DUDUKS SALES INSIGHTS

by Akmalxon T.

Genre

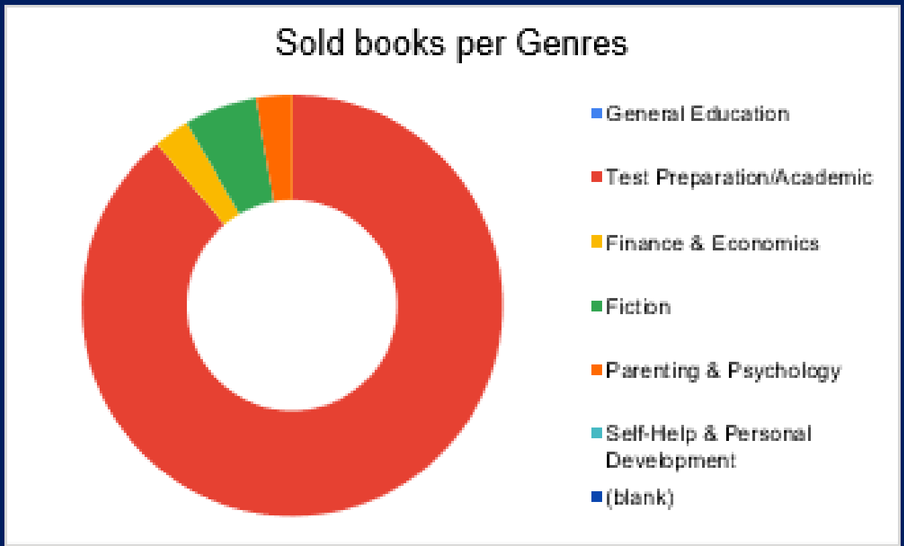
- Fiction
- Finance & Eco...
- General Educa...
- Parenting & Ps...
- Self-Help & Pe...
- Test Preparati...

