



STARTECHONE
NIGERIA LIMITED

DATA CO SUPPLY C H A I N

By

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SOLOMON**



This project is about looking closely at the business data of DataCo, a big online store that sells and ships products to customers all over the world from its main base in Asia. The data tells us many things who the customers are, what they bought, how much they spent, how the products were shipped, and whether they arrived on time. By studying this data in Power BI, we can see important patterns, spot problems, and find ways to make the business work better.

Aims

- To study DataCo's sales, products, customers, and shipping records.
- To discover useful patterns and trends in the data.
- To use these findings to help improve the company's performance and decision-making.

Objectives

1. Analyze sales performance across different countries and regions.
2. Identify best-selling products and departments.
3. Check how well shipping and delivery are working and spot any delays.
4. Find out what payment and shipping methods customers prefer.
5. Track trends in orders, profits, and customer growth over time.
6. Create clear and interactive Power BI dashboards to share results.

Total Revenue

36.78M

Total Profit

8.87M

Profit Margin

24.11%

Canceled Rate %

2.08%

No. Of Customers

21K

No. Of Orders

66K

No. Of Category

51

Total Quantity Ordered

384K

Total Cost

27.91M

PREVIOUS

KPIs Tracked & Insights

1. Total Revenue Recorded – Overall revenue from all orders.

Insight: Sales tell the story of how big the business has grown. If most of that money comes from just a handful of regions, it's like putting all your eggs in one basket – great when it works, risky if that market slows down.

2. Total Profit Generated – Earnings after all costs are taken out.

Insight: If profits aren't keeping pace with sales, it's a red flag costs might be eating into earnings or prices may not be set right. In short, selling more doesn't always mean keeping more.

3. Profit Margin – How much you actually keep from each sale.

Insight: A healthy profit margin is like breathing room for your business. It keeps operations sustainable and growth possible. If margins start shrinking, it's a sign to check your pricing strategy or trim unnecessary costs before they choke your earnings.

4. Canceled Rate % – Percentage of orders that get canceled.

Insight: High cancellation rates are like customers walking out of your store. It drains revenue and often hints at poor experience, stock issues, or clunky order processes. A low rate means things are running smoothly and customers are confident in their purchases.

5. Total Cost Insight

The business spent 27.91M in total. Controlling these costs is key to protecting profits while keeping customers happy.

5. Number Of Customers – Total unique customers in the dataset.

Insight: A growing customer base means more people are discovering and trusting the brand – a sign of strong market reach. If the number starts dropping, it's like your audience quietly slipping out the back door time to run re-engagement campaigns to win them back.

6. Number of Orders – How many orders customers place.

Insight: A growing order count is a healthy heartbeat for your business. It shows customers are active and engaged. If it starts slowing down, it might be competition knocking at your door or a sign your offerings need a refresh.

7. Number of Categories – The variety of product categories you offer.

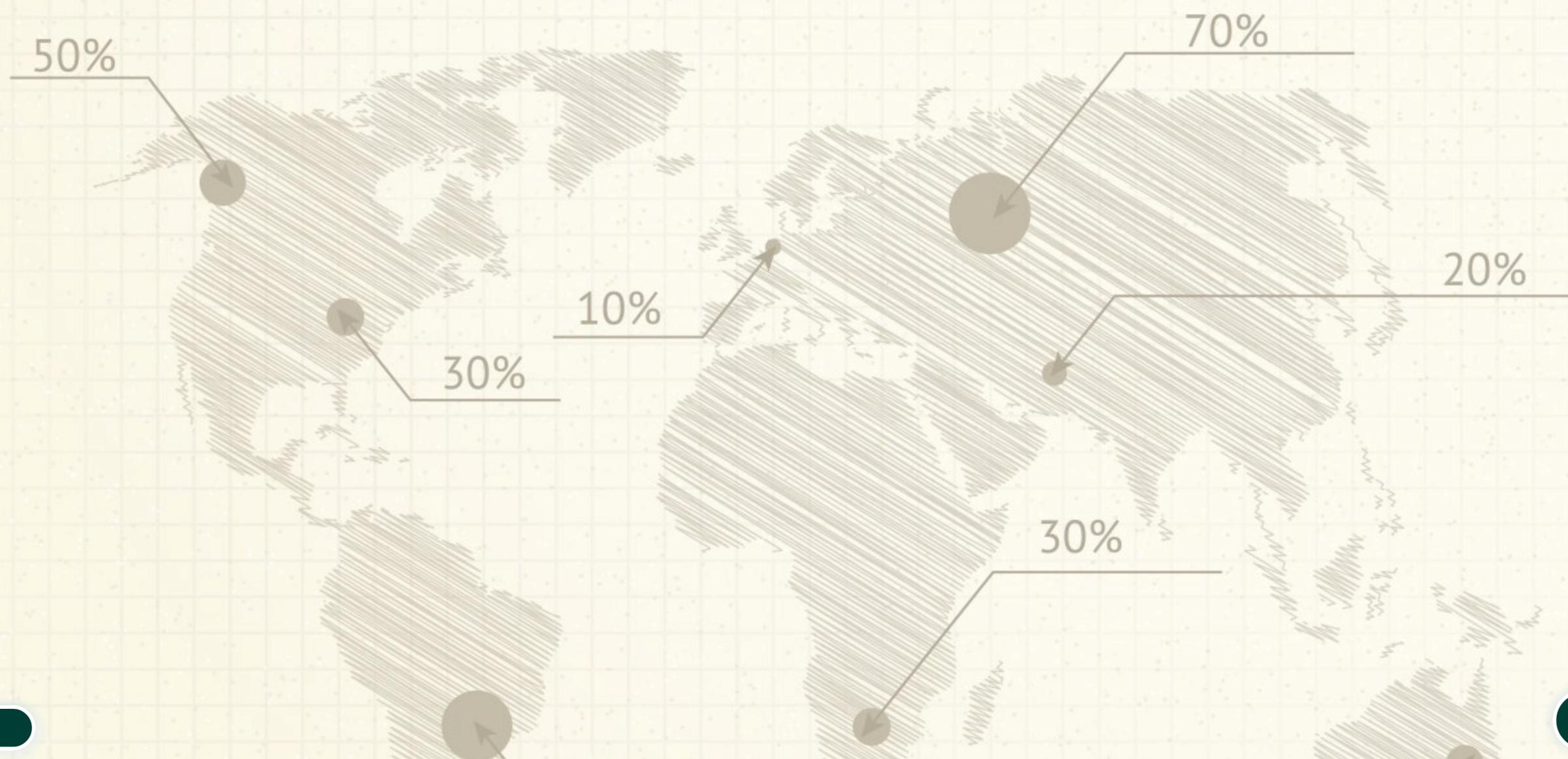
Insight: More categories can pull in a wider range of customers, but spreading too thin can water down your focus. Striking the right balance keeps your catalog exciting without overwhelming your team or your audience.

8. Total Quantity Ordered – Total number of products sold.

Insight: Selling a lot feels great but if profit stays low, it could mean too many discounts or products with thin margins. High volume without high returns is like running a marathon and realizing you're not closer to the finish line.

GEOGRAPHICAL SECTION

This section looks at where the company's sales and profits come from across different regions and markets. By comparing performance between areas, we can see which locations are leading the way and which need more attention. It helps us spot growth opportunities and make better location-based decisions.



The United State, Mexico, France Are Some Of The Countries With The Highest Demand

Quantity Ordered ● 1 ● 2 ● 3 ● 4 ● 5



INSIGHTS:

Map Order Country vs. Quantity Ordered

The map highlights strong demand in countries like the United States, Mexico, and France the clear sales powerhouses. These regions likely hold established customer bases and repeat purchase patterns. In contrast, lighter-shaded areas show lower order volumes, which might be due to limited brand awareness, weaker distribution channels, or local competition. Rather than seeing them as underperformers, these markets represent growth opportunities where targeted campaigns, localized offers, or strategic partnerships could spark demand.

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The US, Western Europe, And Parts Of South America Stands Out As Regions With Well-Established Customer Bases



INSIGHTS:

Map Total Number of Customers by Order Country

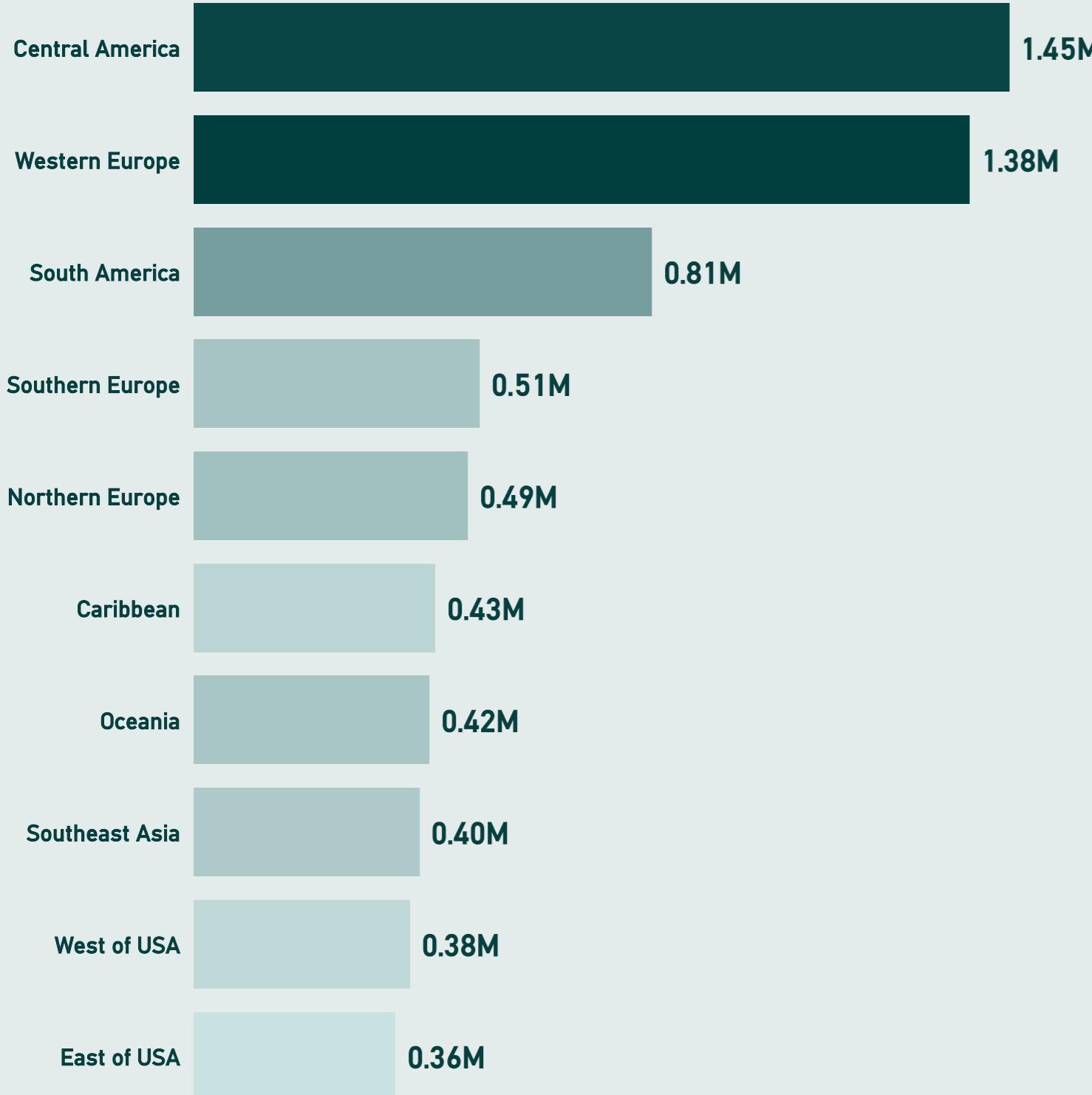
Dense clusters light up across the US, Western Europe, and parts of South America, revealing regions with a strong, established customer base. These areas likely benefit from high brand awareness, better accessibility, and satisfied repeat buyers. On the other hand, countries with only a few customer points aren't just quiet spots on the map they're potential growth frontiers. Targeted outreach, localized marketing, and partnerships in these regions could turn those small dots into thriving customer hubs.

