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Data Analyst



## Executive Summary



Product & Pricing



Logistics & Geography



Customer Demographics



## Executive Summary

Clear Filters

Filter

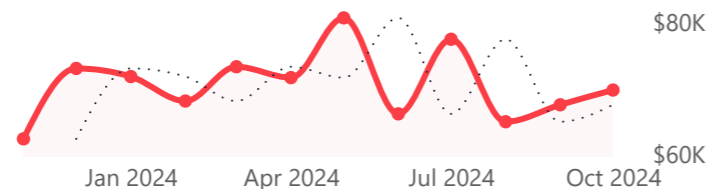
Total Sales

\$847K

📈 +3.3%  
vs \$67.52K Last Month

### Sales Trend by Month

Comparison ● Total Sales ● Previous Month Sales



Total Orders

7,318

📉 -5.7%  
vs 614 Last Month



Total Profit

\$254K

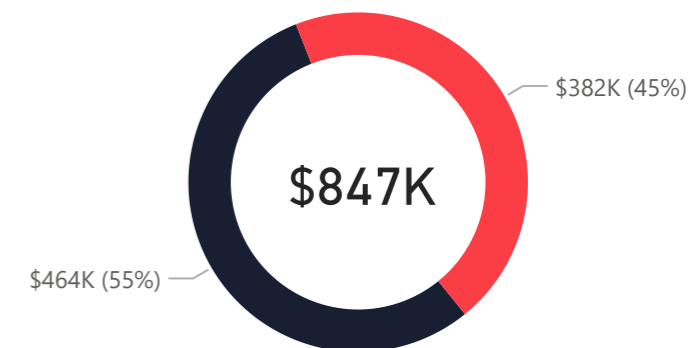
📈 +3.3%  
vs \$20K Last Month



### Sales By Shipping

Revenue Contribution of International & Domestic Shipping

● Domestic ● International



### Shipping Impact Of Categories on Total Revenue



Shipping Impact Of Clothing on Revenue	13.65%
Shipping Impact Of Ornaments on Revenue	37.41%
Shipping Impact Of Others on Revenue	58.31%

