

Business Analysis in Retail

An Exploratory Analysis of Retail Data

Retail Sales Analysis Dashboard

This dashboard provides insights into sales performance, customer behavior, and product trends. It highlights key revenue drivers, top-performing products, and customer segments to support data-driven decision-making.

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Performance Review

An overview of total sales performance, top products and revenue distribution.

\$10.2M

Sum of Revenue

3.73M

Sum of Quantity

3.74

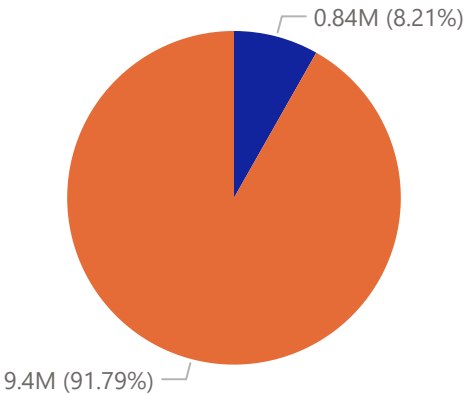
Average of Unit Price

175.50

Average of Product_Age

Revenue Contribution by Price Segmentation

- Sum of High_Priced R...
- Sum of Medium-Price...
- Sum of Low-Priced Re...



Top 10 Products by Revenue

Product	Sum of Quantity	Sum of Revenue
DOTCOM POSTAGE	708.00	206,248.77
JUMBO BAG RED RETROSPOT	22,425.50	94,340.05
MEDIUM CERAMIC TOP STORAGE JAR	2,445.50	81,700.92
PAPER CHAIN KIT 50'S CHRISTMAS	11,519.50	64,952.29
PAPER CRAFT , LITTLE BIRDIE	28.50	168,469.60
PARTY BUNTING	13,508.50	99,504.33
POSTAGE	3,058.00	66,490.85
RABBIT NIGHT LIGHT	12,465.00	66,964.99
Total	101,052.00	1,119,726.76

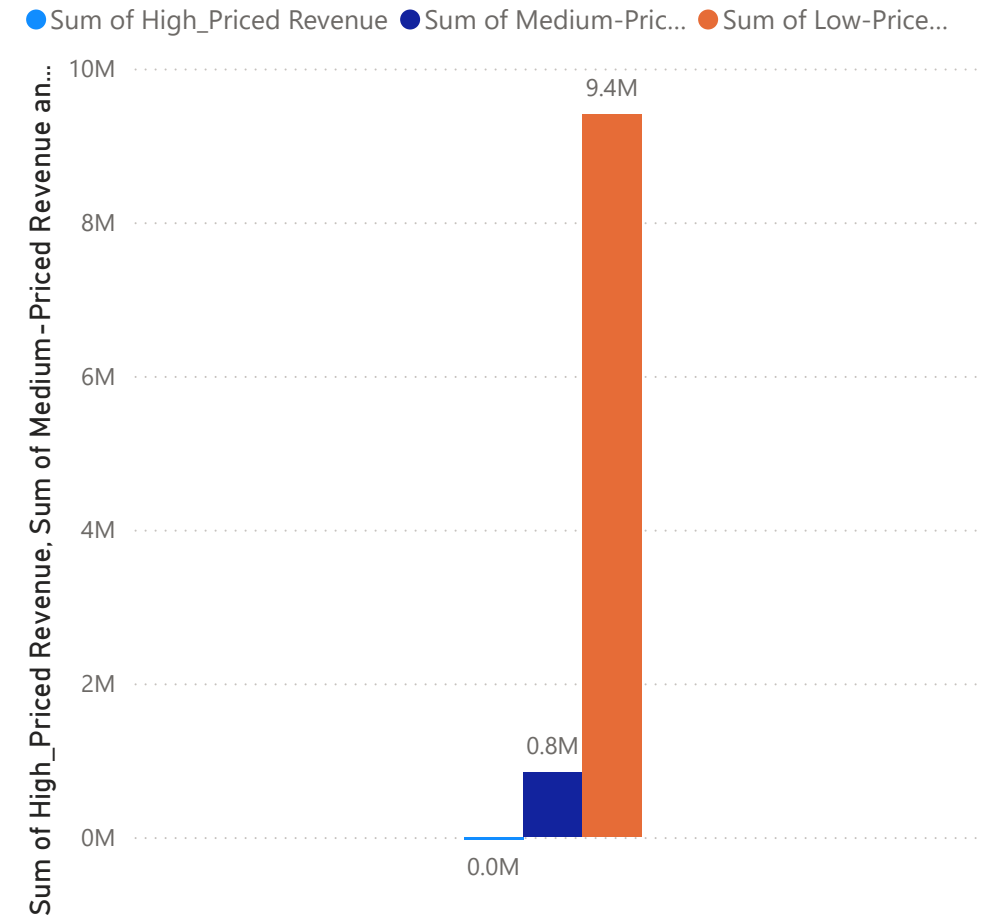


- . **Total Revenue:** \$10.2M, driven primarily by low-priced products.
- . **Total Quantity Sold:** 3.73M units, indicating high sales volume.
- . **Average Unit Price:** \$3.74, reflecting affordability of most products.
- . **Average Product Age:** 174.5 days, suggesting potential for inventory turnover optimization.

. **Segment Contribution:**

- . Low-priced products account for **92%** of revenue.
- . Medium-priced products contribute **8%**.
- . No contribution from high-priced products observed.