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Central America Along Side Western Europe Are Generating More Profits Than The Other Regions

INSIGHTS:



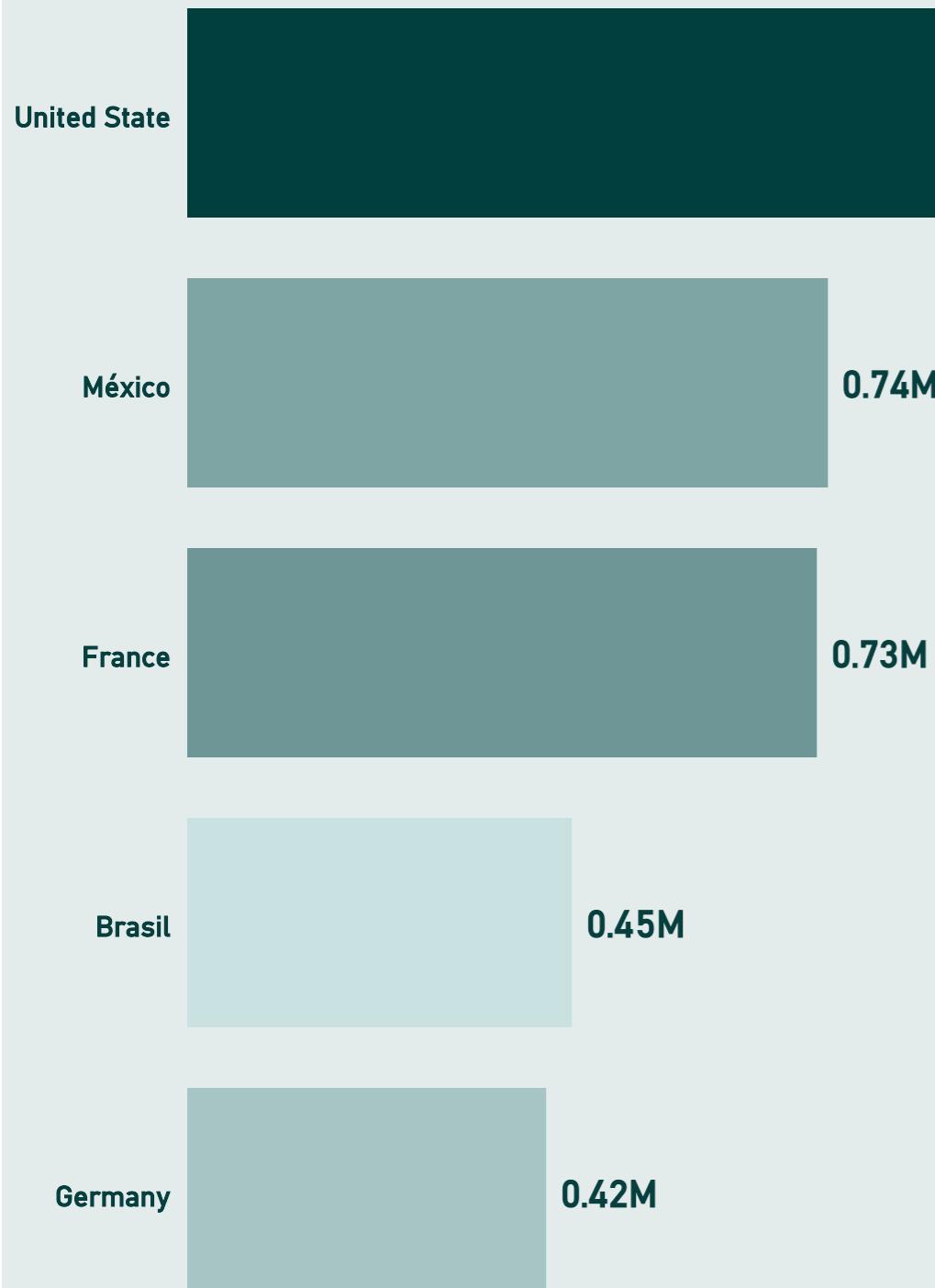
Clustered Bar Chart Total Profit by Order Region

Central America and Western Europe dominate the profit leaderboard, each generating around 1.45M and 1.38 clear indicators of regions that drive the business's bottom line. In contrast, areas like the Caribbean, Oceania, and Southeast Asia sit at the lower end of the scale, signaling they're currently minor contributors. These gaps might reflect smaller markets, higher costs, or weaker brand presence, but they also present opportunities for strategic growth if approached carefully.

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United State Leads In Profit, Followed By Mexico And France - Brazil And Germany Trail Behind

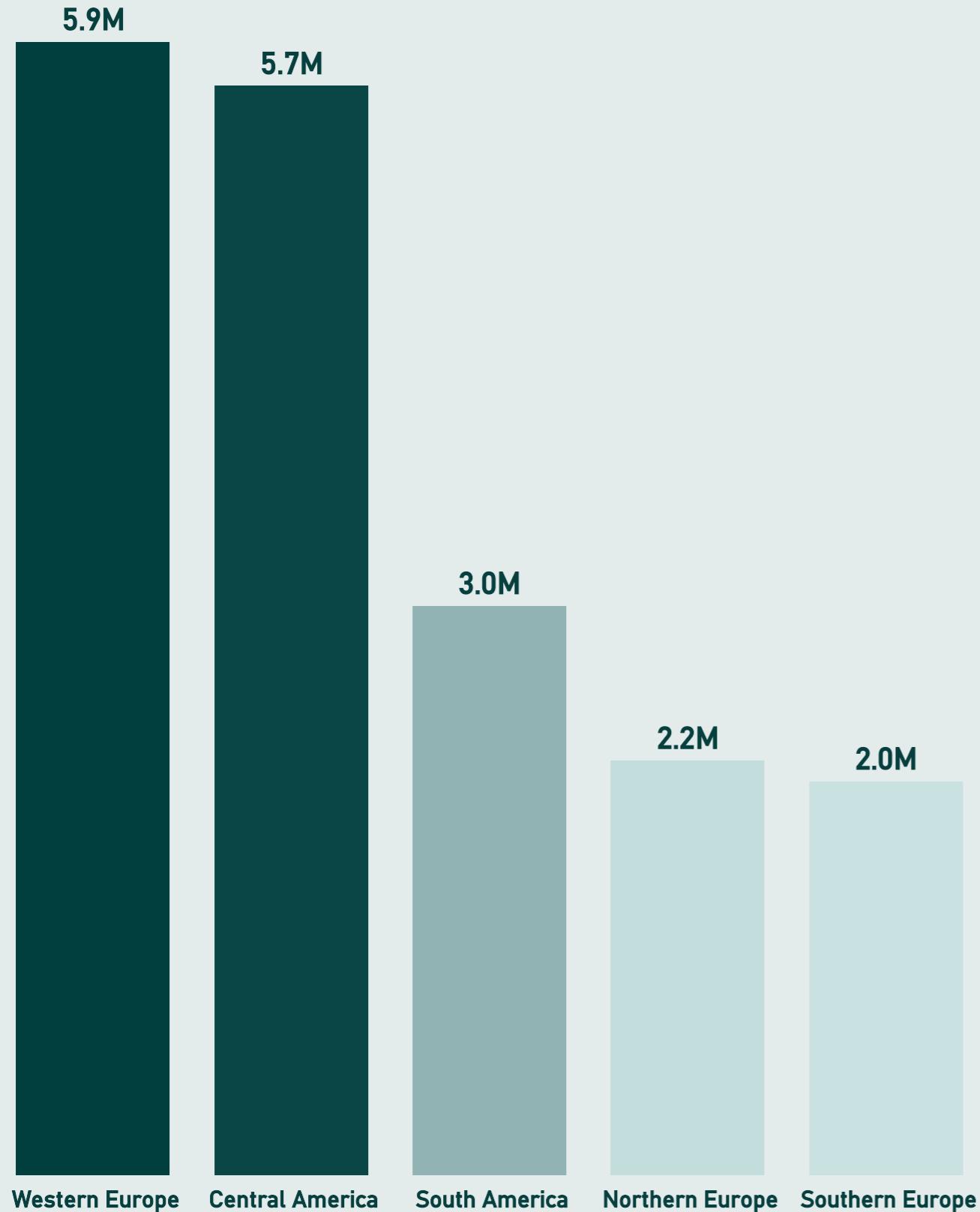


INSIGHTS:

Bar Chart Sum of Total Profit by Order Country

The United States stands out as the undisputed profit leader, followed by Mexico and France. These markets are the current heavy hitters driving overall earnings. Countries like Brazil and Germany sit in the middle tier generating moderate profits but with clear room to grow. Strategies like boosting order volumes, refining pricing, or introducing targeted promotions could help push these markets higher up the leaderboard.

Western Europe & Central America Top Revenue; South America, Northern & Southern Europe Stay Mid-Tier; Southeast Asia & Oceania Trail



INSIGHTS:

Column Chart Total Revenue by Order Region

Western Europe and Central America lead the revenue race, each pulling in over 5.9M and 5.7M the clear giants in the market. Regions like South America, Northern Europe, and Southern Europe hold steady in the middle, showing consistent but not dominant performance. Meanwhile, Oceania and Southeast Asia lag behind, revealing a sharp contrast between the top and bottom tiers. This uneven distribution suggests that while some regions have fully matured, others may need strategic focus to unlock their potential.

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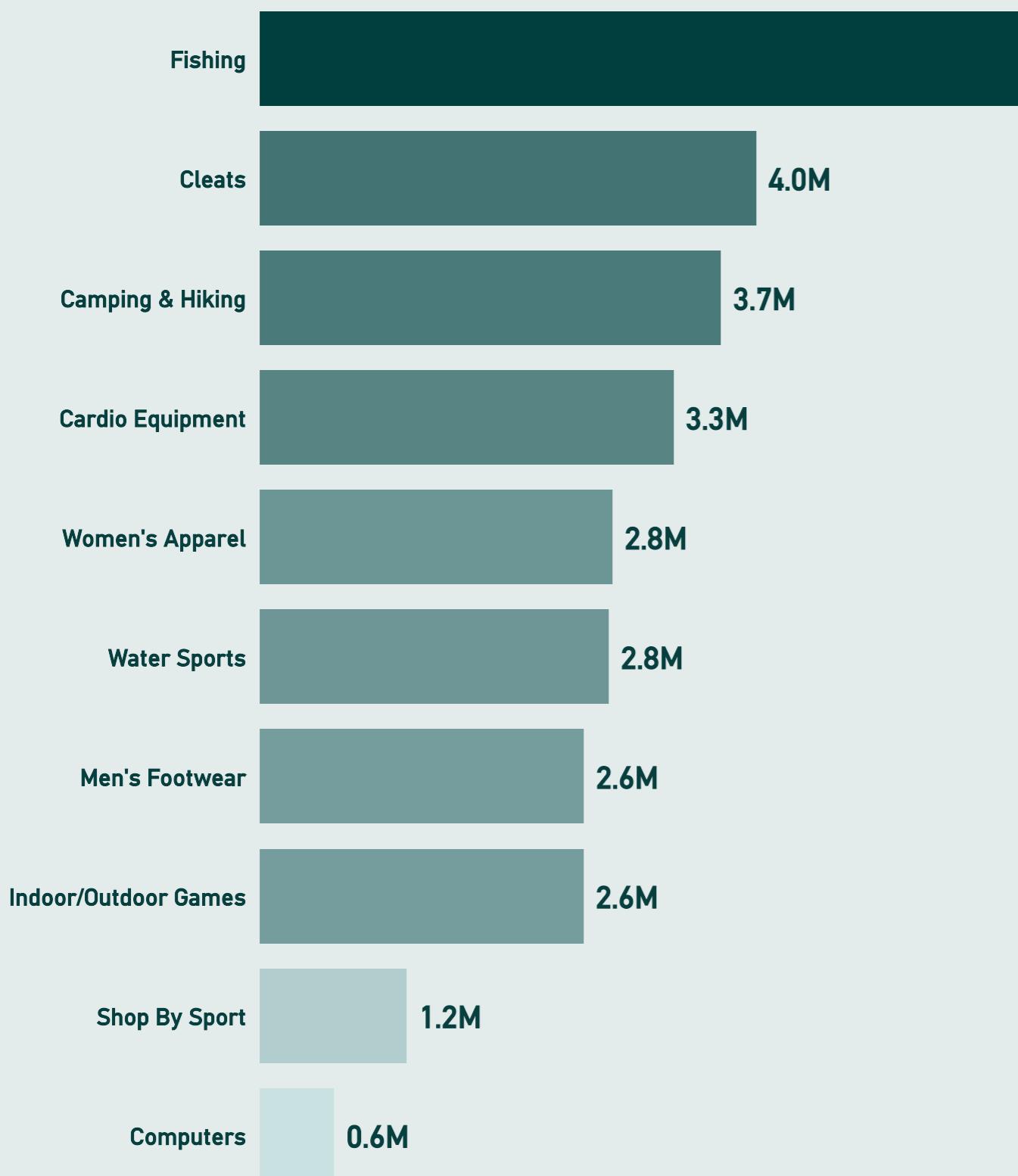
Recommendation

The geographical analysis reveals clear high-performing regions that can act as blueprints for success. By replicating the winning marketing, distribution, and logistics strategies from these areas in lower-performing regions, the business can close the performance gap. Pairing this with efficient delivery systems and localized product offerings will not only boost sales but also enhance customer satisfaction setting the stage for sustainable, nationwide growth.

