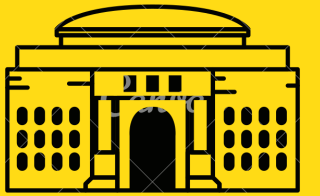


# SALE REPORT AND ANALYSIS



# SME Co.,LTD

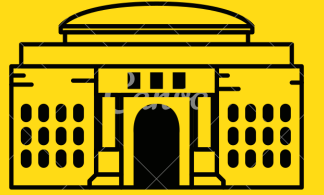
November 2019 - January 2020

# DISCLAIMER

## DISCLAIMER:

This is an imaginary case study I use this to show my skill in Data analysis field. Data applied in this case is provided by **DA Zone** competition hosted by FTU II.

# Key Questions:



▶ QUESTION 1:  
How many percentage of  
customer are female?

▶ QUESTION 2:  
Overall Sale report of Quarter 4 in  
2019

▶ QUESTION 3:  
Presentations are communication  
tools that can be lectures.

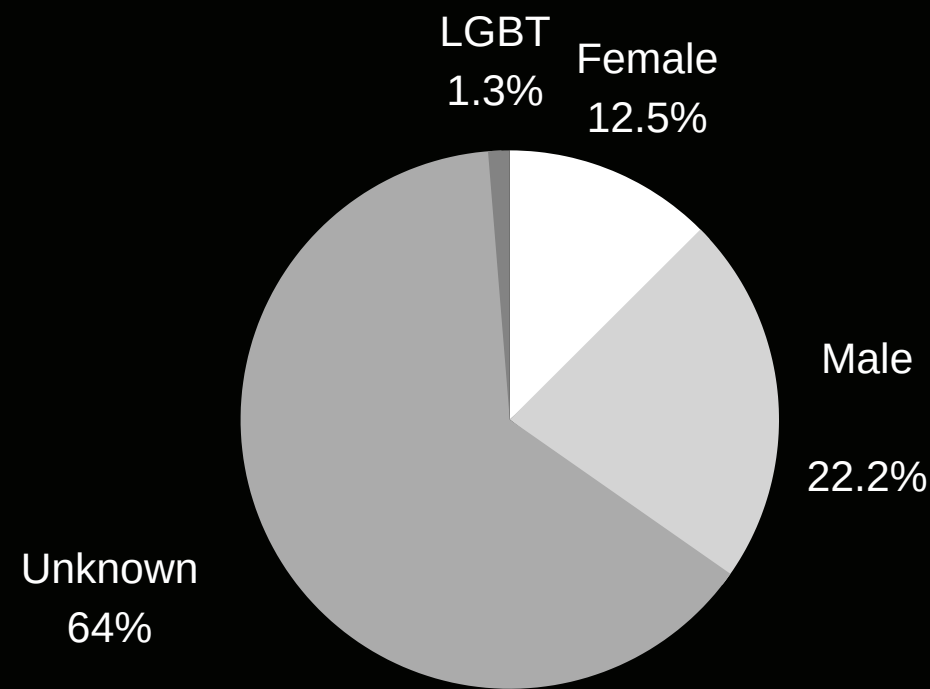
# QUESTION 1:

## BRIEF BACKGROUND

To prepare for the company's upcoming events for loyal customers. Ms. Yen - store manager needs to know the company's percentage of female loyal customers to prepare special gifts.



# PERCENTAGE OF FEMALE CUSTOMER



## Problem arise:

- There are 64% of customer have not recorded their gender, this will lead to mis-prediction.
- To solve this problem need to apply statistic.

Data export from  
SAP system



Formula to predict percentage of female customer:

$$p(p \leq f + \frac{\sqrt{f(1-f)}}{\sqrt{n}} U_{\alpha}) = 1 - \alpha$$



**35.38%**

**Percentage of female Customer**

(\*) The actual percentage can be lower predicted level

# QUESTION 2:

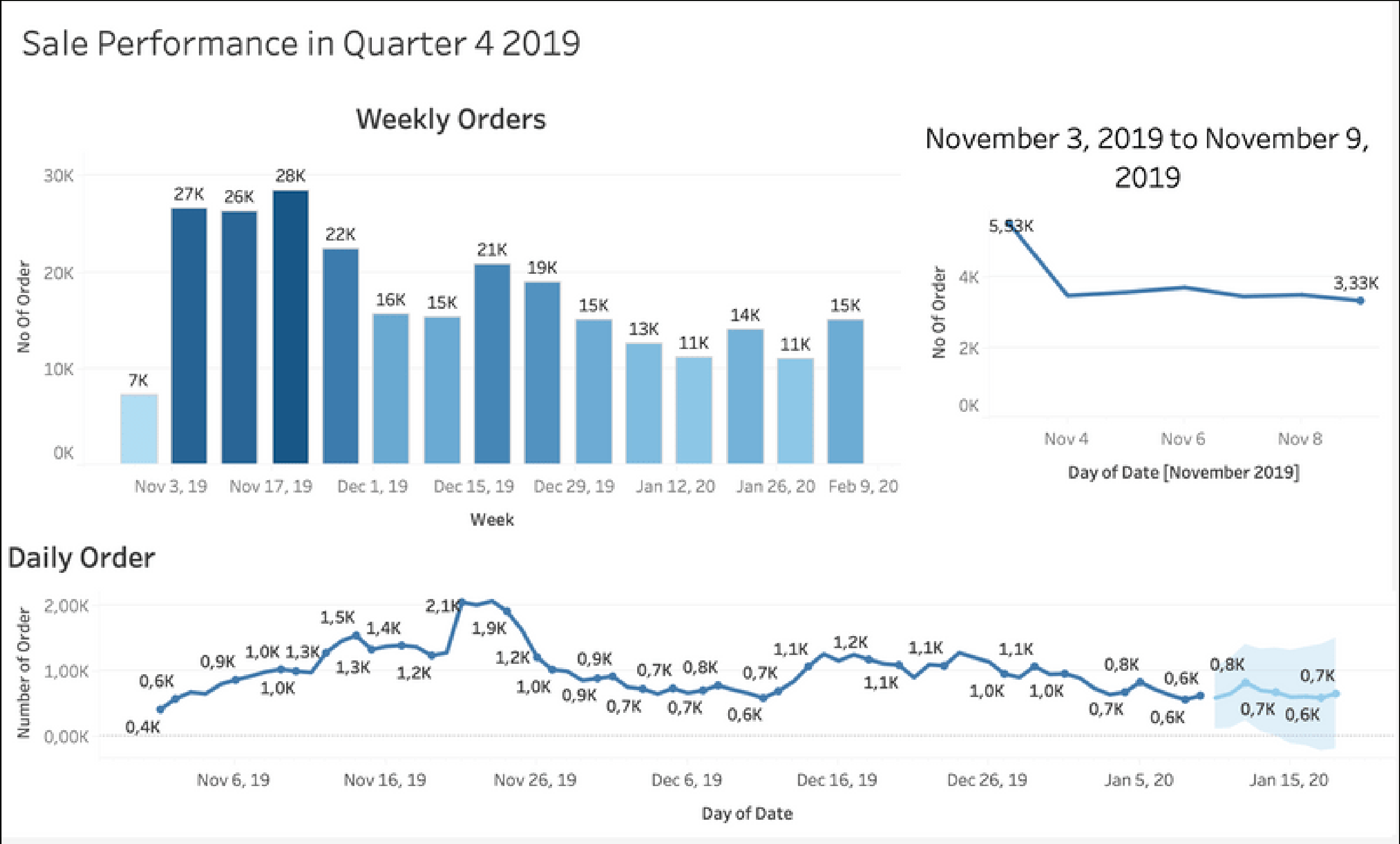
## BRIEF BACKGROUND

Ms. Nhung - New business manager wants to know the company's sale performance in the last quarter of 2019 and wants the team to give a forecast of the number of orders in the following month.





