

Report Title: Bazaarnest Regional Performance

Prepared by: Akanksha Verma

Date: 23/05/2025

Table of Contents

S.no	Contents	Page no
1	Introduction	3
2	Objective	3
3	Charts & Analysis	4-9
4	KPI summary	10
5	Execution strategy	11
6	Conclusion	12

INTRODUCTION

The dashboard titled "BazaarNest Regional Performance" provides a comprehensive analysis of sales, profit, customer satisfaction, and operational efficiency across five different regions: North, South, East, West, and Midwest. The visual representation of key performance indicators (KPIs) helps in understanding regional disparities and opportunities for strategic improvement. This data-driven approach assists in identifying strong and weak markets, optimizing logistics, and aligning business strategies with customer behaviour.

OBJECTIVE OF THE BAZAARNEST REGIONAL PERFORMANCE PROJECT

The primary objective of this project is to analyse and evaluate the performance of BazaarNest across different regions (North, South, East, West, and Midwest) using key business metrics. The insights derived will help the company make data-driven decisions to improve customer satisfaction, streamline operations, and boost profitability.

Specific Objectives:

1. Understand Regional Performance

Measure and compare sales, profit, order volume, and city coverage across regions.

2. Identify Customer Satisfaction Trends

Analyse average ratings to determine which regions are delivering superior customer experience.

3. Evaluate Delivery Efficiency

Assess average delivery time by region to uncover logistical strengths and bottlenecks.

4. Optimize Resource Allocation

Identify high- and low-performing regions to guide future marketing, operational, and financial investments.

5. Improve Strategic Decision-Making

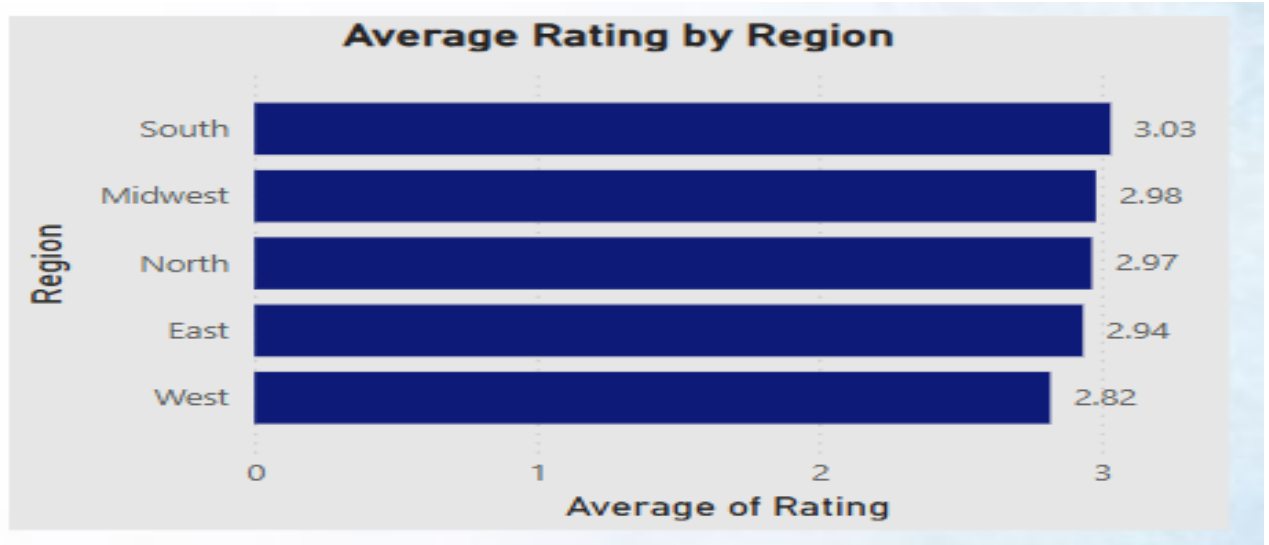
Provide a visual, data-driven summary for management to support decisions regarding expansion, restructuring, or process improvements.

6. Enhance Overall Business Performance

Use the insights to implement targeted strategies that improve sales, reduce delays, and enhance customer experience across regions.

