

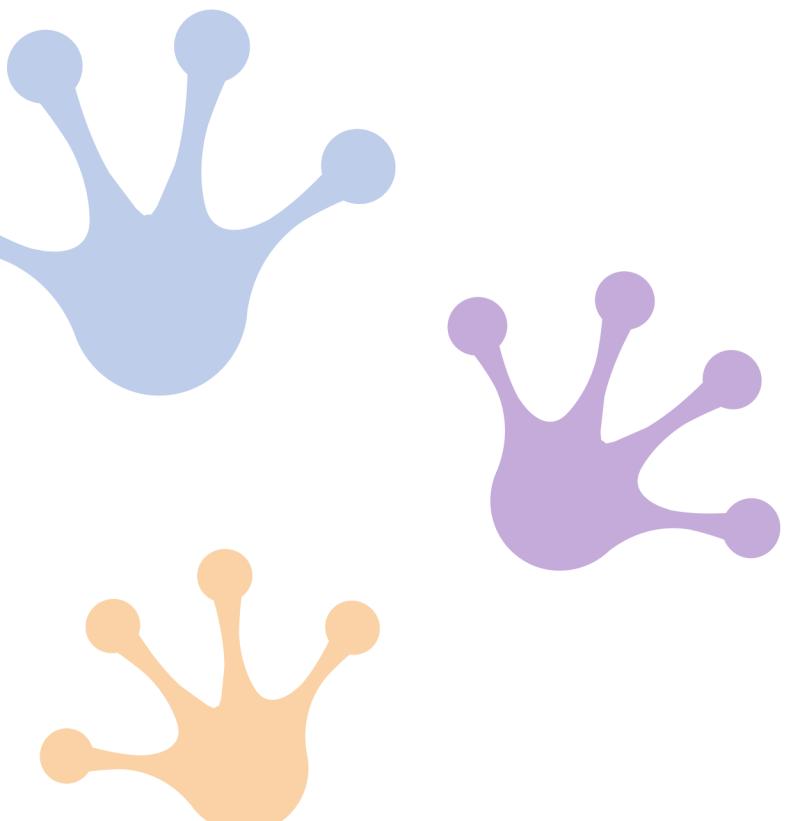
DISAMINA DI UN'AZIENDA SULL'ORLO DEL FALLIMENTO

Fatta da persone sull'orlo di
una crisi di nervi

Cioccorane S.p.a.



