

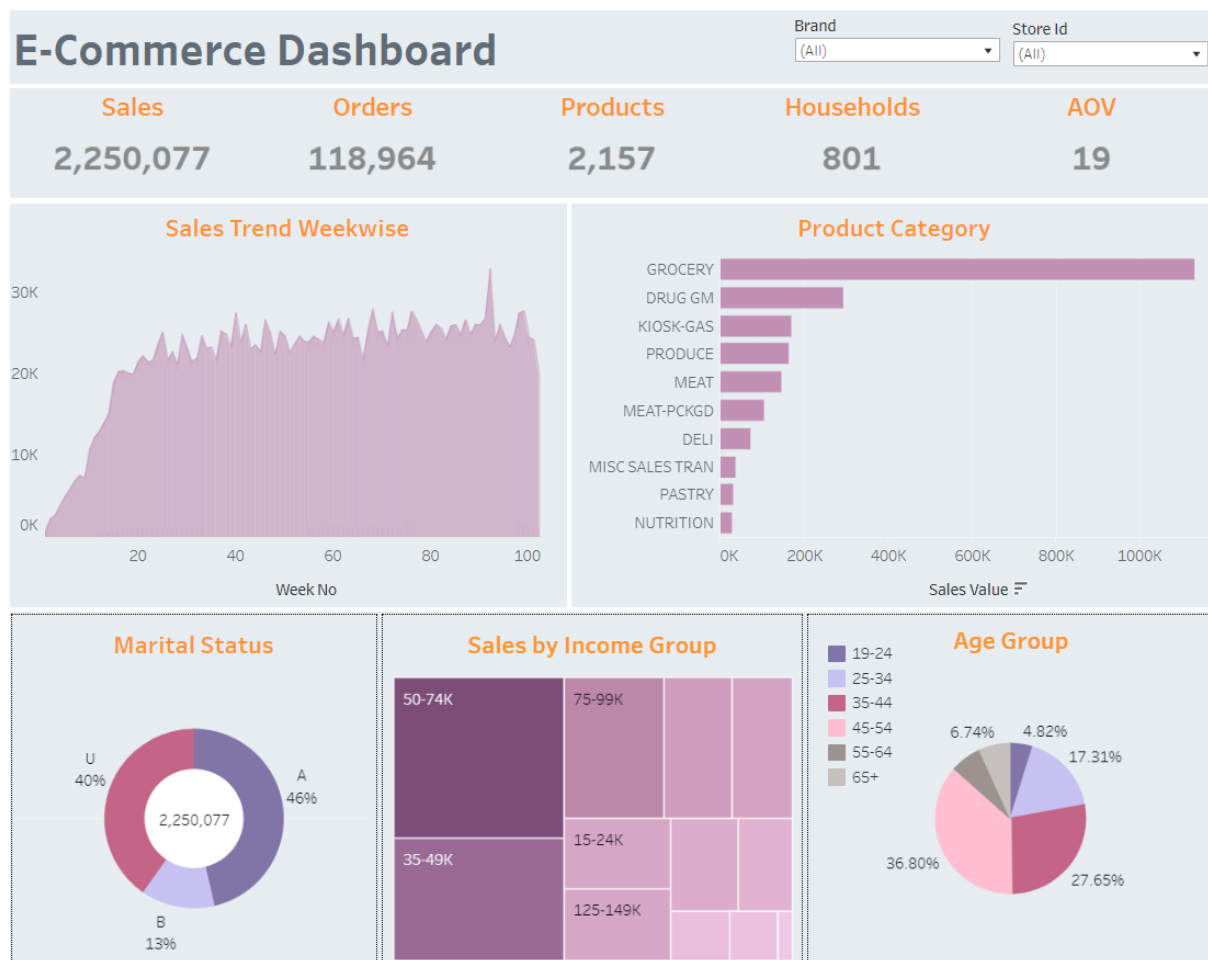
E-Commerce Sales Case Study

Context:

Create an insightful, intuitive dashboard visualizing the various aspects of sales data from an e-commerce company. To delve into the sales data of an e-commerce company, with information about the transactions, the products and the customer demographics and present useful insights with visualizations.

