

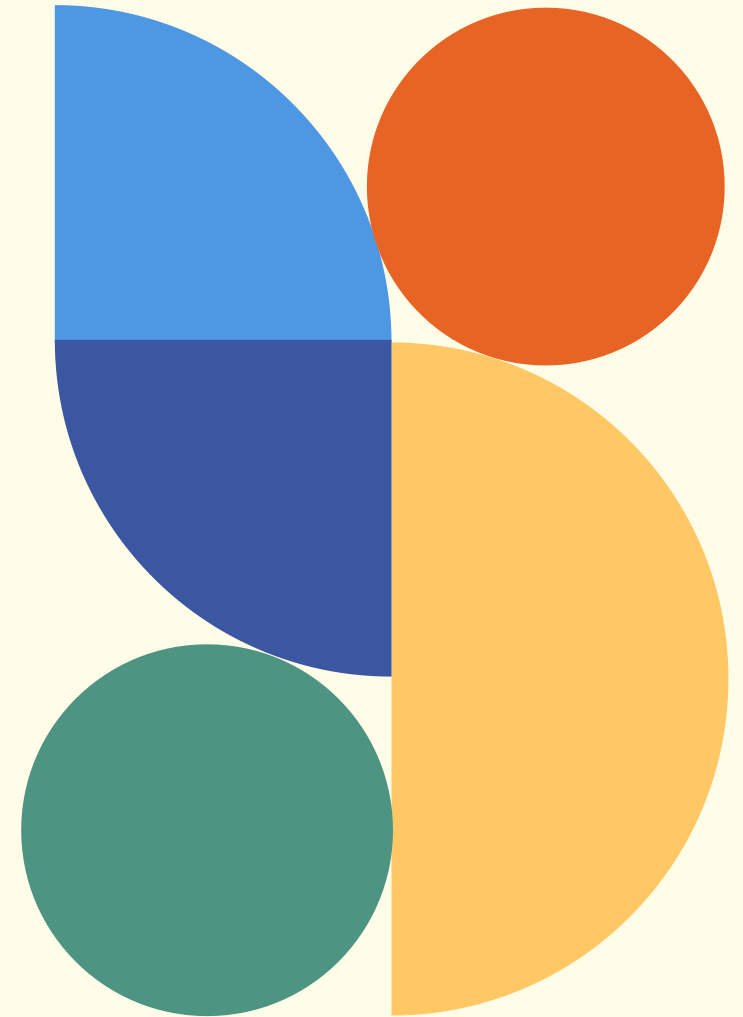


Sales-Marketing- Business Dev Ecommerce Dashboard

Team:

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17 July 2022



Problems

The company need to monitor their entire activity. There are plenty of rich data in internal system consist of sales data (sales actual data, customer and seller data, review data etc), marketing data (promotion and campaign data, profile customer data) and business development data (ab testing data).

01 C Level

they need to know **key matrix company** performance live and updated to conclude a company direction

02 Sales

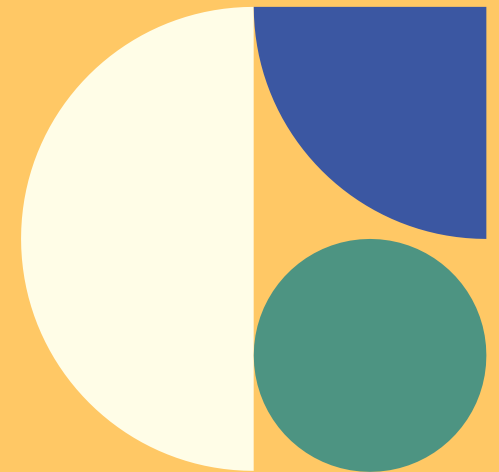
they need to see the **performance of each category and product**, and drill it down to get more insight to increase their sales

03 Marketing

they need to monitor their performance on **current user characteristic and effectiveness** of marketing campaigns

04 BD

they need to see based on data the test **the effectiveness of the new landing page**



Goals

C Level & Sales Team:

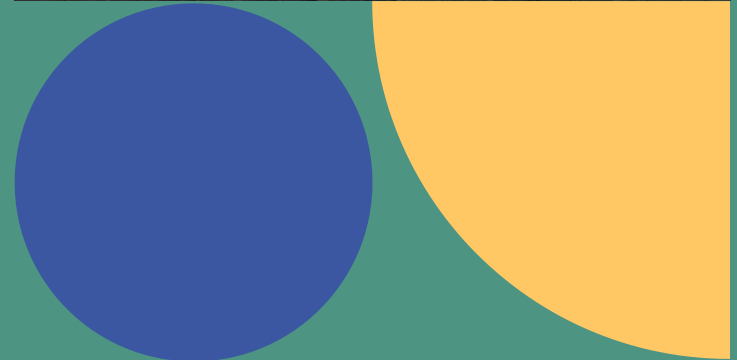
Providing information related to **sales and operations performance** such as order, profit, review and seller information

Marketing Team:

Segmenting user and determining the effectiveness of marketing and retention of customer

Business Development Team:

Determining which version of landing page is better based on **A/B testing**





Proposed Solution

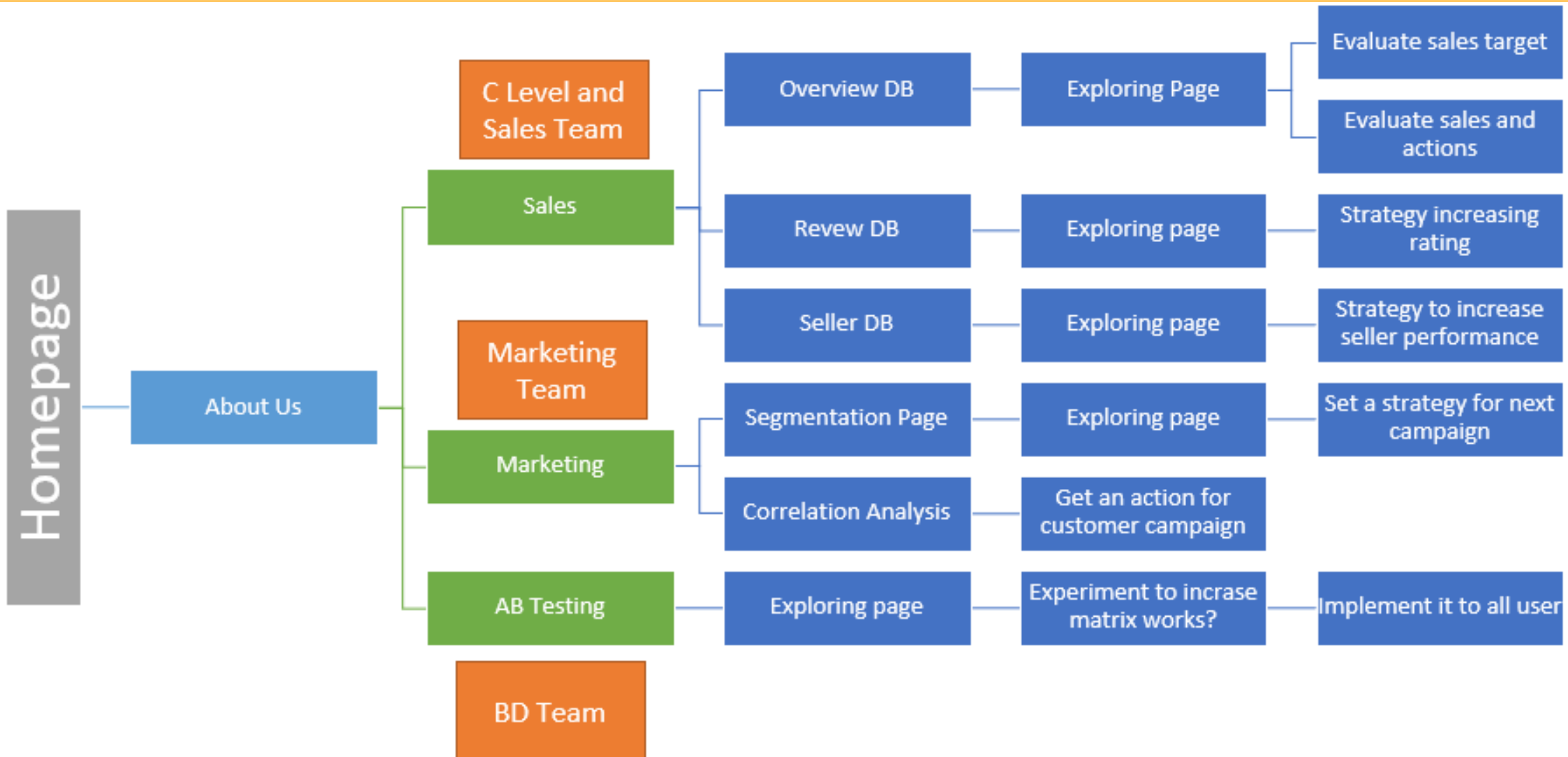
Solution

Creating a Dashboard to monitor and improve sales, marketing and business development based on each team goals. So, our teams can see their performance

