MAVEN MARKET

Maven Market Business Performance Dashboard:

MAVEN MARKET

INTRODUCTION

Company Profile:

- Maven Market, a retail company operating in Canada, Mexico, and the USA.
- Data period: January 1997 to October 1998.

Objective:

- Identify high-value customer segments for retention.
- Optimize marketing strategies for high-potential groups.
- Maximize revenue and profitability through product and cost focus.

MAVEN MARKET

OVERVIEW

Key Metrics:

- Total Customers: 8,842
- Revenue: $2M Profit: $1M
- Transactions: 270K
- Return Rate: 1.0%
- High-Priority Customers: 8.6%

Trends:

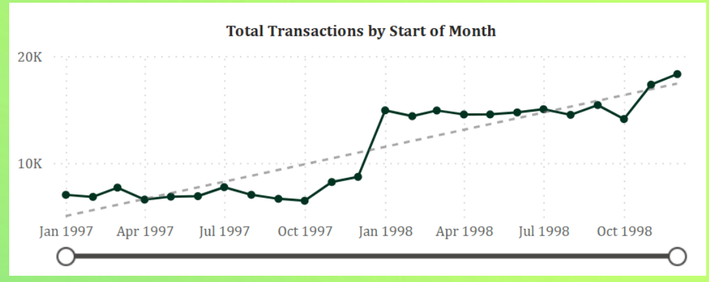
- Customer growth: ~5K (Jan 1997) to 8.8K (Oct 1998).
- Transactions and revenue show a slight upward trend (Jan 1997 - Jan 1998).

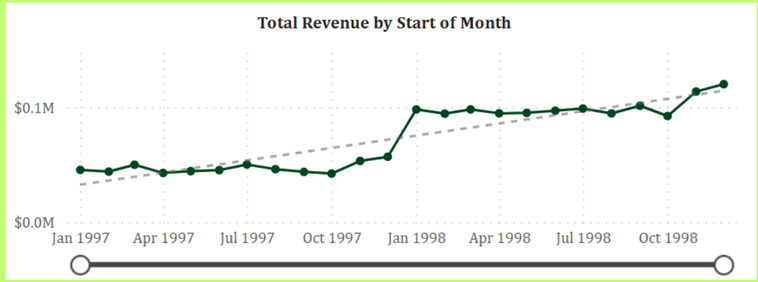
Geographical Reach:

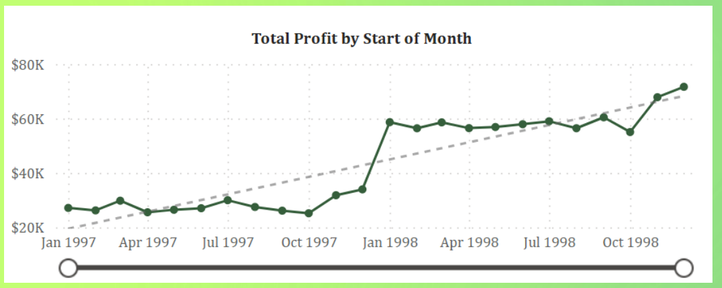
- Operations across Canada, Mexico, and the USA.

BUSINESS PERFORMANCE

Revenue, Profit and Profit Margin fluctuated with an upward trend







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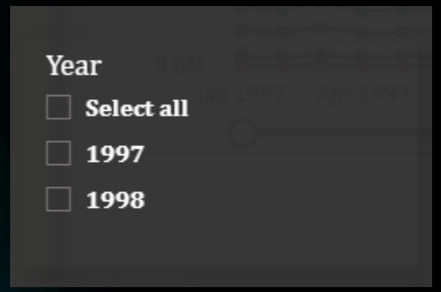
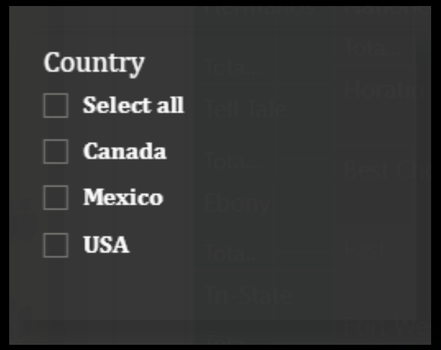
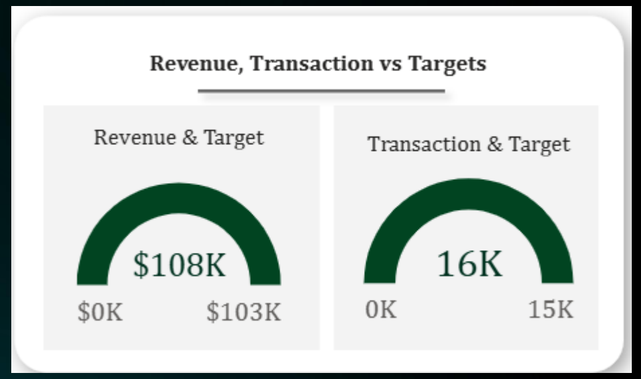


