



DATA ANALYSIS REPORT

Mega Store Sales From 2015 - 2018

CUSTOMER SEGMENTATION

Total Customers

9800

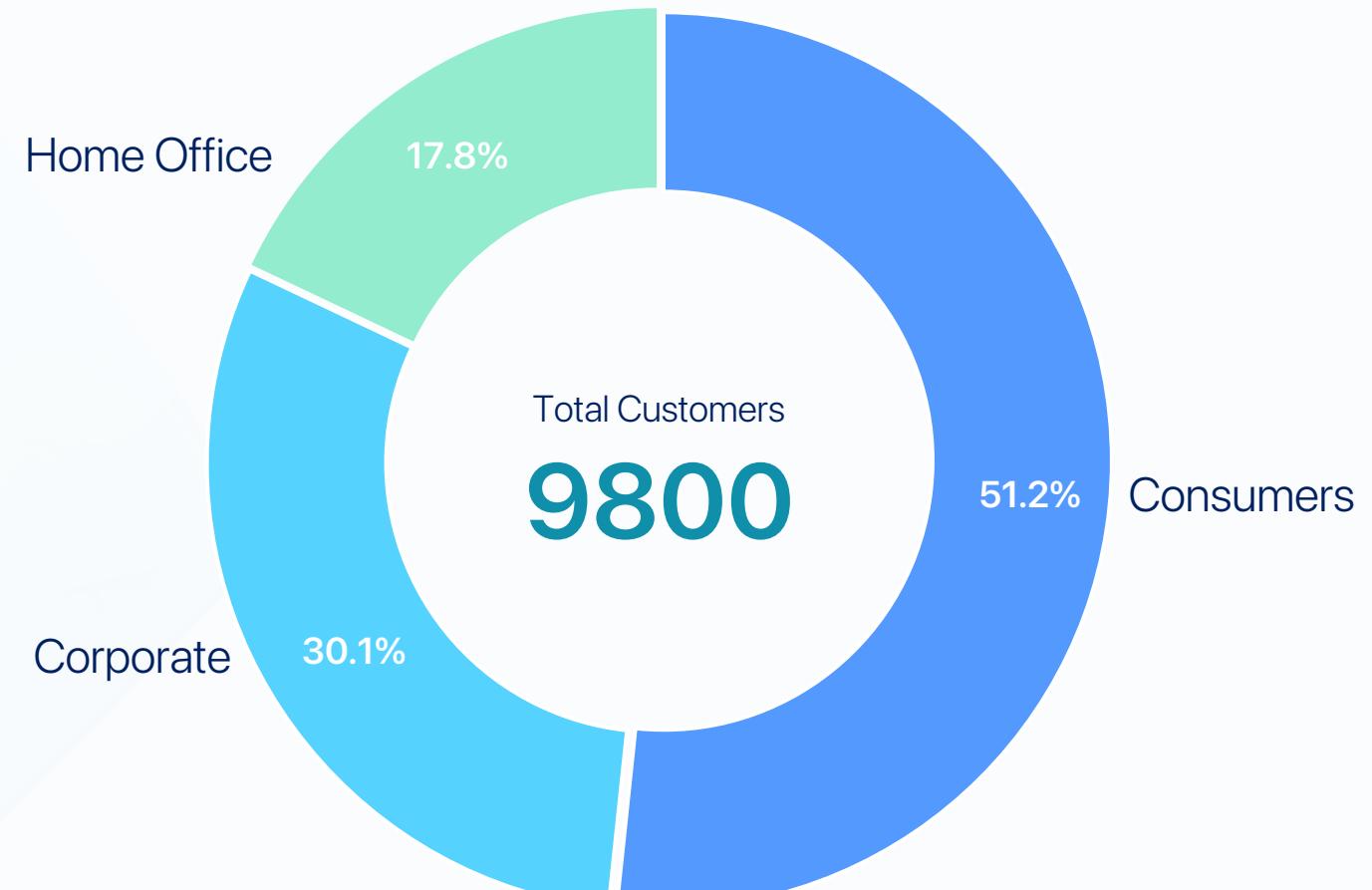