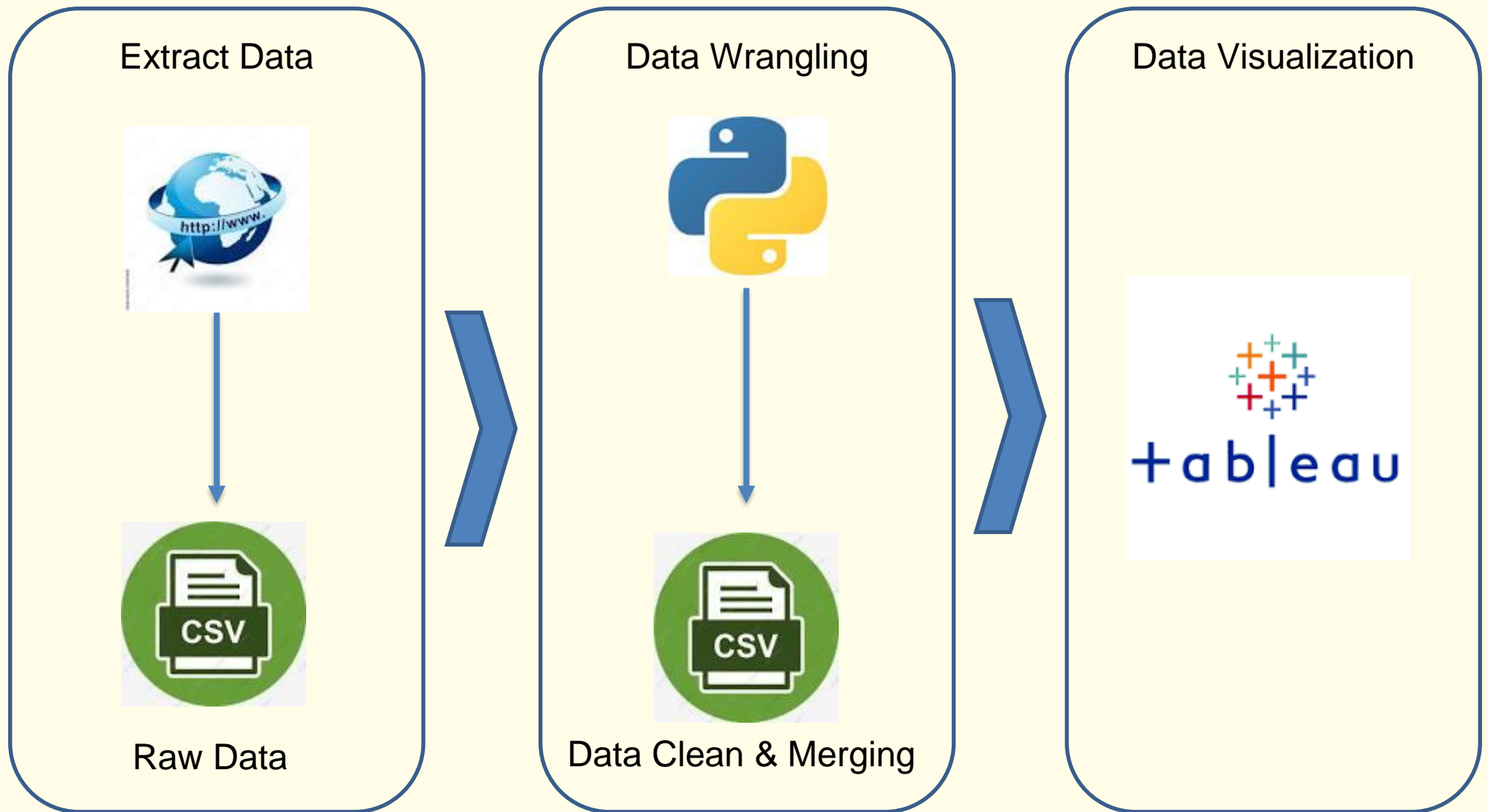
Personas

- **High Managerial Level:** for Quick update and actions
- **Sales and Operational Team:** to drill down and investigate sales
- **Marketing Team:** to see and analyze effectiveness of marketing and retention
- **Business Development Team:** to get a conclusion for landing pages based on data

User Flow



Data Pipeline



Demo Dasbor



Features



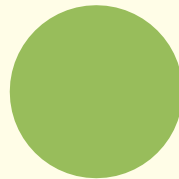
Homepage

An opening page when you're accessing the dashboard, shows you dashboard title and your username (means you're already login correctly)



About us

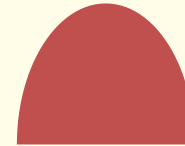
Showing how to use dashboard and which area (sales/ marketing/ Abtest) you want to explore. In this page shows overall dashboard performance (sales, order, etc)



Sales

Have 3 sub section (overall, review, seller)

Showing overall performance in sales data, from monthly sales, forecast, sales per area (region, product, top seller and top customer) and their growth



Marketing

Showing how you played with data correlation in several parameter and its impact to campaign result. Also break it down customer level based on RFM score.



