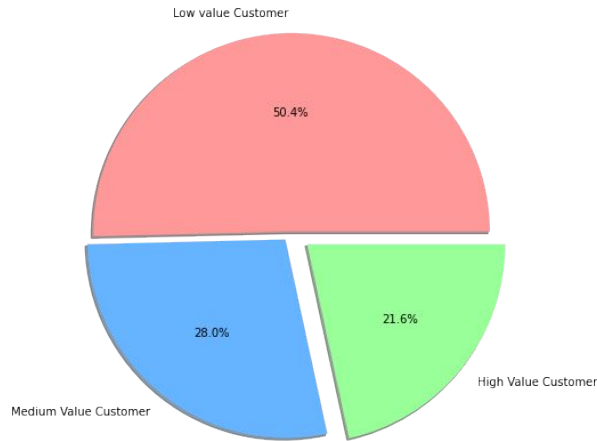

I am Anurag Nayak, leader of team DataLife.

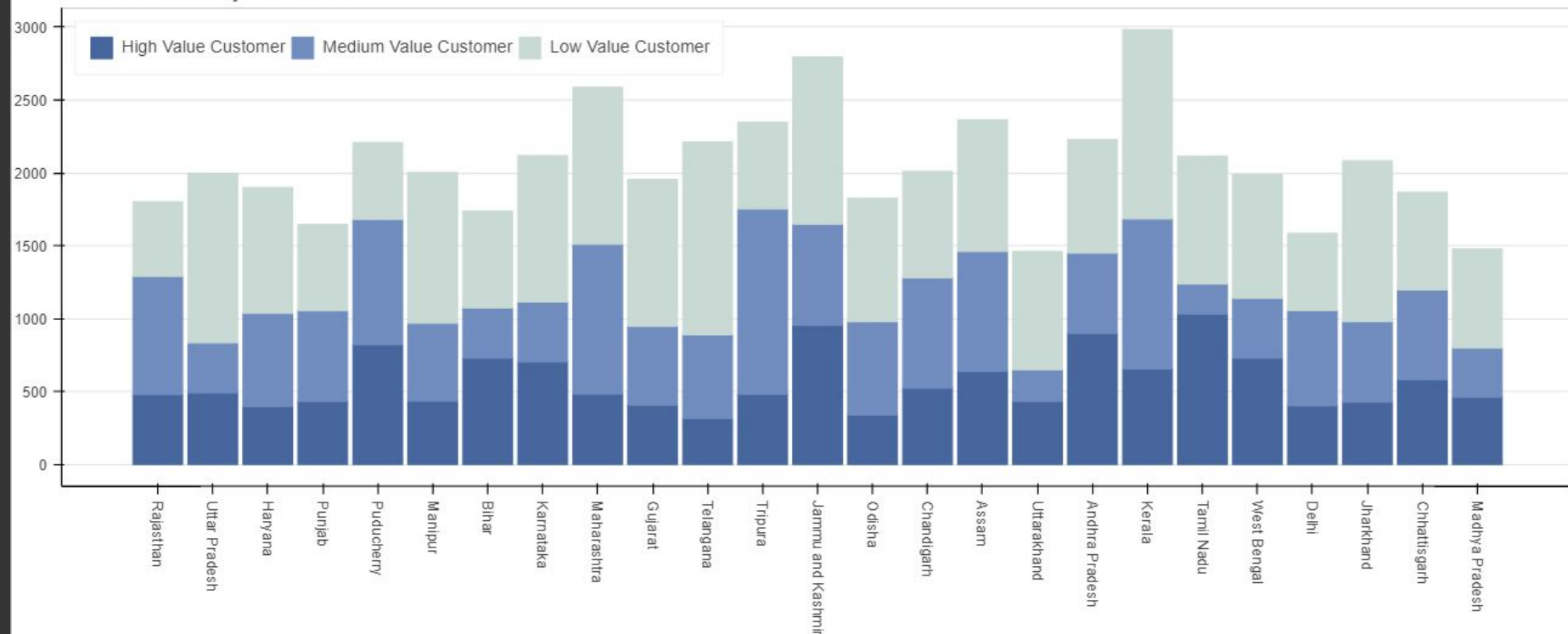
In this slide I will elaborate all the asked queries - RFM Analysis, Customer Loyalty and Retention, Market, Segment, Category and Region Performance, Seasonality Factors in Sales

RFM Score chart



- As we can see in the pie chart 50% customer are low valued , hence we can save our asset by stop investing in promotion of our product to these customers
- 21% of our customer are very loyal and regular , we need to care about them . Provide customer services on time and resolve their issues as early as possible.
- Other 28% of our customer are medium value customer. Anyhow we have to convert a majority of them into high value customers. Investing in promotions and offers for these customers could be very beneficial.

