

E-COMMERCE

PRODUCT RANGE ANALYSIS

Analysis for the period: 29/11/2018 - 07/12/2019

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KEY PARAMETERS

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01. TOP FREQUENTLY ORDERED CATEGORIES AND ITEMS
02. TOP SOLD CATEGORIES AND ITEMS
03. TOTAL REVENUE
04. RECENT MONTHS CHANGES
05. SEASONALITY
06. CATEGORIES AND PRICE GROUPS, MOST FREQUENTLY PURCHASED TOGETHER

CONTEXT



07. MAIN AND ADDITIONAL PRODUCTS
08. BUNDLES
09. SUGGESTIONS

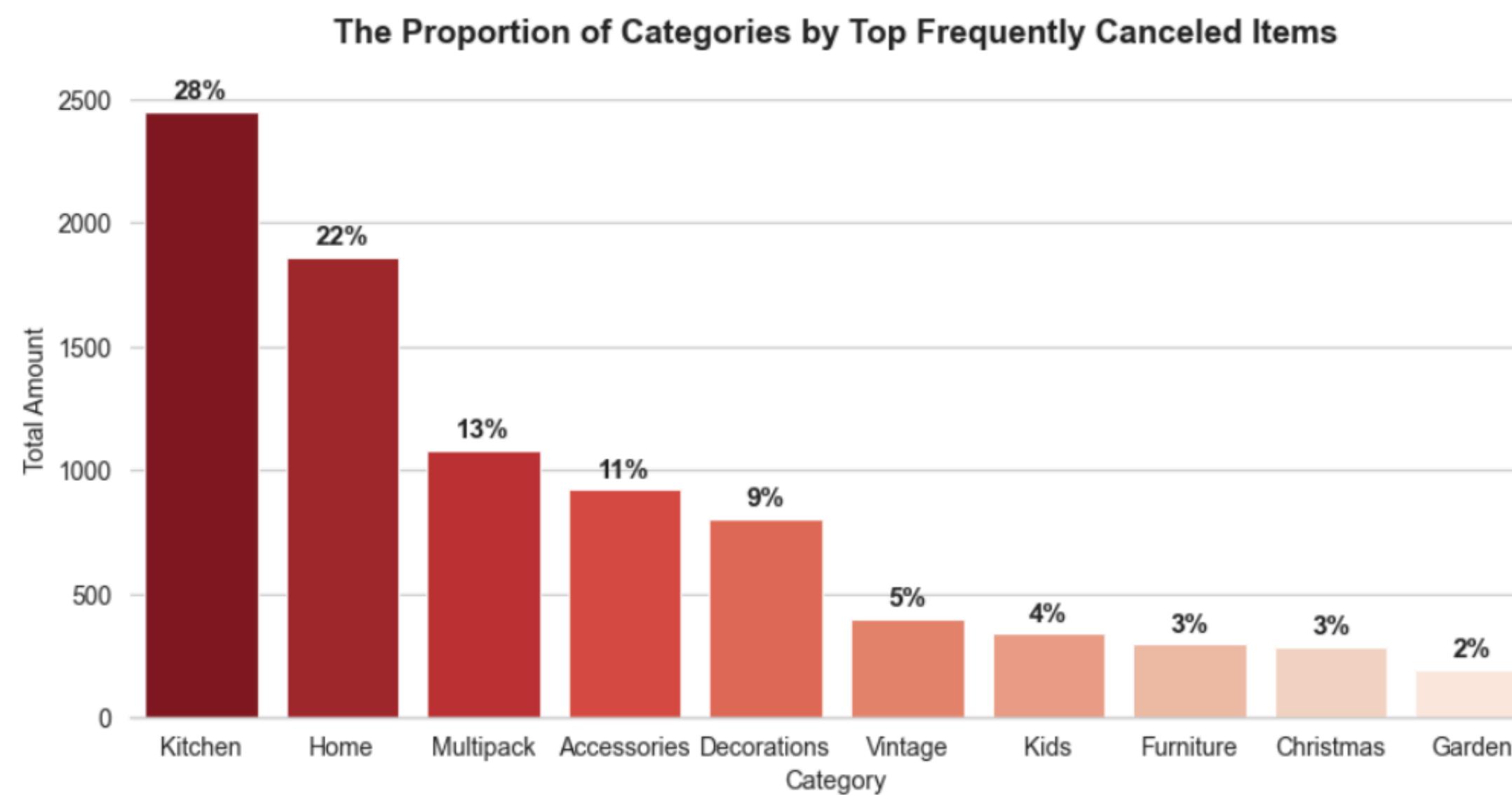
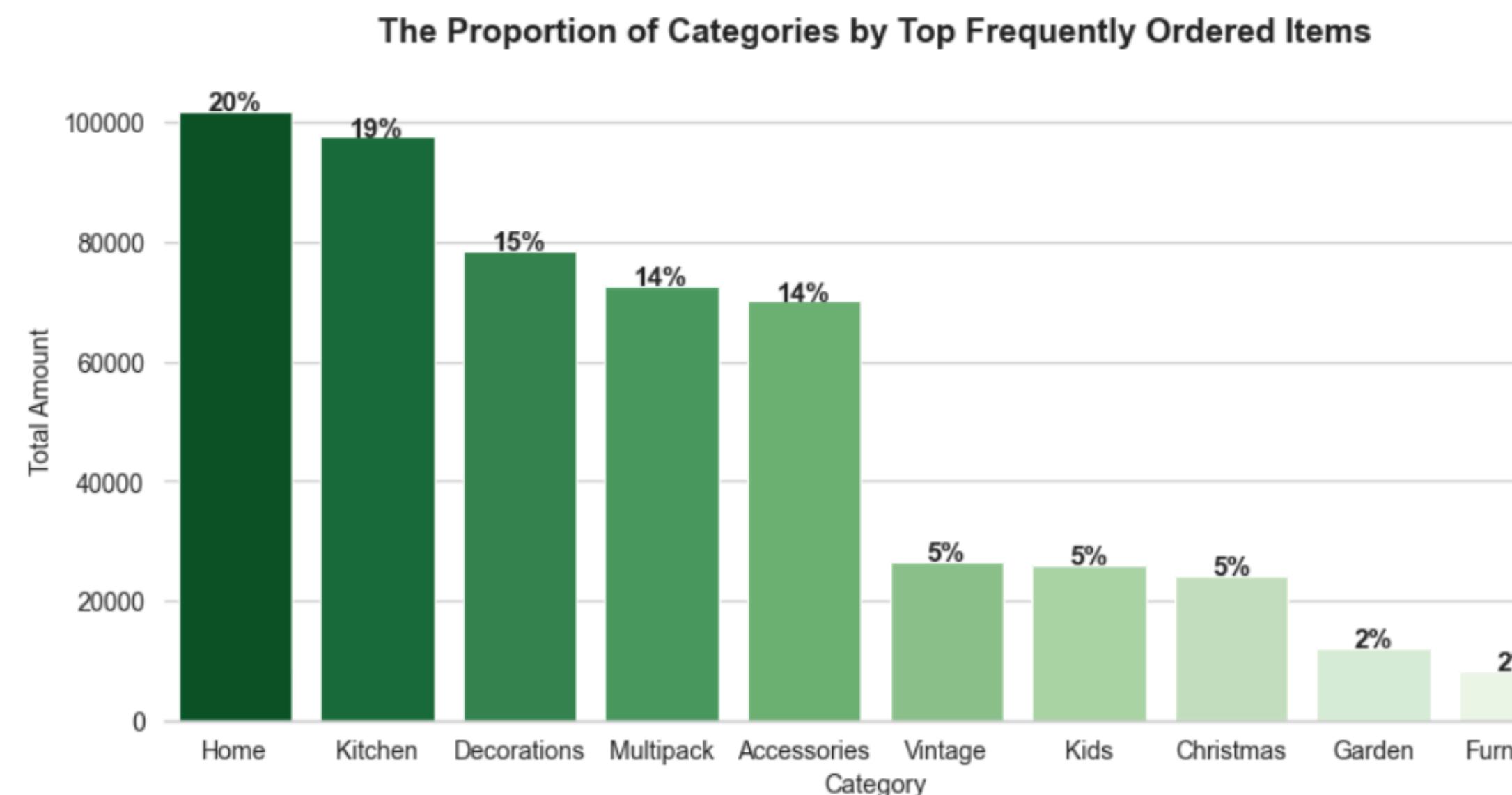
CATEGORIES

TOP FREQUENTLY ORDERED CATEGORIES

1. HOME AND LIVING
2. KITCHEN AND DINING
3. DECORATIONS, CRAFTS AND GIFTS

Though cancelations proportions differs and Kitchen and Dining has the most cancelations with 28%

