**OGUNTUGA OLUWATOSIN MARY**

**SECTION 1**

**Table 1:** **Analysis of Feedback Themes**

|  |  |  |
| --- | --- | --- |
|  | **Frequency** | **Percentage** |
| **Experience with Purchase** | **495** | **40.44%** |
| **Delivery Issues** | **330** | **26.96%** |
| **Product Quality** | **138** | **11.27%** |
| **Value for Money** | **114** | **9.31%** |
| **Product Description Accuracy** | **110** | **8.99%** |
| **Customer Service** | **37** | **3.02%** |
| **Grand Total** | **1224** | **100.00%** |
|  |  |  |

-----From the Analysis above, the most important things to the customer is their experience with the purchase, most of the customers gave a positive feedback based on their experience on what they have bought.

--The Company also needs to look into the product quality description and customer service.

----The most frequently mentioned theme is the Experience with Purchase with about 40.4% of the total theme.

----Delivery issue and Product description accuracy need an immediate attention as about 18% of the customers complained negatively about the delivery and 6.4% complained negatively about the product description accuracy.

----- The prices of some of the products should also be worked upon as about 6.1 % of the customers complained negatively that the products doesn’t worth the money and too expensive.

**SECTION 2**

|  |  |  |
| --- | --- | --- |
| **Sentiment** | **Frequency** | **Percentage** |
| Positive | 582 | 47.55% |
| Negative | 573 | 46.81% |
| Neutral | 69 | 5.64% |
| **Grand Total** | **1224** | **100.00%** |

The high frequency of negative sentiment (573) compared to neutral (69) points to potential areas for improvement.

There is just about 0.74% differences between the positive and Negative feedback which denotes that the company needs to work more on the major negative feedback ( delivery issues, prices of goods and products description accuracy).

**SECTION 3**

**TABLE 3A : ANALYSIS OF NO OF PURCHASE BY REGION**

|  |  |  |
| --- | --- | --- |
| **Region** | **Frequency of Region** | **Percentage** |
| North America | 231 | 18.87% |
| Europe | 204 | 16.67% |
| Asia Pacific | 209 | 17.08% |
| Latin America | 269 | 21.98% |
| Middle East & Africa | 256 | 20.92% |
| Not Specified | 55 | 4.49% |
| **Grand Total** | **1224** | **100.00%** |
|  |  |  |

**TABLE 3B: ANALYSIS OF SALES AMOUNT BY REGION**

|  |  |  |  |
| --- | --- | --- | --- |
| **Region** | **Total Amount** | **Average Amount** | **Percentage of total sales Amount** |
| Asia Pacific | 17941.15 | 85.84 | 15.76% |
| Europe | 22311.23 | 109.37 | 19.60% |
| Latin America | 28408.89 | 105.61 | 24.95% |
| Middle East & Africa | 23353.91 | 91.23 | 20.51% |
| North America | 21826.23 | 94.49 | 19.17% |
| **Grand Total** | **113841.40** | **97.38** | **100.00%** |

1. Latin America has the highest number of purchase with 269 of the total purchase.

Other areas which are not specified have the lowest number of purchase of 55, followed by Europe with a total purchase of 204 of the total purchase.

1. Latin America has the highest total amount of sales( 28,408.89) While Asia Pacific has the lowest total amount of sales(17,941.15)
2. There is a regional trend of the higher the number of purchase the higher the amount of sales EXCEPT in North America with the reduction in the total sales amount compare with the Europe as a result of the negative feedback from the customers.
3. I will recommend that North America should be worked upon as a region so as to boost the sales there cos the region has a high probability of selling as a result of the high number of customers that purchased.

