

Sunday, may 2024

Tech-Savvy Mobile

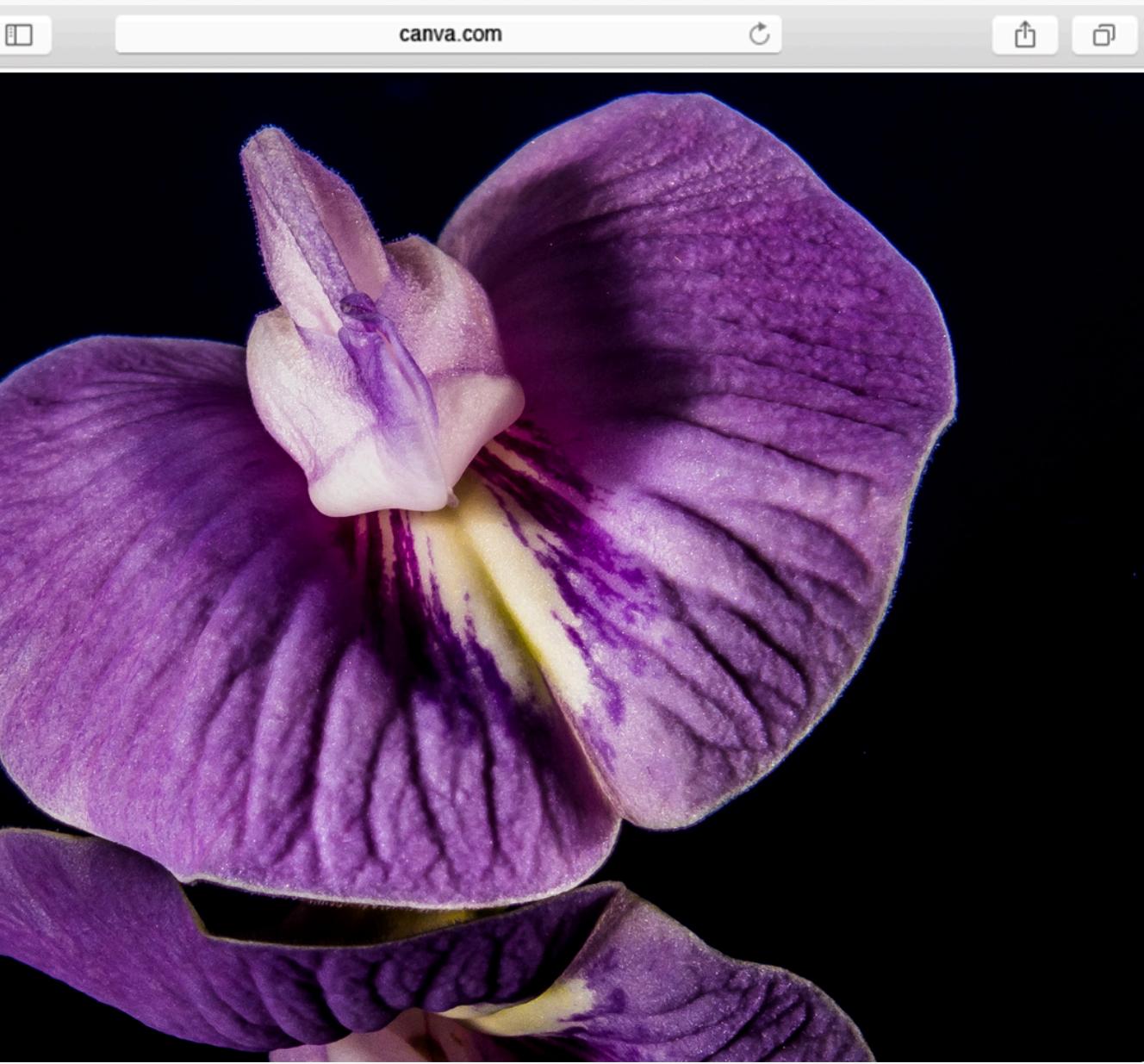


TECH-SAVVY MOBIE CUSTOMER ANALYTICS REVIEW

Tech-savvy mobile, an e-commerce company want to discover key insights from their customer database to study their customers with some key performance indicators (KPIs).

The key performance indicators used to generate the actionable insights are listed in the following page.





- Customer demography
- Customer satisfaction
- Importance of product
- Preferred mode of shipment
 - promptness of shipment completion
 - Warehouse blocks usage
- Discount offered
- Prior purchase
- Customer care calls
- product quantity
- Cost of product

