

Part -III Executive Summary

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1. INTRODUCTION:

Terpbuy is a global business-to-consumer and business-to-business platform headquartered in College Park, Maryland, USA. The company also operates a distribution facility in Mumbai, India. Terpbuy is seeking insights into various aspects of its customers, products, departments, and orders.

2. Insight & Recommendation:

2.1 Department Items: Terpbuy offers a wide range of items in various departments. However, certain departments, such as the Book Shop, Technology, Pet Shop, and Health & Beauty, have shown very low sales. To improve profitability, the company should consider investing more in higher-selling department items, such as Apparel, Fan Shop, and Golf items.

2.2 Sales Analysis: The bar chart clearly indicates a decline in the company's sales over the past two years. Several factors in the dataset contribute to this decline. Based on my analysis, I recommend that Terpbuy address the issue of a high number of orders experiencing delayed shipping. Minimizing these shipping delays should be a priority.

2.3 Impact of External Factors: It is also essential to consider external factors, such as the decline in sales after 2019, which may be attributed to the global spread of communicable diseases like COVID-19. Such implications could have contributed to the decline in sales, along with shipping delays.

3. Way forward & Approach

In light of the impact of shipment delays and the sales decline since 2019, it appears from the records that the company has a broad customer base across the US. To enhance sales in the coming years, Terpbuy should focus on improving specific logistical and inventory factors. Maximizing sales in areas that were performing well before 2019 and increasing orders in regions with high production capacity should be a key strategy for growth.