Supplement E-commerce: Sales and Financial Overview (2024 Q4)

193 577,42 €
Total Sales

60 464,32 €
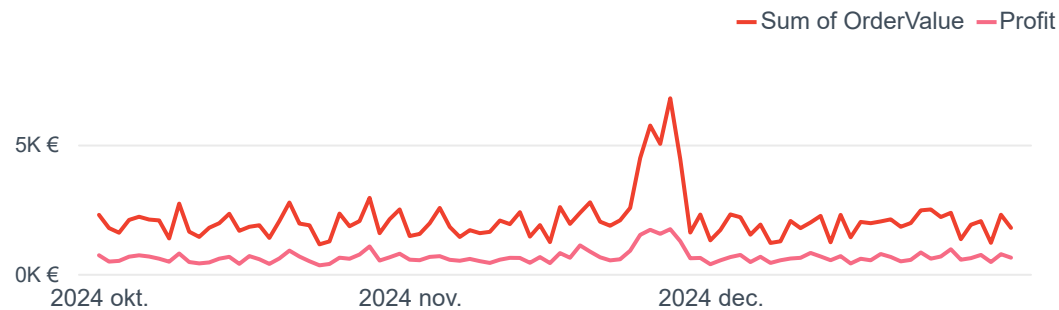Profit

31,24%
Profit Margin %

2745
Total Orders

Low Stock Alert (Inventory at Risk)

Product Name ▲	Stock Level
Max Creatine 1kg	33
Pure Boost Pack	48
Ultra Boost Drink	21

Select all · 10 · 11 · 12

Daily Sales and Profit Trend

— Sum of OrderValue — Profit

5K €

0K €

2024 okt.   2024 nov.   2024 dec.

Sales of Top 10 Products

10K €

5K €

0K €

Pure Boost Pack | Pro Creatine Mix | Fit Amino Caps… | Ultra Whey Mix | Pro Creatine Pack | Power Amino 1kg | Pure Vita Caps… | Pro Whey 1kg | Power Boost Drink | Daily Creatine Pack

Total Sales by Region

IZLAND · SVÉDORSZÁG · FINNORSZÁG · NORVÉGIA · EGYESÜLT KIRÁLYSÁG · ÍRORSZÁG · FEHÉROROSZORSZÁG · LENGYELORSZÁG · UKRAJNA · DÁNIA · FRANCIAORSZÁG · ROMÁNIA · OLASZORSZÁG · SPANYOLORSZÁG · PORTUGÁLIA · TÖRÖKORSZÁG · SZÍRIA · MAROKKÓ · ALGÉRIA · EGYIPTOM · IRAK · IRÁN · UZBEGIS · AFGA

Supplement E-commerce: Black Friday Campaign Analysis and Live Hero Image A/B Test (November 24-28, 2024)
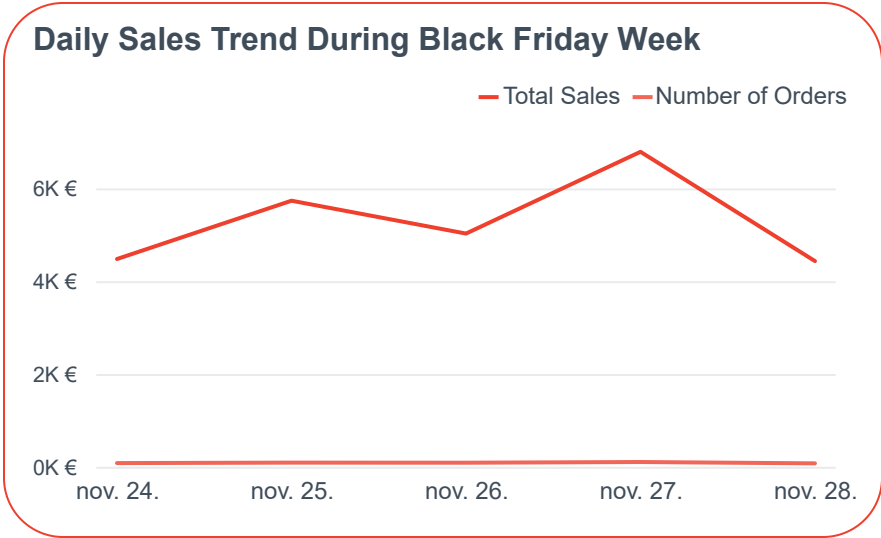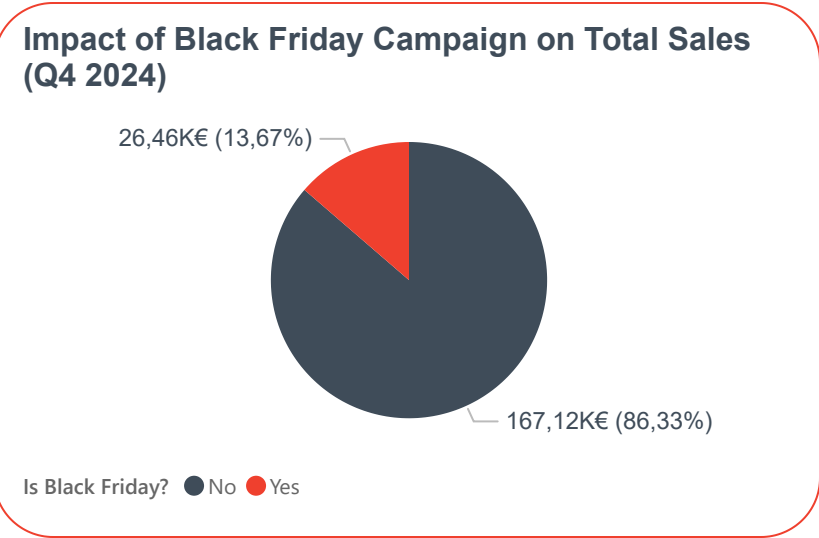
← →

