

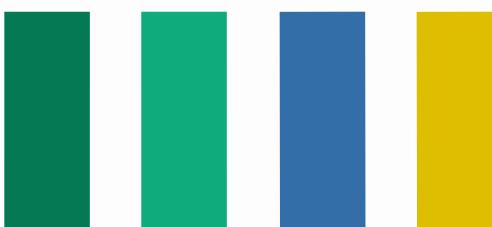


# DeAL

Online Store Analysis

Group F

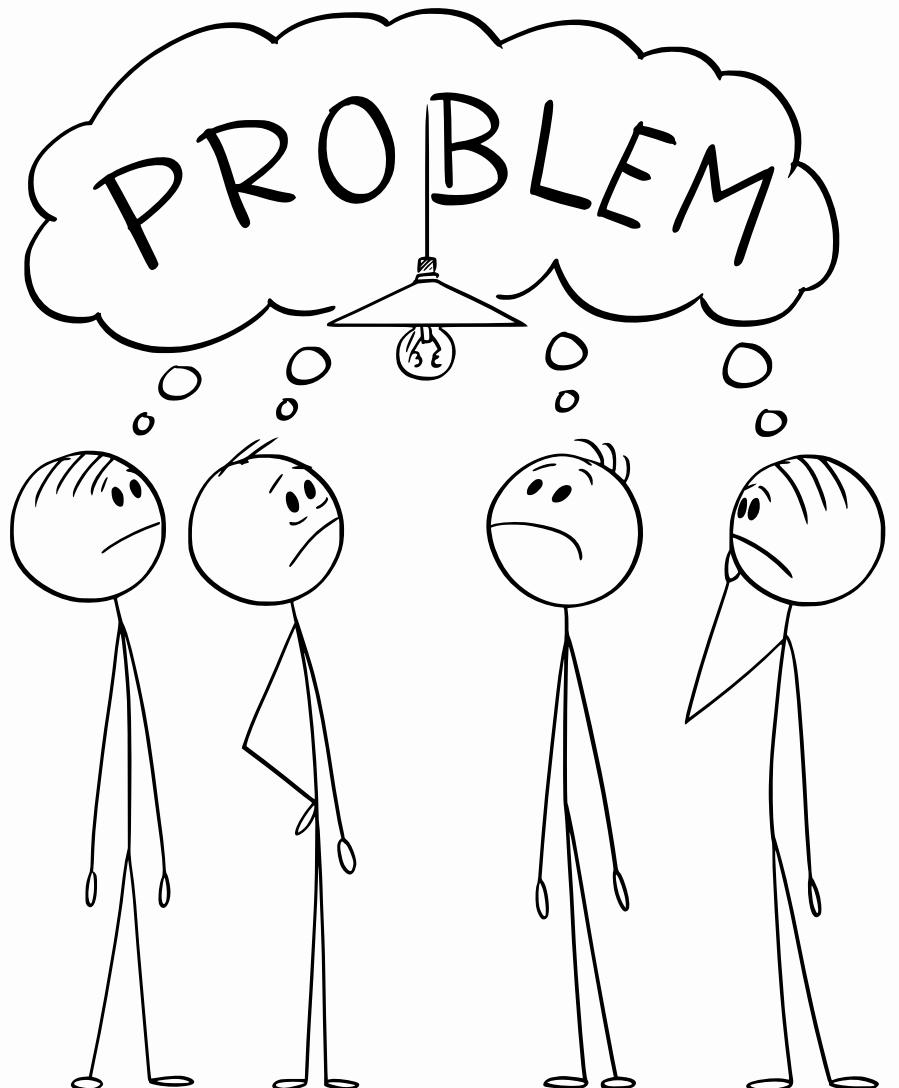
11/4/2025





## Deal Store Current Problems :

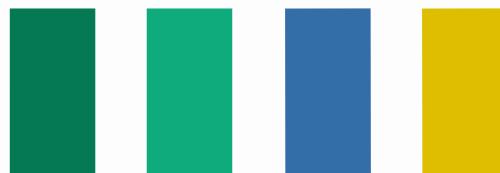
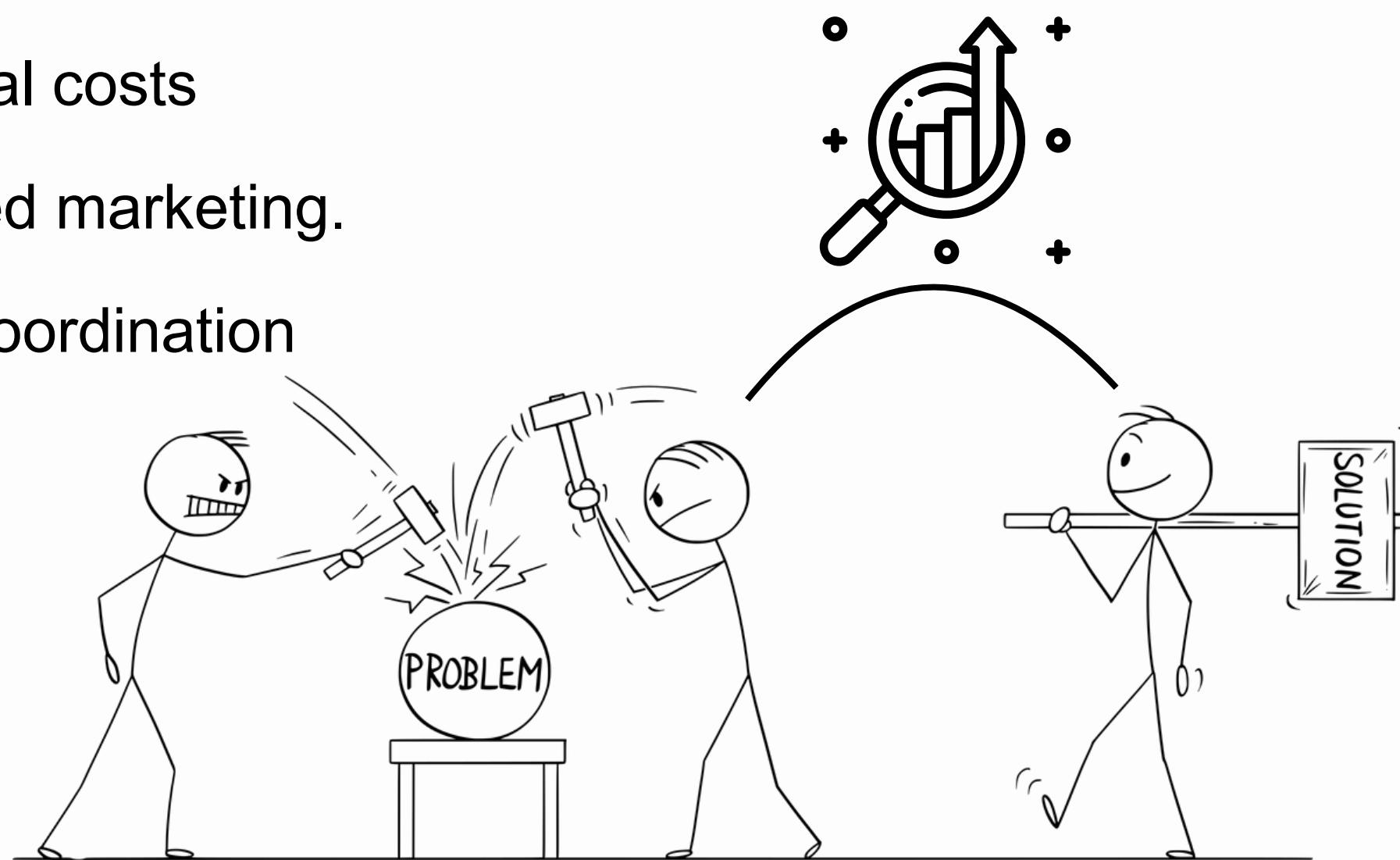
1. Inefficient inventory management due to unclear sales trends.
2. Lack of customer insights, resulting in missed marketing opportunities.
3. ↑ return rates which increases the operational cost.
4. Supplier inefficiencies, affecting profitability.