In This Section, we explore how different product categories and departments are performing. This section highlights the top-selling products that drive revenue, as well as slower-moving ones that might need a new sales strategy. It's all about understanding what customers love most and where we can improve.



Fishing Leads Sales Per Customer ; Computer Ranks The Lowest



INSIGHTS:

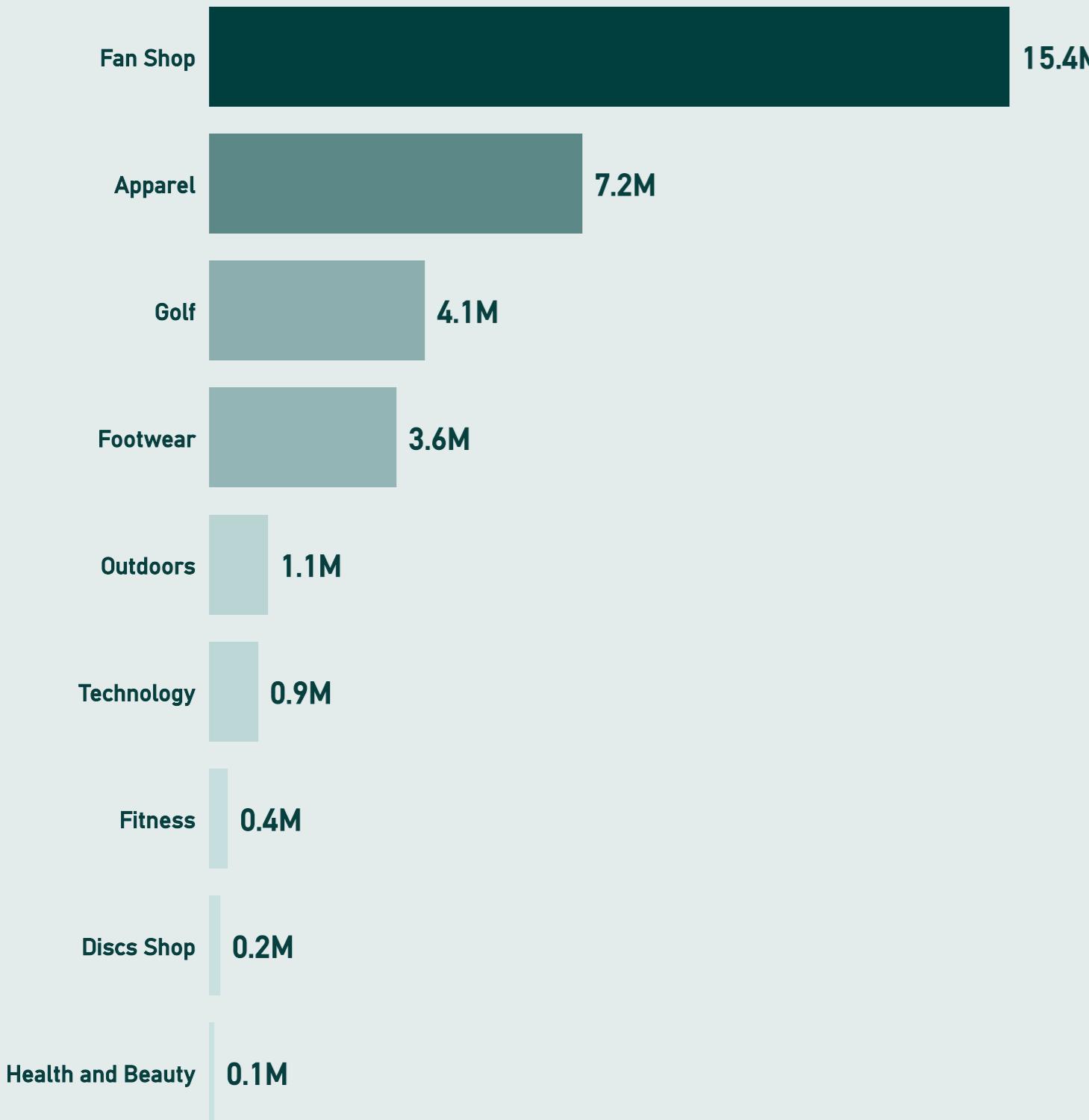
Total Sales per Customer by Category Name

Fishing hooks the top spot with 6.2M in total sales per customer, making it the category to beat. Close on its tail are Cleats (4.0M), Camping & Hiking (3.7M), and Cardio Equipment (3.3M) all strong performers driving significant revenue. On the flip side, categories like Computers (0.6M) sit at the lower end, hinting at niche appeal, limited demand, or untapped marketing opportunities that could boost their sales footprint.

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Fan Shop Dominates Sales; Disc Shop, Health & Beauty, And Bookshop Barely Register



INSIGHTS:

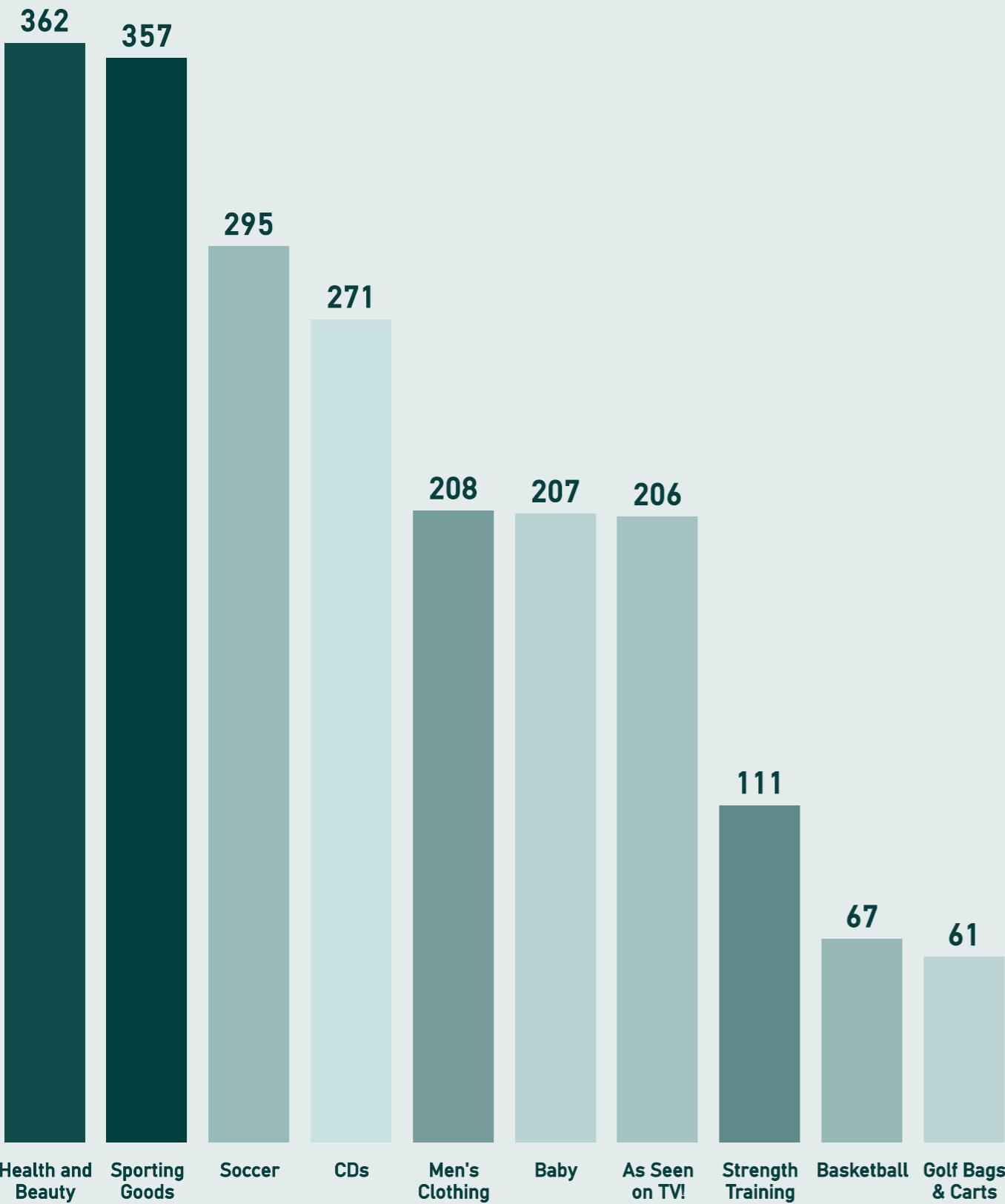
Total Sales per Customer by Department Name

The Fan Shop stands far ahead with 15.4M in sales, more than doubling its nearest competitor, Apparel (7.2M), and leaving Golf (4.1M) in third place. These are the clear revenue engines of the business. In contrast, departments like Disc Shop, Health and Beauty, and Book Shop barely register any sales a sign of either extremely low demand or products that are missing from customers' radar altogether. This gap suggests room for targeted promotions, product refreshes, or better visibility in these underperforming departments.

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Basketball, Golf Bags & Carts, And Strength Training Are The Slowest Movers



INSIGHTS:

Bottom Categories - Total Quantity Ordered by Category Name

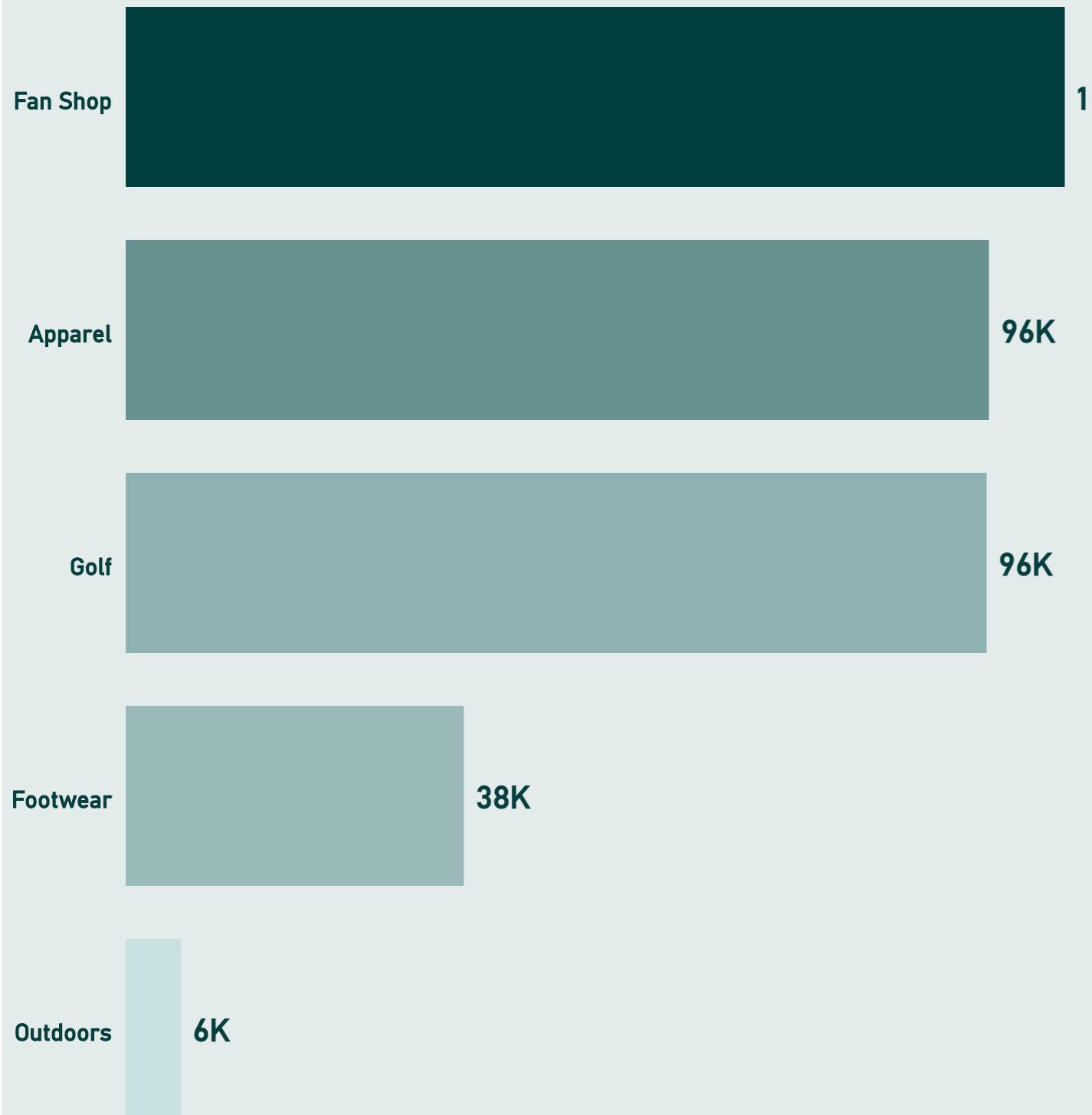
Basketball (67), Golf Bags & Carts (61), and Strength Training (111) sit at the bottom of the quantity-ordered list, making them the slow movers in the catalog. These low figures suggest products that aren't connecting strongly with customers whether due to limited awareness, low demand, or higher competition. To revive them, targeted promotions, seasonal campaigns, or a rethink of inventory strategy may be needed.

