

Analysing Brazil's Target Business Performance with SQL

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Actionable Insights & Recommendations

We have analysed the data of the company Target in Brazil based on different factors. It is a company that offers a varied range of products including electronics, video games, kitchen appliances, kids games, beauty products, clothes, accessories and so much more.

- It can be observed that the number of orders placed by the customers is increasing per year.
- There is also a significant increase in the cost of orders from the year 2017 to 2018.

Let us draw actionable insights and recommendations based on other analysis as well:

- Let us consider the very first factor: **Average time of delivery in each state**
We have the data of top 5 states with the highest and lowest time of delivery. Consistency should be maintained for the states with fast delivery.
For the states taking longer time in delivering the products, assess the delivery process to identify the areas of improvements. Steps should be implemented for increasing the delivery speed including improving warehouse processes including storage, loading, packing, and shipping of goods and opting for a reliable delivery partner with a strong experience and planning on managing and transporting the orders as per their requirements. Alternative modes of transportations like trains should be considered wherever possible.
- Another factor to consider alongside this is the states with the highest & lowest **average freight value**.
The freight value refers to the cost involved in the shipping and transporting of goods from its original location to its final destination i.e. customer's location.

Low freight value signifies lower cost shipment. This indicates the efficient transportation process and strong negotiating techniques with the carriers and transporters.

High freight value signifies the high cost of shipment. This will impact the profit made by the company. Improvements should be made by implementing steps like negotiating better with the carriers and transporting agents. Keep a record of how much capital is being invested at each step of the shipment process.

- Considering the **value of order price for each state** is another crucial factor. This gives insights on customer behaviour. We get to know how much the customer is willing to pay in different regions.

States with higher average order price values represent profitable markets with customers willing to pay more.

Conduct a market research on states with lower average order price values. Understand the needs of the customers and tailor the offerings based on that. Analyse and check if there is another potential competitor in the market and study their business strategies.

- We have analysed the **monthly seasonality trend** of the number of orders placed by the customers in Brazil. Insights from the observed trend can help plan upcoming months' marketing plans, optimising inventory depending on the variation in orders placed by month.

If the number of orders placed for the next month is predicted to be significantly lower than the current month, then strategies to push more sales should be implemented to gain some percentage increase in the sales. This can be done by **collaborating** with other trending companies or respected public figures.

- The number of orders placed by the customers is also influenced by **the time of the day**, with the maximum in the afternoon and minimum at dawn hours.

Make sure that the process runs smoothly in the most active hours of the day. For an offline store, staff should be very well trained and an adequate number of sales teams should be present to help customers. For an online platform, it should be made sure that search engine optimization is smooth and interactive and the site will not crash with increased engagement.

Also, at the comparatively less active hours, we can experiment and try to increase the activity by launching something distinct at the company's platform. This can include the launch of a new product, limited time offers or sales. Maximum offers should be pushed at these hours to gain even more activity.

- **Customer is the core of our company.**

We have gained insights on the number of **customers distributed across each geographical region**. This provides valuable information about the distribution of customers in different states of Brazil. In states like RR with particularly less number of customers, conduct a thorough market research on customers preferences.

The company should develop personalised discounts and offers, particularly for the states with lesser number of customers to increase the customer reach. Moreover, Enhance the online presence by utilising digital marketing platforms like varied social media platforms to advertise and reach the potential audience.

- We have also learned about the seasonal demands in each region of Brazil. To improve the decline in the numbers of orders placed each month for a specific region or state, it should be thoroughly investigated.

Customer's feedback is the most valuable asset for any company. Take feedback and reviews from your customers and resolve the issues with the best suited strategy they are facing, if any. Try giving them exciting offers to show the sincerity of a brand towards its customers and to make them feel valued along with exceptional in-store experience to attract and gain customers.

Take inspiration from the regions with increasing or consistent growth of sales per month.

- We have the data of **reviews provided by the customers** for each product they bought. It is very essential for the company to go through those reviews and work on those accordingly. If a customer is not satisfied with the service provided, alternatives like exchange and return of the ordered products, or complimentary gifts should be provided. The aim should be to resolve all the customer's concerns.
- Interaction with customers can be increased by collaborating with influencers on platforms like Instagram. This can elevate the customer reach even more if **competitions are launched with exciting offers and gifts in return**. Use appropriate hashtags and marketing platforms for the same.
- One of the other ways to make the ordering process **more smooth and streamline** for customers is to **work on the payment methods** used to complete an order. As observed, UPI, credit card and vouchers were gaining more popularity among customers. Try establishing partnerships with those payment providers for a convenient checkout experience.
- Implement initiatives like use of biodegradable bags instead of plastic bags in the stores. Many customers appreciate and support the efforts made by the companies to save the environment.