

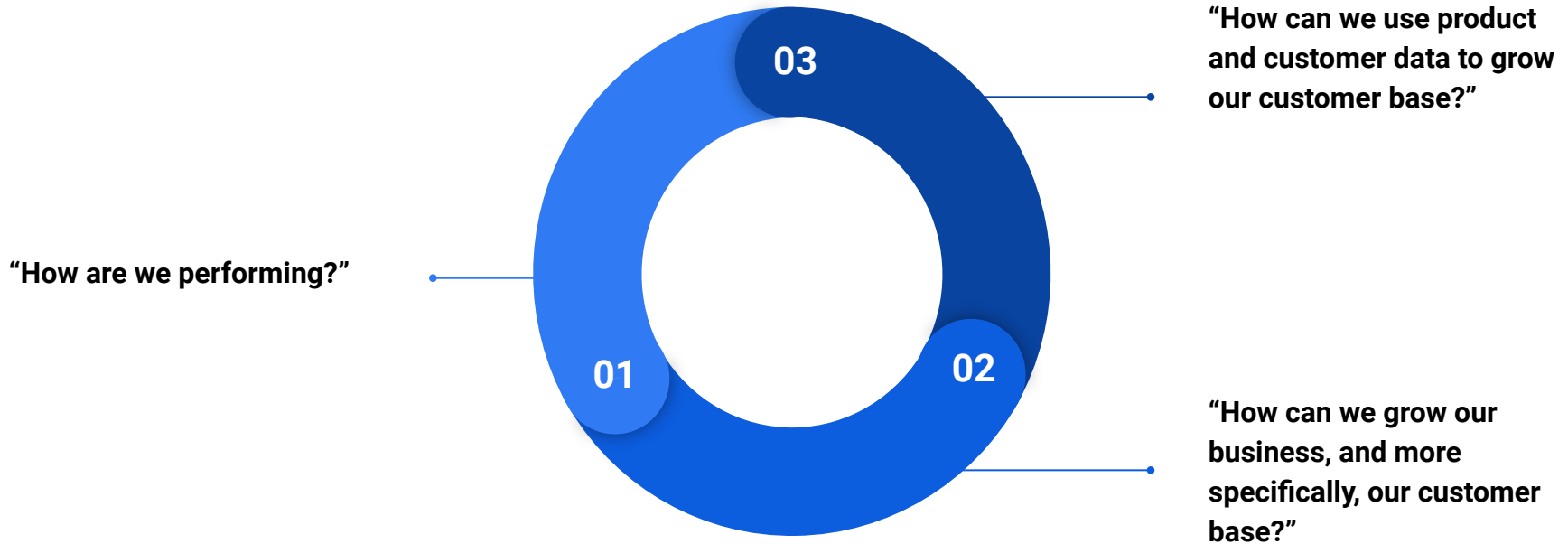


E-Shop.com Performance Report

By : Osamwonyi, David, Nene



Reframe the Question



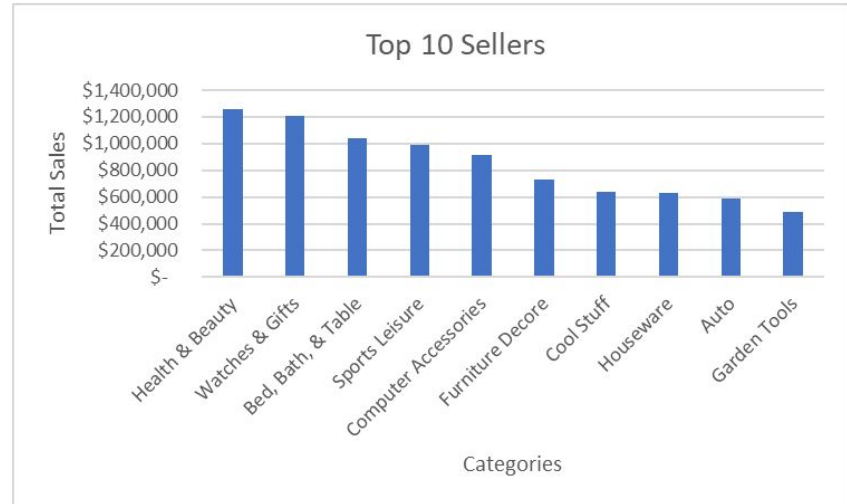
Perform Analysis

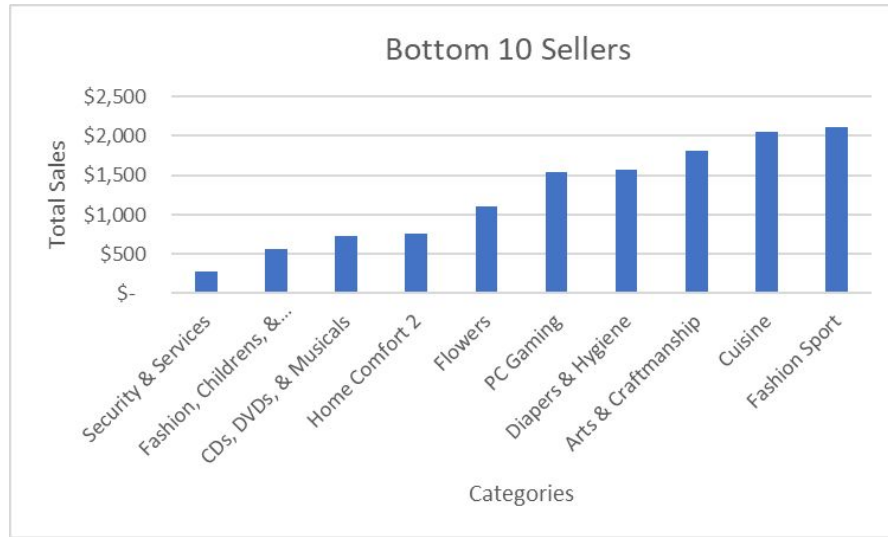
What we are looking for:

- Growth Rate
 - Across State
 - Across Years
