Optimizing Sales Strategies and Enhancing Customer Experience

Problem Statement

The primary objective of this project is to conduct an integrated analysis of multidimensional datasets to optimize sales strategies and enhance customer experience. By synthesizing insights from sales data, customer feedback, operational metrics, and market dynamics.

The aim is to identify actionable recommendations that drive revenue growth, improve customer satisfaction, and streamline operational processes.

Analysis Objectives:

1.Sales Performance Analysis:

    a. Evaluate sales trends over time, by channel, country, and geographic region.

    b. Assess the impact of discount strategies on sales volume and profitability.

    c. Analyze adherence to sales targets and identify areas for improvement.

    d. Identify high-performing products, sales channels, and geographic regions.

2. Customer Satisfaction and Experience:

    a. Explore factors influencing customer satisfaction, including complaints and returns.

    b. Analyze return rates and their implications on profitability and customer retention.

    c. Evaluate customer satisfaction levels across different regions and product categories.

    d. Identify trends in customer feedback and sentiments to improve service quality.

Analysis Objectives:

3. Product Performance and Market Trends:

    a. Analyze product sales performance by category, brand, and class.

    b. Evaluate the effectiveness of different discount types and percentages on product sales.

    c. Identify market trends and customer preferences influencing product demand.

    d. Assess product profitability and pricing strategies to maximize revenue.

4. Sales Channel and Distribution Analysis:

    a. Analyze the effectiveness of different sales channels and channel types.

    b. Identify high-performing sales channels and optimize resource allocation.

    c. Evaluate the geographic distribution of sales and identify opportunities for expansion.

    d. Assess the alignment of sales channels with customer preferences and market demand.

Analysis Objectives:

5. Operational Efficiency and Target Achievement:

    a. Evaluate the company's performance against sales targets set for different time periods.

    b. Identify factors contributing to target achievement or shortfall.

    c. Analyze operational efficiency in handling complaints, returns, and customer inquiries.

    d. Identify opportunities to streamline processes and improve resource allocation.

6. Strategic Planning and Decision-Making:

    a. Provide actionable insights and recommendations for optimizing sales strategies.

    b. Identify opportunities for product innovation, pricing adjustments, and market expansion.

    c. Inform decision-making processes related to inventory management, marketing campaigns, and customer service initiatives.

    d. Support strategic planning efforts to drive sustainable growth and competitive advantage.

Total Sales
$226.24K
Sales LY	Change %
$165.80K	36.45%

Total Cost
$177.84K
Cost LY	Change %
$132.73K	33.99%

Total Profit
$48.40K
Profit LY	Change %
$33.07K	46.34%

Total Profit %
27.21%
Profit % LY	Change %
24.92%	9.21%

Total Profit by Country

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Total Sales By Product Class
Product Class	Total Sales	TS - Diff
Deluxe	$13,526.50	
Elite	$74,508.00	155.86%
Premium	$98,094.50	-12.85%
Standard	$40,108.25	66.34%
Total	**$2,26,237.25**	**36.45%**

Total Sales By Geographic Region
Geographic Region	Total Sales	TS - Diff
America	$77,718.75	39.96%
Asia	$24,713.00	-58.29%
Europe	$88,029.25	225.34%
Oceania	$35,776.25	49.32%
Total	**$2,26,237.25**	**36.45%**

