

El Tawheed & El Noor Analysis

Under supervision

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Analysis Agenda

1. General analysis

- Average country Rating
- Total Customers
- Total Orders
- Total Revenues
- Sold Products

2. Customer analysis

- Geographical distribution
- Customer with high orders
- Highest cities have customers
- Which country has lowest customer no.
- Top ranked customers (according to orders)

3. Product analysis

- Product performance through year
- Highest product sold (Quantity)
- Lowest product sold (Quantity)
- Highest product item sold (criteria , eg, colour & size)
- Item per products sold

4. Sales analysis

- Total sales for each product (Profit)
- Highest countries & cities in sales .
- Completed Order Ratio

Dashboard Analysis Report

Title: T&N Analysis - Egypt branch - Review for 2018

1. Executive Summary

The dashboard highlights key business metrics for the year 2018, including sales performance, customer behavior, and product analysis. With total revenues of \$1,032,189 generated from 281 orders, the business demonstrates strong growth in specific regions and products. The average delivery time is 8 days, and 71% of orders are completed.

2. Key Metrics Overview

- Total Revenue: \$1,032,189
- Total Orders: 281
- Sold Products: 624
- Average Rating: 5.5
- Total Customers: 115
- Average Delivery Time: 8 days

3. Sales Analysis

- Monthly Trends:
 - Revenue grew consistently from \$63,988 in January to a peak of \$276,058 in May, before slightly declining to \$265,874 in June.
 - This indicates steady growth with a possible seasonal boost in May.
- Top Performing Cities:
 - El Mansura leads with \$237,030, followed by Siwa with \$189,216 and Hurghada with \$181,741.
 - These cities represent strategic areas for further investment.
- Total Product Sales by Category:
 - Highest revenue generators:
 - High-heeled shoes: \$171,126
 - Tie: \$195,123
 - Shoes: \$134,713
 - Lowest performing items include Wallets (\$39,639) and Belts (\$58,219).

4. Customer Analysis

- Highest Cities with Customers:
 - Cairo leads with 29 customers, followed by Siwa (28) and El Daba (27).
- Top Customers by Orders:
 - Kalia placed the most orders (6), followed by Melissa (6) and Bilal (4).
- Payment Channels:
 - Hawala is the most used payment method (36%), followed by Master Card (27%) and Debt Card (20%).

5. Product Analysis

- Item Per Product Sold:
 - Only 5% of total items were sold, indicating possible inventory inefficiencies or demand limitations.
- Items Sold by Size:
 - Medium-sized products (14 units) dominate sales, followed by small (13 units) and large (3 units).
- Items Sold by Color:
 - Top-selling colors include:
 - Rose (9 units)
 - Periwinkle (8 units)
 - Mint (7 units)
- Product Performance Over Time:
 - The performance graph shows a peak in May (\$12,050), with fluctuations across other months.

6. Recommendations

1. Increase Product Range and Marketing:
 - Focus on high-performing products such as ties, high-heeled shoes, and shoes.
 - Boost marketing in top cities like El Mansura, Siwa, and Cairo.
2. Address Inventory Issues:
 - Investigate reasons behind the low percentage of items sold (5%) (last month - June)
 - Optimize inventory based on popular colors (Rose, Periwinkle) and sizes (Medium).
3. Enhance Delivery Times:
 - Aim to reduce the average delivery time (currently 8 days) to improve customer satisfaction.
4. Expand Payment Options:
 - Promote usage of less popular payment channels (Western Union at 17%) to cater to diverse preferences.
 - Increase payment channels such as instapay , Airtime , paypal .
5. Customer Retention Strategies:
 - Build loyalty programs targeting top customers like Kalia and Melissa.

Conclusion

The analysis highlights strong revenue of \$1,032,189, driven by cities like El Mansura and Siwa, and products such as ties and high-heeled shoes. However, the low percentage of items sold (5%) and the average delivery time (8 days) indicate inefficiencies.

Focusing on high-demand attributes like medium sizes and rose-colored items, along with targeted marketing in cities like Cairo and Hurghada, can boost sales. Reducing delivery times and promoting popular payment methods like Hawala will improve customer satisfaction.

These strategies will enhance efficiency and drive sustained growth in competitive markets.