While Furniture is the least sold category, it includes most expensive items



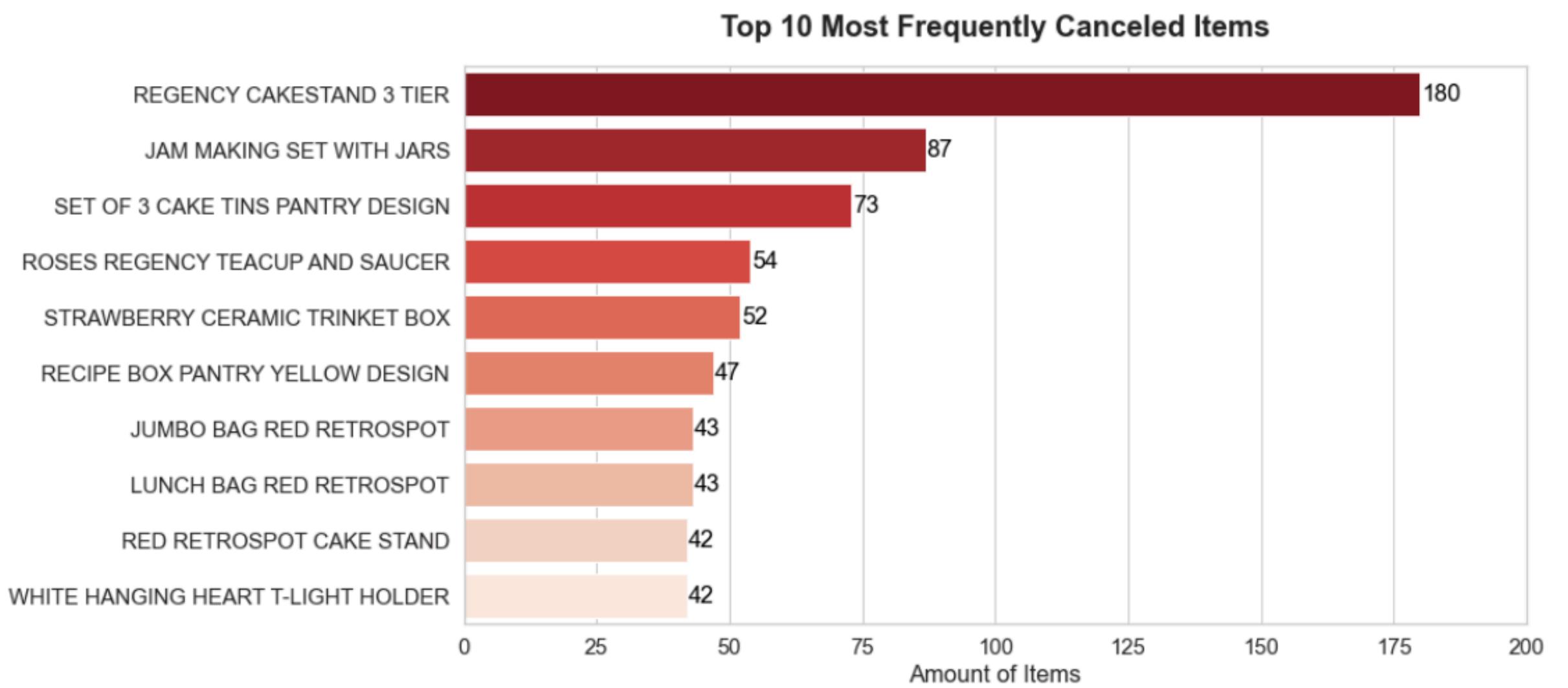
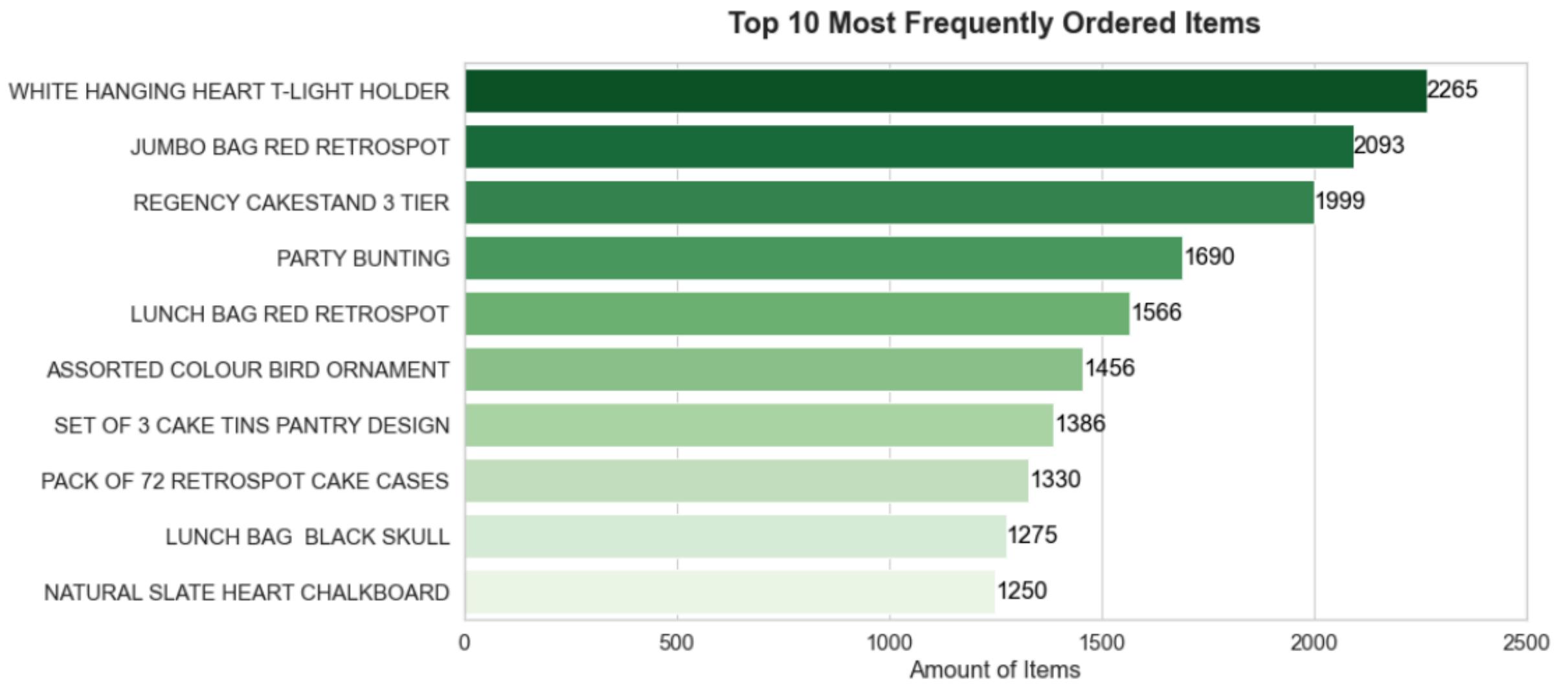
ITEMS

TOP FREQUENTLY ORDERED ITEMS

- 1 . W H I T E H A N G I N G H E A R T T - L I G H T H O L D E R
- 2 . J U M B O B A G R E D R E T R O S P O T
- 3 . R E G E N C Y C A K E S T A N D 3 T I E R

The least ordered items were ordered once and there are 197 such unique items. There are only 32 items, that were purchased 1000 time or more.

The most canceled item is not the most sold and it has about 2 times more cancelations as compared to the 2nd place item.

