GlobalMart Sales Insights and Strategic Recommendations

"Unlocking Opportunities for Growth and Efficiency"

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Overview of Presentation Objectives

- Analyze sales performance to derive actionable insights
- Explore key market trends, sales metrics, and improvement areas
- Provide strategic recommendations for growth

Key Insights and Strategic Recommendations

- 🛍️ **Understand Sales Performance**: Identify growth opportunities
- 📊 **Leverage Data-Driven Insights**: Guide strategic decisions
- 🤝 **Enhance Engagement**: Optimize customer satisfaction and processes

Global Mart

Bringing the world to your door

Objective and Scope

Datasets Analyzed:

- Sales trends (2019–2020)
- Order metrics: Analyzing delivery performance, and delivery times to identify operational bottlenecks
- Payment behaviors (COD, credit cards, e-wallets)
- Regional sales performance

Purpose

- Understand growth drivers and challenges
- Provide actionable strategies to improve efficiency and sales

GlobalMart Sales Report for 2019 - 2020

Gross Sales	Total Orders	Average Order Value	Average Delivery Days
13.59M	99.43K	137.76	12.55

Total Cost Of Ownership (TCO)	Average TCO	Total Freight Charges	Average Freight Charges
15.84M	140.65	2.25M	19.99

Total Sales By Country

Monthly Sales By YOY

Top 10 Products By Sales Revenue

Top 10 Most Ordered Products

Order Status

Payment Mode

Data Cleaning & Preparation Process

Data Profiling & Fill Missing Data	Remove Insignificant Data	Standardise Data Types	Merging Queries

Data Profiling & Fill Missing Data
- Populate missing country codes by cross-referencing available data.
- Analyze data quality and perform necessary transformations.

Remove Insignificant Data
- Exclude irrelevant 2018, 2021 data from the dataset.
- Remove redundant columns from Customer, Orders, and Order Items tables.
- Delete records with undefined payment modes.

Standardise Data Types
- Promote headers for clarity.
- Standardized date formats for consistency in delivery time analysis.
- Standardize column values for consistency.
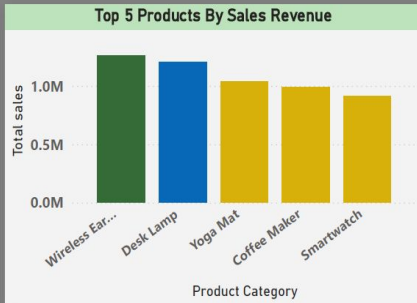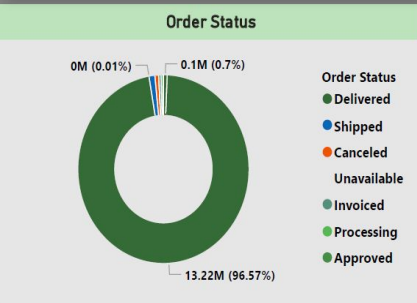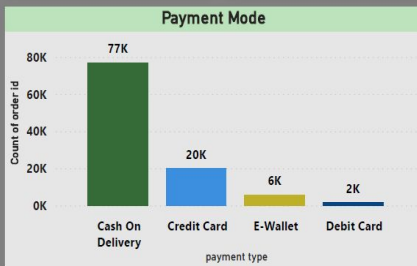- Rename column names for better understanding.
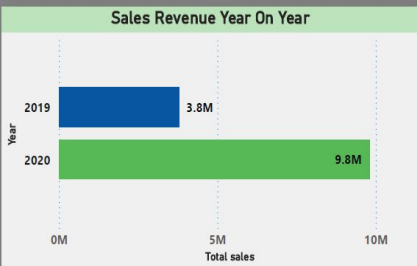
Merging Queries
- Combine Country Code table with Customer Data table.
- Merge Product and Order Items tables to fetch product names in Order Payments.
- Merge Customers and Orders tables to include country codes in the Order table

Why Data Cleaning Is Important:

- Ensures reliable results and actionable insights

GlobalMart Sales Report for 2019 - 2020

Average Order Value 137.76
Average Delivery Days 12.55
Average TCO 140.65
Average Freight Charges 19.99

Sales Revenue Year On Year

- 2019: 3.8M
- 2020: 9.8M

Payment Mode

- Cash On Delivery: 77K
- Credit Card: 20K
- E-Wallet: 6K
- Debit Card: 2K

Order Status

- 0M (0.01%)
- 0.1M (0.7%)
- 13.22M (96.57%)

Order Status
- Delivered
- Shipped
- Canceled
- Unavailable
- Invoiced
- Processing
- Approved

Top 5 Products By Sales Revenue

Wireless Ear..., Desk Lamp, Yoga Mat, Coffee Maker, Smartwatch

Top Regions By Sales

NORTH AMERICA, EUROPE, ASIA, AFRICA, SOUTH AMERICA, AUSTRALIA
Pacific Ocean, Atlantic Ocean, Indian Ocean
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Top Rated Products

Product Name	Average Score	Rating
Yoga Mat	3.90	★★★★☆
Wireless Earbuds	4.14	★★★★★
Smartwatch	3.93	★★★★☆
Desk Lamp	4.02	★★★★★
Coffee Maker	4.11	★★★★☆

Key Insights from Analysis

Sales Growth: Revenue increased by 158.58% from 3.79M (2019) to 9.80M (2020).
Revenue Growth: YOY revenue increase, indicating overall business health.

Order Metrics:

- 96.57% successful deliveries

- Average Delivery Time: 12.55 days (needs improvement)

- Average Order Value (AOV): 137.76

- Average Cost To Customer: 140.65

- Average Freight Charges: 19.99 (needs to be reduced)

Payment Distribution:

- COD: 76.79%, E-wallet: 5.56% (low adoption)

Top Regions:

- Highest revenue from China, India, Egypt and the USA

Top Products By Sales Revenue

- Wireless Earbuds, Desk Lamp, Yoga Mat, Coffee Maker, Smartwatch

Top Rated Products (Avg. rating: 4.02/5)

- Wireless Earbuds, Coffee Maker, Desk Lamp, SmartWatch, Yoga Mat

Expected Outcome

- **Lower costs, better margins**

- **Faster payments, higher adoption**

- **Improved customer satisfaction**

- **Higher average order value**

- **Enhanced customer retention**

Strategic Recommendations for Growth

Reduce Shipping Costs:

- Consolidate shipments and negotiate better freight terms

- Establish regional warehouses in high-demand locations

Promote Digital Payments:

- Offer incentives for credit card and e-wallet usage

- Educate customers on the convenience and benefits

Shorten Delivery Times:

- Use route optimization tools and partner with express delivery providers

Increase AOV Through Incentives:

- Implement free shipping thresholds and provide bulk discounts

- Discount Structures: Implement tiered discount systems based on purchase volume or customer loyalty

Market Expansion Strategies:

- Establish a stronger presence in areas with growing demand, and introduce new product lines

Summary and Next Steps

Key findings: Sales growth, challenges, and opportunities.

Suggested strategies: Shipping cost reduction, payment promotion, faster delivery, and bulk order incentives.

Next Steps:

- Implement pilot tests for free shipping thresholds and digital payment offers
- Immediate actions include negotiating freight terms, setting up regional warehouses, and launching customer incentives for digital payments

"These strategies set GlobalMart on a path for sustained growth and improved customer satisfaction."