

ONLINE RETAIL STORE

VISUALIZATION TOOL - POWER BI





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INTRODUCTION

The senior management wants to understand how their business is performing and what areas are the key strengths of the company.

They are also focused on identifying opportunities that would lead to growth and generate more revenue in the future.

OVERVIEW

An online retail store has hired me as a consultant to review their data and provide insights that would be valuable to the CEO and CMO of the business. The business has been performing well and the management wants to analyse what the major contributing factors are to the revenue so they can strategically plan for next year.

The leadership is interested in viewing the metrics from both an operations and marketing perspective.

Management also intends to expand the business and is interested in seeking guidance into areas that are performing well so they can keep a clear focus on what's working. They would also like to view different metrics based on the demographic information that is available in the data.





STAKEHOLDERS INVOLVEMENT

Internal Stakeholders :-

- **Chief Executive Officer (CEO) :-**
Revenue analysis is important to the CEO as top-level executives are always focused on earnings and how to increase it.
- **Chief Marketing Officer(CMO) :-**
CMO can create a strategy to get the recent customers to revisit the business and spend more.

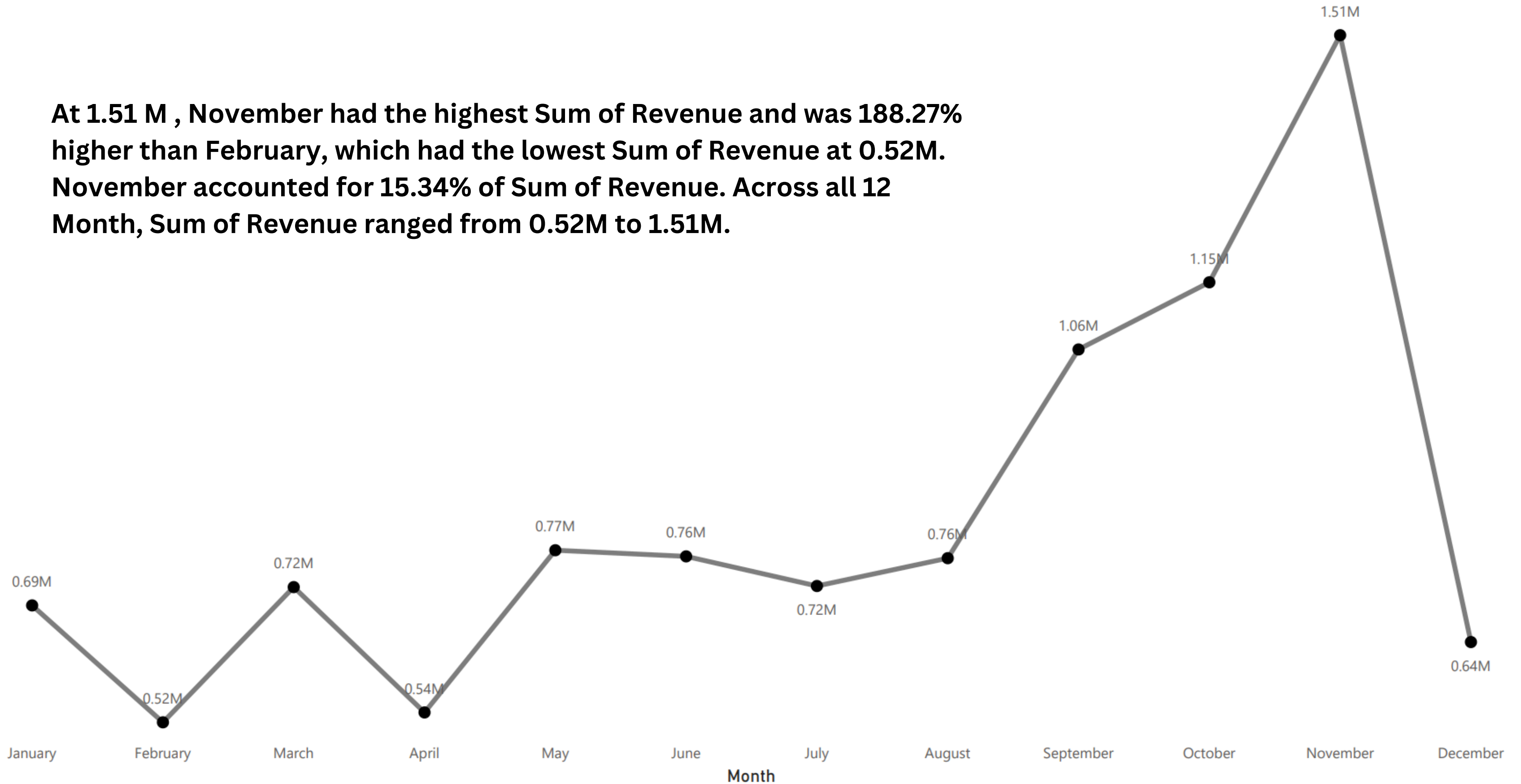
External Stakeholders :-

- **Investors :-**
Indirectly benefit from higher profitability and efficiency.
- **Customers :-**
Customers are directly contributing to a company's revenue through purchasing its product or services.

