

Case Study for a Renting e-commerce company

As Demand Planner, you are provided with some figures in tab "DATA" regarding the performance during the month of April.

Please follow the guidance of the questions below.

1. Extrapolate 2-3 KPIs from the given data that you feel are crucial for the business.
2. Create a visualization of the data that fully describes the status of the portfolio.
3. How would you plan supplies of products to be able to achieve the targets of May?
4. How would you prioritize the supplies on a Category/Brand/SKU focusing on maximizing revenues?
5. Please share any other insights you find interesting.

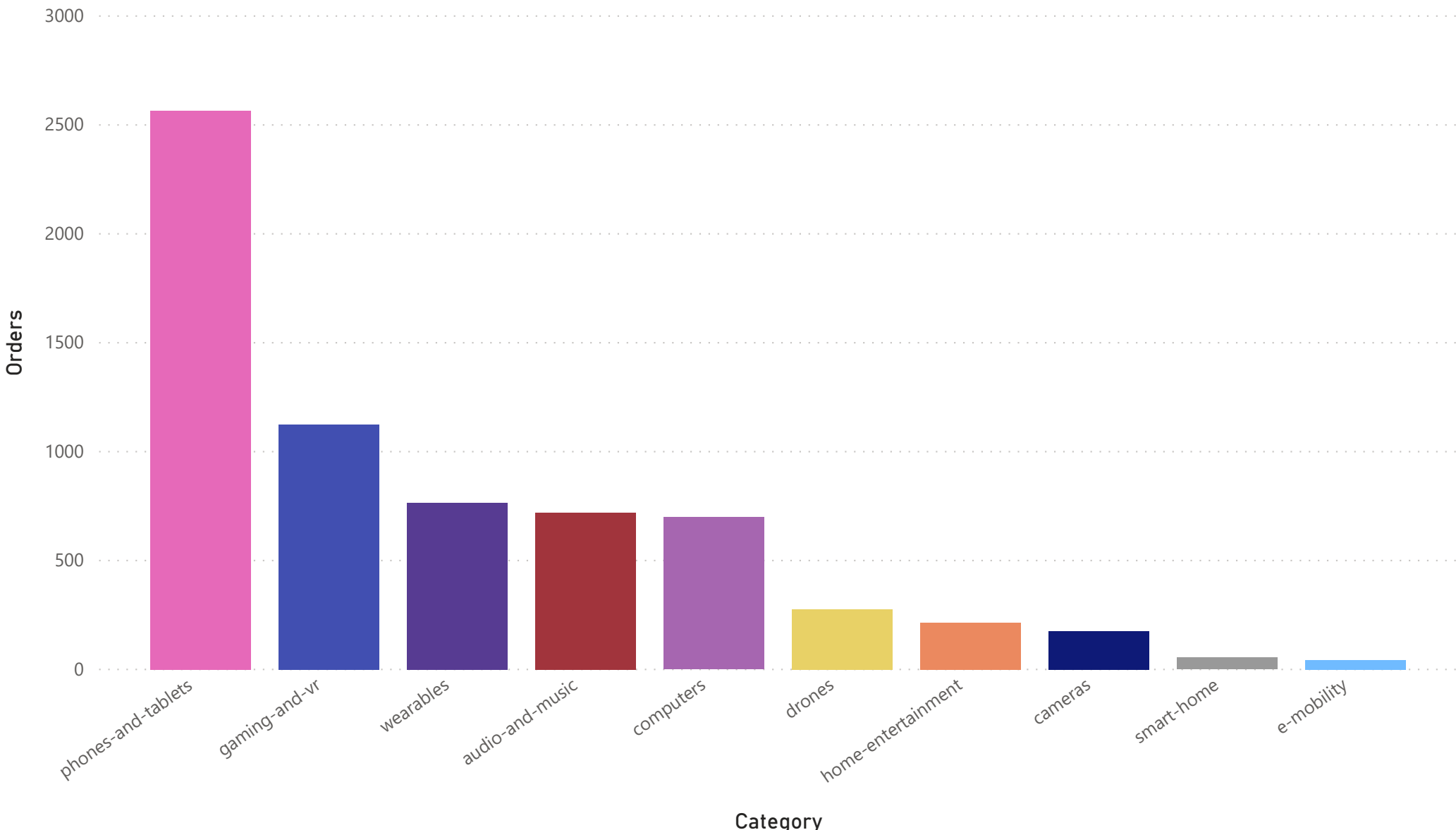
Please present your finding in either excel, ppt or both.

