store dash

PROJECT SUMMARY AND INSIGHTS

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STORE DASH - PROJECT SUMMARY

This End-to-End project showcase the the process of data analysis started from designing a relational database of a 'hypothetical' quick-commerce company, until gathering meaningful insights from an interactive dashboards.

Store Dash is a 'dummy' online quick-commerce company that sells groceries product with 1 hour delivery time , currently available within 5 city in Indonesia.

DATABASE AND DASHBOARDS

Database that are used, is focused on sales, customers and product data consists of 8 table that stores varying number of data. It consists of 270 unique products with detailed data, 121 customers information and 2785 unique orderswith 5 months time span, from June - October 2023. Dashboard is made by using Tableau Public, with each dashboards have filtered feature and interactivity to help better understand the data that are visualized.

SALES OVERVIEW
dashboard

Sales Overview Dashboard present the overall sales performance, company's profitability and sales trends and of Store Dash over the span of 5 months

Information that are visualized consists of
- Key Performance Indicator : Sales, Gross Profit, Profit Margin and Orders quantity
- Sales Trend
- Top Selling Categories
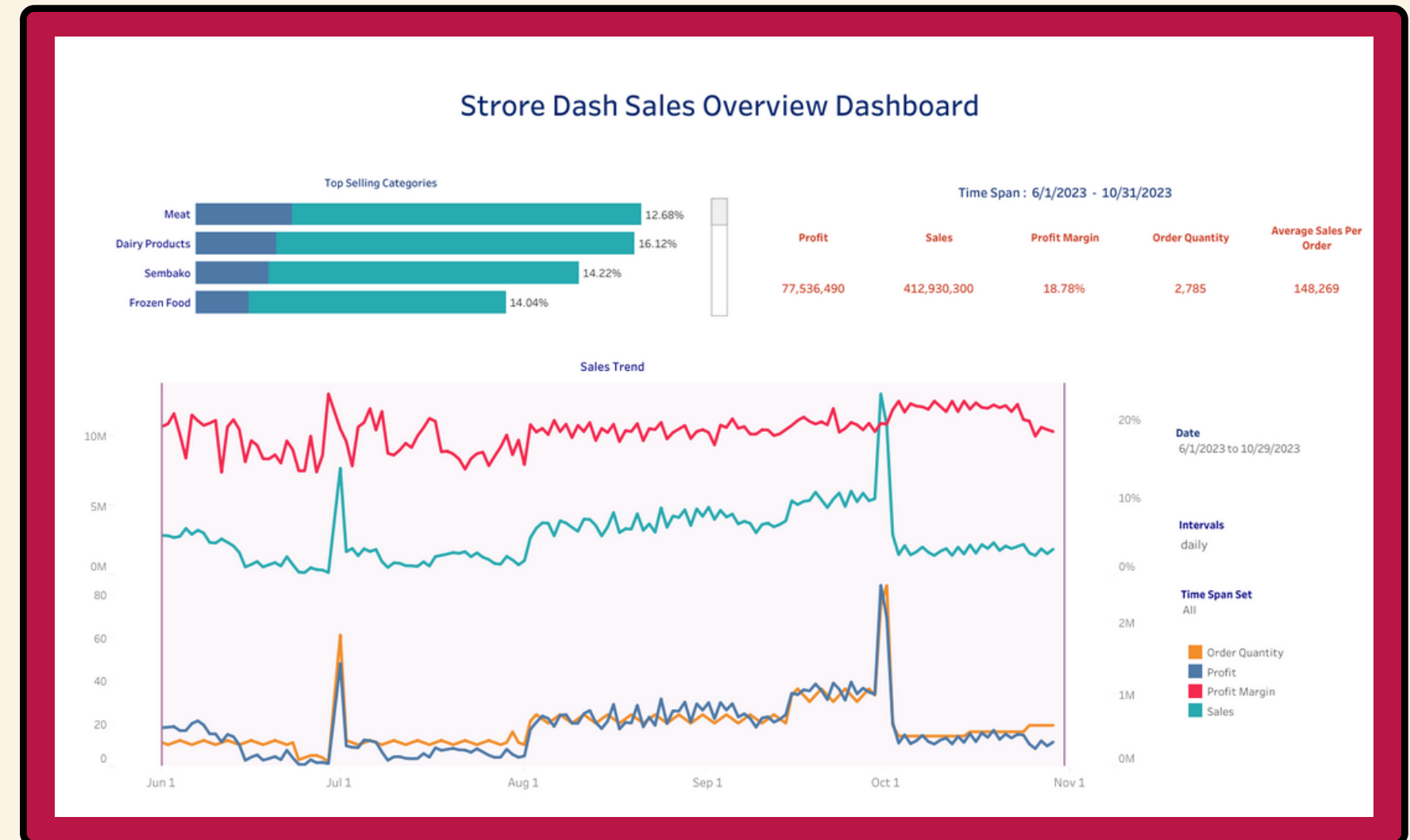
dashboard link