**SECTION 4**

**TABLE 4: ANALYSIS OF CUSTOMER SEGMENTS**

**Table 4: Analysis of by Customer Segment**

|  |  |  |
| --- | --- | --- |
| **Customer Segment** | **Frequency of Customer Segment** | **percentage of Customer Segment** |
| Corporate Clients | 6 | 0.49% |
| Discount Shoppers | 20 | 1.63% |
| High Income | 31 | 2.53% |
| Institutional Customers | 4 | 0.33% |
| Low Income | 19 | 1.55% |
| Middle Income | 4 | 0.33% |
| Online Direct | 325 | 26.55% |
| Premium Customers | 13 | 1.06% |
| Retail | 364 | 29.74% |
| Retail Customers | 10 | 0.82% |
| Subscription | 85 | 6.94% |
| Wholesale | 329 | 26.88% |
| Wholesale Customers | 14 | 1.14% |
| **Grand Total** | **1224** | **100.00%** |

**SECTION 5**

**Table 5**: **Analysis of by Sales Representative**

|  |  |  |
| --- | --- | --- |
| **Sales Rep I.D** | **Frequency** | **percentage** |
| REP001 | 93 | 7.60% |
| REP002 | 84 | 6.86% |
| REP003 | 97 | 7.92% |
| REP004 | 103 | 8.42% |
| REP005 | 89 | 7.27% |
| REP006 | 129 | 10.54% |
| REP007 | 98 | 8.01% |
| REP008 | 98 | 8.01% |
| REP009 | 119 | 9.72% |
| REP010 | 114 | 9.31% |
| REP011 | 31 | 2.53% |
| REP012 | 29 | 2.37% |
| REP013 | 2 | 0.16% |
| REP014 | 2 | 0.16% |
| REP015 | 2 | 0.16% |
| REP016 | 2 | 0.16% |
| REP017 | 41 | 3.35% |
| REP018 | 32 | 2.61% |
| REP019 | 27 | 2.21% |
| REP020 | 32 | 2.61% |
| **Grand Total** | **1224** | **100.00%** |

**Table 5B: Analysis of by Sales Representative and Sales Channel**

|  |  |  |
| --- | --- | --- |
| **Sales Channel** | **frequency of Sales Channel** | **Percentage of Sales Channel** |
| **REP006** | **129** | **19.52%** |
| Online Direct | 34 | 5.14% |
| Retail | 33 | 4.99% |
| Marketplace | 32 | 4.84% |
| Wholesale | 30 | 4.54% |
| **REP009** | **119** | **18.00%** |
| Online Direct | 35 | 5.30% |
| Retail | 31 | 4.69% |
| Wholesale | 28 | 4.24% |
| Marketplace | 25 | 3.78% |
| **REP010** | **114** | **17.25%** |
| Marketplace | 38 | 5.75% |
| Retail | 31 | 4.69% |
| Wholesale | 24 | 3.63% |
| Online Direct | 21 | 3.18% |
| **REP004** | **103** | **15.58%** |
| Marketplace | 31 | 4.69% |
| Wholesale | 27 | 4.08% |
| Online Direct | 26 | 3.93% |
| Retail | 19 | 2.87% |
| **REP007** | **98** | **14.83%** |
| Retail | 28 | 4.24% |
| Marketplace | 26 | 3.93% |
| Online Direct | 25 | 3.78% |
| Wholesale | 19 | 2.87% |
| **REP008** | **98** | **14.83%** |
| Online Direct | 28 | 4.24% |
| Retail | 26 | 3.93% |
| Marketplace | 23 | 3.48% |
| Wholesale | 21 | 3.18% |
| **Grand Total** | **661** | **100.00%** |

1. Sales representative with Rep 006 has the highest purchases.
2. The strange occurrence I saw was there were more purchases with Sales representative of 001-010.

While there are less purchases with sales representative 011-020.