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Fan Shop Leads In Orders ; Golf & Apparel Follows As Second And Third

INSIGHTS:



Top Orders - Total Quantity Ordered by Department Name

Fan Shop has the Crown At 104K Orders, Golf and Apparel has 96K and orders each, showing they're strong in capturing customer demand. In stark contrast, Footwear (38K) and Outdoors (6K) lag far behind, exposing a wide gap in department performance. This imbalance suggests that while some areas are thriving, others may require fresh product offerings, improved marketing, or better visibility to close the gap.

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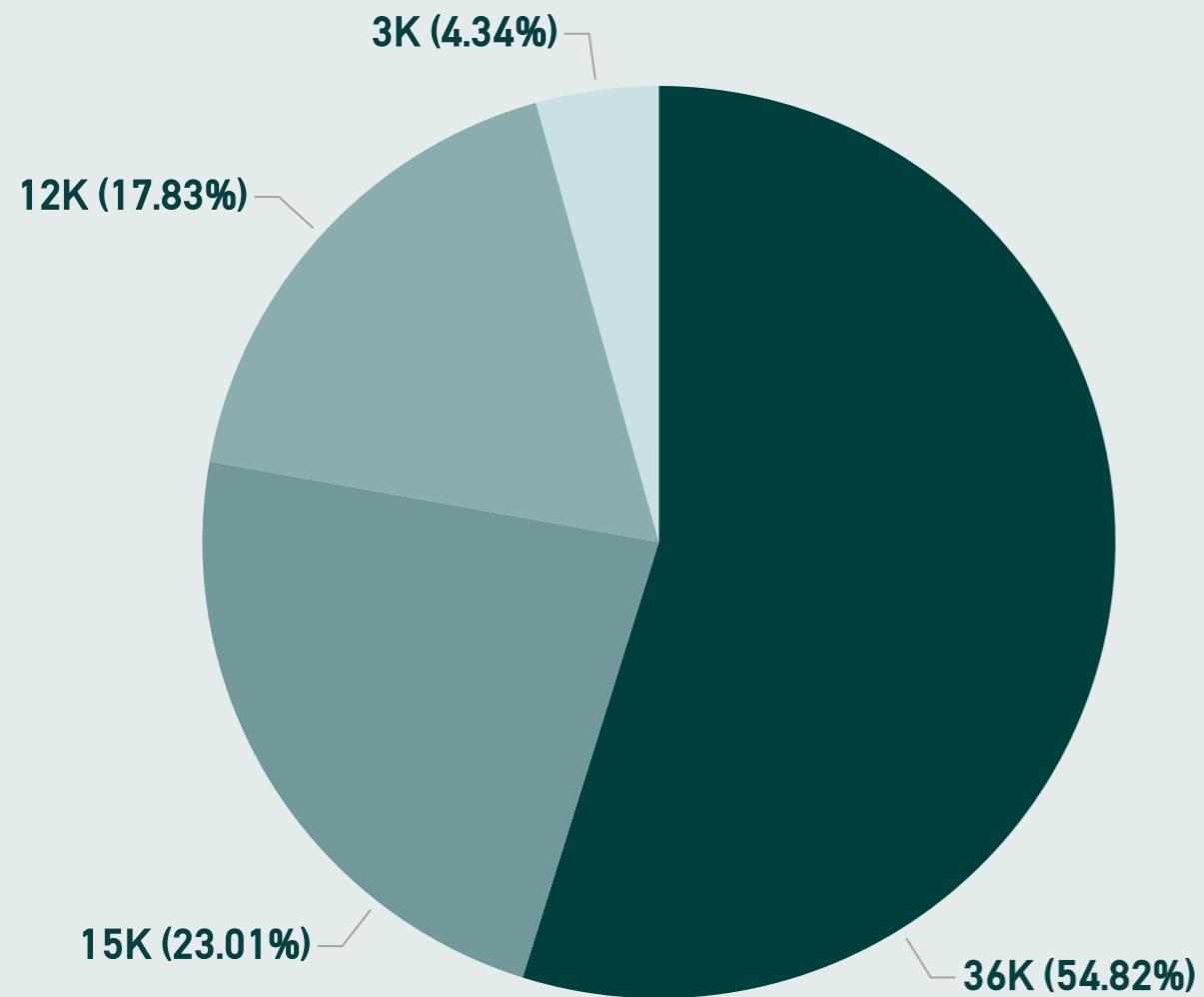
Recommendation

Product performance analysis shows a clear divide: some departments and categories dominate sales, while others struggle to move inventory. To maximize revenue, the business should keep best sellers fully stocked and amplify them through targeted marketing campaigns and promotional bundles. At the same time, underperforming categories deserve a closer look to uncover causes for low demand: whether it's pricing, visibility, or product fit. Using market-specific insights, tailor product availability and promotions to customer preferences in each region, creating a more balanced and profitable sales distribution across all categories.

SHIPPING AND DELIVERY ANALYSIS

This section focuses on how well we're delivering orders to customers. It looks at on-time deliveries, delays, and risks of late shipments. By tracking these patterns, we can find ways to improve delivery speed, reduce delays, and keep customers happy.





Delivery Status ● Late delivery ● Advance shipping ● Shipping on time ● Shipping canceled

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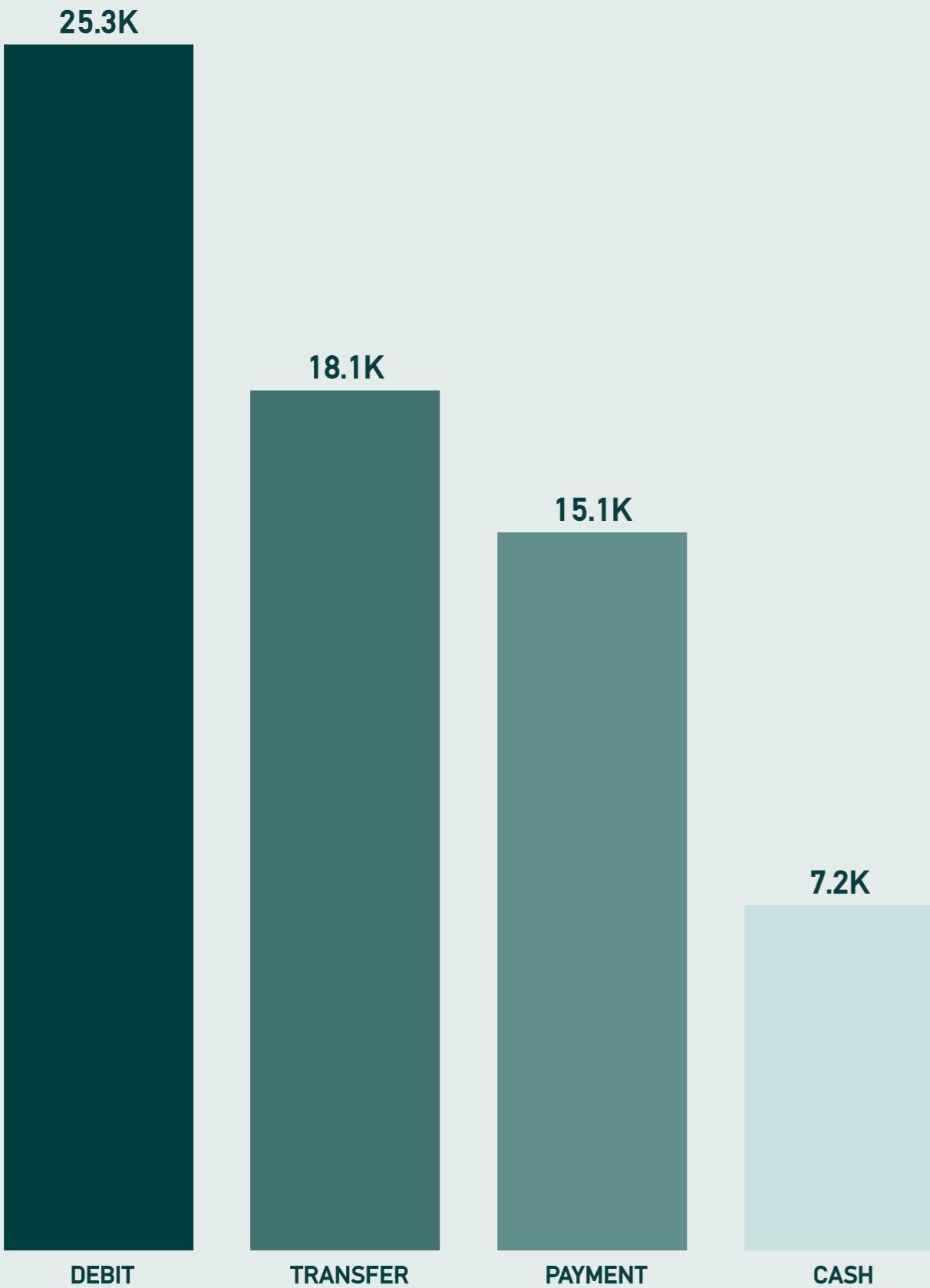
INSIGHTS

Orders by Delivery Status

More than half of all orders (54.82%) were delivered late a worrying sign that calls for urgent attention. On a brighter note, 23.01% of orders were shipped earlier than expected, which is a pleasant surprise for customers. About 17.83% made it right on time, showing some level of delivery consistency. Only 4.34% were canceled, which is a good low-cancellation rate. Reducing late deliveries could significantly boost customer trust, encourage repeat purchases, and strengthen the brand's image.

