

## DISAMINA DI UN'AZIENDA SULL'ORLO DEL FALLIMENTO

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Fatta da persone sull'orlo di  
una crisi di nervi

# Cioccorane S.p.a.



# ANALISI SVOLTE

01

Prodotti

02

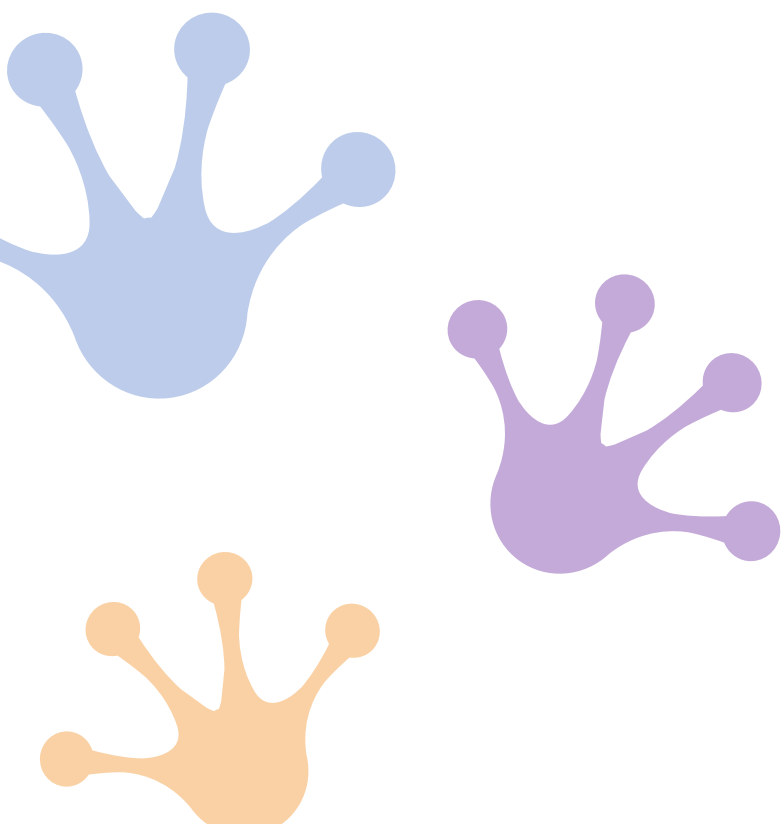
Clienti

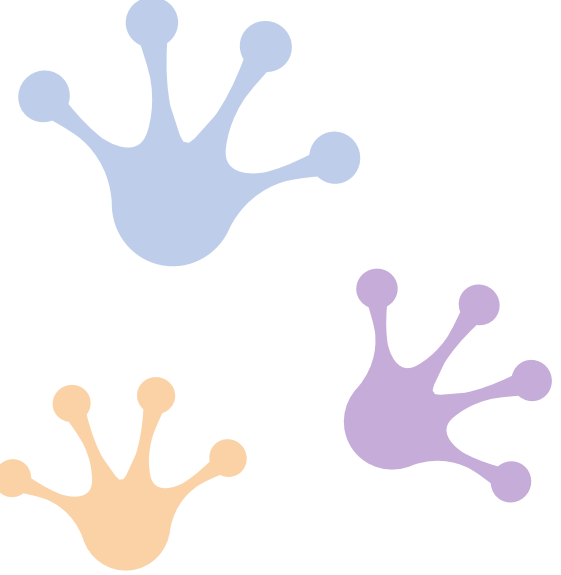
