



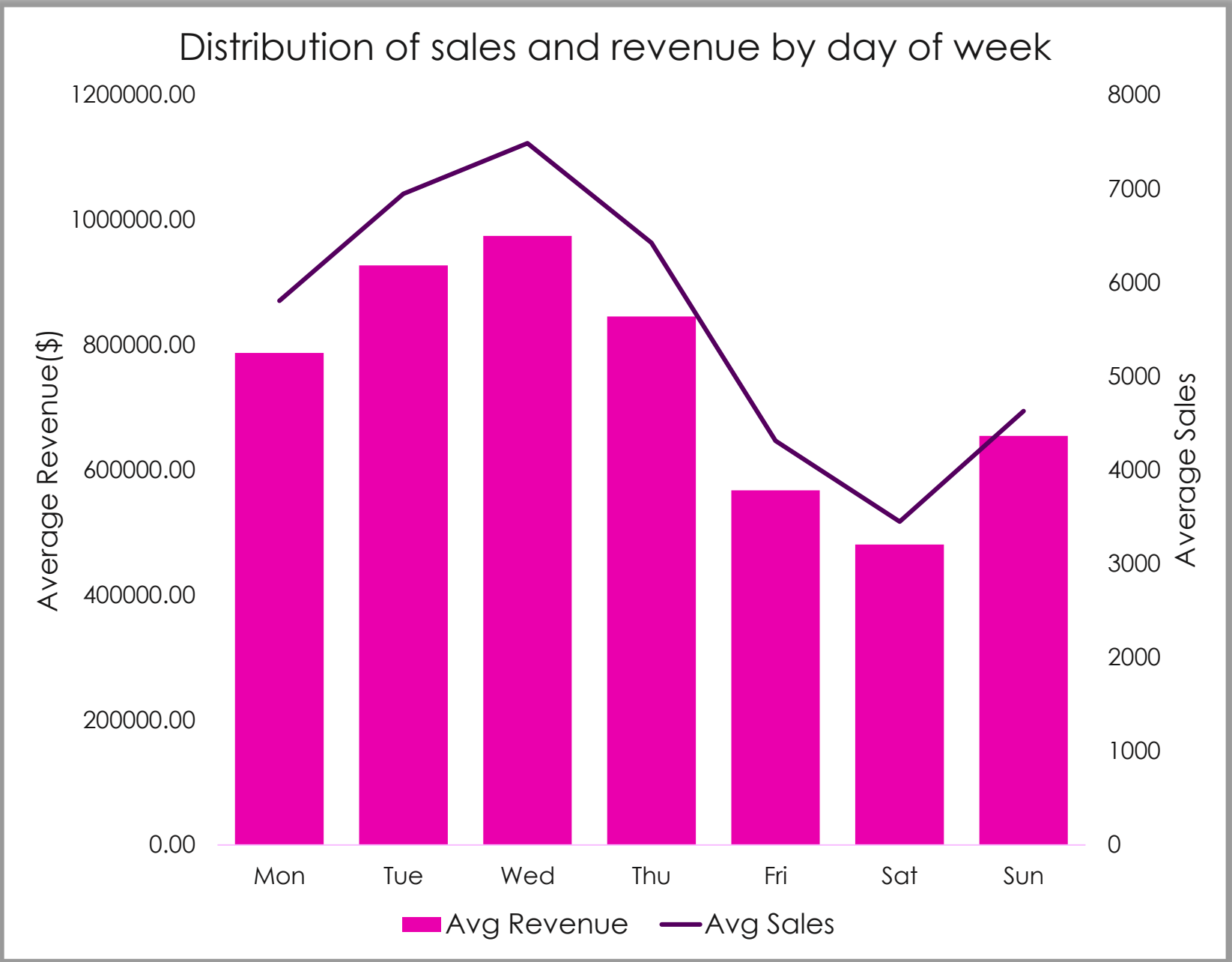
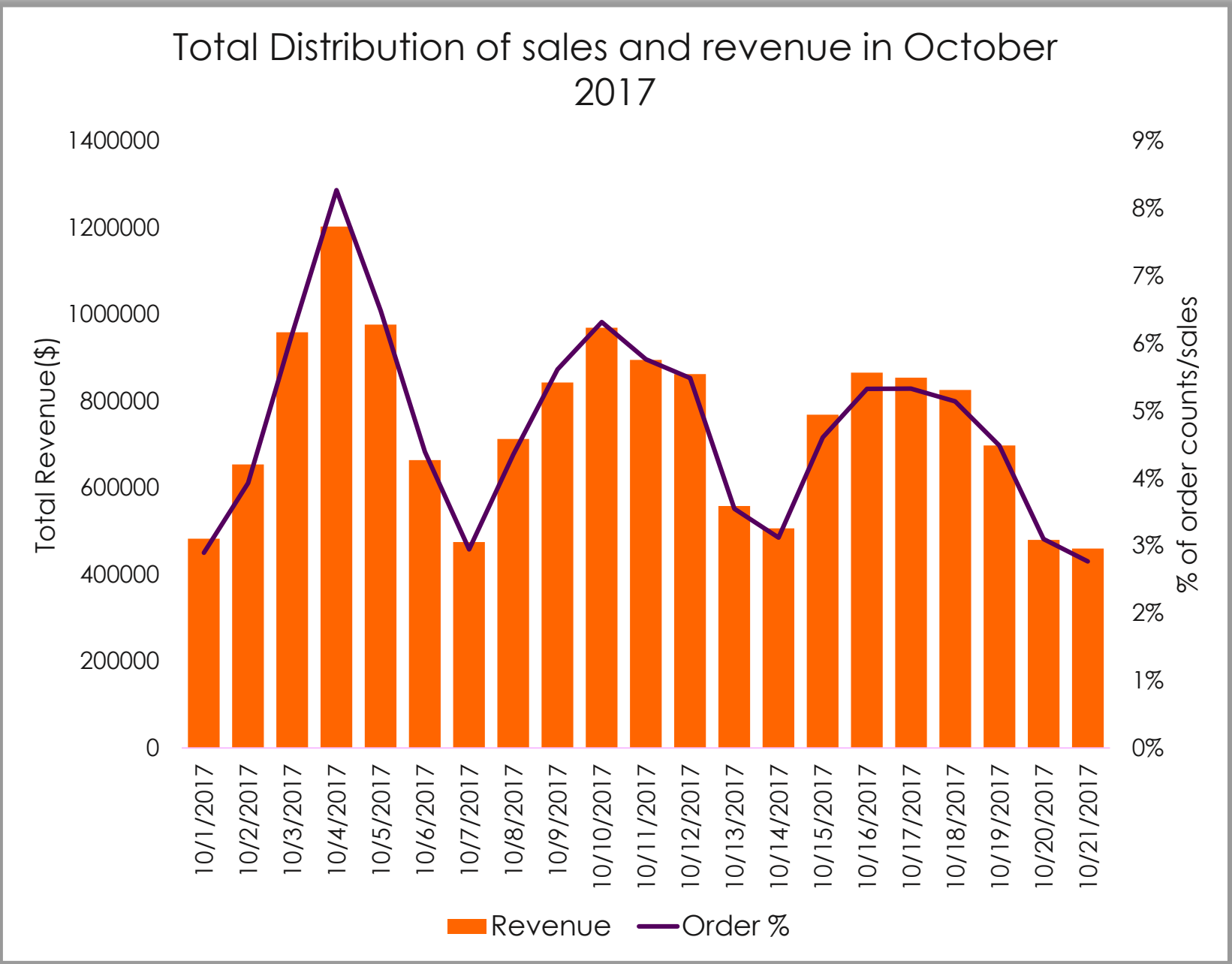
Insights Reports of
leading fashion brand
retailer, Australia
October, 2017

