

DeAL

Online Store Analysis
Group F

11/4/2025



Deal Store Current Problems :

1. Inefficient inventory management due to unclear sales trends.
2. Lack of customer insights, resulting in missed marketing opportunities.
3. High return rates which increases the operational cost.
4. Supplier inefficiencies, affecting profitability.



Our Solution:

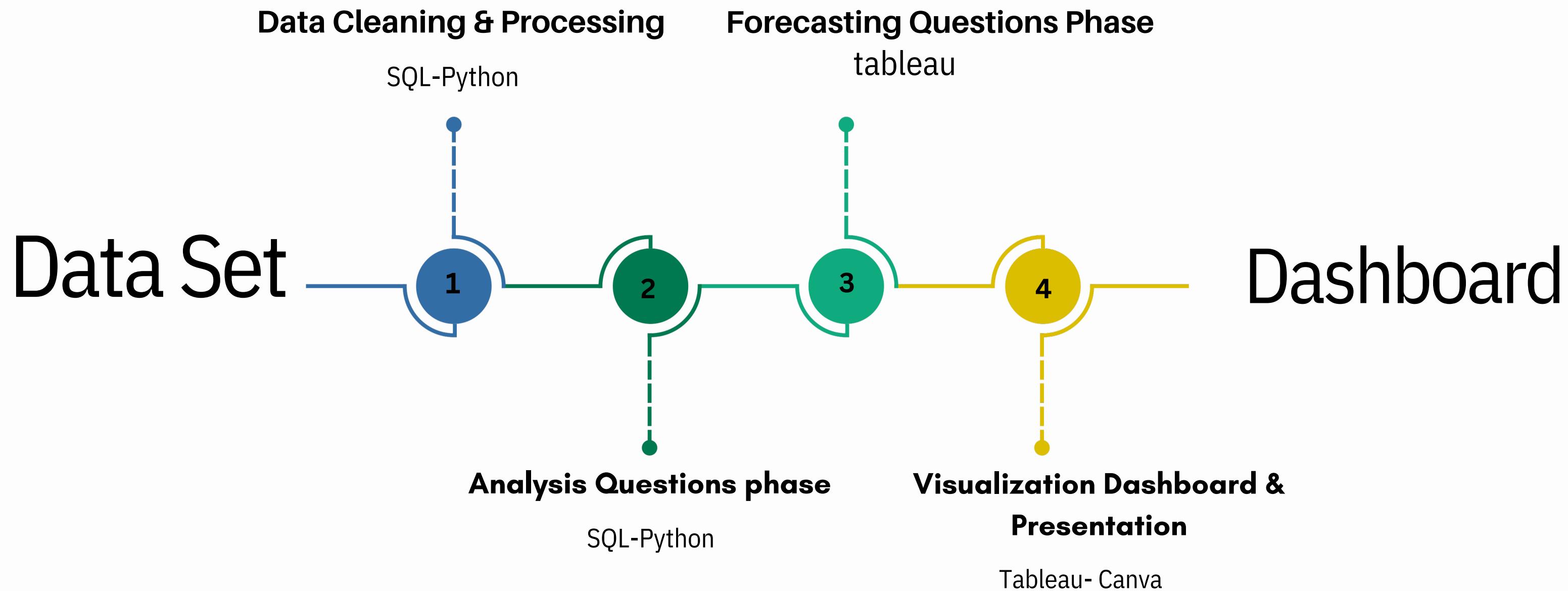
- A data-driven dashboard that provides:
- Analyzing of sales patterns to optimize inventory.
 - Visibility into return patterns to reduce operational costs
 - Profiling of customer segments for better-targeted marketing.
 - Monitoring of suppliers' performance for better coordination

What Makes This Project Stand Out?

1. Tailored dashboards that directly address key retail pain points (returns, supplier inefficiencies, unclear demand)
2. Combines descriptive analytics with forecasting for proactive decision-making.
3. Flexible filtering for granular analysis across customer segments and locations.
4. Actionable Recommendations.
5. Market Expansion Insights.
6. Improves Efficiency & Profitability .