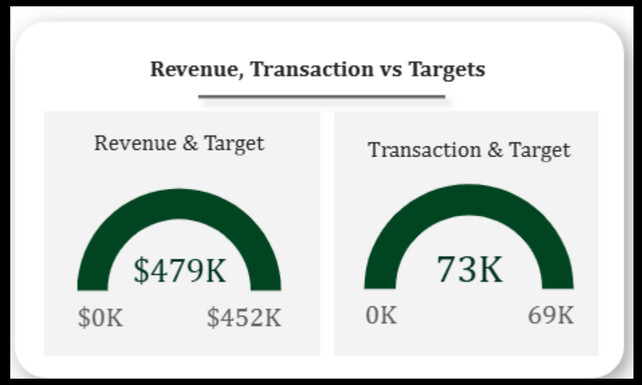


BUSINESS PERFORMANCE

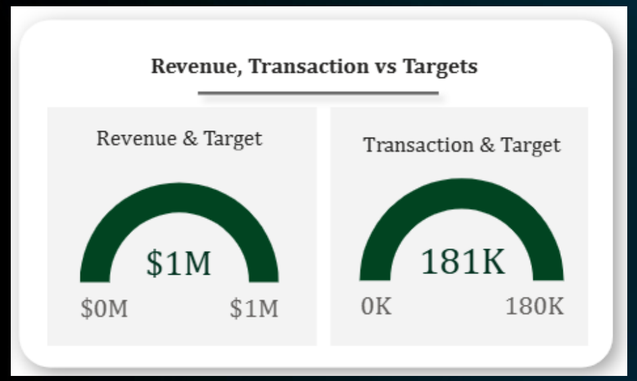
CANADA



MEXICO



USA



- All markets surpass their targets, with the USA leading in contribution.
- Compared to the total transactions of 270K and revenue of $2M, the USA accounts for 67% of transactions and 50% of revenue, followed by Mexico at 27% and 24%, while Canada contributes the least at 6% and 5%.

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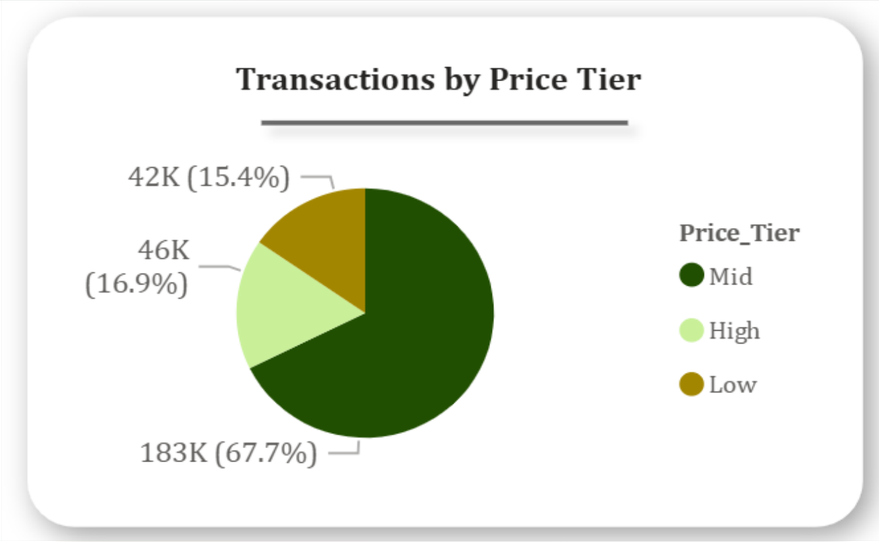
PRODUCT ANALYSIS



Mid price tier is the largest, with 183K transactions accounting for 67.7% of the total, significantly outpacing the High (16.9%) and Low (15.4%) tiers.
=> Market demand is strongest for mid-priced products, reflecting a preference for affordability without compromising on quality.

