



BA FALL 2024 Project

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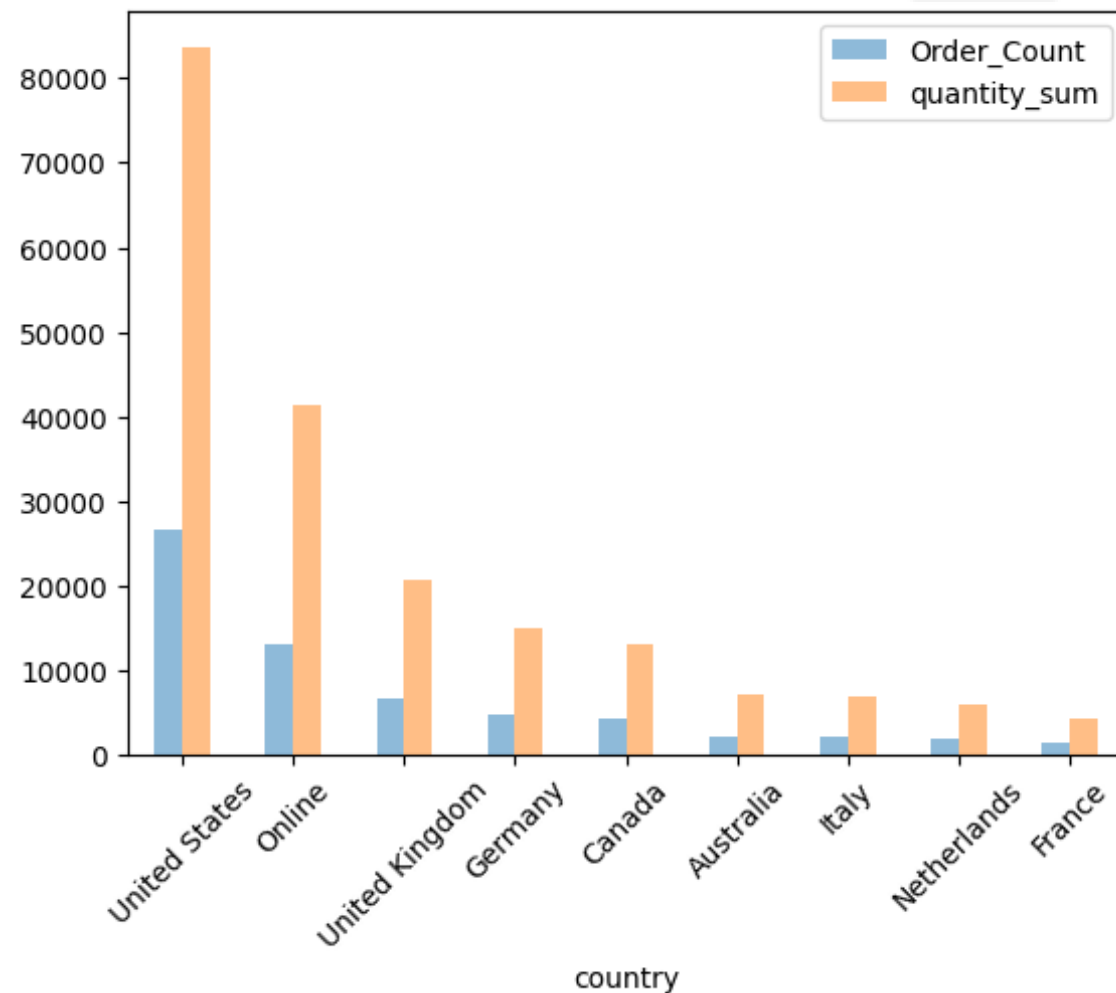
