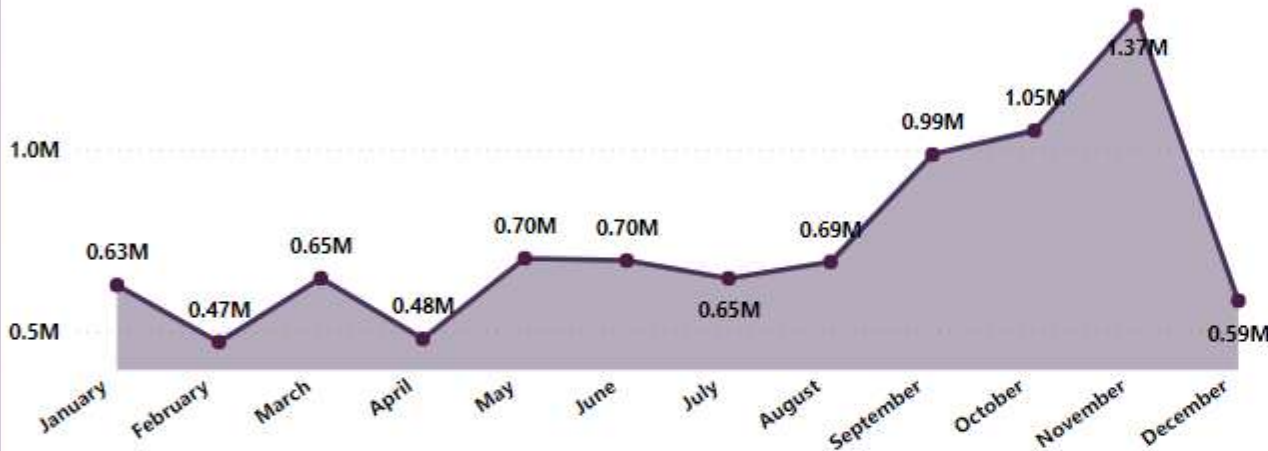
All

Date

12/1/2010

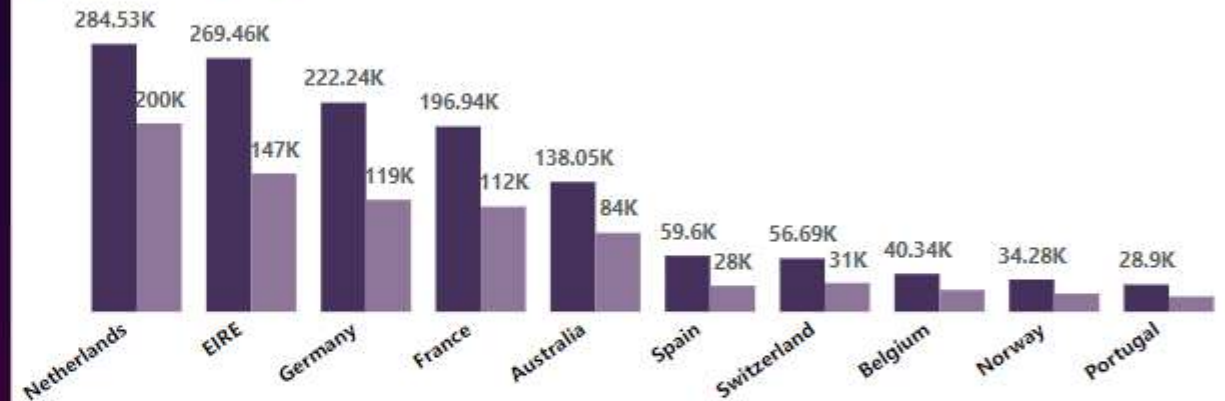
12/9/2011

Revenue by Month (2011)

