FENCOM INC. SALES PERFORMANCE ANALYSIS

Specialization: *Dashboarding In Excel*

Business Focus: *E-Commerce*
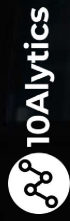
Tool: *Microsoft Excel*

Tools and Technology to be Used

Project Learning Opportunities

*[A brief description of the case study- 2 line summary of case]*

Case Study Overview

Introduction to the Business

Fecom Inc. is a dynamic e-commerce company operating within the United Kingdom, dedicated to providing customers with a **diverse range of high-quality products** across various categories. From Computers & Gaming to Health & Beauty, and Home Appliances to Fashion, Fecom Inc. strives to offer a **seamless and convenient online shopping experience** for its customer base.

At Fecom Inc., we believe in the power of **data** to drive **informed decisions** and continuously **improve our services.** By meticulously **analyzing** our **operational metrics** and **customer interactions,** we gain valuable insights that enable us to **optimize our offerings, enhance customer satisfaction,** and strategically **navigate** the evolving **e-commerce landscape.**
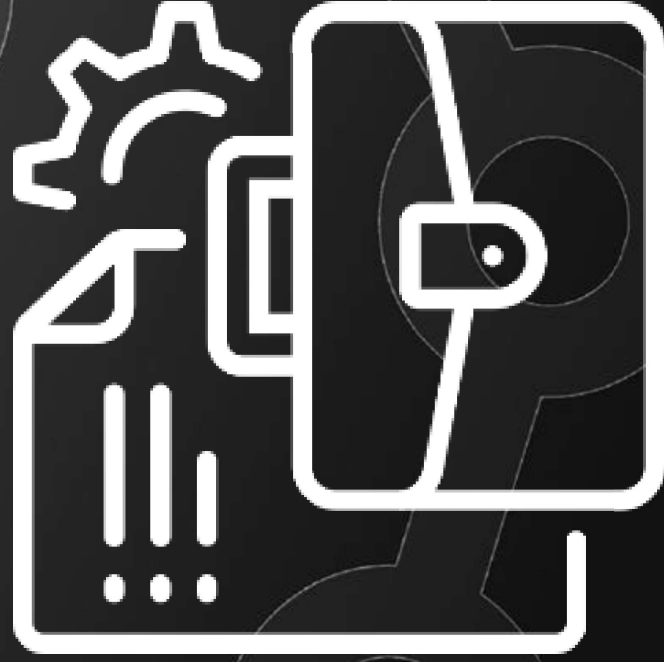
Problem Statement

To ensure continued growth and optimize business strategies, **Fecom Inc. needs a comprehensive understanding of its current sales performance.** While the company facilitates a wide array of transactions across various product categories within the UK, a detailed analysis of sales data is crucial for answering key questions.

Without a clear and data-driven understanding of these aspects, Fecom Inc. **may miss opportunities to capitalize on successful areas, address underperforming segments,** and **make informed decisions** regarding inventory, marketing, and overall business strategy.

10Alytics

Rationale for the Project
(What is the Importance of the project to the business)

1.

Provide a descriptive overview of Fecom Inc.'s current sales performance.

2.

Identifying key trends, metrics and insights in the data

3.

Identify top-performing categories, and potential areas for further investigation and optimization.

Case Study Objectives
(What the business wants to know about)

1.

What are the overall sales trends and patterns?

2.

Which product categories are driving the most revenue?

3.

Are there seasonal or temporal variations in sales?

4.

How do factors like price, freight value, and payment methods influence sales?

5.

Are there regional differences in sales performance across the UK?

Tech Stack

SLICERS

CHARTS

PIVOT TABLES

FORMULAS

![10Alytics logo]

Project Workflow

STEP 1

1. BUSINESS UNDERSTANDING
Begin by understanding Urban Cycles' goals and the challenges caused by poor data quality. Clarify how clean data supports decision-making in sales, marketing, and inventory planning.

STEP 2

2. DATA UNDERSTANDING
Review the raw dataset to get familiar with its structure, identify key fields, and observe common issues such as missing values, inconsistent formats, and duplicates.

STEP 3

3. PIVOT TABLES
Summarize data using pivot tables, ensuring an accurate representation of the entire data, and focusing on business objectives for the project

STEP 4

4. BUILD VISUALIZATIONS
Create different charts to visualize the data, helping to summarize the data, and help with easy communication of findings, metrics and insights

STEP 5

5. DELIVERABLE PREPARATION
Present a professional and beautifully designed dashboard, along with a summary of key findings. Ensure the dashboards is suitable for effective reporting, or further analysis using Excel tools.