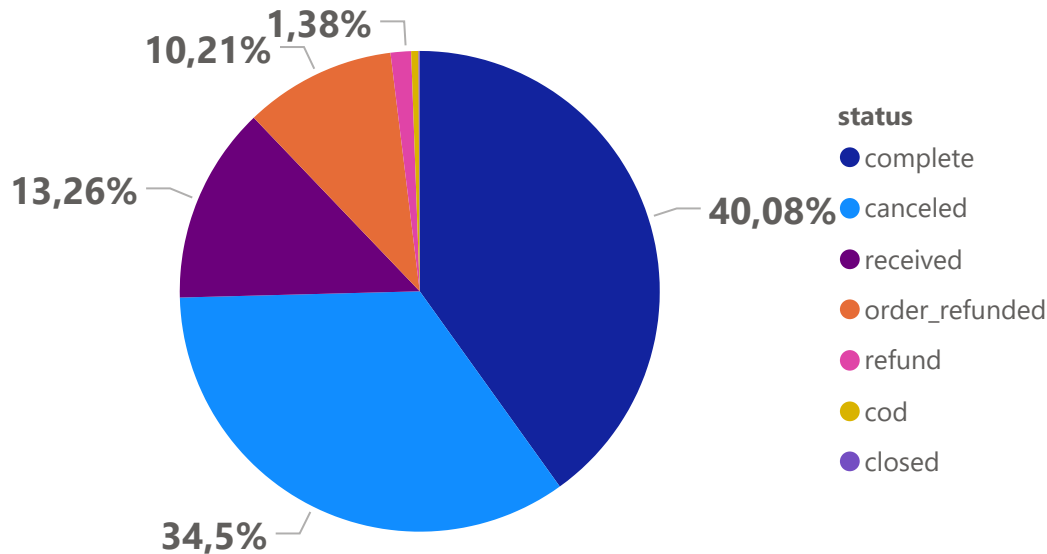
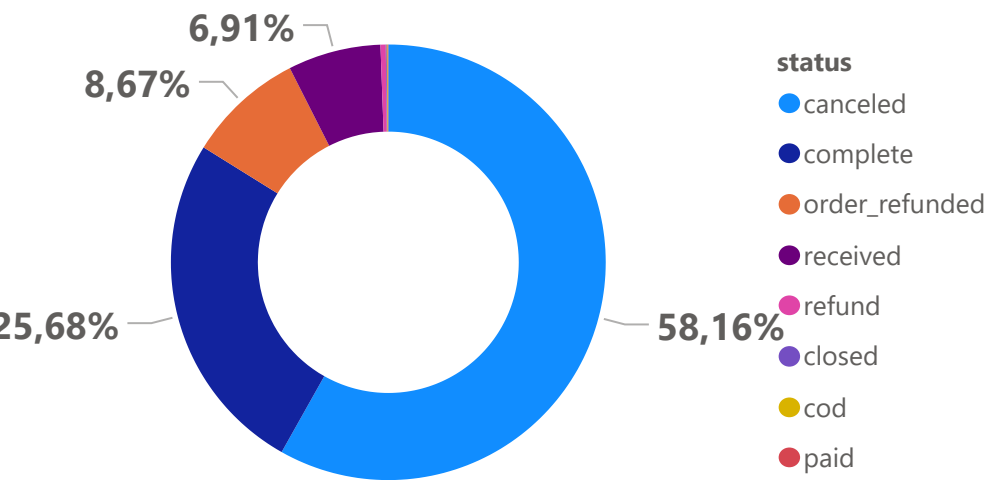


Répartition Nb de commandes par statut



Répartition € par statut de commande



Statut "Complete" = 39.99% (Nb) mais 25.66% (€)

