

BUSINESS ANALYTICS PROJECT

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Last Updated: May 19th,
2024

Objective

Our analysis aims to answer the following question:

“I am your VP of Sales and have presented you with the following question:

I am looking to improve this year's performance. What suggestions do you have for success?”

Does geolocation have any effect on sales volume, if so, how can we maximize sales in those regions?

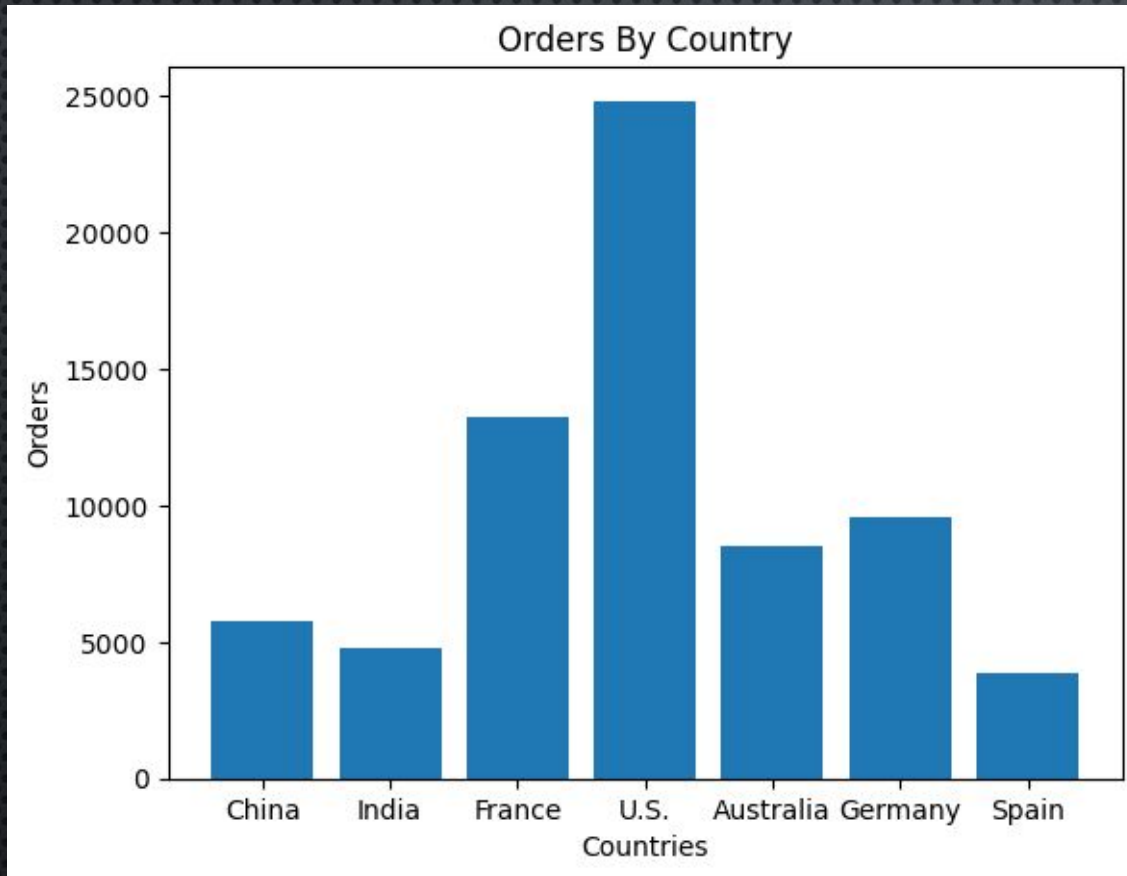
Our Analysis Considers the Following:

- TOTAL ORDER VOLUMES
- CUSTOMER'S ORDER COUNTRIES
- TOTAL GDP FOR RELEVANT COUNTRIES
- AVERAGE PRICE PER ORDER

* OUR DATA IS CURRENTLY LIMITED TO THE YEARS 2016 THROUGH 2018.

