BAZE UNIVERSITY PROJECT SALES DASHBOARD
ABAH CHEKWUBE DAVID(IDEAS/24/12509)

Count of Customer ID

1245

3702
QUANTITY SOLD

436
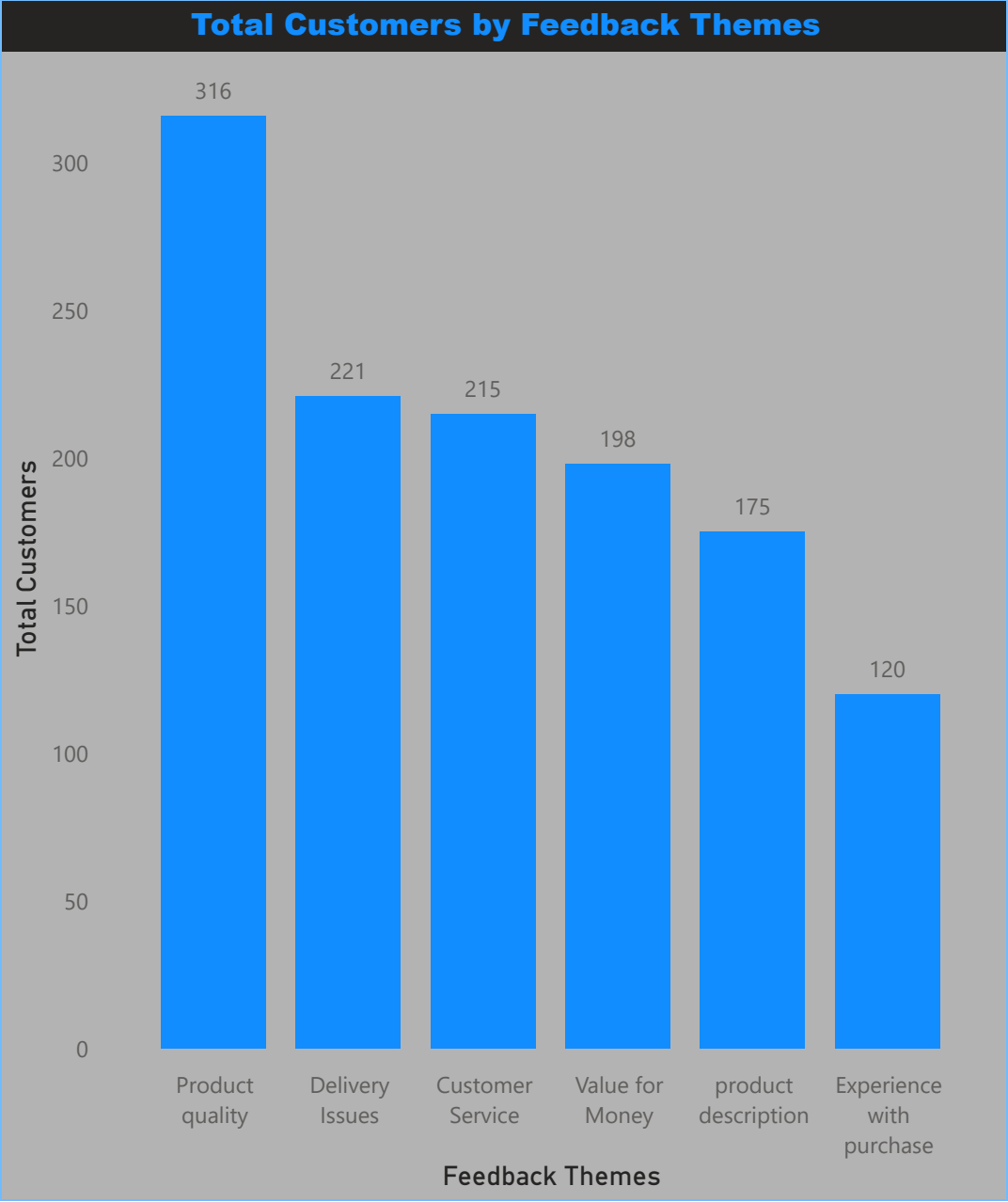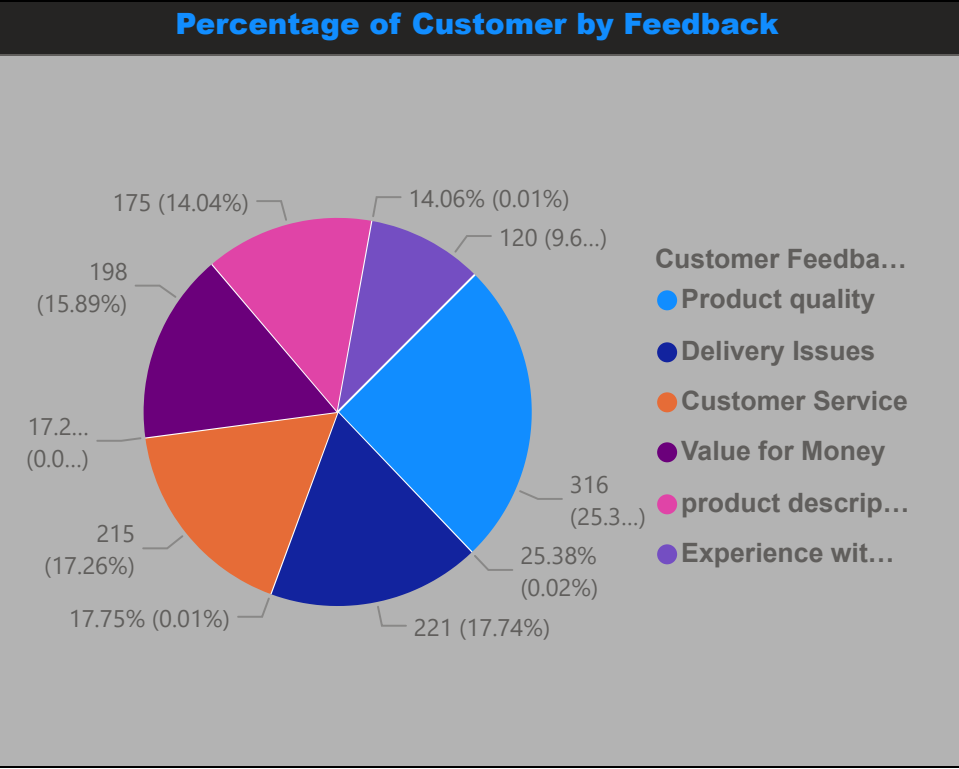QUANTITY RETURNED

TOTAL COST
333,239,234

TOTAL SALES
474,022,590

RETURNED SALES
16,737,168

PROFIT MARGIN
0.27

Feedback Themes	Frequency	Percentage
Product quality	316	25.38%
Delivery Issues	221	17.75%
Customer Service	215	17.27%
Value for Money	198	15.90%
product description	175	14.06%
Experience with purchase	120	9.64%
Total	1245	100.00%

Percentage of Customer by Feedback

- 175 (14.04%)
- 14.06% (0.01%)
- 120 (9.6...)
- 198 (15.89%)
- 17.2... (0.0...)
- 215 (17.26%)
- 17.75% (0.01%)
- 221 (17.74%)
- 316 (25.3...)
- 25.38% (0.02%)

Customer Feedba...
- Product quality
- Delivery Issues
- Customer Service
- Value for Money
- product descrip...
- Experience wit...

Total Customers by Feedback Themes

Total Customers

Feedback Themes	Total Customers
Product quality	316
Delivery Issues	221
Customer Service	215
Value for Money	198
product description	175
Experience with purchase	120