# OVERALL SALE PERFORMANCE:



(\*) This image is exported from Tableau. If you want a close look, you can visit my Tableau Public page

## Daily Order

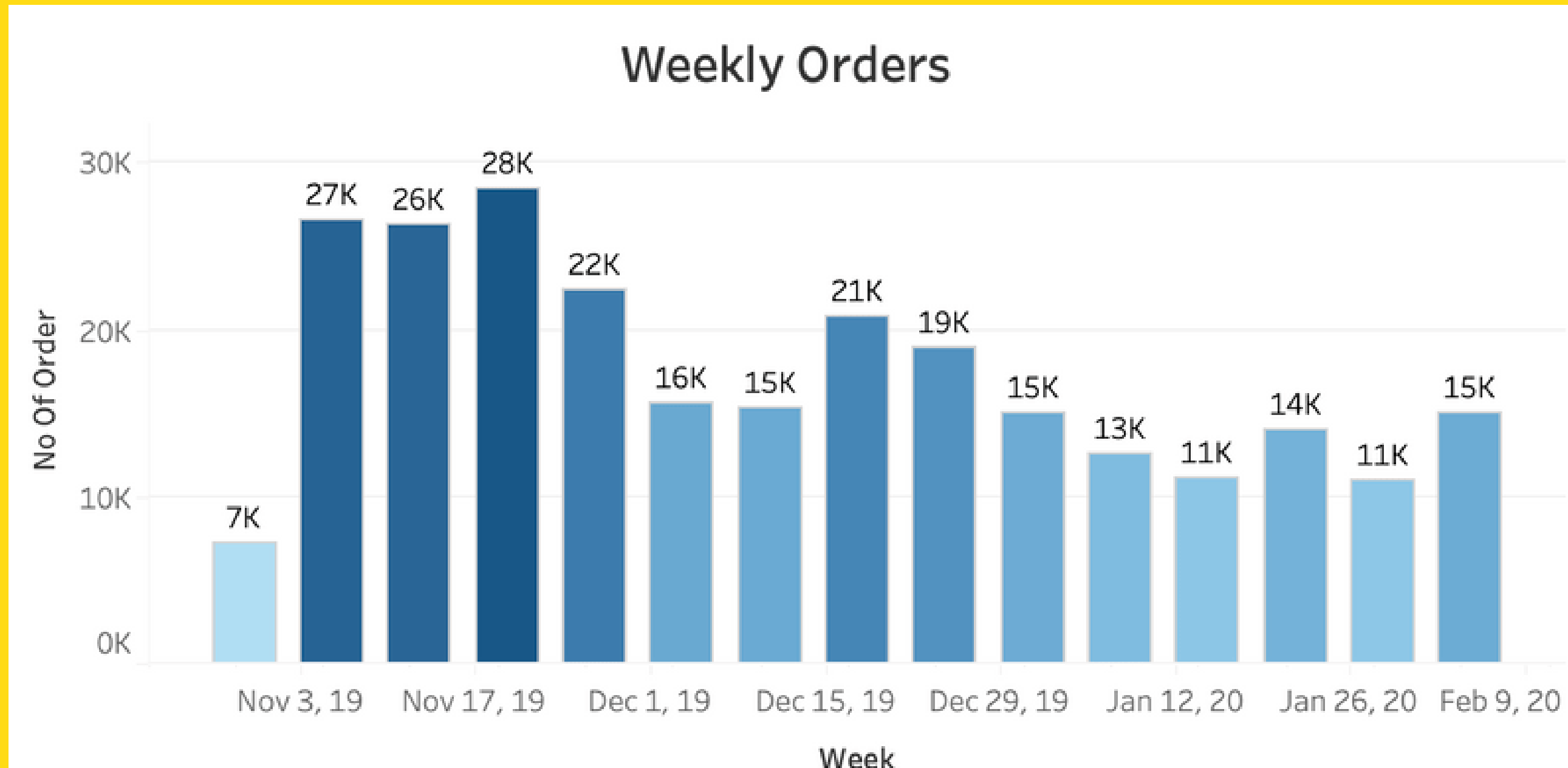


## Report:

- Number of orders in general is on a downward trend.
- Predict that there will be 660 orders in March every day.

## QUANTITY OF ORDERS EVERY WEEK

In general, there is also a downward trend. By the end of January 2020, the company had a **60% decrease** in weekly orders.



