# BULKPRO ANALYSIS

Case study

# BulkPro Management Analysis

## Product-source

All ⌄

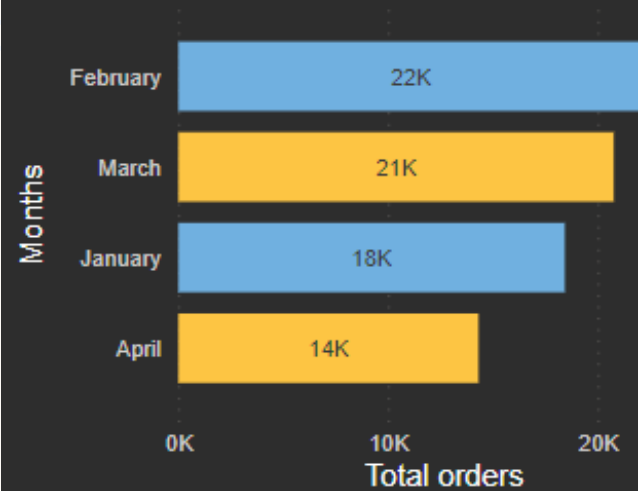| April | February | January | March |

**15K**
Distinct Product id

**76K**
Total orders

Clear all slicers
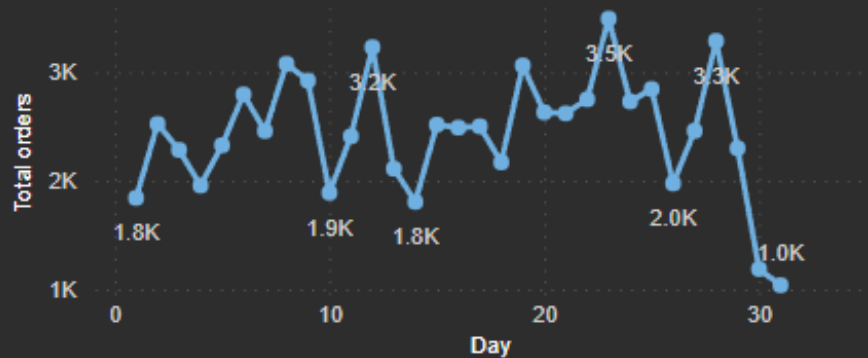
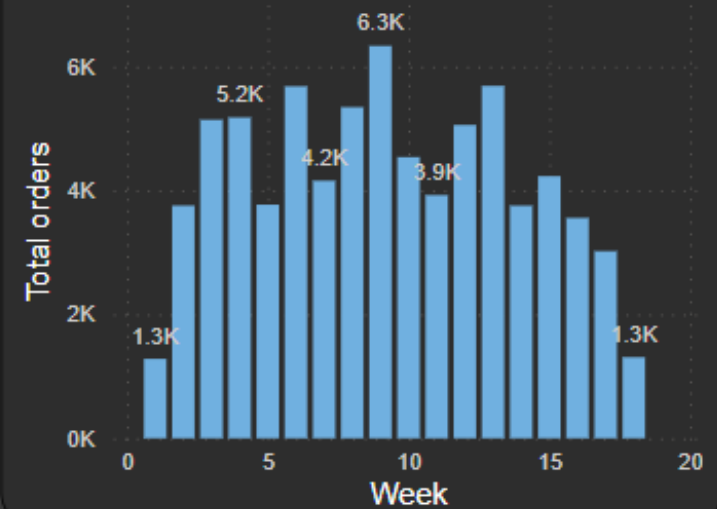## Monthly total order quantity

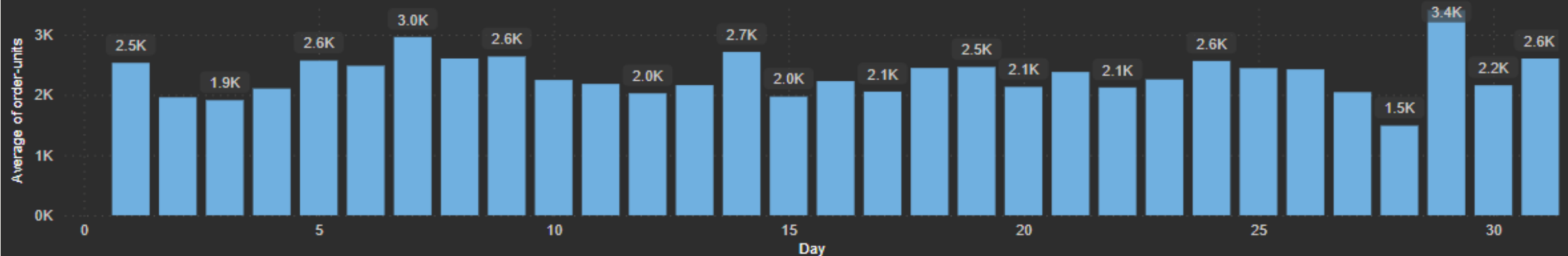### Product-category ⌄

| bronze | gold | platinum | sliver |



Monthly total order quantity — horizontal bar chart:
- February: 22K
- March: 21K
- January: 18K
- April: 14K

## Total orders by Day



Total orders by Day line chart with labels: 1.8K, 3.2K, 1.9K, 1.8K, 3.5K, 3.3K, 2.0K, 1.0K

## Total orders by Week



Total orders by Week bar chart with labels: 1.3K, 5.2K, 4.2K, 6.3K, 3.9K, 1.3K

## Average of order-units by Day



Average of order-units by Day bar chart with labels: 2.5K, 1.9K, 2.6K, 3.0K, 2.6K, 2.0K, 2.7K, 2.0K, 2.1K, 2.5K, 2.1K, 2.1K, 2.6K, 1.5K, 3.4K, 2.2K, 2.6K