BAZE UNIVERSITY

CUSTOMER FEEDBACK ANALYSIS
Insights

1. Overall, positive feedback dominates, indicating a strong foundation.

2. Customers appreciate product quality, value for money, and customer service.

3. Address negative feedback promptly to prevent escalation.

Recommendations

1. Delivery Issues (221): Focus on streamlining logistics, reducing delays, and enhancing communication.

2. Product Description (175): Improve product information accuracy, clarity, and images to reduce misunderstandings.

3. Experience with Delivery (120): Enhance tracking, packaging, and handling processes.

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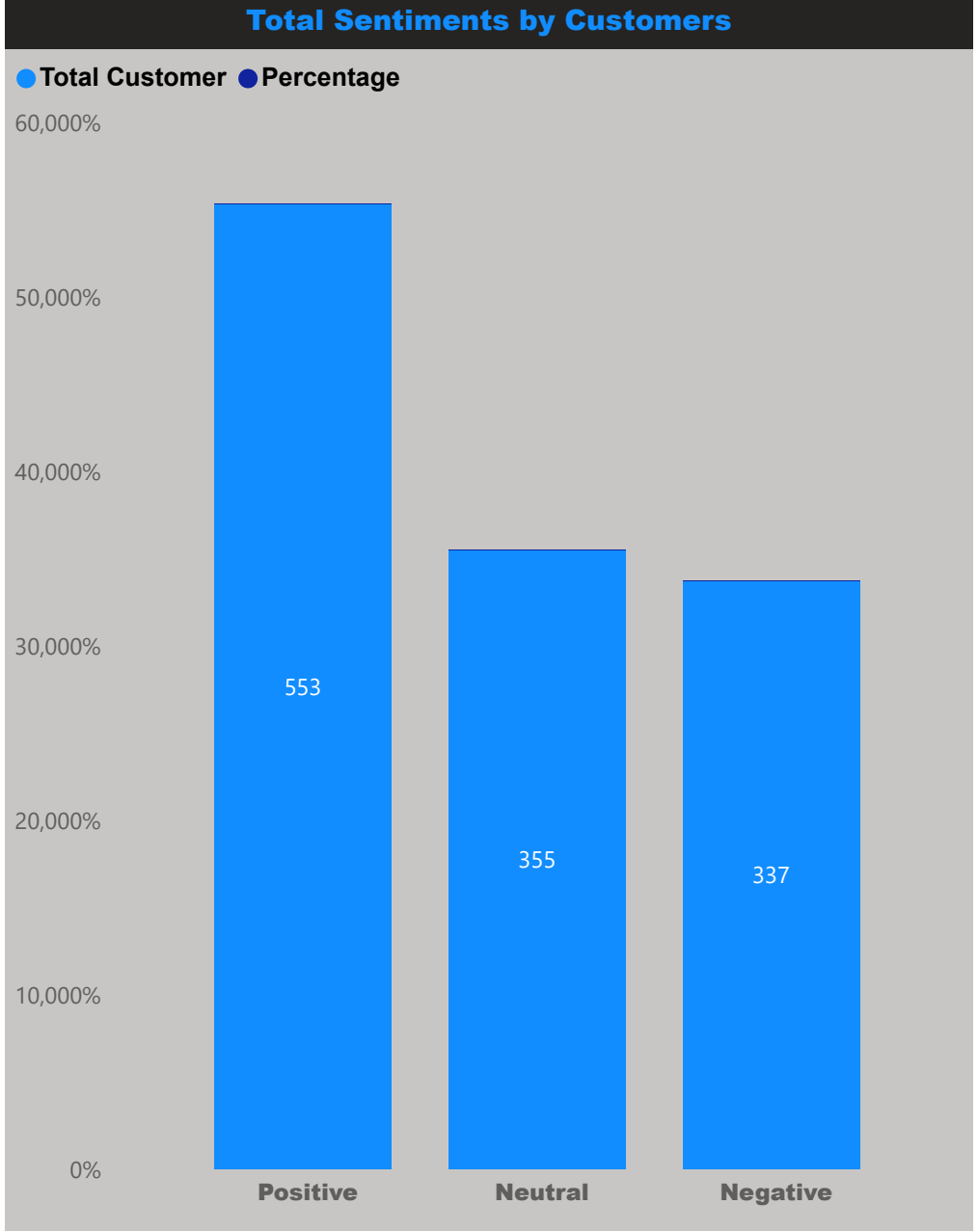
1245

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QUANTITY RETURNED
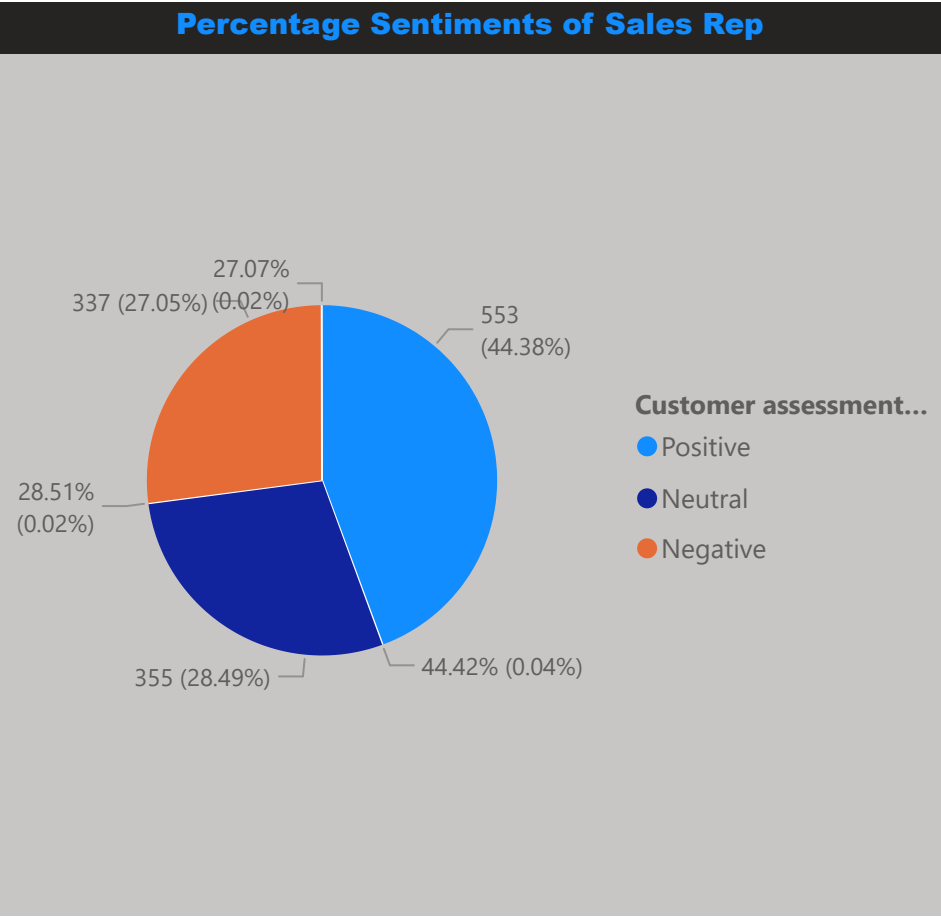
TOTAL COST
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PROFIT MARGIN
0.27

Sentiment	Frequency	Percentage
Positive	553	44.42%
Neutral	355	28.51%
Negative	337	27.07%
Total	1245	100.00%

Percentage Sentiments of Sales Rep

27.07%
337 (27.05%) (0.02%)

553 (44.38%)

28.51% (0.02%)

355 (28.49%)

44.42% (0.04%)

Customer assessment...
- Positive
- Neutral
- Negative

Total Sentiments by Customers

- Total Customer
- Percentage

553

355

337

Positive   Neutral   Negative

SENTIMENT FEEDBACK

Insights

1. Customer Satisfaction: Overall, customers are happy with your product/service.
2. Strengths: Identify areas praised by customers, such as quality, customer support, or user experience.
3. Loyal Customer Base: Positive feedback indicates a loyal customer base, likely to drive word-of-mouth marketing.
4. Competitive Advantage: Positive feedback differentiates your business from competitors.

Recommendations

1. Implement loyalty programs or exclusive offers to retain loyal customers.
2. Analyze negative feedback and enhance areas requiring improvement.
3. Encourage satisfied customers to refer others.

BAZE UNIVERSITY PROJECT SALES DASHBOARD
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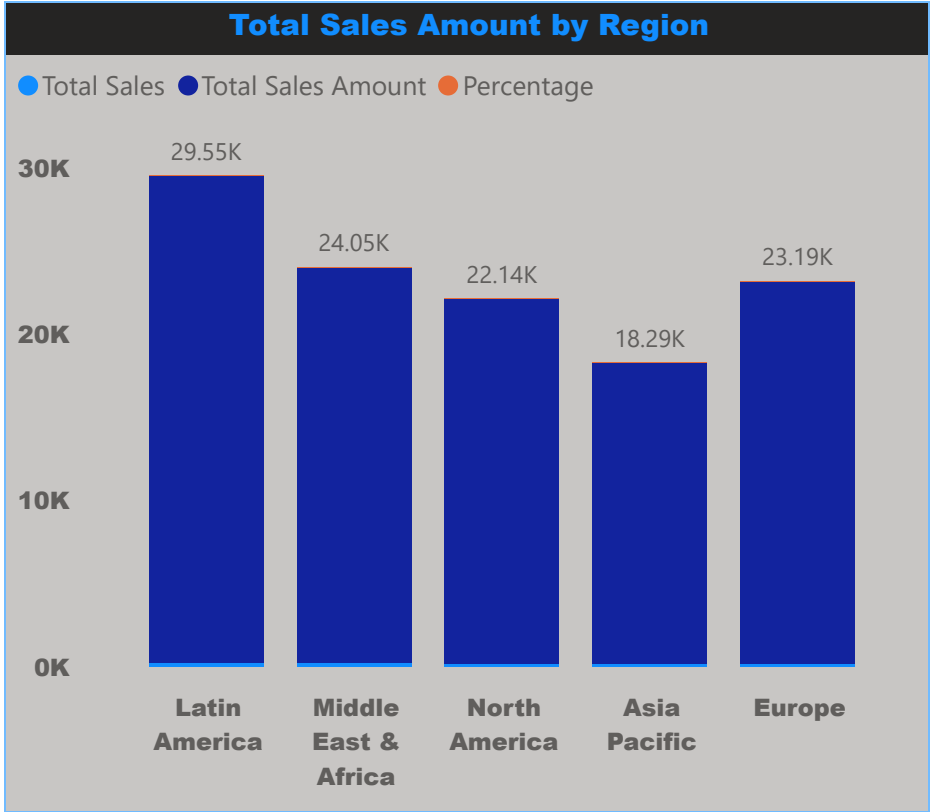**Count of Customer ID**