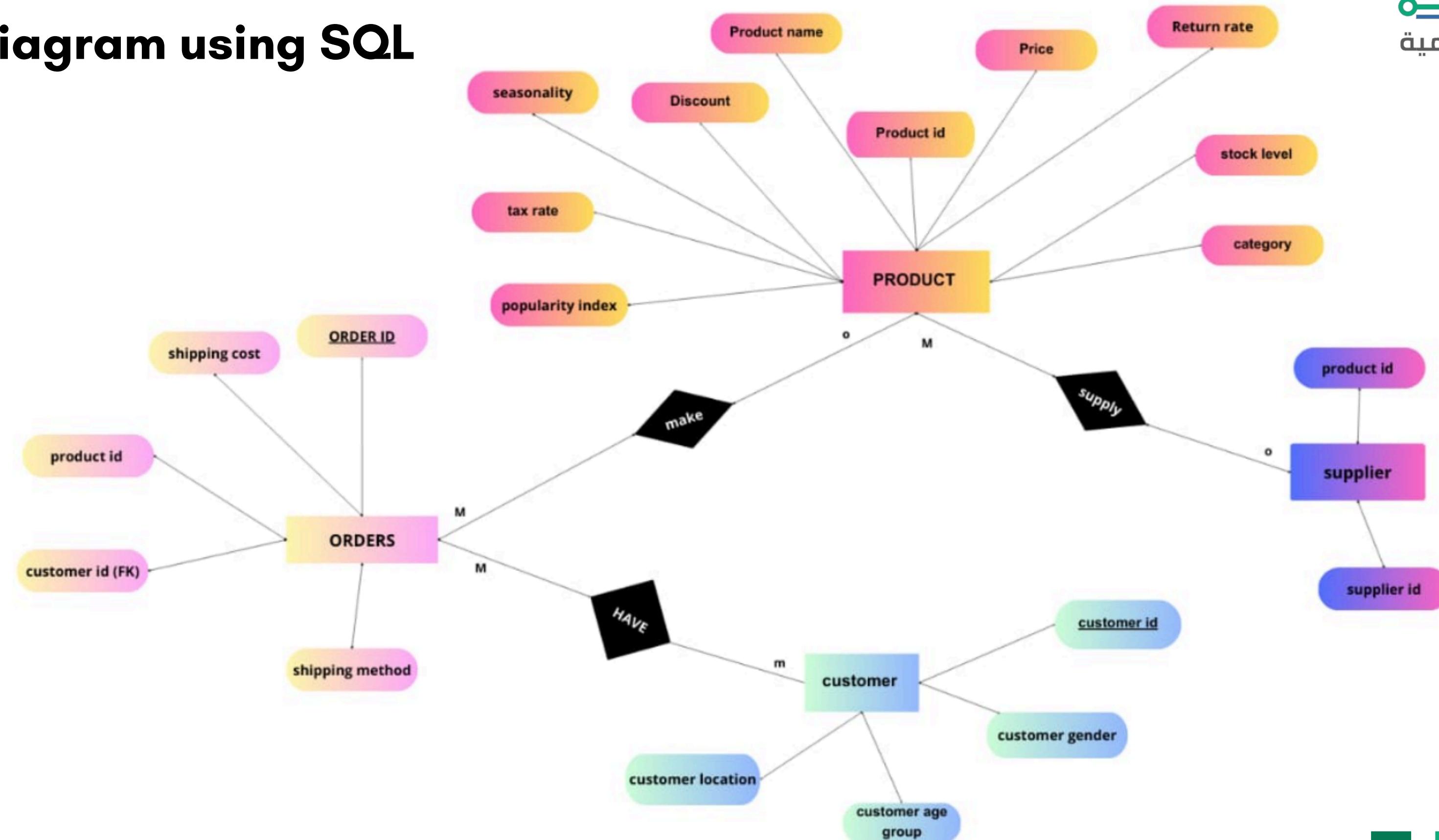
Our project will be divided into four weeks of challenges:



