

Ashuraliyev Nurbek

BIKE ↗ SOTORE

nashuraliyev74@gmail.com



INTRODUCTION ↗

BikeStore SQL avtomatlashirilgan hisobot tizimi

Ushbu loyiha savdo va ombor ma'lumotlarini markazlash, avtomatlashirish va KPI asosida tahlil qilishga qaratilga va mavjud muammolarga samarali yechim berishga qaratilgan.



QILINGAN ISHLAR



1

DO'KONLARDAGI SOTUV

Har bir do'kon bo'yicha sotilgan mahsulotlar soni, umumiylar daromad (revenue) va o'rtacha buyurtma qiymati (AOV) hisoblandi. Bu ko'rsatkichlar qaysi do'konlar eng samarali ishlayotganini aniqlashga yordam beradi.

2

XODIMLARNING REYTINGI

Har bir xodim nechta buyurtma bajargani va qancha daromad olib kelgani aniqlandi. Natijalar asosida xodimlar samaradorligi baholanadi va reyting tuziladi.

3

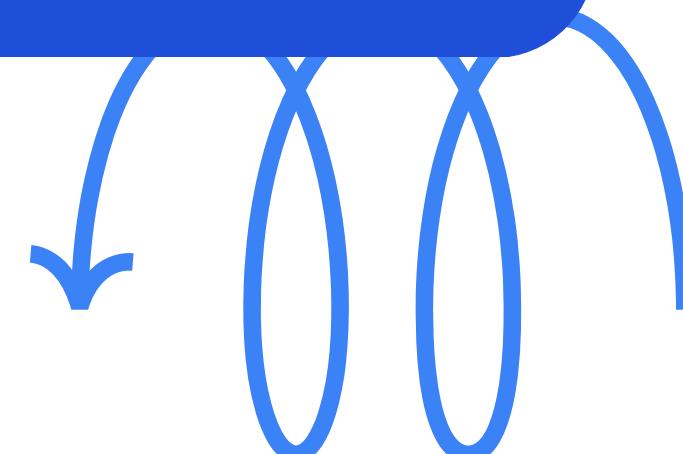
OMBOR ANALITIKASI VA SOTUV

Omborda kam qolgan mahsulotlar aniqlandi hamda kategoriya va mahsulotlar bo'yicha sotuvlar tahlil qilindi. Bu omborni to'g'ri rejlashtirish va sotuvni oshirishga yordam beradi.