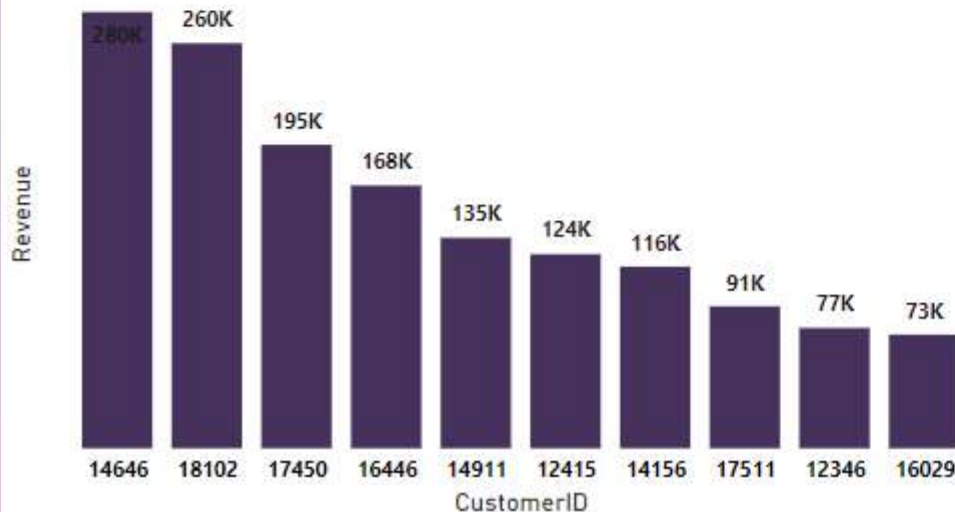


Revenue & Quantity by Top 10 Countries

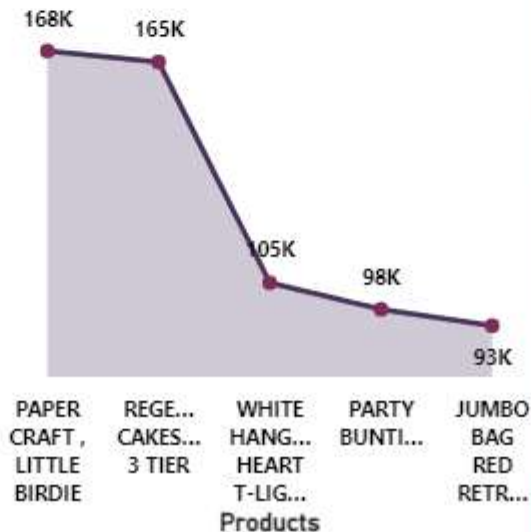
● Revenue ● Sum of Quantity



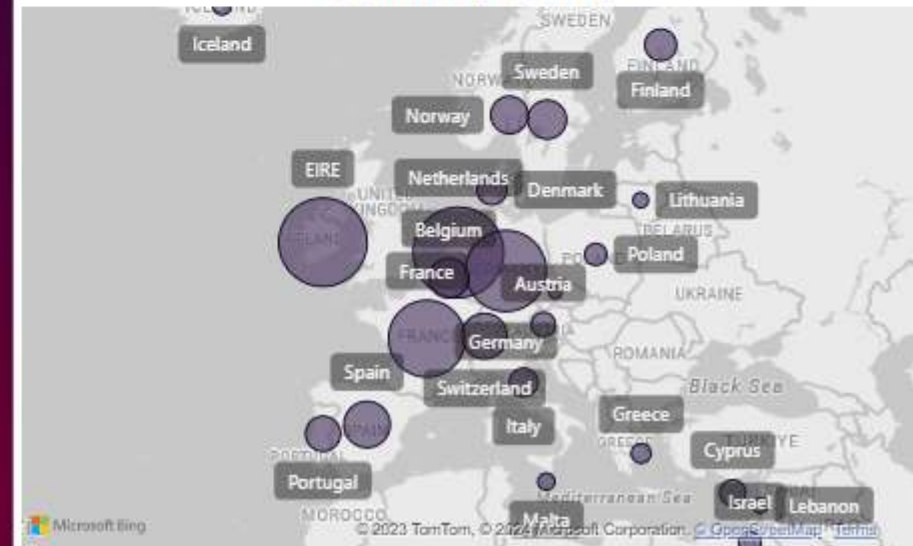
Revenue by Top 10 Customers



Revenue by Top 5 Products



Revenue by Country





Online Retail Sales Analysis Dashboard



Revenue

Quantity



Customers

4.328K



Products

3.85K



Total Quantity

5441K

Country

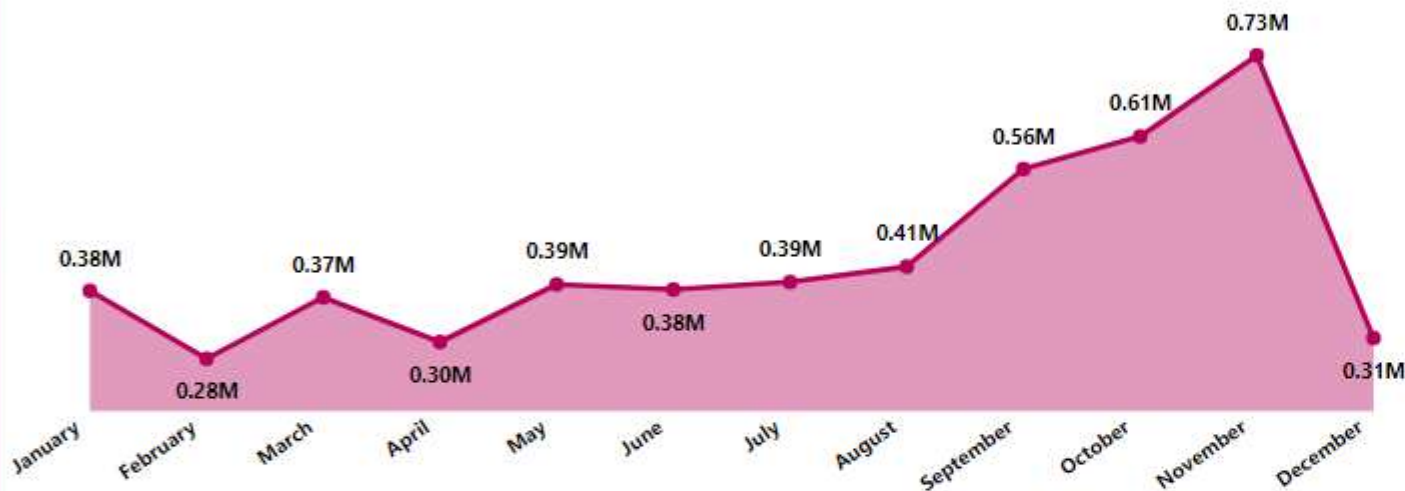
All

Date