Statuts de commandes

statuts

canceled

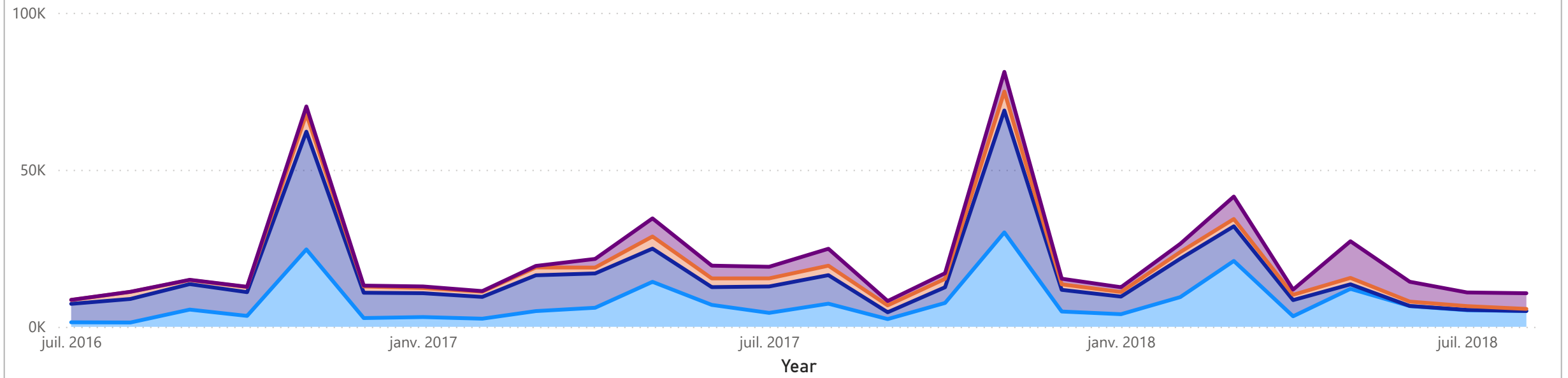
order_refunded

complete

received

Evolution Nb de commandes pour les 4 principaux statuts de commandes

statuts ● canceled ● complete ● order_refunded ● received

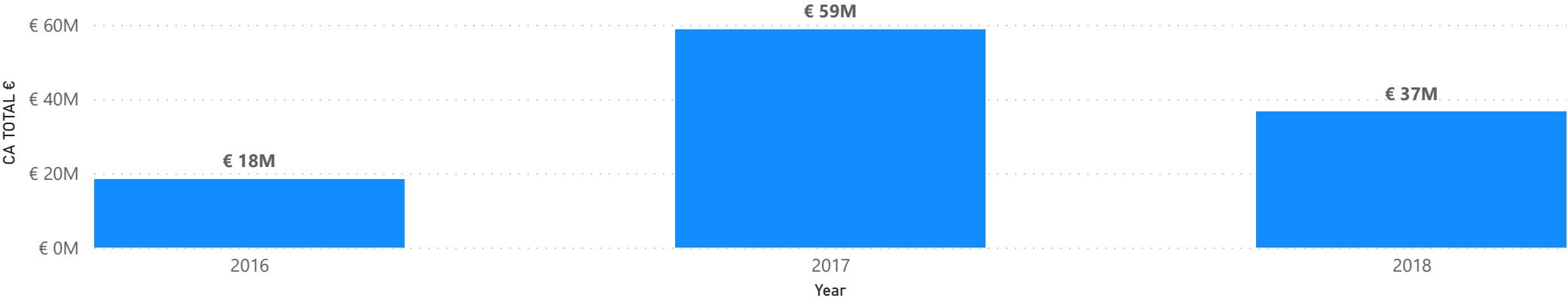