DETAILED ANALYSIS OF EACH GRAPH

1. AVERAGE RATING BY REGION



Observation:

- South: 3.03
- Midwest: 2.98
- North: 2.97
- East: 2.94
- West: 2.82

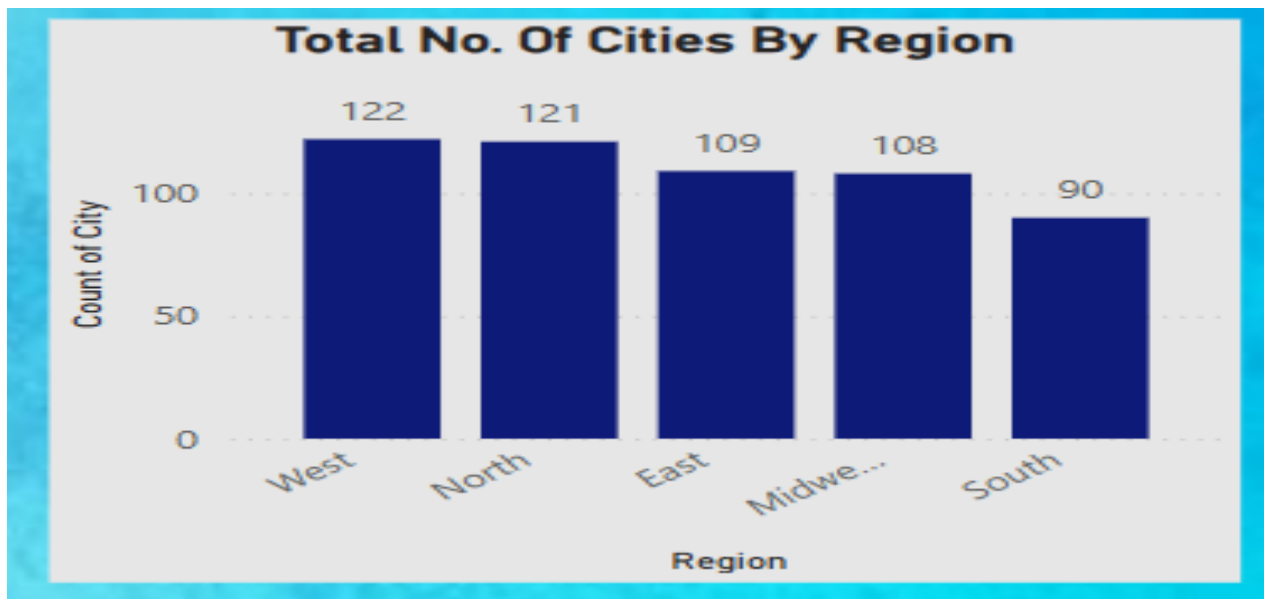
Insight: The South region has the highest customer satisfaction based on ratings, whereas the West shows the lowest.

Strategy

Investigate product quality and service concerns in the West.

Replicate successful customer service practices from the South across other regions.

2. TOTAL NUMBER OF CITIES BY REGION



Observation:

- West: 122
- North: 121
- East: 109
- Midwest: 108
- South: 90

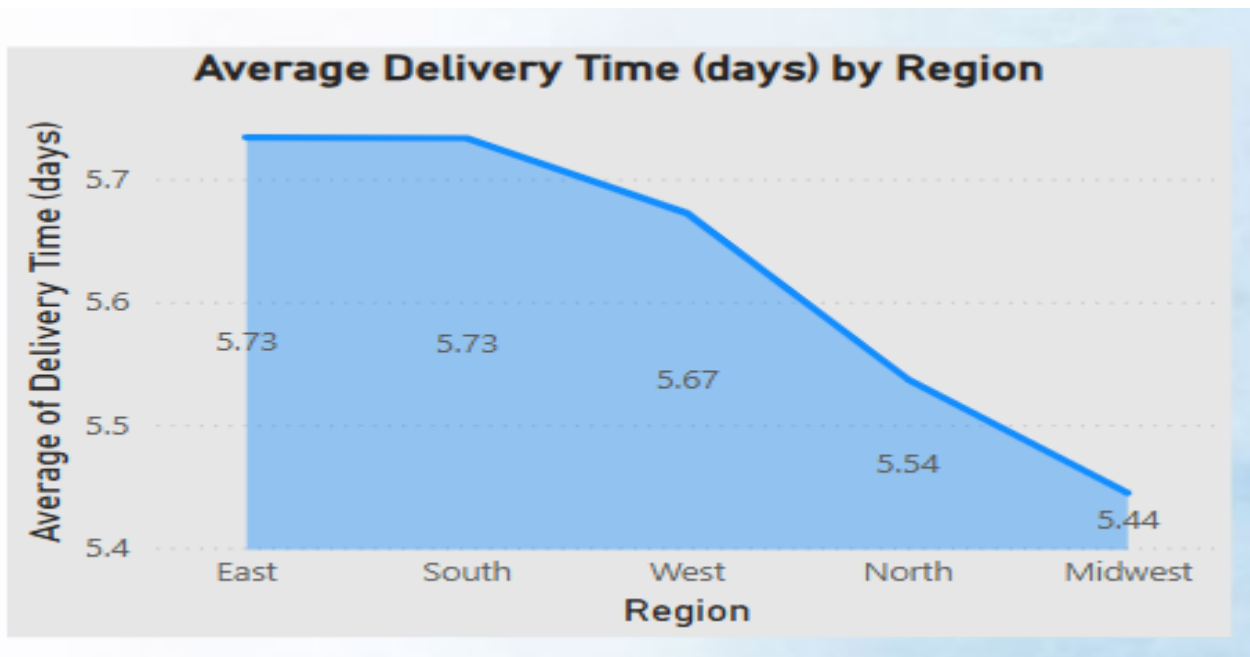
Insight: The West has the highest city penetration, but this doesn't correlate with the highest sales or ratings.

Strategy:

Increase brand engagement and marketing in underperforming cities like those in the South.

Evaluate ROI from highly covered regions like the West and optimize reach.

3. AVERAGE DELIVERY TIME (DAYS) BY REGION



Observation:

- East & South: 5.73 days
- West: 5.67 days
- North: 5.54 days
- Midwest: 5.44 days

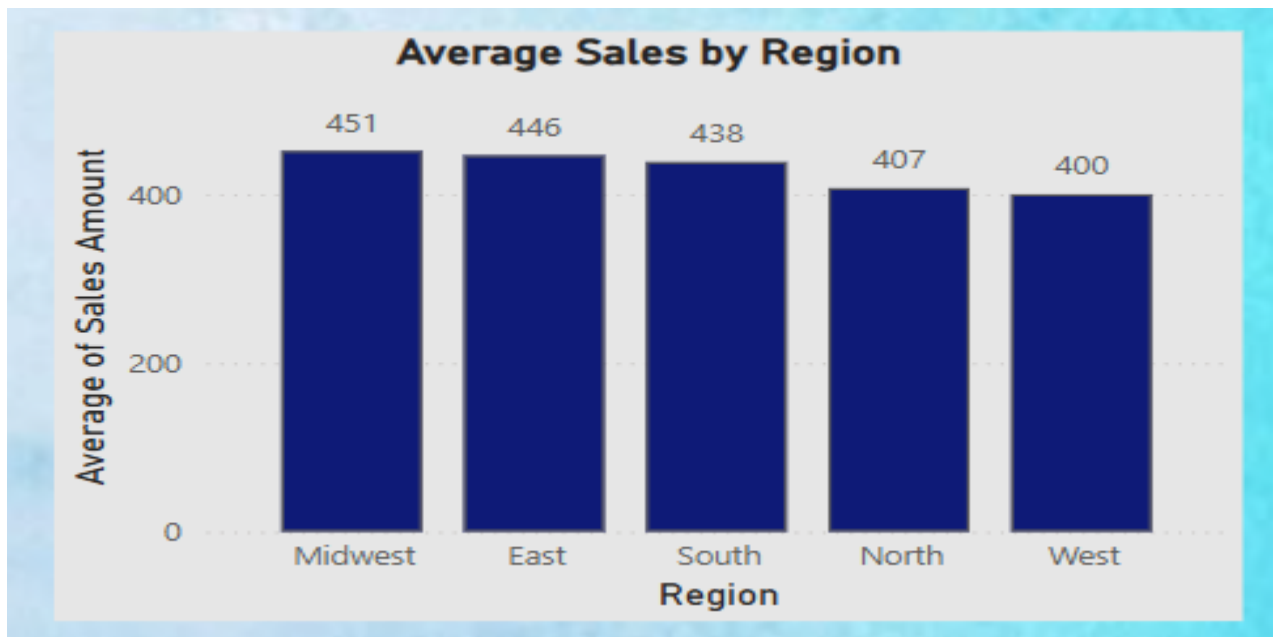
Insight: East and South experience the longest delivery times, which might affect customer satisfaction and repeat purchases.

Strategy:

Strengthen logistics infrastructure in the East and South.

Analyse vendor/supplier inefficiencies contributing to longer delivery windows.

4. SALES BY REGION



Observation:

- North, West, Midwest, East: 49K each
- South: 39K

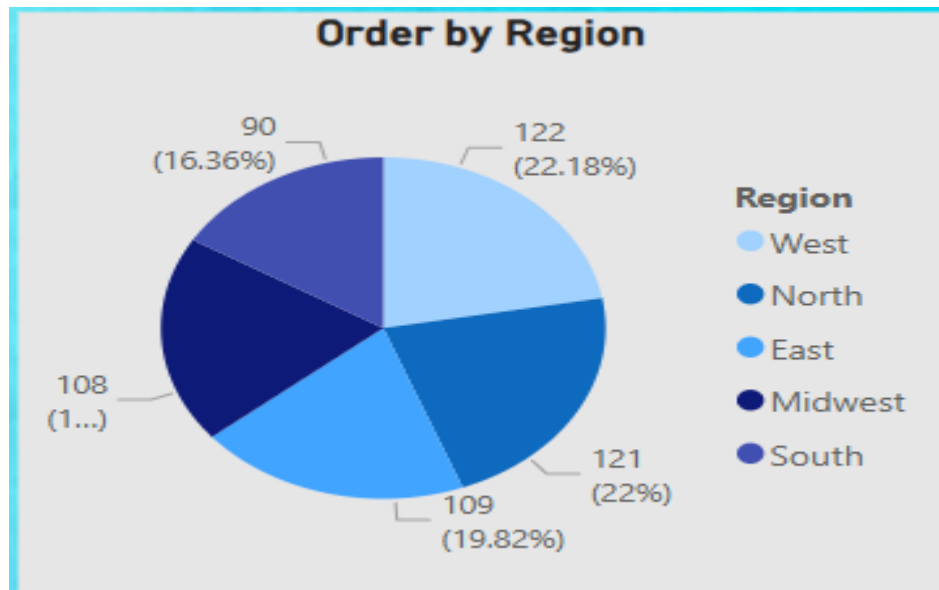
Insight: Despite the high number of cities and high rating, the South region lags in sales.

Strategy:

Enhance marketing and promotions in the South.

Investigate if fewer SKUs or stockouts are leading to lower conversions.

5. ORDER BY REGION (PIE CHART)



Observation:

- West: 22.18%
- North: 22%
- Midwest: 19.82%
- East: 19.2%
- South: 16.36%

Insight: Order volume follows a similar pattern as sales; the South is the weakest.

Strategy:

Consider customer outreach campaigns in the South to increase engagement.

Bundle offers or loyalty rewards can boost order numbers.

KPI SUMMARY



Profit: ₹41.97K

Sales: ₹234.92K

Observation: The sales-to-profit ratio indicates average profitability; however, more in-depth cost analysis would clarify margin performance by region.

EXECUTION STRATEGY

Short-Term Execution (1-3 Months)

Improve delivery timelines in East and South using regional third-party logistics.

Implement a customer feedback mechanism in the West to identify dissatisfaction drivers.

Launch a promotional campaign targeting Southern cities.

Mid-Term Execution (3-6 Months)

Standardize customer service SOPs using the South as a benchmark.

Reassess product placement and inventory flow in lower-performing regions.

Deploy region-wise micro-marketing campaigns to target customer pain points.

Long-Term Execution (6-12 Months)

Integrate regional warehouses or satellite hubs in East and South to reduce delivery time.

Develop AI-based prediction models for demand forecasting based on ratings and orders.

Realign operational budgets to prioritize investments in potential growth regions (South and Midwest).

CONCLUSION

The BazaarNest dashboard gives a clear picture of regional performance in key business metrics. While North and West regions show balanced performance, the South needs attention due to lower sales and orders despite a high rating. Delivery times are also an area for improvement, especially in East and South. A focused strategy involving logistics optimization, marketing initiatives, and customer engagement can help elevate performance across all regions.