BlackStars Online Sales

By Khadijat Oparemi

Content

PROJECT BRIEF

REPORT

Project Brief

A supermarket (An Online store) that sells all varieties of items in different categories, from Fashion to Home and Office supplies. They have got a dataset of their shopping over 5 years, from 2015 to 2020. The CEO, would like to see how the supermarket is fairing by certain Key Performance Indicators. The manager, has been assigned the task to identify the key areas within the business that need clarification and get them sorted out as soon as possible.

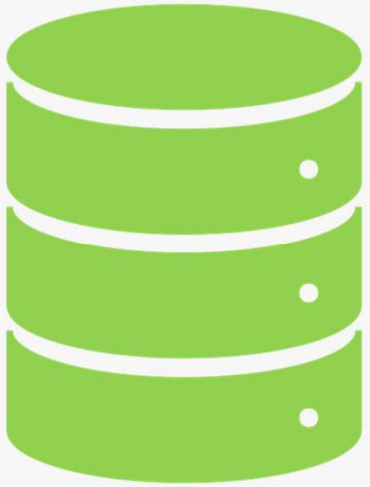
We are to work as a Data Analyst to analyze the sales dataset and come up with results and visualization.

Tasks

- Total revenue by product category
- Revenue by Year
- Top 5 Product subcategories by revenue
- Product category by Total revenue, percentage of total revenue, total orders and percentage of total orders
- Customers' gender by revenue across the years
- Customers' gender by percentage
- Percentage of revenue by gender across age groups
- Which of the delivery channels have the biggest revenue by percentage?
- Reasons why customers return some of the items purchased
- Which Zone has the highest revenue

Data Structure

The dataset was gotten from the Data Entry officer of the supermarket. The dataset contains records of sales with fields like Order date, Order ID, Delivery date, Customer age, Gender, Delivery type, Product category and etc.



KPIs

The Key Performance Indicators include:

- Total Revenue
- Total Orders
- Total Shipping Fee
- Total Number of Customers and
- The Average Delivery Days of products

Report

Tool: Microsoft Excel

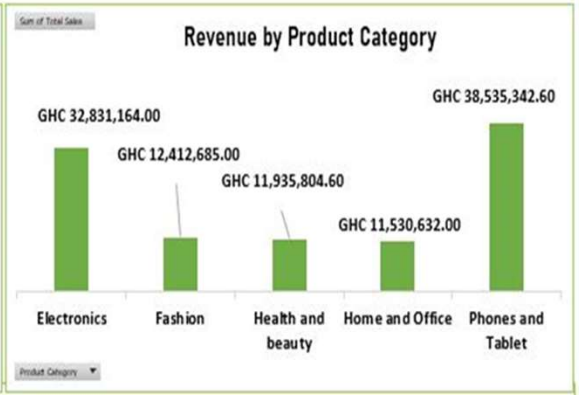
The analysis of the dataset was done using pivot table

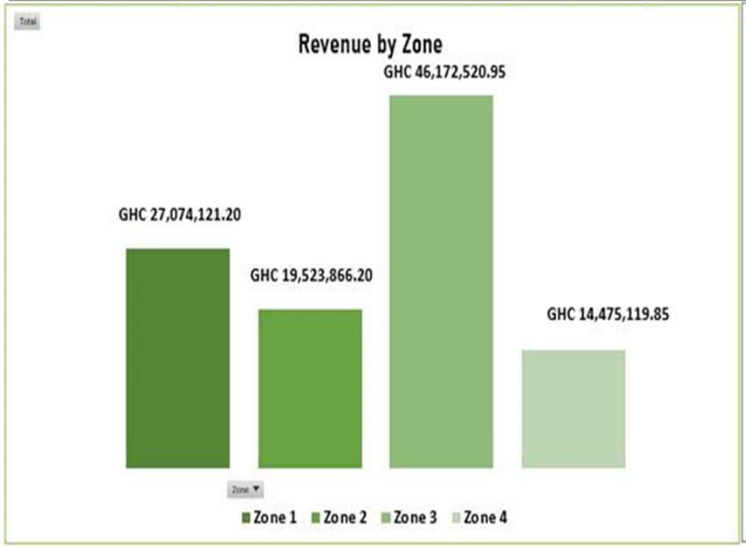
BLACK STARS ONLINE STORE SALES DASHBOARD

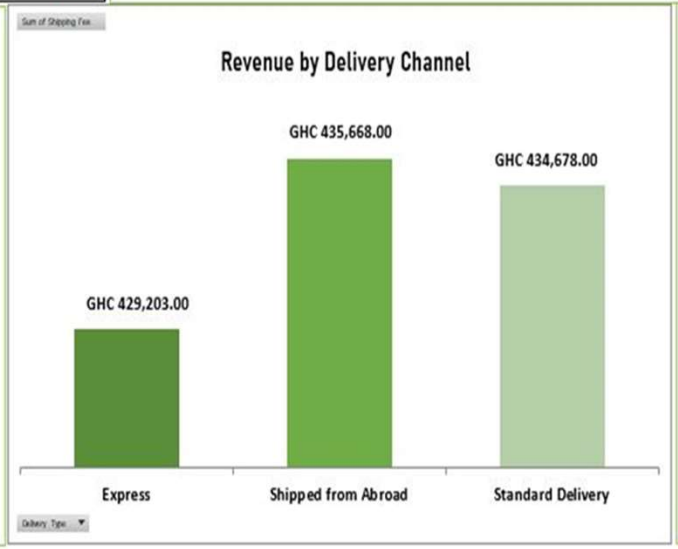
Year (All) | Age Group (All) | Zone (All) | SubCategory (All)

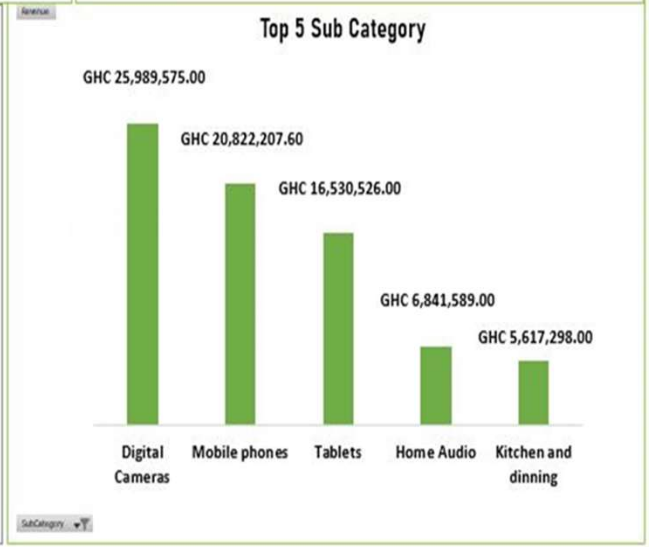
Total Revenue	Orders	Shipping Fee	Customers	Avg. Delivery Days
GHC 105,946,079.20	113,000	GHC 1,299,549.00	113,000	10

Product Category	Revenue	% Total Revenue	Order Quantity	% Total Order Quantity
Electronics	GHC 32,831,164.00	30.61%	10,273	5.97%
Fashion	GHC 12,412,685.00	11.57%	33,388	30.48%
Health and beauty	GHC 11,935,804.60	11.13%	35,953	32.94%
Home and Office	GHC 11,530,632.00	10.75%	15,408	14.14%
Phones and Tablet	GHC 38,535,342.60	35.93%	17,978	16.46%
Grand Total	GHC 107,245,628.20	100.00%	113,000	100.00%









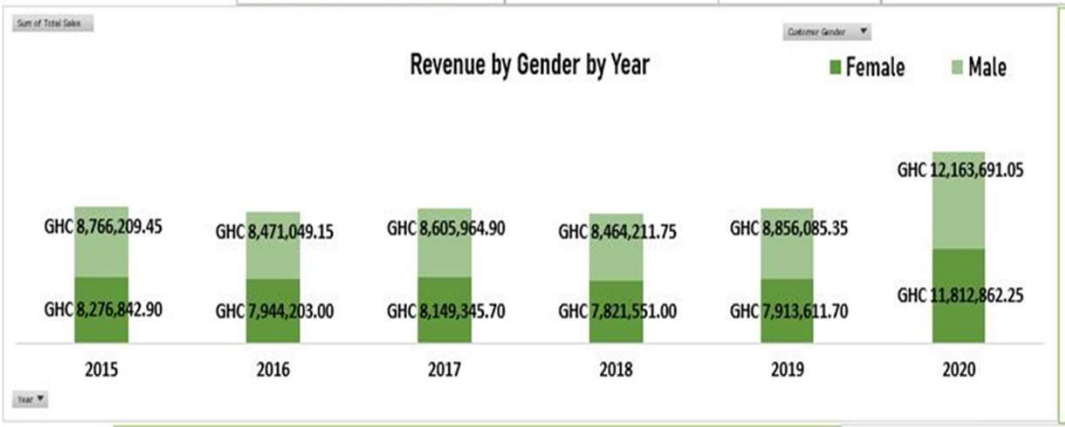
BLACK STARS ONLINE STORE SALES DASHBOARD

