Mega Mart Strategic Data Insights

Data-Driven Recommendations for Growth

Agenda

- Sales Performance Insights
- Inventory Management
- Customer Behavior Analysis
- Promotional Effectiveness
- Channel Performance
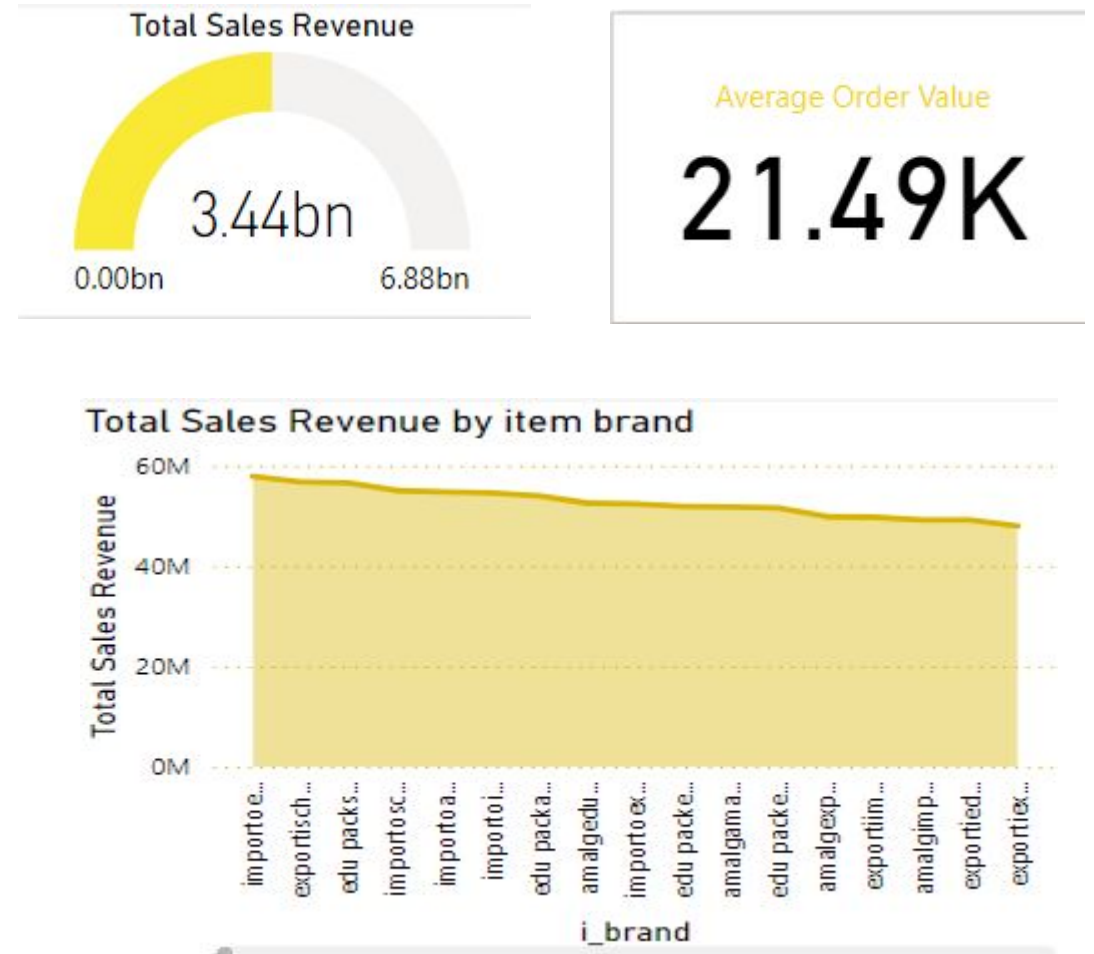- Supply Chain and Logistics
- Recommendations

Sales Performance Insights

Key Findings:

•**Top Categories**: Electronics and groceries generated the highest revenue.

•**Sales Trends**: Significant peaks in sales during the holiday season.

•**Regional Performance**: High sales in urban regions but low performance in rural areas.

Recommendation:

•Focus marketing on high-performing regions and increase promotions during sales peaks.

Total Sales Revenue

3.44bn

0.00bn   6.88bn

Average Order Value

21.49K

Total Sales Revenue by item brand

Top-Selling Products & Channels

- **Key Findings**:
- Top 5 best-selling products accounted for 35% of total sales.
- **Channels**: Online sales grew by 20% compared to in-store sales.

Recommendation:

- Stock top-selling products across all channels and integrate more omni-channel strategies.

| PRODUCT	TOTAL_SALES_REVENUE
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Inventory Management

Key Findings:

- High stockout rates for fast-moving products.