Group Customers based on Segmentation

51.2% Consumers

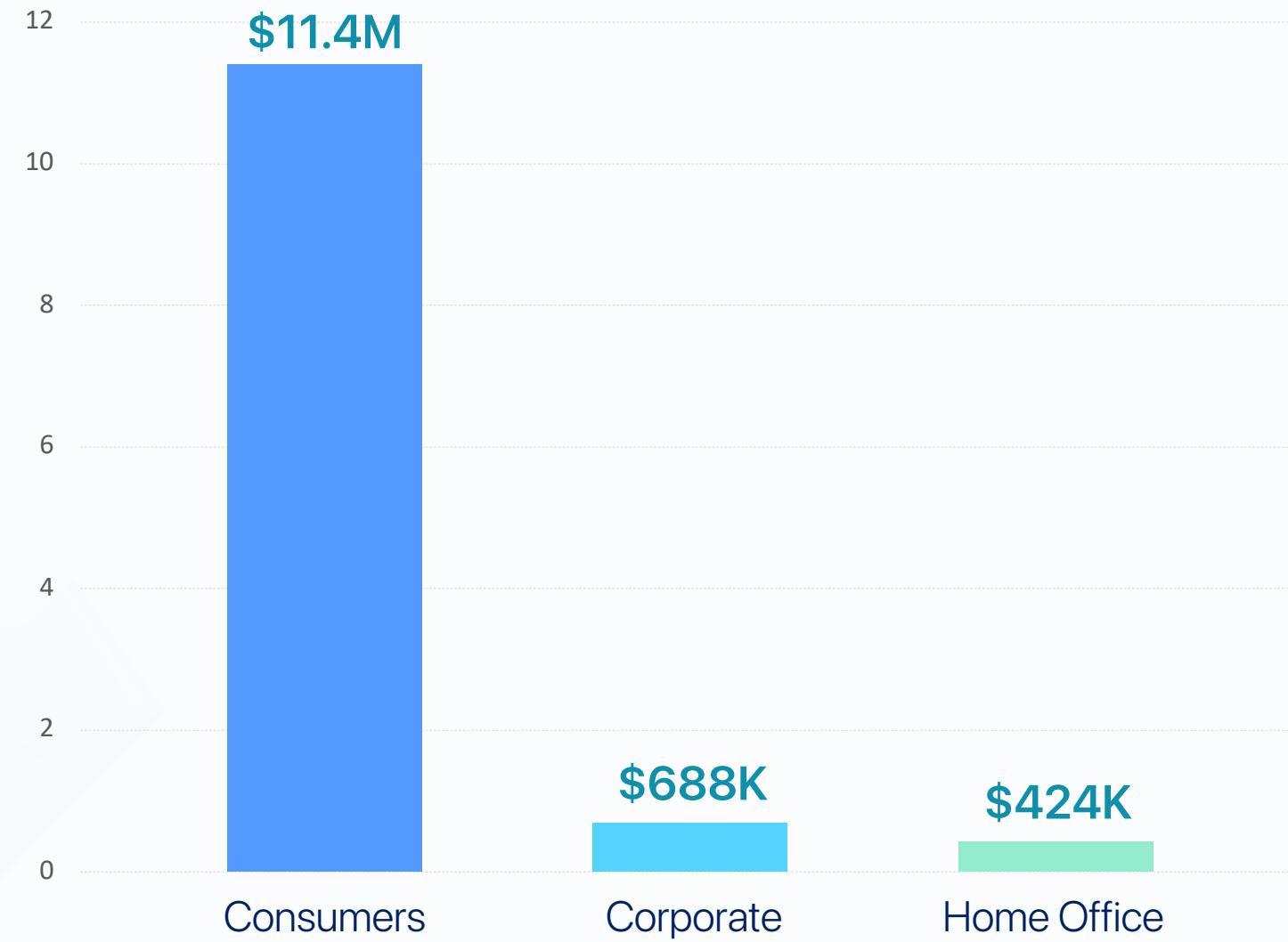
30.1% Corporate

17.8% Home Office

DISTRIBUTION OF CLIENTS

