

Table 1: Analysis of Feedback Themes

Feedback Theme	Feedback Theme Freq	%GT Feedback Theme Percentage
Value for Money	101	9.27%
Product Quality	192	17.61%
Product Description Accuracy	157	14.40%
Experience with Purchase	373	34.22%
Delivery Issues	234	21.47%
Customer Service	33	3.03%
Total	1090	100.00%

INSIGHTS:

'Experience with purchase' is the most frequently mentioned theme, which shows that making purchases is a significant pain point for customers.

'Experience with purchase' and 'Delivery issues' should be prioritized for immediate improvement as the feedback from them is about 50% of the total feedbacks

Table 2: Sentiment Distribution

Sentiment	Sentiment Freq	%GT Sentiment Percentage
Positive	578	53.03%
Negative	512	46.97%
Total	1090	100.00%

INSIGHTS:

The sentiment distribution is nearly balanced between positive and negative sentiments. The negative feedbacks are much and should be looked into.

Table 3: Analysis of No of Purchases by Region

Region	Region Sales Freq	%GT Region Sales Percentage
Latin America	239	21.93%
Middle East & Africa	223	20.46%
North America	205	18.81%
Asia Pacific	186	17.06%
Europe	186	17.06%
Not Specified	51	4.68%
Total	1090	100.00%

INSIGHTS:  
An observed regional trend is Latin America recording high sales with more feedbacks. Asia Pacific recorded lower sales and fewer feedbacks.

RECOMMENDATION:  
Improvements should be made on delivery and logistics especially in the Latin America region

Table 4: Analysis of Sales Amount by Region

Region	Total Sales Amount	Ave. Sales Amount	%GT Total Sales Amount
Latin America	26445	110.65	24.25%
Middle East & Africa	20870	93.59	19.14%
Europe	20751	111.56	19.03%
North America	20060	97.85	18.39%
Asia Pacific	16057	86.33	14.72%
Not Specified	4879	95.67	4.47%
Total	109062	100.06	100.00%

INSIGHTS:  
'Latin America' has the highest total purchases followed by the combined region 'Middle East and Africa'. Some regions were not specified correctly and accounted for the lowest purchases.

Table 4: Analysis of by Customer Segment

Customer Segment	Customer Segment Freq	%GT Customer Segment Percentage
Online Direct	321	29.45%
Retail	359	32.94%
Subscription	84	7.71%
Wholesale	326	29.91%
Total	1090	100.00%

INSIGHTS:

Retail and wholesale customers are the most vocal, Online Direct and subscription are relatively quieter.

Table 5a: Analysis of by Sales Representative

SalesRep ID	Sales Rep ID Freq	%GT Sales Rep ID Freq
REP009	102	9.36%
REP007	98	8.99%
REP003	97	8.90%
REP006	95	8.72%
REP005	89	8.17%
REP004	85	7.80%
REP002	84	7.71%
REP008	82	7.52%
REP010	81	7.43%
REP001	77	7.06%
REP017	41	3.76%
REP018	32	2.94%
REP020	32	2.94%
REP011	31	2.84%
REP012	29	2.66%
REP019	27	2.48%
REP013	2	0.18%
REP014	2	0.18%
REP015	2	0.18%
REP016	2	0.18%
Total	1090	100.00%

INSIGHTS:

REP009 recorded more sales.

Table 5b: Analysis of by Sales Representative and Sales Channel

SalesRep ID	Sales Channel	Sales Rep ID Freq	%GT Sales Rep ID Freq
REP003	Retail	30	2.75%
REP009	Online Direct	30	2.75%
REP005	Wholesale	29	2.66%
REP001	Marketplace	28	2.57%
REP007	Retail	28	2.57%
REP010	Marketplace	28	2.57%
REP002	Marketplace	27	2.48%
REP009	Retail	27	2.48%
REP006	Wholesale	26	2.39%
REP007	Marketplace	26	2.39%
REP001	Online Direct	25	2.29%
REP006	Online Direct	25	2.29%
REP007	Online Direct	25	2.29%
REP003	Marketplace	24	2.20%
REP003	Online Direct	24	2.20%
REP004	Marketplace	24	2.20%
REP010	Retail	24	2.20%
REP004	Wholesale	23	2.11%
REP006	Marketplace	23	2.11%
REP009	Wholesale	23	2.11%
REP008	Online Direct	22	2.02%
REP008	Retail	22	2.02%
REP009	Marketplace	22	2.02%
REP004	Online Direct	21	1.93%
REP005	Marketplace	21	1.93%
REP006	Retail	21	1.93%
REP002	Wholesale	20	1.83%
REP005	Online Direct	20	1.83%
Total		1090	100.00%

