

Business Performance Report

Audience: Business Owner / Executive Management

Reporting Period: 2024

Data Source: eCommerce sales dataset

1. Executive Summary

Key Highlights

- **Total Revenue:** \$301,995,724.39
- **Total Orders:** 10,000
- **Average Order Value (AOV):** \$30,199.57

Key Insights

- High overall revenue performance is driven primarily by the **Electronics** and **Fashion** categories.
- Several **high-revenue products and categories exhibit low customer ratings**, posing a material risk to future sales.
- **Riyadh** shows the lowest average order value among major cities, indicating untapped revenue potential.

Key Risks & Opportunities

- **Risk:** Persistently low product ratings may increase returns and erode customer trust.
- **Opportunity:** Targeted product improvements and regional marketing initiatives could unlock additional growth.

Top Recommendations

1. Prioritize improvements for low-rated, high-revenue products.
 2. Strengthen customer engagement and marketing in underperforming cities.
 3. Leverage strong-performing sales platforms to maximize revenue impact.
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2. Business Context & Scope

- **Analysis Period:** 2024
 - **Data Source:** Transaction-level eCommerce sales data
 - **Scope Included:** Revenue, orders, customer ratings, geography, platforms
 - **Scope Excluded:** Profitability and cost-level analysis
 - **Key Assumptions:** Customer ratings are a leading indicator of future demand and retention.
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3. KPI Overview

Core Business KPIs

Metric	Value
Total Revenue	\$301,995,724.9
Total Orders	10,000
Average Order Value	\$30,199.57

