FASHION RETAIL SALES

By ping chen

BACKGROUNDS

sales history from Oct. 2022 to Oct. 2023

collect: item purchased
purchase amount
review rating
payment method...

sourse by:
https://www.kaggle.com/datasets/fekihmea/fashion-retail-sales
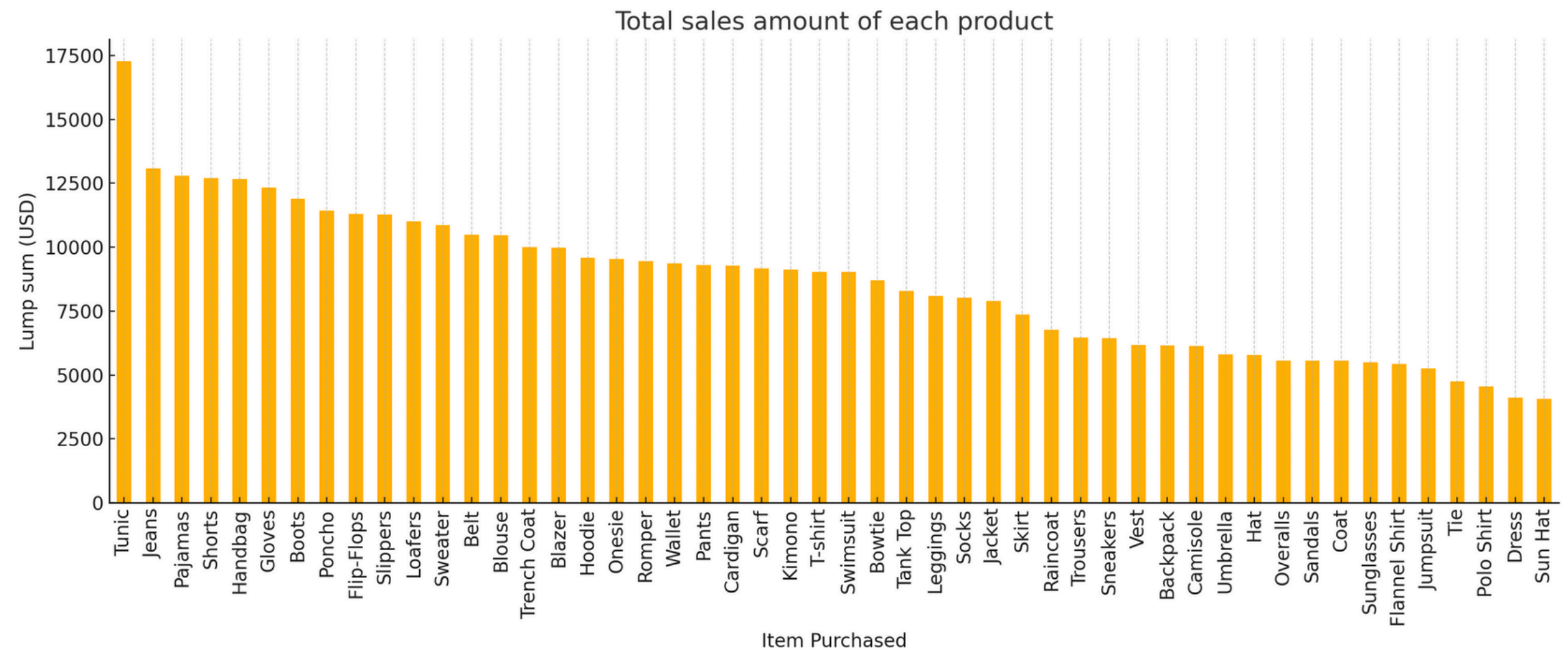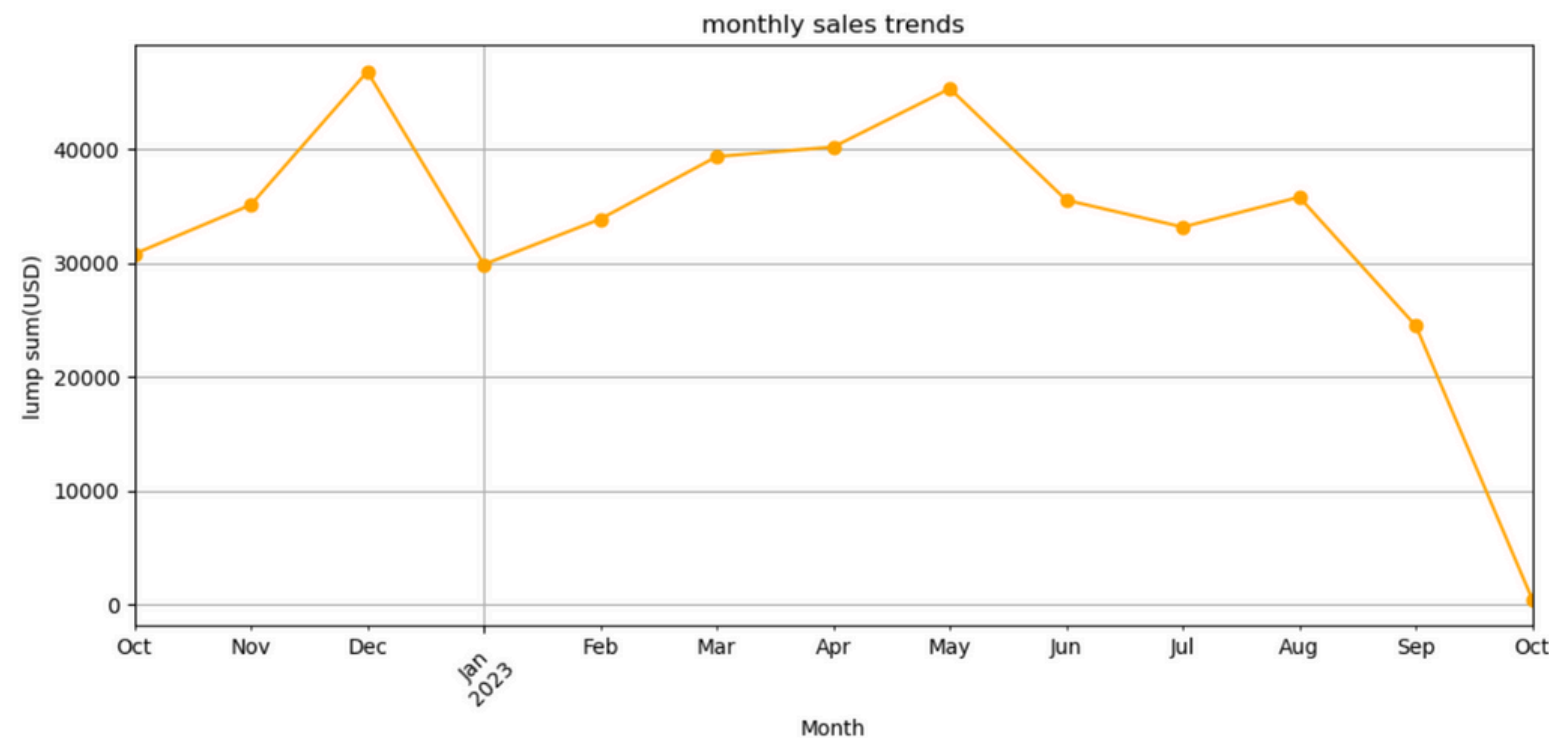
PROJECT GOALS