AB Testing

Showing a result of ab testing, based on the data processing on python on previous segment.



E-COMMERCE DASHBOARD



OH, HEY *username*,
Welcome to E-commerce Dashboard.
It's Great to Met You!!!

EXPLORE

[HOME](#)[ABOUT US](#)[SALES](#)[MARKETING](#)[AB TESTING](#)

Each dashboard consist of information that interesting and actionable

we provide information related to sales, marketing, and experimantation.
To explore dashboard please utilize TOP Navigation bar on every page.
Happy Exploring!!

Total Sales

7,386,051
67.80%

Total Orders

53,405
70.91%

Avg. Sold to Cust

3,978

AVG SCORE

4.1

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Total Sales

7,386,051
67.80%

Total Orders

53,405
70.91%

Total Products

20,495
57.65%

Total Customers

52,565
71.98%

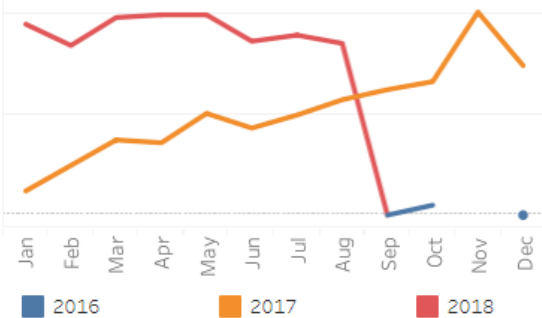
Total Sellers

2,383
58.55%

Avg. Sold to Cust

3,978

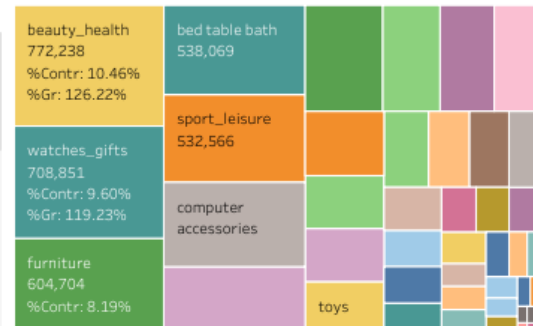
Monthly Sales Trend



Sales Forecast

	Actual	Estimate
October 2017	664,219	
November 2017	1,010,271	
December 2017	743,914	
January 2018	950,030	
February 2018	844,179	
March 2018	983,213	
April 2018	996,648	
May 2018	996,518	
June 2018	865,124	