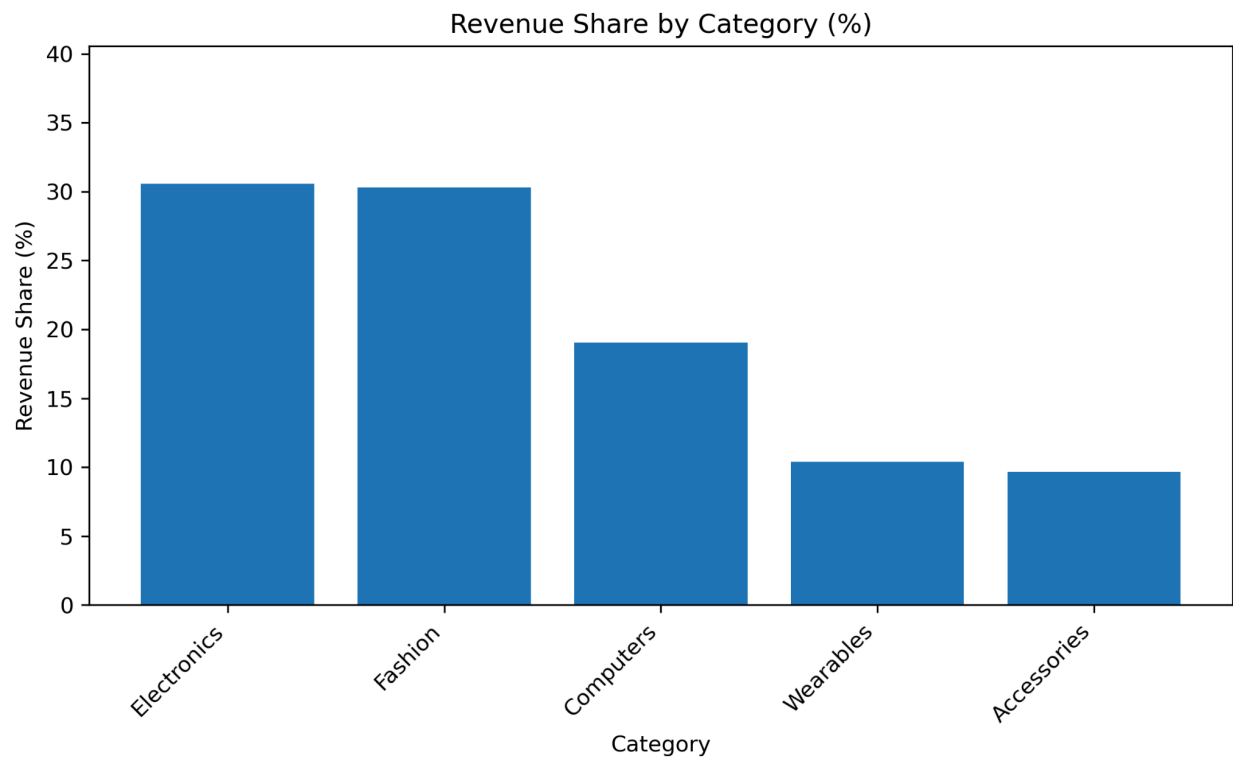
4. Revenue Analysis

Revenue Breakdown

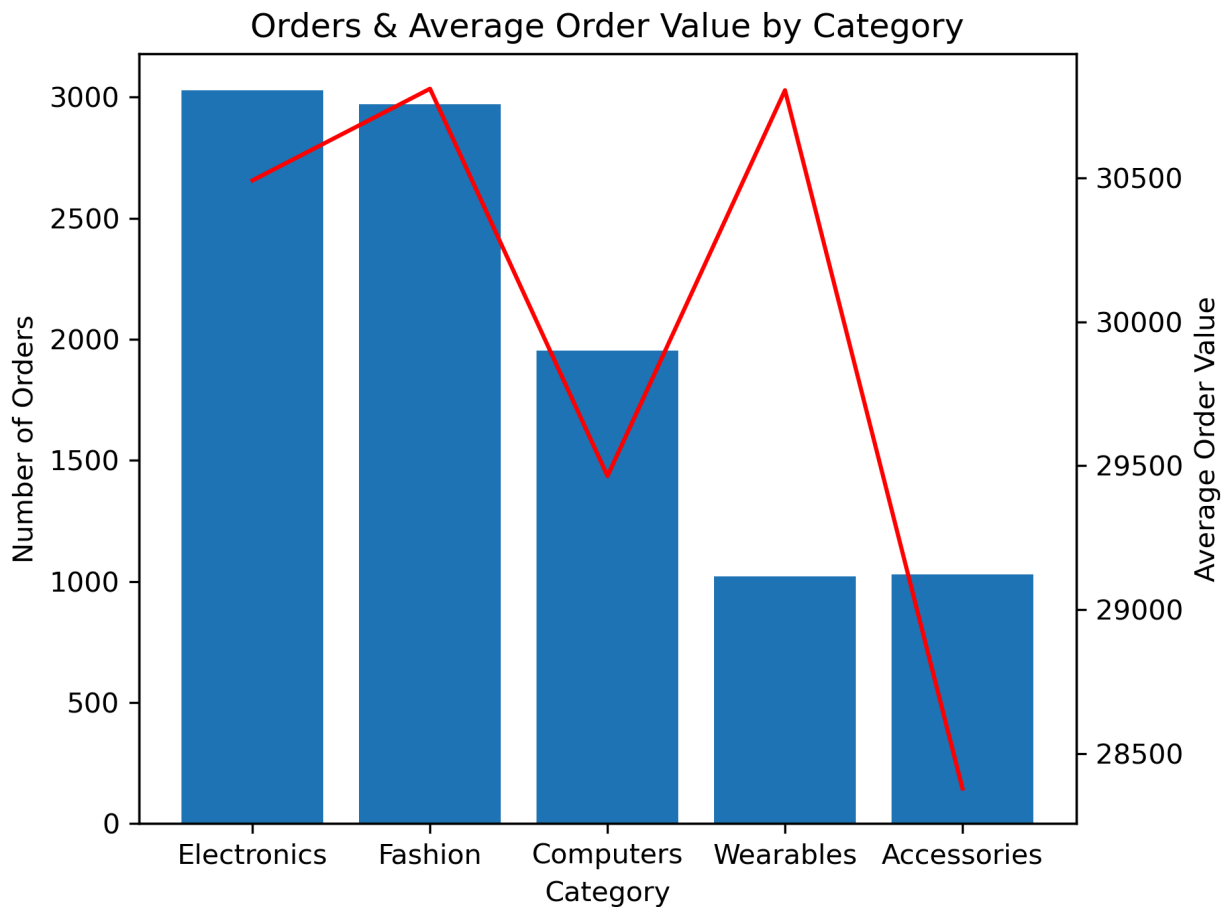
- **Top Revenue Category:** Electronics (\$92.33M)
- **Revenue Share – Fashion:** 30.3% of total sales

Key Findings

- Electronics is the **largest revenue contributor**, but customer satisfaction is below expectations.
- Fashion generates a significant revenue share but also exhibits **the lowest average ratings** among categories.