1643
Total Coustomers

New Customers
1156

New Customers
487

Total Sales by Product Name

Total Sales by Country

Total Sales by Month
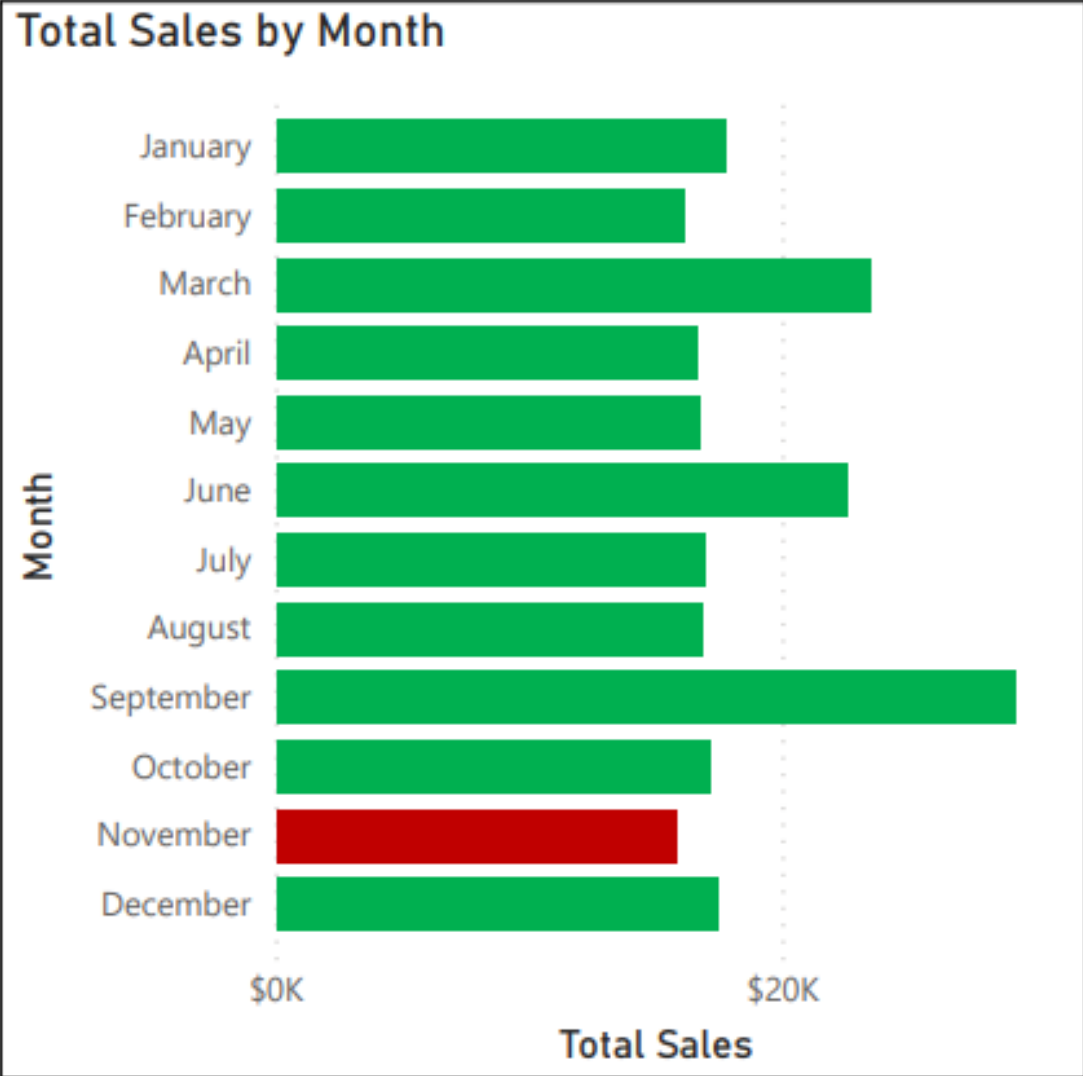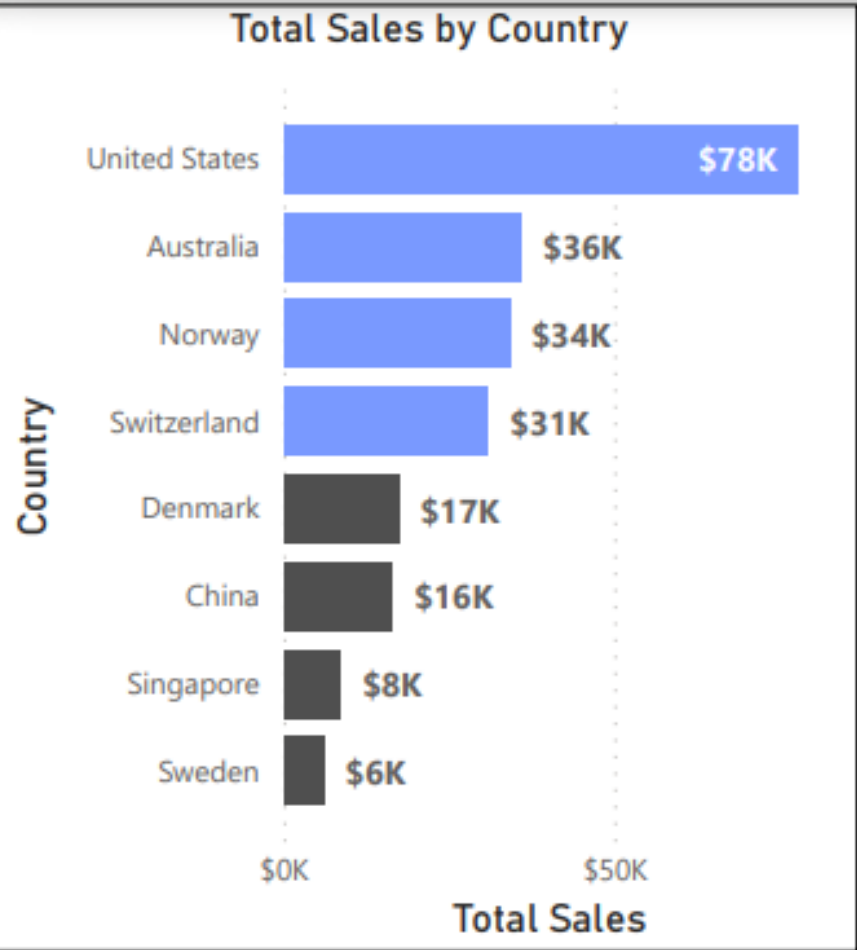