Customer Value analysis state wise



Tripura, Maharashtra, Puducherry, Kerala, Rajasthan, Haryana, Punjab, Assam, Odisha - In these states there is a large volume of medium value customer. It will be good to open our branches at these places.



It won't be a bad idea to make our existing shops/branches/facilities vast and stable at Jammu Kashmir, Andhra Pradesh, Tamil Nadu to provide all facilities to our high valued customer.

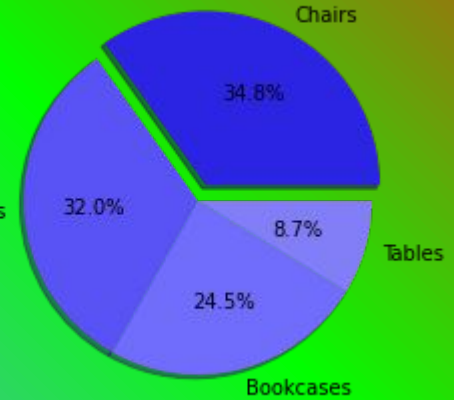


In states like Uttar Pradesh, Uttarakhand, Jharkhand: We can stop investing our time and money in giving offers and rewards on our products instead invest in spreading awareness regarding our successful and most demanding products at these places.

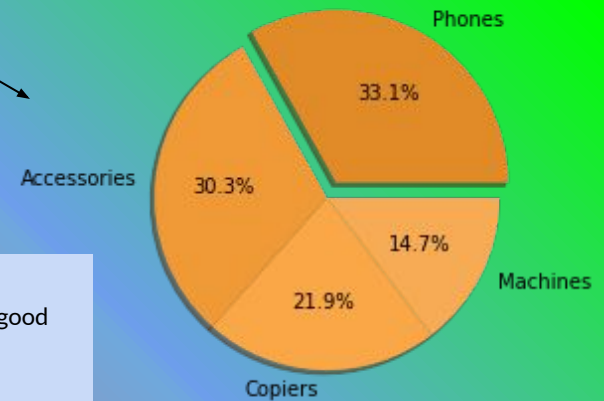
Category & Sub-Category wise profit Analysis

★ Our furnitures are lagging behind. We need to check the quality of our product

Sale of Sub-category of Furniture



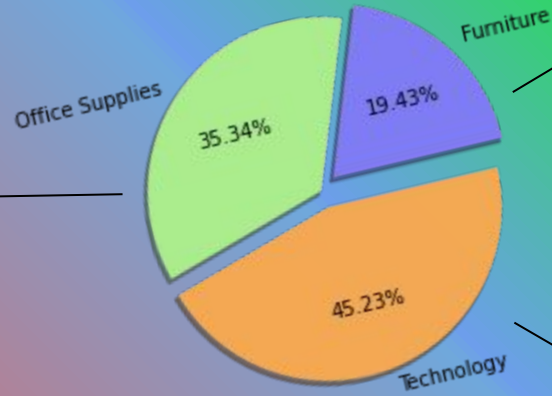
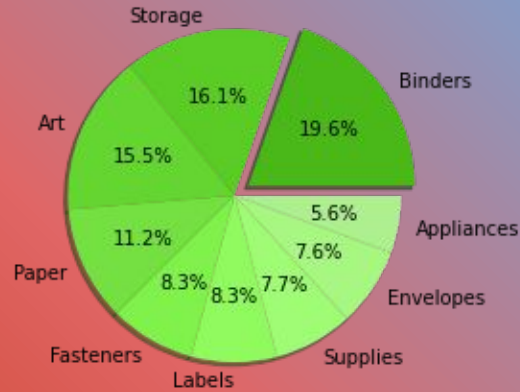
Sale of Sub-category of Technology



Profit(%) from Furnitures , Office supplies & Technology

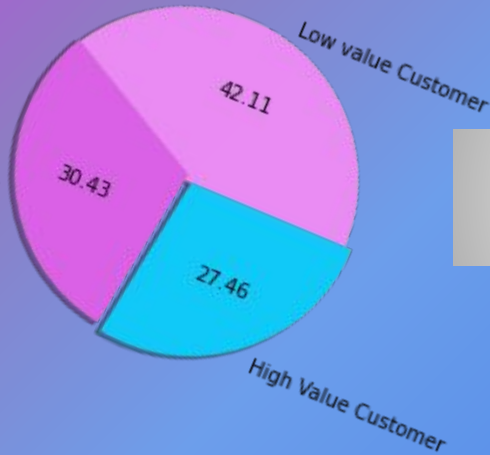
★ Phones are performing wonderful leading to a good profit from technology category.

