

Sales Performance Analysis at DQFashion 2017

Bootcamp Data Analyst with Excel

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Business Overview

DQFashion is a startup in the fashion retail industry in Indonesia, similar to Zalora and Berrybenka. It operates an e-commerce platform focused on selling fashion products from various well-known local brands. They offer a wide range of clothing, footwear, accessories, and other fashion items to consumers across Indonesia.

Problem Background



In the retail business, understanding sales patterns is crucial for optimizing marketing and operational strategies. DQFashion, as an e-commerce startup in Indonesia's fashion retail industry, needs to analyze sales trends to enhance its business performance.

Data Source



Transaksi Penjualan



Master Cabang



Master Produk

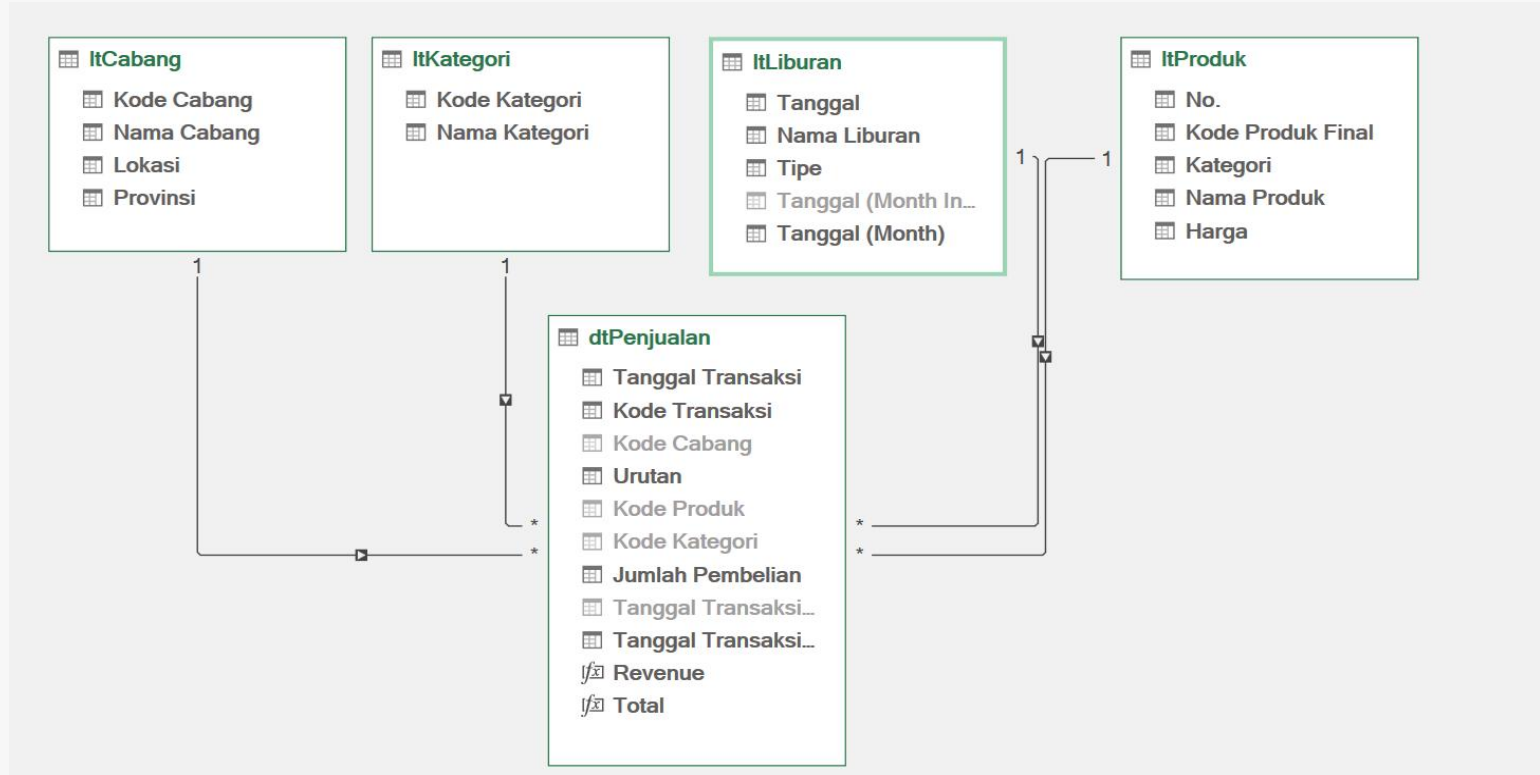