Table 6: Analysis of purchases by Product Category

Product Category	Product Category Freq	%GT Product Category Percentage
Books & Media	98	8.99%
Electronics	246	22.57%
Fashion	209	19.17%
Fitness Equipment	3	0.28%
Groceries	10	0.92%
Health & Beauty	181	16.61%
Home Appliances	70	6.42%
Home Décor	53	4.86%
Home Security	3	0.28%
Jewelry	3	0.28%
lectronics	1	0.09%
Musical Instruments	3	0.28%
Office Supplies	10	0.92%
Sports & Outdoors	172	15.78%
Tools & Home Improvement	10	0.92%
Wearables	18	1.65%
Total	1090	100.00%

INSIGHTS:  
Electronics and fashion have the highest quantity sold and received the most positive feedback

RECOMMENDATION:  
Electronic and fashion category should be pushed to the front shelves since they drive sales and positive feedbacks more.

Table 7a: Sales Analysis by Product Name

Product Name	Product Name Freq	%GT Product Name Percentage
4K Monitor	1	0.98%
Action Camera	1	0.98%
Air Conditioner	1	0.98%
Baseball Cap	1	0.98%
Baseball Glove	1	0.98%
Bath Salts	1	0.98%
Bathrobe	2	1.96%
Biography Book	1	0.98%
Bluetooth Headphones	1	0.98%
Bluetooth Speaker	2	1.96%
Body Lotion	1	0.98%
Body Wash	1	0.98%
Bookcase	1	0.98%
Camping Stove	1	0.98%
Camping Tent	2	1.96%
Coffee Maker	1	0.98%
Cookware Book	1	0.98%
Crossfit Gear	1	0.98%
Curtain Rod	1	0.98%
Dash Cam	1	0.98%
Denim Jacket	1	0.98%
Digital Camera	1	0.98%
Digital Watch	1	0.98%
Total	102	100.00%

INSIGHT:  
The products with the highest purchases are Food Processor and Sweater Dress. They should therefore be pushed to the front shelves

Table 7b: Analysis by Sales Channel and Product Name

Sales Channel	Product Name	Product Name Freq	%GT Product Name Percentage
Online Direct	Sunglasses	2	1.96%
Retail	Food Processor	2	1.96%
Wholesale	Sweater Dress	2	1.96%
Marketplace	Bathrobe	1	0.98%
Marketplace	Bluetooth Speaker	1	0.98%
Marketplace	Camping Stove	1	0.98%
Marketplace	Coffee Maker	1	0.98%
Marketplace	Cookware Book	1	0.98%
Marketplace	Crossfit Gear	1	0.98%
Marketplace	Digital Watch	1	0.98%
Marketplace	Fishing Rod	1	0.98%
Marketplace	Fitness Tracker	1	0.98%
Marketplace	GPS Device	1	0.98%
Marketplace	Hardcover Novel	1	0.98%
Marketplace	Ice Cream Maker	1	0.98%
Marketplace	Leather Boots	1	0.98%
Marketplace	LED Lights	1	0.98%
Marketplace	Plant Pot	1	0.98%
Marketplace	Rug	1	0.98%
Marketplace	Snowboard	1	0.98%
Marketplace	Snowshoes	1	0.98%
Marketplace	Sunscreen	1	0.98%
Marketplace	Treadmill	1	0.98%
Marketplace	Webcam	1	0.98%
Marketplace	Wool Sweater	1	0.98%
Online Direct	Biography Book	1	0.98%
Total		102	100.00%

Table 8a: Analysis of by Sales Channel

Sales Channel	Sales Channel Freq	%GT Sales Channel percentage
Marketplace	297	27.25%
Online Direct	271	24.86%
Retail	275	25.23%
Wholesale	247	22.66%
Total	1090	100.00%

INSIGHTS:

Marketplace had the highest quantity sold and should be maintained as a strong sales channel.  
Online Direct should be improved upon as it has lower sales compared to other channels.

