

DATA CO Global

Some of the Important Key Insights are:

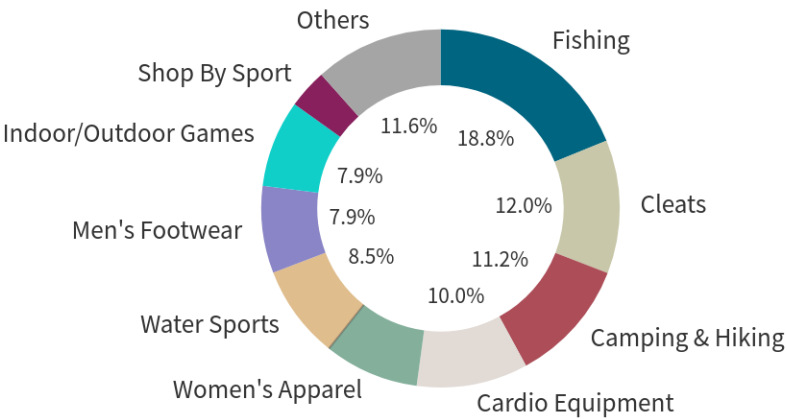
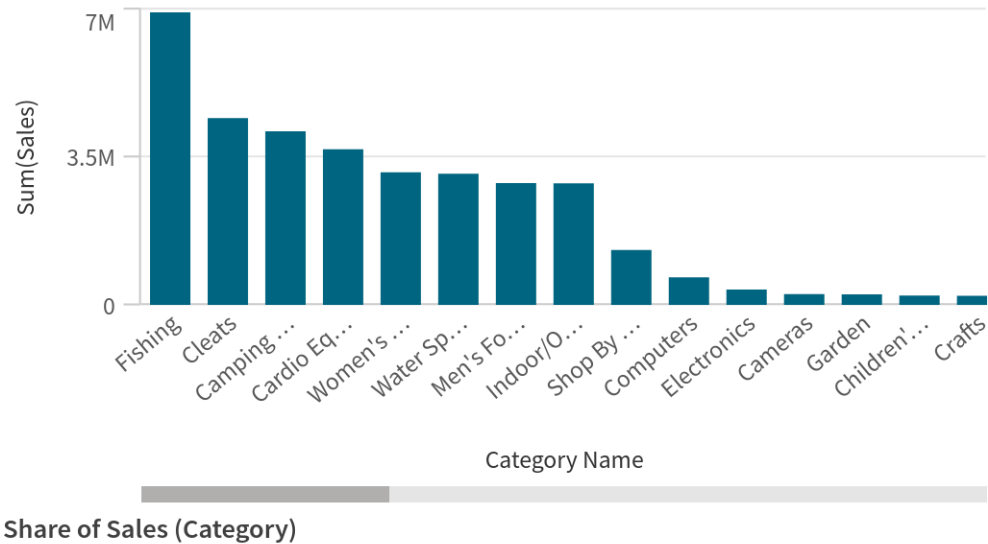
- > 37+ Million US Dollar Revenue Recorded.
- > 4+ Million US Dollar Profit Generated with 10.78% Profit Rate.
- > 190k+ Orders Recorded and 350k+ Items Sold.
- > 20k+ Customer Served over 560+ Cities.
- > \$184 average sale per customer with \$22 profit per customer

Category Insights

As per the Analysis, Fishing product has generated the most revenue over the Years followed by Cleats and Camping and hiking products.

Fishing Related Products contribute around 19% of Sales generating about \$7m.

Sales with respect to category



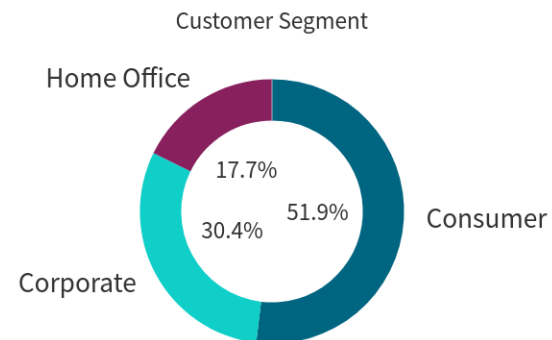
City wise Sales



Cities and Segments

-> New York (US) and Santo Doming (DRC) are the leading cities to generate sales followed by Los Angeles and Mexico City.
 -> The Highest share of customer segment is consumer with 52% Sale followed by Corporate customers and Home Office Consumers.