CUSOMER ANALYTICS DASHBOARD

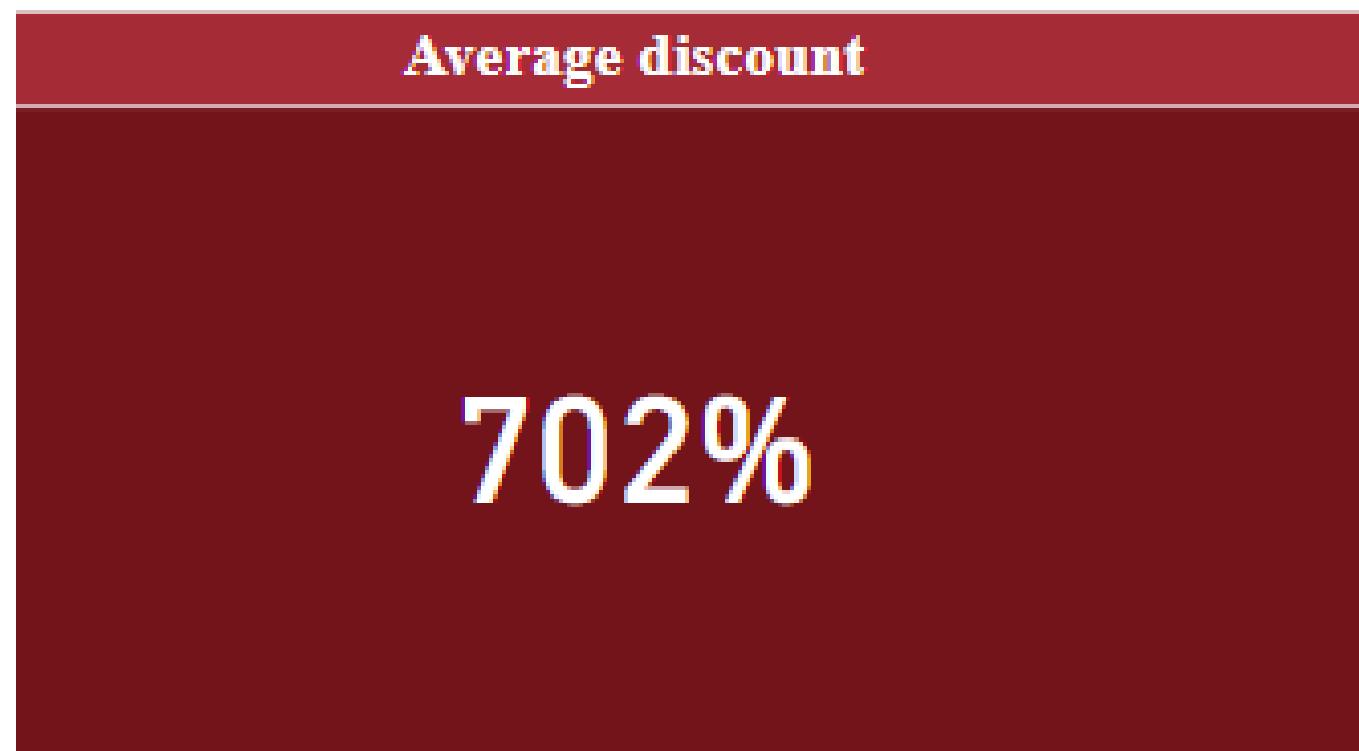
Total customers

11K