## New Product Onboarded by Monthly

Product-category ● bronze ● gold ● platinum ● sliver

Count of Product-id

- 0.9K | 0.9K | 0.9K | 1.0K
- 2.1K | 2.1K | 2.5K | 2.7K

January | February | March | April

Month
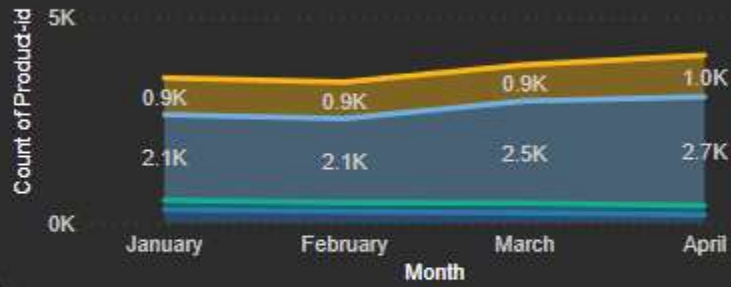
## New Product Onboarded by Weekly

Product-category ● bronze ● gold ● platinum ● sliver

Count of product-id

- 1.2K | 4.9K | 3.3K | 3.9K | 5.7K | 3.6K | 3.7K | 1.2K
- 0.0K | 0.0K | 0.0K | 0.1K | 0.0K | 1.4K | 0.1K | 0.0K
- 0.2K | 0.1K | 0.2K | 0.1K | 0.0K

0 | 5 | 10 | 15 | 20

Week

## Distinct order by Product-source

2K | 2K (2.25%)
25K (2.66%)
(33.0...)
34K (45.06%)

Product-source
● android
● facebook
● google
● tele-sales
● website
● whatsapp
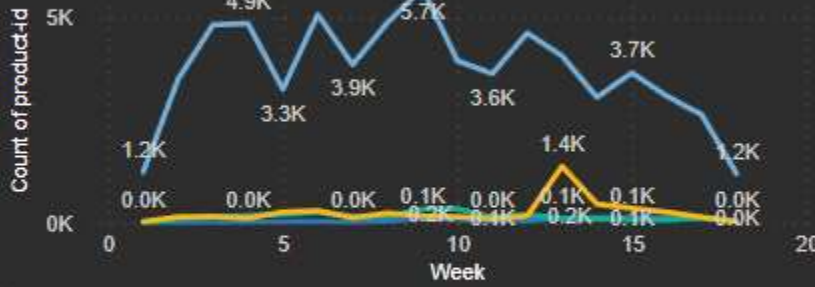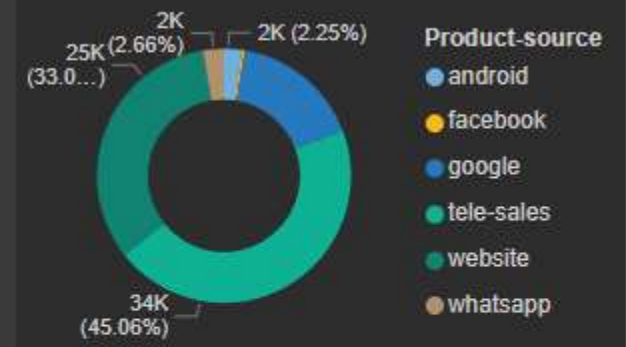
## New Product Onboarded by Daily

Product-category ● bronze ● gold ● platinum ● sliver

Count of produc...

1.8K | 4.0K | 1.5K | 1.4K | 4.3K | 1.0K | 3.8K | 1.0K | 3.8K | 1.9K | 0.5K | 0.2K | 4.7K | 1.6K | 0.7K | 1.5K | 2.8K | 0.0K | 0.0K

0.0K | 0.1K | 0.0K | 0.0K | 0.0K | 0.0K | 0.1K | 0.0K | 0.0K | 0.0K | 0.0K | 0.0K | 0.0K
0.1K | 0.1K

0 | 5 | 10 | 15 | 20 | 25 | 30

Day

## Total Quantity by Product-category

5K (6.07%)
67K (88.83%)

Product-cate...
● platinum
● sliver
● gold
● bronze
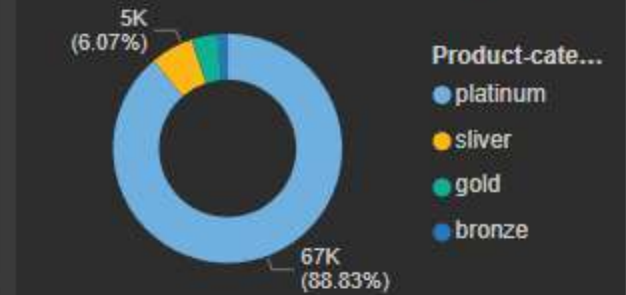
## Average Daily order quantity per product
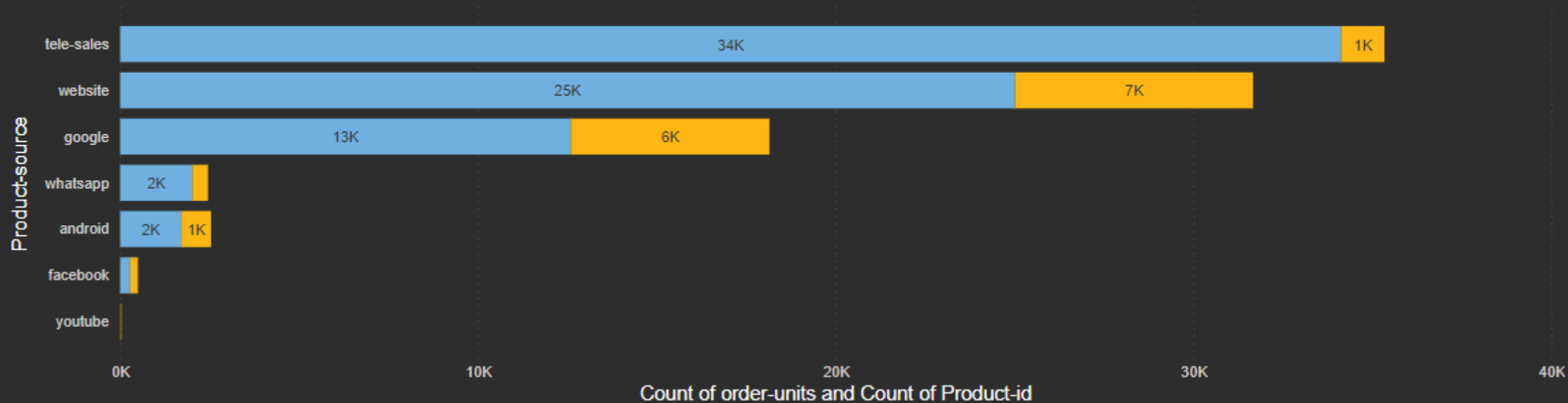
● Total Quantity ● Average of order-units

Total Quantity

1.8K | 2.5K | 1.9K | 2.0K | 2.6K | 3.0K | 3.1K | 2.6K | 1.9K | 3.2K | 2.0K | 2.7K | 1.8K | 2.0K | 2.5K | 3.1K | 2.6K | 2.5K | 2.6K | 3.5K | 2.6K | 2.0K | 3.3K | 3.4K | 2.6K | 2.2K | 1.5K | 1.0K

0 | 5 | 10 | 15 | 20 | 25 | 30

Day

## Distinct Product by Product-category

1K (7%)
4K (...)
9K (62.24%)

Product-cate...
● platinum
● sliver
● bronze
● gold
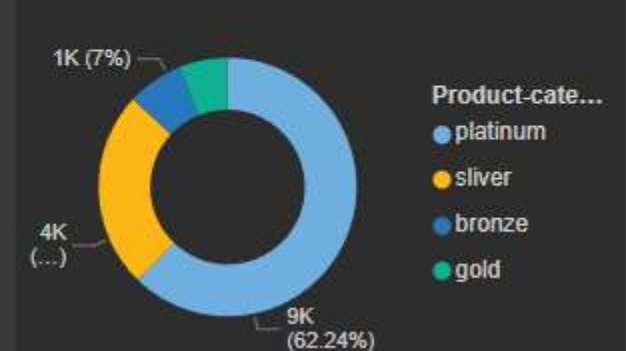
# Sales of new products onboarded

● Count of order-units ● Count of Product-id



| Product-source | | |
|---|---|---|
| tele-sales | 34K | 1K |
| website | 25K | 7K |
| google | 13K | 6K |
| whatsapp | 2K | |
| android | 2K | 1K |
| facebook | | |
| youtube | | |

Count of order-units and Count of Product-id

# INTRODUCTION

Purpose of case study to analysis the important numbers like how much we sell each month and each day, as well as how many products we sell on average each day. We'll also check out the new products we've added and how well they're selling. Plus, we'll see which channels and parts of our business are doing the best.
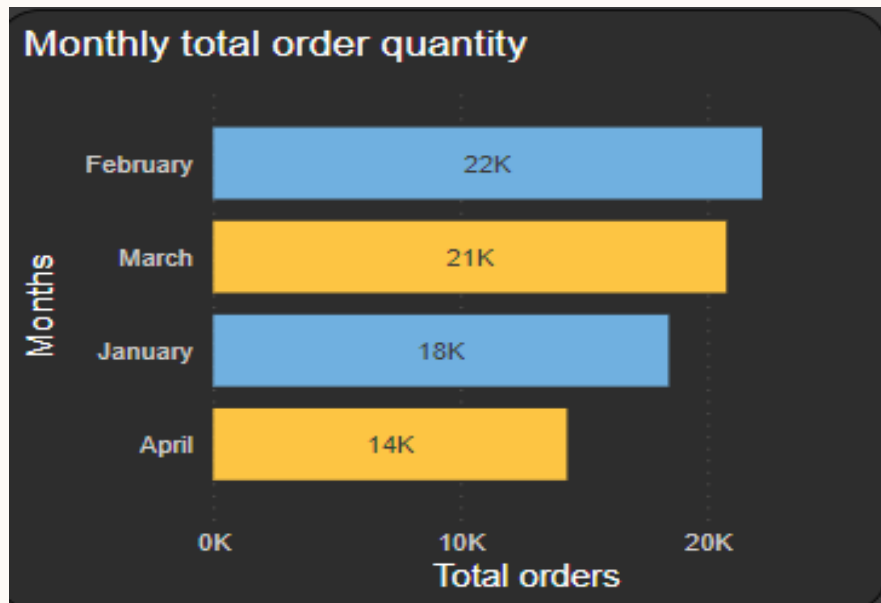
with the key metrics of –

1.  Monthly total order quantity

2.   Daily total order quantity

3.   Average Daily order quantity per product

4.   New products onboarded (Monthly / Weekly / Daily)

5.  Sales of new products onboarded (not every product that is listed on the website would actually be purchased)

# PRIMARY GOALS

Finding Key Insights
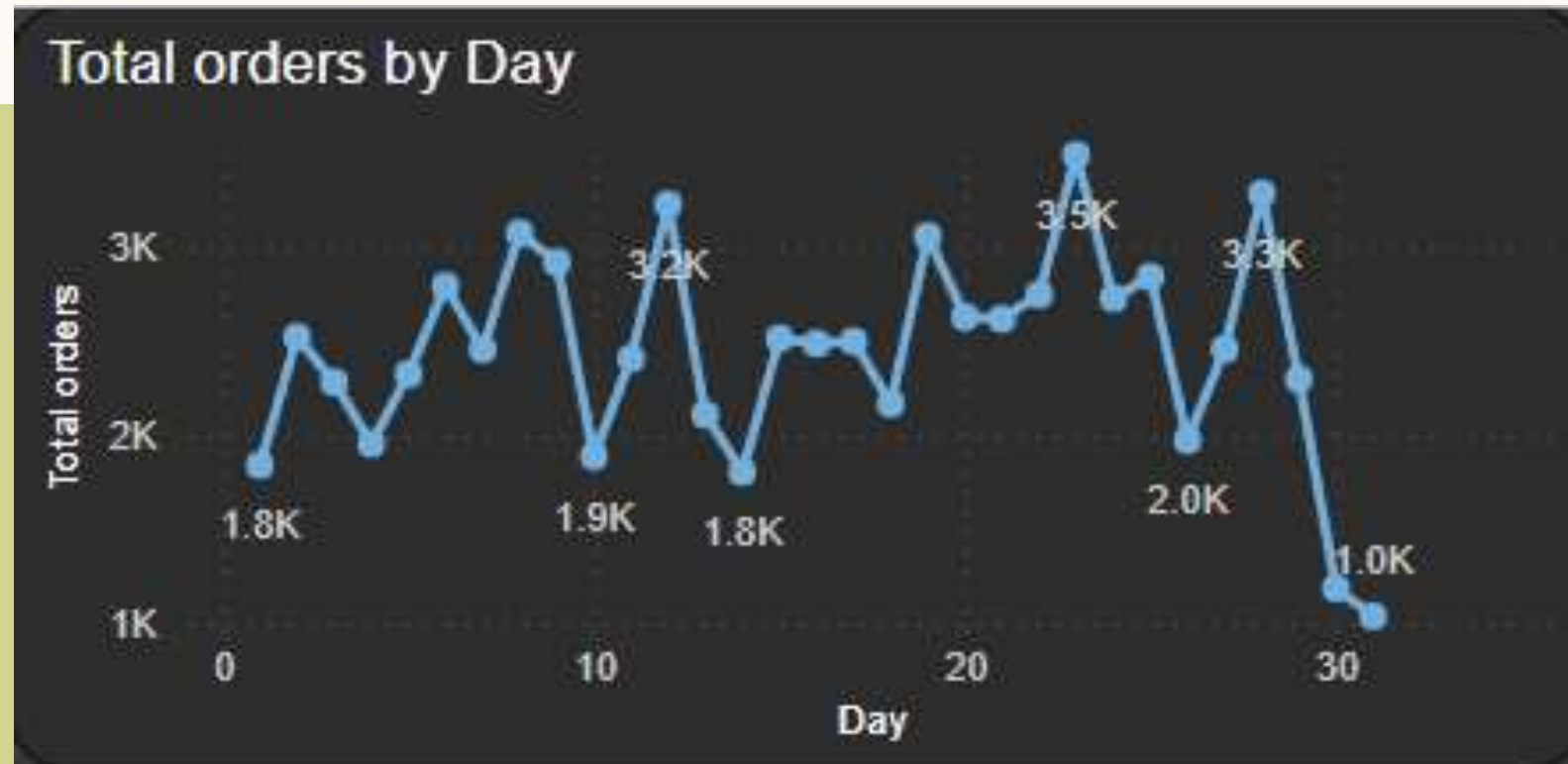
# 1. MONTHLY AND WEEKLY TOTAL ORDER QUANTITY
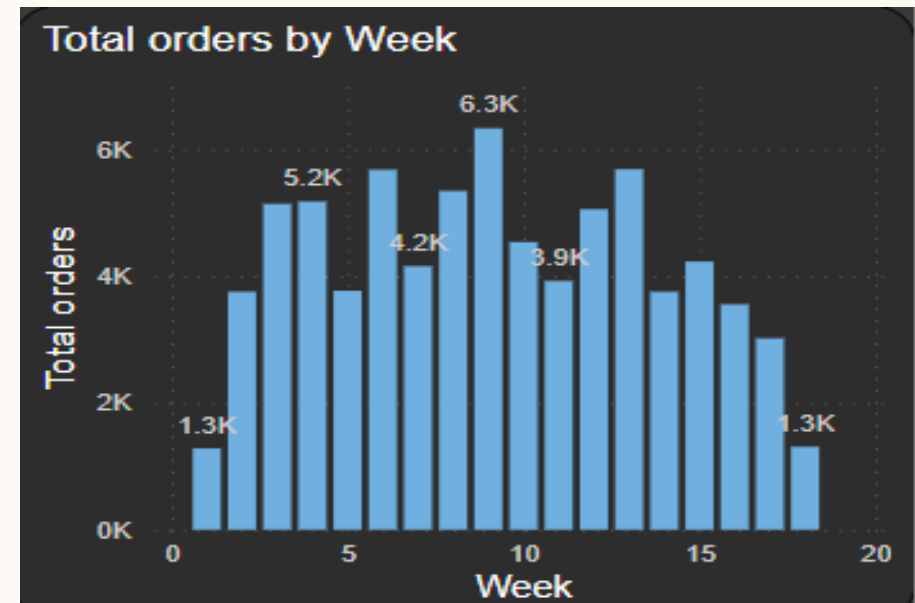
IN FEBRUARY, BULKPRO EXPERIENCED A SIGNIFICANT INCREASE IN ORDER QUANTITY, WITH APPROXIMATELY 22,000 UNITS ORDERED, SURPASSING ALL OTHER MONTHS. ADDITIONALLY, ANALYSIS BY WEEK NUMBER REVEALED THAT THE 6TH, 8TH, AND 9TH WEEKS SAW NOTABLY HIGHER QUANTITIES