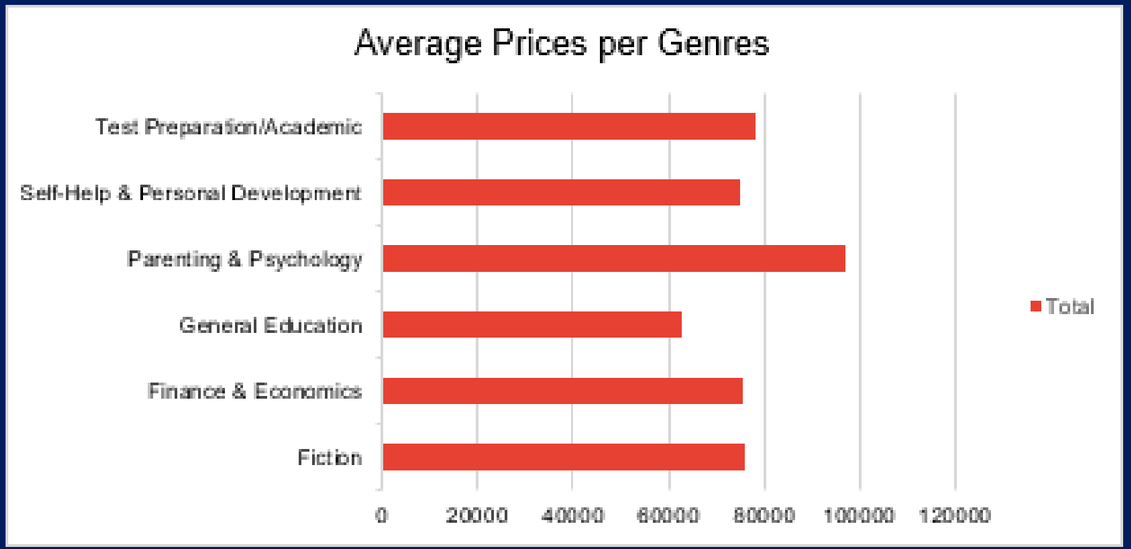
Revenue **1,994k**

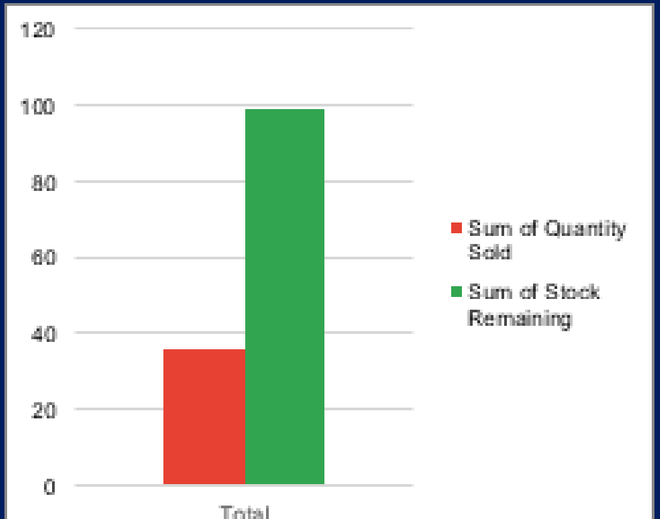
Profit **1,359k**

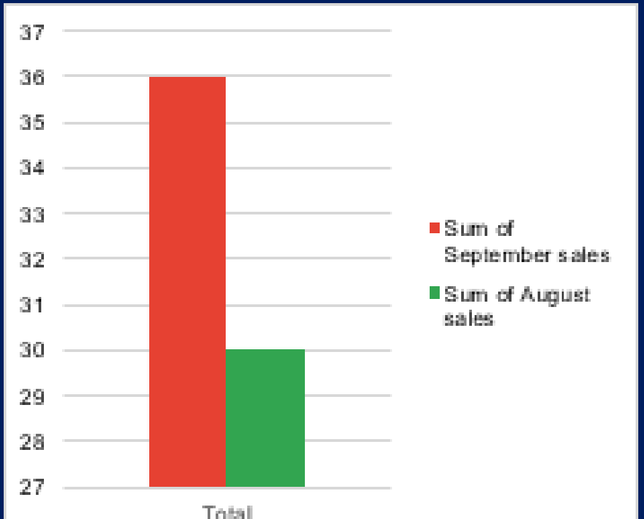
Units Sold **36**

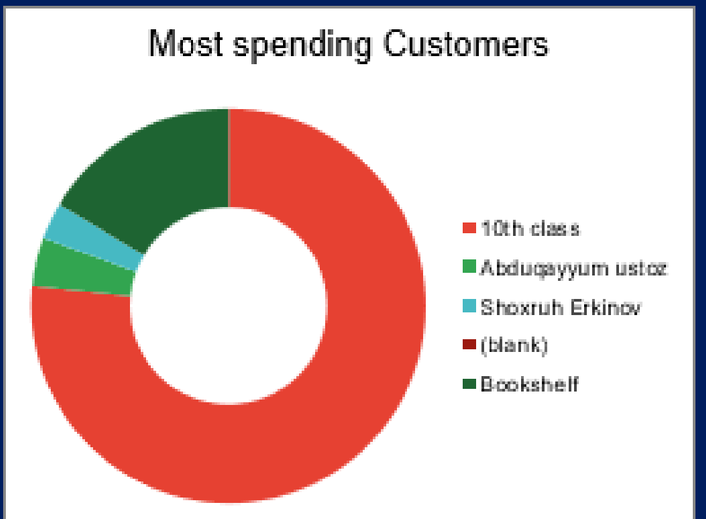
Avr. Price **74k UZS**











CONTENT

01 Executive Summary
02 Problem Statement
03 Book Sales and Prices Analysis
04 Confusion
05 Customer Returns
06 Opportunity For Growth
07 Steady Improvements
08 Next Steps
09 Conclusion
10 Ending point

Executive Summary

Objective: To analyze Duduk's sales performance across book genres and customer demographics using data from September 2024. The goal is to identify growth opportunities, optimize underperforming areas, and improve profitability.

Problem Statement

Current Scenario

Duduk’s sales performance is uneven across many book genres and customer demographics. While certain data about customers may lack, there are many information to access customer needs. The store needs a strategic approach to optimize these areas and increase both sales and profitability.