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Debit Tops Payment Choices With 25.3K Orders



INSIGHTS:

Orders by Payment Type

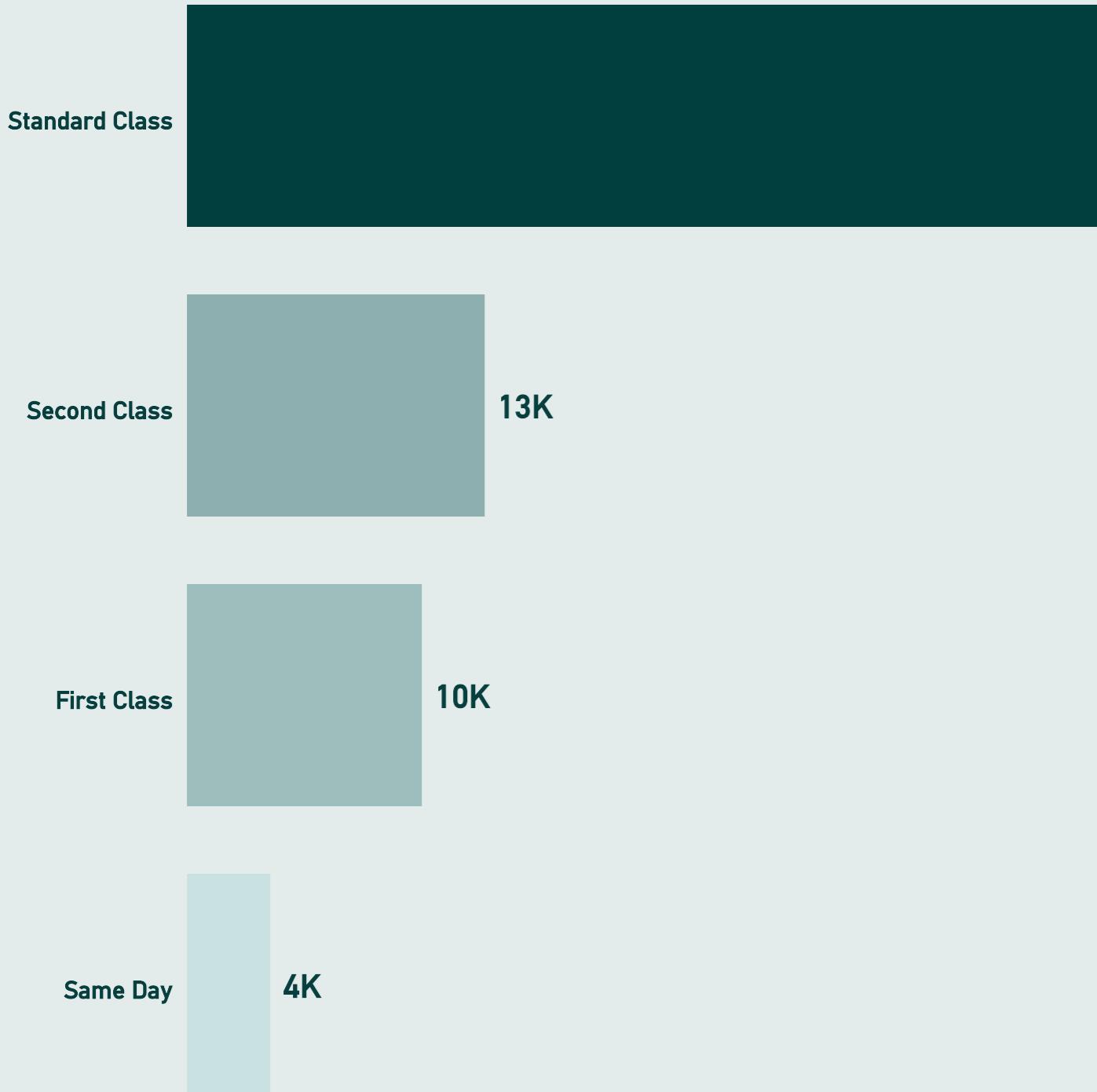
Debit leads the way with 25.3K orders, making it the go-to payment option for most customers. Bank Transfers (18.1K) and Payments (15.1K) follow as strong contenders. At the other end, Cash is used in just 7.2K orders a likely result of increasing digital adoption and a preference for secure, prepaid transactions. Encouraging customers toward preferred payment methods through incentives or exclusive offers could improve transaction speed, reduce failed payments, and streamline order processing.

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Standard Class Leads With 39K+ Orders Cost Beats Speed

INSIGHTS:



Orders by Shipping Mode

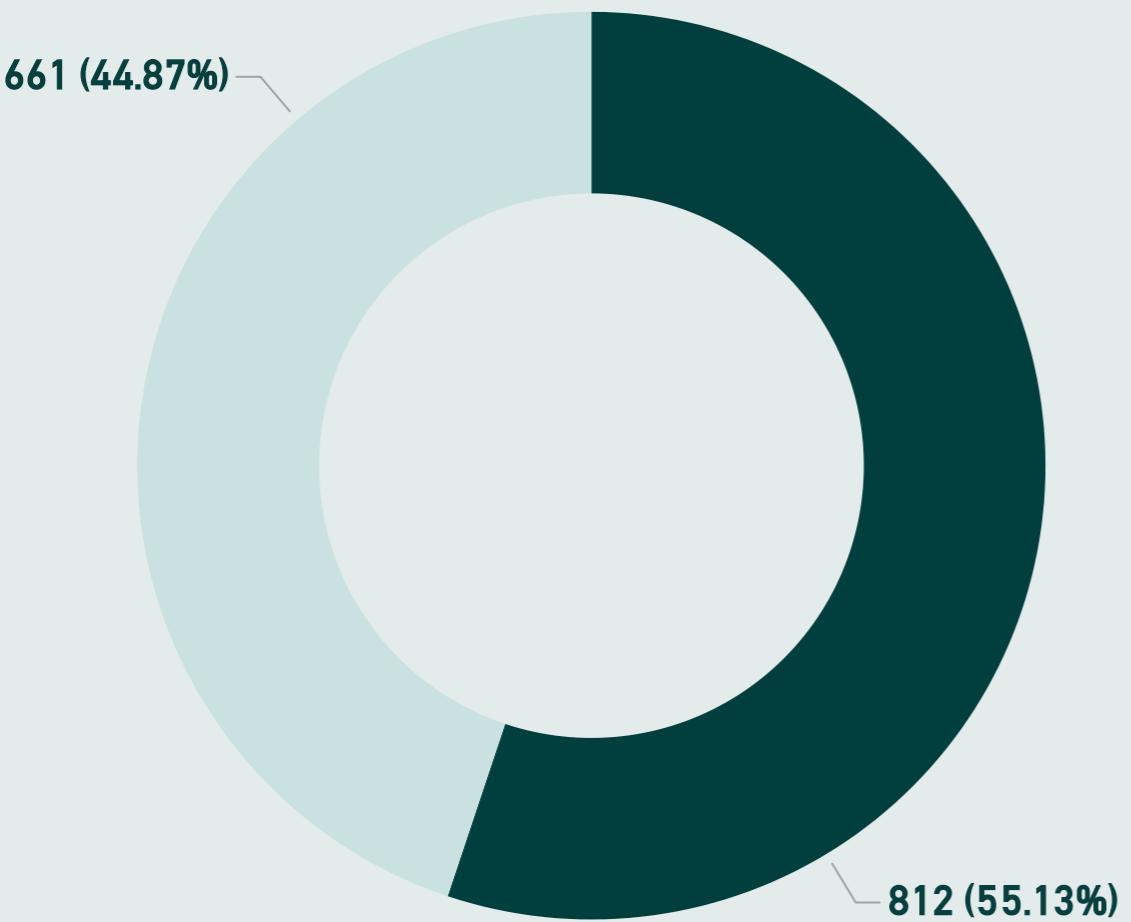
^{39K} Standard Class is the clear favorite, with over 39K orders, showing customers value cost-effectiveness over rapid delivery. Second Day and First Class options attract moderate demand, while Same-Day shipping trails with just 4K orders likely due to higher costs, limited coverage, or niche use cases. Promoting faster delivery in key markets, perhaps with discounts or bundled perks, could appeal to urgency-driven buyers and balance out shipping mode usage.

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On-Time: 44.87% | Late: 55.13%

Total No Of Orders by Late_delivery_risk



INSIGHTS:

Late Delivery Risk

More than half of all orders (55.13%) are delivered late, while only 44.87% arrive on time. This indicates that delays are not just isolated issues but a recurring challenge that could harm customer trust and satisfaction. To address this, businesses should strengthen partnerships with logistics providers, enhance real-time tracking systems, and focus on last-mile delivery improvements. Reducing late deliveries would not only improve customer experience but also position the business more competitively in the market.

Late_delivery_risk ● Late ● Not Late

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Recommendation

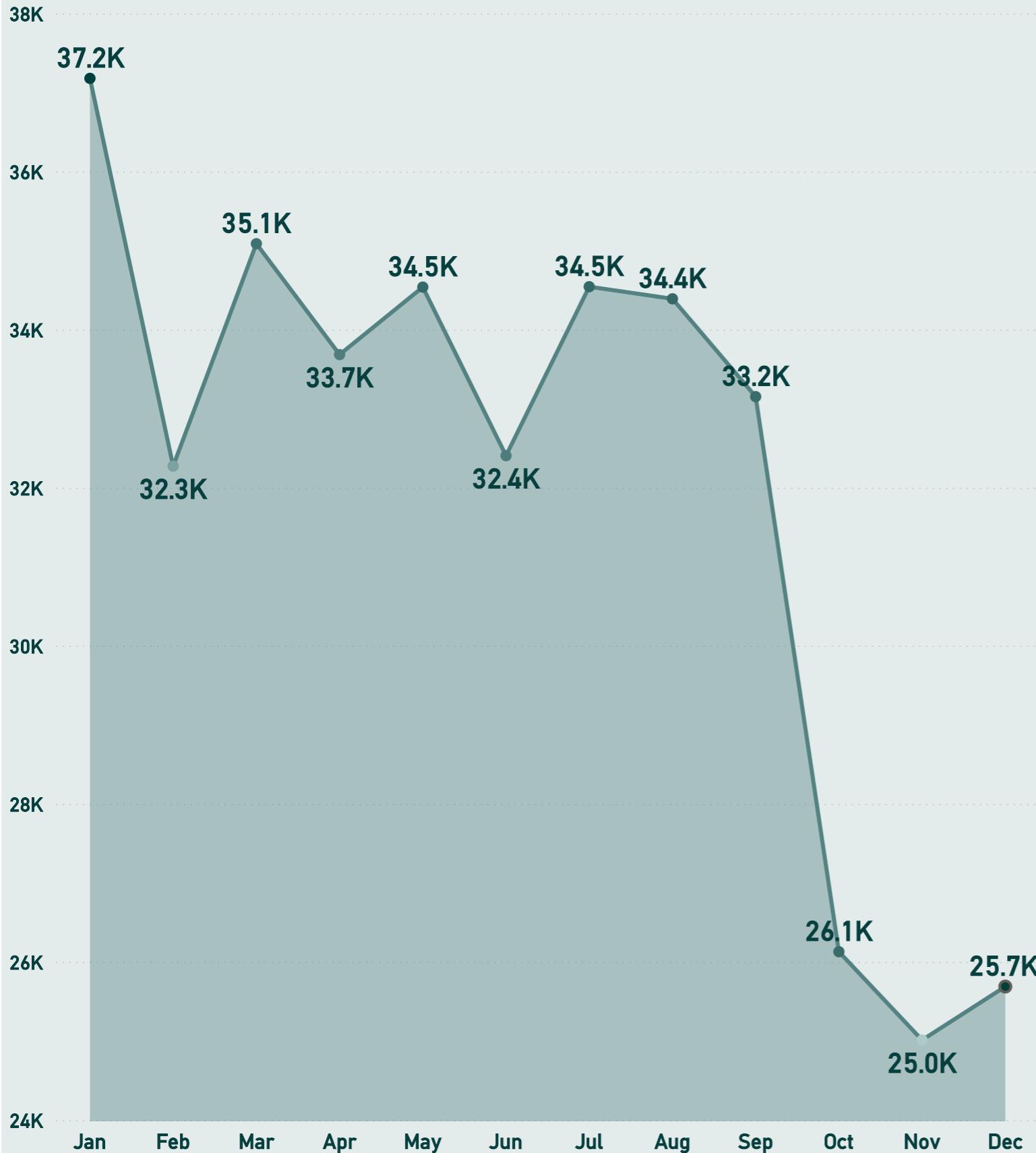
While most orders are delivered successfully, delays and late shipments remain an issue in certain markets and shipping modes. To strengthen customer satisfaction and reduce delivery risks, the business should optimize logistics routes, improve alignment between scheduled and actual delivery times, and partner with high-reliability couriers. Proactive communication during delays can preserve customer trust, while studying high-performing delivery regions can reveal best practices to replicate in slower areas ultimately creating a smoother, more dependable delivery experience across the board.

INTRODUCTION

Here, we track how sales, profits, and orders change over time. It helps us see seasonal patterns, spot high and low points, and plan ahead for busy or quiet months. Understanding these trends means we can prepare better and make smarter business moves.