- Brand
- acer
 - apple
 - asus
 - AVA
 - Bowers & Wilkins



Which category is the most demanded?

Orders by Category



Category	Orders
<div><div></div><div></div></div> audio-and-music	719
<div><div></div><div></div></div> cameras	176
<div><div></div><div></div></div> computers	699
<div><div></div><div></div></div> drones	276
<div><div></div><div></div></div> e-mobility	44
<div><div></div><div></div></div> gaming-and-vr	1124
<div><div></div><div></div></div> home-entertainment	215
<div><div></div><div></div></div> phones-and-tablets	2566
apple	1725
google	23
LG	14
microsoft	68
samsung	693
xiaomi	43
<div><div></div><div></div></div> smart-home	54
<div><div></div><div></div></div> wearables	765
Total	6638

Effective Rental = More Days rented

= More orders

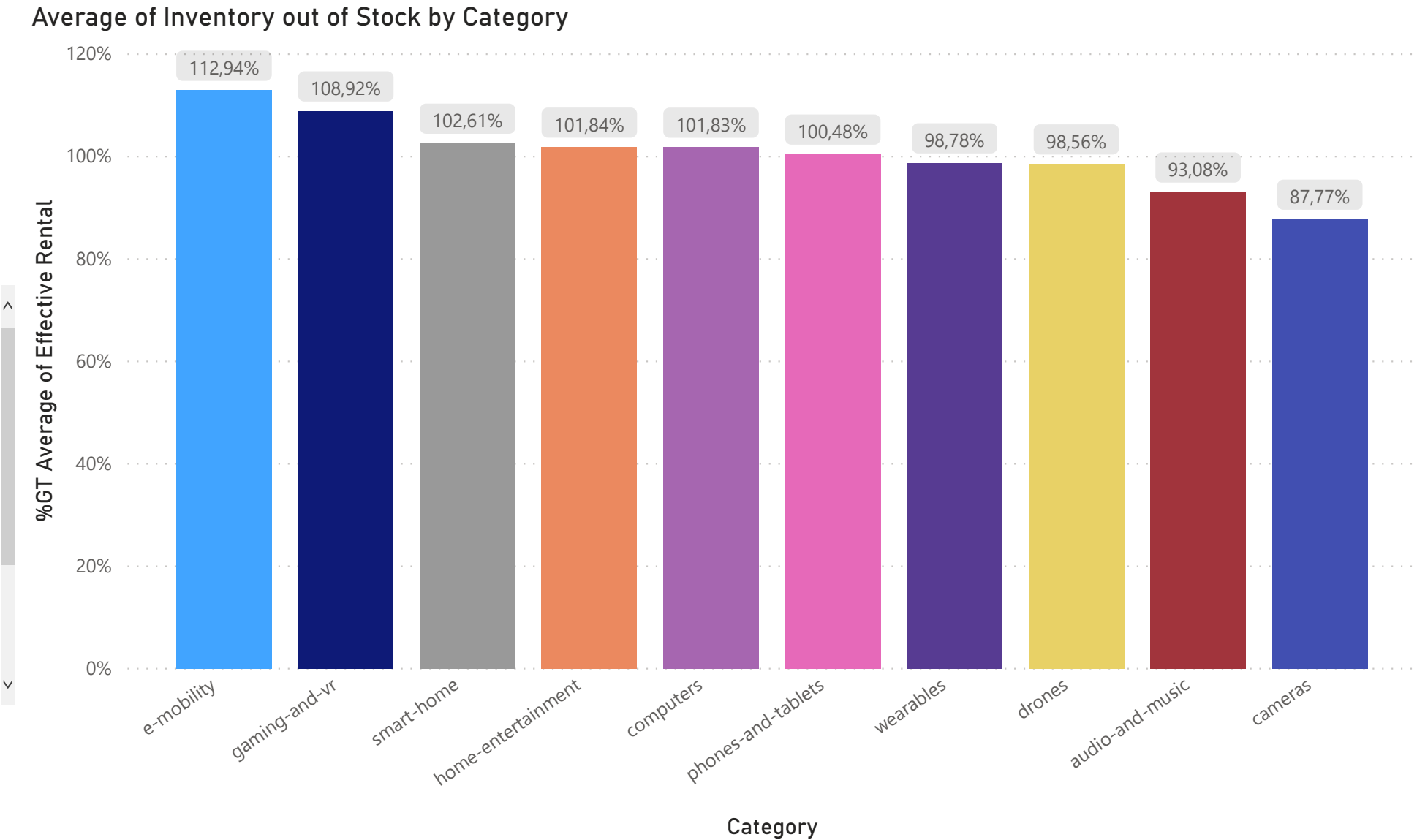
98,90%

Max in Effective Rental

76,86%

Min in Effective Rental

Category	Avg. AGE	Effective Rental
<div><div></div>cameras</div>	84,45	76,86 %
instant-cameras	122,35	66,48 %
lenses	98,87	72,91 %
action-cameras	90,53	75,20 %
digital-cameras	67,49	81,51 %
point-and-shoot	50,33	86,21 %
camera-accessories	49,08	86,55 %
<div><div></div>audio-and-music</div>	67,47	81,51 %
<div><div></div>drones</div>	49,97	86,31 %