26 460,87 €
Black Friday Sales
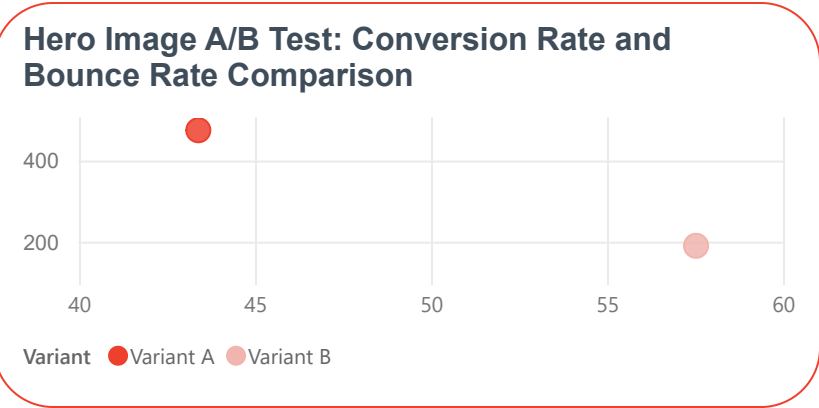
435
Black Friday Orders

BF2024
Promo Code

Note: The A/B test was conducted to determine which hero image drives higher engagement and sales during the Black Friday campaign of 2024. Data of this project is Python generated based on simulated consumer behaviour.

Impact of Black Friday Campaign on Total Sales (Q4 2024)

26,46K€ (13,67%)

167,12K€ (86,33%)

Is Black Friday? ● No ● Yes

Daily Sales Trend During Black Friday Week

— Total Sales — Number of Orders

6K €

4K €

2K €

0K €

nov. 24.   nov. 25.   nov. 26.   nov. 27.   nov. 28.

A/B Test Results

Metric	Variant A	Variant B ▲
CTR (%)	5,55	10,48
Bounce Rate (%)	43,39	57,53
Average Order Value	70,74	70,30
Conversion Rate (%)	474,74	189,90
Clicks	293,00	713,00
Conversions	1 391,00	1 354,00
Visitors	5 284,00	6 809,00

Hero Image A/B Test: Conversion Rate and Bounce Rate Comparison

400

200

40   45   50   55   60

Variant ● Variant A ● Variant B

Insights and Recommendations:

Variant B attracted significantly more visitors with a 10.48% CTR, compared to Variant A, which had a 5.55% CTR. However, Variant A achieved a higher conversion rate (474.74%) and a lower bounce rate (43.39%) during the Black Friday campaign of 2024. Since Variant A outperformed Variant B in conversions, the results suggest greater resonance with buyers. The average order value was consistent between the two variants. Given Variant A's stronger performance in terms of quality traffic and sales efficiency, the hero image of Variant A is recommended for future high-traffic campaigns to deliver meaningful engagement and better ROI by converting visitors at a higher rate with lower bounce.

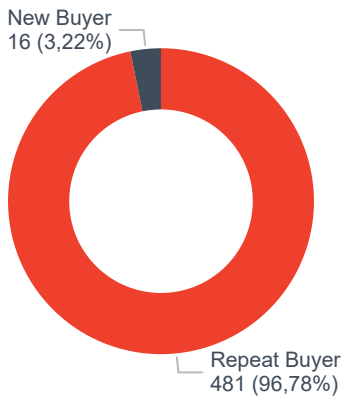# Supplement E-commerce: Customer and Product Analytics (Q4 2024)

389,49 €	481	96,78%	Pro Creatine Mix	310,28 €	4
CLV	Repeat Customers	Repeat Purchase Rate	Top Product Name	Highest Basket Value	Highest Basket Quantity

