

OVERVIEW

Data from 2016-06-30 to 2022-07-31

TOTAL SALES,
389.8K
↑ 55.7%

AVG SALES PER
ORDER. USD
36.9
↑ 2.0%

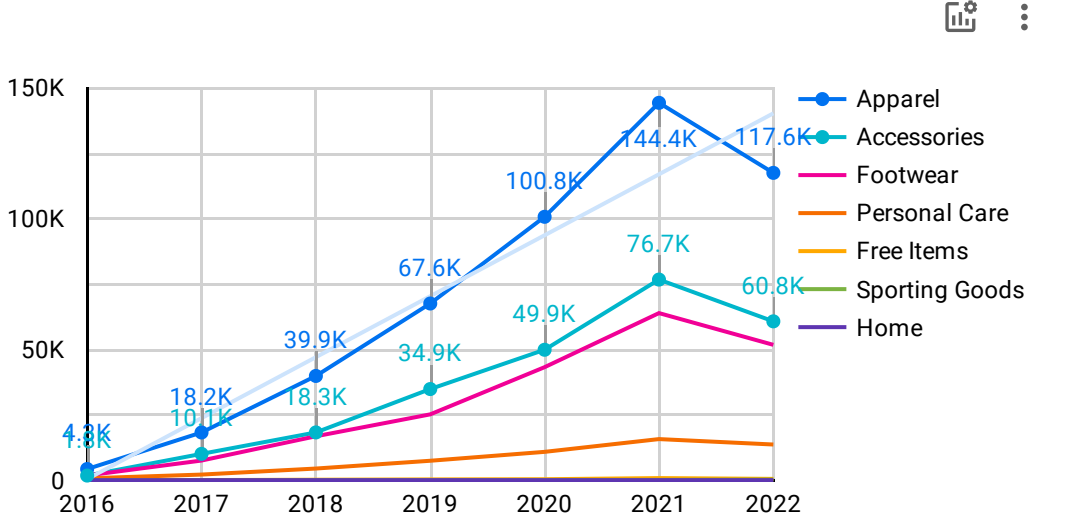
UNIQUE
CUSTOMERS
1.8K
↑ 24.8%

TOTAL ORDERS
15.9K
↑ 57.6%

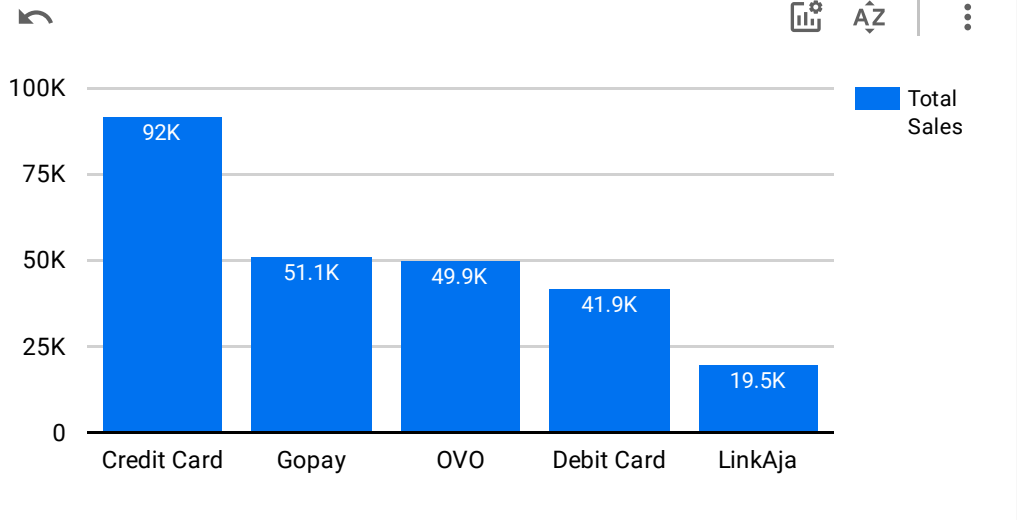
AVG QUANTITY
PER ORDER
1.5
↓ -1.2%

AVG PRICE
16.7
↑ 0.2%

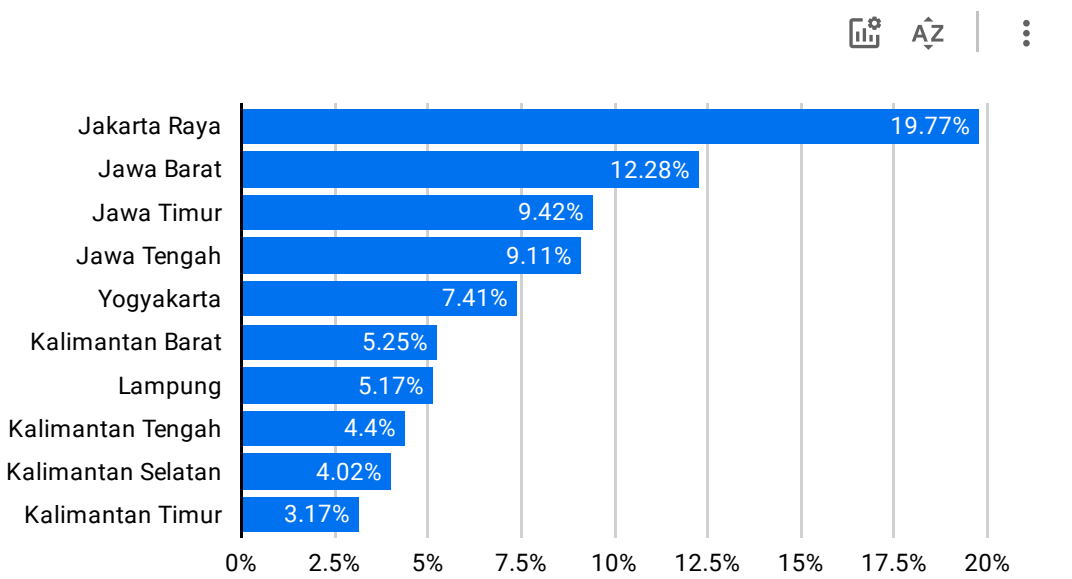
CATEGORIES BY YEARS



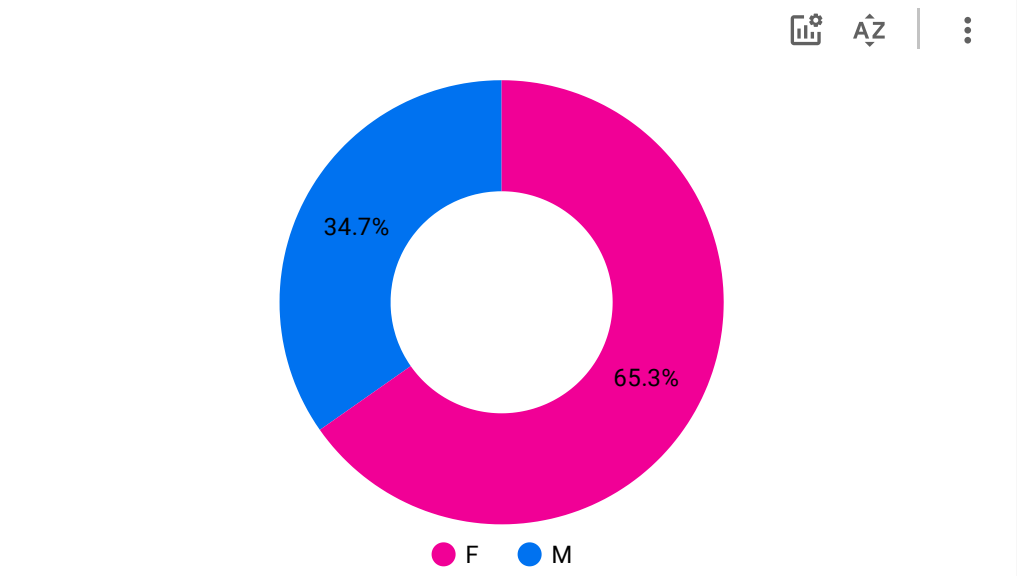
PAYMENT METHODS



TOP 10 CITIES BY NUMBER OF CUSTOMERS



SHARE OF TOTAL SALES BY GENDER



CATEGORIES

APPAREL

47.5%

↓ -2.8%

ACCESSORIES

25.4%

↑ 1.5%

FOOTWEAR

21.3%

↑ 3.5%

PERSONAL CARE

5.4%

↑ 5.7%

FREE ITEMS

0.2%

↓ -1.9%

SPORT. GOODS

0.1%

↑ 8.8%

HOME

+0.0%

↑ N/A

Category

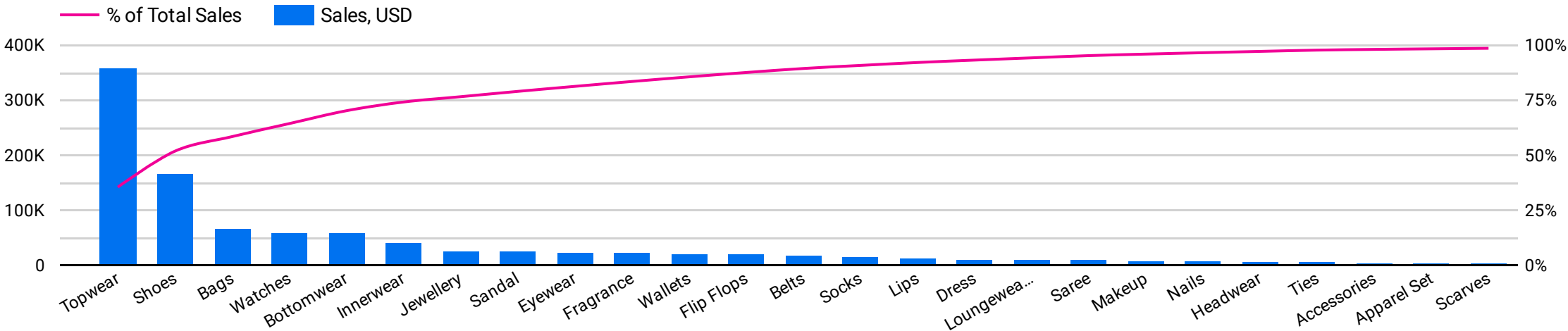
City

Payment Method

31 Jul 2021 - 31 Jul 2022

Data from 2016-06-30 to 2022-07-31

