

Sales and Traffic Performance of Seller A

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Description

What

- **Objective:** The primary objective is to **achieve a gross revenue of 20 billion VND for seller A in August** doubling the achievement of 10 billion VND in July.
- **Dataset:** historical **sales performance** (internal Order Management System) and **traffic source performance** (Google Analytics)

Who

- Seller A

Why

- Understand the historical sales performance and traffic source performance to find key insights
- Provide actions and recommendations to help Seller A achieve their KPI

How

- Excel - Data Preprocessing
- PowerBI - Data Preprocessing and Visualization



Data Preprocessing

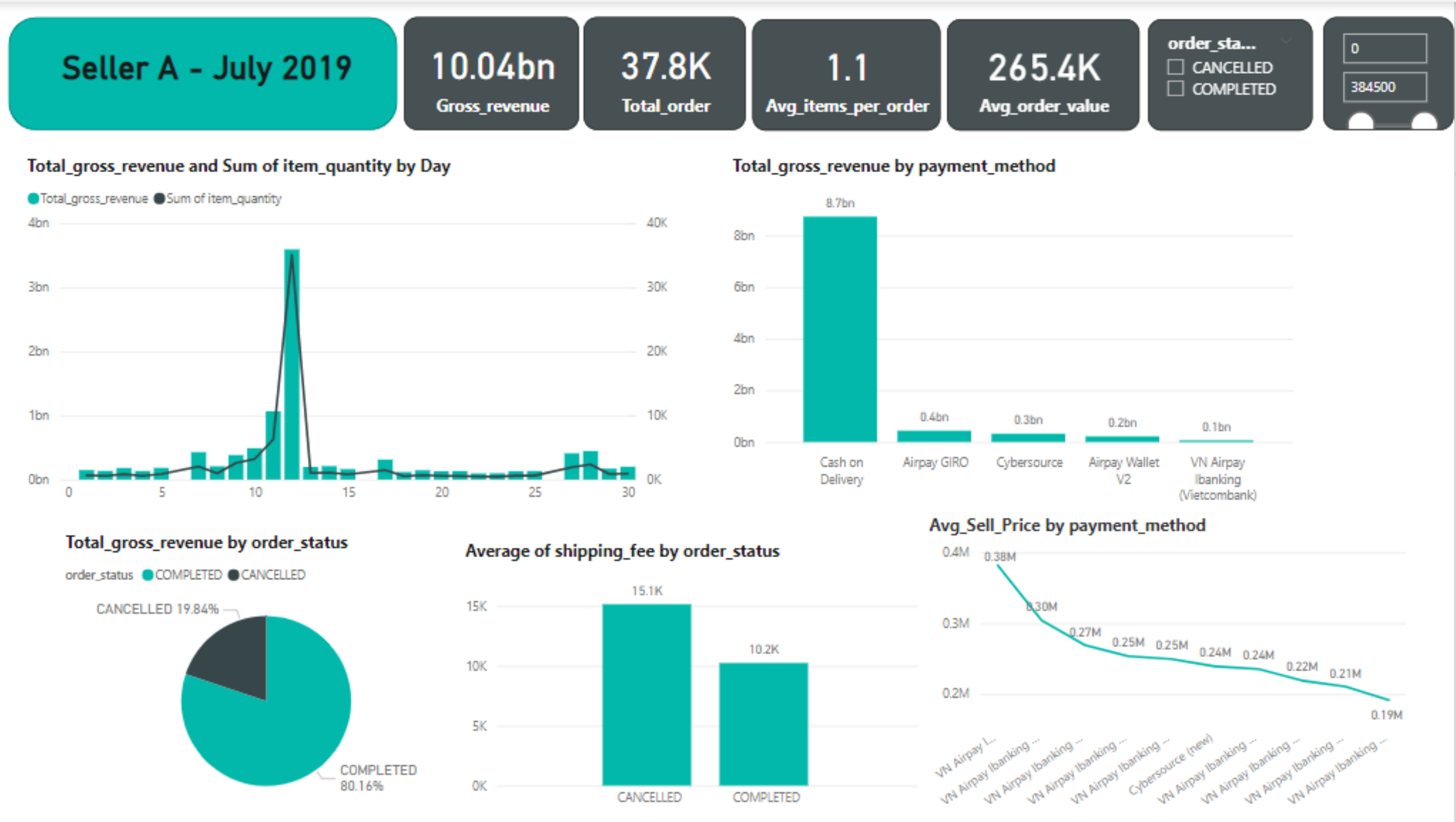
With Excel

- Using the Filter to check values in each column
 - Checking the data type of each column
 - Using conditional formatting to check the duplicated data
 - Remove unnecessary values.
- > In the **customer order table**, both the '**voucher platform**' and '**voucher seller**' columns have a value of 0, so I will eliminate these two columns.
- > **Separate the last row of customer traffic** into a separate table

With PowerBI

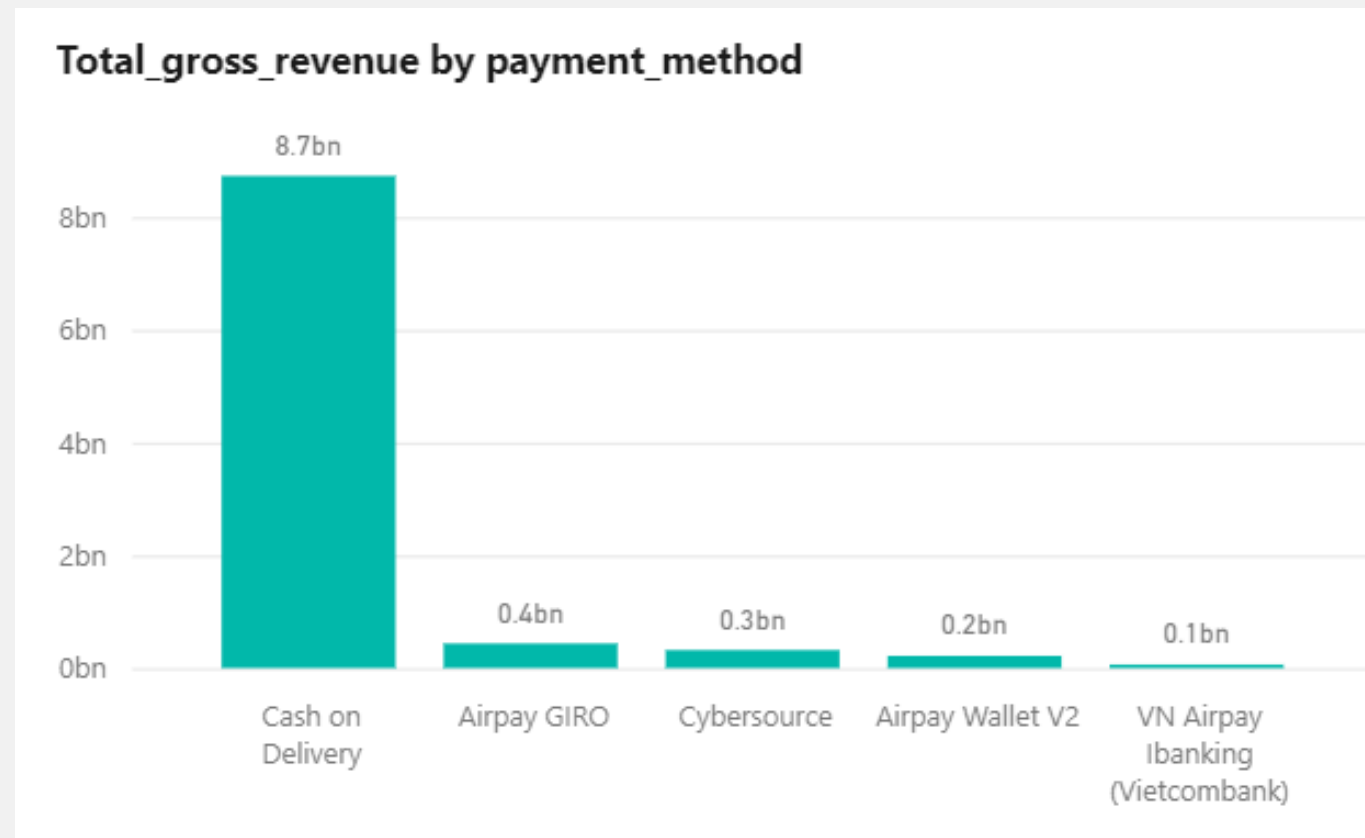
- For the **customer traffic** table, split the 'source/medium' column into two columns using the 'Split Column' function.
- Using DAX to create some calculated columns and measure

