

Final Presentation

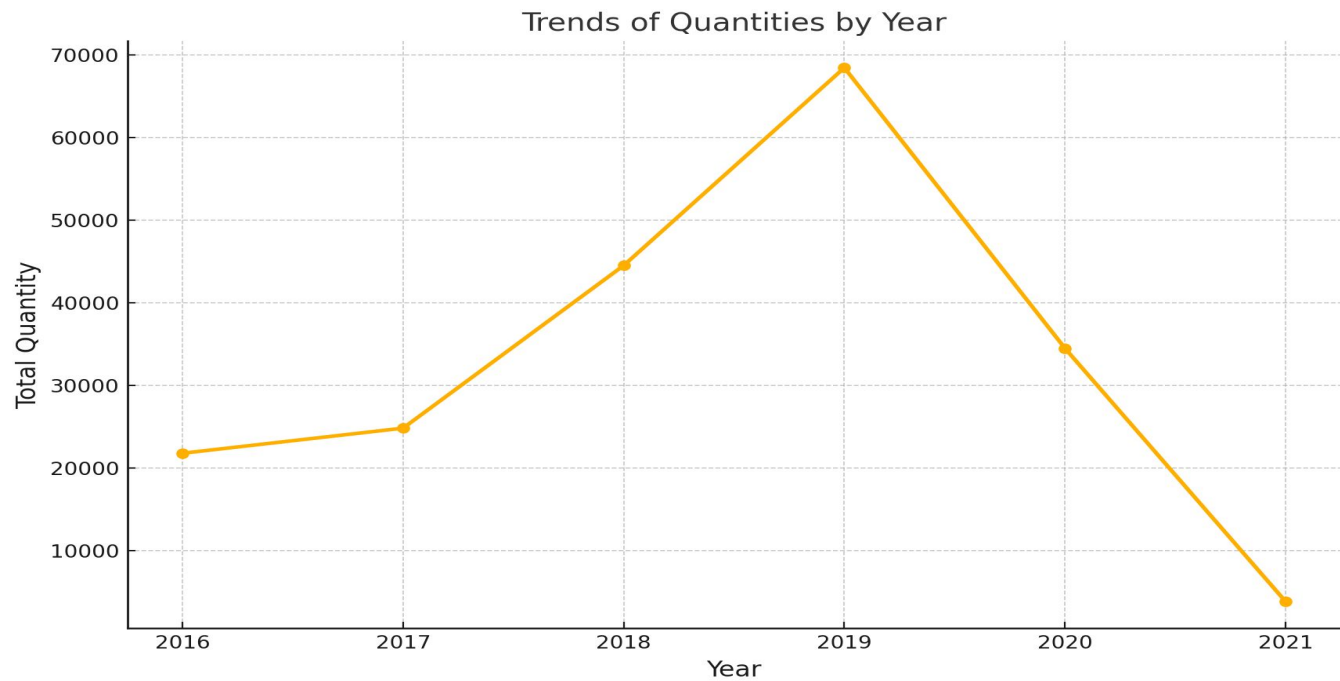
BA FALL 2024

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