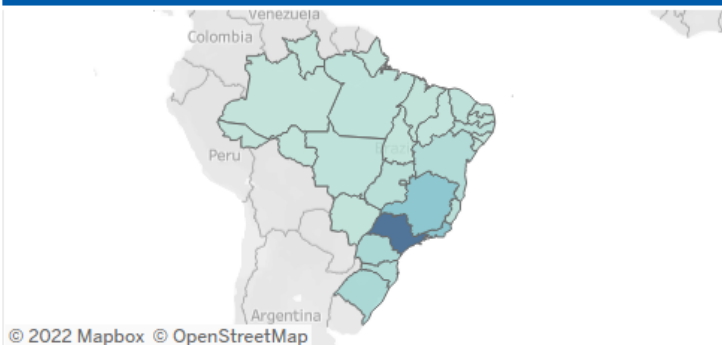
Sales by Product Group



Sales by Product Name

	Total Sales	%Contr.	%Gr
Transalted			
Grand Total	7,386,051	100.00%	67.80%
beauty_he..	772,238	10.46%	126.22%
watches_gi..	708,851	9.60%	119.23%
bed table b..	538,069	7.28%	50.08%
sport_leisu..	532,566	7.21%	62.62%
computer a..	505,476	6.84%	71.61%
furniture_d..	386,669	5.24%	59.80%
cool_stuff	240,559	3.26%	-19.36%
domestic_u..	399,888	5.41%	134.82%

Sales by Territory Customer



Sales by Seller

	Total ..	%Contr.	%Gr
Grand Total	#####	100.00%	67.80%
4869f7a5dfa277a7dca6462dcf3b52b2	138,415	1.87%	152.90%
955fee9216a65b617aa5c0531780ce60	117,341	1.59%	#####
7d13fca15225358621be4086e1eb09..	113,629	1.54%	
1025f0e2d44d7041d6cf58b6550e0bfa	105,197	1.42%	453.80%
fa1c13f2614d7b5c4749cbc52fecda94	95,013	1.29%	57.47%
7c67e1448b00f6e969d365cea6b010ab	92,747	1.26%	21.00%
da8622b14eb17ae2831f4ac5b9dab84a	89,450	1.21%	105.59%
4a3ca9315b744ce9f8e9374361493884	72,888	0.99%	-25.13%

Sales by Customer

	Total Sales	%Contr.	%Gr
Grand Total	7,386,051	100.00%	67.80%
ec5b2ba62e5743423868..	7,160	0.10%	
f48d464a0baaea338cb25..	6,729	0.09%	
e0a2412720e9ea4f26c1a..	4,600	0.06%	
3d979689f636322c62418..	4,590	0.06%	
cc803a2c412833101651d..	4,400	0.06%	
1afc82cd60e303ef09b4ef..	4,400	0.06%	
35a413c7ca3c69756cb75..	4,100	0.06%	
e9b0d0eb3015ef1c9ce6cf..	4,059	0.05%	

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AVG SCORE

★★★★★

★★★★★

★★★★

★★★

★★

4.1

63,525

21,315

9,423

3,874

14,235

Review by Category	Review Proportion	Review Indicator	Review Score by Territory				Review Score by Product				Review Score by Order Status			
			Customer ..	2016	2017	2018	Produ..	2016	2017	2018	Order Status	2016	2017	2018
PRODUCT		 	Acre		3.9	4.2	cds_dvds_..		4.6	5.0	approved		2.5	
Alagoas			2.5	3.7	3.8	livros	3.0	4.4	4.4	canceled		1.3	2.0	1.7
Amapá				4.3	4.1	flores		4.4	4.4		created		3.0	1.0
Amazonas				4.3	4.1	malas_aces..		4.4	4.2	delivered		4.0	4.2	4.1
Bahia			3.5	3.0	3.8	alimentos	5.0	4.3	4.3		invoiced	1.8	1.7	1.5
Ceará			4.3	4.0	3.7	la_cuisine		4.6	3.3	processing		1.0	1.3	1.3
Distrito Fed.			3.2	3.0	4.1	papelaria		4.3	4.2		shipped	1.3	2.2	1.9
Espírito Sa..			3.3	4.1	4.0	cine_foto		4.3	4.2	unavailable		1.7	1.5	1.5
Goiás			4.0	4.1	4.0	pet_shop	4.3	4.3	4.2					
Maranhão			4.5	3.8	3.7	musica		4.2	4.2					
Mato Grosso	2.3	4.1	4.1	perfumaria	4.3	4.2	4.2							
Mato Gross..		4.3	4.0	industria_c..	4.5	4.2	4.2							
Minas Gerais	3.5	4.2	4.1	brinquedos	3.8	4.3	4.1							
Pará	4.3	4.0	3.7	instrument..		4.1	4.3							
Paraíba	5.0	4.0	4.0	beleza_sau..	3.5	4.2	4.2							
Paraná	3.9	4.2	4.2	pcs		4.3	3.9							
Pernambuco	4.4	4.0	4.0	eletroporta..		4.2	4.2							
Piauí	4.0	4.0	3.8	cool_stuff	3.8	4.2	4.1							
Rio de Janeiro	3.1	4.0	3.8	esporte_laz.	3.9	4.3	4.1							
Rio Grande ..	5.0	4.1	4.1	bebidas		4.1	4.2							
Rio Grande ..	3.4	4.2	4.1	eletrodome..		4.1	4.2							
Rondônia		4.0	4.1	portateis	2.5	4.2								
Roraima	2.5	4.1	3.4	tablets im..		4.2	4.1							
Review Trend														
	Null	2016	2017	2018										
0	100.00%													
1		25.93%	11.49%	13.46%										
2		3.42%	3.39%	3.49%										
3		7.69%	8.49%	8.31%										
4		13.96%	19.59%	18.54%										
5		49.00%	57.05%	56.19%										