### Total Sales by Product Category

#### Clothing



#### Ornaments



#### Other





Executive Summary



Product & Pricing



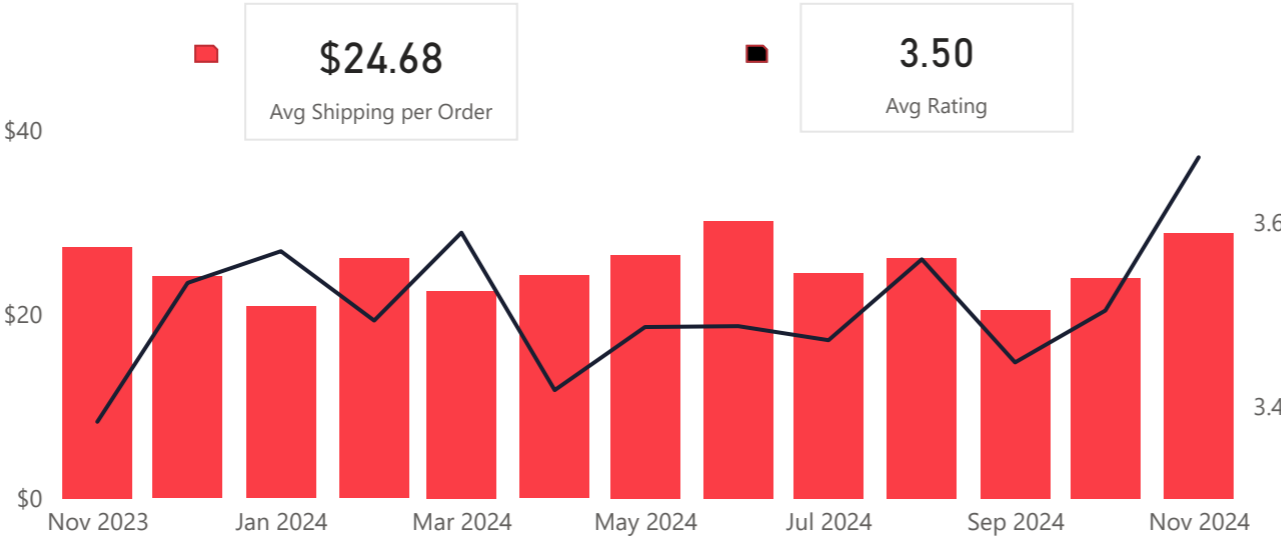
Logistics & Geography



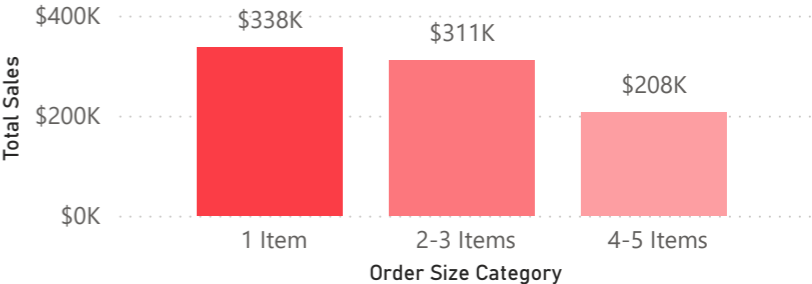
Customer Demographics

Revenue Vs Avg Rating

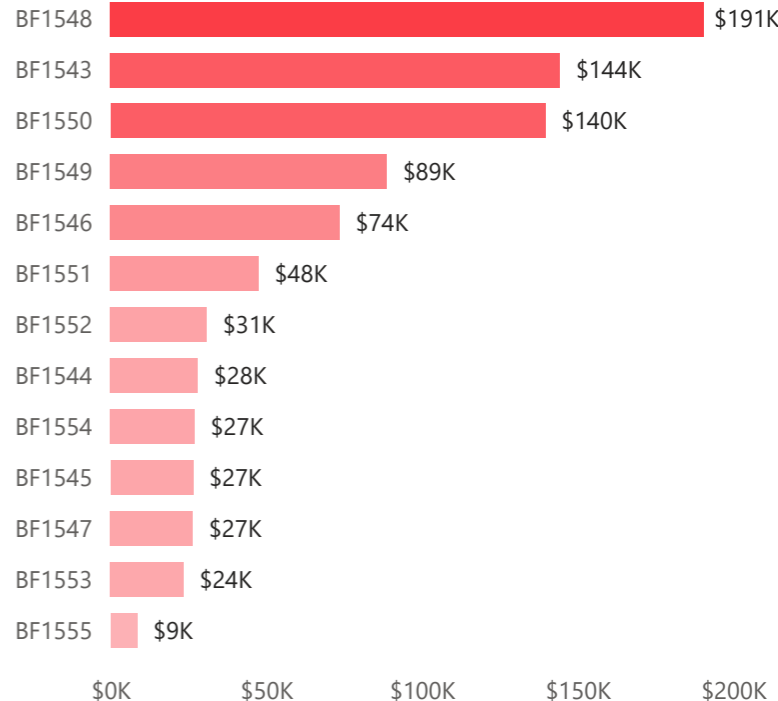
Avg Shipping Vs Avg Rating Analysis



Total Sales by Order Size Category



Product Performance Analysis



Underperforming Products and Category

Product ID	Product Category	Avg Rating	Review
BF1555	Other	2.00	The product is not as advertised.
BF1544	Other	1.89	Low quality products are a usual here these days.
BF1549	Clothing	1.88	Careless handling by the delivery team.
BF1554	Ornaments	1.71	The product had an underwhelming design.
BF1543	Clothing	1.69	Waste of Money.
BF1543	Clothing	1.67	Low quality products are a usual here these days.
BF1545	Other	1.67	The product had an underwhelming design.

