

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 (~~#666~~). 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:

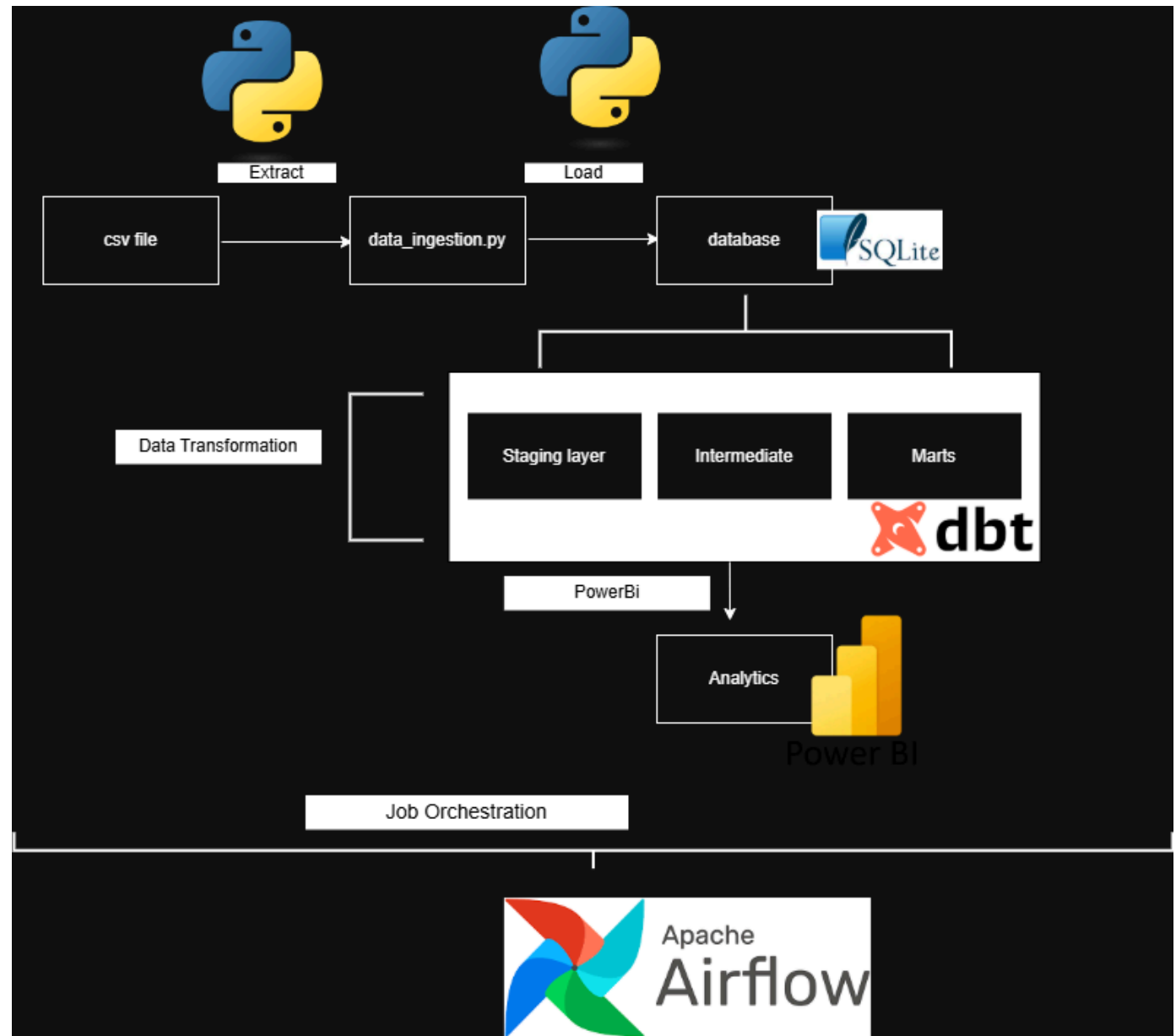
- Run A/B tests on pricing/package for *Organic Tea* and *Protein Bars*.

Leverage Seasonal Trends:

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

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.



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

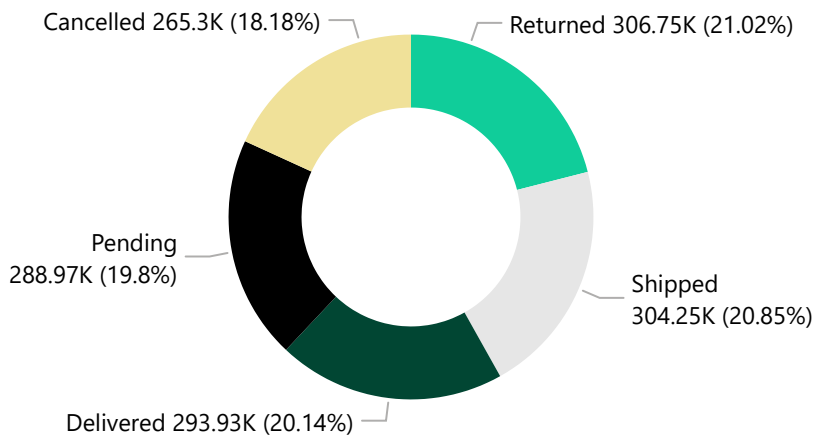
No. of customers

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