Revenue by Low, Medium and High Priced data



Product Performance Analysis

ZINC WIRE SWEETHEART LETTER TRAY
Top Product by Quantity

WHITE HANGING HEART T-LIGHT HOLDER
Top Product by Revenue

NINJA RABBIT BLACK SET/4 BADGES BALLOON GL...
LeastSellingProductsByQuantity

Avg Unit Price (Low Price
Data)
2.62

Avg Unit Price
3.74

Sum of Quantity
3.73M

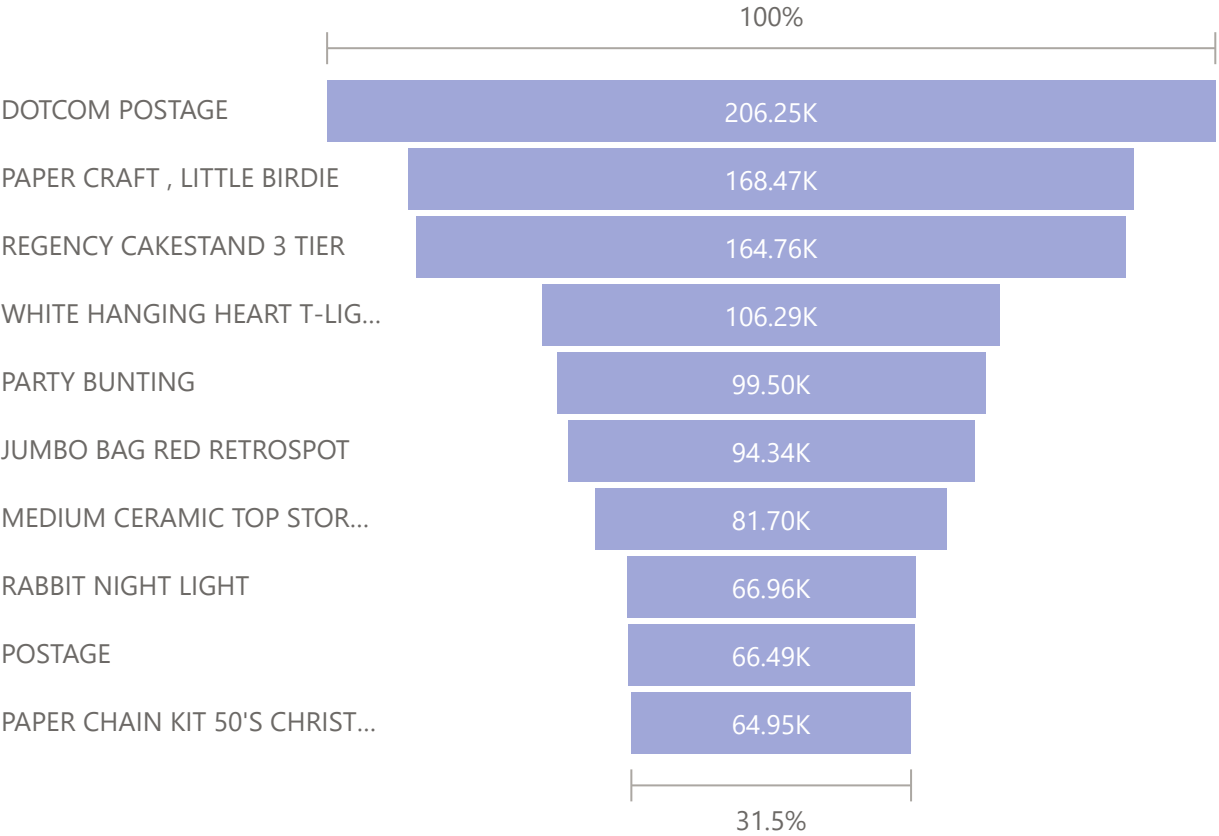
Sum of Revenue by Product



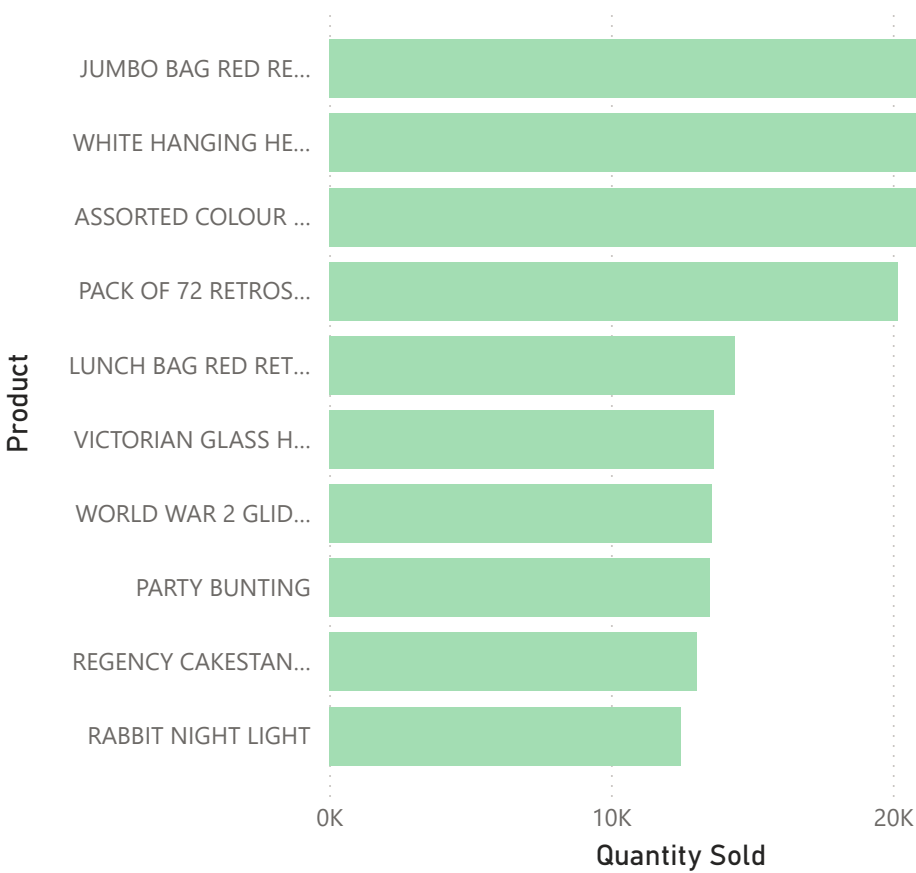


Top Products

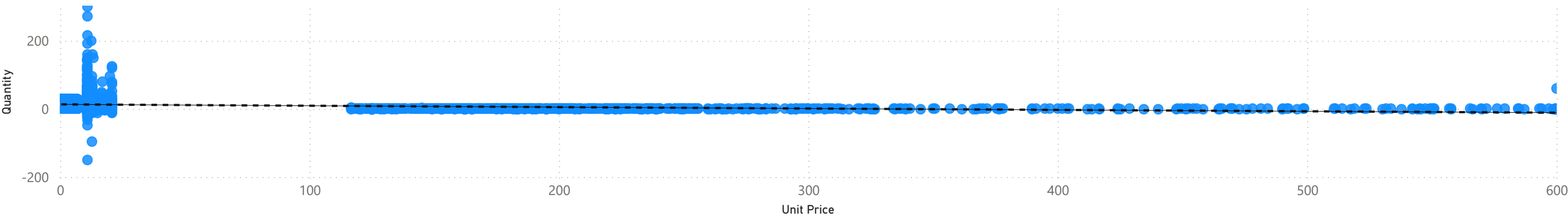
Sum of Revenue by Product



Sum of Quantity by Product



Unit Price and Quantity





Revenue by Product Age

Sum of Revenue by Product_Age_Sort



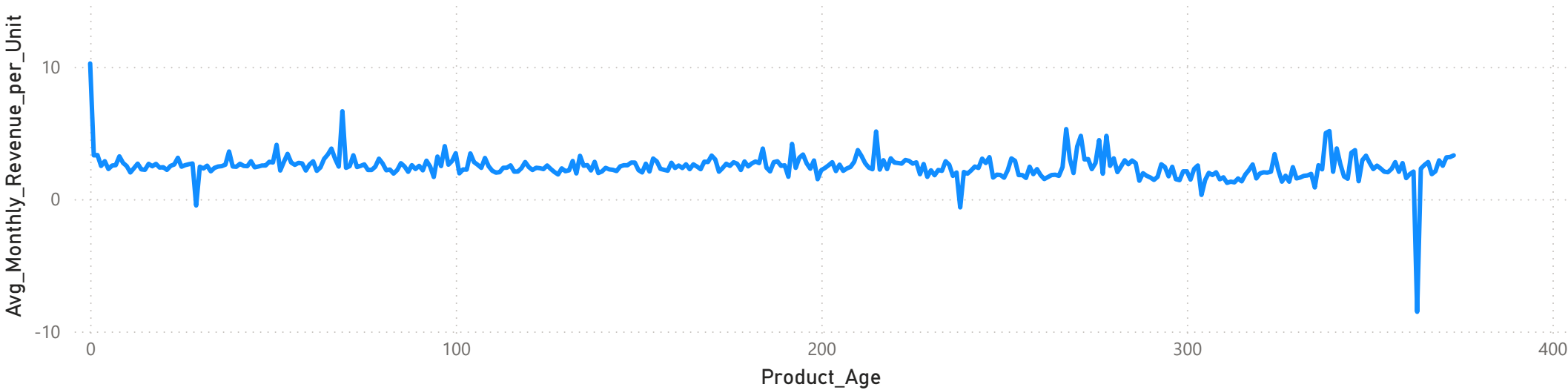
Sum of Revenue by Product_Age_Sort





Revenue Trends Over Product Lifecycle

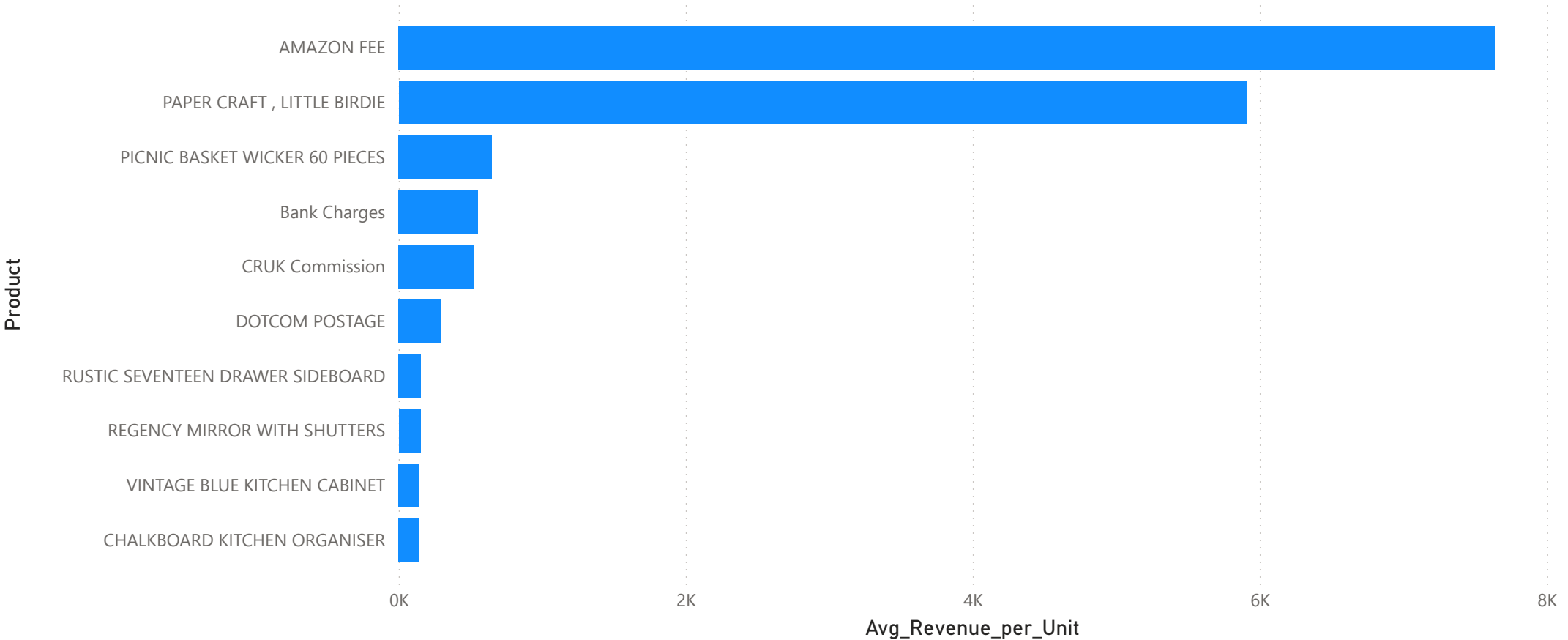
Avg_Monthly_Revenue_per_Unit by Product_Age