ANALISI SVOLTE



01

Prodotti

02

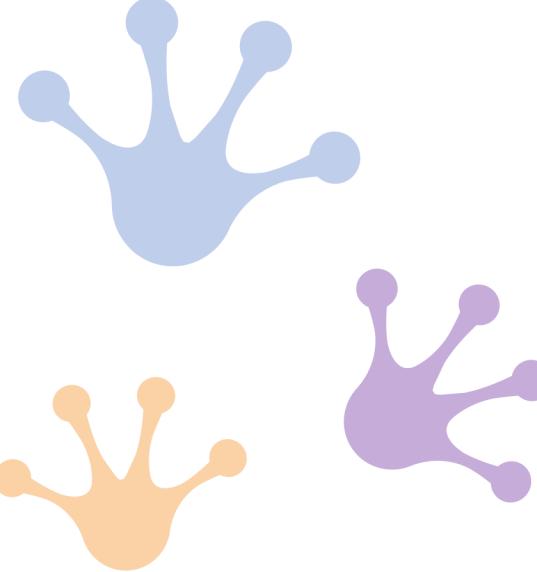
Clienti

03

Spedizioni

04

Vendite e Transazioni



Quantità Venduta 2022

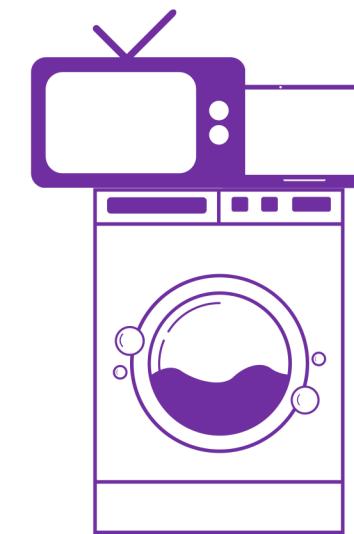
865



834

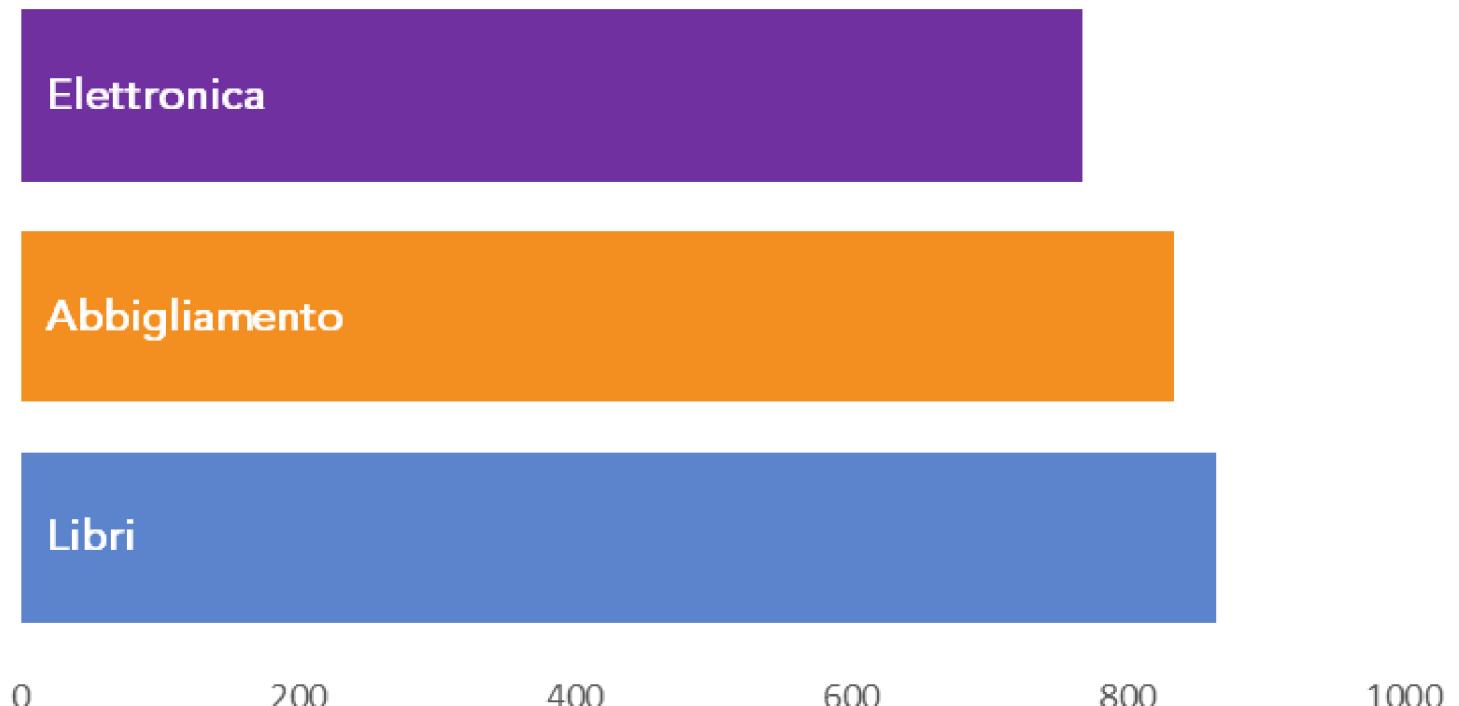


768

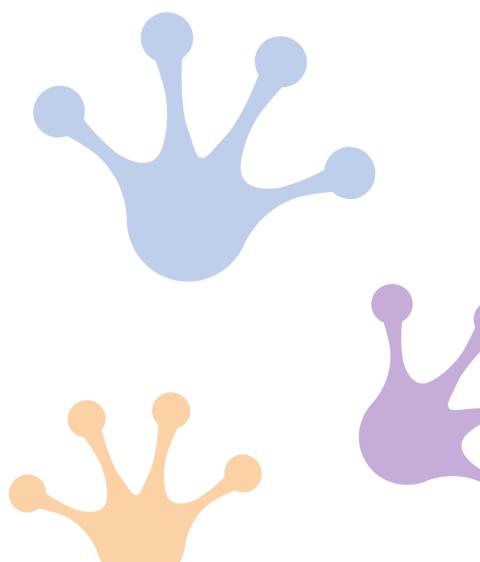
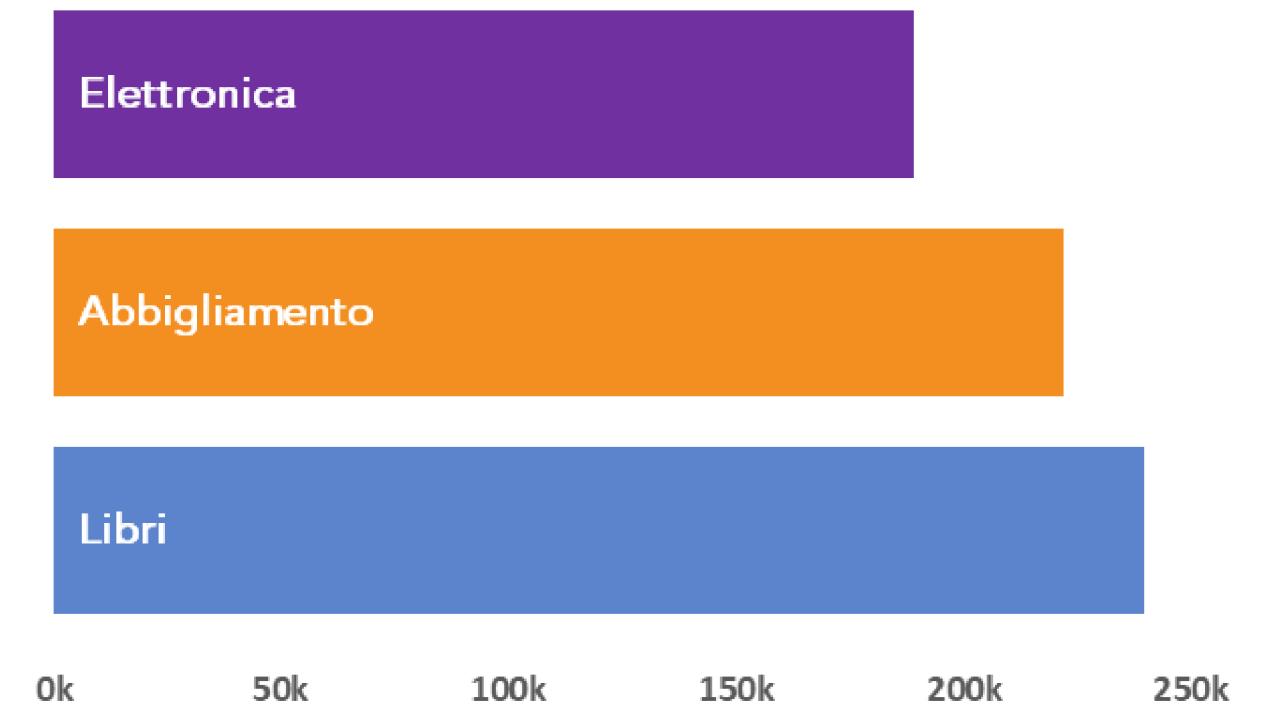


