

Maven Market

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Contents of the Presentation :

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- 2 . KPI's
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Broad View

Date Range



Member Card

All

Customer Country

- ☐ Canada
- ☐ Mexico
- ☐ USA

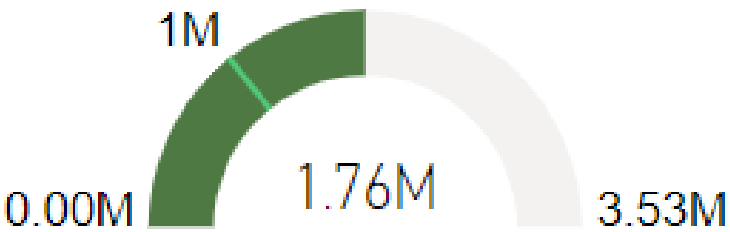
Sales Region

All

Gender

- ☐ F
- ☐ M

Total Revenue

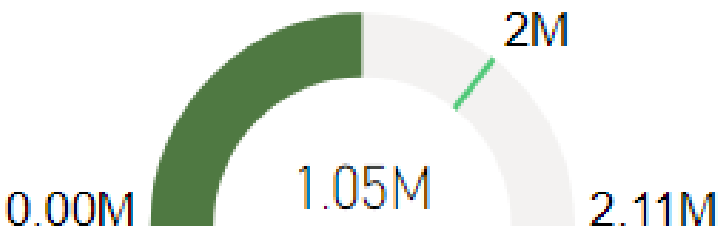


1560
Unique Products

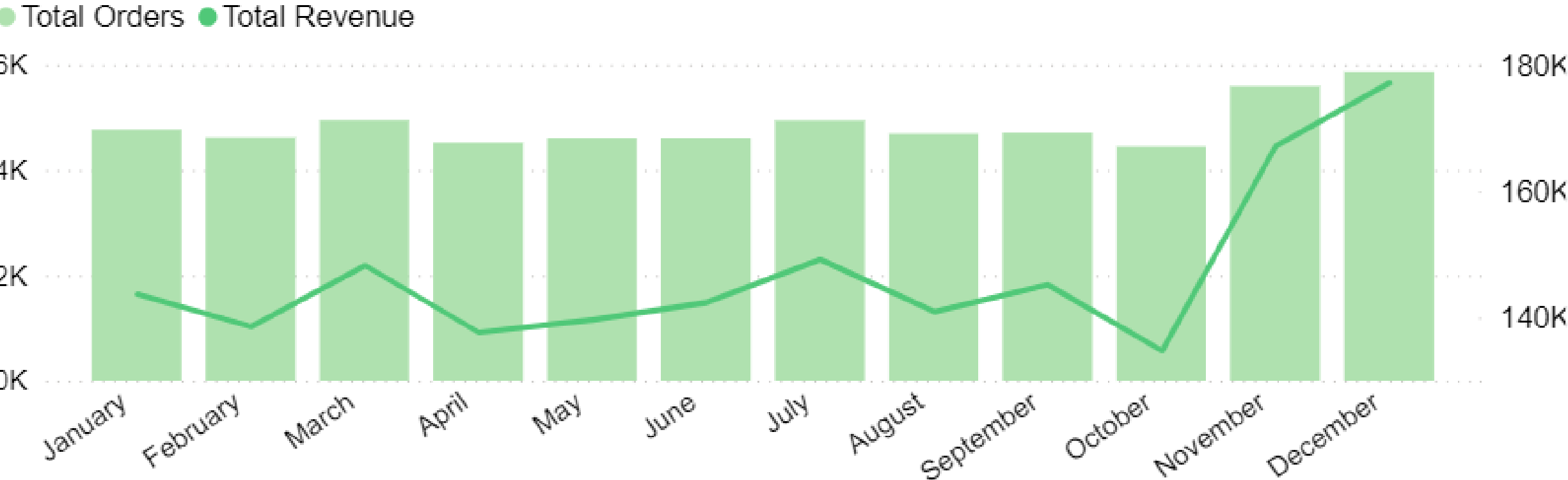
270K
Total Transaction

1539
Total Products Returned

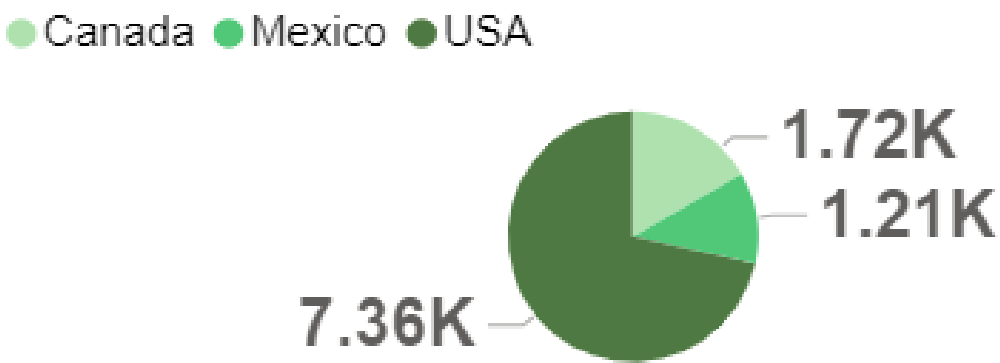
Total Profit



Orders and Revenue by Month



Customer Distribution by Customer Country



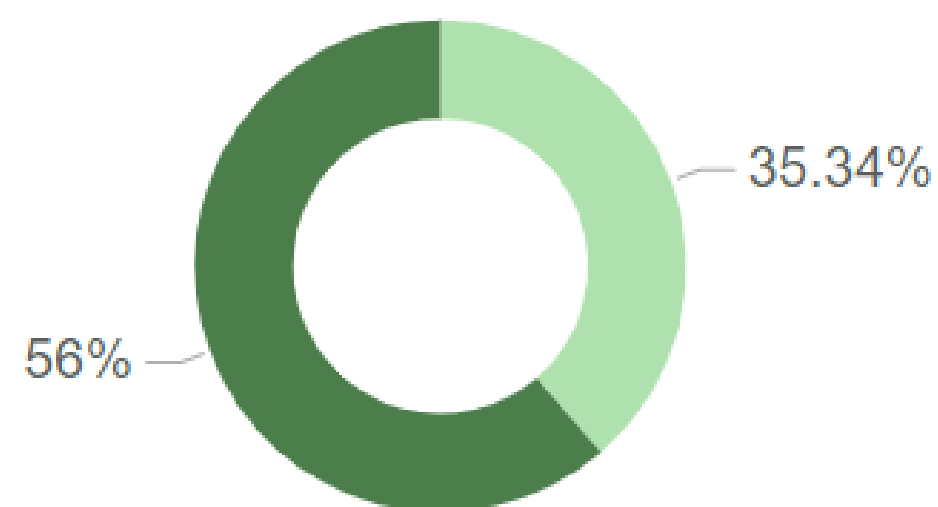
28.40%
% of Weekend Transaction

Total Transaction by Customer City



% Fat Content Products and % Recyclable Products

● % Fat Content Products ● % Recyclable Products



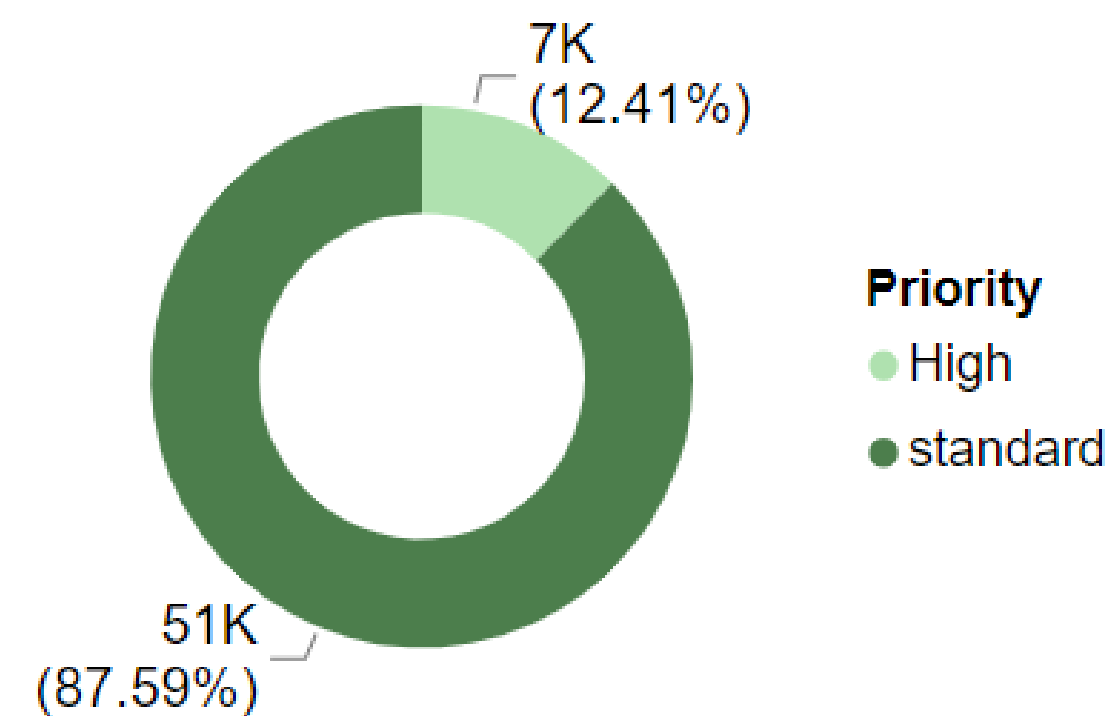
59.67%
% of Profit Margin

193K
Weekday Transactions

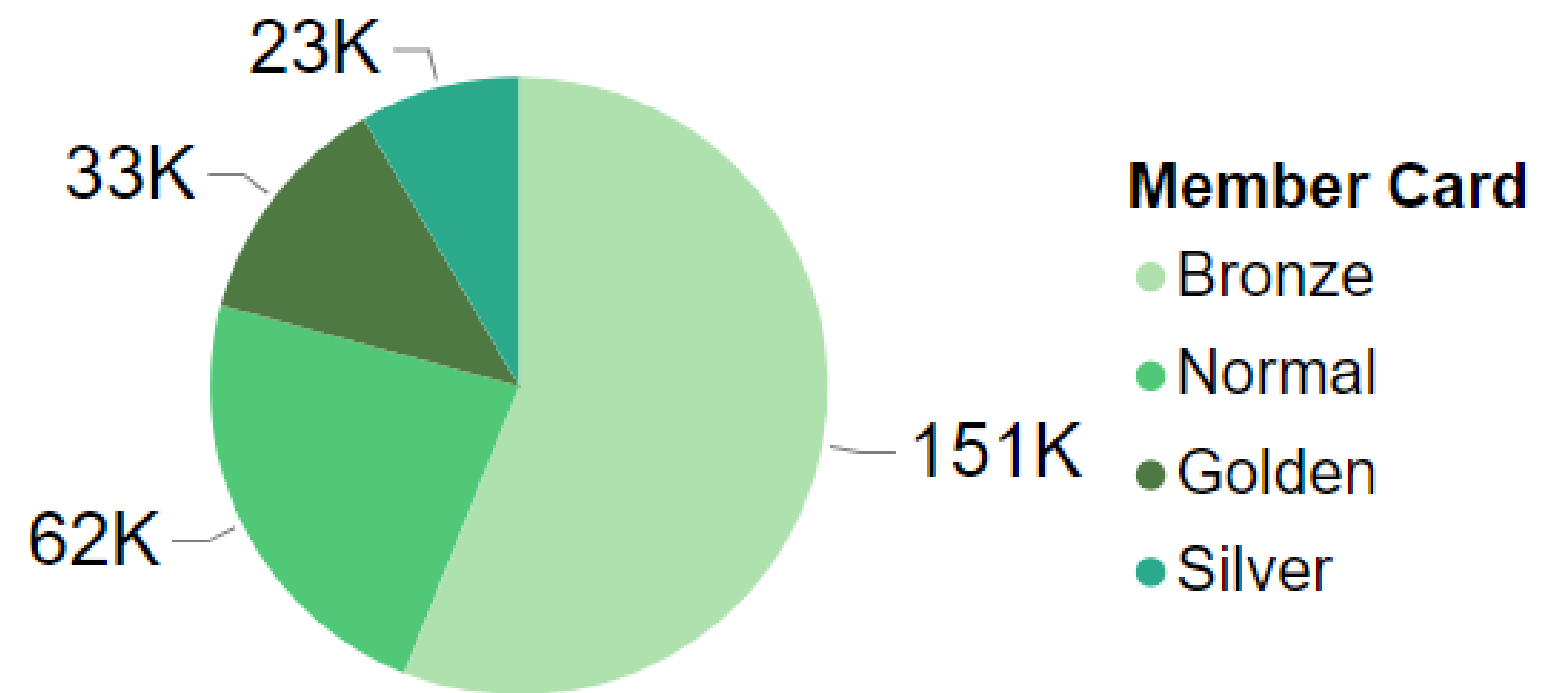
77K
Weekend Transaction

0.18%
Avg Return Rate

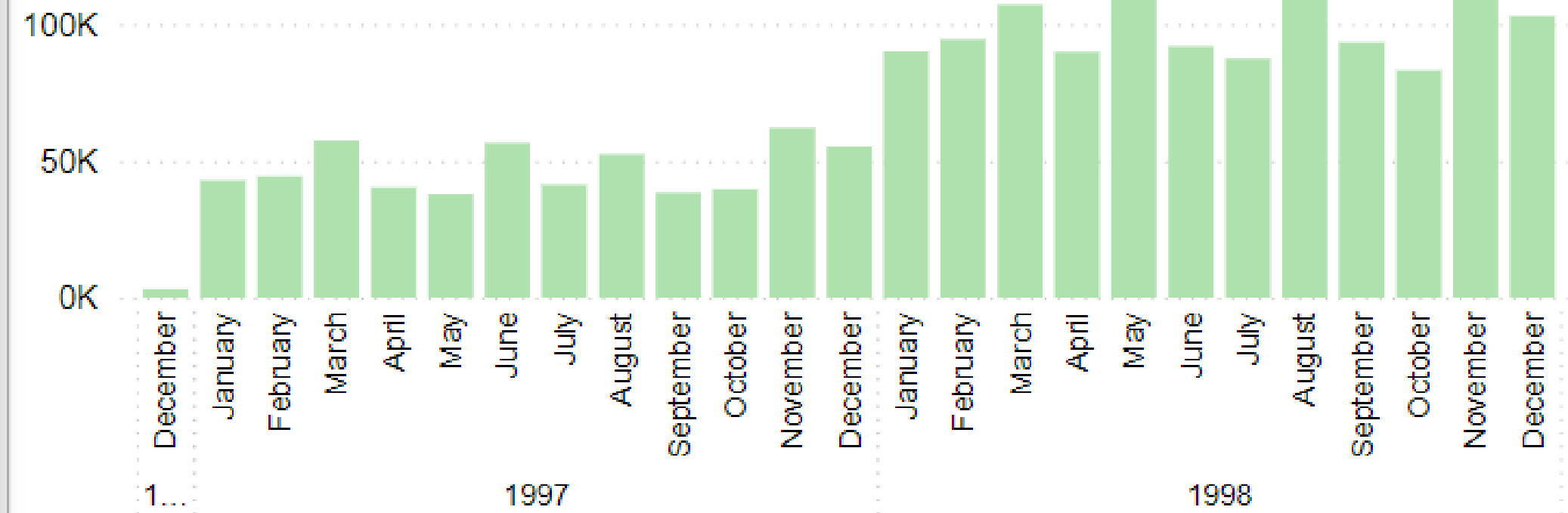
Total Orders by Priority



Total Transaction by Member Card



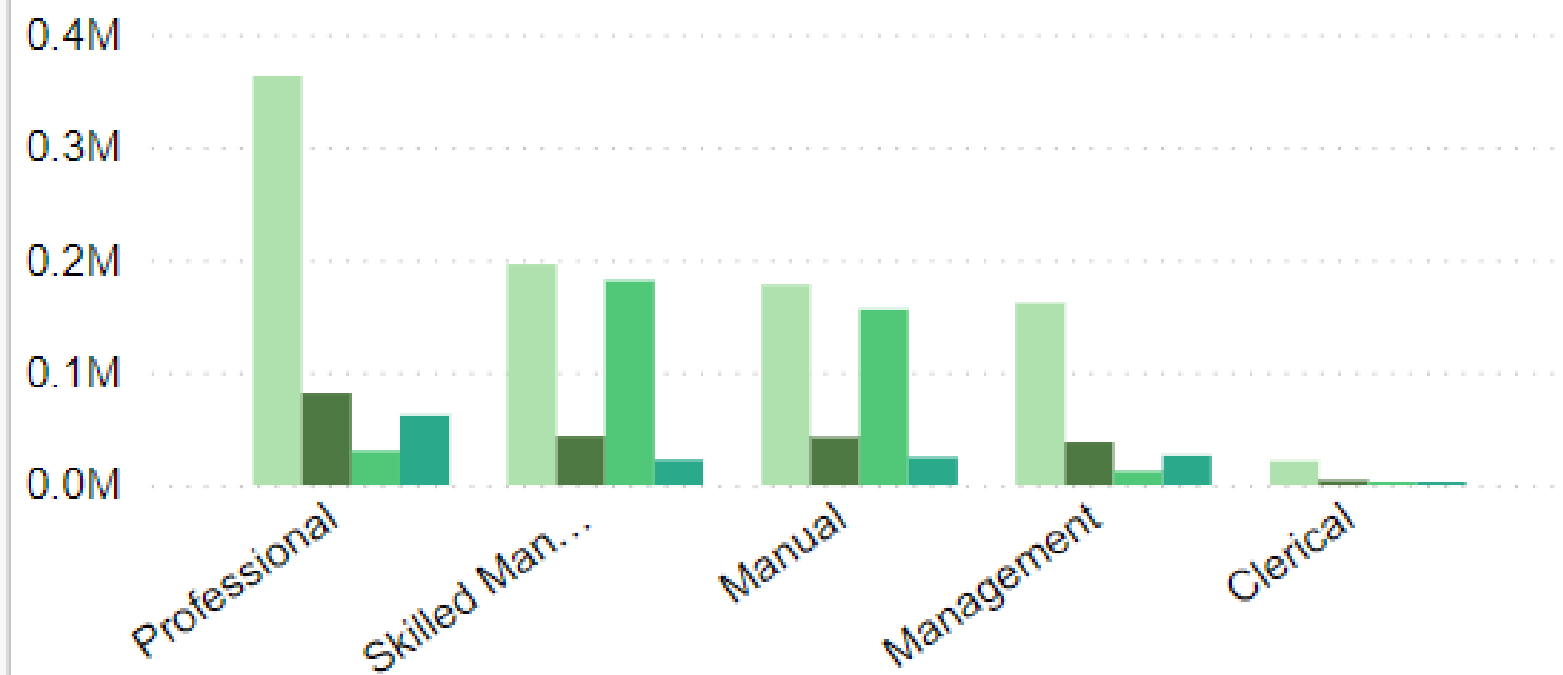
Weekly Revenue Trending



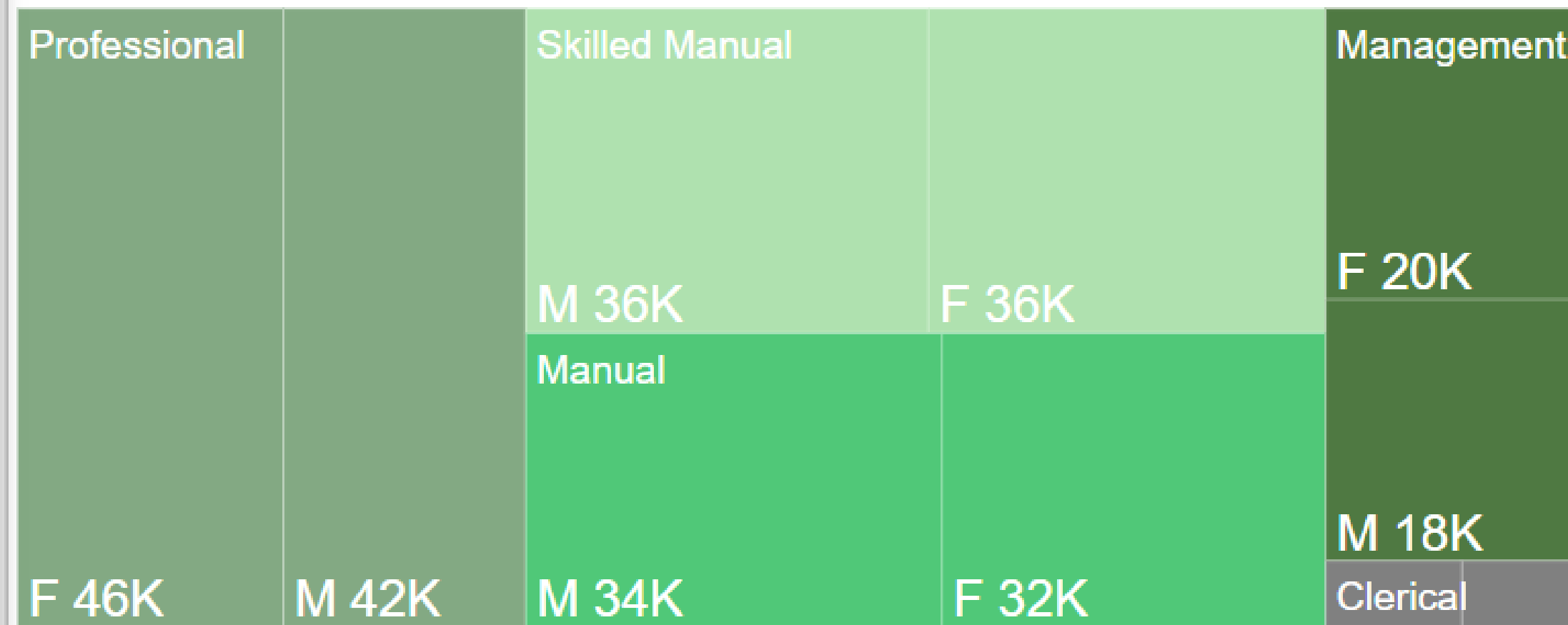
Last Month Revenue by Occupation and Member Card