12/1/2010

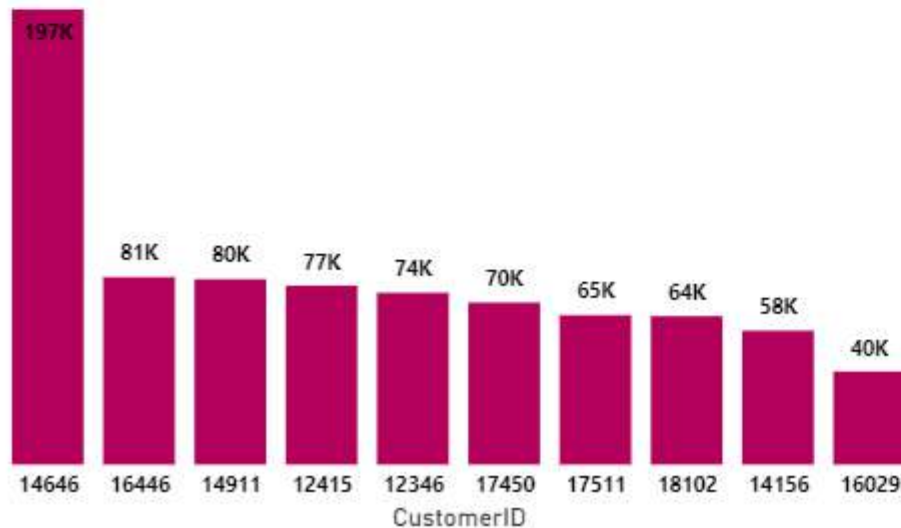
12/9/2011

Quantity by Month (2011)

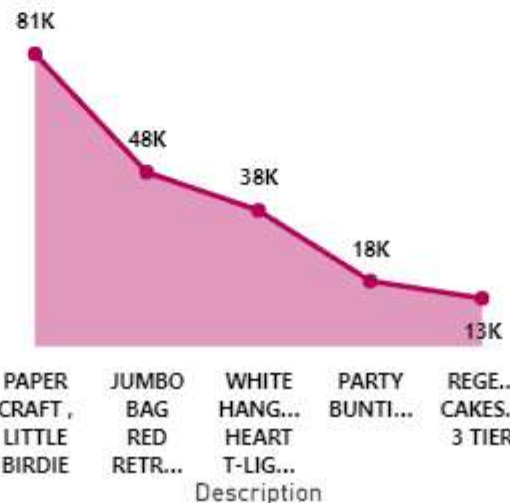


Country	Sum of Quantity	Revenue	Count of CustomerID
USA	2455	3,557.24	176
Unspecified	3149	4,196.65	295
United Kingdom	4516627	8,088,492.04	339360
United Arab Emirates	981	1,864.78	67
Switzerland	30571	56,686.57	1908
Sweden	36068	37,890.43	436
Spain	27680	59,599.53	2224
Singapore	5233	9,055.39	214
Total	5440553	9,661,173.75	382281

