

Empowering Decisions:

Data-Driven Insights for *Buy.Bx*

Presented by;

Sandra Ake-Kennedy

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

Identify possible insights and KPIs that can be generated from the available datasets.

Data Ingestion

Ingest data into a visualization software and ensure 99% accuracy.

Visual Development (Dashboard)

Develop visuals to generate insights identified from requirement gathering

Analysis

Carryout statistical and trend analysis using empirical evidence.

Recommendation

Recommend actionable solutions as a decision criteria.

REVENUE PERFORMANCE OVERVIEW

2022

2023

2024

Total Revenue Generated

10.57M

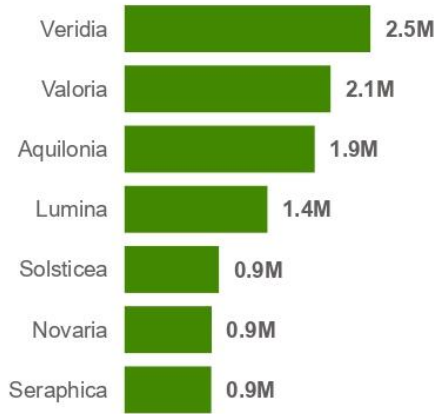
Total Order Completed

1.95M

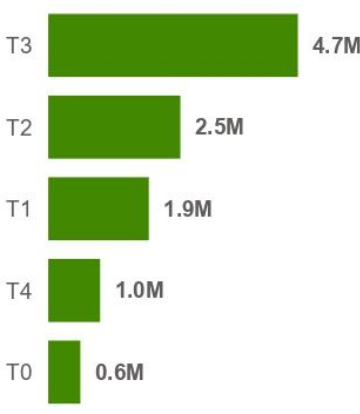
Total Active Companies

69,510

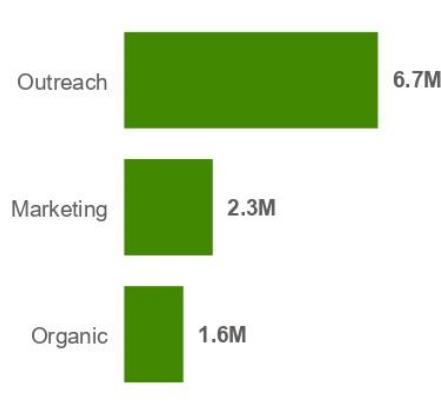
Revenue by Region



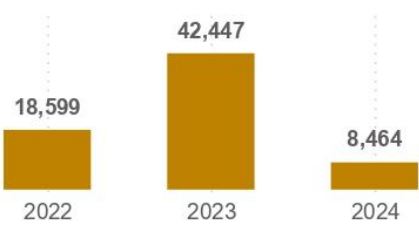
Revenue by Segment



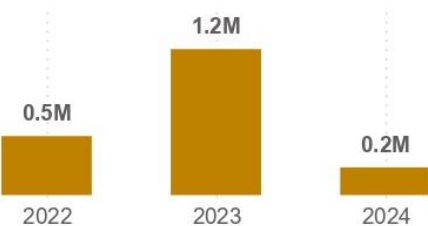
Revenue by Acquisition Channel



Year-on-Year Active Companies



Year-on-Year Order Performance



Month-on-Month Revenue Growth Rate



Month-on-Month Revenue Performance



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.