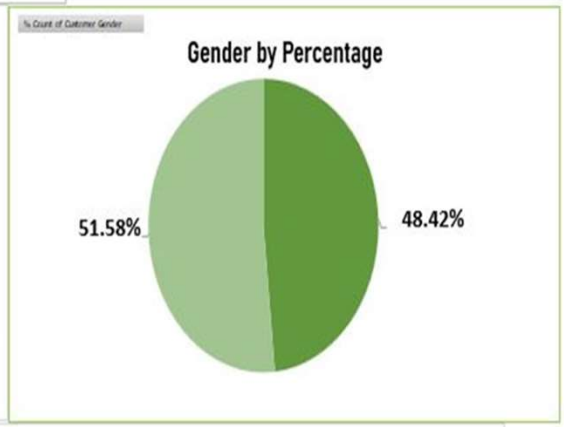
Year: 2015 | 2016 | 2017 | 2018 | 2019 | 2020

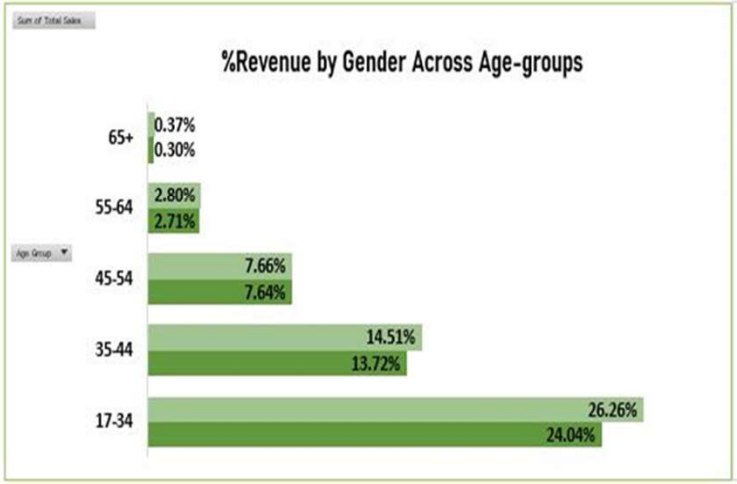
Gender: Female | Male

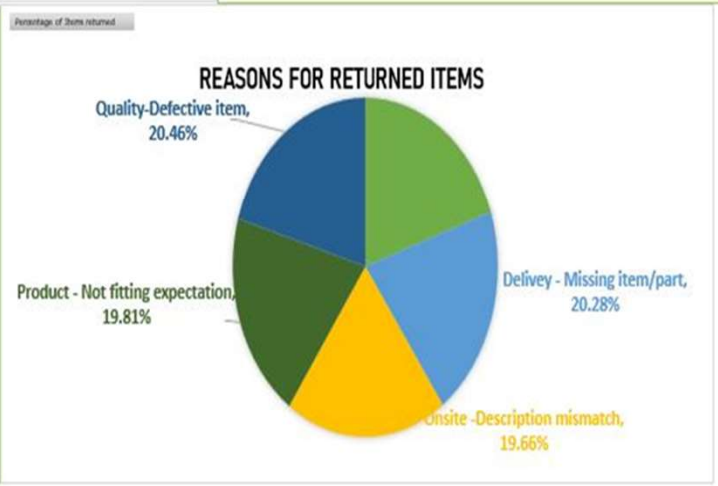
Delivery Stat...: Delivered | Returned

Delivery Status		Shipping Fee	Orders	Avg. Delivery Days
82474	30526	GHC 1,299,549.00	113,000	10
Delivered	Returned			









Insights

1. The mobile gadgets (phones and tablets) and Electronics product categories is more than twice the revenue from the other products.

2. The revenue grew by **43% in the year 2020.**

3. Mobile phones had the highest sales under phones and tablets category.

4. Digital Cameras had the largest sales by revenue with a sum of **GHC 25,989,575** which represents **24.3% of the total revenue.**

5. While phones and tablet, and electronics categories drive more in total revenue, Fashion and, Health and Beauty are great for cash flow with the individual order quantity surpassing that of Mobile tablet, and electronics categories combined

Insights

6. Out of the total customers of 11300- 58,287 (51.58%) are male while 54,713 (48.42%) are female.

7. The highest percentage revenue **(50.3%)** came from products bought by **males and females between the ages 17 – 34.**

8. The highest percentage of the sales by delivery was through shipment from abroad followed closely by standard delivery.

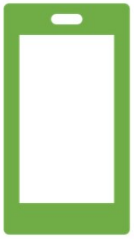
9. Most of the customers returned products because they were either defective or missing item/parts

10. Zone 3 had the highest sales by revenue followed by Zone 1 at **GHC 46,172,529.95** and **GHC 27,074,121.20** respectively.

Recommendation

1. The top most reason why items were returned id because they were defective, hence the need to properly keep them in store and ensure that they are in good in transit up until delivery to the customer

2. The express delivery channel is the least patronized; this could be as a result of the cost of delivery



3. While mobile phones and electronics drive more in total revenue, Fashion and Health and Beauty are great f or cash flow with the individual order quantity surpassing that of Mobile phones and electronics category combined