03

Spedizioni

04

Vendite e Transazioni



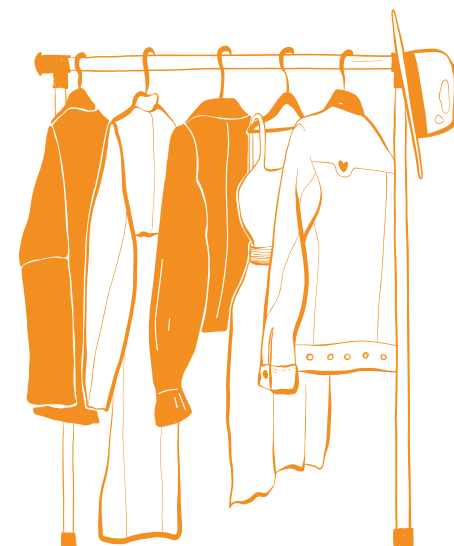


# Quantità Venduta 2022

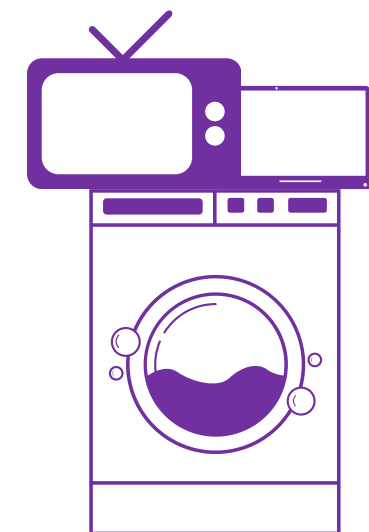
865



834

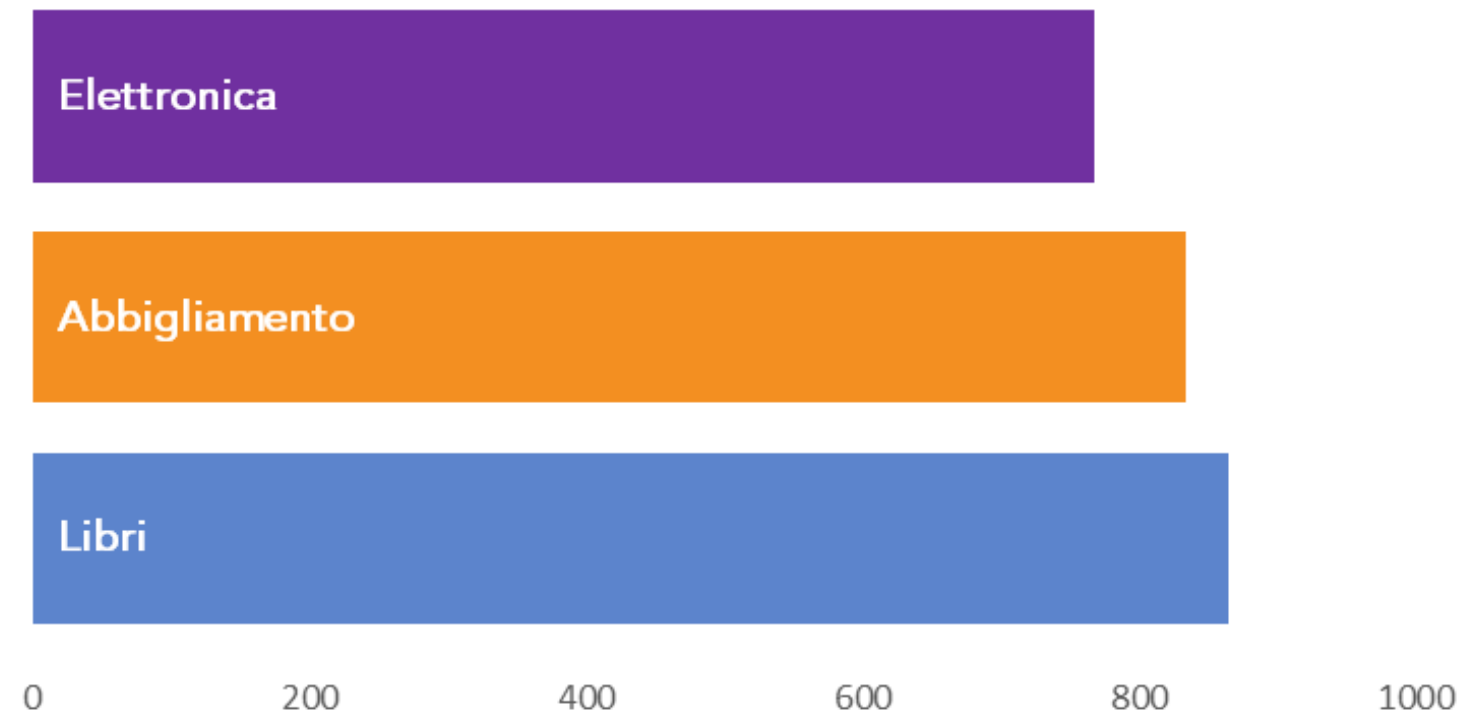


768

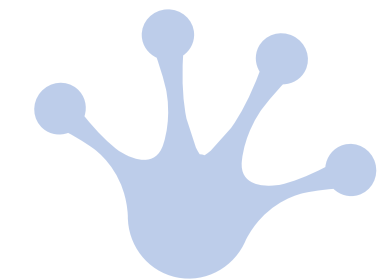
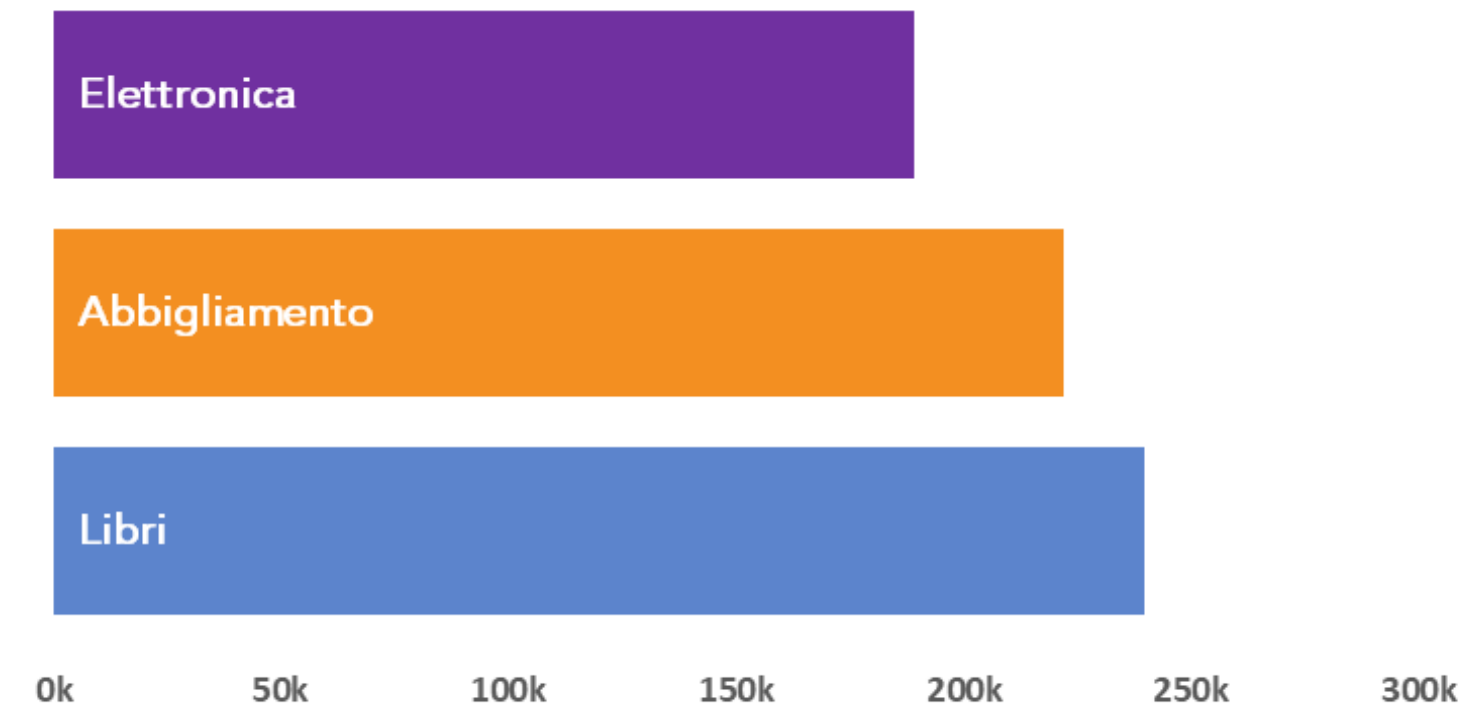