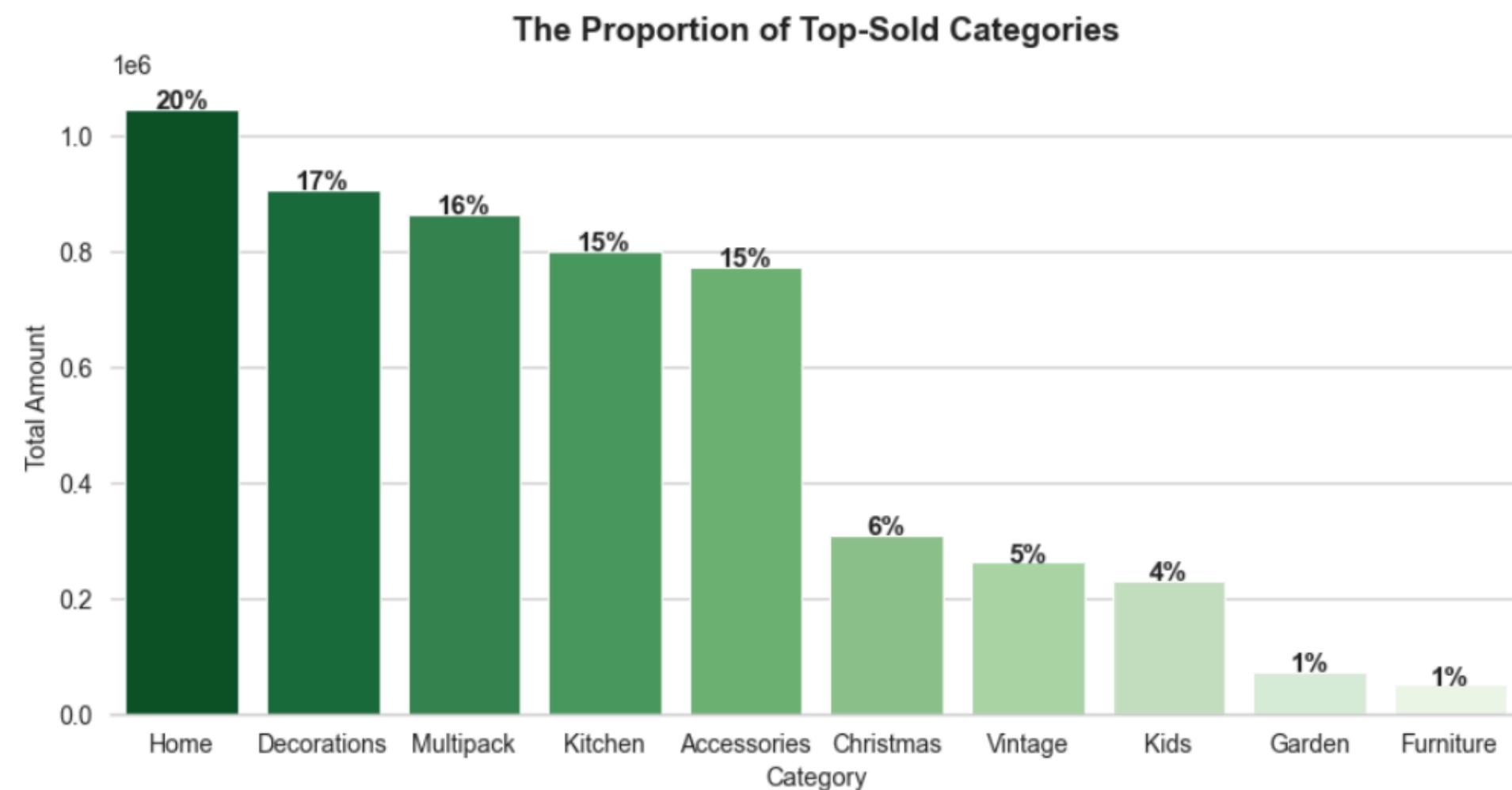
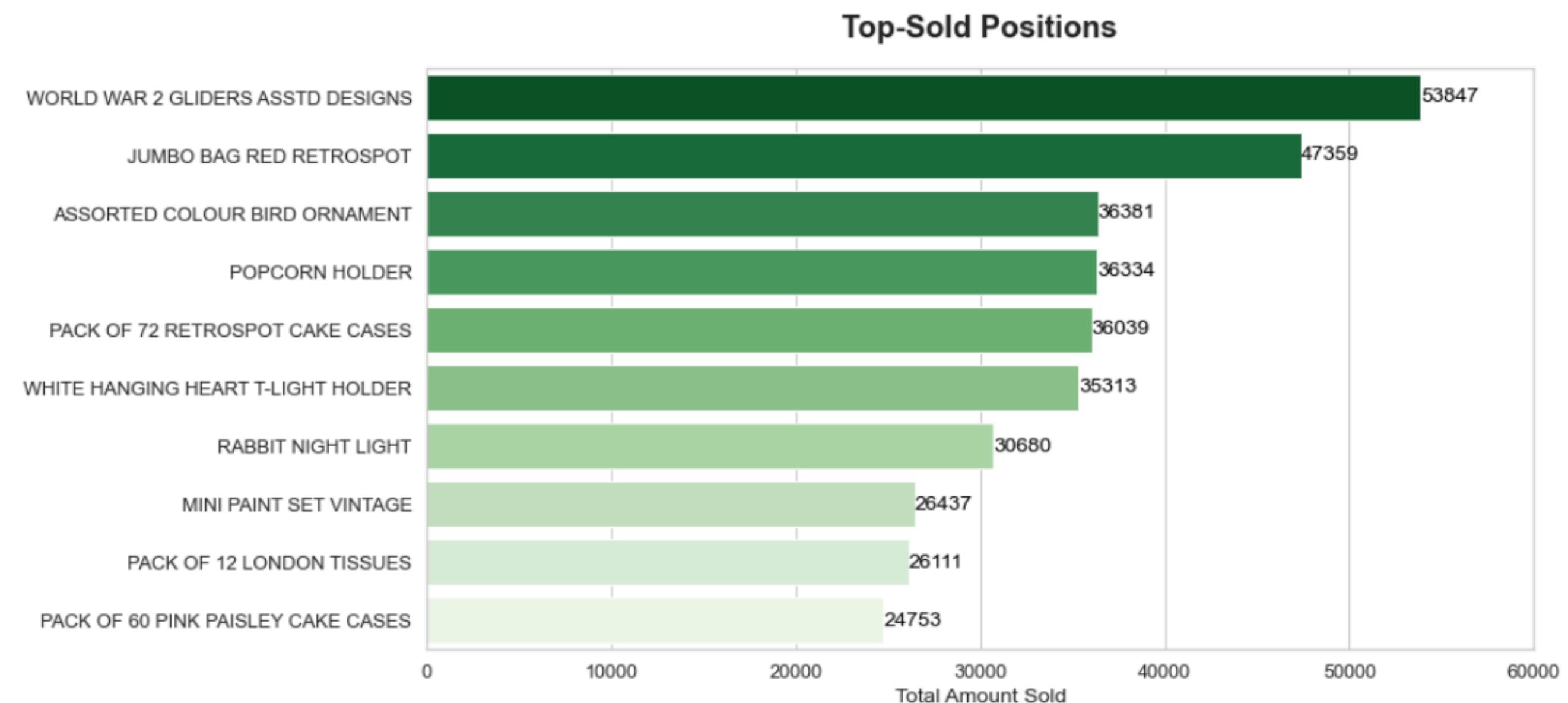


TOP QUANTITY SOLD

1. HOME AND LIVING

2. DECORATIONS, CRAFTS AND GIFTS

3. MULTIPACK



1. WORLD WAR 2 GLIDERS ASSTD DESIGNS
2. JUMBO BAG RED RETROSPOT
3. ASSORTED COLOUR BIRD ORNAMENT

While Decorations is not the most frequently ordered category, we can see that it's very common that its items are bought in multiple quantity.

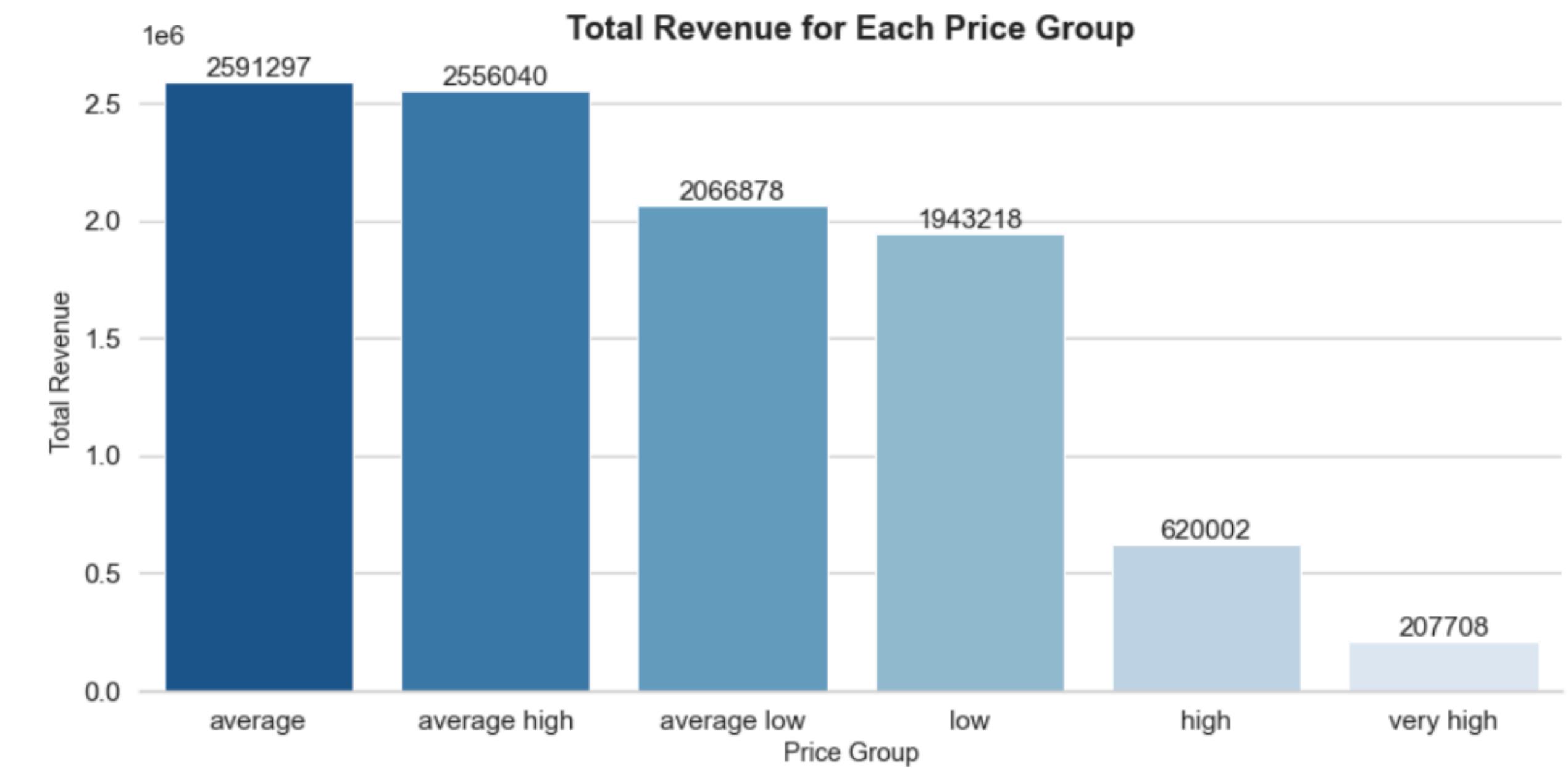
Furniture as well as Garden, again has the least items sold.

REVENUE IN EACH PRICE GROUP

TOTAL REVENUE

MOST REVENUE

1. IS BROUGHT BY AVERAGE PRICE GROUP
2. AVERAGE HIGH PRICE GROUP IS NEARLY EQUAL TO LEADER



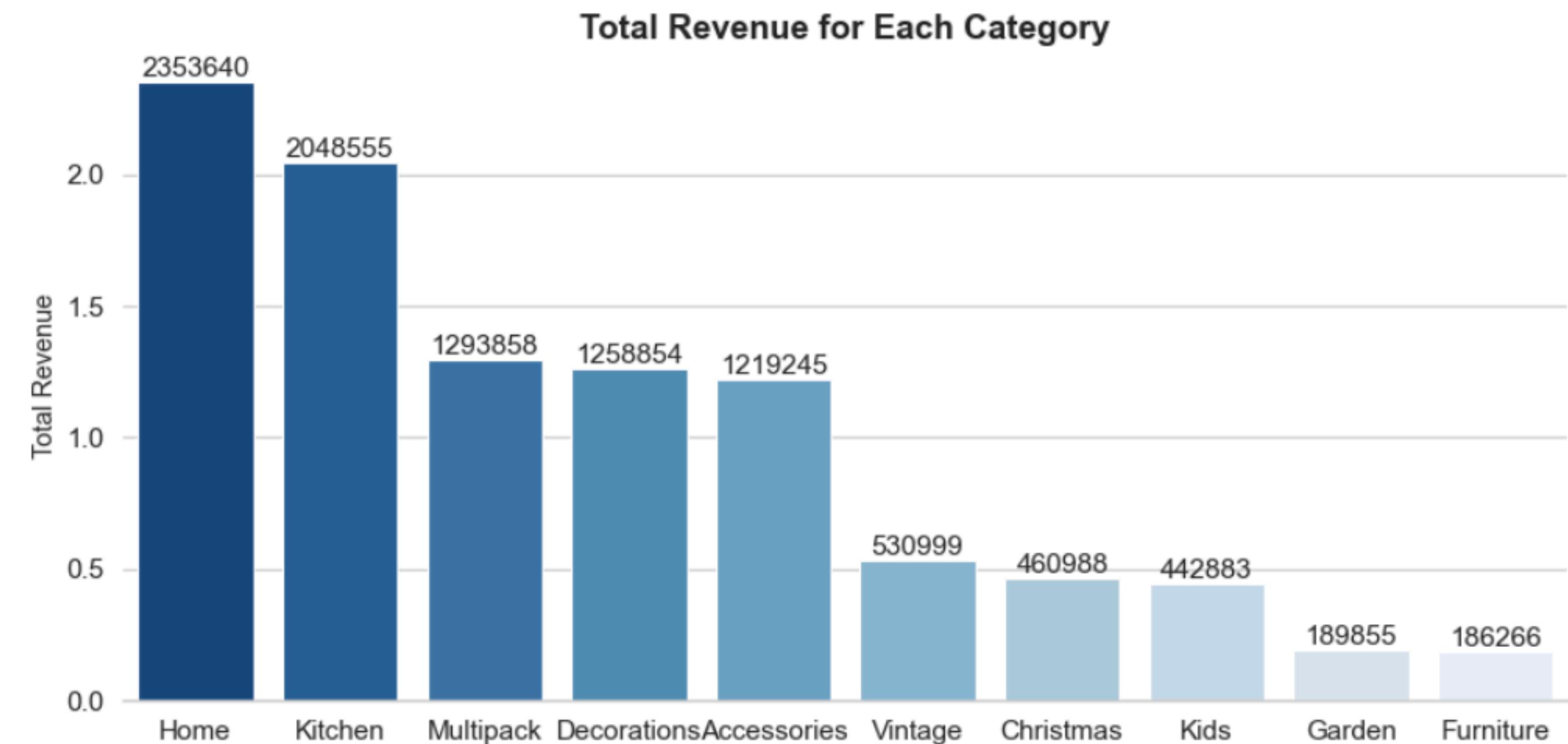
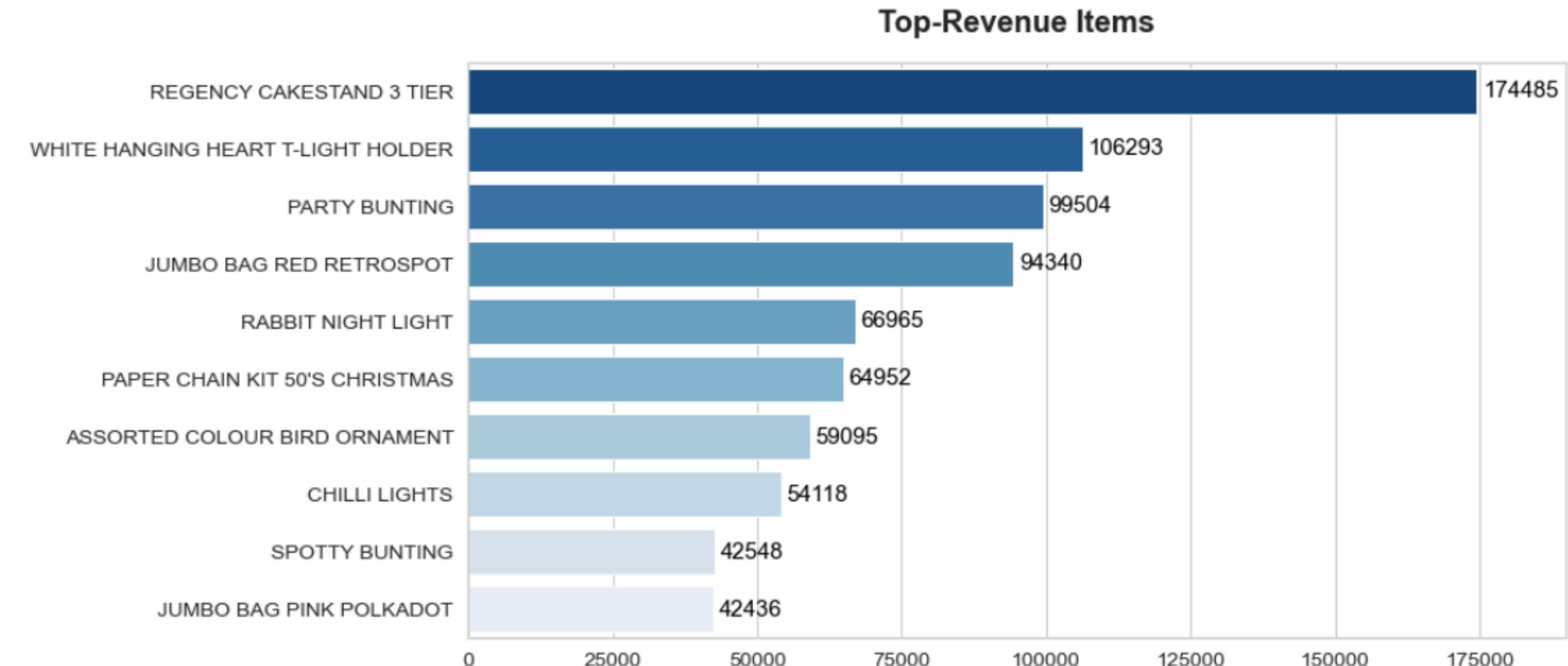
TOP-REVENUE ITEMS

MOST REVENUE FROM CATEGORIES

1. HOME AND LIVING
2. KITCHEN AND DINING
3. MULTIPACK

Regency cake stand 3 tier is also the most canceled item

White hanging heart t-light holder is also the most frequently ordered item



RECENT MONTHS CHANGES

ALL TIME BEST PRODUCTS

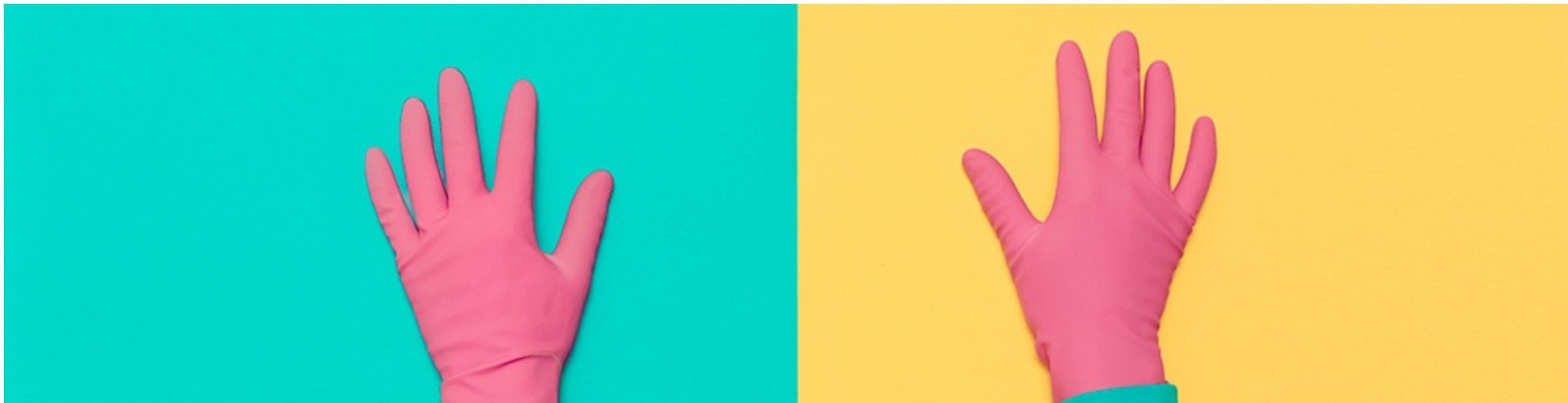
Description	TimesOrdered	Quantity
WHITE HANGING HEART T-LIGHT HOLDER	2265	37891
JUMBO BAG RED RETROSPOT	2093	48474
REGENCY CAKESTAND 3 TIER	1999	13889
PARTY BUNTING	1690	18299
LUNCH BAG RED RETROSPOT	1566	19353

We can see that most frequently ordered items' categories are the same for whole period and recent months as well as total quantity sold.

