

Overview of Sterling E-Commerce Online Shopping



About the Firm

Sterling E-Commerce is a one-stop online shopping destination for a wide range of high-quality product with the mission to provide customer with the best shopping experience possible and a focus on quality, affordability, and convenience.



Problem overview

Sterling wants to better understand their customer's needs, preferences, and behaviour, with specificity in identifying and patterns or trends in their records to make informed decisions and boost effectiveness.

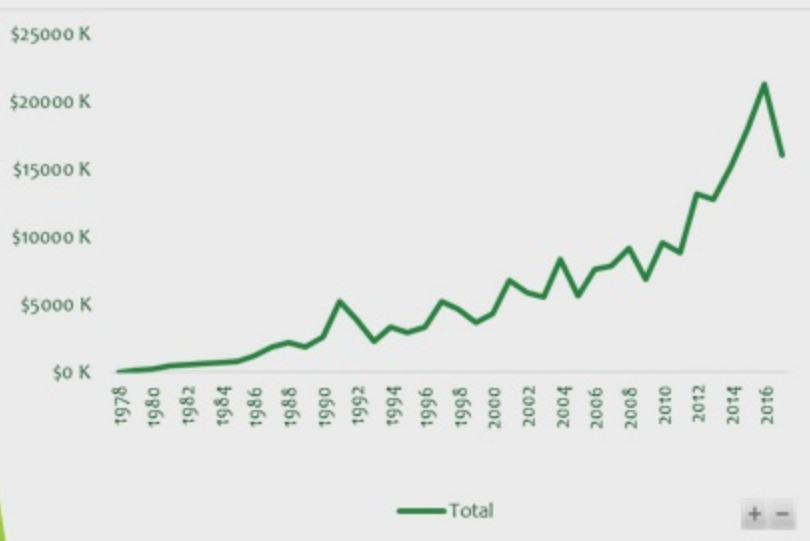


Insights required

1. Returning Customer Trend: to measure the Customer satisfaction and loyalty?
2. How are the existing payment methods appealing to the customers?
3. Sales Distribution by Gender and Region: to measure the quantities for different regions and the influence on optimal stock levels?
4. Inventory Insight: Sales quantities for various times of the year and how it affects the inventory?
5. Sales Performance Measure: To determine the Top-Selling products or categories to optimized opportunity for the business?



Analysis



Returning Customer Trend:

More revenue is generated from new customers when compared to the older ones, indicating a significant new holds on customer retention.

Recommendation:

Implement a loyalty program to incentivize repeat purchase and consider personalized marketing campaigns or special discount for returning customers to strengthen their loyalty.

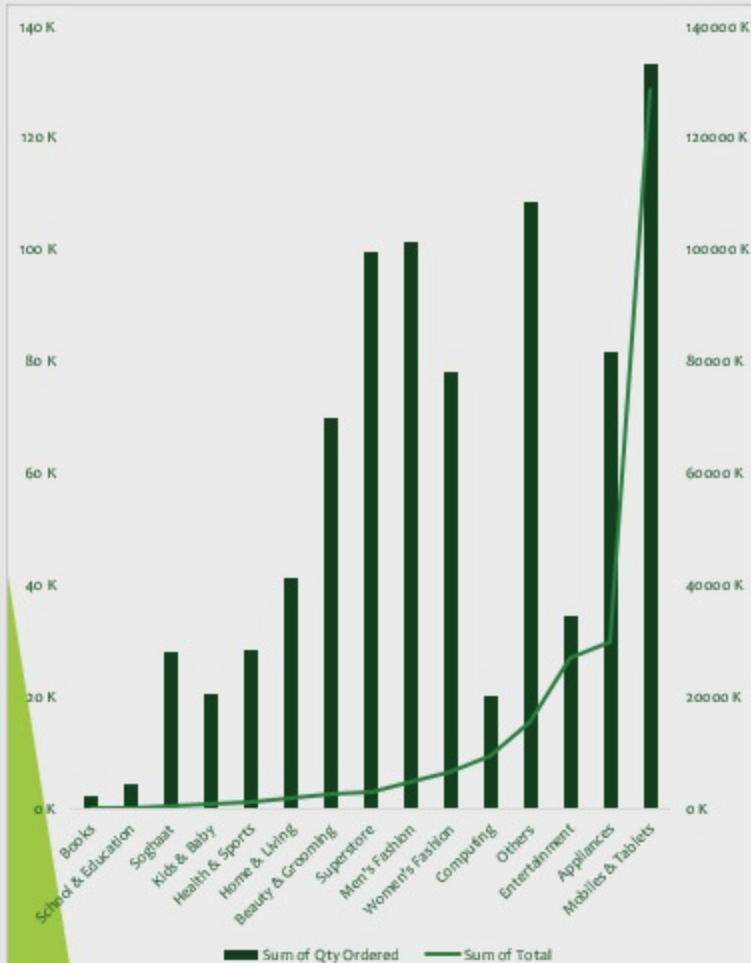
Sales Distribution by Gender:

The distribution by gender indicates that there is approximately an equilibrium contribution from both genders in terms of revenue generated, but a slightly more orders are recorded by the male customers.



Recommendation:

Create gender-specific marketing campaigns and product recommendations to better target and engage with Female customer base without neglecting Male customer group will improve the quantity ordered by the group and increase the revenue.

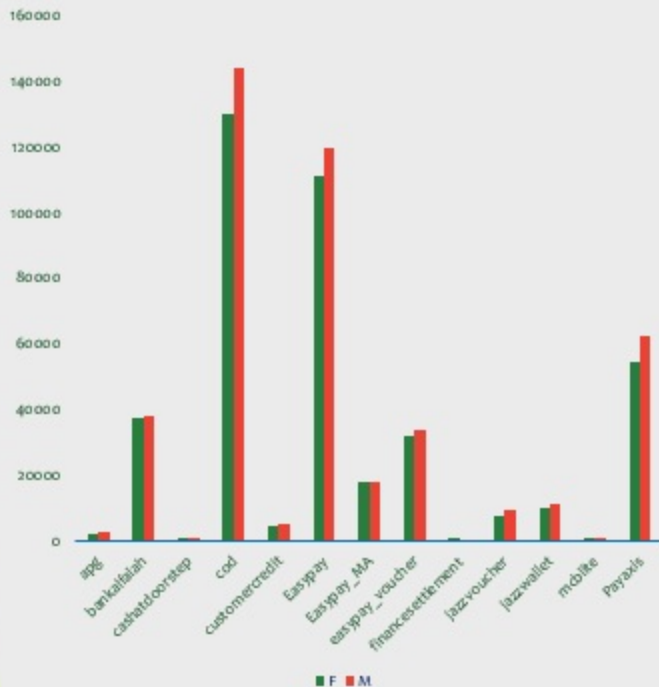


Category Performance Overview:

The Mobile and Tablet product category has consistently outperformed others in sales quantity and contributed the highest revenue to the business.

Recommendation:

Focus on promoting and expanding the Mobile and Tablets categories and consider conducting market research or refining product offerings on other categories to better meet customers needs.



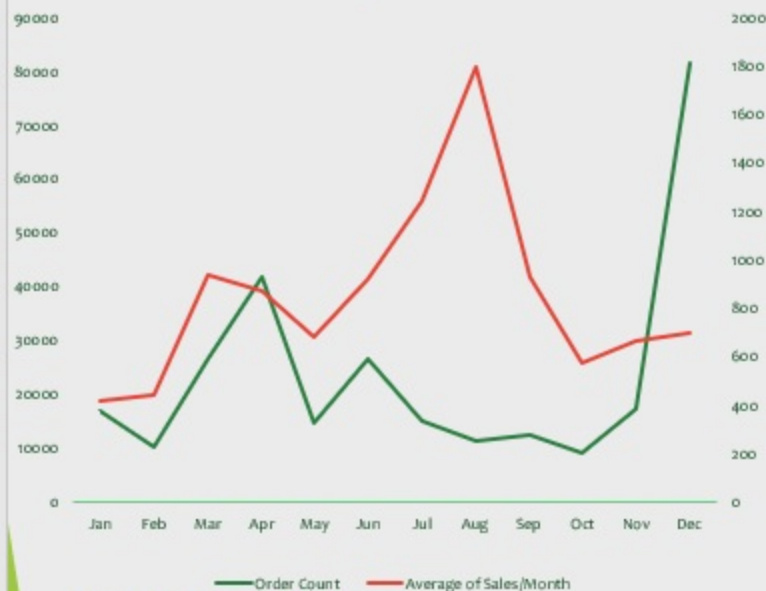
Payment Performance Measure:

Insight: Cash-On-Delivery (COD) and Easypay are the most preferred payment method by the customers, accounting for most of the transactions.

Recommendation:

Continued support for the two most popular payment methods while monitoring and optimizing the other payment process for improve success rate is essential for the firm.

Average Sales Trend



Quantity Sales Trend:

The quantity of sales trend indicates significant highs in April and June, then a peak in December.

Recommendation:

Utilize inventory management software to optimize stock levels based on sales trends. Consider offering bundled or discounted deals on products with declining sales to boost sales volumes. Continuously monitor and adjust inventory based on seasonality and changing customer preferences.

Sterling E-Commerce Dashboard

Gender



F

M

Region



Midwest

Northeast

South

West

Total Customer



63,610

Total Quantity



851,577

Total Sales

\$231,061,039

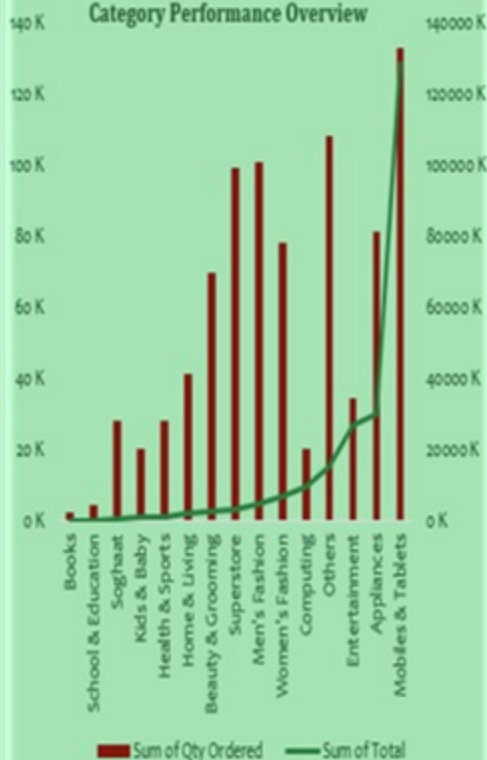
Returning Customer Trend



Quantity Sales Trend



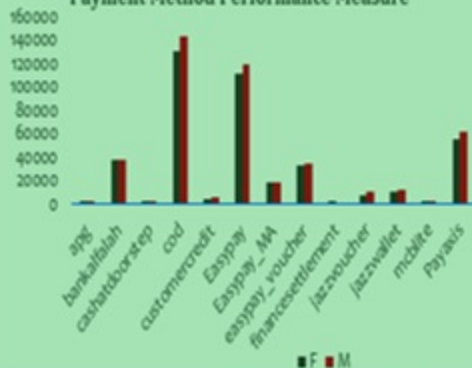
Category Performance Overview



Distribution of Sales by Region and Gender



Payment Method Performance Measure



State



AL

AR

AZ

CA

CO

CT

DC

Recommendations:

Overall Business Strategy:

It will be recommended to consider a holistic approach to business strategy by aligning marketing, product development, and customer engagement efforts. Focus on diversifying the customer base, improving payment collection, and optimizing product categories to drive sustainable growth.

Data Monitoring:

Establish regular data monitoring processes and implement data analytics tools to track these key metrics continuously. This will enable the business to adapt quickly to changing trends and customer behaviours.