# Case Study: Elegant Homes UK

Background

Elegant Homes UK is a mid-sized online retailer specializing in **gifts, home décor items, and accessories**. Founded in the UK, the company has built a loyal base of individual shoppers who purchase items ranging from decorative trinkets and candle holders to seasonal gifts and ceramic kitchenware.

With an operational model focused entirely on e-commerce, the company ships to customers across the UK and parts of Europe. The catalog features over 3,000 distinct products, sourced primarily from artisan suppliers and small manufacturers.
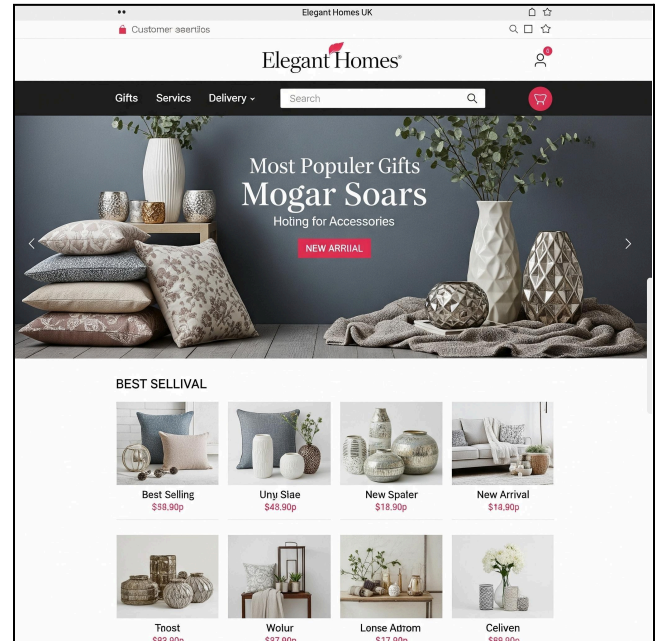
Current Situation

Elegant Homes UK has enjoyed steady sales over the past year, but the business now faces challenges in profitability and operational efficiency.

The most pressing concern is the **high proportion of low-value orders**. These orders:

- Often cost more to process and ship than they earn in margin
- Contribute disproportionately to customer service overhead
- Generate invoice-level admin costs that eat into overall profit

While order volume is healthy, management believes that **order quality and customer segmentation strategies** need to be rethought to enable growth without excessive overhead.

Management's goal is to **increase average order value**, **reduce friction in operations**, and **focus on higher-value customers**.

Available Data

You have access to data pulled from the company's transactional systems, split into four core tables:

- **Invoices**: General information about each customer order (date, invoice total, customer ID, etc.)
- **Invoice_Lines**: Item-level detail of each invoice (quantity, product, price, etc.)
- **Customers**: Customer demographic and account data (country, shipping location, email, etc.)
- **Products**: Product catalog data (description, price, etc.)

YOUR TASK: Elegant Homes UK has brought you in as a data analyst to help them get actionable, data-driven advice on how to grow their business.