Jan Peaks At 37.2K Orders; Feb Dips, Mar-Aug Steady At 32K-35K



INSIGHTS:

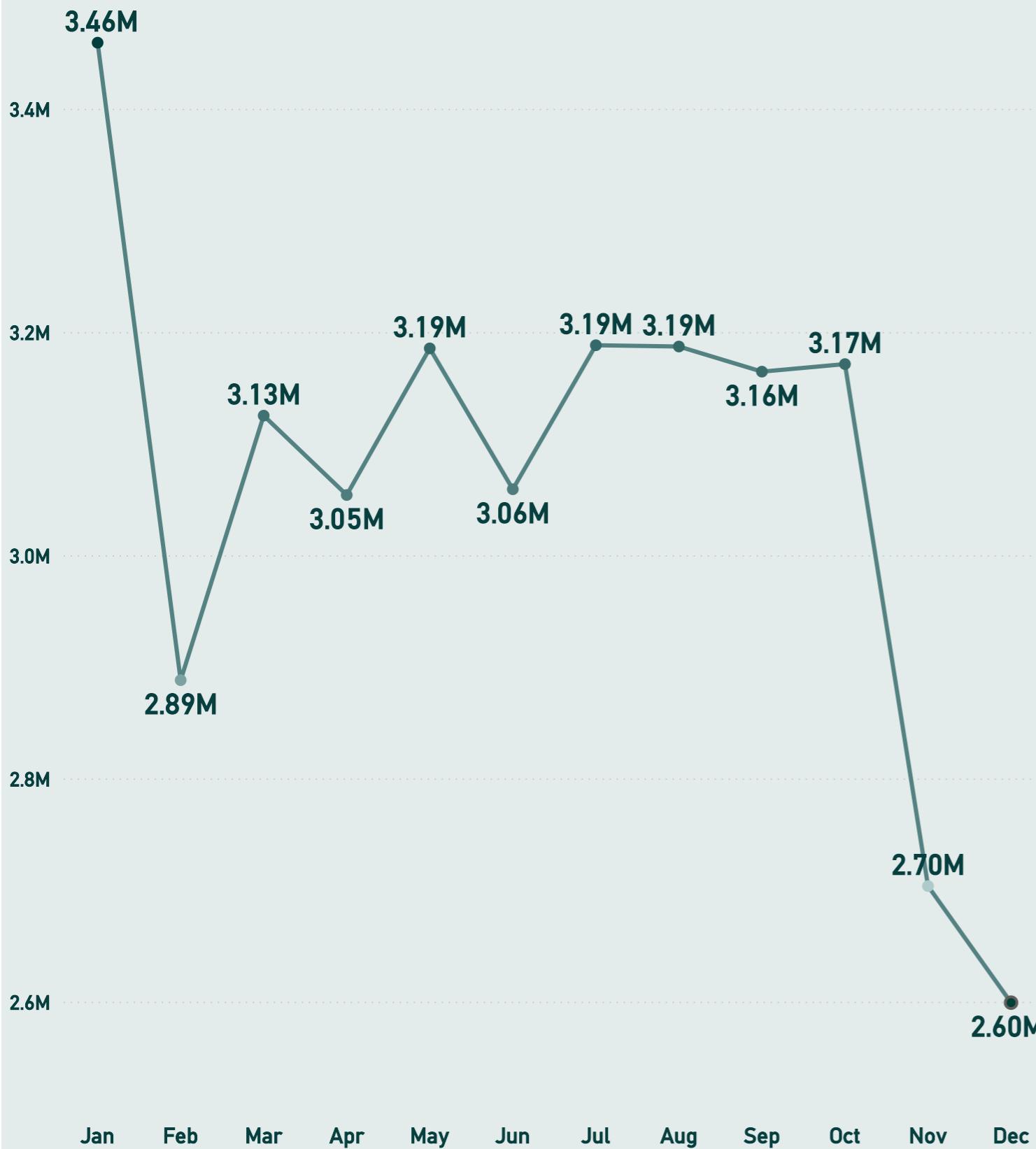
Total Quantity Ordered by Month

January leads the year with a peak of 37.2K units ordered, followed by a slight dip in February before stabilizing between March and September at around 32K–35K units. A sharp decline from October to December (dropping to 25K) signals a possible seasonal slowdown, supply constraints, or waning demand in that period. Targeted promotional campaigns, special offers, or product launches during these slower months could help balance order volumes across the year.

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Jan peaks at 3.46M; Feb dips, Mar rebounds, steady till Oct, lowest in Dec at 2.60M.



INSIGHTS:

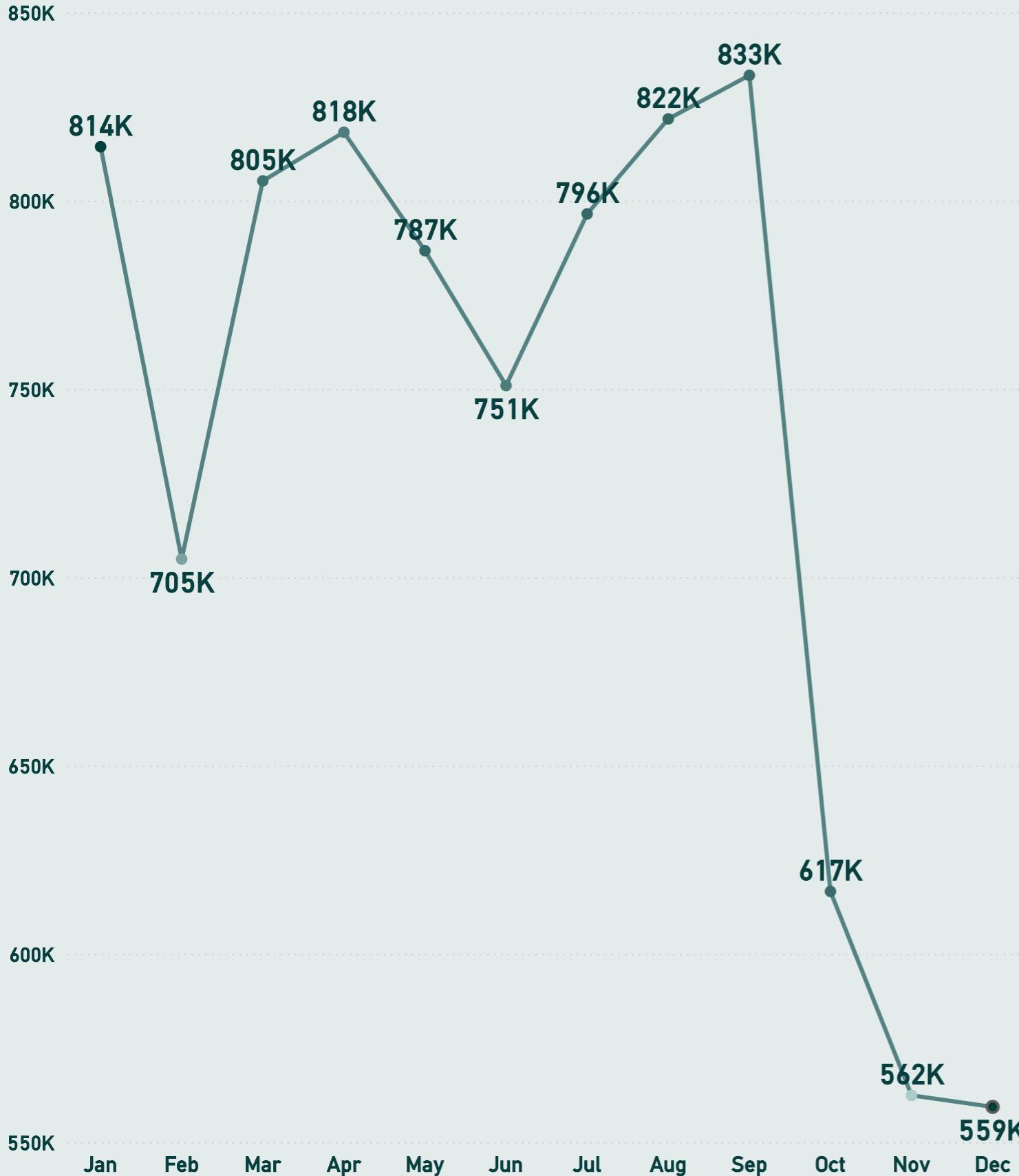
Total Revenue by Month

January stands out with a sharp revenue spike of 3.46M, possibly fueled by seasonal campaigns, product launches, or a large one-time deal. After this peak, revenue drops in February and Spike again March then stabilize to October And slides further to its lowest point in December at 2.60M. The December dip is unusual given it's a major global shopping season, making it a prime opportunity for targeted holiday promotions, bundle offers, or special discounts to capture end-of-year demand.

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Jan \$814K → Sep peak \$833K → Oct–Dec less than half earlier months.



INSIGHTS:

Total Profit by Month

Profit patterns closely mirror order volumes, with a strong start in January (814K) and another peak in September (833K). After September, profits fall sharply, with October to December figures dropping to less than half of earlier months. This decline suggests that sales momentum fades after mid-year. Maintaining targeted marketing campaigns, seasonal offers, or product pushes past August could help smooth out profitability across the final quarter.

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Recommendation

Monthly order and profit trends reveal distinct seasonal patterns and valuable growth windows. To make the most of these cycles, the business should prepare inventory and launch marketing campaigns ahead of peak months, while countering slow periods with targeted promotions. Regional filters further uncover opportunities for location-specific strategies for example, rolling out region-focused offers during low-performing months to keep sales flowing and safeguard profit margins year-round.