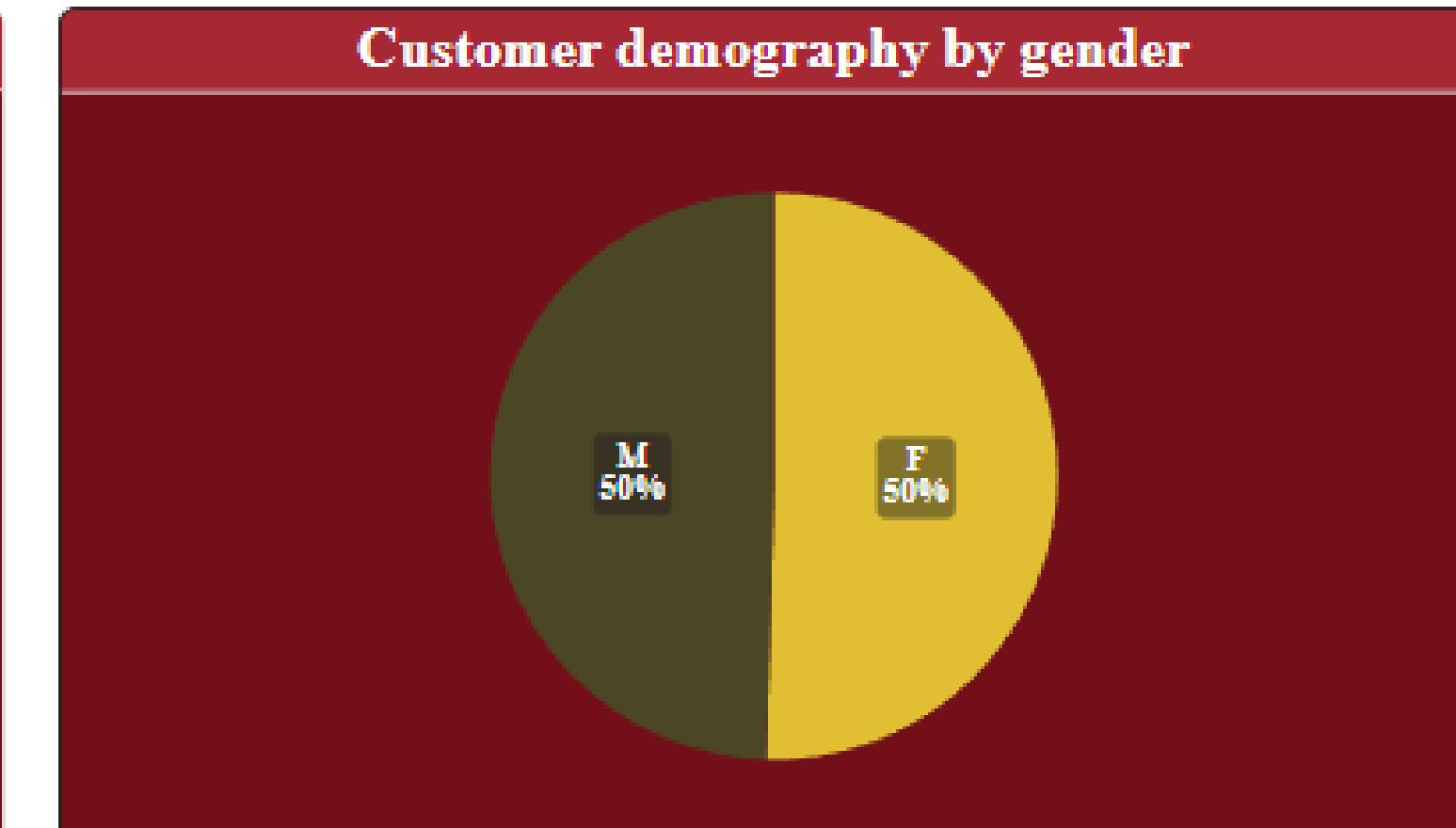
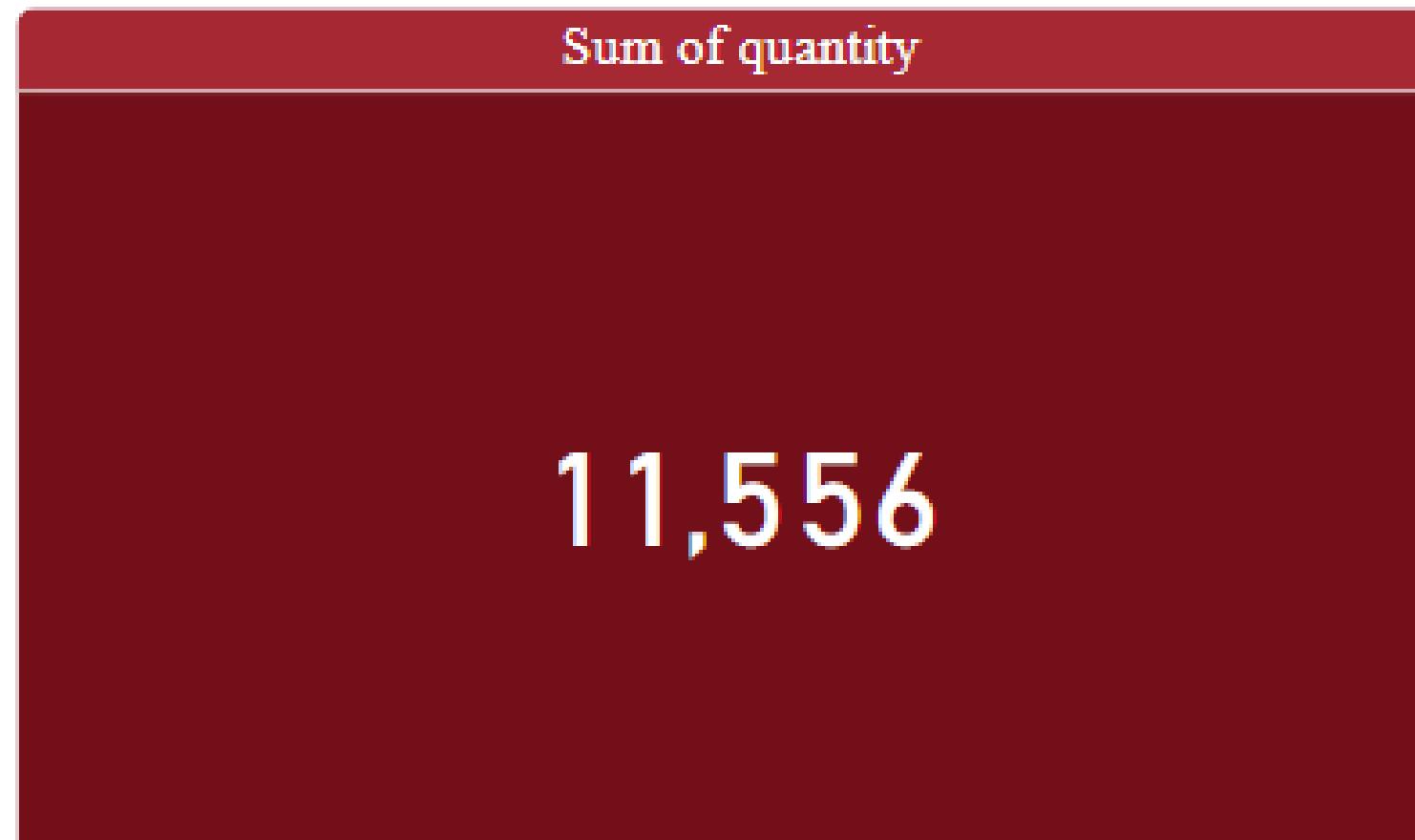
Total cost