# 2. DAILY TOTAL ORDER QUANTITY WITH THEIR AVERAGE

In the daily trend, we noticed a pattern where the quantity of orders alternated between increasing and decreasing day by day. The peak day for orders was the 28th day of the month, with around 3.5k units ordered, surpassing other days significantly. Interestingly, although the average order quantity remained balanced, the 29th day saw the highest number of orders placed, indicating a noteworthy spike in sales for that day.



Average of order-units by Day
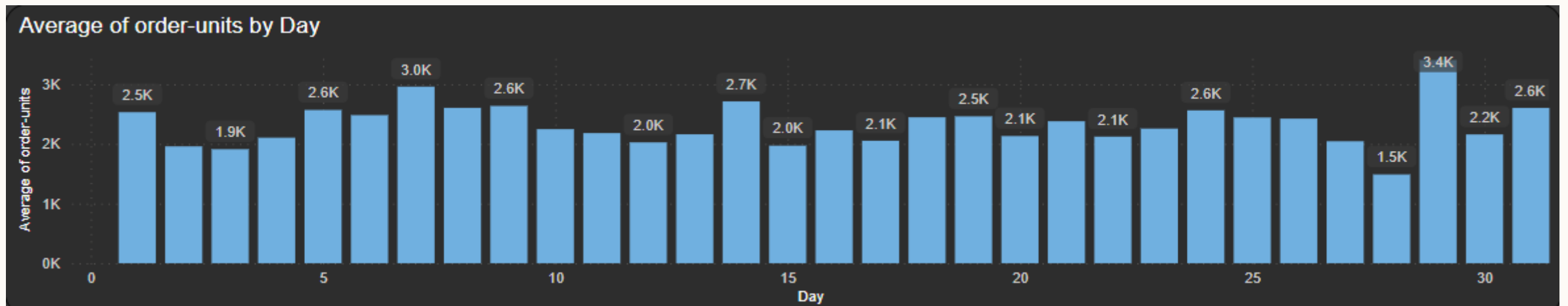
# 3. AVERAGE DAILY ORDER QUANTITY PER PRODUCT

**The chart displays the average daily order quantity per product. Initially, the total quantity shows a gradual increase. However, towards the end of the month, there's a rapid decrease in quantity. Interestingly, despite this decline, the average order quantity per product increases towards the end of the month.**



