

# PRODUCT AND CUSTOMER ANALYSIS

Case Study:

## Deskify Office Supplies Co.

(January 2009 – December 2012)



**PRESENTED BY: YINKA SAMUEL FANIYI**



# Business Overview

Deskify Office Supply Co. is a leading retailer specializing in:

- ✓ **Office supplies**
- ✓ **Technology & computer accessories**
- ✓ **Furniture**

With a diverse product range tailored for **individual consumers** and **business clients**, Deskify has experienced consistent growth over the past four years. The company is committed to delivering high-quality, reliable, and efficient office solutions with a strong focus on customer satisfaction.



# Problem Statement

Deskify currently relies on **Microsoft Excel** for:

- ✓ Monthly sales reporting
- ✓ Transaction analysis
- ✓ Data compilation from multiple sources

This process has become:

- ✓ **Manual and time-consuming**
- ✓ **Error-prone**, due to frequent data entry and consolidation
- ✓ **Inefficient**, especially given the increasing complexity and volume of transactions

As the business scales, this outdated system hinders the company's ability to gain timely and accurate insights.



# Project Aim

To modernize Deskify's reporting infrastructure by:

- ✓ Developing a Power BI-based data model
- ✓ Centralizing all sales and transaction data sources
- ✓ Automating and streamlining data cleaning and transformation

This initiative will:

- ✓ Enhance reporting speed and accuracy
- ✓ Reduce manual intervention and errors
- ✓ Enable data-driven decision-making across departments



# Data Collection & Automation

As part of Deskify's initiative to modernize and streamline reporting processes, the following actions were executed to ensure accuracy, scalability, and efficiency in data handling:

## Data Collection & Cleansing

- ✓ Aggregated historical data across all operational regions to build a comprehensive dataset.
- ✓ Performed data normalization to standardize formats, eliminate redundancies, and ensure consistency in data flow across multiple sources.
- ✓ Conducted rigorous data validation checks on all source files to uphold data integrity and accuracy before integration into reporting systems.