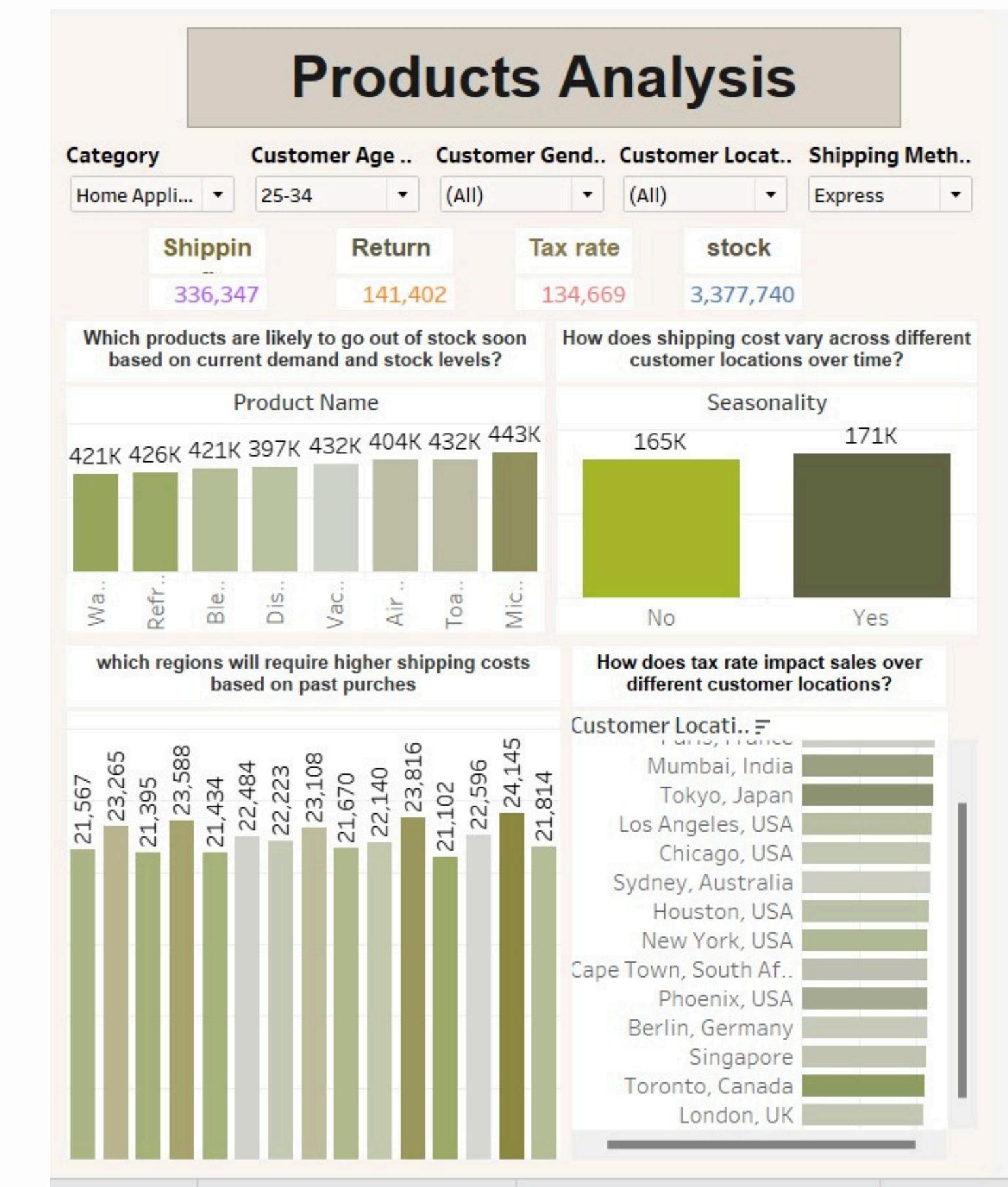
Our Project Deliverables



1- ERD Diagram using SQL



2- Forecasting Dashboard





3- Insights Dashboard



<https://public.tableau.com/app/profile/hagar.gamal92/viz/DealStorefinalDashboard2/Dashboard>



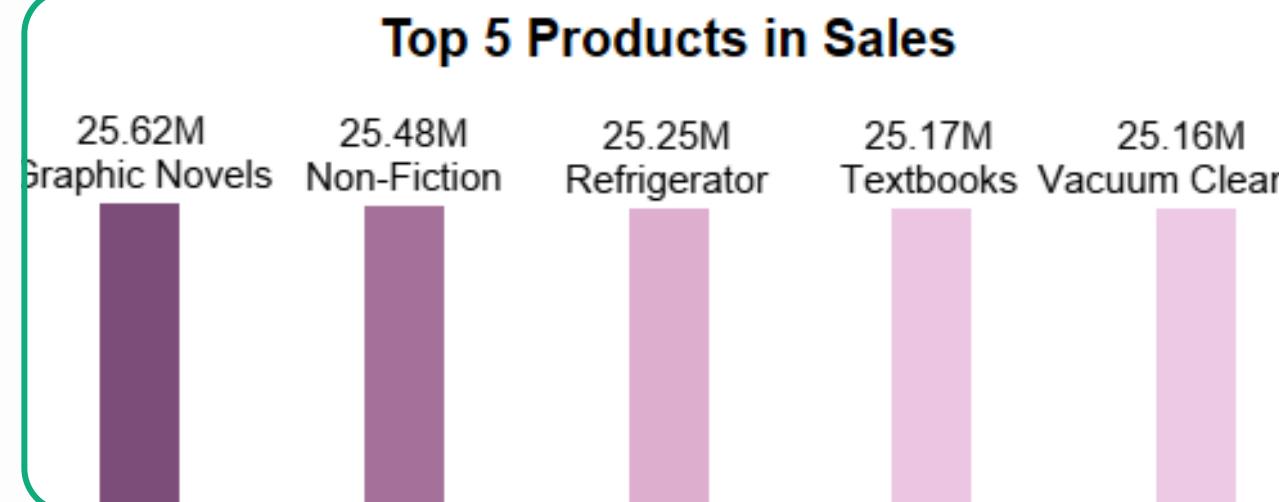
Most Important Insights

1. Total Sales & Orders:

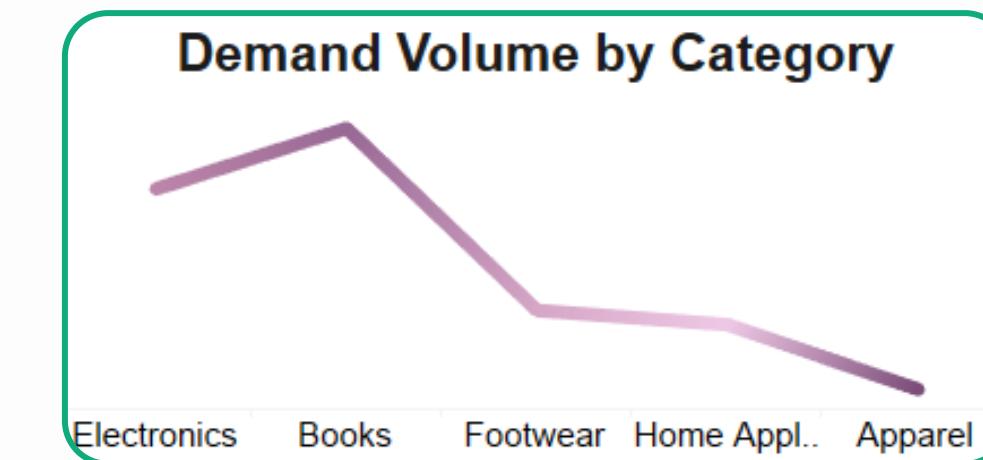
- The total sales amount to \$1,004.8M.
- 250M products were ordered.
- The total number of orders is 9.0K.

3. The top 3 products in sales are:

- Graphic Novels
- Non-Fiction
- Refrigerator



2. The average return rate is 10.5%, indicating a potential issue with product quality or customer satisfaction.



4. Demand Volume by Category:

- Books have the highest demand.
- Apparel has the lowest demand.



Most Important Insights

5. Customer Demographics.

- The 25-34 age group is the top customer segment .

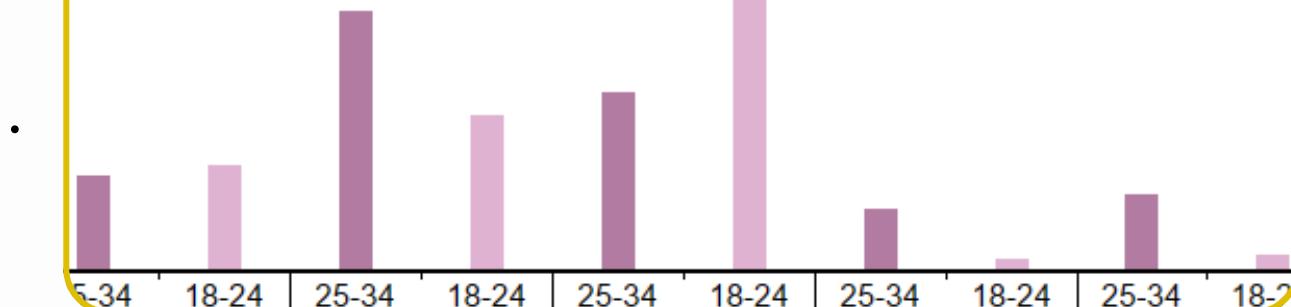
6. Top Suppliers:

- The leading supplier is S960 with \$1,243.2K in sales.
- Other major suppliers have similar performance.

7. Sales by Location:

- The USA leads in sales with \$335M.

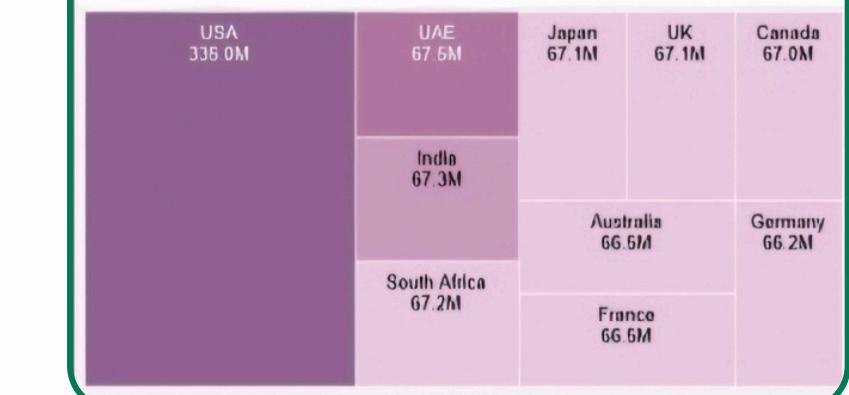
Top Customer Age Groups for each Category



