

Car Grooming Sales Data Analysis

Groomer & Co. Sales Dashboard by Hot Wei Bin

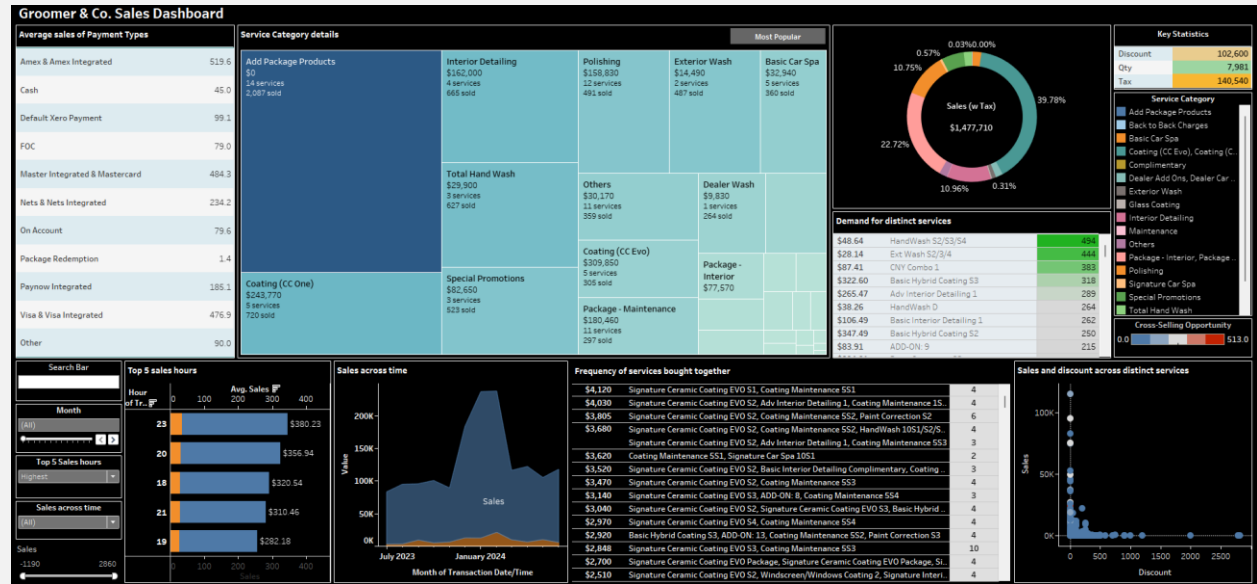
Team Details

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Project Context

This dashboard has been developed to analyze the sales trends and patterns of Groomer & Co., offering a comprehensive overview of business performance. It provides insights into the status of the company, potential growth opportunities, key sales drivers, and can be used to identify potential risks or areas of concern.

Dashboard



Background of Dataset

This dashboard is developed using Groomer & Co.'s sales data from 1 July 2023 to 31 June 2024. Utilizing the 11 given columns, we engineered 5 new features and a separate dataset that enables cross-selling analysis, unionizing the data using the order number column and service description column.

Features Engineered:

Column	Description
Discount	Inversed Adjustment column into a widely known business term. Since total sales = Unit Price x Quantity – Adjustment, Adjustment is interpreted as the discount given to customers.
Sales	Total revenue collected from providing services. Calculation: Sales without Tax + Tax
Generic payment type	Extract the name of the Payment Type by removing ‘,’ and all the details after it.
Generic payment type (group)	Cluster Generic payment types into main payment types like Paynow. For analyzing overview performance of each payment type customers + ensure payment type is easily recognizable by dashboard user.
Service category (group)	Cluster Service Description into a group for overview analysis of each type of service.

Dataset of Cross-Selling Analysis

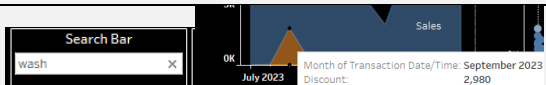
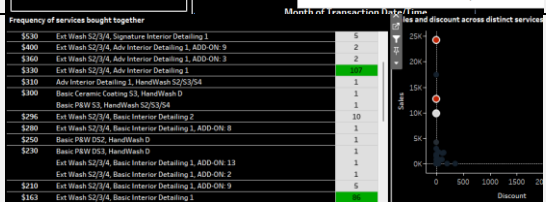
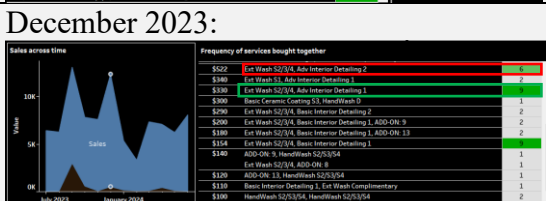
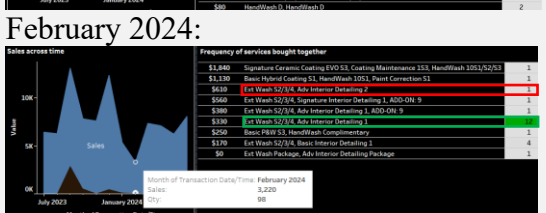
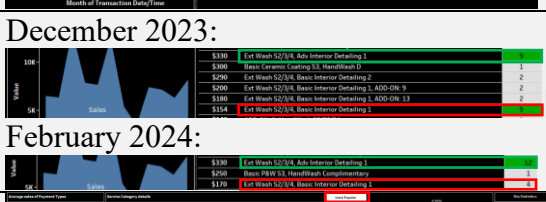




Identifies orders with (> 1) service descriptions as they could be cross-selling opportunities.

