



Online Retail Sale Analysis

- Overview of the online sales
- Detail analysis
- Analysis of online sales by country
- Insights

Capstone Project 3

Country

All

Overview of Online Sales Performance

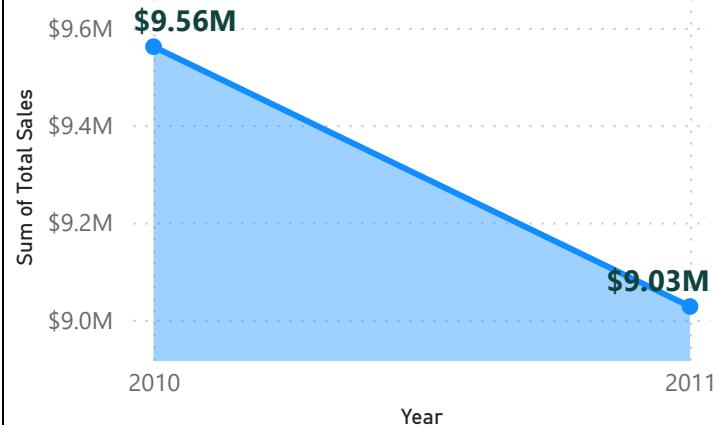
Total Sales (Yr 2010)

\$9.56M

Total Sales (Yr 2011)