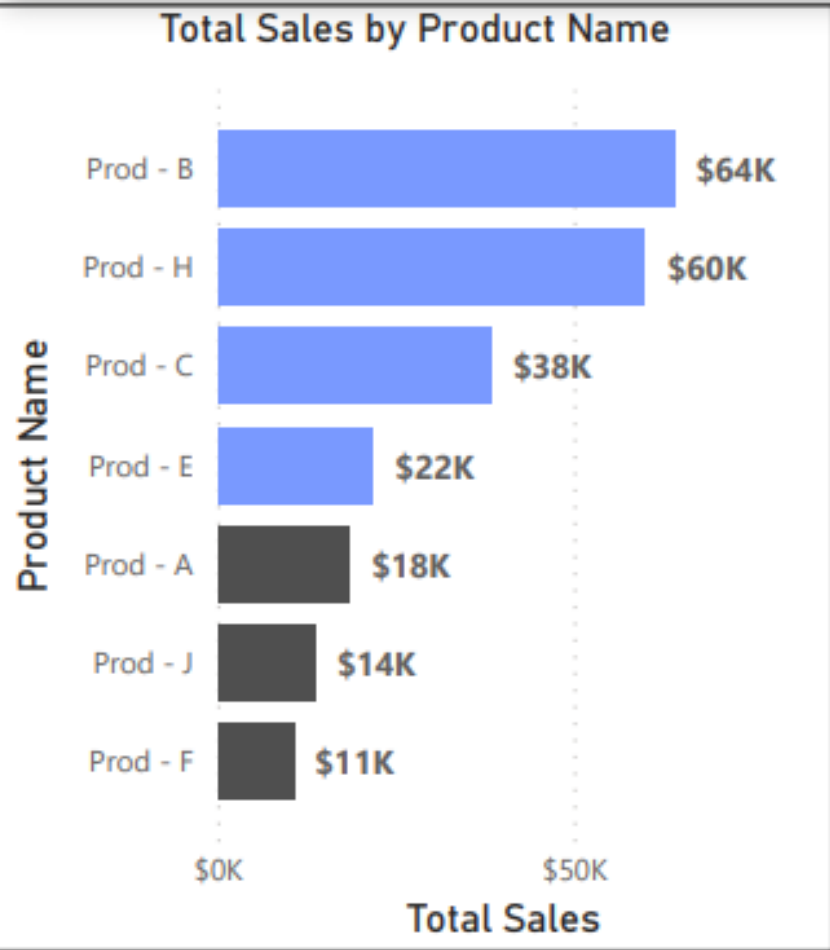
Based on Discount Type
Discount Type	Total Sales
Clearance Sale	$69,450.00
Coupons Sale	$24,900.75
Flash Sale	$27,566.25
No Discount	$97,830.00
Total	**$2,26,237.25**