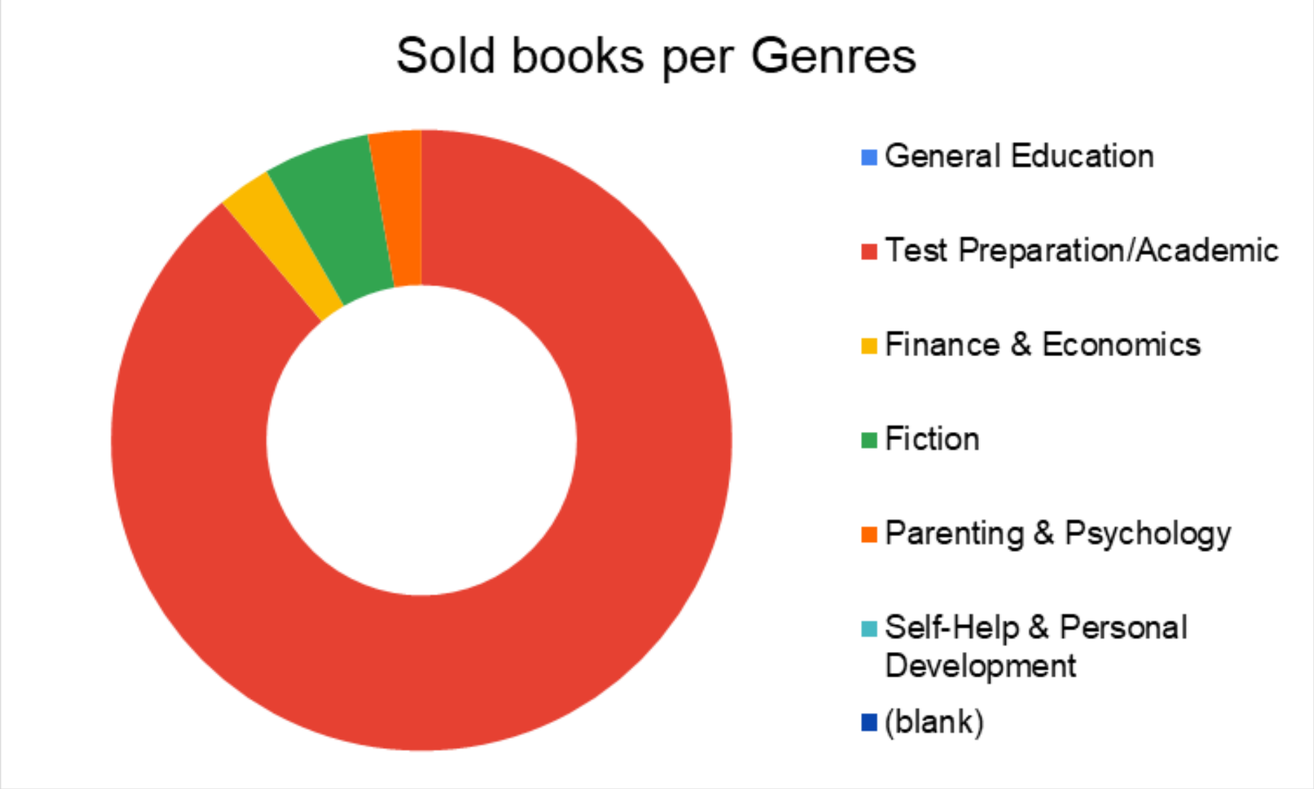
Challenges to address

- Lack of certain genre sales
- Sales Confusion
- New ideas for customer returns

Book Sales Analysis

Key finding:

The best selling genre is Test Preparation/Academic so far, with ~89% of sales, signaling heavy reliance on specific genre