Key Insights

Revenue by Month

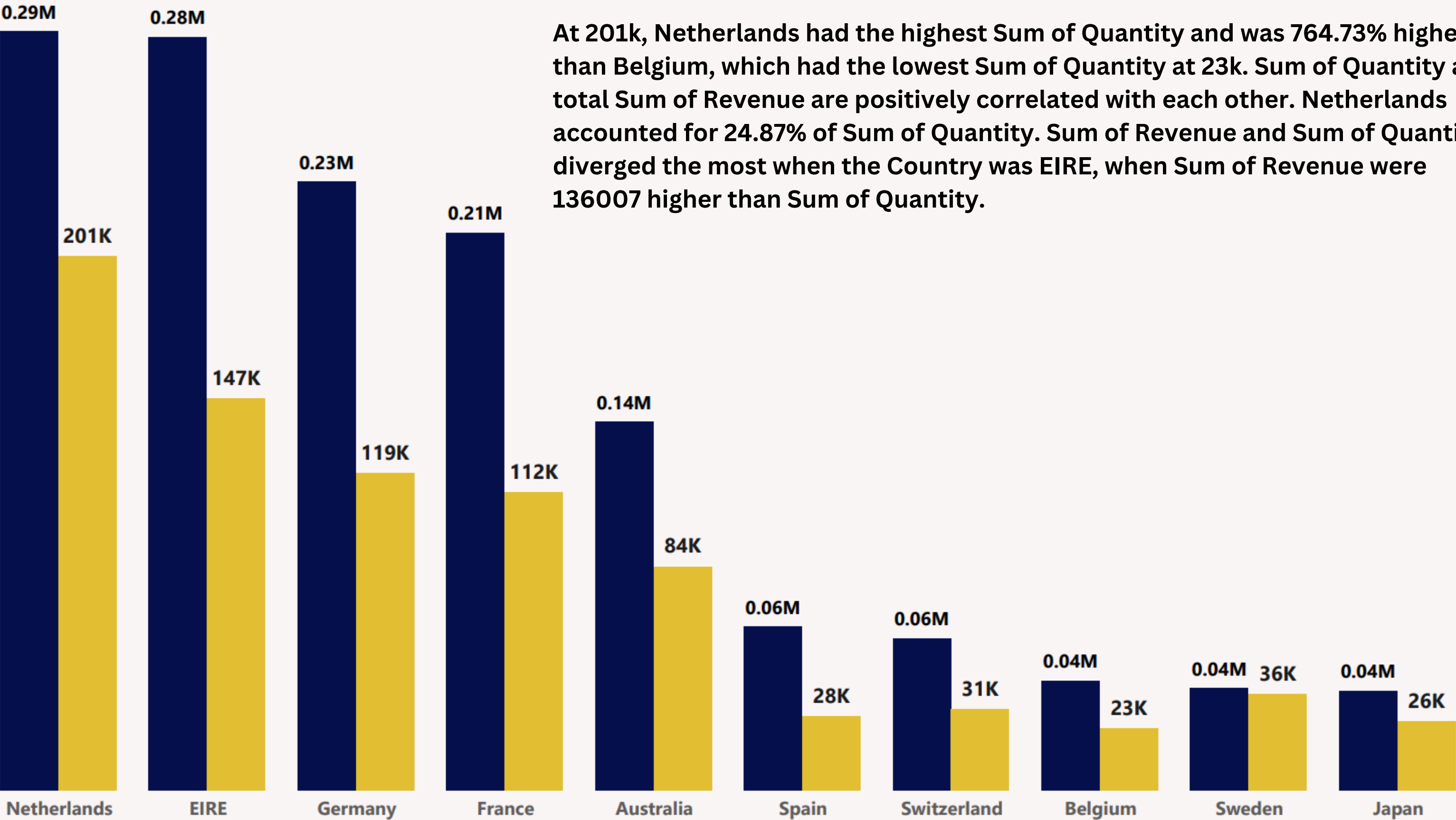
At 1.51 M , November had the highest Sum of Revenue and was 188.27% higher than February, which had the lowest Sum of Revenue at 0.52M. November accounted for 15.34% of Sum of Revenue. Across all 12 Month, Sum of Revenue ranged from 0.52M to 1.51M.