Member Card

- Bronze
- Golden
- Normal
- Silver



Total Transaction by Occupation and Gender





Periodical Trends

Date Range

01-01-1997



30-12-1998



Periodicity

Month

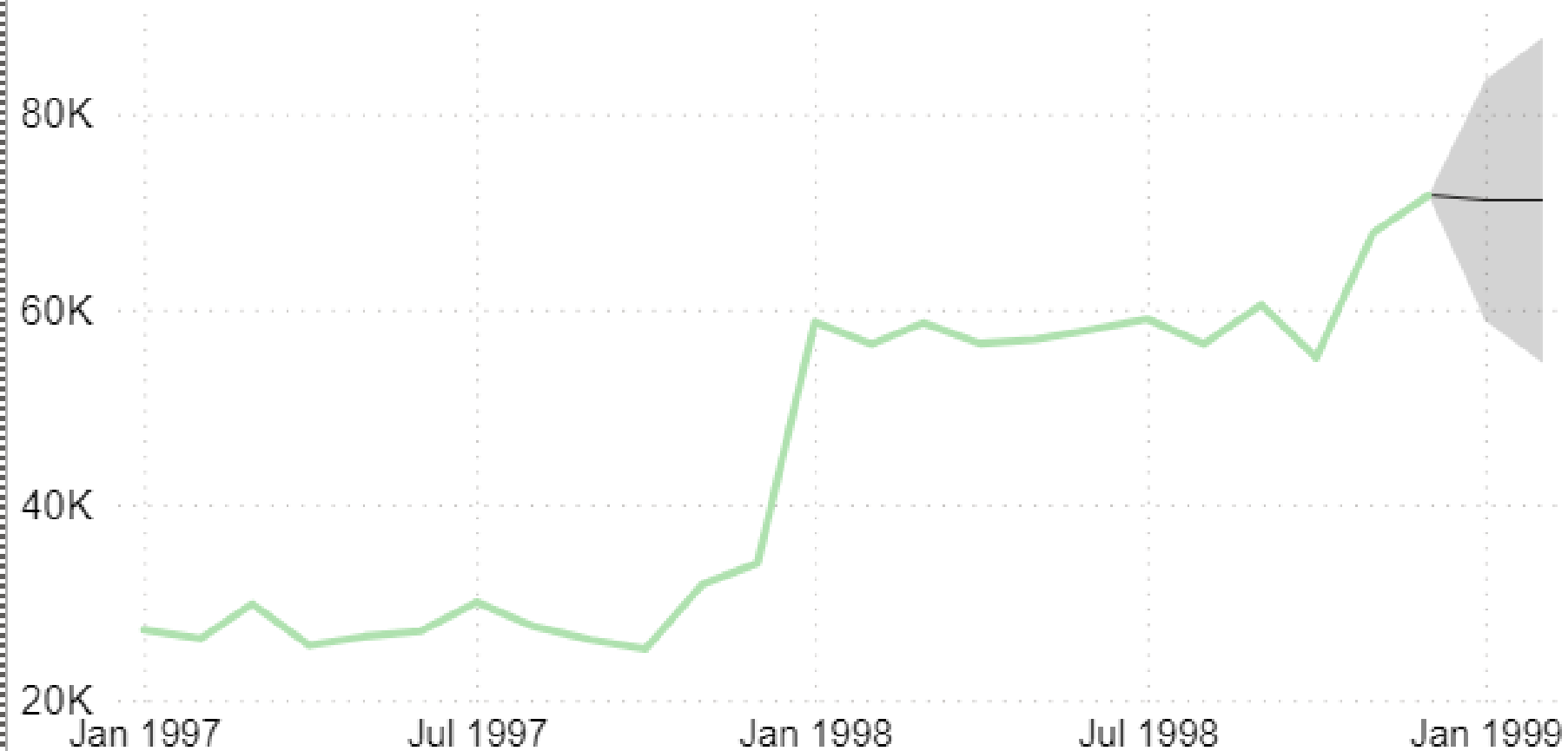
Yearly Income

All

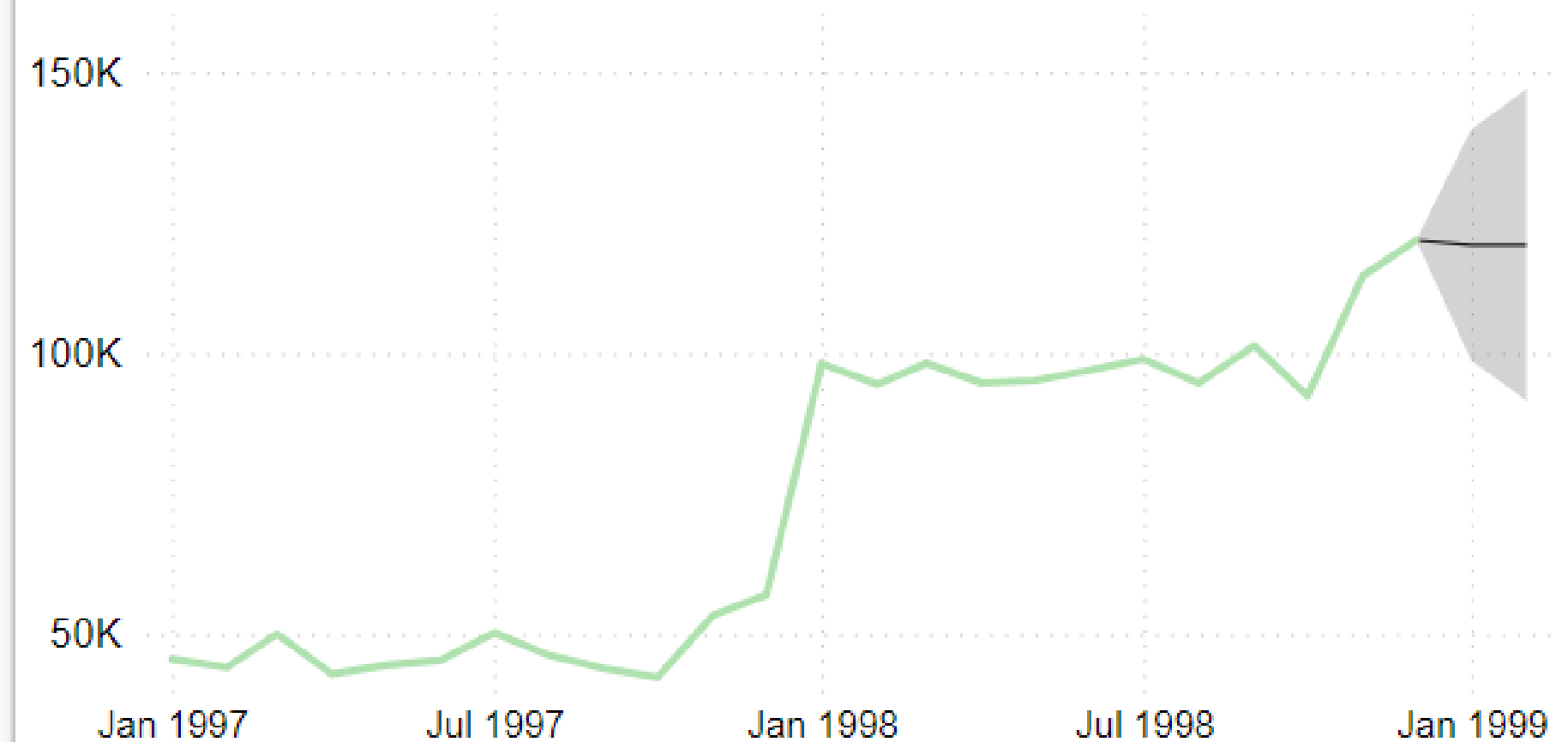
Occupation

All