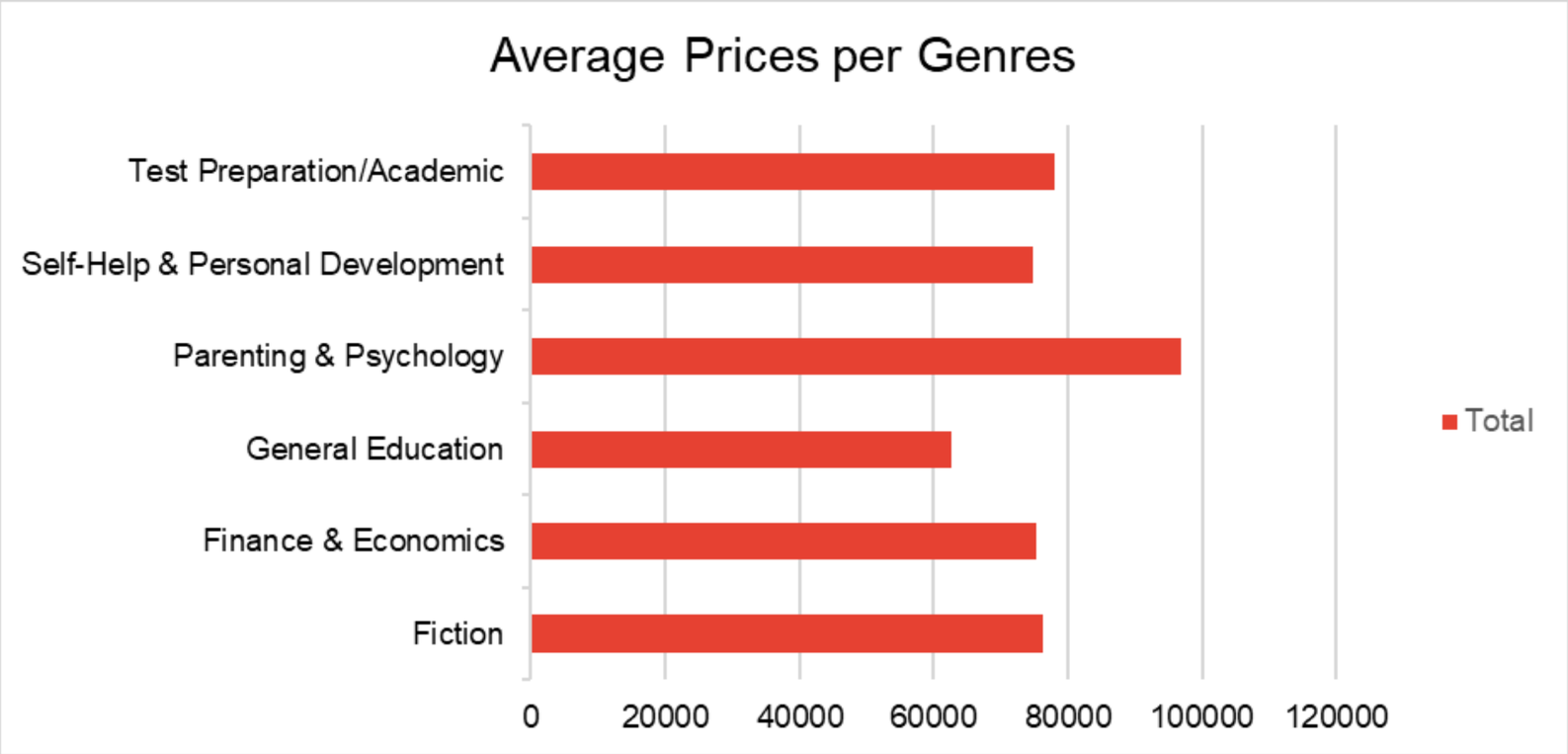
Opportunities:

- General Education and Self Help genres underperformed potentially due to lack of digital focus.
- Optimization Strategy: Improve the number of ads specially for those genres to boost their performance.

Book Prices Analysis

Key finding:

Average prices are not as their performances, for instance Test Preparation/Academic genre's price is lower than Parenting & Psychology,



