BUSINESS INTELLIGENCE

Project and Group Case Study - 8

TEMU

- Harivignesh Karrupaiya
- Keerthi Nivasshini Thangaraj
- Shree Raksha Sivasubramani

TEMU

Temu, a Boston-based online marketplace operated by PDD Holdings, gained rapid popularity since its U.S. launch in September 2022, offering heavily discounted goods directly from China.
Expanding globally, Temu entered Canada, Australia, Europe, and Latin America, leveraging a unique business model focused on direct sales, strategic affordability, and user incentives.

Guiding Principle

Data Analysis

Data Analysis, pattern identification and trend exploration

Data Cleaning

Cleaning the data

Reporting

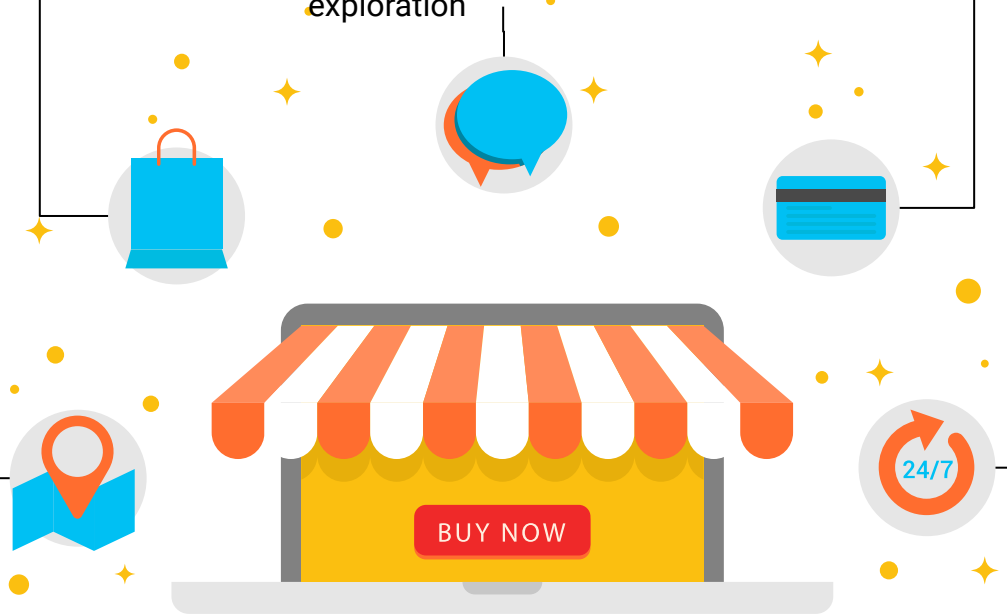
Analyze data, find opportunities, communicate effectively

Kaggle

Collecting the dataset from kaggle.

Conclusion

Concluding the result



Dataset

Temu is an online marketplace. It is the American subsidiary of China-based Pinduoduo, one of the largest e-commerce platforms by number of users. This dataset can be used to analyze product sales and product pricing on Temu.

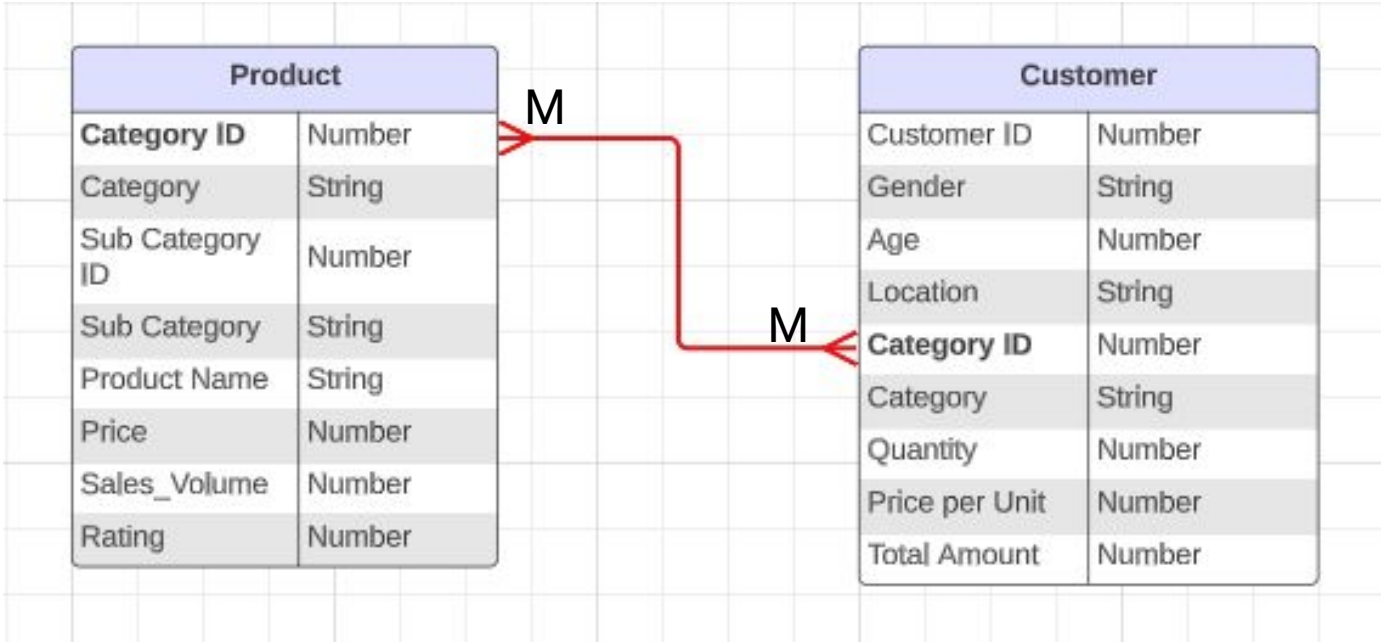
Temu_Product_Details

Column: 8
Rows: 95190

Temu_Customer_Details

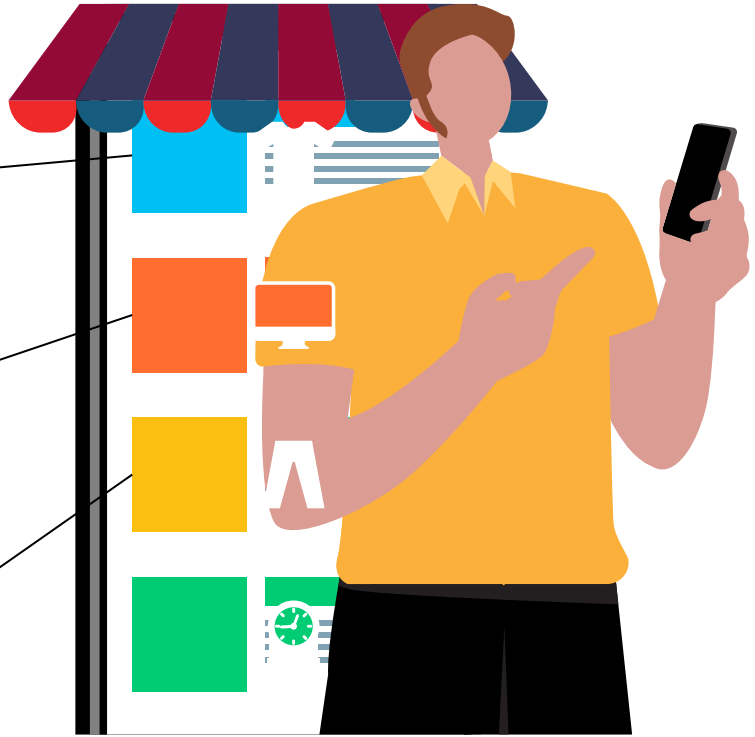
Column: 9
Rows: 95190

Entity Relationship Diagram (ERD)