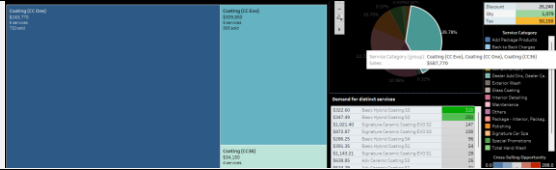

Order number represents the invoice for a customer's purchase.

How do relationships differ from joins? Learn more		Calculation	Sheet1	Sheet1	Sheet1	Sheet1
Masked Data		Number of Services	Order Number (Sheet1)	Concatenated Service Descriptions	Total Price	Distinct Service De...
Order Number	=	2	INV-45174-4994	Adv Interior Detailing 1, ADD-ON: 12	310.000	Adv Interior Detailing 1
Service Description	=	2	INV-45174-4994	Adv Interior Detailing 1, ADD-ON: 12	310.000	ADD-ON: 12
		4	INV-45455-5032	Basic Interior Detailing 1, ADD-ON: 11, ADD-ON: 13, ADD-ON: 6	0.000	Basic Interior Detailing 1

Column	Description
Number of services	Count of Service Description concatenated to form Concatenated Service Description.
Concatenated Service Description	Service Descriptions with the same Order Number are concatenated together. We assume that having the same Order Number represents the services that were bought together.
Total Price	Price paid for the service provided.

Insights

No.	Insights	Illustration
1.1	Carwash promotion in September	
1.2	Ext Wash S2/3/4 is frequently purchased with Interior Detailing; bundling them could encourage customers to use both services.	
1.3	<p>Sales increased for: Ext Wash S2/3/4 + Adv Interior Detailing 1 (constant price)</p> <p>But declined for: Ext Wash S2/3/4 + Adv Interior Detailing 2 (price increased by \$88)</p> <p>Conclusion: price hike contributed to the sales drop after December.</p>	<p>December 2023:</p>  <p>February 2024:</p> 
1.4	Raising prices on basic services can encourage upselling by making premium options seem more appealing.	<p>December 2023:</p>  <p>February 2024:</p> 
2	<p>Negative sales in March at 7 PM indicate significant impairment losses.</p> <p>The business should investigate March operations since there are no sales.</p> <p>Highest losses occurred on Saturdays.</p>	 <p>Red annotations are analytical interactions used</p>
3.1	Dec, Jan, and Feb grossed the highest sales. CNY has the highest demand but only accounts for 16% of sales; Coating still brought the most sales (39%).	
3.2	Consider bundling add-ons with seasonal deals.	

4	For special occasions, lower prices lead to higher demand; Design cost-effective promotions below \$100.	<div> <div>\$87.41 CNY Combo 1</div> <div>\$298.63 CNY Combo 2</div> <div>\$128.38 NDP Promo</div> </div> <div> <div>383</div> <div>73</div> <div>68</div> </div>
5.1	Coating is the most popular service (~40% of total sales) and 53% ((318+250)/1079) are Basic Hybrid Coating.	
5.2	Hybrid Coating is frequently paired with other services, 24% of which are Paint Correction (53+85/568). Bundling Coating with underperforming services could be effective, as customers often combine coating with various services.	<div> <div>Sales and discount across distinct services</div> <div>Frequency of services bought together</div> </div> <div> <div>\$1,483 Signature Ceramic Coating EVO S2, Coating Maintenance 152</div> <div>\$1,480 Basic Car Spa S3, Signature Ceramic Coating EVO S3, Coating Maintenance 153</div> <div>\$1,470 Signature Ceramic Coating EVO S2, Basic Interior Detailing 1, ADD-ON: 13, Paint Corr.</div> <div>\$1,430 Signature Ceramic Coating EVO S3, Basic Interior Detailing 1, Coating Maintenance 152</div> <div>\$1,425 Signature Ceramic Coating EVO S3, Coating Maintenance 153</div> <div>\$1,420 Signature Ceramic Coating EVO S2, Adv Interior Detailing 1</div> <div>\$1,400 Basic Hybrid Coating S2, Adv Interior Detailing 1, Coating Maintenance 152, Paint Co.</div> <div>\$1,393 Signature Ceramic Coating EVO S3, Coating Maintenance 154</div> </div>
5.3	Top 10 low-demand services: Ceramic Coating services are highly cross-sellable in poor-performing categories as it is often bought with other services.	
6	Top credit card networks have the highest average sales. Design campaigns to encourage spending for other payments: Paynow Integrated	<div> <div>Amex & Amex Integrated</div> <div>Master Integrated & Masterca..</div> <div>Visa & Visa Integrated</div> </div> <div> <div>519.6</div> <div>484.3</div> <div>476.9</div> </div> <div> <div>185.1</div> </div>
7	Discounts inversely proportionate to sales. Frequent discounts might cause discount fatigue, making regular prices seem inflated or cheaper services appear inferior, resulting in reduced sales.	<div> <div>Frequency of services bought together</div> <div>Sales and discount across distinct services</div> </div>
8	Since customers mostly prefer CC One or CC EVO for coating, bundle CC36 as a cross-selling package alongside corrective maintenance services since its commonly purchased with CC One or CC EVO to encourage customers to try out CC36.	<div> <div>Frequency of services bought together</div> </div>

End of Report