INSIGHTS

413M
Total Sales

77M
Gross Profit

in Indonesian Rupiahs

18.78%
Profit margin

2785
Total Order Quantity

- Meat (11.85%) , Dairy Products (11.66%) and Sembako (10.22%) are the top selling categories, that cumulatively contribute to 33% of total sales
- Electronics (1.19%), Pet Care (1.03%) and Adult Products (0.97%) are the bottom of selling categories with cumulatively contributes around around 3% of total sales
- Sep 30 is the most profitable day, with total sales peak in 13M, 75 orders total and gross margin at 19.35%
- Lowest sales date is on June 29, with sales of 156K with 4 orders total.
- Highest sales increase happened in June 29 - Jul 1 with around 4400% sales increase (from 158K to 7.6M in total sales)
- Total Orders peaked in Oct 1 with 84 orders, and total sales of 10.7M

CUSTOMER DEMOGRAPHIC
dashboard

Customer Demographic Dashboard showcase number of customers, spending behavior and total sales based off gender and locations over the span of 5 months.

Information that are visualized consists of
- Number of customer
- Customer average spending and orders
- Total sales

Each information is grouped by gender and location.
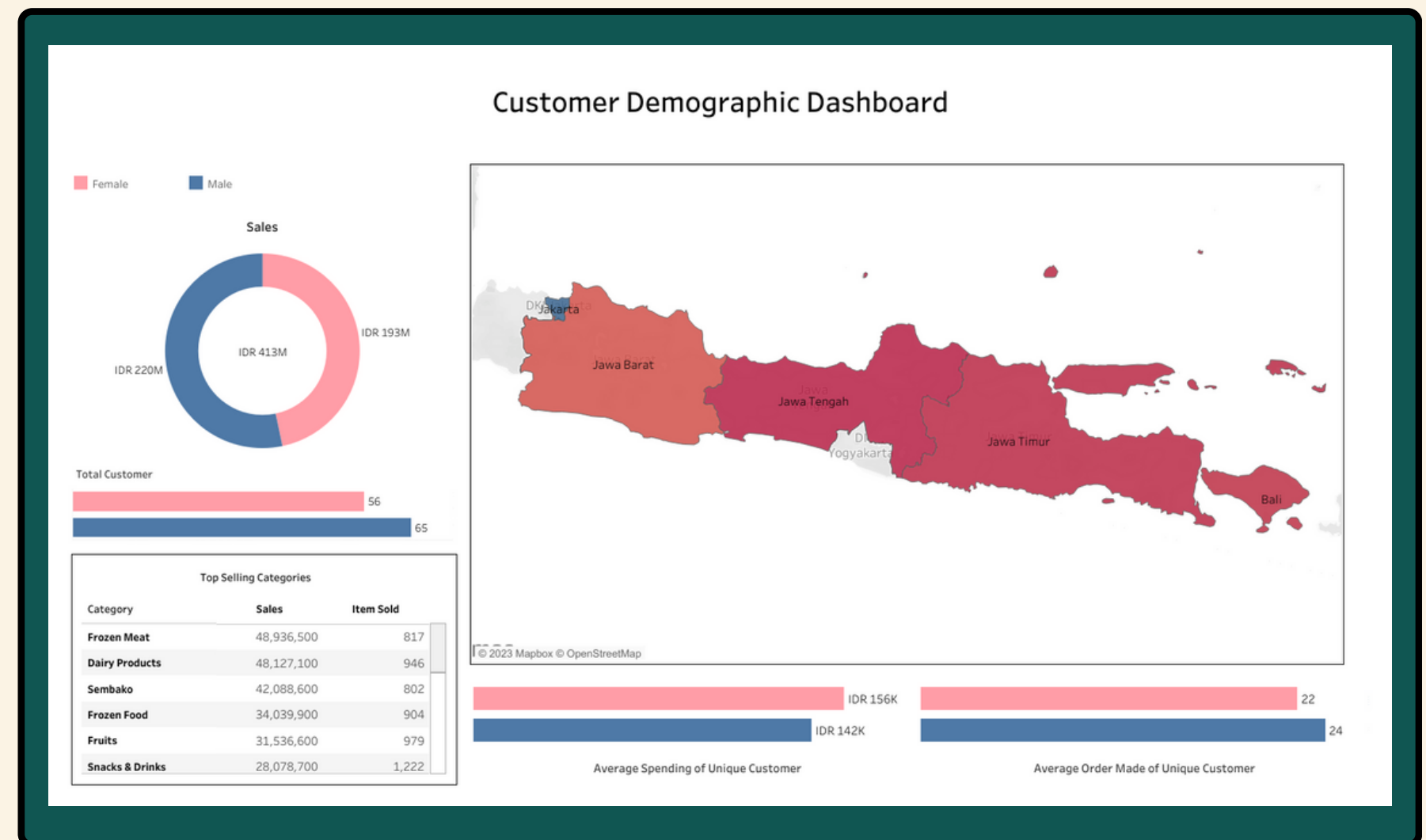
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INSIGHTS