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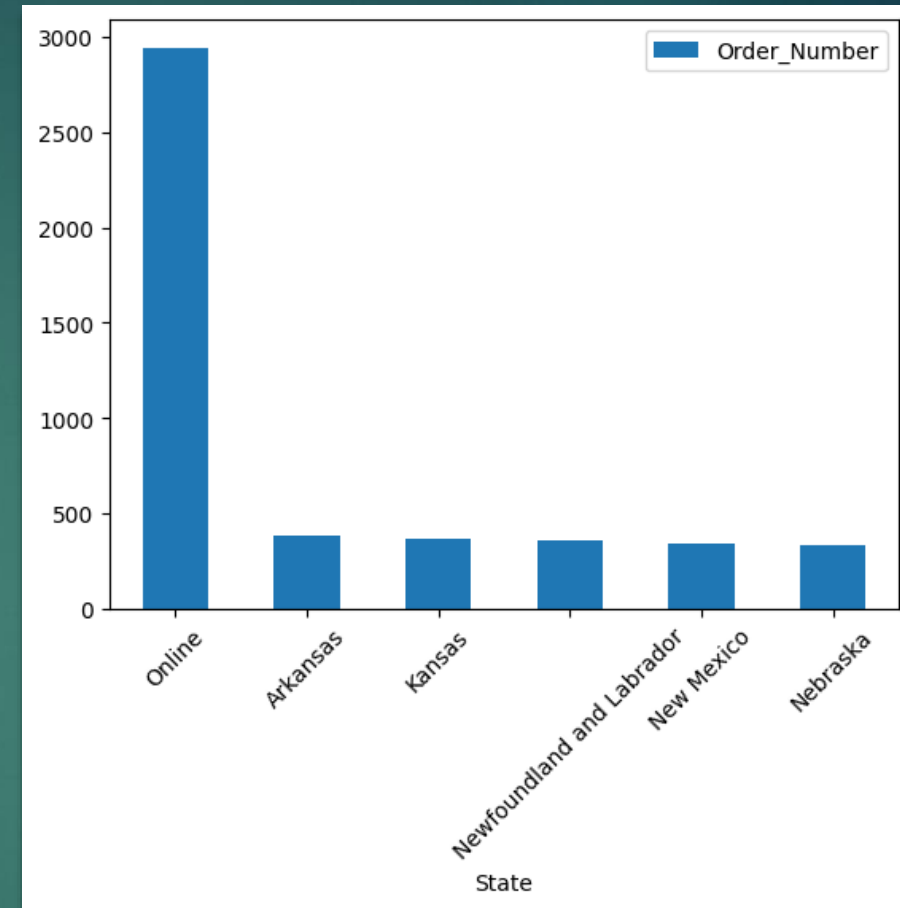
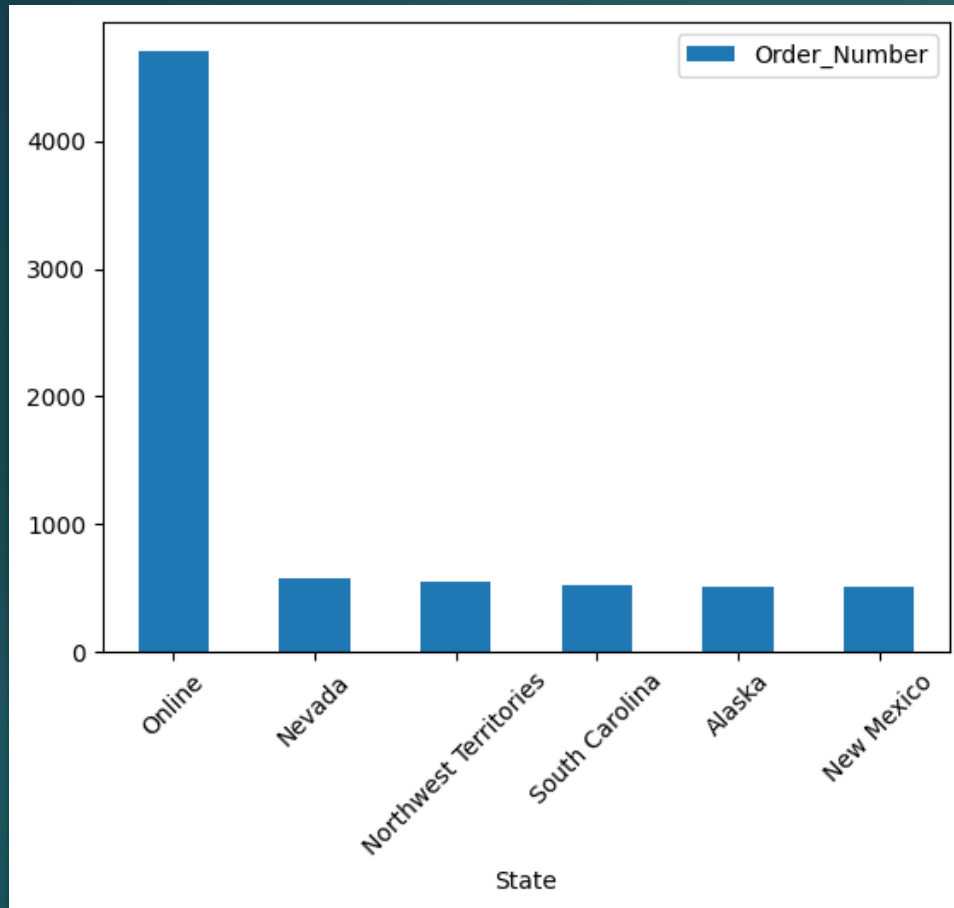
Interpretation