# Our Solution:

A data-driven dashboard that provides:

1. Analyzing of sales patterns to optimize inventory.
2. Visibility into return patterns to reduce operational costs
3. Profiling of customer segments for better-targeted marketing.
4. Monitoring of suppliers' performance for better coordination



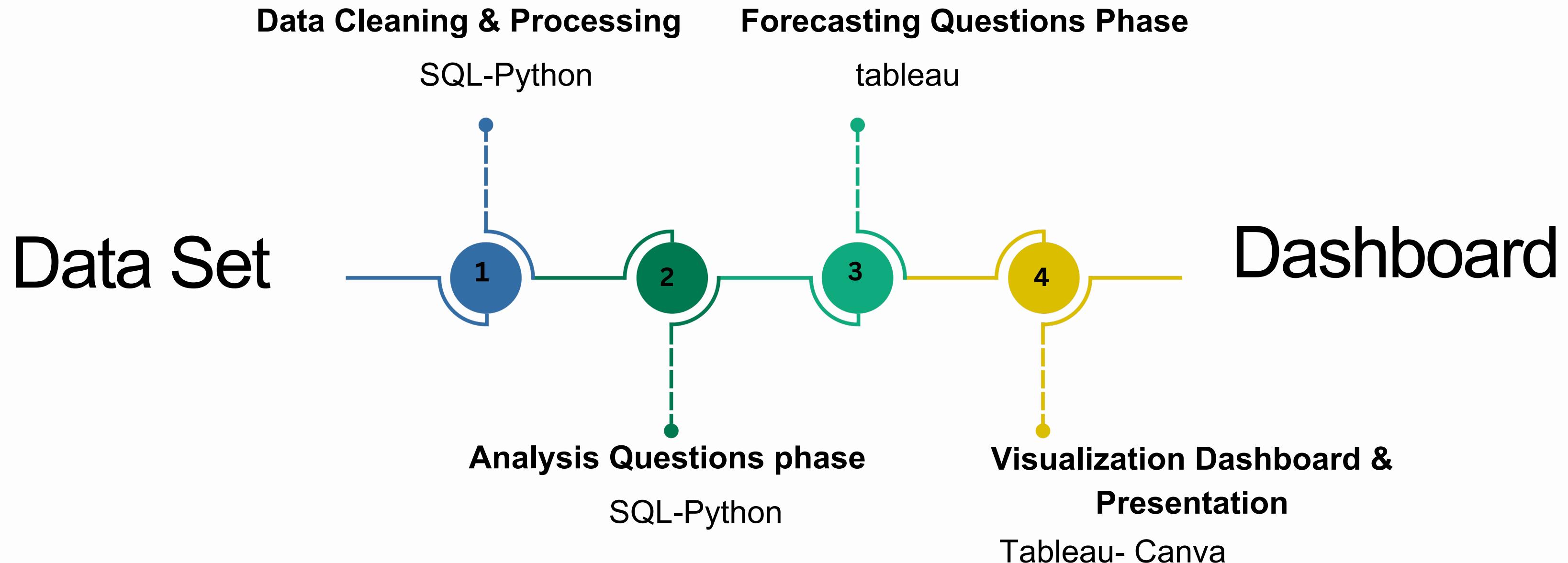


# What Makes This Project Stand Out ?

1. Tailored dashboards that directly address key retail pain points (returns, supplier inefficiencies, unclear demand)
2. Combines descriptive analytics with forecasting for proactive decision-making.
3. Flexible filtering for granular analysis across customer segments and locations.
4. Actionable Recommendations.
5. Market Expansion Insights.
6. Improves Efficiency & Profitability .



