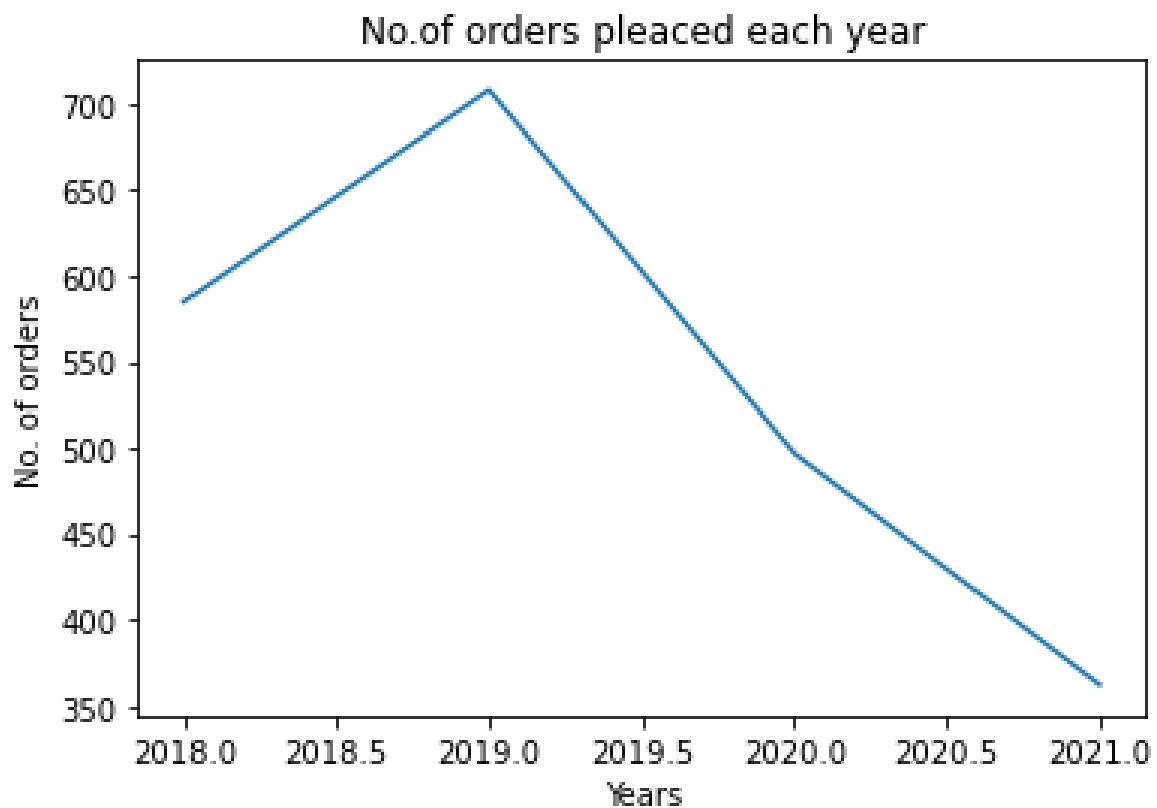


An executive summary

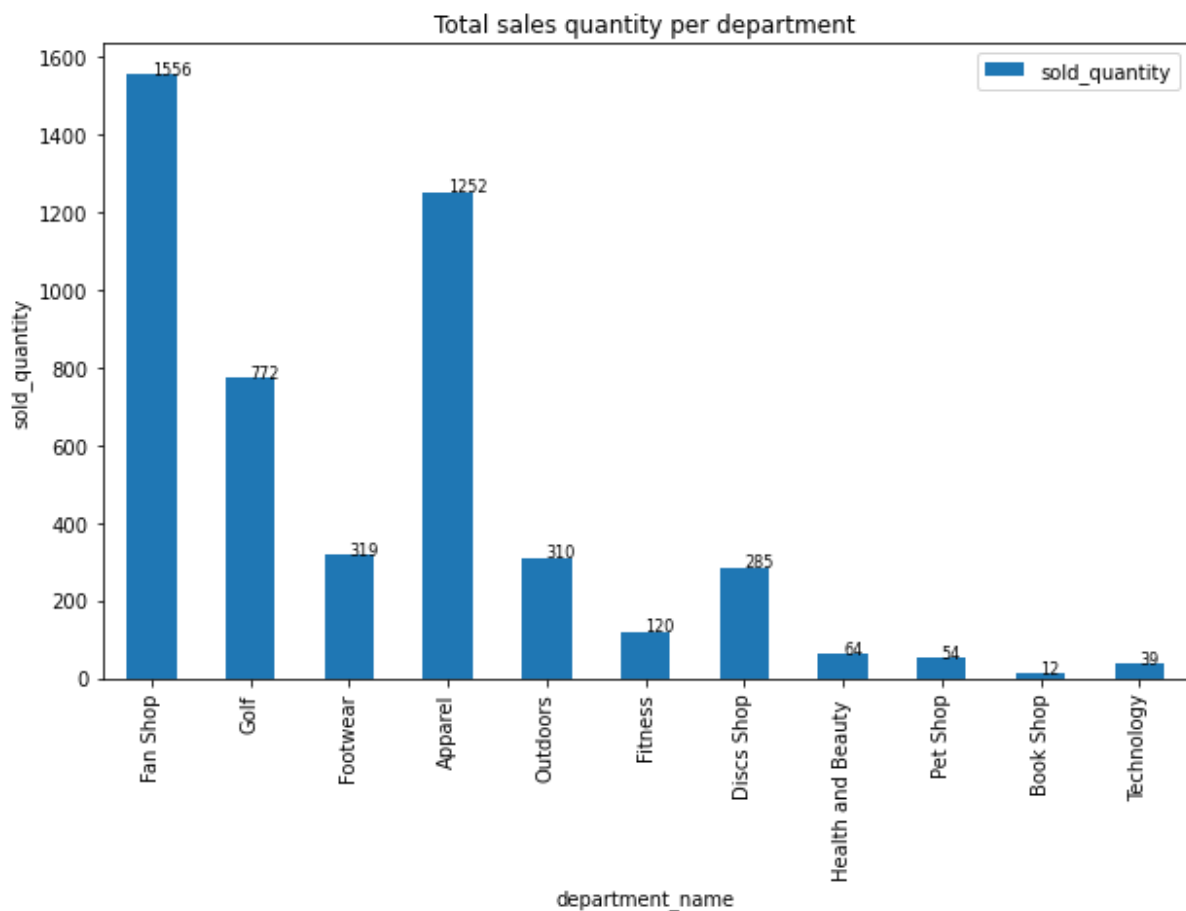
TerpBuy, a global business-to-consumer and business-to-business platform. It is based in and operates out of College Park, Maryland, USA, and has a distribution facility in Mumbai, India. The company is looking for insights on different aspects of its customers, products, departments, and orders. The survey is as below:

1] Trend of order =

As per data from 2018 to 2021, There is an increase in the orders of 2019 compared to the orders of 2018. But after that i.e., in 2020 and 2021 the graph of orders continuously declined.



2]Product demand=



According to the above graph, fan shop has the highest demand and book shop has lowest demand.

3]Premium customers =

There are total 1579 premium customers who have placed orders with order amount greater than the average order amount.

4] Causes of decrease in orders =

A] Due to covid pandemic situation and lockdown, there is possibility that decrease in number of orders.

B] More than 50 % of orders were not delivered on scheduled delivery date due to delay in delivery customers maybe dissatisfied which may be reason to decrease in order rate

5] Measures to increase sale =

Some measures have to be taken to increase the sales of products with low demand. For e.g. A sale should be placed on products that are in low demand. This will help increase its demand.

6]Recommendation =

A]Special offers should be given to those who are premium customers. Such as discount on specific product, free home delivery, lucky draw contest, giving coupons.

B]Necessary steps to be executed in as order rate is getting reduced to a great extend day by day.