Customer segment share in Sales

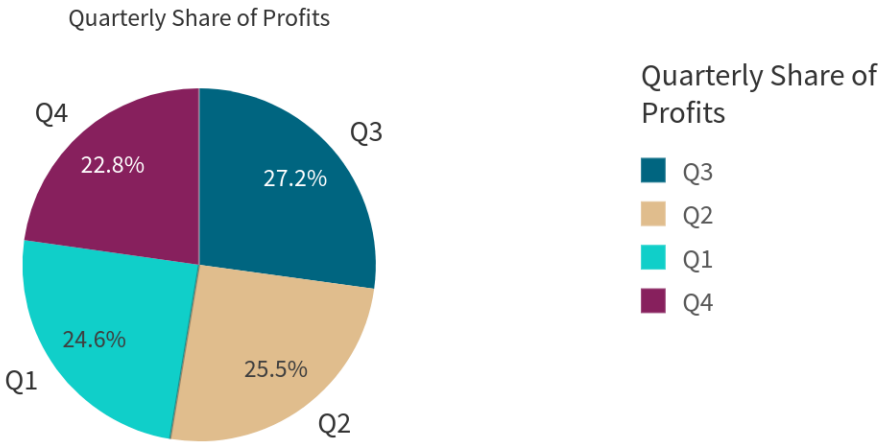


Monthly Insights

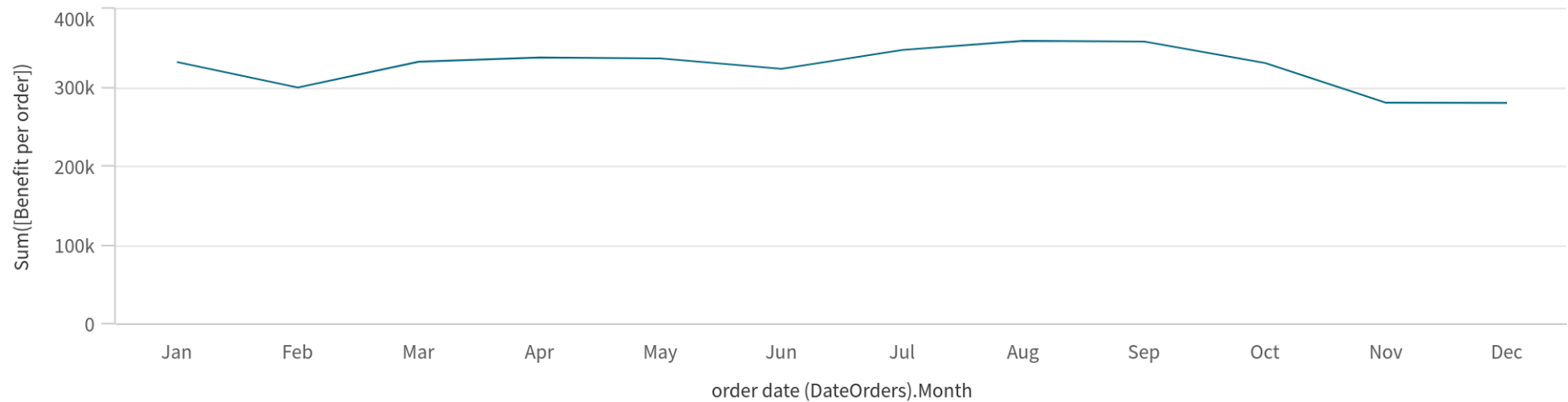
The Highest revenue generated is Quarter 3 (July, August and September) contributing over 27% of share in Sales.

Also we see a Downfall in Sales toward the end of the Year and the starting of the year.

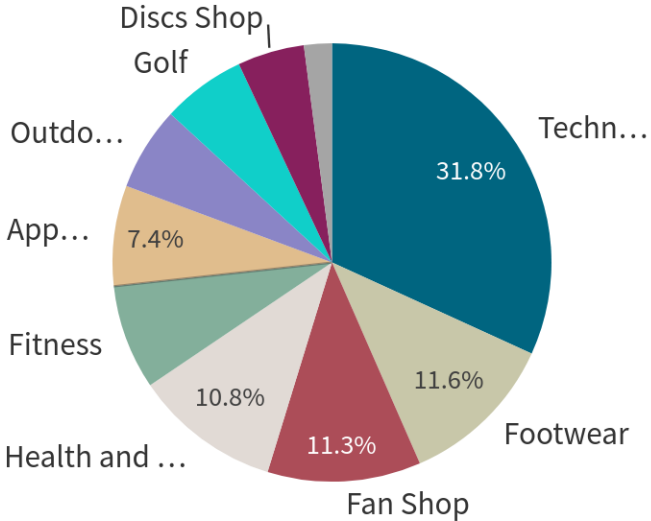
Quarterly Profits



Monthly Profits



Profit per Department

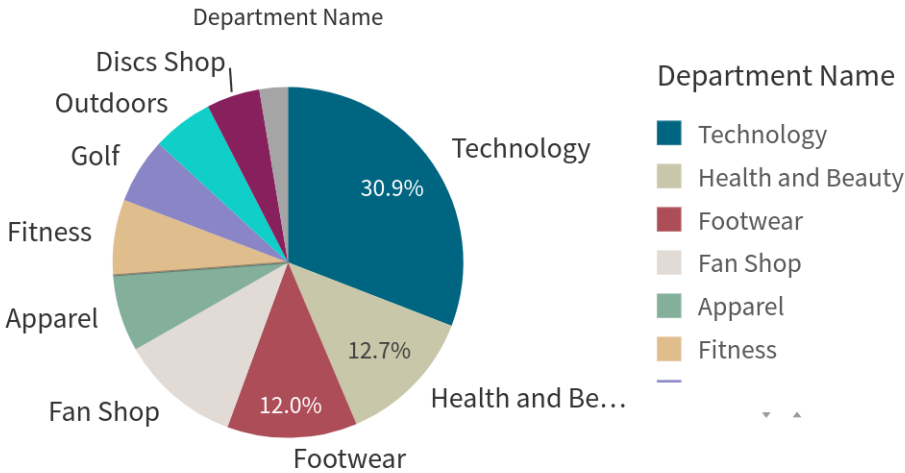


Profit Insights

The Profit percentage in Technology Department is the highest contributing around 32 percent. Apart from the Technology Department, Footwear and Fanshop are leading the Profit per department.

Technology Department also contributes the largest share of sales with around 31%. Followed by Healthcare and Footwear Product.

