FASHION
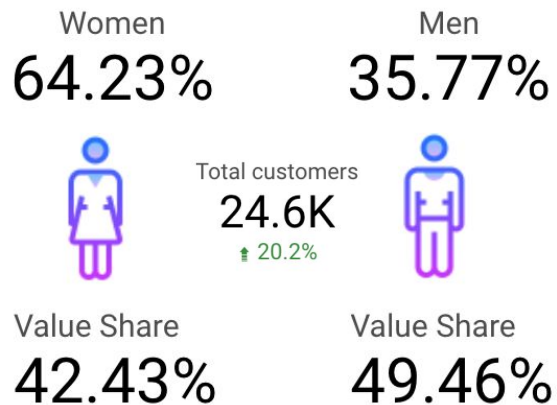## E-COMMERCE
ANALYSIS

INTRODUCTION

- The Fashion E-commerce [Dataset](#)
- Indonesian market
- Data from 2016-06-30 to 2022-07-31
- YTD period from 2021-08-01 to 2022-07-31
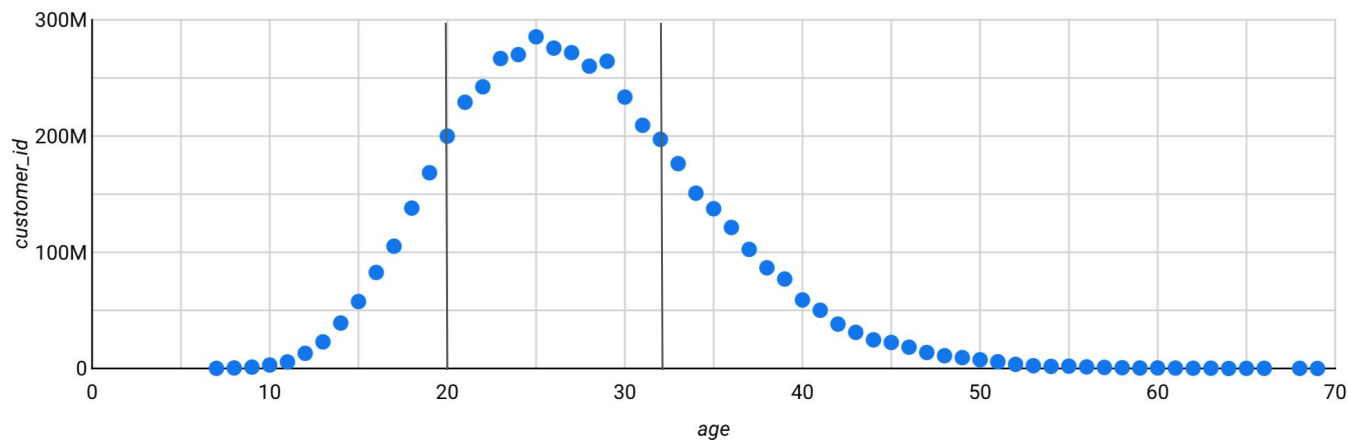- Previous period from 2020-08-01 to 2021-07-31

OVERVIEW

CUSTOMERS

Women
64.23%

Men
35.77%

Total customers
24.6K
⬆ 20.2%

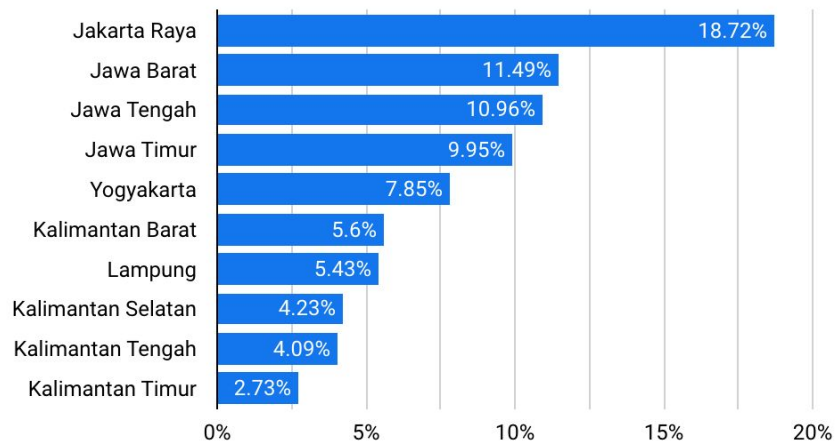Value Share
42.43%

Value Share
49.46%

- Total customers increased YTD compared to the previous period +20,2%
- Female customers more than 60% and 42.4% of total revenue

AGE DISTRIBUTION

The majority of the platform's users are between the ages of 20-32 years old, accounting for 45% of the total user base.