Pics de commandes = Fêtes du Pakistan

9th November
IQBAL DAY

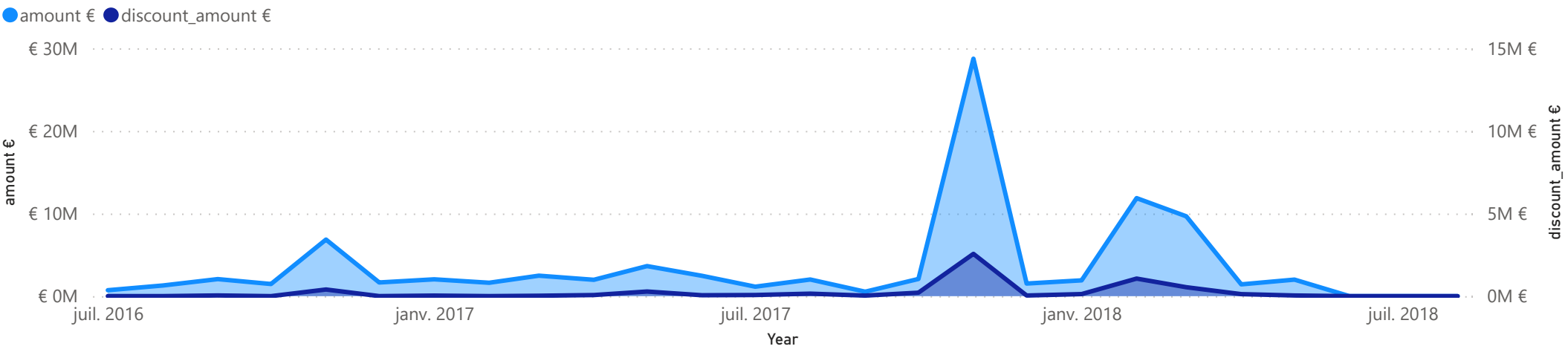


Evolution du CA € par année



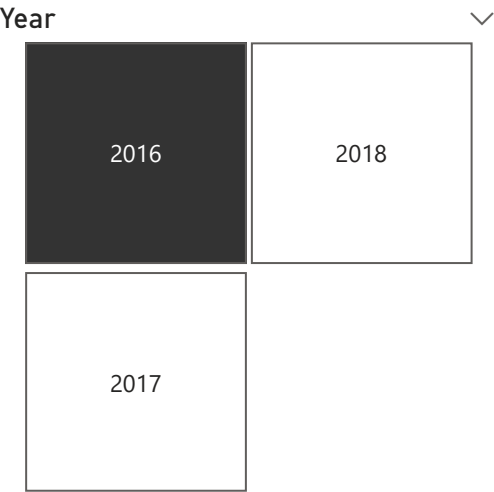
2016 et 2018 = Années incomplètes

Evolution du CA en fonction des promotions





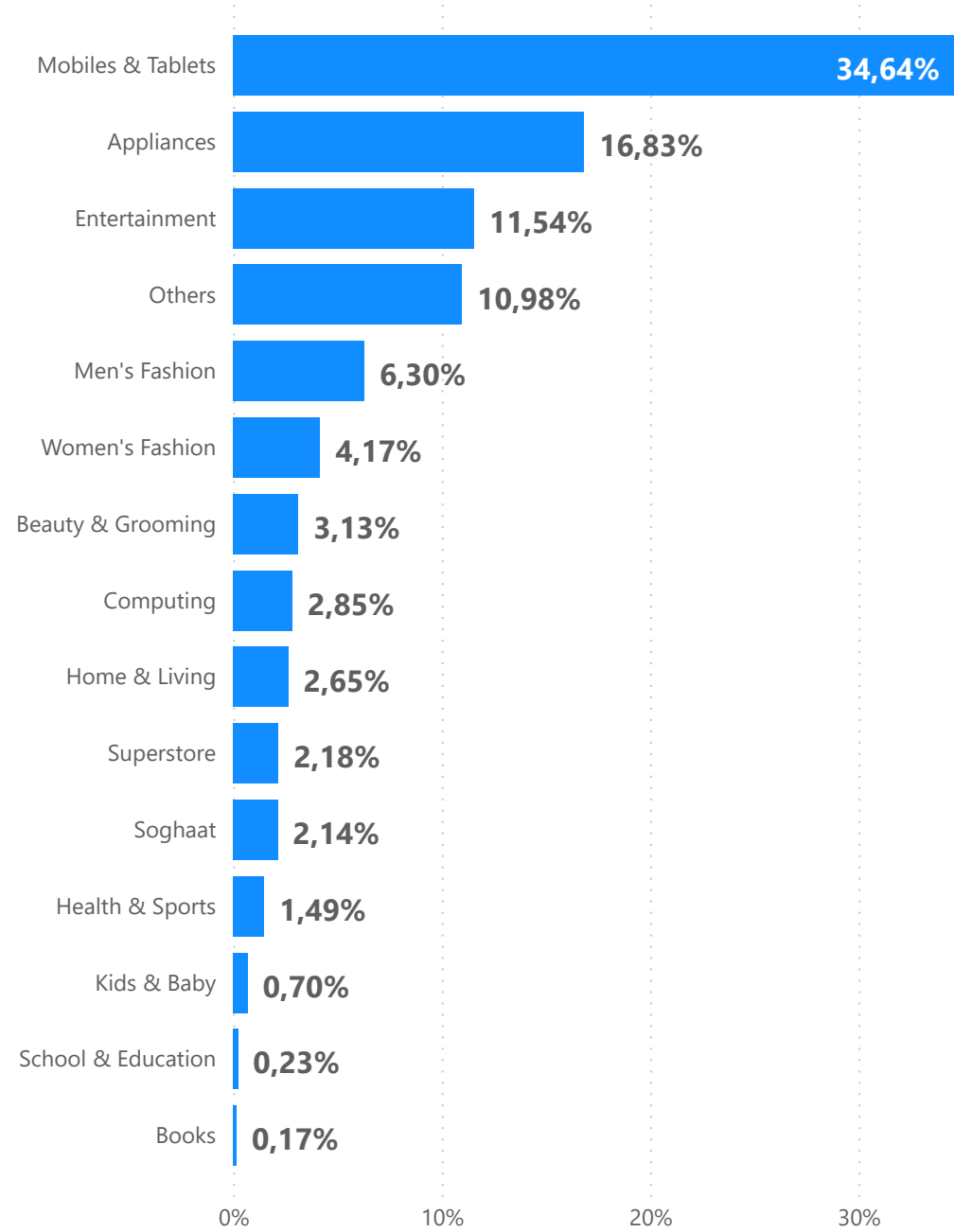
Année des ventes



Top Catégorie = Mobiles et Tablettes



Répartition par Categories de produits



Statuts de commandes

statuts



canceled	order_refunded
complete	received

Année

Year

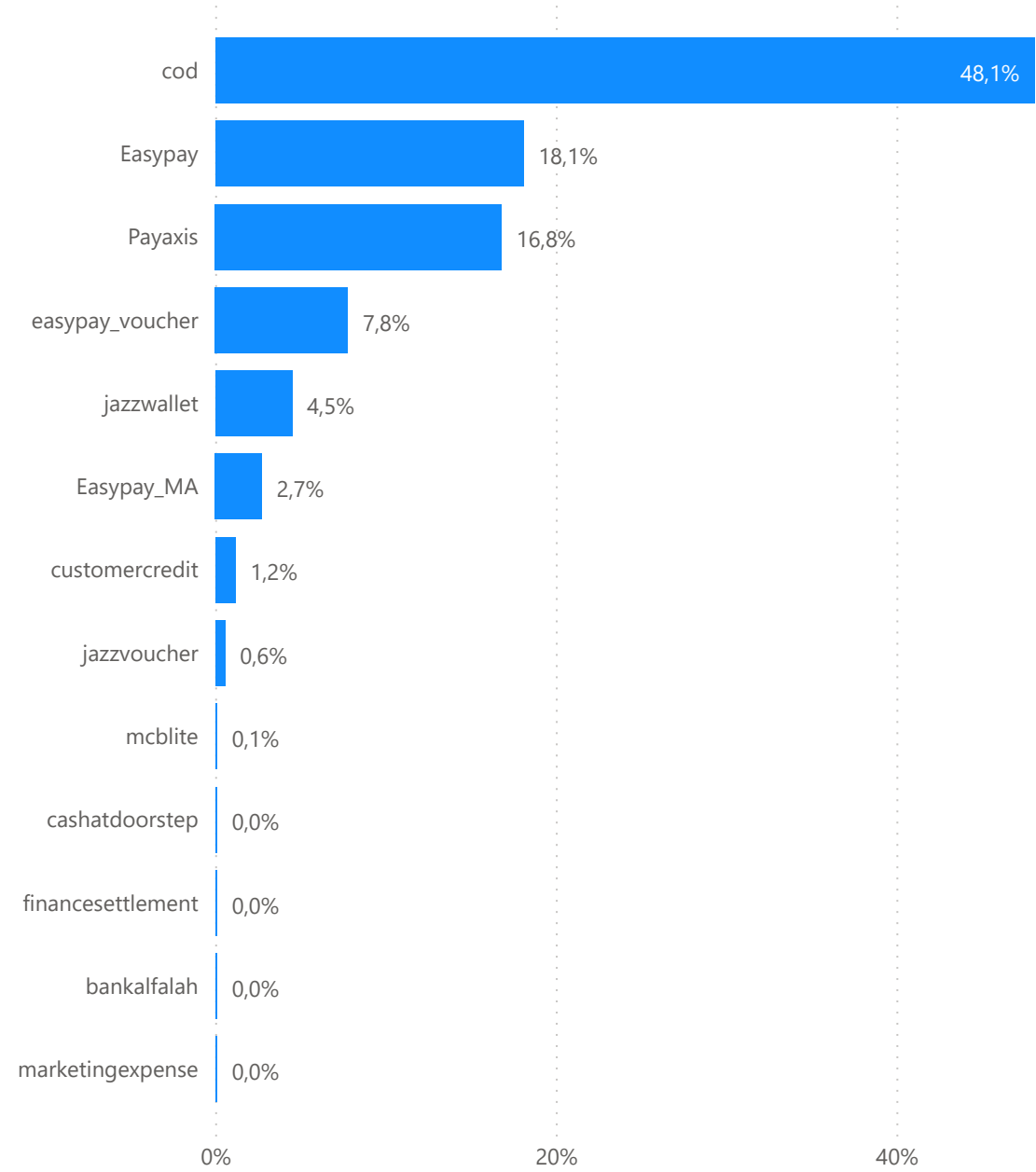


2016	2018
2017	

Top 1 des moyens de
paiement = cod
(cash on delivery)



Répartition Nb commandes par moyen de paiement





1045 des articles
=> 80% du CA (€)
soit 2.34%

1045

Nb Articles Top CA 80%

44496

Nb total d'articles

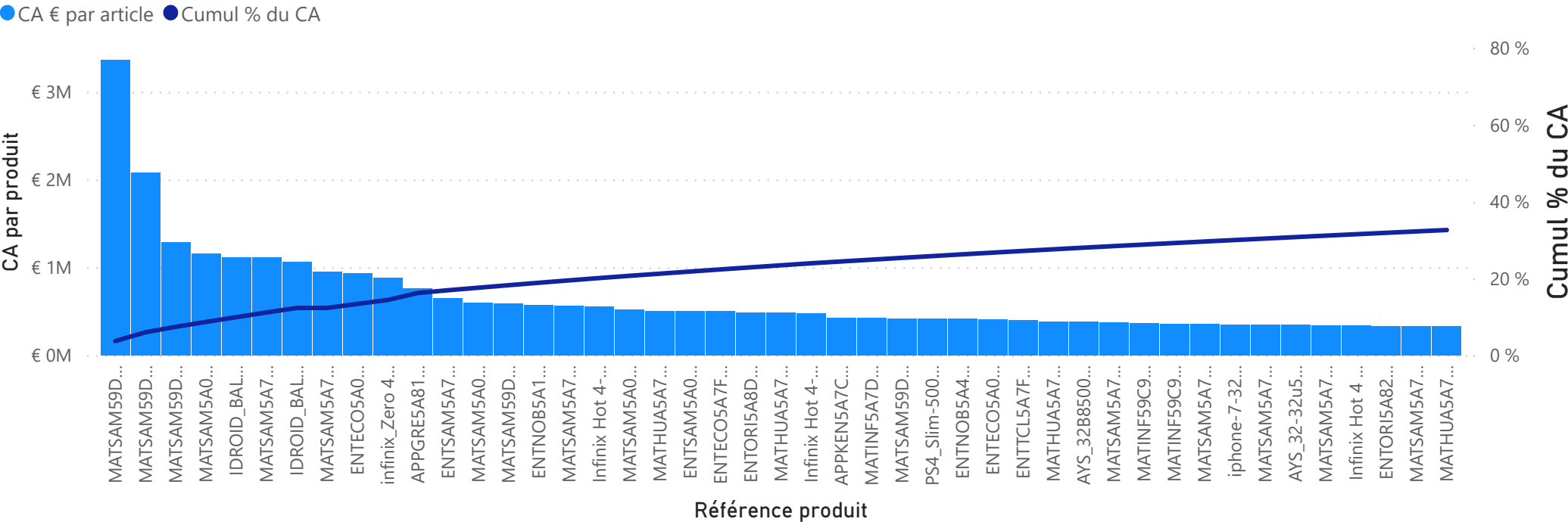
72,60M€

CA des Top Articles

€ 90,8M

CA TOTAL €

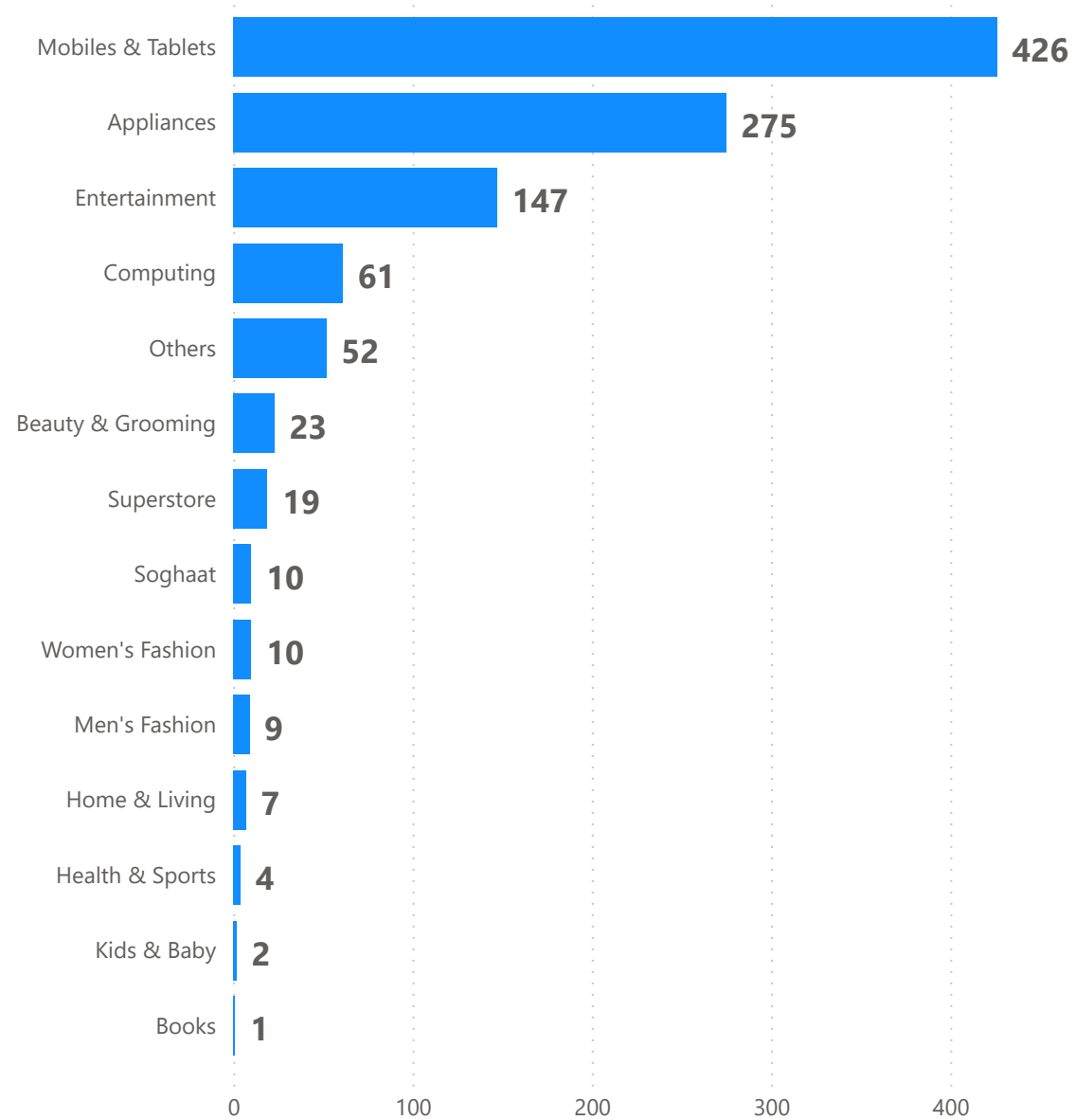
Pareto des ventes (articles)



Liste des Top 1045 articles

Référence article	Categorie	CA € par article
adolph_WD-1-L	Men's Fashion	10 110,75 €
adolph_WD-1-M	Men's Fashion	10 803,33 €
Adolphs Collection_Pack of 10 Mobile Accessories-1	Mobiles & Tablets	13 801,79 €
Adolphs Collection_Pack of 10 Mobile Accessories-2	Mobiles & Tablets	10 629,17 €
airlink_huawei_Google-Nexus-6P-Silver	Mobiles & Tablets	12 240,00 €
airlink_huawei_Google-Nexus-6P-Silver	Others	12 240,00 €
airlink_Huawei-Y3-11-Gold	Mobiles & Tablets	12 794,03 €
Al Muhafiz Sohan Halwa Almond	Soghaat	54 896,06 €
Al Muhafiz Sohan Halwa Cashew	Soghaat	11 909,35 €
Al Muhafiz Sohan Halwa Walnut	Soghaat	26 580,95 €
AMT_AMT-4093	Mobiles & Tablets	9 942,88 €
ANKER_A1252011-Black	Mobiles & Tablets	9 871,48 €
APC_UPS 1 kv SUA10001	Appliances	15 622,83 €
APPBOS5A0AC394763FC	Appliances	13 897,67 €
APPCAN5A0AC3940BA2F	Appliances	29 154,32 €
APPCHA5A0AC42266FD4	Appliances	86 431,49 €
APPDAW59CA06B72786E	Appliances	14 014,97 €
APPDAW59CA3F0F3AA26	Appliances	17 746,56 €
APPDAW59DB860900CED	Appliances	11 730,00 €
APPDAW59E0BB996E31E	Appliances	40 922,66 €
APPDAW59E0BB9C588D2	Appliances	13 562,43 €
Total		72 604 037,84 €

Répartition par catégorie (quantité) produits Top 80% CA

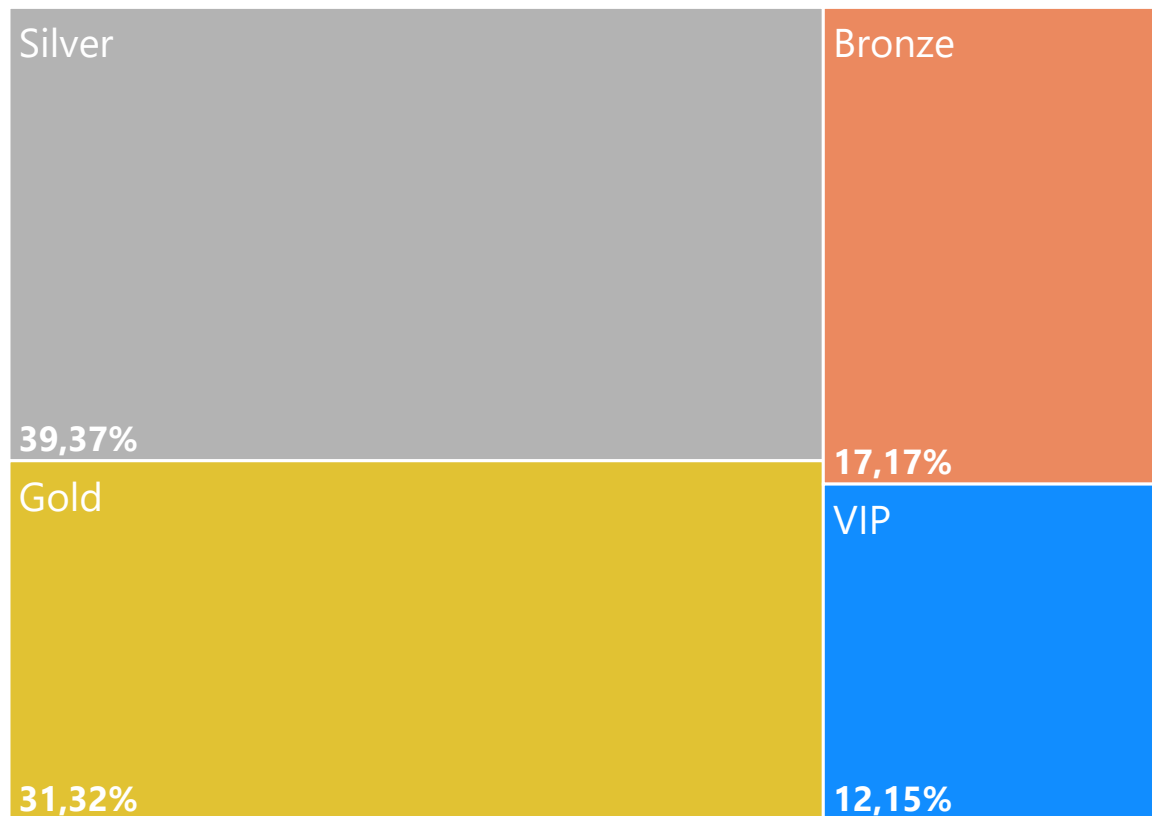




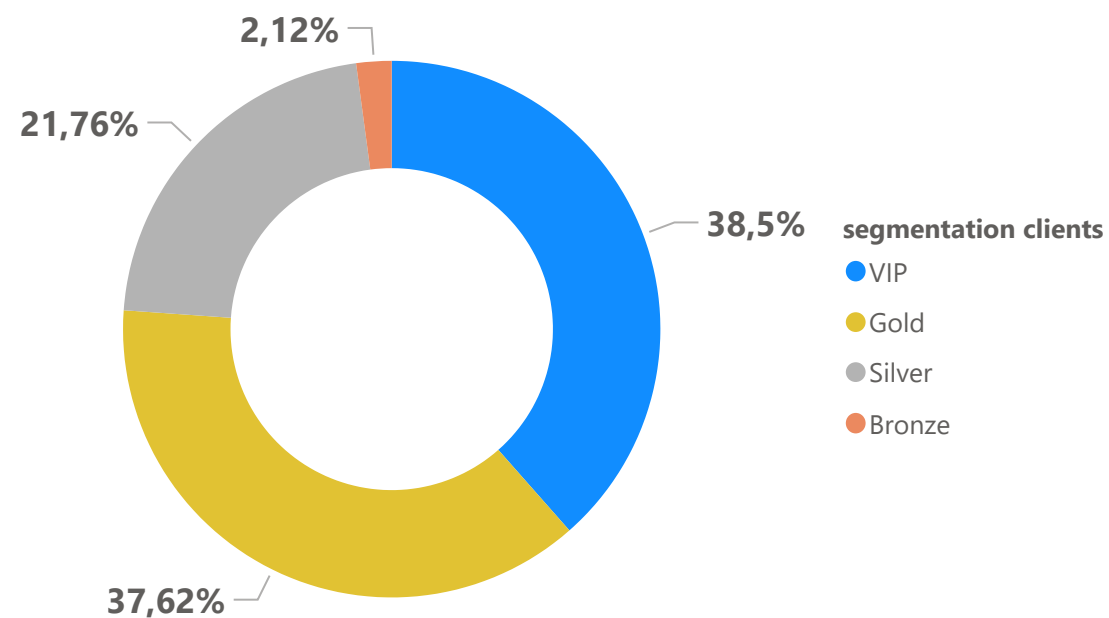
67092

Nombre de clients

Répartition des clients par Segment