# Prodotti

Quantità Acquistata 2022



Ricavi 2022 per Categoria

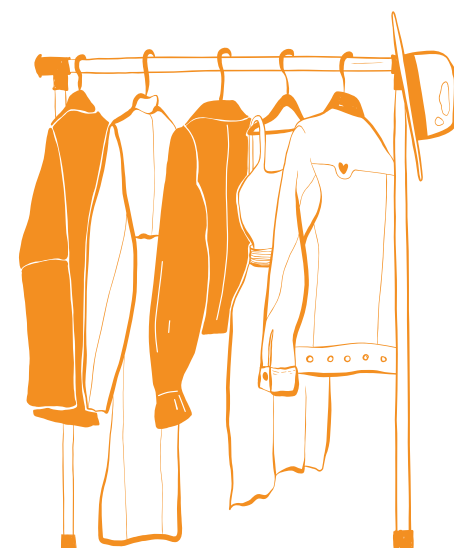


# Ricavi 2022

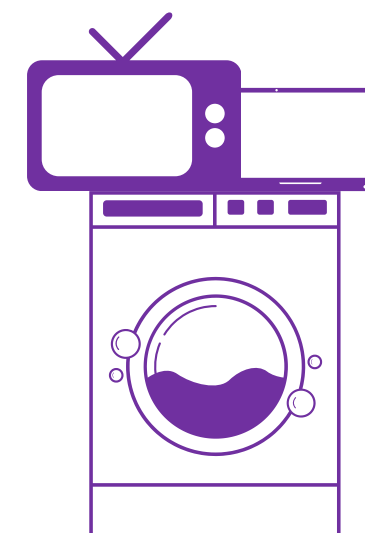
240k



222k

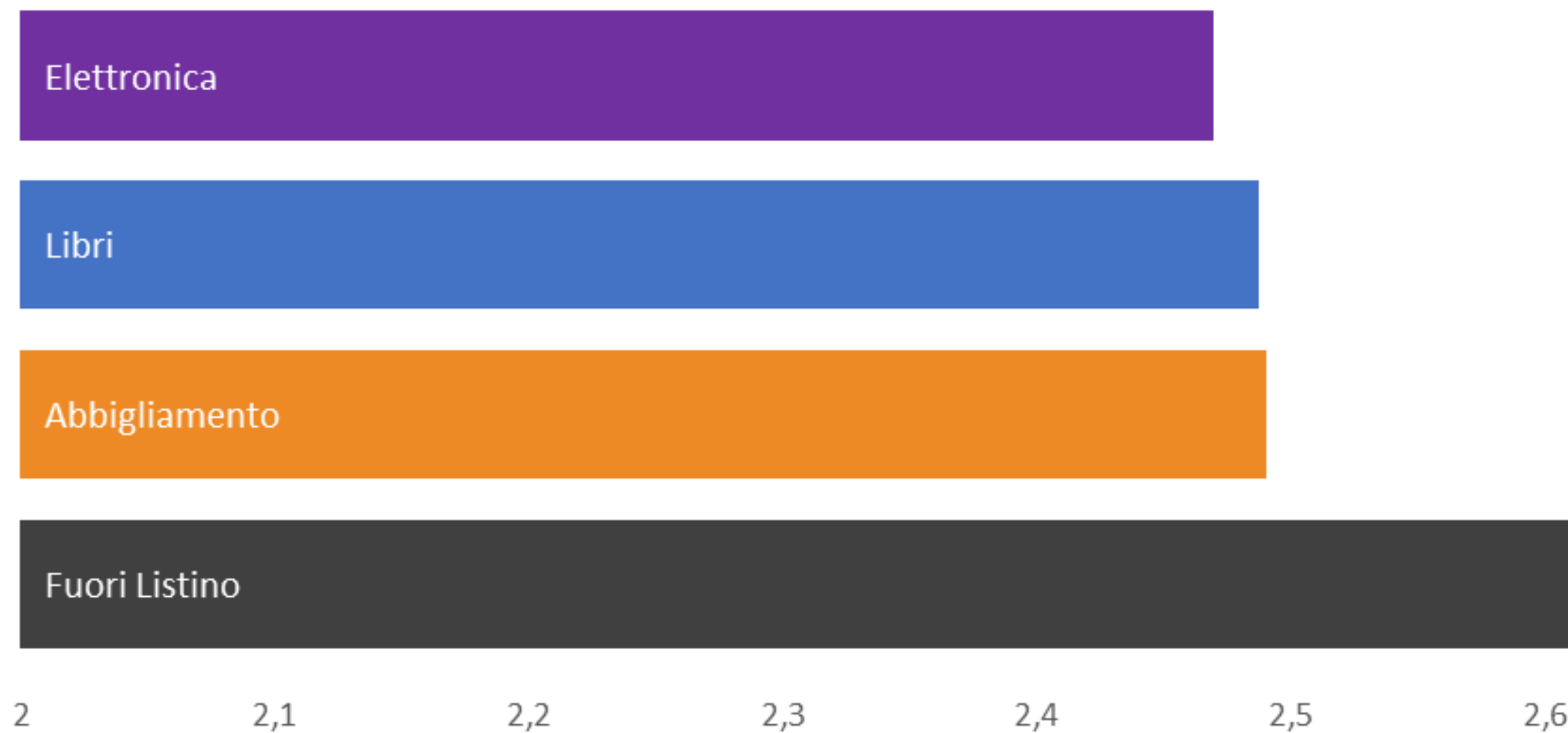


189k



# Top 3 Prodotti Venduti



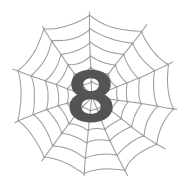
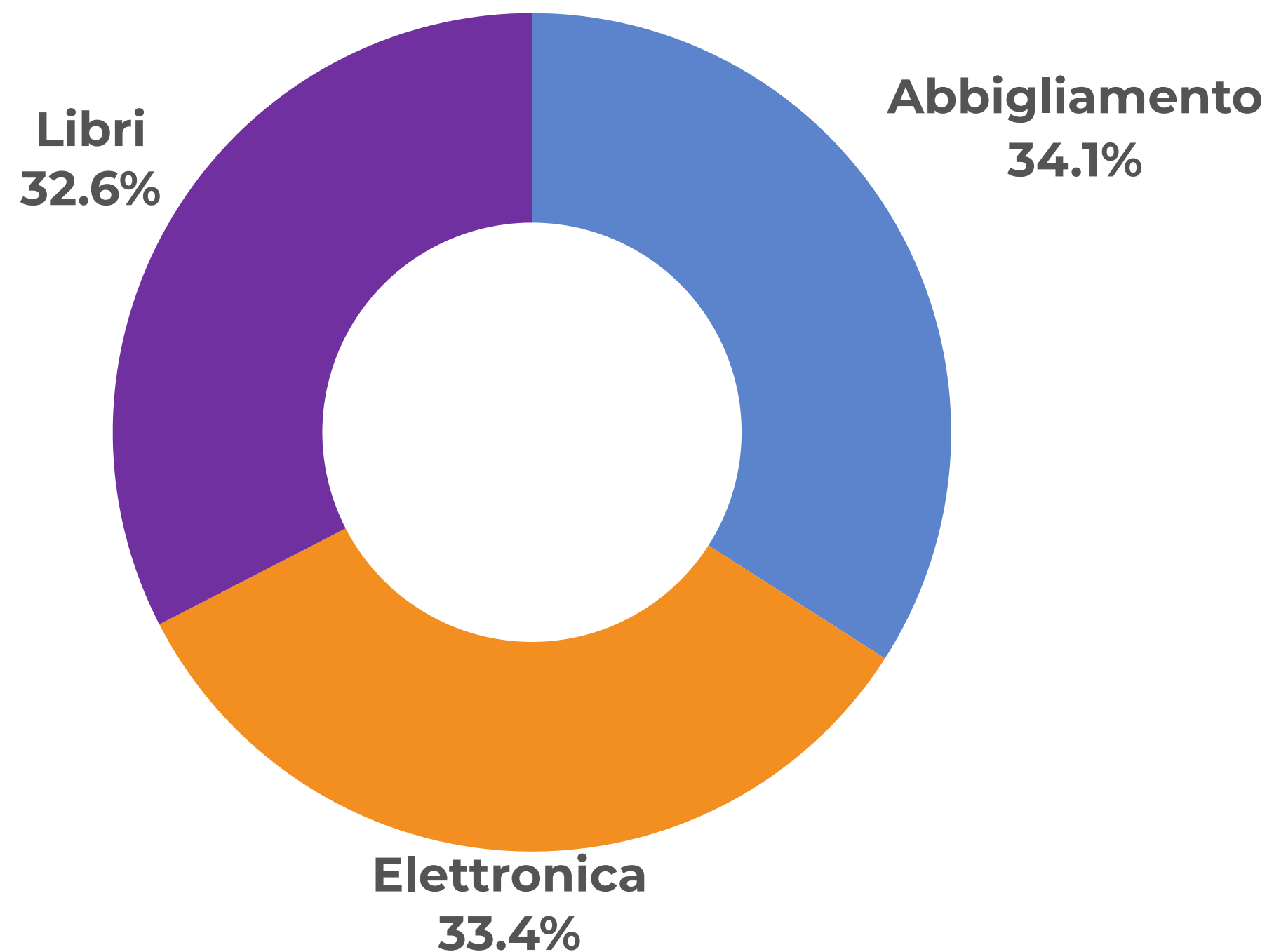


