



The Look: Business Performance

Created by: Lenny W

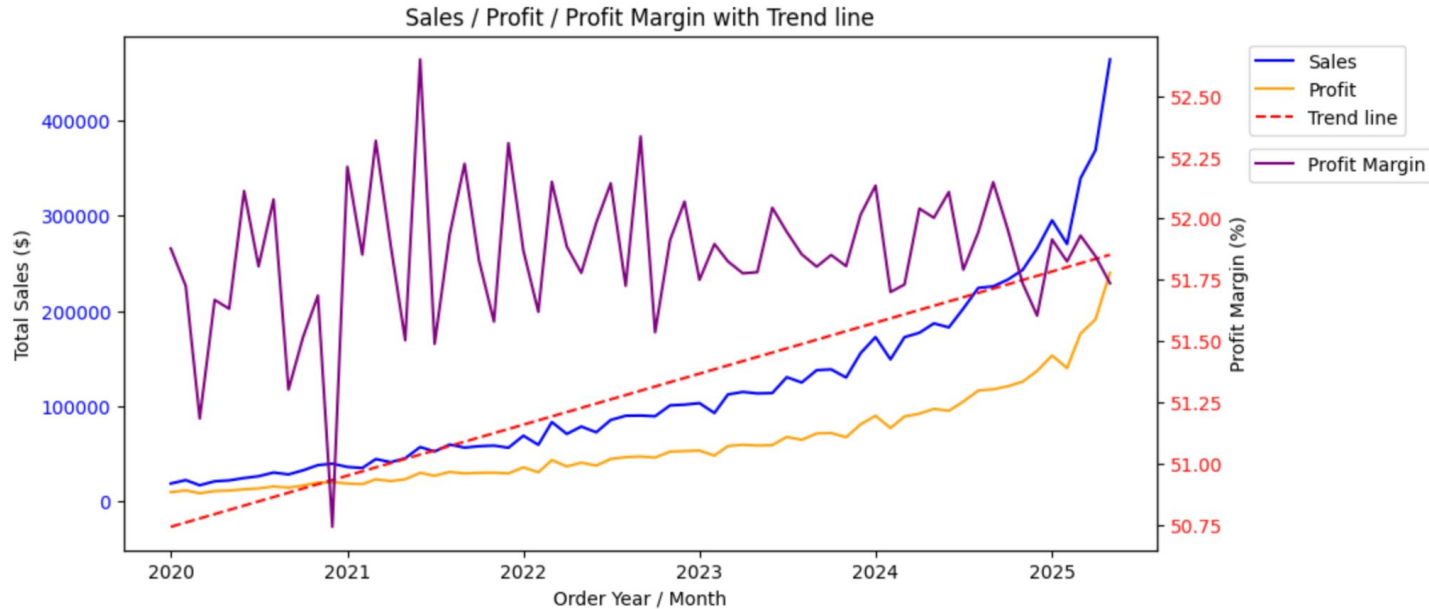
Executive Summary

- **Sales & Profitability:** Growth is **strong and expected to continue**, driven by **brand expansion & increased product range**.
- **Customer Behavior:**
 - Customers in average spent around \$78 per order
 - Order frequency rose from 1.02 to 1.08
 - Total customers grown significantly to reach 5k in May 2025.
 - Majority users coming from search traffic
 - Major revenue contributor is from the top-tier countries: China, US and Brasil.
- **Inventory:**
 - Inventory Turnover Ratio is at 0.7
 - Average Days on Hand (DoH) is down to 40 days.
 - Total inventory values has dropped significantly to 0.2M