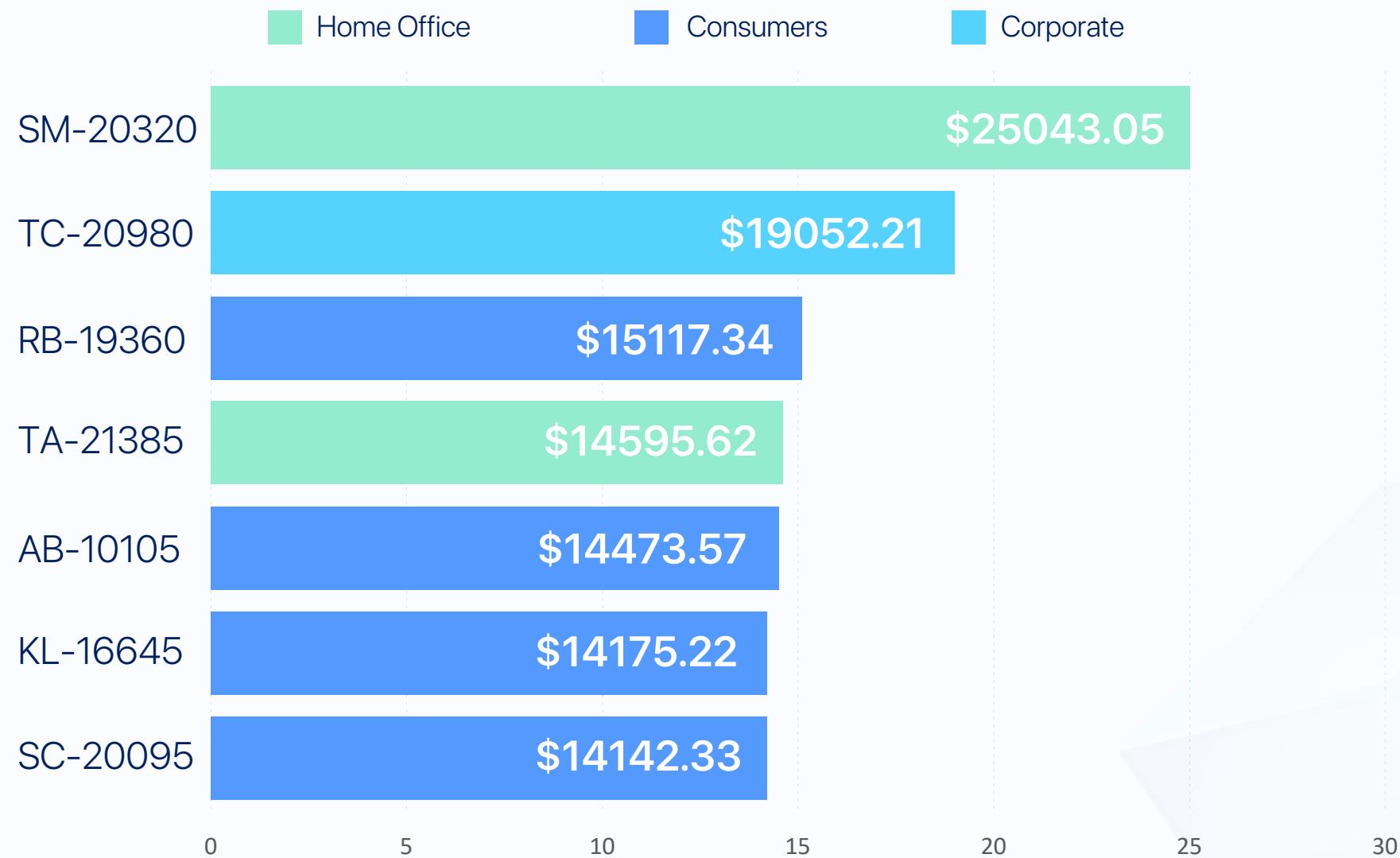


SALES BY CUSTOMERS CATEGORY



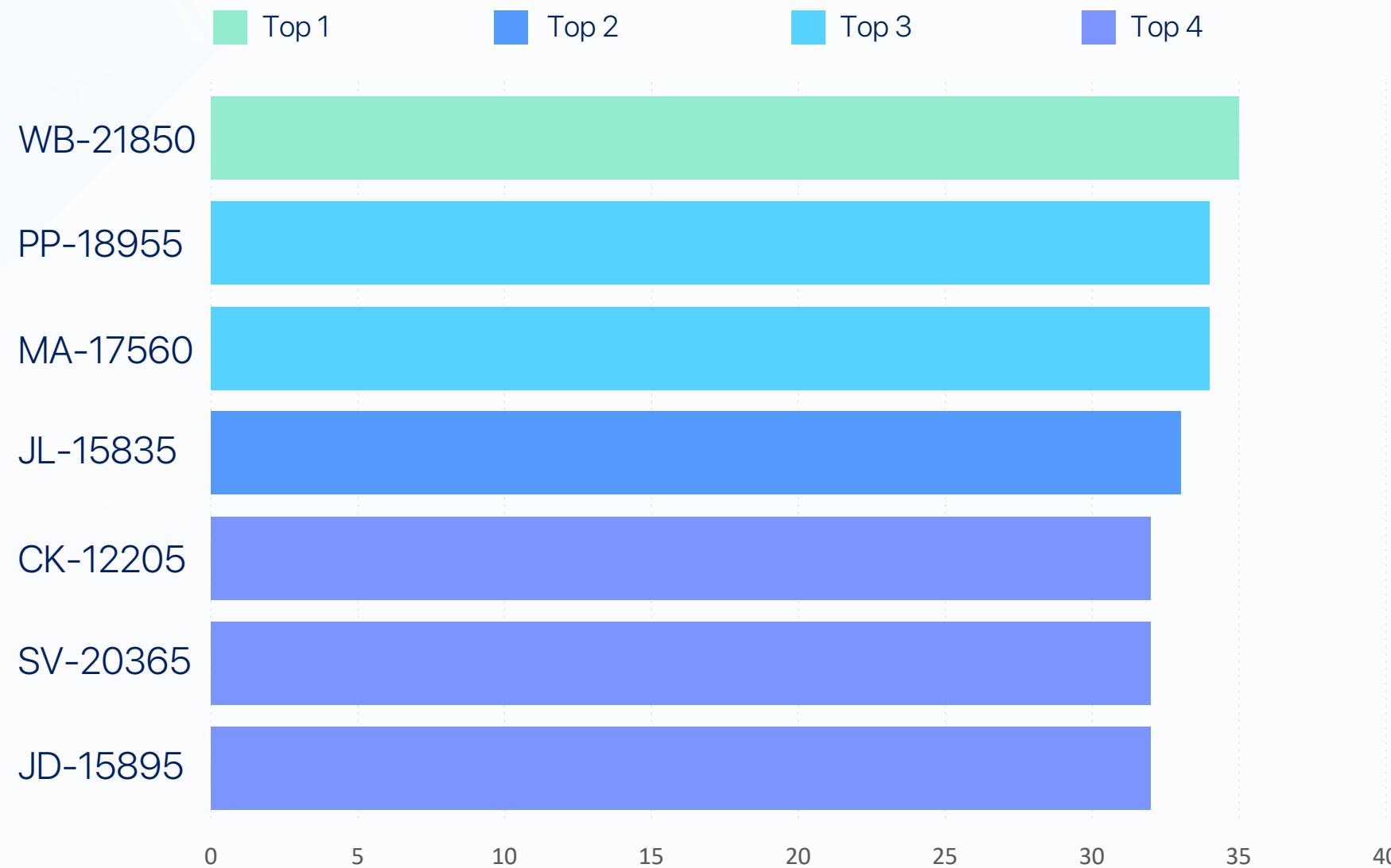
CUSTOMER AND SALES

TOP CUSTOMERS ACCORDING TO SALES



CUSTOMER LOYALTY

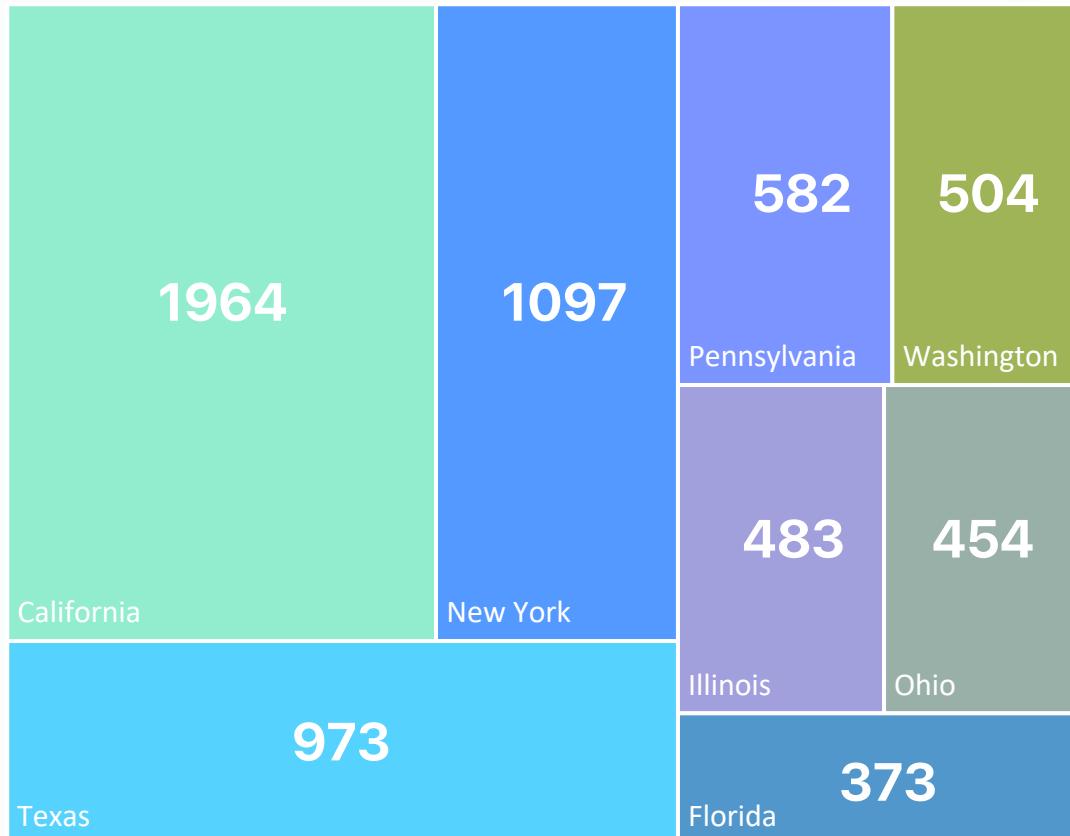
TOP REPEAT PURCHASE CUSTOMERS



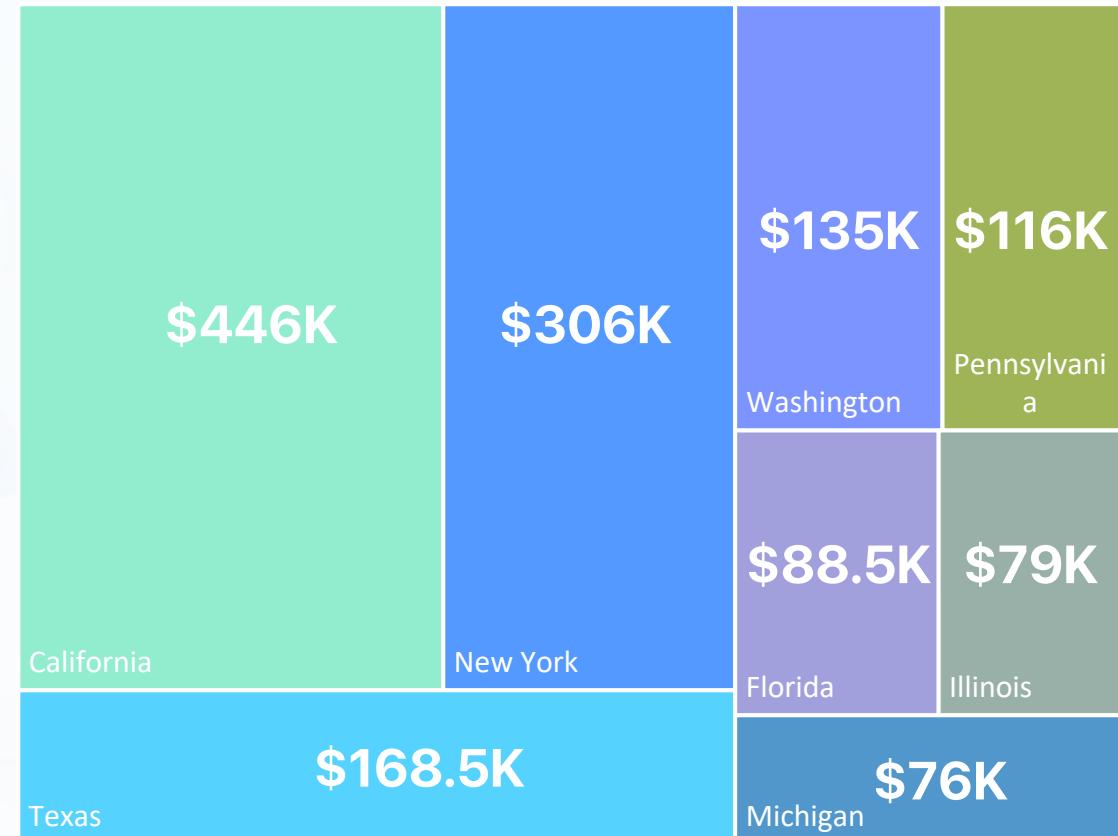
GEOGRAPHICAL ANALYSIS

Top 1 Top 2 Top 3 Top 4 Top 5 Top 6 Top 7 Top 8

TOP STATE ACCORDING TO CUSTOMERS



TOP STATE ACCORDING TO SALES



SHIPPING METHODS

What is the popular shipping mode?

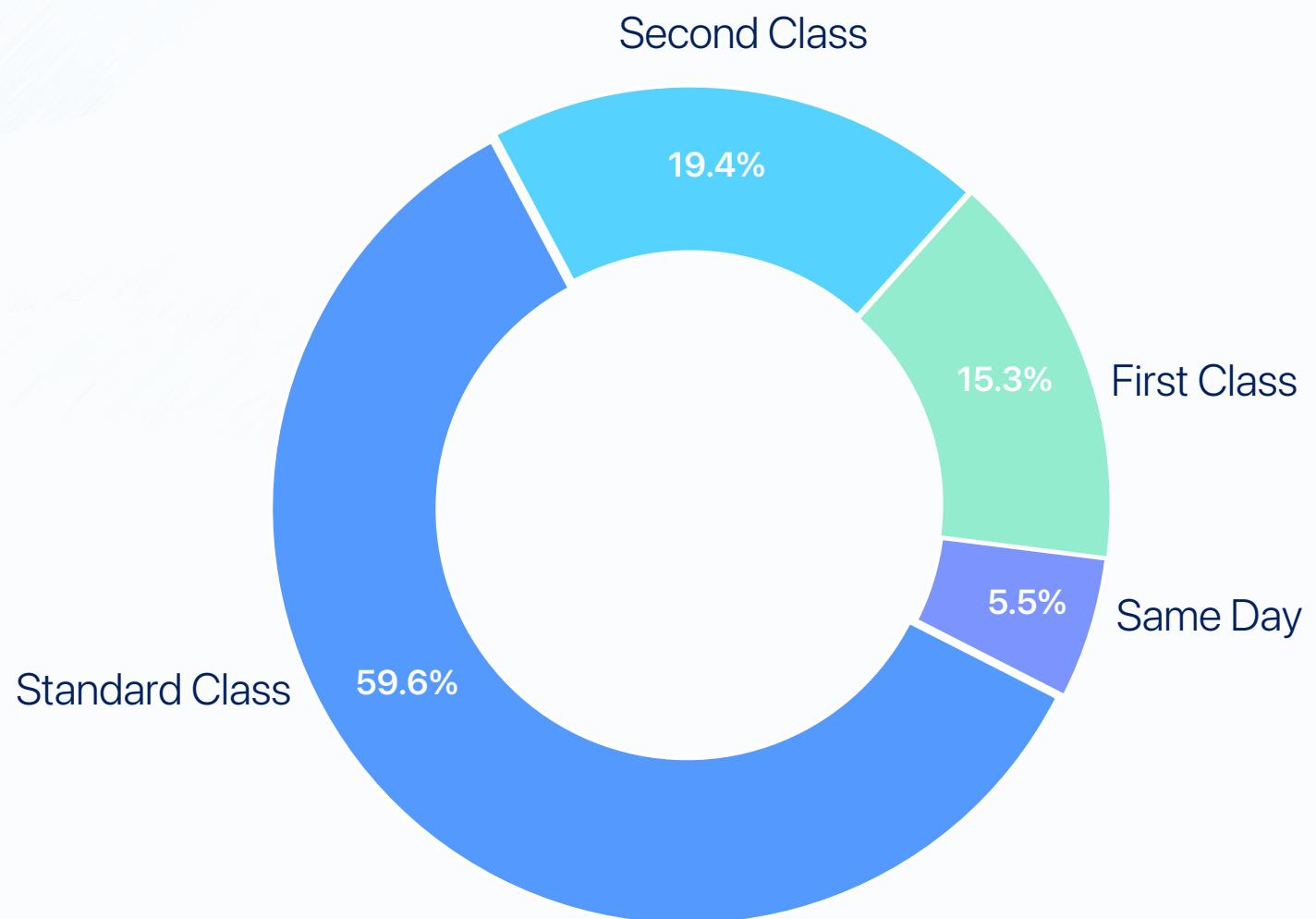
59.6% Standard Class

19.4% Second Class

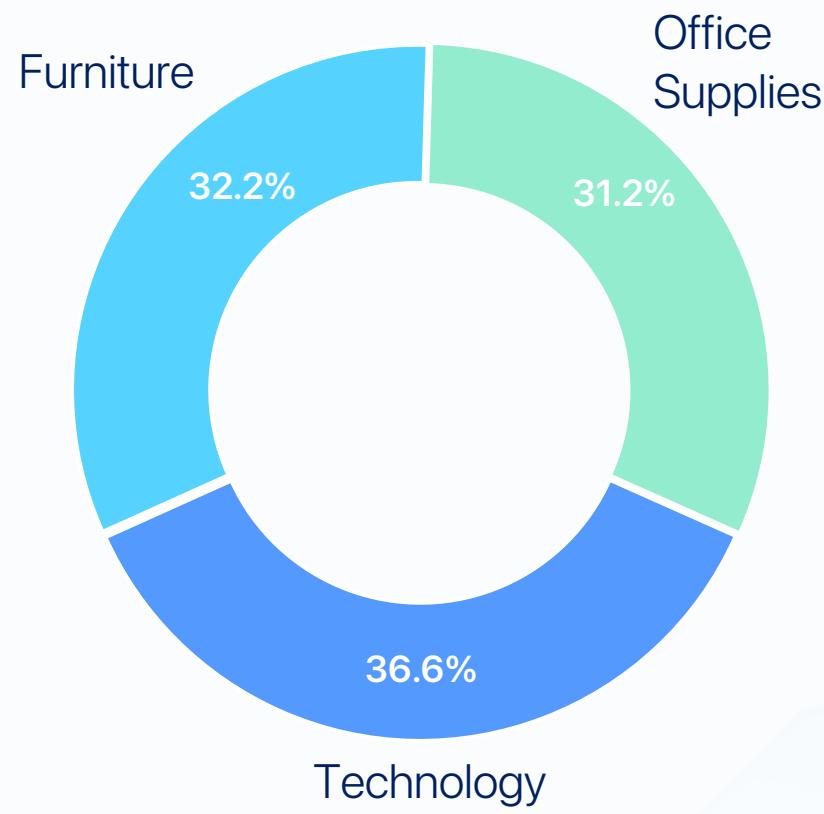
15.3% First Class

5.5% Same Day

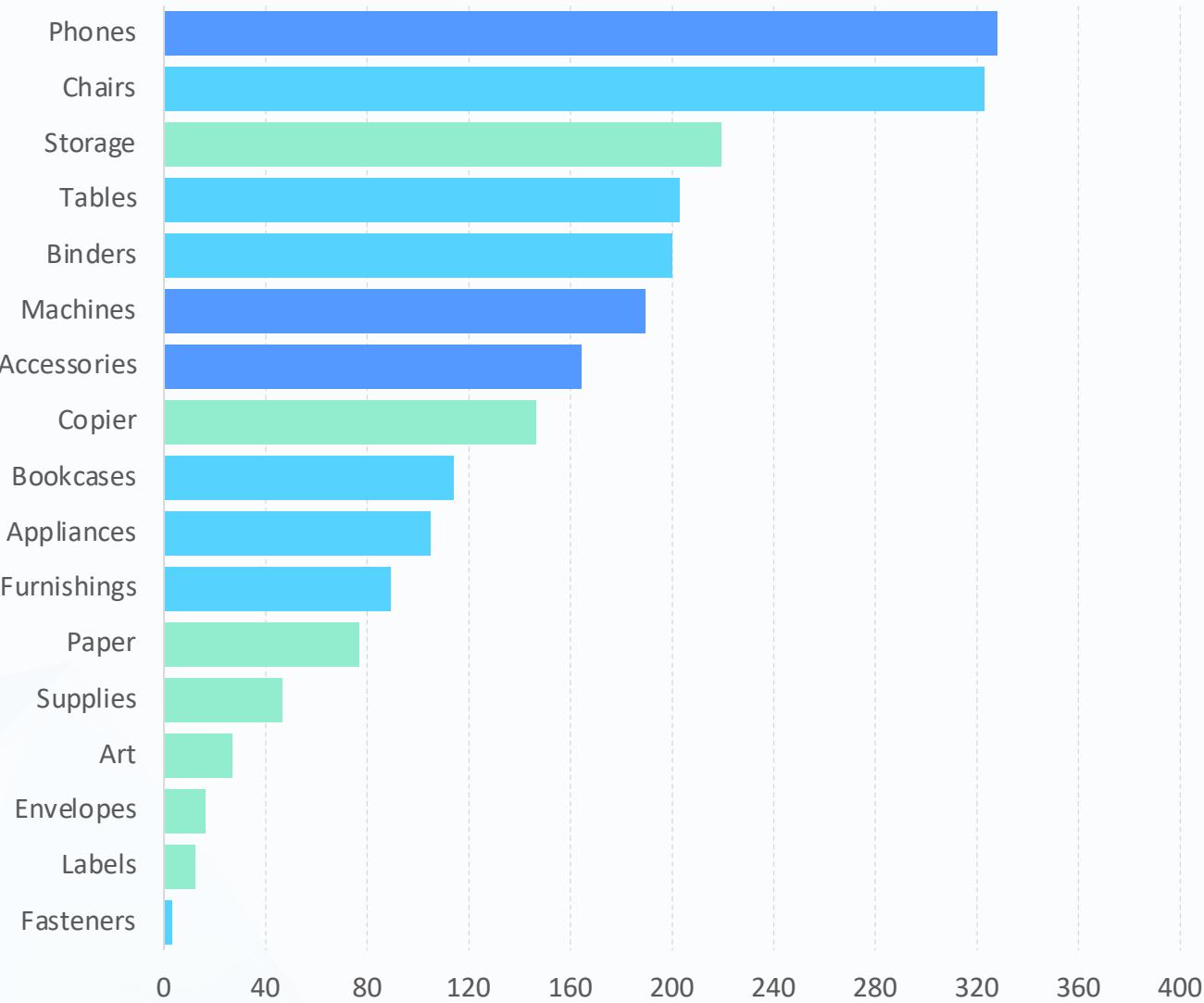
POPULAR MODE OF SHIPMENT



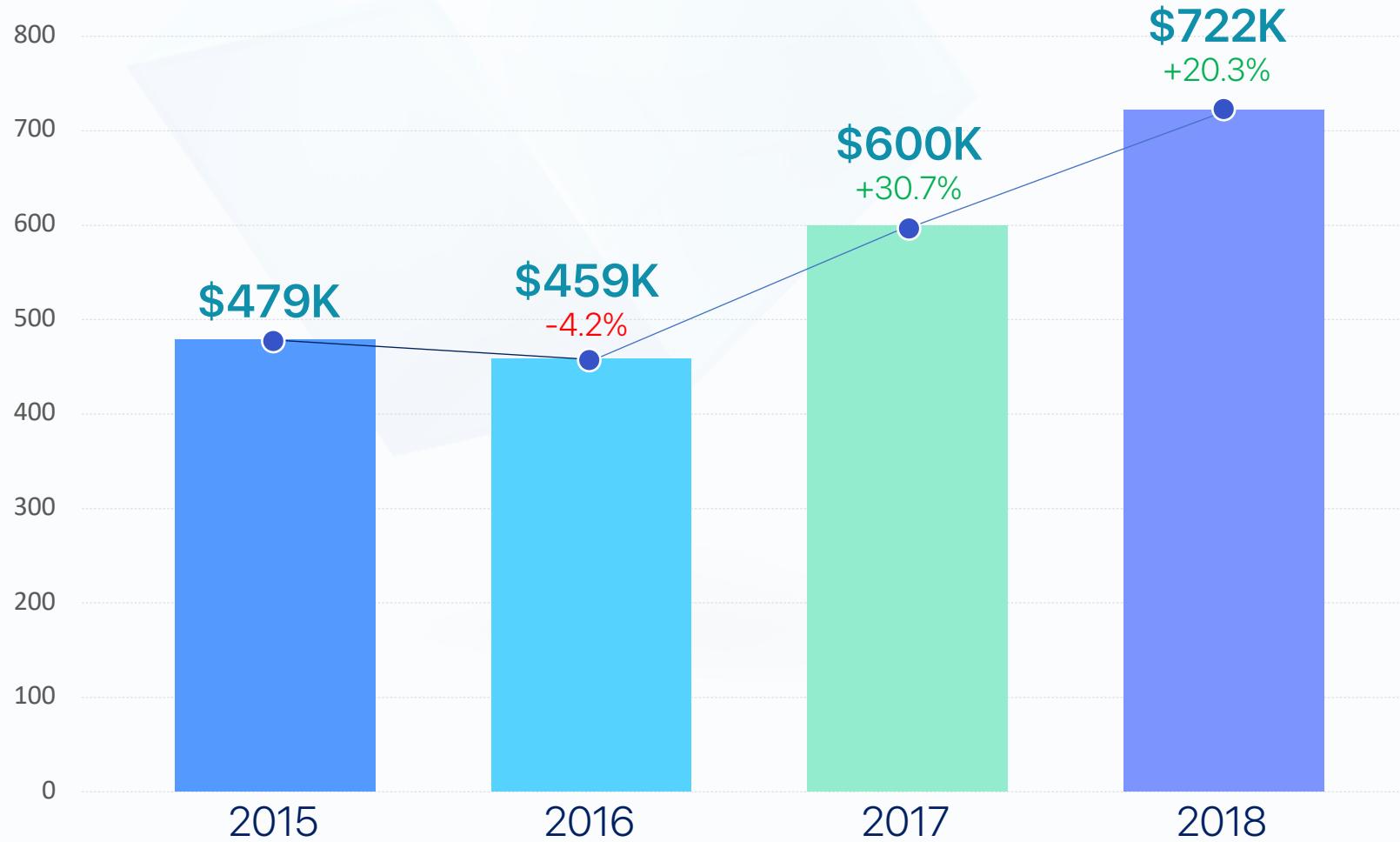
PRODUCT CATEGORY BASED ON SALES



PRODUCT SUB-CATEGORY BASED ON SALES (\$K)



YEARLY SALES AND TREND



CONCLUSION

Customers

- ◆ **Consumers Segmentation** contribute to half of the Megastore revenues
- ◆ The most **loyal customer "WB-21850"** made 35 orders
- ◆ The customer "**SM-20320**" ranked the highest in terms of the **value of goods purchased**

Shipment

- ◆ **Most preferred** shipping mode is the **Standard Class** almost 60%
-

Geographical

- ◆ The states **California, New York, and Texas** hold the most customers and highest in sales.
- ◆ There is **direct relation** between **customers and sales** in top states.

Categories & Sales

- ◆ **Most valuable** product category **Technology**
- ◆ Sales increased after drop in 2016 with 2018 was **the most productive year (sales \$722K)**

Consumer and Corporate Segment make up more than 70% of customer base.

RECOMMENDATION

- ▶ Tailor marketing and promotional campaigns to **target specific regions with higher customers and sales potential** by introducing special promotions and discounts.
- ▶ Allocate resources to optimize top-performing product categories and sub- categories to **maximize sales**.
- ▶ For least selling products, consider to either drop these from the catalogue or change suppliers and bargain for cheaper price.
- ▶ Consider offering multiple shipping options to cater to different customer preferences.