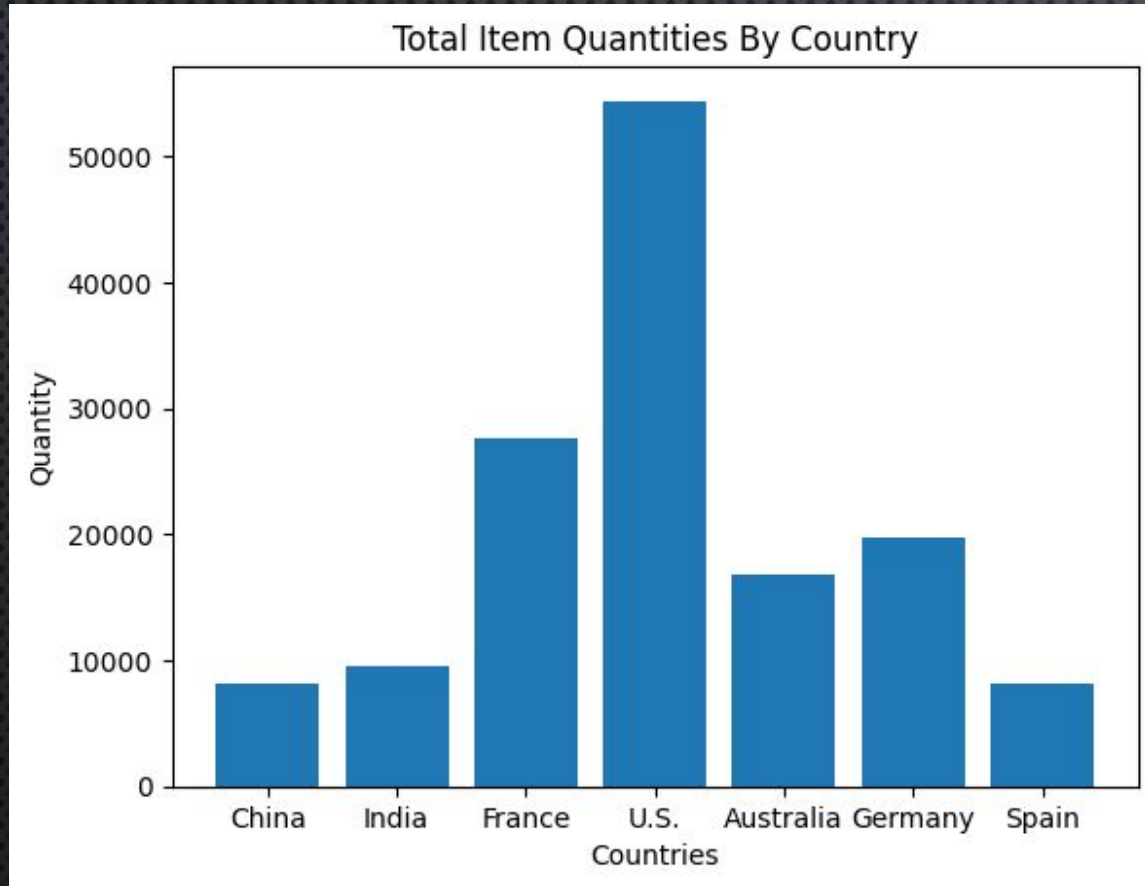
* ALL ORDERS LABELED AS 'CANCELLED' OR 'SUSPECTED FRAUD' HAVE BEEN OMITTED FROM OUR ANALYSIS.

Orders



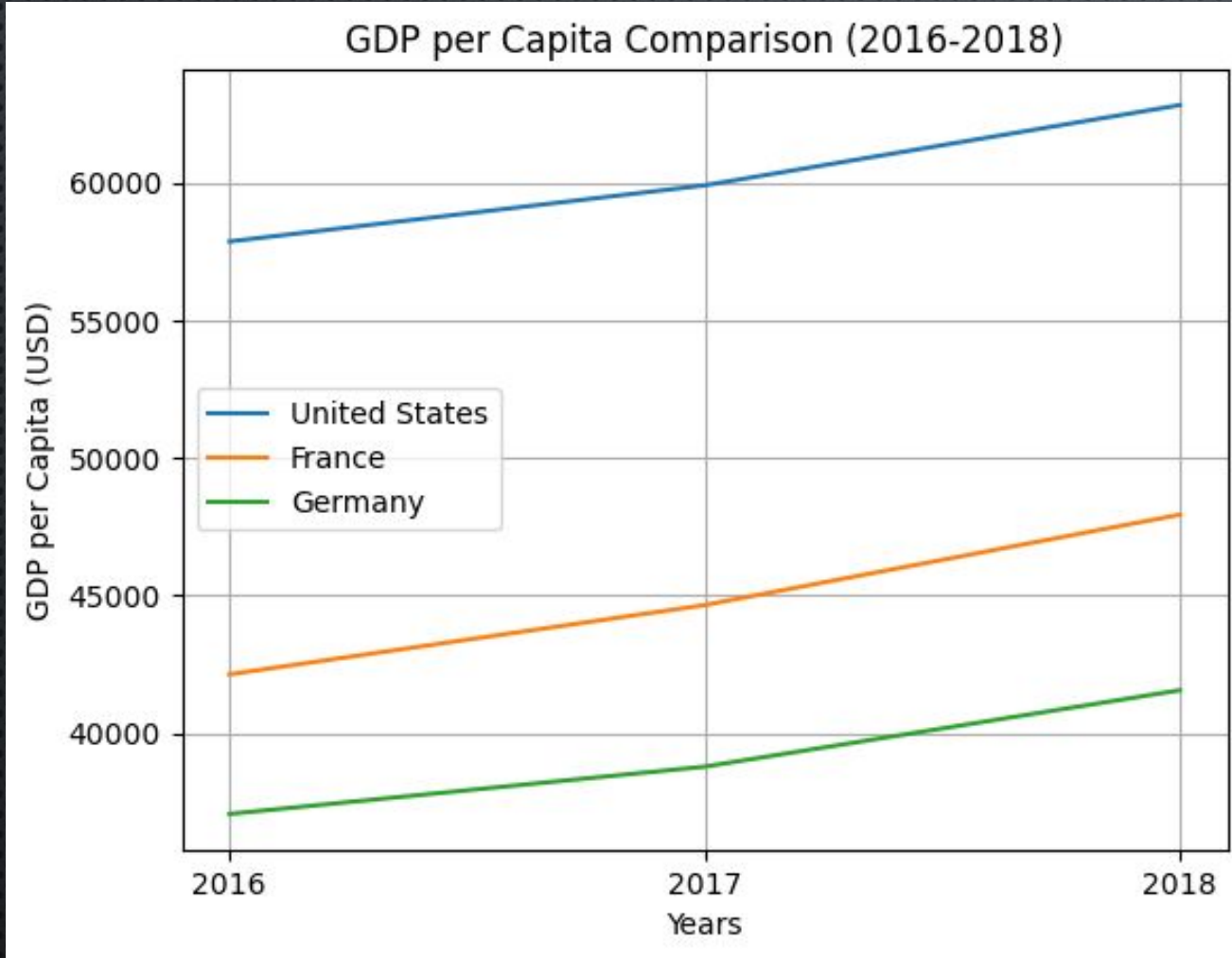
- The following chart consists of the Top Seven countries with the highest order volume.
- The United States leads with 24,840 orders from years 2016 to 2018.