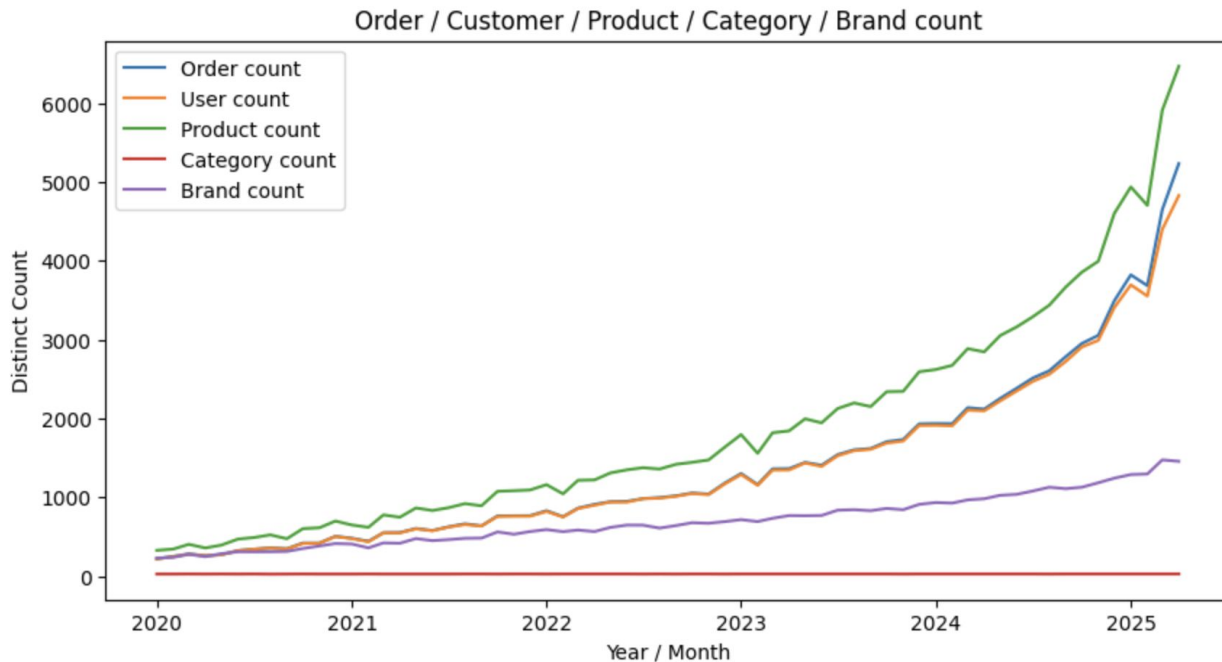
Sales & Profitability Trends

- Sales and profitability are trending upward, and the growth is likely to continue.

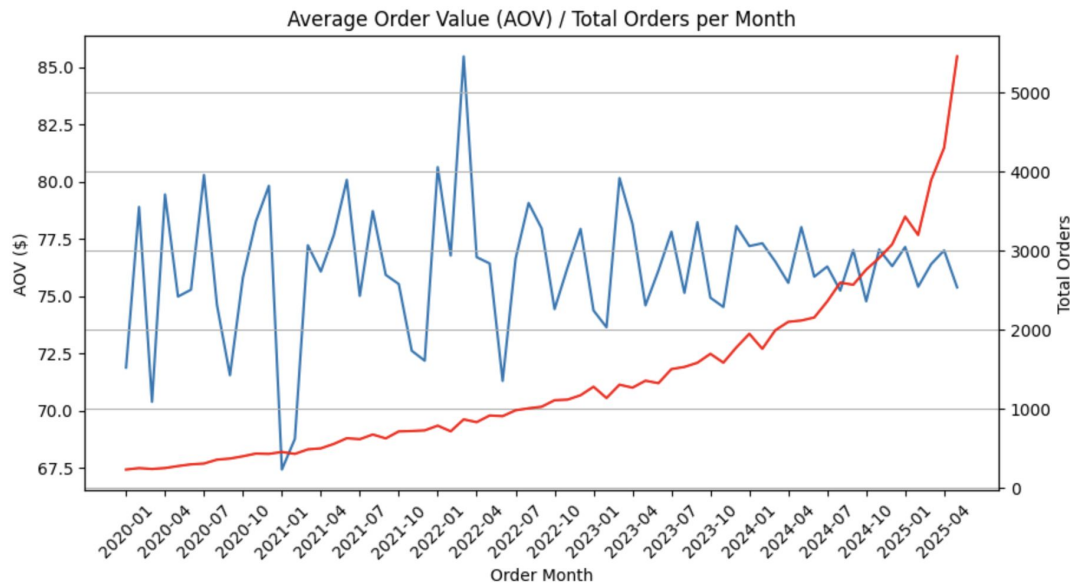


Sales & Profitability Trends

- Sales growth is driven by the expansion of brands and a significant increase in product range.