<div><div></div>wearables</div>	49,27	86,50 %
<div><div></div>phones-and-tablets</div>	43,81	88,00 %
<div><div></div>computers</div>	39,52	89,17 %
Total	45,36	87,57 %

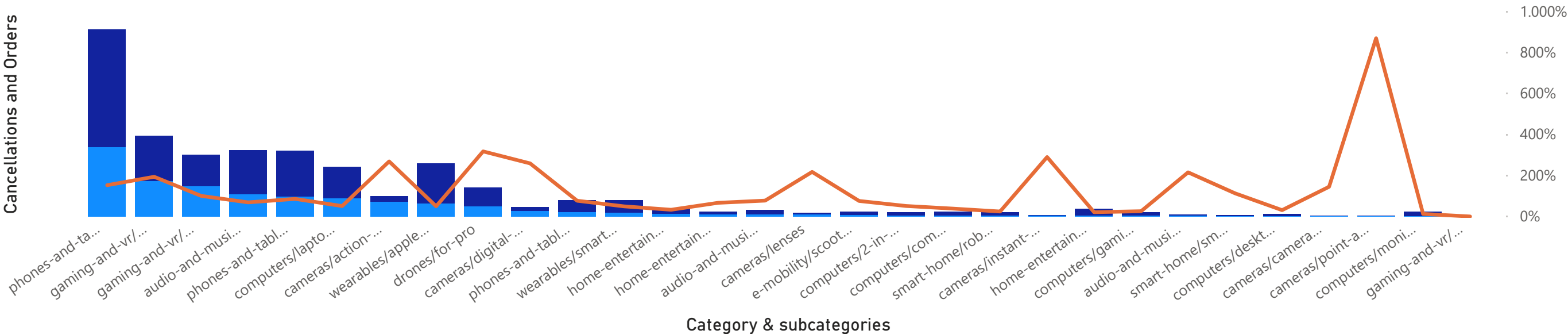


Category & subcategories	Orders	Cancellations	Orders cancelled
gaming-and-vr/gaming-accessories	0,00	0,00	0,00 %
computers/monitors	6,70	0,10	10,00 %
home-entertainment/tv	10,78	1,44	16,91 %
smart-home/robot-cleaners	21,50	8,00	19,51 %
computers/gaming-computers	6,00	1,38	20,61 %
computers/desktop-computers	5,60	1,60	24,86 %
home-entertainment/home-cinema	11,71	5,29	26,40 %
computers/computer-accessories	27,50	8,50	30,82 %
wearables/smartwatches	22,38	7,75	39,70 %
wearables/apple-watches	29,30	9,70	40,02 %
computers/laptops	9,31	5,43	40,95 %
computers/2-in-1-laptops	3,75	1,58	41,18 %
home-entertainment/projectors	5,14	5,29	53,68 %
audio-and-music/headphones	71,44	36,78	55,41 %
e-mobility/scooters	22,00	14,50	60,94 %
phones-and-tablets/phone-accessories	86,50	32,50	61,82 %
audio-and-music/bluetooth-speakers	10,00	6,00	62,31 %
phones-and-tablets/tablets	15,88	7,07	69,03 %
Total	22,05	13,09	80,43 %

New model =
More orders
Less Cancel

Which product is the most cancelled?