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- Attributes - Time of Day, Day of Week, Geography, Payment Type
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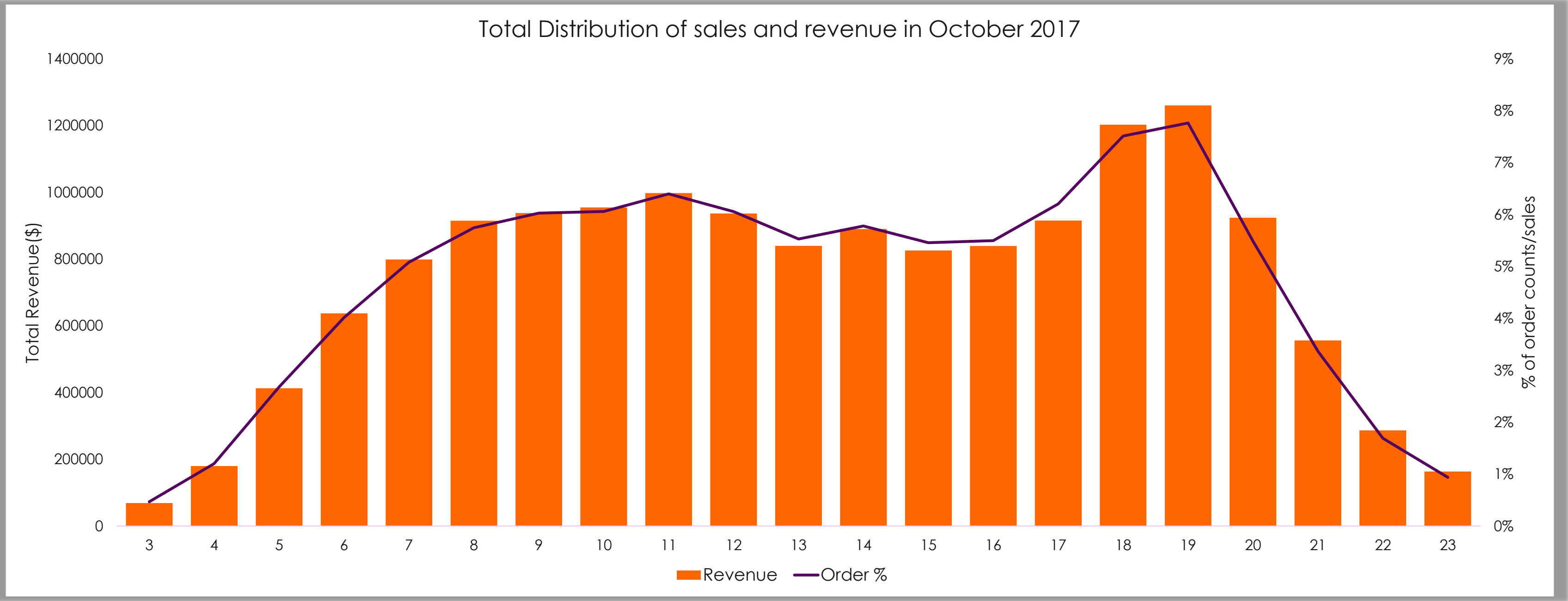
Trends of Total sales and revenue by dates



Insights: There is a seasonal trend in the distribution of the revenue throughout the days. In the beginning of every week the sales is increased. Some offers might have been offered by the fashion brand in those days.

Strategy: These types of discounts may be offered to the customers in the weekends to maximize the reach.