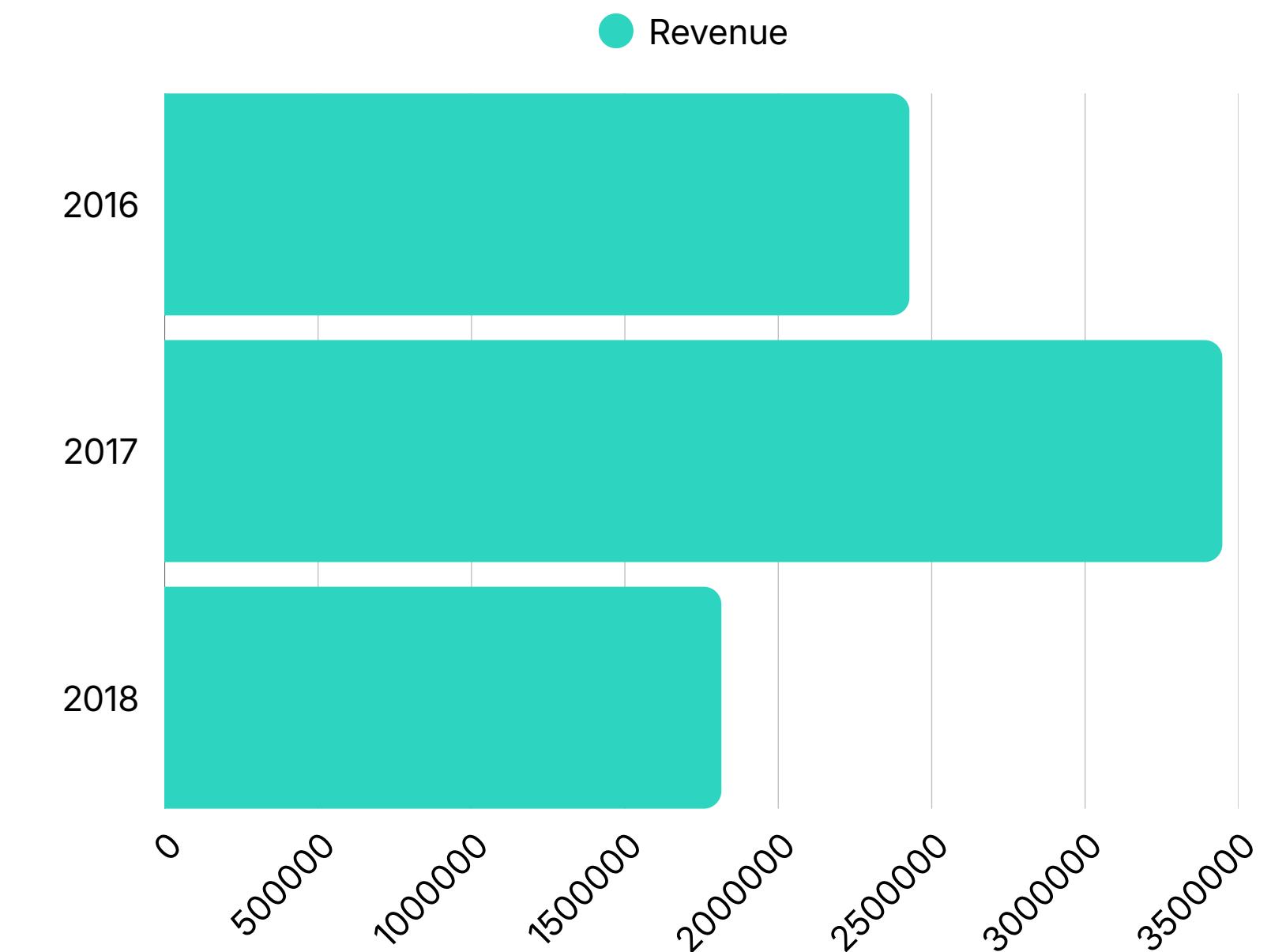
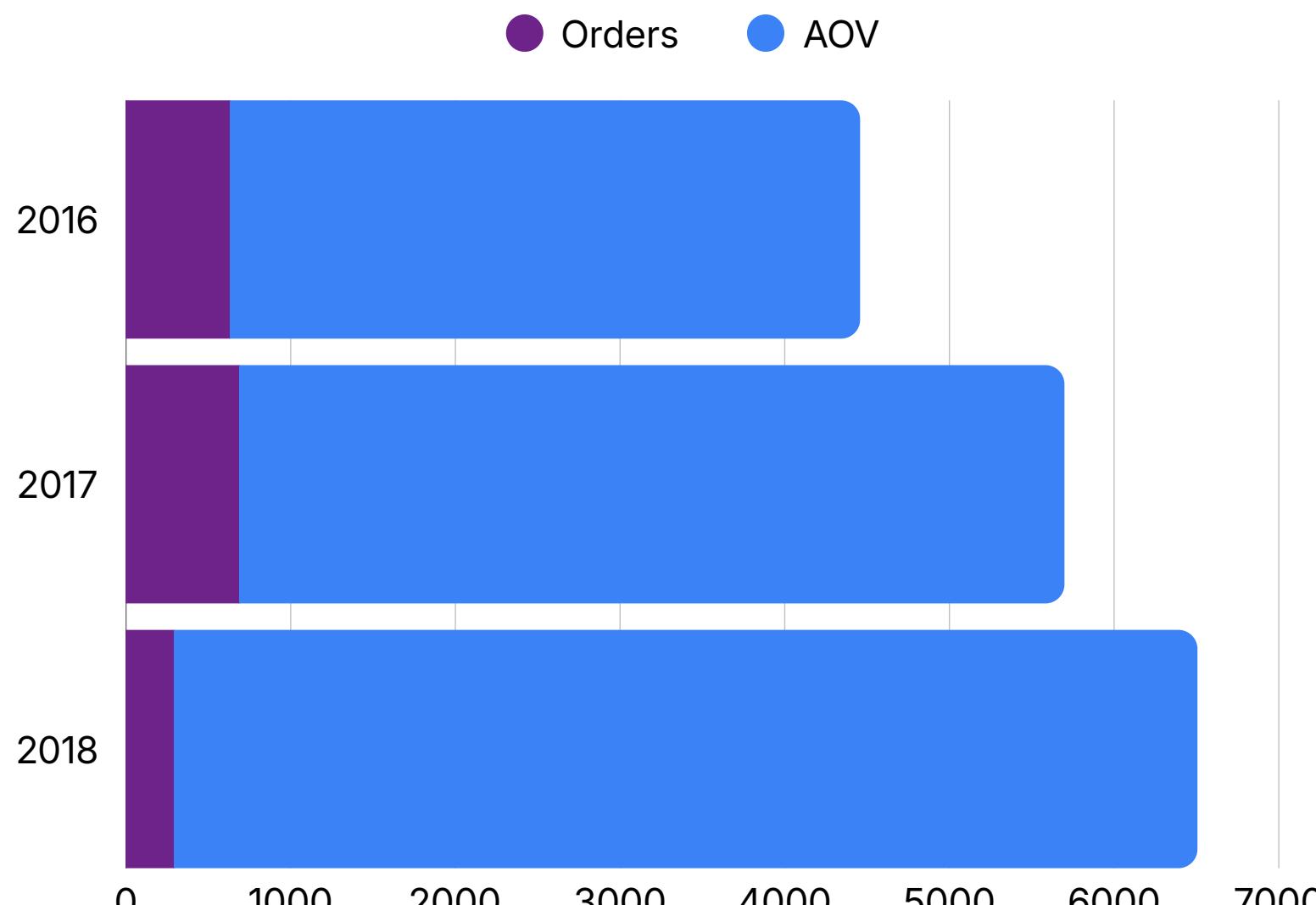
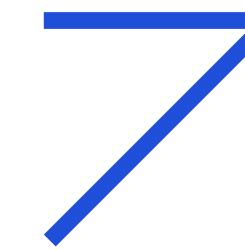
4

