

TerpBuy - Sales & Order Analysis

EXECUTIVE SUMMARY

Overview - The Quick Pitch

TerpBuy is a global B2B and B2C e-commerce platform operating across the U.S. and India, for which this analysis examines customer behavior, product performance, departmental sales, and order trends to support data-driven business decisions.

The Problem

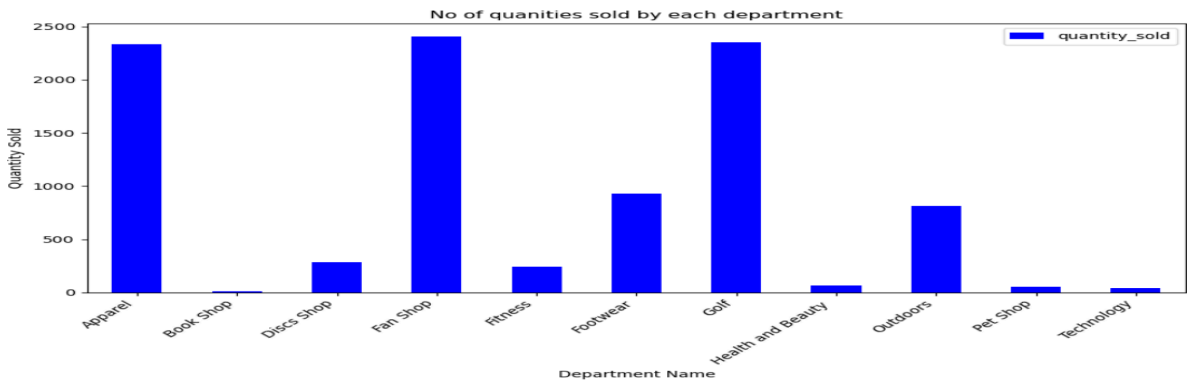
- **Lack of actionable insights:**
TerpBuy generates large volumes of data across customers, products, departments, and orders, but lacks consolidated insights needed to effectively track performance and identify growth or decline trends.
- **Impact on key stakeholders:**
This issue affects sales, marketing, operations, and management teams, limiting their ability to make informed decisions related to customer engagement, inventory planning, and revenue optimization.
- **Competitive pressure:**
In a highly competitive e-commerce environment where data-driven decision-making is standard, the absence of structured analytics puts TerpBuy at risk of falling behind competitors that leverage advanced data insights.

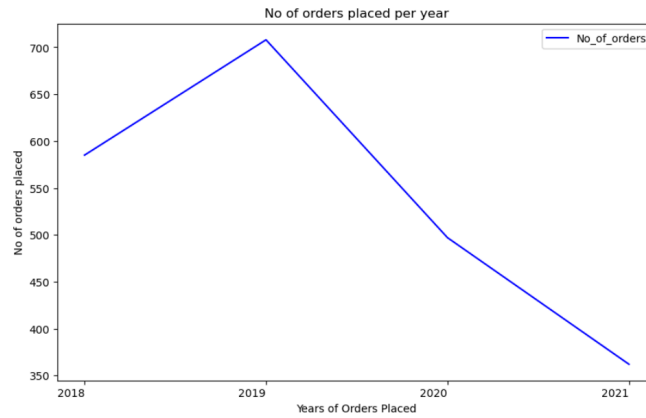
The Solution

Here you describe how your business solves the problem for your target audience.

- **Data-driven analysis to generate insights:**
The problem is addressed by analyzing TerpBuy’s customer, product, department, and order data to uncover trends, performance patterns, and areas requiring business attention, enabling informed decision-making for key stakeholders.
- **Structured yet scalable approach:**
The solution involves a structured analytical process using standardized data extraction, aggregation, and visualization, making it robust enough to handle large datasets while remaining flexible for future analysis needs.
- **Simplified insights through visualization and summaries:**
Although the underlying analysis is complex, results are presented through clear visualizations and concise summaries, allowing non-technical stakeholders to quickly understand insights and take action.

Highlights





Keys to Success

- **Targeted marketing approach:**
The Fan Shop is the top-performing department, indicating strong customer demand. Marketing efforts should focus on sustaining this performance while promoting underperforming departments such as Book Shop, Health & Beauty, Pet Shop, and Technology.
- **Smart Resource Allocation:**
Inventory and promotional resources should be allocated based on departmental performance, ensuring high-demand departments are well supported while low-performing departments are improved through targeted actions without over-investing.
- **Step-by-step execution:**
Immediate actions can include increasing promotions for weaker departments, followed by long-term improvements through product and demand analysis.
- **Strengthen customer retention and re-engagement:**
Since order volumes declined after 2019, focusing on customer retention strategies and re-engagement campaigns is essential to stabilize and improve order activity.
- **Use 2019 as a performance benchmark:**
As the year with the highest number of orders, 2019 can be used as a benchmark to evaluate future performance and measure recovery or growth trends.
- **Use 2019 as a performance benchmark:**
The rise and fall in order volumes highlight the need for flexible planning and data-driven decision-making to adapt to changing market conditions. It will encourage the company to be proactive, not reactive, when order volumes change.