# Data Collection & Automation (Cntd.)

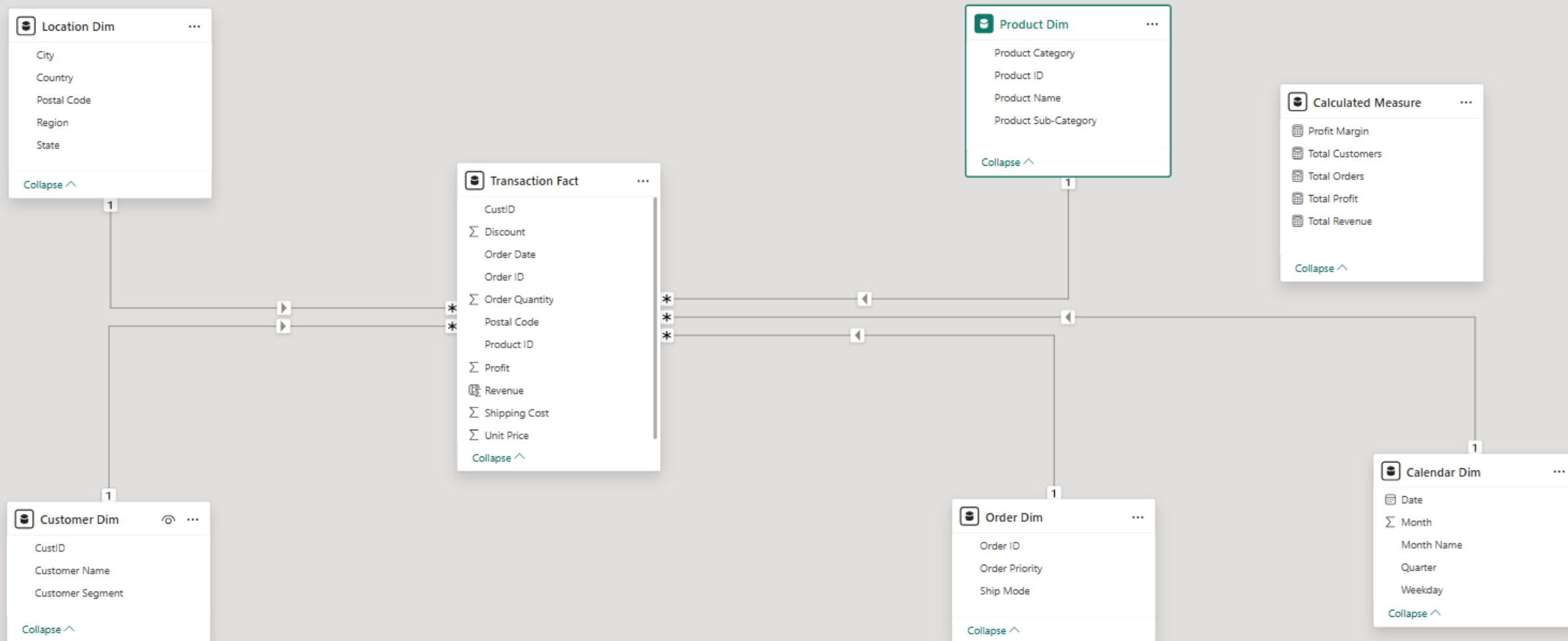
## Automation & Process Optimization

- ✓ Developed a centralized local report folder to streamline report updates via a simple drag-and-drop mechanism.
- ✓ Implemented automation scripts that trigger report generation upon file upload, eliminating repetitive manual steps and significantly reducing processing time.