AVTOMATIZATSIYA

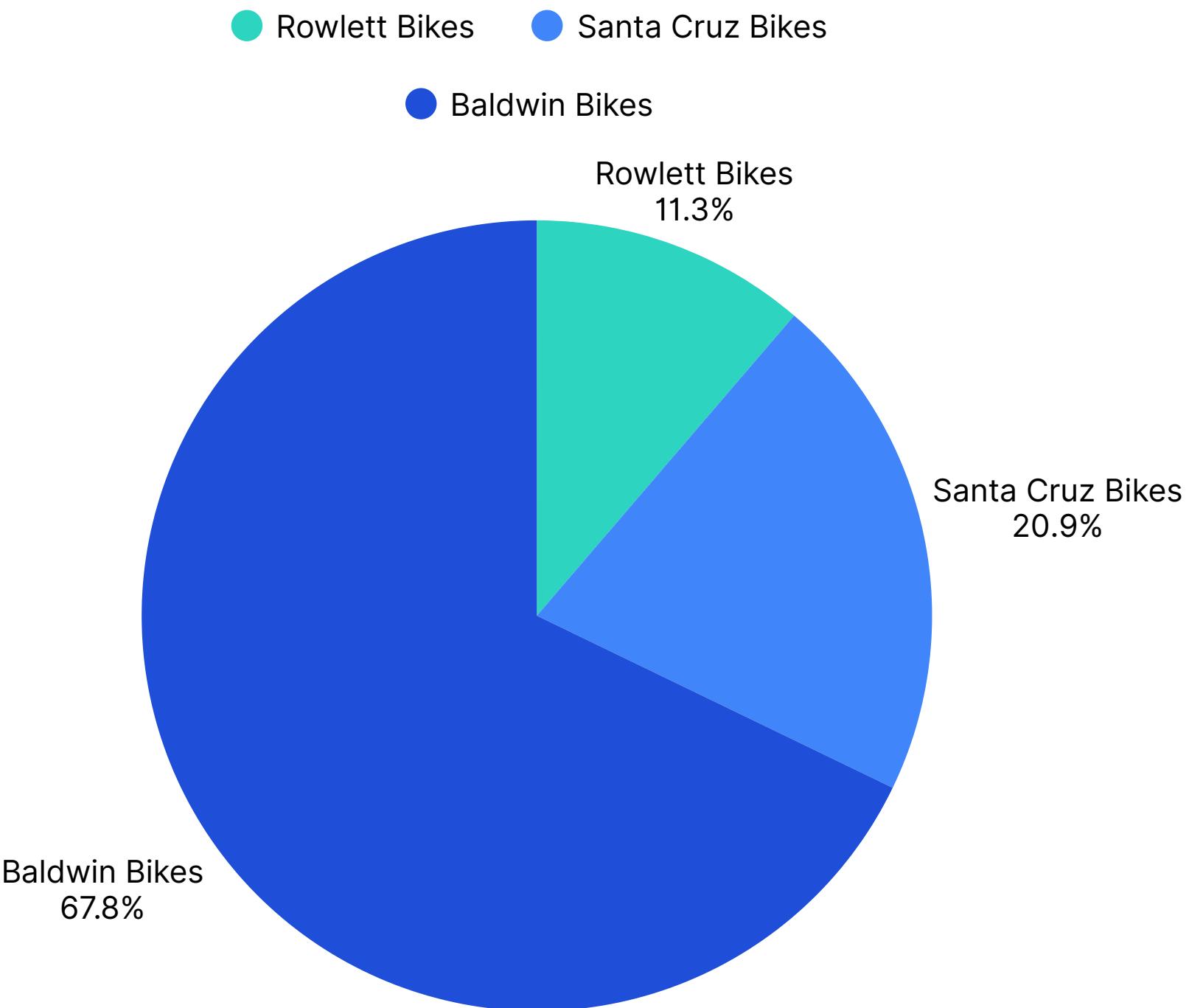
Ma'lumotlar CSV fayllardan avtomatik yuklanadi va barcha KPI'lar SQL Server Agent Job orqali doimiy yangilanadi. Bu qo'lda ishlashni kamaytiradi va tizimni ishonchli qiladi.