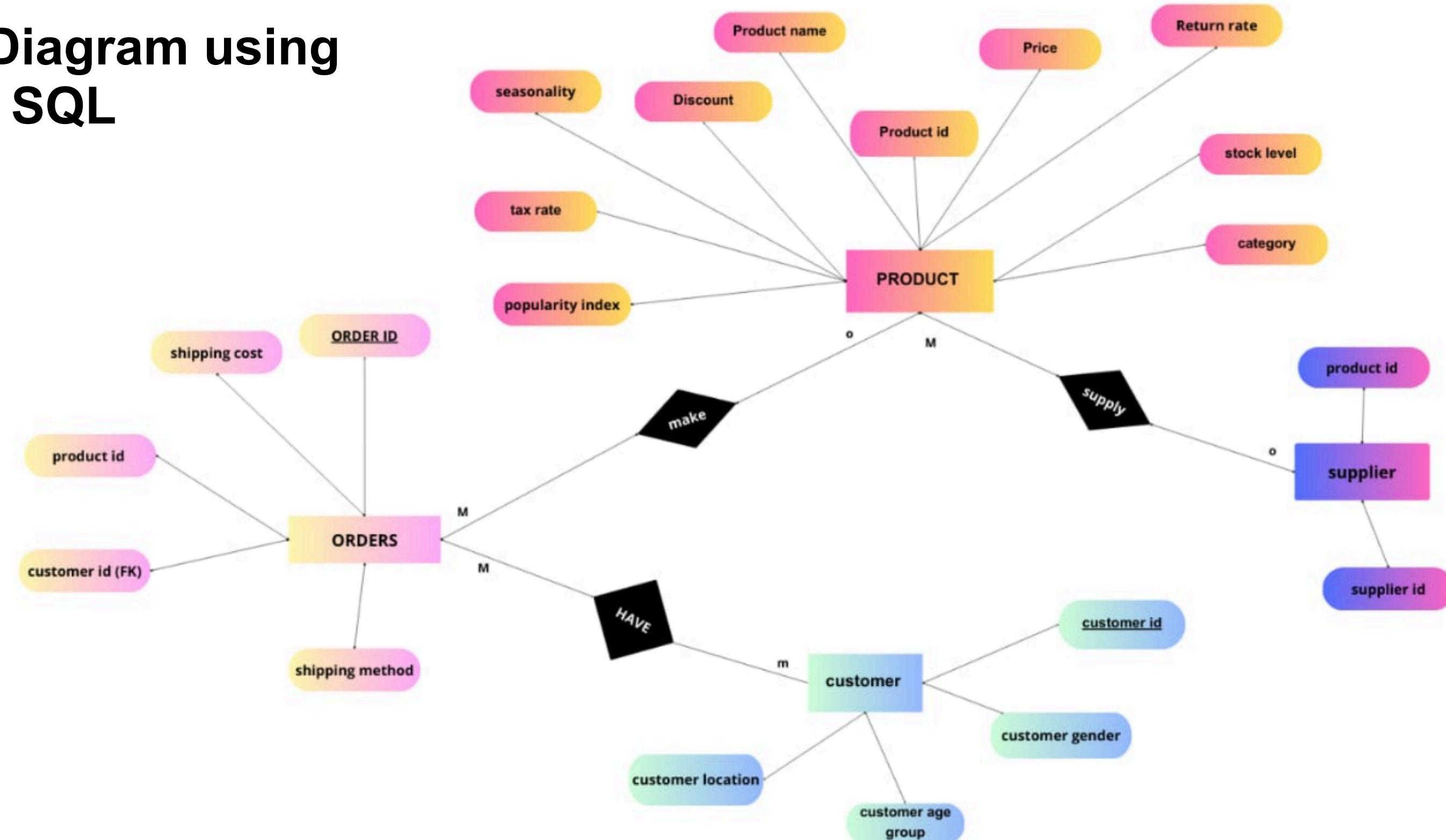
# Our project will be divided into four weeks of challenges:





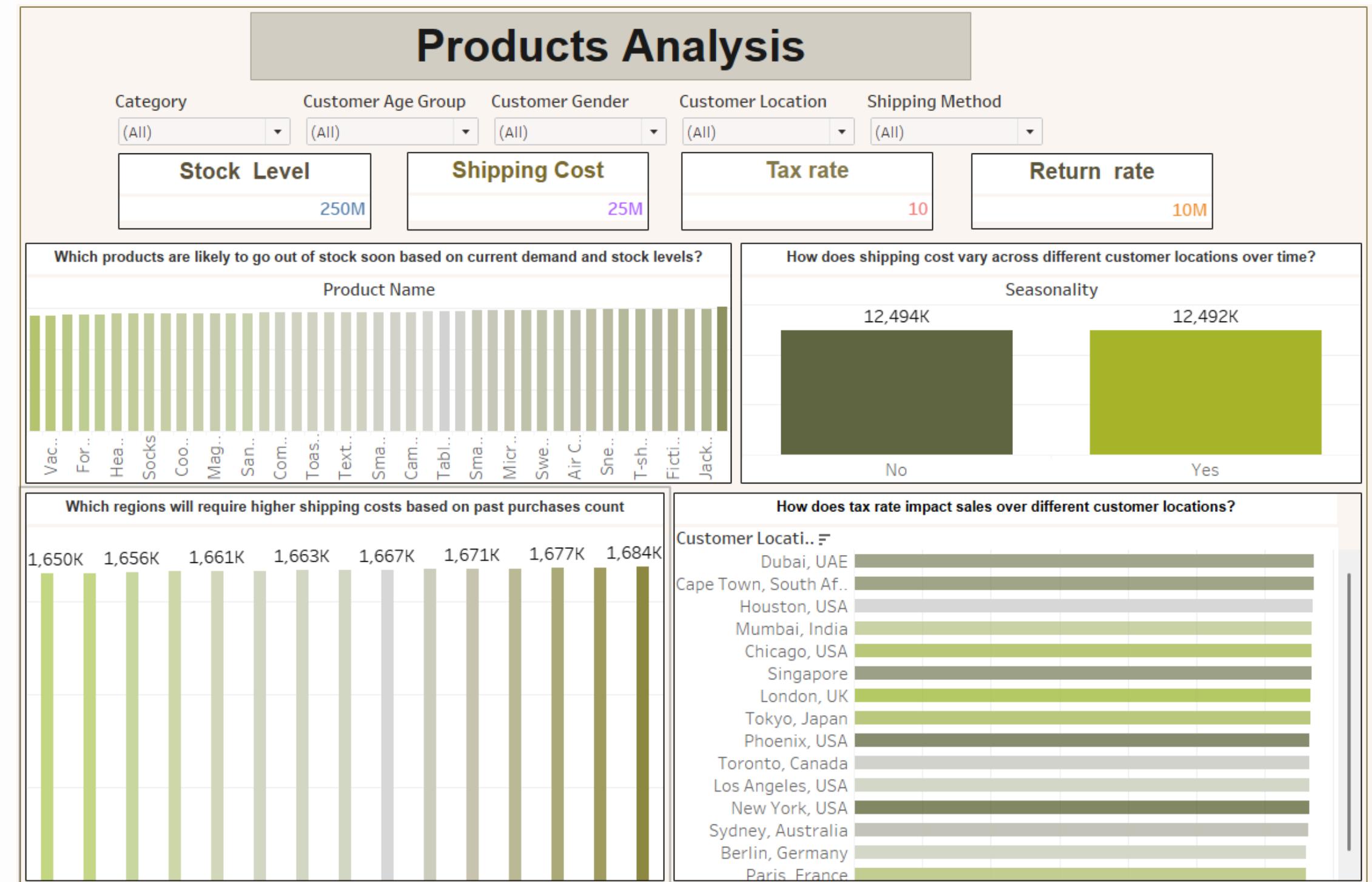
# Our Project Deliverables

## 1- ERD Diagram using SQL





## 2- Forecasting Dashboard



<https://public.tableau.com/app/profile/hagar.gamal92/viz/productforecastingdashboard4/Dashboard1>





# 3- Insights Dashboard





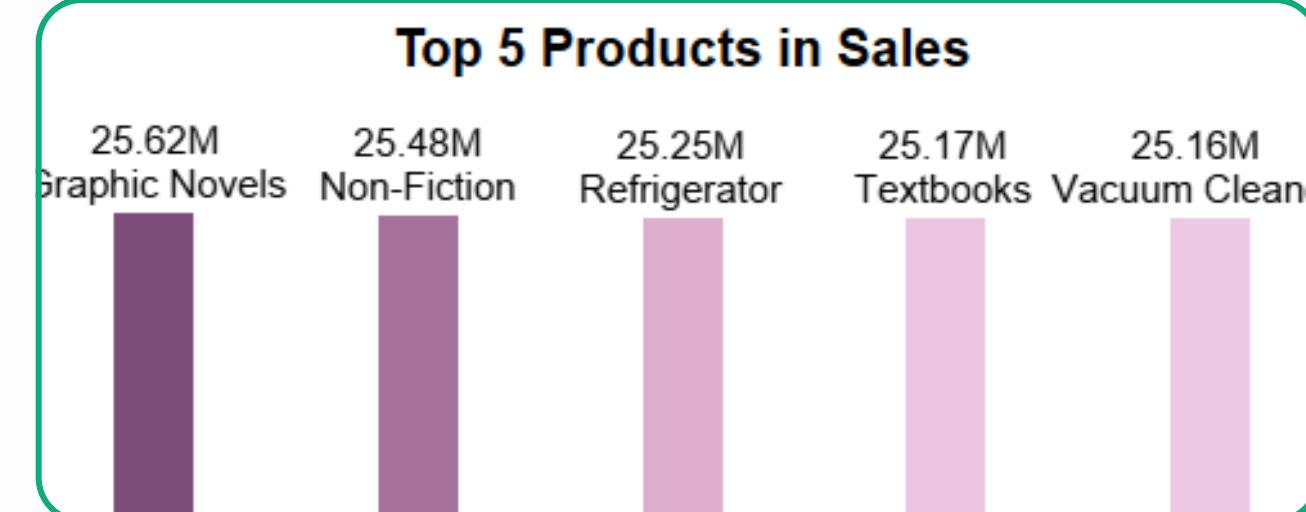
# Most Important Insights

## 1. Total Sales & Orders:

- The total sales amount to \$1,004.8M.
- 250M products were ordered.
- The total number of orders is 9.0K.

## 3. The top 3 products in sales are:

- Graphic Novels
- Non-Fiction
- Refrigerator



## 2. The average return rate is 10.5%, indicating a potential issue with product quality or customer satisfaction.

Demand Volume by Category



## 4. Demand Volume by Category:

- Books have the highest demand.
- Apparel has the lowest demand.



# Most Important Insights

## 5. Customer Demographics.

- The **25-34** age group is the top customer segment .