 - Across Product if necessary
- Quantity and Quality of Product
 - Best and worst performing Products
 - Review Distribution
 - Across State
 - Across Product

Product Sales

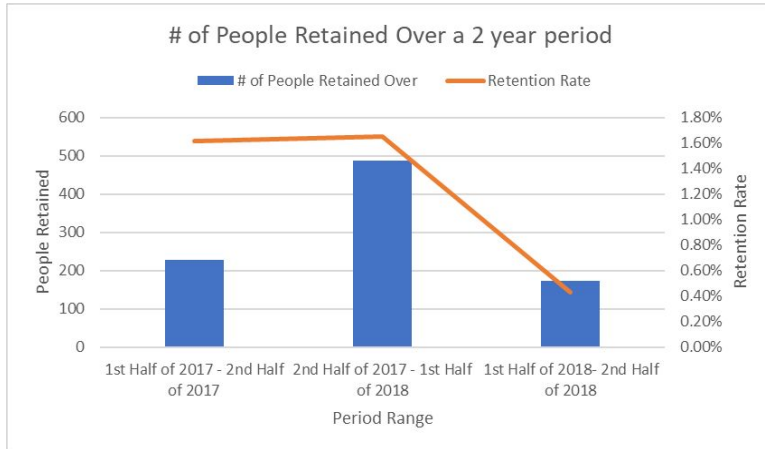
- These products are in high demand and should be used to expand onto states with few customers.