Sale of Sub-category of Office Supplies



Distribution of Customer Segments in our three Categories

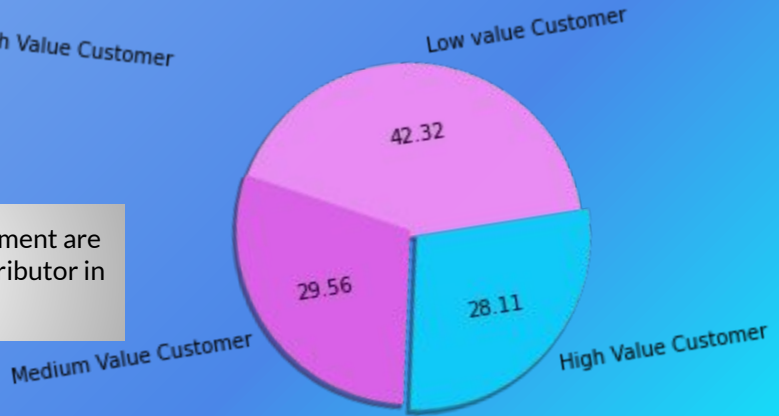
Furnitures



Office supplies

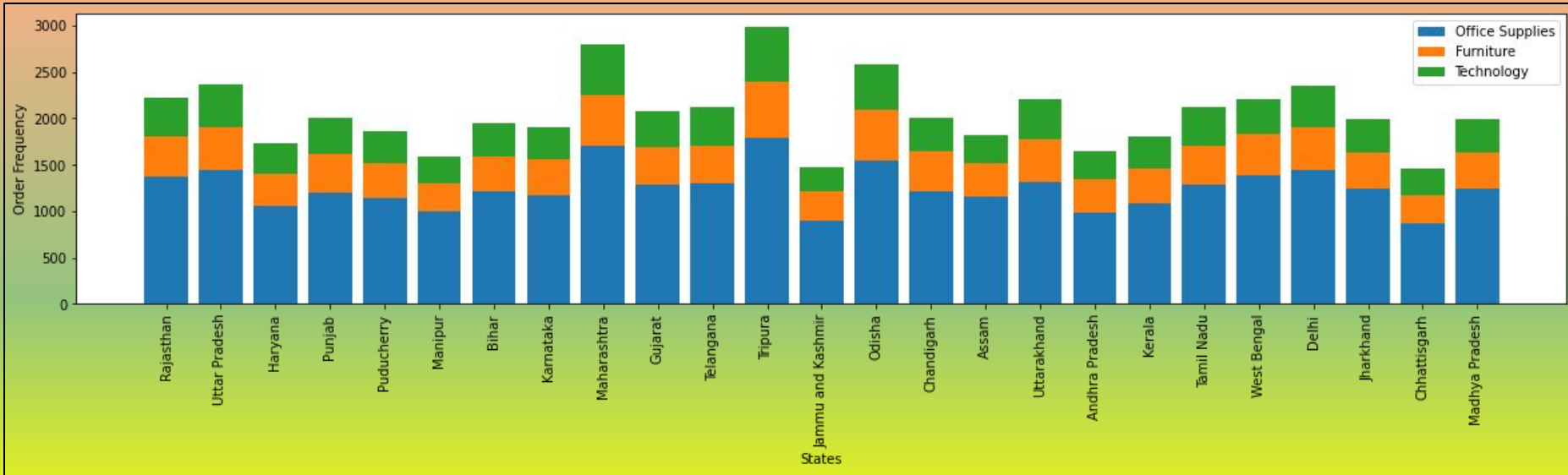


Technology



Our customer segment are almost equal contributor in three categories

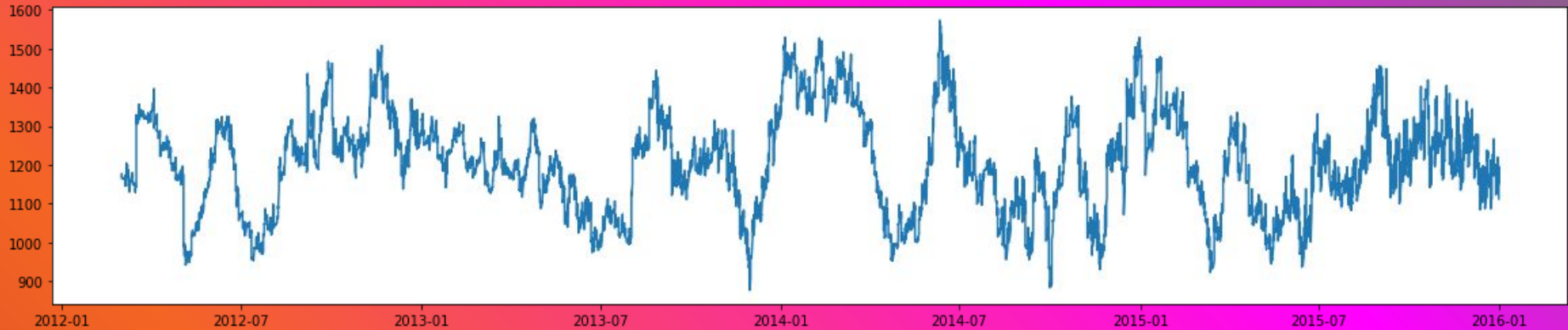
Frequency of Order Placed Statewise



➤ Office supplies are ordered in high frequency, so we need to keep all office supplies product handy in all our stores and branches.

➤ Furnitures are having a consistent frequency of being ordered, except for Tripura, Maharashtra. Here Furniture availability needs to be supervised.

Seasonality Factors in Sales



- Seasonality is observable in the sales