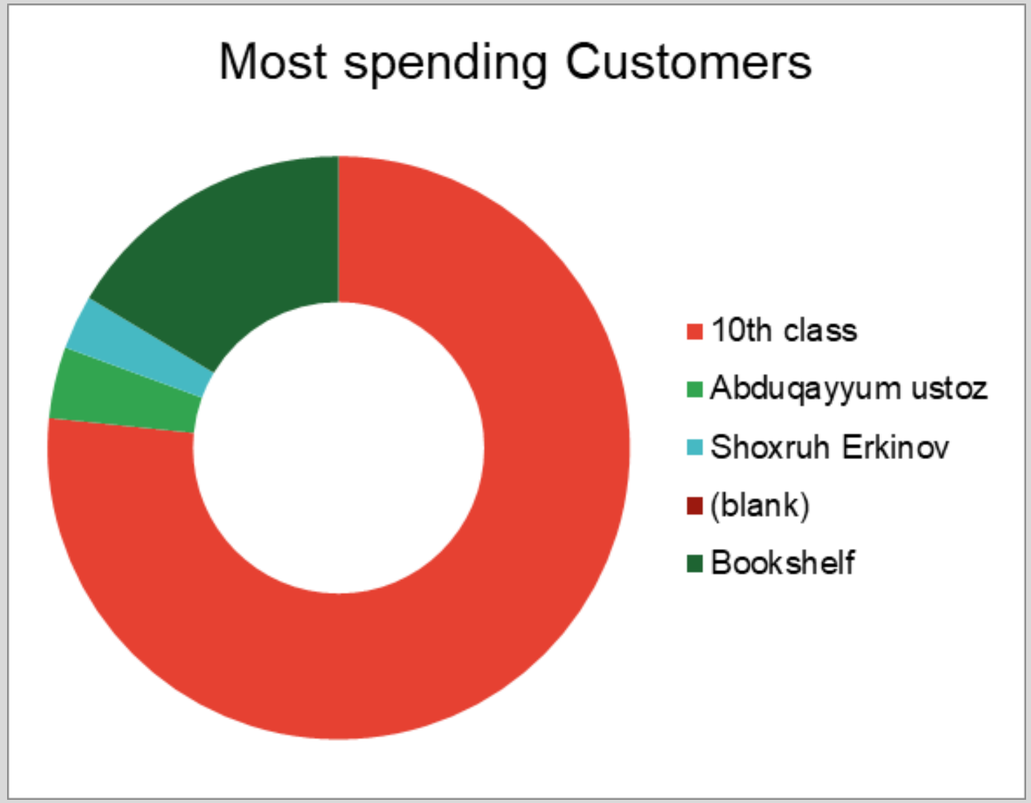
Opportunity for growth:

- **There is a need for rising the average cost of best selling book genres, such as Test Preparation/Academic and Fiction, to improve profitability**

Confusions

Key finding: Upcoming books in the middle of the month is leading to a confusion. Additionally, they are causing inaccurate data about profit and revenue

Opportunity for accuracy:
We need a storage to move substitute books. When we need new books, we should get them only from our storage. This may address misunderstandings and lead to accurate profit and revenue reports.



Customer Returns

Key finding: It is clear that 10th class purchased the mass of Test Preparation book genres, but we do not have any information when they gonna make their next purchase.

Opportunity for growth:

- Helping them to finish their book, may lead to their next purchase.

Optimization Strategy:

- As they bought vocabulary boosting books, we can help them to memorize the words fast and efficiently by offering our servise demonstrated in the following page...

Opportunity for growth

Offering these cards could improve customer returns and lead to profitability. After buying 2 copies of those cards, we can be able to do both sales and rent of cards