# Media Rating Categoria



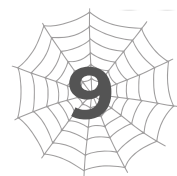
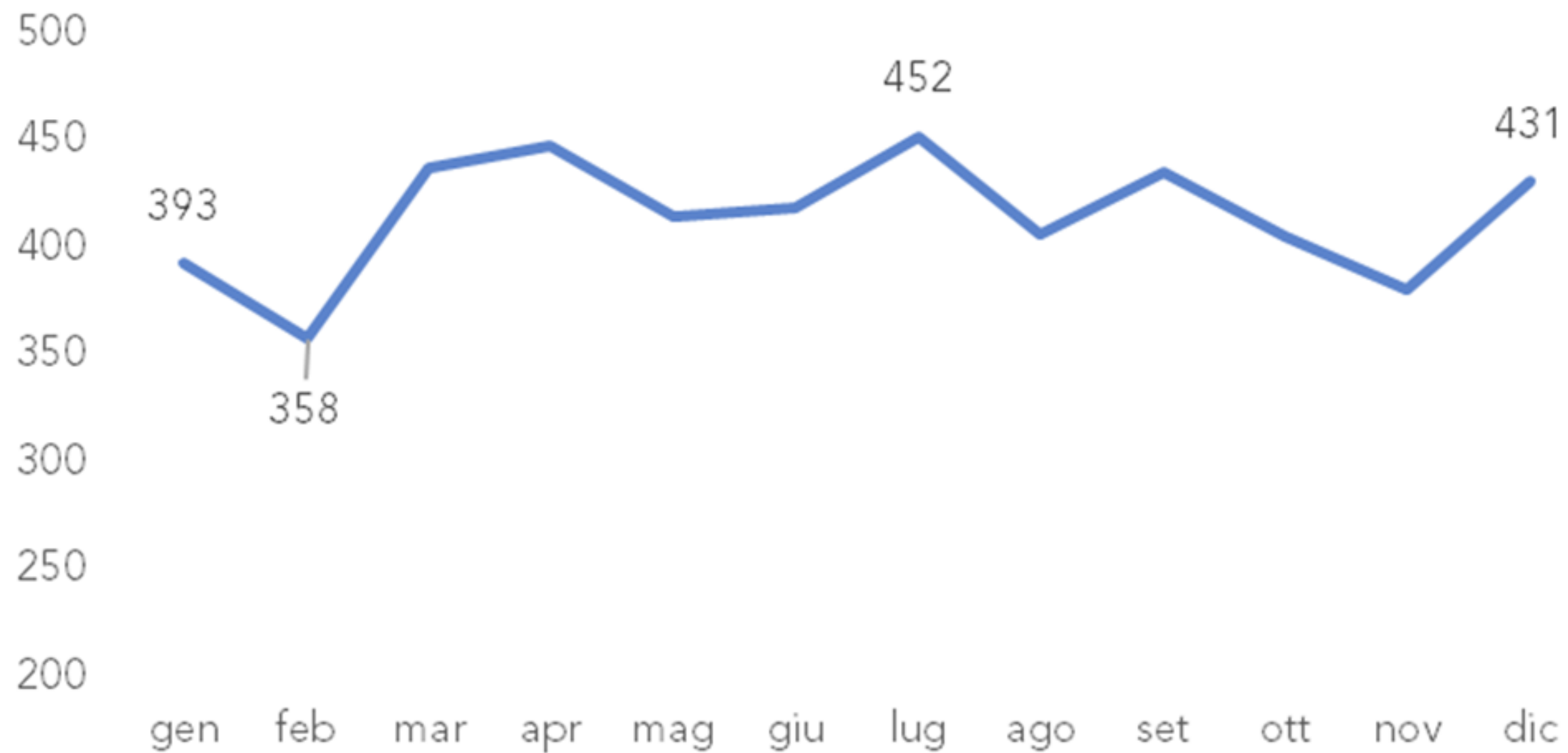
# Disponibilità Magazzino