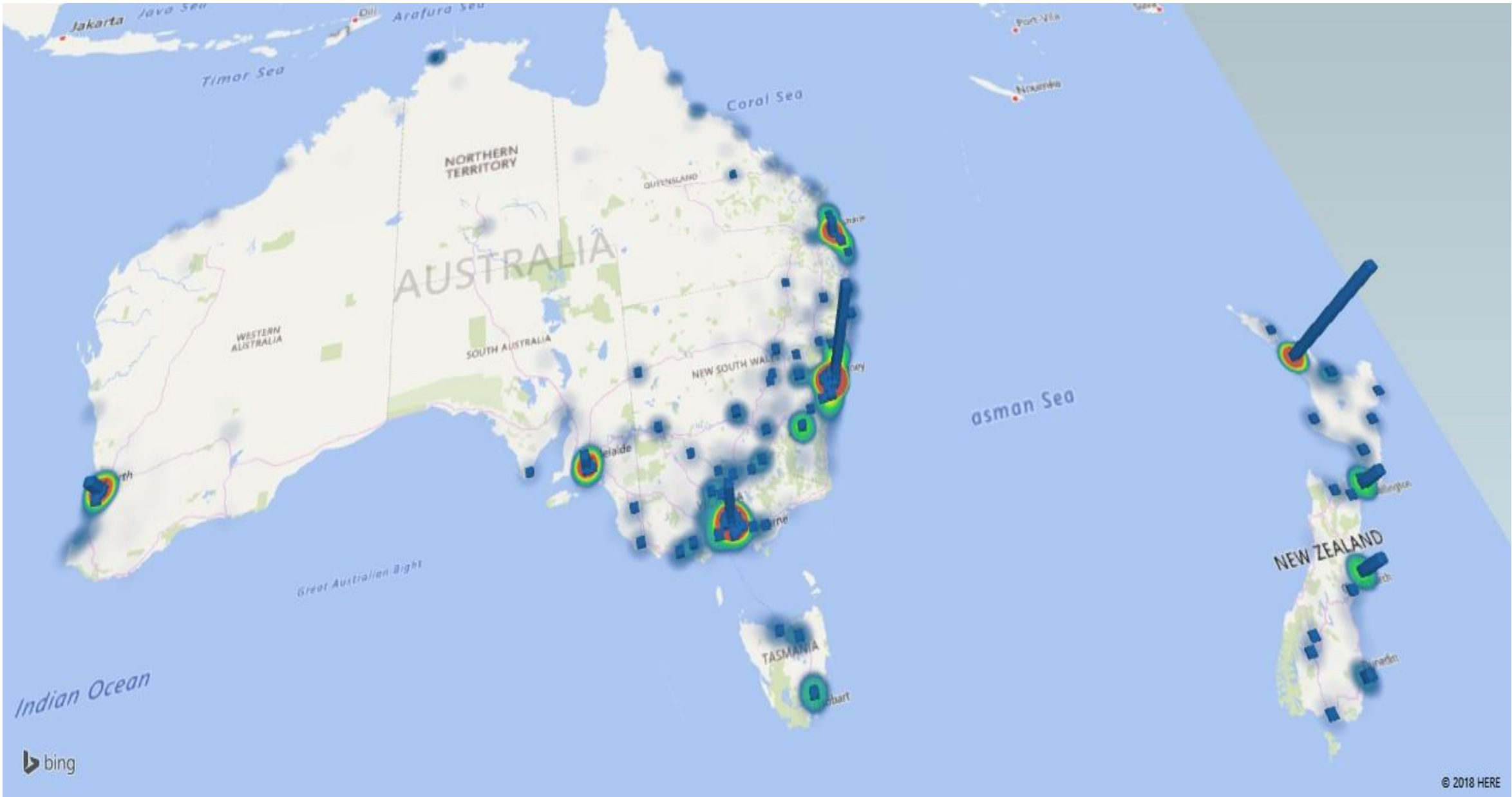
Total sales and revenue by hour



Insights: The distribution of the revenue and sales looks higher in the evening time between 6pm to 7pm.

Strategy: Bid may be increased in between this hour to maximize the reach as people become free from work during this time.

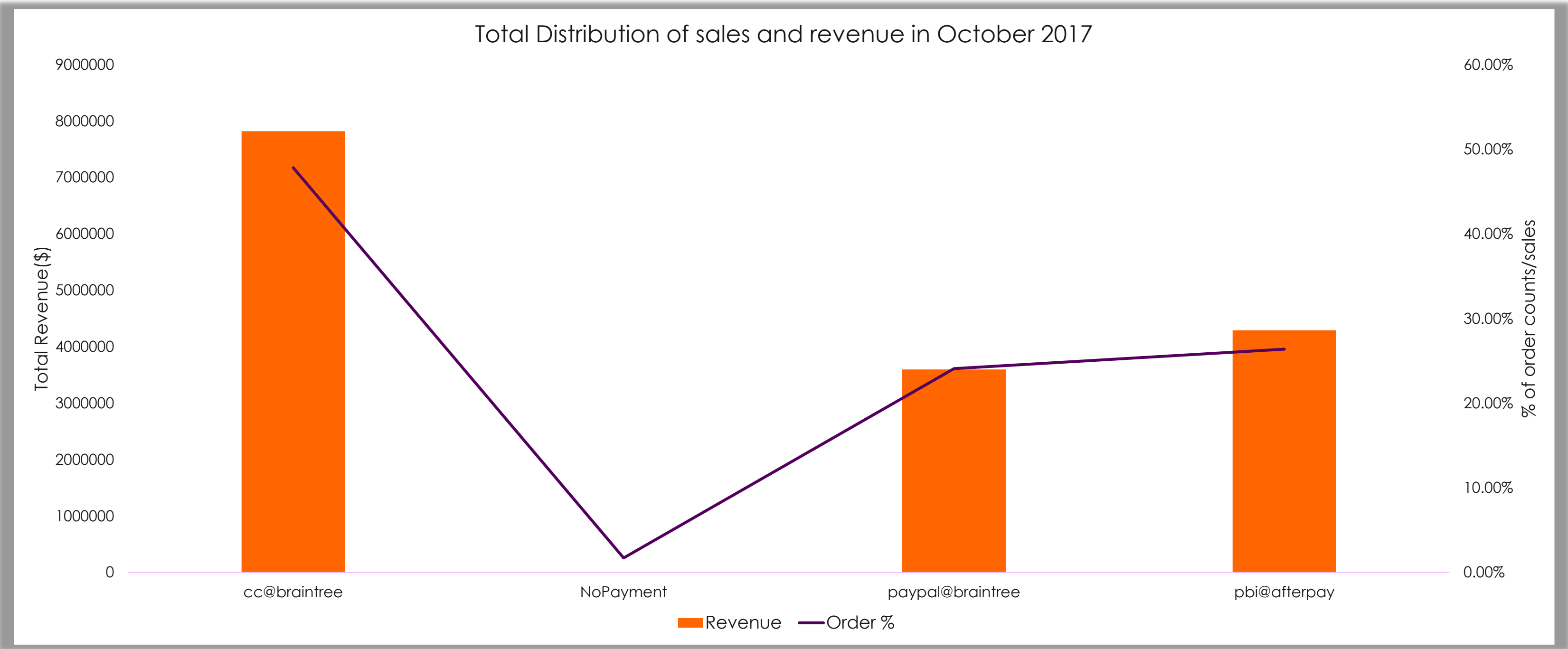
Top cities in respect of revenue and sales



City	Revenue(\$)	Order%
Sydney	514972.98	3%
Auckland	329314.86	3%
Melbourne	255013.06	2%
Surry Hills	118045.43	1%
Christchurch	73047.02	1%
Wellington	70484.22	1%
North Sydney	80343.34	1%