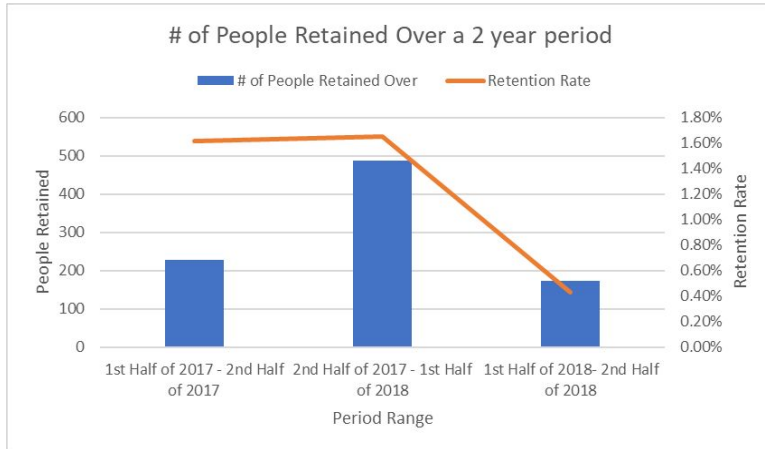


- These are the products that have generate the least amount of revenue.
- There is lower demand for those ten products

Customer Satisfaction

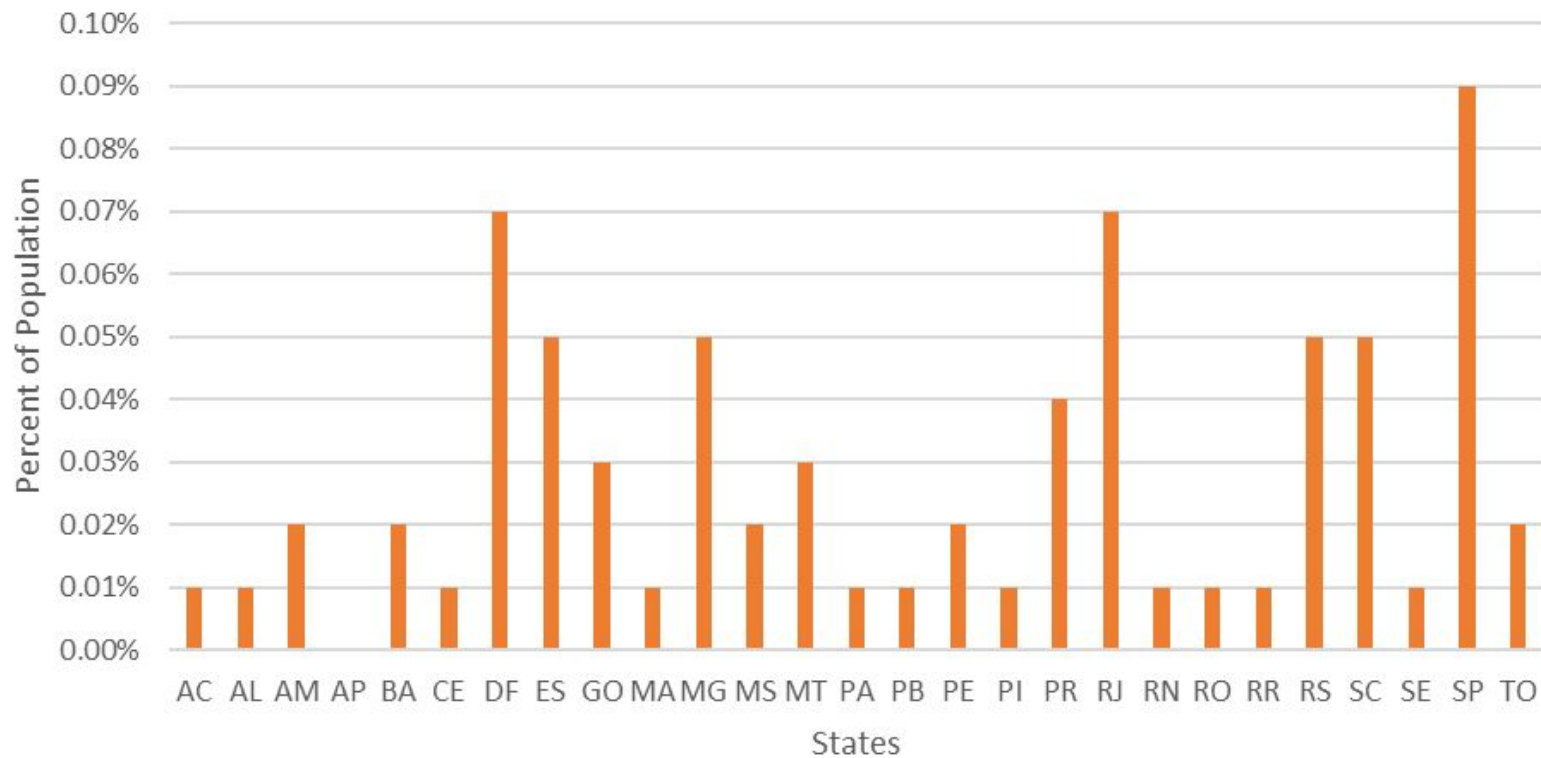


- A clear indication of the decrease in amount of customers retained over the years.
- Customers are not satisfied with our services and has to be improved upon