**SECTION 6**

**ANALYSIS OF BY PRODUCT CATEGORY**

|  |  |  |
| --- | --- | --- |
| **Product Category** | **Frequency of Product Category2** | **Percentage of Product Category** |
| Books & Media | 118 | 9.64% |
| Electronics | 272 | 22.22% |
| Fashion | 235 | 19.20% |
| Fitness Equipment | 3 | 0.25% |
| Groceries | 10 | 0.82% |
| Health & Beauty | 205 | 16.75% |
| Home Appliances | 77 | 6.29% |
| Home Décor | 60 | 4.90% |
| Home Security | 3 | 0.25% |
| Jewelry | 3 | 0.25% |
| Musical Instruments | 3 | 0.25% |
| Office Supplies | 10 | 0.82% |
| Sports & Outdoors | 197 | 16.09% |
| Tools & Home Improvement | 10 | 0.82% |
| Wearables | 18 | 1.47% |
| **Grand Total** | **1224** | **100.00%** |

**A.** Customers are more satisfied with books and media product category with 59 positive responses compared to 52 negative responses.

**B**. Home décor and home appliances should be marketed more in the product category cos they are selling averagely.

Musical Instruments, fitness equipment and jewelries should be discontinued cos of their low performances.

**SECTION 7**

**TABLE 7A:** **Sales Analysis by Product Name**

|  |  |  |
| --- | --- | --- |
| **Product name** | **Frequency of Product Name** | **percentage of Product Name** |
| Sweater Dress | 50 | 15.02% |
| Digital Camera | 32 | 9.61% |
| Denim Jacket | 29 | 8.71% |
| Throw Pillow | 29 | 8.71% |
| Jumpsuit | 28 | 8.41% |
| Webcam | 28 | 8.41% |
| Facial Moisturizer | 28 | 8.41% |
| Facial Serum | 28 | 8.41% |
| Lip Gloss | 27 | 8.11% |
| Bluetooth Speaker | 27 | 8.11% |
| Food Processor | 27 | 8.11% |
| **Grand Total** | **333** | **100.00%** |
|  |  |  |

**Table 7b:** **Analysis by Sales Channel and Product Name**

|  |  |  |
| --- | --- | --- |
| **Sales Channel** | **Frequency of Product Name** | **Percentage of Product Name** |
| **Marketplace** | **334** | **27.29%** |
| **Online Direct** | **309** | **25.25%** |
| **Retail** | **306** | **25.00%** |
| **Wholesale** | **275** | **22.47%** |
| **Grand Total** | **1224** | **100.00%** |

1. Products with the most purchases is Sweeter Dress with 50 times of 15.02%.

Over about 180 products are the least purchase with only 1 purchase.

1. The top ten products with highest frequency should be pushed to the front shelves. Such as sweeter dress, digital camera e.t.c

**SECTION 8**

**Table 8a: Analysis of by Sales Channel**

|  |  |  |
| --- | --- | --- |
| **Sales Channel** | **Frequency** | **Percentage** |
| Online Direct | 309 | 25.25% |
| Marketplace | 334 | 27.29% |
| Wholesale | 275 | 22.47% |
| Retail | 306 | 25.00% |
| **Grand Total** | **1224** | **100.00%** |

Table 8b**: Analysis of customer general feedback across the different channels, identify if the most common feedbacks for sales reps are negative, positive or neutral**

|  |  |  |
| --- | --- | --- |
| **sales channel &feedback** | **Frequency of customer Feedback** | **Percentage of Customer Feedback** |
| **Marketplace** | **334** | **27.29%** |
| Negative | 87 | 7.11% |
| Neutral | 91 | 7.43% |
| Positive | 156 | 12.75% |
| **Online Direct** | **309** | **25.25%** |
| Negative | 89 | 7.27% |
| Neutral | 87 | 7.11% |
| Positive | 133 | 10.87% |
| **Retail** | **306** | **25.00%** |
| Negative | 84 | 6.86% |
| Neutral | 95 | 7.76% |
| Positive | 127 | 10.38% |
| **Wholesale** | **275** | **22.47%** |
| Negative | 74 | 6.05% |
| Neutral | 77 | 6.29% |
| Positive | 124 | 10.13% |
| **Grand Total** | **1224** | **100.00%** |