# QUESTION 3:

## BRIEF BACKGROUND

Mr. Nhật - CEO wants to re-evaluating the effectiveness of its advertising and communications. He wants to know the customer conversion rate; the number of new and old customers repurchase by day



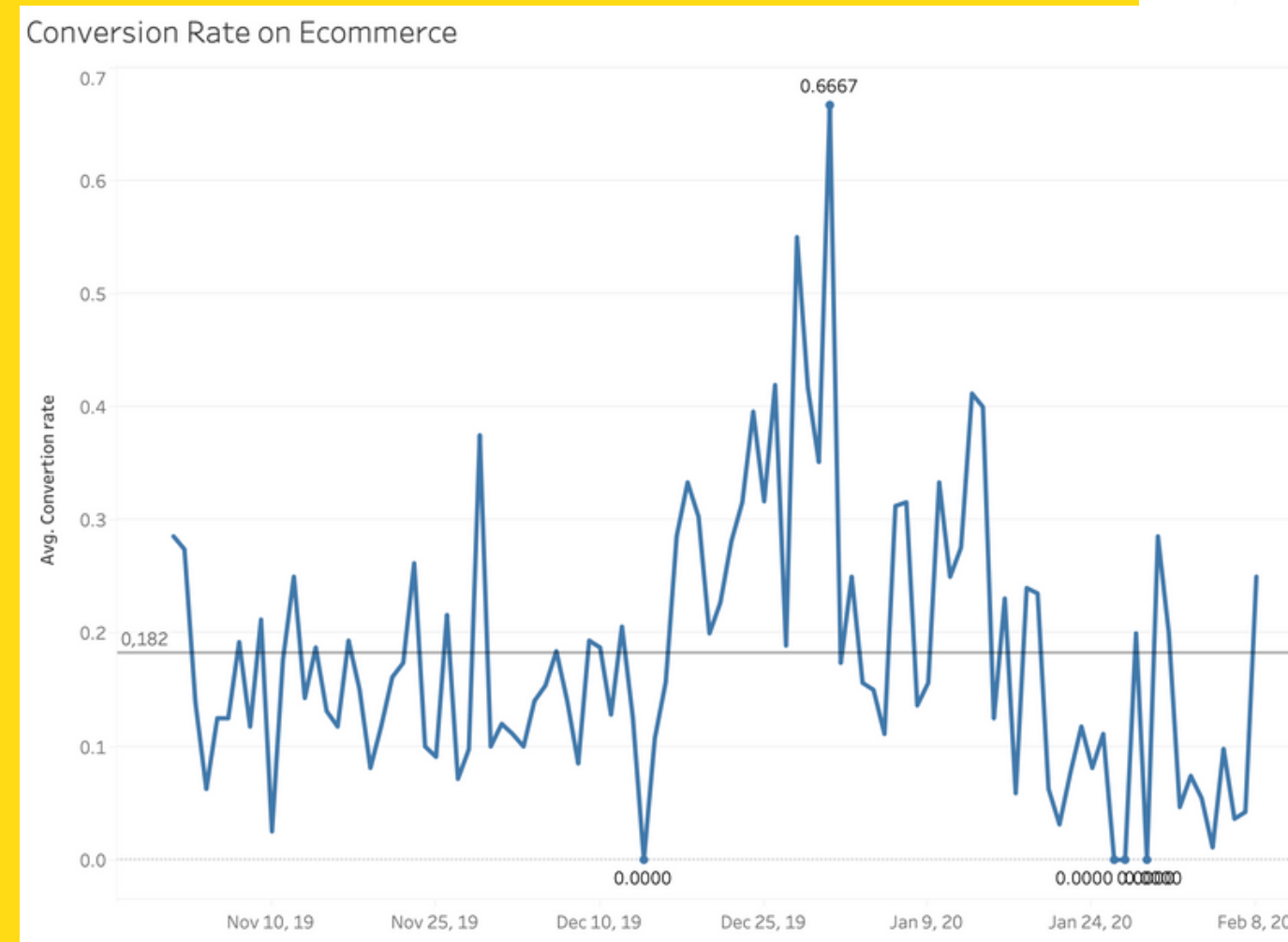
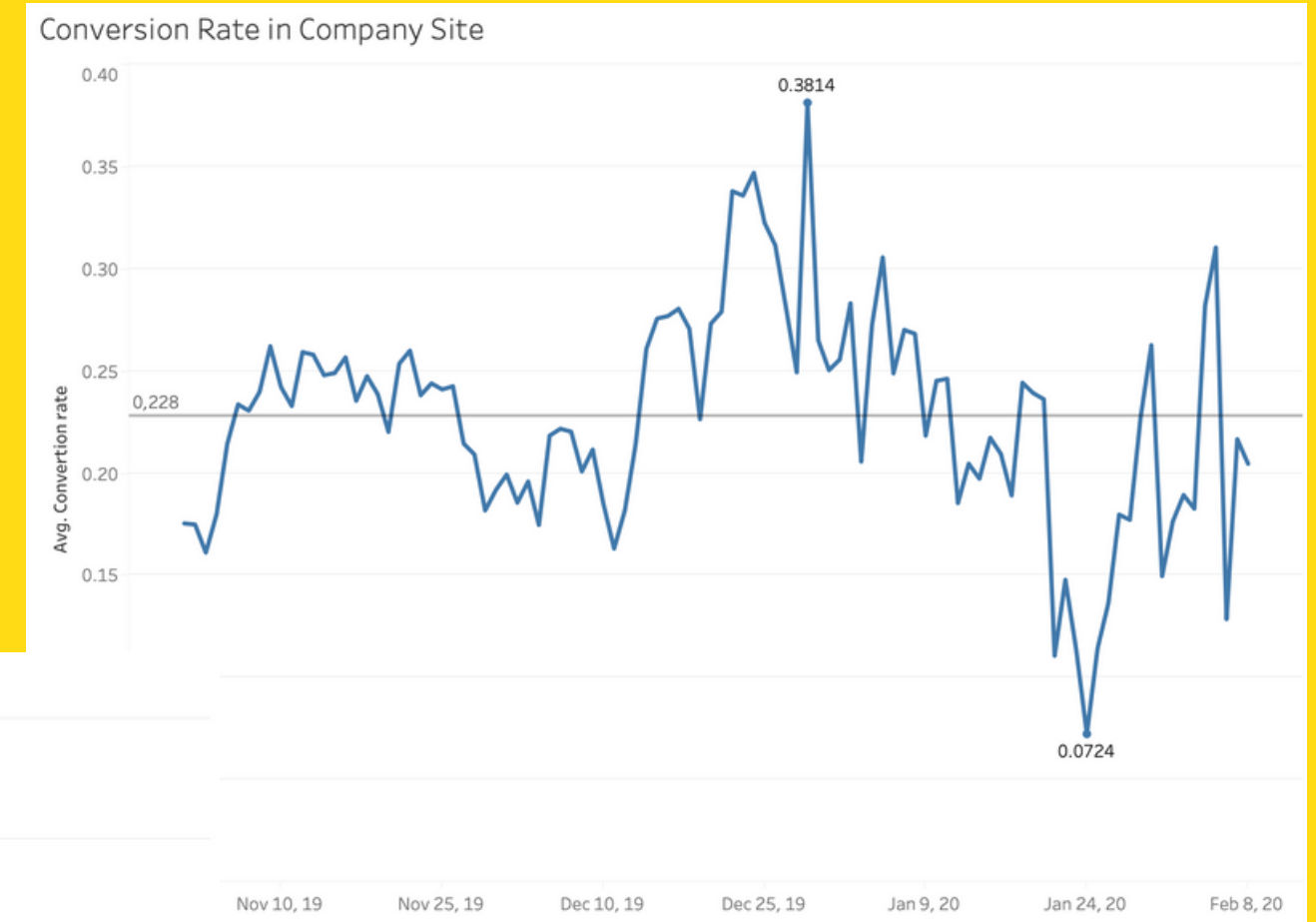
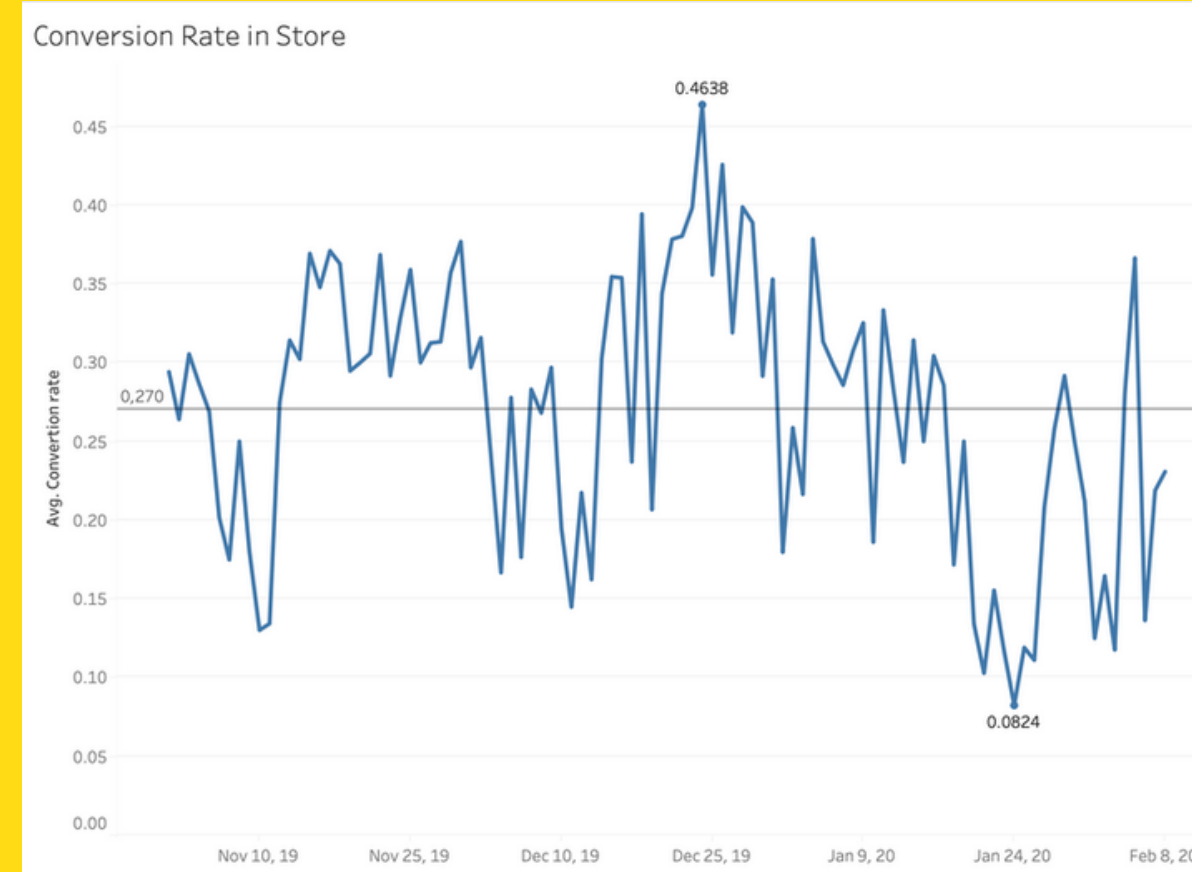
# CONVERSION RATE



## AVERAGE OF 3 SALES CHANNELS

- **Average conversion rate** is **0.227** - which mean 22,7% of customer first visit and buy
- The **highest** Conversion rate is **0.4234**
- The **lowest** is **0.0786**
- Conversion rate has a sharp drop (December 26, 2019 - January 25, 2020) maybe this is **the impact of Covid-19** but it is **necessary to consider** the conversion rate at **each sales channel** to draw conclusions

# CONVERSION RATE OF EACH SALES CHANNELS





# KEY FINDINGS

## Ecommerce:

Ecommerce is a potential channels but SMA Co.,LTD seems "forget" this channel. This channel have **the lowest conversion rate**. In this channel, **the amplitude of increase and decrease** is also **the largest** proves that the e-commerce channel has not reached many customers

## Hold Market is impacted by Covid-19

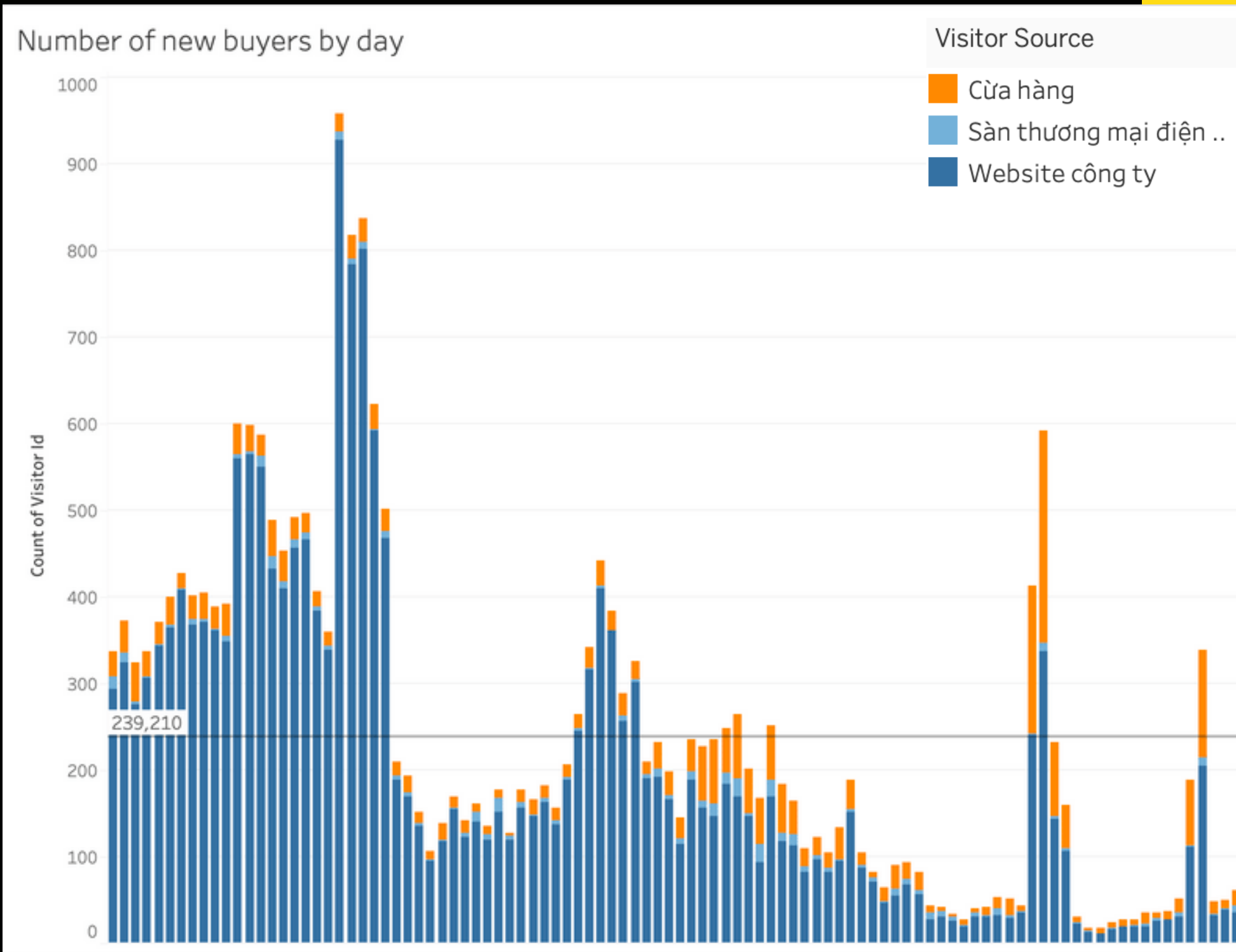
**Severe drop in conversion rate** (which has been mentioned before) is **a common situation of the whole market**. Because all three distribution channels are faced with

## Store:

Store has the **highest conversion rate**. On average, **27% of customers** who **visit the store will make a purchase**.

# NUMBER OF NEW BUYERS

EVERY DAY

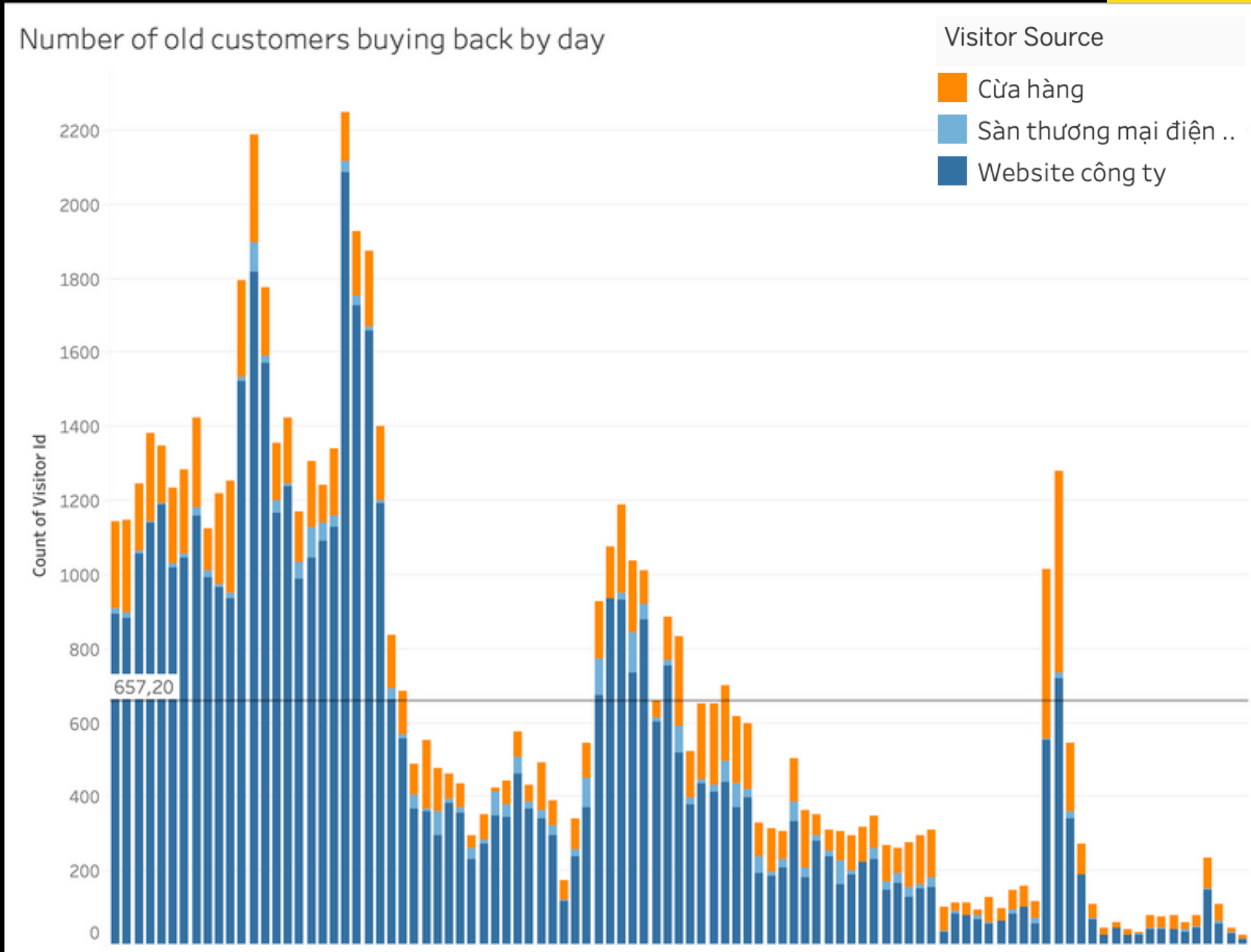


- Average every day, company have 240 new customers.



# NUMBER OF OLD BUYERS

REPURCHASE EVERY DAY



- On average, every day there are 657 old customers buy back from the company.

# SUGGESTIONS

## Suggestion 1:

The company is **not doing well in finding new customers**. Customers know about the company mainly through the website. The company **needs to more e-commerce channels** because this is a potential channel to expand the customer base

## Suggestion 2:

**Communication activities** are doing well when attracting more than 600 old customers to re-purchases every day. But the **number of customers is concentrated on the website channel**, the company should **launch communication activities in 2 remaining channels** to increase the attraction.

