

2026

ONLINE SALES REPORT



ZEPHYRON, INC.

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TABLE OF CONTENTS

- 1 Introduction
- 2 Summary of Findings
- 3 Key Performance Indicators
- 4 Revenue Trends Analysis
- 5 Product Performance Analysis
- 6 Customer Revenue Analysis
- 7 Country-Level Revenue Analysis
- 8 Order Cancellation Insights
- 9 Business Recommendations

INTRODUCTION

Customer retention and revenue optimization are key drivers of success for subscription and retail businesses. This project analyzes transactional sales data to uncover patterns in revenue, customer behavior, product demand, and order cancellations.

Key questions addressed include:

- Which products and customers generate the most revenue?
- How does revenue vary by country and over time?
- What impact do cancellations have on overall revenue?
- Where can the business improve retention and reduce losses?

The insights from this analysis support strategic decisions in customer segmentation, inventory management, pricing, and operations to maximize revenue and minimize avoidable losses.

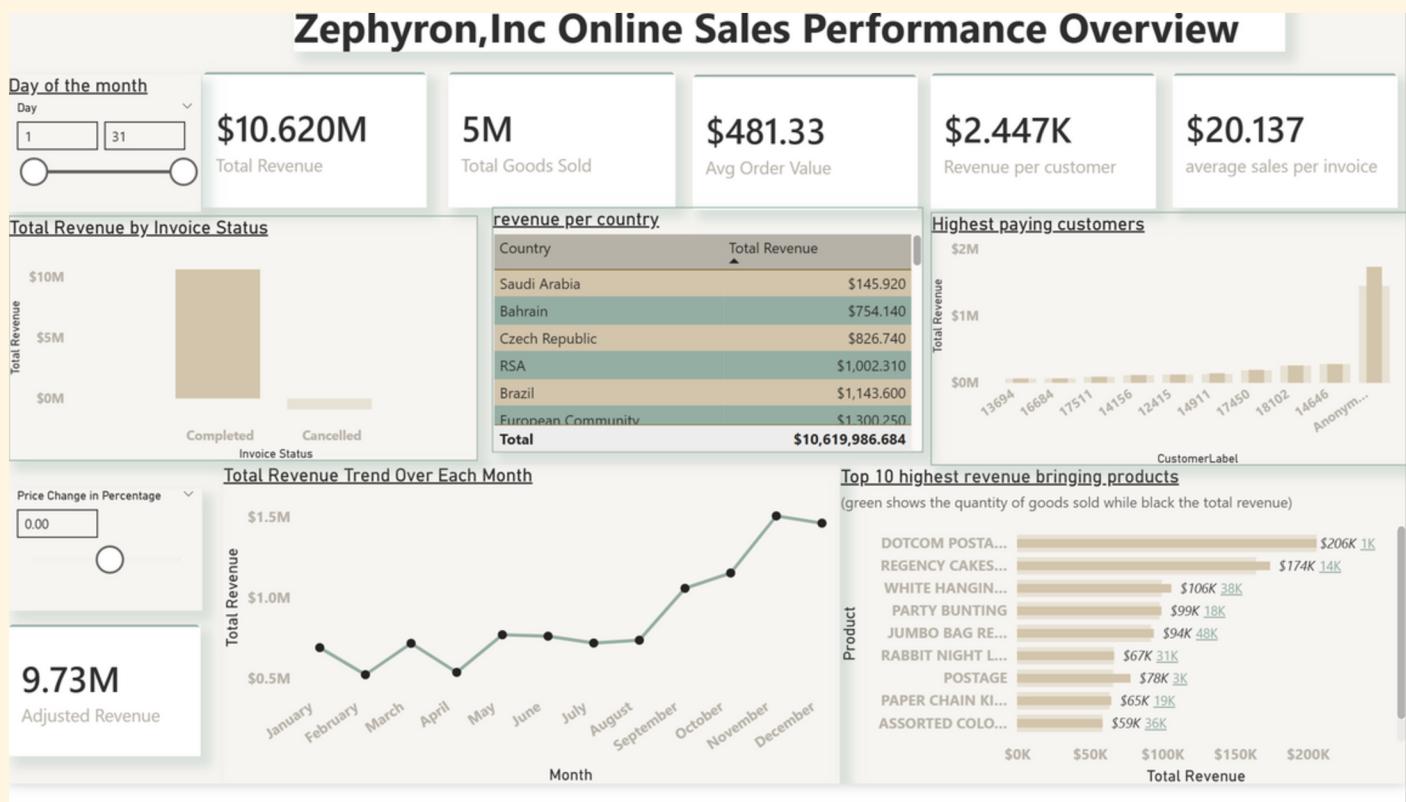
SUMMARY OF FINDINGS

- Total revenue from completed orders was approximately \$10–11 million, while the final net revenue after accounting for cancellations was \$9.726 million.
- The UK dominated sales, contributing the majority of total revenue and appearing consistently across top customers and products.
- Dotcom Postage generated the highest revenue among all products, with minimal cancellations.
- Anonymous customers contributed the highest revenue overall but were also responsible for a significant share of cancellations.
- A small number of customers exhibited unusually high cancellation behavior, resulting in substantial revenue losses.