Customer Behavior Insights



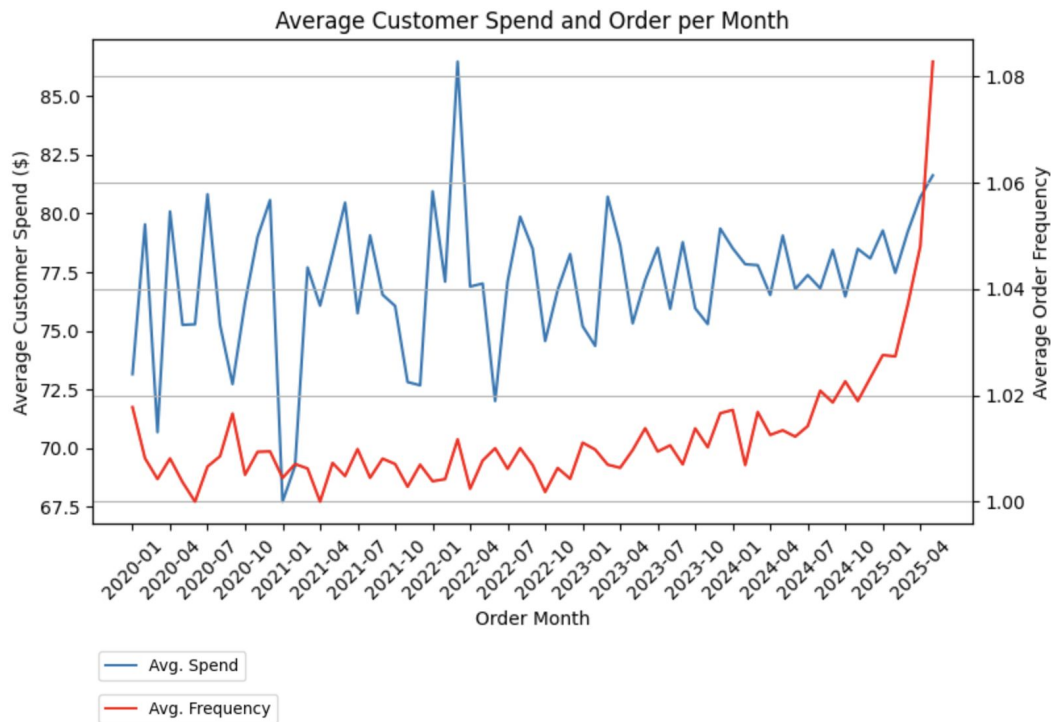
1. Customers in average spent around \$78 per order.

- AOV is ranging between 72-85 with **no significant trend**.
- Total orders is on uptrend with AOV stabilizing which might be driven by the increase of similar customer type.

Recommendation:

- To consider product bundling / upselling to increase AOV

Customer Behavior Insights



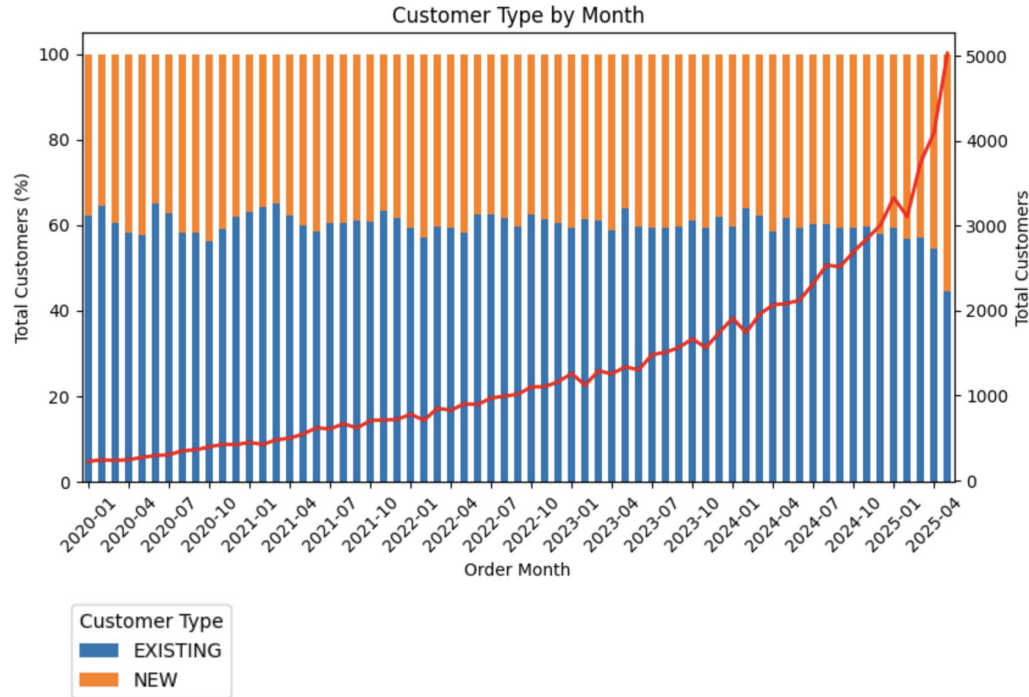
2. Significant increase in order frequency since mid 2024.

- Order frequency rose from **1.02** to **1.08**, increasing steadily since 2024 and **spiking in 2025**.
- Total customer spend is stabilizing at an average of \$70-\$80 with a slight increase in the past few months.

Recommendation:

- To consider segment customers based on their shopping behaviours.

Customer Behavior Insights



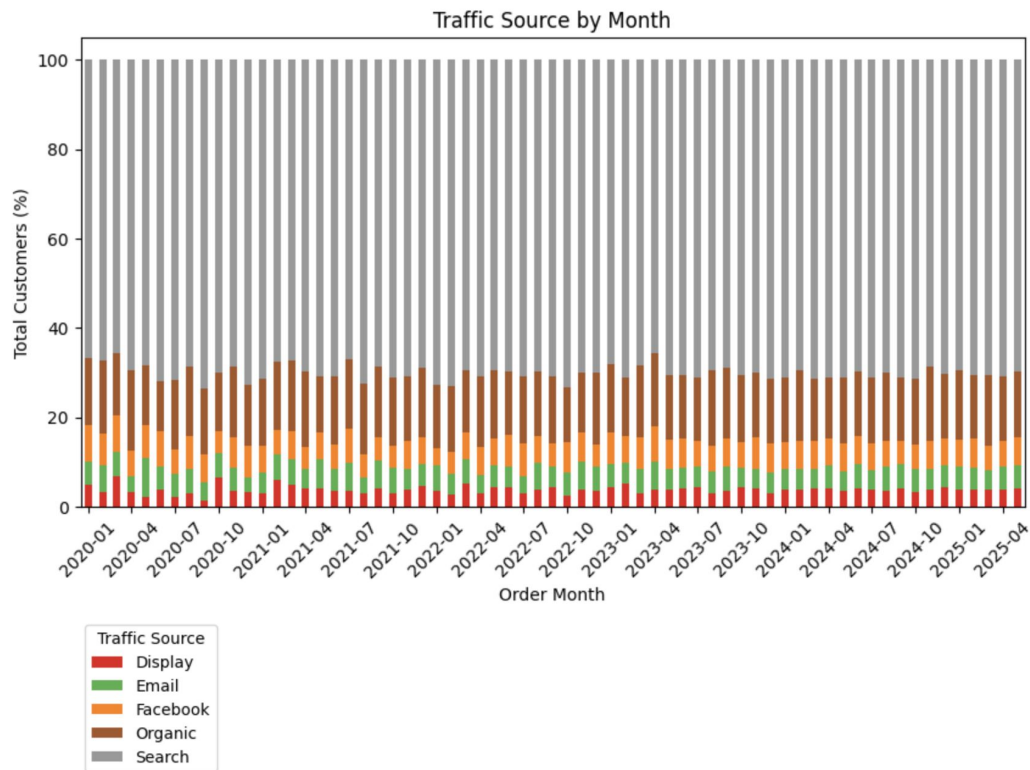
3. Customer growth is on uptrend with significant increased in new customers (bought 1st time).