Top 20 Products By Revenue	Revenue	Transactions	Return %
Hermanos Green Pepper	$2,490	207	1.24%
Hilltop Mint Mouthwash	$2,447	213	0.89%
Carlson Head Cheese	$2,418	201	0.82%
Great Pumpernickel Bread	$2,409	207	0.93%
Fabulous Strawberry Drink	$2,378	191	1.16%

Top products by revenue are primarily food and personal care items

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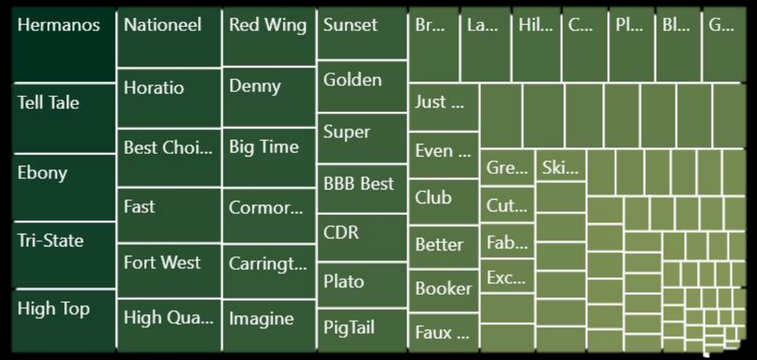
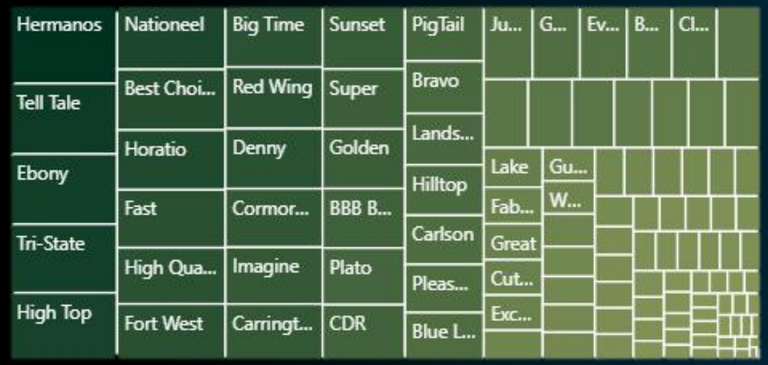
PRODUCT ANALYSIS

TOP TRANSACTION BY PRODUCT BRAND

TOP REVENUE BY PRODUCT BRAND



TOP REVENUE BY PRODUCT BRAND



Hermanos leads in transactions, revenue, and profit, but brands like Tell Tale, Ebony, Tri-State, and High Top are also highly favored, ranking prominently in transaction volume and revenue.

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MAP

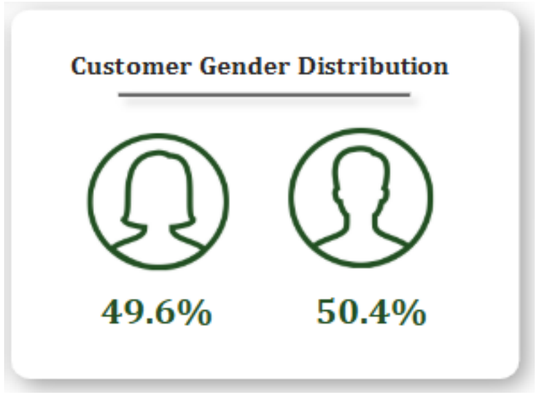
The maps show customer distribution across Canada, Mexico, and the USA, with the USA having the densest concentration of customers, particularly in major cities like Los Angeles and New York.