The chart highlights revenue concentration across categories. Electronics and Fashion jointly account for over 60% of total revenue, indicating strong top-line performance but increased concentration risk.



The chart compares order volume and average order value across categories, revealing whether revenue is driven by transaction volume or pricing strategy.

5. Profitability & Risk Proxy Analysis

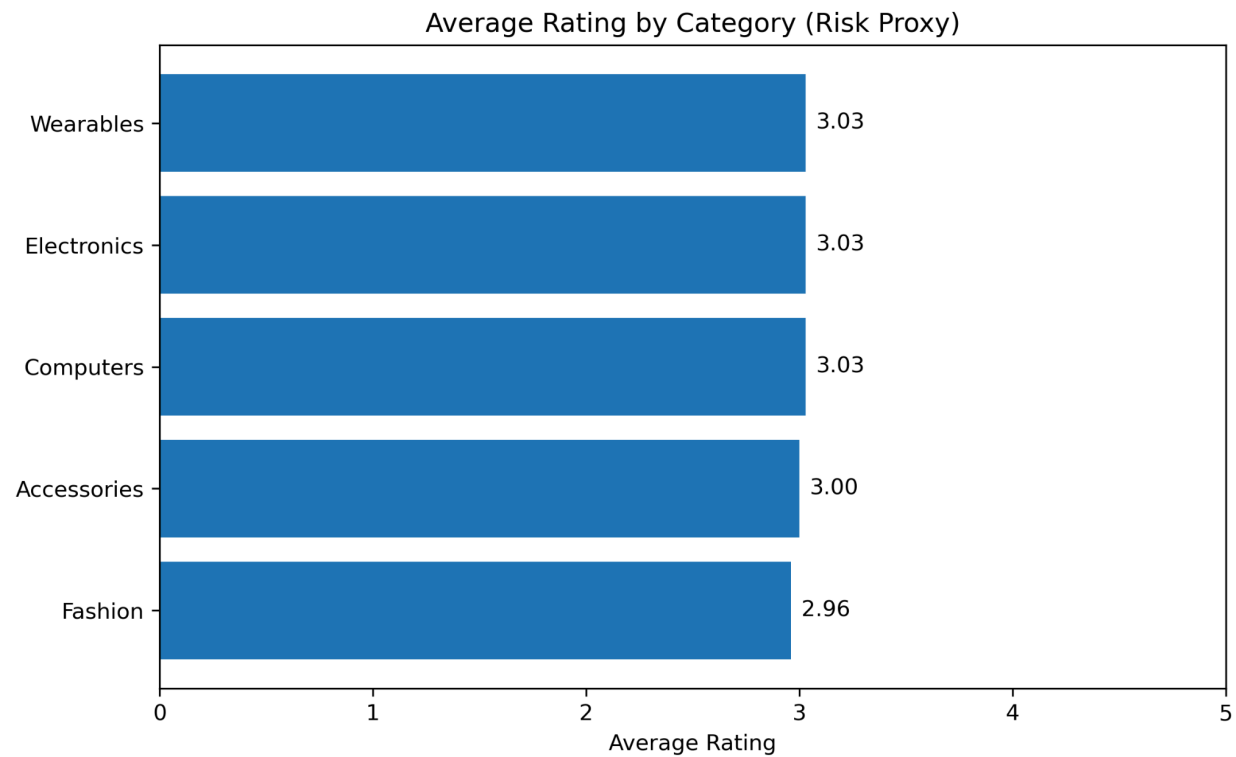
Note: Direct profitability metrics are unavailable. Customer ratings are used as a proxy risk indicator.

Risk Drivers

- **Electronics:** High revenue, low average rating (3.03)
- **Fashion:** Significant revenue exposure with lowest average rating (2.96)

Key Findings

- High-revenue categories with low ratings represent **latent financial risk**.
- Without intervention, customer dissatisfaction may translate into declining repeat purchases and higher return rates.