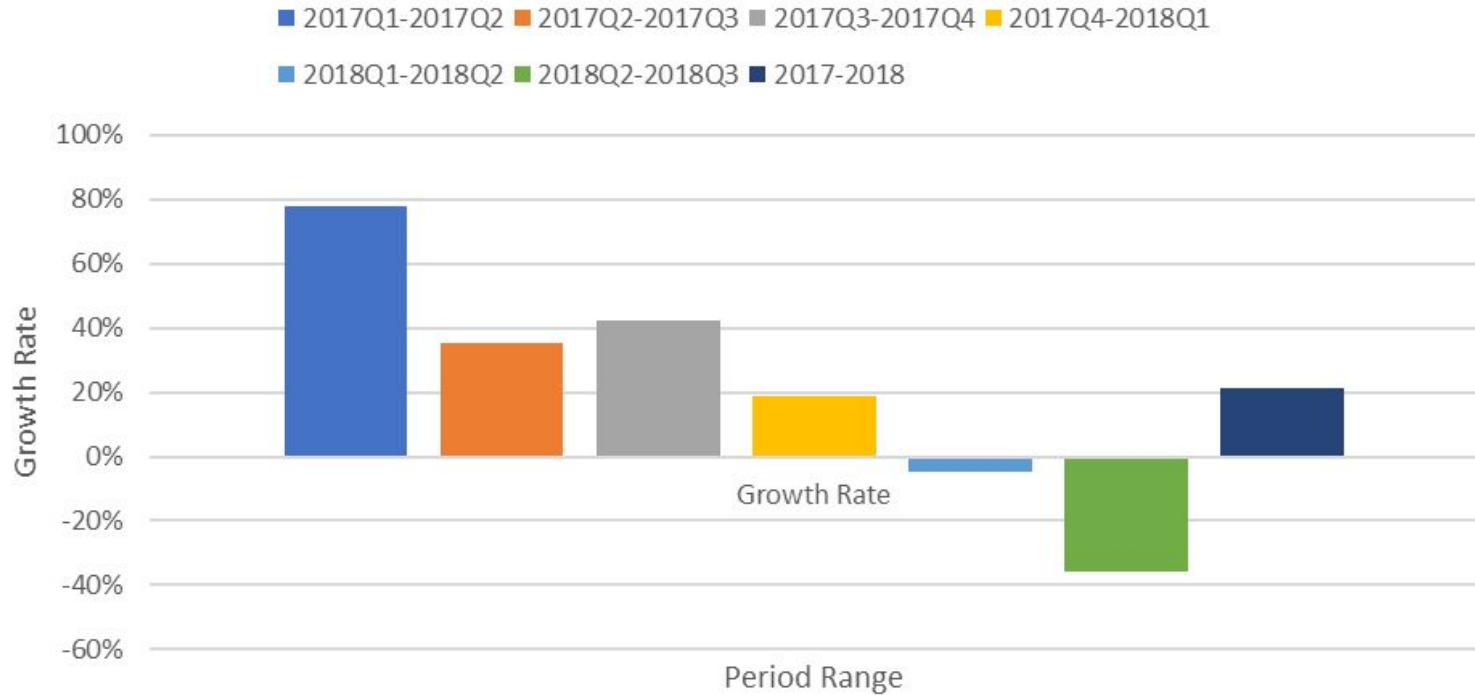


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