Master Kategori

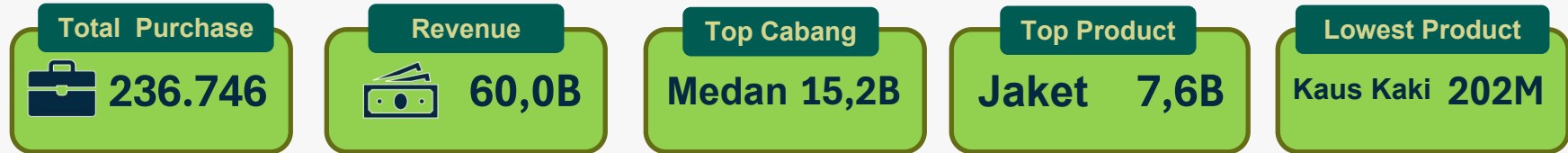


Master Liburan

Data Model



Overall Sales Performance

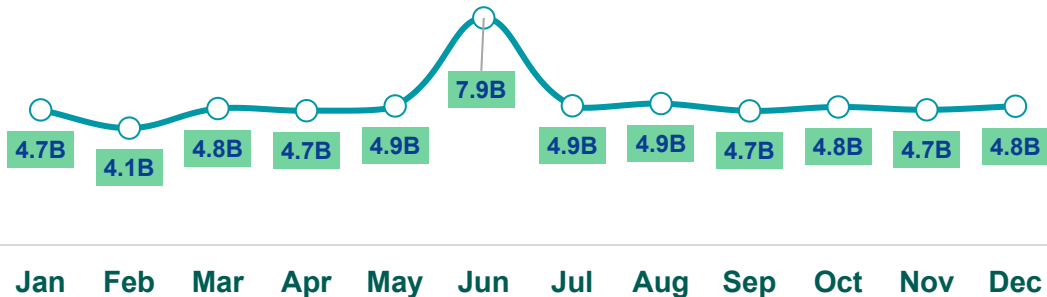


In 2017, DQFashion generated a **revenue of IDR 60 billion** with a total of **236.746** products sold. The product contributing the highest revenue was **Jaket** with **IDR 7.6 billion**. Meanwhile, the product with the **lowest revenue** was **Kaos Kaki**, generating **IDR 202 million**. Among all branches, **Medan** ranked first with the highest revenue, amounting to **IDR 15.2 billion**.

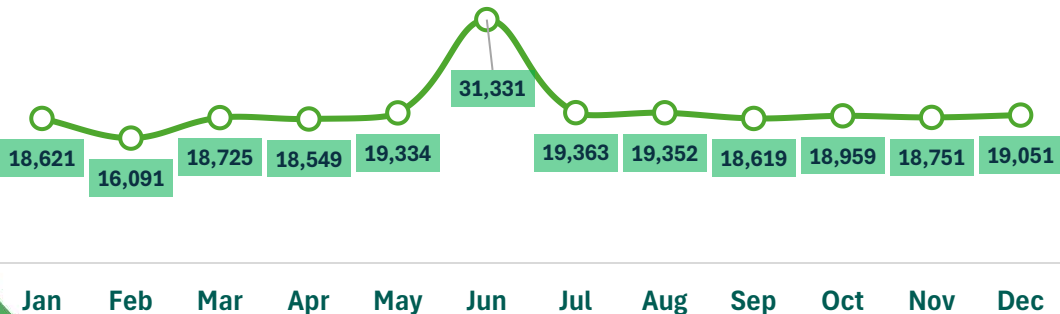
Sales Performance

DQFashion's revenue was mostly stable throughout 2017, with only small changes each month. However, there was a sharp increase in **June**, which was the **highest of the year**. This rise also matched a surge in the number of purchases that month.

