



Ernest's Paper Co.

Summary

Items

Orders

Notes

Year-to-Date

Orders

5.37K

PM

1,685

CM

1,840

Ordered

43.75K

PM

14,626

CM

-81.96%

Revenue

151.01K€

PM

49,649.74 €

CM

-8.39%

Inventory Value

62.56K€

Status

Restock 45.5%

Most Recent Order Date

31 March 2023

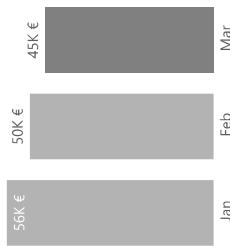
Revenue:

1,330.84 €

Ordered Units:

376

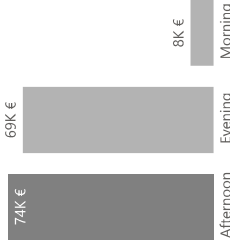
Revenue by Month



Revenue by Day

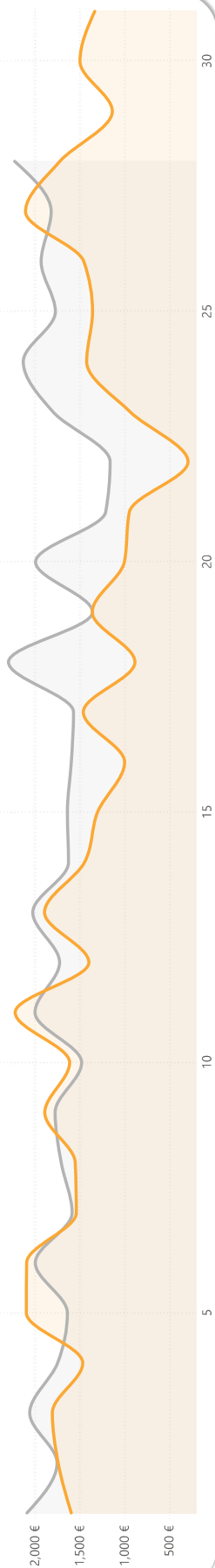


Revenue by Period of Day



Although March saw more orders compared to February, the store made less money due to fewer items being ordered. Most revenue came from orders placed in the afternoon and evening.

PM CM



Top 5 Orders by Total Spending

What these orders have in common is the total number of distinct items ordered for. *More items in an order meant higher spending*

Order ID	Ordered	Revenue	Items Ordered
4014	61	215.89 €	12
2075	64	213.66 €	13
330	61	208.89 €	14
635	64	206.56 €	10
3473	62	144.28 €	14

Best 5 Selling Items by Revenue

The top 5 selling items were popular regardless of their price. However, urgent action is needed as these items have low inventory levels.

Items	Category	Ordered	Revenue	Availability Status
Whiteboard	Writing	1316	26,306.84 €	Low Stock
Desk Organizer	Organization	1333	13,316.67 €	Low Stock
Binder	Organization	2017	10,064.83 €	Very Low Stock
Calculator	Calculating	843	8,421.57 €	Low Stock
Scissors	Cutting	2319	8,093.31 €	Very Low Stock



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Year-to-Date Revenue

The Year-to-Date Revenue shows that, on average, the store makes 1,500 € in sales each day.


Year	Month	Day	Orders	Ordered	Revenue	Revenue YTD
2023	Jan	1	69	642	2,251.98 €	2,251.98 €
2023	Jan	2	67	632	2,500.58 €	4,752.56 €
2023	Jan	3	66	600	2,027.50 €	6,780.06 €
2023	Jan	4	52	400	1,484.50 €	8,264.56 €
2023	Jan	5	54	446	1,644.04 €	9,908.60 €
2023	Jan	6	64	515	1,716.25 €	11,624.85 €
2023	Jan	7	58	492	1,628.78 €	13,253.63 €
2023	Jan	8	72	644	2,328.96 €	15,582.59 €
2023	Jan	9	62	457	1,645.83 €	17,228.42 €
2023	Jan	10	65	551	2,031.69 €	19,260.11 €
2023	Jan	11	52	481	1,388.49 €	20,648.60 €
2023	Jan	12	55	417	1,259.93 €	21,908.53 €
2023	Jan	13	48	436	1,463.04 €	23,371.57 €
2023	Jan	14	62	534	2,070.16 €	25,441.73 €
2023	Jan	15	62	453	1 747 07 €	27 188 80 €

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Ordered
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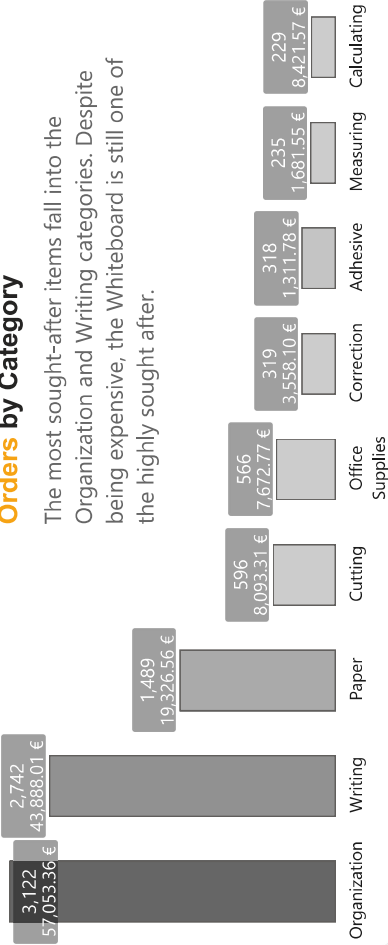
01/01/2023

31/03/2023



Orders by Category

The most sought-after items fall into the Organization and Writing categories. Despite being expensive, the Whiteboard is still one of the highly sought after.