## 6. Top Suppliers:

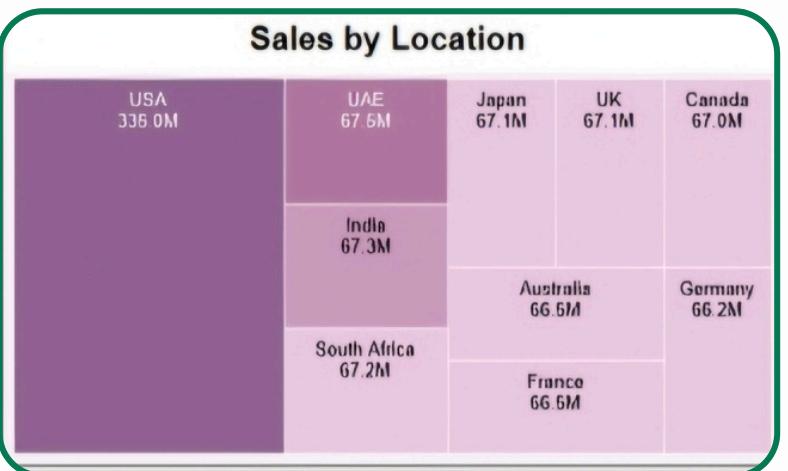
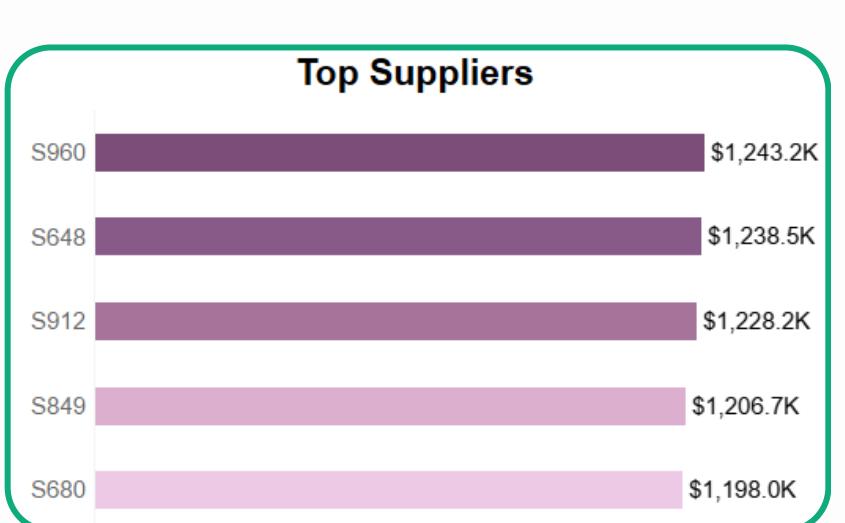
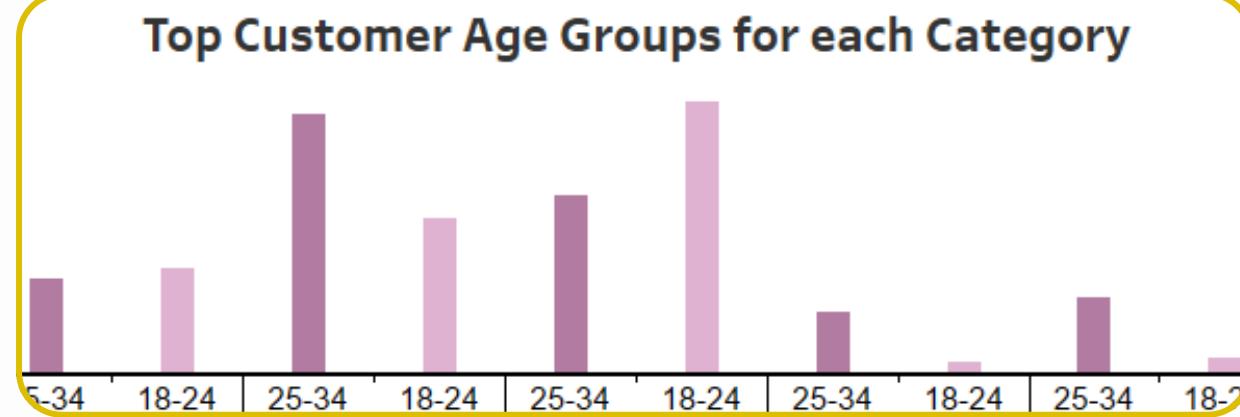
- The leading supplier is **S960** with **\$1,243.2K** in sales.
- Other major suppliers have similar performance.