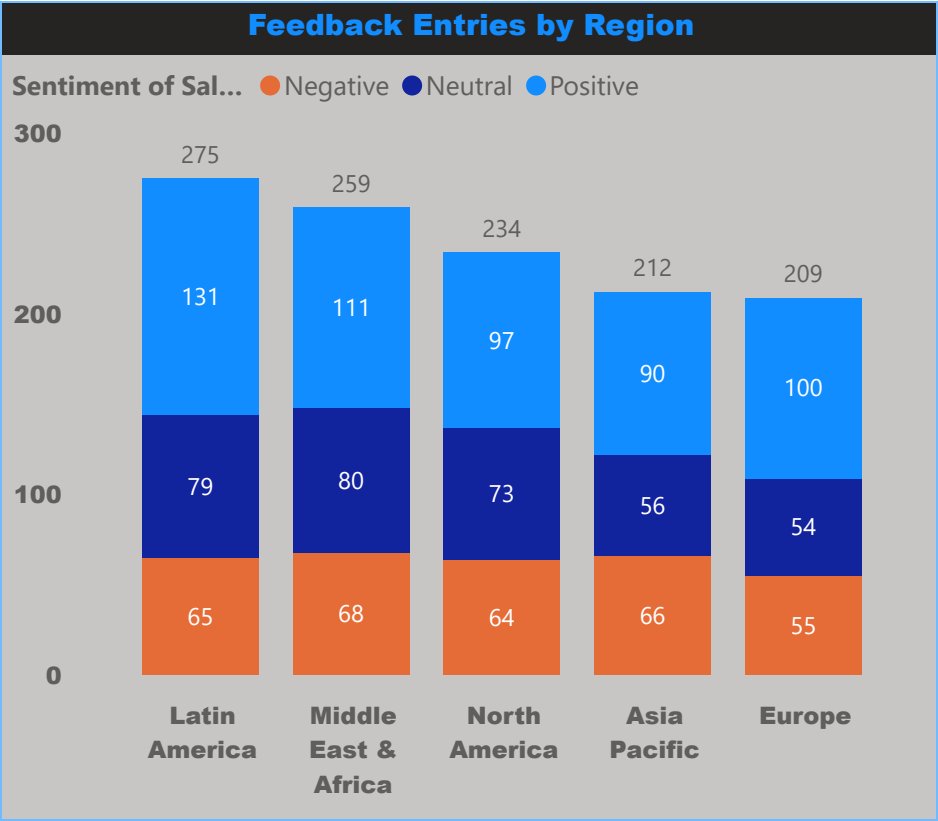**1245**

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Region	Frequency	% Frequency	Total Amount	Average Amount	% of Total Sales Amount
Latin America	275	20.25%	29279	106.47	22.87%
Middle East & Africa	259	19.07%	23794	91.87	18.58%
North America	234	17.23%	21907	93.62	17.11%
Asia Pacific	212	15.61%	18081	85.29	14.12%
Europe	209	15.39%	22981	109.96	17.95%
	169	12.44%	12003	71.02	9.37%
Total	1358	100.00%	128045	94.29	100.00%

Feedback Entries by Region

Sentiment of Sal... ● Negative ● Neutral ● Positive

Region	Positive	Neutral	Negative	Total
Latin America	131	79	65	275
Middle East & Africa	111	80	68	259
North America	97	73	64	234
Asia Pacific	90	56	66	212
Europe	100	54	55	209

Total Sales Amount by Region

● Total Sales ● Total Sales Amount ● Percentage

Region	Total Sales Amount
Latin America	29.55K
Middle East & Africa	24.05K
North America	22.14K
Asia Pacific	18.29K
Europe	23.19K

SALES ANALYSIS BY REGION

Insights

1. South America dominates sales

2. Asia underperforms

Recommendations

1. Enhance South American operations: Invest in marketing, sales, and customer support.

2. Explore African and European markets: Identify growth opportunities.

3. Optimize North American strategy: Analyze customer segments, pricing, and competition.

4. Develop Asia-specific strategy: Understand local market dynamics.

5. Identify opportunities in Latin America, Middle East, and Southeast Asia.

6. Develop strategic partnerships: Collaborate with local businesses.

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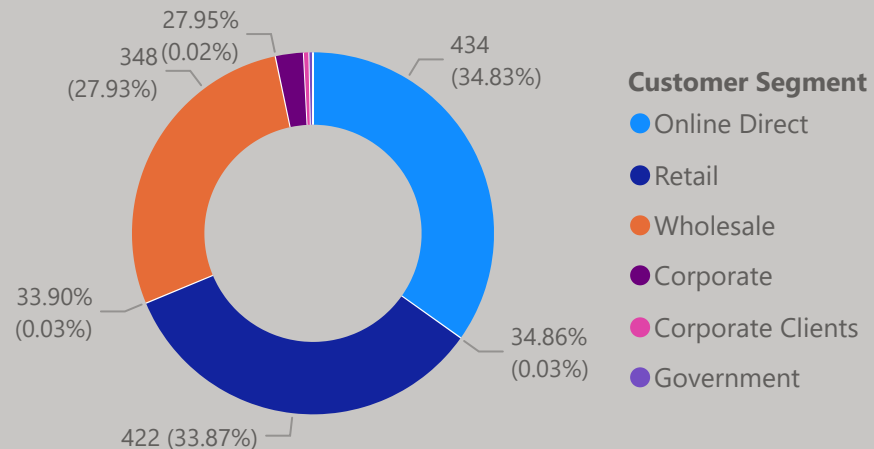QUANTITY RETURNED

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PROFIT MARGIN
0.27

Customer Segment	Frequency	Percentage
Government	4	0.32%
Corporate Clients	6	0.48%
Corporate	31	2.49%
Wholesale	348	27.95%
Retail	422	33.90%
Online Direct	434	34.86%
Total	1245	100.00%

Percentage of Customer Feedback by Customer Segment

Customer Segment
- Online Direct
- Retail
- Wholesale
- Corporate
- Corporate Clients
- Government

Customer Feedback by Customer Segment

- Customer Feedback
- % Total of Customer Feedback
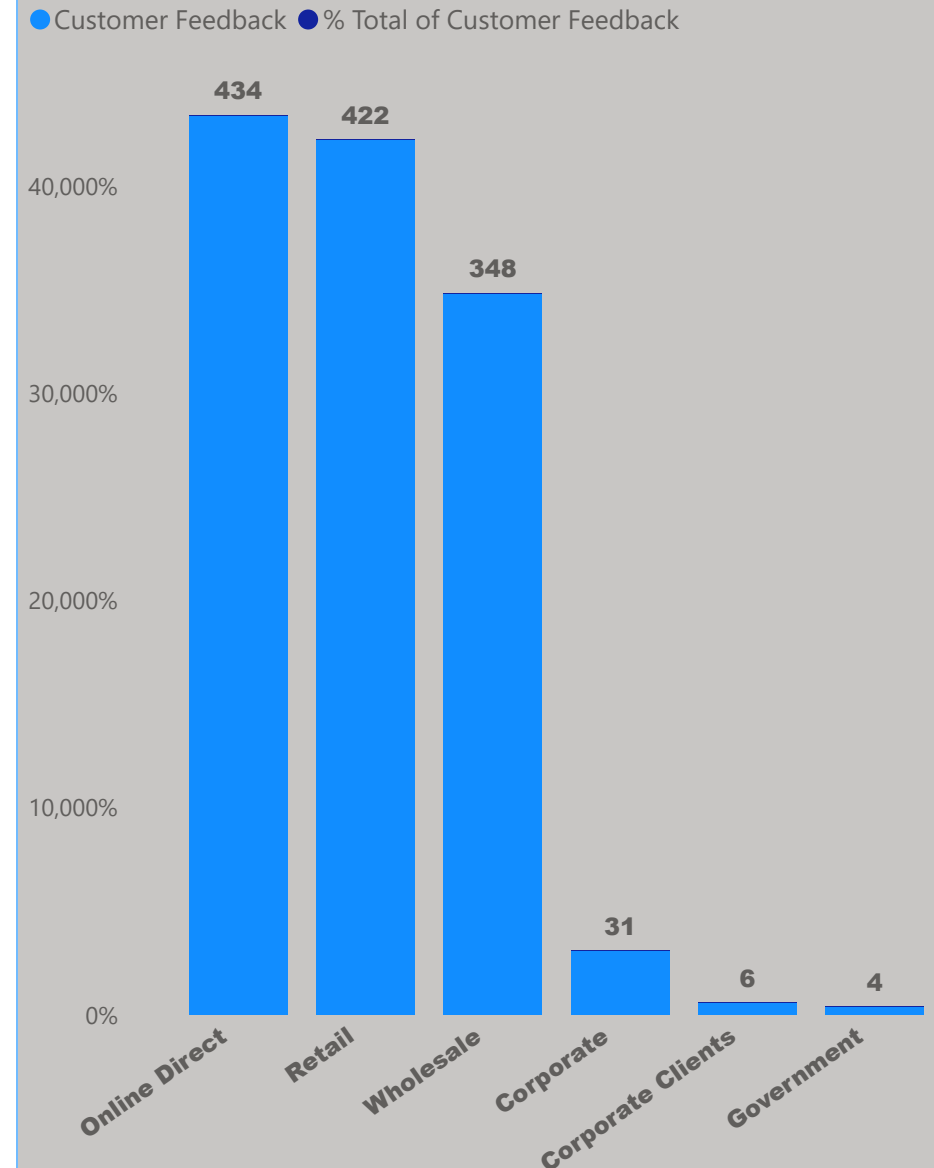
CUSTOMER SEGMENT

INSIGHTS/RECOMMENDATIONS

1. Online Direct
   - Balanced positive (44%) and negative (27%) feedback
   - Opportunity to improve customer experience

2. Retail
   - Comparable positive (43%) and negative (26%) feedback ratios
   - Room for improvement in customer satisfaction

3. Wholesale
   - Slightly lower positive (46%) and higher negative (30%) feedback ratios
   - Focus on building stronger relationships with wholesalers

4. Corporate
   - Positive feedback dominates (52%)
   - Nurture corporate relationships to encourage loyalty

BAZE UNIVERSITY PROJECT SALES DASHBOARD
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Count of Customer ID