Top Suppliers



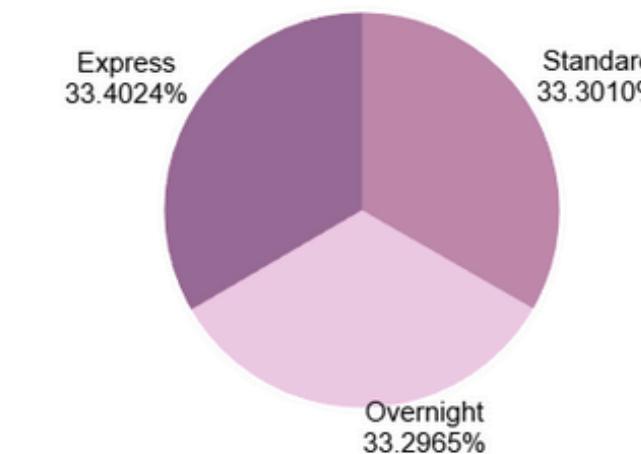
Sales by Location



8. Sales by Shipping Method:

- Sales are evenly distributed across different shipping methods, with no single method dominating.

Sales by Shipping Method





Recommended Action Plan



1. Optimize High-Demand Categories

- Expand inventory in Books & Electronics.
- Improve supplier contracts for high-margin products.

2. Enhance Customer Engagement

- Special promotions for the 25-34 age group.
- Offer discounts on underperforming categories.

3. Return Rate

- Investigate 10.5% return rate causes.
- Improve product descriptions, quality checks & customer support.

4. Strengthen Market Presence

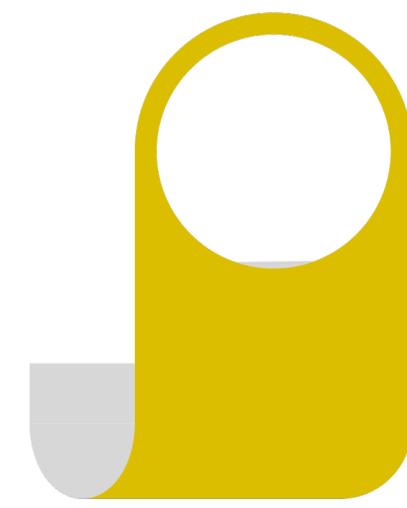
- Expand in the USA.
- Launch localized campaigns in top international markets.

5. Optimize Logistics & Supplier Relations

- Identify the most cost-effective shipping method.
- Negotiate better terms with top suppliers



Project Team



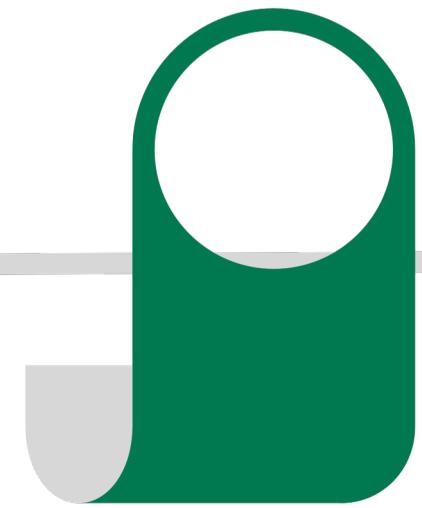
Safaa Samy
SQL
Forecasting dashboard
Final dashboard
Collecting team results



Hagar gamal
Python
Presentation
Final dashboard
Proposal



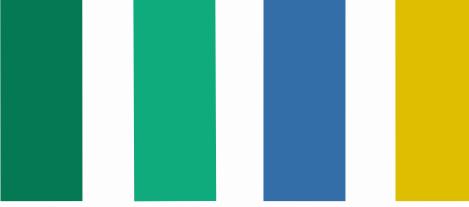
Basant Wael
SQL
Forecasting Questions
Tableau



Farah Amr
Python
Forecasting Questions
Tableau

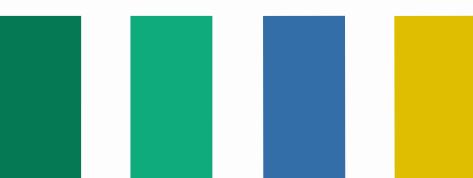


Eman Mahmoud
Forecasting Questions
Tableau



**THANK
YOU**

- For your time -





BEST DEAL



Press here