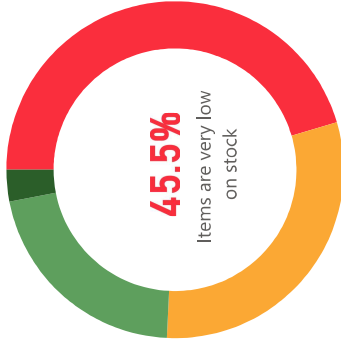


Item Availability Status

- Very Low Stock
- Low Stock
- In Stock
- Overstock

Availability Status of Items

Around 70% of items in the store have low or very low stock levels, especially in the Organization and Writing categories. Restocking is urgently needed.



Items	Orders	Ordered	Revenue	Price	Availability Status
Whiteboard	367	1316	26,306.84 €	19.99 €	Low Stock
Desk Organizer	369	1333	13,316.67 €	9.99 €	Low Stock
Binder	547	2017	10,064.83 €	4.99 €	Very Low Stock
Calculator	229	843	8,421.57 €	9.99 €	Low Stock
Scissors	596	2319	8,093.31 €	3.49 €	Very Low Stock
Desk Calendar	448	1621	8,088.79 €	4.99 €	Very Low Stock
Stapler	566	1923	7,672.77 €	3.99 €	Very Low Stock
Wall Calendar	231	835	6,671.65 €	7.99 €	In Stock
Notebook Paper	354	1347	5,374.53 €	3.99 €	Low Stock
Clipboard	356	1328	5,298.72 €	3.99 €	Very Low Stock
Notebook	450	1668	4,987.32 €	2.99 €	Low Stock
Marker	542	1910	4,755.90 €	2.49 €	Very Low Stock
Graph Paper	408	1573	4,703.27 €	2.99 €	Very Low Stock
Correction Tape	319	1190	3,558.10 €	2.99 €	Very Low Stock



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Ordering Behavior

More items ordered generally lead to higher revenue, but sometimes specific items are ordered in large quantities individually. This suggests some customers may be buying in bulk, possibly for resale or specific business needs.

01/01/2023

31/03/2023



Order ID	Ordered	Revenue	Items Ordered	Combination
3234	42	377.48 €	10	Whiteboard, Notebook, Scissors, Pen, Stapler, Glue Stick, Calculator, Pencil
1096	44	286.56 €	12	Graph Paper, Ruler, Whiteboard, Desk Organizer, Correction Tape, Index Cards, Dry Erase Marker, Hole Puncher, Calculator, Desk Calendar
3363	50	282.90 €	12	Whiteboard, Wall Calendar, Scissors, Desk Organizer, Pen, Correction Tape, Binder, Index Cards, Hole Puncher, Pencil, Rubber Bands
3543	14	279.86 €	1	Whiteboard
1143	18	266.82 €	3	Whiteboard, Push Pins, Highlighter
2369	49	262.01 €	12	Whiteboard, Notebook, Scissors, Pen, Sharpener, Push Pins, Binder, Construction Paper, Tape, Highlighter, File Folder
3187	47	254.53 €	12	Whiteboard, Sticky Notes, Notebook, Scissors, Notebook Paper, Pen, Marker, Pencil, Desk Calendar, File Folder
2074	14	247.86 €	2	Whiteboard, Stapler
4064	38	247.12 €	9	Graph Paper, Ruler, Whiteboard, Scissors, Sharpener, Push Pins, Stapler, Calculator
4305	48	241.42 €	14	Graph Paper, Whiteboard, Scissors, Desk Organizer, Notebook Paper, Pen, Correction Tape, Binder, Index Cards, Calculator, Pencil, Rubber Bands, File Folder
2547	47	229.33 €	12	Whiteboard, Scissors, Dry Erase Marker, Clipboard, Hole Puncher, Stapler, Marker, Post-it-Flags, Glue Stick, Pencil, Rubber Bands

Suggestions and Possible Strategies to Drive Sales

Leverage Specific Days/Events

Although there was no significant increase in orders during festive days like Women's Day or Valentine's Day, consider running targeted promotions or discounts on such occasions to attract more customers and increase sales.

Discount Returning Customers

Implement a loyalty program to reward returning customers, especially those who consistently order in large quantities. Offer discounts, special deals, or exclusive perks to incentivize repeat purchases and increase customer loyalty.

Items Variety

Diversify the product offerings to cover a wider range of categories. Since over 70% of the items belong to only 3 categories, consider expanding into other categories to attract customers with different preferences and needs.

Inventory Management

Prioritize restocking items with low and very low stock levels to ensure availability for customers. Monitor inventory levels closely and adjust ordering patterns to avoid overstocking while ensuring popular items remain in stock.

Leverage Social Media

Increase the store's online presence by leveraging social media platforms for marketing and publicity. Share product updates, promotions, and customer testimonials to engage with the audience and attract new customers.

Collect More Data

Invest in data collection and analysis tools to gather more information about customer demographics and purchasing behaviors. Use this data to identify trends, understand customer preferences, and tailor marketing strategies to better meet customer needs.