Sales Trends by Revenue

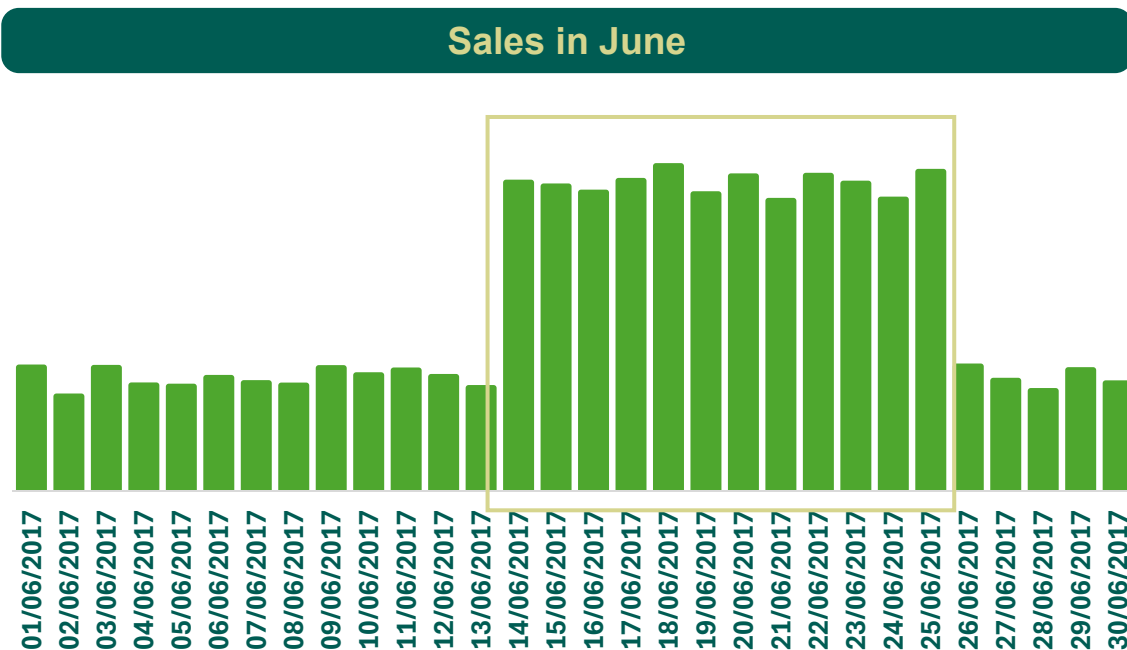


Sales Trends by Total Purchase



Sales Performance in June

During June, revenue began to **increase** from **June 14 to June 25, 2017**.



What Happened in June? (1)

There were **six public holidays** in June, categorized into three types:

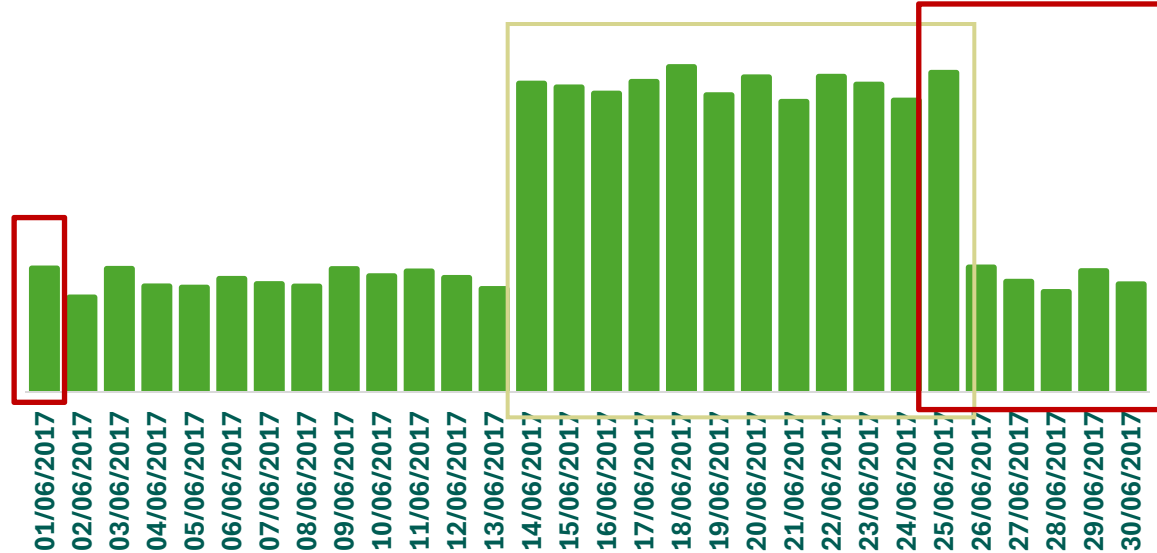
- **1 day** for Hari Pancasila
- **2 days** for Hari Raya Idul Fitri
- **3 days** for Cuti Bersama Idul Fitri

These holidays **contributed IDR 1,4 billion**, accounting for approximately **17,7%** of the total revenue in June.