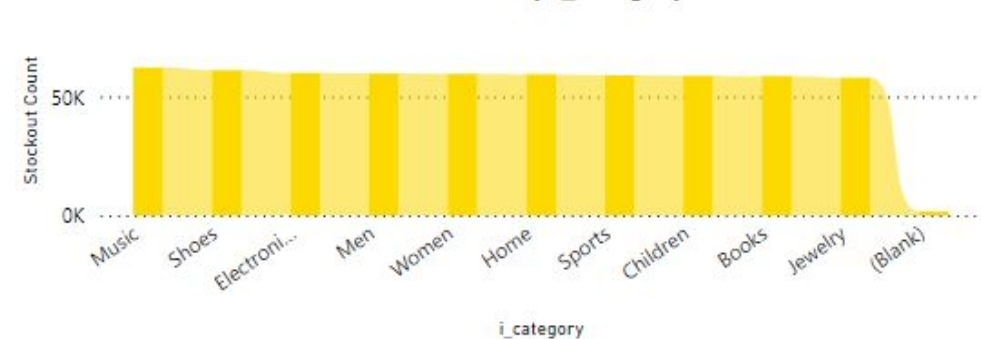- Overstocking in slower categories like home decor.

Recommendation:

- Automate replenishment for high-demand products.

- Implement clearance sales to manage overstock.

Overstock Rate by i_category
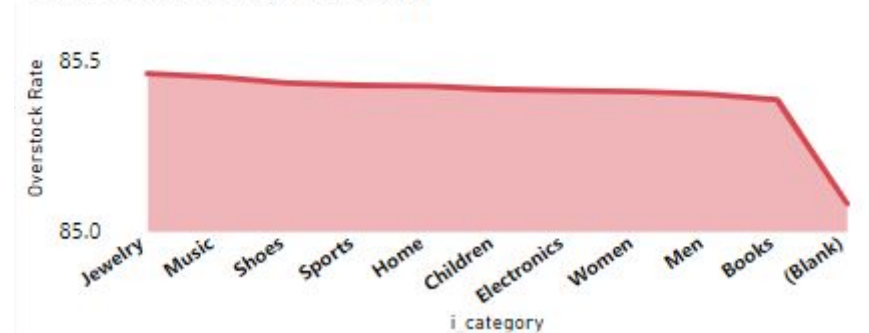
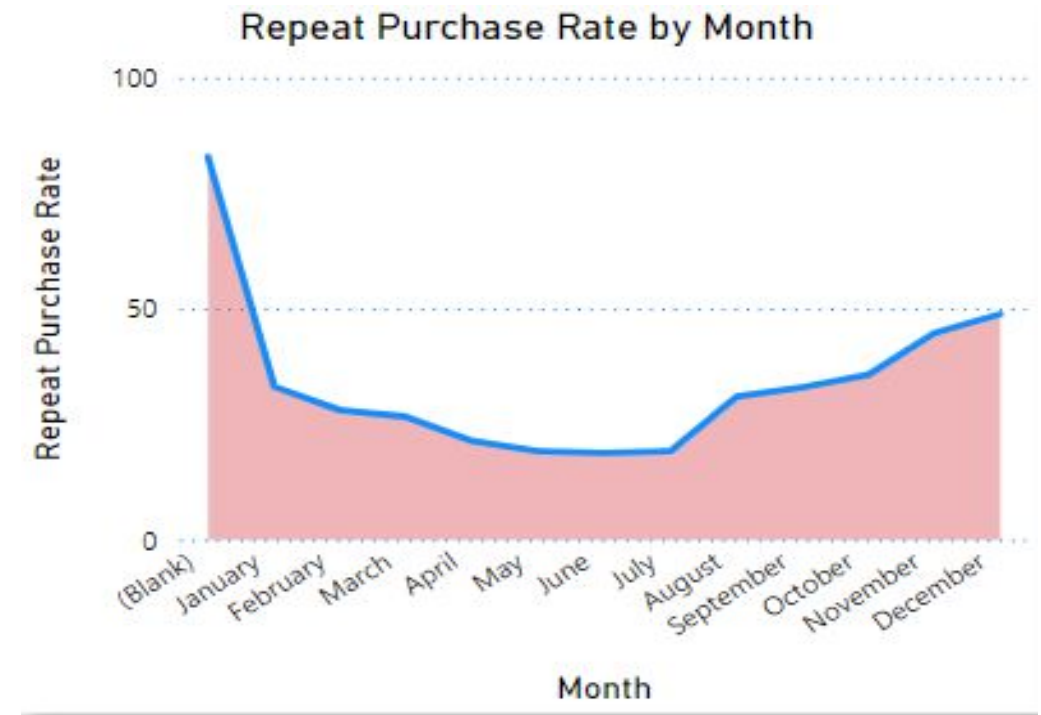Stockout Count by i_category

Customer Behavior Analysis

Key Findings:

Majority of customers are in the 26-35 age group.