- Total customers (red line) grown significantly in 2025 to **reach 5k** in May 2025 **from 3k** in Dec 2024.
- New customers surge but **slower returning customers** is seen in 2025.

Recommendation:

- Look into strategy to balance the acquisition and retention.

Customer Behavior Insights



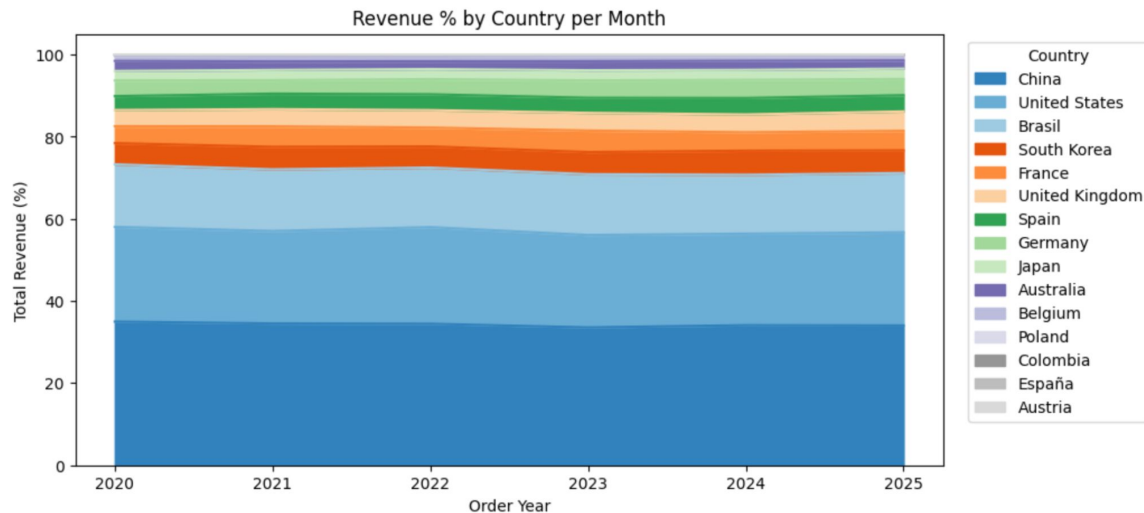
4. About 70% users coming from search traffic, 15% from organic and 15% from other channels.

- Organic traffic is a strong secondary channel which showing a healthy level of brand awareness or relevant content discovery.

Recommendations:

- Review the channel attribution to understand customer touch points.
- Strengthen organic and other channels to improve engagement for diversification.