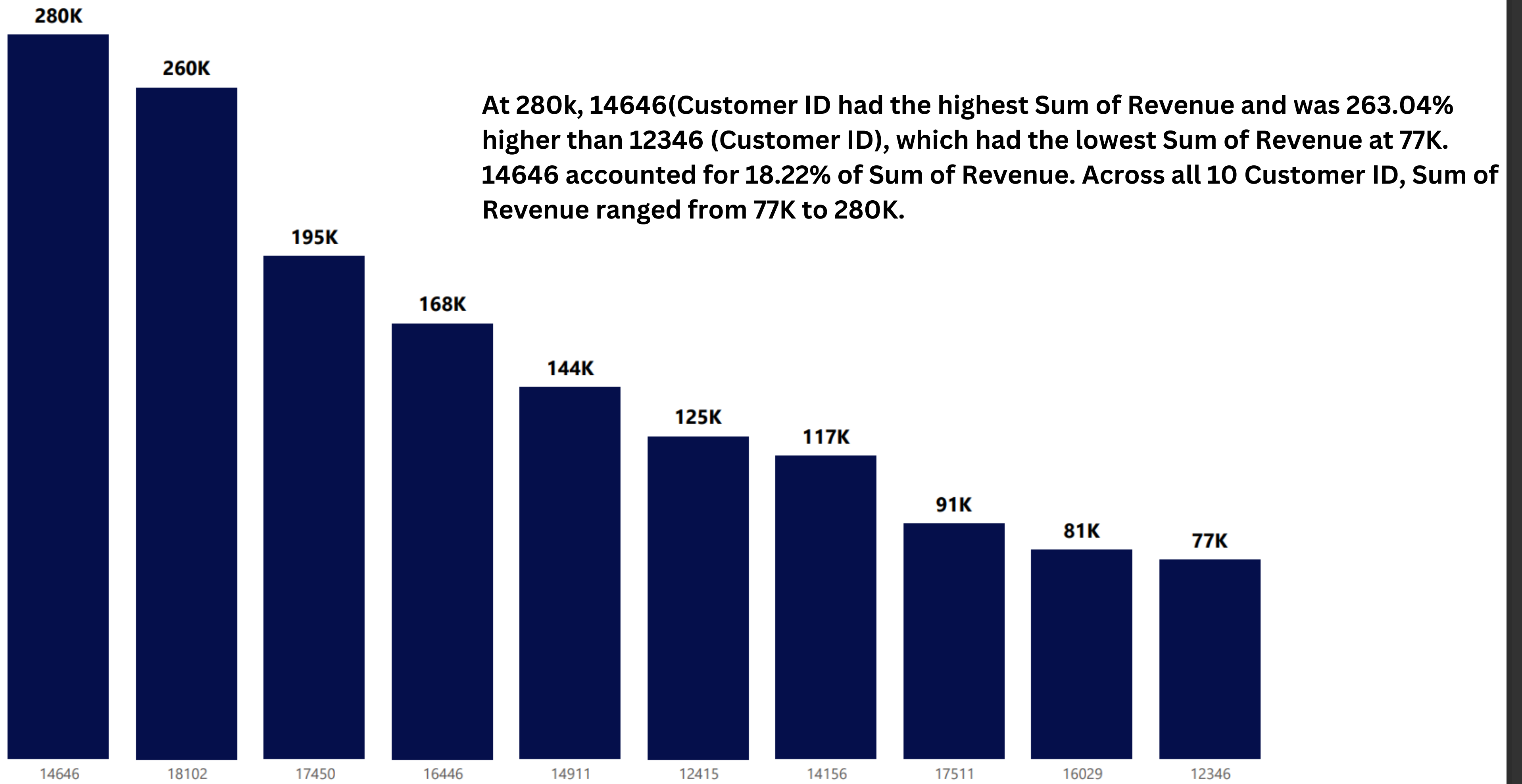
Revenue and Quantity by Country

At 201k, Netherlands had the highest Sum of Quantity and was 764.73% higher than Belgium, which had the lowest Sum of Quantity at 23k. Sum of Quantity and total Sum of Revenue are positively correlated with each other. Netherlands accounted for 24.87% of Sum of Quantity. Sum of Revenue and Sum of Quantity diverged the most when the Country was EIRE, when Sum of Revenue were 136007 higher than Sum of Quantity.

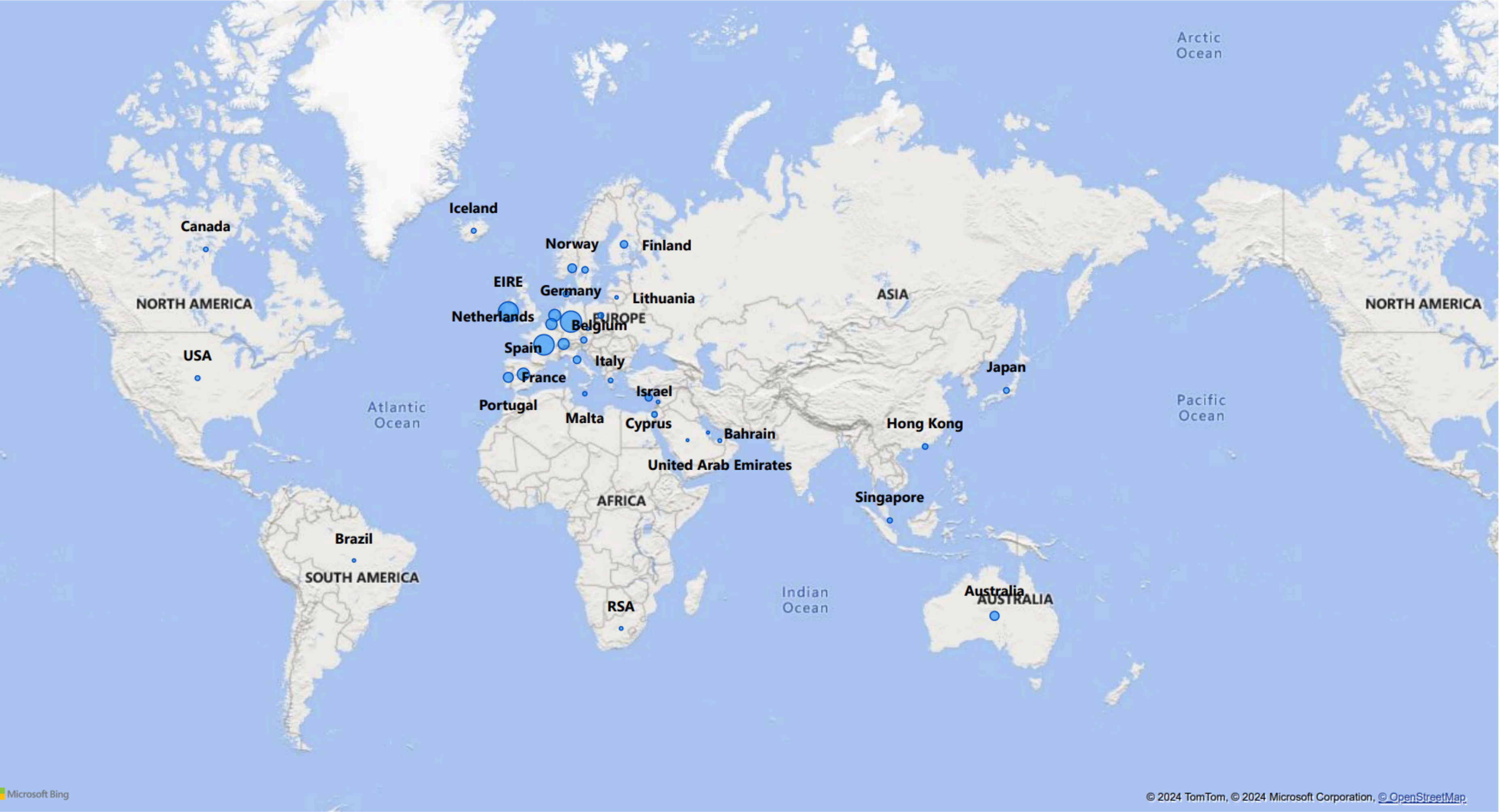
- Sum of Revenue
- Sum of Quantity



Revenue by Top 10 Customer



Quantity by Country



Germany has the highest quantity, with 9,042 units, followed by France with 8,408 units, and Eire with 7,894 units. Saudi Arabia has the lowest quantity, with only 9 units.

Business Recommendations :-

- **Seasonal Promotions:** If revenue spikes in specific months, plan promotional campaigns or product launches during those times to maximize sales.
- **Off-Peak Strategies:** Introduce discounts, bundle offers, or loyalty programs during low-revenue months to boost activity.
- **Low-Quantity, High-Revenue Products:** Focus on marketing these items, as they bring significant value per sale.
- **Product Mix Optimization:** Promote a mix of high-margin and high-volume products to balance profitability and cash flow.
- **Expand in High-Performing Countries:** Invest in localized marketing campaigns and improve shipping to further grow these markets.
- **Market Research in Low-Performing Countries:** Investigate reasons for lower revenue (e.g., product fit, shipping issues, or low awareness)
- **Focus on Hotspots:** Enhance delivery speed, provide localized payment options, or offer exclusive deals in areas with high sales.
- **Target Underperforming Regions:** Consider local advertising or partnerships with regional distributors to increase visibility.

THANK YOU

-BY PRIYANSHI