253'065

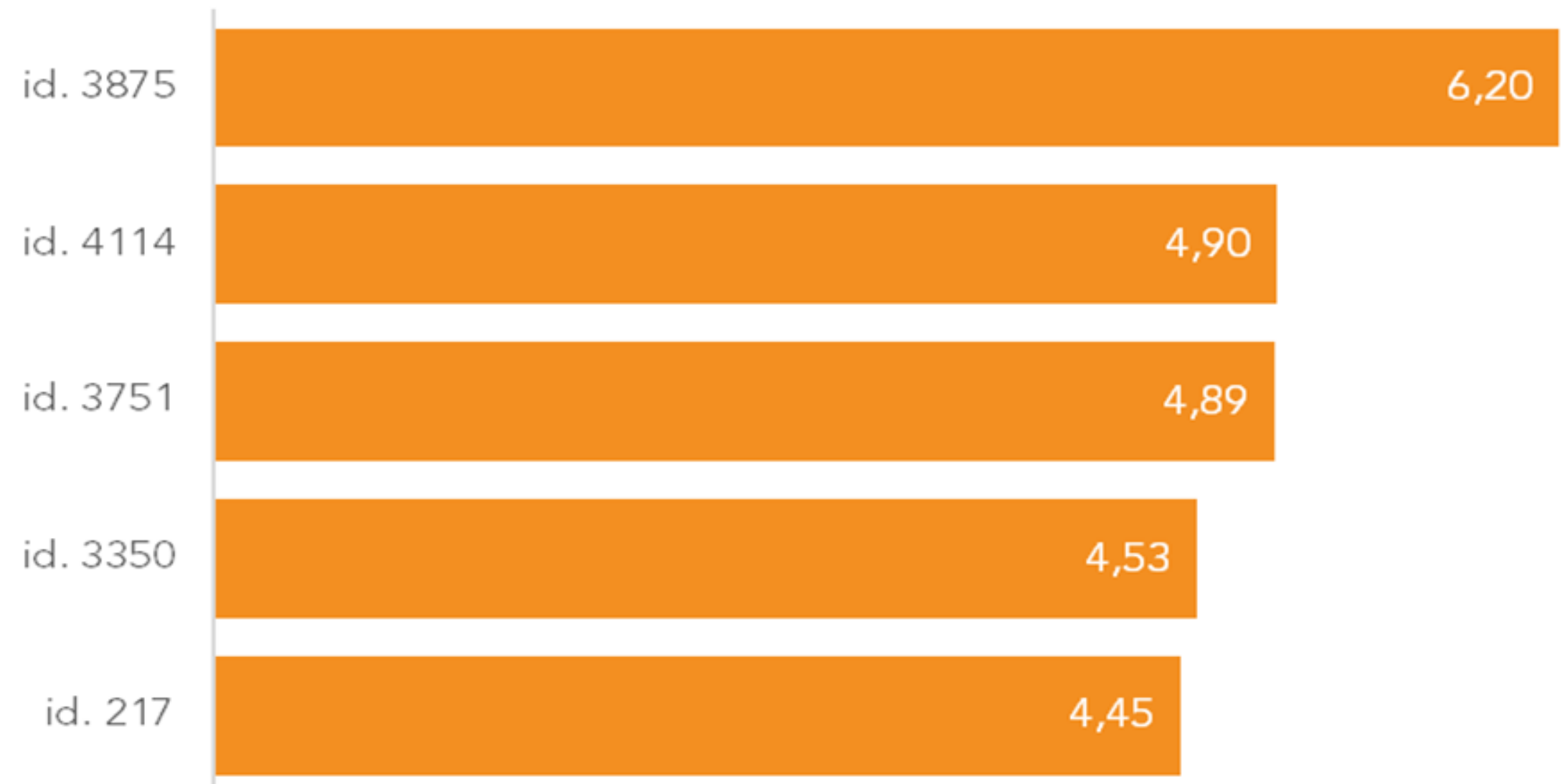




# Andamento Registrazioni Clienti 2022

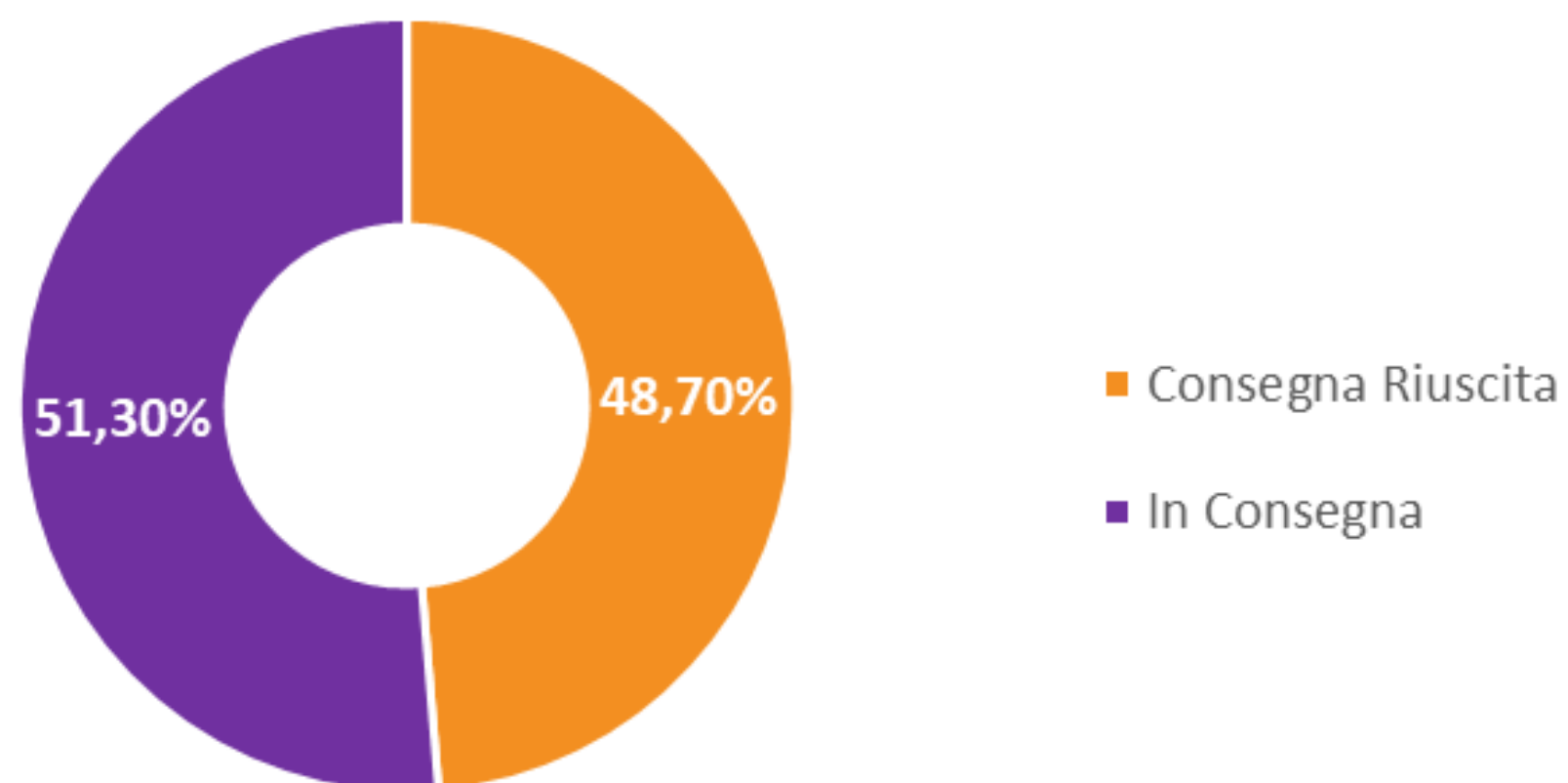


# Top 5 Clienti

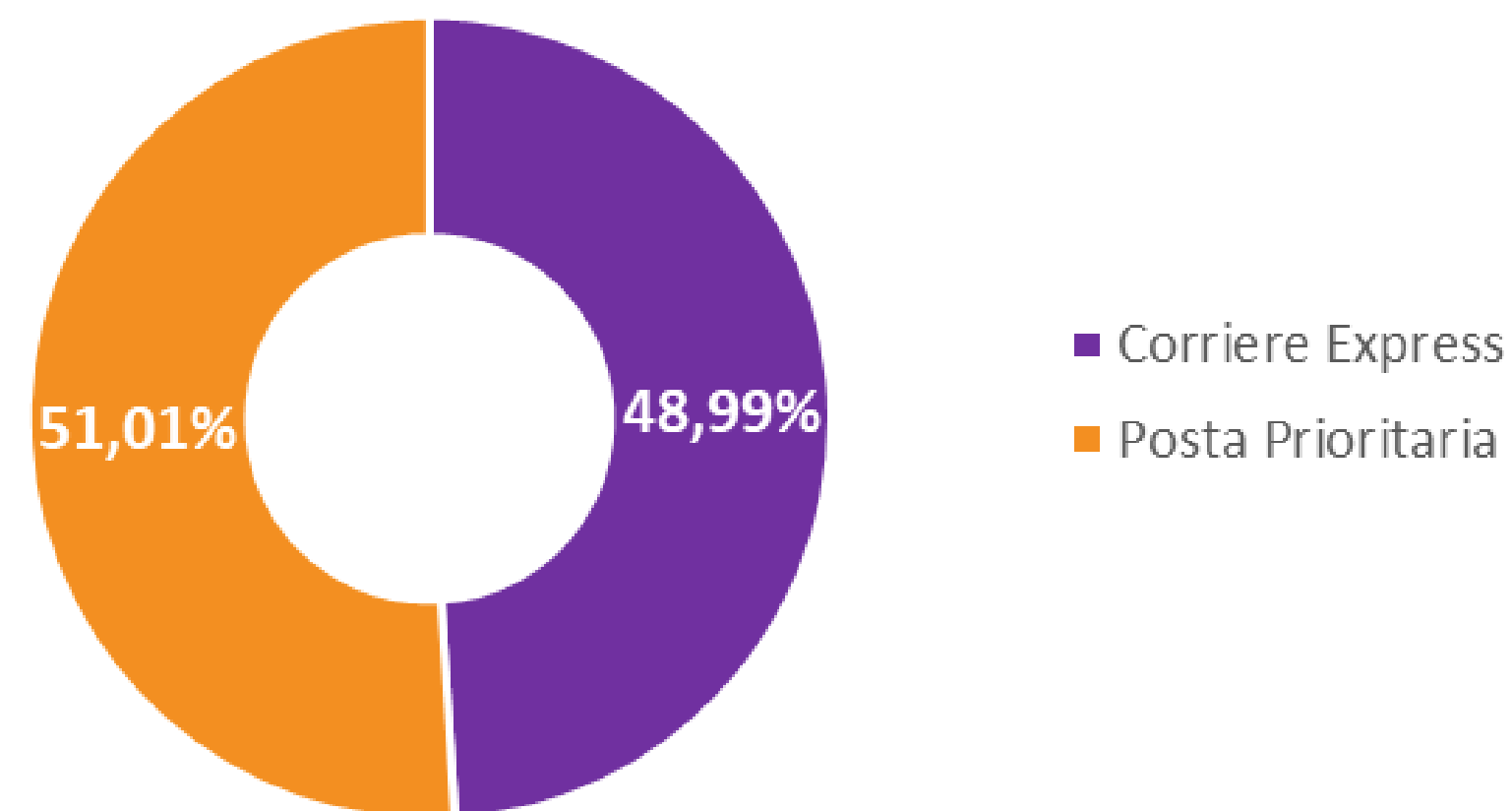


# Status Spedizioni

Status Consegne 2022



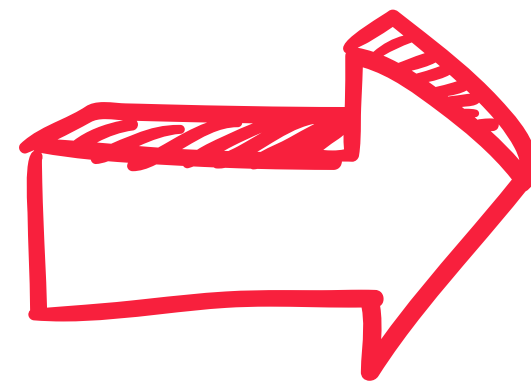
Consegne Riuscite per Metodo



# Status Spedizioni



377 gg