Though among categories there is no difference, we can see that the top products differ between whole year period and 2 recent months.

RECENT BEST PRODUCTS

Description	TimesOrdered	Quantity
RABBIT NIGHT LIGHT	690	25131
PAPER CHAIN KIT 50'S CHRISTMAS	689	12215
HOT WATER BOTTLE KEEP CALM	528	3716
PAPER CHAIN KIT VINTAGE CHRISTMAS	481	5774
JUMBO BAG 50'S CHRISTMAS	459	6853





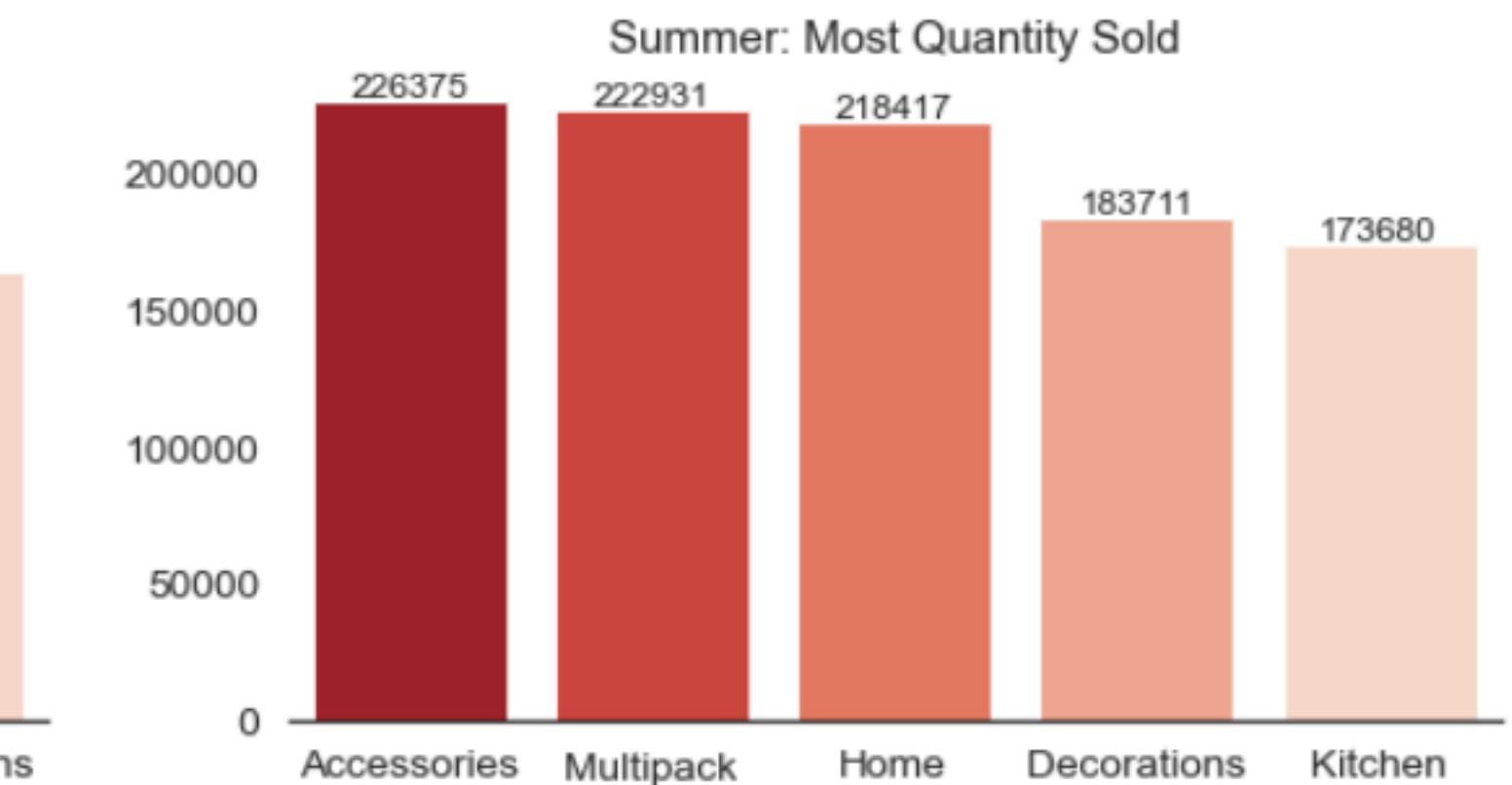
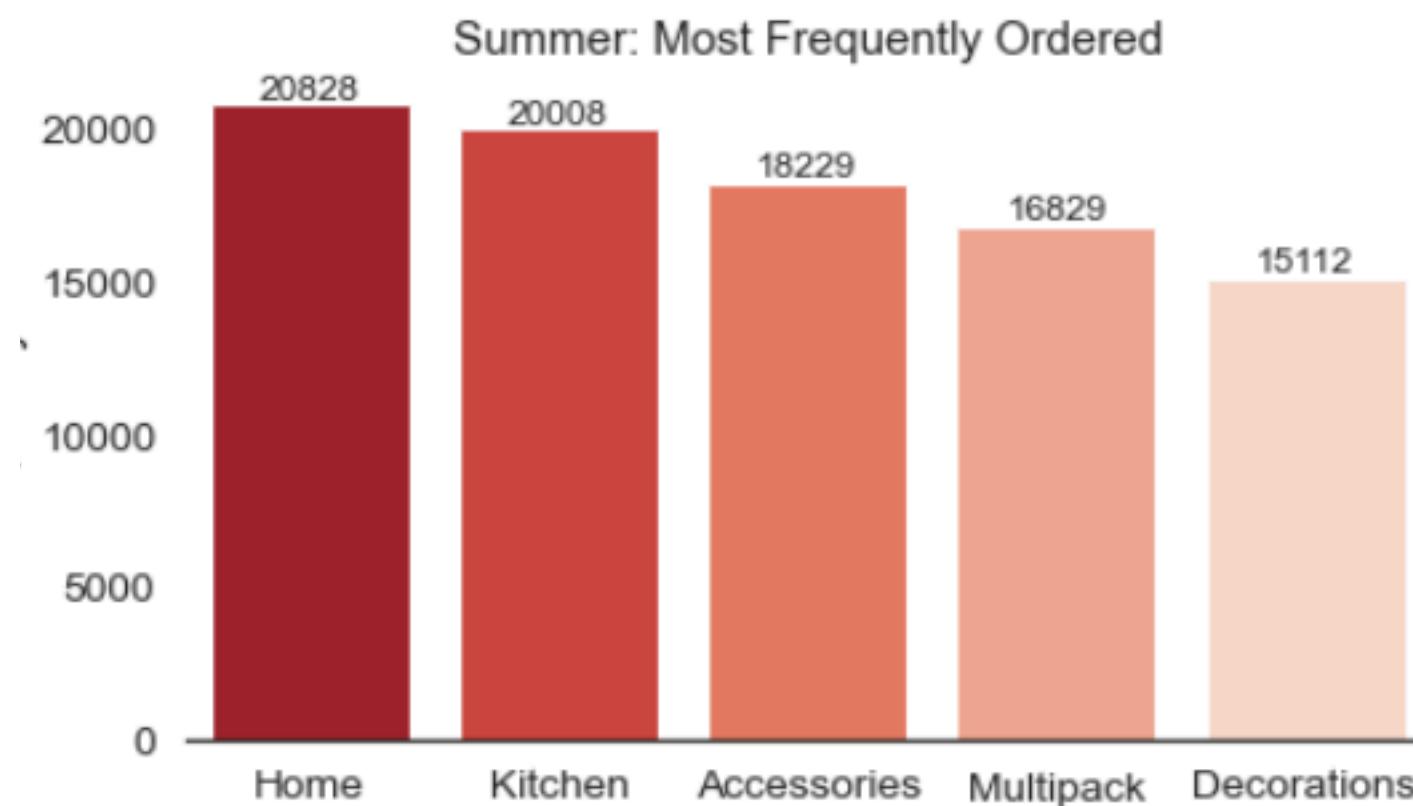
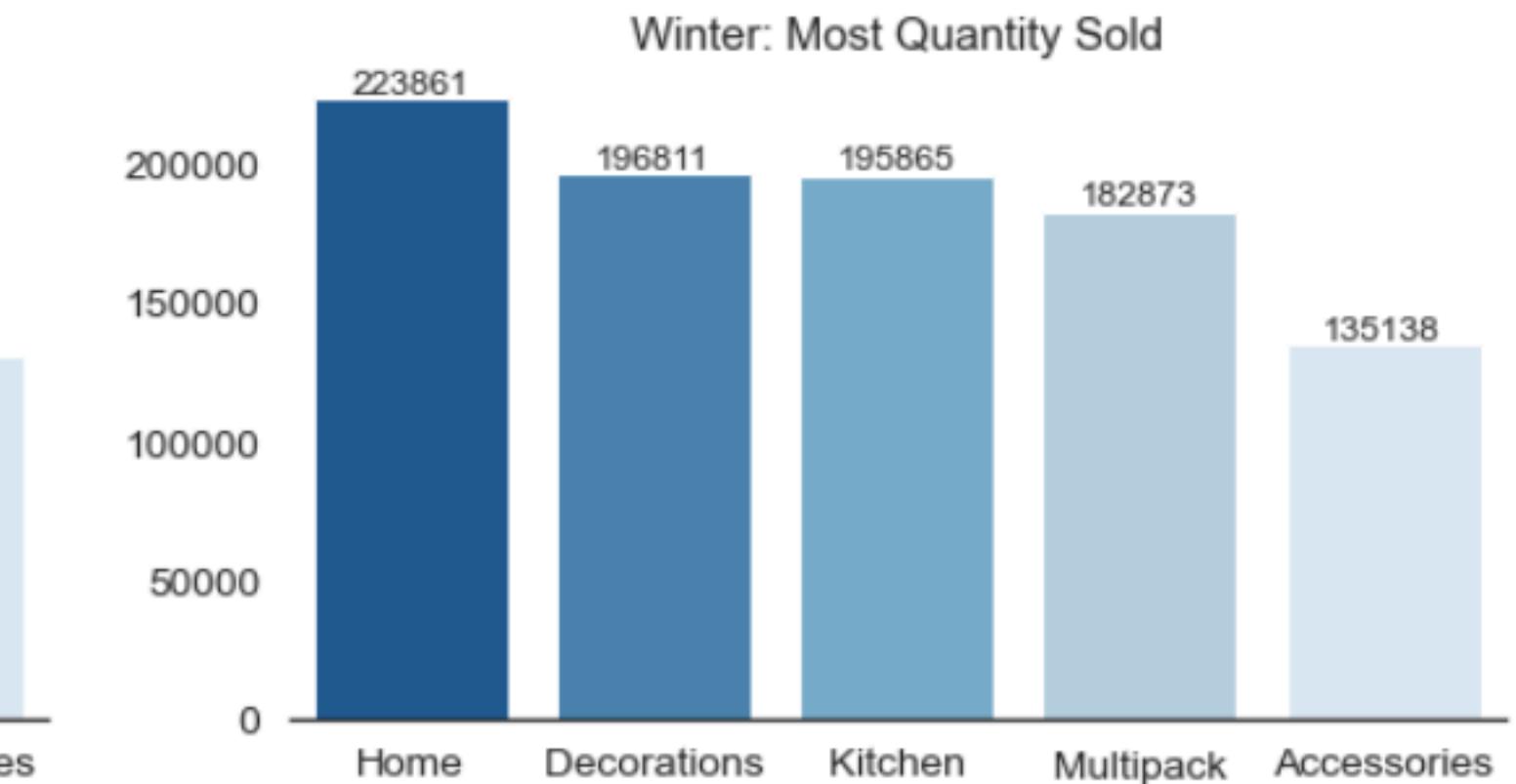
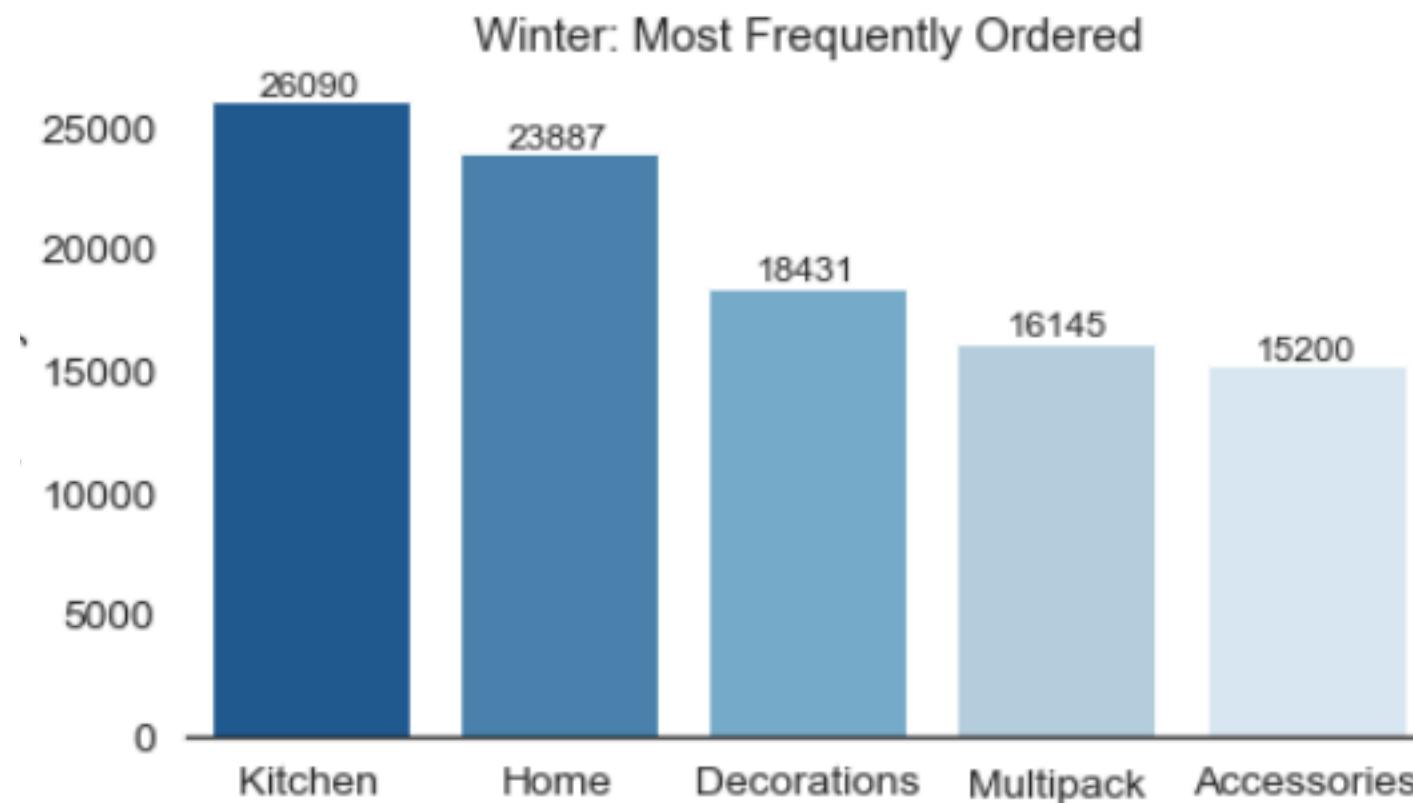
SEASONALITY