Top 10 Products by Average Revenue per Unit

Avg_Revenue_per_Unit by Product



High-Value vs. High-Volume Sales

Revenue by Premium Products

Product	Unit Price	Sum of Quantity	Sum of Revenue
PICNIC BASKET WICKER 60 PIECES	600.00	61.00	39,619.50
VINTAGE BLUE KITCHEN CABINET	295.00	3.00	885.00
VINTAGE RED KITCHEN CABINET	295.00	3.00	885.00
VINTAGE RED KITCHEN CABINET	265.50	-1.00	-265.50
LOVE SEAT ANTIQUE WHITE METAL	195.00	8.00	1,560.00
LOVE SEAT ANTIQUE WHITE METAL	175.00	2.00	350.00
VINTAGE BLUE KITCHEN CABINET	175.00	-1.00	-175.00
REGENCY MIRROR WITH SHUTTERS	165.00	4.00	660.00
RUSTIC SEVENTEEN DRAWER SIDEBOARD	165.00	15.00	2,475.00
CARRIAGE	150.00	1.00	150.00
REGENCY MIRROR WITH SHUTTERS	145.00	6.00	870.00
RUSTIC SEVENTEEN DRAWER SIDEBOARD	145.00	18.00	2,610.00
Total		3,725,455.50	10,250,410.34

Premium Products Revenue

Picnic Basket Wicker.

Unit Price 10, Quantity 3154, Revenue 31129

Vintage Kitchen Cabinet.

Unit Price 295, Quantity 70, Revenue 9279

Love seat antique white metal.

Unit Price 175, Quantity 54, Revenue 5692

Revenue by Quantity Sold

Product	Unit Price	Sum of Quantity	Sum of Revenue
ASSORTED COLOUR BIRD ORNAMENT	1.69	19,574.00	38,080.77
PACK OF 72 RETROSPOT CAKE CASES	0.55	16,149.50	9,818.60
WORLD WAR 2 GLIDERS ASSTD DESIGNS	0.42	13,263.50	13,649.16
LUNCH BAG RED RETROSPOT	1.65	11,124.50	19,148.25
WHITE HANGING HEART T-LIGHT HOLDER	2.95	11,033.00	32,691.90
JUMBO BAG RED RETROSPOT	2.08	10,926.00	23,774.40
WHITE HANGING HEART T-LIGHT HOLDER	2.55	9,798.00	50,994.90
REGENCY CAKESTAND 3 TIER	10.95	7,846.00	85,913.70
VICTORIAN GLASS HANGING T-LIGHT	1.25	7,310.50	10,108.75
PARTY BUNTING	4.95	6,878.50	34,130.25
RABBIT NIGHT LIGHT	1.79	6,763.50	35,816.11
RABBIT NIGHT LIGHT	2.08	3,814.50	14,778.40
REGENCY CAKESTAND 3 TIER	12.75	3,796.00	48,399.00
JUMBO BAG RED RETROSPOT	1.79	3,752.50	34,253.44
Total		166,770.50	694,985.44

Most selling Products

Assorted color bird ornament

Unit Price 3.19, Quantity 19574 , Revenue 59094

Pack of 72 retrospot cake cases

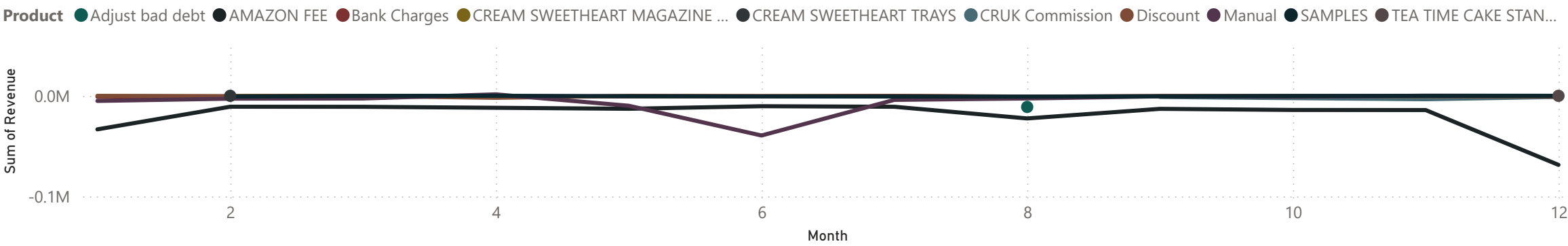
Unit Price 5 , Quantity 16 , 149, Revenue 21259

World war 2 gliders asstd design

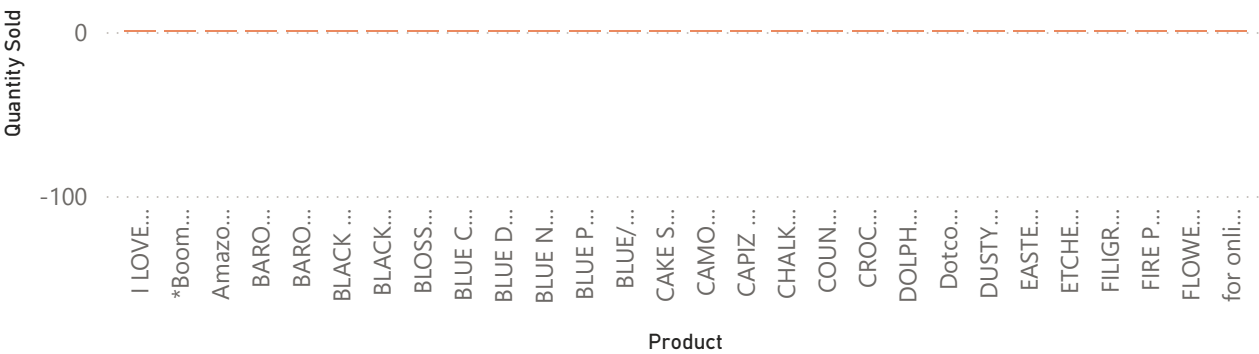
Unit Price 0.63, Quantity 1363, Revenue 13841