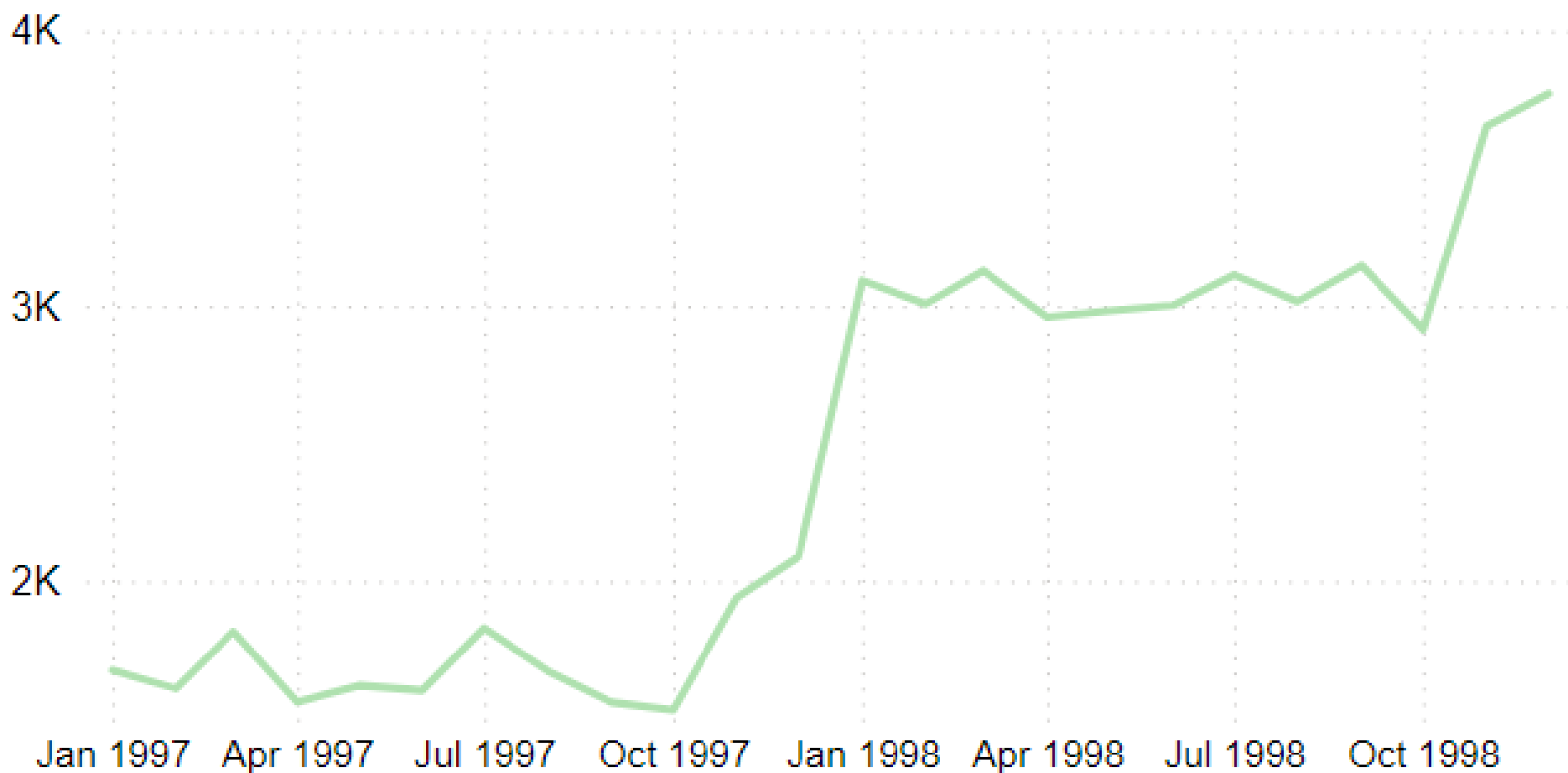
Total Profit by Year, Quarter and Month



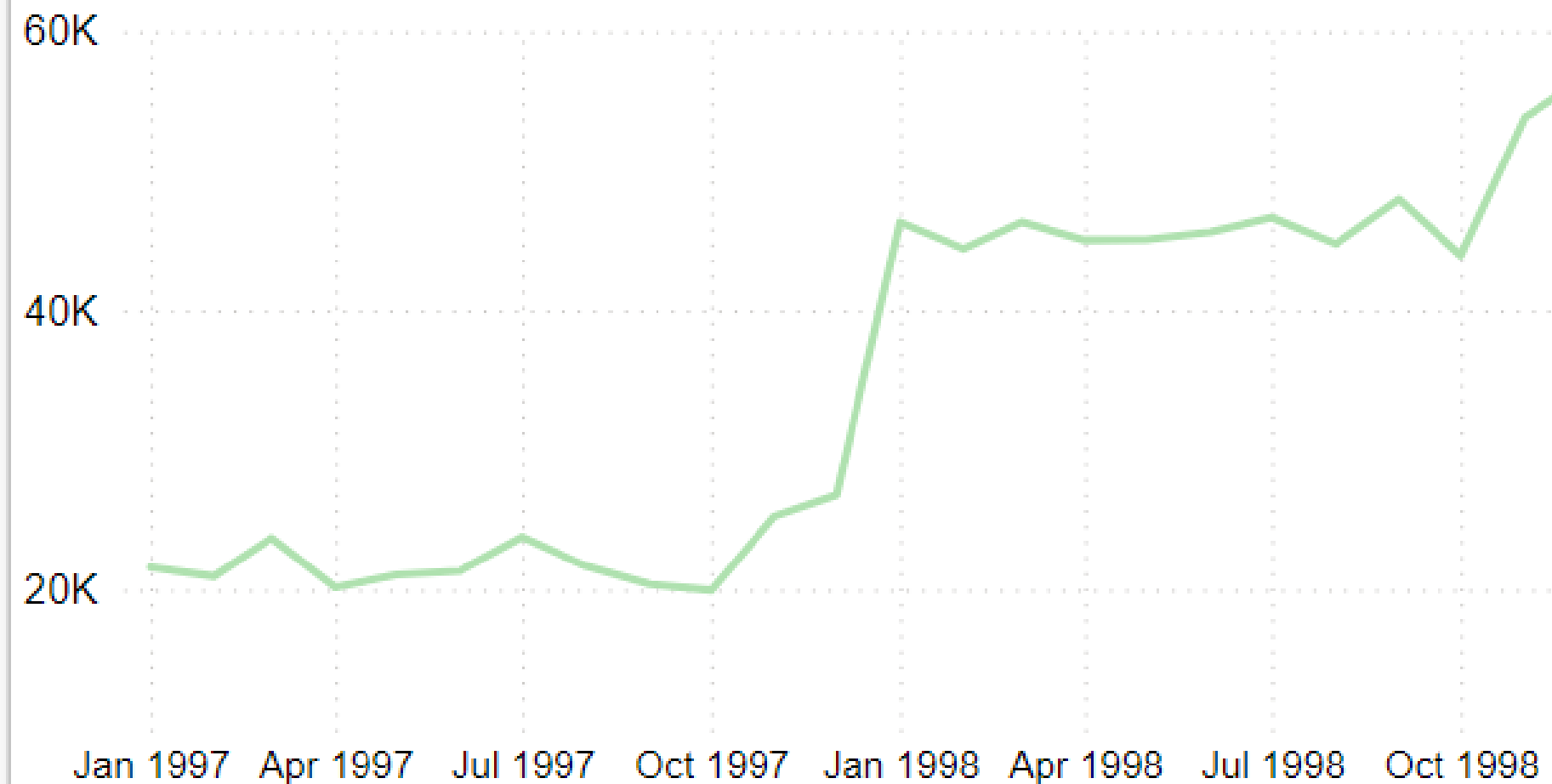
Total Revenue by Year, Quarter, Month



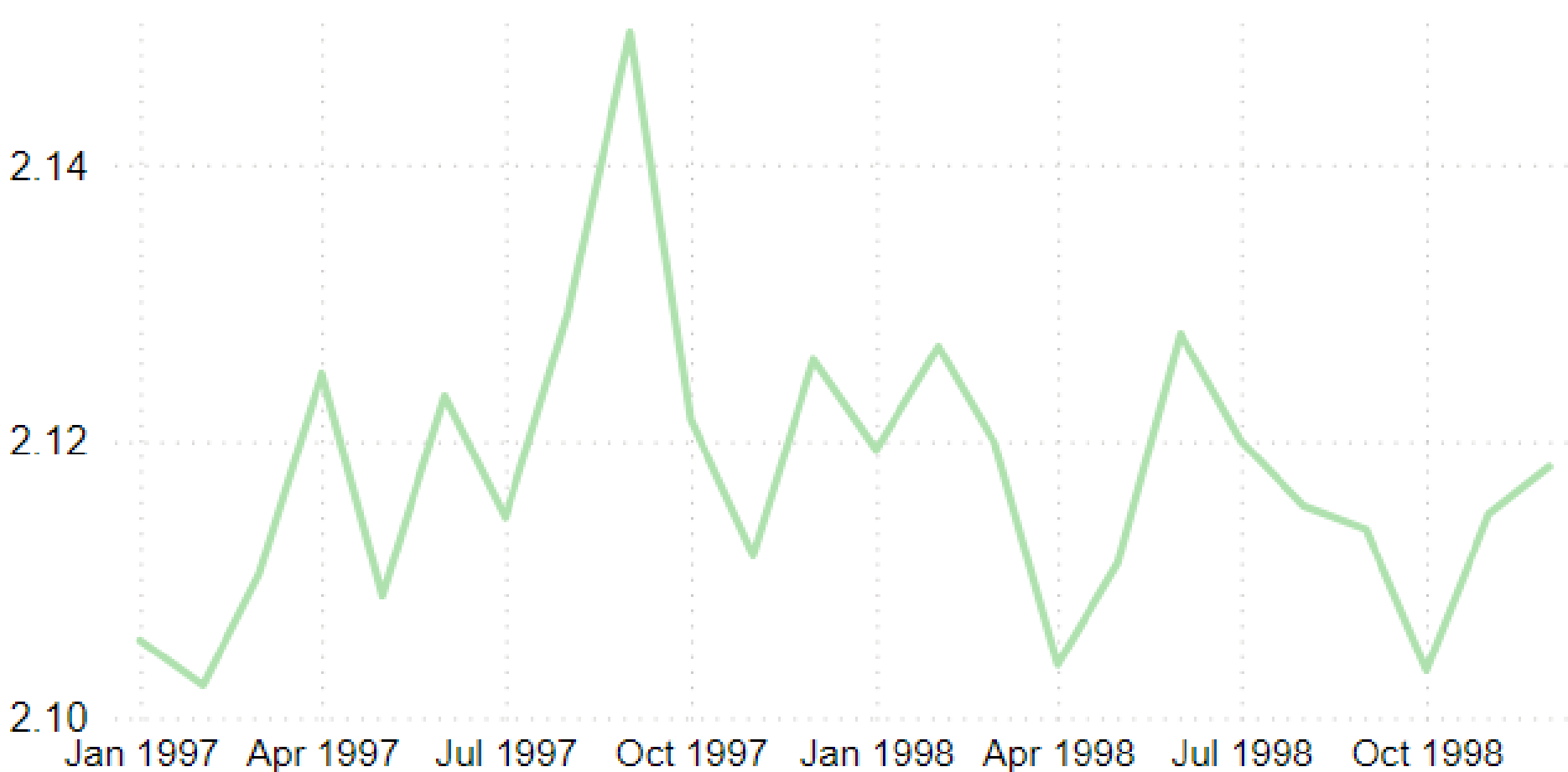
Total Orders by Year, Quarter, Month



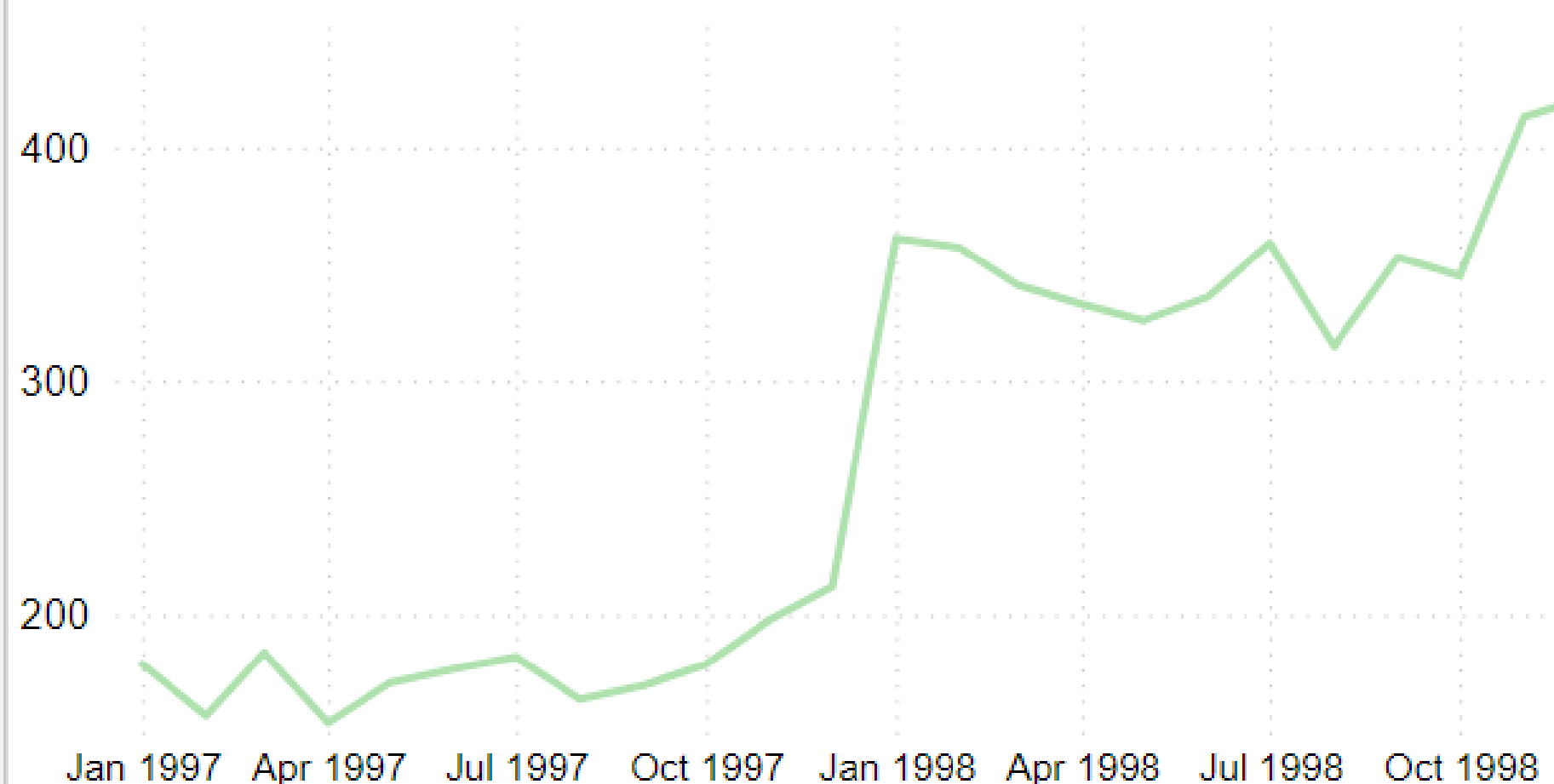
Total Quantity Sold by Year, Quarter, Month