Tanggal	Revenue
01/06/2017	172M
25/06/2017	445M
26/06/2017	174M
27/06/2017	154M
28/06/2017	139M
29/06/2017	168M
30/06/2017	150M
Grand Total	1,4B

What Happened in June? (2)

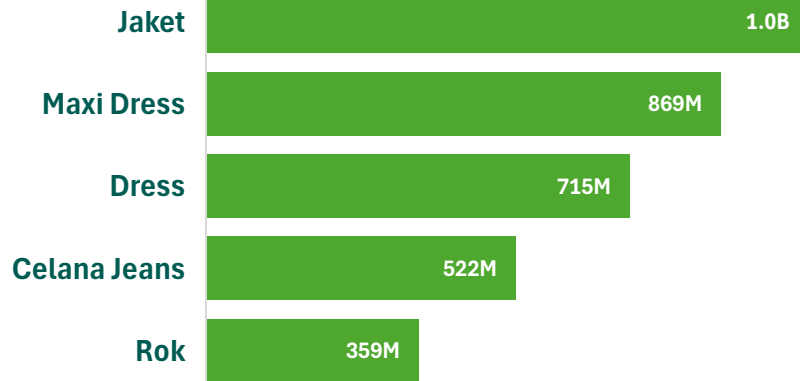
Aside from public holidays, several other days also contributed significantly to revenue in June, specifically from **June 14 to June 24**. This indicates that the surge occurred **in the middle of the fasting month**, leading up to **Idul Fitri**.



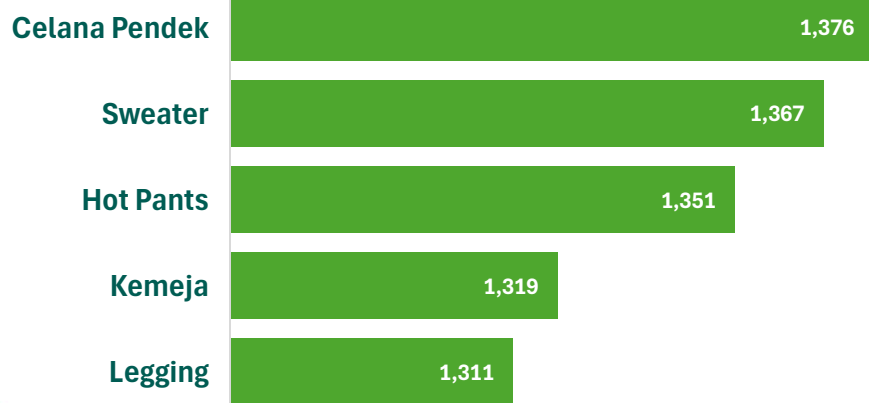
Top 5 Products by Revenue vs Top 5 Product by Total Sales in June

In June, **Jaket** ranked first in revenue, while **Celana Pendek** were the best-selling product.