- To check and analyze which situation we're at last year
- Predicting future trends and what we should modify
- Give recommendation to improve in the future

SALES PER PRODUCT

🥇 Tunic $17,275

🥈 Jeans $13,068

🥉 Shorts $12,702

4. Gloves $12,330

5. Boots $11,891

Total sales amount of each product

SALES PER MONTH

monthly sales trends

- December & May are the best selling months
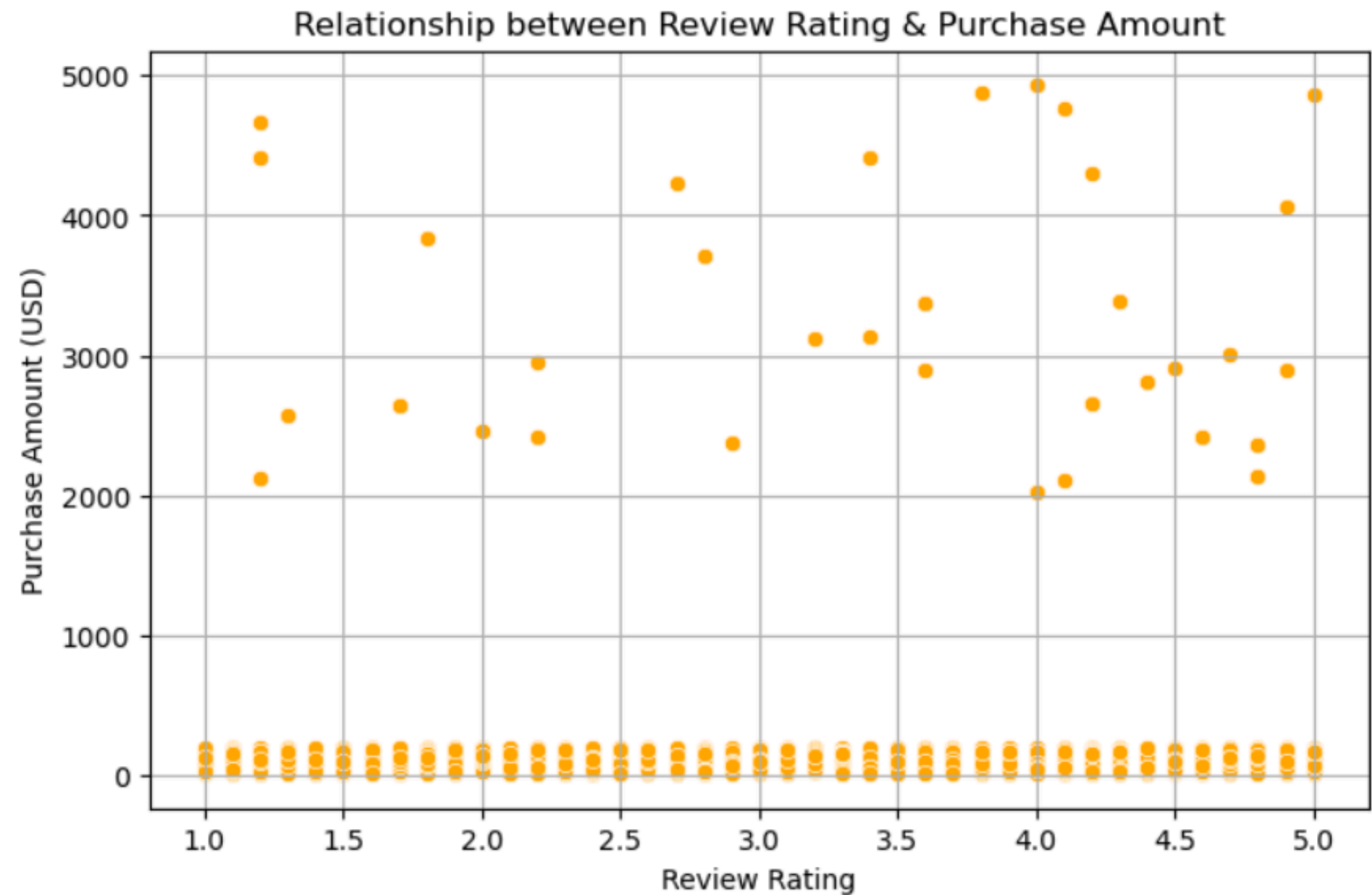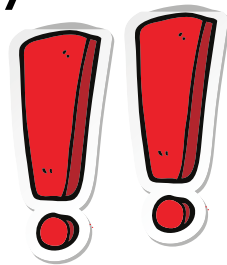- cold weather sells better than hot weather

RECOMMAND:
Try to sell seasonal clothes one month before!!