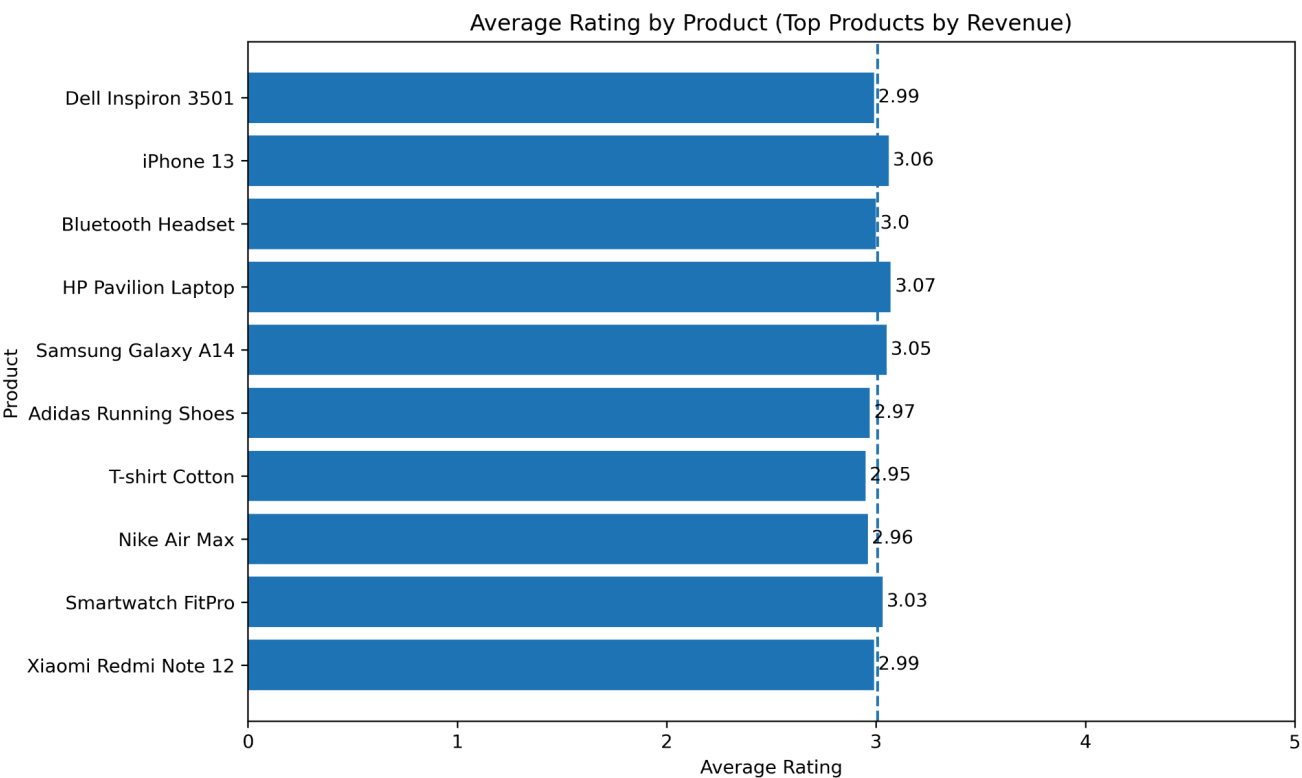
This chart highlights categories with low customer ratings, indicating potential risk for returns or decreased customer loyalty.

6. Customer, Product & Geographic Analysis

Product-Level Insights

- **Xiaomi Redmi Note 12:** Avg rating 2.99
- **Nike Air Max:** Avg rating 2.96
- **Bluetooth Headset:** Revenue \$29.20M, avg rating 3.0