Prodotti

Quantità Acquistata 2022

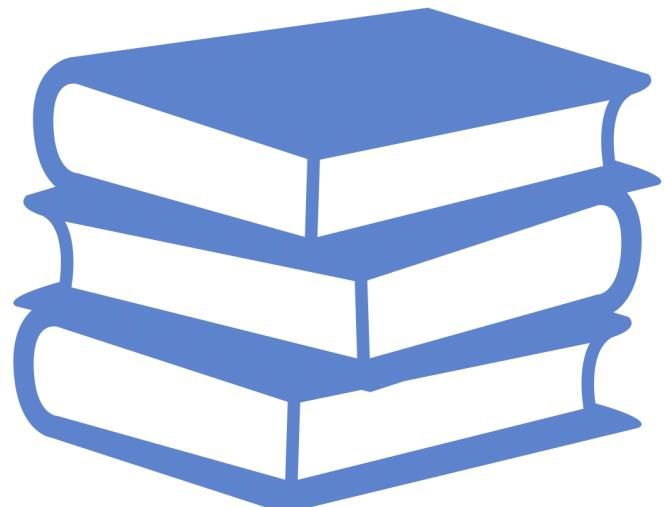


Ricavi 2022 per Categoria



Ricavi 2022

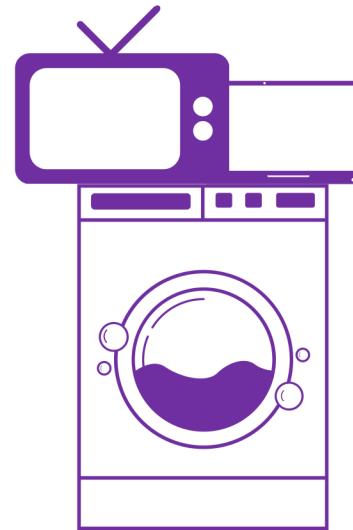
240k



222k



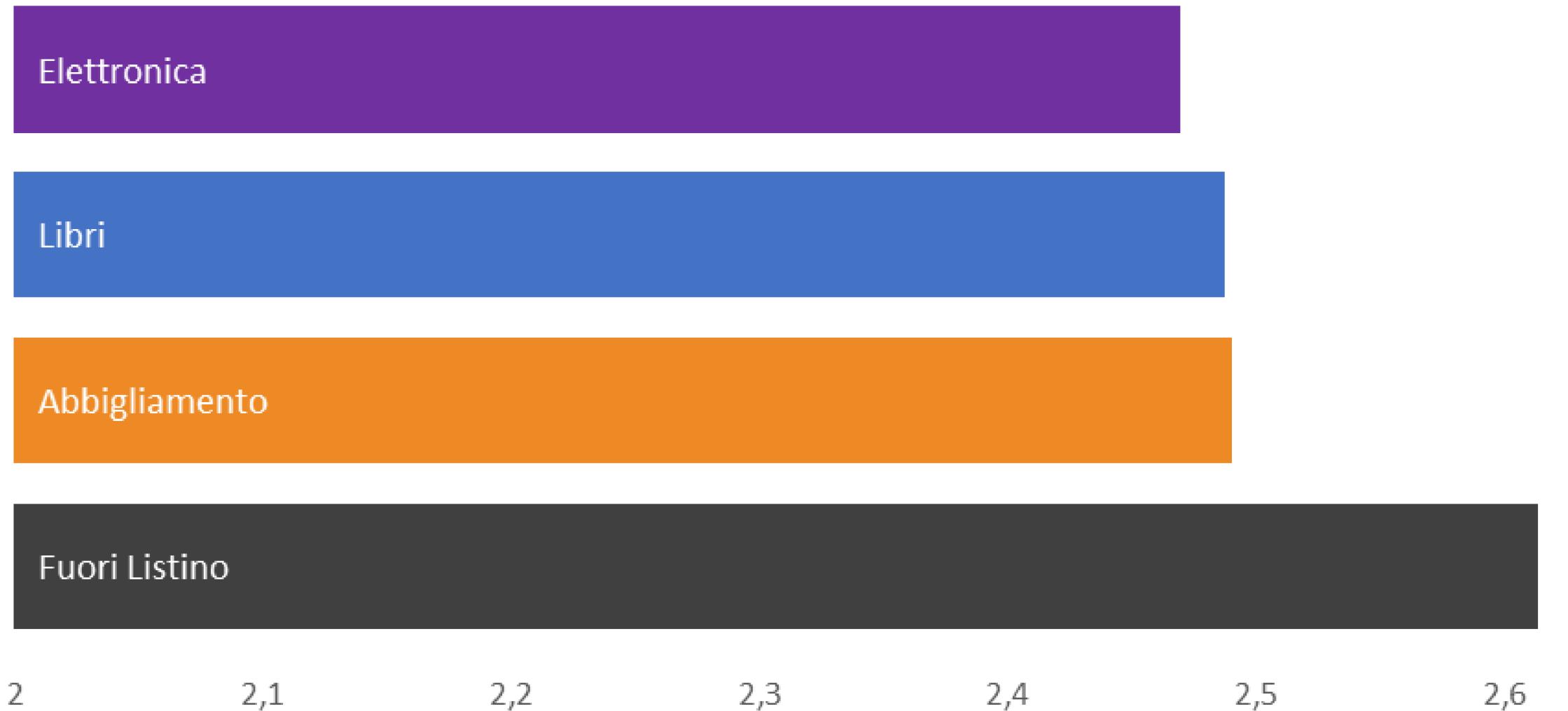
189k



Top 3 Prodotti Venduti

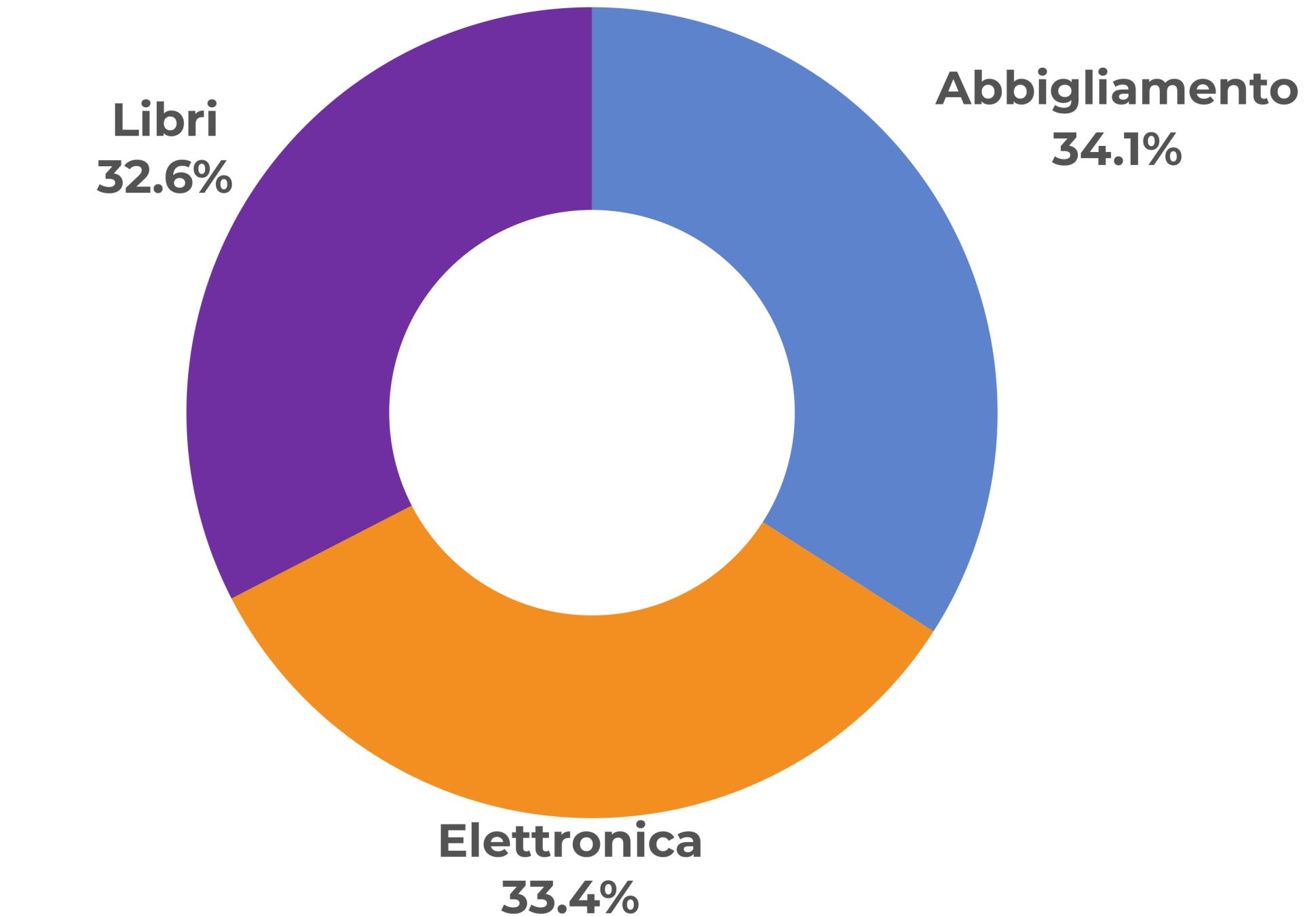


