

Final Module Task - Report

Link to Google Sheets-workbook: [link](#)

Key business metrics: Number of orders is 1246, total profit is \$473,709,035.06 and number of countries covered is 45.

Sales by category: From the charts it's visible that the number of orders per category doesn't vary a whole lot. The minimum amount of orders is for the household category with 91 orders, while the maximum amount of orders is 113 for the office supplies category. Despite this, the difference in revenue, cost and profit between the categories is huge. The largest profit comes from the Cosmetics category at over \$88 million, while the lowest comes from the Fruits category with a measly \$1,28 million. There can be many factors for this, like the units sold per order and the unit price.

Performance by geography: It is instantly clear that almost all of the sales happen in Europe, with only 5% of sales happening elsewhere (Asia). There are sales across the entirety of Europe, with there being a bit more orders coming from Eastern Europe compared to Western Europe. Despite this, every region of the continent has a somewhat similar profit-margin, with even small countries like Andorra and Malta bringing in large profits. No matter the country in Europe, there seem to be large profits, which suggests the company is doing something right.

Sales by channel: The online and offline channels have very similar numbers when it comes to sales. For revenue, costs and profit, the offline channels have marginally larger numbers than online channels, even though online channels have slightly more orders. This shows that both offline and online channels have their value and use cases.

Time to ship: The median days for shipping per category falls between 3 and 4 weeks, with personal care products being the fastest and cereal being the slowest. For countries there is quite a lot of variation. The fastest time to shipment is in Croatia with a median of 11 days, while the slowest is in Hungary with a median of 36 days. The time to ship doesn't affect the profit-margin in any meaningful way. In general, the time it takes between the order being placed and the shipment leaving, there doesn't seem to be much of an impact depending on the category or region. The profit-margins don't seem impacted by the shipment time either. There could possibly be customer satisfaction problems with the long shipment times, but that hasn't impacted the most important factor, which is profits.

Sales by year and month: The most profitable year was 2012, when the company turned a profit of \$83 million. In turn, the weakest year was the latest year, 2017 (\$35 million). This suggests the company is in a bit of a downward trend. When it comes to months, the most profitable is the first month of the year, January (\$50 million). The reason for this can be boosted motivation after a new year. The least profitable month is August with \$31 million.

Sales by weekday: When it came to sales by weekday, the highest profit came on Monday's and Friday's with \$72 million and \$73 million respectively. The correlation between the days could be the start and end of the workweek, resulting in higher motivation. Surprisingly Saturday's and Sunday's were very profitable as well (\$68 million both), suggesting that this company operates every day of the week.

ABC-analysis: Group A consisted of Cosmetics, Office Supplies, Household, Baby Food, Clothes and Cereal with a 76.87% share of the total profit. Group B consisted of Vegetables, Meat and Snack with a share of 18.14%. Group C consisted of Personal Care, Beverages and Fruits with a share of 4.99%. Group A consists more of things that last longer, while Group B and C consists more of perishables.