Empowering Decisions:
Data-Driven Insights for *Buy.Bx*

Presented by;

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Introduction

In this report, we analyse the dataset related to $Buy.Bx$ Our goal is to extract actionable insights that will guide strategic decisions and foster business growth. The dataset includes the Orders Data, which provides insights into revenue generation and orders fulfilment.

Through comprehensive analysis, we aim to provide stakeholders with valuable insights into

- Market Trends
- Revenue Performance

These insights will support informed decision-making and strategic planning, enhancing $Buy.Bx$ competitive edge and promoting sustainable growth.

Objectives

The objective of this presentation includes:

- Create a performance report aided by a dashboard that captures key metrics to ensure $Buy.Bx$ business remains competitive.

- Assess the performance of the various variables in relation to the key KPIs.

- Suggest actionable insights to the stakeholders to guide the eventual decision making.

Methodology

As the aim of this presentation is to provide *Buy.Bx* with a competitive advantage through informed decision, the methodology employed is rigorous to ensure that our findings are grounded in empirical evidence and can serve as a reliable basis for strategic decision-making.

Requirement Gathering For Case Study	Data Ingestion	Visual Development (Dashboard)	Analysis	Recommendation
Identify possible insights and KPIs that can be generated from the available datasets.	Ingest data into a visualization software and ensure 99% accuracy.	Develop visuals to generate insights identified from requirement gathering	Carryout statistical and trend analysis using empirical evidence.	Recommend actionable solutions as a decision criteria.

REVENUE PERFORMANCE OVERVIEW

Total Revenue Generated

10.57M

Total Order Completed
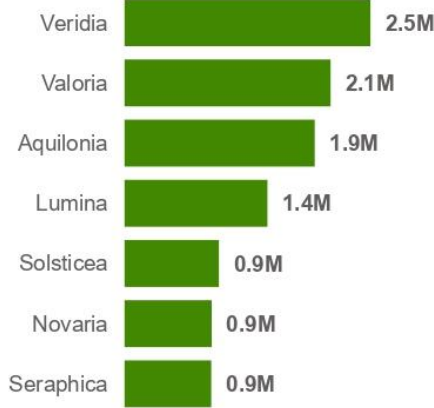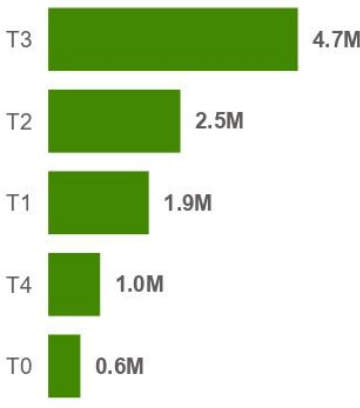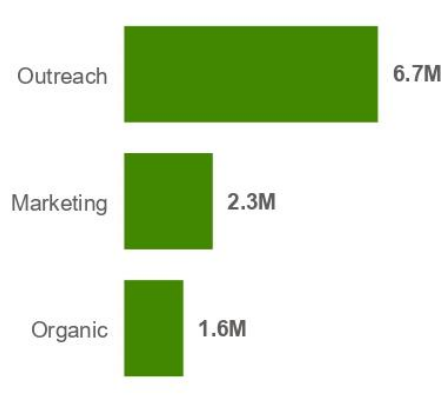
1.95M

Total Active Companies

69,510

Revenue by Region

Region	Revenue
Veridia	2.5M
Valoria	2.1M
Aquilonia	1.9M
Lumina	1.4M
Solsticea	0.9M
Novaria	0.9M
Seraphica	0.9M

Revenue by Segment

Segment	Revenue
T3	4.7M
T2	2.5M
T1	1.9M
T4	1.0M
T0	0.6M

Revenue by Acquisition Channel

Channel	Revenue
Outreach	6.7M
Marketing	2.3M
Organic	1.6M

Year-on-Year Active Companies

Year	Value
2022	18,599
2023	42,447
2024	8,464
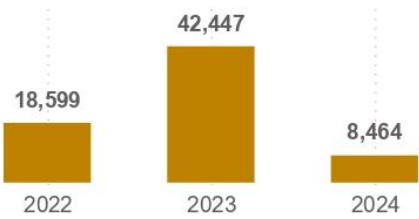
Year-on-Year Order Performance

Year	Value
2022	0.5M
2023	1.2M
2024	0.2M
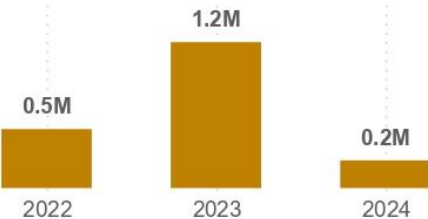
Month-on-Month Revenue Growth Rate