Top 5 Products by Revenue in June

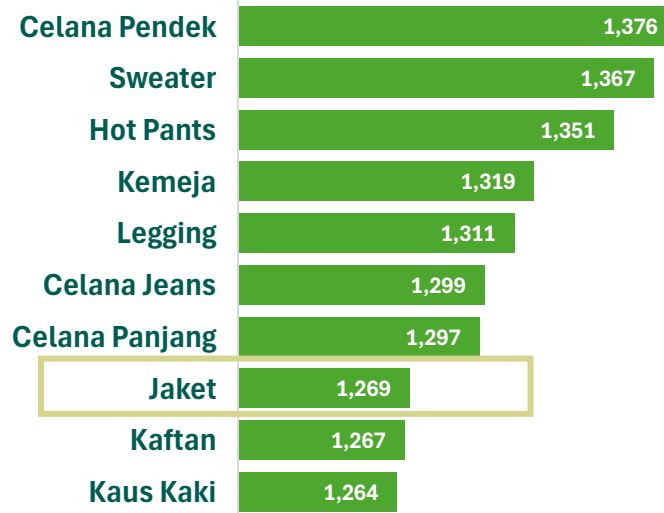


Top 5 Products by Total Sales in June



Top 10 Products Sales in June

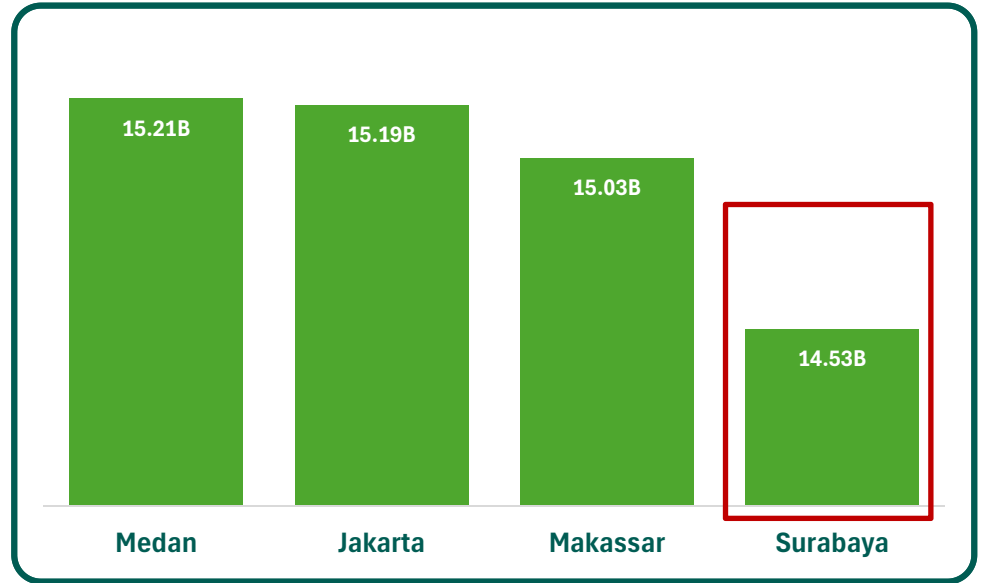
Jaket ranked **8th** among the best-selling products. However, jackets were the **most expensive item**, which significantly contributed to the high revenue.



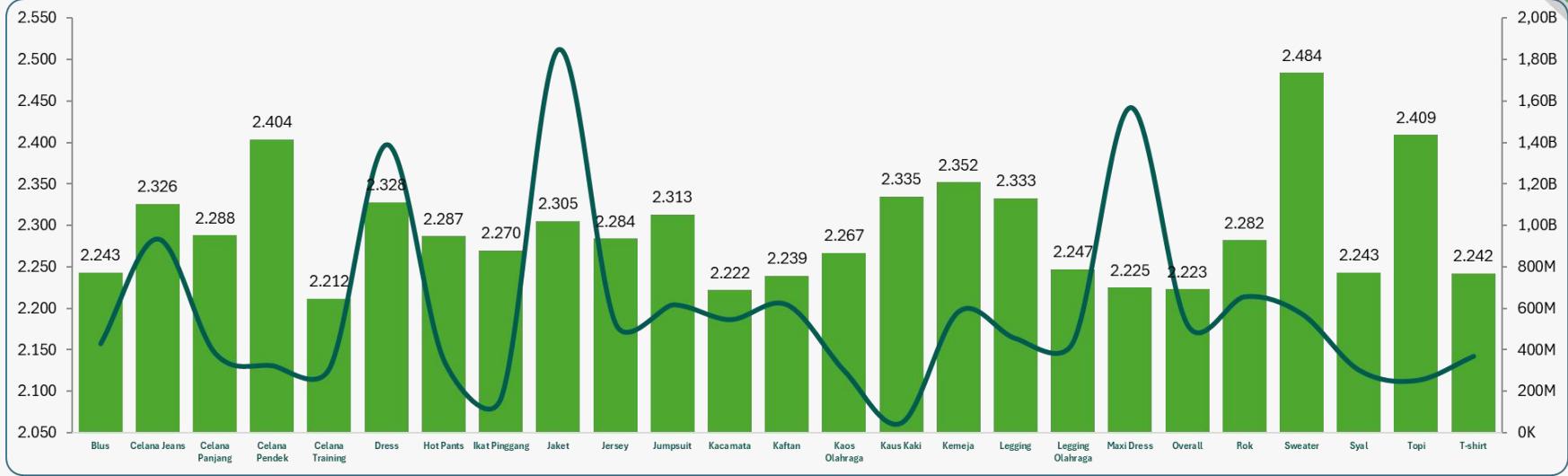
Nama Produk	Harga
T-shirt	165.000
Blus	192.000
Kemeja	249.000
Sweater	231.000
Jaket	801.000
Celana Jeans	402.000
Rok	288.000
Legging	195.000
Celana Panjang	168.000
Hot Pants	153.000
Dress	597.000
Jumpsuit	267.000
Maxi Dress	705.000
Kaftan	276.000
Overall	234.000
Kaus Kaki	21.000
Syal	135.000
Topi	105.000
Ikat Pinggang	75.000
Kacamata	246.000
Legging Olahraga	195.000
Jersey	231.000
Celana Pendek	135.000
Kaos Olahraga	132.000
Celana Training	141.000

Branch Performance

Medan recorded the **highest revenue**, followed by **Jakarta** in second place and **Makassar** in third. All three branches had revenue exceeding **IDR 15 billion**. In contrast, **Surabaya** had a revenue of **IDR 14,5 billion**.