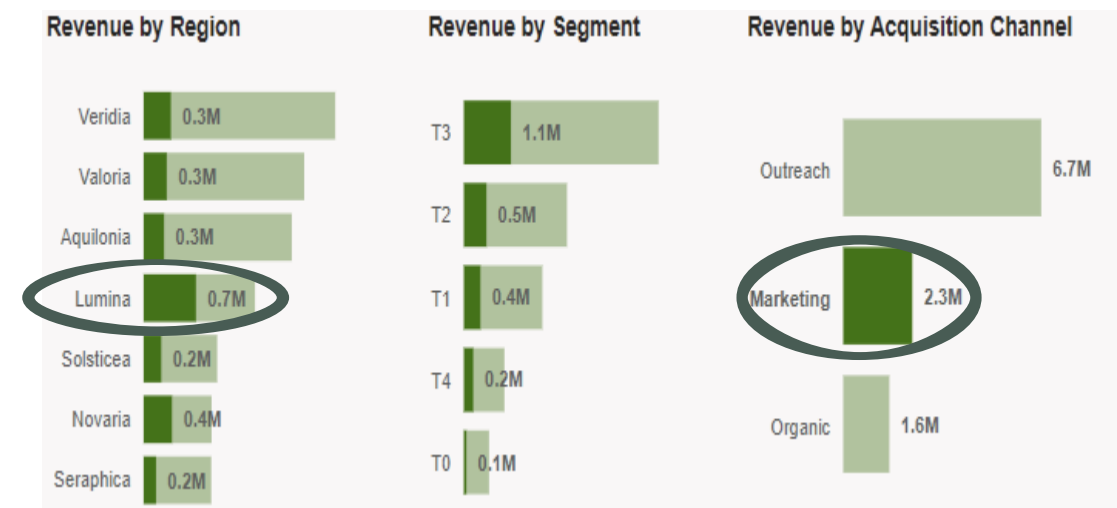


Figure 2

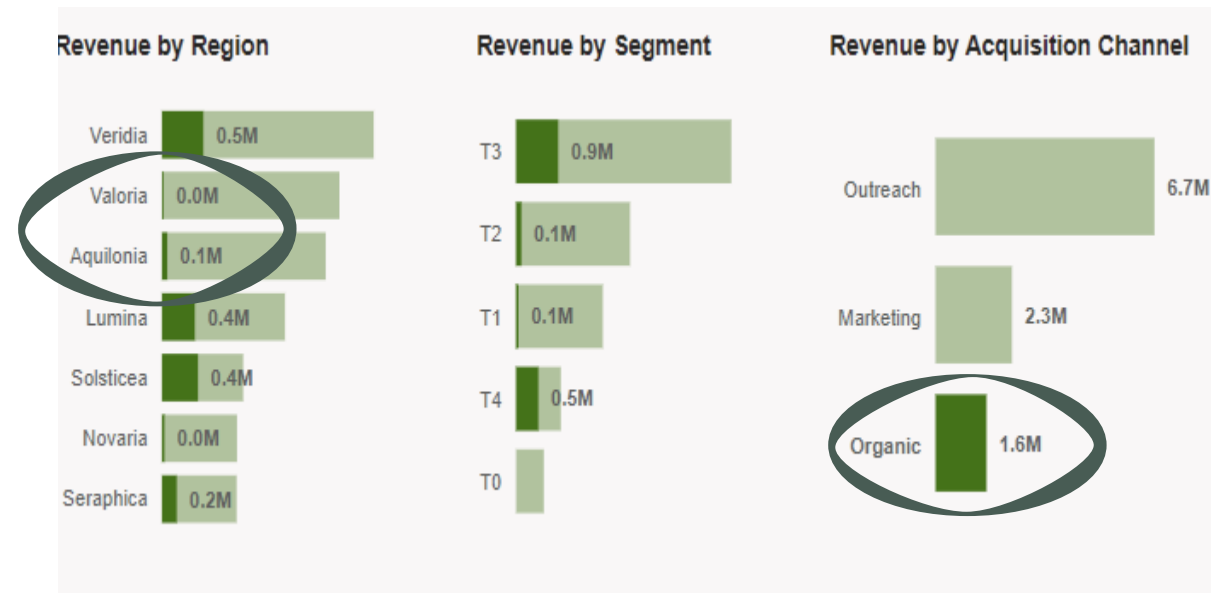


Figure 3

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, Buy.bx 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 Buy.bx'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.