

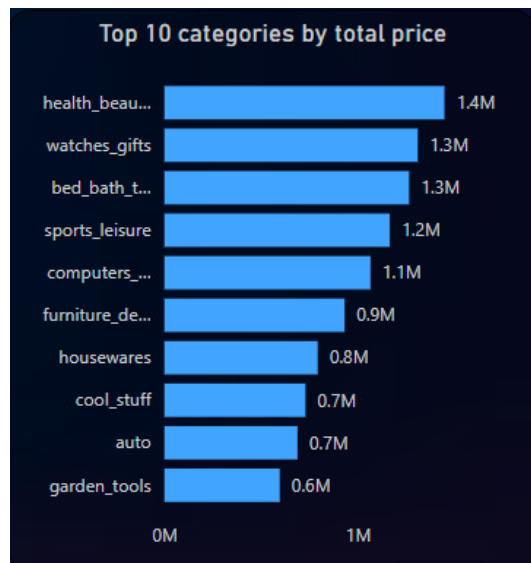
# SHOPNEST STORE DASHBOARD ANALYSIS



This report offers a comprehensive analysis of the Shop Nest store, focusing on uncovering important trends, patterns, and insights related to sales performance, customer behaviour, and product activity. By analysing historical data and key performance indicators, the goal is to enable data-driven decisions and highlight opportunities for growth and optimization. The insights shared in this document aim to provide a clear picture of Shop Nest's current business environment and support strategic enhancements.

## 1. TOP CATEGORIES BY TOTAL PRICE:

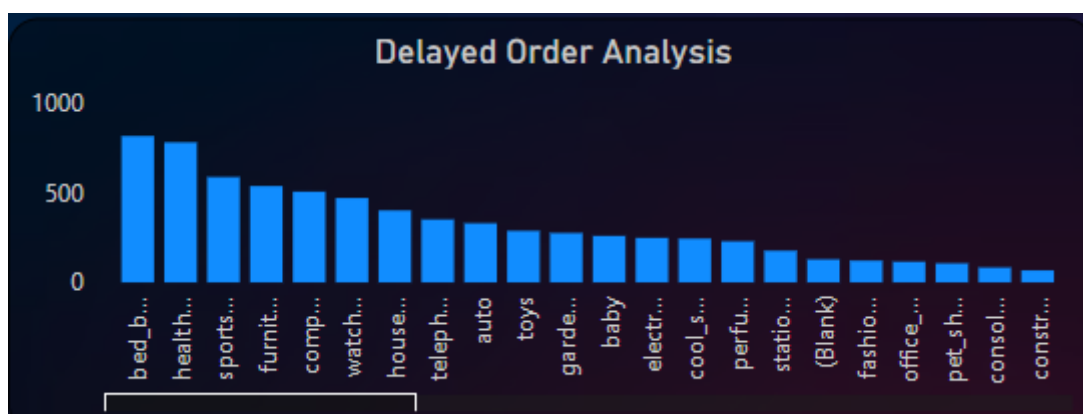
- Identify and visually represent the top 10 categories by total Sales.



The **Top 10 Categories by Total Price** emphasizes that health and beauty, watches and gifts, and bed, bath, and table products are the most profitable. Each of these categories brings in over 1.2 million in sales. These categories could be the focus of future marketing campaigns and promotional efforts to maximize revenue.

## 2. DELAYED ORDER ANALYSIS:

Determine the number of delayed orders in each category. An order is considered delayed if the actual delivery date is later than the expected delivery date.



The **Delayed Order Analysis by Product Category** points out that bed, bath, and table products experience the highest delays, followed by health and beauty and furniture items. These delays may be due to product size, packaging, or supplier inefficiencies. Targeted improvements in fulfilment for these categories could improve overall customer satisfaction.

### 3. MONTHLY COMPARISON OF DELAYED AND ON-TIME ORDERS:

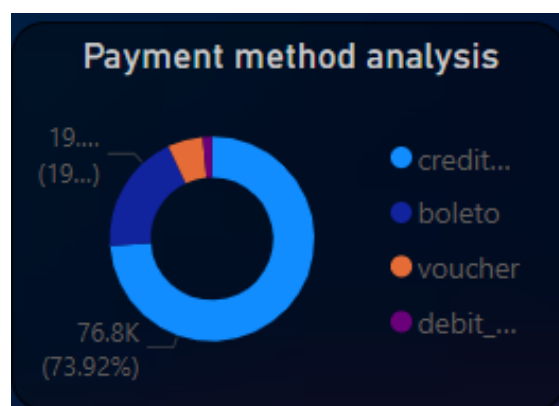
- Create a dynamic visual that creates the number of delayed orders to the number of orders received earlier for each month. Utilize the drill through cross-report feature to provide a detailed analysis of late and on-time deliveries.



The **Monthly Comparison of Delayed and On-Time Orders** shows that while on-time orders generally remain higher, there is a noticeable spike in delayed orders during July and August. This pattern suggests potential issues with supply chain or order fulfilment during peak months, which could be addressed through better logistics planning or workforce adjustments.

### 4. PAYMENT METHOD ANALYSIS:

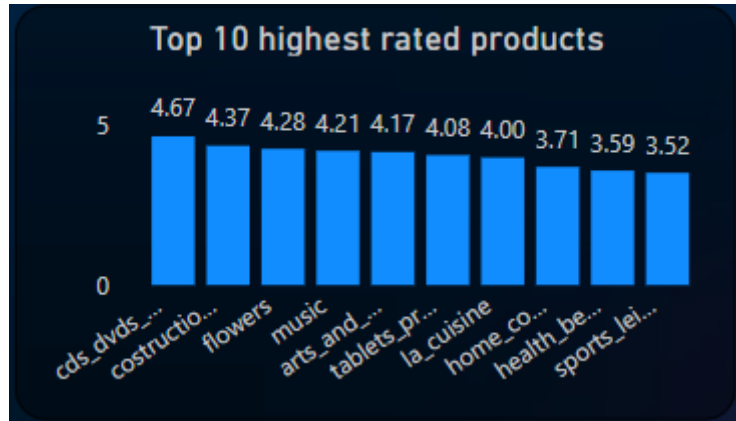
- Analyse the most frequently used payment methods by customer using a visually appealing representation, such as a pie chart or any other suitable visuals.