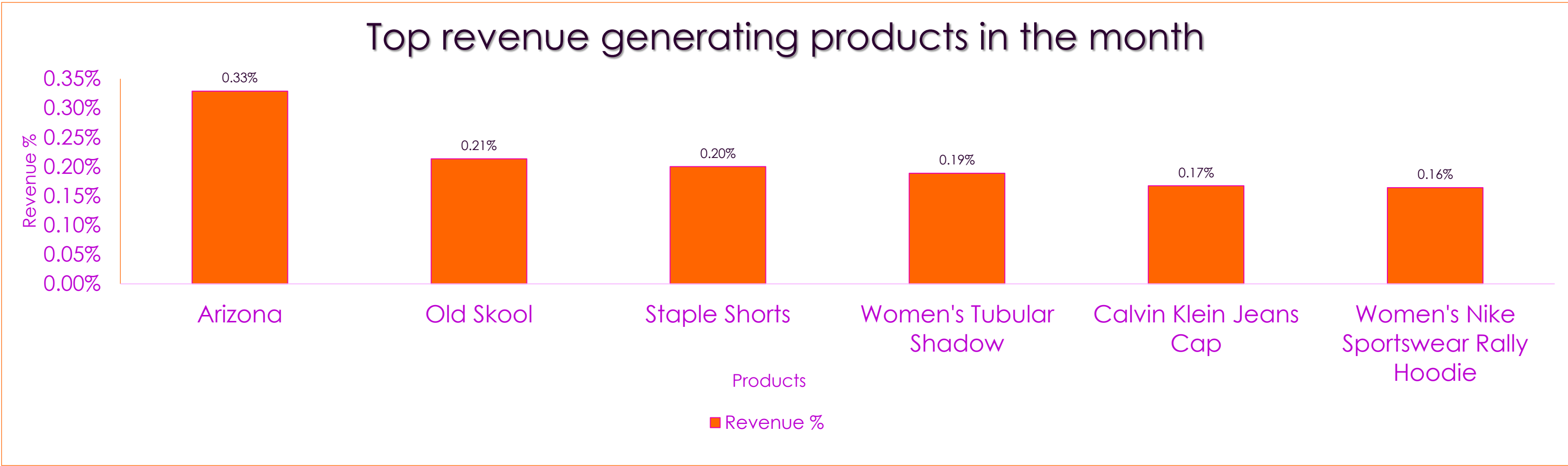
Sydney and Auckland are the most revenue generating cities
Almost 6% of the total orders are coming from Sydney and Auckland. These areas can be heavily targeted.

Overall distribution of sales and revenue by payment types



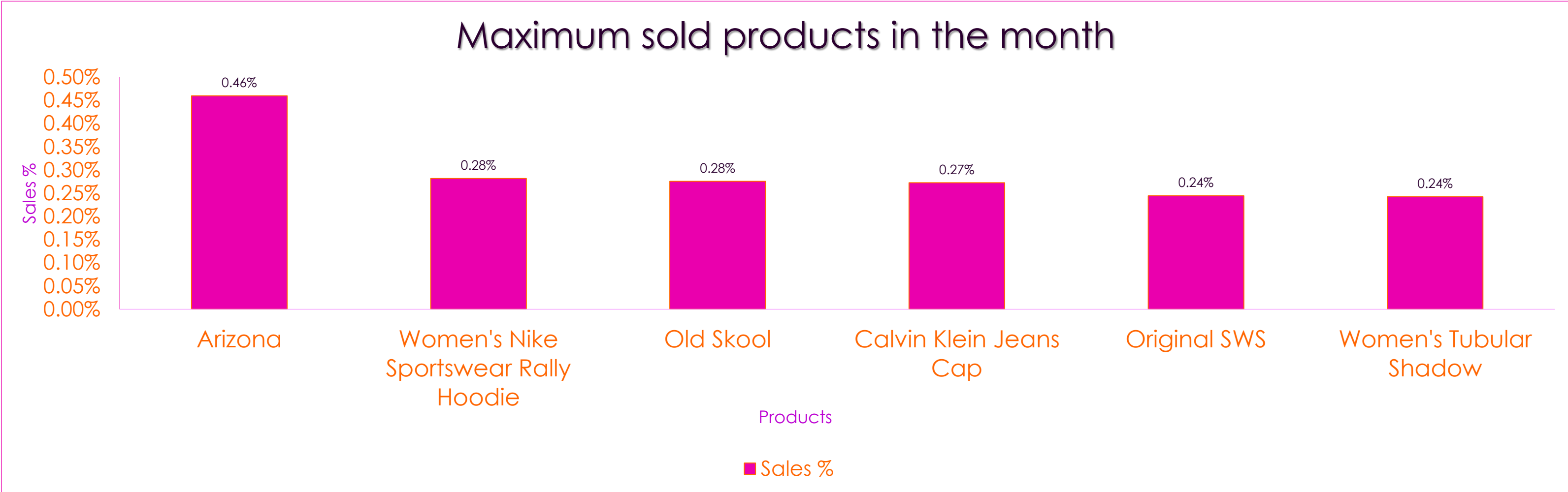
Almost 48% of total order count is from cc@Braintree which is almost equal to the total order count of paypal@Braintree and pbi@afterpay together.

Top Revenue Products



- 5 in top 6 revenue generating products are also top selling.
- 1.3 % of revenue consists of these 6 products.