Volume



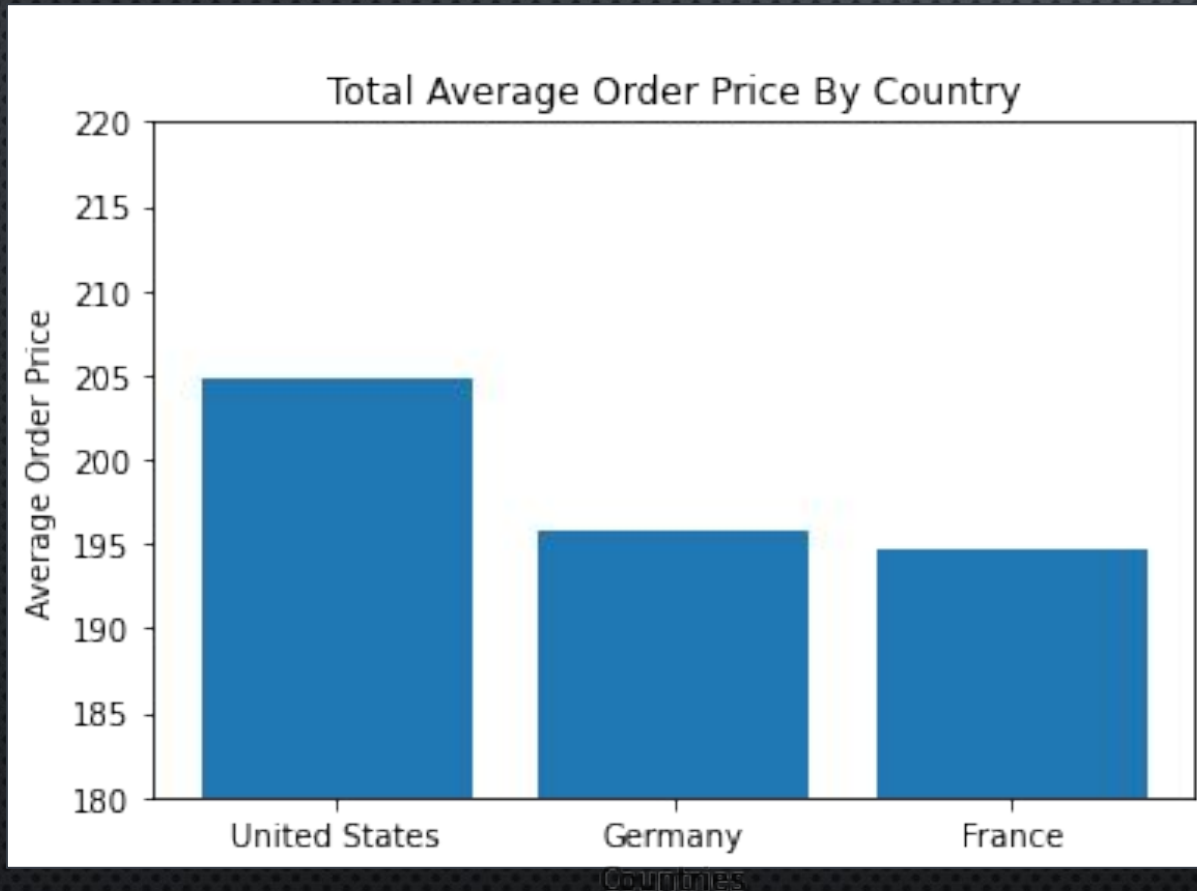
- THE UNITED STATES ALSO LEADS IN TOTAL ITEM QUANTITIES
- HIGHER VOLUME PER ORDER
- UNITED STATES - 55,000
- FRANCE - 27,000
- GERMANY 20,000