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436

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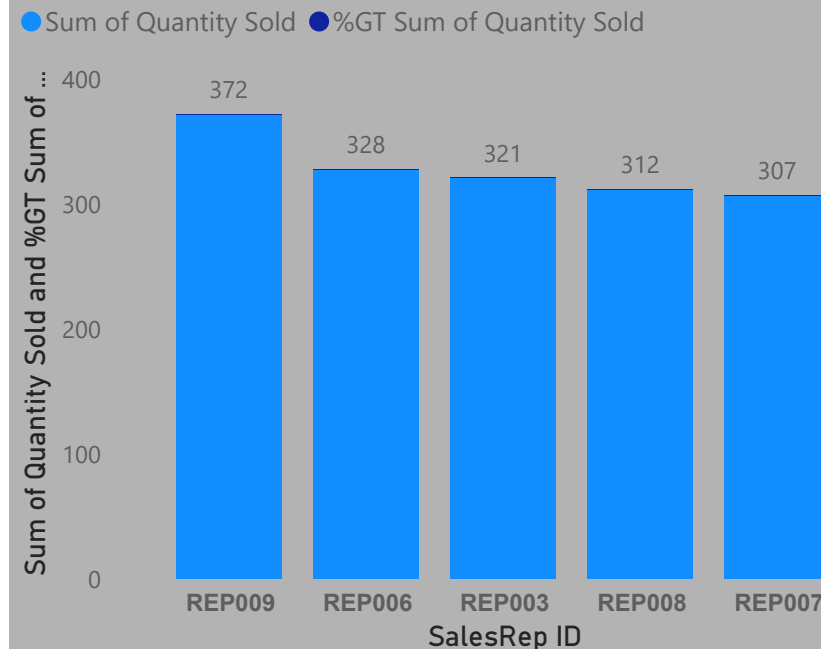474,022,590

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PROFIT MARGIN
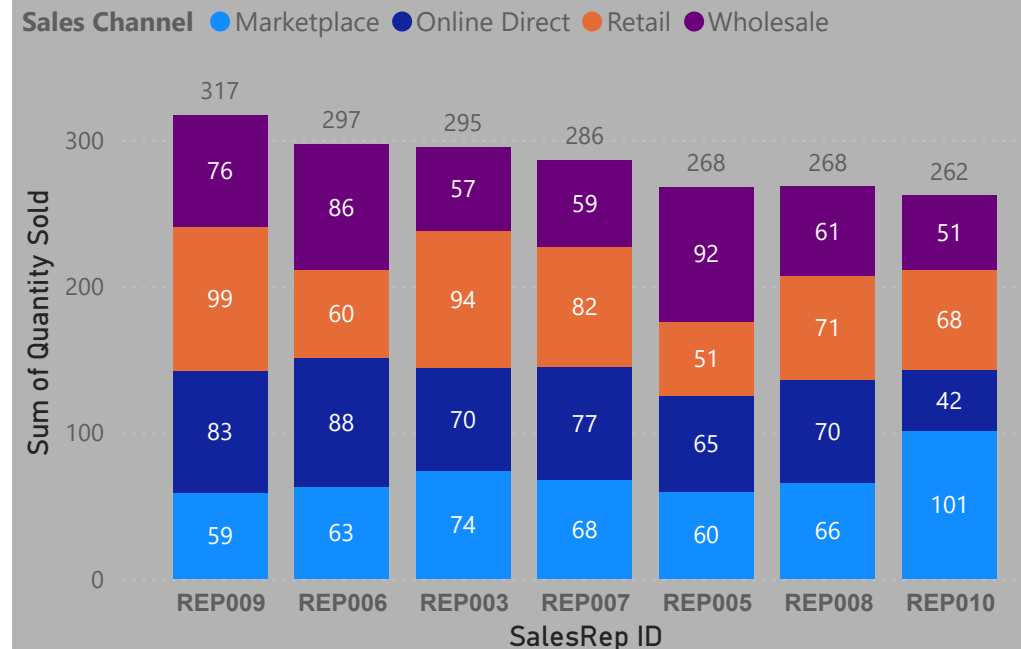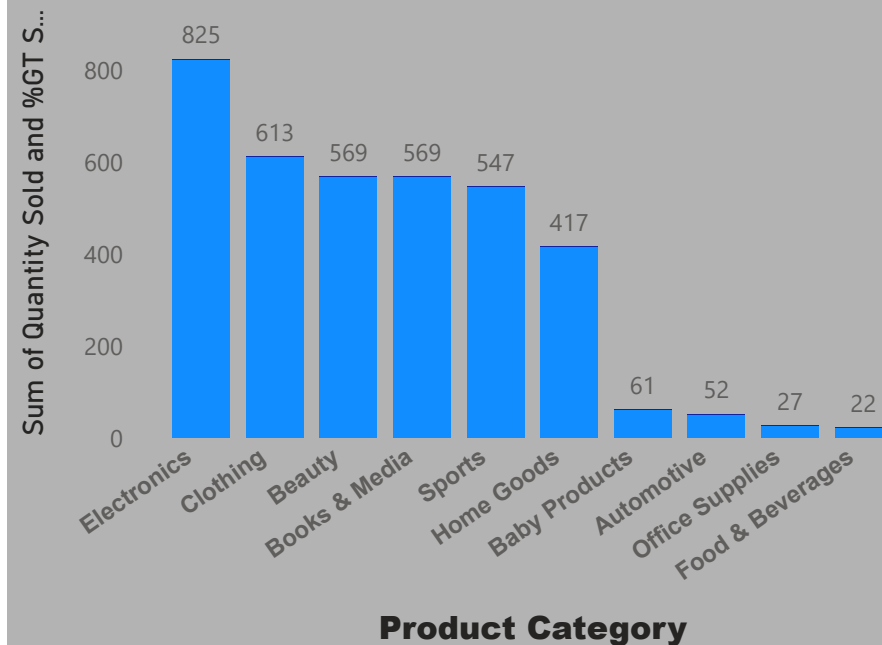0.27

SalesRep ID	Frequency	Percentage
REP015	4	0.11%
REP013	6	0.16%
REP014	7	0.19%
REP016	7	0.19%
REP018	91	2.46%
REP020	94	2.54%
REP012	98	2.65%
REP011	100	2.70%
REP019	106	2.86%
REP017	142	3.84%
REP001	264	7.13%
REP009	288	7.07%
Total	**3702**	**100.00%**

SalesRep ID	Sales Channel	Frequency	Percentage
REP010	Marketplace	101	3.00%
REP009	Retail	99	2.94%
REP001	Marketplace	94	2.80%
REP003	Retail	94	2.80%
REP005	Wholesale	92	2.74%
REP006	Online Direct	88	2.62%
REP006	Wholesale	86	2.56%
REP009	Online Direct	83	2.47%
REP007	Retail	82	2.44%
REP007	Online Direct	77	2.29%
REP001	Online Direct	76	2.26%
REP009	Wholesale	76	2.00%
Total		**3363**	**100.00%**

Total Quantity Sold by Each Sales Rep

● Sum of Quantity Sold   ● %GT Sum of Quantity Sold

SalesRep ID	Value
REP009	372
REP006	328
REP003	321
REP008	312
REP007	307

Total Quantity Sold by Each Sales Rep in various Sales Channel

Sales Channel ● Marketplace ● Online Direct ● Retail ● Wholesale

SalesRep ID	Marketplace	Online Direct	Retail	Wholesale	Total
REP009	59	83	99	76	317
REP006	63	88	60	86	297
REP003	74	70	94	57	295
REP007	68	77	82	59	286
REP005	60	65	51	92	268
REP008	66	70	71	61	268
REP010	101	42	68	51	262

SALES REP ANALYSIS
Insights

- Rep 10 excels most in marketplace.

- Rep 9 excels most in online Direct

- Rep 6 excels most in Retail

- Rep 6 excels most in wholesale

- Rep 9 has the highest sales amount but Rep. 6 has sold the most quantity.

Recommendations

1. Recognize and reward high performers

2. Provide training and support to improve skills of lower performing Reps.

3. Skill development: Focus on product knowledge, communication, and negotiation skills.

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0.27

Product Category	Frequency	Percentage
Electronics	825	22.29%
Clothing	613	16.56%
Beauty	569	15.37%
Books & Media	569	15.37%
Sports	547	14.78%
Home Goods	417	11.26%
Baby Products	61	1.65%
Automotive	52	1.40%
Office Supplies	27	0.73%
Food & Beverages	22	0.59%
Total	3702	100.00%

Quantity Sold by Product Category

Product Category
- Electronics
- Clothing
- Beauty
- Books & Media
- Sports
- Home Goods
- Baby Products
- Automotive
- Office Supplies
- Food & Beverages

Quantity Sold by Product Category

● Sum of Quantity Sold ● %GT Sum of Quantity Sold
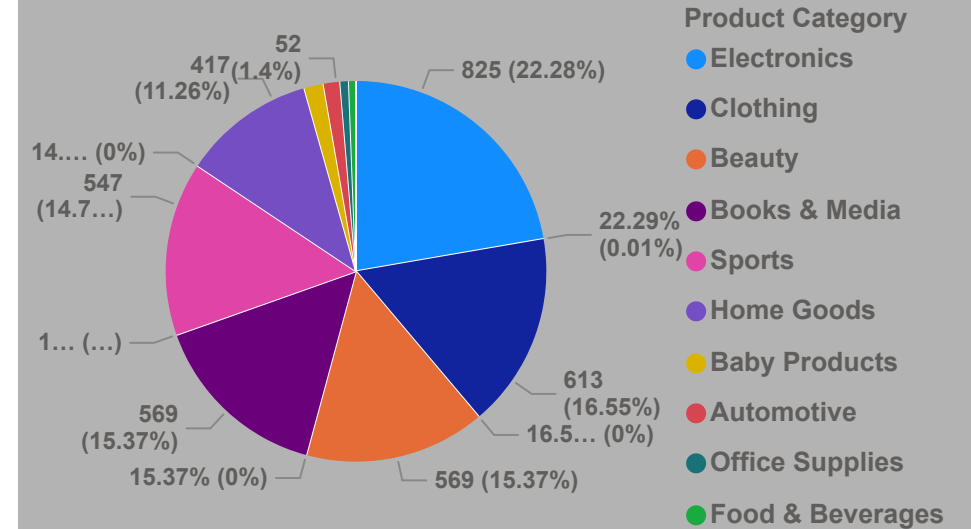
Product Categories Satisfaction Ratings