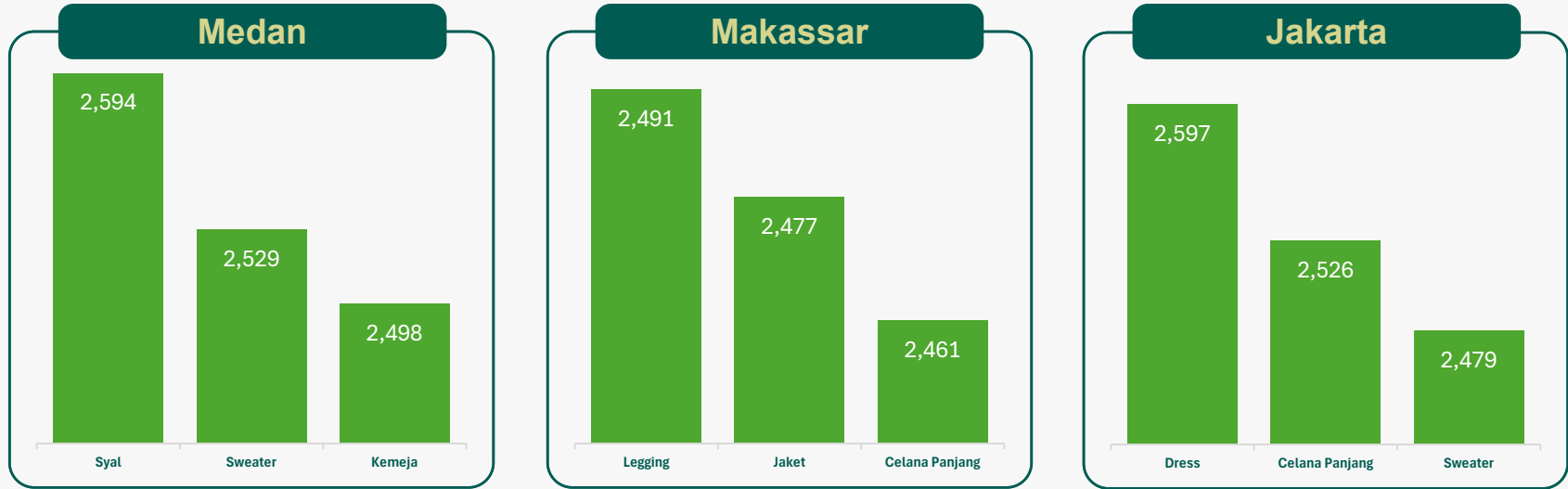


Total Purchase vs Revenue in Surabaya



Sweaters were the best-selling product in **Surabaya**, with **2.484** units sold. They were followed by **Topi** in second place with **2.409** units, and **Celana Pendek** in third place with **2.404** units sold. However, when viewed from a revenue perspective, **Jaket** and **Maxi Dress** generated high revenue despite their sales being relatively lower, with **2.305** and **2.225** units sold, respectively.