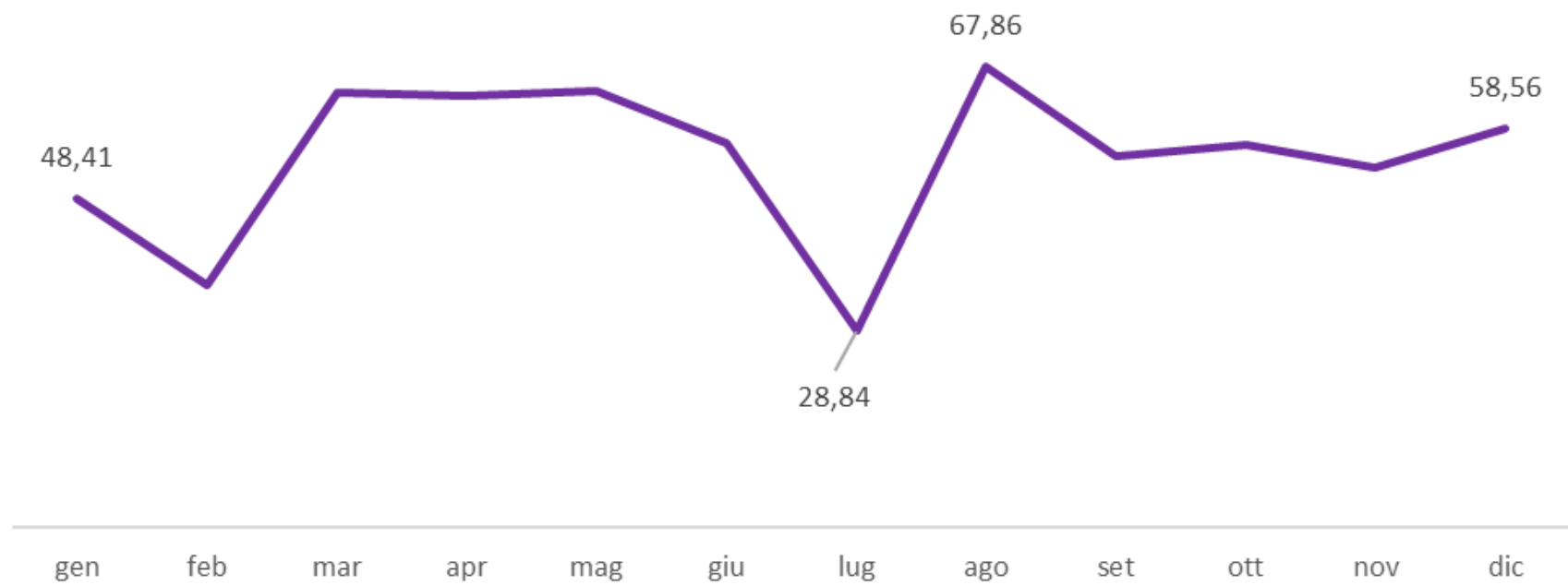


# Media Acquisti Categoria

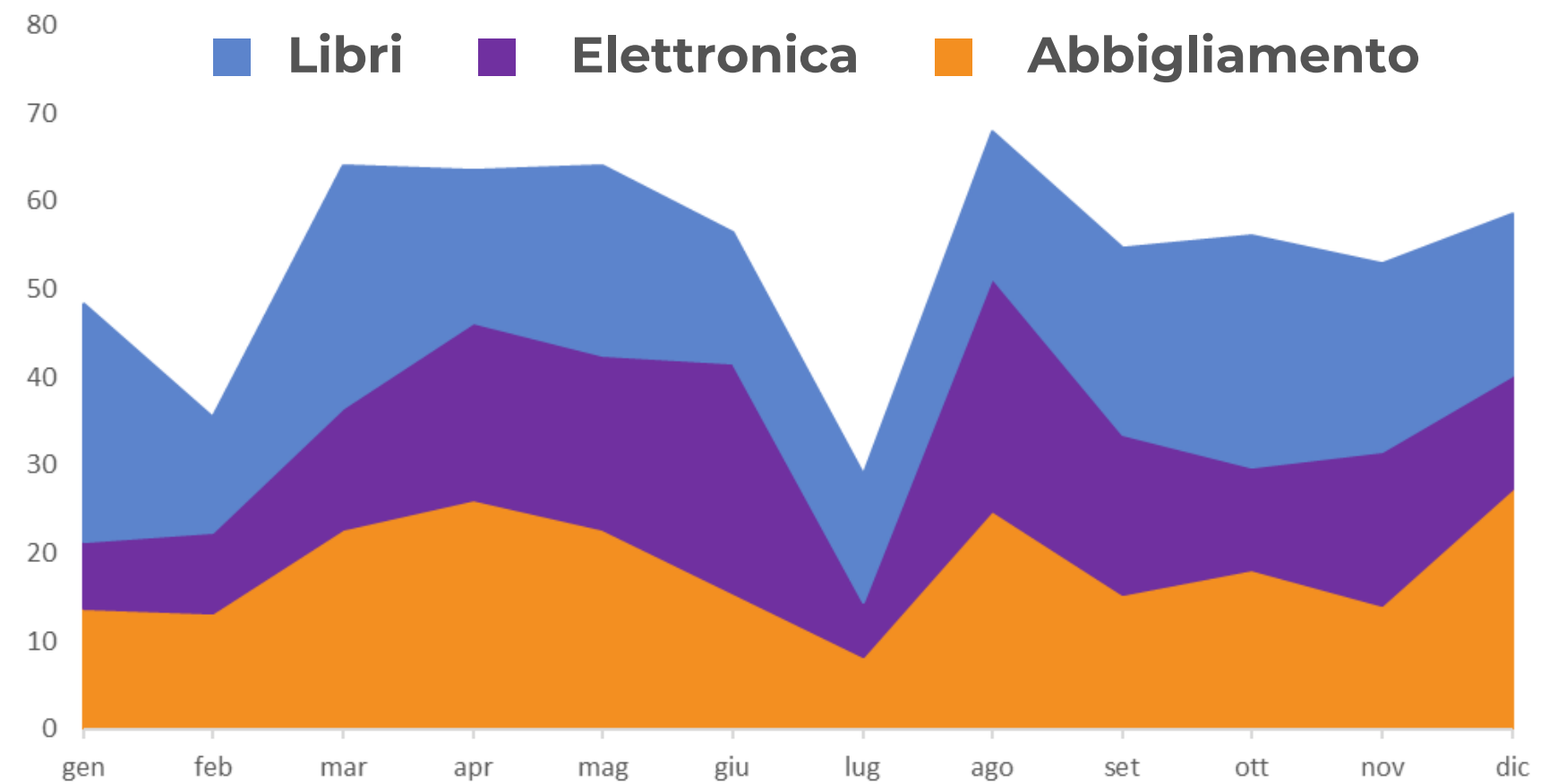


**Ricavi 2022**  
**€ 650'976**

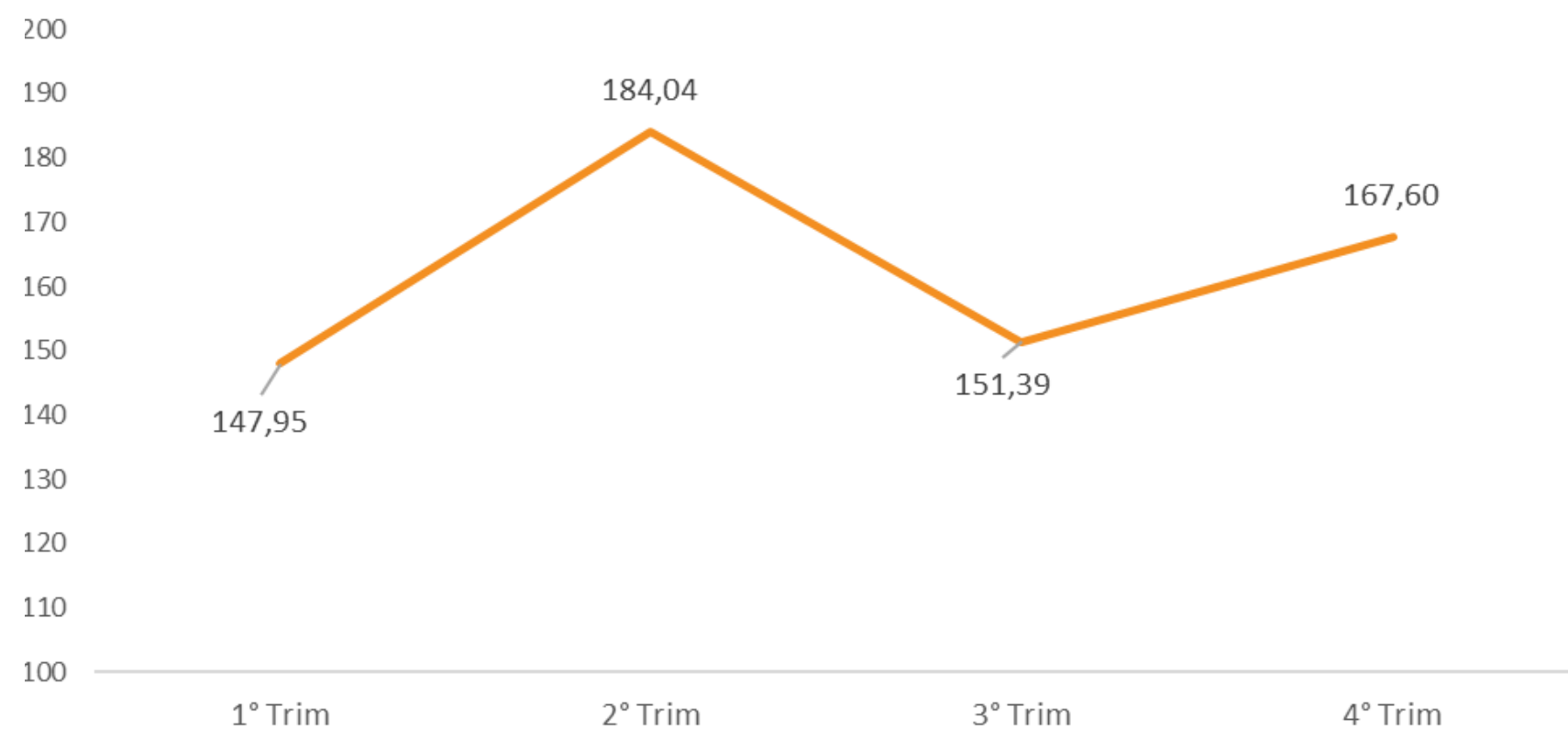
## Ricavi 2022



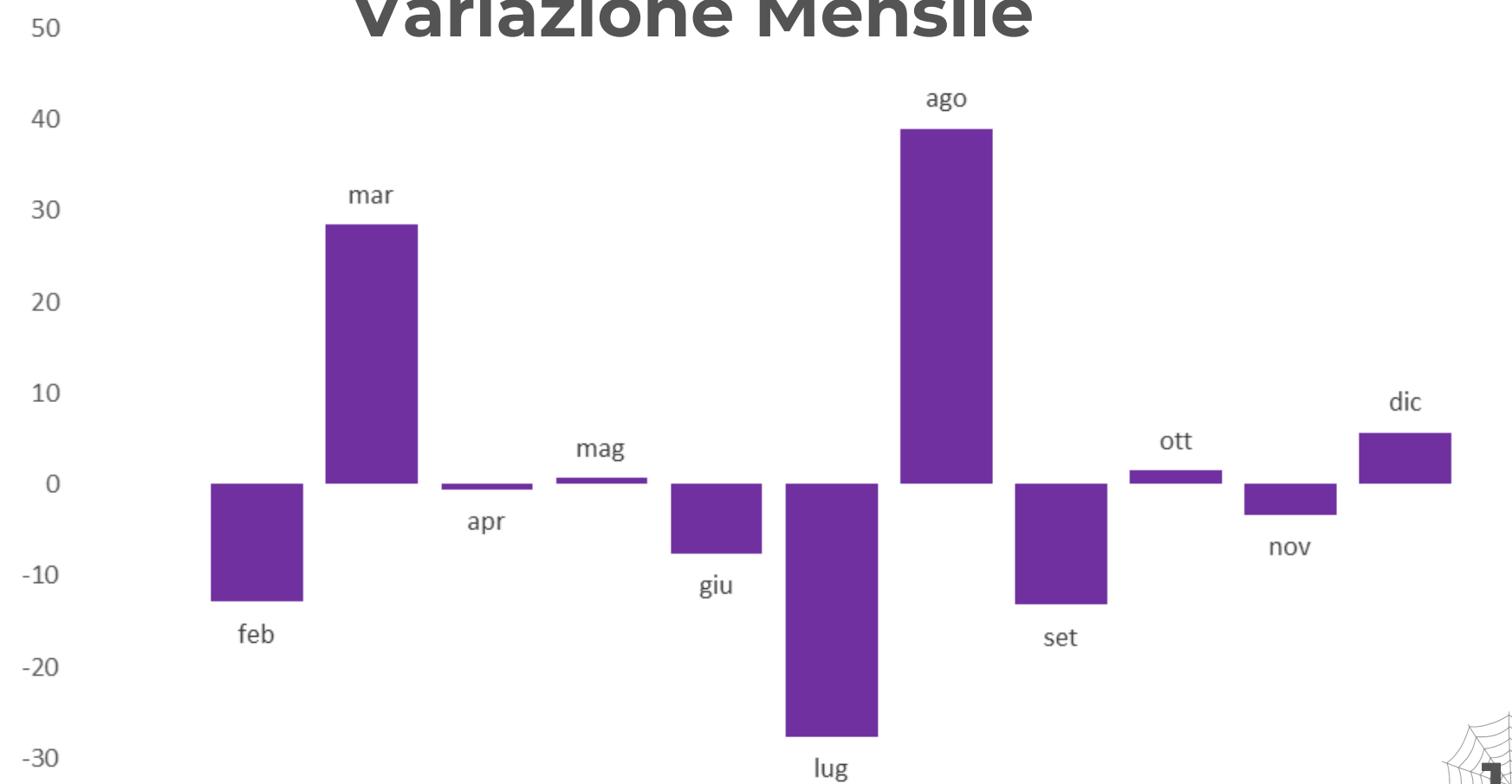
## Andamento per Categoria



## Ricavi trimestrali

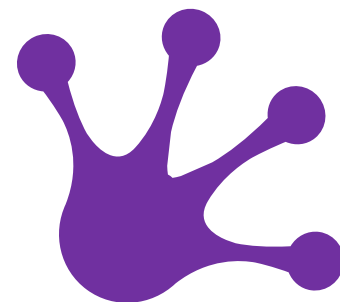