Customer assessment...
- Positive
- Negative
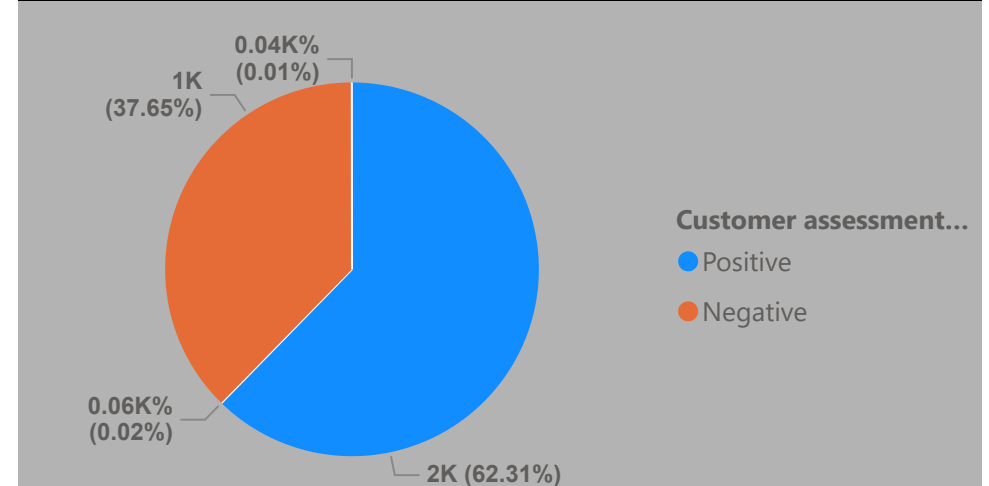
PRODUCT CATEGORY ANALYSIS
Insights

1. Quality and Customer Satisfaction: Products with high return rates indicate low quality and customer satisfaction.

2. Revenue Potential: Products with high return rates generate low revenue.

3. Opportunity Costs: High-return products divert resources and impact profitability.

Recommendations

1. Analyze Return Reasons: Identify causes of returns for high-return products.

2. Improve Product Descriptions: Enhance product information to manage customer expectations.

3. Enhance Customer Support: Provide timely, effective support.

4. Product Optimization: Refine product features, quality, and packaging.

5. Supply Chain Review: Assess supplier quality and reliability.

6. Customer Feedback Integration: Incorporate customer feedback into product development

BAZE UNIVERSITY PROJECT SALES DASHBOARD
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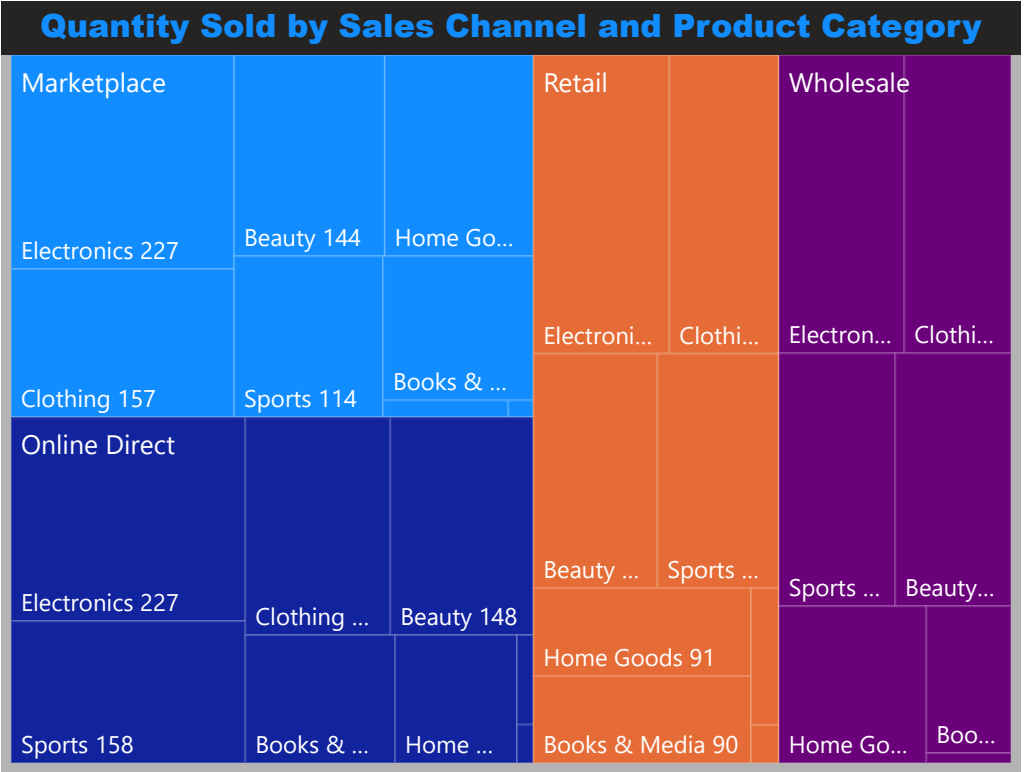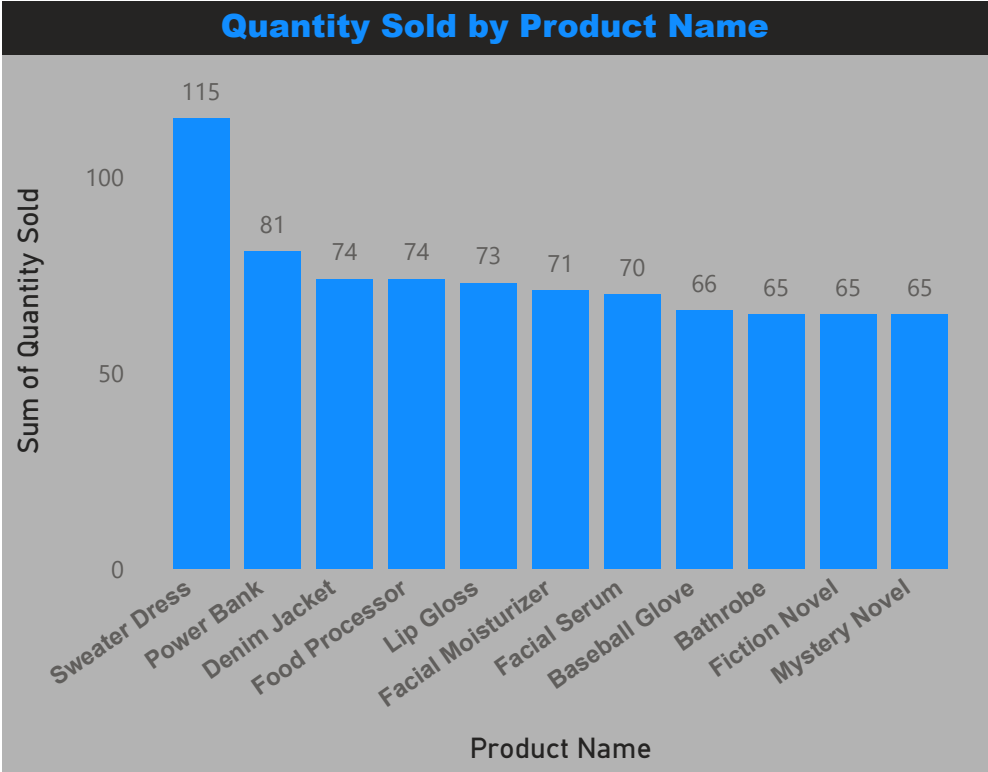
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0.27

Product Name	Frequency	Percentage
Sweater Dress	115	14.04%
Power Bank	81	9.89%
Denim Jacket	74	9.04%
Food Processor	74	9.04%
Lip Gloss	73	8.91%
Facial Moisturizer	71	8.67%
Facial Serum	70	8.55%
Baseball Glove	66	8.06%
Bathrobe	65	7.94%
Fiction Novel	65	7.94%
Total	819	100.00%

Sales Channel	Product Category	Quantity Sold	Percentage
Marketplace	Electronics	227	6.75%
Online Direct	Electronics	227	6.75%
Retail	Electronics	193	5.74%
Wholesale	Electronics	178	5.29%
Online Direct	Sports	158	4.70%
Marketplace	Clothing	157	4.67%
Retail	Clothing	155	4.61%
Wholesale	Clothing	151	4.49%
Online Direct	Clothing	150	4.46%
Online Direct	Beauty	148	4.40%
Total		3363	100.00%