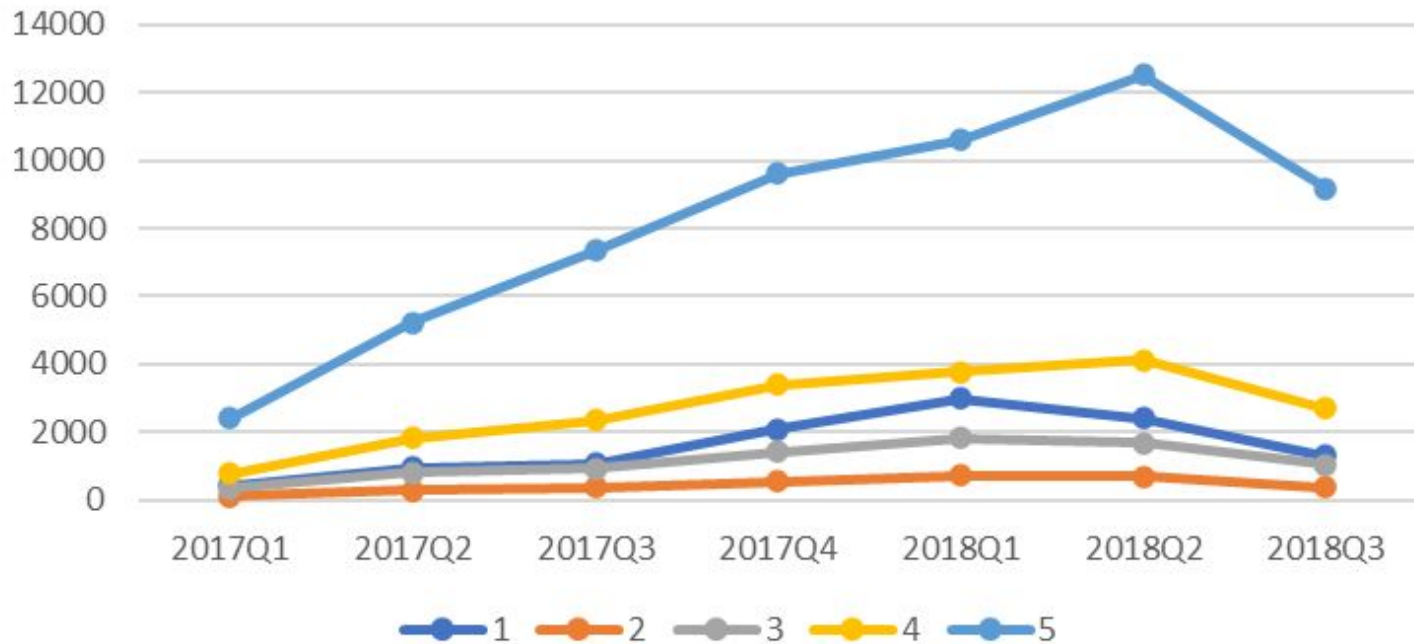
Percent of State Population



Customer Growth Rate

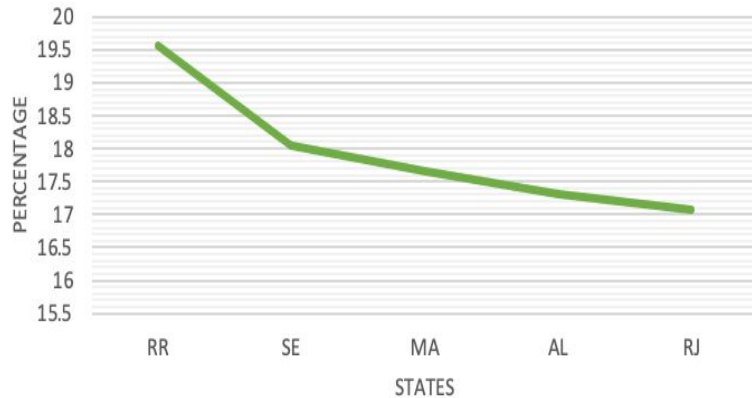


Reviews Performance (2017-2018) by Fiscal Quarter



Feedback

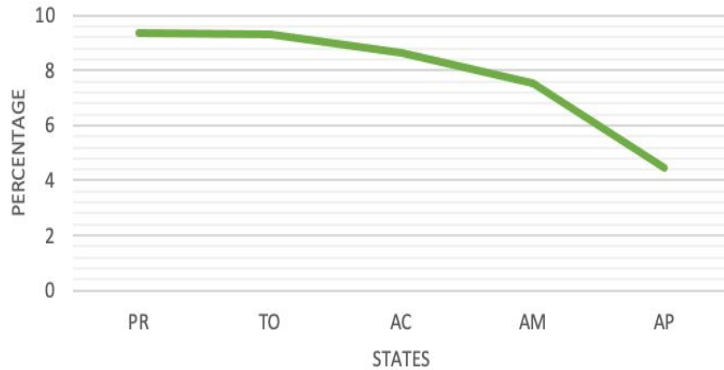
Top 5 highest percentage of 1 star ratings



- Highest percentage of 1 star ratings amongst all states.
- Clear indication of lack of customer satisfaction in these states.
- Something to improve upon in order to create a loyal customer base which can be guaranteed revenue in the future
- States like Roraima, Sergipe, Maranhão, Alagoas, and Rio de Janeiro have the highest percentage of customers have shown their dissatisfaction with our products

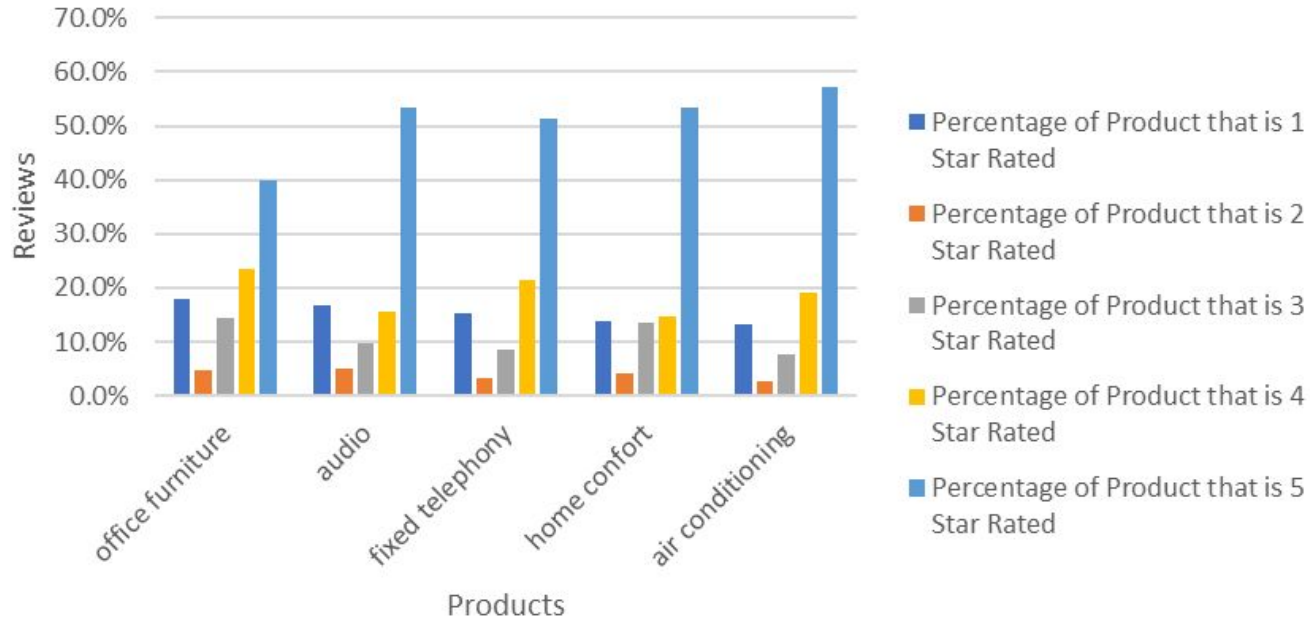
Feedback

Bottom 5 highest percentage of 1 star ratings

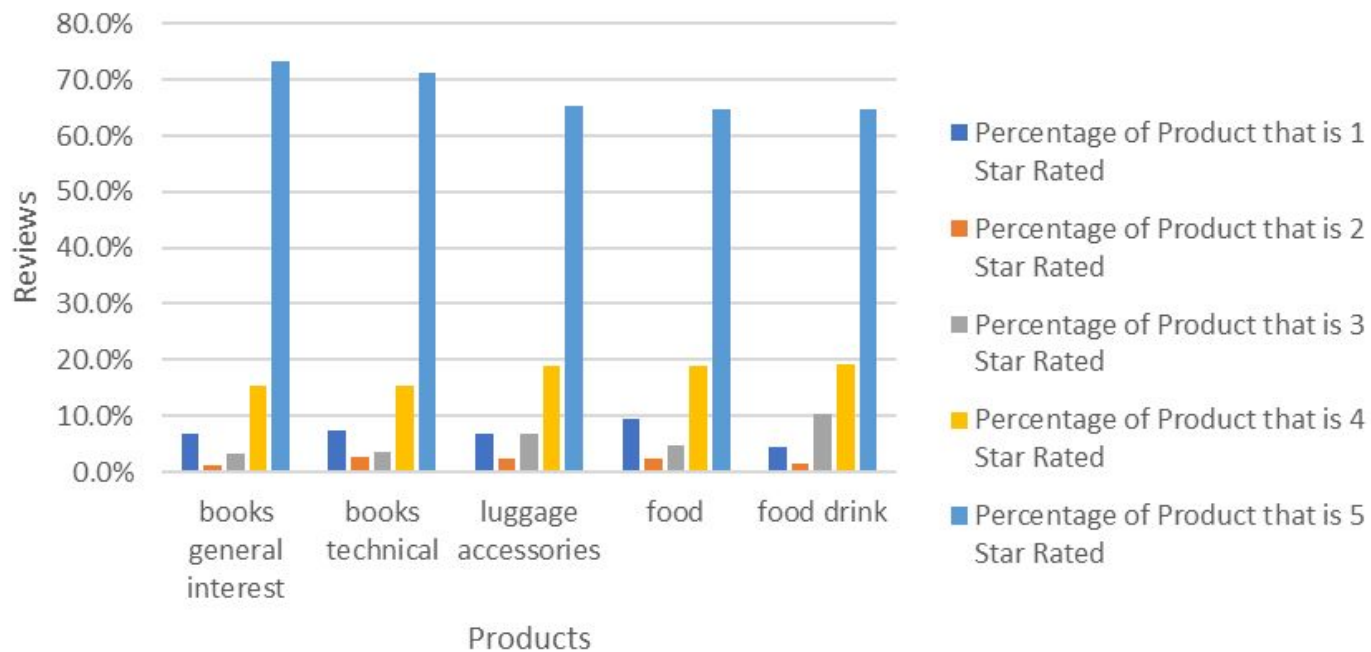


- States with the fewest percentage of 1 star ratings
- Low does not mean we can lose focus on these states as the goal has to be to make it as low as possible
- A bright spot as the number is not as high as other states
- Amapá have the lowest percentage of 1 star ratings

Top 5 Products for 1 Stars (min. 200 reviews)



Top 5 Products for 5 Stars (min. 200 reviews)





What's next?



Thank You!

[Link to Dashboard](#)