Performance other Branches



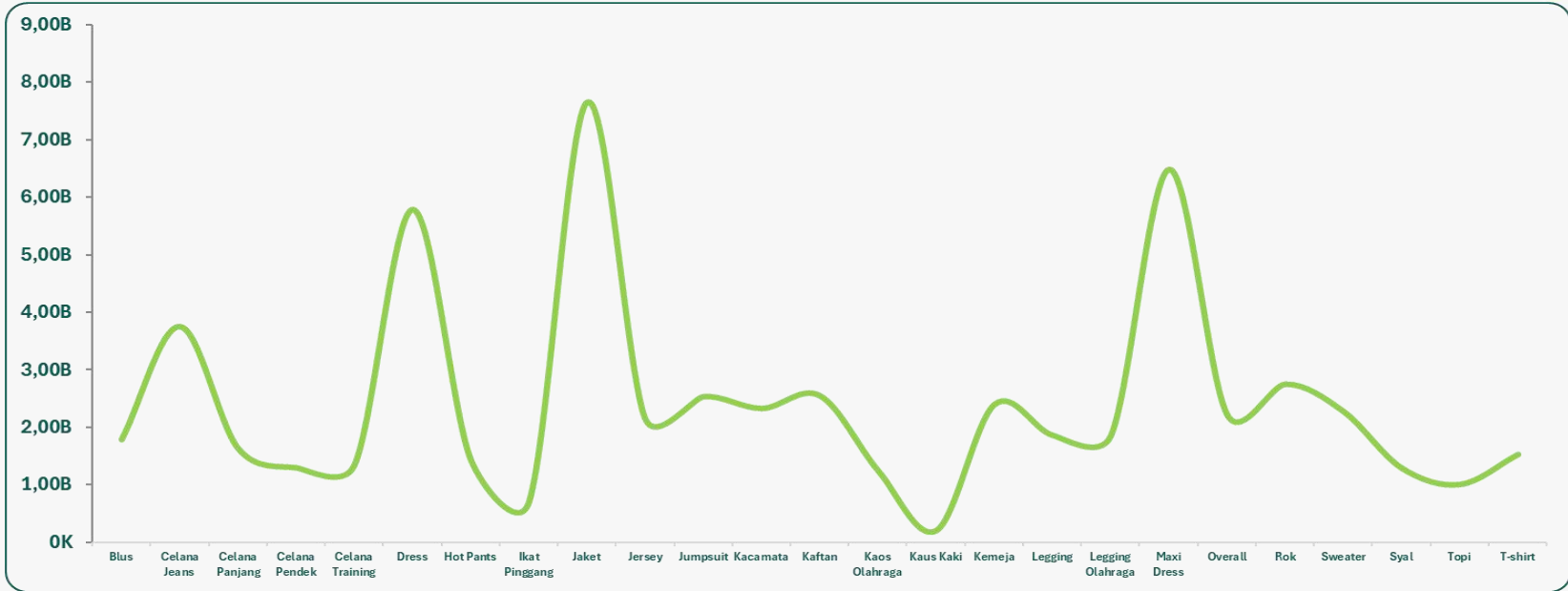
The best-selling products in the other three branches vary. **Medan** had **Syal**, **Makassar** had **Legging**, and **Jakarta** had **Dress**. The same pattern applies to the second and third best-selling products. This means that a product that sells well in one branch may not necessarily sell well in another branch.

The 3 Lowest Products in Each Branch

The lowest-selling products in each branch also vary. However, the **Maxi Dress** appears among the three lowest-selling products in two branches, **Makassar and Medan**. Yet, when looking at **Surabaya**, the sales of Maxi Dress were much **lower**, but it still **contributed a significant amount of revenue**.

Total	Lokasi			
Nama Produk	Makassar	Jakarta	Medan	Surabaya
Blus	2.189	2.449	2.407	2.243
Celana Jeans	2.300	2.259	2.434	2.326
Celana Panjang	2.461	2.526	2.437	2.288
Celana Pendek	2.363	2.455	2.361	2.404
Celana Training	2.429	2.463	2.397	2.212
Dress	2.421	2.597	2.336	2.328
Hot Pants	2.372	2.235	2.468	2.287
Ikat Pinggang	2.438	2.337	2.278	2.270
Jaket	2.477	2.357	2.399	2.305
Jersey	2.268	2.380	2.355	2.284
Jumpsuit	2.412	2.267	2.481	2.313
Kacamata	2.428	2.421	2.381	2.222
Kaftan	2.340	2.285	2.359	2.239
Kaos Olahraga	2.346	2.411	2.399	2.267
Kaus Kaki	2.432	2.457	2.386	2.335
Kemeja	2.293	2.464	2.498	2.352
Legging	2.491	2.316	2.392	2.333
Legging Olahraga	2.400	2.446	2.383	2.247
Maxi Dress	2.266	2.398	2.300	2.225
Overall	2.389	2.406	2.442	2.223
Rok	2.393	2.387	2.474	2.282
Sweater	2.338	2.479	2.529	2.484
Syal	2.379	2.321	2.594	2.243
Topi	2.375	2.366	2.412	2.409
T-shirt	2.343	2.335	2.321	2.242

Revenue by Product



Based on revenue, **Kaos Kaki** are the **lowest-revenue** product. Following them, **Ikat Pinggang** rank second in terms of lowest revenue. However, if we look at the sales numbers, **Kaos Kaki** are **not among the three lowest-selling** products in any of the branches.