● Cancellations ● Orders ● Average of Cancelling an order



- Brand
- acer
- apple
- asus
- AVA
- Bowers & Wilkins
- canon
- dji
- epson
- fitbit
- fossil

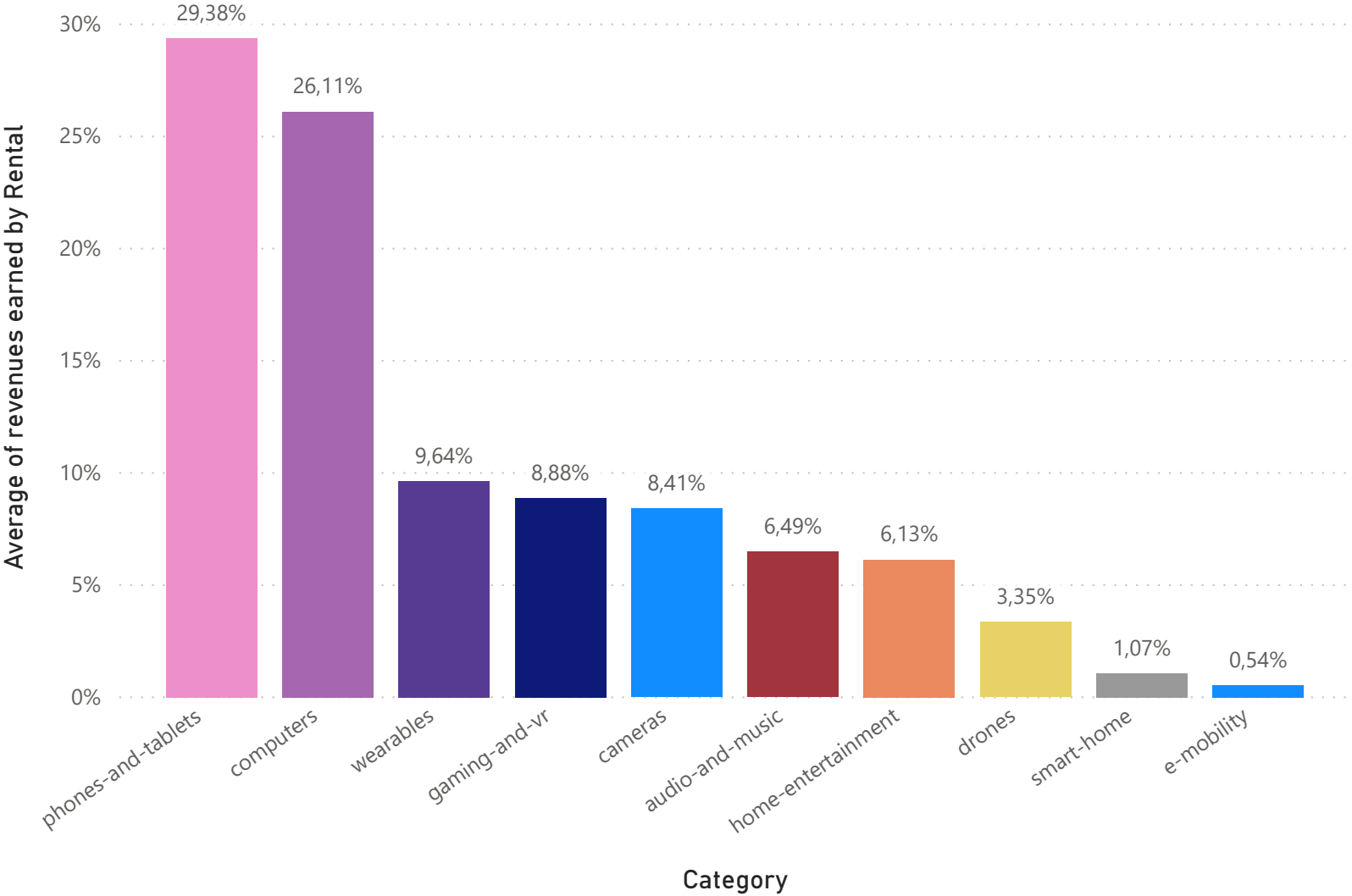
Which is the Star Product?

€ 336,58K

Revenue

Category & subcategories	Average Rental Price	Average Rent Earned
computers/laptops	€ 90,03	323,36 %
phones-and-tablets/smartphones	€ 55,78	312,91 %
phones-and-tablets/tablets	€ 65,94	286,26 %
wearables/apple-watches	€ 42,71	140,63 %
gaming-and-vr/virtual-reality	€ 44,76	102,71 %
audio-and-music/headphones	€ 18,90	77,96 %
drones/for-pro	€ 51,58	71,71 %
gaming-and-vr/gaming-consoles	€ 34,79	68,75 %
computers/monitors	€ 45,58	67,95 %
cameras/action-cameras	€ 27,37	65,91 %
wearables/smartwatches	€ 24,18	65,42 %
computers/2-in-1-laptops	€ 124,28	63,51 %
cameras/digital-cameras	€ 51,72	54,20 %
home-entertainment/projectors	€ 35,86	48,96 %
computers/gaming-computers	€ 125,53	44,47 %
audio-and-music/bluetooth-speakers	€ 20,15	44,45 %
home-entertainment/tv	€ 70,48	41,46 %
home-entertainment/home-cinema	€ 34,40	40,64 %
computers/desktop-computers	€ 140,40	36,06 %
phones-and-tablets/phone-accessories	€ 14,65	28,82 %
cameras/lenses	€ 51.21	27.21 %
Total	€ 60,81	2137,47 %

Which product do you earn more?



Category	Growth Target	Orders in April	SOH	Orders in May	difference
gaming-and-vr/gaming-accessories	0,05	0	0	0	0
computers/computer-accessories	0,10	55	59	60	-1,5
cameras/instant-cameras	0,08	6	108	6	101,52
phones-and-tablets/tablets	0,06	667	819	707	111,98
drones/for-pro	0,25	276	457	345	112
computers/desktop-computers	0,04	28	42	29	12,88
wearables/apple-watches	0,07	586	499	627	-128,02
cameras/point-and-shoot	0,02	1	15	1	13,98
computers/2-in-1-laptops	0,02	45	228	46	182,1
e-mobility/scooters	0,20	44	33	53	-19,8
computers/monitors	0,06	67	48	71	-23,02
gaming-and-vr/virtual-reality	0,10	463	273	509	-236,3
gaming-and-vr/gaming-consoles	0,05	661	439	694	-255,05
audio-and-music/hi-fi-audio	0,05	16	44	17	27,2
home-entertainment/projectors	0,07	36	72	39	33,48
computers/laptops	0,08	456	828	492	335,52
audio-and-music/headphones	0,07	643	333	688	-355,01
phones-and-tablets/smartphones	0,05	1726	2174	1812	361,7
smart-home/smart-appliances	0,08	11	16	12	4,12
home-entertainment/home-cinema	0,05	82	91	86	4,9
cameras/lenses	0,10	24	74	26	47,6
home-entertainment/tv	0,05	97	150	102	48,15
smart-home/robot-cleaners	0,05	43	51	45	5,85
cameras/camera-accessories	0,10	6	13	7	6,4
Total	2,36	6638		7121	