Table 8b: Analysis of customer general feedback across the different channels, identify if the most common feedbacks for sales reps are negative, positive or neutral

Sales Channel	Customer Feedback	Feedback Freq	%GT Feedback Percentage
Marketplace	Damaged on arrival	15	1.38%
Online Direct	Not as described	15	1.38%
Online Direct	Not worth the money	15	1.38%
Online Direct	Quick shipping	15	1.38%
Retail	Too expensive	15	1.38%
Retail	Poor packaging	14	1.28%
Retail	Will shop again	14	1.28%
Wholesale	Item as described	14	1.28%
Marketplace	Very satisfied	13	1.19%
Online Direct	Good value for money	13	1.19%
Retail	Missing accessories	13	1.19%
Marketplace	Could be better	12	1.10%
Marketplace	Exceeds expectations	12	1.10%
Marketplace	Excellent quality	12	1.10%
Marketplace	Great product	12	1.10%
Online Direct	Arrived late	12	1.10%
Retail	Do not recommend	12	1.10%
Retail	Nice experience	12	1.10%
Wholesale	Delays in delivery	12	1.10%
Wholesale	Perfect fit	12	1.10%
Wholesale	Satisfied with my purchase	12	1.10%
Marketplace	Delays in delivery	11	1.01%
Marketplace	Fantastic experience	11	1.01%
Marketplace	Good value for money	11	1.01%
Marketplace	Not recommended	11	1.01%
Total		1090	100.00%

Table 9: Analysis of Return Status

Return Status	Count of Return Status	%GT	Count of Return Status	HighestSalesRepFeedback	%GT	HighestSalesRepFeedback
No Return	343	31.47%	34	33.33%		
Pending Return	366	33.58%	39	38.24%		
Returned	381	34.95%	35	34.31%		
Total	1090	100.00%	102	100.00%		

INSIGHTS:

REP007 with the highest return status at 381. His feedback frequency is also high, indicating ineffective handling of customer issues

RECOMMENDATION:

Sales reps associated with a higher frequency of returns (e.g., REP007 and REP005) may need additional training on how to address customer issues.

Table 10: Price Analysis

Product Name	Ave. Sales Amount	Max Price	Min Price
4K Monitor	390.00	390	390
4K Ultra HD TV	650.00	650	650
Action Camera	246.43	260	195
Activity Tracker	100.00	100	100
Air Conditioner	520.00	520	520
Air Fryer	130.00	130	130
Air Purifier	76.43	105	50
AirPods	200.00	200	200
Anthology	32.00	32	32
Anti-Aging Cream	50.00	50	50
Area Rug	195.00	195	195
Art Print	40.00	40	40
Athletic Shoes	75.00	75	75
Backpack	40.67	52	35
Base Layer	52.00	52	52
Baseball Bat	40.00	40	40
Baseball Cap	26.00	26	26
Baseball Glove	34.63	120	11
Basketball	30.00	30	30
Bath Salts	16.67	20	15
Bath Towel	32.00	32	32
Total	100.06	1500	2

INSIGHTS:

Higher-priced products like Gaming Laptops and Treadmills received positive feedback. While, lower-priced items like Sweater Dress had fewer issues, showing that price isn't a significant factor in negative feedback.

Table 11: Discount Analysis

Product Name	Sum of Discount Applied
Jumpsuit	1.40
Denim Jacket	1.03
Facial Serum	0.90
Smartwatch	0.78
Facial Moisturizer	0.75
Treadmill	0.75
Bluetooth Speaker	0.70
Fitness Tracker	0.70
Digital Camera	0.65
Food Processor	0.60
Sweater Dress	0.60
External Hard Drive	0.55
Fiction Novel	0.55
Webcam	0.55
Throw Pillow	0.50
Baseball Glove	0.45
Lip Gloss	0.40
Mystery Novel	0.40
Total	31.79

INSIGHTS:

Products with higher discount rates, such as Treadmills and Ski Boots, saw increased sales. However, discounting did not affect negative feedback that much, indicating that quality and delivery issues are more important to customers than price.



Table 12: Profit Margin Analysis

Product Name	Sum of Cost Of Goods Sold	Sum of Sales Amount	Sum of Profit
Treadmill	3980	5810	1830
Gaming Laptop	3600	4500	900
Digital Camera	3575	6119	2544
Smart Refrigerator	2400	3120	720
Washing Machine	2000	2560	560
DSLR Camera	1800	2340	540
Smartwatch	1540	2035	495
4K Ultra HD TV	1500	1950	450
Diamond Necklace	1500	1950	450
Gaming Console	1400	1860	460
Action Camera	1350	1725	375
Sweater Dress	1170	2531	1361
Denim Jacket	1125	1885	760
Ski Boots	1080	2060	980
Food Processor	1075	1957	882
4K Monitor	900	1170	270
Kayak	900	1130	230
Drone	850	1080	230
Smart TV	850	1150	300
Tent	850	1145	295
Snowshoes	805	1578	773
Total	76871	109062	32191

INSIGHTS:

Products with higher profit margins like Digital Cameras and Gaming Laptops are associated with positive feedback. Low-margin items may require improvement in quality to improve feedback.