Based on Brand Name
Brand Name	Total Sales
Brand C	$98,094.50
Brand B	$88,034.50
Brand A	$40,108.25
Total	**$2,26,237.25**

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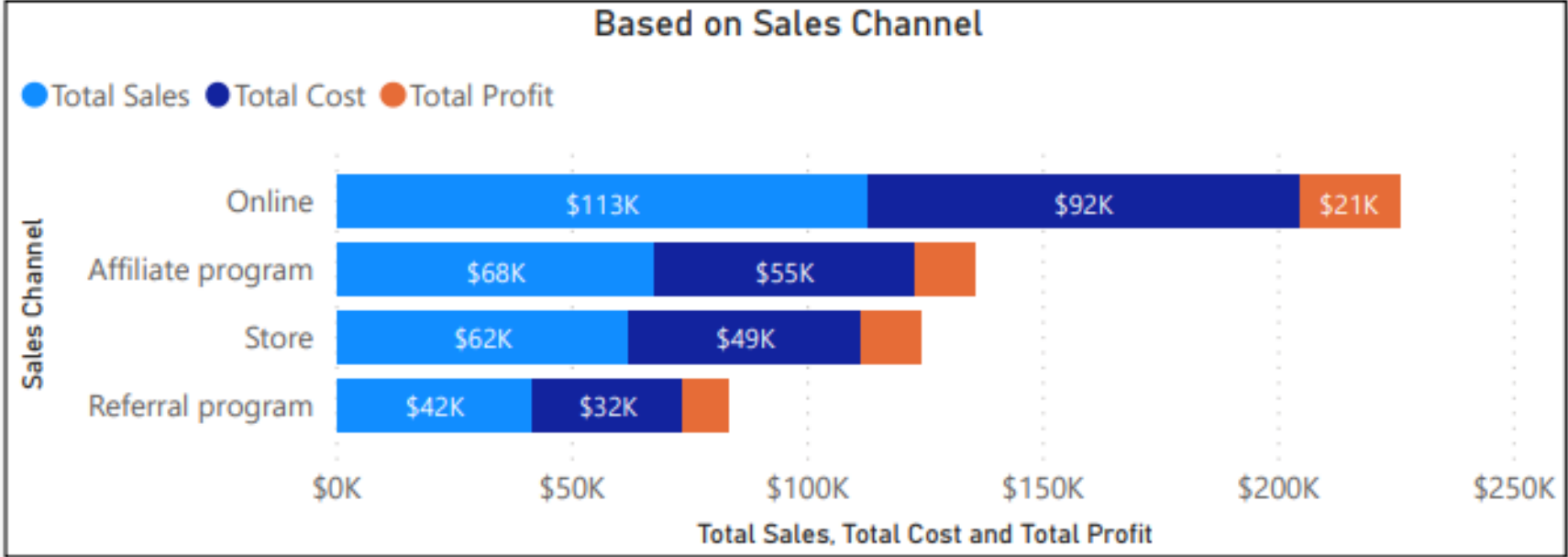- [x] 4
- [ ] 5
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Year
- [ ] 2017
- [x] 2018
- [ ] 2019
- [ ] 2020

Sales Overview Insights

- **Overall sales are up 36.45% year-over-year.** This is a positive sign, but it's important to note that sales growth has slowed down from 46.34% last year.

- **The company's profit margin is 27.21%**. This is a healthy profit margin, but it's down from 29.92% last year.

- **Sales are growing in all regions except Asia.** Sales in Asia are down 58.29% year-over-year.

- **The Deluxe product class is the company's best-seller**, but sales are down 12.85% year-over-year. The Premium product class is growing the fastest, with sales up 98.09% year-over-year.

- **The company is acquiring new customers at a rapid pace**. The number of new customers is up 1643 year-over-year.

- **The most popular discount type is "No Discount," followed by "Clearance Sale" and "Coupons Sale."**

- **The top-selling product is Prod-B, followed by Prod-H and Prod-C.**

- **The company's sales are concentrated in the United States, Australia, and Switzerland.**
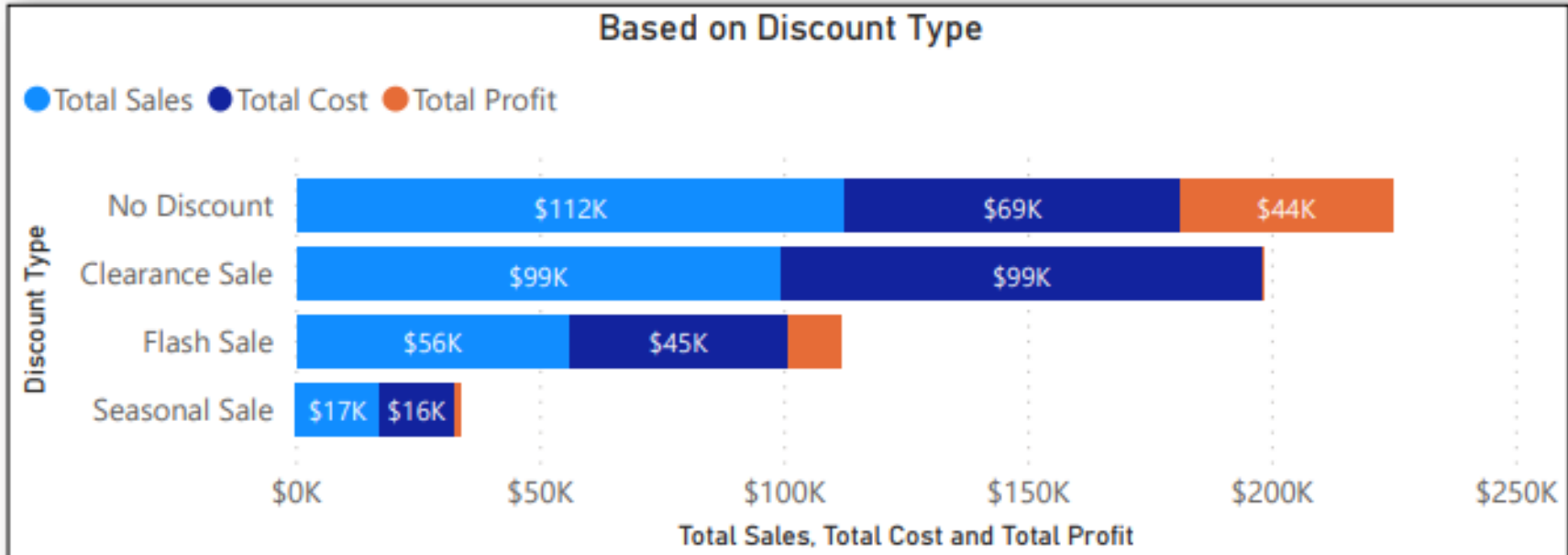
Based on Sales Channel