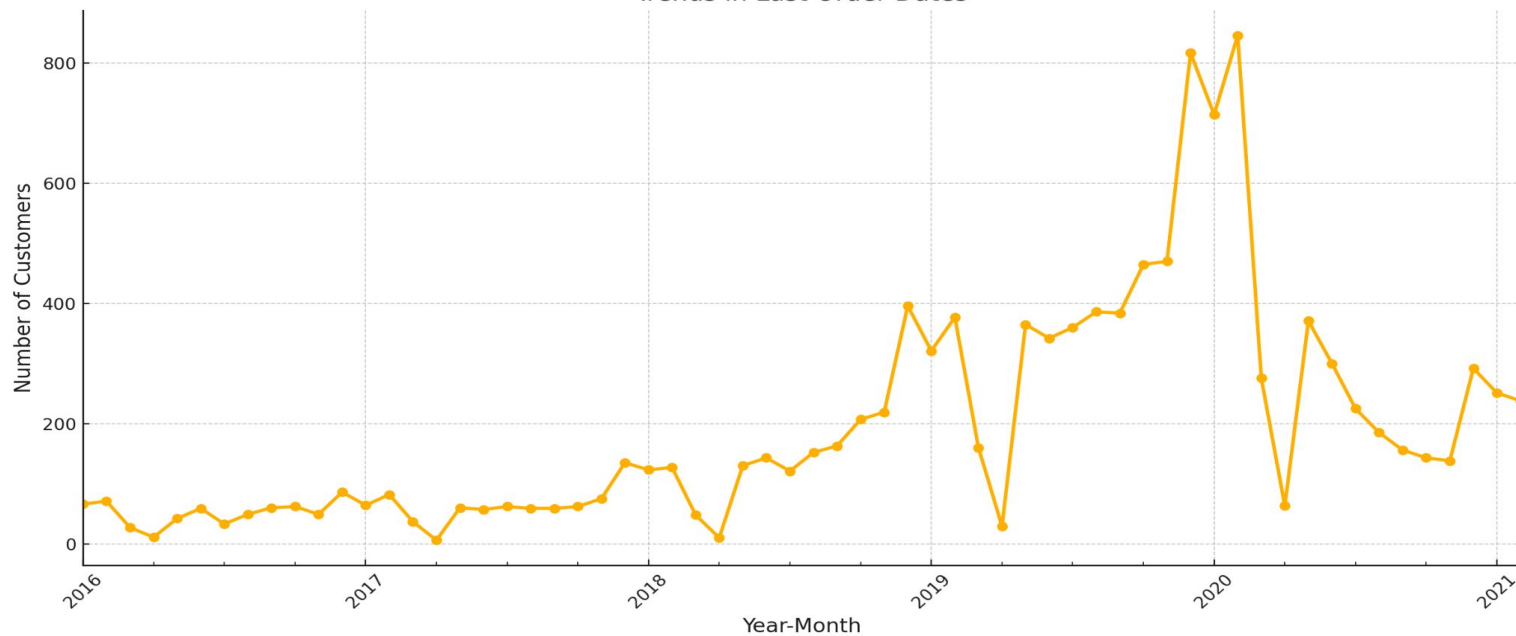
Reframe the Question

We're researching opportunities to improve our profits over last quarter.