RECOMMENDATION

Leverage the Holiday Season

- **Hari Raya Idul Fitri** : June experienced a significant surge due to the momentum of Idul Fitri

Actionable Steps:

- **Launch large-scale promotions** starting before the **Idul Fitri holiday**, offering **discounts and product bundling**.
- **Ensure sufficient stock** of best-selling products during this period (e.g., **Jaket, Maxi Dress, Celana Pendek, Sweater**)

RECOMMENDATION

Increase sales in Surabaya

- **Surabaya** is the branch with the **lowest revenue**.

Actionable Steps :

- **Ensure sufficient stock** of best-selling products to meet high demand.
- **Offer bundling promotions**, such as a **Sweater & Syal Bundle**. This strategy will **help boost sales** of both products simultaneously.

RECOMMENDATION

Increase sales in Each Branch

- **Maintain and Increase** Sales in Each Branch.

Actionable Steps :

- **Ensure sufficient stock** of the top 3 best-selling products in each branch to meet high demand.
- **Offer discounts** for bulk purchases.
- **Provide rewards** for **loyal customers** who shop frequently.

RECOMMENDATION

Price Changes

- **Increase the price of Kaos Kaki**, as they generate the **lowest revenue** despite **not being** among **the three lowest-selling products**.

Actionable Steps :

- **Conduct a more in-depth survey** regarding the **market price of Kaos Kaki**.
- **Increase the price** of Kaos Kaki to boost revenue.

DQFashion Product Sales Dashboard in 2017

Total Purchase



236.746

Revenue



60,0B

Top Cabang

Medan 15,2B

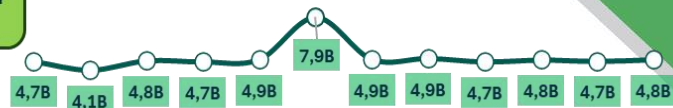
Top Product

Jaket 7,6B

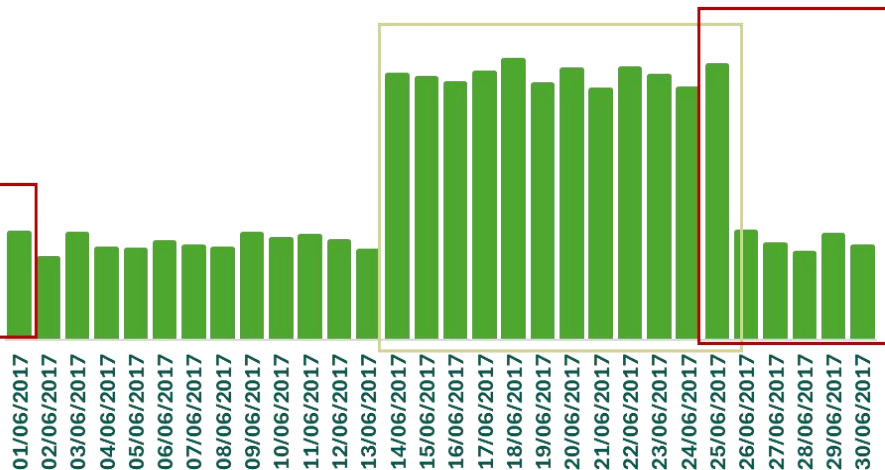
Lowest Product

Kaus Kaki 202M

Sales Trends by Revenue



Sales in June



Branch Performance

15,21B

Medan

15,19B

Jakarta

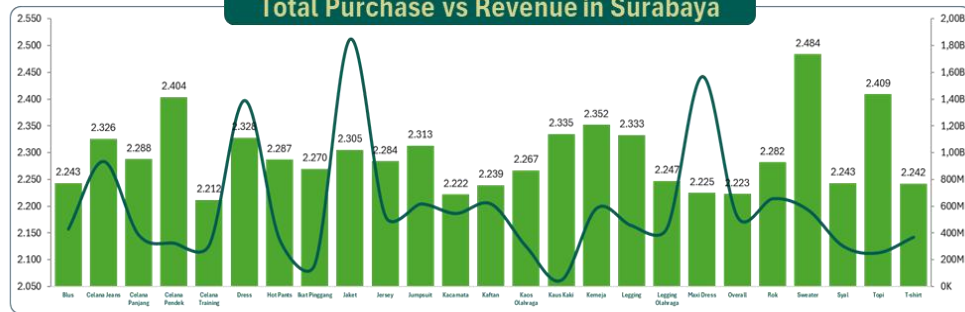
15,03B

Makassar

14,53B

Surabaya

Total Purchase vs Revenue in Surabaya



Revenue by Products



THANK YOU!

Reach me :



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Thanks!



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