Pareto Chart of Product Categories (Full Period)



	Category	SubCatego...	Total Sales...	% Δ	% of Total Sales	% Δ	Total Orde...	% Δ	Total Quanti...	% Δ	Total Customers	% Δ
1.	Apparel	Topwear	136.1K	54.8% ↑	34.92%	-0.6% ↓	4.7K	49.4% ↑	8.1K	54.5% ↑	5.5K	58.4% ↑
2.	Footwear	Shoes	65.3K	58.2% ↑	16.75%	1.6% ↑	2.2K	51.3% ↑	3.9K	56.6% ↑	2.7K	62.9% ↑
3.	Accessories	Bags	26.6K	51.8% ↑	6.83%	-2.5% ↓	936	52.9% ↑	1.6K	57.4% ↑	1.1K	60.3% ↑
4.	Apparel	Bottomwear	22.3K	53.6% ↑	5.71%	-1.4% ↓	786	46.1% ↑	1.3K	54.9% ↑	953	59.6% ↑
5.	Accessories	Watches	21.9K	50.2% ↑	5.63%	-3.6% ↓	765	43.3% ↑	1.4K	55.3% ↑	933	56.5% ↑
6.	Apparel	Innerwear	14.4K	32.0% ↑	3.7%	-15.3%...	526	34.9% ↑	874	32.0% ↑	623	41.3% ↑
7.	Accessories	Jewellery	10.8K	97.4% ↑	2.77%	26.7% ↑	353	68.1% ↑	652	81.6% ↑	417	70.9% ↑
8.	Footwear	Sandal	10.1K	93.7% ↑	2.58%	24.4% ↑	296	41.0% ↑	585	87.5% ↑	363	54.5% ↑