Bad Performing Products

Sum of Revenue by Month and Product



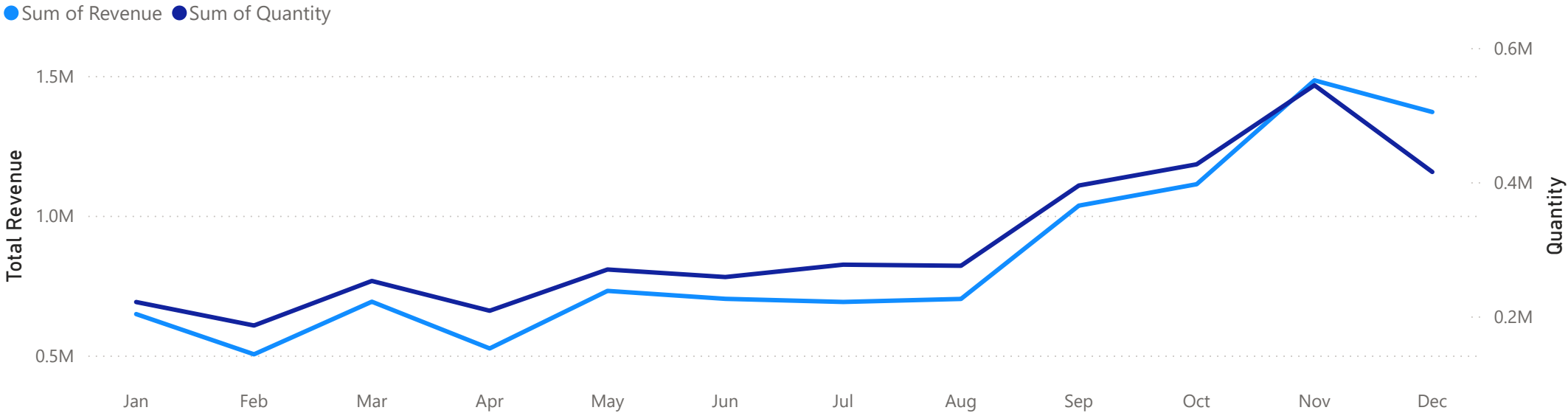
Sum of Quantity by Product



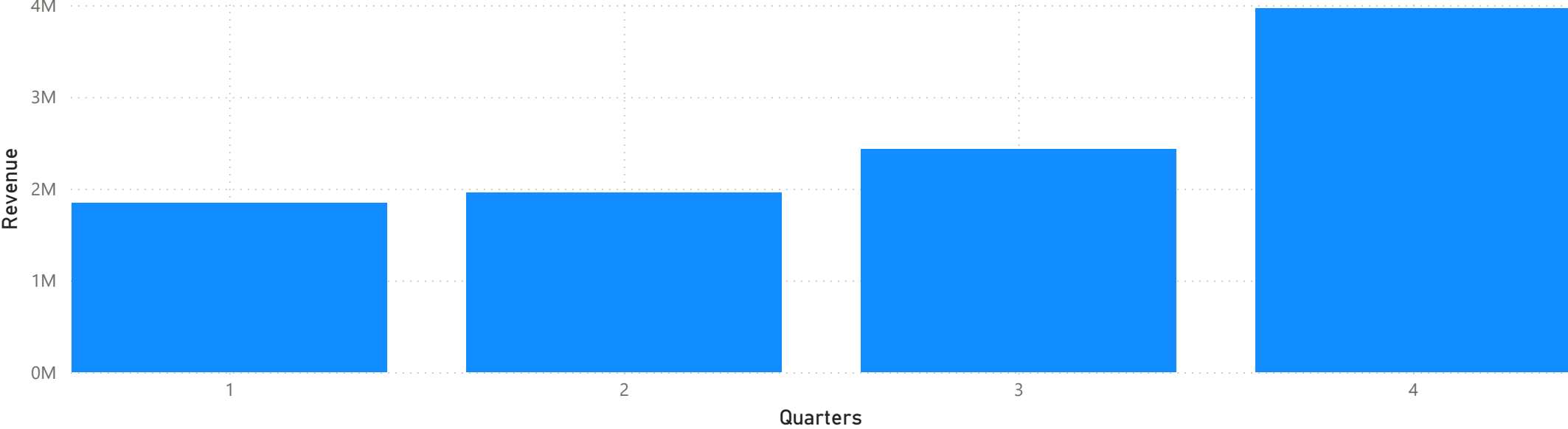
LeastSellingProductsByQuantity	Sum of Revenue	Sum of Quantity
NINJA RABBIT BLACK	6,791,775.44	3,671,319.00
SET/4 BADGES BALLOON GIRL		
EIGHT PIECE SNAKE SET		
WOODEN BOX OF DOMINOES		
TRADITIONAL WOODEN SKIPPING ROPE		
SET OF 6 CAKE CHOPSTICKS		
MODERN FLORAL STATIONERY SET		
VINTAGE PAISLEY STATIONERY SET		
FLORAL FOLK STATIONERY SET		
MOTORING TISSUE BOX		
VICTORIAN GLASS HANGING T-LIGHT		
MAGNETS PACK OF 4 HOME SWEET HOME		