1. **Market place has the highest level of analysis with 27.29% (334) of customer feedback while wholesales has the lowest level of analysis with 22.47% (275) of customer feedback**
2. **With Market place having highest level of analysis, there is about 7.11% negative feedback from the customer concerning the sales rep. Sales rep 10 and Sales Rep 02 has the highest number of Negative feedback.**
3. **I will recommend that that Sales rep 02 and 10 should be trained on customer service relationship cos they are dealing with customer face to face.**

**SECTION 9**

**Table 9:** **Analysis of Return Status**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Return Status** | **Frequency** | **percentage** | **Highest sales Rep Feedback** | **Percentage out of all feedback** |
| **Returned** | **425** | **34.72%** | **425** | **34.72%** |
| Negative | 115 | 9.40% | 115 | 27.06% |
| Neutral | 118 | 9.64% | 118 | 27.76% |
| Positive | 192 | 15.69% | 192 | 45.18% |
| **Pending Return** | **414** | **33.82%** | **414** | **33.82%** |
| Negative | 108 | 8.82% | 108 | 26.09% |
| Neutral | 129 | 10.54% | 129 | 31.16% |
| Positive | 177 | 14.46% | 177 | 42.75% |
| **No Return** | **385** | **31.45%** | **385** | **31.45%** |
| Negative | 111 | 9.07% | 111 | 28.83% |
| Neutral | 103 | 8.42% | 103 | 26.75% |
| Positive | 171 | 13.97% | 171 | 44.42% |
| **Grand Total** | **1224** | **100.00%** | **1224** | **100.00%** |

1. Return status doesn’t have any impact on customer analysis cos when the returned status was high, the customer feedback of the sales rep was more of positive.
2. Return status is not linked with sales rep feedback because when the feedback was positive, the customer still returns the product.

**SECTION 10**

**Table 10:**  **Price Analysis**

|  |  |  |  |
| --- | --- | --- | --- |
| **Product Name** | **Average of Price** | **Highest Price** | **Lowest Price** |
| **4K Ultra HD TV** | **£379.17** | **£650.00** | **£162.50** |
| Could Be Better | £162.50 | £162.50 | £162.50 |
| Good Value For Money | £650.00 | £650.00 | £650.00 |
| Mislabelled | £325.00 | £325.00 | £325.00 |
| **Air Conditioner** | **£325.00** | **£520.00** | **£130.00** |
| Do Not Recommend | £130.00 | £130.00 | £130.00 |
| Fantastic Experience | £520.00 | £520.00 | £520.00 |
| **Diamond Necklace** | **£361.11** | **£650.00** | **£216.67** |
| Quick Shipping | £216.67 | £216.67 | £216.67 |
| Satisfied With My Purchase | £216.67 | £216.67 | £216.67 |
| Too Expensive | £650.00 | £650.00 | £650.00 |
| **DSLR Camera** | **£442.00** | **£780.00** | **£156.00** |
| Color Not As Shown | £780.00 | £780.00 | £780.00 |
| Not Recommended | £390.00 | £390.00 | £390.00 |
| Very Satisfied | £156.00 | £156.00 | £156.00 |
| **Smart Refrigerator** | **£404.44** | **£520.00** | **£346.67** |
| Could Be Better | £346.67 | £346.67 | £346.67 |
| Do Not Recommend | £346.67 | £346.67 | £346.67 |
| Too Expensive | £520.00 | £520.00 | £520.00 |
| **Washing Machine** | **£226.13** | **£520.00** | **£104.00** |
| Fast Delivery | £173.33 | £173.33 | £173.33 |
| Nice Experience | £520.00 | £520.00 | £520.00 |
| Quick Shipping | £104.00 | £104.00 | £104.00 |
| Won'T Buy Again | £216.67 | £216.67 | £216.67 |
| Would Buy Again | £116.67 | £116.67 | £116.67 |
| **Grand Total** | **£344.25** | **£780.00** | **£104.00** |

1. Product price has an impact on the customer feedback
2. The lower the price, the more positive the customer feedback is.