## 7. Sales by Location:

- The USA leads in sales with **\$335M**.

## 8. Sales by Shipping Method:

- Sales are evenly distributed across different shipping methods.





# Recommended Action Plan



## 1. Optimize High-Demand Categories

- Expand inventory in Books & Electronics.
- Improve supplier contracts for high-margin products.

## 2. Enhance Customer Engagement

- Special promotions for the **25-34** age group.
- Offer discounts on underperforming categories.

## 3. Return Rate

- Investigate **10.5%** return rate causes.
- Improve product descriptions, quality checks & customer support.

## 4. Strengthen Market Presence

- Expand in the USA.
- Launch localized campaigns in top international markets.

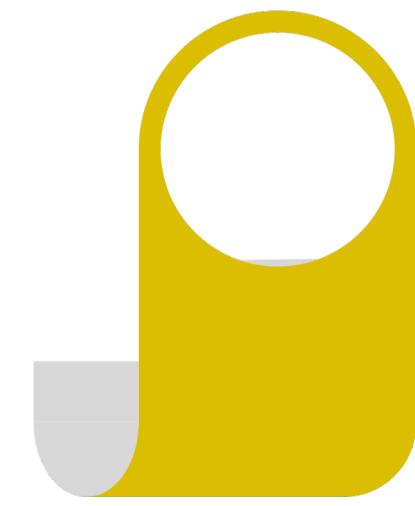
## 5. Optimize Logistics & Supplier Relations

- Identify the most cost-effective shipping method.
- Negotiate better terms with top suppliers.





# Project Team



**Safaa Samy**

SQL  
Forecasting dashboard  
Final dashboard  
Collecting team results



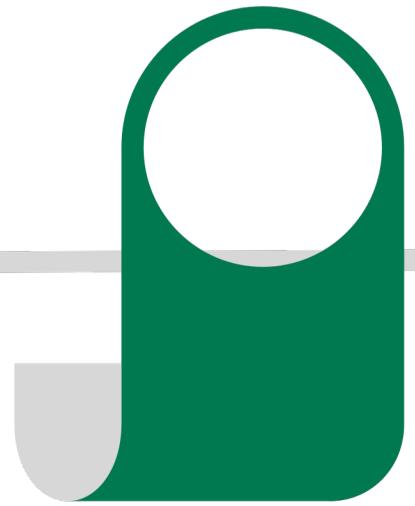
**Hagar gamal**

Python  
Forecasting dashboard  
Final dashboard  
Presentation  
Proposal



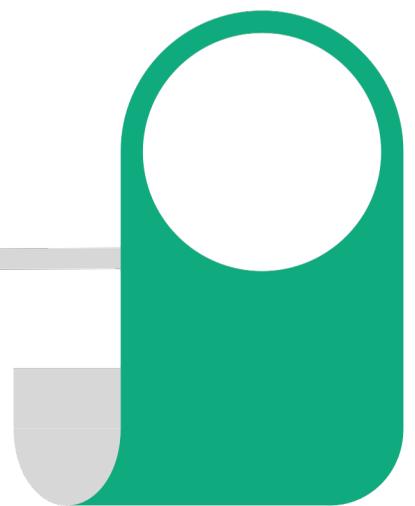
**Basant Wael**

SQL  
Forecasting Questions  
Tableau



**Farah Amr**

Python  
Forecasting Questions  
Tableau



**Eman Mahmoud**

Forecasting Questions  
Tableau





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For our workflow documentation.





**THANK  
YOU**

- For your time -