Avg Sales per Department

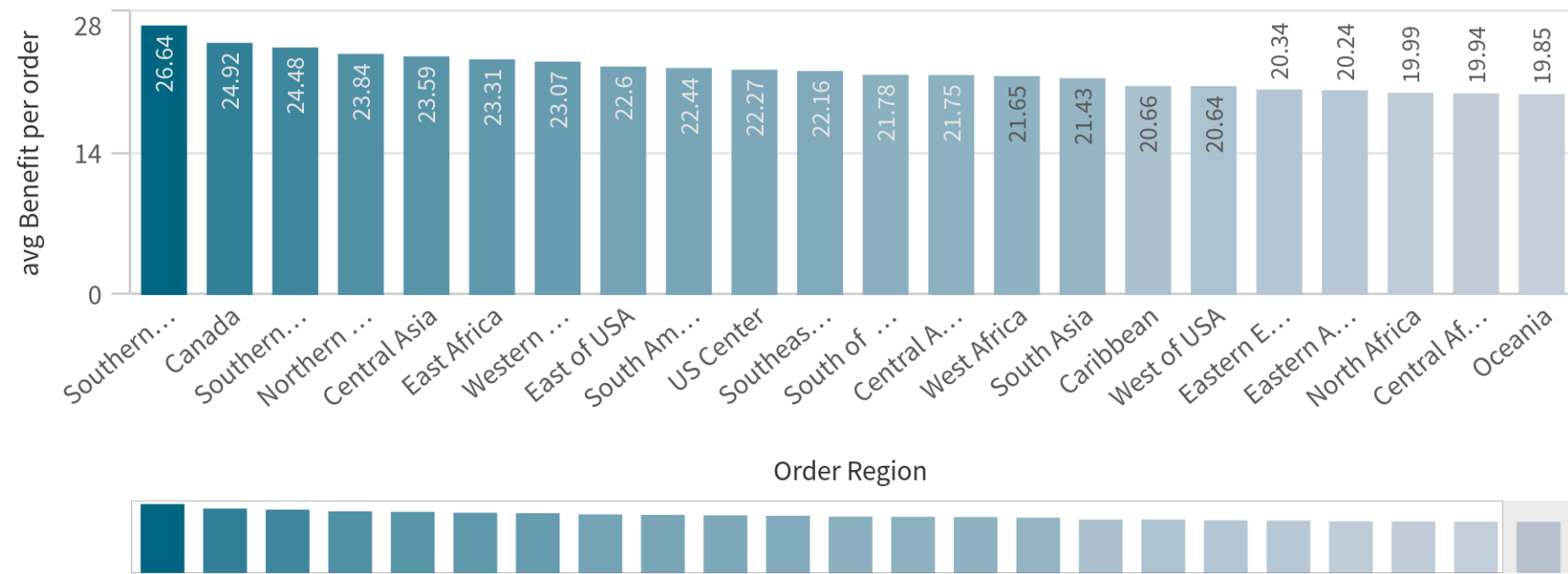


Region Analysis

Southern Africa stands tall with \$26.64 of Profit per order followed by Canada (\$24.92) and Southern Europe(\$24.48).

Oceania is the lowest in terms of profit per order that is below overall average i.e. 19.85 with Central Africa and North Africa.

Avg Profit per order by Order Region

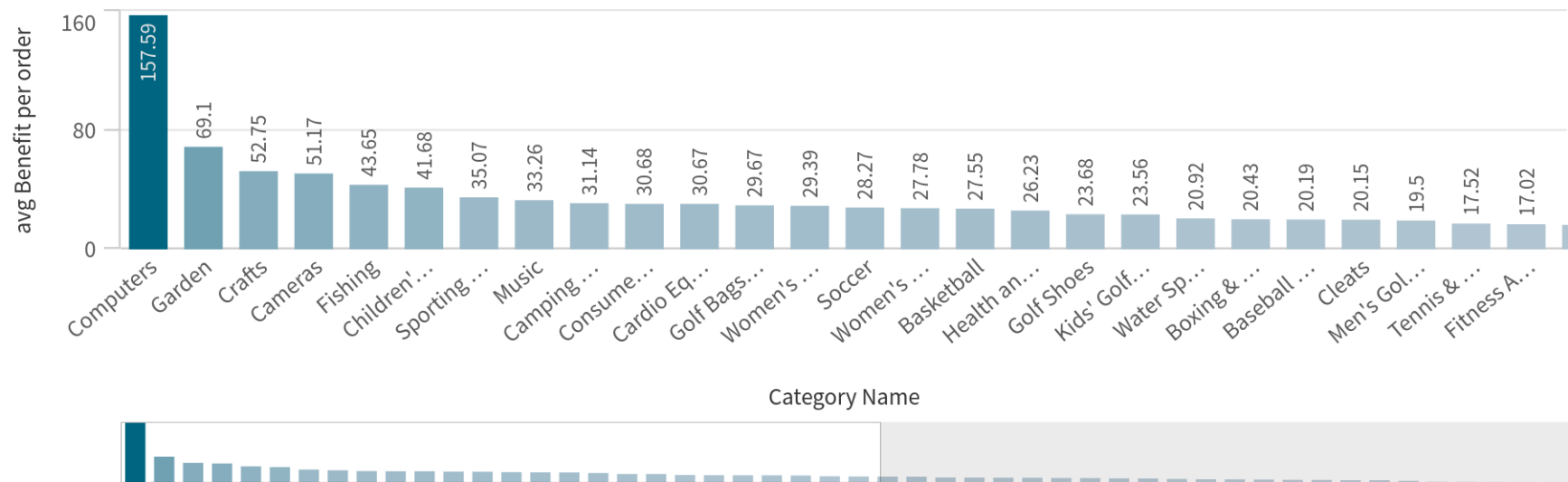


Category Insights

The Category with most profit per Category is Computer with more than double with the second leading category.

Average Profit per order in Computer Category is \$157.59, followed by Garden (\$69.1) and Crafts (\$52.75).

Avg Profit per order by Category



Key Takeaways

1. Computer Category is the leading category in terms of profitability and emerging. Also it is the leading category during the second half of the year 2017 and January 2018.
2. Technology Department is the leading department in terms of Profit Percentage per revenue.

Improvement Areas

1. Foreseeing the Recent trend in the Sales and Profit Data, with focusing on Technology Department Products we can improve the overall profitability of the Organization.
2. Also we can focus more on the regions contributing lesser profits per order i.e. North Africa, and Oceania.
3. The Focus of the product category can be more toward the Upcoming and more Profitable products like Computer, Footwears and Healthcare.
4. Targeted and localized marketing can be increased towards the end and starting of the Year to Boost the Sales which will increase the Profit.

Thank You

Project By: Shaikh Minhazuddin