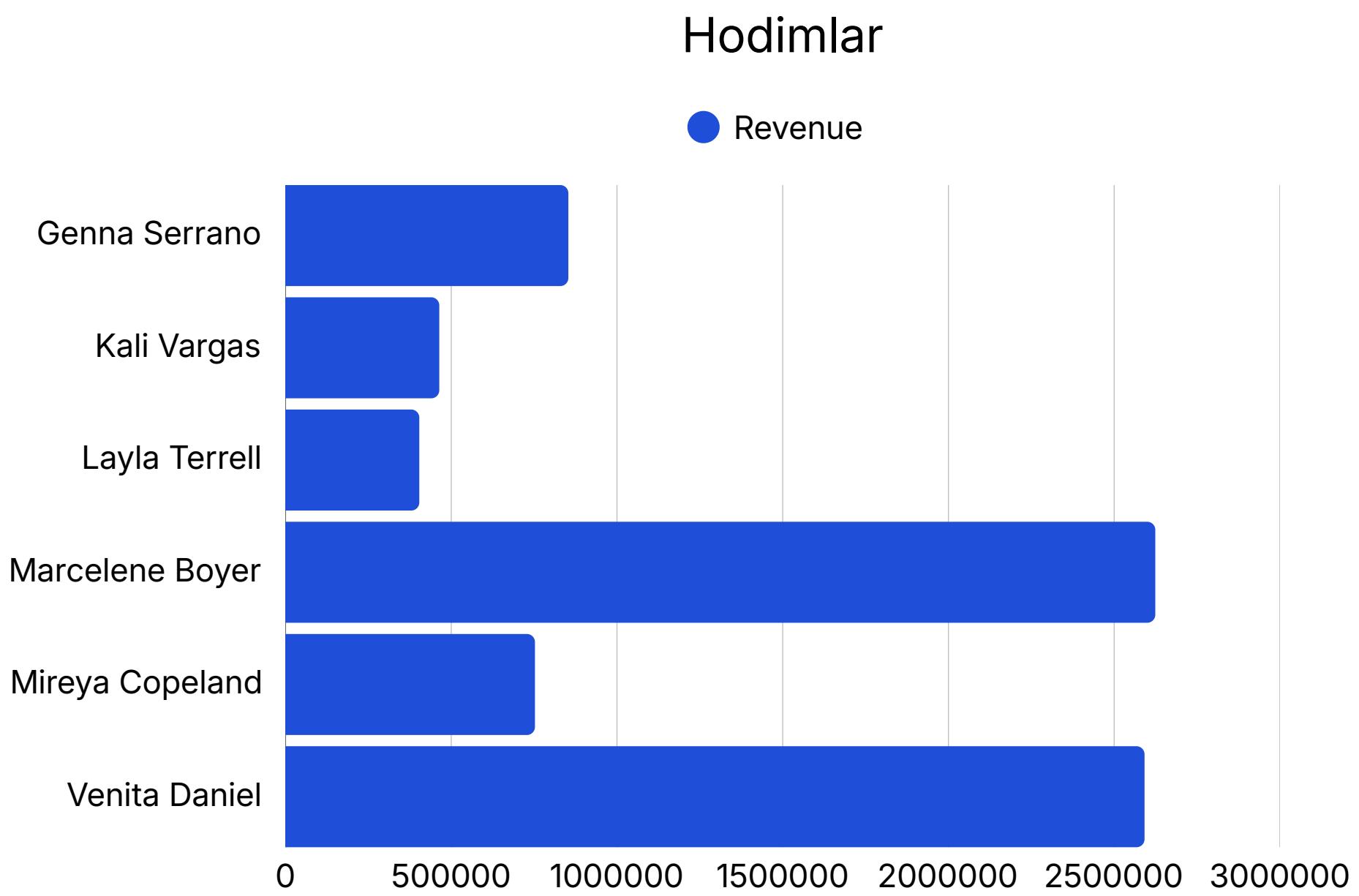
DO'KONLAR SOTUVI



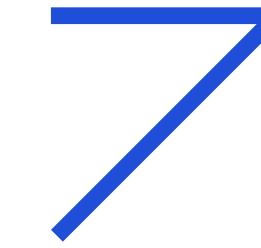
DO'KONLAR SOTUVI



HODIMLAR KO'RSATKICHI



OMBOR HOLATI

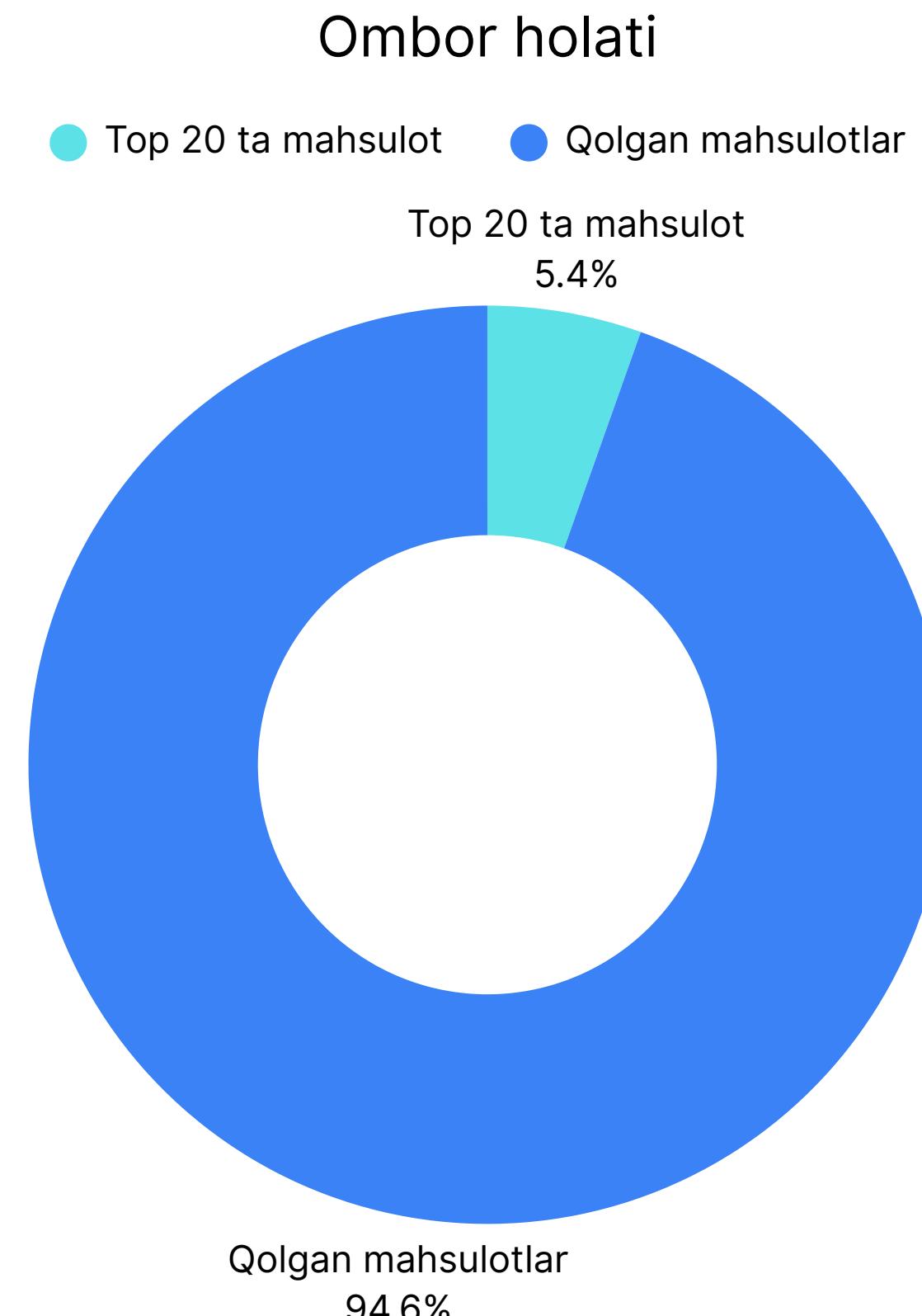


- Eng savdosi yaxshi bo'lgan 20 ta mahsulot yetishmasligi tufayli KOMPANIYA revenuesi tushub ketgan

Bu Top 20 ro'yxatdagi velosipedlar asosan:

- Mountain Bike (tog' velosipedlari)
- Road Bike (shosse / asfalt uchun)
- Gravel & Adventure Bike
- Electric Mountain Bike (E-MTB)
- Performance / Racing Bike

toifalariga kiradi.



TOP 20 TAGA KIRMAGAN BIKELAR

Bike store

Top 20 ga kirmagan mahsulotlar asosan shahar, bolalar va boshlang'ich darajadagi velosipedlardan iborat. Ular keng auditoriya uchun mo'ljallangan bo'lsa-da, daromad va marja jihatidan professional velosipedlardan ortda qoladi.

Top 20 mahsulotlar esa kamroq sotilsa ham, kompaniyaning asosiy daromadini shakllantiradi.