- Category (groups)
- ☐

(Blank)
- ☐

audio-and-music
- ☐

cameras
- ☐

computers
- ☐

drones/for-pro
- ☐

e-mobility/scooters
- ☐

gaming-and-vr
- ☐

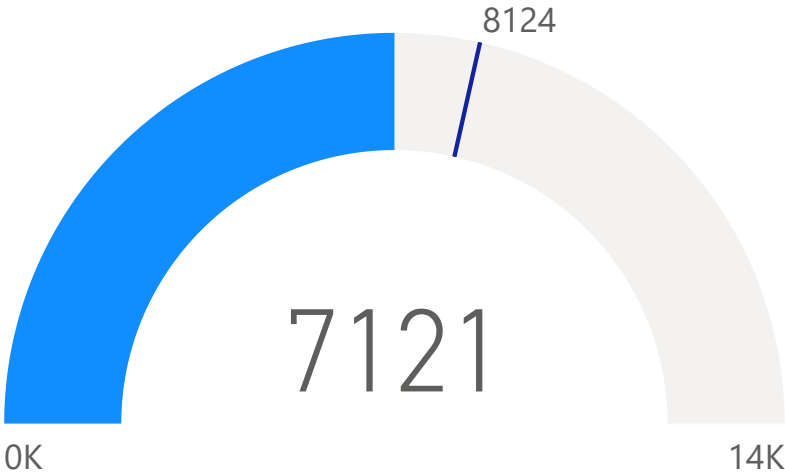
home-entertainment
- ☐

phones-and-tablets
- ☐

