

DULACHAINS SOLUTIONS PROJECT

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9TH AUGUST 2023



Project Overview

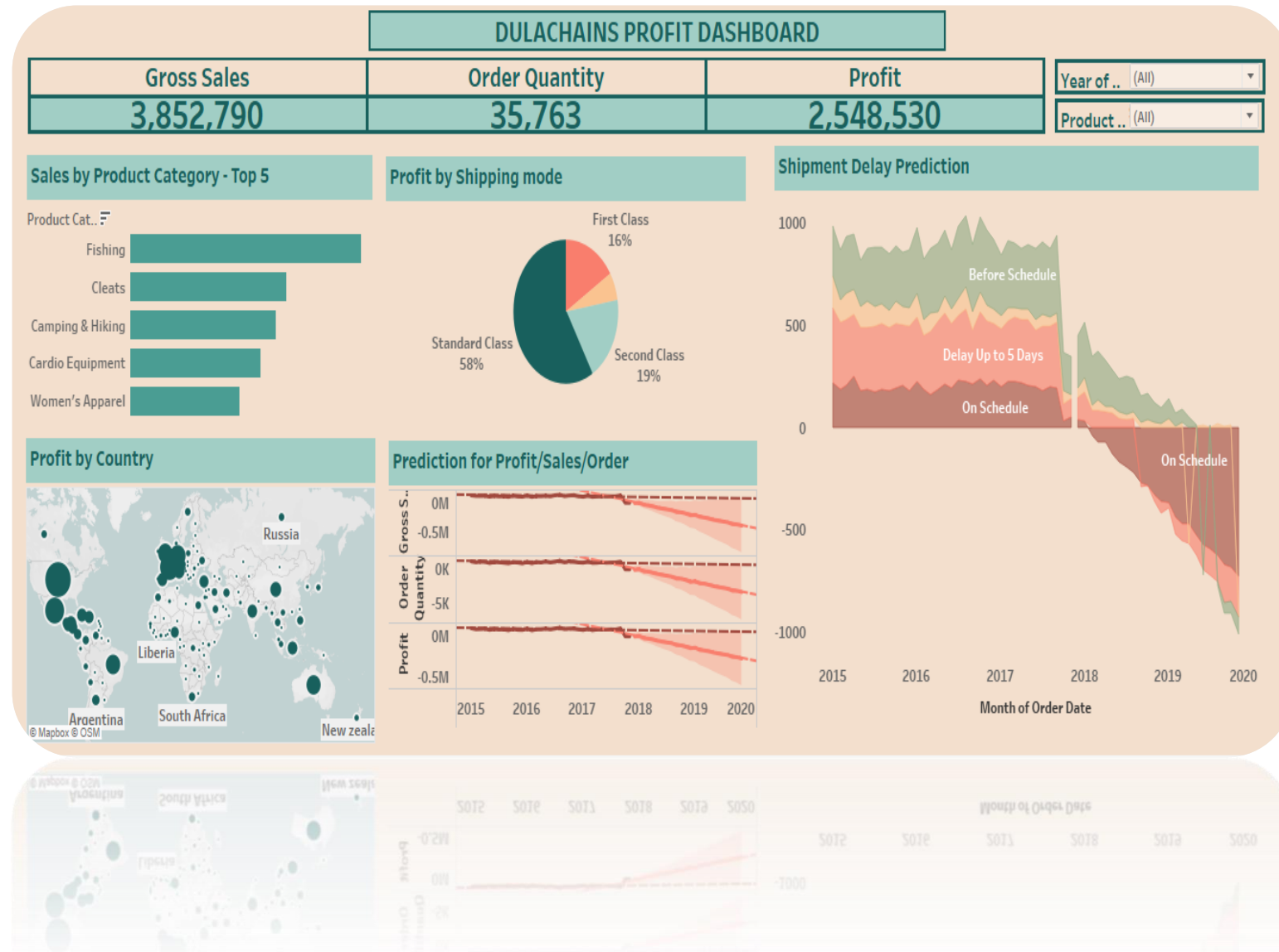
Creating a dashboard that provides a comprehensive overview of the company's profits while also incorporating forecasts for the coming months.

This dashboard will serve as a powerful tool for the executive team, enabling them to make data-driven decisions and devise effective strategies to implement process improvements and proactively address potential issues before they impact the company's performance.



Insights

- The top 5 product categories are **Fishing, Cleats, Camp and hiking, Cardio Equipment and Women's Apparel** with Gross sales of \$1,151,200, \$728,100, \$650,270 and \$544,300 respectively. The fishing category is the most popular and profitable category for Dulachains.
- The **Standard Class** is the most profitable shipping method, accounting for **58%** of total profit. This is followed by Second class shipping (19%), First class shipping (16%), and same day shipping (6%).
- **USA is the most profitable country for Dulachains** with a profit margin of 14% followed by France(7.9%), Mexico(7.8%), Germany(5%) and Brazil(4.5%).
- The relatively low profitability of Belize (0.0014%) suggests that the company has a very low presence in the Belize market.
- Overall, the profit/sales/order prediction is negative, with all three metrics expected to decline over the next 24 months.



RECOMMENDATIONS

- Focus on marketing and selling more fishing products.
- Consider offering more affordable shipping options to customers such as continuously offering standard class shipping as the most affordable shipping option and consider offering discounts on same day shipping to encourage customers to use this service.
- Educate customers about the different shipping options available to them so that they can choose the option that best meets their needs.
- Continue to focus on the US market as it is the most profitable market for the company while expanding into other profitable markets, such as Mexico, Germany, France, and Brazil.
- Develop a strategy for increasing sales and profitability in Belize. This could involve increasing brand awareness, offering more competitive prices or targeting specific customer segments.
- Focus on reducing costs to improve profit margins.
- Expand into new markets and launch new products to improve profit margins.
- Monitor the competitive landscape and economic conditions to identify and mitigate potential risks.
- Offer flexible delivery options, this can give customers more control over when and how their shipments are delivered.
- Reduce shipment delays to improve customer satisfaction and increase profits.

Thank you.