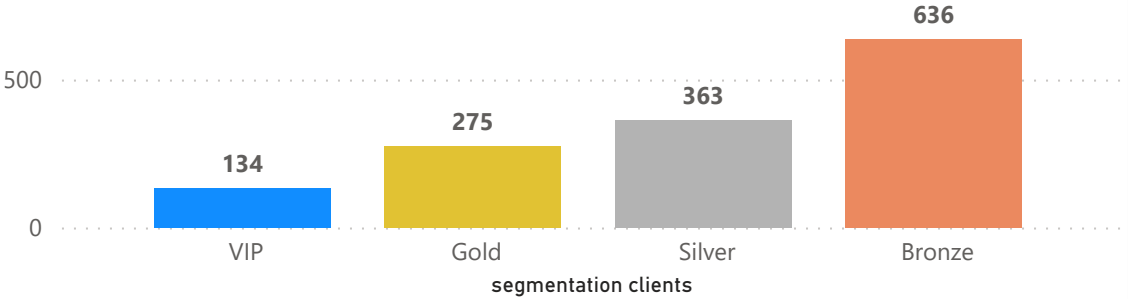
CA TOTAL € par segment clients



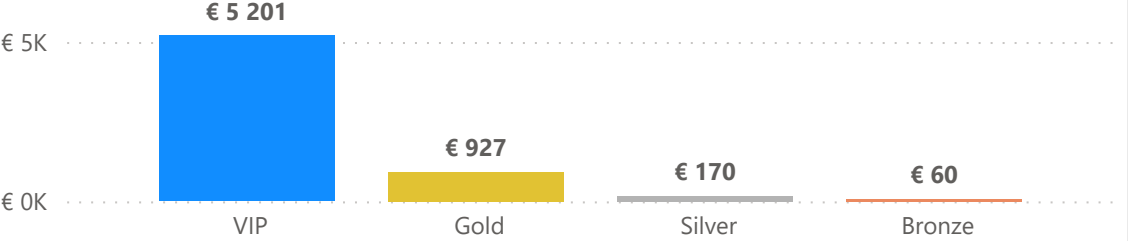
Clients VIP + GOLD = 76% du CA



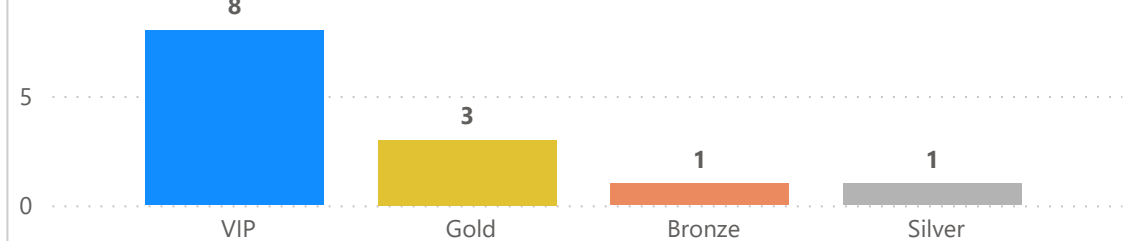
Recence moyenne (Nb jours) par Segment clients