\$2.4M

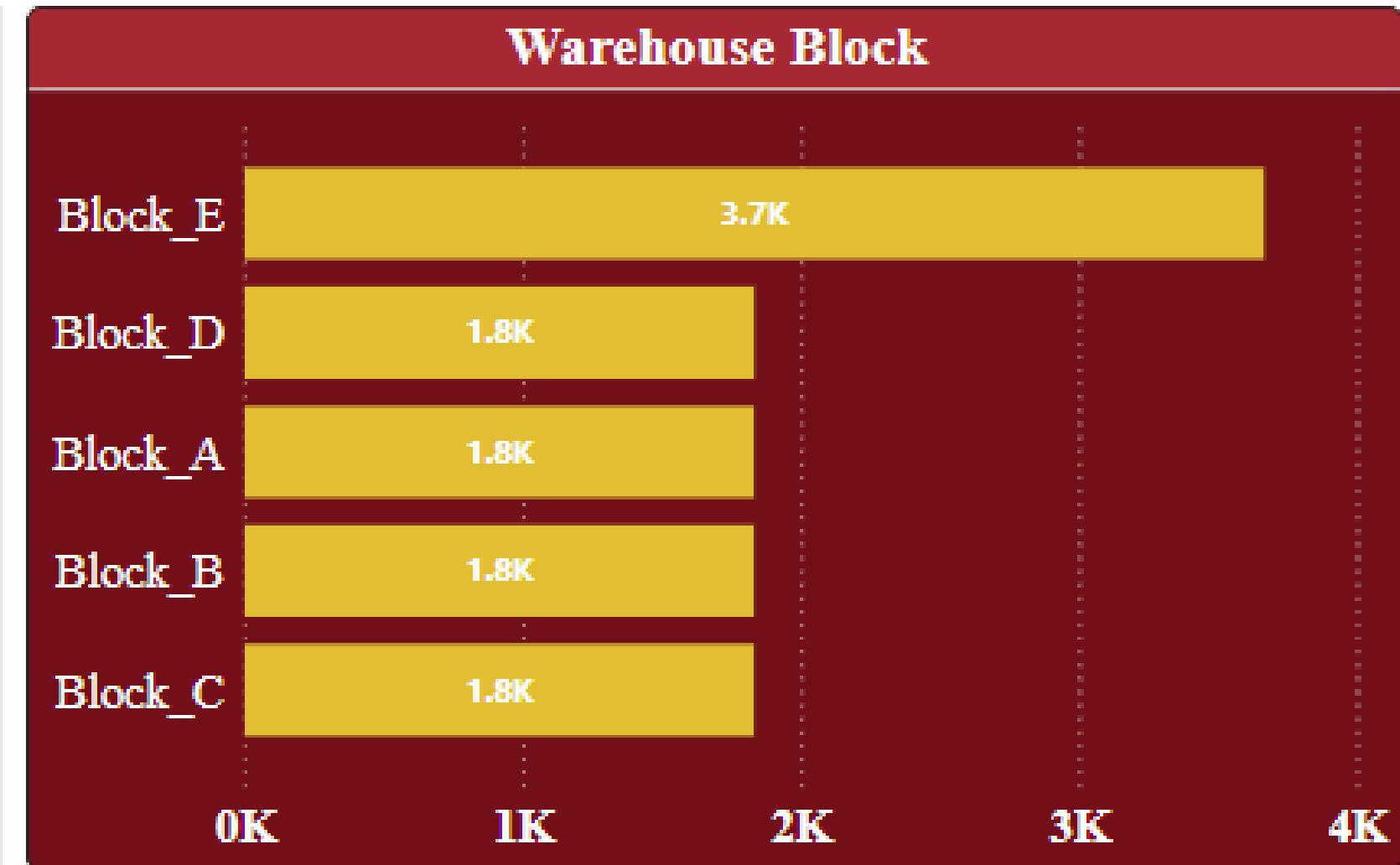
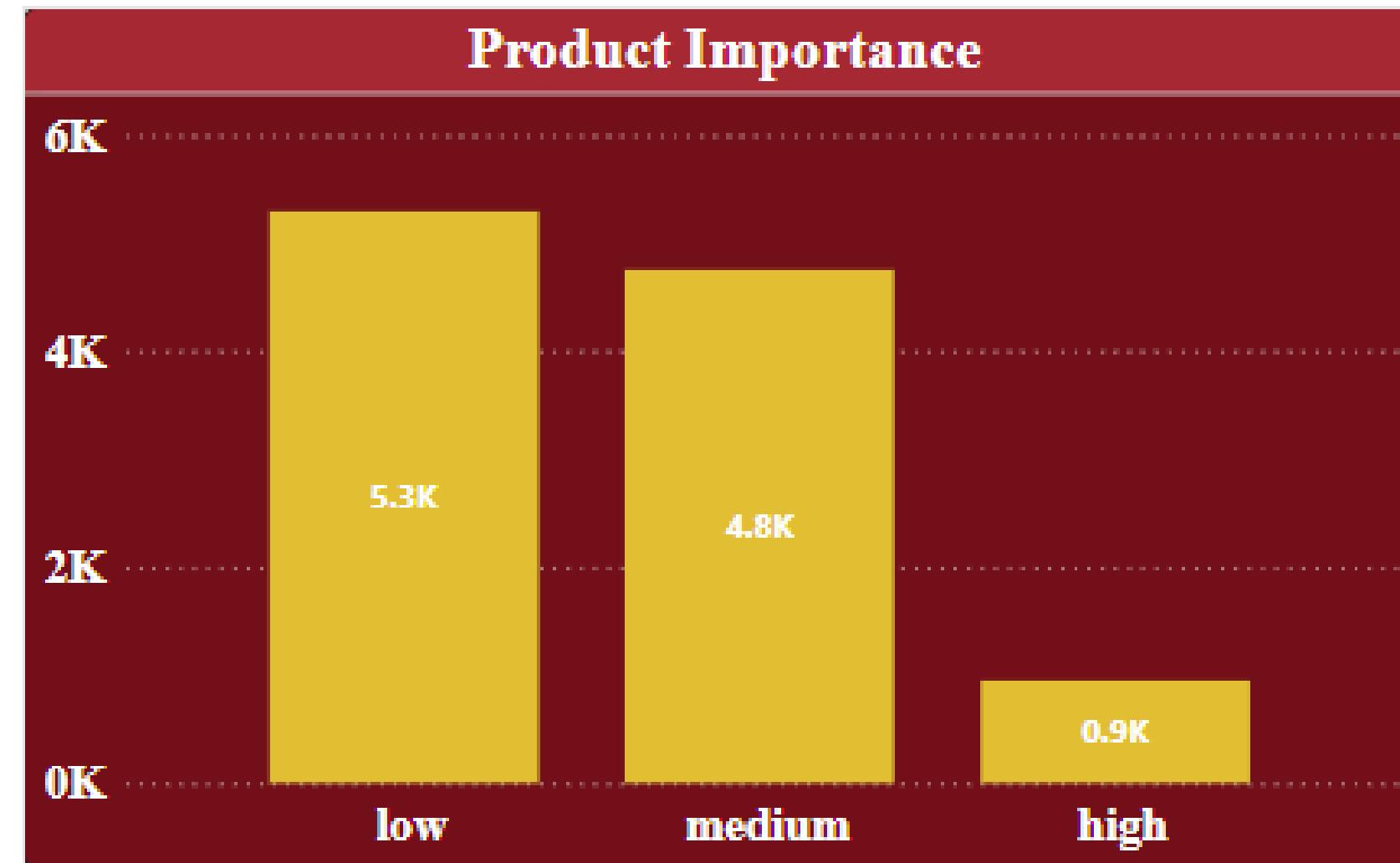
The card charts above illustrate that the company has 11,000 customers and a total product cost of \$2.4million.



