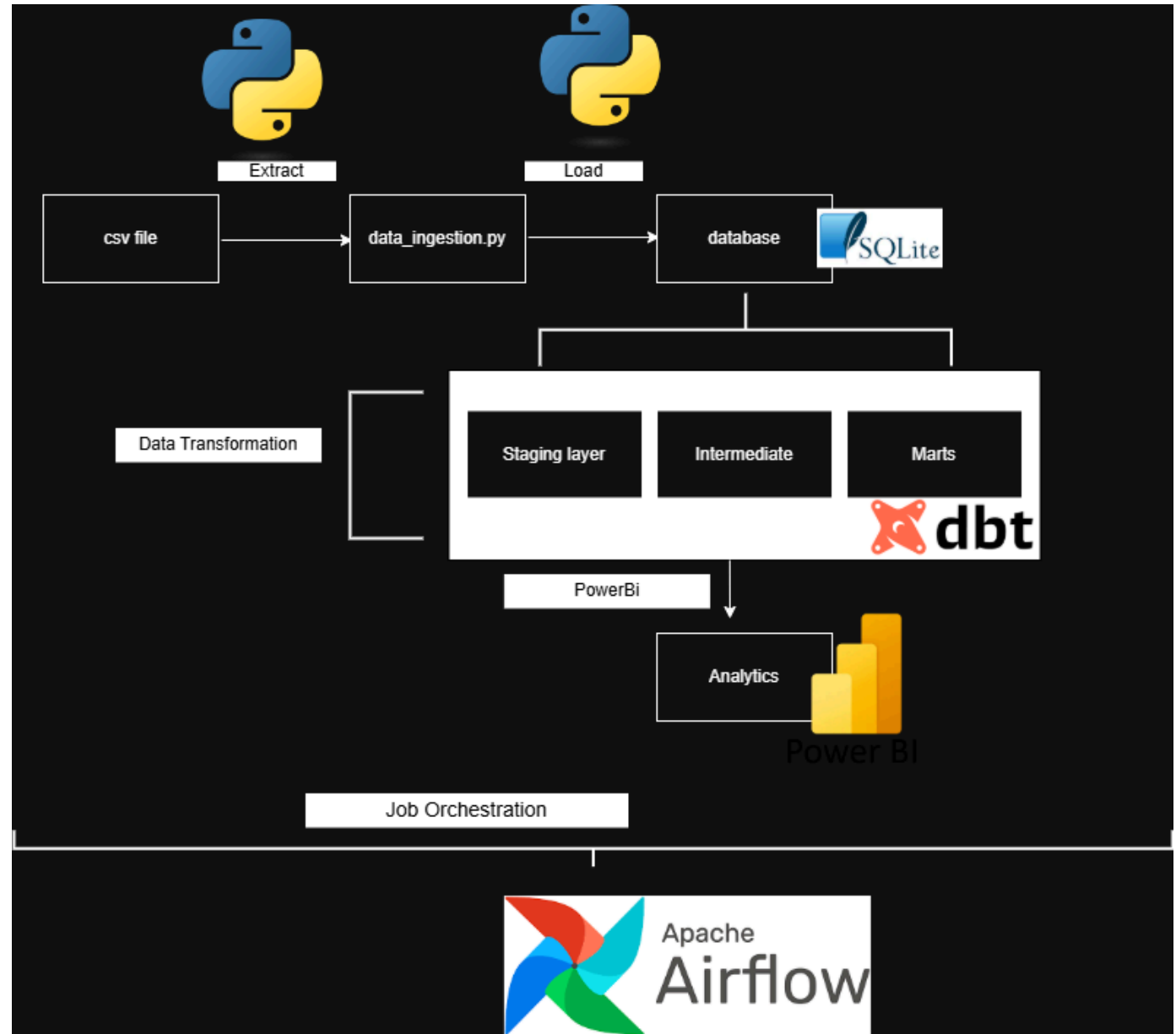


# Data Architecture

**Airflow** will be recommended for the job Orchestration because of its popularity and great community support that one can leverage on when running into issues.



## Key Insights:

### 1. Revenue & Delivery Performance

- Total Revenue: **1.46M** (with 20% from delivered orders).
- Delivery Challenges: **18%** of revenue tied to **cancelled** orders, **21%** to **returned** orders (highest among all statuses).