1

KIDS & YOUTH BIKES

2

ENTRY-LEVEL / BUDGET
BIKES

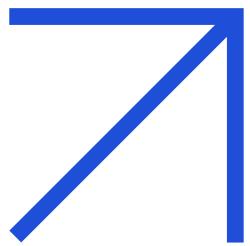
3

CITY / CRUISER /
COMFORT BIKES

4

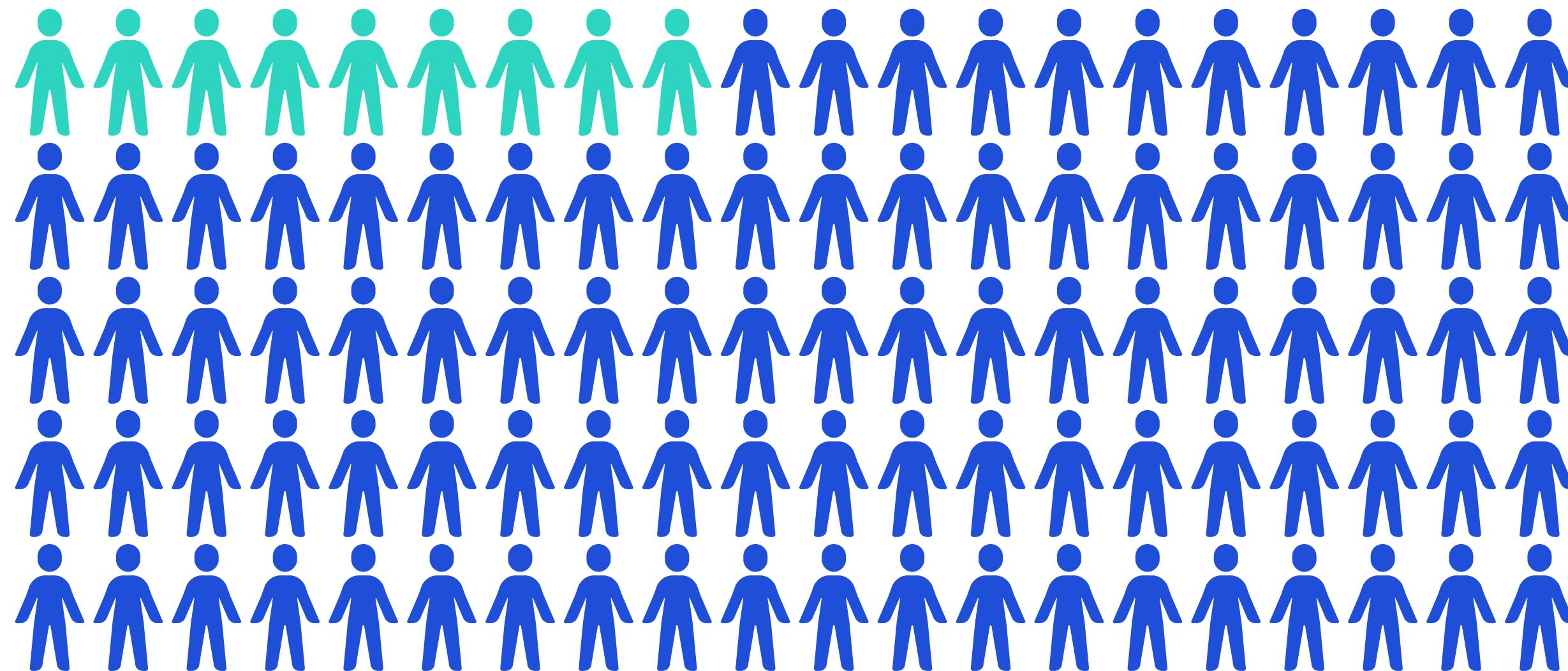
SPECIAL PURPOSE

RETENTION

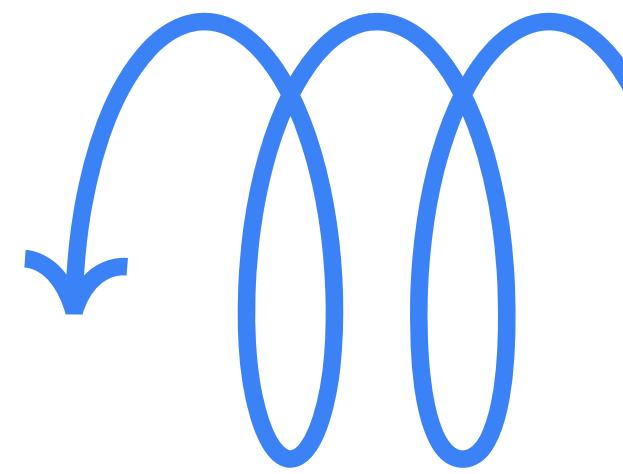


Mijolarning atigi 9% qaytib kelyapti

Umumiyl mijolar soni: 1445 ta
Bir martadan ko'p savdo qilganlar: 131 ta
Qaytib kelmaganlar: 1314 ta



MUAMMOLAR YECHIMI



1

Top 20 ta
Mahsulotlarning
boragini doimiy
ta'minlash

2

Mijozlarni saqlab
qolish uchun CRM
tizimida ishlash

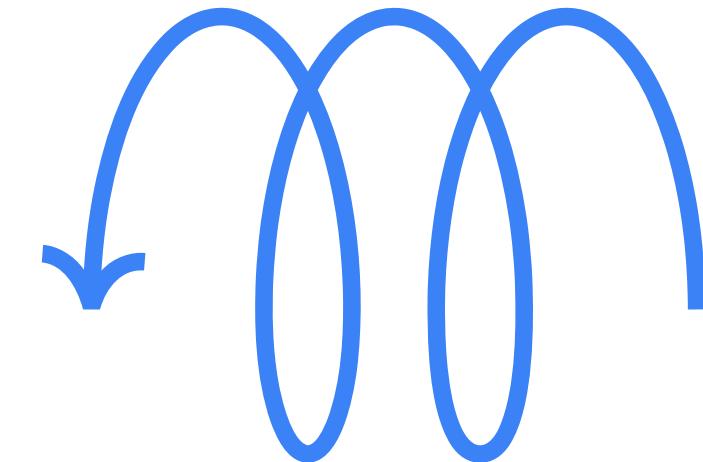
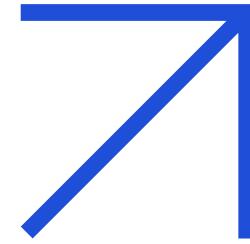
3

Qolgan turdagি Bike
larni omma orasida
ommalshtirish

4

Qo'shimcha service
taklif qilish

**THANK YOU
FOR YOUR
ATTENTION**



Ashuraliyev Nurbek