● Total Sales ● Total Cost ● Total Profit

Sales Channel	Total Sales	Total Cost	Total Profit
Online	$113K	$92K	$21K
Affiliate program	$68K	$55K	
Store	$62K	$49K	
Referral program	$42K	$32K	

Total Sales, Total Cost and Total Profit

Based on product Category

Products Category	Total Sales	Total Profit	Total Profit %
Baseball Shoes	$18,575.25	$7,595.25	69.17%
Formal Shoes	$58,711.50	$14,511.50	32.83%
Gym Shoes	$37,089.00	$10,189.00	37.88%
Hiking Shoes	$4,320.00	$1,920.00	80.00%
Indoor Shoes	$42,055.75	($1,144.25)	-2.65%
Jogging shoes	$22,700.50	$7,670.50	51.03%
Soccer Shoes	$25,036.00	$1,916.00	8.29%
Sports Shoes	$75,654.75	$13,284.75	21.30%
Total	**$2,84,142.75**	**$55,942.75**	**24.51%**

Based on product Category

Products Category	Quantity
Baseball Shoes	1222
Formal Shoes	1986
Gym Shoes	1435
Hiking Shoes	407
Indoor Shoes	1396
Jogging shoes	1344
Soccer Shoes	1146
Sports Shoes	2901
Total	**11837**

Based on Discount Type

● Total Sales ● Total Cost ● Total Profit

Discount Type	Total Sales	Total Cost	Total Profit
No Discount	$112K	$69K	$44K
Clearance Sale	$99K	$99K	
Flash Sale	$56K	$45K	
Seasonal Sale	$17K	$16K	

Total Sales, Total Cost and Total Profit

Based on Discount Type

Product Class	Clearance Sale	Flash Sale	No Discount	Seasonal Sale	Total
⊟ **Deluxe**	**$17,652.00**	**$9,562.50**	**$16,540.00**	**$3,198.00**	**$46,952.50**
⊟ **Baseball Shoes**	**$2,496.00**	**$780.00**	**$2,600.00**	**$591.50**	**$6,467.50**
Prod - J	$2,496.00	$780.00	$2,600.00	$591.50	**$6,467.50**
⊟ **Formal Shoes**	**$5,712.00**	**$3,465.00**	**$5,180.00**	**$1,092.00**	**$15,449.00**
Prod - O	$5,712.00	$3,465.00	$5,180.00	$1,092.00	**$15,449.00**
⊟ **Soccer Shoes**	**$9,444.00**	**$5,317.50**	**$8,760.00**	**$1,514.50**	**$25,036.00**
Prod - P	$5,670.00	$3,150.00	$5,700.00	$1,072.50	**$15,592.50**
Prod - T	$3,774.00	$2,167.50	$3,060.00	$442.00	**$9,443.50**
⊟ **Elite**	**$23,982.00**	**$12,217.50**	**$26,200.00**	**$4,095.00**	**$66,494.50**
⊟ **Formal Shoes**	**$15,150.00**	**$7,687.50**	**$17,500.00**	**$2,925.00**	**$43,262.50**
Prod - Q	$15,150.00	$7,687.50	$17,500.00	$2,925.00	**$43,262.50**
⊟ **Sports Shoes**	**$8,832.00**	**$4,530.00**	**$8,700.00**	**$1,170.00**	**$23,232.00**
Total	**$99,078.00**	**$55,818.75**	**$1,12,385.00**	**$16,861.00**	**$2,84,142.75**

Based on Product Class

● Total Sales ● Total Cost ● Total Profit

Product Class	Total Sales	Total Cost	Total Profit
Premium	$118K	$105K	
Elite	$66K	$51K	$16K
Standard	$52K	$33K	$19K
Deluxe	$47K	$39K	