Quantity Sold by Product Name

Quantity Sold by Sales Channel and Product Category

SALES ANALYSIS BY PRODUCT NAME

Insights

1. Marketplace
   - Wide customer reach
   - Commission fees apply

2. Online Direct
   - Direct customer relationships
   - Lower costs compared to Marketplace

3. Retail
   - In-store customer experience
   - Higher operational costs

Recommendations

1. Marketplace Optimization: Analyze and improve product listings, pricing, and customer reviews.

2. Online Direct Enhancement: Invest in website user experience and search engine optimization (SEO)

3. Retail Experience Improvement: Enhance in-store customer experience and train staff.

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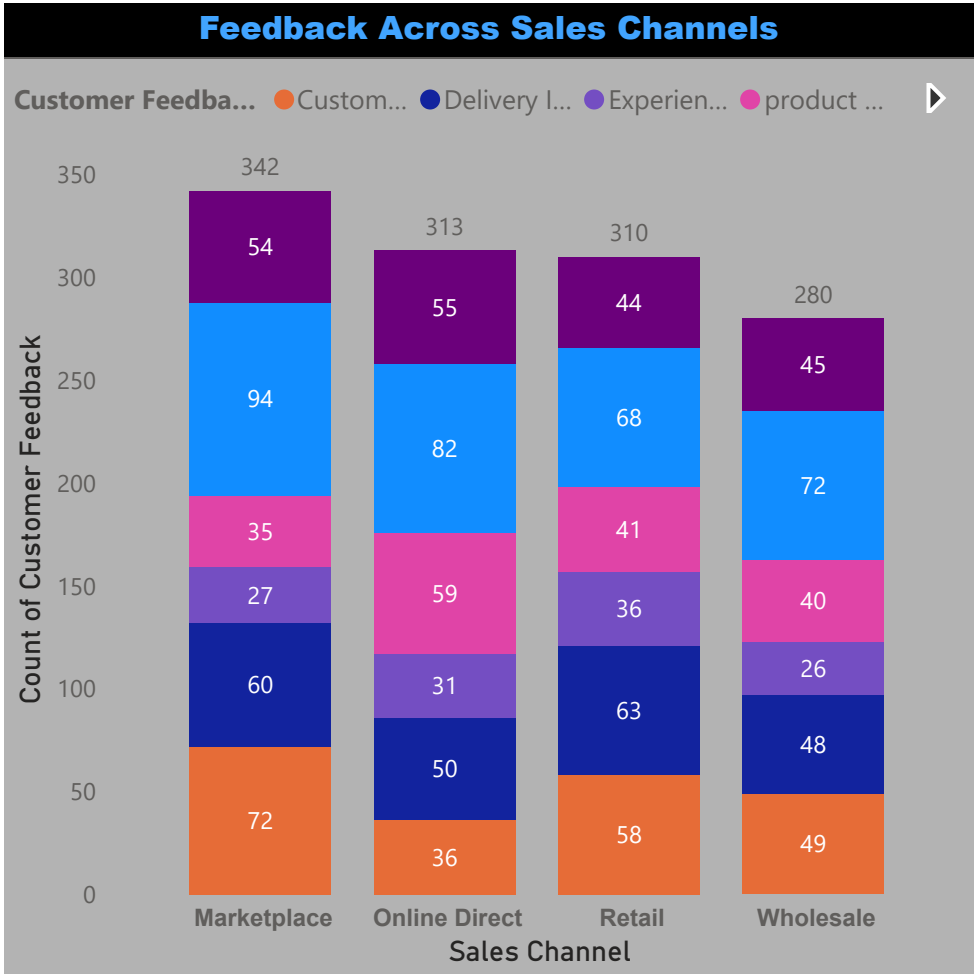
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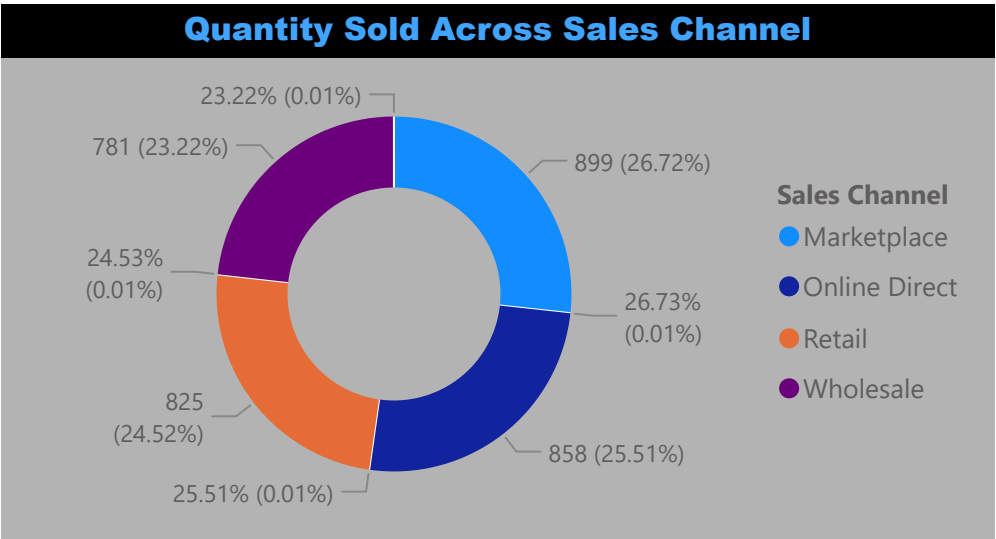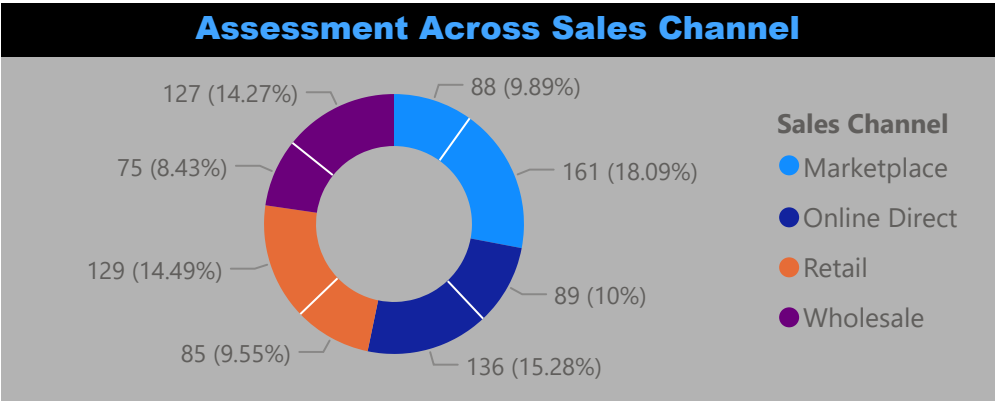
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Sales Channel	Frequency	Percentage	Feedback Frequency	Percentage of Feedbacks
Marketplace	899	24.28%	342	27.47%
Online Direct	858	23.18%	313	25.14%
Retail	825	22.29%	310	24.90%
Wholesale	781	21.10%	280	22.49%
	339	9.16%		
Total	3702	100.00%	1245	100.00%

Assessment Across Sales Channel

- 88 (9.89%)
- 161 (18.09%)
- 89 (10%)
- 136 (15.28%)
- 85 (9.55%)
- 129 (14.49%)
- 75 (8.43%)
- 127 (14.27%)

Sales Channel
- Marketplace
- Online Direct
- Retail
- Wholesale

Quantity Sold Across Sales Channel

- 23.22% (0.01%)
- 899 (26.72%)
- 26.73% (0.01%)
- 858 (25.51%)
- 25.51% (0.01%)
- 825 (24.52%)
- 24.53% (0.01%)
- 781 (23.22%)

Sales Channel
- Marketplace
- Online Direct
- Retail
- Wholesale

Feedback Across Sales Channels

Customer Feedba... ● Custom... ● Delivery I... ● Experien... ● product ...

Sales Channel	Customer	Delivery	Experience	product	Wholesale(top)
Marketplace (342)	72	60	27	35	94 / 54
Online Direct (313)	36	50	31	59	82 / 55
Retail (310)	58	63	36	41	68 / 44
Wholesale (280)	49	48	26	40	72 / 45

Count of Customer Feedback — Sales Channel

ANALYSIS BY SALES CHANNEL
Insights

1. Customers prefer purchasing through Marketplace due to ease, convenience, and competitive pricing.

2. Online Direct's strong feedback suggests effective website user experience, clear product information, and smooth checkout process.

3. Retail opportunities: Retail's average feedback indicates room for improvement in in-store customer experience, product knowledge, and staff training.

4. Wholesale challenges: Wholesale's low feedback rating may be due to complex ordering processes, inadequate customer support, or pricing issues.

Recommendations

1. Retail staff training: Focus on product knowledge, customer service, and sales techniques.

2. Wholesale process review: Simplify ordering processes, enhance customer support, and review pricing strategies.

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Return Status	Frequency	Percentage	SalesRep ID	Customer Feedback
No Return	10	7.14%	REP002	Negative
Returned	8	5.71%	REP002	Negative
No Return	14	10.00%	REP004	Negative
Returned	10	7.14%	REP004	Negative
No Return	8	5.71%	REP006	Negative
Returned	10	7.14%	REP006	Negative
No Return	11	7.86%	REP007	Negative
Returned	9	6.43%	REP007	Negative
No Return	9	6.43%	REP008	Negative
Returned	11	7.86%	REP008	Negative
No Return	10	7.14%	REP009	Negative
Returned	8	5.71%	REP009	Negative
Total	**140**	**100.00%**		

Return Status	Frequency	Percentage	SalesRep ID	Customer Feedback
No Return	19	10.73%	REP001	Positive
Returned	17	9.60%	REP001	Positive
No Return	20	11.30%	REP006	Positive
Returned	18	10.17%	REP006	Positive
No Return	13	7.34%	REP007	Positive
Returned	18	10.17%	REP007	Positive
No Return	23	12.99%	REP009	Positive
Returned	18	10.17%	REP009	Positive
No Return	13	7.34%	REP010	Positive
Returned	18	10.17%	REP010	Positive
Total	**177**	**100.00%**		

