



# E-COMMERCE PROJECT

## PRODUCT RANGE ANALYSIS

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# THE PRODUCT RANGE ANALYSIS — CONTENT

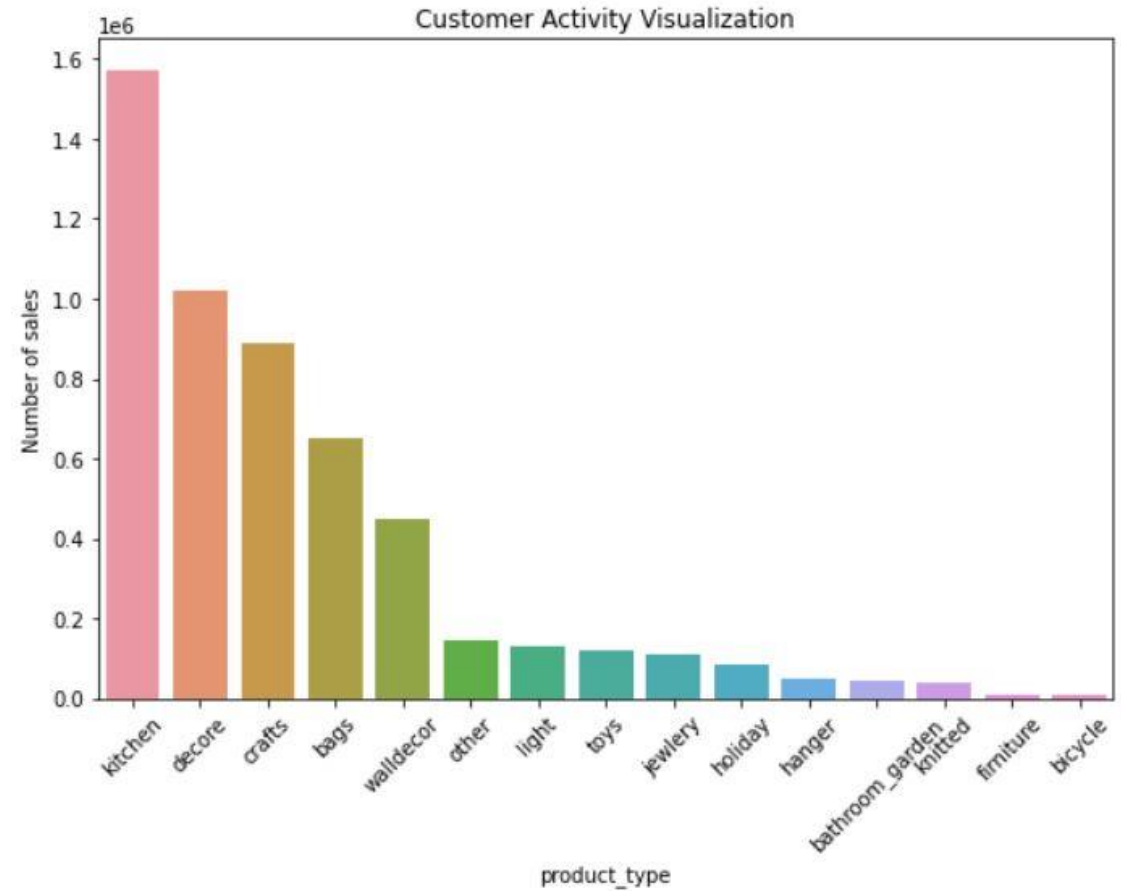
Product range analysis of an on-line home goods shop

- The customer activity graph
- Product purchase type ratio
- invoice date distribution
- RFM results
- Conclusions