Seller A's sales performance in July 2019

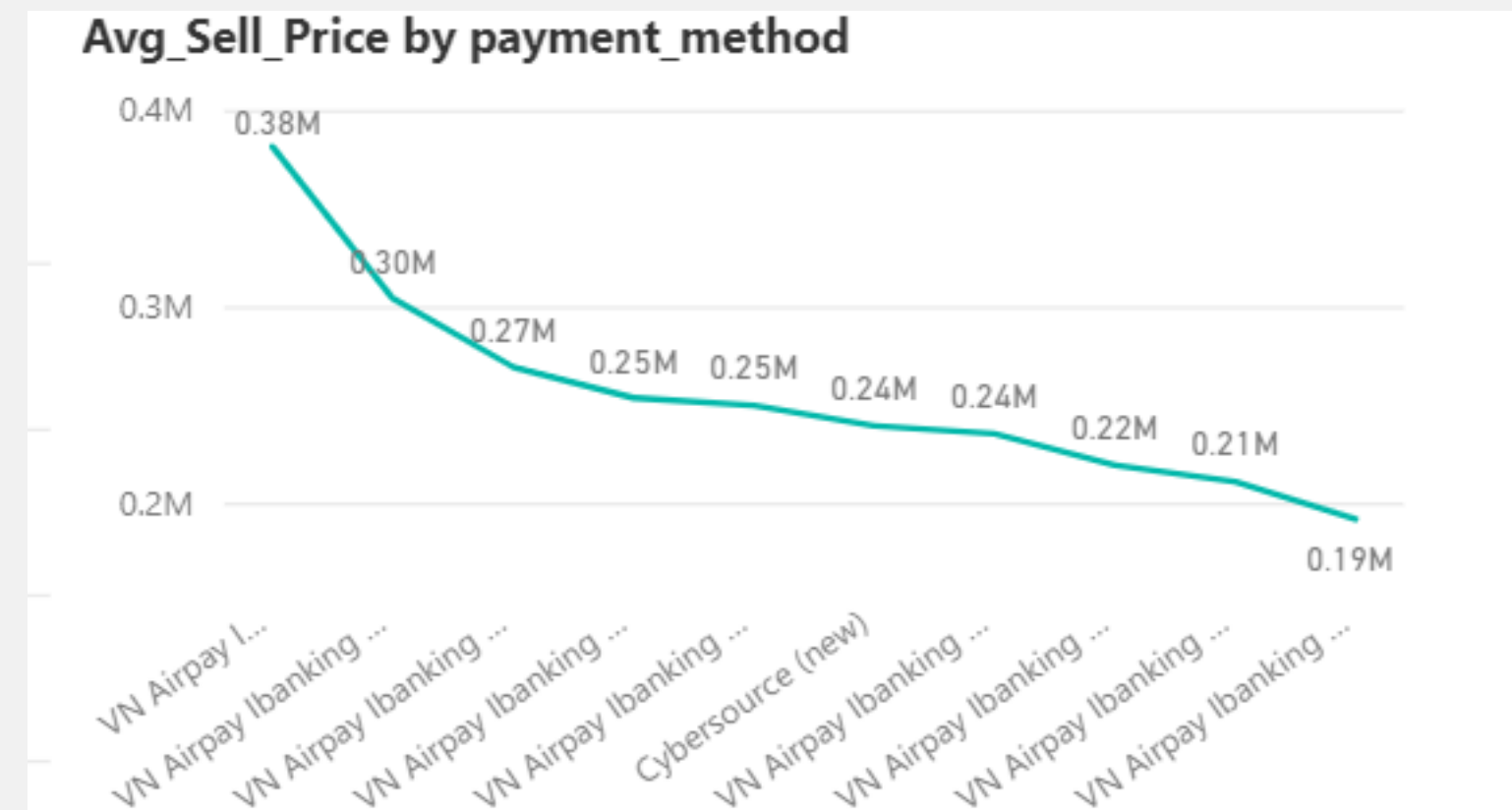


- The **gross revenue**, as well as the **quantity of products sold**, gradually **increased from the 7th day** and **peaked on the 12th day** of July, after which it significantly declined until the end of the month.

Seller A's sales performance in July 2019

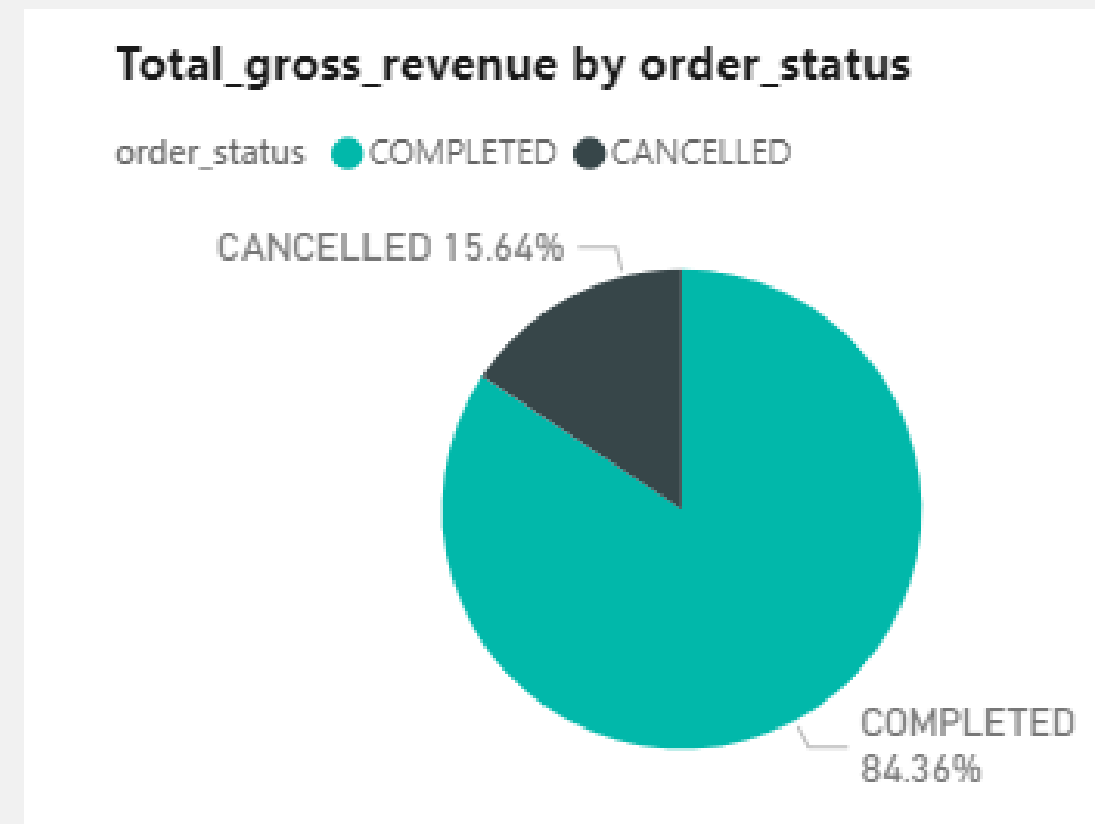
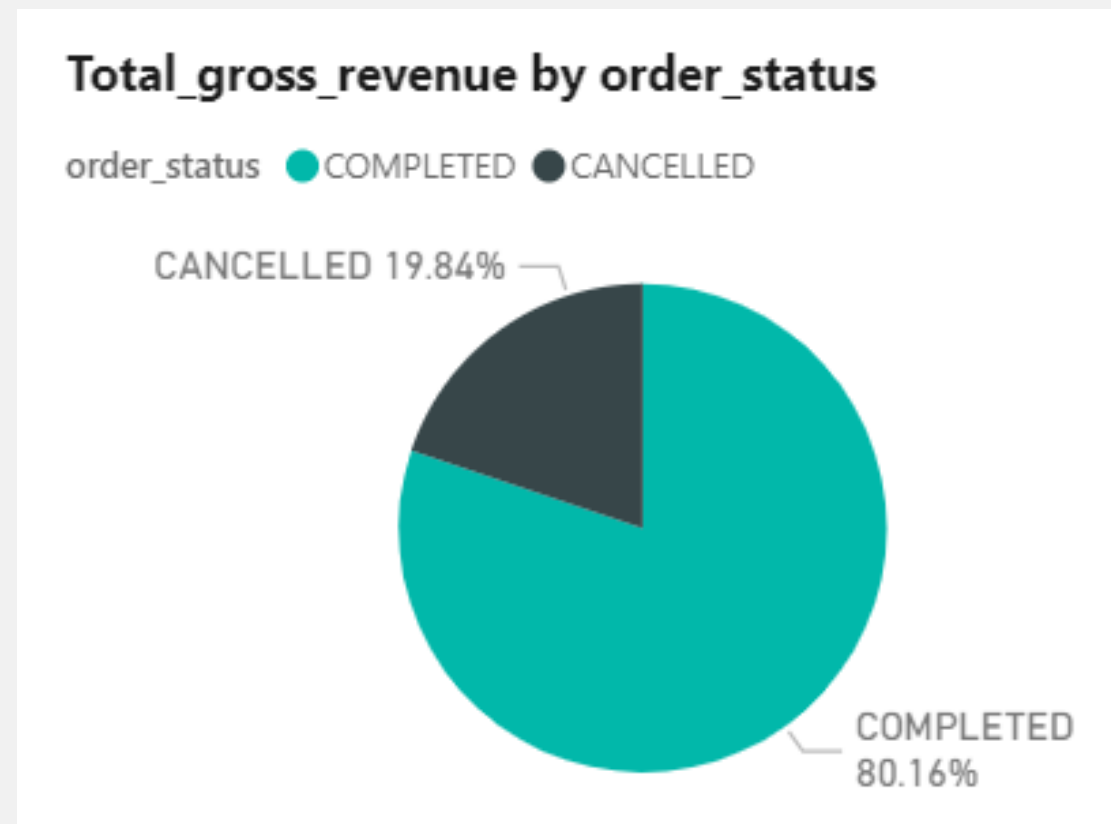


- The **top 5 payment methods** with the **highest gross revenue** are Cash on Delivery, Airpay GIRO, Cybersource, Airpay Wallet V2, and VN Air pay Ibanking (Vietcombank).



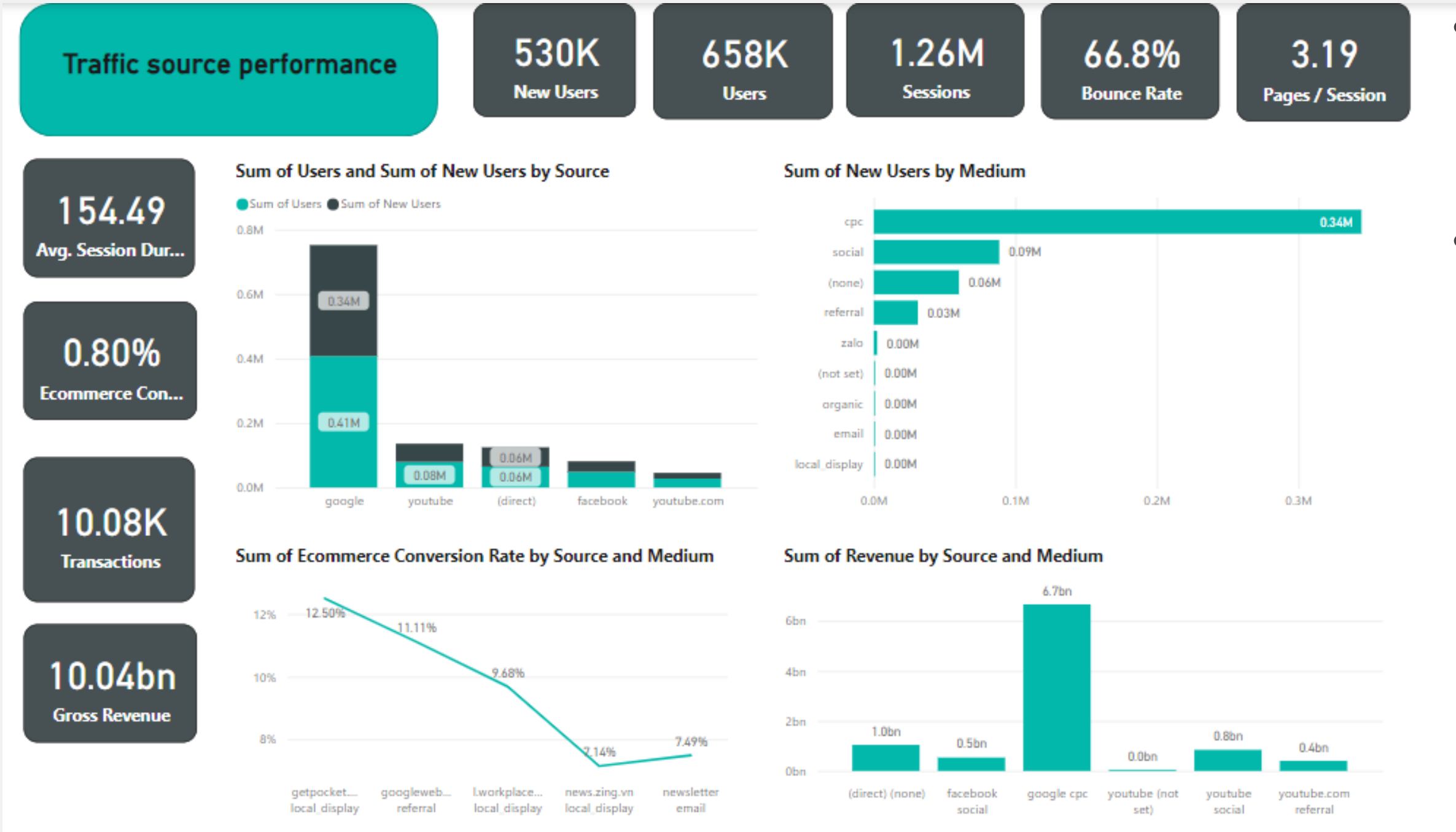
- A chart displaying the **top 10 payment methods** with **corresponding decreasing order of sales**, starting from the highest
- Orders with **high sale prices** are typically paid for using **electronic payment methods**

Seller A's sales performance in July 2019



- The **gross revenue** of orders with the '**complete**' order status is **greater than** that of orders with the '**cancel**' order status (**four times higher**).
- Using a slicer to adjust the **shipping fee to zero**, it is observed that the **gross revenue from 'complete'** status orders **increases** by an additional 4%.
- The **shipping fee** also **affects the order status**, as it can be seen that with a higher average shipping fee, buyers tend to be more inclined to cancel their orders.

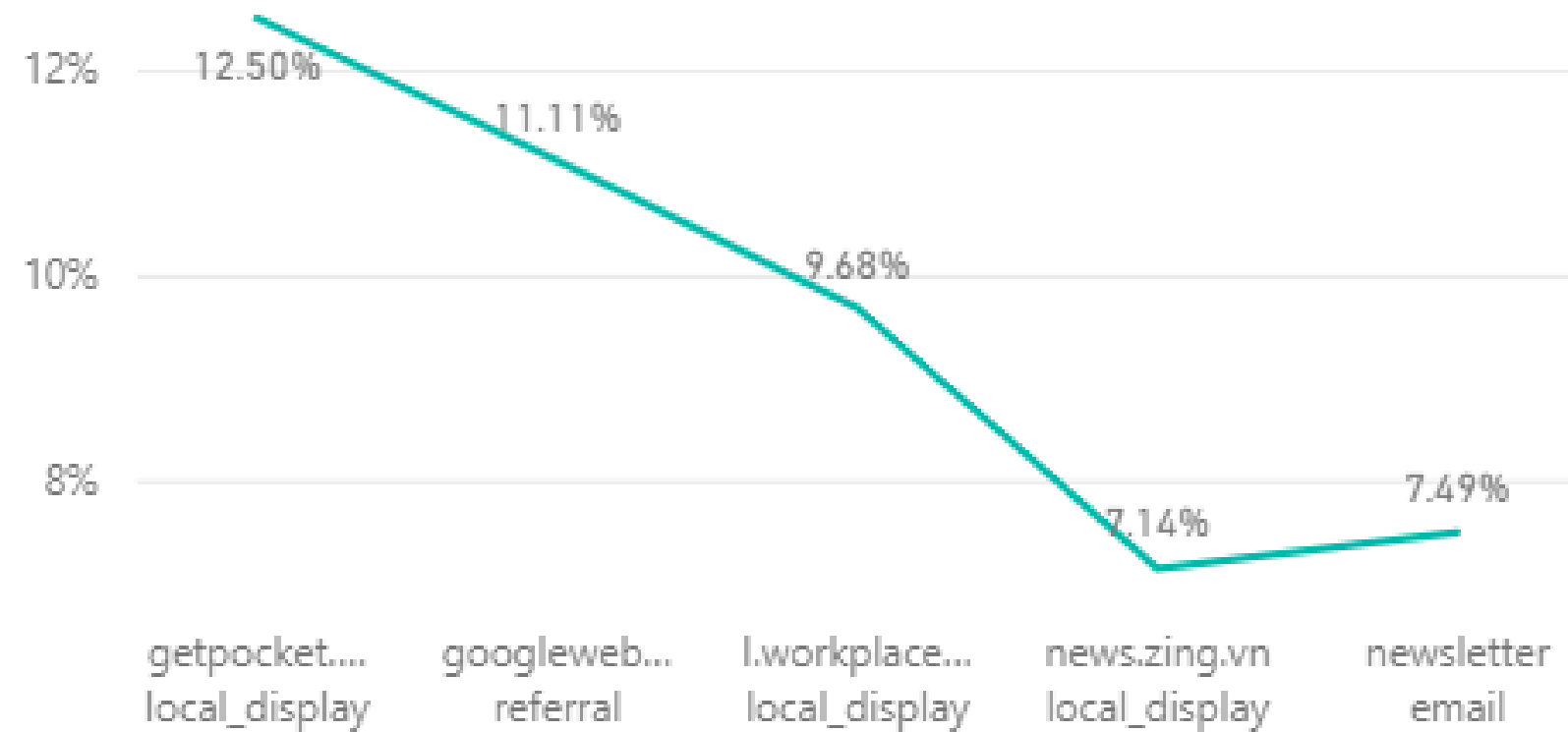
Seller A's traffic performance in July 2019



- Top 5 sources with the highest number of users are Google, Youtube, direct, Facebook and Youtube.com
- In these top 5 sources, the number of new users is nearly equal to the number of existing users
- The majority of new users are primarily in the mediums: cpc, social, (none), and referral
- The number of new users from cpc is the highest and significantly greater than other mediums