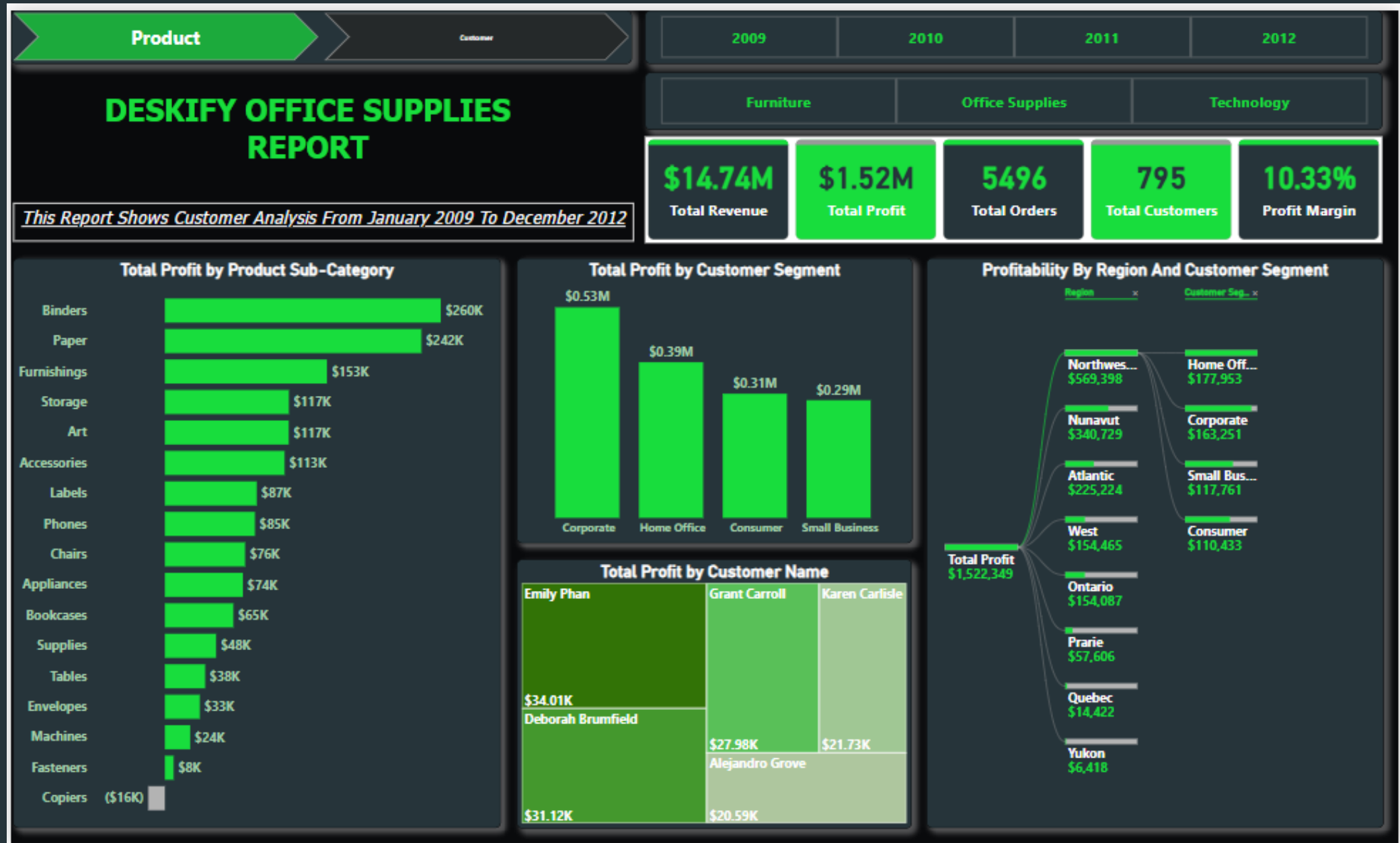
## Stakeholder Enablement

- ✓ Provided hands-on training sessions for all stakeholders on how to effectively use the new reporting system, access dashboards, and maintain file accuracy.
- ✓ Shared best practices for file handling and established guidelines to maintain data hygiene moving forward.

# Data Modelling (Showing Relationship between Tables)



# CUSTOMER ANALYSIS





## DESCRIPTION OF TOOLS USED | CUSTOMER ANALYSIS

- ✓ **Cards (New):** To display Key Performance Indicators (KPI) such as Total Customers, Total Orders, Total Revenue, Total Profit and Profit Margin.
- ✓ **Clustered Bar Chart:** To explain Profit by Product Sub-Category.
- ✓ **Clustered Column Chart:** Explaining Total Profit by Customer Segment.
- ✓ **Decomposition Tree:** Breaking down Profit by Region and Customer Segment.
- ✓ **Treemap:** Showing Profit by Top Customers.
- ✓ **Slicers:** Filtering report across Product Categories and Years.



## CUSTOMER ANALYSIS CONTD

### Key Insights:

### Top Performing Sub-Categories:

- ✓ **Binders** and **Paper** are the highest profit-generating products with \$260K and \$240K respectively.
- ✓ **Copiers** generated a loss of \$16K, indicating either pricing issues, low demand, or high return rates.

### Customer Segments:

- ✓ **Corporate clients** are the most profitable segment, contributing over **\$530K** in profits.
- ✓ **Small Businesses** and **Consumers** lag behind, indicating a potential growth opportunity or lack of engagement.



## CUSTOMER ANALYSIS CONTD

### Key Insights:

#### Regional Profitability:

- ✓ **Northwest (\$569K)** and **Nunavut (\$340K)** are the most profitable regions.
- ✓ **Yukon (\$6.4K)** and **Quebec (\$14.4K)** have very low contributions, signalling underperformance or low market penetration.

#### Top Customers:

- ✓ **Emily Phan** and **Deborah Brumfield** lead in customer profitability.
- ✓ There's significant profit concentration among a few high-value customers.