Revenue and Quantity Trends Over Time

Sum of Revenue and Quantity by Months

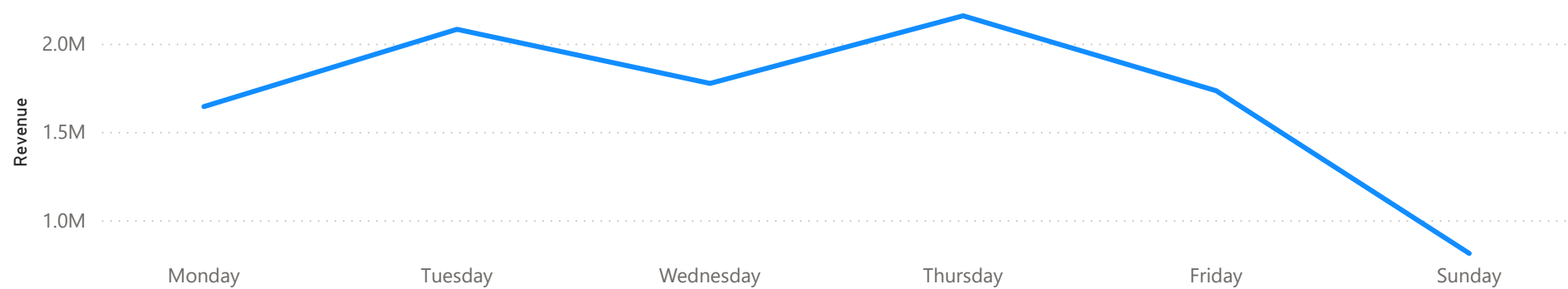


Revenue by Quarter

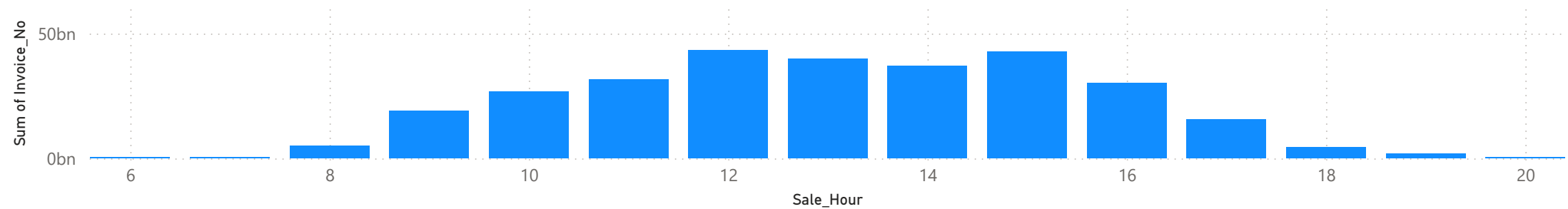


Revenue by Days of Week

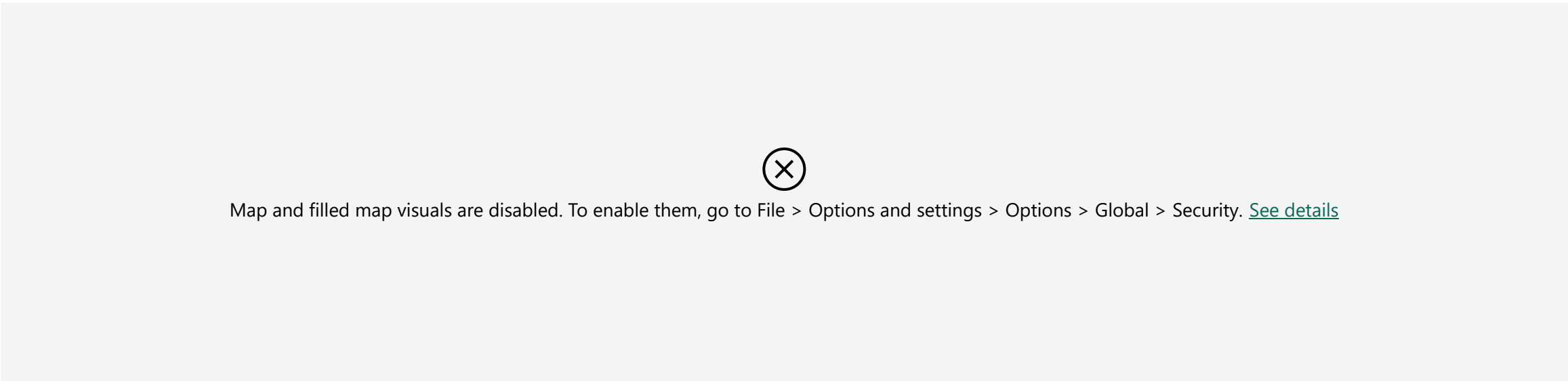
Revenue by Days of Week



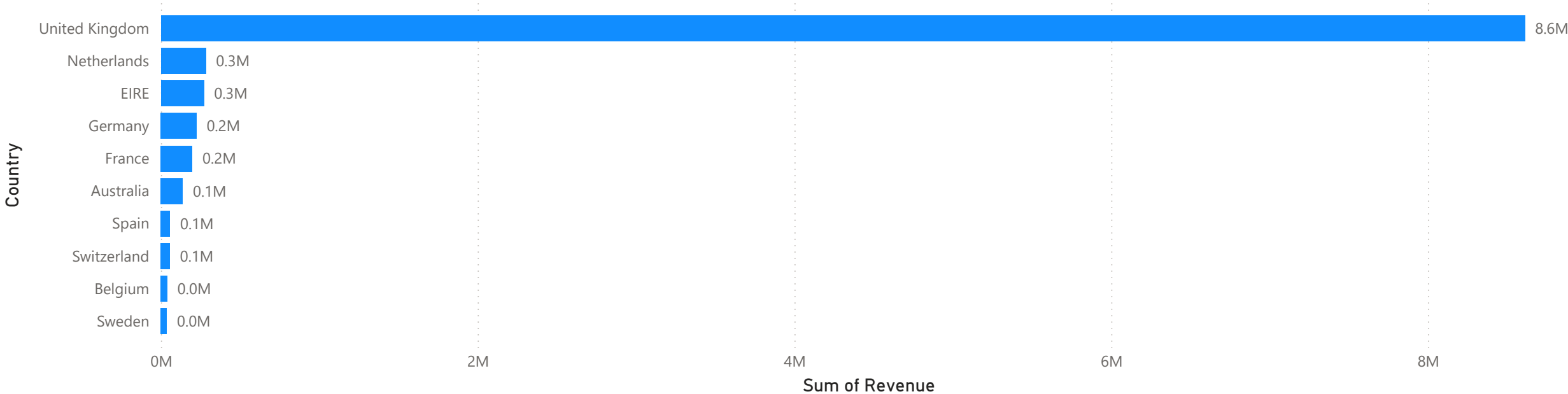
Peak Sales hour



Revenue by Region

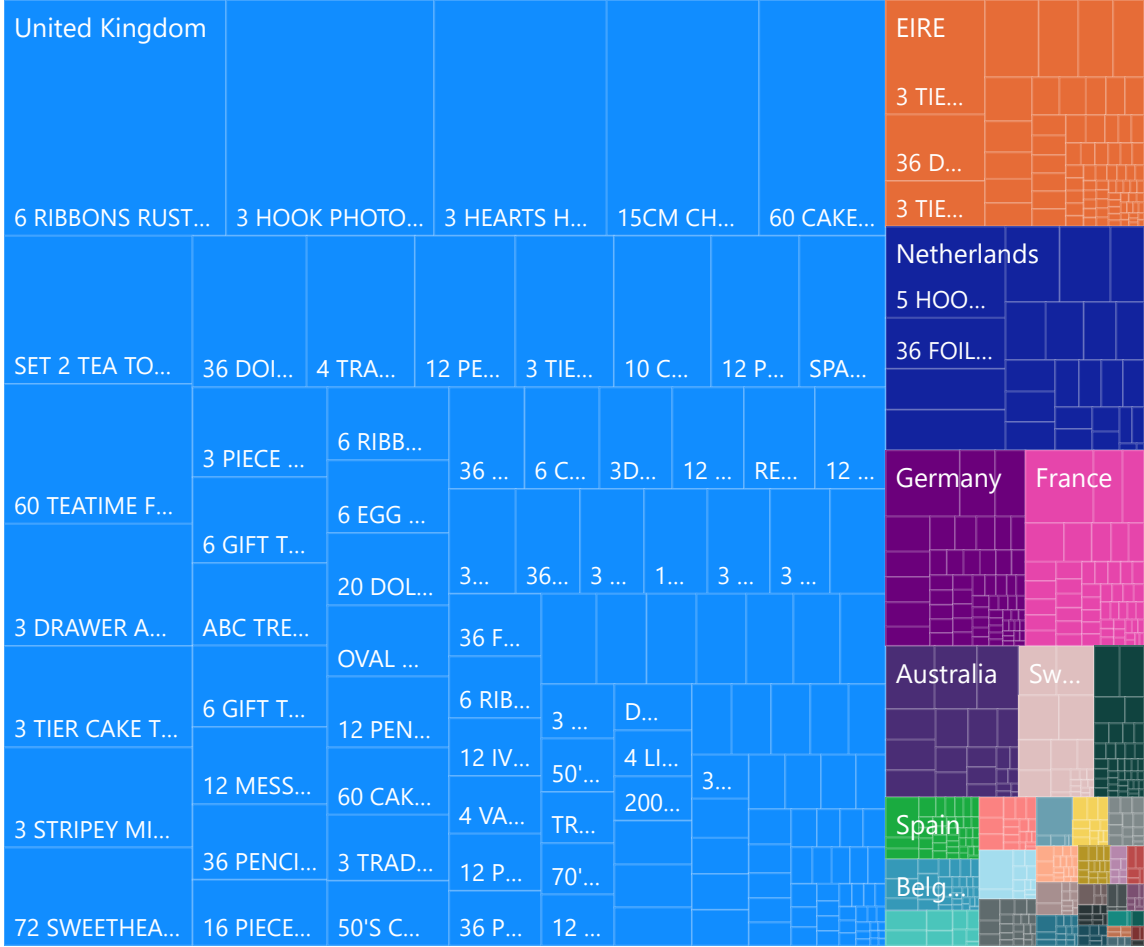


Top 10 Regions by Revenue



Top Products by Region

Sum of Revenue by Country and Product



Country, Revenue

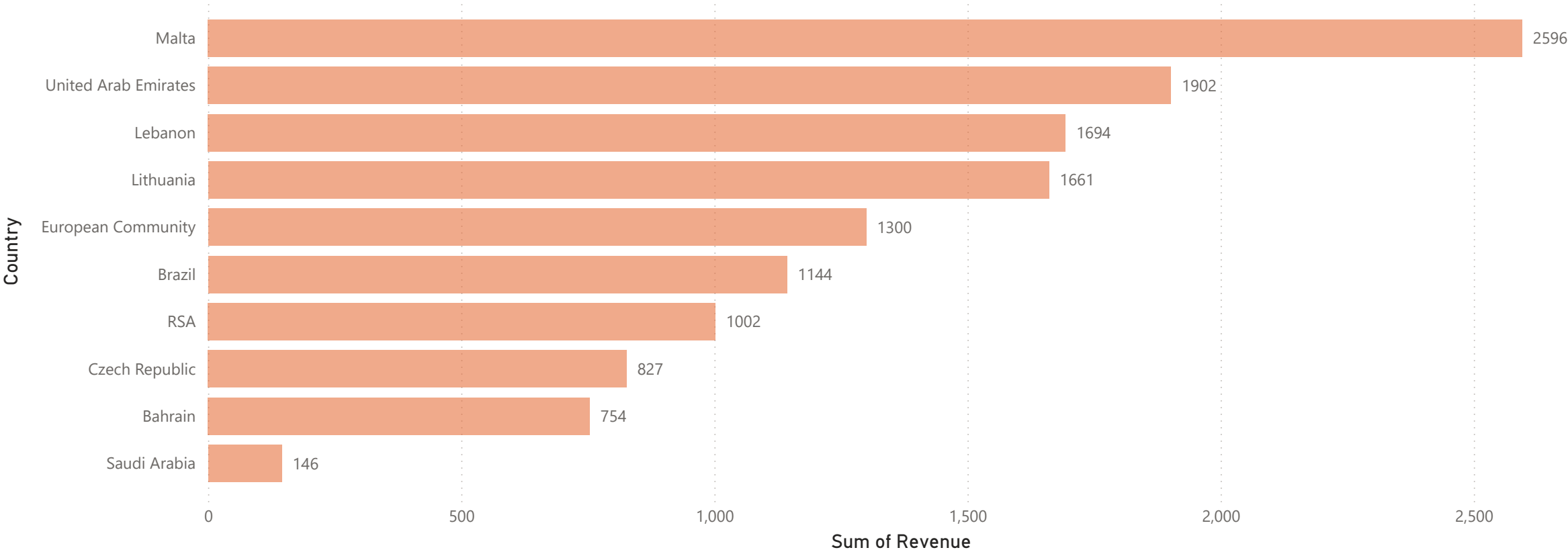
- ✓ ☐ Australia
- ✓ ☐ Austria
- ✓ ☐ Bahrain