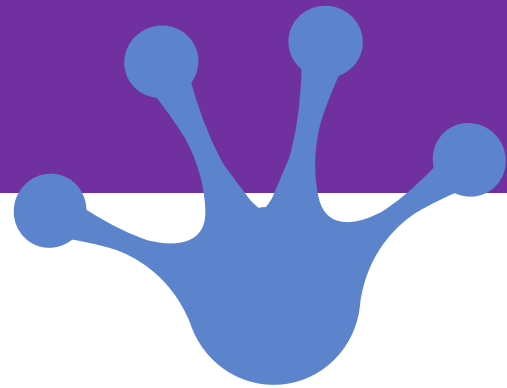


## Variazione Mensile



# Variazioni 2022

# CONCLUSIONI

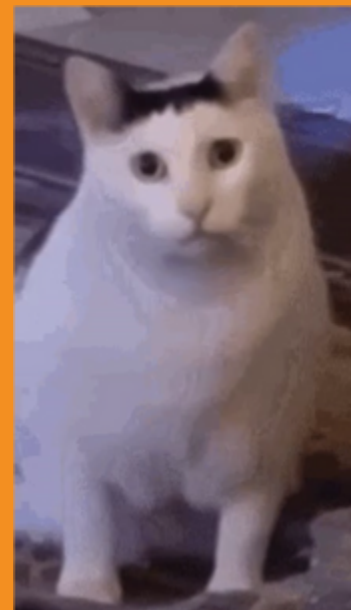




# What Analisi?

## PUNTI DI FORZA

Punti di Forza di Cioccorane



W

## OPPORTUNITÀ

Implementazione Marketing  
scontistica per ridurre il costo del  
magazzino ed incentivare i clienti  
registrati a fare un primo  
acquisto

O

T

## DEBOLEZZE

- Recensioni basse
- Costi Elevati di Magazzino
- Spedizioni in ritardo
- Tasso Consegna
- Scarsa Fidelizzazione
- Diversificazione Eccessiva

## MINACCE

- Prezzi medi unitari alti
- Recensioni basse  
potrebbero  
avvantaggiare i  
competitor

**Grazie per  
l'attenzione**

**Fin.**

**"Gruppo Horror"**