# CUSTOMER ACTIVITY

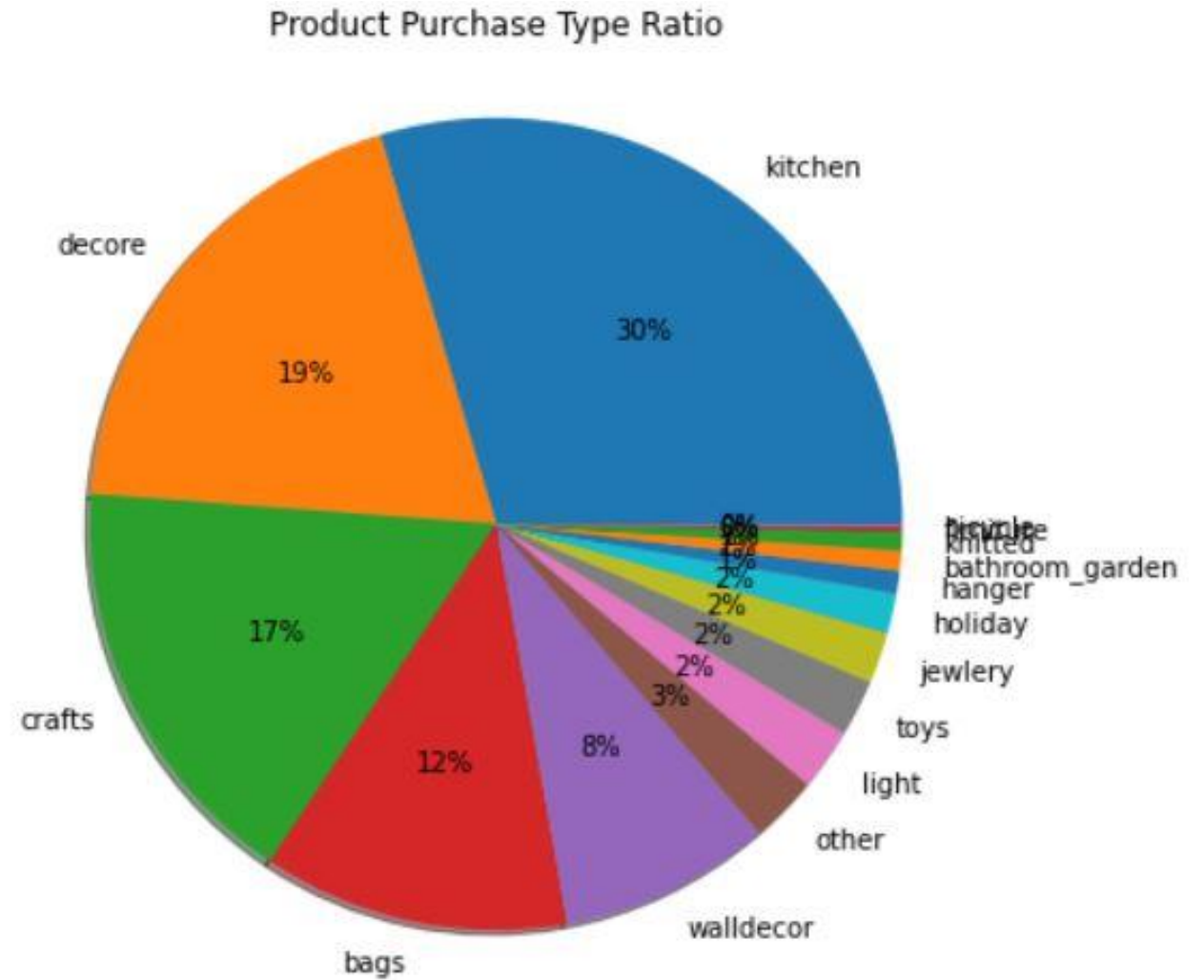
This graph shows that the most popular products in this shop are:

- Kitchen ware
- Home decor
- Crafts
- Bags
- Wall decor

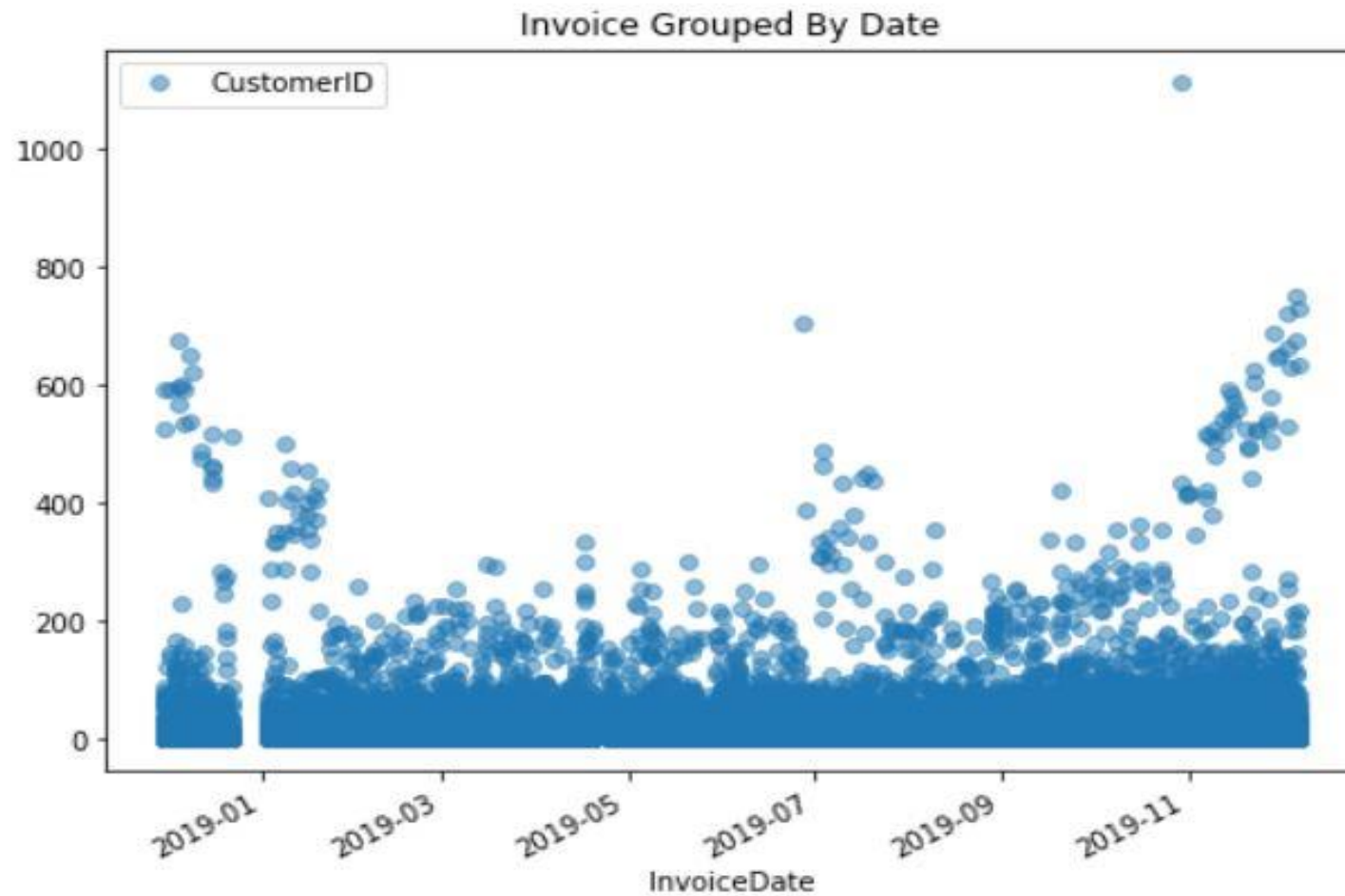


# PRODUCT PURCHASE TYPE RATIO

This pie chart  
represents the share of  
the product type from  
the purchases



# INVOICE DATE DISTRIBUTION



# RFM - RESULTS

Product category	Analysis result
bags, crafts, decor, kitchen	These sell very well!
bathroom_garden, other, walldecor	These may benefit from a sale
furniture, jewelery, light, toys	These categories should either be removed or expanded (are furniture the right way for this shop?)
bicycle, hanger, holiday, knitted	The benefits of keeping this stock need to be explored farther and reconsidered

# CONCLUSIONS

Product range -The product range needs to be addressed. This wide variety of products may harm the website's efficiency and marketability.

Seasonality – there appears to not be much difference between the first half of the year and the second, also the highest activity is around October. The website sells many holiday products and toys that are very relevant for that type of shopping.

The advertising needs to be examined and restructured, perhaps holiday sales or more visible holiday special products.