WINTER & SUMMER TRENDS

Accessories are very popular in summer and least popular in autumn

Multipack is not the most popular category, in summer it's one of the most popular

Kitchen and Dining is the most frequently ordered category in winter and spring, though it seems to have lots of main products, that are usually purchased in single amount



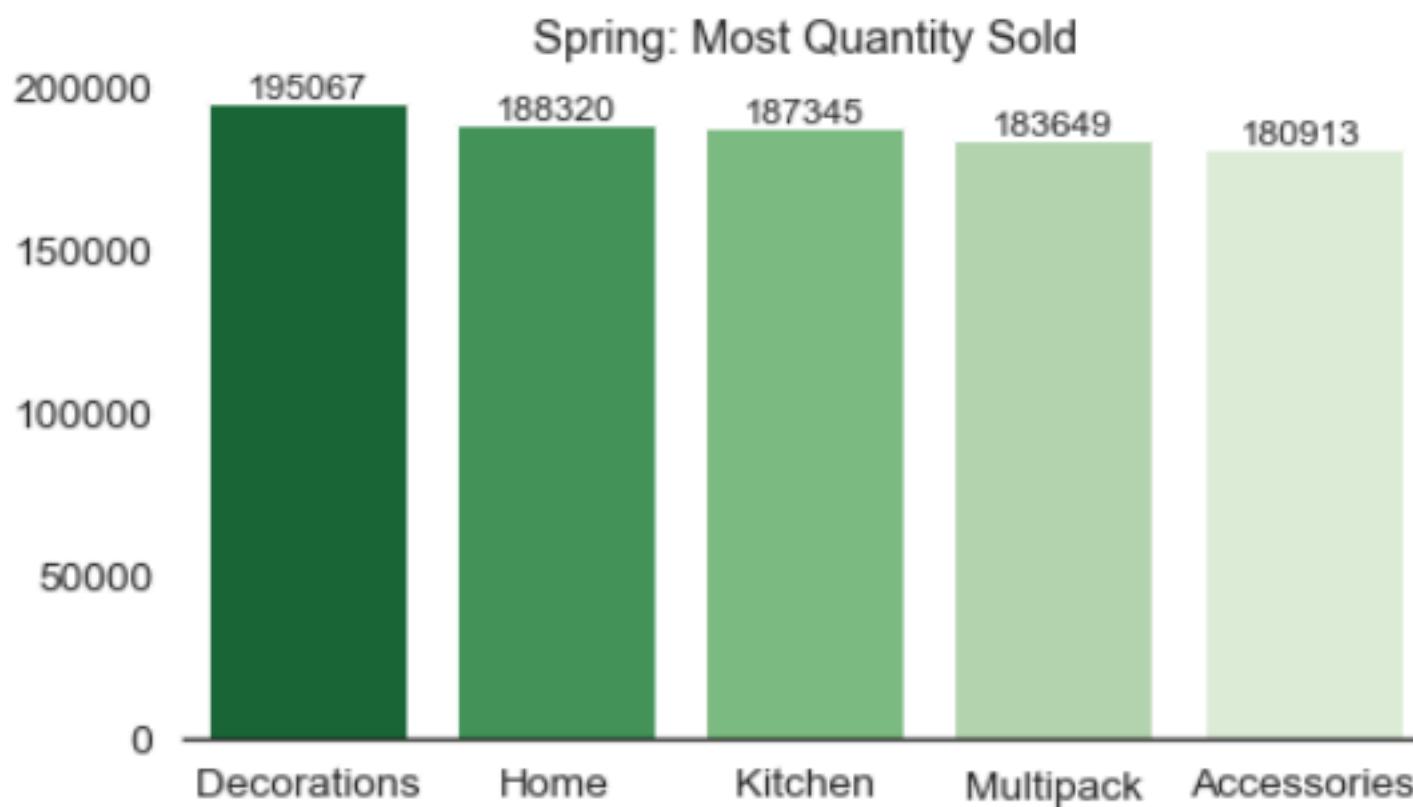
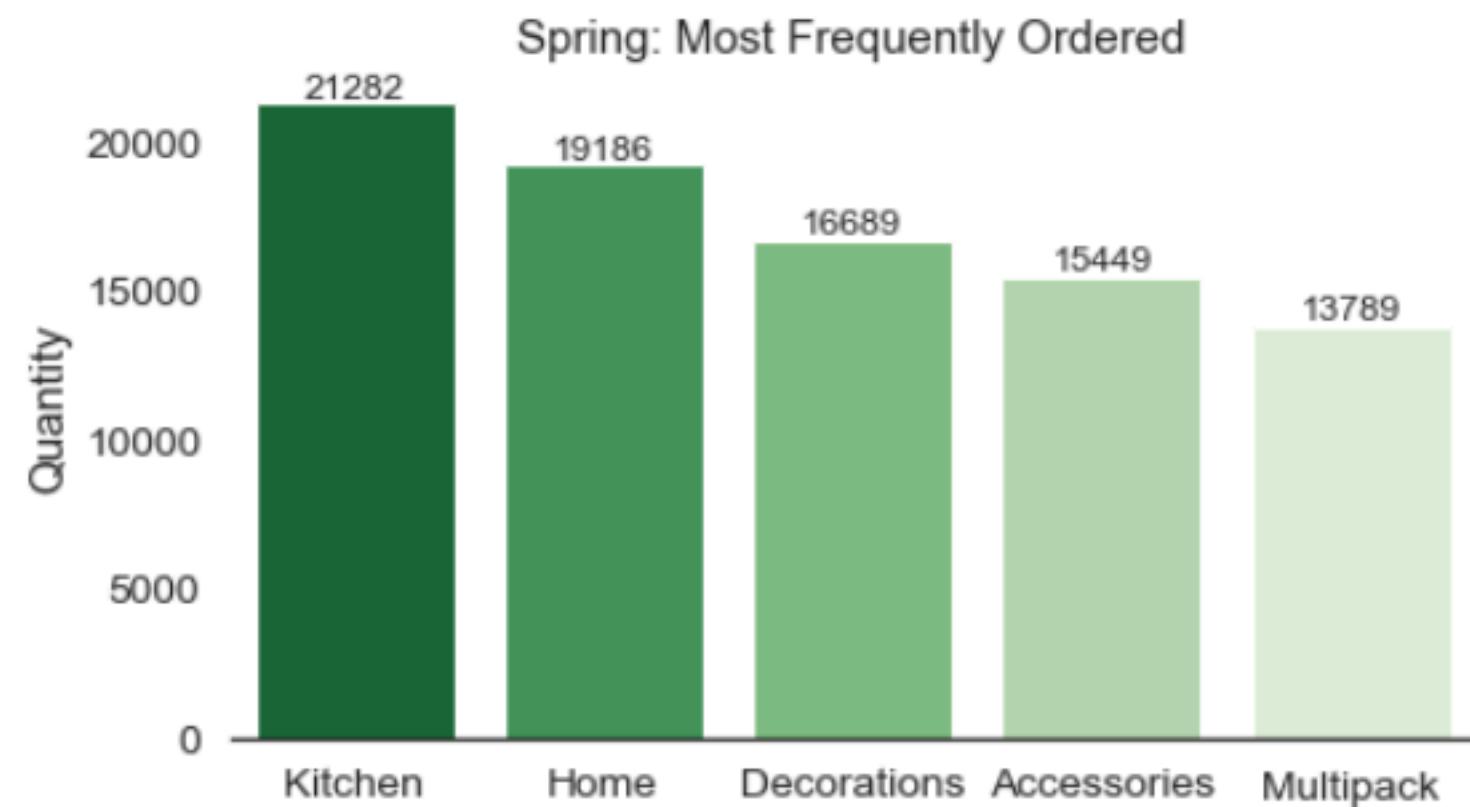
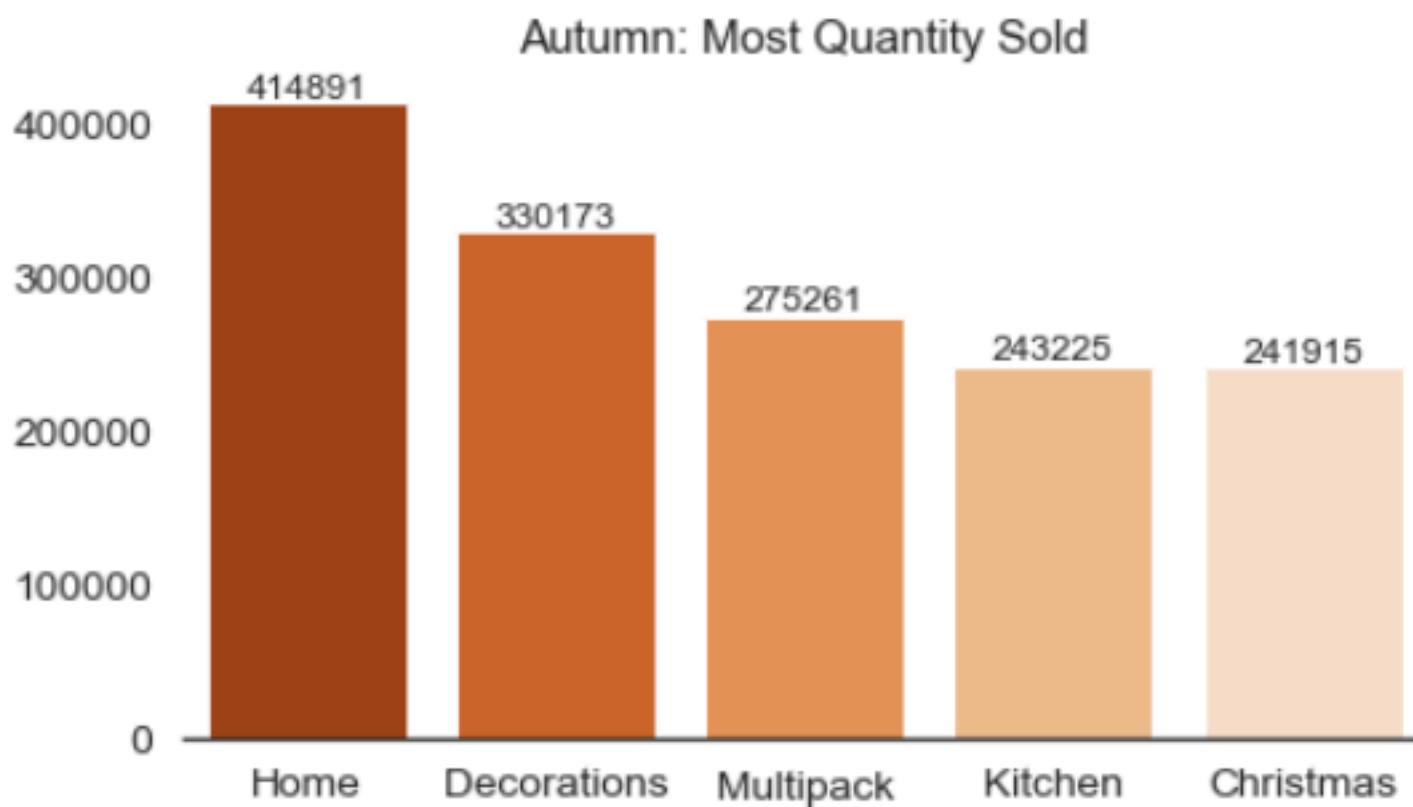
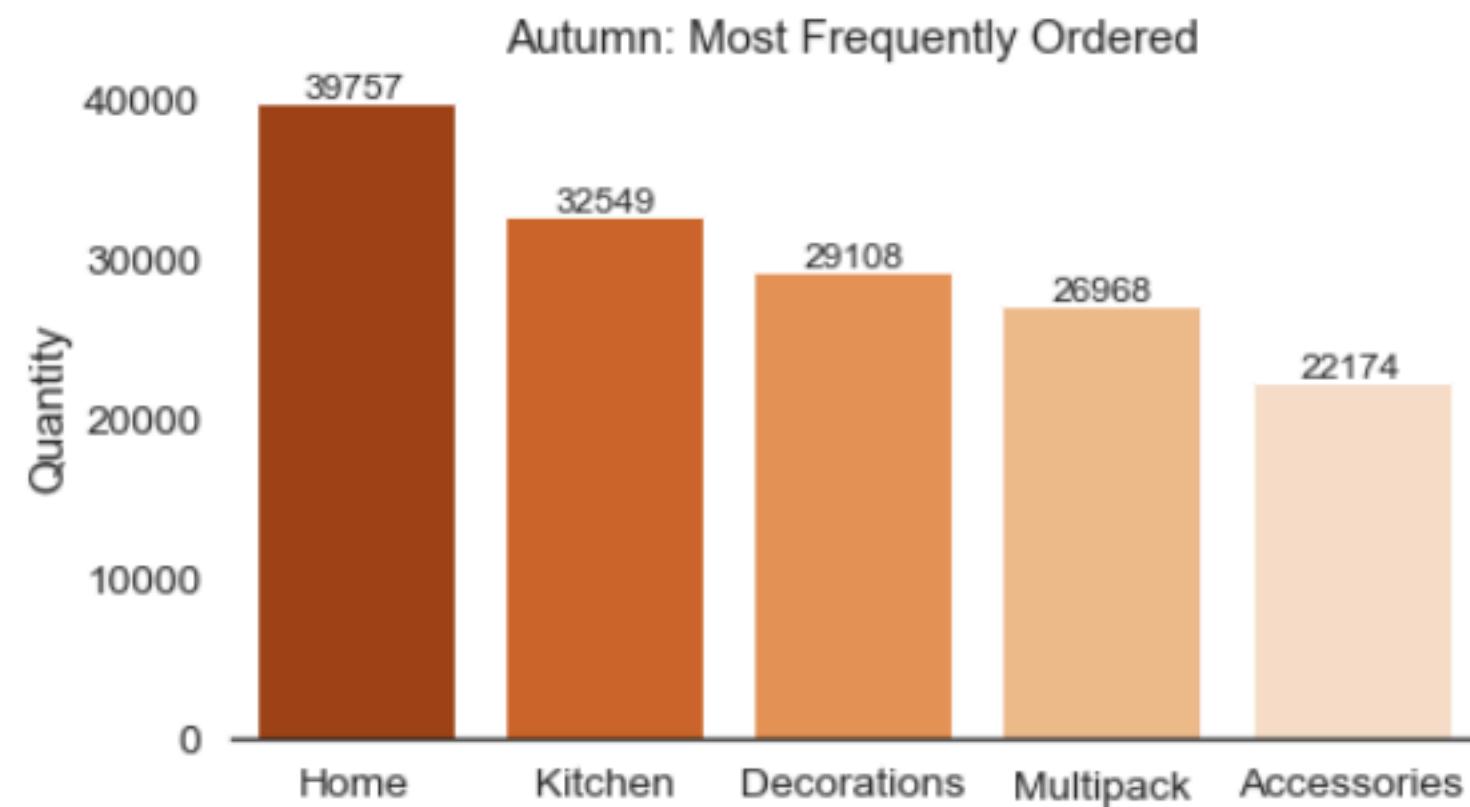
Home and Living is very popular all year round, but the most sales we can see in autumn