Average Daily order quantity per product
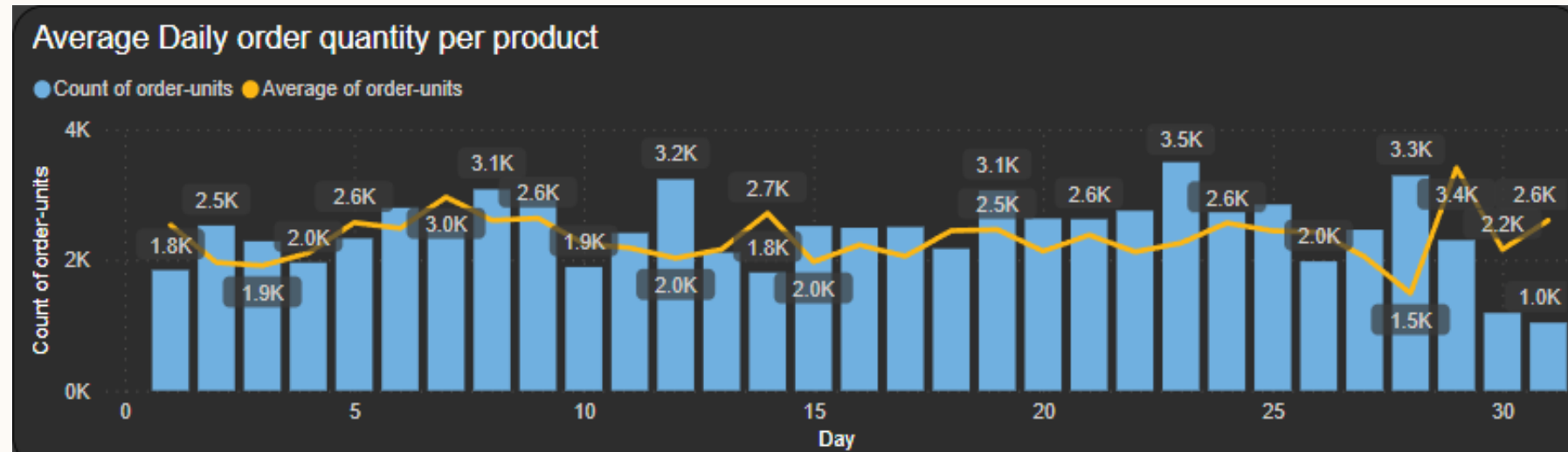
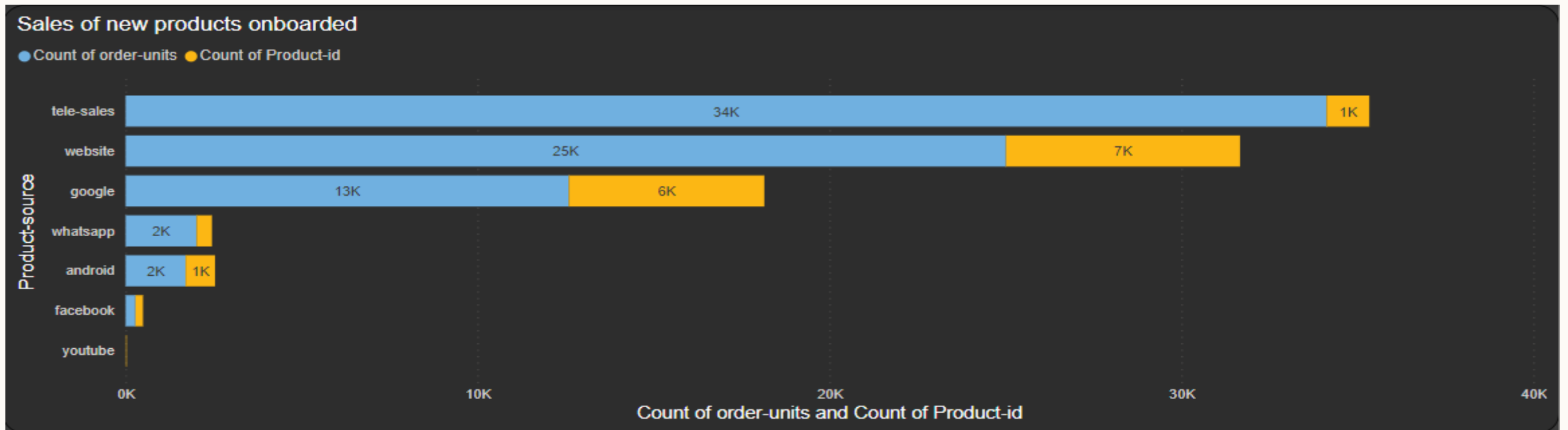# 4. NEW PRODUCTS ONBOARDING (MONTHLY/ MONTHLY/ DAILY)
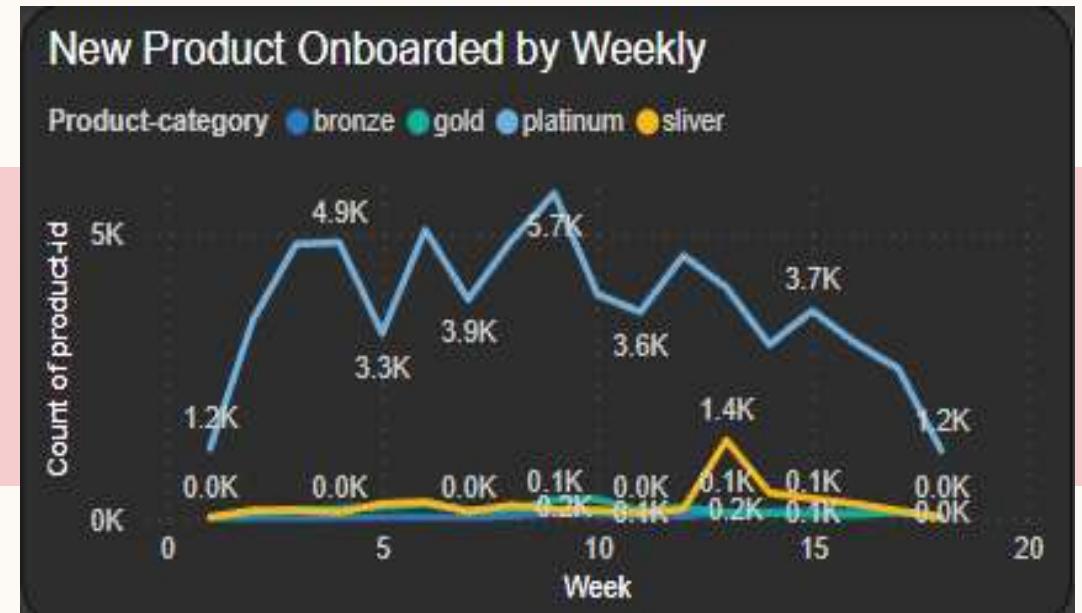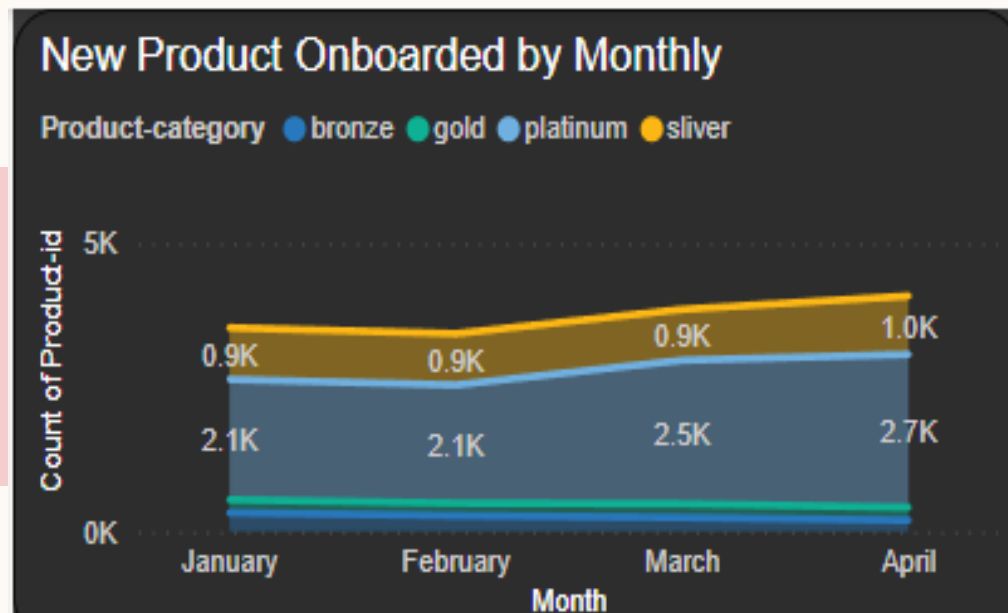
1. Monthly new products onboarding has been increased from January to April.