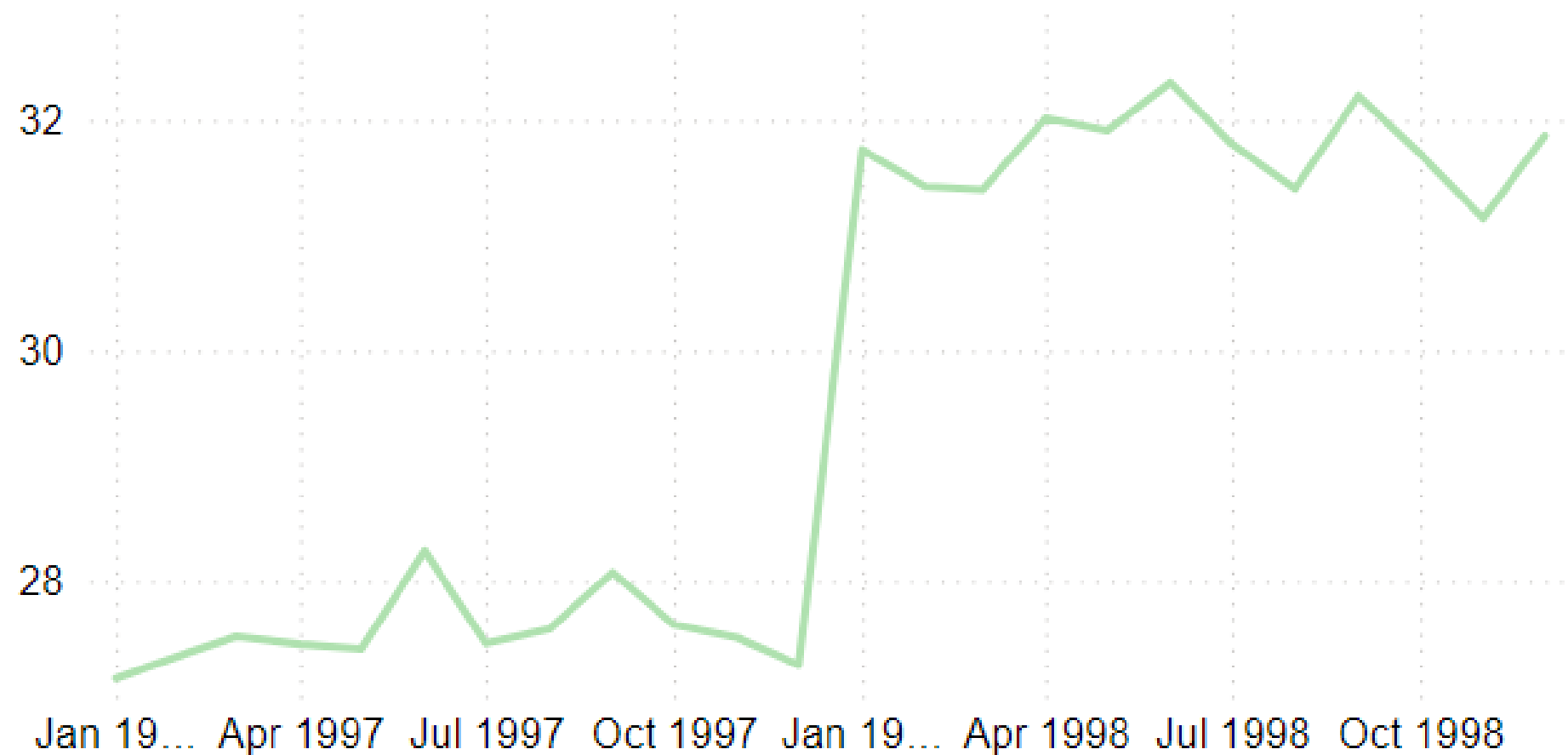
Avg Revenue by Year, Quarter, Month



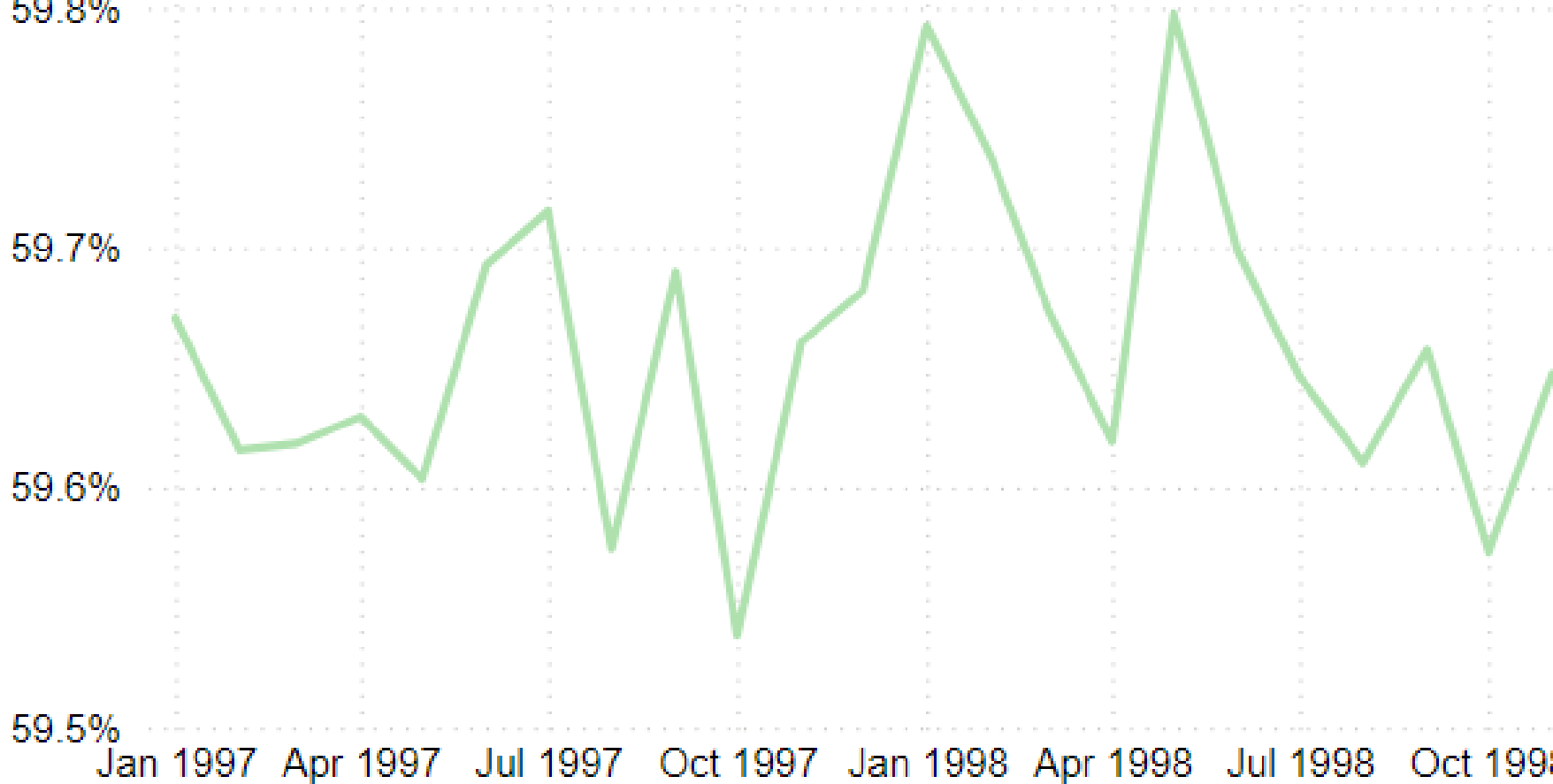
Total Returns by Year, Quarter, Month



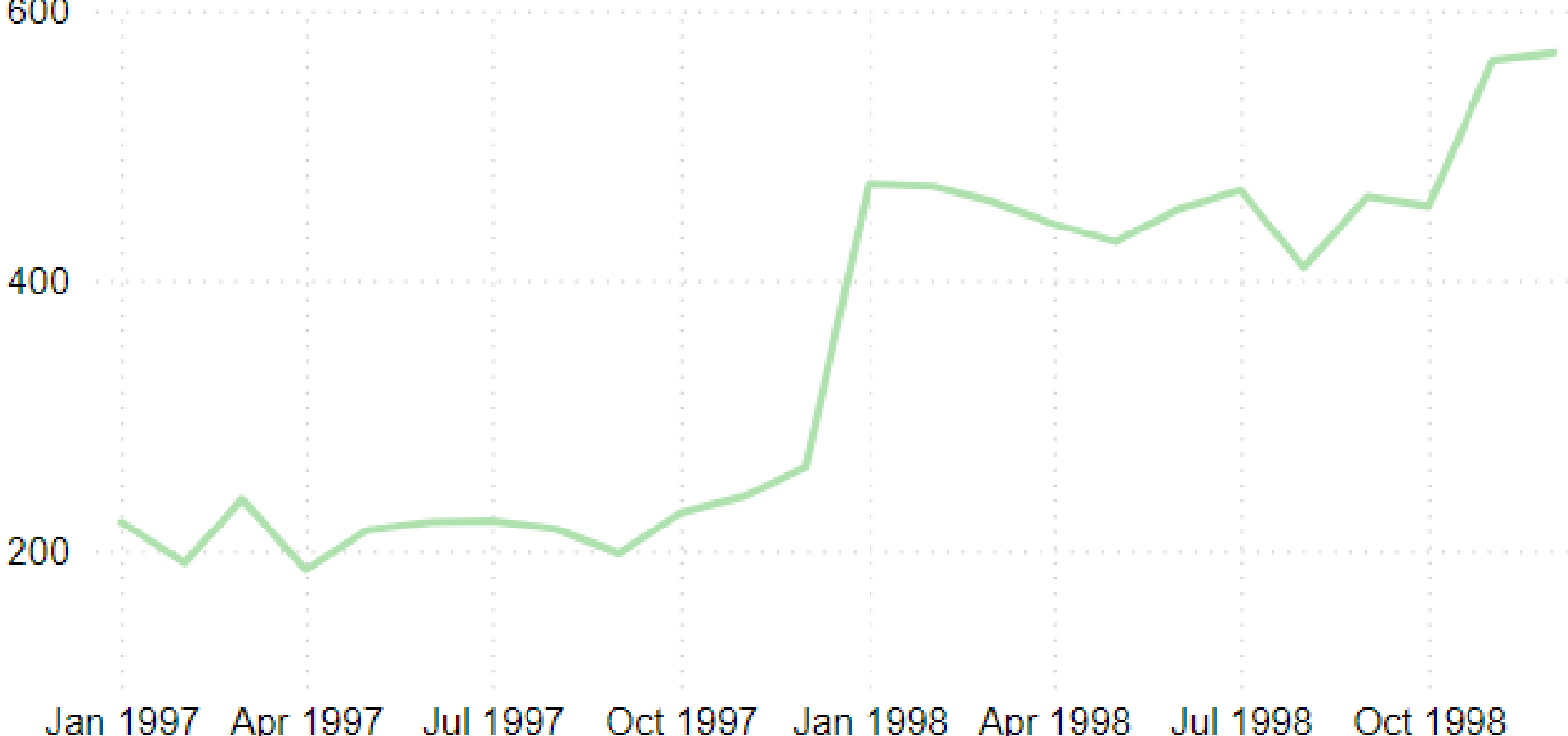
Avg Order Value by Year, Quarter, Month



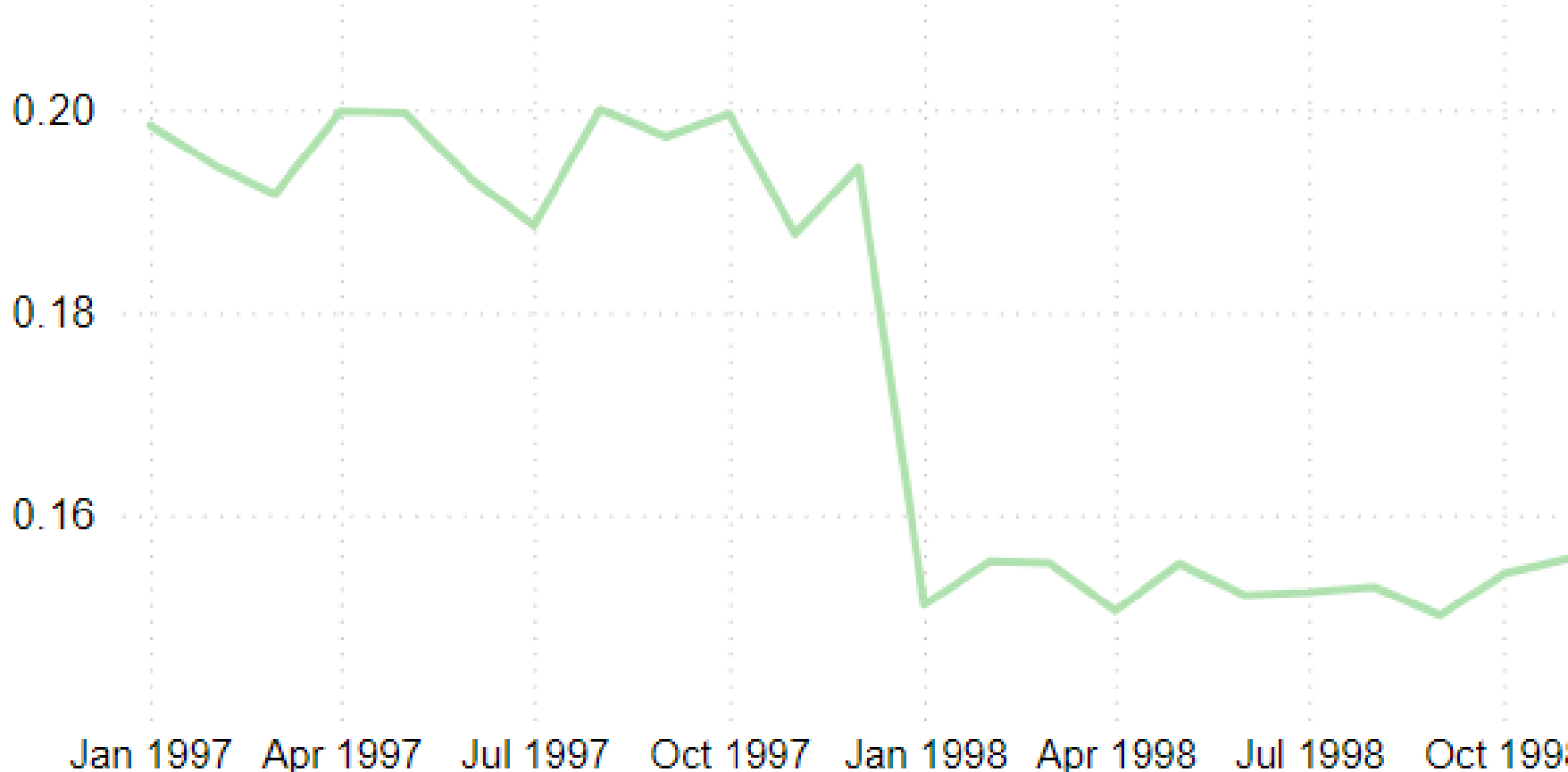
% of Profit Margin by Year, Quarter, Month



Total Quantity Returned by Year, Quarter, Month



Avg Transaction by Year, Quarter, Month





Consumer Trends

Date Range

01-01-1997



31-12-1998



Age Group



All



Education



All



30.26

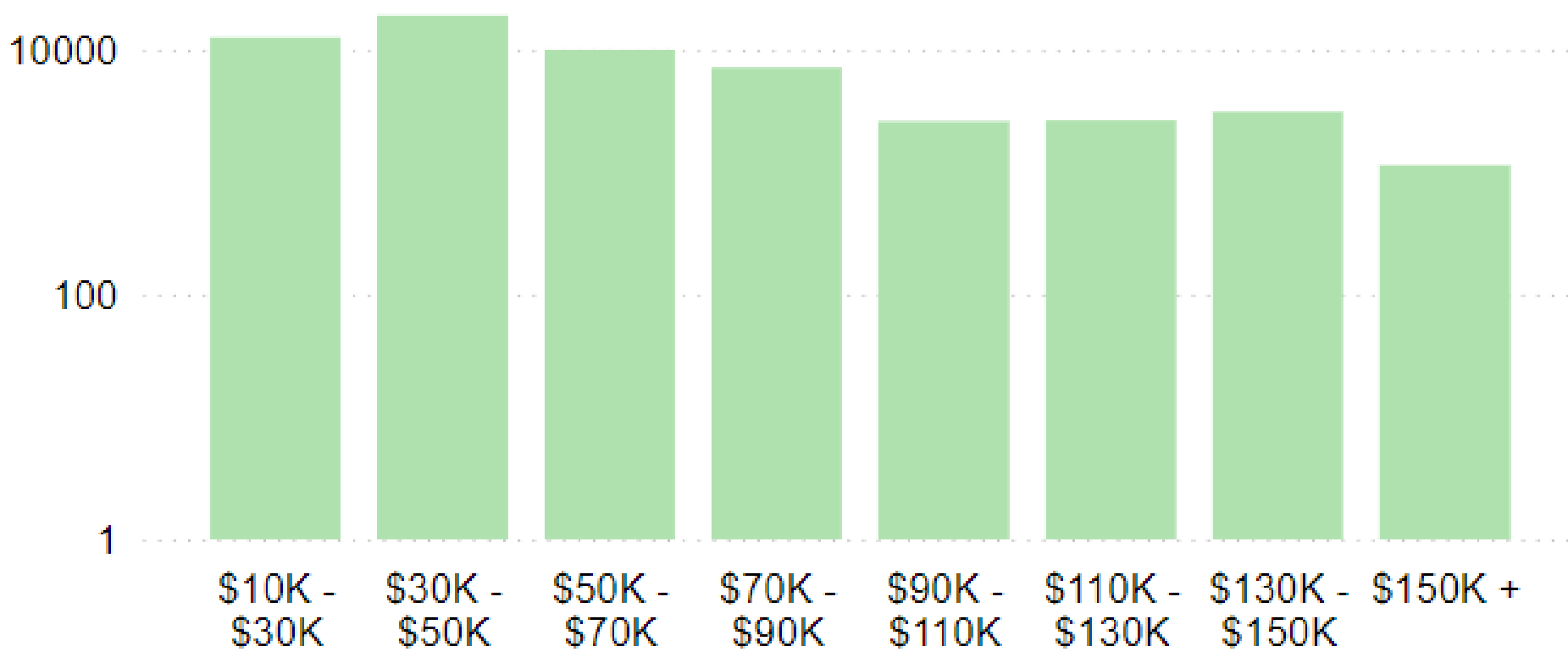
Avg Order Value

3.28%

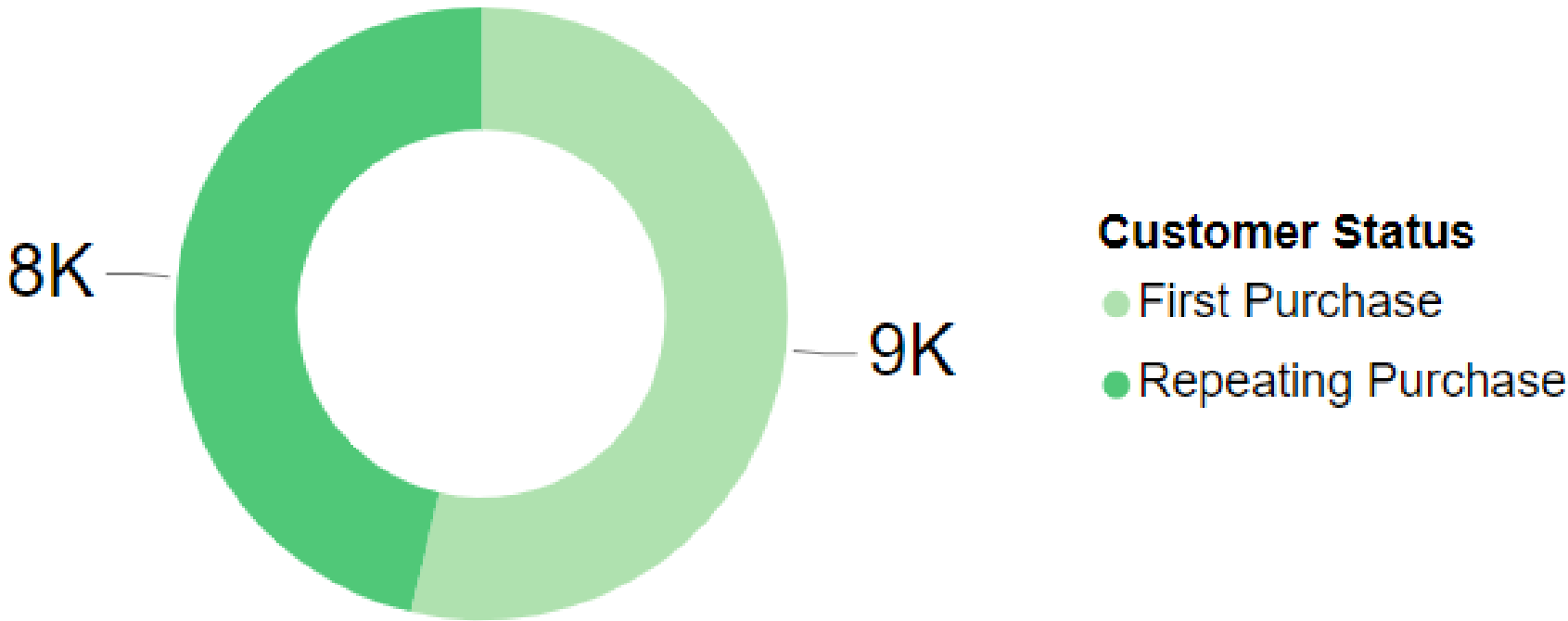
Avg Transactions



Total Orders by Yearly Income

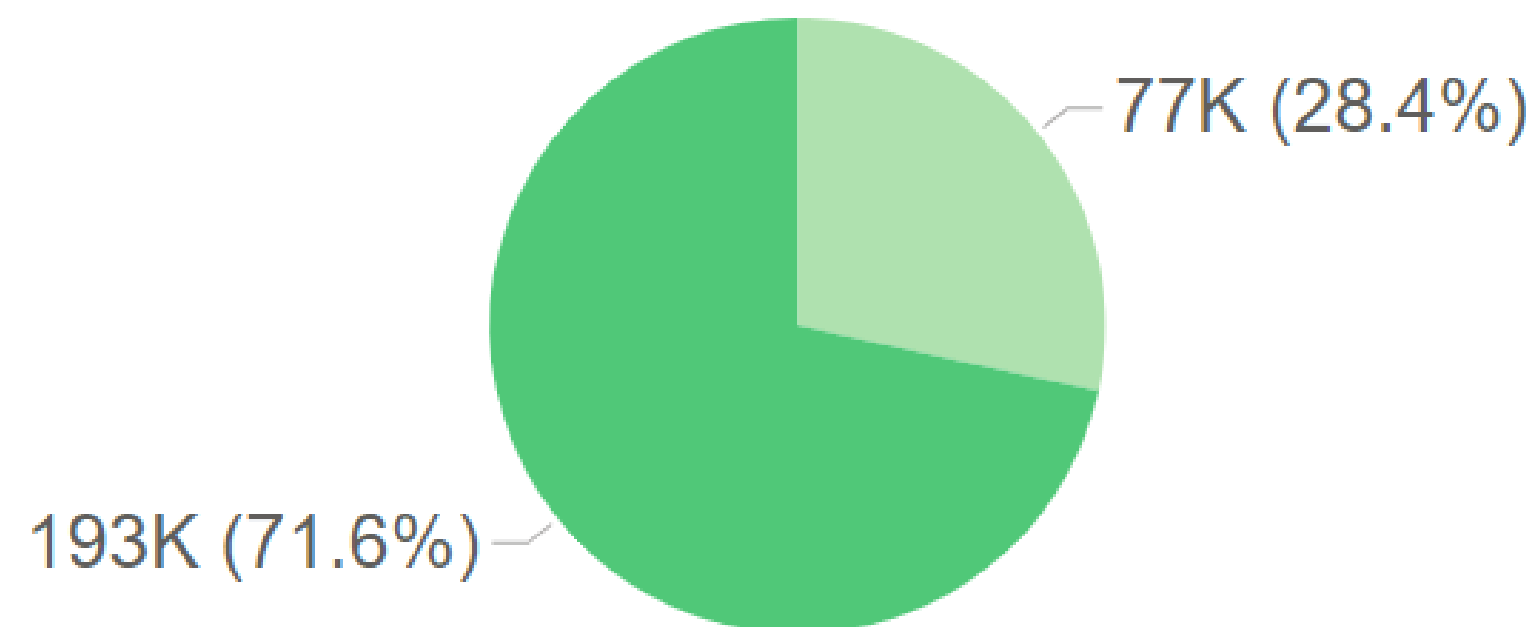


Total Customers by Customer Status

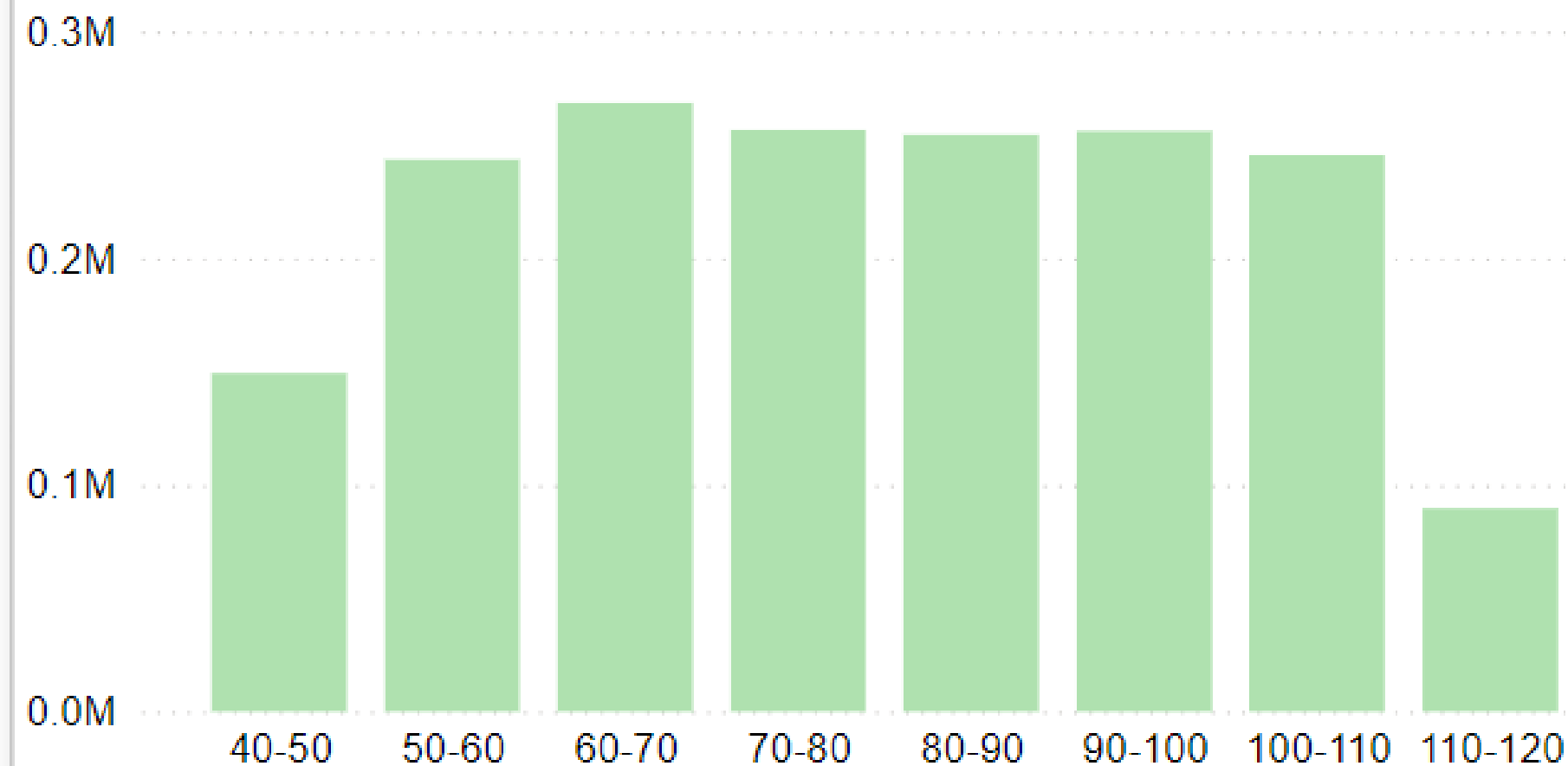


Weekend Transaction Vs Weekday Transactions

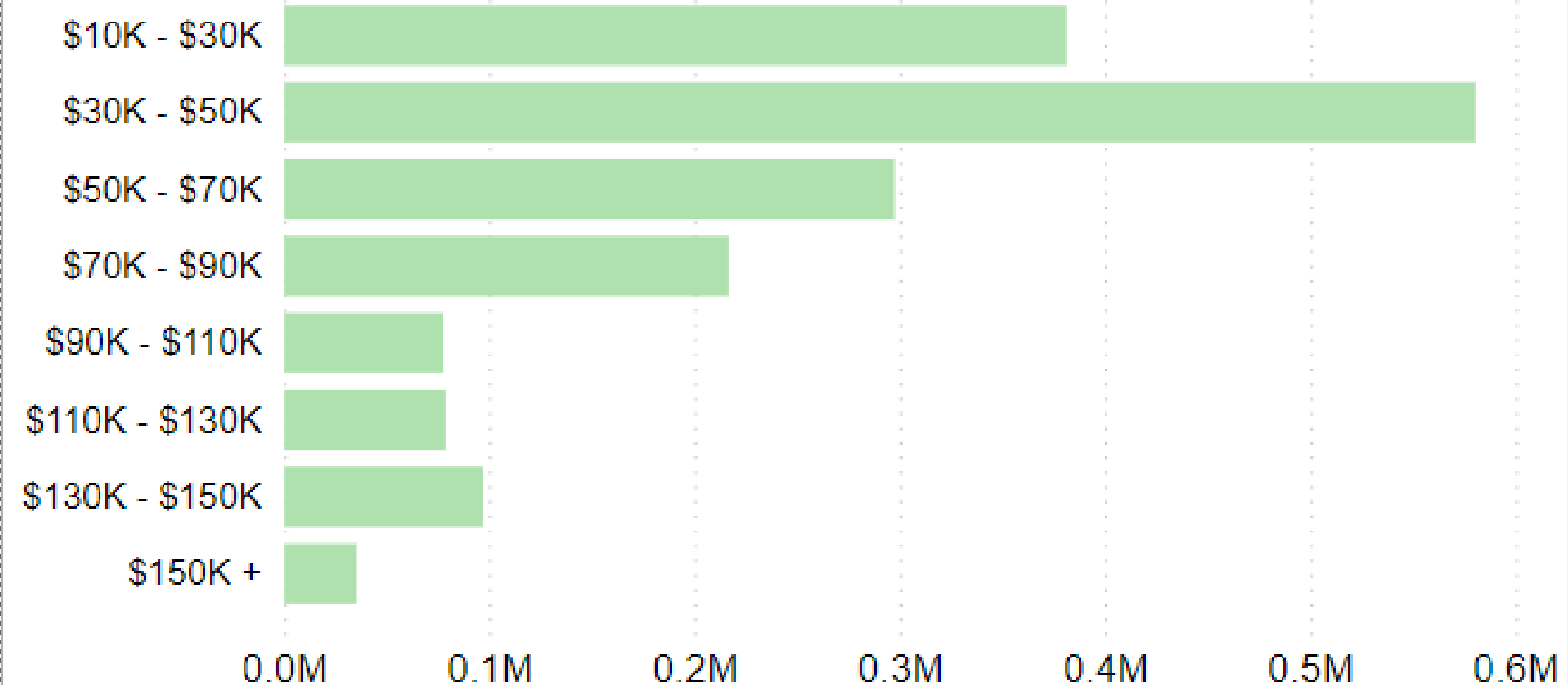
Weekend Transaction Weekday Transactions