Top Sold Products





Average Order Value \$143



\$111



\$146



\$117



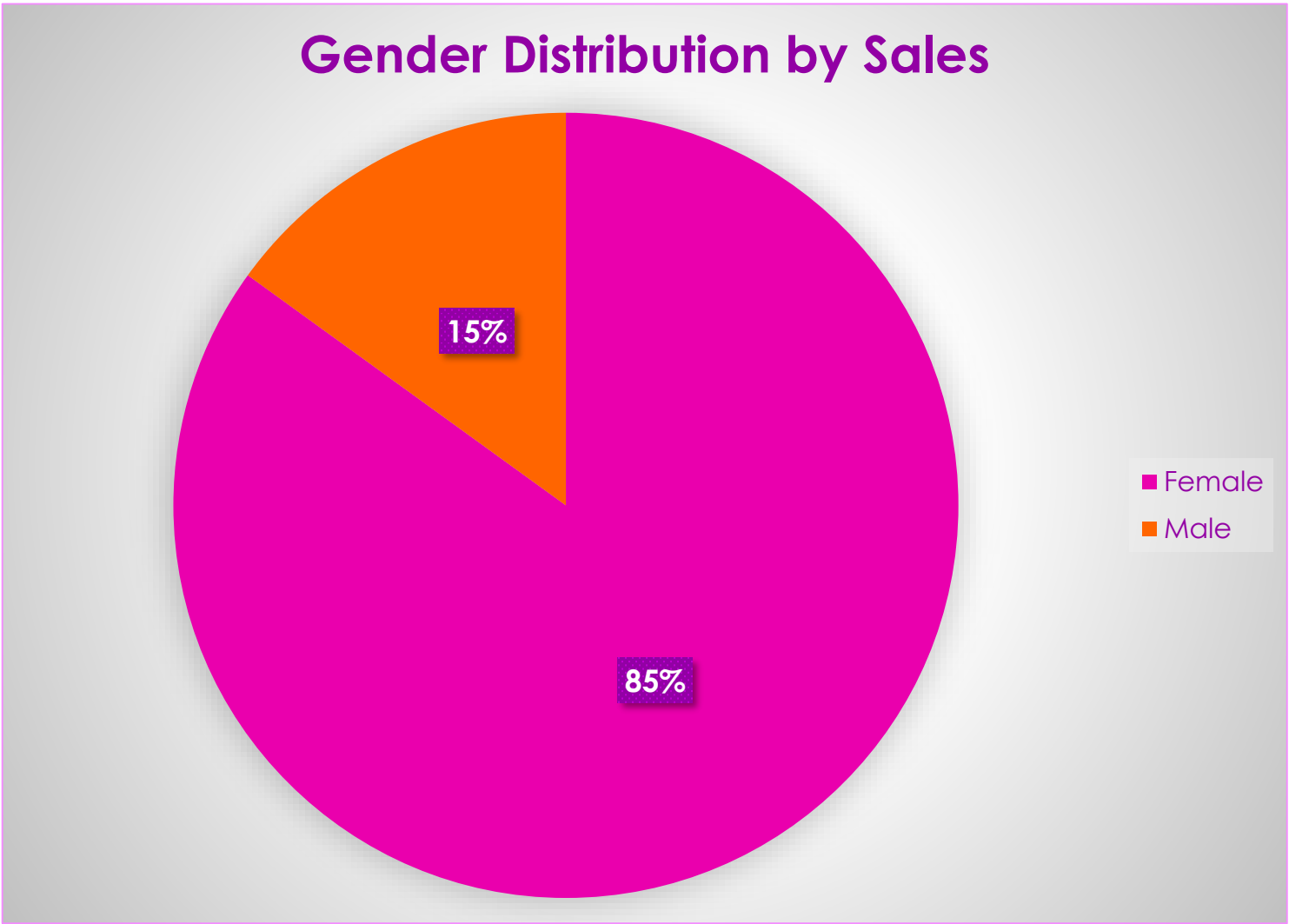
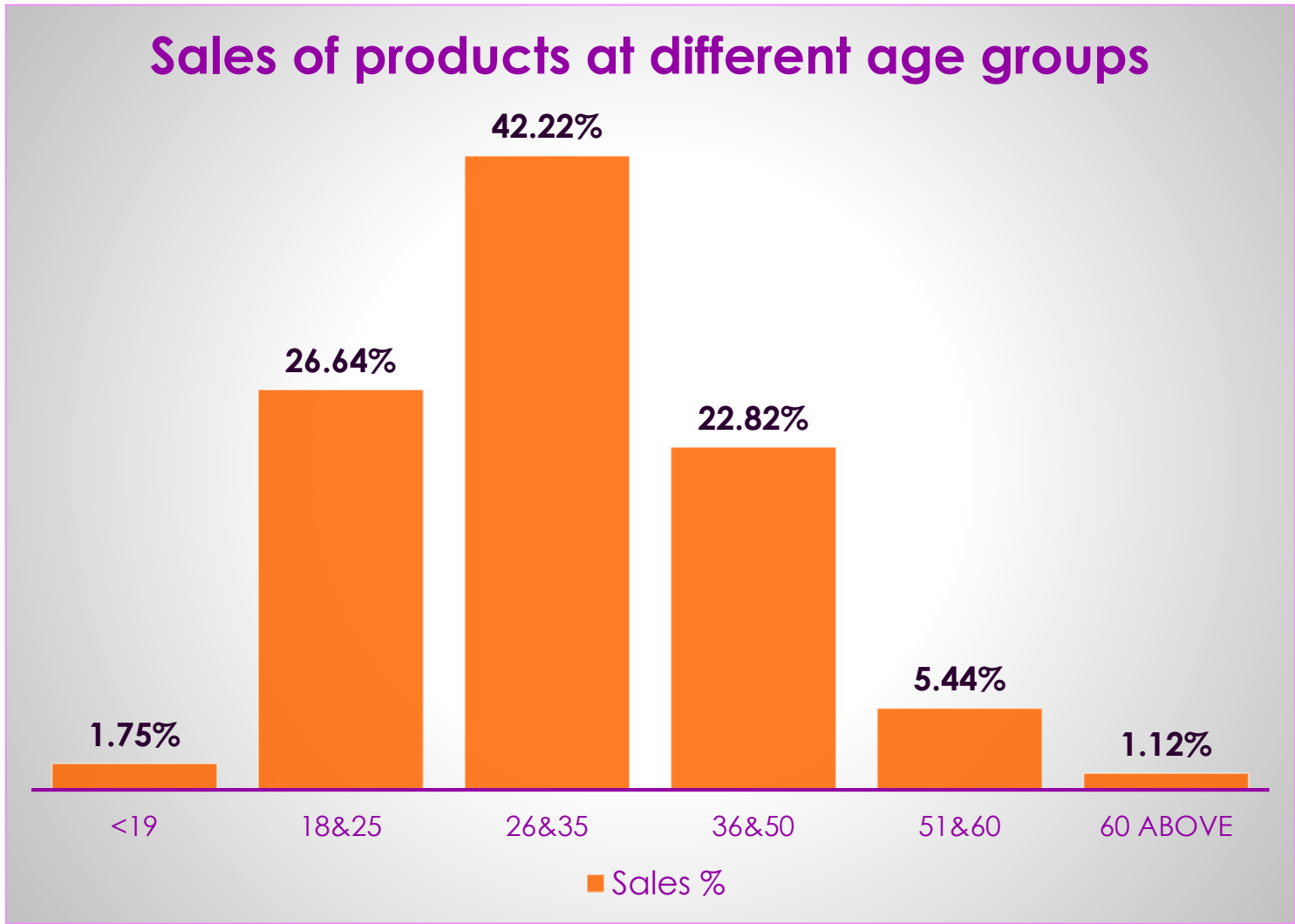
\$117



\$148

- 5 in top 6 sold products were also the top revenue generating

Trends based on different age groups

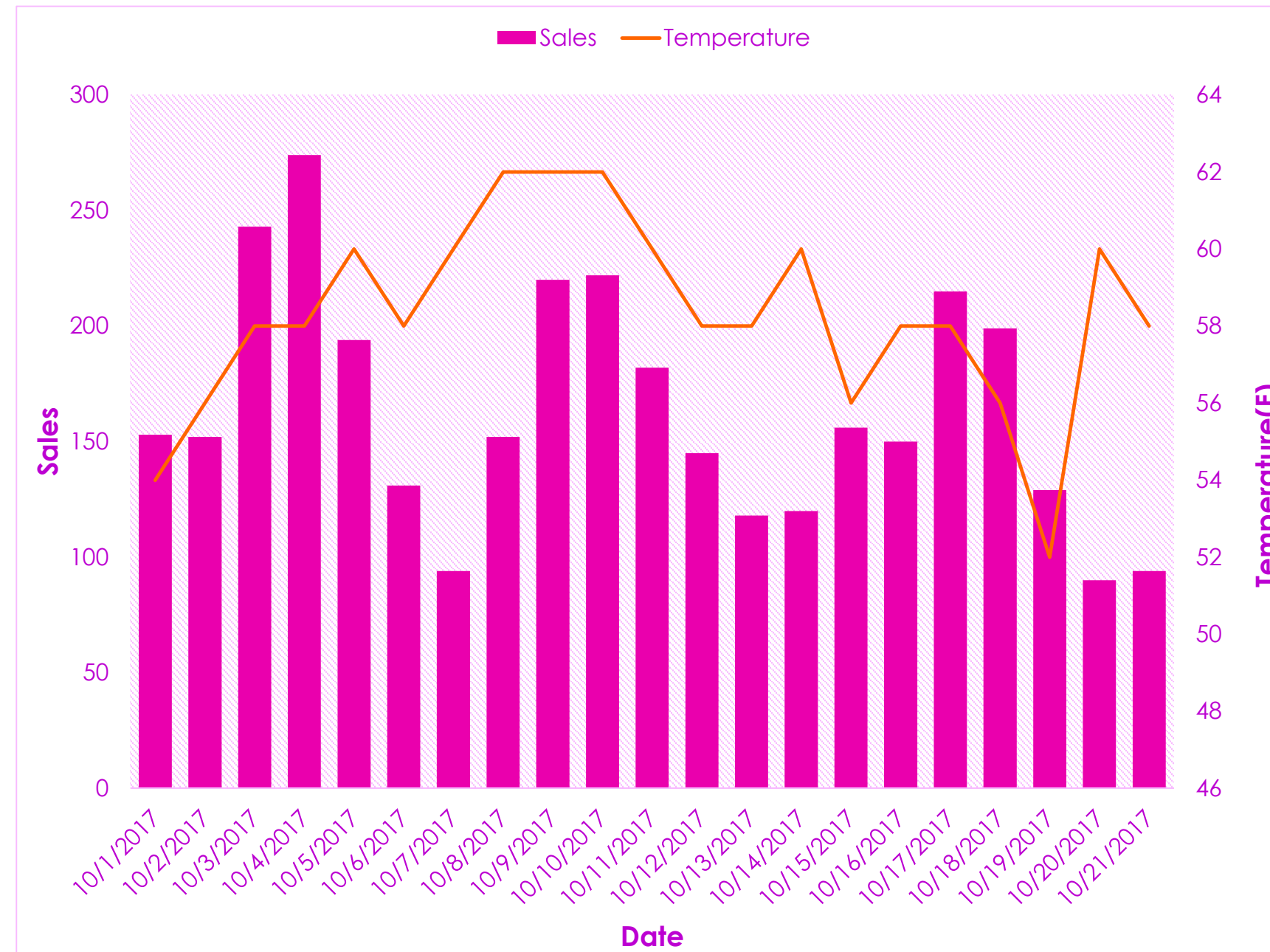


- Age group of 26 – 35 years are the highest performing age group in terms of buying.
- Females belong to this age group can be targeted as 85% of the buyers are female.

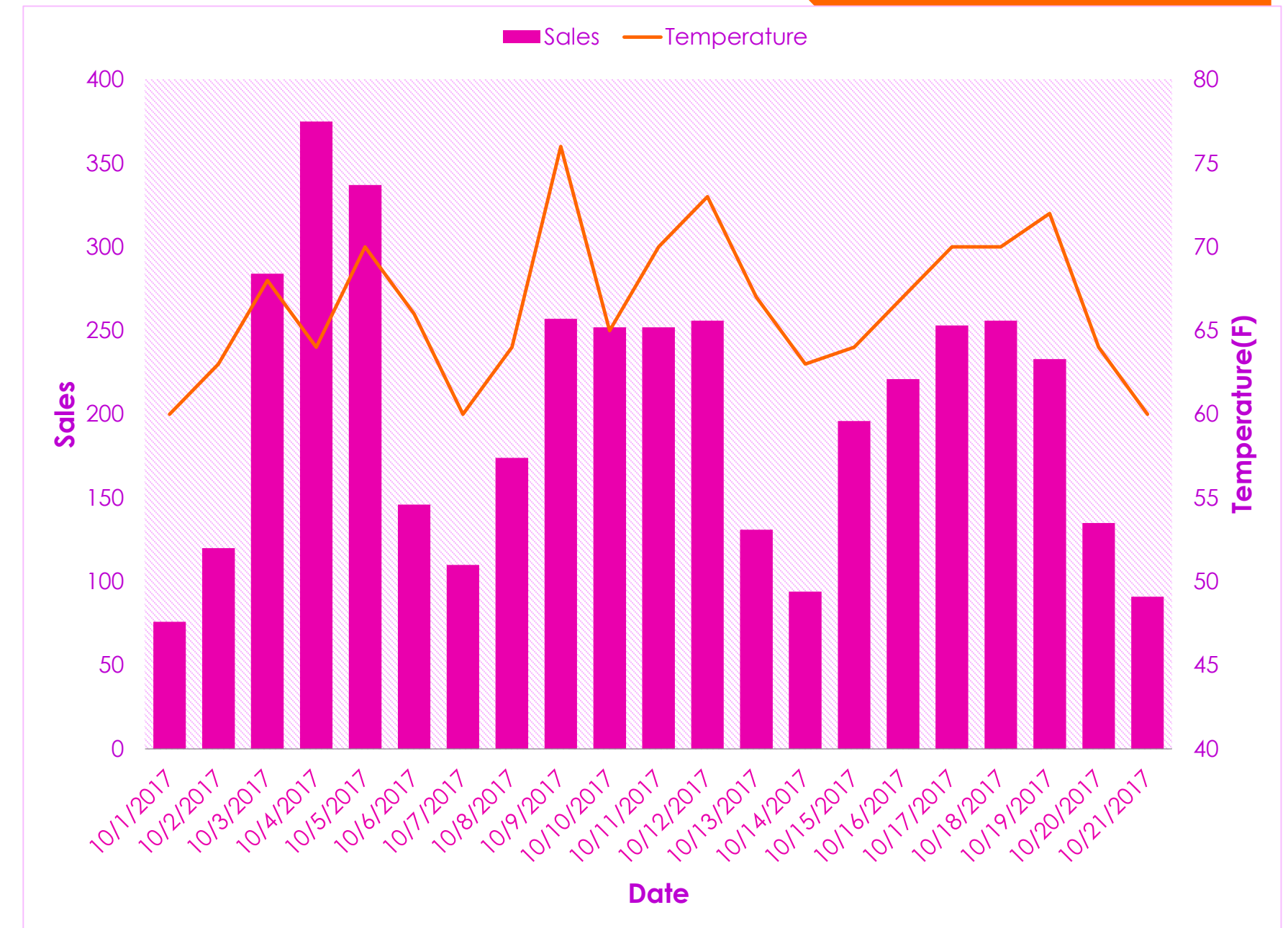
Effects of temperature on sales

Analysis of 2 top performing city of Australia and New Zealand

Auckland

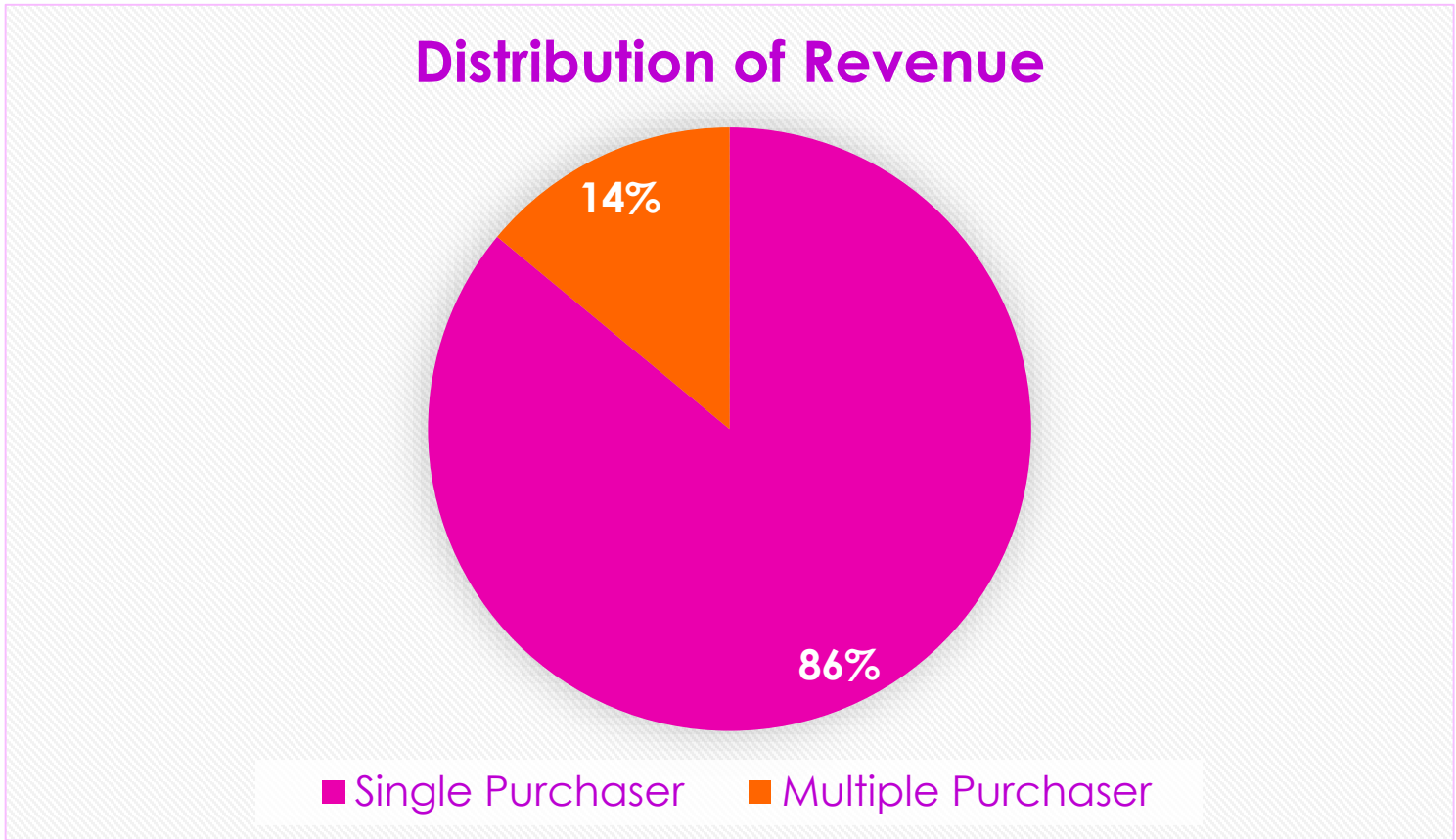
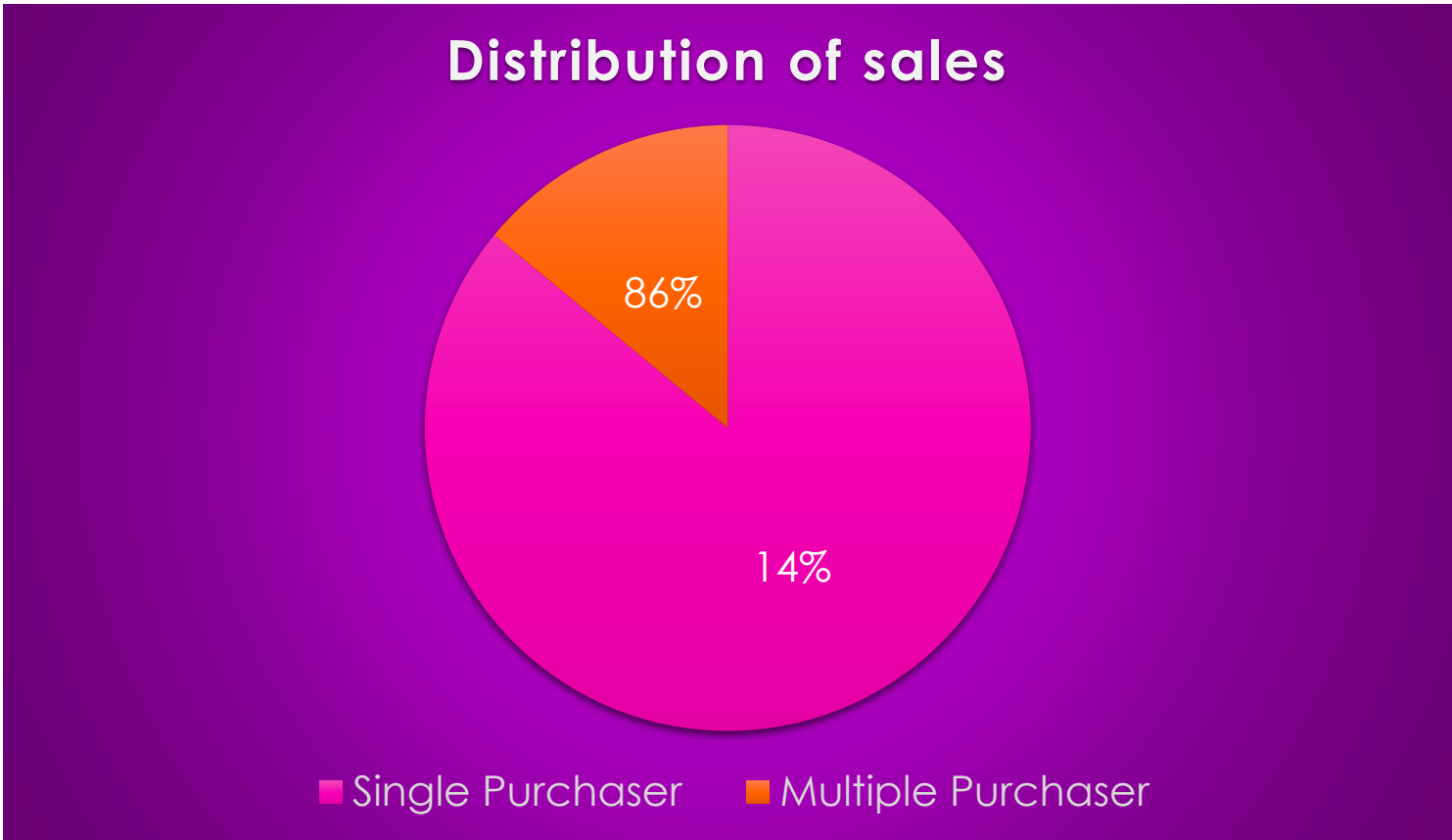


Sydney



There is a trend of increase in sales when the temperature increases. Some possible reason behind this is- people are at home and shopping online or there is a possibility that some discounts or offers were going on those days. So according to those factors, the campaign can be optimized.

Analysis on single and multiple purchasers



- Distribution of both the sales count and revenue shows that almost 86% of the buyers are single purchaser.
- Average order value for the single and multiple purchasers are almost same which is \$131 and \$134 respectively.

	Single Purchaser	Multiple Purchaser
Counts	85085	13745
Purchase Frequency	1	2.33

N.B. Purchase frequency=(Total no of orders/No of unique customers)

Overall average unique quantity	2
Overall average revenue per order	\$134

Product Affinities – Weekly Analysis



First Week



Palmetto Bra



Palmetto tights



lika Slides



Tacita Pearl Stud Slides



Men's Skinny leg sweatpants



Warrior Shorts



Champion Jersey Shorts

Second Week