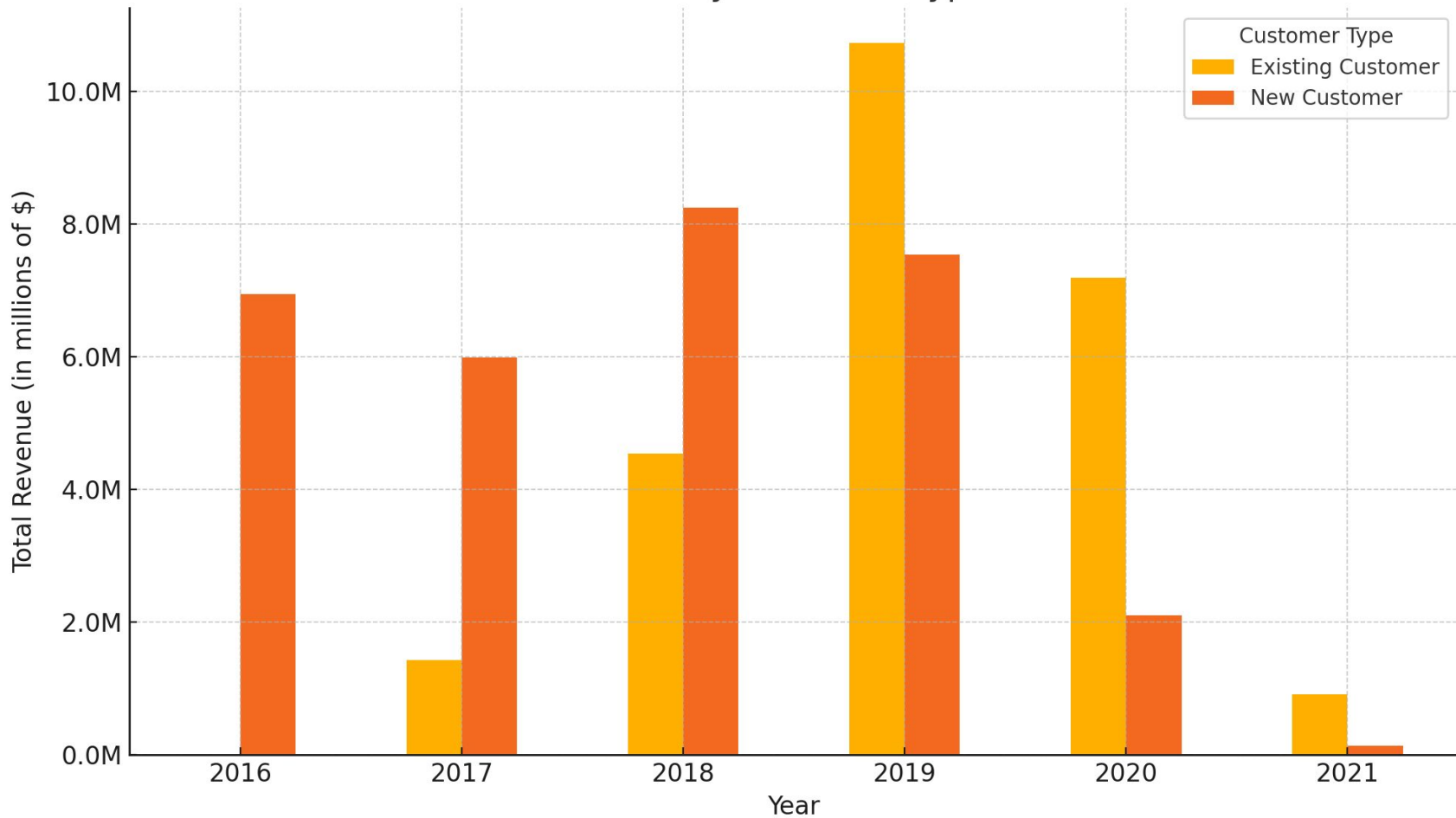
Analysis: Graphs



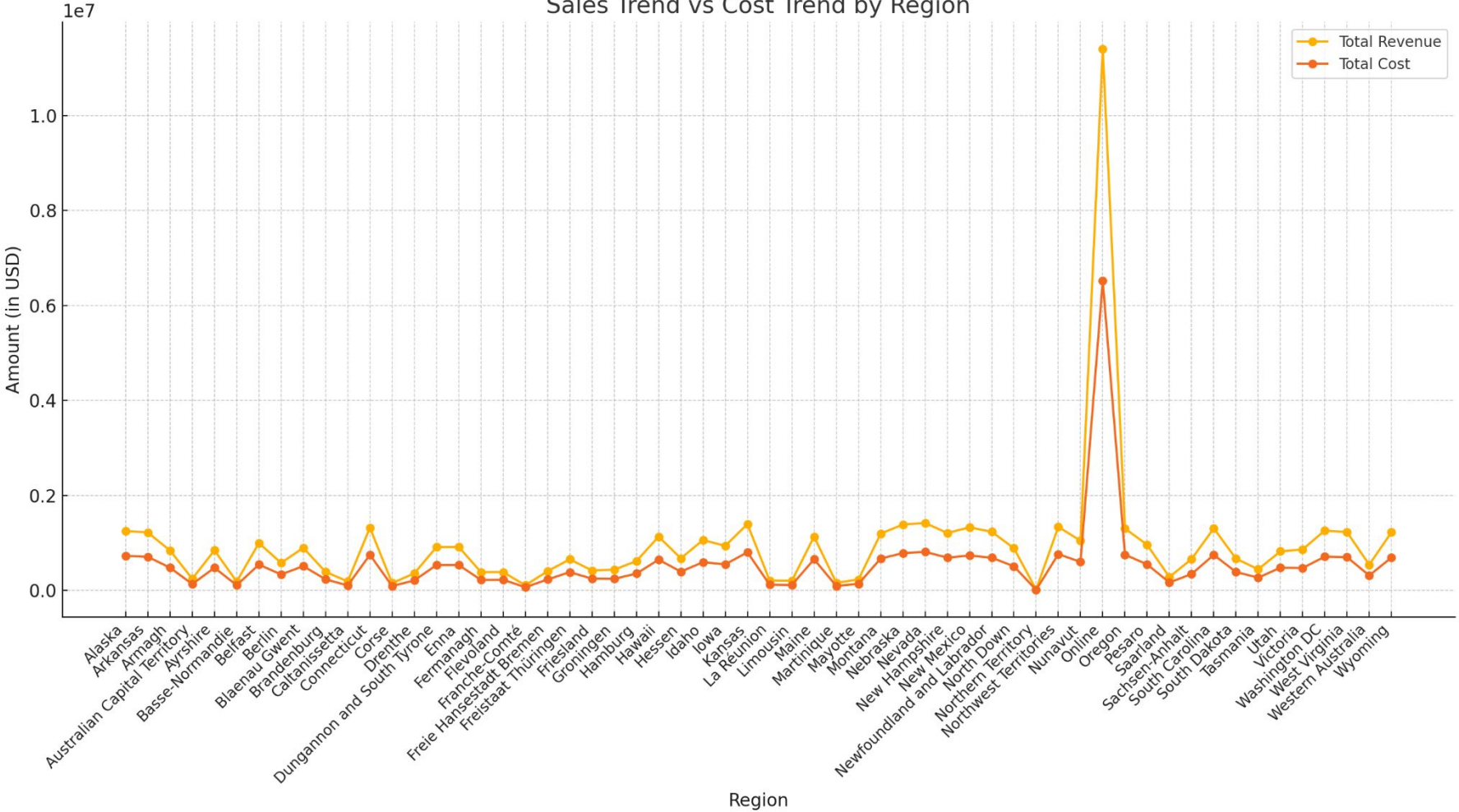
Trends in Last Order Dates



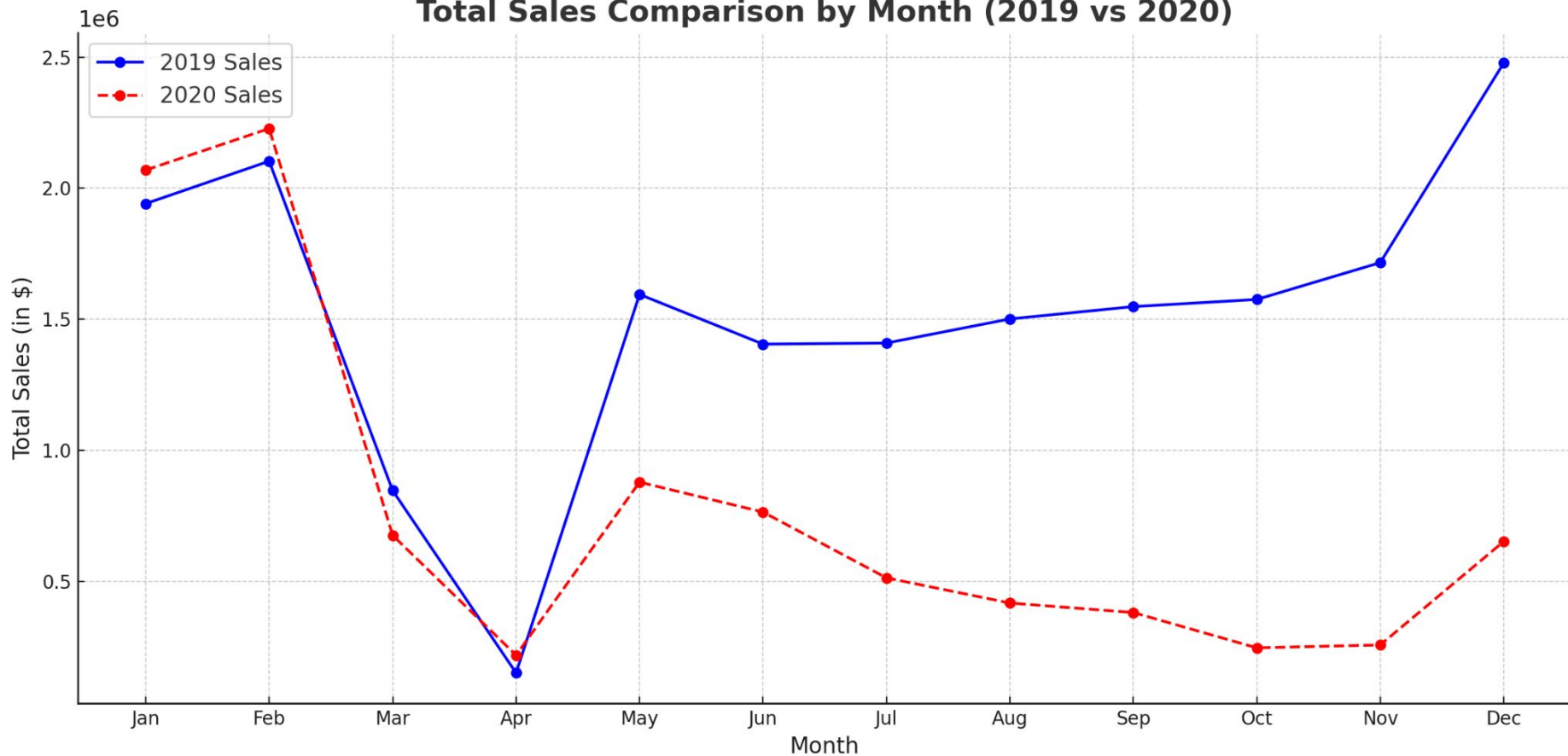
Total Revenue by Customer Type and Year



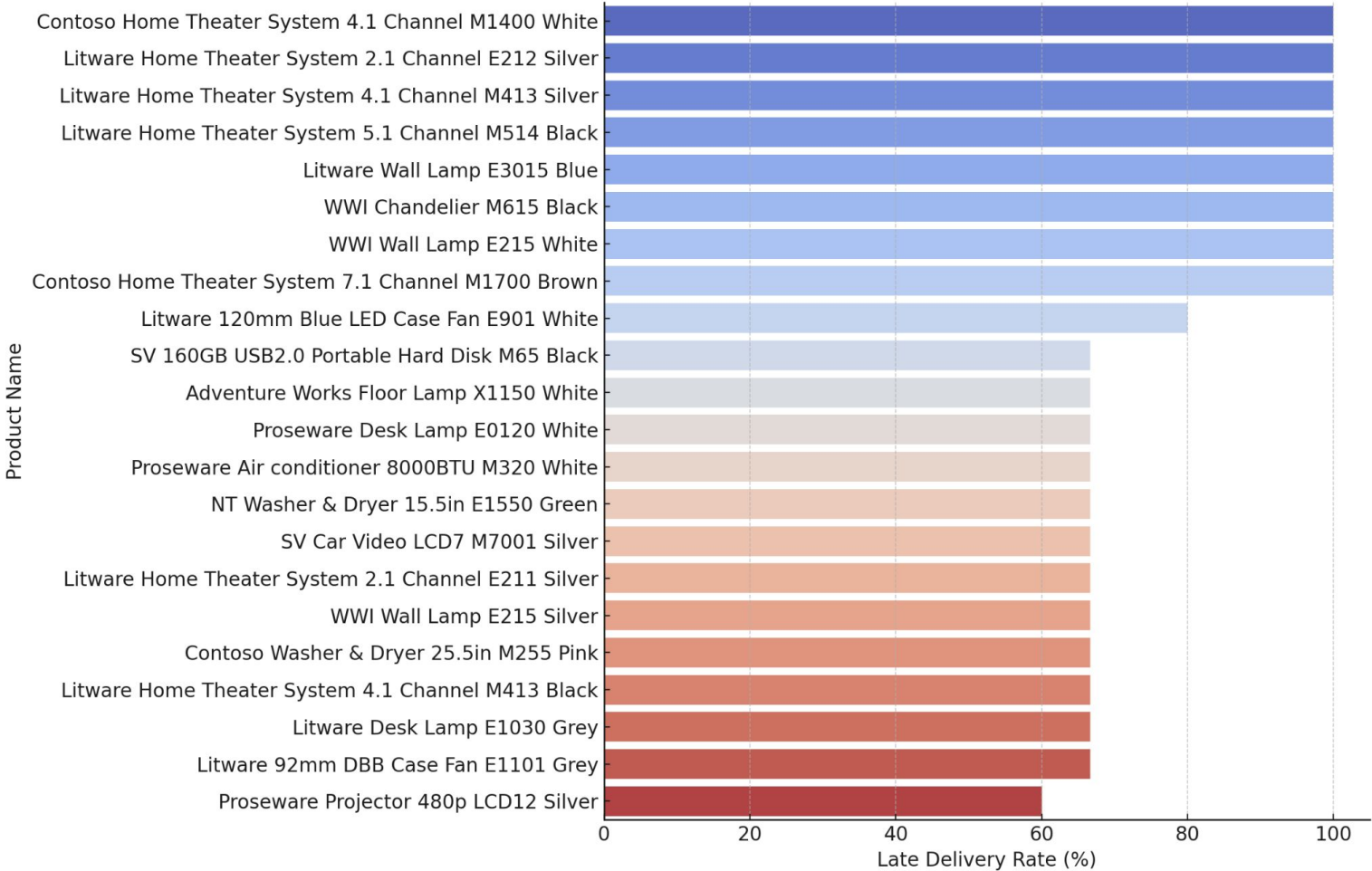
Sales Trend vs Cost Trend by Region



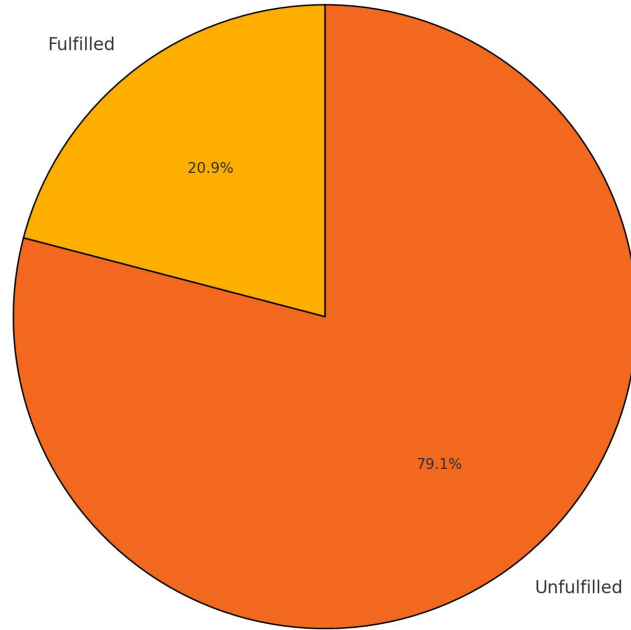
Total Sales Comparison by Month (2019 vs 2020)



Late Delivery Rate by Product



Order Status Distribution



Conclusion

To improve performances in the next quarter, we would recommend the following strategies:

- Enhance operations in high-performing regions
- Re-engage inactive customers
- Improve fulfillment rates
- Focus on high-performing products