

Motorbike dealership database results.



We had the privilege to query a dealer's database and provide insights/recommendations to business problems they provided. Below are the results we obtained and relevant recommendations.

Business Problems.

1. Find the Motorbike Models with the Highest Quantity in Inventory Across All Stores

The insights inform the dealer on customer preferences as models with the highest quantity reflect good sales.

So the dealer can allocate resources and investments towards these models. Likewise, struggling SKUs may be efficiently supported. When such data is collected over time, the dealer will point out trends and position himself appropriately.

For example, model 10 has increased from 6942 to 9256 units in inventory from 2021 to 2022, this may reflect demand.

2. Find the Store(s) with the Lowest Number of Sales Transactions

Insights from this point out poor performing stores. It's worth noting newer stores will register lower interactions. The dealer can investigate factors leading to this e.g., location or culture. Inventory in these shops can be populated to

performing stores. Moreover, resources can be allocated to these stores to enhance sales. The store_id's are 22, 23, 20, 21 and 16.

3. List the Customers Who Have Purchased Motorbikes at Multiple Stores

The insights will point out loyal customers who may be segmented at a higher CLV. This will help the dealer personalize their sales to this group to boost satisfaction and retention. The dealer may also conduct surveys to understand which services/goods can be cross/up-sold to these customers.

Some impressive results are cx_id 8 who has shopped from 13 stores!

4. List the Motorbike Models That Have Not Been Sold Yet

The insight will identify dead stock. This will allow the dealer to re-route resources elsewhere for maximum returns. However, note some models may be new products and thus unsold. There were no unsold models.

5. List the Stores Where the Total Sales Amount Increased by at least 10% Compared to Last year

The insight identifies stores that have met the desired growth target. It also reflects the outcome of prior decisions to drive sales. Such decisions may be adjusted and applied to other stores to realize growth. Only store_id's 15 and 17 grew by 10%. It's noteworthy that store 17 was opened a year ago thus its rate started at 0.

6. Identify the Stores with the Highest Average Sale Price

The insight will identify a rich product assortment from that store. This reflects customers preferring such stock. The stores can be allocated resources that enhance the customer experience. In addition, the dealer may identify complimentary services/goods that will enhance customer satisfaction and boost revenues. The store_id's are 21, 19 and 17.

Below is the visualization of inventory trends of all model_ids across the years:

SKU Count Trend by Model ID Across Years