SalesID by Return Status and SalesRep ID

REP001: 35, 34
REP004: 36, 34
REP006: 37, 42
REP009: 41, 40
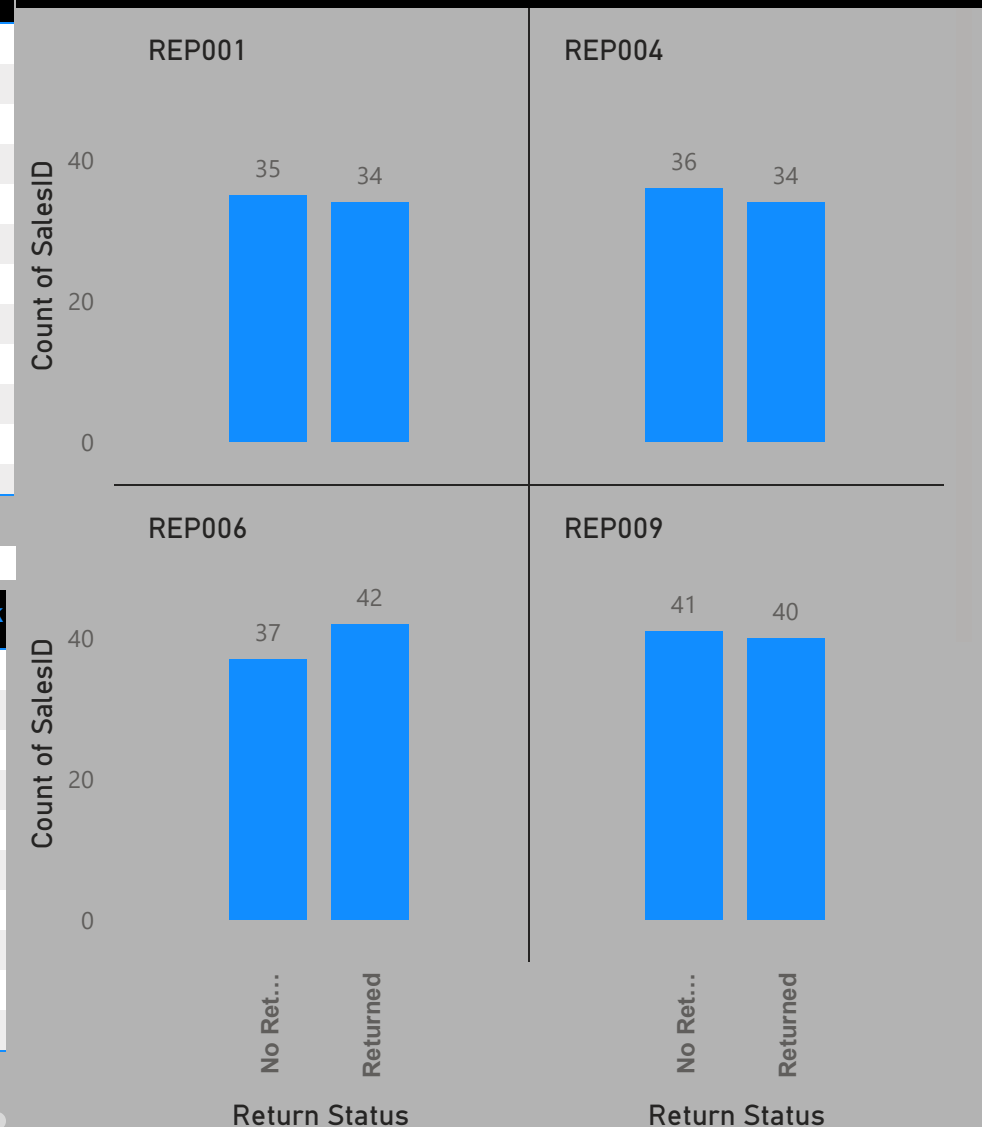
ANALYSIS OF RETURN STATUS
Insights

1. High return rates: Africa and Europe have the highest return rates, indicating potential issues with product quality, customer expectations, or logistics.

2. Regional disparities: Return rates vary significantly across regions, suggesting differing customer behaviors, product preferences, or market conditions.

3. Opportunities for improvement: Enhancing product quality, customer service, and logistics can reduce return rates.

Recommendations

1. Analyze return reasons: Identify primary causes of returns in each region.

2. Enhance customer support: Provide timely, effective support to address customer concerns.

3. Implement quality control measures: Enhance product inspection, testing, and packaging.

4. Develop regional strategies: Tailor approaches to address unique regional challenges.

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Product Name	Average Price	Highest Price	Lowest Price
4K Ultra HD TV	650.00	650	650
Diamond Necklace	650.00	650	650
DSLR Camera	780.00	780	780
Smart Refrigerator	1040.00	1040	1040
Gaming Laptop	1500.00	1500	1500
Total	924.00	1500	650

Average Price by Customer Feedback

Average Price by Product Name
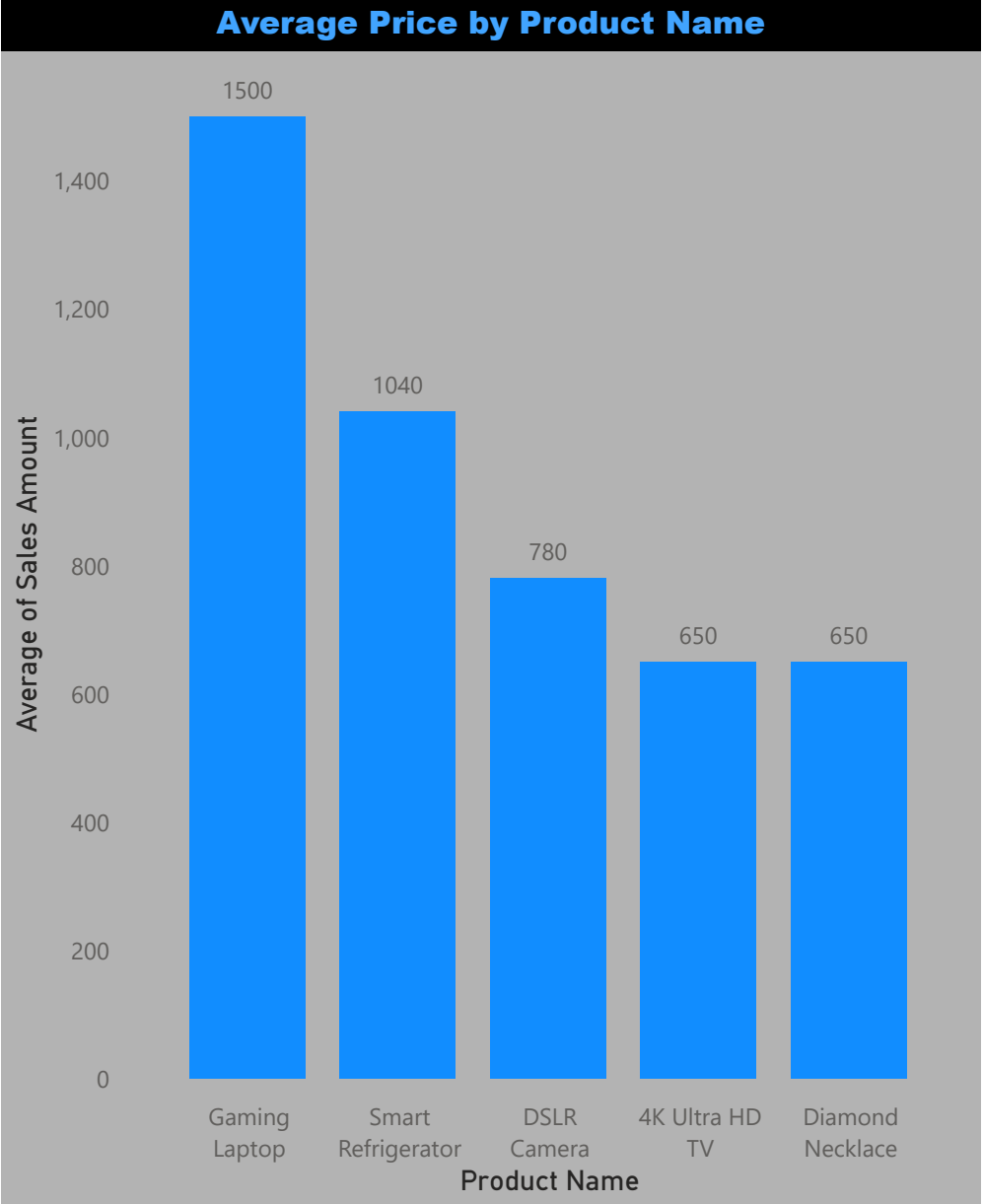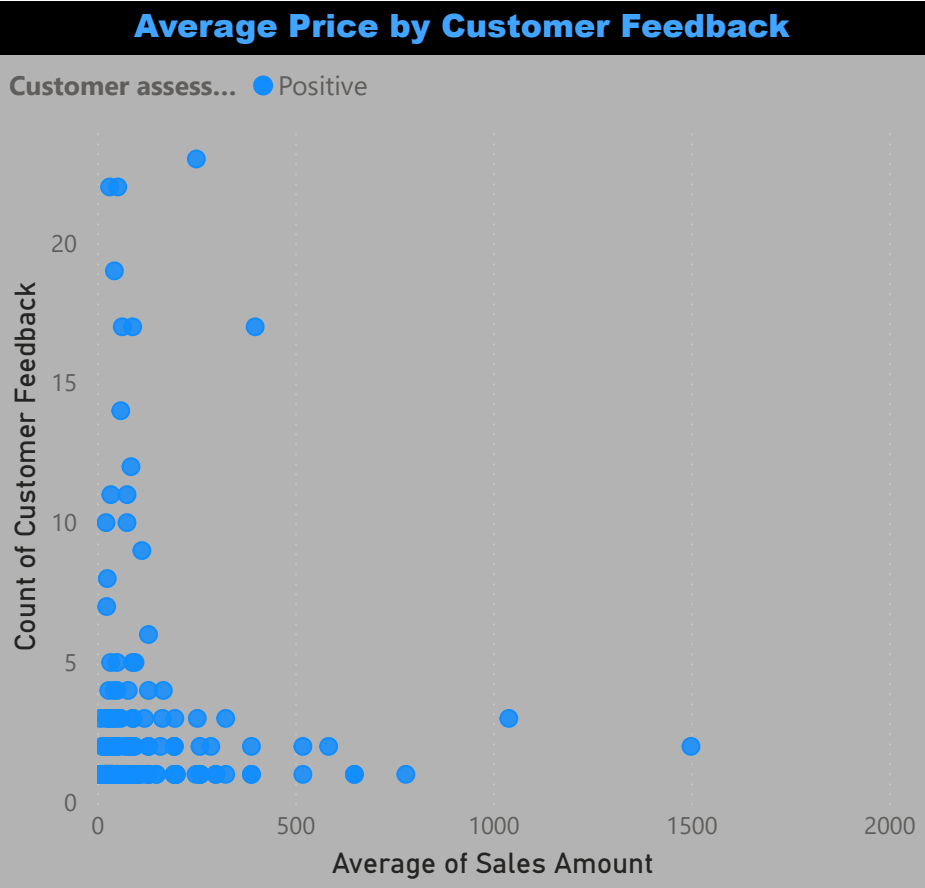
PRICE ANALYSIS
Insights

1. Price-Feedback Disconnect: The most expensive item doesn't have the most feedback, indicating that high price doesn't guarantee customer engagement.