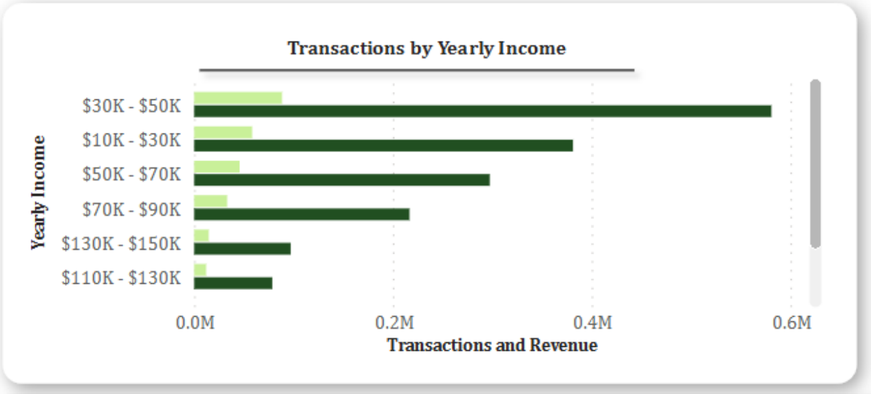
CANADA

MEXICO

USA

CUSTOMER ANALYSIS

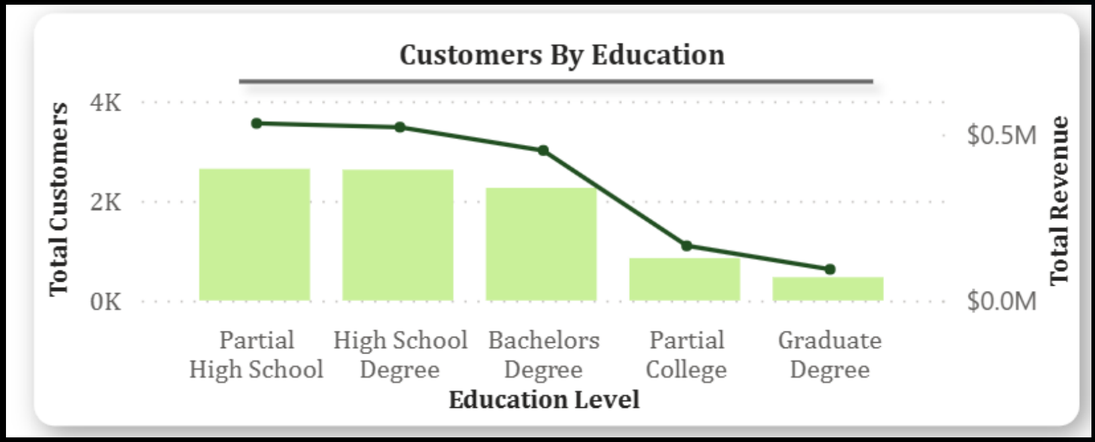




An almost balanced gender ratio among customers.This equilibrium demonstrates that Maven Markt's offerings attract both genders in similar proportions, indicating comprehensive market coverage.

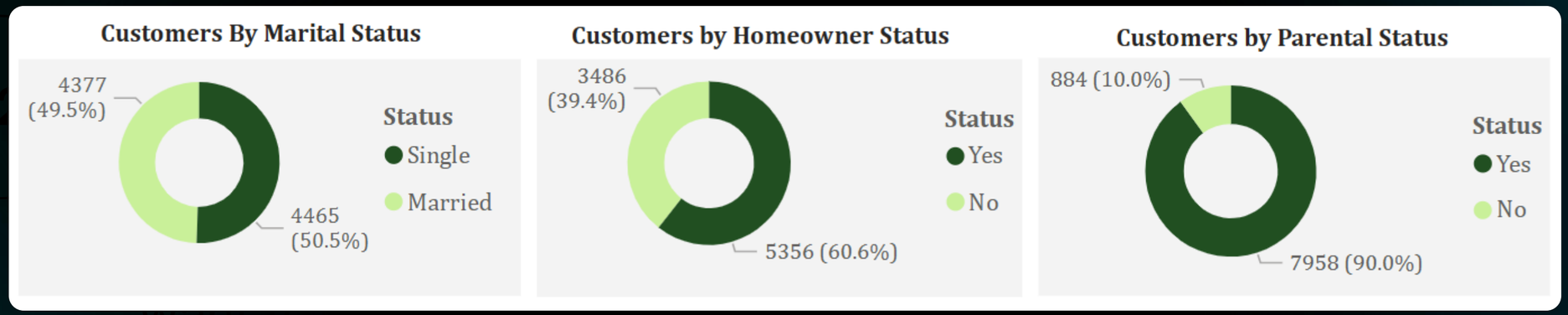
- The $30K-$50K income group leads with the highest transactions and revenue, followed by the $10K-$30K and $50K-$70K groups.
- However, higher income groups like $110K-$130K, $130K-$150K, $90K-$110K and $150K+ have significantly lower transactions and revenue, below 0.2M, showing a clear disparity in purchasing behavior across income levels.

CUSTOMER ANALYSIS



- Customers with Partial High School, High School Degree, and Bachelor's Degree have the highest numbers, each around 2K to 2.5K, while Partial College and Graduate Degree holders are much lower, under 1K each.
- Similarly, revenue is high for Partial High School, High School Degree, and Bachelor's Degree at around $0.5M, but it drops significantly to nearly $0M for Partial College and Graduate Degree holders, highlighting a stark disparity in revenue contribution.

CUSTOMER ANALYSIS



Maven Market's customer base primarily consists of married or single homeowners without children, suggesting a focus on household-oriented products.

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CONCLUSION

- Maven Market demonstrates strong performance across its key markets, with all regions surpassing revenue and transaction targets, led by the USA which contributes 67% of transactions and 50% of revenue.
- However, to sustain this growth and further enhance efficiency, the company should focus on improving product quality for high-return items, refining marketing strategies to target high-potential customer segments like the $30K-$50K income group, and optimizing regional campaigns to better penetrate markets like Canada and Mexico.