CUSTOMER ASSESSMENT DASHBOARD

Gender
All

Country
All

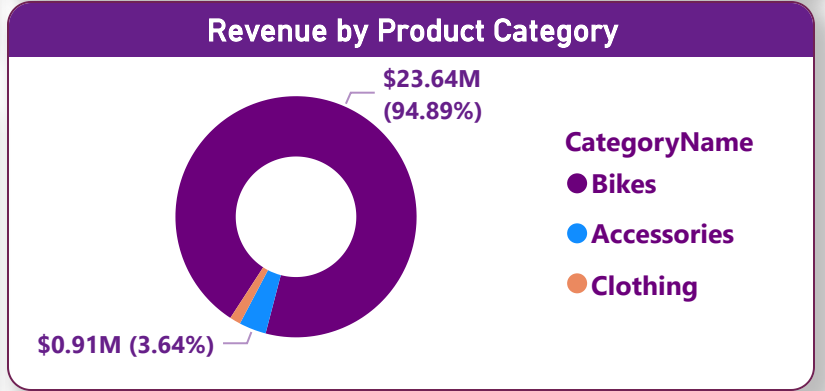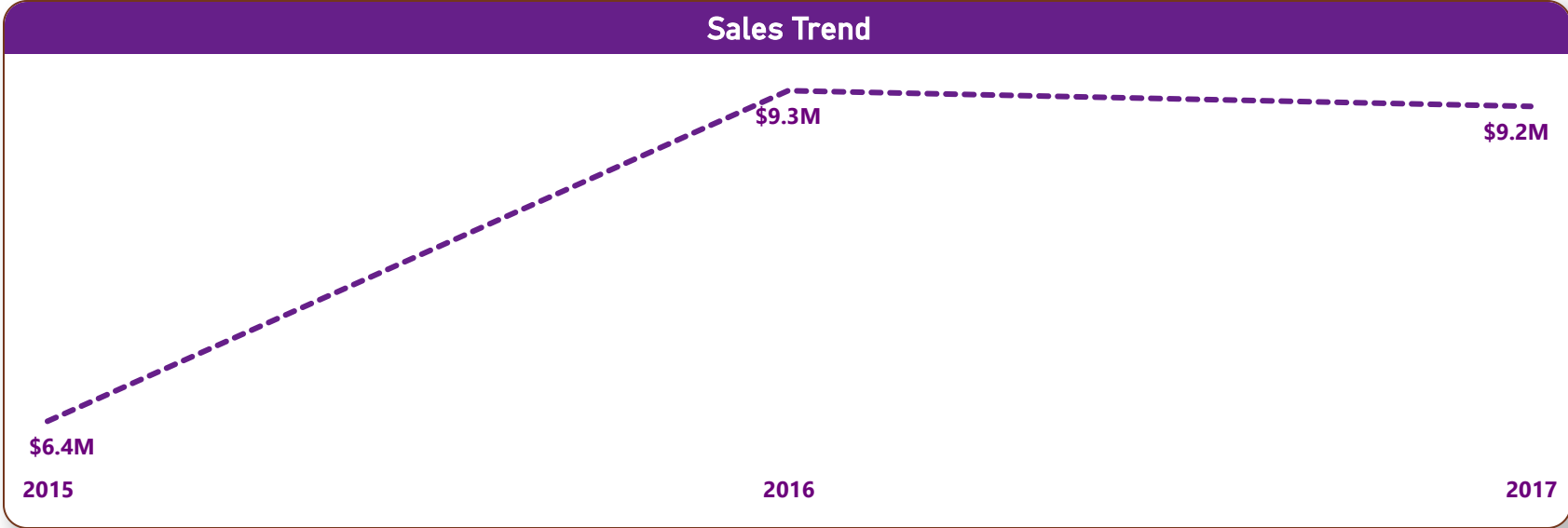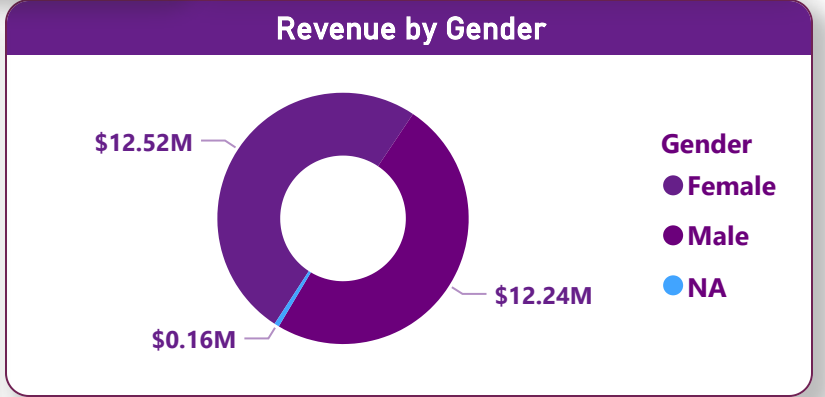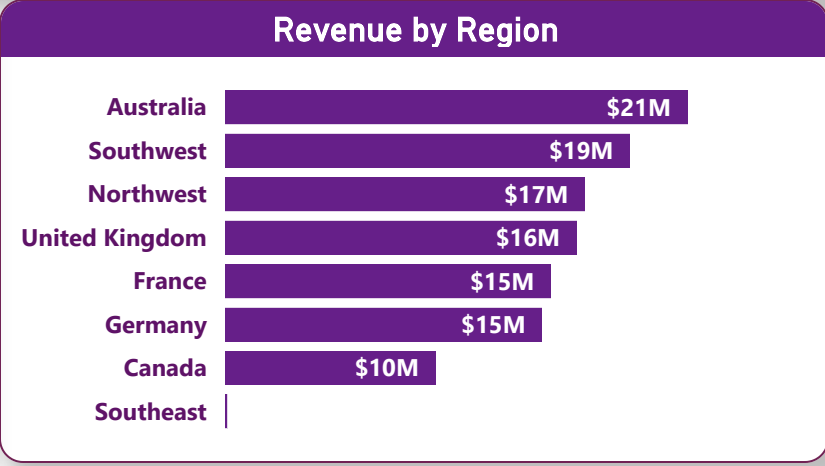| Total Revenue	Total Profit	Total Returns	Total Quantity Sold
$24.91M	$10.46M	$1.8K	84.2K