Total Sales, Total Cost and Total Profit
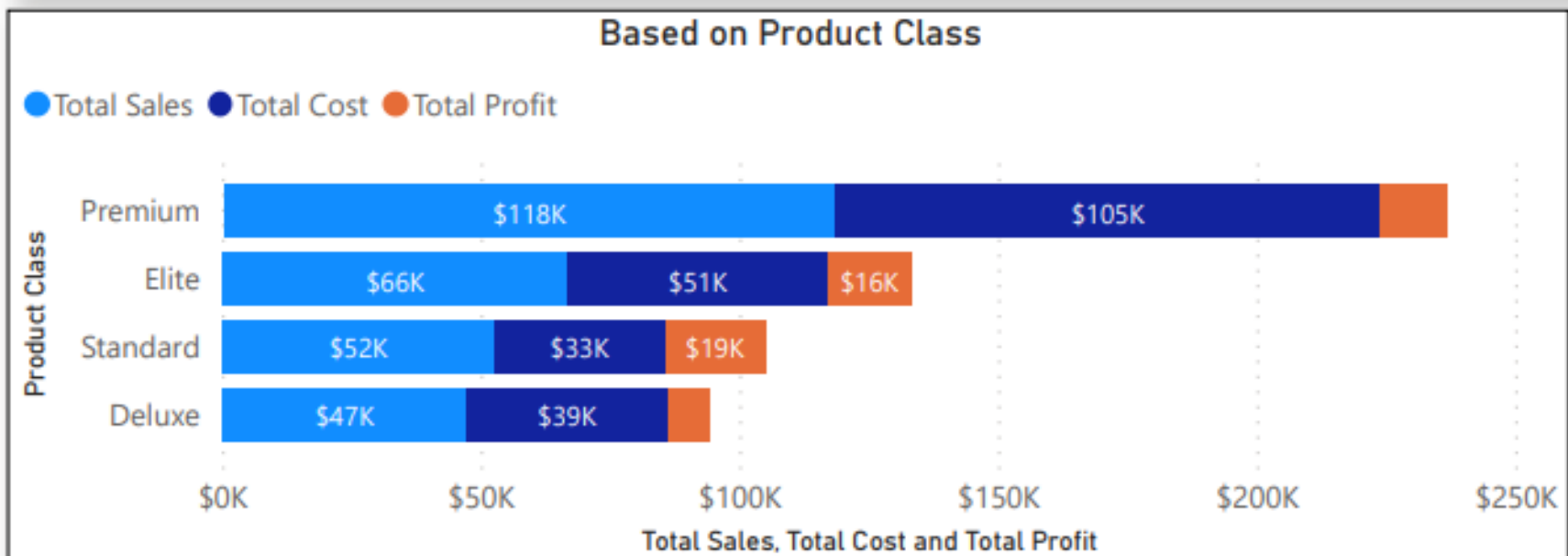
Geographic Region

Africa	America	Asia	Europe	Oceania

Year

2017	2018	2019	2020

Sales Analysis

Sales and profit

    a. **Total sales** for the year are **$528,414.25**. This is down from **$551,568.75** last year, a decrease of **4.20%.**

    b. **Total profit** is **$128,385**. This is also down from **$160,352.50** last year, a decrease of **20.04%.**

    c. The **profit margin** is **24.51%**. This is lower than last year's **29.07%.**

Sales by channel

    a. The **online channel** is the largest source of sales, generating **$113,000** in revenue. This is followed by the **affiliate program** at **$55,000** and the **store** at **$63,000.**

    b. The **referral program** generated the **highest profit margin** at **21.30%**, followed by the **store** at **18.18%** and the **affiliate program** at **15.45%.**

    c. The **online channel** had the **lowest profit margin** at **1.07%.**

Sales Analysis

Sales by product category

    a. **Sports shoes** is the best-selling category, generating **$75,654.75** in sales. This is followed by **formal shoes** at **$58,711.50** and **hiking shoes at $4,320**.

    b. **Sports shoes** also has the **highest profit margin** at **21.30%**, followed by **gym shoes** at **12.11%** and **formal shoes** at **8.23%**.

    c. **Indoor shoes** has the **lowest profit margin** at **-2.65%.**

Sales by discount type

    a. **No discount** sales were the highest at **$112,385,** followed by **clearance sale** at **$99,687.50** and flash sale at **$56,449**.

