

ORDERS REPORT

Q1 -2023

ORDERS DASHBOARD

ORDER DETAILS REPORT

ITEM_ID

Select all	102	104	106	108	110	112	114	116	118	120	122
101	103	105	107	109	111	113	115	117	119	121	123

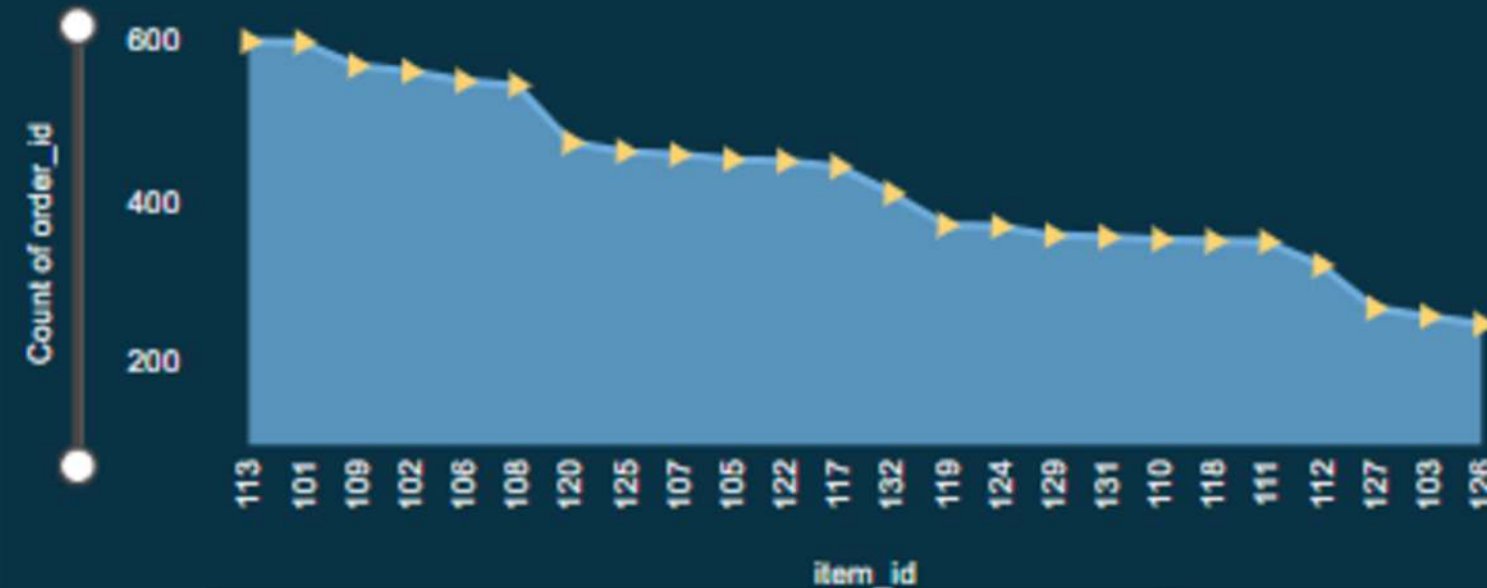
AVG ORDERS PER WEEK

1.75K

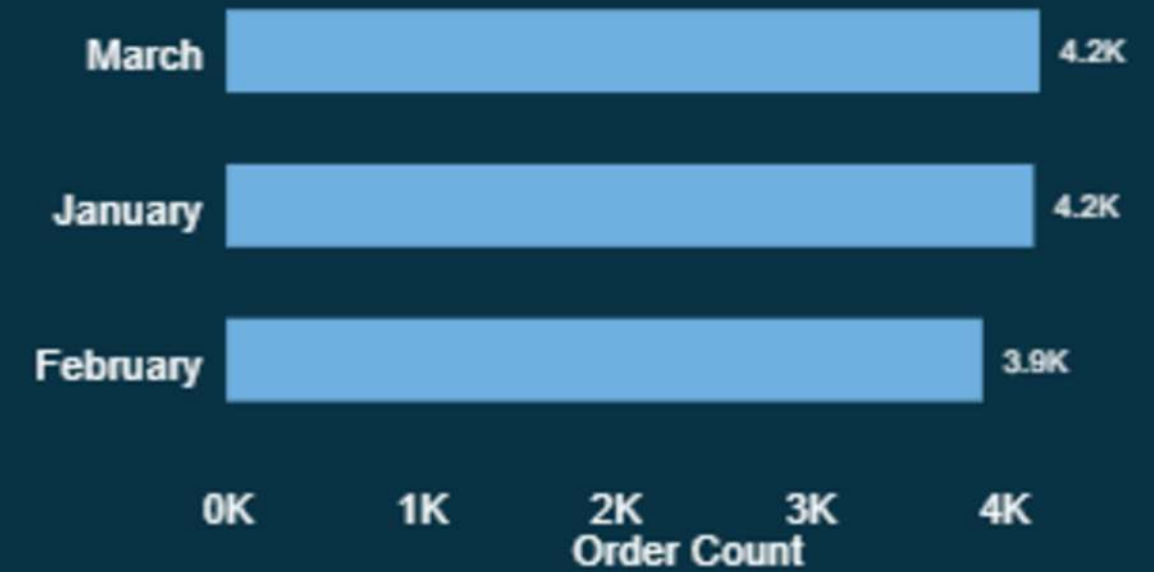
AVG ITEMS ORDERED PER MONTH

33.00

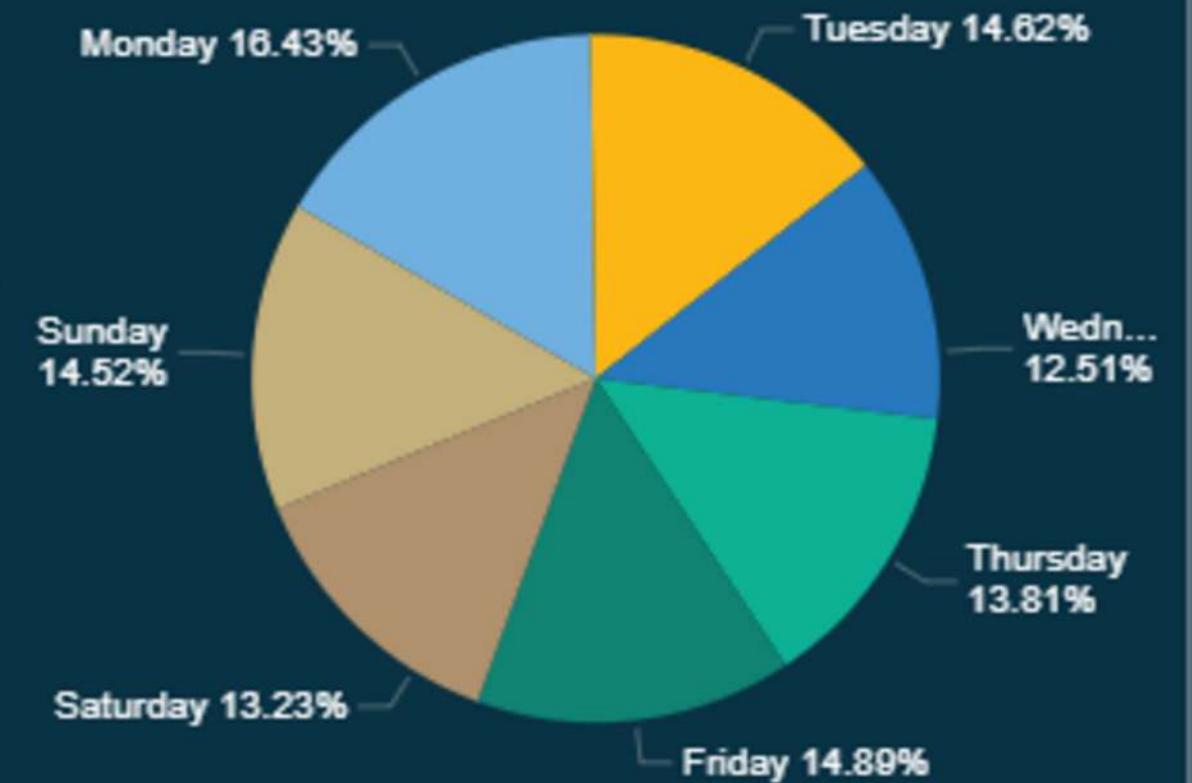
OVERALL COUNT OF ORDERS PER ITEM



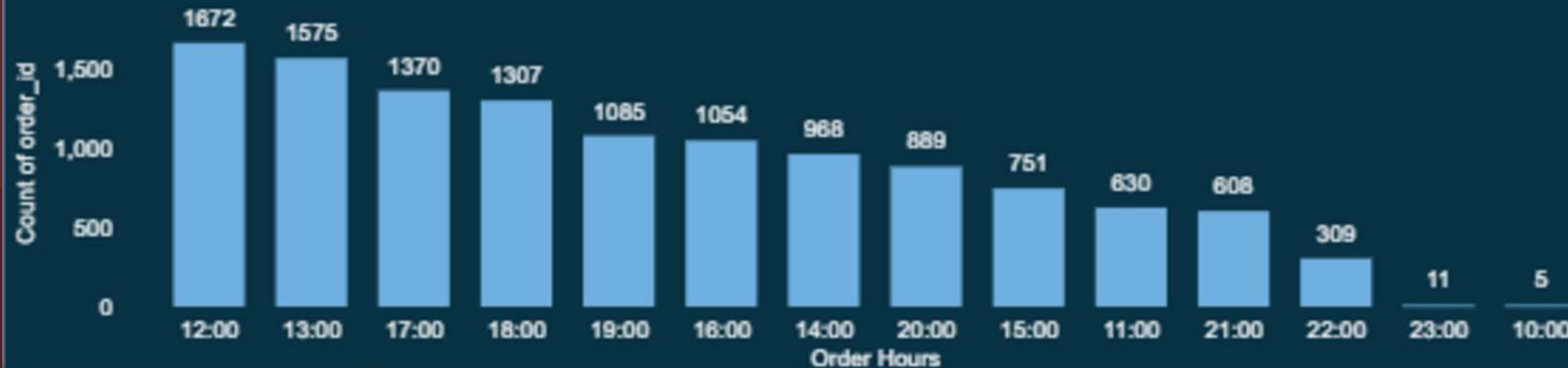
ORDERS PER MONTH



TOTAL ORDERS PER WEEK



ORDERS PER HOUR



EXCLUSIVE SUMMARY

This report presents a comprehensive analysis of order patterns over the recent quarter, emphasizing key trends and insights to support strategic decision-making. The analysis reveals distinct ordering behaviors at different times of the day, with afternoons experiencing peak order volumes, followed by evenings and mornings. Weekly data highlights Monday as the busiest day, while Wednesdays show comparatively lower activity.



DATA ANALYSIS JOURNEY



Data Cleaning

Removed duplicates, handled missing values, and corrected inconsistencies. Applied data validation rules to ensure accuracy. Standardized data formats for uniformity across datasets.

Data Transformation

Converted data into suitable formats for analysis (e.g., date/time formatting). Derived new features and metrics such as trends, ratios, and categorizations. Aggregated data at desired levels (daily, weekly, monthly).

Data Modeling

Developed statistical and predictive models to uncover insights. Used regression, clustering, or classification techniques as needed. Validated models using testing and cross-validation.

Dashboard Creation

Designed interactive dashboards for real-time insights. Included visual elements like charts, graphs, and KPIs. Enabled drill-down features for in-depth analysis.

AGENDA

01 Monthly Orders

02 High Performing Orders

03 Business Volume Time

04 Total Orders received for the Quarter

05 Average Orders over the Day

06 Business on Weekends & Weekdays

MONTHLY ORDERS

Over the past three months, our order volume has shown notable fluctuations. January marked the highest order intake, reflecting strong demand and effective sales efforts. In February, we experienced a decline in orders, likely due to seasonal variations or market dynamics. However, March saw a positive rebound, with order volumes increasing once again.

Overall, the average number of orders per month during this period reached approximately 4,000.

January - 4156

February - 3892

March - 4186

HIGH PERFORMING ITEMS



Our analysis reveals that items 101, 113, and 109 are the highest-performing products in our portfolio. These items consistently appear in the majority of orders, making them exceptionally popular among customers. They contribute a significant percentage to the total item sales, accounting for a large share of the average 4,000 orders received each month.

Item - Total Orders

101 - 622

113 - 620

109 - 588

BUSINESS VOLUME ON TIME

● High Order Time

The majority of orders are received during the morning period, totaling 7,390 orders, indicating peak customer activity in the early hours. Following this, the highest volume of orders within the day occurs at 12 PM, with 1,672 orders recorded. The order volume at 1 PM ranks next in frequency, though lower than the 12 PM peak.

● High Order Week

Among all days of the week, Monday recorded the highest number of orders, totaling 1,822, demonstrating strong customer engagement at the start of the week. Conversely, Wednesday experienced the lowest order volume, with 1,531 orders.

● Average Items per Order

On average, each order placed during the week contains approximately 2 items. This metric provides insight into customer purchasing behavior, indicating a typical order includes multiple products. Understanding this average helps in inventory planning and promotional strategies aimed at increasing the number of items per transaction.

● NULL Effect on Report

The proportion of NULL values is 0.003%. These NULL values likely occurred due to incomplete data entry or data import issues. Such missing information can reduce the accuracy of sales and item performance reports. It is recommended that future data collection processes include mandatory checks to prevent missing item information.

TOTAL ORDERS RECEIVED FOR THE QUARTER



TOTAL ORDERS FOR THE QUARTER 1

A total of 12,234 orders were received during the first quarter, reflecting steady customer demand and operational performance throughout the period. This volume provides a strong foundation for assessing sales trends, resource planning, and setting targets for the upcoming quarters.

AVERAGE ORDERS OVER THE DAY

01

MORNING

During the quarter, the morning period accounted for 635 orders. This represents the smallest share of daily orders, indicating moderate customer activity during early hours.

02

AFTERNOON

The afternoon experienced the highest volume with 7,390 orders, highlighting peak customer demand and transactional activity in this time frame.

03

EVENING

Evening orders totaled 4,209, reflecting strong engagement as the day progresses but less than the afternoon peak.

This distribution pattern reveals critical insights into customer behavior throughout the day, enabling better alignment of staffing, inventory, and marketing efforts to optimize performance during peak and off-peak periods.



BUSINESS ON WEEKENDS & WEEKDAYS



WEEKEND

On weekends, item ID 109 led in orders, with 186 purchases, reflecting its popularity during the weekend period.

WEEKDAYS

On weekdays, item ID 113 was the most ordered, with a total of 451 orders, indicating strong demand during the regular workweek.

This differentiation in top-performing items between weekdays and weekends provides valuable insights for inventory planning and targeted marketing strategies tailored to customer behavior across different days.



CONCLUSION

The analysis of order details reveals significant trends in customer purchasing behavior across different times and days. Morning, afternoon, and evening periods show distinct order volumes, with afternoons driving the highest activity, followed by evenings and mornings. Weekly trends indicate Monday as the peak day for orders, while Wednesday records the lowest volume. Key products demonstrate varied popularity between weekdays and weekends, highlighting opportunities for targeted inventory and marketing strategies.

These insights provide a solid foundation for optimizing sales operations, improving resource allocation, and enhancing customer satisfaction. Moving forward, leveraging this data-driven understanding will enable more informed decision-making to sustain growth and maximize revenue potential.



THANK YOU

Sri Yamini