GEOGRAPHICAL ANALYSIS

RESET



Total Revenue

36.78M



Total Profit

8.87M



Total Quantity Ordered

384K



No. Of Customers

21K



Year

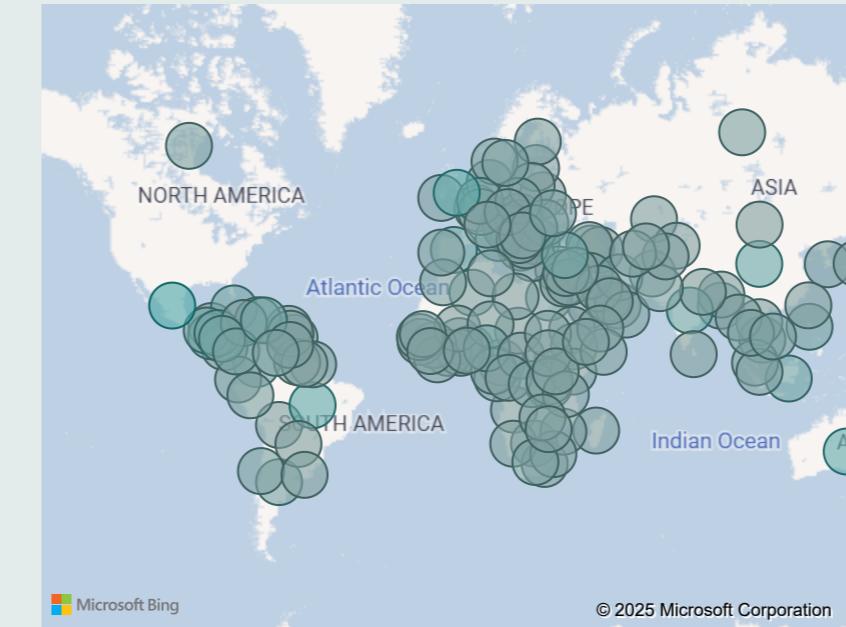
Order Country

Order Region

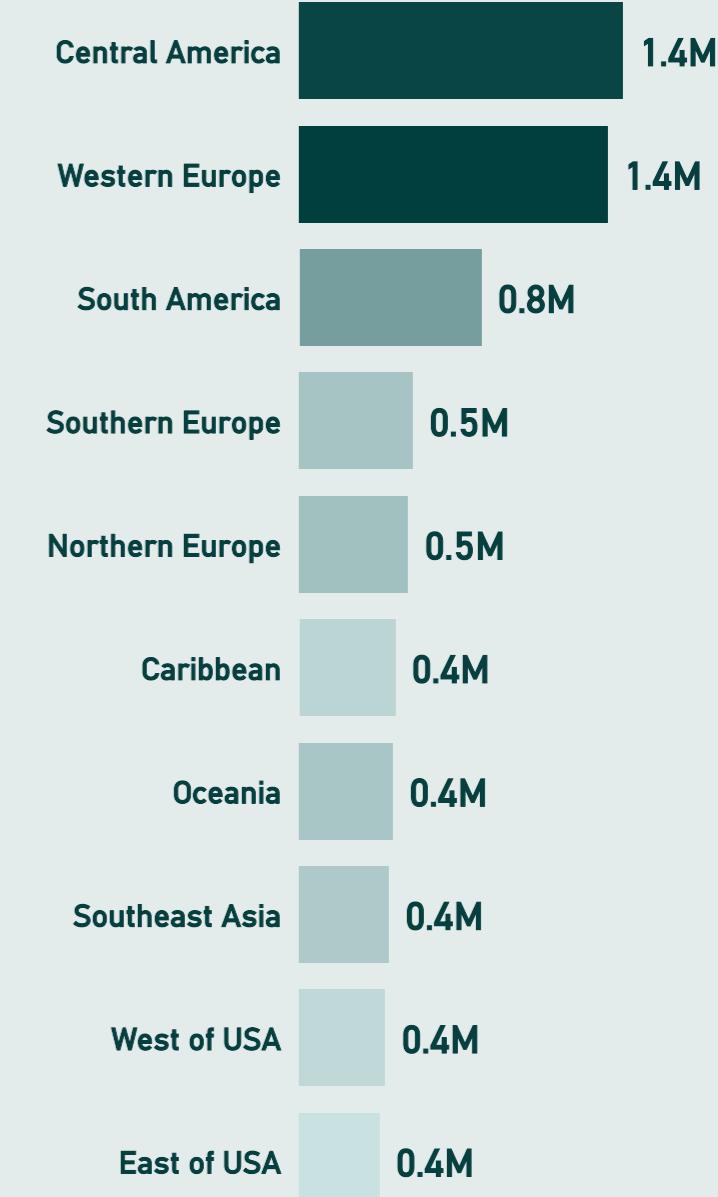
Order Country and Quantity Ordered



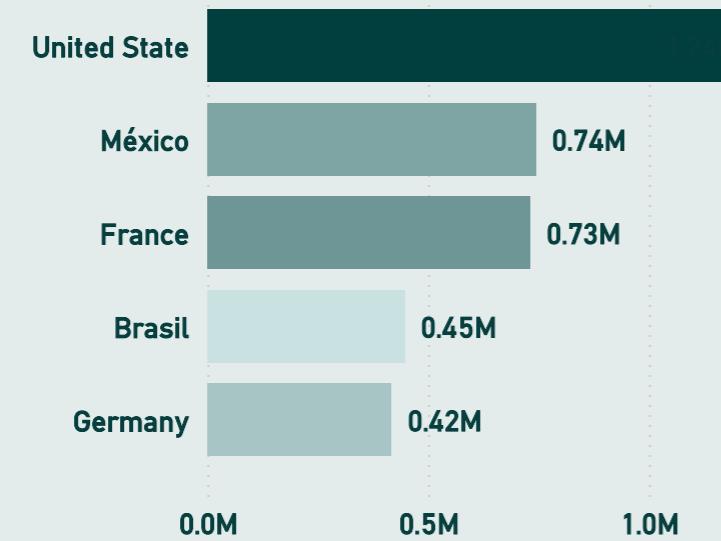
Total No Of Customers by Order Country



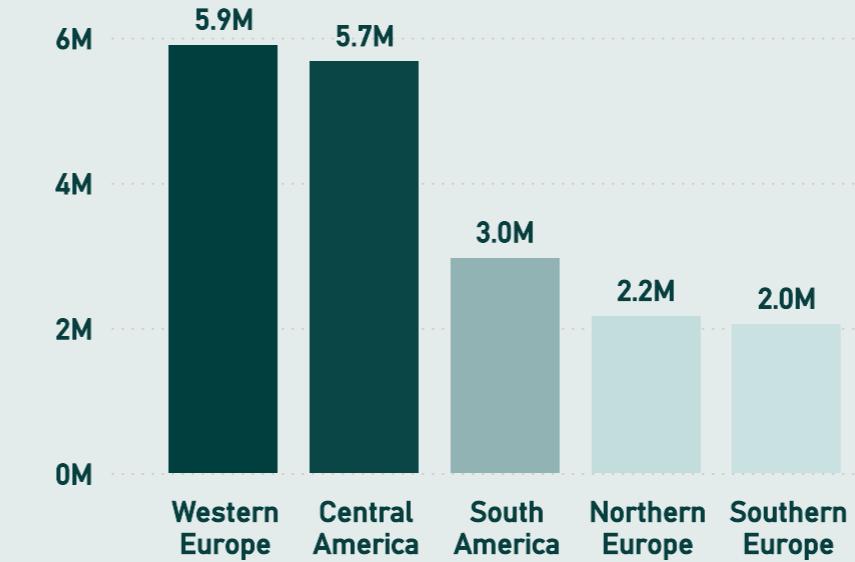
Total Profit by Order Region



Sum of Total Profit by Order Country



Total Revenue by Order Region



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PRODUCTS ANALYSIS

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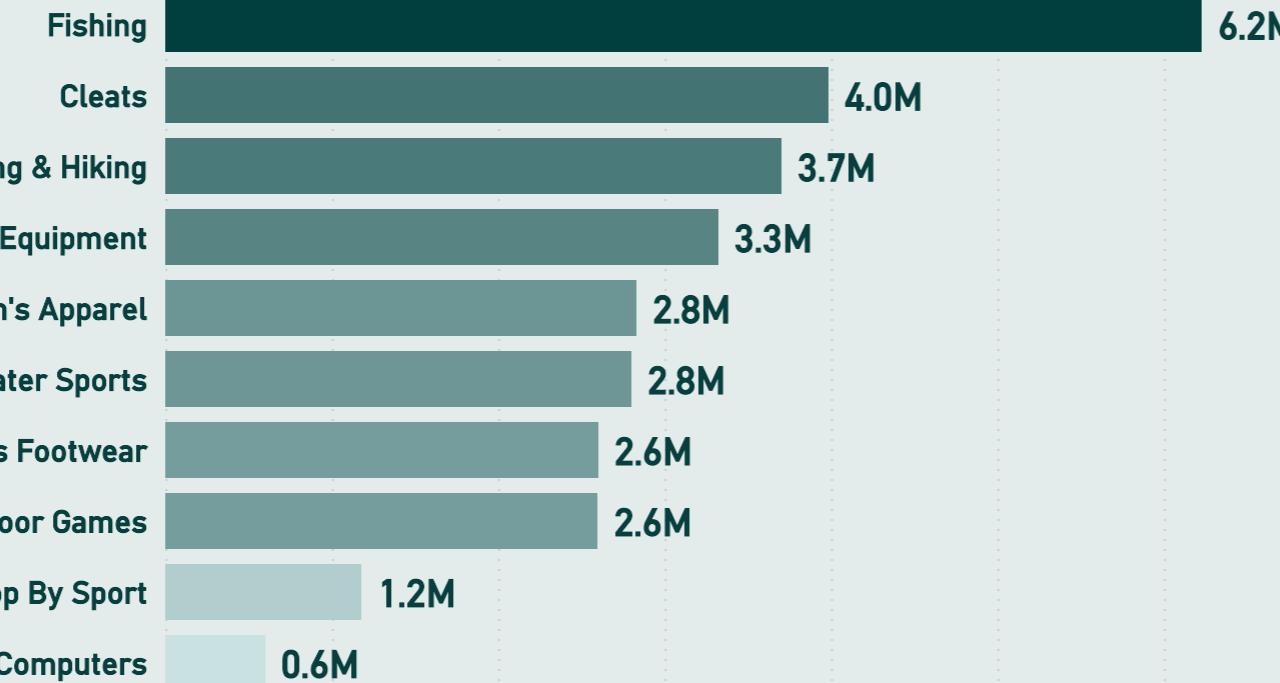

Order Country

Order City

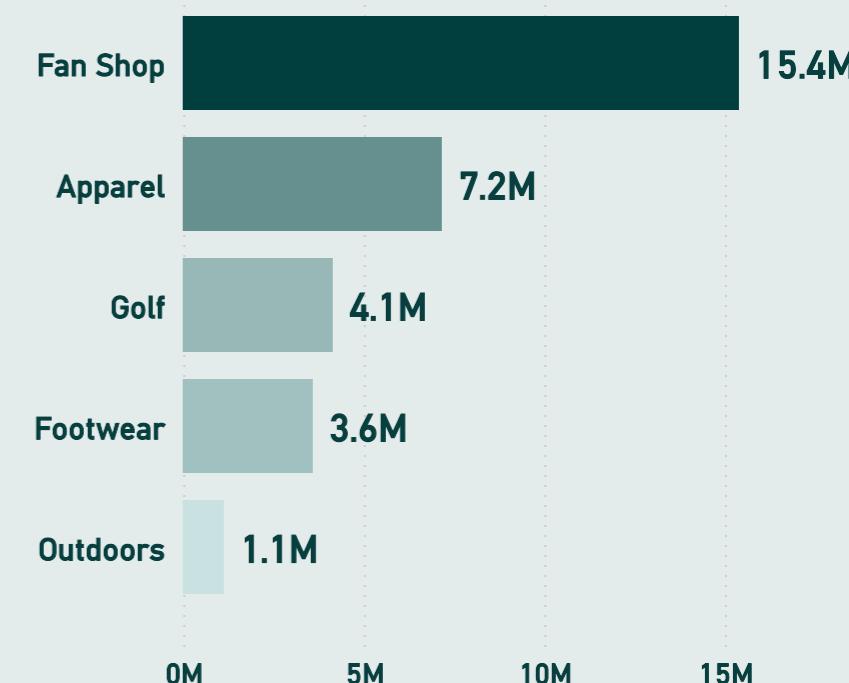
Market

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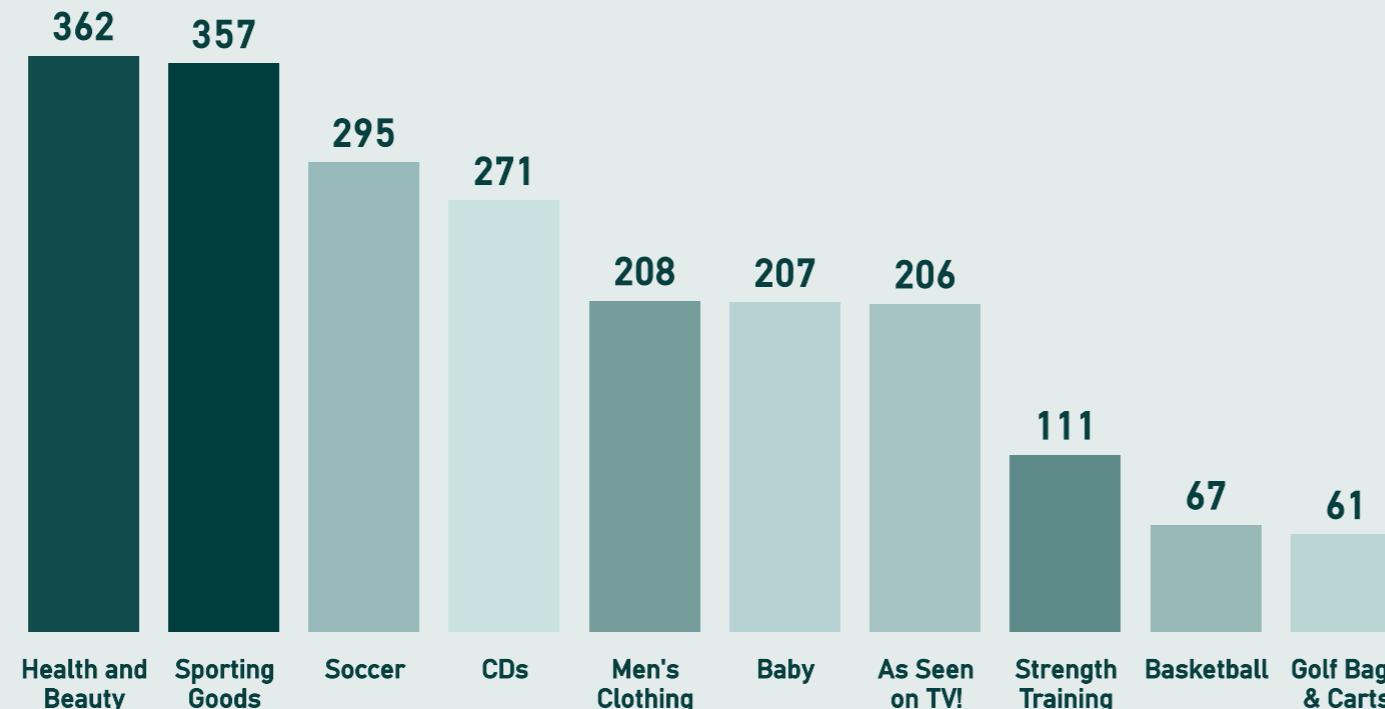
Total Sales Per Customer by Category Name