The card charts displayed above indicate that the company maintains an average discount rate of 702%, alongside a total of 10,999 calls.

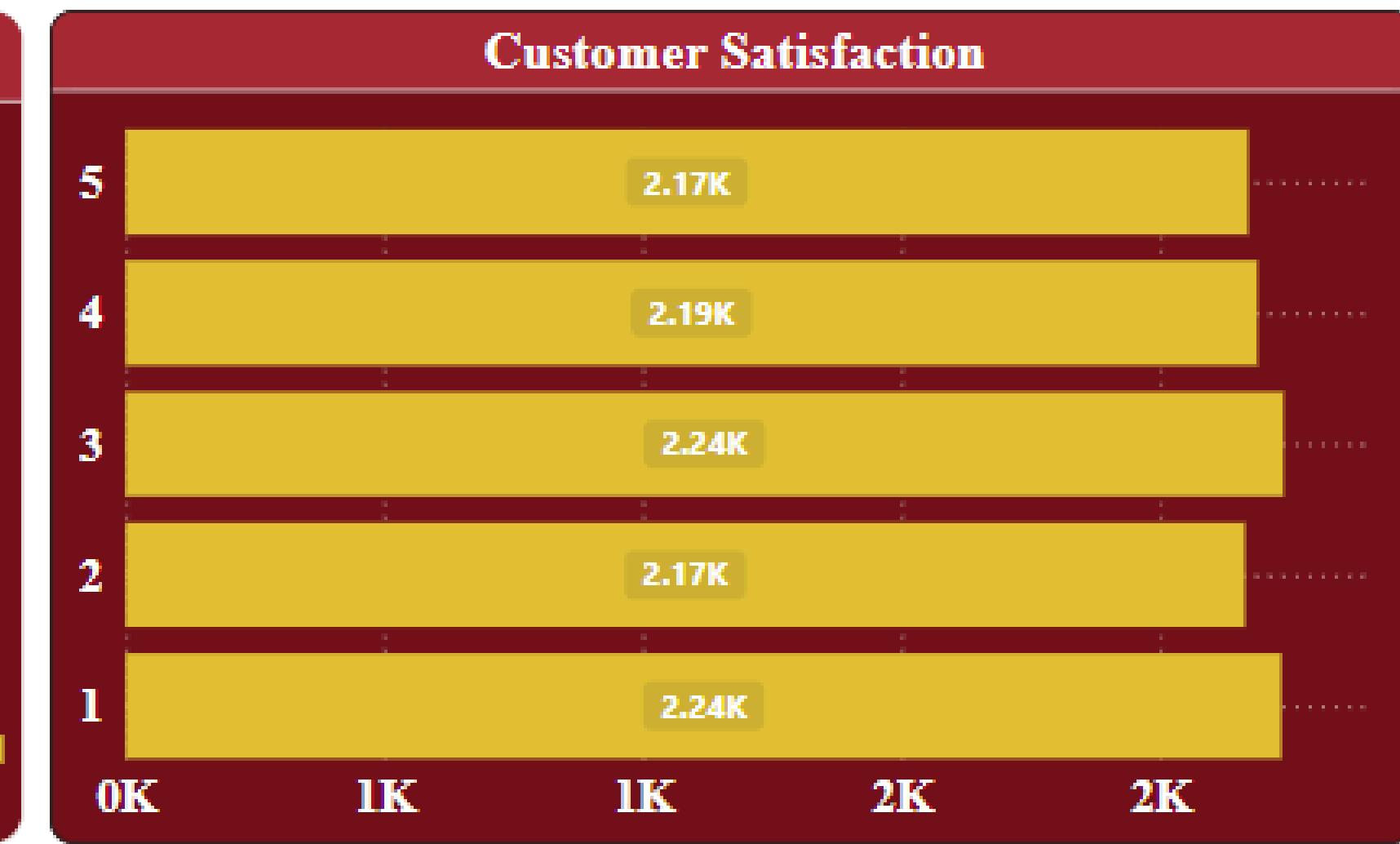
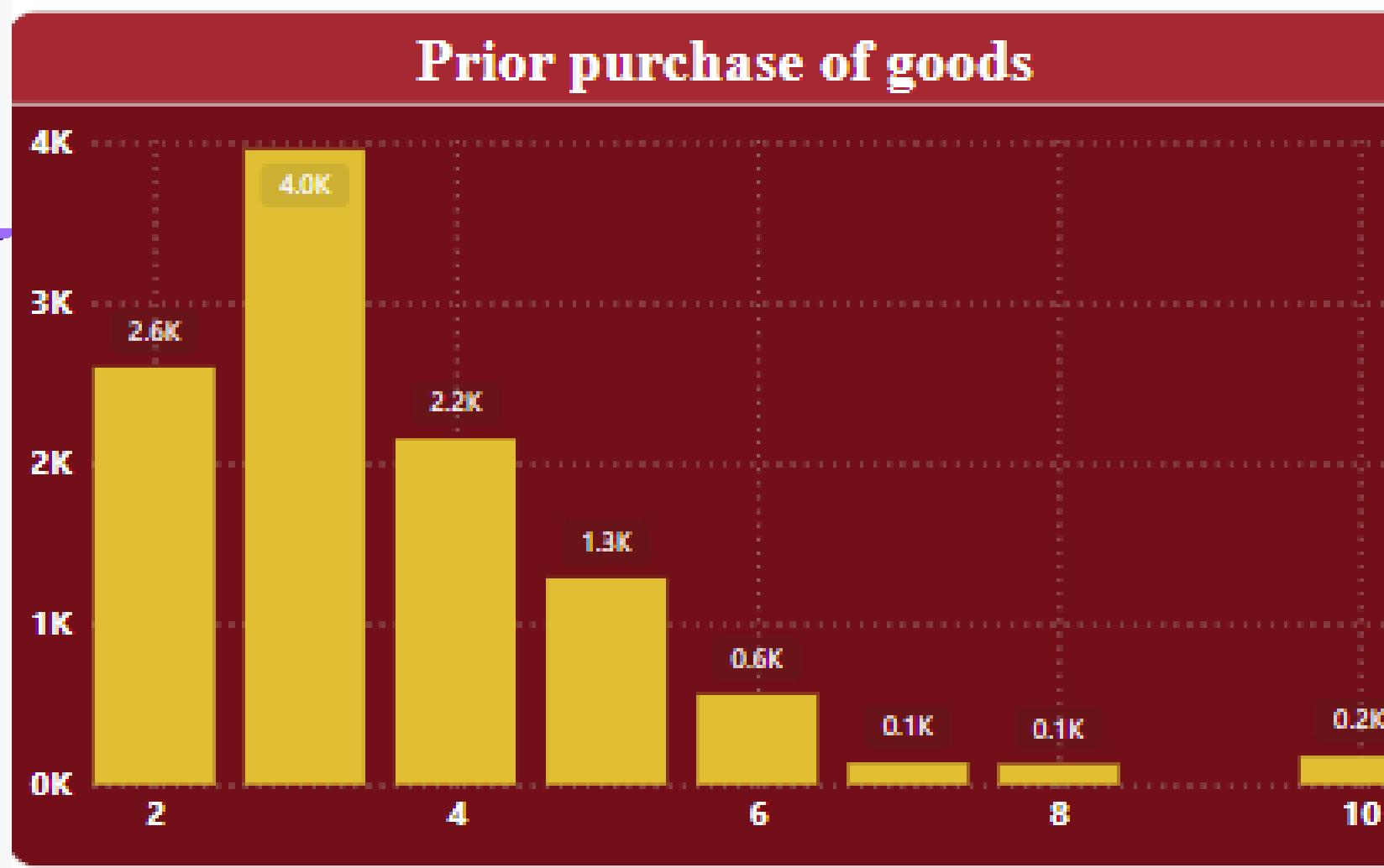


The card and pie chart above shows that the company's total quantity is 11,556, with an equal gender distribution, comprising 50% male and 50% female.