Repeat Purchases: 40% of customers made repeat purchases.

Recommendation:

Target younger customers with personalized promotions and introduce loyalty programs for repeat buyers.

Repeat Purchase Rate by Month
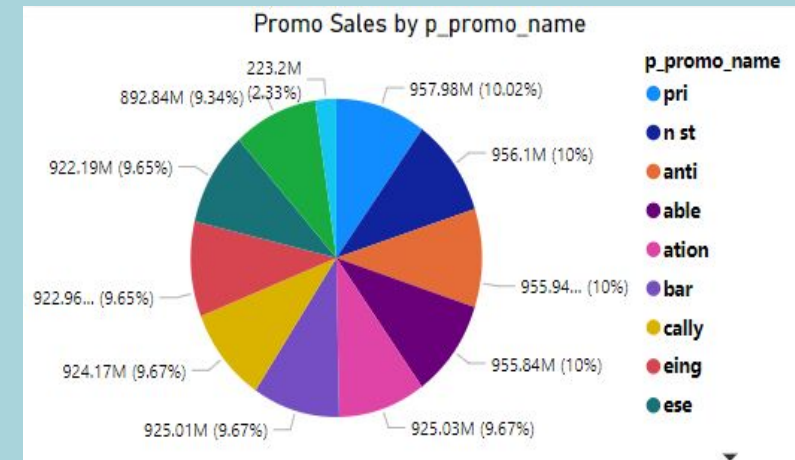
Promotional Effectiveness

- **Key Findings**:

- Discounts were more effective than coupons in driving sales (15% higher sales).

- Certain promotions yielded higher ROI than others.

Recommendation:

- Prioritize discount-based promotions and discontinue low-ROI campaigns.

Promo ROI

3.25M

Promo Sales by p_promo_name

223.2M (2.33%)
892.84M (9.34%)
957.98M (10.02%)
956.1M (10%)
922.19M (9.65%)
922.96... (9.65%)
955.94... (10%)
924.17M (9.67%)
955.84M (10%)
925.01M (9.67%)
925.03M (9.67%)

p_promo_name
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Channel Performance
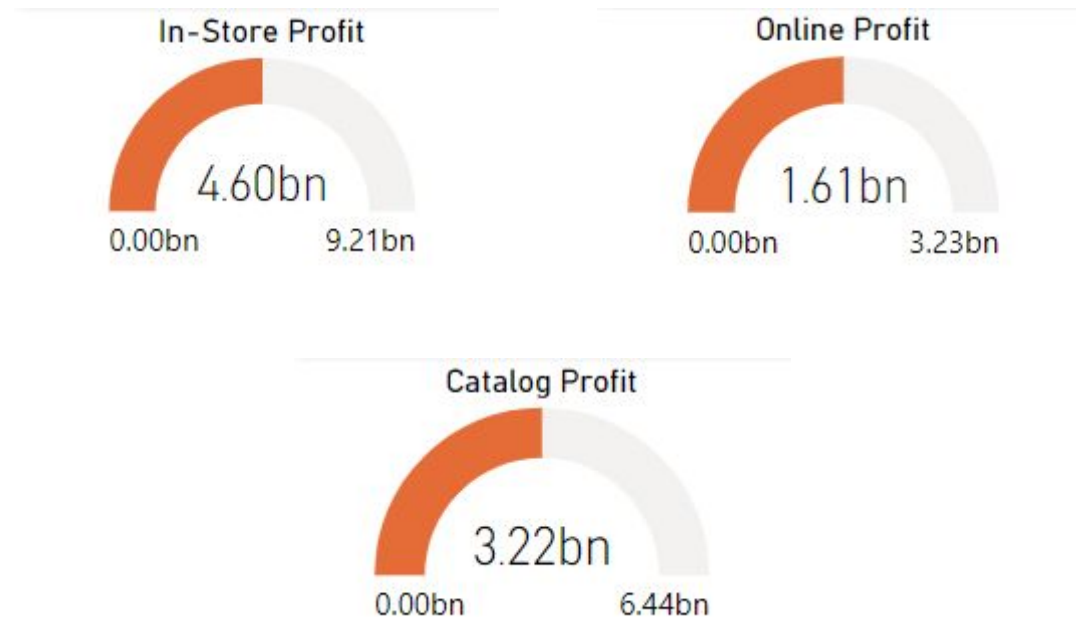
- **Key Findings**:

- Web sales saw a significant increase, contributing 40% to overall revenue.

- In-store sales growth has stagnated.

Recommendation:

- Invest further in e-commerce and improve the in-store experience to attract more customers.