CUSTOMERS BY CITIES

City	Percentage
Jakarta Raya	18.72%
Jawa Barat	11.49%
Jawa Tengah	10.96%
Jawa Timur	9.95%
Yogyakarta	7.85%
Kalimantan Barat	5.6%
Lampung	5.43%
Kalimantan Selatan	4.23%
Kalimantan Tengah	4.09%
Kalimantan Timur	2.73%

TOP 3 cities:

- Jakarta 18.72%
- Jawa Barat (Bandung) 11.49%
- Jawa Tengah (Semarang) 10.96%

PARETO OF PRODUCT CATEGORIES

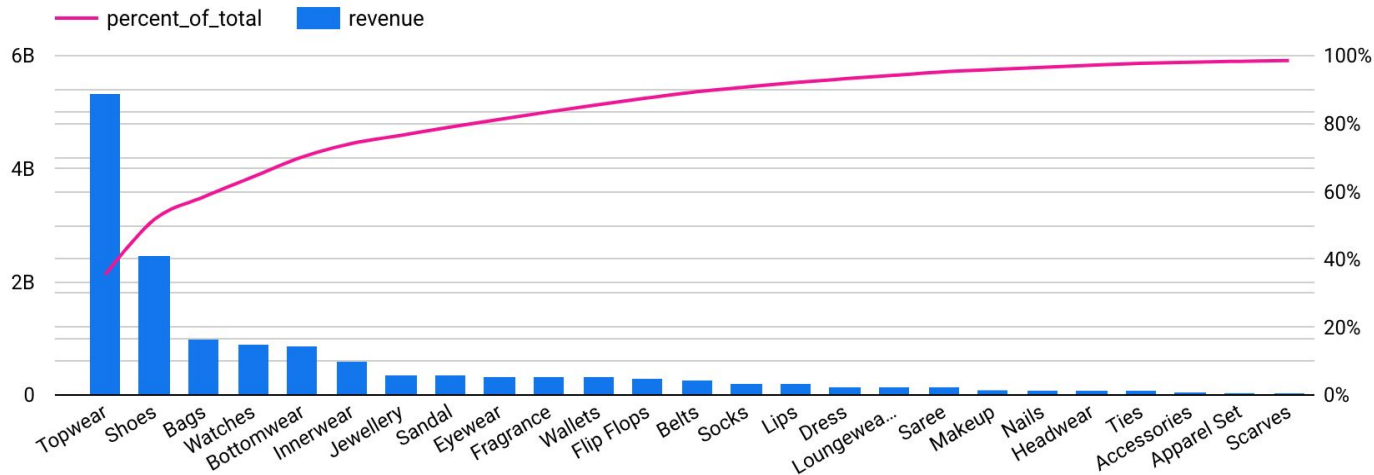- The top-selling product categories on the platform are Women's Clothing, Women's Shoes, and Men's Clothing, which collectively account for over 50% of total revenue.
- There is an opportunity for the company to explore other product categories to attract a more diverse customer base and increase revenue.

RFM ANALYSIS

	RFM Segment	Total customers	Share of all customers	AVG Recency, days	AVG Frequency	AVG Money...
1.	Best Customers	254	14.41%	10.8	29.4	$11.11M
2.	Loyal Customers	375	21.27%	30.1	12.4	$4.89M
3.	Whales	142	8.05%	115.4	3.5	$2.31M
4.	Promising	550	31.2%	66.1	5.3	$1.32M
5.	Sleeping	144	8.17%	175.5	1.6	$632.95K
6.	Recent Customers	16	0.91%	44.9	1.5	$612.07K
7.	Lost	282	16%	226.8	1.3	$261K
	Grand total	1,763	100%	88.9	9.2	$3.34M

- Whales customers should be targeted with win-back campaigns, personalized offers, and incentives to encourage them to return to the platform.

- Promising customers should be encouraged to make another purchase through personalised recommendations, targeted promotions, and incentives such as free shipping or a discount on their next purchase.