    b. **No discount** sales also had the **highest profit margin** at **44.42%**, followed by **clearance sale** at **01.19%** and **seasonal sale** at **12.98%.**

    c. **Flash sale** had the **lowest profit margin** at **1.14%.**

Sales Analysis

Sales by product class

    a. **Elite** is the best-selling product class, generating **$66,494.50** in sales. This is followed by **Standard** at **$52,000** and **Premium** at **$47,000.**

    b. **Elite** also has the **highest profit margin** at **36.23%,** followed by **Premium** at **23.40%** and **Standard** at **21.15%.**

    c. **Deluxe** has the **lowest profit margin** at **13.82%.**

Sales by geographic region

    a. **America** is the largest market, generating **$242,841.25** in sales. This is followed by **Europe** at **$132,989** and **Asia** at **$48,237.50.**

    b. **America** also has the **highest profit margin** at **28.03%**, followed by **Europe** at **22.72%** and **Oceania** at **21.05%.**

    c. **Asia** has the **lowest profit margin** at **12.50%.**

Sales Analysis

Year-over-year trends

a. **Total sales** are down **4.20%** year-over-year.

b. **Total profit** is down **20.04%** year-over-year.

c. **Sales by channel** are mixed, with some channels growing and others declining.

d. **Sales by product category** are also mixed, with some categories growing and others declining.

e. **Sales by discount type** are mixed, with some discount types growing and others declining.

f. **Sales by product class** are mixed, with some product classes growing and others declining.

g. **Sales by geographic region** are mixed, with some regions growing and others declining.
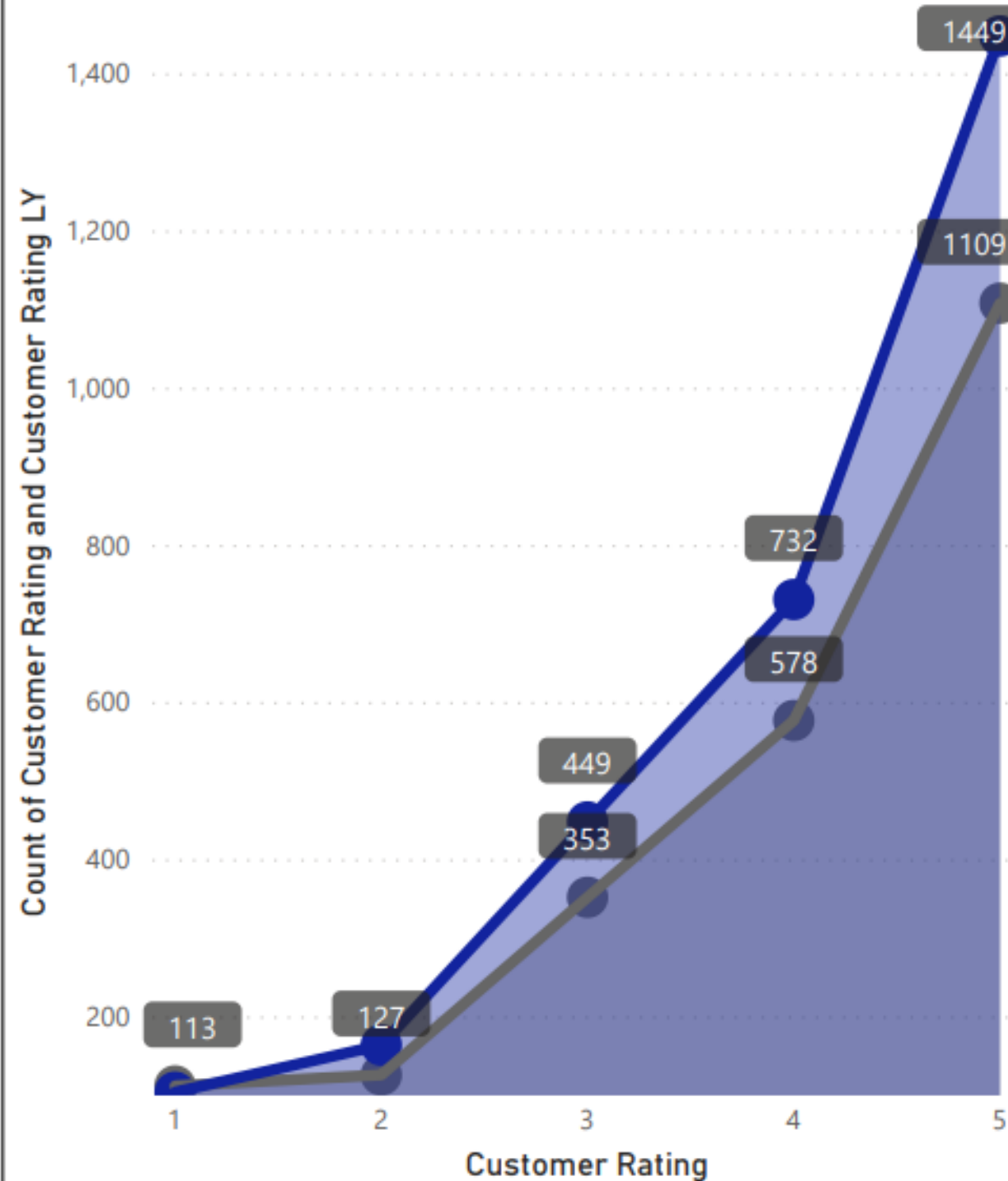
Sales Count
2.28K