Adina Block heels



Lunar Block heels



Amelia Block heels

Third Week



Turner Suit Jacket



Turner Suit Trousers

METHODOLOGY

*Based on the '**Revenue**' from the data , total customers have been segmented into 4 segments, viz **Very High, High, Medium and Low.***

User Segmentation



Very High Value Segment

Total Users : **63**
Order Value Range : **\$950 - \$1950**
Average Cart Value : **\$1350**
Top Products: **Conard Wingtip Boot ,
Boydston Monk Strap, Micro-Print Cotton
Blazer, Tailored Tweed Coat**



High Value Segment

Total Users : **335**
Order Value Range : **\$225 - \$850**
Average Cart Value : **\$375**
Top Products **Tabor Wingtip, Mini Dash
Windowpane Shirt, Regular Fit Garment
Washed Chino, Ombré Stripe Sweater**



Mid Value Segment

Total Users : **907**
Order Value Range : **\$15 - \$250**
Average Cart Value : **\$130**
Top Products: **Textured Arrow Windowpane
Point-Collar Shirt, Wallace Chukka, Regular
Fit Garment Washed Chino, Allister Wingtip**



Low Value Segment

Total Users : **907**
Order Value Range : **\$15 - \$250**
Average Cart Value : **\$130**
Top Products: **Textured Arrow Windowpane
Point-Collar Shirt, Wallace Chukka, Regular
Fit Garment Washed Chino, Allister Wingtip**



Thank you!