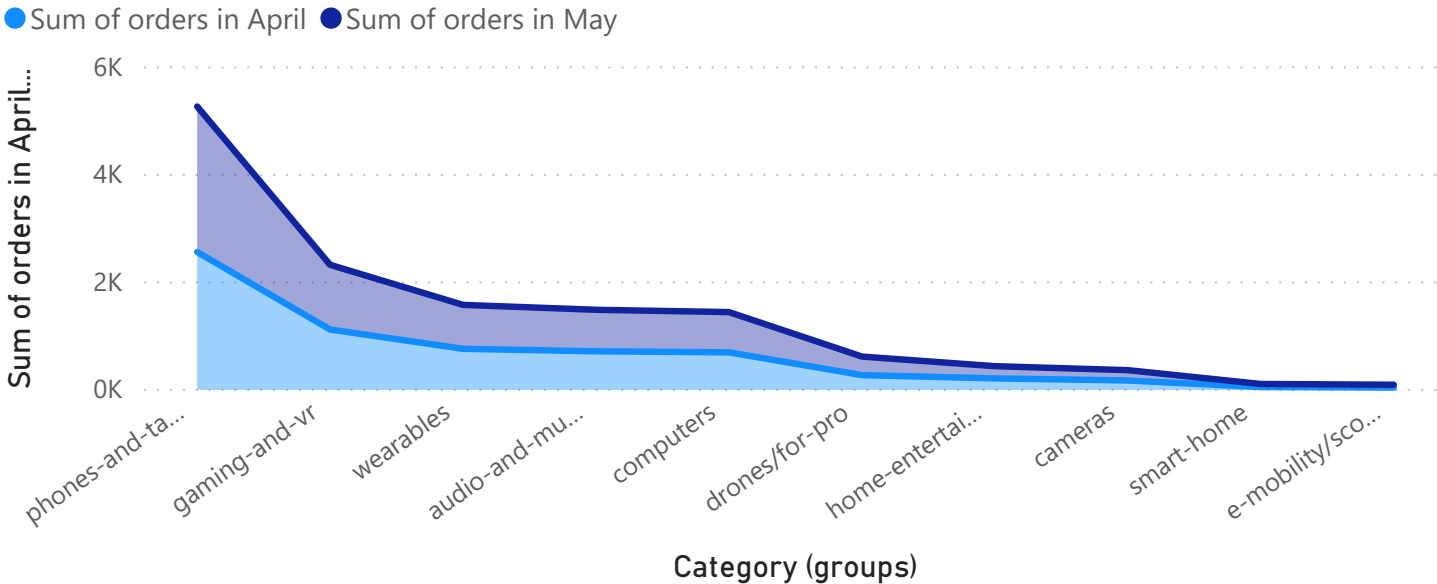
smart-home
- ☐

wearables

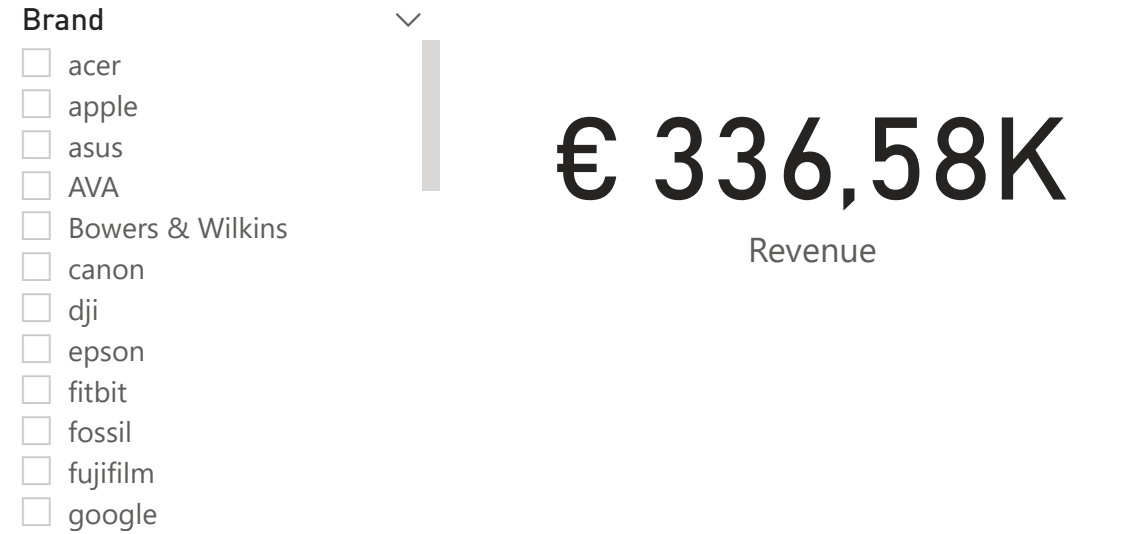
Orders to reach in May



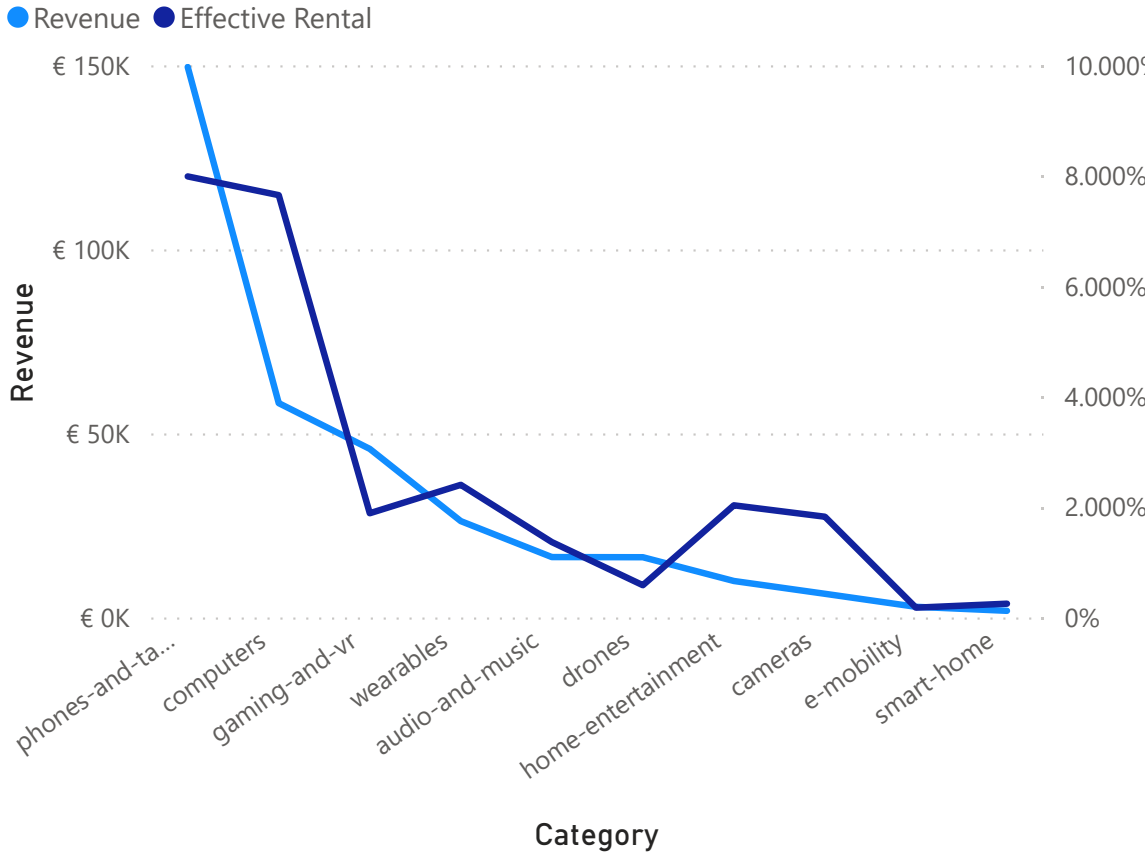
Sum of orders in April and Sum of orders in May by Category (groups)