Product	Sum of Quantity	Sum of Revenue	Country
	6,985.00	0.00	United Kingdom
4 PURPLE FLOCK DINNER CANDLES	6.00	15.30	EIRE
4 PURPLE FLOCK DINNER CANDLES	138.00	275.50	United Kingdom
50'S CHRISTMAS GIFT BAG LARGE	28.50	60.00	EIRE
50'S CHRISTMAS GIFT BAG LARGE	12.00	15.00	France
50'S CHRISTMAS GIFT BAG LARGE	60.00	75.00	Germany
50'S CHRISTMAS GIFT BAG LARGE	56.00	70.00	Portugal
50'S CHRISTMAS GIFT BAG LARGE	12.00	15.00	Spain
50'S CHRISTMAS GIFT BAG LARGE	1,313.50	2,108.63	United Kingdom
DOLLY GIRL BEAKER	28.50	216.00	Australia
DOLLY GIRL BEAKER	12.00	15.00	Austria
DOLLY GIRL BEAKER	60.00	75.00	Belgium
Total	3,730,632.00	10,200,694.77	



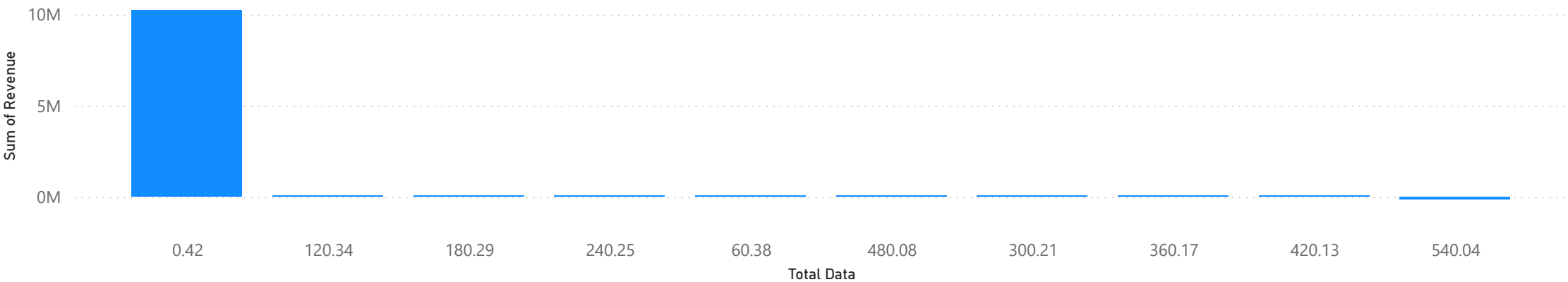
Least 10 Region by Revenue

Least 10 Region by Revenue

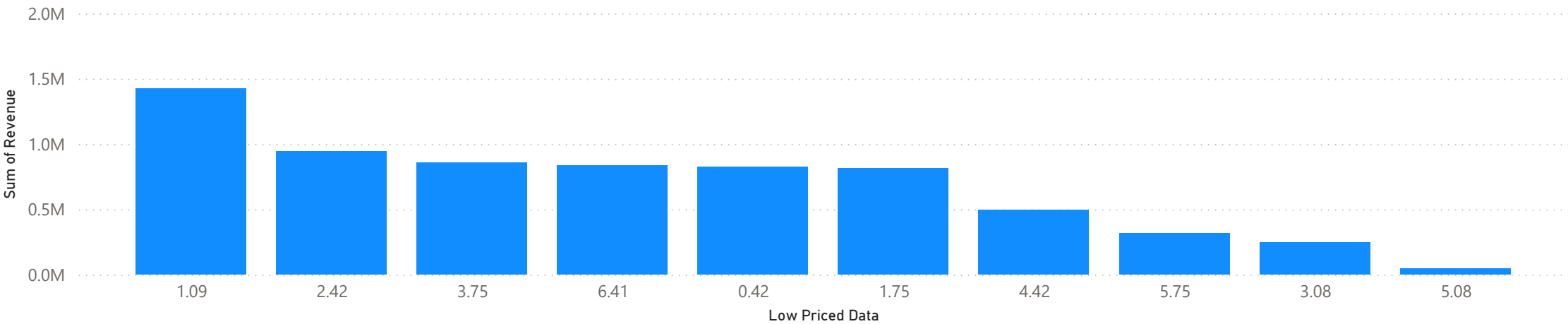


Price Distribution

Sum of Revenue by Unit Price (bins on Total Data)



Sum of Revenue by Unit Price (bins on Low Priced Data)