Customer Segments

New Buyer
16 (3,22%)

Repeat Buyer
481 (96,78%)

Top Product Pairs Bought Together

- Daily Protein 500g + Power Boost Drink
- Fit Amino 1kg + Daily Amino 500g
- Fit Amino 1kg + Ultra Boost Drink
- Fit Burn Mix + Max Vita Drink
- Pro Creatine Pack + Pro Whey Capsules
- Pro Protein 500g + Pro Whey 1kg
- Pro Vita Capsules + Fit Amino 1kg
- Pure Boost Pack + Ultra Protein Pack
- Ultra Whey 500g + Daily Creatine 1kg
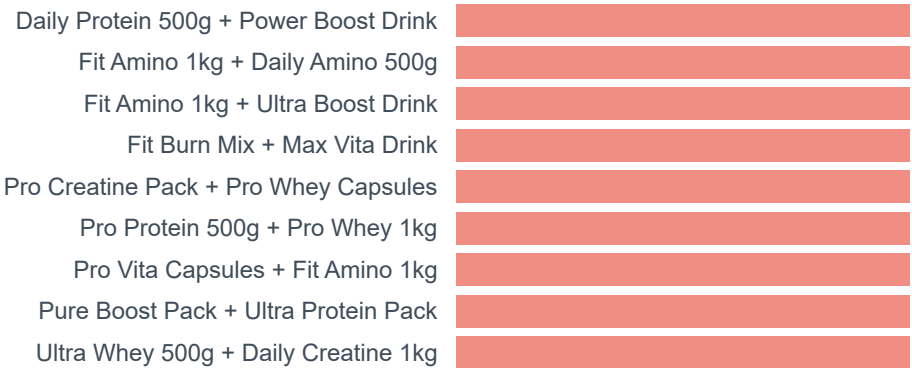
Customer Retention Matrix by Registration Month

CohortMonth	2024-10	2024-11	2024-12
2022-11	100,0%	83,3%	66,7%
2022-12	96,2%	84,6%	69,2%
2023-01	76,5%	100,0%	82,4%
2023-02	73,7%	89,5%	89,5%
2023-03	76,9%	92,3%	96,2%
2023-04	77,8%	94,4%	77,8%
2023-05	80,8%	100,0%	80,8%
2023-06	82,4%	100,0%	82,4%
2023-07	77,3%	100,0%	68,2%
2023-08	71,4%	95,2%	71,4%
2023-09	65,0%	90,0%	65,0%
2023-10	76,0%	80,0%	84,0%
2023-11	89,5%	94,7%	78,9%
2023-12	81,5%	96,3%	74,1%
2024-01	87,0%	87,0%	69,6%
2024-02	55,6%	96,3%	74,1%
2024-03	90,9%	81,8%	100,0%
2024-04	69,2%	84,6%	84,6%
2024-05	77,8%	88,9%	83,3%
2024-06	91,7%	95,8%	95,8%
2024-07	83,3%	94,4%	72,2%
2024-08	88,5%	80,8%	84,6%
2024-09	84,2%	78,9%	73,7%
2024-10		80,0%	80,0%

Customer Mix by Country: New vs Repeat Buyers (%)

Is repeat buyer? ● No ● Yes

Spain 42, Norway 39, Poland 39, Hungary 37, Slovakia 35, Denmark 31, Portugal 33, Germany 31, Sweden 28, Czechia 28, Finland 29, France 27, Croatia 29, Bulgaria 28, Italy 25
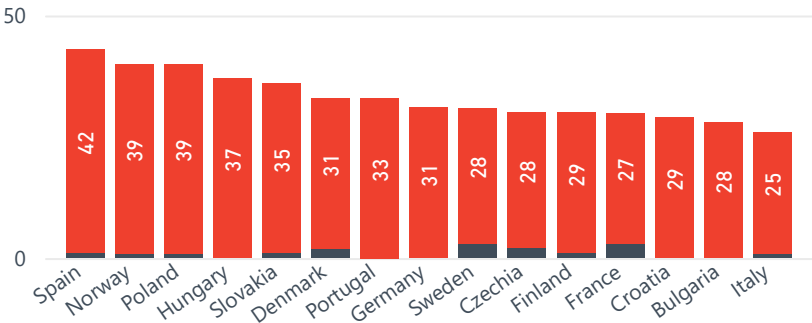
Top 10 Products Sold by Profit Margin %

- Daily Creatine... 70,91%
- Pro Whey 1kg 64,96%
- Fit Burn Mix 63,52%
- Max Boost Mix 54,22%
- Pure Vita Capsules 48,61%
- Max Protein Mix 45,40%
- Fit Amino Capsules 43,23%
- Daily Creatine Pack 43,00%
- Ultra Burn 1kg 39,82%
- Pure Boost Pack 20,05%