Customer Behavior Insights



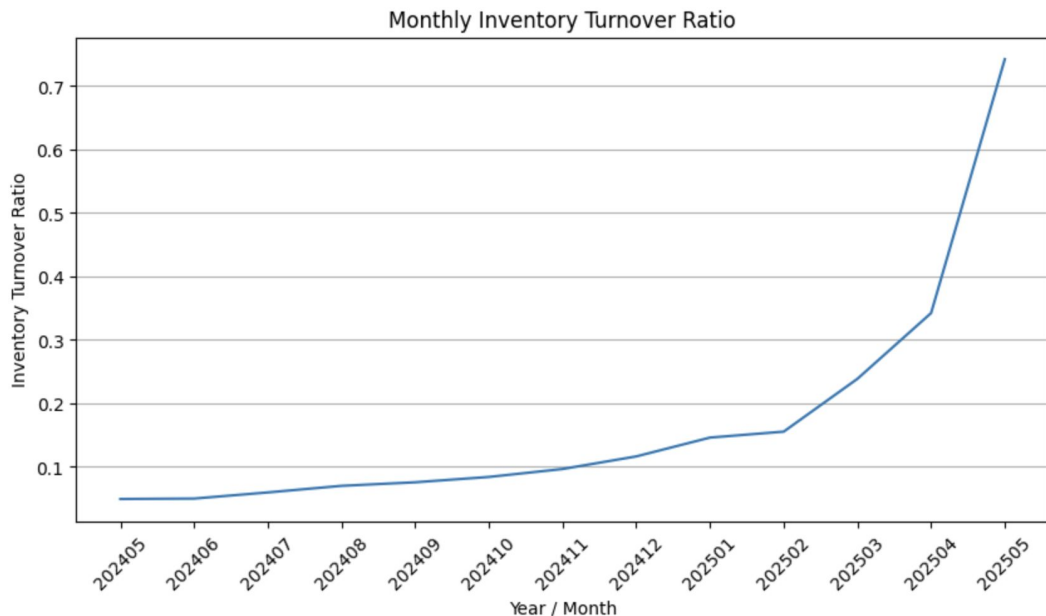
5. About 75% of revenue is from the top-tier countries: China, US and Brasil.

- Second-tier countries contributed 20% of total revenue (South Korea, France, UK, Spain and Germany).

Recommendation:

- Look for the opportunity to grow the second-tier countries.

Inventory Insights



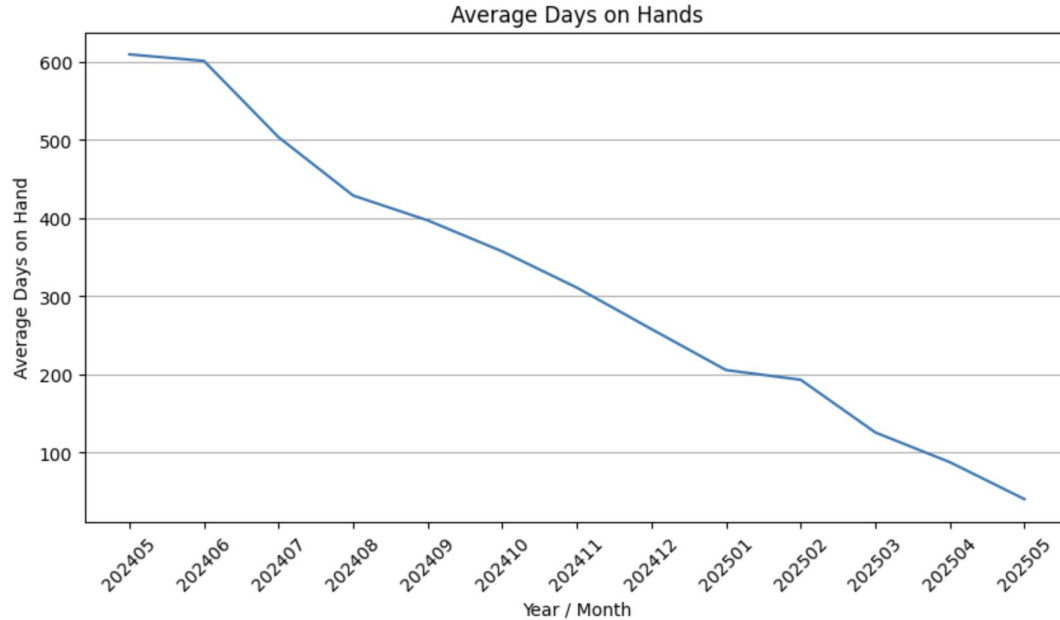
1. Significant growth in Inventory Turnover Ratio from 0.05 to 0.7

- Massive growth in seen since early 2025, aligned with the growth in sales.
- Much faster sell-through might put pressure on the inventory management.