2. Weekly new products onboarding was lower at beginning and end of every month except of 4$^{th}$ week, 6$^{th}$ week and 9$^{th}$ week between January to April months.

3. Daily new products onboarding has been picked on 5$^{th}$, 8$^{th}$ and 22$^{nd}$ of all months.
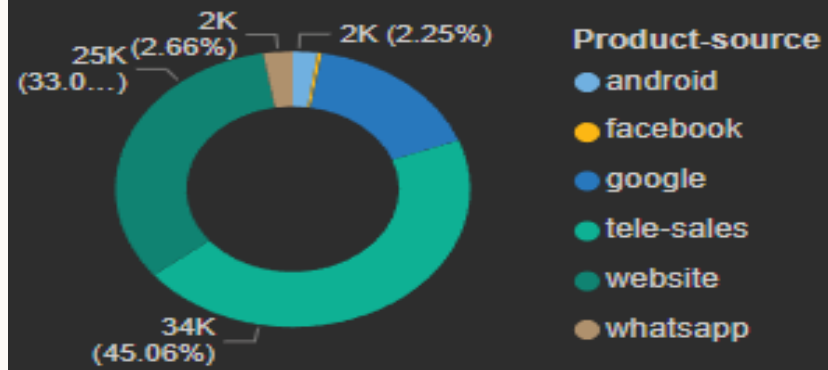


New Product Onboarded by Daily
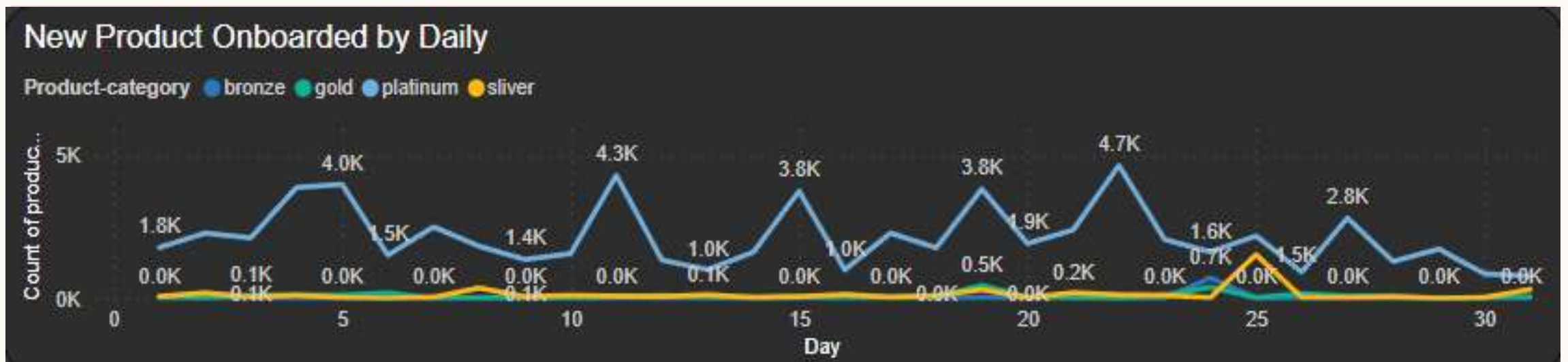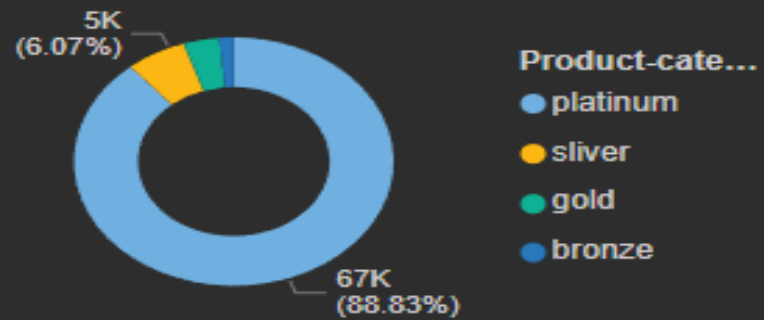
# 5. SALES OF NEW PRODUCTS ONBOARDED