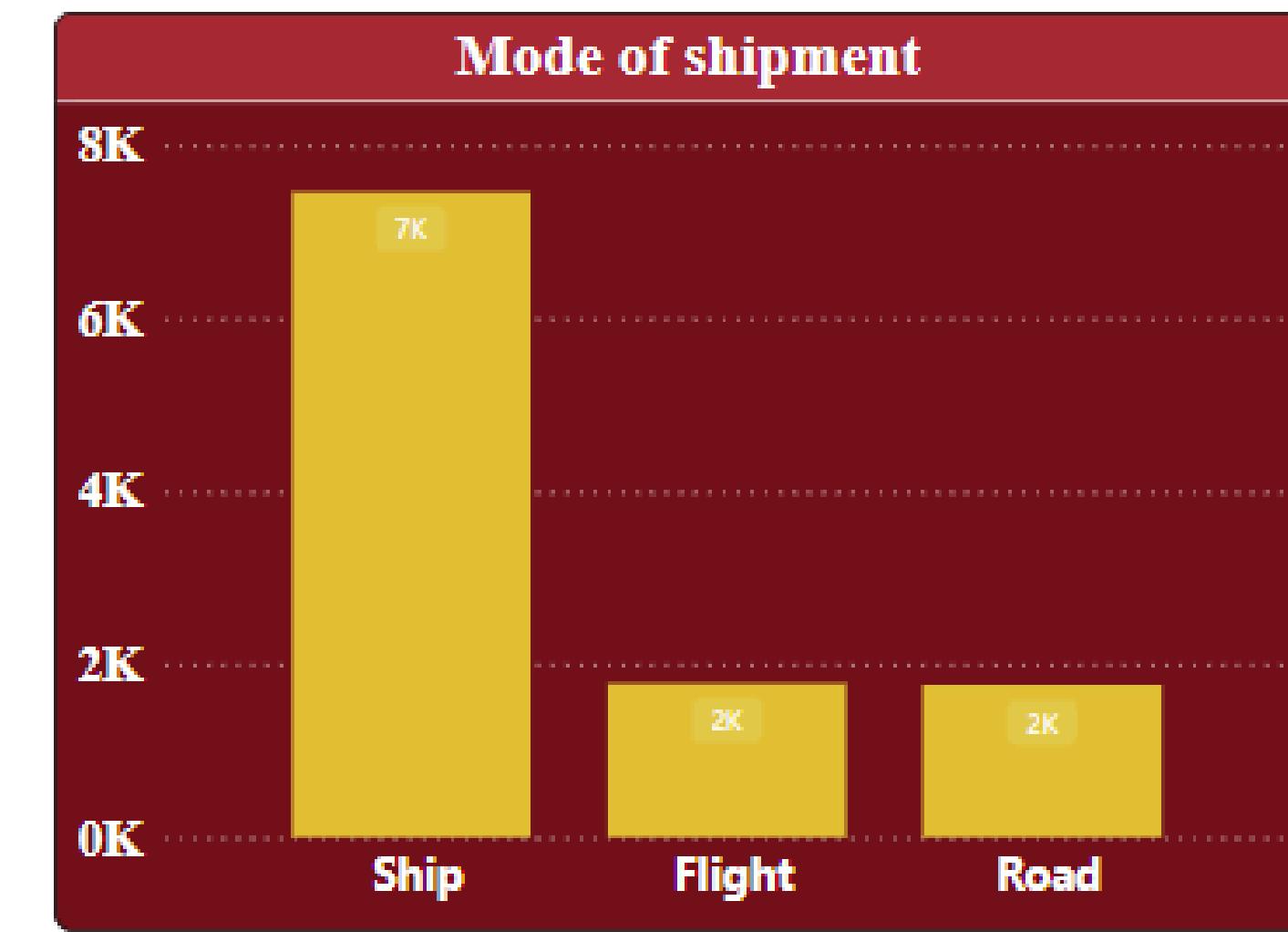
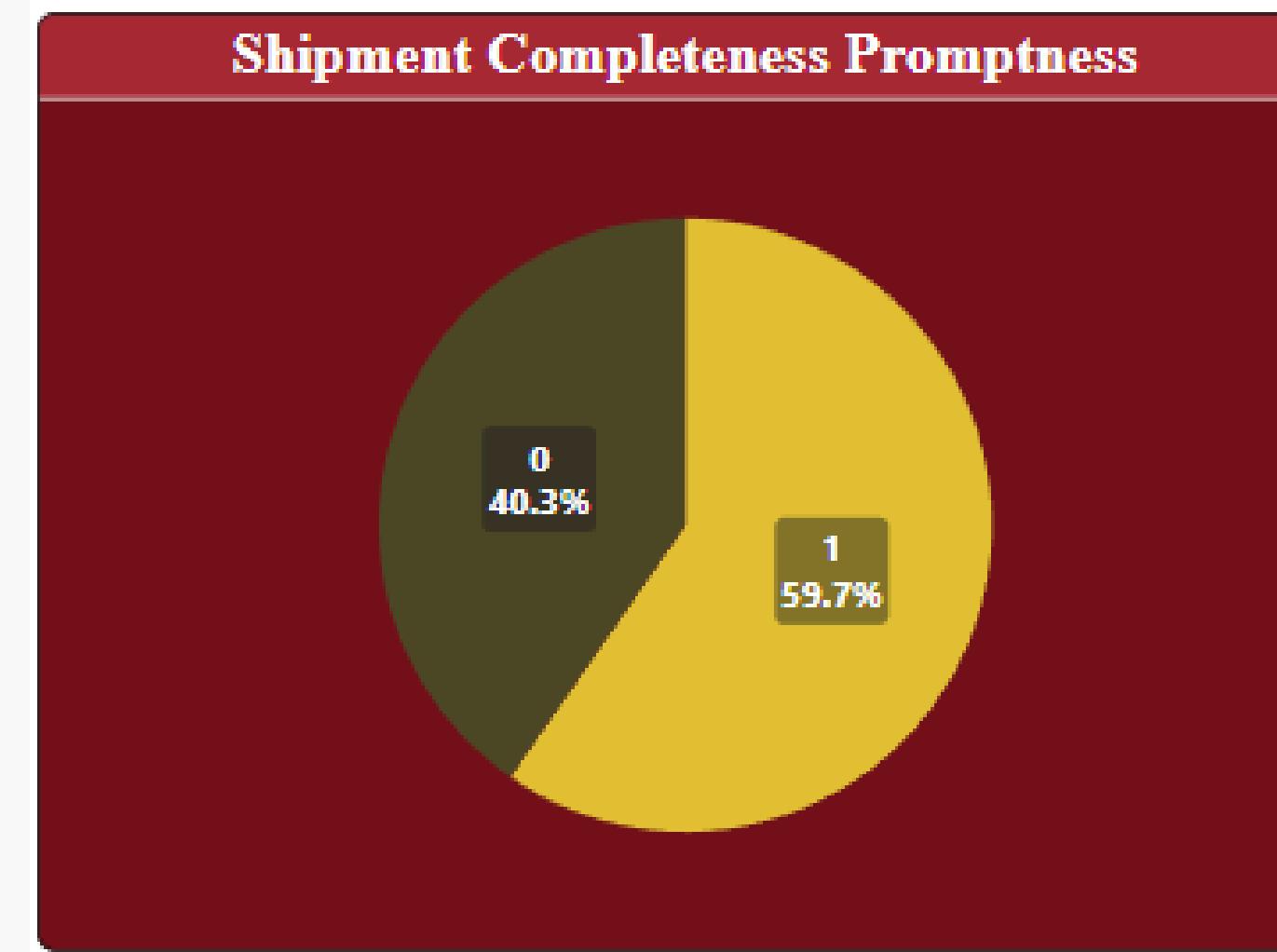
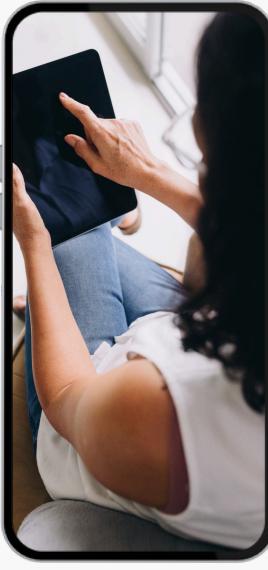
The above column chart reveals that 5.3k customers purchased more of the inexpensive product compared to the medium and high priced ones.