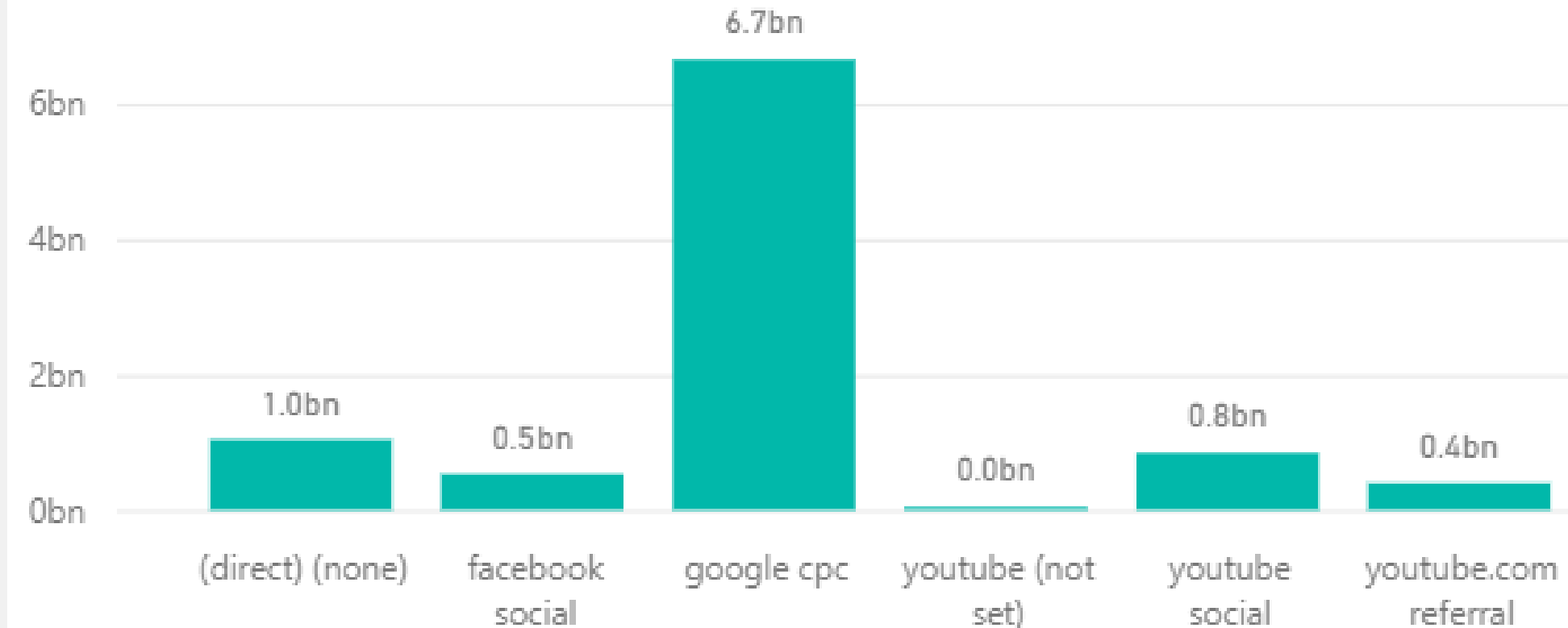
Seller A's traffic performance in July 2019

Sum of Ecommerce Conversion Rate by Source and Medium



- The sum of **e-commerce conversion rates by source and medium**, then filter for the **top 5 sources with the highest sum of conversion rates**
- Among these, there are **3 sources with the medium 'local display'**

Sum of Revenue by Source and Medium



- The sum of **revenue by source and medium**, then filter for the **top 5 sources with the highest sum of revenue**

Suggestions

Based on Finding from Customer Order

- **Increase the Number of Products Sold:** Since total revenue is positively correlated with the sum of quantities sold
- **Optimize Payment Methods:** Encourage the use of electronic payment methods by offering incentives, and promotions, and integrating convenient payment options.
- **Promotional Campaigns:** Implement various promotional campaigns and discounts
- **Free Shipping:** Implement a free shipping policy for high-value orders or orders that meet a minimum threshold.



Suggestions

Based on Finding from Customer Traffic

- **Focus on High-Performing Sources:** Concentrate marketing efforts on the top 5 sources with the highest number of users
- **Maximize CPC and Social:** Most new users come from CPC and social media, so allocate more resources to these mediums. Invest in targeted ad campaigns and content to capitalize on performance



Thank You