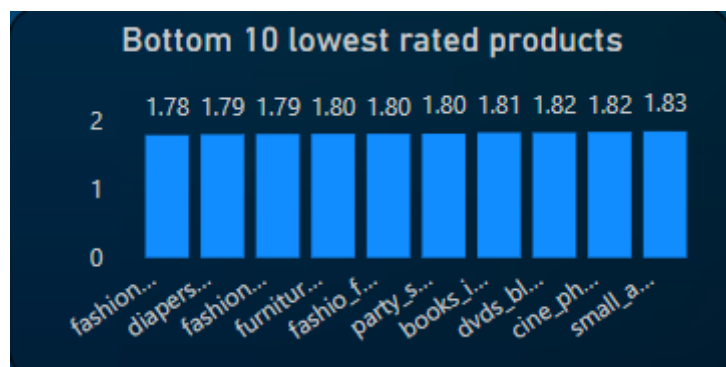
In the **Payment Method Analysis**, credit card payments dominate the landscape, accounting for 73.92% of all transactions. This suggests that most customers prefer fast and secure payment options. Other methods like boleto and voucher have minimal usage, indicating limited customer interest or possible friction in those payment processes.

## 5. PRODUCT RATING ANALYSIS:

- Determine the top 10 highest rated products and the bottom 10 lowest rated products using a bar or column chart.



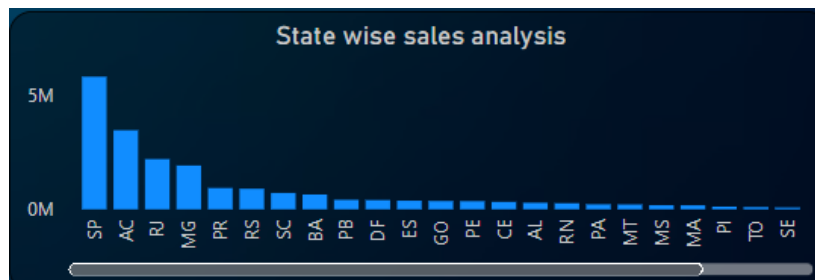
The **Top 10 Highest Rated Products** include CDs & DVDs, construction materials, and flowers, all receiving ratings above 4.0, with CDs & DVDs leading at 4.67. These highly-rated products represent reliable and satisfactory offerings, which could be highlighted in promotions or bundled with other products to boost visibility.



The chart showing the **Bottom 10 Lowest Rated Products** reveals that categories like fashion, diapers, and books are among the least appreciated by customers, with ratings ranging between 1.78 and 1.83. This points to potential issues with product quality, accuracy of product descriptions, or delivery problems in these categories, which need further investigation and improvement.

## 6. STATE WISE SALES ANALYSIS:

- Identify and visually represent states with high and low sales, providing a clear understanding of regional sales performance.



The **State-Wise Sales Analysis** highlights São Paulo (SP) as the top-performing state with over 5 million in sales, followed by Rio de Janeiro (RJ) and Minas Gerais (MG). In contrast, states like Piauí (PI), Sergipe (SE), and Tocantins (TO) report minimal sales. This distribution indicates that regional sales strategies may be needed to boost performance in underperforming areas.

## 7. SEASONAL SALES PATTERN:

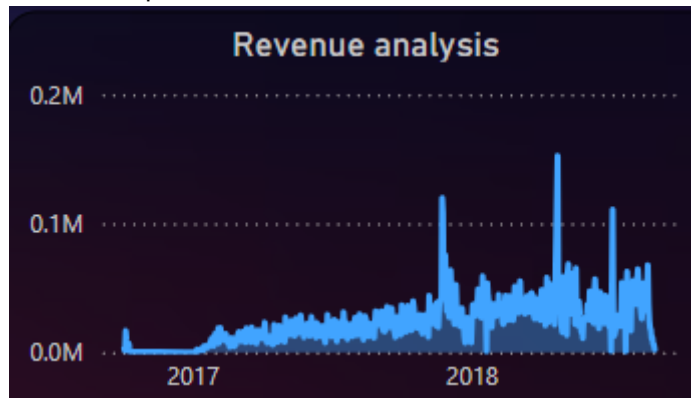
- Investigate and visualize any seasonal patterns (Quarterly) or trends in Sales data over the course of the year.



Looking at the **Seasonal Sales Patterns**, Quarter 4 leads with the highest sales at 4.73 million, likely driven by holiday shopping and year-end promotions. Quarter 1 sees the lowest sales at 2.81 million, possibly due to post-holiday slowdowns. Businesses can use this insight to prepare better stock and marketing plans around seasonal peaks.

## 8. REVENUE ANALYSIS:

- Determine the total revenue generated by Shop Nest Store and analyze how it changes over time (Yearly). Represent this information through suitable visuals to highlight trends and patterns.



Lastly, the **Revenue Analysis Over Time** indicates consistent growth, particularly from early 2017 through 2018, with several noticeable spikes. These peaks likely correspond to marketing campaigns, discount periods, or seasonal shopping events. Analyzing what drove these spikes can help replicate that success in future periods.