Customer Behavior

Total Number of Customers

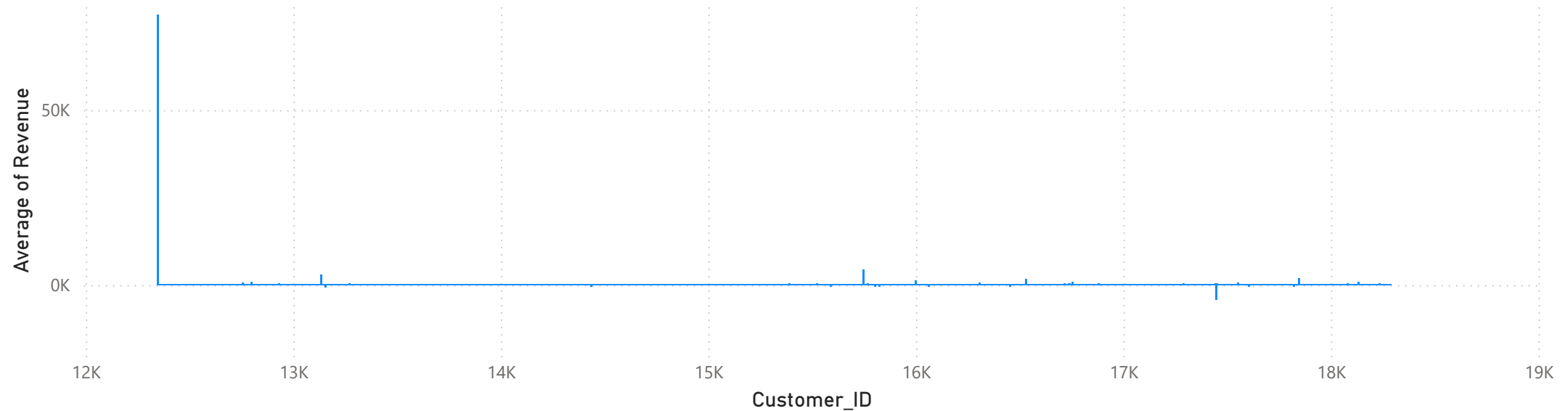
4349

Average Order Value

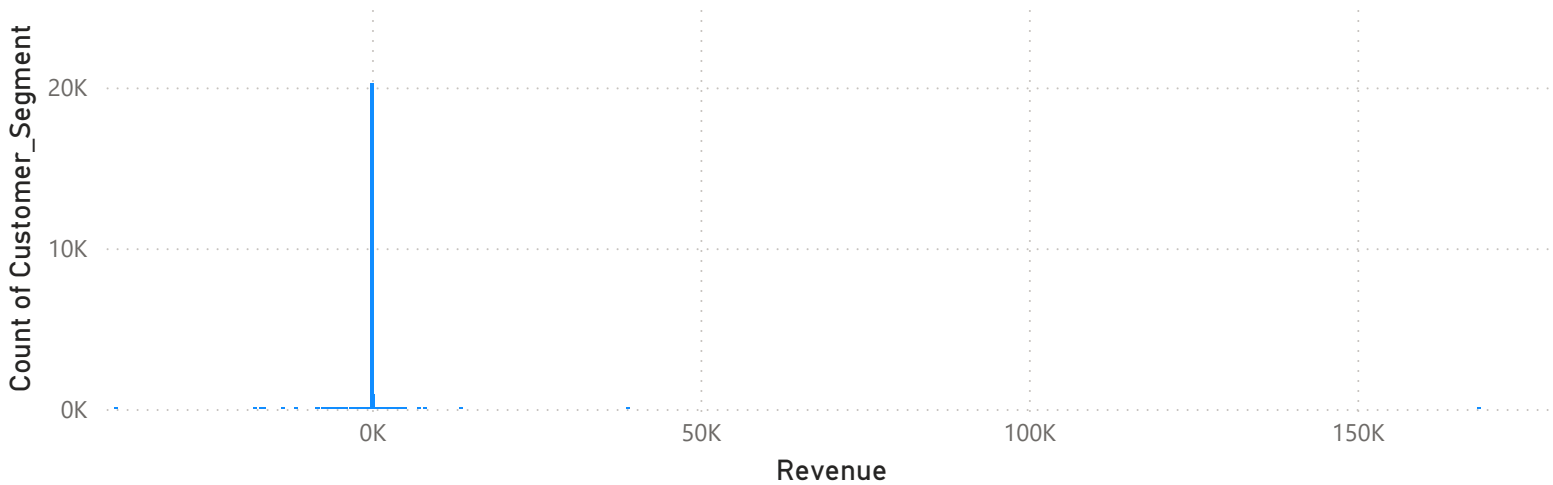
262.01M

Average Revenue per Customer

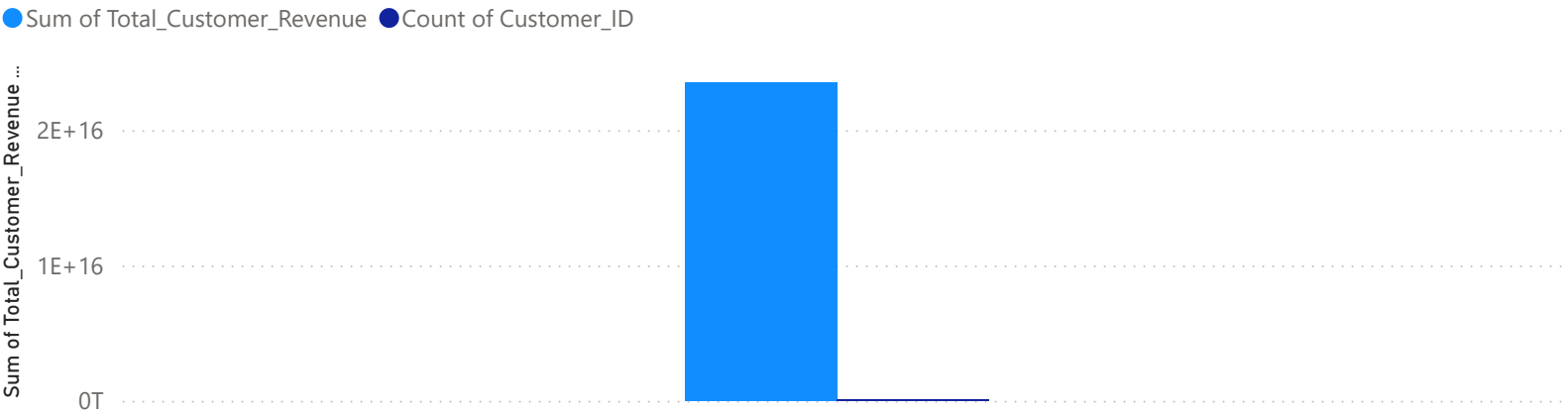
Average of Revenue by Customer_ID



Count of Customer_Segment by Revenue



Sum of Total_Customer_Revenue and Count of Customer_ID

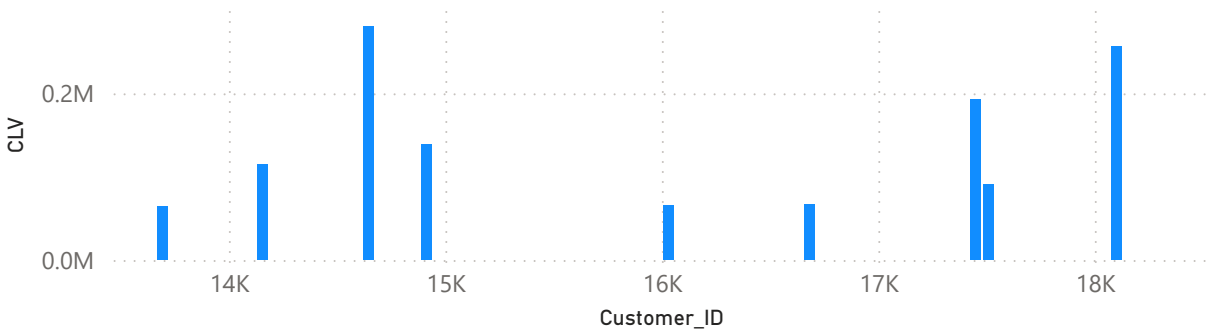


Customer Lifetime Value

2.35K

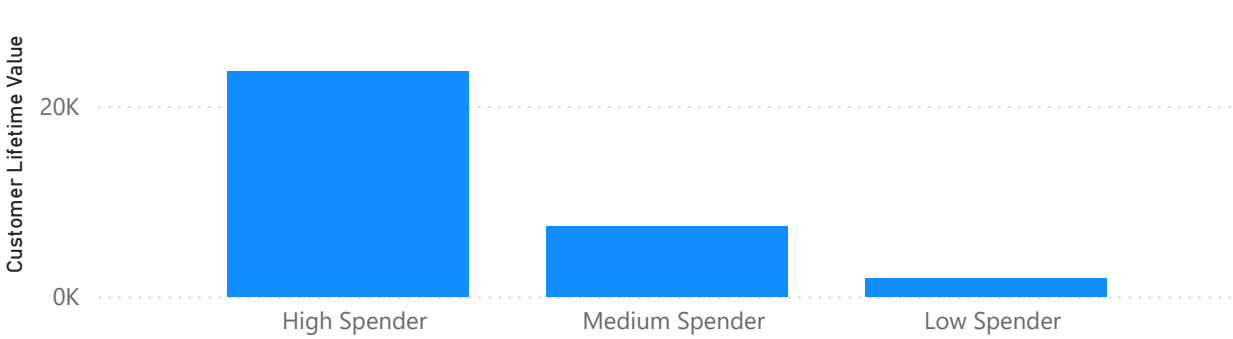
CLV

CLV by Customer_ID

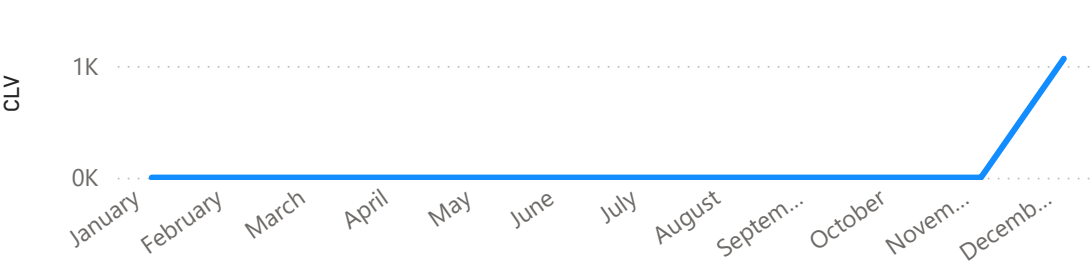


Customer_ID	CLV
	1,451,876.18
14646	279,954.62
18102	256,438.49
17450	192,304.27
14911	139,135.56
14156	115,034.45
17511	90,971.48
16684	66,625.52
16029	65,710.05
Total	2,345.53