Month	Rate
Feb-22	447.9
Mar-22	71.3
Apr-22	8.1
May-22	29.2
Jun-22	8.7
Jul-22	4.7
Aug-22	17.9
Sep-22	13.8
Oct-22	20.4
Nov-22	12.4
Dec-22	7.5
Jan-23	-16.6
Feb-23	13.8
Mar-23	18.4
Apr-23	-5.4
May-23	30.0
Jun-23	1.7
Jul-23	-6.8
Aug-23	0.4
Sep-23	6.4
Oct-23	10.3
Nov-23	10.5
Dec-23	0.2
Jan-24	-10.7
Feb-24	-4.2
Mar-24	-99.8
Apr-24	-100.0

Month-on-Month Revenue Performance

Month	Revenue
Jan-22	0.01M
Feb-22	0.08M
Mar-22	0.14M
Apr-22	0.15M
May-22	0.19M
Jun-22	0.21M
Jul-22	0.22M
Aug-22	0.25M
Sep-22	0.29M
Oct-22	0.35M
Nov-22	0.39M
Dec-22	0.42M
Jan-23	0.35M
Feb-23	0.40M
Mar-23	0.47M
Apr-23	0.45M
May-23	0.58M
Jun-23	0.59M
Jul-23	0.55M
Aug-23	0.55M
Sep-23	0.59M
Oct-23	0.65M
Nov-23	0.72M
Dec-23	0.72M
Jan-24	0.64M
Feb-24	0.62M
Mar-24	0.00M

Drill-Down Revenue Findings

- The Outreach acquisition channel stands out as the primary revenue driver, contributing significantly to **Buy.Bx** overall success. However, a deeper dive into individual channel performances reveals intriguing nuances. The Marketing channel emerges as a potent force, generating revenue exceeding **673,000** which remarkably accounts for **47%** of **Lumina's** total revenue as seen in figure 2. This suggests that the **Buy.Bx** business' marketing channel acquisition model experienced positive alignment with customers within the Lumina region.

- Despite being among **Buy.Bx** top three overall revenue-generating regions, **Valoria** and **Aquilonia** alongside Novaria exhibit subdued performance in the context of the organic acquisition channel. This suggest that these regions have not fully capitalized on the potential impact of organic acquisition channel. This is illustrated in figure 3.
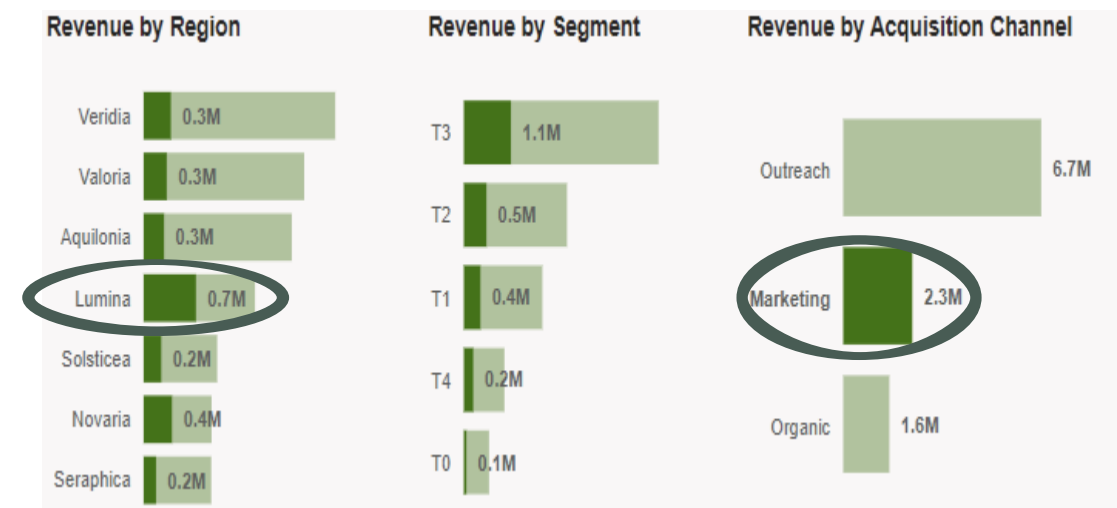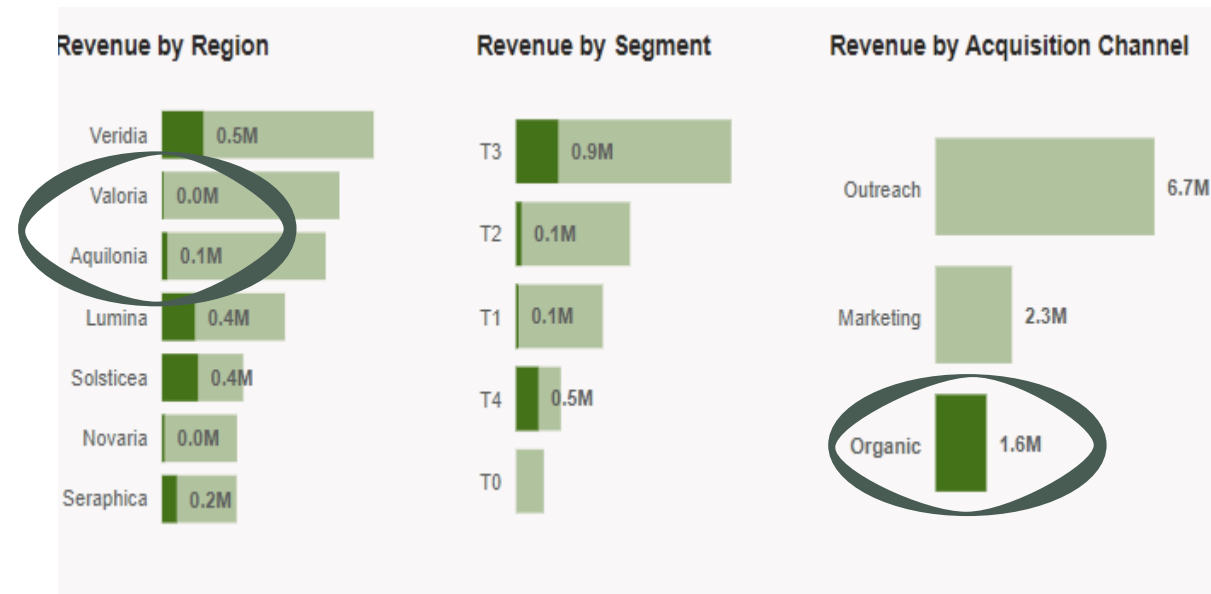