### 2. Product Category Analysis

- Top Performers:
- **Food & Beverage** (21% revenue share, ₦309K) and **Home Goods** (20%, ₦296K) lead in revenue, **Books** and **Clothing** follow closely (~19% each).

### 3. Top-Selling Product name

- Best Performers:
- **Jeans** (₦75K, 11% revenue share) and **Tablet** (₦72K, 11%) drive sales.
- **Energy Drink** and **History Book** also contribute significantly (~10% each).
- Lowest Margin: **Organic Tea** (9.3% revenue) has the lowest average sales (₦750). Test pricing or marketing tactics to improve its performance.

### 4. Customer Behavior

- Avg. Order Value (Delivered): **₦744**
- High-Value Products: **Air Fryer** (₦885/order) and **History Book** (₦785/order) have the highest average sales.

### 5. Monthly Trends

- Revenue Peaks: Observe spikes in the month of October, 2023 with ~**140K** and **563** in **value** and **count** respectively.

## Key Recommendations:

### **Reduce Cancellations/Returns:**

- Optimize product descriptions and images to set accurate expectations.
- Offer incentives for keeping returned items (e.g., discounts on future purchases).

### **Boost Electronics Sales:**

- Electronics has the lowest average sales per order (~~N666~~). Consider bundling strategies or promotions to boost order value.

### **Promote High-Performing Products:**

- sponsor *Jeans*, *Tablets*, and *Air Fryers* in targeted ads or homepage banners.

### **Improve Low Performers:**

- Run A/B tests on pricing/packaging for *Organic Tea* and *Protein Bars*.

### **Leverage Seasonal Trends:**

- Plan inventory and marketing around revenue peaks (e.g., holidays).

# Performance Dashboard

Customer\_id

All

Transaction Date

12/31/2022

12/27/2023

Product\_Name

All

Product\_Category

All

Total Revenue

1.46M

Quantity Sold

5.98K

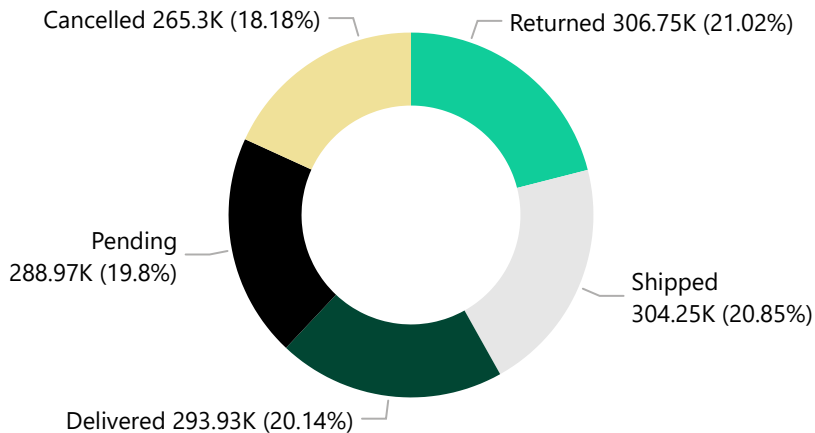
No. of Customers

877

Avg. Order Value (Delivered)

744.13

Total Revenue by delivery\_status



Product_category	Total revenue	Total Quantity sold	% Contr. to total_revenue	Avg. Sales per order
Books	290,842.23	1217	19.93%	817.68
Clothing	289,321.82	1240	19.83%	715.81
Electronics	273,443.00	1141	18.74%	666.88
Food & Beverage	309,586.46	1220	21.22%	785.58
Home Goods	296,016.09	1162	20.29%	728.91

Product_Name	Total Revenue	%Contr. to Total Revenue	Average Sales	Quantity Sold	No. of Customer
Jeans	75,000.20	11.18%	833.34	299	83
Tablet	72,398.35	10.79%	770.20	280	91
Energy Drink	67,624.81	10.08%	814.76	266	81
History Book	67,488.11	10.06%	784.75	271	78
Air Fryer	67,248.90	10.02%	884.85	253	72
Dress	65,890.66	9.82%	732.12	276	87
Science Book	64,625.77	9.63%	734.38	253	83
Protein Bar	64,329.54	9.59%	684.36	260	89
Toaster	64,103.20	9.55%	712.26	260	86
Organic Tea	62,307.67	9.29%	750.69	247	79

Trend of Total sales and Quantity sold per month