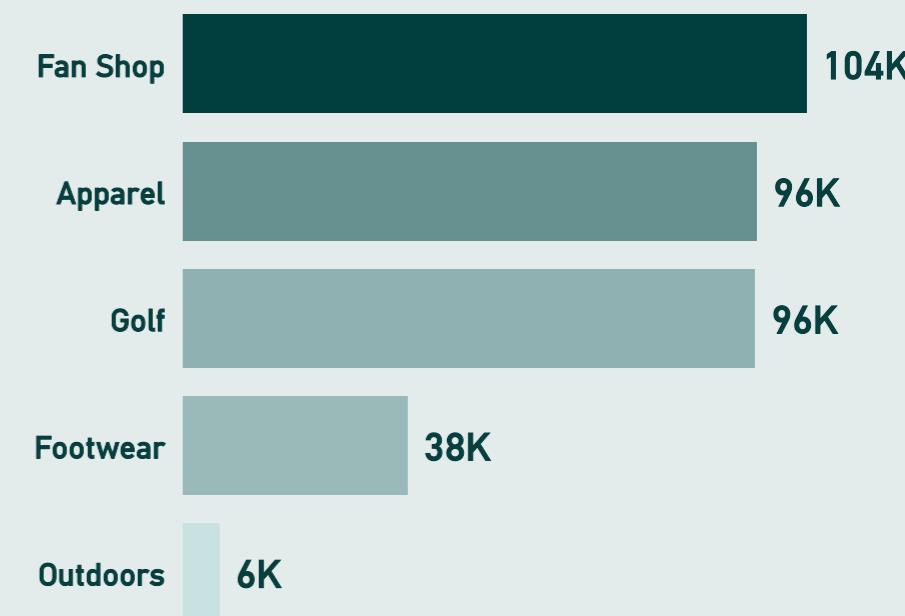
Total Sales Per Customer by Department Name



Total Quantity Ordered by Category Name



Total Quantity Ordered by Department Name


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SHIPPING AND DELIVERY ANALYSIS

RESET



Total Revenue

36.78M



Canceled Rate %

2.08%



No. Of Orders

66K



No. Of Customers

21K

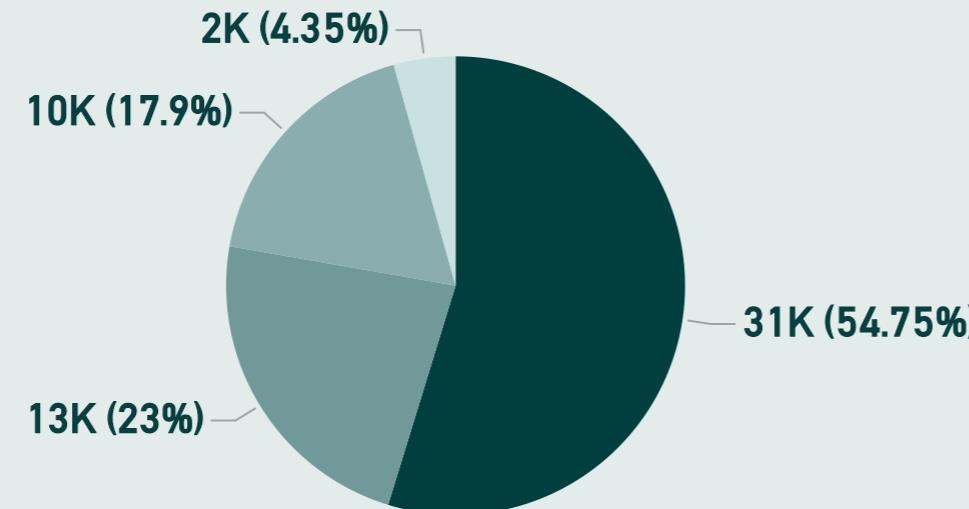


Order Country

Order City

Market

Total No Of Orders by Delivery Status

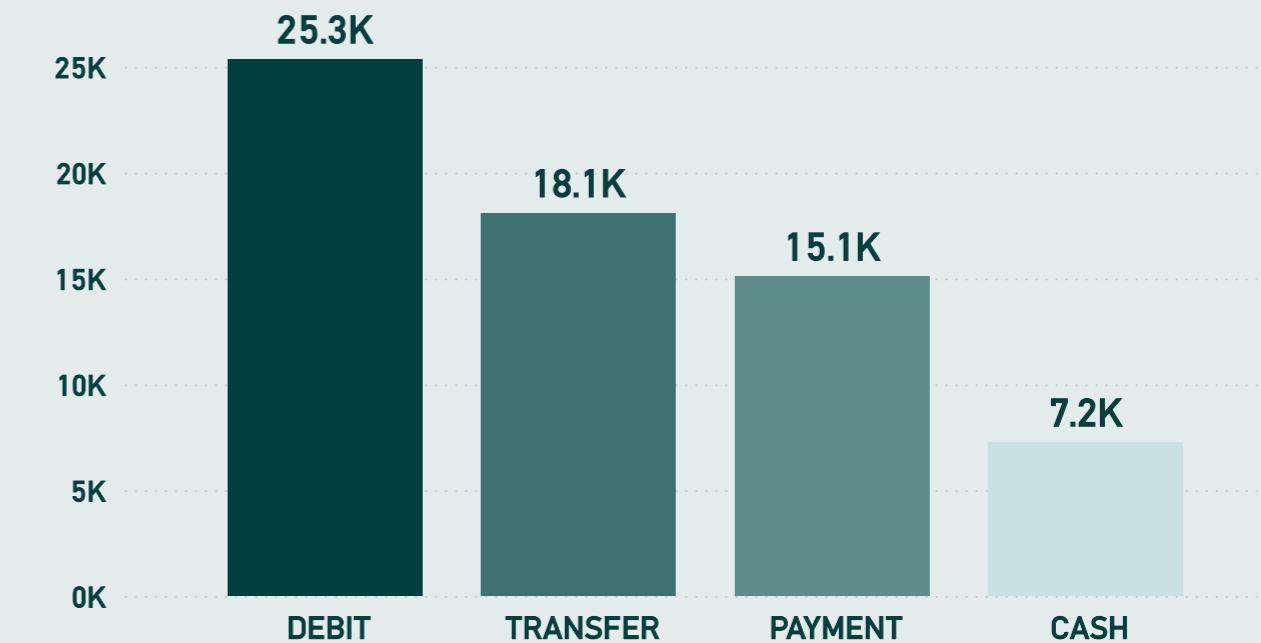


Delivery Status ● Late delivery ● Advance shipping ● Shipping on time ● Shipping canceled

Total No Of Orders by Shipping Mode



Total No Of Orders by Type



Total No Of Orders by Late_delivery_risk



Late_delivery_risk ● Late ● Not Late

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TREND ANALYSIS

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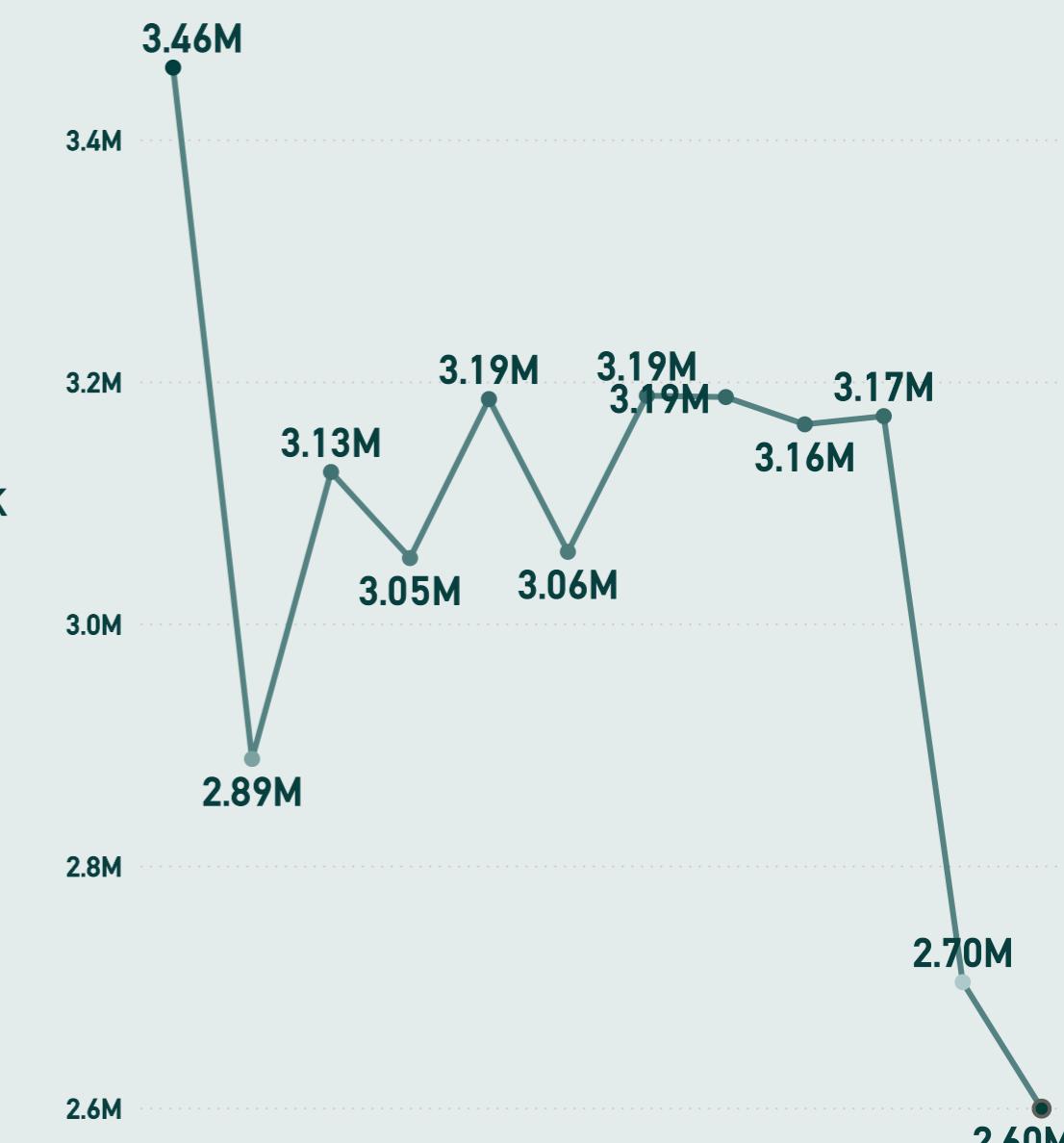
Total Revenue
36.78M

Canceled Rate %
2.08%

No. Of Orders
66K

No. Of Customers
21K

Total Quantity Ordered by Month Name

Total Revenue by Month Name


Year

Order Region

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Insights

The overall analysis shows that the company has strong-performing regions, products, and time periods that consistently drive sales and profit. However, there are noticeable gaps in certain locations, product categories, and delivery performance that limit full growth potential. Seasonal demand patterns suggest opportunities to prepare for peak months, while slower months can be boosted with targeted marketing. Delivery delays, though not widespread, remain a risk that could impact customer satisfaction if left unaddressed.

Recommendations

To maximize growth, the company should replicate successful strategies from top-performing regions and products in underperforming areas. Marketing campaigns should be timed to match seasonal peaks, with special offers to fill low-demand months. Inventory planning should prioritize high-demand items while addressing gaps in slow-moving categories. In delivery, improving logistics, ensuring timely shipments, and maintaining clear communication with customers during delays will protect brand reputation. Consistent monitoring of all these metrics through the dashboards will help sustain long-term growth.