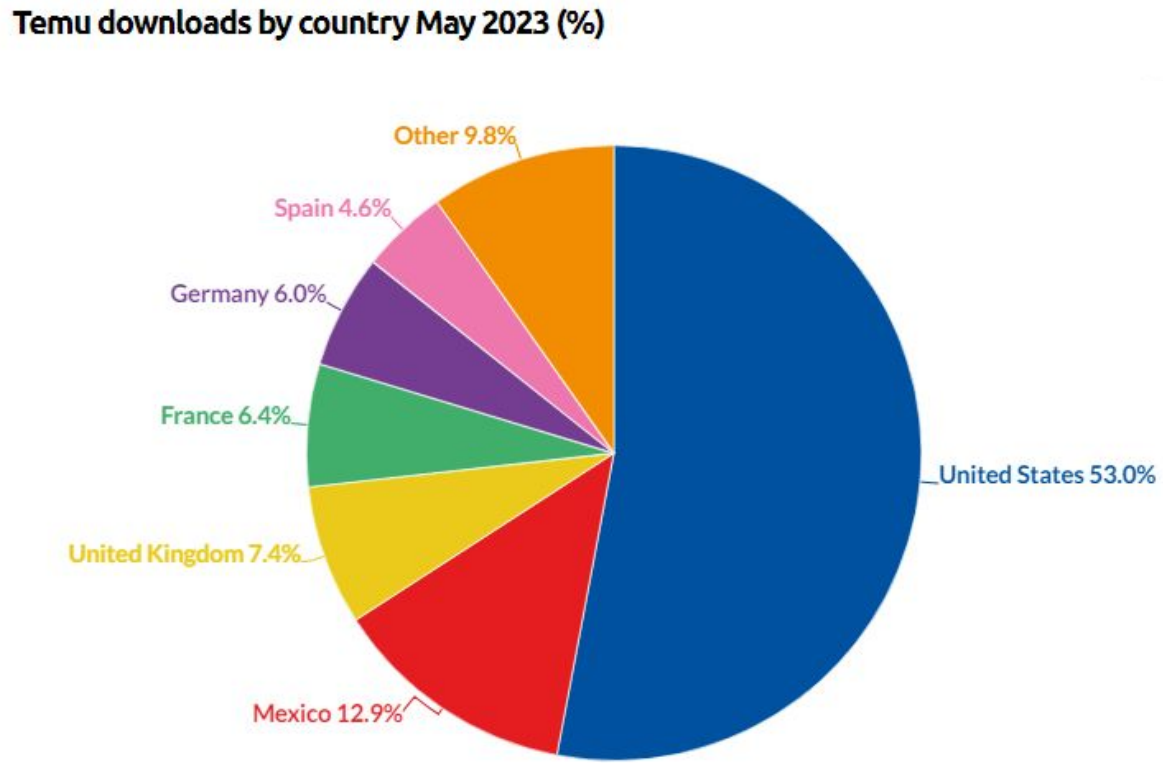


Challenges Facing TEMU

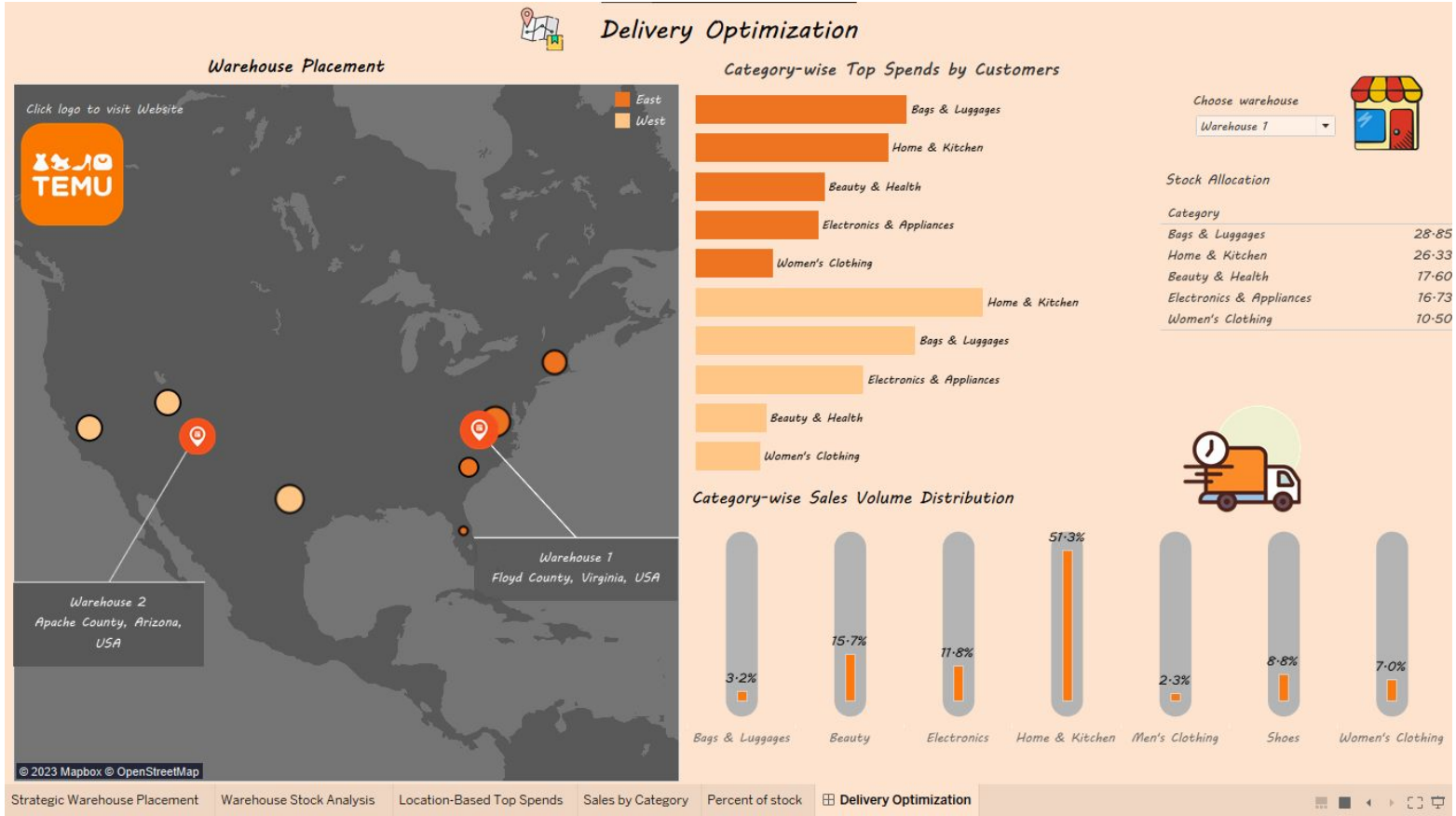
- Shipping Delays
- Inefficient Inventory Management
- Customer Satisfaction Concerns



Temu Revenue and Usage Statistics (2023)



Dashboard


Delivery Optimization
Warehouse Placement
Click logo to visit Website
TEMU
East
West
Warehouse 1
Floyd County, Virginia, USA
Warehouse 2
Apache County, Arizona, USA
© 2023 Mapbox © OpenStreetMap
Category-wise Top Spends by Customers
Bags & Luggages
Home & Kitchen
Beauty & Health
Electronics & Appliances
Women's Clothing
Home & Kitchen
Bags & Luggages
Electronics & Appliances
Beauty & Health
Women's Clothing
Choose warehouse
Warehouse 1
Stock Allocation
Category
Bags & Luggages 28·85
Home & Kitchen 26·33
Beauty & Health 17·60
Electronics & Appliances 16·73
Women's Clothing 10·50
Category-wise Sales Volume Distribution
3·2%
15·7%
11·8%
51·3%
2·3%
8·8%
7·0%
Bags & Luggages
Beauty
Electronics
Home & Kitchen
Men's Clothing
Shoes
Women's Clothing
Strategic Warehouse Placement
Warehouse Stock Analysis
Location-Based Top Spends
Sales by Category
Percent of stock
Delivery Optimization

Conclusion

- Strategically position warehouses in Virginia, Arizona for faster deliveries.
- Prioritize stock allocation to meet high-demand categories, reducing delays.
- Align supply with demand, minimizing delivery times for customer satisfaction.

THANK YOU