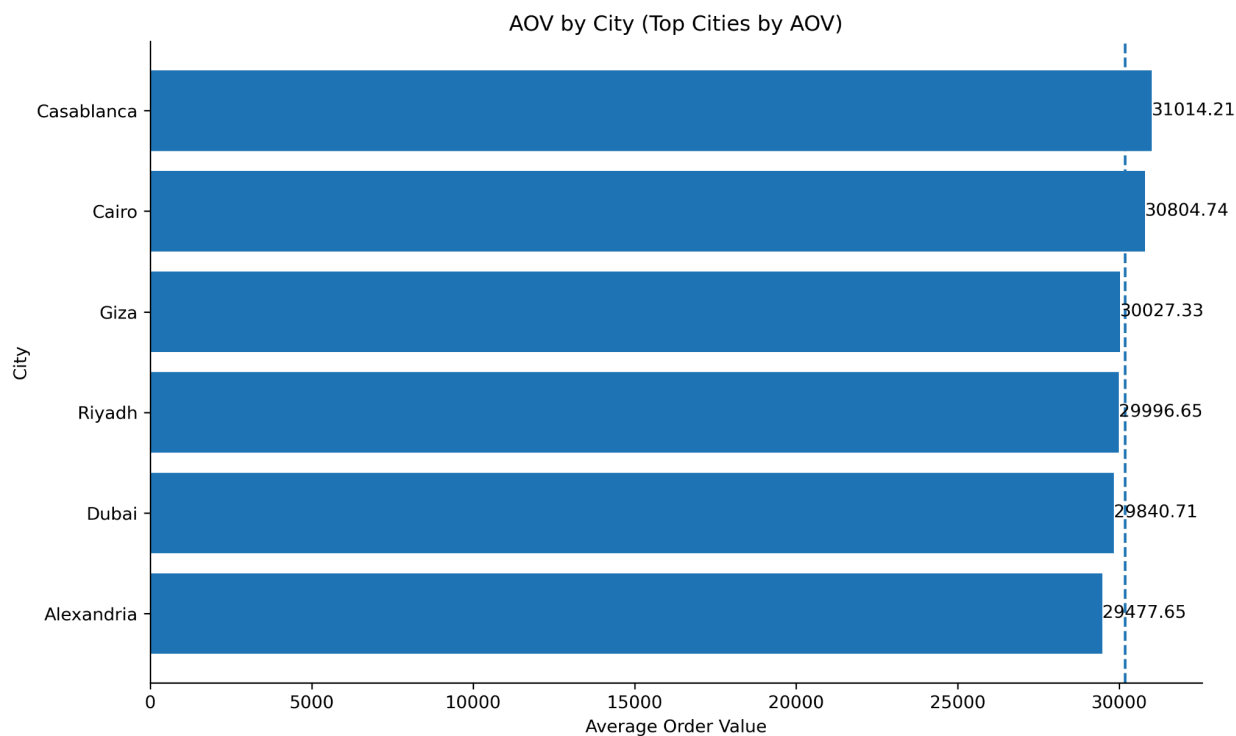
These products combine **commercial importance with elevated dissatisfaction risk.**



City-Level Insights

- **Lowest AOV:** Riyadh (\$29,996.65)

This indicates either weaker customer engagement or misaligned pricing/product mix.



Average order value varies significantly by city, suggesting differing purchasing power and customer behavior across regions. Cities with consistently higher AOV represent opportunities for targeted premium offerings, while low-AOV high-volume cities may require pricing or bundle optimization.

7. Key Issues & Root Causes

Issue 1: Low Ratings in High-Revenue Categories

- **Evidence:** Electronics and Fashion combine high revenue with sub-3.1 average ratings.
- **Root Cause:** Potential product quality issues, unmet customer expectations, or post-sale experience gaps.
- **Business Impact:** Risk of revenue erosion through declining customer loyalty.

Issue 2: Underperforming Key Products

- **Evidence:** Xiaomi Redmi Note 12, Nike Air Max, Bluetooth Headset.
- **Root Cause:** Product-market fit or quality perception issues.
- **Business Impact:** Increased churn, higher return probability, reputational risk.

Issue 3: Weak Performance in Riyadh

- **Evidence:** Lowest AOV among major cities.
- **Root Cause:** Insufficient localization of marketing or product offering.
- **Business Impact:** Missed regional revenue growth.

8. Recommendations & Action Plan

Action	Expected Impact	Effort	Priority
Improve low-rated flagship products	Higher ratings, retention	Medium	High
Launch targeted marketing in Riyadh	Increased AOV & sales	Medium	High
Collect structured customer feedback	Better root-cause visibility	Low	High
Scale promotions on Souq platform	Revenue uplift	Low	Medium
Review Fashion category assortment	Reduced risk exposure	Medium	Medium

9. Conclusion

- The business demonstrates **strong top-line performance**, but underlying customer satisfaction risks threaten sustainability.
 - Immediate action is required on **product quality perception and regional engagement**.
 - Addressing these issues can materially improve long-term revenue stability and brand trust.
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Appendix: Data Limitations & Risks

Data Gaps

- Profit and cost data unavailable, limiting margin analysis.

Data Quality Risks

- Potential inconsistencies in ratings coverage and order-level completeness.

Validation Required

- Customer feedback analysis before executing major product or assortment changes.