- Large-quantity orders were more likely to be canceled, especially for high-value products.
- The highest revenue loss due to cancellations occurred in December, indicating possible seasonal or operational issues.

total revenue

\$9.726 M

Top sales from UK
High revenue
customers →
Anonymous
customers



KEY PERFORMANCE INDICATORS (KPIS)

These KPIs provide a high-level view of overall business performance and customer spending behavior

01

TOTAL REVENUE

\$9.726 M

02

TOTAL GOODS SOLD

5M UNITS

03

AVERAGE ORDER VALUE

\$375.52

04

REVENUE PER CUSTOMER

\$2224

05

AVERAGE SALES PER INVOICE

\$233.05

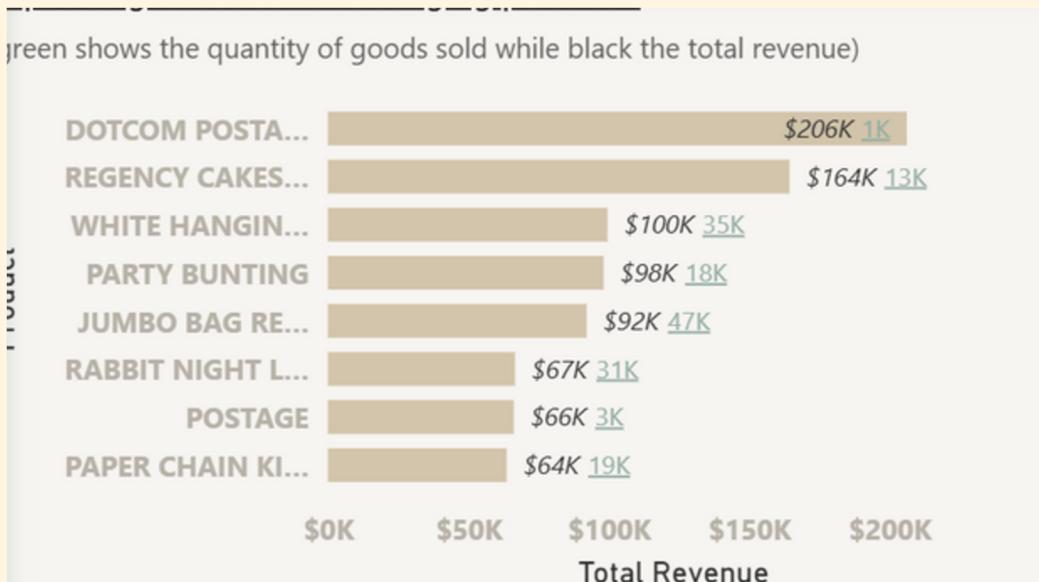
REVENUE TRENDS

Revenue showed strong monthly variation, with November recording the highest revenue at approximately \$1.4 million. Sales were largely driven by UK customers throughout the year.

A noticeable revenue drop was observed in months with high cancellation volumes, particularly December, which also recorded the highest revenue loss from canceled orders.

What's your PRODUCT PERFORMANCE

THE TOP 10 PRODUCTS THAT BROUGHT IN THE MOST REVENUE



206

K

DOTCOM POSTAGE brought in the most revenue but is not as popular as only 1 k goods were sold

- Dotcom Postage was the top revenue-generating product and was canceled only once, indicating strong demand and reliability.
- Jumbo Bag Red Retro Sport ranked among the most popular products by quantity sold.
- Some products, such as Paper Craft Little Birdie, appeared both in top completed and top canceled orders, suggesting instability in bulk purchasing behavior.
- Products priced at zero were frequently ordered in large quantities but showed no cancellation risk.

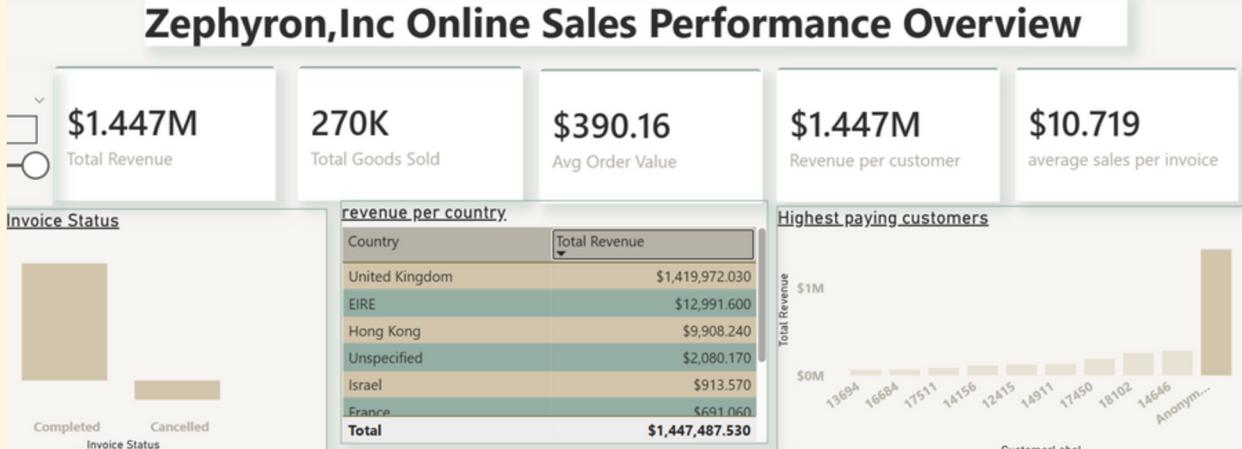
NOTE:

BULK PURCHASING FOR CHEAP ITEMS IS LIKELY TO RESULT IN HIGH CANCELLATION RISK!!

CUSTOMER ANALYSIS

CUSTOMER ANALYSIS DASHBOARD

Zephyron, Inc Online Sales Performance Overview



1.4M

Anonymous customers generated the most revenue and most of them are from the uk

- Anonymous customers generated approximately \$1.4 million in revenue, mostly from the UK.
- Identified customer 14096 was a frequent and valuable customer, placing 16 orders for high-revenue products.
- Certain customers exhibited excessive cancellation behavior, notably customer 14911, who canceled over 3,000 units, resulting in losses exceeding \$11,000.
- High-value customers with low cancellation rates present strong opportunities for loyalty programs and targeted incentives.

COUNTRY ANALYSIS

Top countries	Bottom countries
United Kingdom	European Community
Netherlands	Brazil
EIRE	RSA
Germany	Czech Republic
France	Bahrain
	Saudi Arabia

Top countries

Bottom countries

- The UK contributed over \$8 million in revenue and accounted for the majority of completed and canceled orders.
- All top 10 revenue-generating countries were located in Europe, indicating a strong regional market focus.
- Saudi Arabia recorded the lowest revenue, generated by a single loyal customer with minimal cancellations.
- Singapore, EIRE, and Hong Kong showed concerning revenue and AOV losses relative to their customer base and require further investigation.

CANCELLATION INSIGHTS

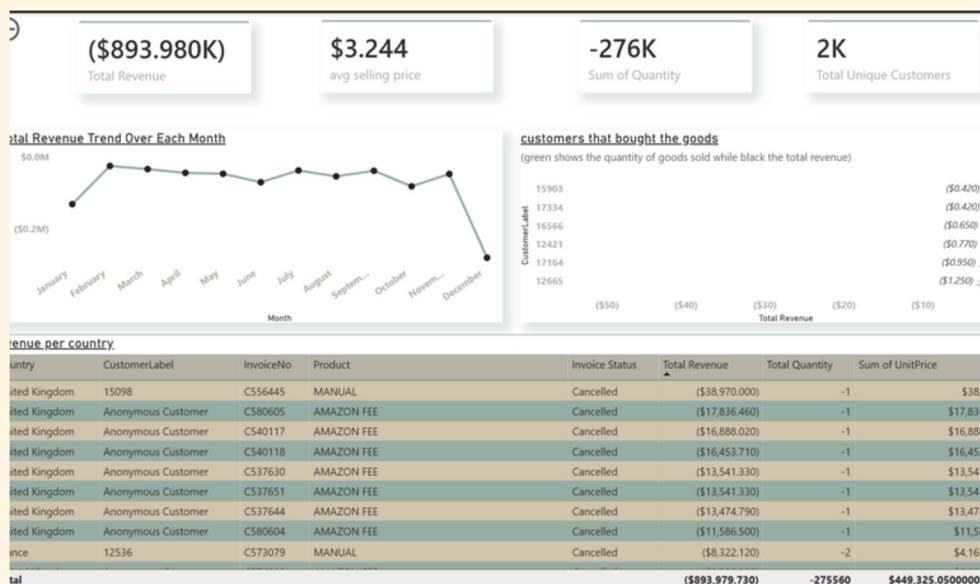
- Completed orders generated approximately \$10.62 million, while canceled orders resulted in losses of about \$893,980.
- Average revenue loss per canceled customer was \$562.51.
- Services such as Amazon Fee, Postage, and Manual Charges contributed disproportionately to revenue loss despite low cancellation counts.
- Anonymous customers were more likely to cancel orders, creating a trade-off between accessibility and revenue stability.

THE TOP 10 PRODUCTS THAT BROUGHT IN THE MOST REVENUE



\$-812 K

MOST CANCELLATION REVENUE LOSS CAME FROM THE UK AND MOSTLY BY ANONYMOUS CUSTOMERS



SERVICES WERE MORE LIKELY TO BE CANCELLED AND DESPITE THE QUANTITIES BEING LOW, THEY COST A SIGNIFICANT AMOUNT OF MONEY

BUSINESS RECOMMENDATIONS

Based on the analysis, the following strategic actions can be taken to improve revenue stability, reduce losses from cancellations, and strengthen customer value.

01 Improve Accountability for Anonymous Customers

Anonymous customers generate high revenue but also account for a large share of cancellations.

What the business can do:

- Require basic account creation (email or phone verification) for repeat purchases.
- Limit cancellation flexibility for guest checkouts.
- Encourage account creation through loyalty points or faster checkout benefits.

This reduces irresponsible cancellations while preserving conversion rates.

02 Introduce Stricter Cancellation Controls for Low-Value Items

The analysis shows that low-priced products are more likely to be canceled, often with little financial commitment from customers.

What the business can do:

- Set non-refundable policies or reduced refund windows for low-value items.
- Bundle low-priced products with minimum order thresholds.
- Offer store credit instead of cash refunds for cheap-item cancellations.

This discourages casual cancellations that collectively lead to significant revenue leakage.

03

Optimize Product Strategy for Frequently Canceled Items

Some popular products are also among the most frequently canceled, especially inexpensive or service-related items.

What the business can do:

- Review product descriptions to reduce misunderstanding.
- Improve pricing clarity and checkout transparency.
- Consider minimum quantities or bundle-only availability for high-cancellation products.

This improves purchase intent quality.

04

Monitor High-Volume Orders, Regardless of Price

While cheap items are canceled more often, high-quantity orders still pose operational risk, especially when canceled late.

What the business can do:

- Flag unusually large orders for review.
- Require confirmation for bulk purchases.
- Delay fulfillment until high-volume orders are verified.

This protects logistics and inventory planning.

05

Retain High-Value, Low-Cancellation Customers

Identified repeat customers showed stable purchasing behavior and lower cancellation rates.

What the business can do:

- Offer loyalty rewards or exclusive discounts.
- Prioritize customer support for high-value customers.
- Use personalized offers to encourage repeat purchases.

This increases lifetime customer value.

ACKNOWLEDGEMENTS

This project was solely conceived, researched, analyzed, and presented by Margaret Sasha Otieno, whose dedication and expertise made this work possible. From designing the interactive dashboard to interpreting insights and compiling recommendations, all aspects of this analysis reflect Margaret Sasha Otieno's commitment, creativity, and analytical skill.

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