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ABOUT US

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Overview

Review

Seller

Total Sellers

2,383

Total Product and AVG Product per Seller

20,495
8.601

Total Order and AVG Order per Seller

53,405
22.41

Total Customer and AVG Customer per Seller

52,565
22.06

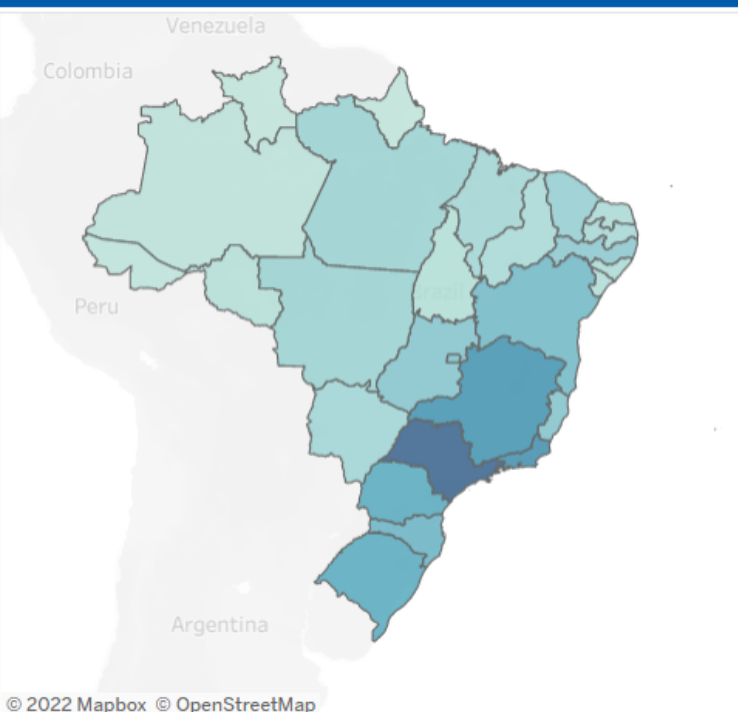
On Time Delivery %

89.15%

Avg. Seller Response Time

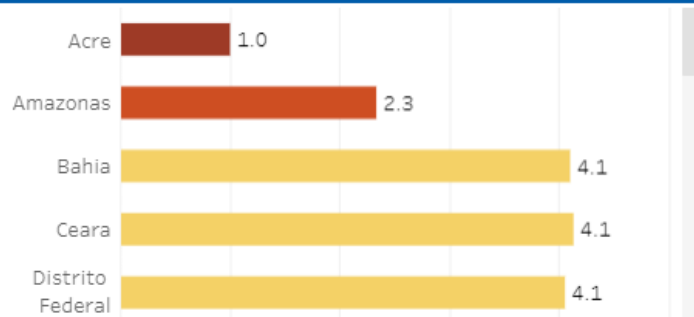
10.41 Hours

Number of Seller in Each State



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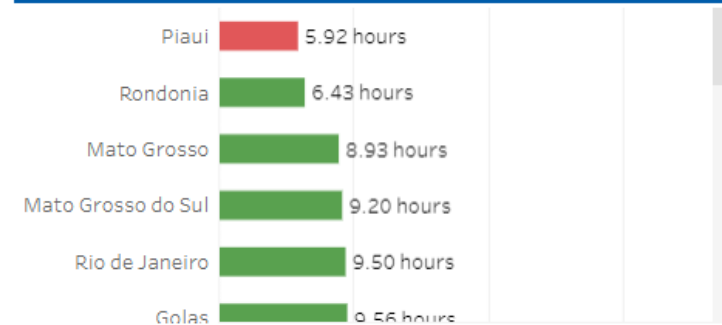
Review Score by Seller State



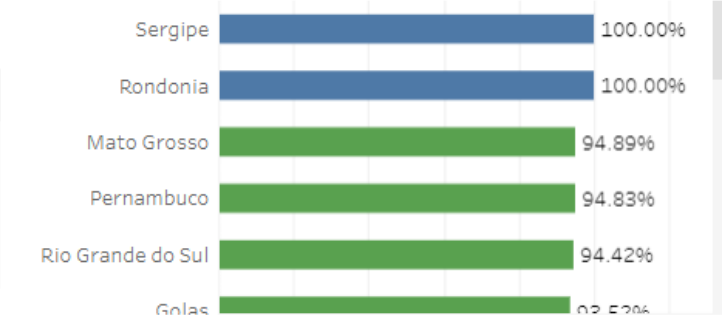
Late Delivery from Seller to Customer (by State)

	Seller State					
	SP	BA	SC	RS	RJ	PR
SP	1,112	7	57	15	120	104
RJ	1,264	5	48	21	62	135
MG	473	0	22	5	40	43
BA	345	6	10	7	15	24
RS	273	1	18	15	19	30
SC	256	1	16	0	12	26

Most Responsive Seller by State



Seller Ontime Delivery by State



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Marketing Dashboard | Customer Segmentation

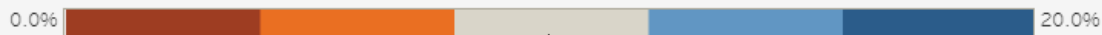
RFM stands for Recency, Frequency, and Monetary value.

RFM analysis is a customer segmentation technique that is mostly used to segment customers based on their last purchase, how often they purchased and how much they spent.

Campaign Summary ▶

Use below filter and find the correlation between parameter. In average for all Campaign result, based on Income Class, All. You can focus on Blue Color Campaign, and investigate more on Red Color Campaign

Not Effective Effective Very Effective



Parameter

Detail Par...