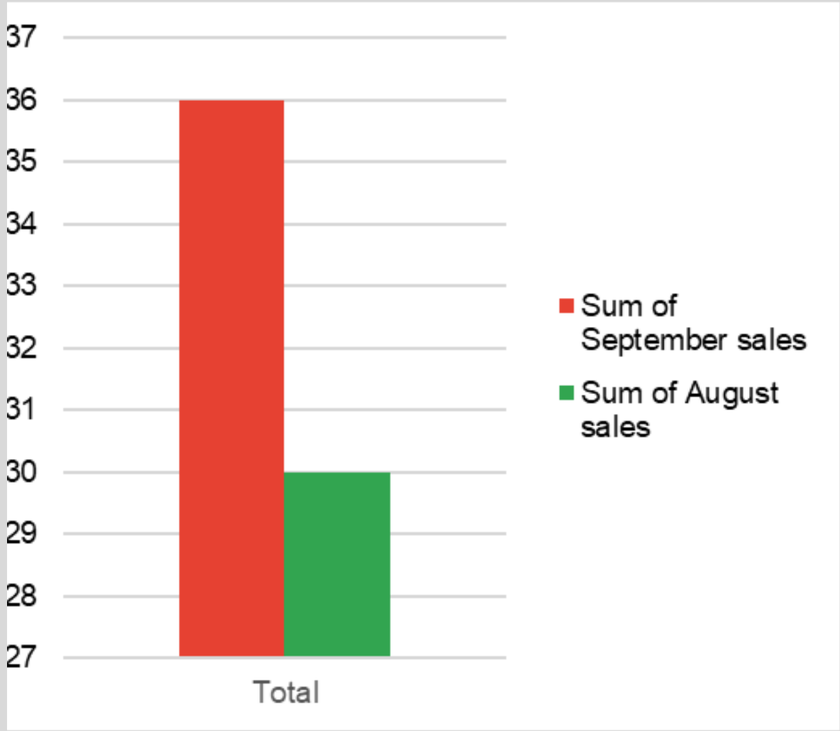
INGLIZCHA-O‘ZBEKCHA
3 6 0 0 ta so‘zlar - 249 ming so’m;

INGLIZCHA-RUSCHA 3 0 0 0 ta so’zlar - 299 ming so’m;

RUSCHA-O’ZBEKCHA 3 7 0 0 ta so’zlar - 249 ming so’m;

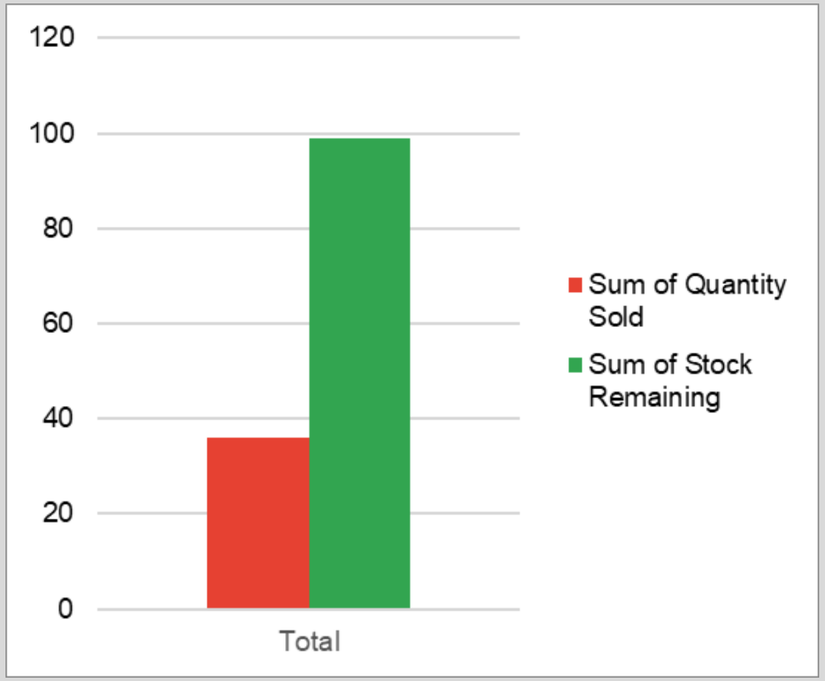
INGLIZCHA-O‘ZBEKCHA
Phrasal verbs (Noto‘g‘ri fellar)
1 0 0 0 ta so’zlar - 99 ming so’m;

Steady Improvements



We are reaching a continuous growth in the number of sales. In fact, in September, the number of sold books surpassed the purchases that are made since the introduction of the store

The difference between remaining books and sold books also reduced from 85 to 63 due to the improvement in sales



Next Steps

- Improve the number of ads for specific genres to boost their performance
- Increase the average cost of best selling book genres
- Offer specialized assistance for customers to finish books and make their new purchase
- Think about having a storage to address potential confusions in the middle of the months

Conclusion

- Duduks is performing well, with strong sales and profitability, but there are key areas for growth. Lack of certain genre sales, New ideas for customer returns, Sales confusions are the primary challenges to address.

Thank you

Your thoughts and insights are gently appreciated as we work towards achieving better business outcomes together.
Feel free to reach out for any questions or clarifications