RATINGS

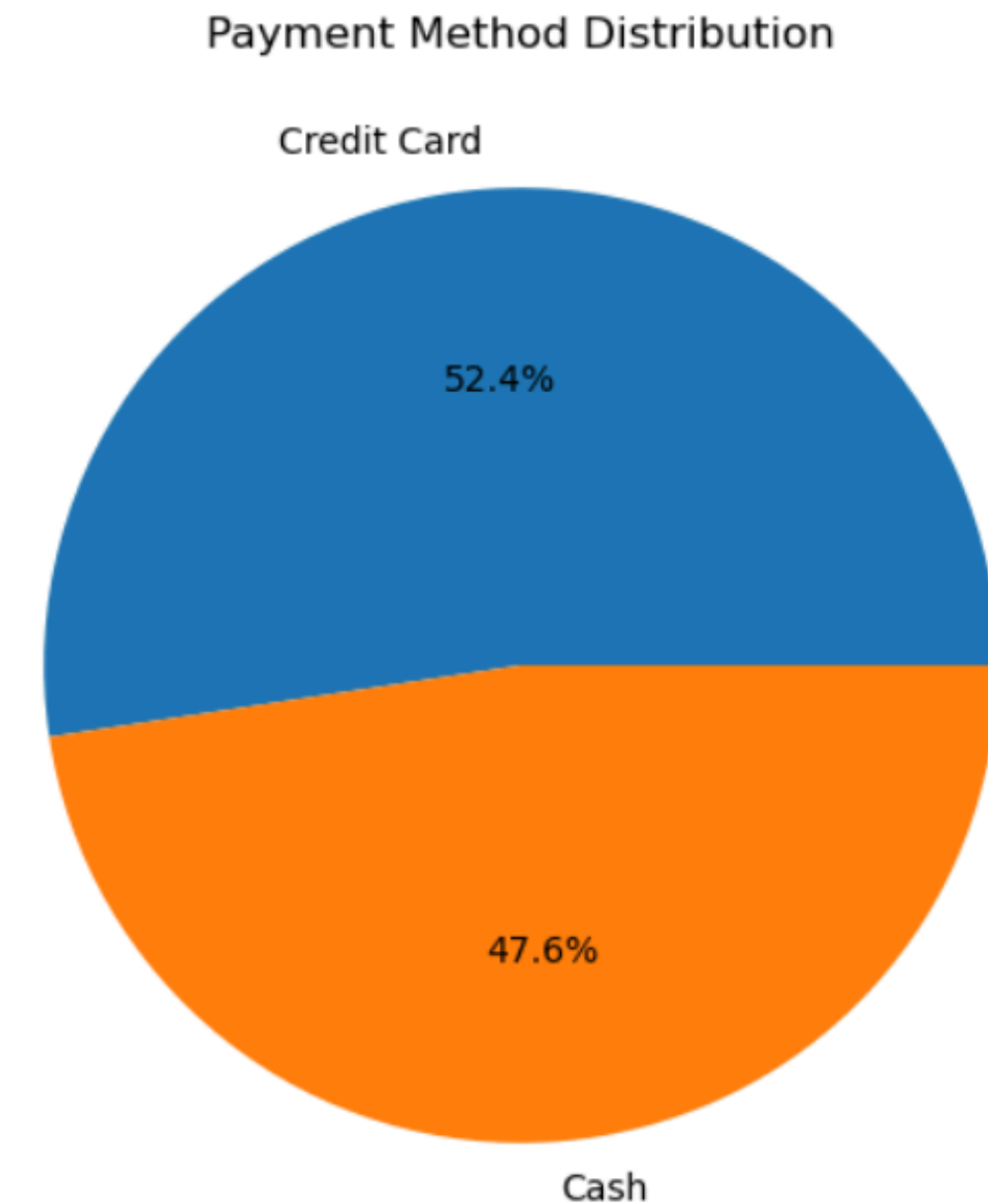- Most review ratings are from customers who buy cheap clothes

2.99 (really need improve)

Relationship between Review Rating & Purchase Amount

PAYMENT METHOD

- customers prefer credit cards slightly more than cash

MAYBE? collaborate with Apply Pay & Line pay is a plus

Payment Method Distribution

Credit Card

52.4%

47.6%

Cash

ANALYSIS

- Combine products and months, winter clothes are better seller(Jeans, Gloves, Boots...)

- During season change, sales increase rapidly. And in summer and winter, customers' willingness to buy decrease

- Ratings seems comes from services or fabrics part

CONCLUSION

- First thing need to solve is Review Ratings, asking based employees or recieve customers questionnaire to check feedback is a must

- Add winter inventory and put more effort on promoting summer clothes

THANK YOU