Shipping Cost

\$168K

+150.6%

vs \$0.82K Last Month

Avg Shipping per Order

\$24.70

+129.2%

vs \$10.93 Last Month

International Sales %

45.56%

+75.9%

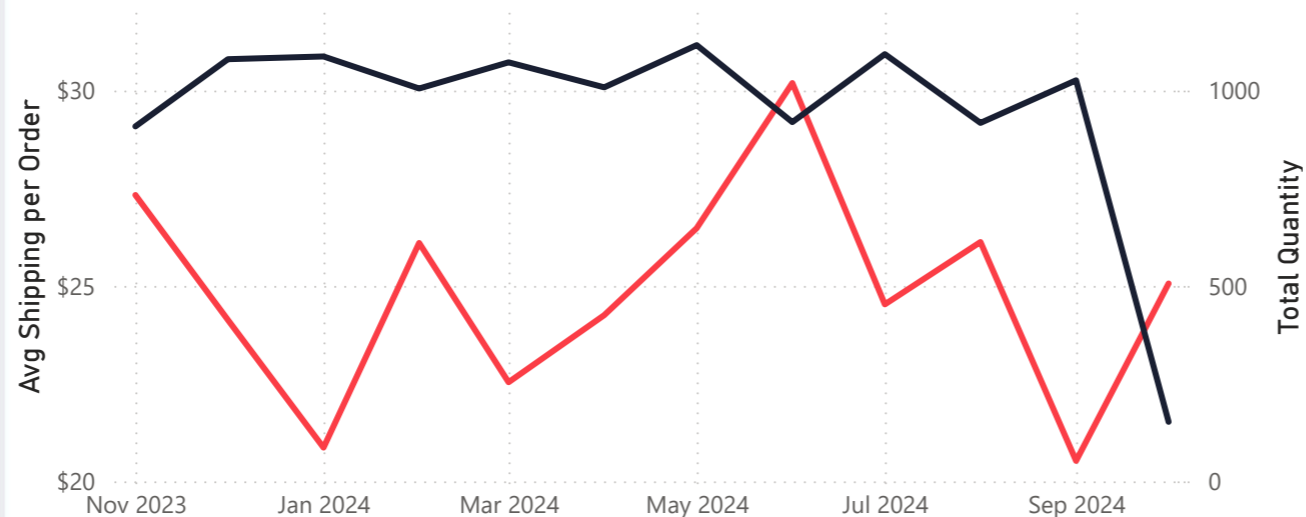
vs 21.11% Last Month

**Historical Efficiency Gap (June 2024):** Average shipping costs peaked in June when order volume was at its lowest. This illustrates a loss of "Economies of Scale," where fixed logistics expenses were spread across fewer shipments.

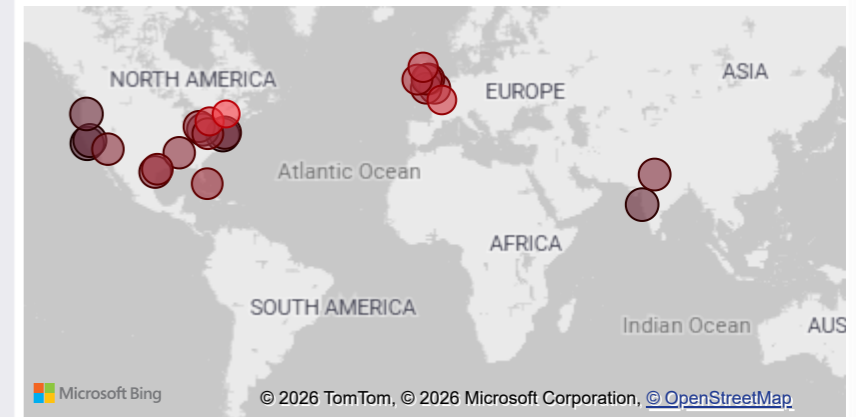
**Note:** November data is incomplete (up to Nov 4th), causing a temporary spike in Average Shipping metrics due to low sample size.

### Shipping Efficiency & Volume Analysis

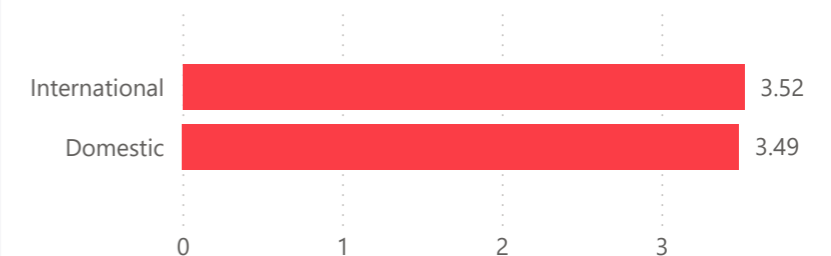
● Avg Shipping per Order ● Total Quantity



Search

Sydney : \$42,006  
Top PerformerMontreal : \$22,433  
Worst Performer

### International Vs Domestic



• This indicates that extended international shipping times have not negatively impacted customer satisfaction, suggesting high logistics reliability.