\$9.03M

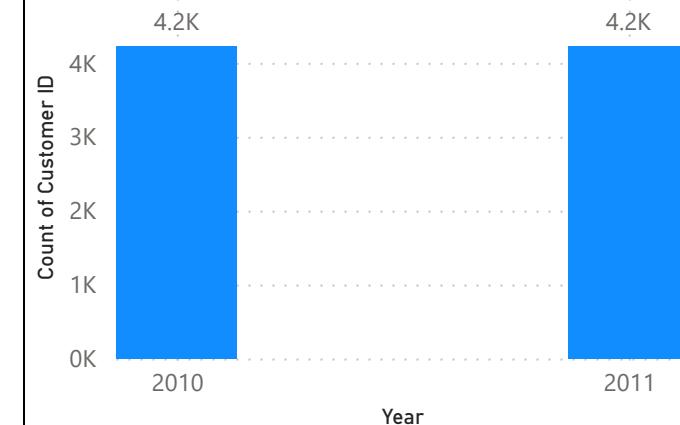
Total Sales by Year



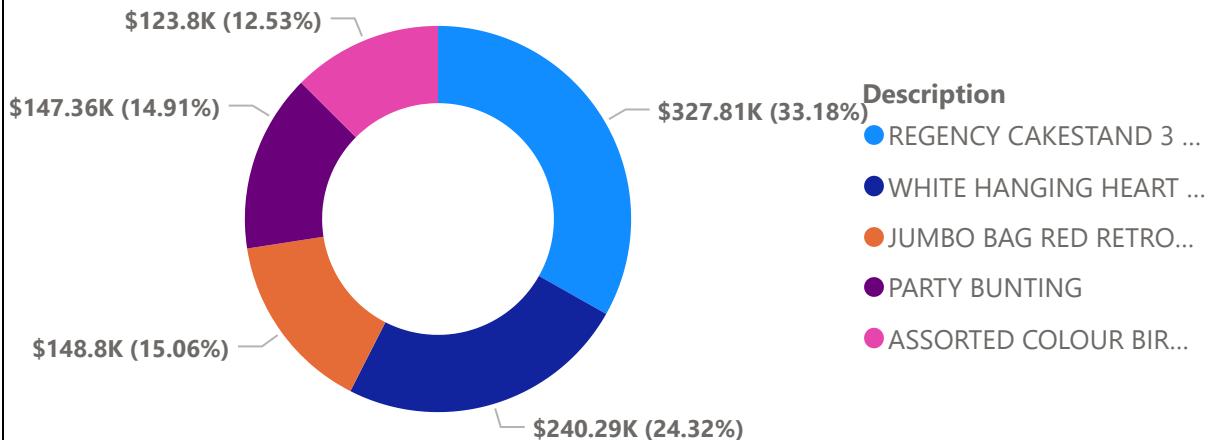
Total Sales by Country



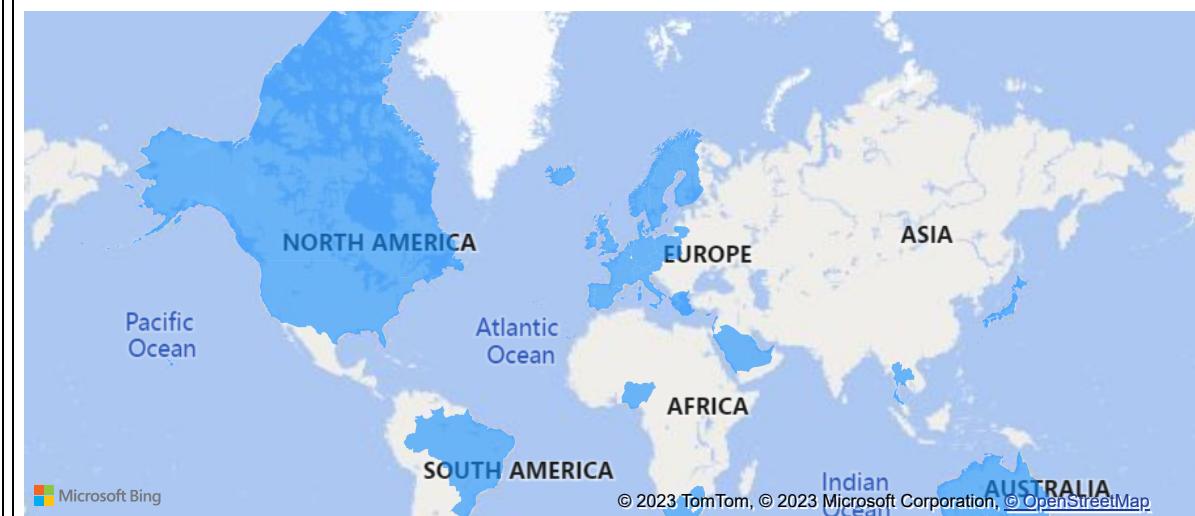
Total No. of Customers by Year



Top 5 Products



Countries

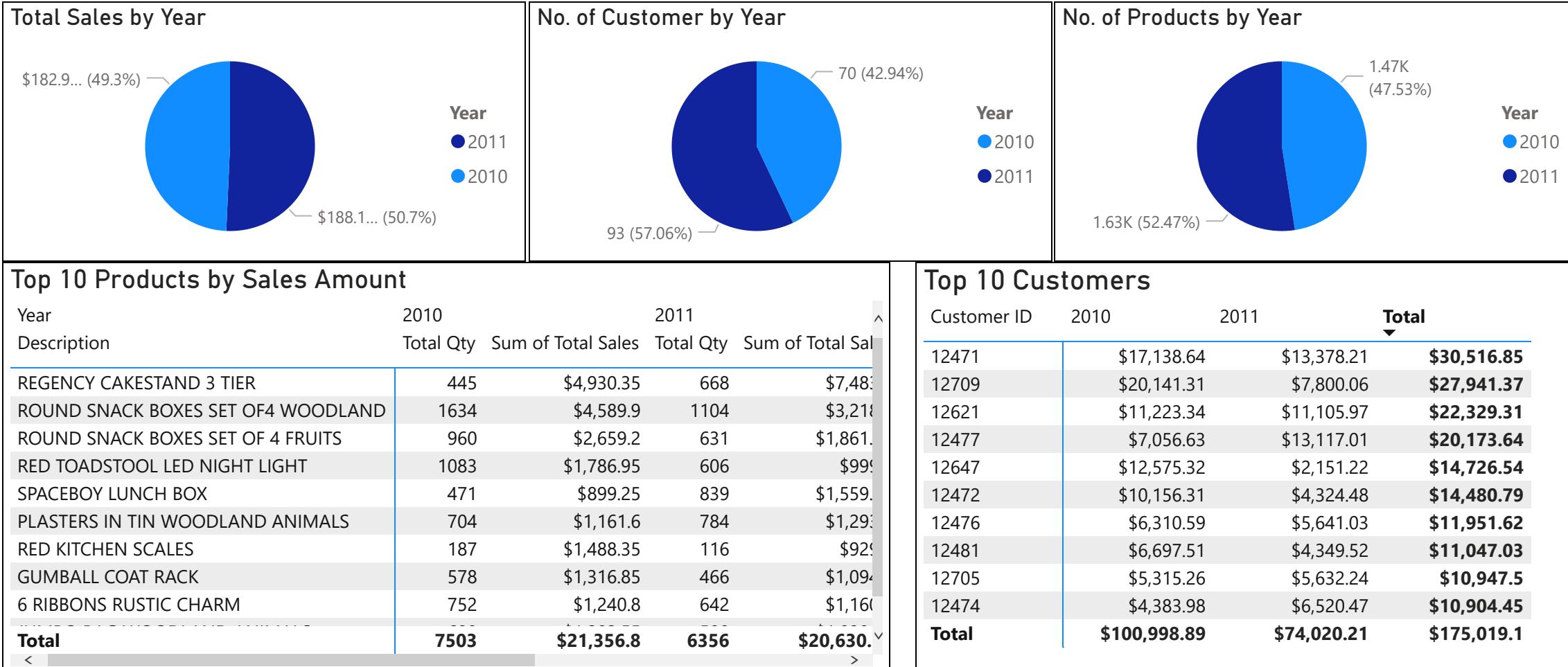




Detail Analysis

Country

Germany



Sales by Country

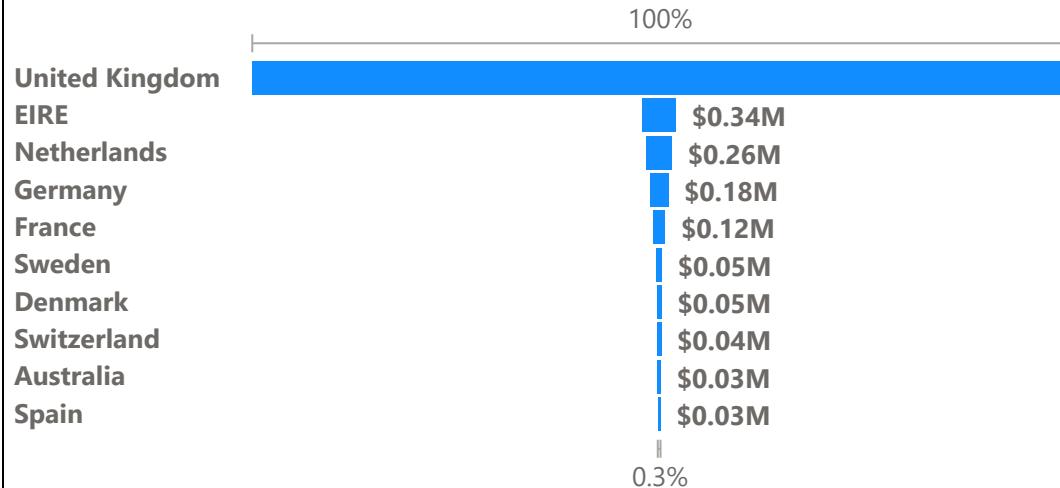
TOP 10 Sales by Country

Country	2010	2011	Total
United Kingdom	\$8,264,319.59	\$7,604,326.77	\$15,868,646.36
EIRE	\$338,675.76	\$250,549	\$589,224.76
Netherlands	\$255,329.22	\$274,518.66	\$529,847.88
Germany	\$182,990.73	\$188,189.56	\$371,180.29
France	\$120,588.54	\$173,674.03	\$294,262.57
Australia	\$30,931.65	\$135,984.9	\$166,916.55
Switzerland	\$41,413.93	\$51,280.43	\$92,694.36
Sweden	\$51,588.66	\$32,530.61	\$84,119.27
Spain	\$27,845.3	\$50,061.47	\$77,906.77
Denmark	\$46,239.99	\$16,904.64	\$63,144.63