Chiffre d'affaire moyen par Segment clients

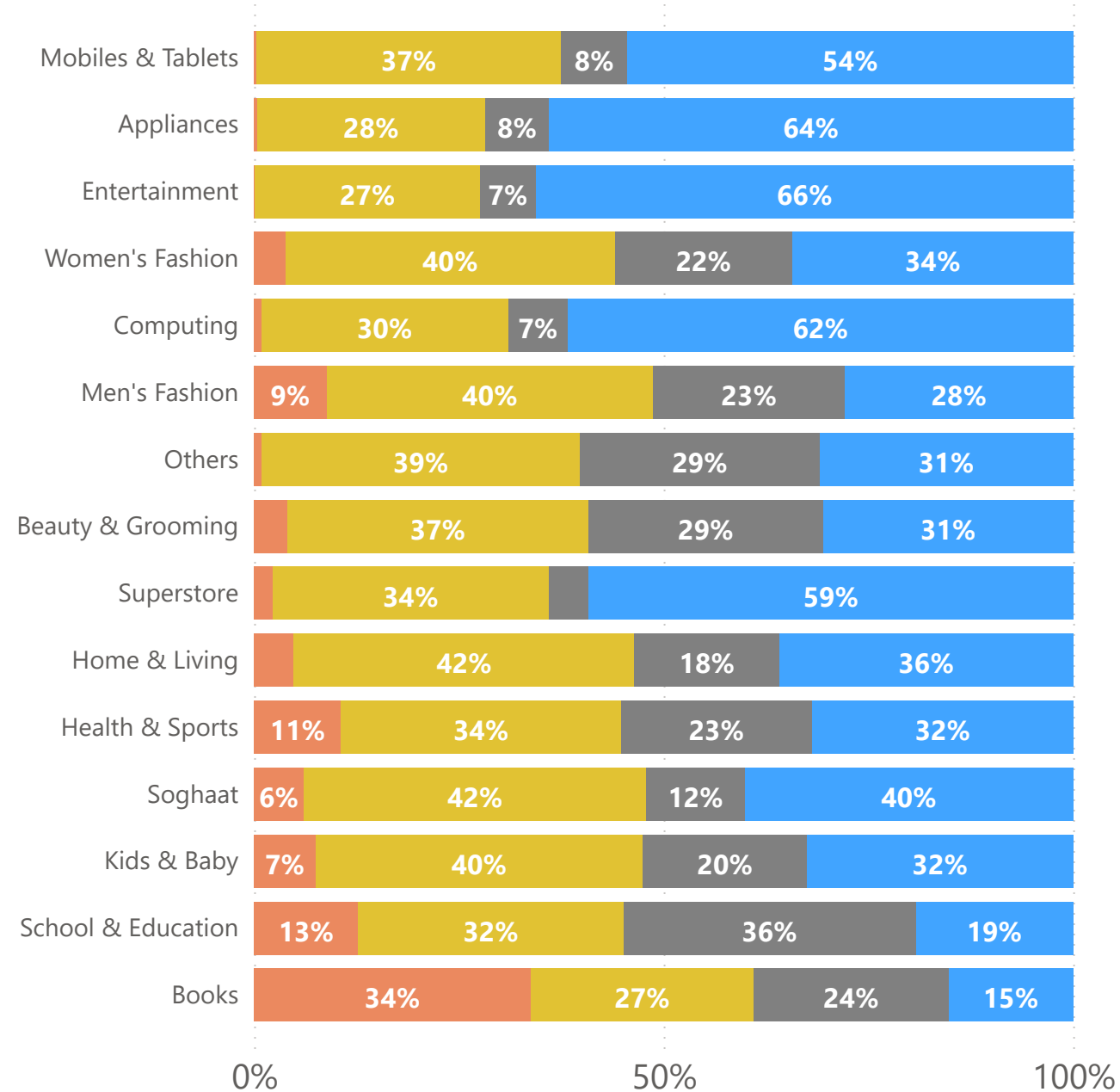


Frequence moyenne par Segment cients



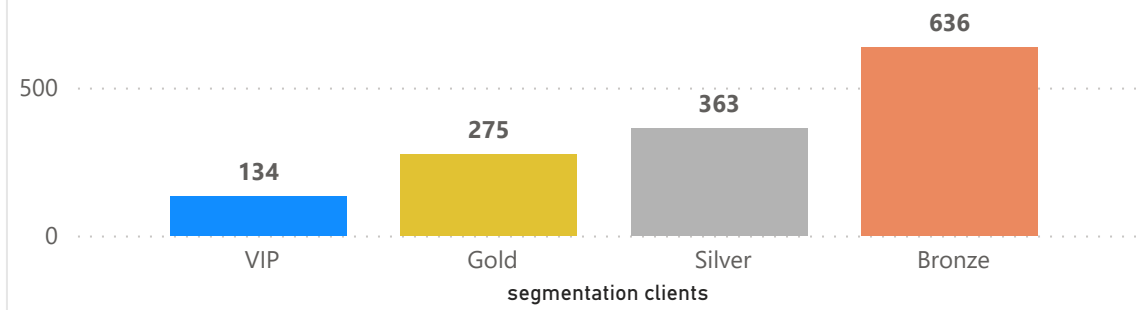
Comportement d'achat par segment clients

segmentation clients Bronze Gold Silver VIP

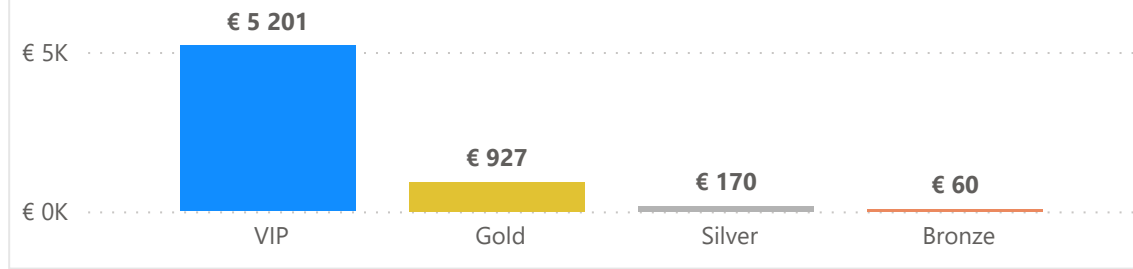




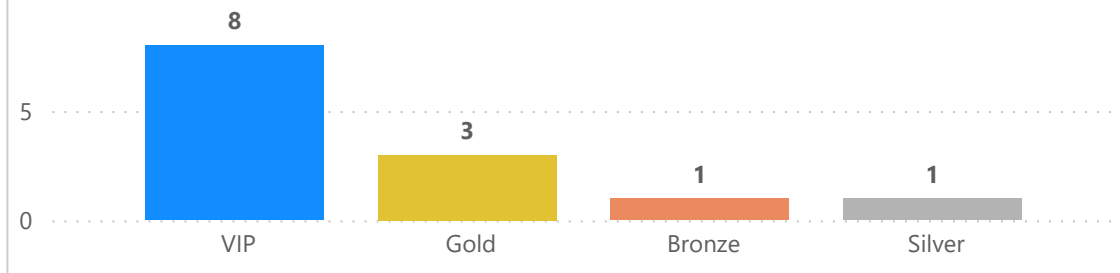
Recence moyenne (Nb jours) par Segment clients



Chiffre d'affaire moyen par Segment clients



Frequence moyenne par Segment cients



Comportement d'achat par segment clients

segmentation clients ● Bronze ● Gold ● Silver ● VIP