2. Customer Priorities: Customers prioritize value, quality, and customer experience over price.

Recommendations

1. Reevaluate Pricing Strategy: Assess pricing elasticity and consider adjustments.

2. Enhance Customer Engagement: Encourage reviews and feedback for high-end items.

3. Improve Value Proposition: Highlight unique features and benefits of expensive items.

4. Customer Education: Develop content showcasing benefits and value of high-end items.

5. Competitor Analysis: Monitor competitors' pricing and customer engagement strategies.

6. Customer Feedback Integration: Incorporate customer feedback into product development.

7. Brand Positioning: Refine brand messaging to emphasize quality, value, and customer experience.

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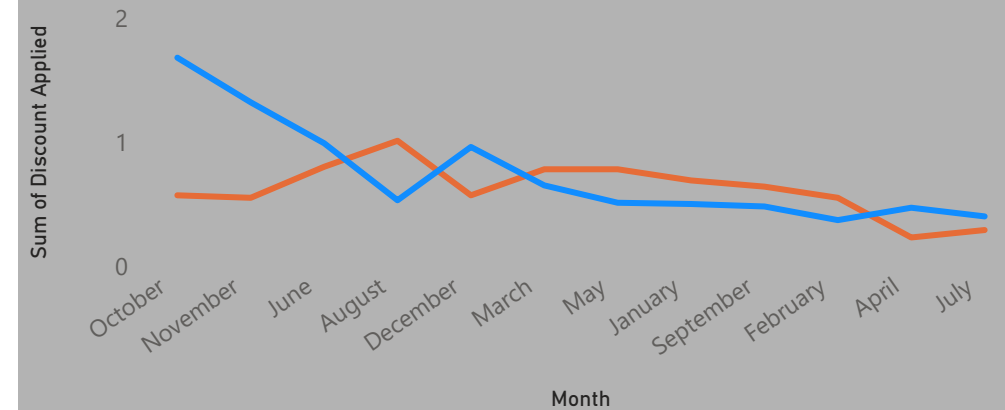
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0.27

Product Name	Discount Rate	Avg. Discount Rate	Price
Jumpsuit	1.90	0.07	1775
Science Fiction	1.75	0.08	865
Mystery Novel	1.35	0.05	647
Denim Jacket	1.33	0.05	2365
Facial Serum	1.25	0.04	848
Treadmill	1.10	0.04	9010
Facial Moisturizer	1.00	0.04	1338
Smartwatch	0.78	0.05	2035
Fiction Novel	0.75	0.03	868
Bluetooth Speaker	0.70	0.03	1695
Fitness Tracker	0.70	0.06	975
Total	12.61	0.05	22421

Effect of Discount Rate on Feedback in 2023

Top Average Discount Rate by Product Name
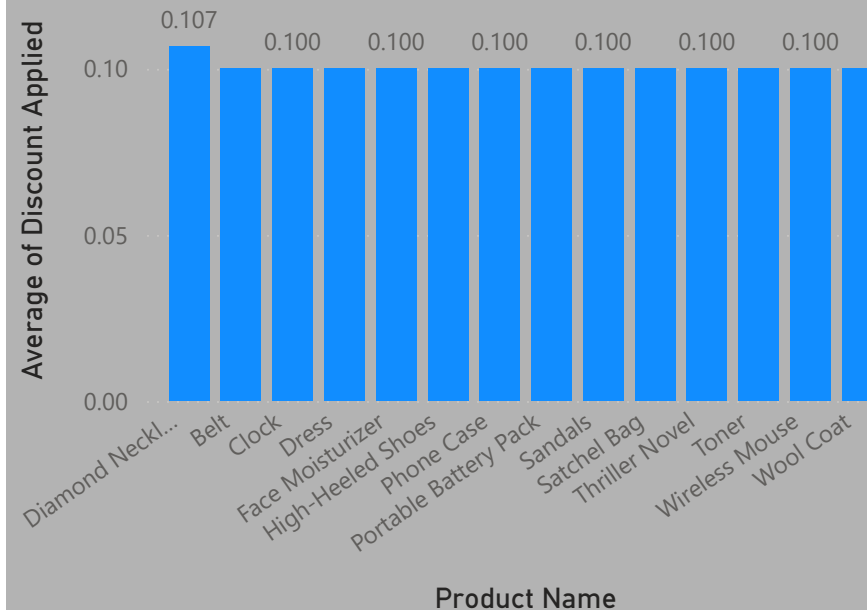
Effect of Discount Rate on Feedback in 2024

Count of Customer ID
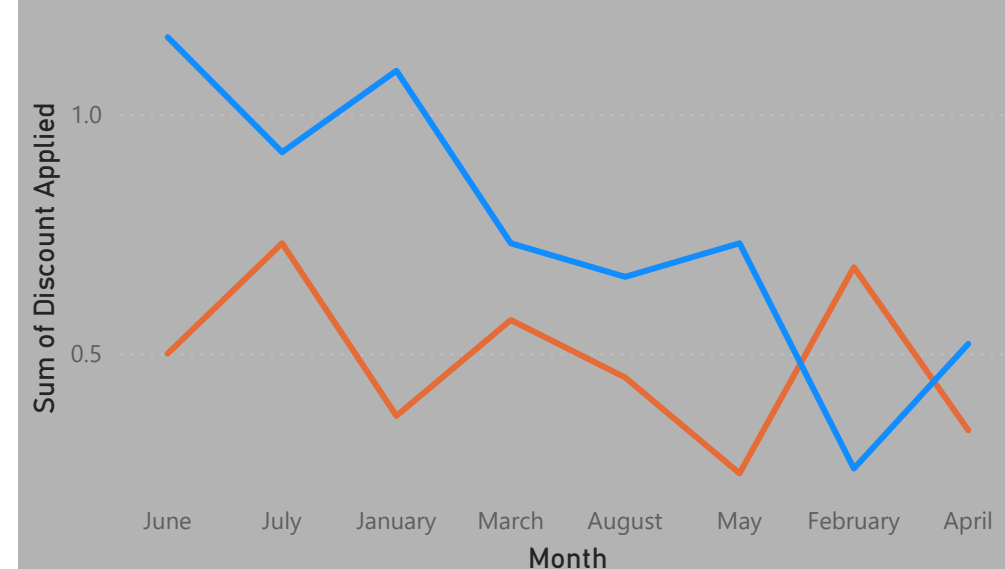
1245

3702
QUANTITY SOLD

436
QUANTITY RETURNED

TOTAL COST
333,239,234

TOTAL SALES
474,022,590

RETURNED SALES
16,737,168

PROFIT MARGIN
0.27

Product Name	Quantity Returned	Selling Price	Returned Revenue	Year
Digital Camera	10	2214	22,140.00	2023
Baseball Glove	9	275	2,475.00	2023
Sweater Dress	9	540	4,860.00	2023
Webcam	9	290	2,610.00	2023
Facial Serum	8	208	1,664.00	2023
Sweater Dress	8	425	3,400.00	2024
Denim Jacket	7	430	3,010.00	2023
Facial Moisturizer	7	355	2,485.00	2023
Jumpsuit	7	490	3,430.00	2023
Total	**436**	**38388**	**16,737,168.00**	

PROFIT MARGIN by Product Name

Product Name	PROFIT MARGIN
Treadmill	1.02
Digital Camera	1.01
Sweater Dress	1.01
Food Processor	1.01
Denim Jacket	1.01
Smartwatch	1.01
Ski Boots	1.01
Snowshoes	1.00
Bluetooth Speaker	1.00
Jumpsuit	1.00
Bathrobe	1.00
Webcam	1.00
Facial Moisturizer	1.00
Baseball Glove	1.00
Power Bank	1.00
Facial Serum	1.00
Gaming Laptop	1.00
Washing Machine	1.00
Throw Pillow	1.00
Fiction Novel	1.00
Mystery Novel	1.00
Romance Novel	1.00
Gaming Console	1.00
Science Fiction	1.00
Fitness Tracker	1.00
Lip Gloss	1.00
Action Camera	1.00
Total	**0.27**

PROFIT MARGIN ANALYSIS
Insights

1. Competitive Advantage: A 27% profit margin indicates a competitive advantage in the market.

2. Pricing Power: Ability to maintain prices despite market fluctuations.

3. Cost Efficiency: Effective cost management and optimization.

Concerns

1. Thin Margin for Error: A relatively low profit margin leaves little room for error.

2. Vulnerability to Market Changes: Economic downturns or market shifts could impact profitability.

3. Limited Investment Capacity: Lower profit margins may limit investments in growth initiatives.

Recommendations

1. Product Mix Optimization: Analyze product profitability and adjust offerings.

2. Value-Added Services: Explore additional revenue streams through services.

3. Supply Chain Optimization: Enhance supplier relationships and negotiate better terms.

4. Innovation Investments: Invest in research and development for new products/services.