- How can we see better **performance** in the next quarter?
- How can we see an increase in **sales and/or profits** in the next quarter?
- What did we do right and what did we do wrong to lead us into this point?
- Compare these events presented in order to see possibilities for improvements

Findings and results

- ▶ United States has the greatest number of orders and quantities of products sold compared to all other countries and even through online selling.
- ▶ A relationship can be found by the order count and the quantities sold; They both decrease gradually at about the same rate.

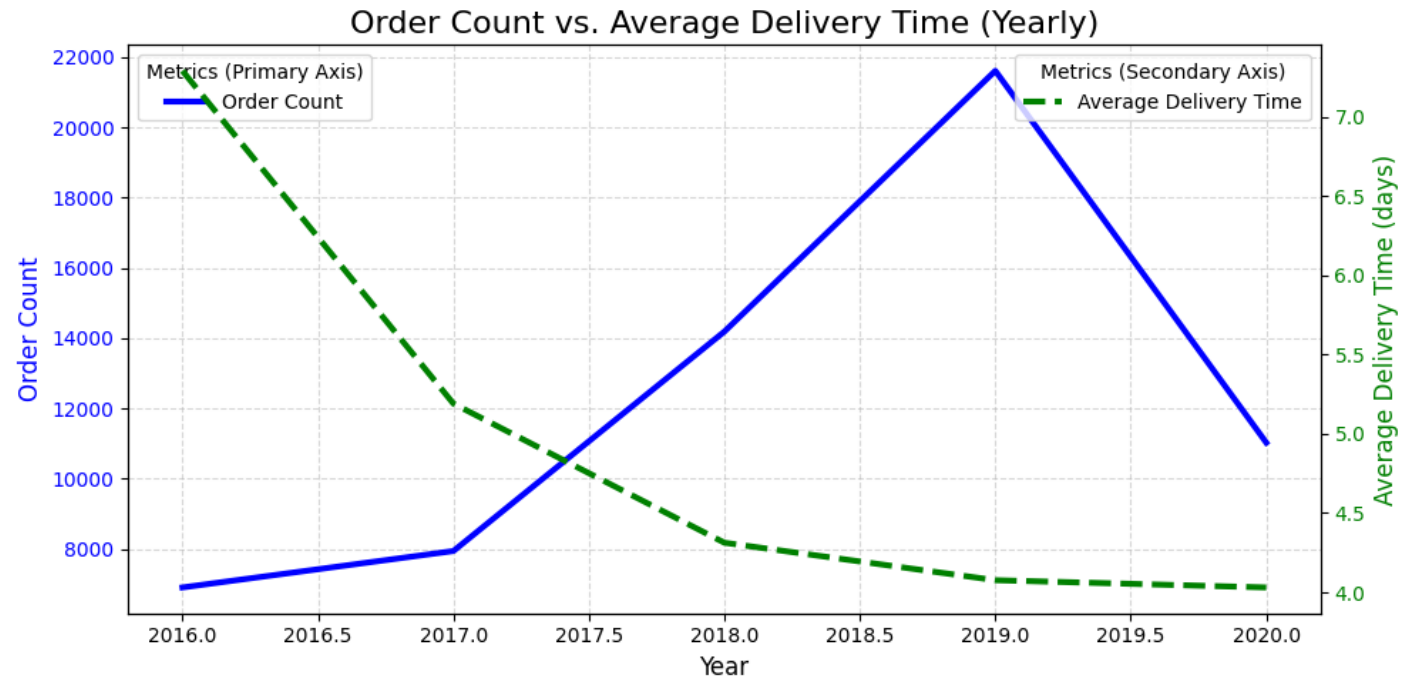




Top 5 states and online order numbers 2019 on the left and 2020 on the right

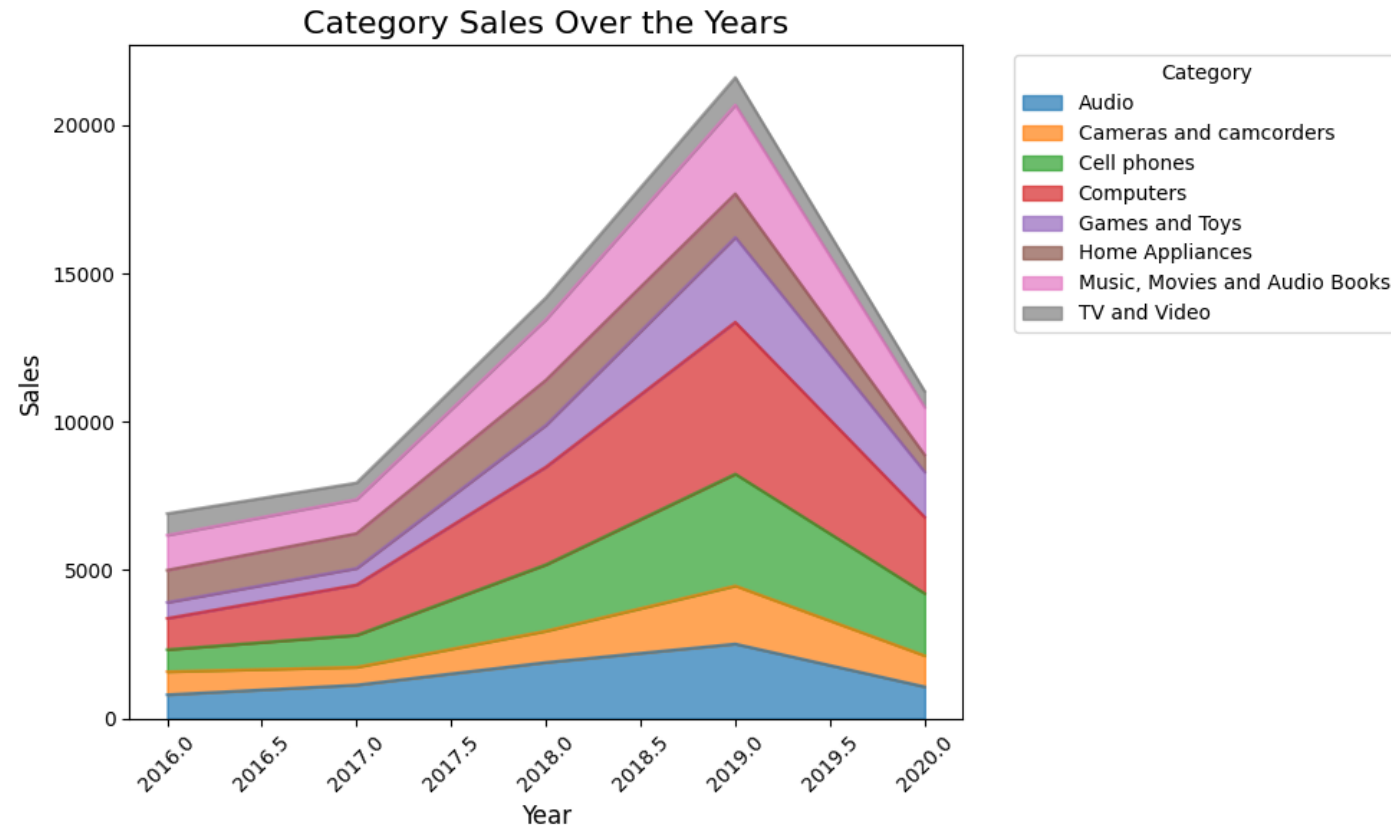
Findings and results Continued

- ▶ Comparing the avg delivery time yearly per days and the order counts made every year.
- ▶ As the delivery time decreased from 2016 to 2018, so did the order count.
- ▶ Once the delivery time hit a plateau from 2019 to 2020, order counts saw an even bigger jump.