Category & subcategories	Effective Rental	Average Rent Earned	Revenue
phones-and-tablets/smartphones	4003,56 %	312,91 %	€ 111.741,15
computers/laptops	4360,06 %	323,36 %	€ 42.120,65
phones-and-tablets/tablets	3816,58 %	286,26 %	€ 35.107,30
gaming-and-vr/virtual-reality	1029,09 %	102,71 %	€ 23.863,20
wearables/apple-watches	1786,36 %	140,63 %	€ 22.409,40
gaming-and-vr/gaming-consoles	678,56 %	68,75 %	€ 22.239,15
drones/for-pro	604,17 %	71,71 %	€ 16.666,15
audio-and-music/headphones	791,08 %	77,96 %	€ 14.971,70
home-entertainment/tv	763,49 %	41,46 %	€ 6.278,98
computers/gaming-computers	780,89 %	44,47 %	€ 6.107,70
computers/2-in-1-laptops	942,68 %	63,51 %	€ 4.254,25
wearables/smartwatches	635,69 %	65,42 %	€ 4.064,85
e-mobility/scooters	197,81 %	11,50 %	€ 3.196,80
computers/desktop-computers	436,05 %	36,06 %	€ 3.080,95
phones-and-tablets/phone-accessories	187,64 %	28,82 %	€ 2.999,45
home-entertainment/home-cinema	638,93 %	40,64 %	€ 2.671,55
cameras/digital-cameras	570,56 %	54,20 %	€ 2.583,15
cameras/action-cameras	676,77 %	65,91 %	€ 2.512,95
computers/monitors	967,47 %	67,95 %	€ 2.233,80
smart-home/robot-cleaners	173,98 %	14,26 %	€ 1.828,20
audio-and-music/bluetooth-speakers	431,00 %	44,45 %	€ 1.462,25
home-entertainment/projectors	648,84 %	48,96 %	€ 1.260,40
cameras/lenses	291,65 %	27,21 %	€ 1.230,10
computers/computer-accessories	181,61 %	22,75 %	€ 727,75
cameras/camera-accessories	86,55 %	8,13 %	€ 306,90
smart-home/smart-appliances	95,60 %	8,58 %	€ 282,15
audio-and-music/hi-fi-audio	163,66 %	16,34 %	€ 274,15
cameras/instant-cameras	132,96 %	16,45 %	€ 61,65
cameras/point-and-shoot	86,21 %	7,86 %	€ 38,90
gaming-and-vr/gaming-accessories	200,00 %	18,27 %	€ 0,00
Total	26359,49 %	2137,47 %	€ 336.575,58



Revenue and Effective Rental by Category



Category & subcategories	Orders	Pageviews	Average of viewing and order
home-entertainment/projectors	3	1,00	300,00 %
home-entertainment/home-cinema	3	3,00	100,00 %
home-entertainment/projectors	1	1,00	100,00 %
computers/laptops	4	12,00	33,33 %
home-entertainment/projectors	1	5,00	20,00 %
computers/monitors	1	9,00	11,11 %
gaming-and-vr/gaming-consoles	85	774,00	10,98 %
computers/gaming-computers	5	52,00	9,62 %
phones-and-tablets/phone-accessories	164	2.186,00	7,50 %
smart-home/robot-cleaners	2	27,00	7,41 %
drones/for-pro	20	372,00	5,38 %
gaming-and-vr/gaming-consoles	39	732,00	5,33 %
phones-and-tablets/phone-accessories	9	192,00	4,69 %
wearables/smartwatches	42	886,00	4,26 %

- Brand
- ☐

acer
- ☐

apple
- ☐

asus
- ☐

AVA
- ☐

Bowers & Wilkins
- ☐

canon
- ☐

dji
- ☐

epson
- ☐

fitbit
- ☐

fossil
- ☐

fujifilm
- ☐

google
- ☐

gopro
- ☐

hn

Average of viewing and order

The are people who just go into the website and order without viewing the product.

Page views by Category