Big Spenders



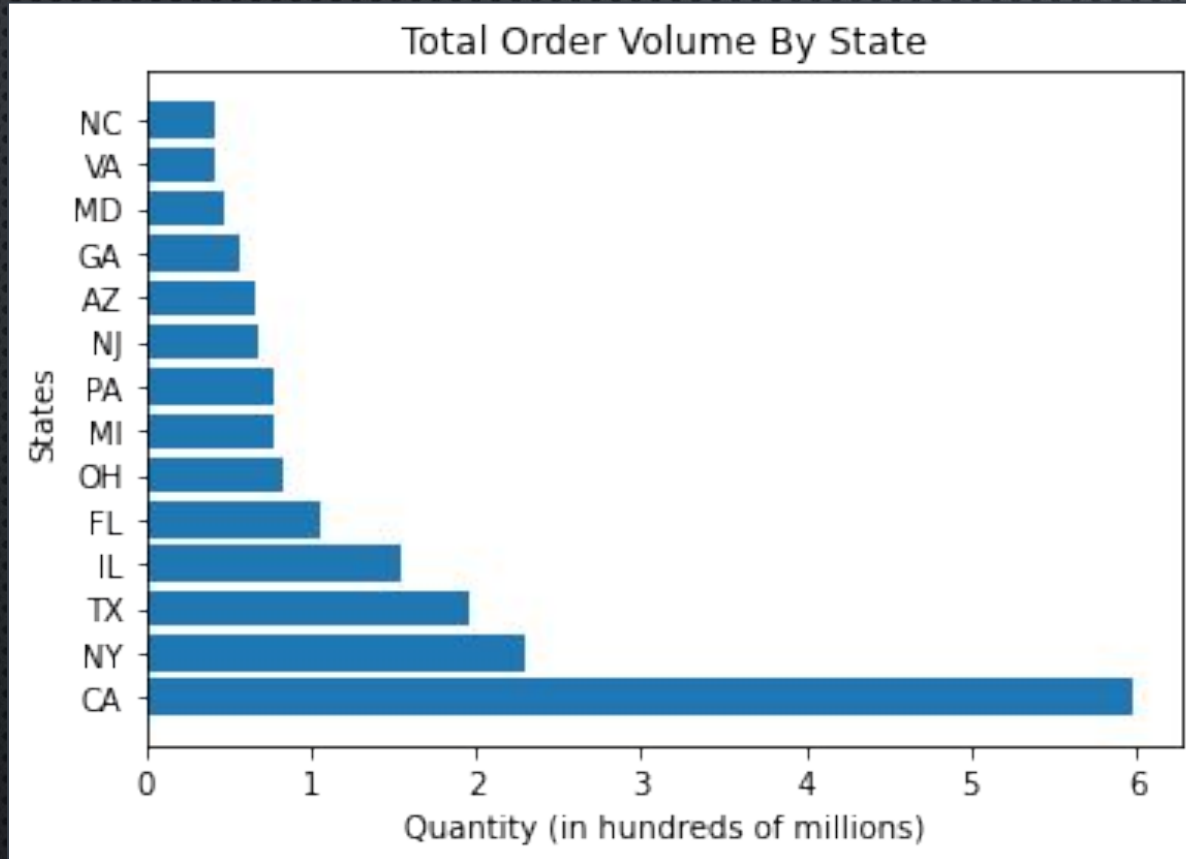
- The top 3 global leaders in GDP per capita
- Wide Gap
- The United States leads from high consumer spending

What are They Willing to Spend?



- The United States has not only a higher frequency of orders but more items in their shopping carts as well
- The final price of goods are higher for Americans compared to the rest of the world and tend to have a higher opportunity cost.

Diving Deeper Into Our Largest Market



- California is the largest customer within the United States with nearly 600 million orders.
- North Carolina comes in last with about 41 million orders.
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Key Opportunities & Recommendations

- 1) Opening a store(s) in the United States, specifically California, will result in a more profitable business with higher sales.
- 2) We ask that sales data from 2019 and later be released in order to analyze the change in retail commerce due to the COVID-19 pandemic.