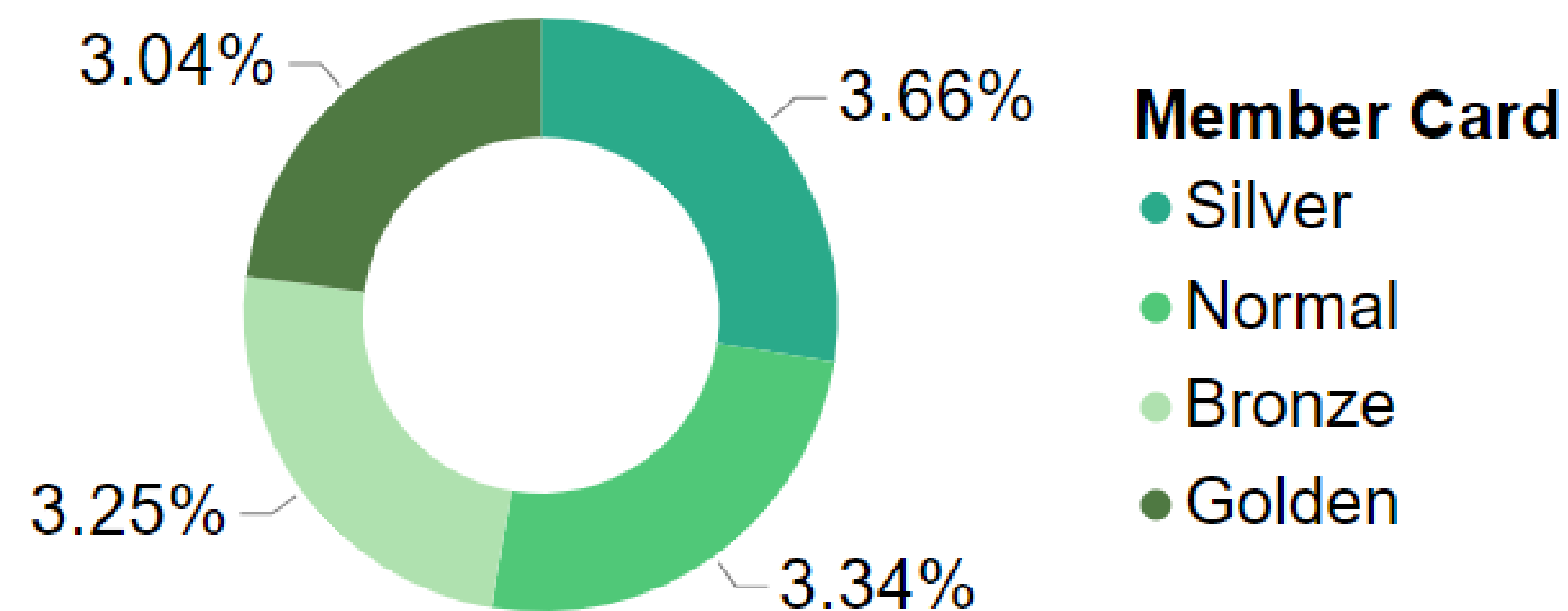
Total Revenue by Age



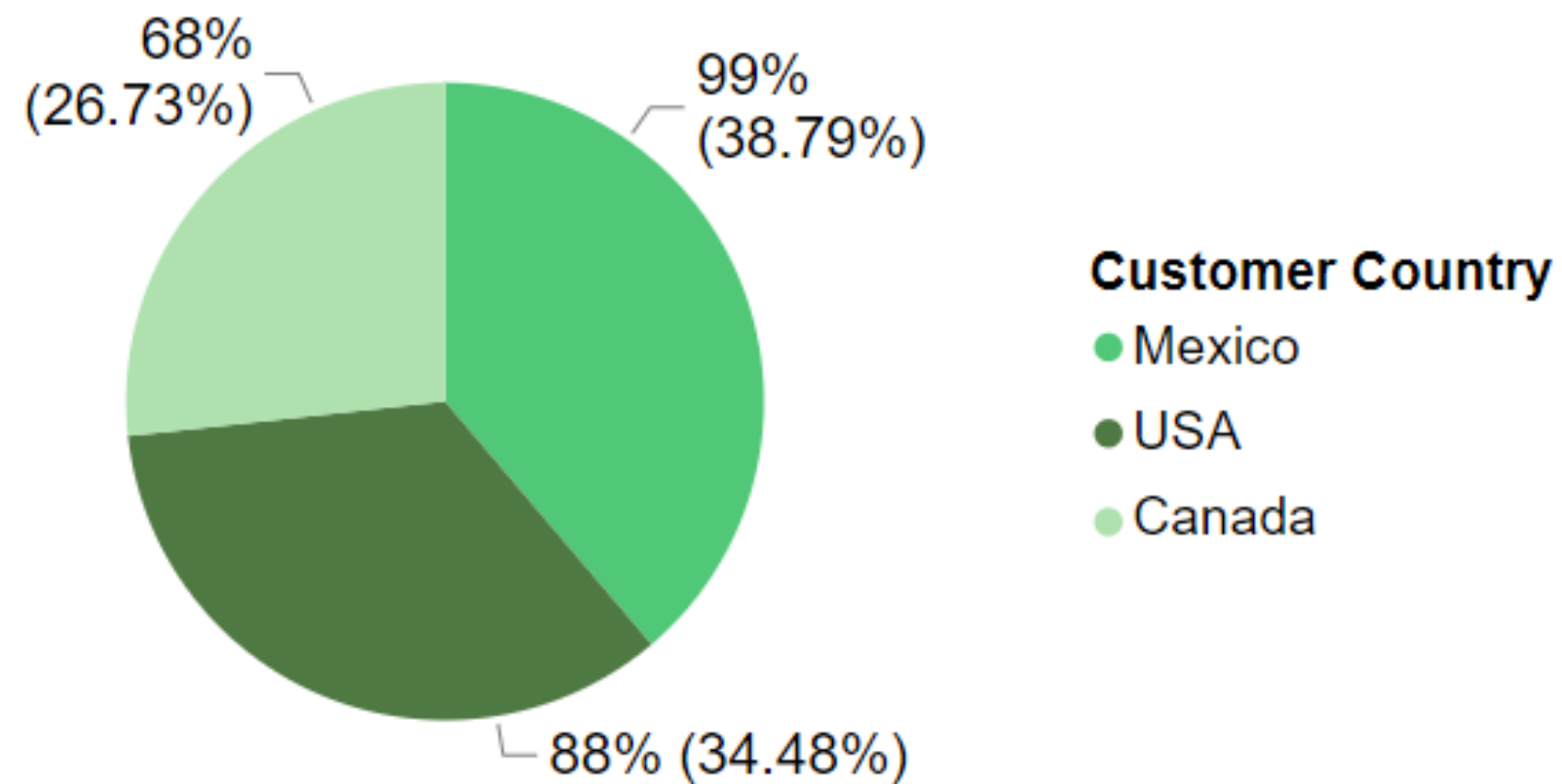
Total Revenue by Yearly Income



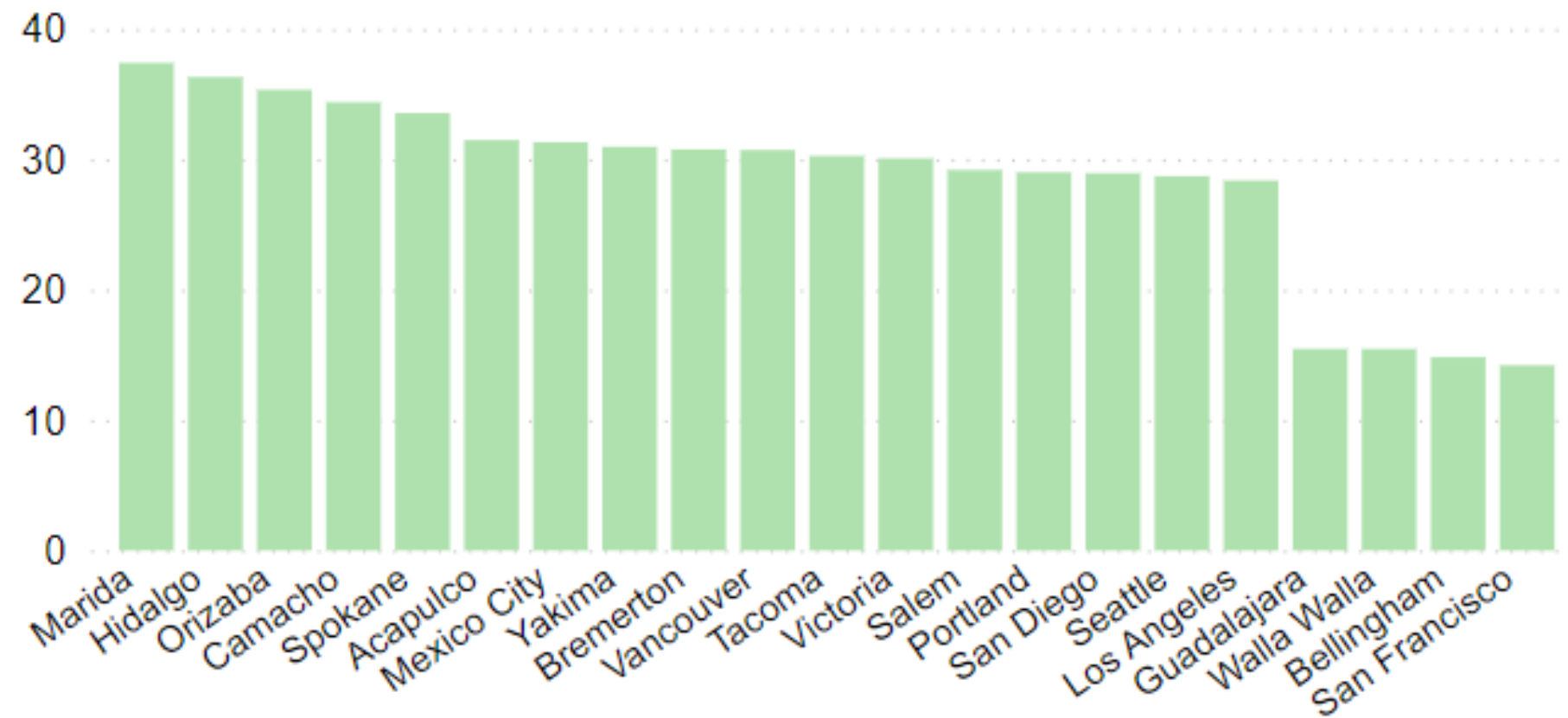
Avg Transactions by Member Card



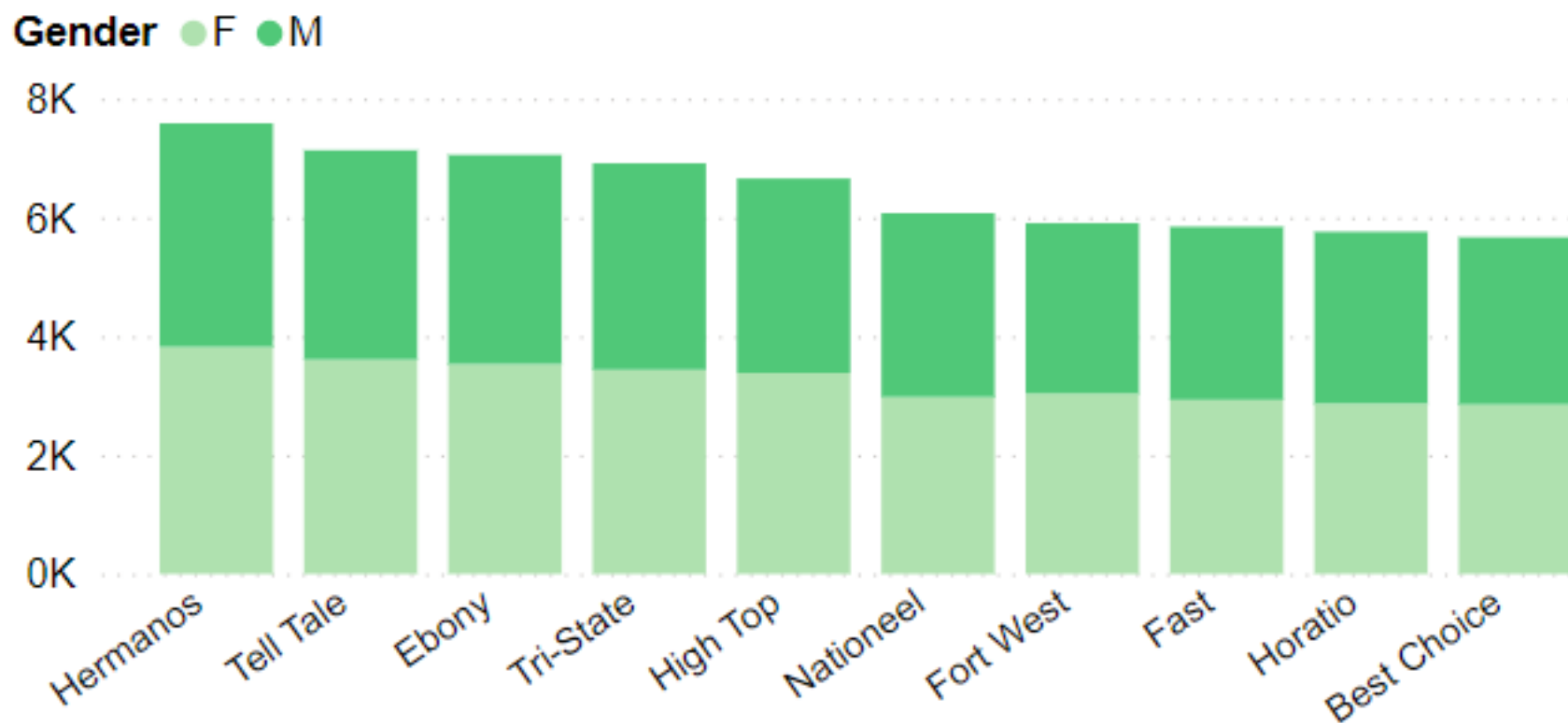
% Total Repeating Customers by Customer Country



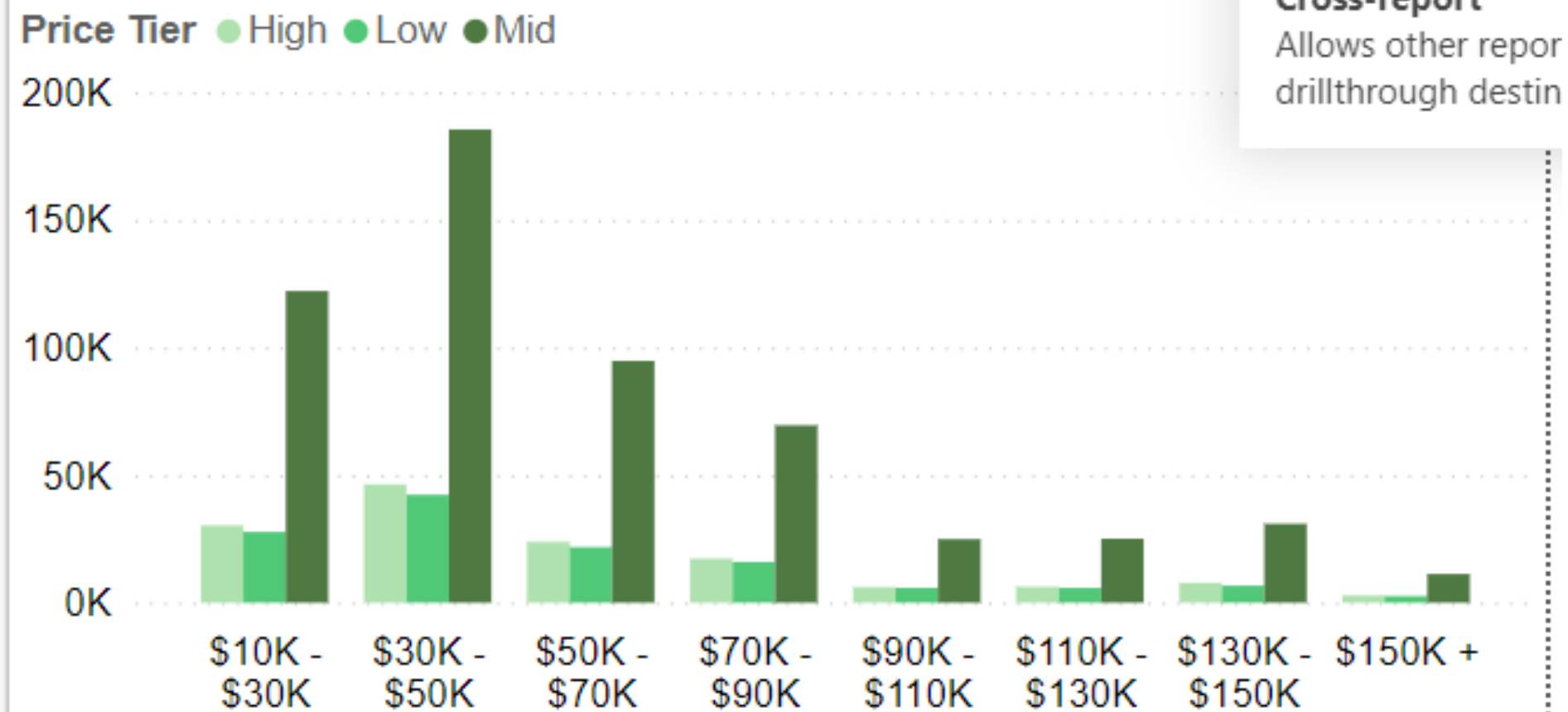
Avg Order Value by Sales District



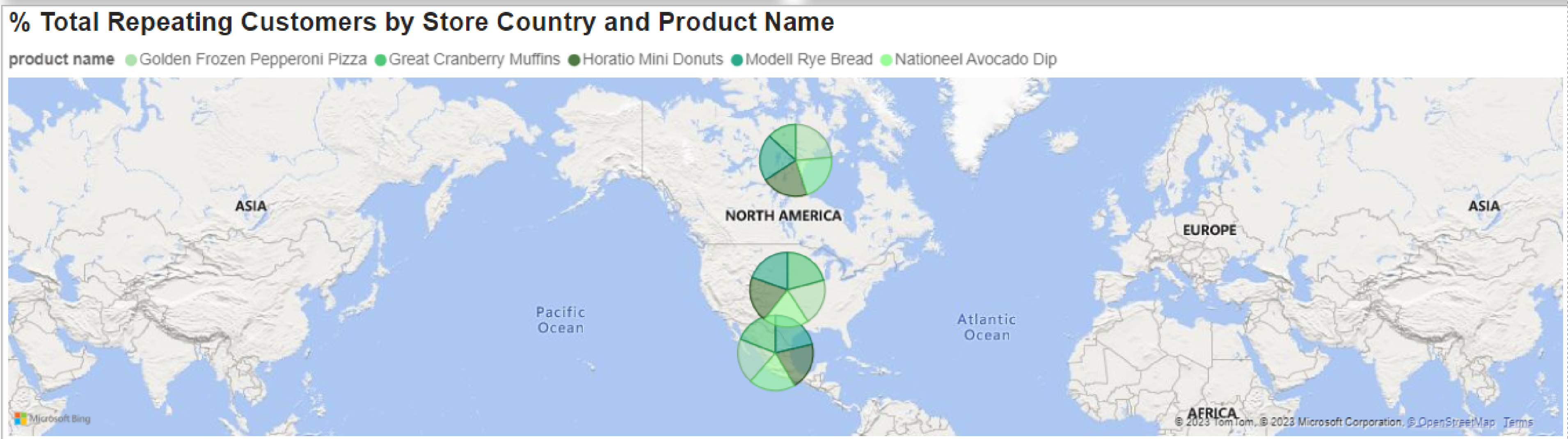
Total Orders by Product Brand and Gender



Total Quantity Sold by Yearly Income and Price Tier



Cross-report
Allows other repor
drillthrough destin





Product Trends

Date Range

01-01-1997 31-12-1998



Price Tier

All

Store Type

All

Customer Status

- ☐ First Purchase
☐ Repeating Purchase

833K

Total Quantity Sold

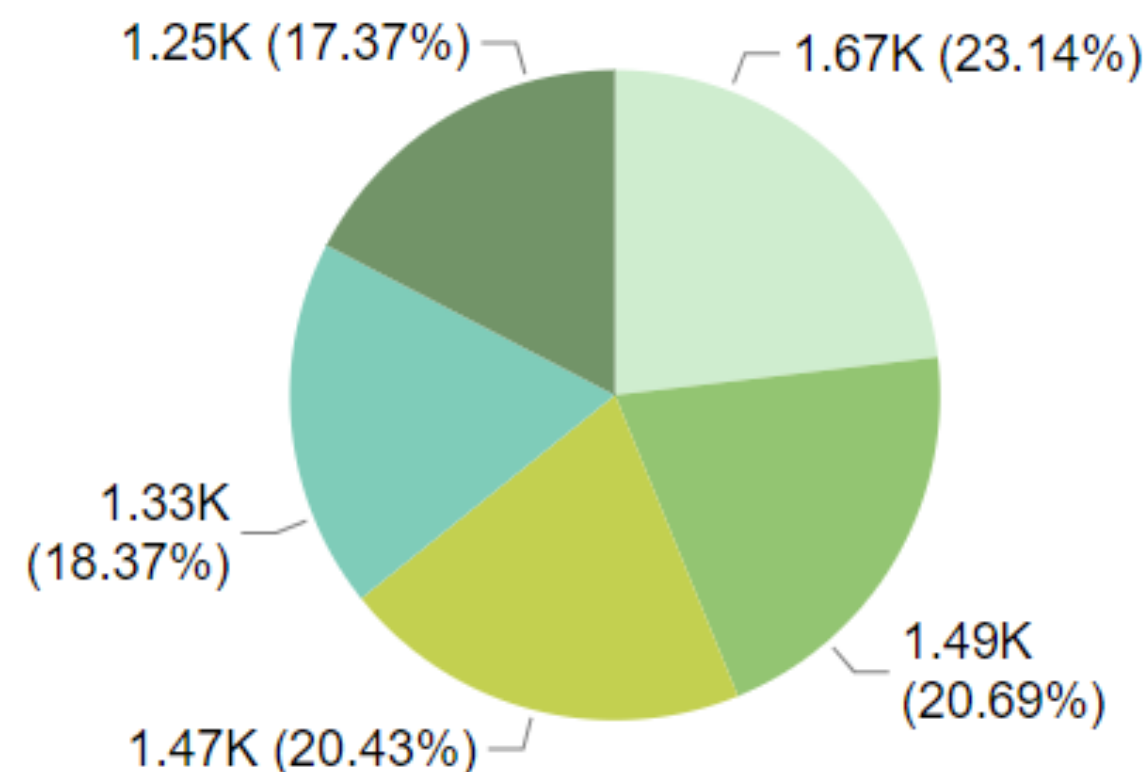
8289

Total Quantity Returned

Product Brand Summary

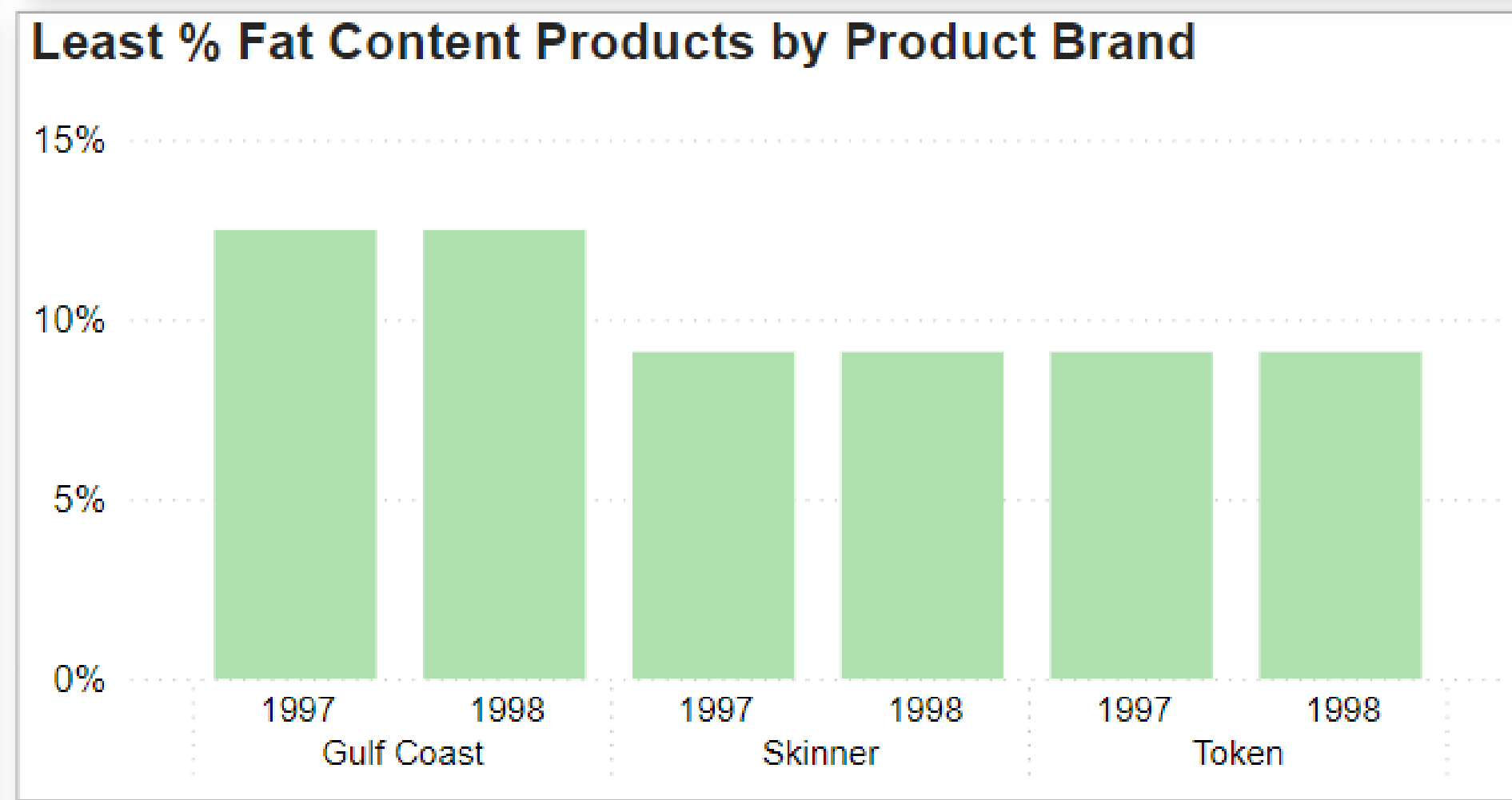
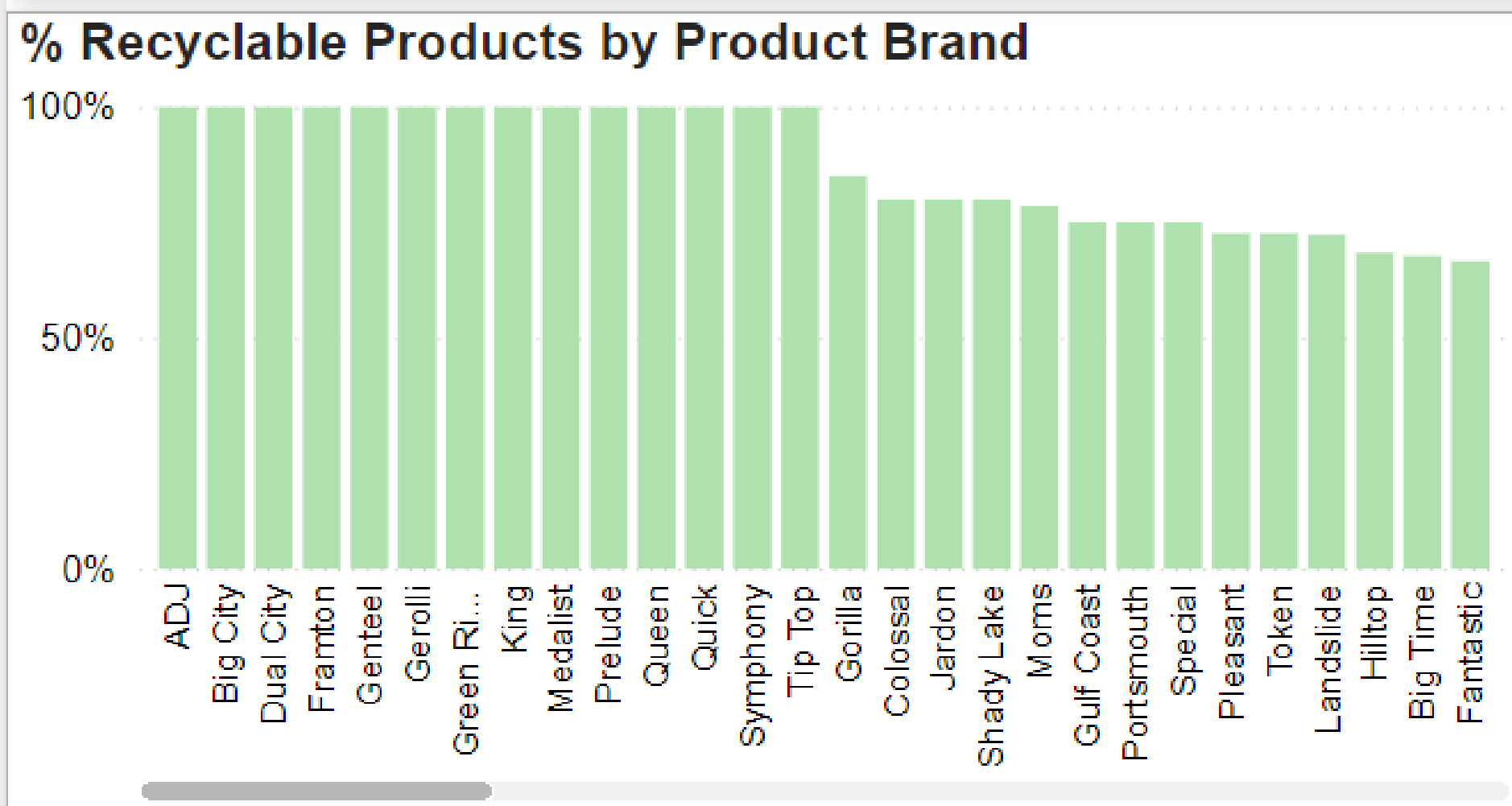
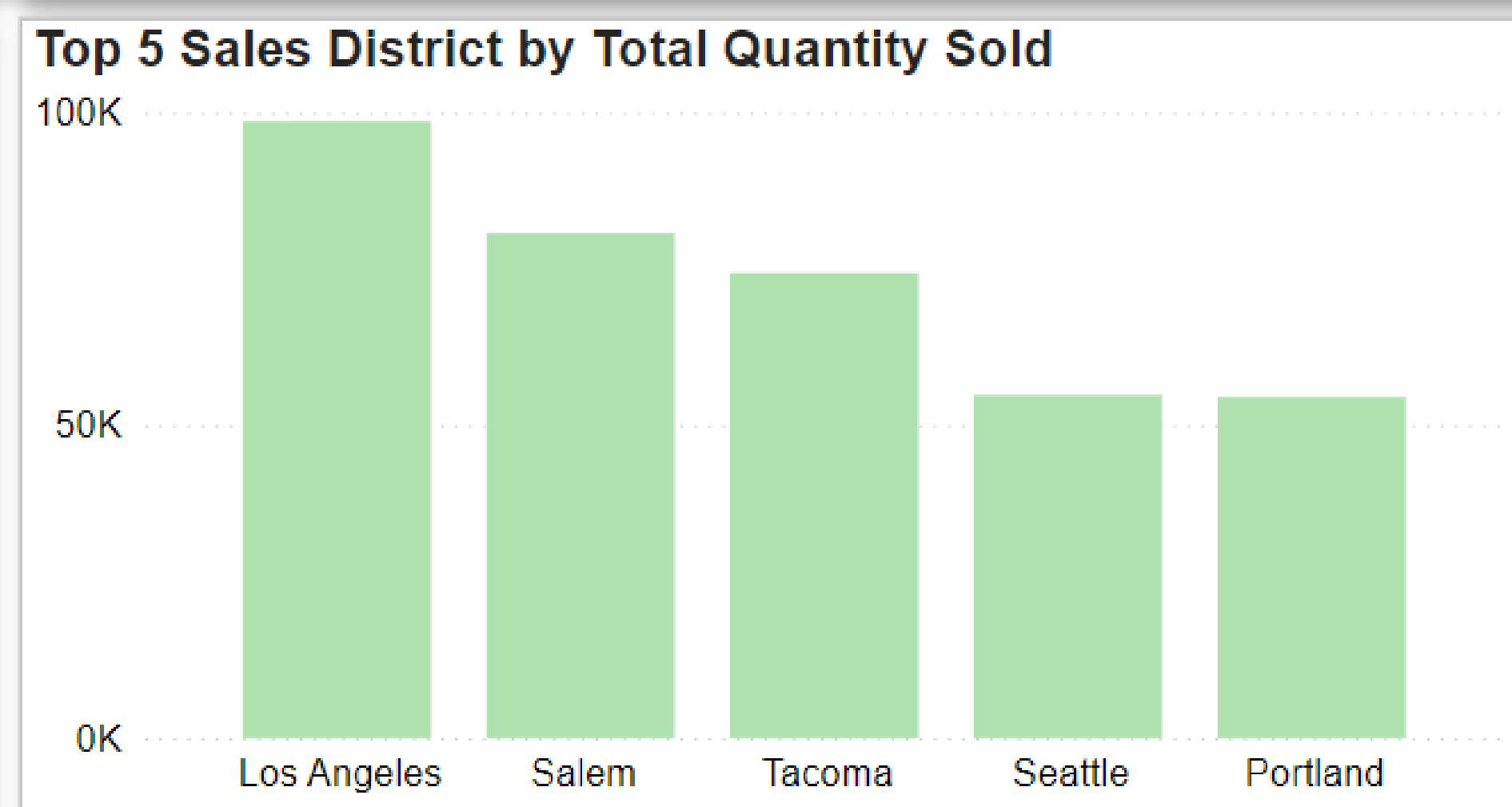
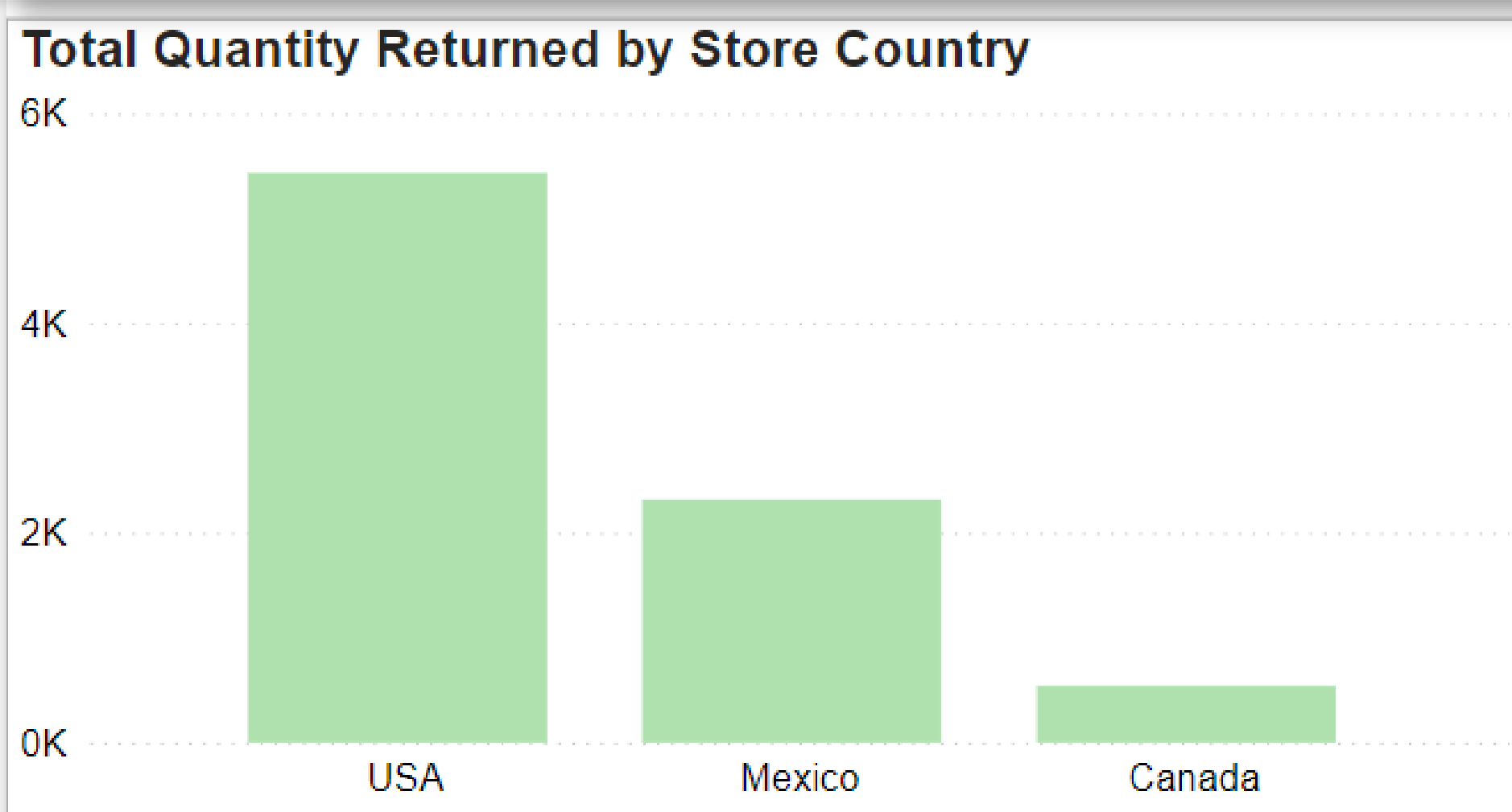
Product Brand	Total Transaction	Total Profit	% of Profit Margin	Return Rate
ADJ	198	1,178.00	68.84%	1.29%
Akron	356	1,239.04	63.77%	1.17%
American	2384	9,818.70	60.02%	0.92%
Amigo	326	1,622.41	55.95%	1.28%
Applause	355	1,520.26	53.11%	1.17%
Atomic	1345	4,625.09	56.71%	1.02%
BBB Best	5254	19,374.93	62.10%	0.90%
Best	714	3,207.16	61.92%	1.06%
Best Choice	6000	25,901.32	60.60%	0.84%
Better	4073	13,192.66	61.14%	1.04%
Big City	355	643.37	58.46%	0.71%
Big Time	5797	23,710.27	60.26%	0.97%
Bird Call	3224	11,343.25	59.26%	0.84%
Black Tie	374	780.56	58.71%	0.78%
Total	269720	10,52,818.78	59.67%	0.99%