Rating Count
2.28K

Count of rating
2900

YoY % Diff
-21.38%

Customer Rating - CY vs LY

● Count of Customer Rating ● Customer Rating LY

(Line chart: X-axis "Customer Rating" 1–5, Y-axis "Count of Customer Rating and Customer Rating LY")

Count of Customer Rating data labels: 113, 127, 353, 578, 732 (at rating 4), 1109 (at rating 5 — grey line top)
Customer Rating LY data labels: 449 (at rating 3 area), 1449 (at rating 5 top)

Based on Customer Rating

Complaints Reason	1	2	3	4	5	Total
Customer Care Issue	4	13				17
Delivery Issue	36	30				66
Got a Better Offer	8	7				15
No Complaints			353	578	1109	2040
Packaging Issue	31	35				66
Products Damaged	18	25				43
Quality Issue	16	17				33
Total	**113**	**127**	**353**	**578**	**1109**	**2280**

Customer Rating based on Product class

Product Class	1	2	3	4	5	Total
Deluxe	22	21	70	104	216	433
Elite	17	17	63	99	170	366
Premium	45	45	122	200	393	805
Standard	29	44	98	175	330	676
Total	**113**	**127**	**353**	**578**	**1109**	**2280**

Customer Rating based on Products

Product Name	1	2	3	4	5	Total
Prod - A	9	7	25	36	87	164
Prod - B	2	1	16	13	37	69
Prod - C	9	21	37	68	134	269
Prod - E	2	9	12	18	39	80
Prod - F	1	7	12	19	28	67
Prod - G	14	6	29	40	99	188
Prod - H	18	12	41	76	123	270
Prod - I	5	13	28	47	81	174
Prod - J	7	6	11	16	27	67
Prod - L	3	4	9	21	43	80
Prod - O	6	6	19	43	76	150
Prod - P	8	6	25	27	74	140
Prod - Q	14	9	35	67	105	230
Prod - R	10	11	24	53	80	178
Prod - S	4	6	15	16	37	78
Prod - T	1	3	15	18	39	76
Total	**113**	**127**	**353**	**578**	**1109**	**2280**

Customer Rating based on Country

Country	1	2	3	4	5	Total
Australia	3	2	13	20	32	70
China	15	14	35	62	119	245
Denmark	18	23	61	82	133	317
France	6	5	25	50	94	180
Germany	8	6	5	24	37	80
Hong Kong		2	9	18	26	55
Netherlands	26	31	88	129	297	571
Total	**113**	**127**	**353**	**578**	**1109**	**2280**

Customer Rating based on Geographic

Geographic Region	1	2	3	4	5	Total
America		15	14	47	58	128	262
Asia		20	27	72	115	239	473
Europe		75	84	221	385	710	1475
Oceania		3	2	13	20	32	70
Total	**113**	**127**	**353**	**578**	**1109**	**2280**

Year

2017	2018	2019	2020

Customer Feedback

Customer Satisfaction

a. Overall customer satisfaction is **4.28 out of 5,** which is a slight decrease from last year's 4.32.

b. The highest-rated product class is **Deluxe** with a rating of 4.67, followed by **Premium** at 4.63 and **Standard** at 4.26.

c. The lowest-rated product class is **Basic** with a rating of 3.89.

d. The most common reason for customer complaints is **"Customer Care Issue"**, followed by "**Delivery Issue**" and "**Got a Better Offer".**

e. Customer satisfaction is highest in **Australia** at 4.83, followed by **China** at 4.72 and **Denmark** at 4.69.

f. Customer satisfaction is lowest in **Netherlands** at 4.02, followed by **France** at 4.12 and **Germany** at 4.18.

Customer Feedback

Sales

a. Total sales count is **2,280**, which is up 36.45% year-over-year.

b. The top-selling product is **Prod-B**, followed by **Prod-H** and **Prod-C.**

c. Sales are growing in all regions except **Asia**, where sales are down 58.29% year-over-year.

d. The best-selling product class is **Deluxe**, but sales are down 12.85% year-over-year.

e. The fastest-growing product class is **Premium**, with sales up 98.09% year-over-year.

Other Insights

a. The number of new customers is up 1,643 year-over-year.

b. The most popular discount type is "No Discount," followed by "Clearance Sale" and "Coupons Sale."

c. The company is concentrated in the United States, Australia, and Switzerland.

Thank you!