- There is sudden dip in the sales in the mid of the year
- Recently after the dip an upsurge of need of our products could be seen in the market

- ★ Year starting (Jan-Feb) & festive part of the year (Mid Sept to Mid Nov) could be the best time for us to provide offers and convert the medium valued customers into high value customer.
- ★ Mid of the year (jun -aug) must be used to sort out how many of the medium valued customer turned into low valued customer and accordingly stop some of the offers for them

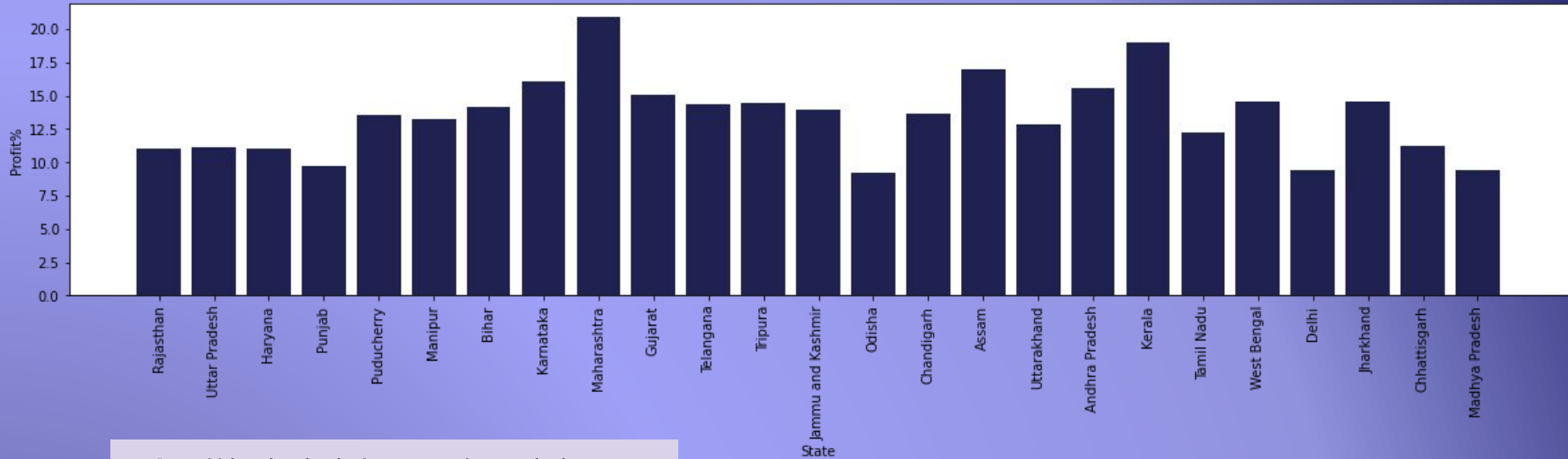
Delivery Speed Analysis

The table shows the mean, median, mode number of days we took to ship the order of a High value, Medium value & Low value customers

