

Retail Supply Chain sales dashboard

Summary

This analysis focused on analyzing key performance metrics and visualizing data from 2014-2017 which trends to support strategic decision-making.

- We achieved a gross revenue of \$11.49M, with 38,000 units sold across all categories.
- The gross discount amounted to \$1.56K, reflecting our pricing strategies.
- The business spans 17 sub-categories and 4 main shipping modes.

Key Insights and Diagnoses

- **Revenue Trends Over Time:**
Revenue and sales volume consistently peaked in Q4, highlighting the importance of seasonal campaigns. Q1 and Q2 showed potential for improvement, especially in 2015, where a minor decline, with Q2 (\$0.55M) and Q3 (\$0.57M) showing weaker performance due to weak demand in Furniture.
- **Category and Sub-Category Performance:**
Our top-performing category is Technology, contributing \$4.08M to revenue, followed by Furniture at \$3.86M and Office Supplies at \$3.55M. Interestingly, Office Supplies drives the highest quantity sold 22.9K units, with sub-categories like Binders 6K and Paper 5.2K being the most popular.
- **Regional and Customer Analysis:**
The West region contributed the most revenue 31.3%, followed by the East 29.4%. Among customer segments, Consumers drove \$5.8M in revenue, while Corporate and Home Office segments contributed \$3.5M and \$2.2M, respectively. This highlights Consumers as our most valuable segment.
- **Profitability Challenges:**
While some sub-categories, like Copiers and Phones, generated significant profits of \$56K and \$45K, others, such as Bookcases, Tables and Supplies, incurred losses of \$18K and \$1K. These are the mostly low sales and loss profiting products, which need to have a closer look at production costs and discount strategies in these underperforming areas.
- **Shipping Efficiency:**
Standard Class is our most efficient shipping mode, driving \$6.9M in volume and \$164K in profit. However, Second Class and Same Day modes, while convenient, but lower profitable, which we should optimize.

- **Returns Analysis:**
Returns are an area of concern, particularly in Binders and Paper, which have return rates of 27.27% and 24.53%, respectively. These sub-categories may require quality improvements or better alignment with customer expectations.
- **Predictive Analysis:**
Looking ahead, our revenue forecasts are promising. We're projected to reach \$1.6M by 2020, reflecting steady growth. To sustain this trajectory, we must address inefficiencies in sub-categories and regions with lower profitability.

Recommendations

- **Over Time Revenue:** Focus on Q4 Campaigns, allocate more marketing and inventory resources to maximize seasonal demand. Boost Q1 and Q2 sales launch targeted promotions or discounts to improve early-year performance.
- **Leverage High-Performing Regions and Segments:** Focus on the West region and Consumer segment to maximize revenue growth.
- **Optimize Low-Profit Sub-Categories:** Reassess pricing, cost, and discount strategies for Tables and Supplies.
- **Reduce Returns:** High discounts are a likely contributing factor to the underperformance of sub-categories like Tables, Supplies, and high-return items like Binders and Paper. Strategic discounting can mitigate this issue.
- **Shipping Strategy:** Increase the use of Standard Class while improving cost-efficiency for other shipping modes.

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