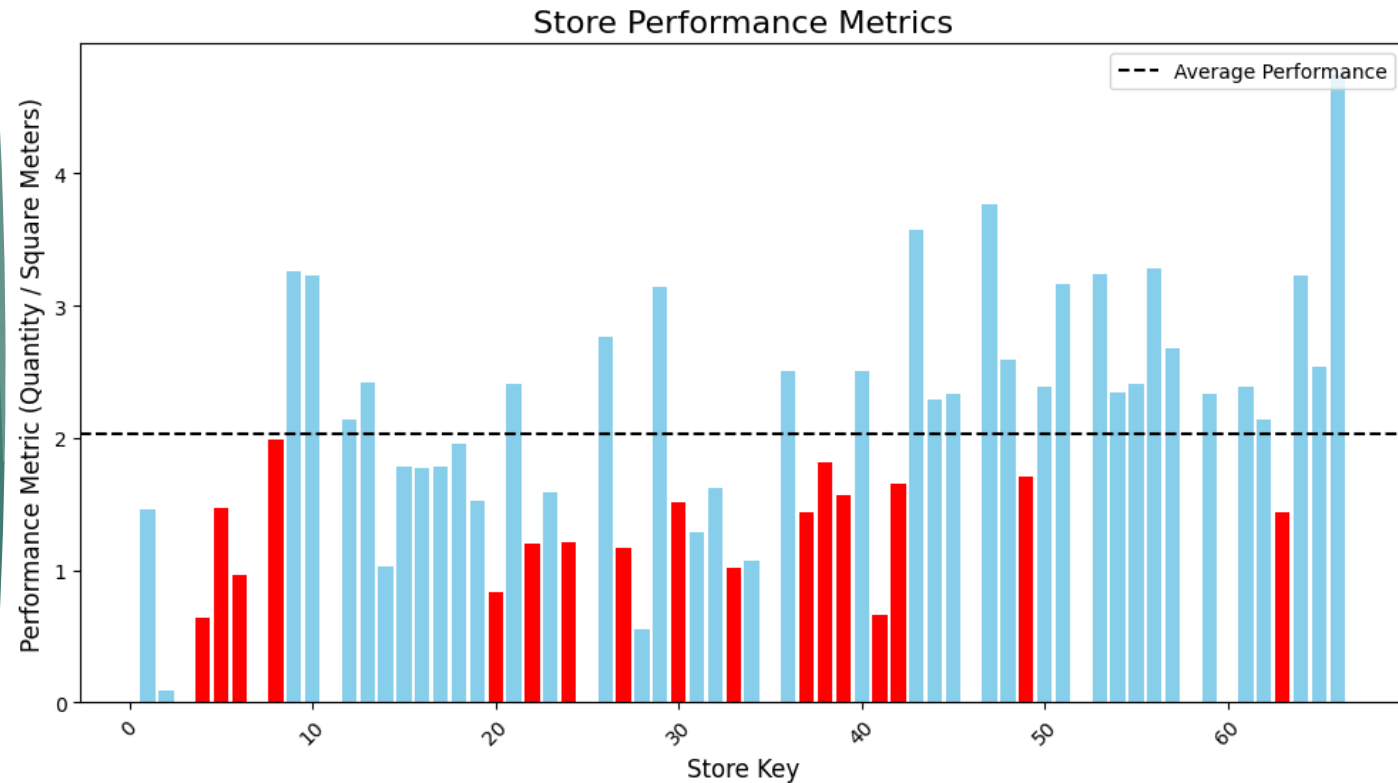
Findings and results Continued

- ▶ Stack plot that organizes all categories sold by year.
- ▶ The spike is still clearly present in 2019 indicating high demand for all types of products.
- ▶ Computers, Cell phones, and audio clearly hold the most sales and are pieces of technology.



Findings and results Continued

- ▶ The black line represents the average performance of all stores
- ▶ The blue bars represent stores that perform well against others
- ▶ The red bars represent stores that are underperforming
- ▶ Larger stores are expected to perform better but some fall short of this metric
- ▶ A store is deemed under performing if its performance metric is below the average and its square meters is above the average.



What it all means

- We saw the biggest spike in sales come from 2019 and the biggest fall off come right after.
- This spike mostly coming from electronic, games, and internet services.
- Technology sales have shown rapid growth compared to other categories.
- Online orders and deliveries can attribute to this rapid spike.
- Even against all other countries besides the United states online sales hold quite the advantage and has had a massive lead above the rest.
- Deliveries have become more efficient over the years.

Closing thoughts

- Despite the massive drop off in 2020, online shopping has still held its ground
- There is a disconnect between stores, some are selling more items than others relative to how much space they take.
- Proportionally technology products have seen the least decline in sales and must be continued to be supported.