Recommendation:

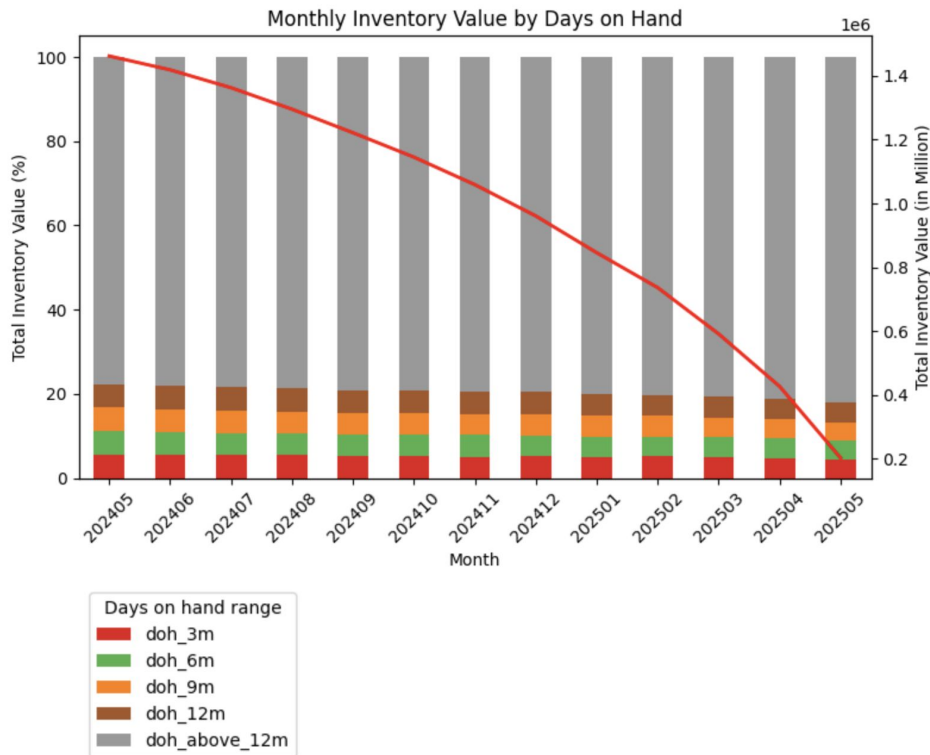
- Drill down into product-level analysis to understand factors that contribute to the massive growth.

Inventory Insights



2. Average Days on Hand (DoH) down significantly from 600 to 40 days.

Inventory Insights



3. Total inventory values has dropped significantly from 1.4M to 0.2M

- About 80% of total inventory value has more than 180 days in storage.

Recommendation:

- Look into potential issue in supply chain and customer satisfaction.
- Clear underperforming SKUs with strategic promotions.

Key Recommendations & Next Steps

- **Increase Customer Lifetime Value**
 - Implement personalized upsell & retention campaigns.
 - Leverage loyalty programs to increase customer spend.
- **Look into opportunity to grow customer base**
 - Strengthen traffic from organic and other channels.
 - Increase exposure in second-tier countries.
- **Optimize Inventory Strategy**
 - Drill down into product-level analysis to understand factors that contribute to the massive growth.
- - Look into potential issue in supply chain and customer satisfaction.
 - Clear underperforming SKUs with strategic promotions.
- **Sustain Growth**
 - Continue tracking sales trends & customer retention KPIs.
 - Strengthen brand & product expansion strategies.



Reference

Dataset:

project id: bigquery-public-data

dataset: thelook_ecommerce

Tools: [Google Colab](#)