Figure 2

Figure 3

Findings From Revenue Performance Overview

1. **Revenue and Order Metrics:**
   - Total Revenue: *Buy.Bx* business has generated an impressive **10.57 million** in revenue during this period.
   - Order Volume: Approximately **1.95 million** orders have been successfully completed.
   - Average Revenue per Order: Across the same date range, Bolt business achieved an average revenue of **5.43** per order.

2. **Revenue Trajectory:**
   - The revenue trajectory has been consistently upward. Starting from a modest **14,451** in January 2022, it has grown exponentially to achieving **615,471** by March 2024.

3. **Month-on-Month Growth:**
   - The recurring revenue exhibits positive momentum, with sustained growth in most months. Only six months between January 2022 and March 2024 deviated from this trend.

4. **Top Performing Locations:**
   - The lion's share of *Buy.Bx* revenue—**61%**—emanates from three key locations: **Veridia**, **Valoria**, and **Aquilonia**. These locations have contributed significantly, with figures surpassing **1.91 million** each.

5. **Top Performing Segments:**
   - The top performing segment is **T3** with **4.66 million** in revenue, followed by **T2** with **2.47 million** and **T1** capping off the top 3 with a revenue of **1.88 million.**

6. **Acquisition Channels:**
   - The Outreach acquisition channel stands out, accounting for over **63%** of the total revenue during the review period. This dominance sets it apart from other acquisition channels with **2.33 million** generated by Marketing and **1.56 million** generated by Organic.

7. **Year-on-Year Performance:**
   - 2023 was a standout year, achieving remarkable growth with above **140%** increase in revenue compared to 2022.
   - Also, early data for 2024 suggests that *Buy.Bx* business may face challenges in surpassing the exceptional performance of 2023.

Recommendations

1. Quarterly Marketing Surge:

   Since the Marketing channel exhibits peak performance during Q1 and Q4, **Buy.Bx** business can allocate resources strategically to capitalize on seasonal trends by considering product launches, promotions, and brand visibility enhancements during these critical periods.

2. Regional Excellence:

   Since Veridia, Valoria, and Aquilonia drive the lion's share of **Buy.Bx** revenue, investing in localized marketing campaigns, customer retention programs, and community engagement would solidify Bolt's position in these key areas.

. 3 Personalize Marketing Strategies:

   Analyze customer preference within the Lumina region to create tailored campaigns, ensuring customer retention and engagement.

Thank You.