Executive Performance Report: July 2025

1. Executive Summary

The business has achieved **$255M in Total Sales,** managing 12 categories (151 products) and a high-efficiency **Average Order Value (AOV) of $9K** that means, our customers are greedily approaching our products.

While revenue growth's stable, analysis reveals a *concentration risk* within the **Clothing category** and the **Chinese market**.

Operational efficiency is high, yet a critical **stock-out threat** for high-demand products necessitates immediate supply chain intervention. **(Query4)**

2. Project Objective & Scope

The objective was to transform raw data into a strategic decision-making tool, to benefit from our historical data to improve future performance.

Worked on analyzing **28K orders** across **10K customers** to evaluate sales trends, customer loyalty, year to year sales and inventory health to identify growth opportunities and potential risks.

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3. Performance Analysis

Customer Performance

- Analysis confirms a **100% conversion rate**, as every registered customer has placed at least one order. **(Query5)**

- A High-Value Customers are (Marshal, Darryl, Olimpia) were detected to be the most loyal to the business (So, they are to be included in the receiving list of our special editions products and added to the top of the VIP customers list).**(Query 2)**

Sales & Revenue Performance

- Category Dominance was led by **Clothing** category is the primary revenue driver at **$131M**, followed by **Toys & Games $128.**

- Market Dominance had been claimed by **China** is the primary international market.

- **Peak performance** was recorded in **May and July 2024**, but in between June is a falling step as it needs a read study on why the trend falls off there (recommending a seasonal marketing strategy) **(Query7)**

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4. Key Insights & Business Risks

- **Risk - Revenue Concentration**: Over **50% of revenue** is tied to just two categories (Clothing and Toys). Any market shift in these sectors could jeopardize overall stability.

  > Action: Target **Russia and Brazil** (visible as the 2nd and 3rd international markets rank) to lessen the risk.

- **Risk - Inventory Depletion**: products are at risk of **Stock-out**. That leads to revenue loss.

  > Action: create a system that send an alert to the operation managers when the stock is lower than a permitted level, for example the items listed in (Query #4).

- **Risk: VIP Loss:** Since a few customers spend so much, losing (Marshal, Darryl, Olimpia) is a million dollars loss (as per there spendings data).

  > Action: Send the "Special Editions" as you recommended to ensure they never switch to a competitor.

- **Risk: A High value AOV** This requires a focus on high value customer service to be able to provide a compatible service for a long term customer relation.

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5. Strategic Recommendations (*Call to Action*)

Department	Recommended Action	Expected Impact
Supply Chain	Automate Restocking for Top 10 sold products and any other product that gets below the defined stock limit.	Eliminate revenue loss from stock-outs.
Marketing	Launch **Campaigns** targeting various international markets & culture, to increase connectivity between the business customer relation.	Reduce dependency on the Chinese market as a dominant revenue provider.
Sales	Create a **VIP Retention Program** for the Top 5 customers.	Secure long-term revenue from stable high value customers.
Procurement	Give customers special Promo Codes for categories with low sales. They can share these codes with their friends and family.	To attract new customers and increase sales in underperforming categories at the same time.

6. Data Limitations

- **Shipping efficiency**: Current records do not track the time between order and delivery, limiting our ability to measure.

- **Customer Satisfaction**: No data on returns or customer ratings is currently available to assess long-term product satisfaction, the current data show a very stable customer base but whether they are satisfied or not its ambiguous.

7. Future Analytics Roadmap

1. **Predictive Demand Forecasting**: Utilizing historical trends (2023–2025) to predict inventory needs for peak seasons.

   ➢ Benefit: Moving from manual tracking to ***Predictive Forecasting*** ensures we never miss a "***Peak Month***" (like May or July) without enough stock.

2. **Pattern Analysis**: Identifying patterns among customers whose purchasing frequency has declined.

3. **Shipping Lead time Analysis**: we can identify which cities have the slowest delivery, allowing us to choose better shipping partners and improve the customer experience.