Decorations category is very popular in spring, but also in autumn and winter. Even if it's not the most frequently ordered category, it definitely has great quantity sold.

Christmas is mostly popular in autumn, looks like most decorations for christmas are bought before December

AUTUMN & SPRING TRENDS

IN AUTUMN WE CAN SEE NEARLY 2 TIMES RISE IN TOTAL SALES



CATEGORIES, MOST FREQUENTLY PURCHASED TOGETHER



Categories, most frequently purchased together

	Accessories	Christmas	Decorations	Furniture	Garden	Home	Kids	Kitchen	Multipack	Vintage
Accessories	1	0.3	0.46	0.32	0.38	0.44	0.57	0.46	0.57	0.5
Christmas	0.3	1	0.56	0.25	0.56	0.61	0.34	0.4	0.43	0.65
Decorations	0.46	0.56	1	0.25	0.31	0.58	0.63	0.52	0.6	0.59
Furniture	0.32	0.25	0.25	1	0.33	0.28	0.51	0.39	0.44	0.26
Garden	0.38	0.56	0.31	0.33	1	0.31	0.3	0.33	0.38	0.3
Home	0.44	0.61	0.58	0.28	0.31	1	0.5	0.49	0.56	0.47
Kids	0.57	0.34	0.63	0.51	0.3	0.5	1	0.61	0.75	0.55
Kitchen	0.46	0.4	0.52	0.39	0.33	0.49	0.61	1	0.65	0.53
Multipack	0.57	0.43	0.6	0.44	0.38	0.56	0.75	0.65	1	0.53
Vintage	0.5	0.65	0.59	0.26	0.3	0.47	0.55	0.53	0.53	1

Most orders include 1 or more categories, while having more than 8 categories in one order is rare.

- Kids and Multipack are most frequently purchased together
- Kitchen and Multipack as well as Christmas and Vintage are the second most popular categories purchased together
- 3d most popular purchased together are Kids and Decorations
- Also very popular are Home and Christmas, Kitchen and Kids, Decorations and Multipack

PRICE GROUPS, MOST FREQUENTLY PURCHASED TOGETHER

Most orders include more than 1 price groups, though having more than 5 price groups in one order is very rare



Top combinations:

- High and Average, Very High and Average High
- Average and Average High
- Average low and low

Price groups, most frequently purchased together

	average	1	0.69	0.58	0.73	0.46	0.56	0.04
average high	0.69	1	0.45	0.58	0.32	0.73	0.47	
average low	0.58	0.45	1	0.4	0.6	0.27	0.11	
high	0.73	0.58	0.4	1	0.28	0.58	0.97	
low	0.46	0.32	0.6	0.28	1	0.12	0.24	
very high	0.56	0.73	0.27	0.58	0.12	1	0	
zero	0.04	0.47	0.11	0.97	0.24	0	1	

Price groups, within each category

	Accessories	161	307826	365657	90020	23492	933	37
	Christmas	420	203483	40496	50860	18444	1027	85
	Decorations	30	585320	173763	110840	45176	3832	763
	Furniture	1	29434	3021	5838	10931	2990	957
	Garden		33360	20921	11754	6895	2533	513
	Home	13	480248	199655	256673	120050	10600	558
	Kids	2	107570	59867	47965	17380	1321	584
	Kitchen	237	374508	123469	186704	112932	21757	3311
	Multipack	449	567362	133083	112220	61524	3502	733
	Vintage	25	127871	87202	26646	22838	2028	460



MAIN AND ADDITIONAL PRODUCTS

Most main products

Most expensive items in orders by price groups and categories

	low	average low	average	average high	high	very high
Accessories	65	380	254	316	98	6
Christmas	40	63	147	379	72	31
Decorations	168	186	266	1107	448	350
Furniture	14	6	11	468	490	369
Garden	9	13	29	471	504	170
Home	185	194	774	2666	417	66
Kids	24	92	177	427	108	210
Kitchen	163	119	490	2774	1981	865
Multipack	150	102	424	1273	241	250
Vintage	42	192	98	790	206	134

Also categories with most average quantity sold can indicate that most of it's category products are additional:

like Christmas, that has most average quantity, mostly combined with other categories as Home or Vintage.

And again we can see that categories like Accessories, Decorations, Home, Kids and Multipack seem to have wider range of low price items that usually are bought in larger quantities as compared to Kitchen, Vintage, Furniture and Garden.

Most additional products

Most cheap items in orders by price groups and categories

	low	average low	average	average high	high	very high
Accessories	2629	579	91	28		
Christmas	1759	87	53	18	1	
Decorations	4373	323	148	91	9	12
Furniture	154	11	12	29	8	14
Garden	226	46	15	19	4	1
Home	3553	519	385	234	13	1
Kids	1308	108	59	22	5	8
Kitchen	3244	266	281	173	33	6
Multipack	4043	241	111	77	3	9
Vintage	1088	223	36	44	11	8



SUGGESTIONS

I can see that customers tend to like free samples or low-priced products, using them can help boost customer's loyalty

Many customers tend to order products in large quantity, by offering customers a deal if they purchase multiple products – such as 2 for 1 or buy 2 and get 1 free – can increase the likelihood of a purchase based on the psychology of the individual thinking they have secured a great deal

Cross-sells could be a great way to increase the average order value by offering interesting or complementary products to buy-ready customers at the time of purchase, according to lists suggested above.



THANKS