Revenue by Occupation

- Professional — $8.5M
- Skilled Manual — $5.4M
- Management — $4.6M
- Clerical — $4.0M
- Manual — $2.5M

Revenue by Region

- Australia — $21M
- Southwest — $19M
- Northwest — $17M
- United Kingdom — $16M
- France — $15M
- Germany — $15M
- Canada — $10M
- Southeast —

Revenue by Gender

$12.52M
$12.24M
$0.16M

Gender
- ● Female
- ● Male
- ● NA

Revenue by Product Category

$23.64M (94.89%)
$0.91M (3.64%)

CategoryName
- ● Bikes
- ● Accessories
- ● Clothing

Sales Trend

$6.4M
2015

$9.3M
2016

$9.2M
2017

The occupation of customer's that patronized most.

At **$8,466,167.6941**, Professional had the highest Sum of Revenue and was 243.58% higher than Manual, which had the lowest Sum of Revenue at $2,464,077.5021.

Robbin's Company On Customer's assessment Performance Analysis for the year 2015-2017.

Strengths:

- **Market Leader:** With over 2,000 retail stores worldwide, Robbin's company holds a dominant position in the cycling office supplies market.

- **Balanced Customer Base:** The near even split between male and female customers indicates a strong appeal across genders.

- **Strong Bike Sales:** Bikes account for a significant portion of revenue ($23.64 million), highlighting expertise in this core product category.

- **Diversified Customer Segments:** Sales across various professions (professional, skilled manual, management) suggest a well-rounded customer base.

- **Geographic Reach:** Presence in Australia, North America, Europe, and France demonstrates a well-established global presence.

- **Growth Trajectory:** Revenue increase from $6.4 million in 2015 to $9.2 million in 2017 indicates positive sales growth.

Areas for Improvement:

- **Low Clothing Sales:** Despite being an office supplies company, clothing sales are very low, suggesting a potential missed opportunity.

- **Underdeveloped Southeast Region:** The lack of revenue from the Southeast region suggests a gap in market coverage.

- **Stagnant Revenue Growth (2016-2017):** While there's growth from 2015, the near flat growth between 2016 and 2017 might indicate a need for new sales strategies.

- **High Returns:** A return rate of $1.8 thousand might suggest quality control issues or a mismatch between customer expectations and product offerings.

Recommendations:

- **Invest in Clothing Marketing:** Analyze customer preferences and conduct targeted marketing campaigns to boost clothing sales.

- **Expand into Southeast Region:** Develop a regional strategy to capture market share in the Southeast.

- **Drive Sales Growth:** Analyze sales trends and customer behavior to implement strategies for continued revenue growth.

- **Reduce Product Returns:** Analyze return reasons and implement quality control measures or adjust product descriptions to set clear customer expectations.

MODULE 3 - Assessment

Robbin's company are the world's largest office supplies company of Bikes, clothing and accessories with over 2,000 retail stores across different countries worldwide. Yet despite the brand's global success, the Robbins Office Supplies Retail Organisation in certain regions is faced with low revenues and reduced footfall and has had to look towards a more customer-centric approach in order to remain profitable in a competitive
market.

Robbins Office Supplies contracted Welup Digital to carry out a customer assessment program. Using the customer insights, they intend to create a better strategy to position their products and scale up their profit margin. Before further customer assessment is carried out, One of the Top Managers of Welup Digital is asking you to create a report from the provided data set using POWER BI. The data set is from 2015-2017.

The report should capture the following;
1. Total Revenue actualized during the period.
2. Total Profit actualized during the period.
3. Total Return.
4. Total quantities sold.
5. What occupation of customers patronized Robbin's company the most?
6. Revenue by Customer Gender
7. Revenue by Product category.
8. Revenue by Region
9. Sales trend

From your analysis, make a comment on the performance for this period of time. You will find the data set on the drive folder (
MODULE 3- Assessment)
NB; You can use more than one page for visualization on power BI.

Link to the dataset: