

# **STERLING E-COMMERCE**



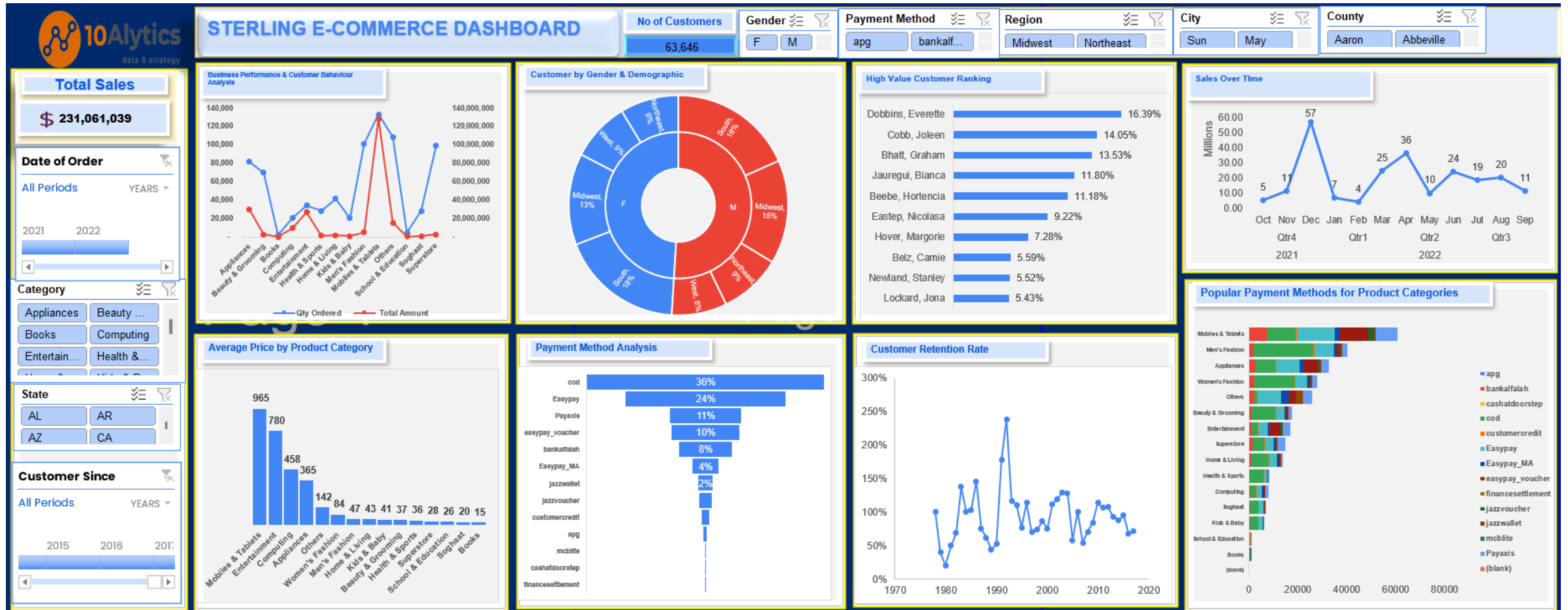
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# Business Objectives

- Understanding customers' needs, interest and behaviour
- Uncovering patterns and trends from data provided
- Making better informed decision and increase effectiveness
- Maximize product offerings, streamline operations and improve customers' experience

# Overview- Final Dashboard Outlook



# Summary of Findings

- Mobile & Tablets is the top selling category with 56% of total sales, closely followed by Appliances
- The top payment method is COD accounting for 36% of the total sales. Easy pay comes second with 24% and payaxis and easypay voucher with 11 and 10 % respectively.
- The top two customers are Dobbins (M) and Cobb (F) with 16% and 14% of total sales
- Off the 231M total sales in the period, the highest sales came in Dec 2021 with a total of 57M
- The south and Midwest are the best performing regions with 39% and 27% of the total sales, respectively.
- Texas and California are the best performing states as 13% of the total sales are from both states.
- Books is the worst performing product

# Recommendations

- **Product Category:** More resources should be allocated to product categories that have performed well in terms of sales. such as: 'mobiles and tablets and Men's fashion.
- **Promotions:** Promos, discount and loyalty schemes should be implemented on product categories with lower average order values and lower value category. Such as: 'books and soghaat'. This would encourage higher purchase from customers.
- **Marketing and Promotion :**Create targeted marketing campaigns and promotions for low-volume but high-growth categories such as "Books" and "School & Education."
- **Customer Engagement:** Improve customer engagement and loyalty programs in areas such as "Beauty & Grooming" and "Health & Sports," where customers buy frequently.
- **Gender-Specific Marketing:** Recognize that all genders have a sizable customer base. Tailor marketing tactics to male and female customers' individual interests and demands
- **Bundle and Upsell:** Encourage customers to buy related products or accessories within high-value categories by bundling and upselling.  
Implement bundling and upsell efforts to enhance the average order value. Also, the use cross-selling methods to move customers from lower-value to higher-value categories.  
For example, suggest "Mobiles & Tablets" to clients who buy "Beauty & Grooming" products.

# Recommendations (contd)

**Cash on Delivery (COD):** With roughly 36% of transactions, COD is the most popular payment option. This shows that a sizable proportion of the consumers choose to pay in cash upon delivery. Consider providing clear instructions for your delivery employees and establishing a simple payment process for customers when their products arrive to optimize this strategy. Though, COD is popular, other payment method should be diversified; it is critical to promote the use of online payment options such as Easypay and Payaxis in order to lessen dependency on cash transactions, which can be more difficult to administer.

**Inventory Management:** Implement effective inventory management strategies to avoid overstocking in categories with slow sales and reduce the risk of stockouts in high-demand categories



Thank you!