Executive Summary



Product &amp; Pricing



Logistics &amp; Geography



Customer Demographics

% Satisfied Customers

75%

+4.3%

vs 74.44% Last Month



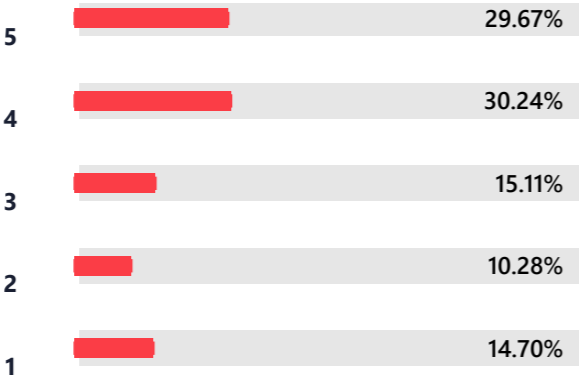
Customer Rating

3.50



7394

Total Review



CustomerGender

Female

Age Group

Total Sales  
\$856,462

Male  
\$600,329

Female  
\$256,133

18-22  
\$79,977

31-35  
\$67,410

23-26  
\$57,164

Loyalty Profiles

Male

\$600,329

18-22

\$241,879

31-35

\$236,091

Order ID	Shipping Type	Total Sales	Review	Satisfaction
149381	International	\$1,000	Incredible detailing was clearly evident.	Satisfied
154896	International	\$1,000	Low quality products are a usual here these days.	Not Satisfied
163330	International	\$850	The handling was questionable but incurred only minute damages.	Satisfied
192347	International	\$835	Never buying from here again.	Not Satisfied
190781	International	\$825	The product had excellent quality.	Satisfied
159528	International	\$800	Premium quality as usual.	Satisfied
183519	International	\$800	Incredible detailing was clearly evident.	Satisfied
194129	International	\$800	The product is not as advertised.	Not Satisfied
154238	International	\$790	Premium quality as usual.	Satisfied

**Overall Health:** The business remains on a growth trajectory with Sales and Profit both increasing by **3.3%** month-over-month. While customer satisfaction is improving, the business is facing a significant surge in logistics costs driven by a shift in market mix.

#### 1. Financial Performance & Market Shift

- **Revenue Growth:** October reached **\$69.76k** in sales, a **3.3% increase** over September. This growth was achieved despite a **5.7% drop in order volume**, indicating a higher **Average Order Value (AOV)**.
- **Profitability:** Total Profit rose to **\$21k** (+3.3%), maintaining a consistent margin.
- **The Global Pivot:** International Sales skyrocketed by **75.9%**, now accounting for a massive share of the monthly revenue compared to the previous month's **21.11%**.

#### 2. Logistics & Operational Impact

- **Shipping Cost Surge:** Total shipping costs increased by **150.6%**. This is directly correlated to the spike in International orders, which carry higher logistical overhead.
- **Efficiency Drop:** The **Avg Shipping per Order** rose to **\$25.06** (a 129% increase).
- **Category Stress:** The **"Other"** category continues to struggle with a **58.36% shipping impact**, meaning logistics costs are consuming more than half of the revenue generated by these products.

#### 3. Customer Satisfaction & Feedback

- **Sentiment Trend:** Despite the logistics challenges, **Customer Satisfaction rose to 75%** (+2.2% MoM).
- **Ratings Distribution:** 60% of all customers provide 4 or 5-star reviews.
- **The "Domestic" Quality Gap:** While International ratings are high (3.51), **Domestic** orders account for **69% of all "Not Satisfied" reviews**.
  - *Root Causes identified in reviews:* "Subpar detailing," "Late delivery," and "Careless handling."

#### 4. High-Value Customer Profiles

- **The Power Segment:** **Males aged 18-22 and 31-35** are the primary revenue drivers, contributing over **\$477k** of total lifetime sales.
- **Loyalty:** Even among "Satisfied" customers, this male demographic remains the most consistent spending profile across both Domestic and International channels.

#### 💡 Strategic Recommendations

##### Immediate Action: Domestic Logistics Audit

The data shows that Domestic orders are the primary source of dissatisfaction (1,276 reviews).

- **Action:** Audit domestic delivery partners to address "careless handling" and "detailing" issues mentioned in 1-star reviews for products like **BF1555**.

##### Pricing Strategy: International Surcharge Review

With International sales increasing by nearly 76% in a single month, the shipping cost per order has doubled.

- **Action:** Evaluate if the current international shipping fees cover the \$25.06 average cost. Consider a "Free Shipping" threshold only for orders containing **Clothing** (high margin) to protect profitability.

##### Product Portfolio Optimization

- **Promote "Stars":** Aggressively market **BF1548** and **BF1543** to the 18-22 Male demographic. These products have high ratings and high revenue, making them low-risk for marketing spend.
- **Phased Exit:** Transition out of the **"Other"** category (specifically **BF1555**). Its 58% shipping impact and poor rating make it a "Dog" in the portfolio that is currently draining profit.

##### Conversion Growth: The "Order Size" Play

Since 1-item orders are the most common but most expensive to ship:

- **Action:** Implement a "Buy 2, Get 15% Off" bundle specifically for the **Clothing** category to shift customers from 1-item orders to the 2-3 item category, reducing the shipping-to-revenue ratio.