Problem Statement:

Background:

Overstock.com, a major e-commerce retailer, has seen significant changes in its sales, orders, and customer engagement over the past two years. Despite positive trends in profitability, there are critical areas that need attention to sustain growth and enhance customer satisfaction.

Current Scenario:

In 2022, Overstock.com achieved a YTD sales figure of $11.53M, marking a slight decline of 0.83% from the previous year. However, the profit increased by 4.50%, reaching $1.34M. This indicates a successful strategy in managing costs and improving profit margins, which rose by 5.37%. Despite these positive financial metrics, there was a noticeable drop in order quantity by 7.29%, with the total number of orders standing at 52,410, a 13.88% decrease from the previous year. This decline in orders and customer retention poses a significant challenge to long-term growth.

Key Challenges:

Customer Retention and Engagement:

The average customer lifespan value (CLV) has decreased by 4.29% to $1.22K, and the average purchase frequency has also dropped by 1.98%. This suggests that customers are not returning as frequently, which impacts overall sales and growth.

Delivery Efficiency:

Delivery performance has shown areas of concern. On-time deliveries have decreased by 14.31%, while late deliveries remain high with no improvement. Additionally, early deliveries have also seen a decline of 12.13%. These issues in delivery performance affect customer satisfaction and repeat business.

Product and Market Performance:

While Office Supplies lead in sales, their performance has slightly declined. Technology products, despite being crucial to the product portfolio, have shown significant losses. Moreover, customer distribution has decreased by 10.02%, indicating a contraction in the customer base.

Objectives:

To address these challenges, Overstock.com aims to:

- Improve customer retention and increase repeat purchases.
- Enhance delivery performance to ensure timely and reliable shipments.
- Optimize product offerings and market strategies to boost sales and profitability.

Expected Components (Not Limited to):

The Company wants us to create a Sales Dashboard showing information of YTD Sales and generate insights for the following scenarios:

- KPI banner: YTD Sales, YTD Profit, YTD Quantity Sold, YTD Profit Margin.
- Year on Year Growth for each KPI and Show YTD Sparkline for each measure in the KPI to understand the Monthly trend for each fact.
- YTD Sales, PYTD Sales, YoY Sales growth for different customer categories. Add a trend icon for each category.
- Find YTD sales performance by each state.
    - Top 5 and Bottom 5 Products by Sales.
    - YTD Sales by Region to know best and worst performing regions all over the country.
    - YTD Sales by Shipping Type to get the best Shipping Percentage.