Media Rating Categoria

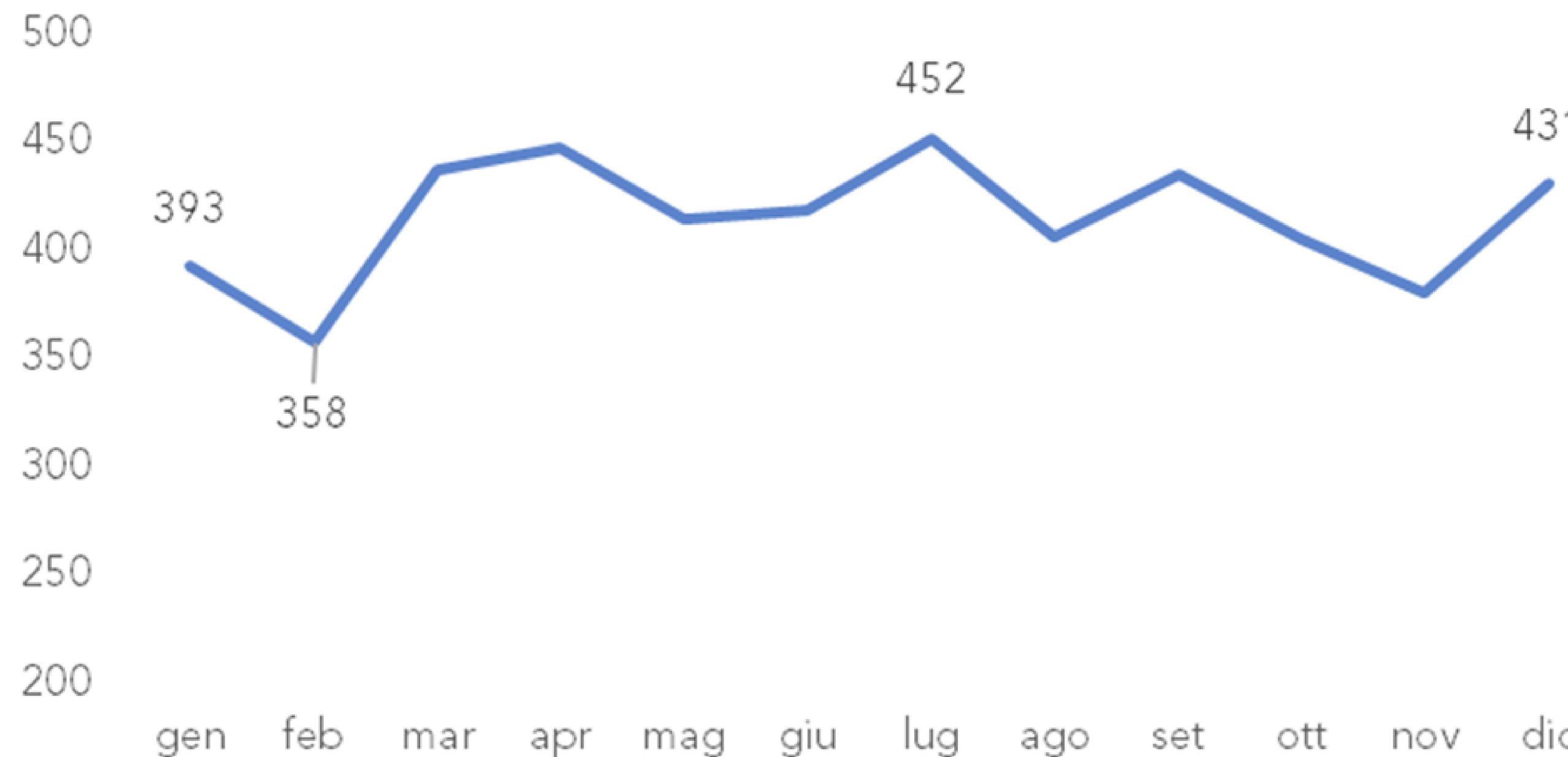


Disponibilità Magazzino

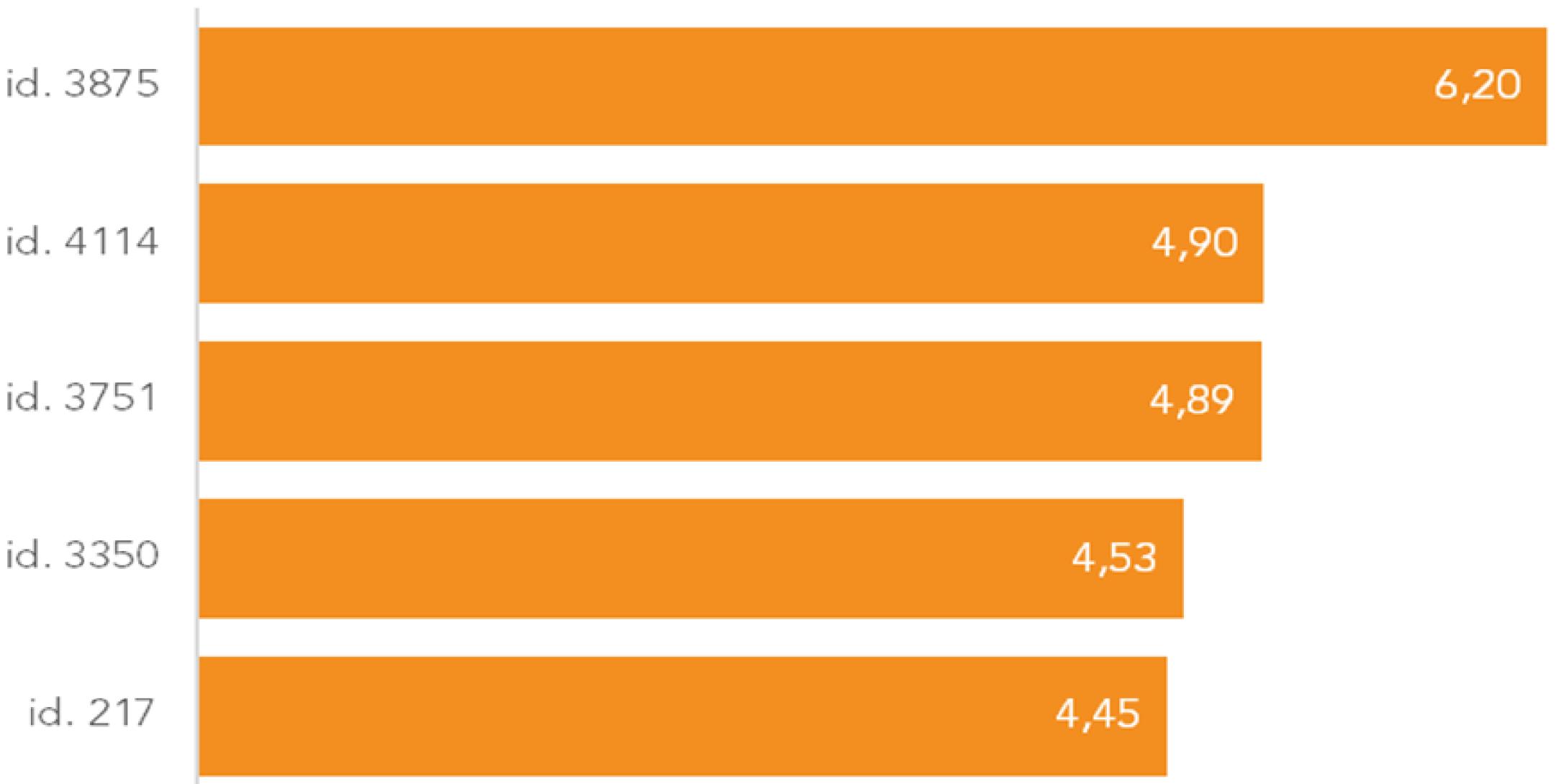
253'065



Andamento Registrazioni Clienti 2022

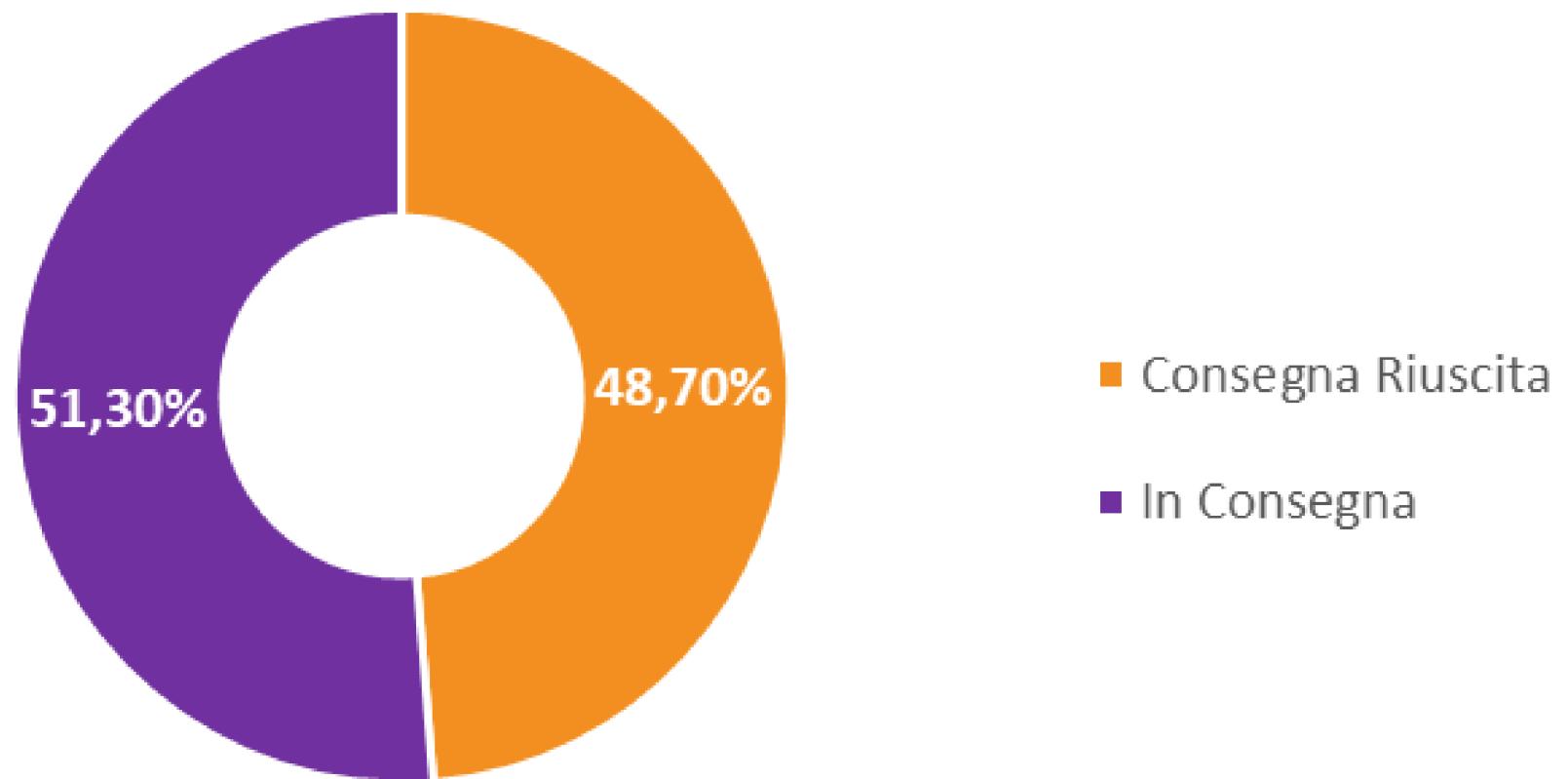


Top 5 Clienti

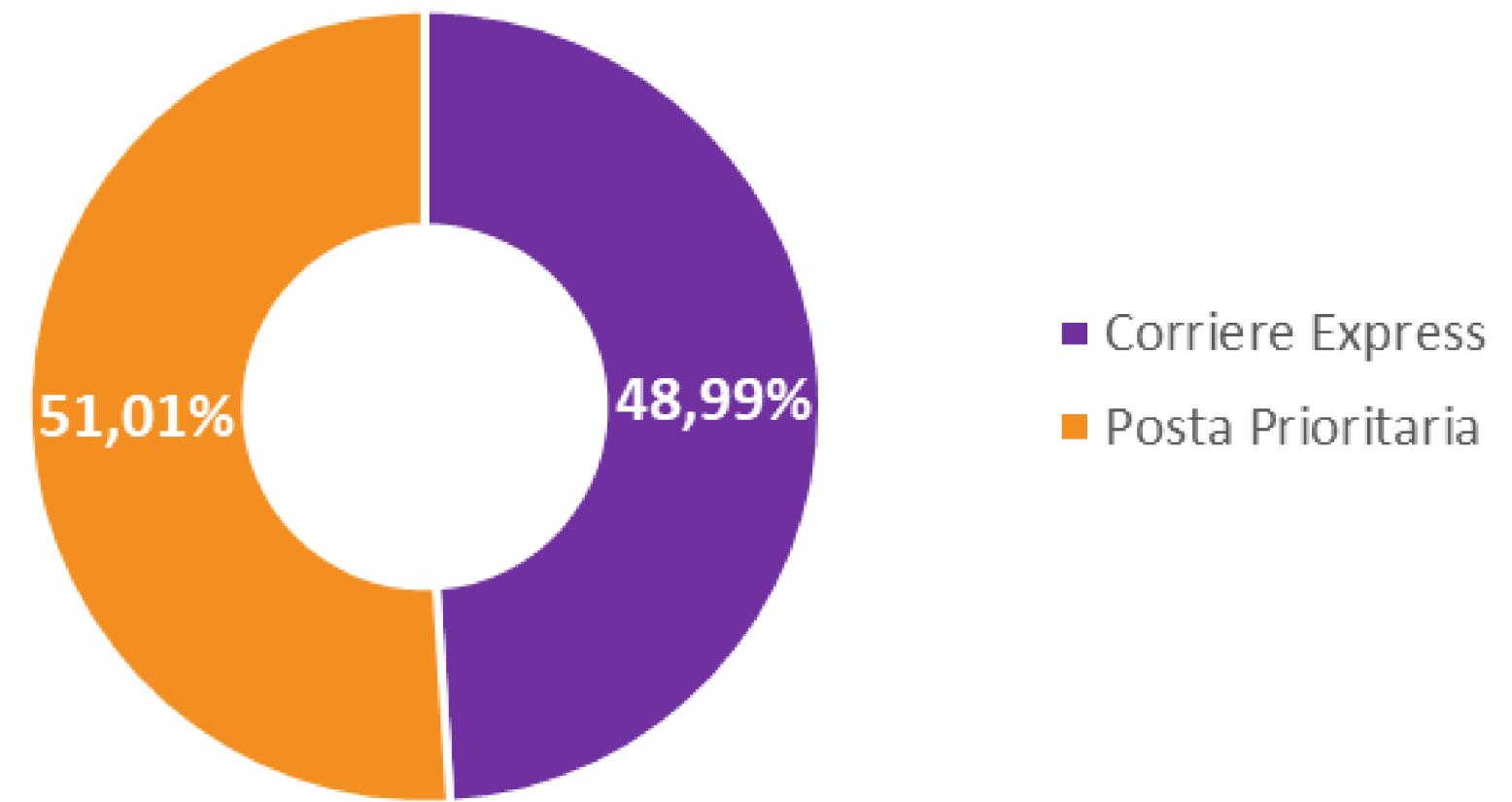


Status Spedizioni

Status Consegne 2022



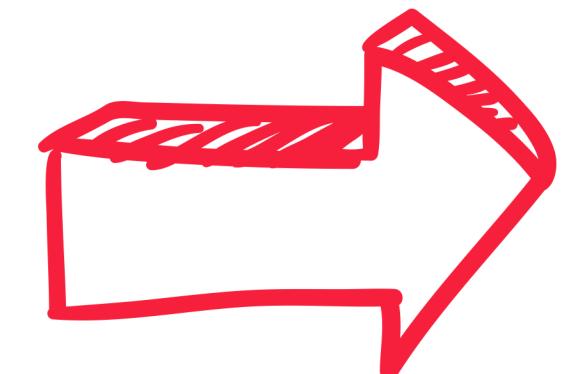
Consegne Riuscite per Metodo



Status Spedizioni



377 gg



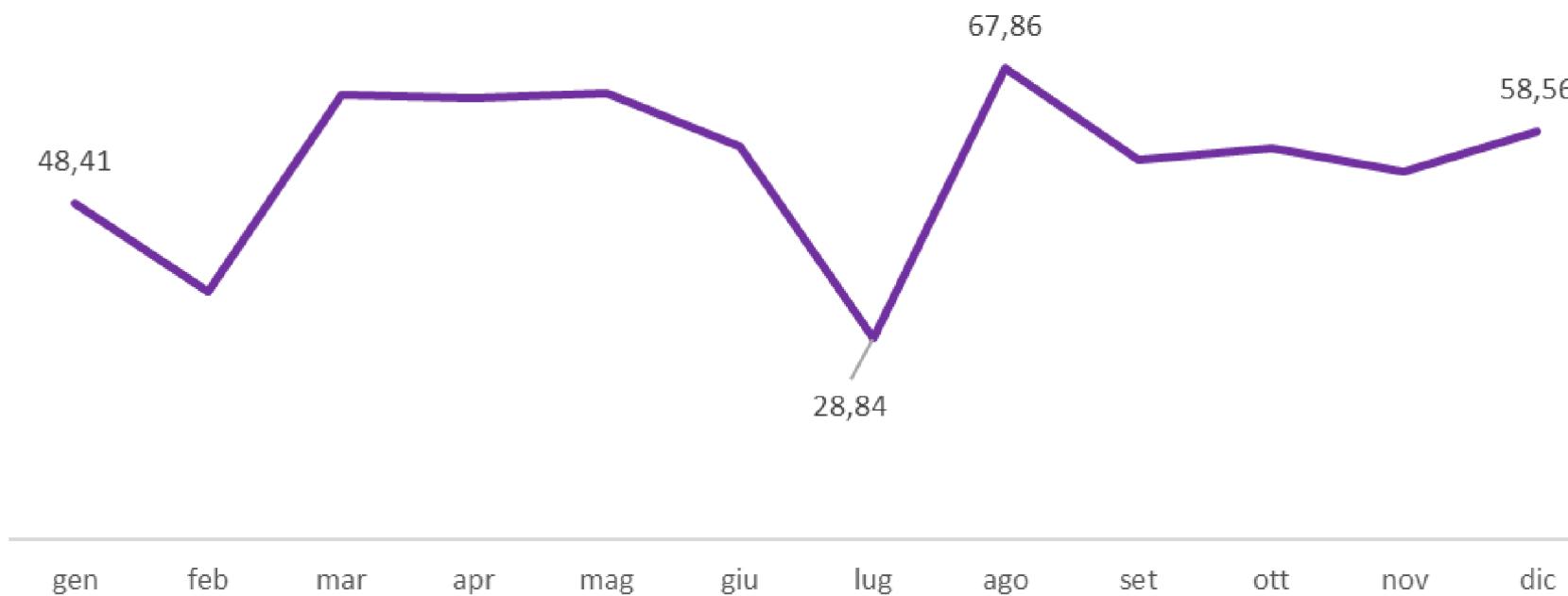
Media Acquisti Categoria

Libri	€ 1444
Abbigliamento	€ 1269
Elettronica	€ 1189

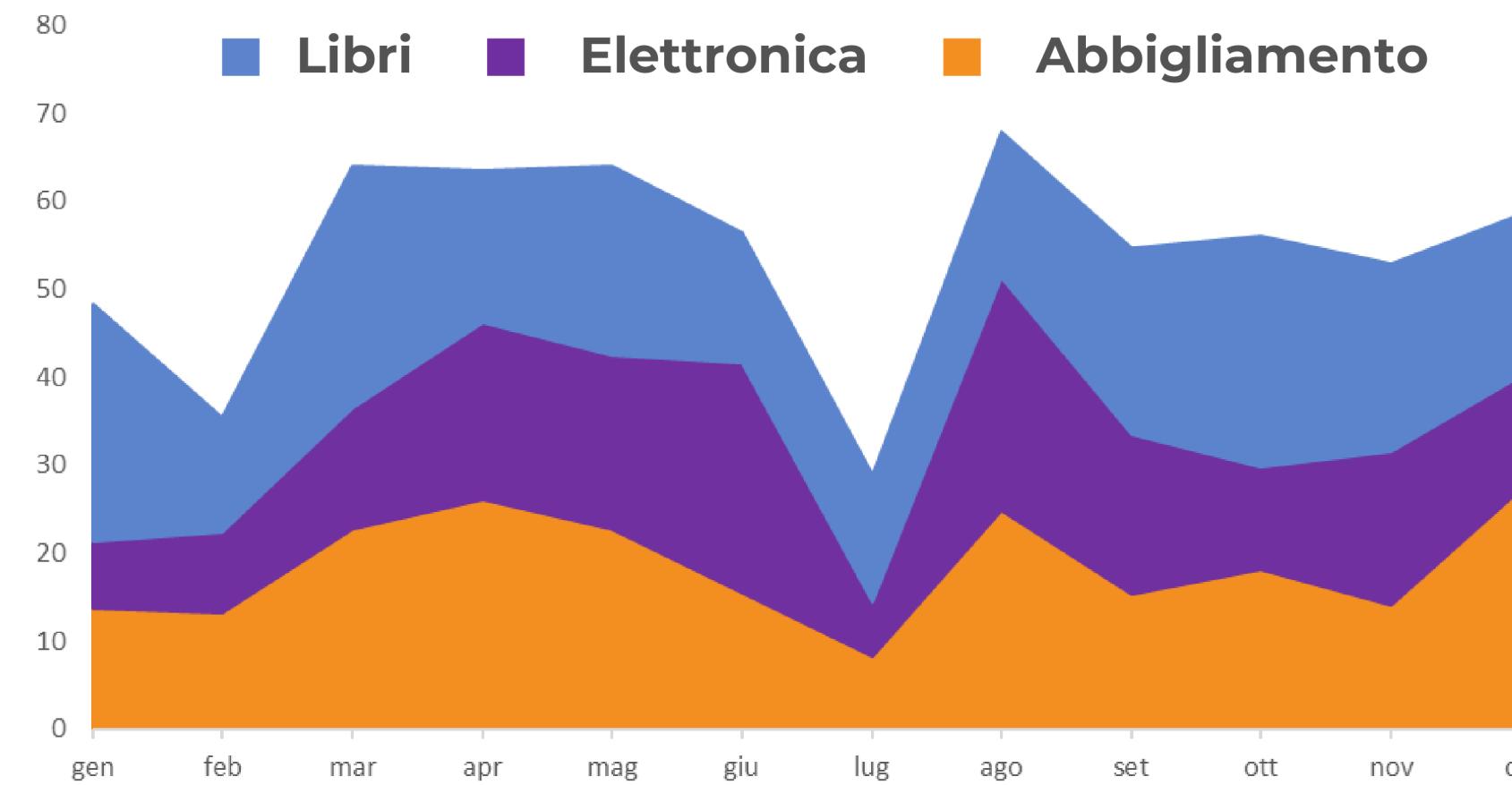
500 700 900 1100 1300 1500

Ricavi 2022

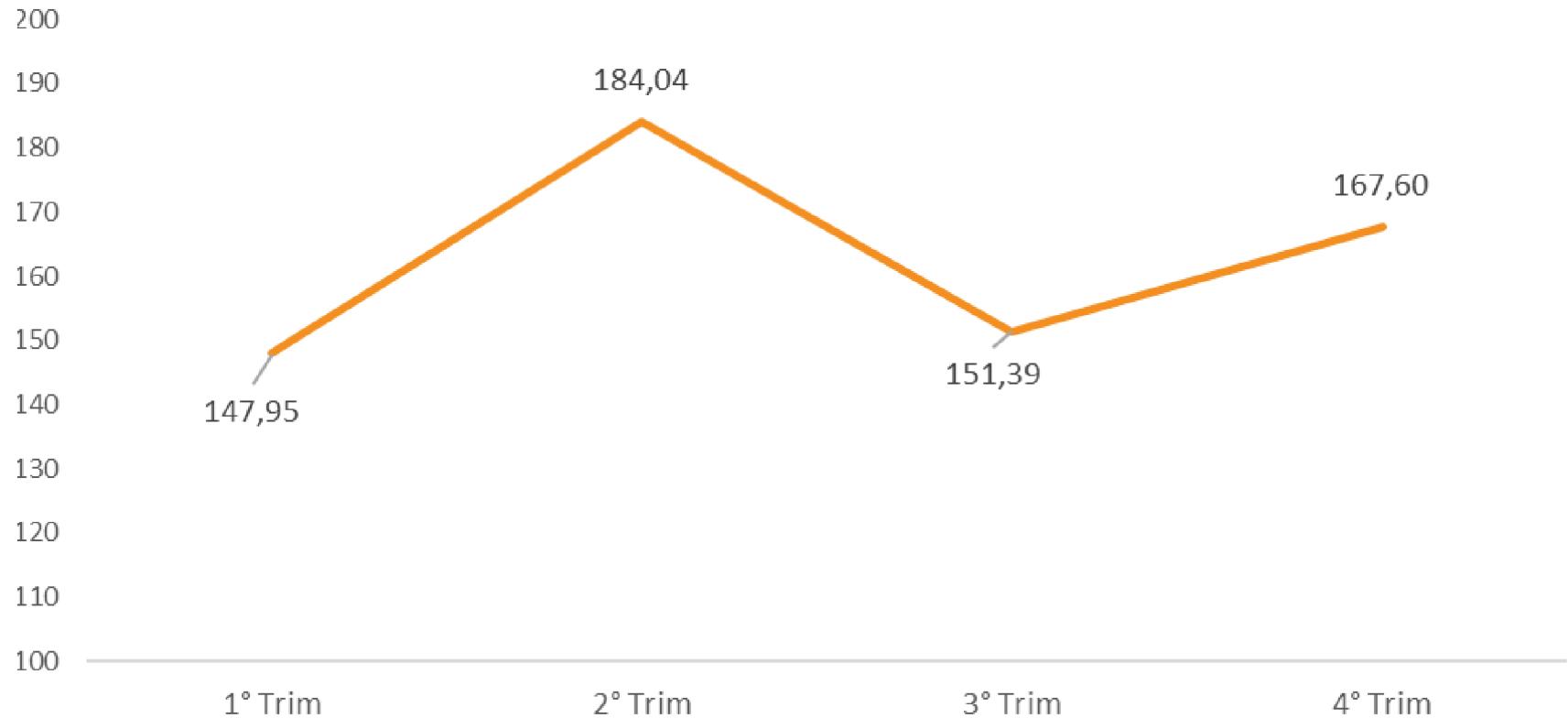
Ricavi 2022
€ 650'976



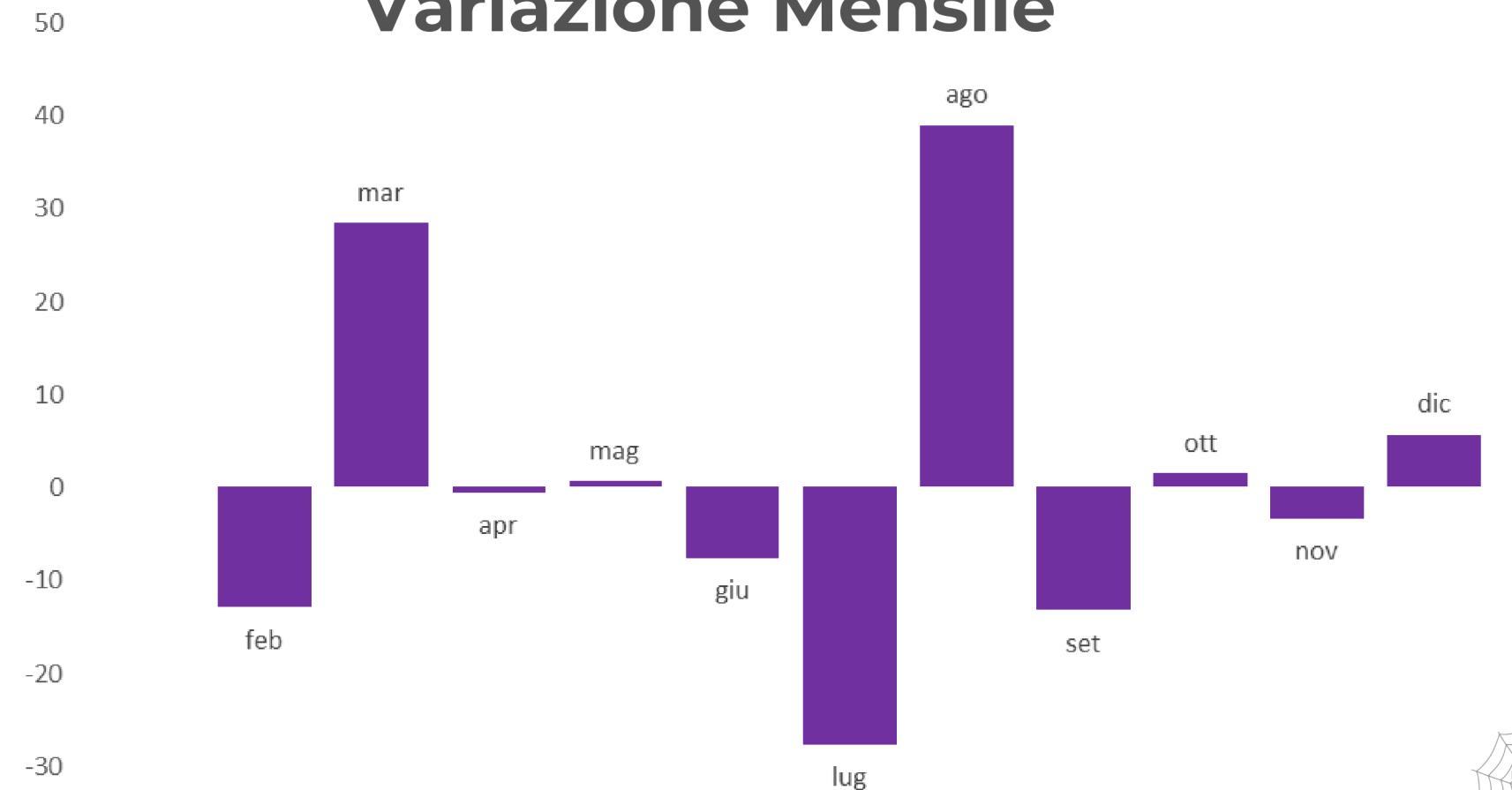
Andamento per Categoria



Ricavi trimestrali

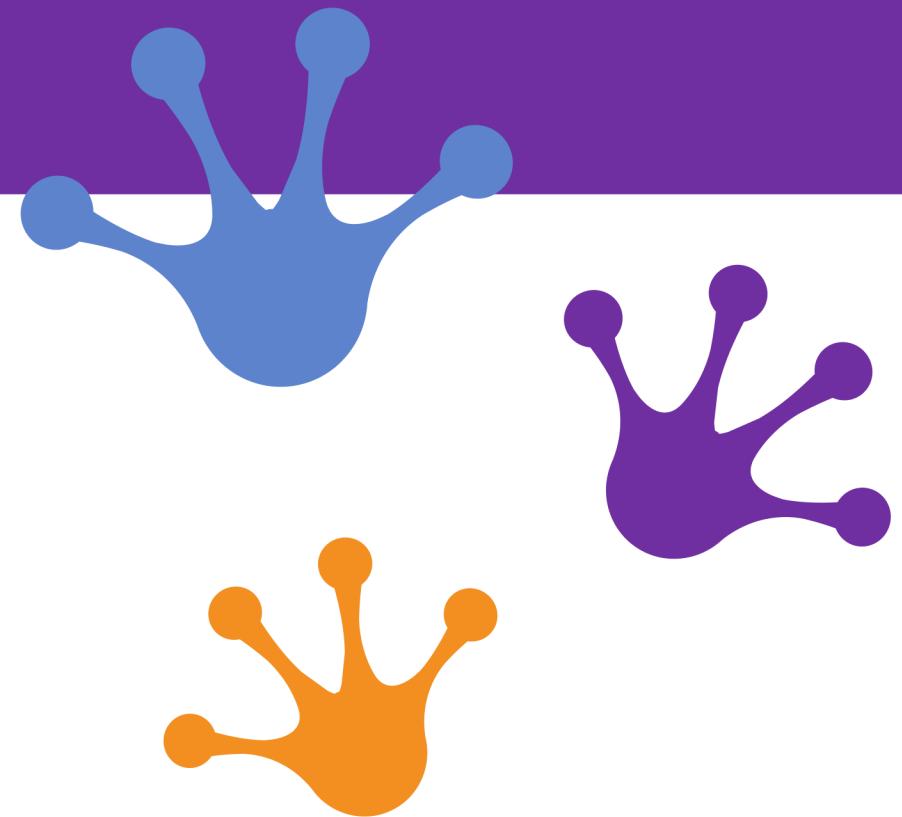


Variazione Mensile



Variazioni
2022

CONCLUSIONI



What Analisi?

PUNTI DI FORZA

Punti di Forza di Cioccorane

-
-
-



OPPORTUNITÀ

Implementazione Marketing scontistica per ridurre il costo del magazzino ed incentivare i clienti registrati a fare un primo acquisto

DEBOLEZZE

- Recensioni basse
- Costi Elevati di Magazzino
- Spedizioni in ritardo
- Tasso Consegna
- Scarsa Fidelizzazione
- Diversificazione Eccessiva

MINACCE

- Prezzi medi unitari alti
- Recensioni basse potrebbero avvantaggiare i competitor

Grazie per
l'attenzione

Fin.

"Gruppo Horror"