This bar chart illustrates that sales of new products via tele-sales significantly surpass those from other sources, despite having fewer product listings compared to the website and Google. Interestingly, the number of product listings on tele-sales is equal to that of the Android product source. This suggests that tele-sales drive higher product orders and sales compared to other channels. Furthermore, within each product segment, the Platinum category outperforms others in terms of sales.
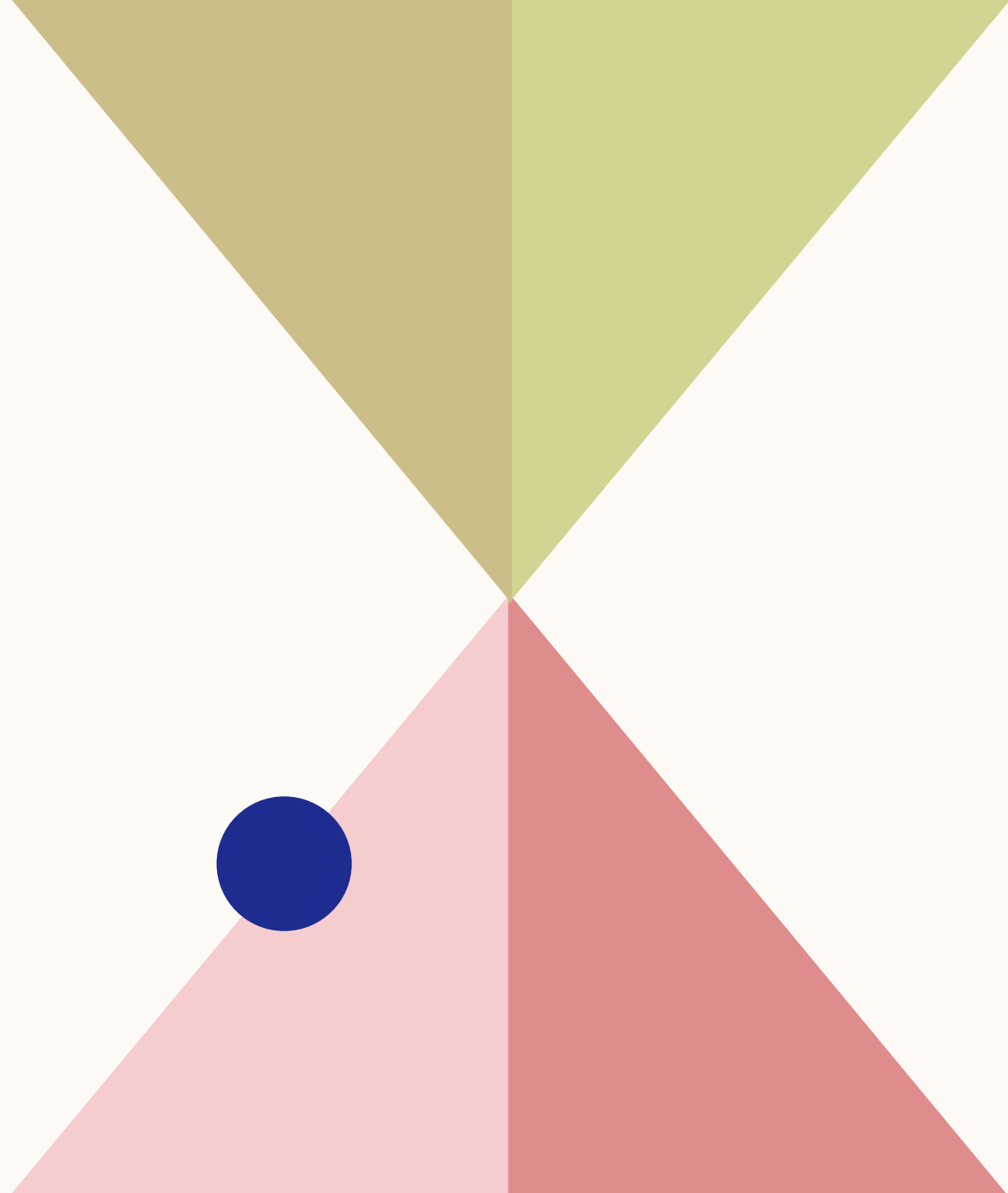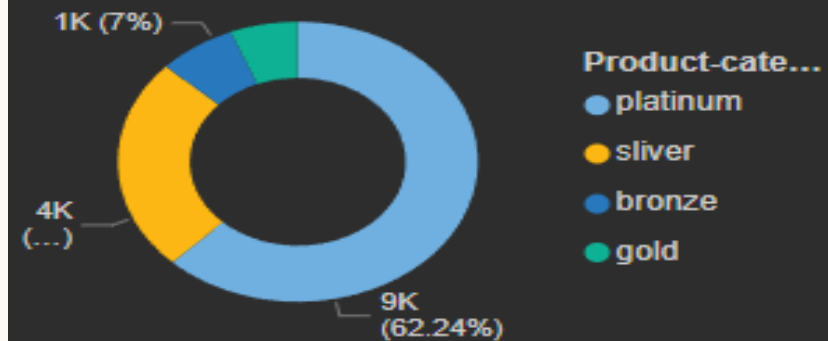


Sales of new products onboarded

# Distinct order by Product-source



- 2K (2.25%)
- 2K (2.66%)
- 25K (33.0...)
- 34K (45.06%)

**Product-source**
- android
- facebook
- google
- tele-sales
- website
- whatsapp

# Total Quantity by Product-category



- 5K (6.07%)
- 67K (88.83%)

**Product-cate...**
- platinum
- sliver
- gold
- bronze

# Distinct Product by Product-category



- 1K (7%)
- 4K (...)
- 9K (62.24%)

**Product-cate...**
- platinum
- sliver
- bronze
- gold

# SUMMARY

Bulk pro analysis involves the examination of data in large quantities, typically using automated or semi-automated processes. It aims to identify patterns, trends, and insights within massive datasets efficiently. This analysis can uncover hidden relationships, anomalies, or opportunities that may not be apparent when looking at smaller subsets of data. By leveraging tools like statistical analysis, machine learning algorithms, or data visualization techniques, bulk pro analysis helps organizations make data-driven decisions, optimize processes, and gain a competitive edge in various industries.

# THANK YOU

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