In-Store Profit

4.60bn

0.00bn   9.21bn

Online Profit

1.61bn

0.00bn   3.23bn

Catalog Profit

3.22bn

0.00bn   6.44bn

Supply Chain and Logistics

Key Findings:

- Warehouses have inconsistent stock turnover rates.

- Shipping delays in certain regions due to bottlenecks.

Recommendation:

- Optimize warehouse operations and streamline shipping routes to reduce delivery times.

17.86
Warehouse Turnover Rate

99.98
Delivery Success Rate

Recommendations Summary

- **Sales Strategy**: Focus on top categories, regions, and channels

- **Inventory**: Automate high-demand replenishment and manage overstock through promotions.

- **Customer Engagement**: Expand loyalty programs and personalized offers.

- **Promotions**: Run more discount-based campaigns and prioritize high-ROI efforts.

- **Supply Chain**: Address bottlenecks and improve shipping efficiency.
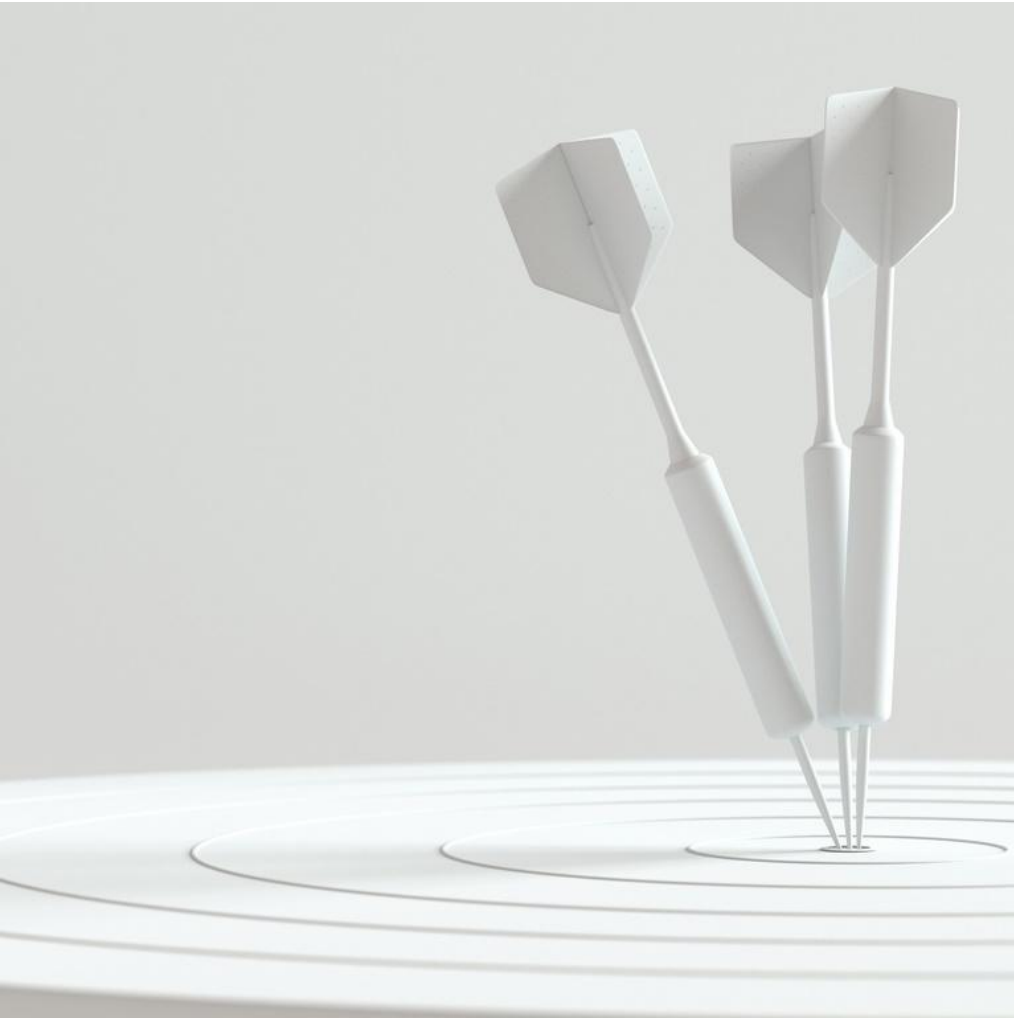
Path to Sustainable Growth

- **Operational Efficiency**: Optimize inventory and supply chain.
- **Customer Satisfaction**: Enhance loyalty programs and improve the shopping experience.
- **Sales & Profitability**: Leverage insights from data to drive revenue and increase profitability.

Conclusion

- Data-driven strategies can help Mega Mart adapt to changing consumer behaviors and market conditions.
- With these insights, Mega Mart can achieve both short-term operational improvements and long-term growth.

Thank you