Total	\$9,359,923.37	\$8,778,020.07	\$18,137,943.44

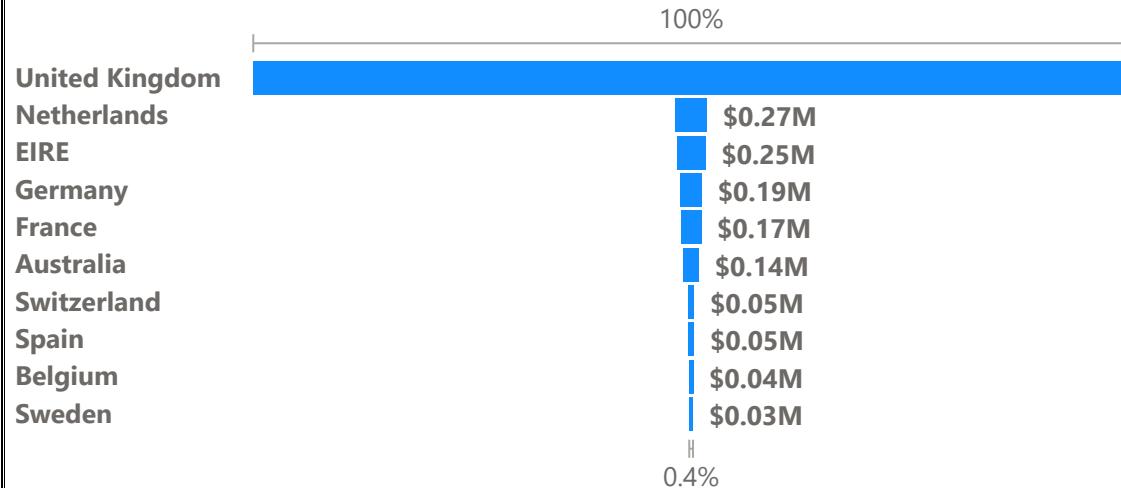
Countries



Top 10 Sales by Country (Yr 2010)



Top 10 Sales by Country (Yr 2011)



Insights

- Sales between the years were slightly down.
- Sales from UK contributed the bulk of the total sales (about 86% of the total sales).
- The number of customers did not change very much.
- The range of products remained quite constant.
- There was not much growth in sales from the neighbouring countries.

Actionable Insights

- There is great opportunities to expand and grow sales within the European countries, in the US, Canada, Asia countries , Australia and even NZ.
- Internet , social media platforms and digital marketing can be used to reach more customers from these countries.
- The company should look into expanding its product offerings to retain and increase sales with its existing customers as well as attract new ones.