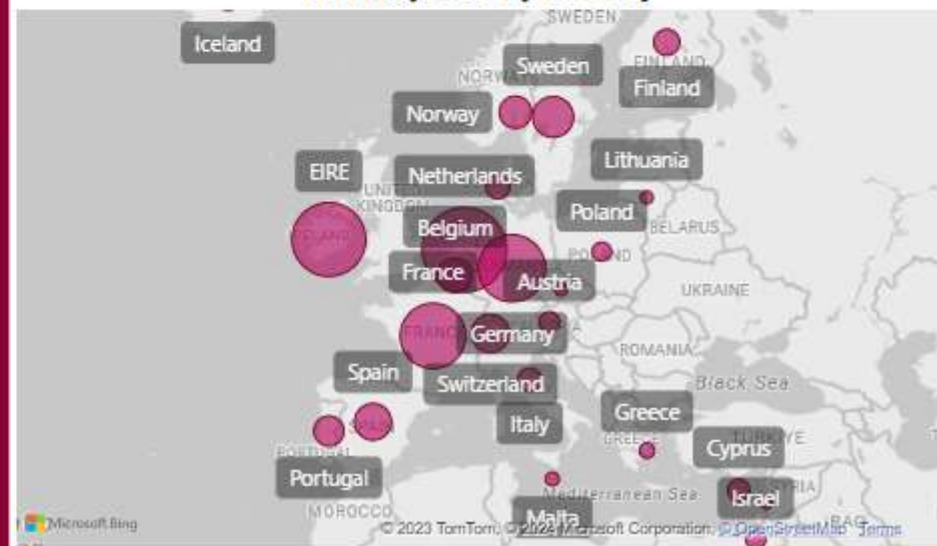
Quantity by Top 10 Customers



Quantity by Top 5 Products



Quantity Sold by Country



Insights-

- Firstly, I cleaned any records with negative quantities and unit prices, after I loaded the data into power BI. Since, these records needed to be removed in order to provide helpful analysis.
- Analyzing the entire data, the online retail business has gained 9.66M revenue, 4.328K customers and has 3.85k products.

1] Seasonal trends :-

➔ A revenue trend analysis is to determine whether store sales are seasonal. According to my analysis, there are a few months in the year when remarkable increase is observed. The data shows that, the revenue in the first 8 months is fairly constant, as the average revenue generated for these 8 months is around \$622k. The increase in revenue starts in the month of September. This trend continues till the month of November where it reached 1.37 million USD, the highest during the entire year. The data is incomplete for the month of December, therefore, no conclusion can be drawn from it, unfortunately. This analysis shows that the retail store sales are impacted by the seasonality which usually occurs in the last 4 months of the year.

2] Country-wise revenue analysis:-

➔ The visual shows how the top 10 countries which have opportunities for growth are performing. The analysis shows that, countries such as the Netherlands, Ireland, Germany and France have high volumes of units bought and revenue generated. I would suggest that, these countries should be focused on to ensure that measures are taken to capture these markets even more.

3] Customer analysis:-

➔ The analysis has been performed on the top 10 customers who have purchased the most from the store. The data shows that, there is not much of a difference between the purchases made by the top 10 customers. The highest revenue generating customer only purchased 7% more than the 2nd highest which shows that the business is not relying only on a few customers to generate the revenue. This shows that, the bargaining power of customers is low and the business is in a good position.

4] Regional analysis:-

➔ The map chart shows, the regions that have generated the most revenue compared with the regions that have not. It can be seen that, countries such as Netherlands, Ireland, Germany, France and Australia are generating high revenue and the company should invest more in these areas to increase demand for products. The map also reveals that very few sales occur in the American region, with the majority of sales occurring mainly in the European zone. Africa and Asia do not have any demand for the products, along with Russia. A new strategy targeting these areas has the potential to boost sales revenues and profitability.