INSIGHTS(SALES & PROFIT)

- <u>Sales Decline:</u> Despite an increase in profit margin, sales and quantity sold have declined.

- <u>Profit Increase:</u> Consistent improvement in profit margins suggests better cost management or pricing strategies.

- <u>Category Trends:</u> Office supplies consistently perform well, but technology products show volatility with significant underperformers.

- <u>Yearly Trends:</u> 2022 showed slight improvement over 2021, but 2023 so far indicates a downturn in sales and quantity sold despite better profit margins.

INSIGHTS - ORDERS

- **Order Decline:** There has been a notable decrease in the total number of orders and purchase frequency.
- **Consistent APV:** Average purchase value has remained stable, indicating consistent spending per order despite fewer orders.
- **Segment Dominance:** Consumers form the largest segment, highlighting their importance to the business.
- **Delivery Challenges:** High number of late deliveries indicates a significant logistical issue that needs addressing
- **Category Distribution:** Office supplies dominate in order volume, aligning with the trends observed in sales and profitability.

INSIGHTS- SHIPMENTS

- **Late Deliveries**: Persistent issue with no improvement from the previous year, indicating a need for immediate action.
- **On-Time Shipment Decline:** Significant drop in on-time shipments, reflecting negatively on the delivery performance.
- **Positive Trend in Cancellations**: Decrease in cancelled shipments is a positive sign, showing some improvement in customer satisfaction.
- **Delivery Delays by City**: Specific cities show significant delays, requiring targeted interventions to improve delivery times.
- **Delivery Service Performance**: Standard and Same Day services perform relatively well, while Second and First Class services require major improvements.
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INSIGHTS- CUSTOMERS

- **Customer Count Decline:** Significant reduction in the total number of customers, highlighting issues in customer retention or new customer acquisition.
- **Stagnant Market Expansion**: No increase in the number of cities as markets, indicating a lack of market expansion efforts.Profitability Distribution: Clear profitability disparities between states, with top states like California and New York driving profits, while states like South Dakota and West Virginia are underperforming.
- **Customer Count Decline:** Significant reduction in the total number of customers, highlighting issues in customer retention or new customer acquisition.
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INSIGHTS - RFM

Average RFM Score:

- Average score of 7.37 out of 15 indicates a moderate engagement level of customers. This suggests that there is room for improvement in customer relationship management and engagement strategies.

Average Recency:

- With an average recency of 286.01 days, customers typically haven't made a purchase in over nine months. This long duration between purchases points to potential issues in customer retention and repeat purchasing.

Average Frequency:

- An average frequency of $550.90 implies that while customers are spending a decent amount per transaction, the infrequency of their purchases (evident from the recency) could be a limiting factor in maximizing customer lifetime value (CLV).

SUGGESTIONS -1

Boost Customer Retention:

- Implement loyalty programs and personalized offers to reduce customer churn.
- Increase customer engagement through follow-up emails and special discounts.
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Improve Delivery Performance:

Enhance logistics to reduce late deliveries and improve on-time shipments.

- Partner with more reliable delivery service providers.
- **Target Market Expansion**:
- Focus on underperforming states with targeted marketing campaigns.

SUGGESTIONS -2

Enhance Product Portfolio:
- Investigate and address issues with underperforming tech products.
- Capitalize on high-performing products by increasing their availability and marketing.

Optimize Customer Experience:

- Analyze and replicate experiences of high RFM scorers to boost overall customer satisfaction.
- Address long purchase cycles by encouraging more frequent buying through promotions and reminders