CLV by Customer Segment



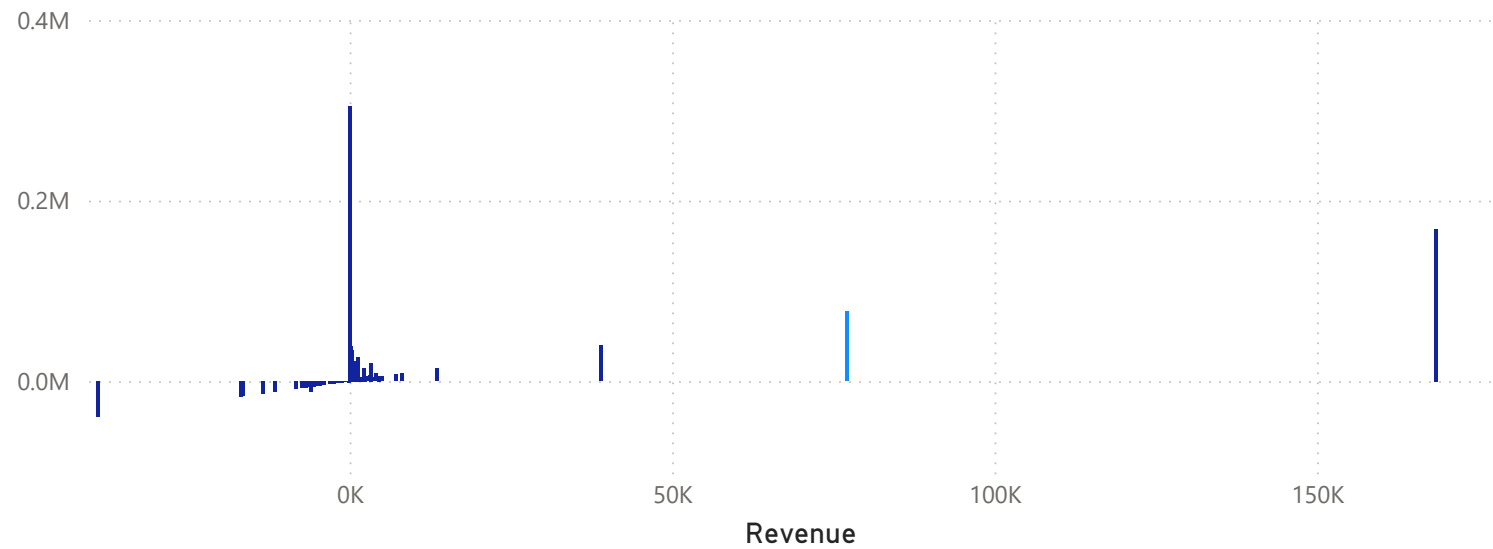
Customer Lifetime Value by Month



Revenue by Returning Customers

First Time Customer Revenue vs Returning Customer Revenue

● First_Time_Customer_Rev ● Returning_Customer_Rev

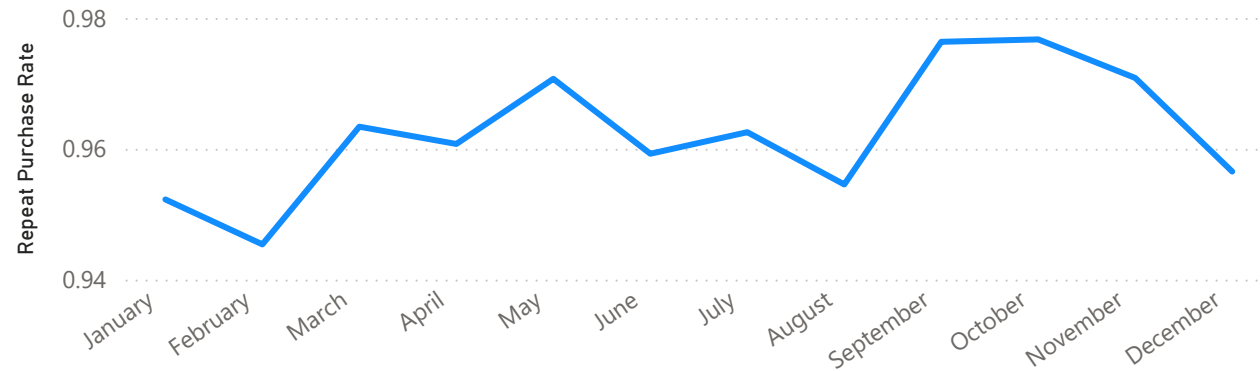


Repeat Purchase Rate

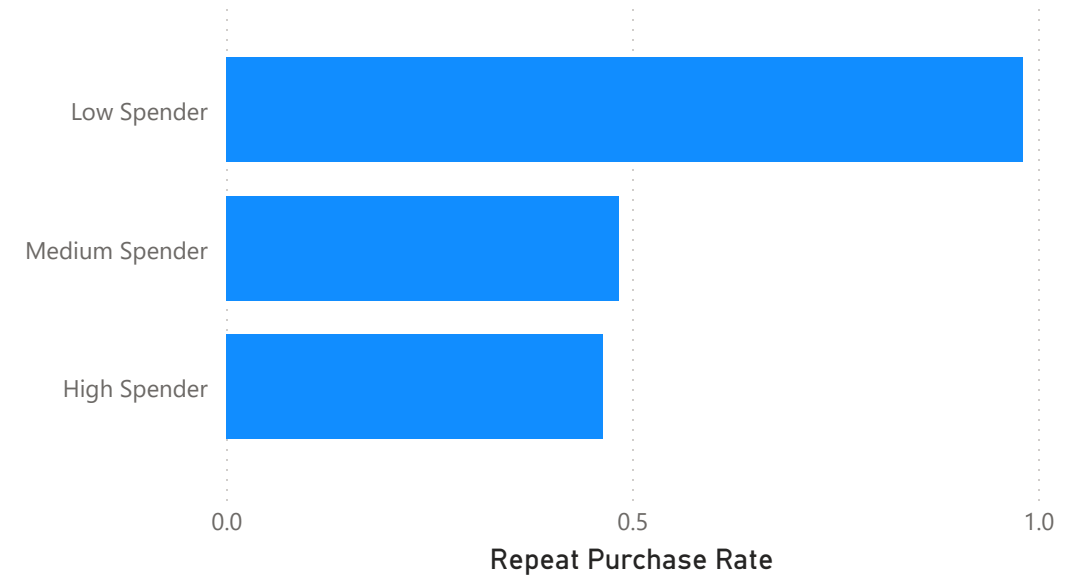
0.98

Repeat_Purchase_Rate

Repeat Purchase Rate by Month



Repeat Purchase Rate by Customer Segment

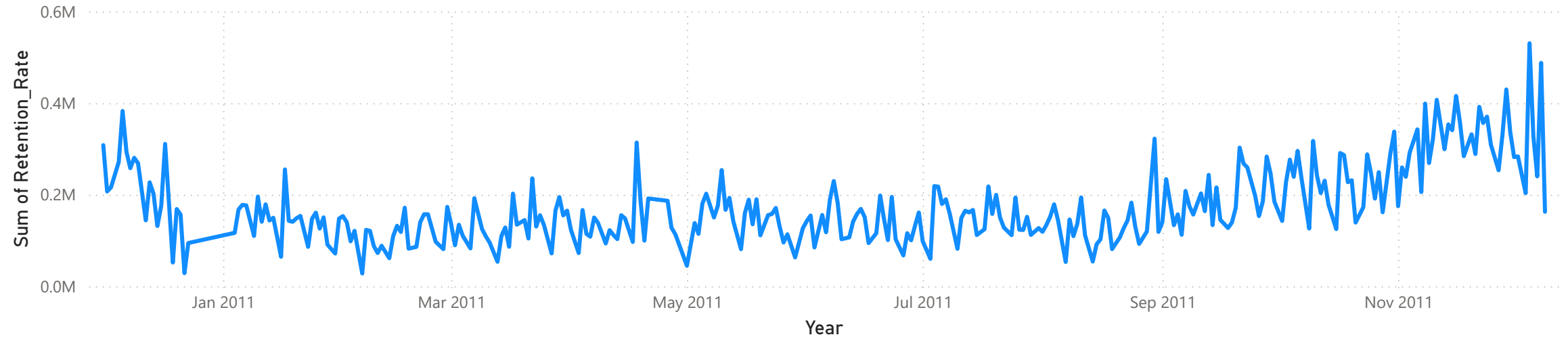


Retention Rate

53.24M

Sum of Retention_Rate

Sum of Retention_Rate by Year, Quarter, Month and Day

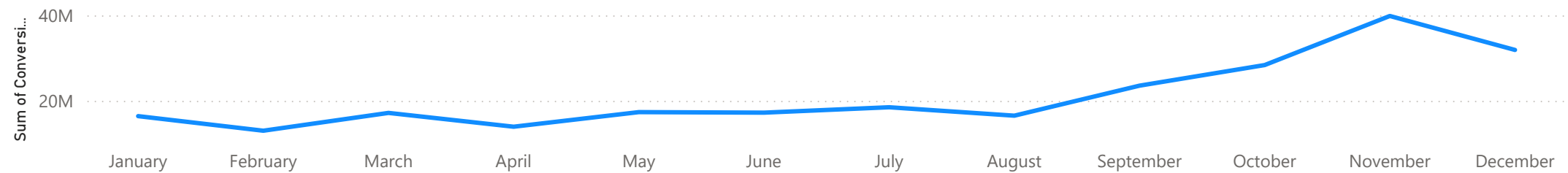


Conversion Rate

253.71M

Sum of Conversion_Rate

Sum of Conversion_Rate by Month



Average Order Value

262.01M

Sum of Average_Order_Value

Sum of Average_Order_Value by Month

