**Terpbuy Project Task Part III: Executive Summary**

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**Introduction**:

TerpBuy, is a global business-to-consumer and business-to-business platform that caters to both businesses and consumers worldwide. Headquartered in College Park, Maryland, USA, with a distribution center in Mumbai, India, the company sought comprehensive insights into its customer base, products, departments, and orders. To support the company in this endeavor, I have worked on extraction and analysis of data from its warehouse.

My analysis included several years of TerpBuy's sales data, delving into customer information, order details, product categories, and various departments. The culmination of this effort is the executive summary presented below, featuring key findings, valuable insights, and actionable recommendations.

**Data Analysis Insights and Recommendations:**

1. Terpbuy deals in many products categories that includes but are not limited to apparel, book shop materials, fitness products, pet products, technology offerings and more.
2. The most popular customer segments for Terpbuy product offerings includes - **Consumer, Corporate and Home Office**.
3. Based on the sales analysis, department-wise, my observation is that:  
   a) The maximum sales are for the ‘**Apparel, Fan Shop and Golf**’ categories. Terpbuy could consider investing more and introducing new products in these categories to keep customers further engaged based on sales trends.   
   b) The least sales are in the ‘**Book Shop, Technology, Pet Shop and Health & Beauty**’ categories. Further analysis is needed to evaluate the possible reasons for the low product sales.   
   d) Also, re-evaluating the marketing strategy for the low sales product categories can help improve sales through apt planning and digital campaigns.
4. Terpbuy Sales was going well till the beginning of 2019. However, there has been a steady decline in Terpbuy product sales after the first quarter of 2019. This decline saw a further dip at the beginning of 2020 and continues to decline downwards ever since. While various factors could have contributed to the decline in sales, we must factor in the onset of COVID-19 and its bad effect on market conditions globally like supply chain issues and delay in product shipments directly affecting customer satisfaction.

**Conclusion:**

Considering the contributing factors, Terpbuy should focus on addressing logistic and supply chain issues they may be facing. Design solutions to maximize the sales in the areas that were doing well till early 2019. Only additional data, stock on inventory and further in-depth analysis could help determine how to maximize growth in the coming years for Terpbuy.