9.	Personal Ca...	Fragrance	9K	67.0% ↑	2.32%	7.2% ↑	305	51.0% ↑	533	65.0% ↑	364	63.2% ↑
	Grand total		389.8K	55.7% ↑	100%	0.0%	13.3K	47.6% ↑	23.3K	55.9% ↑	15.9K	57.6% ↑

RFM CUSTOMER SEGMENTATION

AVG FREQUENCY,
DAYS

9.17

AVG REGENCY,
DAYS

90.1

AVG MONETARY,
USD

223.5

TOTAL
CUSTOMERS

1.8K

TOTAL SALES,
USD

389.8K

📈 55.7%

TOTAL ORDERS

15.9K

📈 57.6%

	RFM Segment	Share of all customers	Total customers	AVG Recency, days	AVG Frequency	AVG Money ▾
1.	Best Customers	14.34%	254	10.8	29.5	\$746.24
2.	Loyal Customers	10.62%	188	44.8	15.4	\$516.9
3.	Whales	17.9%	317	76.1	5.8	\$163.08
4.	Recent Customers	17.22%	305	27.3	7.9	\$107.36
5.	Sleeping	5.99%	106	202.6	1.5	\$50.25
6.	Promising	17.84%	316	91.1	3.4	\$45.22
7.	Lost	16.09%	285	230.8	1.3	\$17.5
	Grand total	100%	1,771	90.1	9.2	\$223.47