Following is the Tableau Public link of the dashboard:

https://public.tableau.com/app/profile/nitesh.chawla/viz/Book1_17220909876090/Dashboard1



Insights:

1. Total Sales Values is 22,50,077 USD
2. Total number of Orders is 1,18,964
3. Total number of Products is 53,833
4. Total number of manufactures supplying various goods is 4771
5. Week wise Sales showing almost uniform pattern from week 1 to 100 except a sudden spike around week number 90
6. Product Category- Grocery is way ahead among product categories followed by DRUG GM and Kiosk-gas
7. Marital Status- 46% of the sales is contributed by Married customers followed by 40% singles and 13% unknown
8. Income Group- Highest contribution is made by 50-74k group followed by 35-49k and then by 75-99k
9. Age Group- Highest contribution is made by 45-54 with 37% followed by 35-44 with 28% and 25-34 with 17%
10. Almost 72% of the sales is contributed by National brands followed by 28% Private brands

Recommendations:

Based on the analysis and insights obtained, here are some recommendations and action points to guide the company's decision-making:

1. Total Sales and Order Analysis

- Insight: Total Sales Value is \$2,250,077 USD with 118,964 orders.
- Recommendation:
 - Increase Sales Volume: Introduce promotional campaigns to drive up sales volumes. Consider discount strategies, loyalty programs, or limited-time offers to encourage repeat purchases.
 - Improve Average Order Value (AOV): Implement upselling and cross-selling strategies on the checkout page to increase the average order value.

2. Product Range and Supplier Management

- Insight: There are 53,833 products supplied by 4,771 manufacturers.
- Recommendation:
 - Product Performance Analysis: Conduct a detailed performance analysis of products to identify top-selling items and underperforming products. Focus on expanding the range of high-performing products and phasing out low-performing ones.

- Supplier Evaluation: Regularly evaluate suppliers based on delivery performance, product quality, and cost. Strengthen partnerships with top-performing suppliers and seek alternatives for underperforming ones.

3. Weekly Sales Pattern

- Insight: Week-wise sales show a uniform pattern from week 1 to 100, with a sudden spike around week number 90.
- Recommendation:
 - Identify Spike Causes: Investigate the cause of the sales spike in week 90. If it was due to a successful campaign or event, consider replicating similar strategies in other periods.
 - Consistency Strategies: Implement marketing strategies that maintain a consistent sales pattern, such as seasonal promotions and regular customer engagement activities.

4. Product Category Analysis

- Insight: Grocery is the leading product category, followed by DRUG GM and Kiosk-gas.
- Recommendation:
 - Category Expansion: Focus on expanding the product range within the Grocery category, given its dominance. Introduce complementary products to boost cross-category sales.
 - Category-Specific Promotions: Design targeted marketing campaigns for each category to drive sales, especially for non-leading categories to balance the overall sales distribution.

5. Customer Demographics

- Marital Status:
 - Insight: 46% of sales are from married customers, 40% from singles, and 13% unknown.
 - Recommendation: Create tailored marketing messages and promotions for married and single customers. Develop strategies to capture more data on the unknown segment to better understand their buying behavior.
- Income Group:
 - Insight: The highest sales contribution is from the \$50-74k income group, followed by \$35-49k and \$75-99k.

- Recommendation: Develop income-specific marketing campaigns. Offer premium products and services to higher income groups and budget-friendly options to lower income groups.
- Age Group:
 - Insight: The highest sales contribution is from the 45-54 age group (37%), followed by 35-44 (28%) and 25-34 (17%).
 - Recommendation: Tailor product offerings and marketing strategies to cater to the preferences of the 45-54 age group. Use age-specific data to personalize marketing efforts for different age groups.

6. Brand Performance

- Insight: National brands contribute 72% of sales, while private brands contribute 28%.
- Recommendation:
 - Brand Strategy: Leverage the popularity of national brands to attract customers and drive sales. Simultaneously, promote private brands as value-for-money alternatives to improve their market share.
 - Brand Loyalty Programs: Implement loyalty programs that reward purchases of both national and private brands, encouraging brand loyalty and repeat purchases.

General Recommendations

- Customer Segmentation: Use the insights from demographic data to create customer segments and personalize marketing efforts. Tailored promotions and communications can significantly improve customer engagement and conversion rates.
- Data-Driven Decisions: Continuously monitor sales and demographic data to identify emerging trends and adjust strategies accordingly. Implement A/B testing for marketing campaigns to determine the most effective approaches.

By implementing these recommendations, the company can enhance its sales performance, improve customer satisfaction, and drive overall business growth.