Number of Customer

65   56

Total Sales   *in Indonesian Rupiahs*

220M   193M

Average Spending

142K   156K

- MALE   - FEMALE

- On Average, male customers made around 5 orders and female customers made 4 orders monthly

- Jawa Tengah have the least number of customer 16, with total sales of 36M of around 300 orders

- Jakarta have the highest number of customer 41, with total sales of 225M of around 1200 orders, which around 4 times higher than Jawa Tengah

- Jakarta has the highest average spending with 182K per order, and Jawa Timur has the lowest average spending with 109.5K per order

- Fruits, Frozen Food and Frozen Meat are top 3 best selling categories for male customers

- Dairy Products, Frozen Meat and Sembako are top 3 best selling categories for female customers

PRODUCT COMPETITIVENESS
dashboard

Product Competitiveness Dashboard illustrate competitiveness mapping of each product based off quantity sold and ***max competitive price** and competitiveness level.

Information that are visualized consists of :
- Competitiveness Mapping
- Competitiveness Level
- Number of product for each type and its competitive level
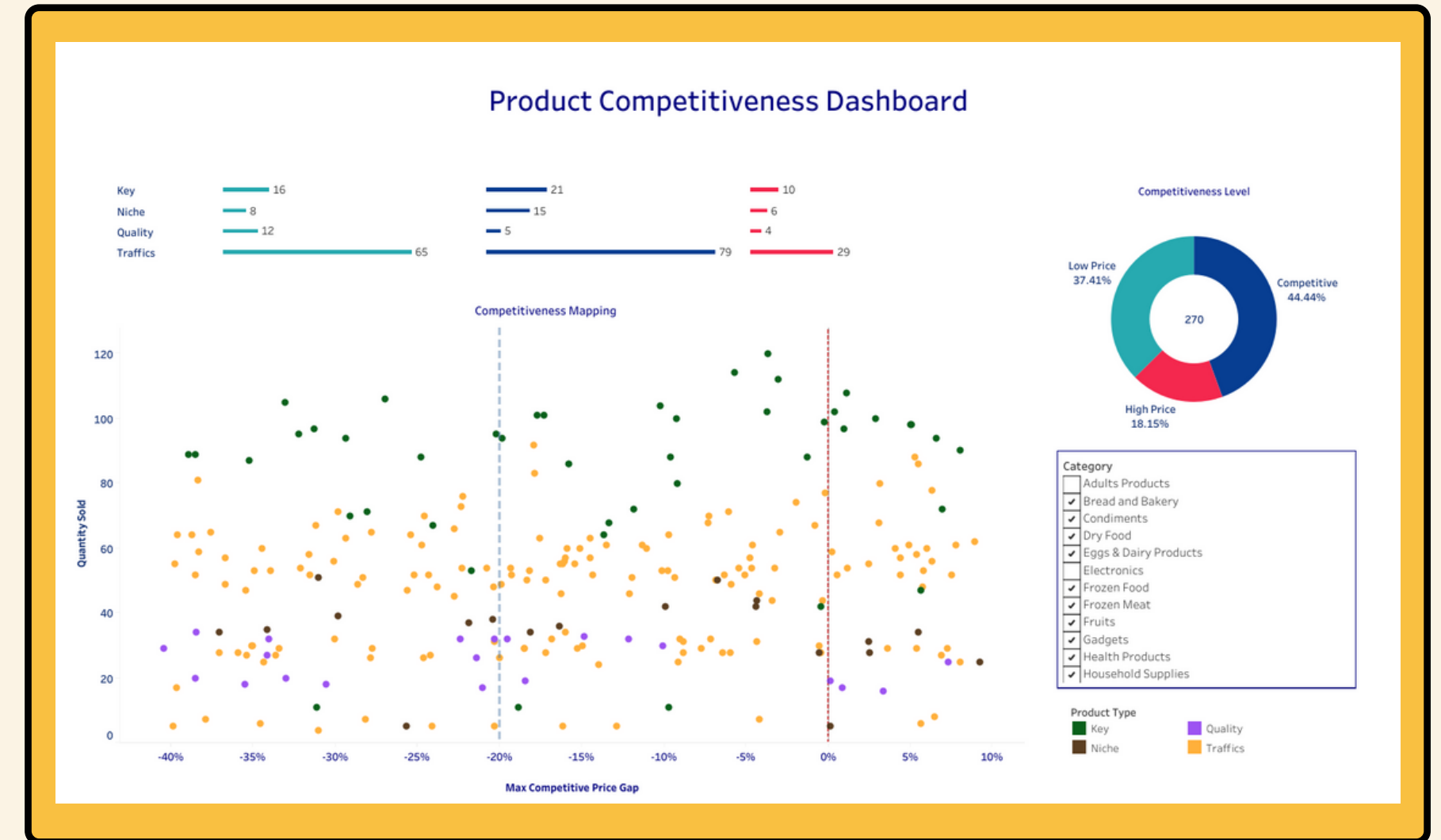
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*max comp price : +20% of competitor_1

*competitiveness gap : (max comp price/ price) – 1

*Competitive Price : product price below max comp price, higher than lower threshold
 *High Price Products : product price higher than max comp price

*Low Price Products : product price < –0.2 than max comp price

INSIGHTS

Total Products
270

Competitive Products
44%

Low Price Products
38%

High Price Products
18%

- Buah Naga Merah 1 kg (-39%) , Telur Ayam Negeri (-38%) , Indomie Kari Ayam (-35%) are 3 Key products with lowest competitiveness gap, meaning there's a potential selling price increase to raise margin

- Chicken Nugget 250gr (8%), Pepsodent Gentle Soft (7%), Indonmie Soto (7%) are 3 key products with highest competitive gap, meaning it's recommended to lower the price to increase sales

competitor price for electronic products are same as price, therefore always competitive

- Sembako (70%), vegetables (61%) and frozen foods are category with most competitive products

- Bread and Bakery category has no competitive products, have the highest high price product percentage, therefore it's recommended to decrease the price to increase sales

- Pet Care and Frozen Meat has the highest low price product, therefore has the most potential to raise its selling price to increase margin

Thank You!

LET'S GET IN TOUCH!

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