Campaign

RFM Score ▶

The R-F-M scores were derived by calculating the percentile of customer's recency, frequency, and monetary

New Customers % of Customer: 15.89% RFM Grade: 4	At Risk % of Customer: 11.25% RFM Grade: 8	Loyal % of Customer: 10.40% RFM Grade: 5	Lost % of Customer: 8.08% RFM Grade: 11	
			Cannot Lose Them % of Customer: 6.21%	
Hibernating % of Customer: 13.57% RFM Grade: 9	Champions % of Customer: 10.67% RFM Grade: 1	About to Sleep % of Customer: 8.66%	Need Attention	

Avg. Champaign 1	Avg. Champaign 2	Avg. Champaign 3	Avg. Champaign 4	Avg. Champaign 5
6.4%	1.3%	7.3%	7.5%	7.3%

Denied Accept

High Class	80.5% ; 198	19.5% ; 48
Low Class	95.2% ; 1,476	
Middle Class	90.1% ; 399	9.9% ; 44
Grand Total	92.5% ; 2,073	

CVR	Avg. Recency	Avg. Frequency	Avg. Monetary
76.8%	49.1	4.1	534.7

Raw Data Customer

Custom..	ID	Marital Status (..	Age Group	Education (group)	Income Class	STR([Regi..	Recency	Frequency	Monetary
Grand Total							110,005	9,150	1,197,758
About to Sleep	13	Single	Generation X	PhD	Low Class	2013	57	1	24
	78	Married	Baby Boom..	Graduation	Low Class	2013	51	1	26
	89	Married	Baby Boom..	Basic	Low Class	2013	49	2	40
	194	Married	Baby Boom..	Graduation	Low Class	2014	55	1	37

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HYPOTHESIS NULL

There is no statistically significant difference between the mean of conversion rate of new page and old page

STATISTICAL VALUE

p-value = 0.21
p-value is HIGHER than alpha (0.05): Fail to Reject H0

CONCLUSION

The average conversion rate of the two pages is **NOT** significantly **DIFFERENT**. It is recommended to **keep the old page design** and do another experiment

CONTROL GROUP

12.04%

Number of Users Facing Old Page

147,202

Number of Converted Users

17,723

TREATMENT GROUP

11.89%

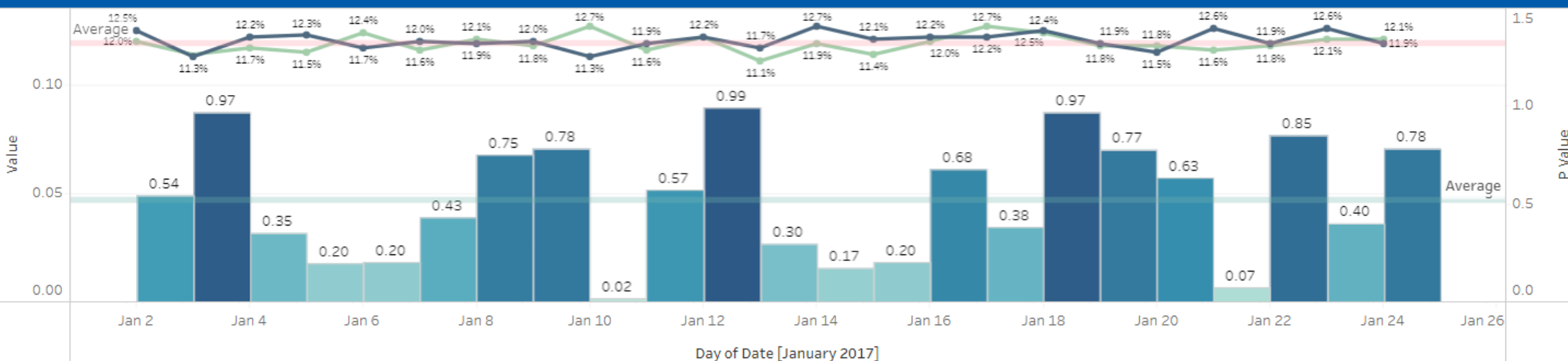
Number of Users Facing New Page

147,276

Number of Converted Users

17,514

Daily Cumulative P-Value vs Daily Conversion Rate



T E R I M A

K A S O H