

Part III: TerpBuy Executive Summary

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The document describes summary of data analysis on Terpbuy sales. I analyzed various aspects of Terpbuy such as customers data, order data, product categories and departments and prepared this executive summary that may help the company to grow further.

The company sales decreased in past 2 years which can be attributed to few factors in the dataset. I have certain recommendations for the company based on my analysis.

The number of orders with delayed shipping are high and Terpbuy's should try to minimize these delays in shipping products.

Terpbuy has a wide product offering in multiple departments, however, items from certain departments such as Book shop, Technology, Pet Shop and Health & Beauty has a very low sale. The company should invest more on higher selling department items such as Apparel, Fan shop, and Golf items.

The dataset fails to mention above inventory stock, which may be useful to analyze further in-stock and out-of-stock items. Analyzing these data will help to reduce the inventory cost by removing excess inventory and maintain minimum stock for high-selling items.

Further analysis is needed to analyze the external factors such as COVID, product price, customer satisfaction, customer service, and other factors affecting the decrease in total sales. The company has wide range of customer base all over the US and improving certain logistical and inventory factors will help to increase the sales over the coming years.