The warehouse block chart illustrate that among the warehouse blocks, block E contains the highest quantity of goods, totaling 3.7k, surpassing the other blocks.



The chart indicating previous purchases of goods reveals that 4.0k worth of goods were acquired before the specified time

The column chart illustrate customer rating, highlighting poor satisfaction as the segment indicating the lowest satisfaction has a total rating of 2.24k, exceeding the segment indicating the higher satisfaction , which totals 2.17k



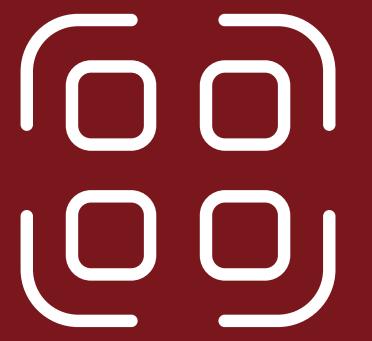
This pie chart provides insight into delivery timeliness for products. A value of 1 signifies late delivery, while 0 indicate on time delivery, Analysis of this chat reveals that 50.7% of products experienced delayed delivery while 40.3% were delivered on time.

According to our analysis of this second chart, the company utilizes three distinct transportation method. ship 4k, flight 2k, and road 2k. it's evident from our findings that shipping is the most prevalent mode of shipment accounting for the highest quantity.



Recommendation

- For the company to mitigate a high rate of late deliveries, they need to focus on streamlining the supply chain processes, enhancing communication with suppliers and investing in real time tracking system.
- The company needs to improve their operational efficiency and maintaining transparent customer communication are essential . these strategies will help reduce late deliveries, boost customer satisfaction, and optimize overall supply chain performance.



Thank you