	High Value Customers	Medium Value Customers	Low value Customers
Mean	3 days	3 days	3 days
Median	4 days	4 days	4 days
Mode	4 days	4 days	4 days

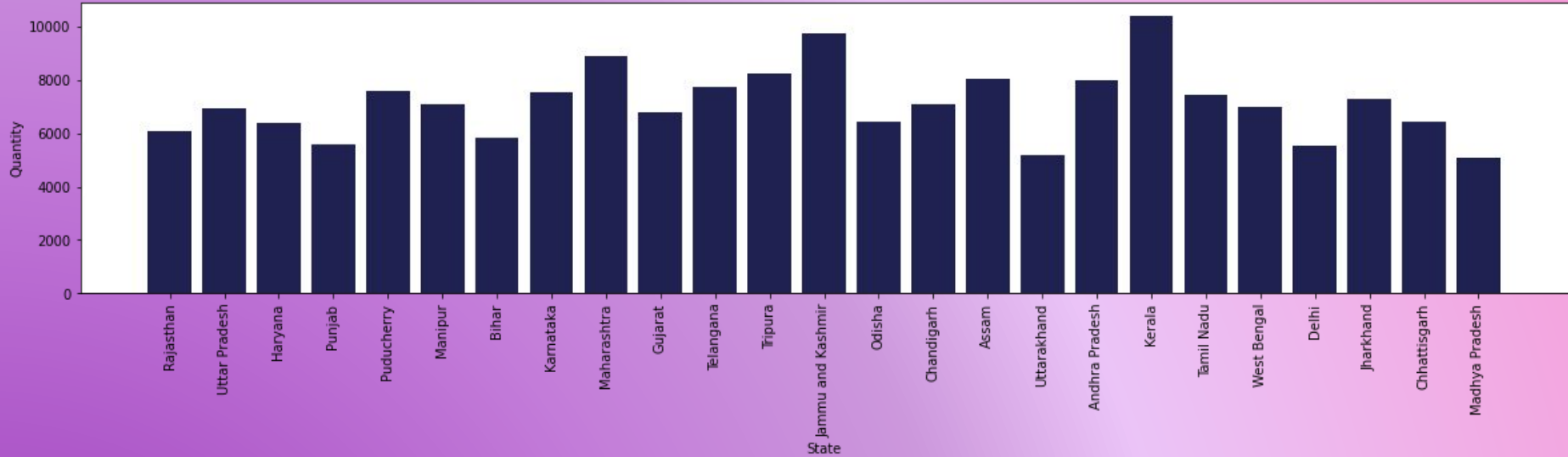
- ★ Investing in making the delivery more speedy cannot assure to surely convert most of the medium value customers into high value customers
- ★ Though making the delivery process more speedy can turn the high value customers into long term high value customers

State-wise Profit gained analysis



- ➔ Maharashtra, kerala , Assam are coming out to be the most profitable states for us
- ➔ We can hire more sales person of marathi, keralian , assamese origin to make better connections with our customers.
- ➔ Proper data has to be collected about the orders of Delhi , Odisha,Punjab to analyze the reason behind the low profit status at these places

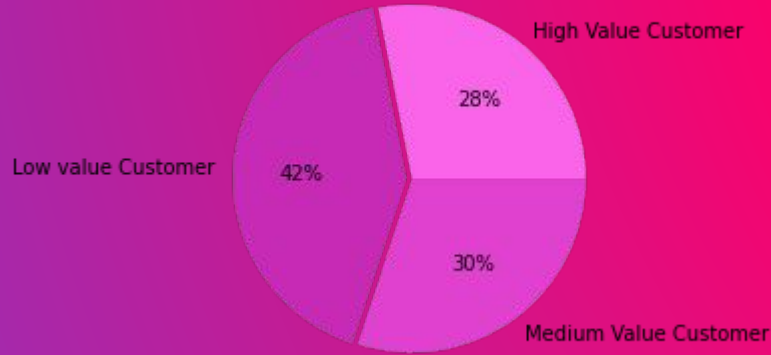
State-wise quantity of our products retailed



- Maharashtra , Kerala , jammu Kashmir are turning out to be our bulk orderer.
- Greater availability of stocks need to be done at these places
- Delivery and carrying facilities should be looked at these places

Effectiveness of the discounts provided

Investments on providing discounts to Customers



- ❖ We are investing too much in giving discounts to low value customers.
- ❖ It will be better to invest more on discounts given to medium value customers rather than giving to low value customers