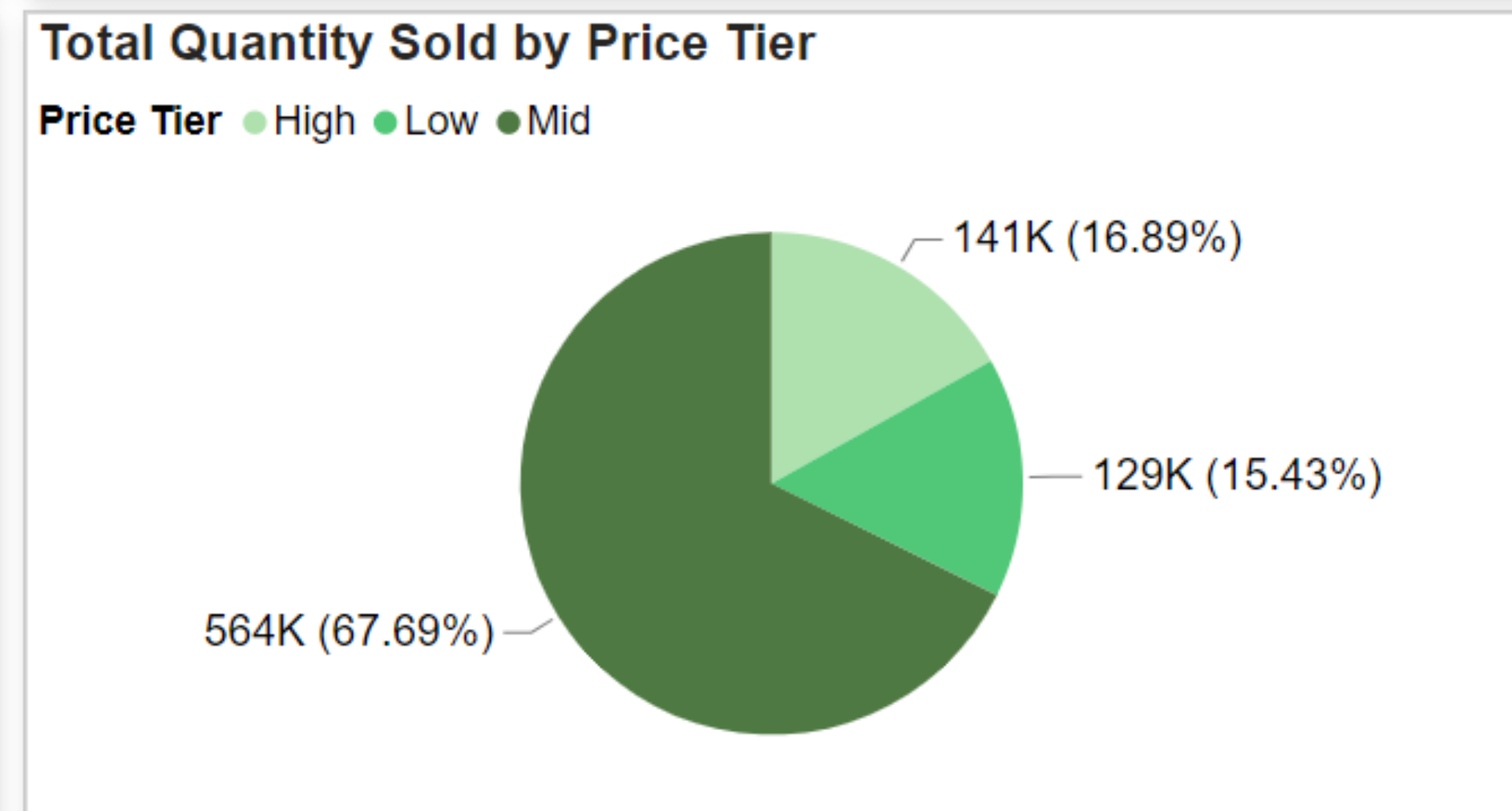
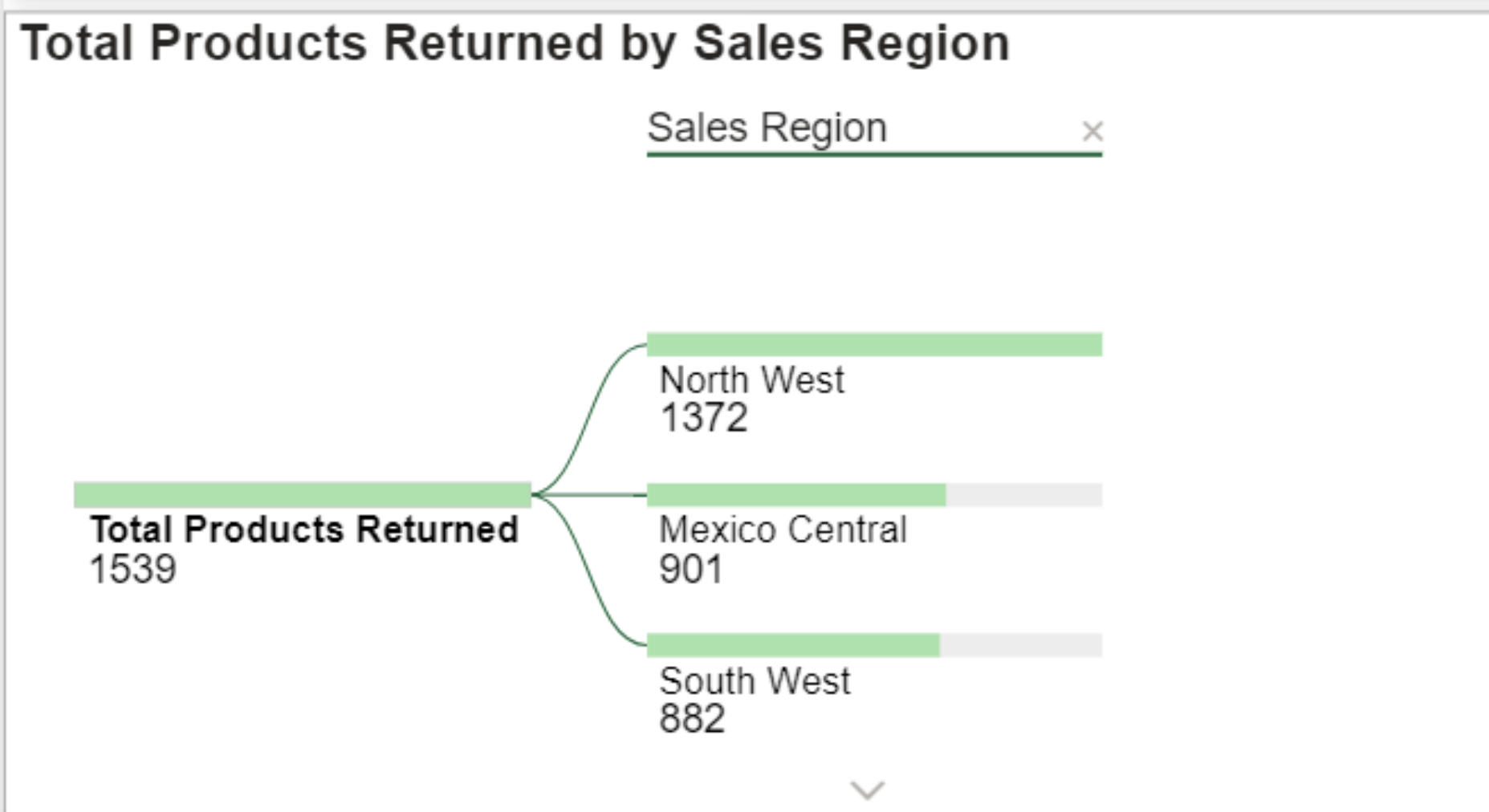
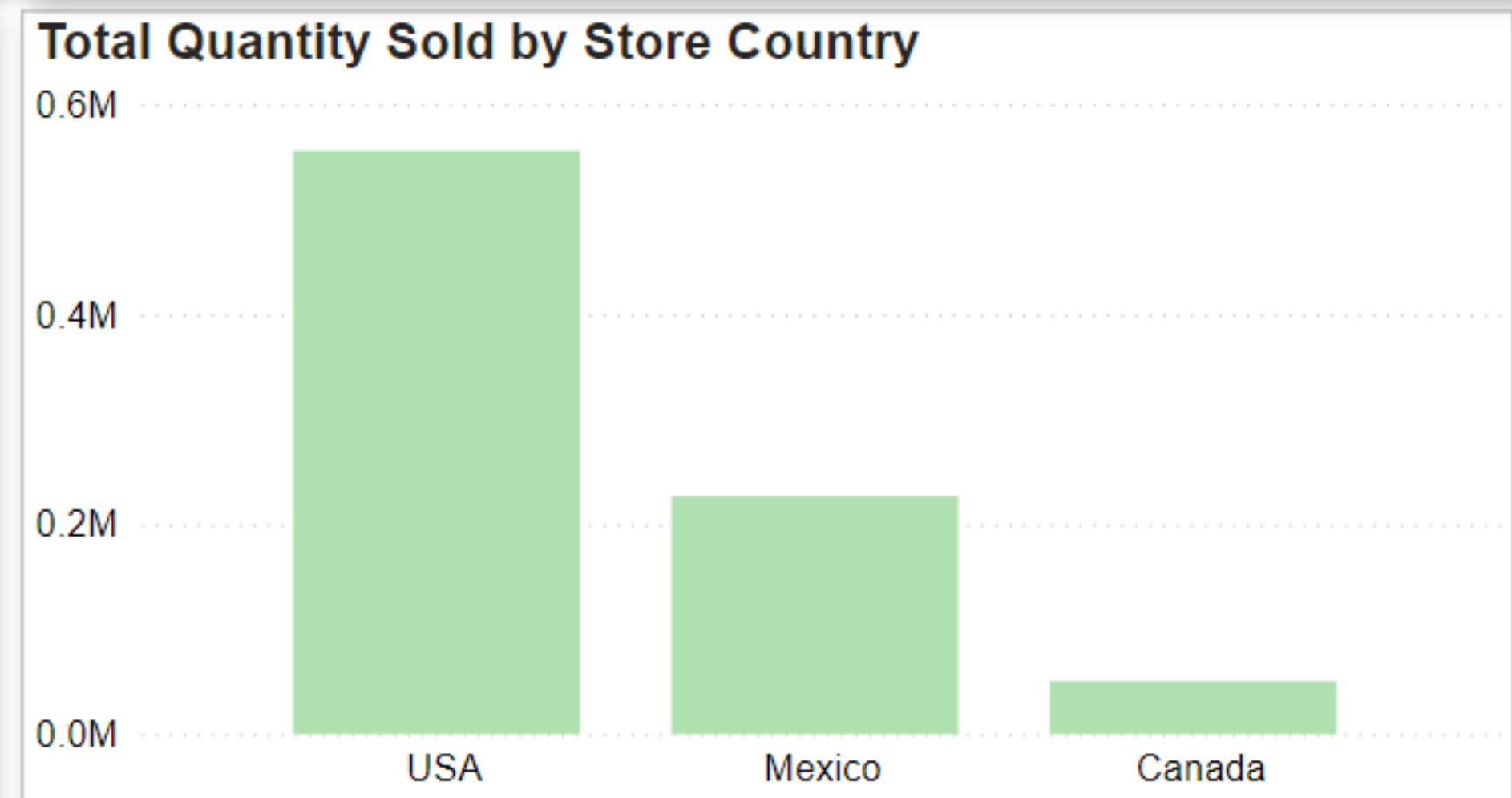
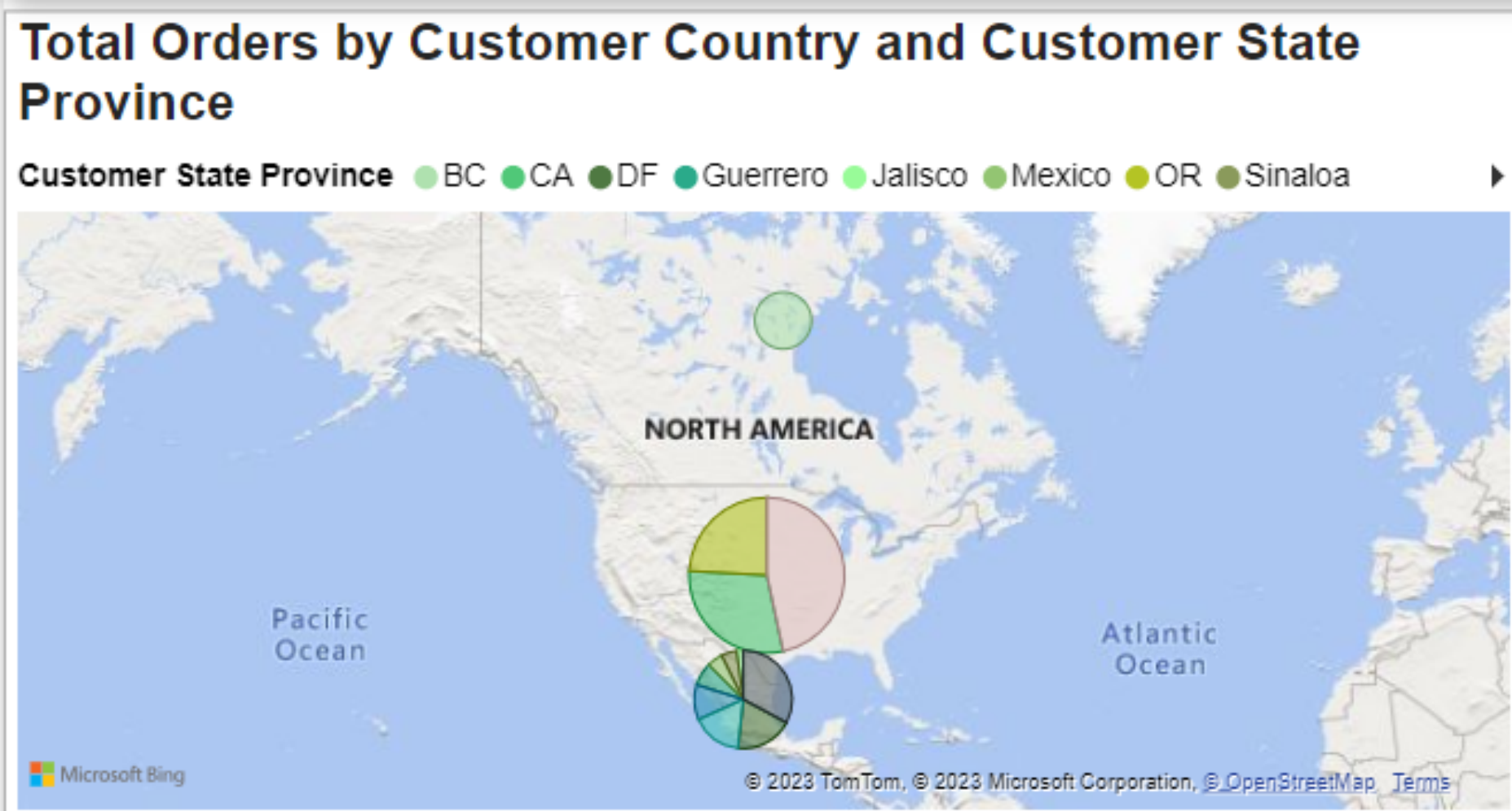
Top 5 Products Name by Total Profit



Product Name

- Hermanos Green Pepper
- Hilltop Mint Mouthwash
- Fabulous Strawberry Drink
- Great Pumpemickel Bread
- Carlson Head Cheese







Key Performance Indicators(KPIs)

1.76M

Total Revenue

How much revenue generated ?

1.05M

Total Profit

How much profit earned ?

59.67%

% of Profit Margin

How much profit margin ?

58K

Total Orders

How many orders received ?

30.26

Avg Order Value

How much customers are spending per order ?

833K

Total Quantity Sold

How many quantities sold ?

8289

Total Quantity Returned

How much quantity returned ?

0.99%

Return Rate

How much return rate on total quantity sold ?



Inferences



Broad View :

- ➡ Most customers are from the USA.
- ➡ In October, orders initially dropped but later rose, likely due to year-end preparations.
- ➡ The highest revenue is from the \$30K-50K income group, with majority of products being recyclable.
- ➡ Hidalgo leads in transactions, and bronze cardholders generate the most revenue.
- ➡ Additionally, females in professional roles and males in manual/skilled manual roles have the highest transactions.
- ➡ 1996-1998 shows a consistent weekly revenue trending.

Periodical Trends :

- ➡ Monthly, a regular seasonal pattern observed in Total Revenue, Total Orders, Total Quantity Sold and Total Profit.
- ➡ Monthly, consistent seasonal pattern noted in total returns and quantity returns.
- ➡ Despite a decline (Jan to Dec 1997), there is an upward trend in Average Order Value. Average Revenue and % Profit Margin fluctuate.
- ➡ Despite an upward trend (Jan to Dec 1997), a noticeable downward trend in average transactions.

Consumer Trends :

- ➡ Most repeating customers for the "Rye Bread" product are from Mexico.
- ➡ Maximum revenue comes from the 60-70 age group, and the highest-earning group (30-50k) prefers mid-priced products.
- ➡ Maximum orders are from females for the "Hermanos" brand, and the highest Average Order Value per customer is from the Marida district in Mexico.

Product Trends :

- ➡ "Hermanos Green Pepper" is the most profitable product.
- ➡ Los Angeles, USA, sees the highest Product Quantities Sold, while the USA shows maximum returns.
- ➡ Token has the least fat content. The highest number of orders comes from the USA and Washington state, with the least from Canada and British Columbia. Mid-price tier product sell in large quantities and the supermarket type of stores have the highest Average Order Value.



Forecasts & Implications

- ➡ According to our forecasting, the profit is expected to range from 50K to 80K and the revenue is expected to range from 90K to 140K over the upcoming two months.
- ➡ Despite being a mid-range product, Apple's CDR preserves have the lowest demand, prompting the company to review the product for potential loopholes.



SALE

THANK YOU

**-70%
OFF**

**-50%
OFF**



Done By:
Anusha Mishra
Gaurav Jain
Sai Abhishek
Arjun Reddy