**SECTION 11**

**Table 11a: Discount Analysis**

|  |  |  |  |
| --- | --- | --- | --- |
| **Product name** | **Count of Discount Applied** | **Sum of Discount Applied** | **Count of Sales Amount** |
| Sweater Dress | 50 | 65.00% | 50 |
| Digital Camera | 32 | 65.00% | 32 |
| Denim Jacket | 29 | 133.00% | 29 |
| Throw Pillow | 29 | 50.00% | 29 |
| Jumpsuit | 28 | 190.00% | 28 |
| Webcam | 28 | 55.00% | 28 |
| Facial Moisturizer | 28 | 100.00% | 28 |
| Facial Serum | 28 | 125.00% | 28 |
| Lip Gloss | 27 | 40.00% | 27 |
| Bluetooth Speaker | 27 | 70.00% | 27 |
| Food Processor | 27 | 65.00% | 27 |
| **Grand Total** | **333** | **958.00%** | **333** |

|  |  |
| --- | --- |
| **customer assessment feedback of sales rep** | **Count of Discount Applied** |
| Negative | 27.29% |
| Neutral | 28.59% |
| Positive | 44.12% |
| **Grand Total** | **100.00%** |

1. Discount rate has an effect on sales. The more the discount the more the number of sales.
2. Increase in discount rates lead to more positive feedback of sales rep.

**SECTION 12**

**Table 12:** **Profit Margin Analysis**

|  |  |  |  |
| --- | --- | --- | --- |
| **Product name** | **Average of Cost price** | **Average of Selling Price** | **Average of Profit margin** |
| **Science Fiction** | **£10.13** | **£21.10** | **50.83%** |
| Arrived Late | £3.75 | £30.00 | 87.50% |
| Do Not Recommend | £15.00 | £30.00 | 50.00% |
| Excellent Quality | £20.00 | £30.00 | 33.33% |
| Great Product | £5.00 | £10.00 | 50.00% |
| I Love It | £11.50 | £27.00 | 60.42% |
| Not Worth The Money | £4.00 | £6.00 | 33.33% |
| Perfect Fit | £20.00 | £30.00 | 33.33% |
| Quick Shipping | £3.00 | £6.00 | 50.00% |
| Satisfied With My Purchase | £7.50 | £15.00 | 50.00% |
| **Sweater** | **£7.50** | **£15.00** | **50.00%** |
| Damaged On Arrival | £7.50 | £15.00 | 50.00% |
| **Dress** | **£10.00** | **£17.50** | **42.86%** |
| Quick Shipping | £10.00 | £17.50 | 42.86% |
| **Belt** | **£3.75** | **£6.25** | **40.00%** |
| Too Expensive | £3.75 | £6.25 | 40.00% |
| **Booklight** | **£3.00** | **£5.00** | **40.00%** |
| Excellent Quality | £3.00 | £5.00 | 40.00% |
| **Shampoo & Conditioner Set** | **£3.38** | **£5.63** | **40.00%** |
| Do Not Recommend | £3.75 | £6.25 | 40.00% |
| Very Satisfied | £3.00 | £5.00 | 40.00% |
| **Toothpaste** | **£1.00** | **£1.67** | **40.00%** |
| Exceeds Expectations | £1.00 | £1.67 | 40.00% |
| **Educational Book** | **£3.75** | **£6.25** | **40.00%** |
| Very Fast Service | £3.75 | £6.25 | 40.00% |
| **Wireless Mouse** | **£5.00** | **£8.33** | **40.00%** |
| I Love It | £5.00 | £8.33 | 40.00% |
| **Novel** | **£3.00** | **£5.00** | **40.00%** |
| Would Buy Again | £3.00 | £5.00 | 40.00% |
| **Science Book** | **£7.50** | **£12.50** | **40.00%** |
| Quick Shipping | £7.50 | £12.50 | 40.00% |
| **Grand Total** | **£7.26** | **£14.27** | **45.77%** |

1. Profit Margin have just a little impact on customer feedback. The more the profit margin is, the more the positive feedback of the products is.
2. Higher and lower profit margin are associated with different types of feedback.

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