REVENUE BY REGISTRATION

Cohort	Customers	Month 0	Month 1	Month 2	Month 3	Month 4	Month 5	Month 6	Month 7	Month 8	Month 9	Month 10	Month 11	Month 12
1 Jul 2021	87	$360.01K	$285.41K	$236.71K	$349.87K	$187.69K	$328.24K	$286.58K	$225.06K	$309.25K	$472.02K	$462.77K	$270.35K	$227.44K
1 Aug 2021	56	$482.41K	$263.62K	$255.95K	$310.11K	$267.7K	$288.85K	$198.63K	$167.01K	$388.99K	$300.58K	$334.91K	$188.26K	-
1 Sept 2021	48	$244.08K	$345.99K	$127.49K	$417.79K	$556.24K	$197.07K	$354.31K	$231.35K	$403.83K	$185.26K	$253.52K	-	-
1 Oct 2021	62	$464.51K	$221.36K	$218.61K	$329.93K	$371.89K	$274.42K	$359.85K	$315.86K	$552.93K	$103.91K	-	-	-
1 Nov 2021	64	$540.5K	$167.2K	$259.67K	$180.16K	$333.07K	$217.14K	$461.98K	$181.74K	$193.48K	-	-	-	-
1 Dec 2021	18	$506.26K	$140.75K	$81.81K	$192.8K	$182.74K	$635.17K	$81.52K	$83.79K	-	-	-	-	-
1 Jan 2022	58	$411.82K	$447.36K	$434.74K	$623.08K	$350.53K	$275.7K	$286.17K	-	-	-	-	-	-
1 Feb 2022	56	$666.36K	$257.63K	$491.91K	$340.09K	$294.61K	$131.45K	-	-	-	-	-	-	-
1 Mar 2022	56	$480.46K	$530.03K	$768.01K	$490.43K	$312.39K	-	-	-	-	-	-	-	-
1 Apr 2022	47	$527.59K	$1.19M	$836.04K	$609.82K	-	-	-	-	-	-	-	-	-
1 May 2022	18	$606.54K	$224.59K	$163.48K	-	-	-	-	-	-	-	-	-	-
1 Jun 2022	50	$920.86K	$1.8M	-	-	-	-	-	-	-	-	-	-	-
1 Jul 2022	58	$2.27M	-	-	-	-	-	-	-	-	-	-	-	-
Grand to...	678	$8.48M	$5.87M	$3.87M	$3.84M	$2.86M	$2.35M	$2.03M	$1.2M	$1.85M	$1.06M	$1.05M	$458.61K	$227.44K

12 MONTH PREDICTION FROM CUMULATIVE SUM

cohort	total_customers	month_0	month_1	month_2	month_3	month_4	month_5	month_6	month_7	month_8	month_9	month_10	month_11	month_12
2021-07-01	87													$4,001.40K
2021-08-01	56													$3,224.02K
2021-09-01	48												$3,508.97K	$3,699.45K
2021-10-01	62											$3,525.14K	$3,729.23K	$3,931.66K
2021-11-01	64										$2,736.13K	$3,001.69K	$3,175.47K	$3,347.85K
2021-12-01	18									$2,138.07K	$2,307.75K	$2,531.74K	$2,678.31K	$2,823.70K
2022-01-01	58								$3,033.84K	$3,405.32K	$3,675.56K	$4,032.31K	$4,265.76K	$4,497.32K
2022-02-01	56							$2,436.13K	$2,612.16K	$2,932.00K	$3,164.69K	$3,471.84K	$3,672.85K	$3,872.22K
2022-03-01	56						$2,926.36K	$3,267.12K	$3,503.19K	$3,932.13K	$4,244.19K	$4,656.12K	$4,925.69K	$5,193.07K
2022-04-01	47					$3,693.28K	$4,186.96K	$4,674.52K	$5,012.27K	$5,626.00K	$6,072.48K	$6,661.86K	$7,047.56K	$7,430.12K
2022-05-01	18				$1,250.54K	$1,461.88K	$1,657.30K	$1,850.28K	$1,983.97K	$2,226.90K	$2,403.63K	$2,636.92K	$2,789.59K	$2,941.01K
2022-06-01	50			$3,560.55K	$4,476.75K	$5,233.32K	$5,932.86K	$6,623.72K	$7,102.31K	$7,971.95K	$8,604.61K	$9,439.76K	$9,986.28K	$10,528.37K
2022-07-01	58	$2,271.10K	$3,973.71K	$5,199.65K	$6,537.63K	$7,642.48K	$8,664.05K	$9,672.95K	$10,371.86K	$11,641.85K	$12,565.75K	$13,785.36K	$14,583.47K	$15,375.10K
Average														$5,451.18K
Cumulative Growth			74.97%	30.85%	25.73%	16.90%	13.37%	11.64%	7.23%	12.24%	7.94%	9.71%	5.79%	5.43%

- The first month more profitable
- 5,451.18 - All weekly cohorts average

Conclusion

- Total customers increased YTD compared to the previous period +20,2%
- Females more than 60% of the user base
- Male customers 35.77% and almost 50% of total revenue
- The top-selling product categories on the platform are Women's Clothing, Women's Shoes, and Men's Clothing, which collectively account for over 50% of total revenue
- The majority of the platform's users are between the ages of 20-32 years old, accounting for 45% of the total user base

RECOMMENDATION

- Expand Product Categories: While Women's Clothing, Women's Shoes, and Men's Clothing are the top-selling categories, the company should explore opportunities to expand into other categories to attract a more diverse customer base and increase revenue.
- Expand to Other Regions: Although Jakarta, Jawa Barat (Bandung), and Jawa Tengah (Semarang) are the top-performing cities, companies should also focus on expanding to other regions of Indonesia to tap into the potential for growth.
- Personalization: The company can explore ways to personalize the shopping experience for its users, such as through personalized recommendations based on their purchase history and browsing behavior.