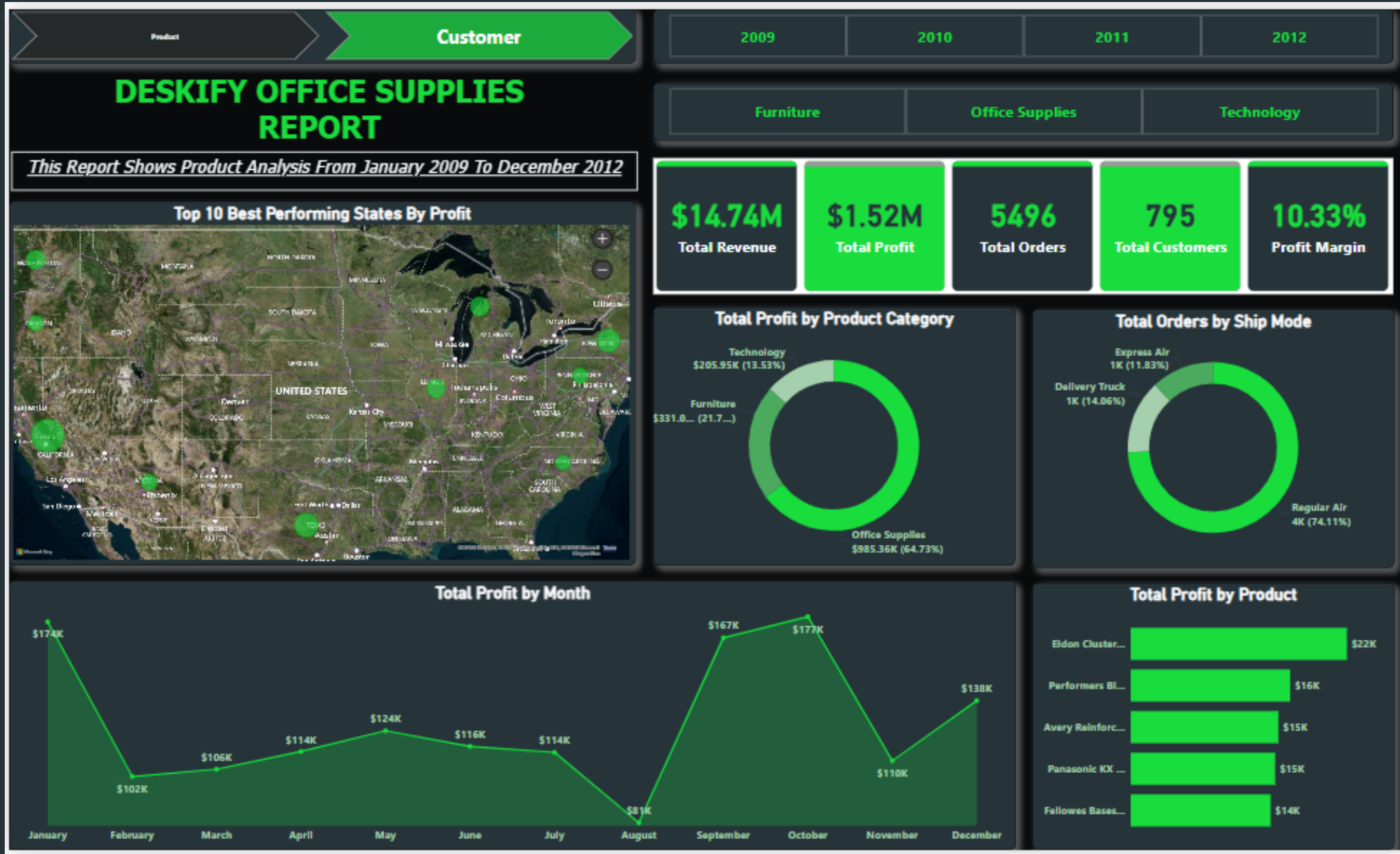
## CUSTOMER ANALYSIS CONTD

### Recommendations:

- ✓ **Expand B2B Focus:** Invest more in the **Corporate** segment with tailored offers, premium services, and loyalty programs.
- ✓ **Address Loss-Making Sub-Categories:** Conduct a detailed review of **Copiers** to identify root causes of negative profit.
- ✓ **Regional Strategy:** Consider targeted marketing and sales strategies in low-performing regions (Yukon, Quebec).
- ✓ **Customer Retention:** Strengthen relationships with top customers via exclusive perks and personalized service.



# PRODUCT ANALYSIS



## DESCRIPTION OF TOOLS USED | PRODUCT ANALYSIS

- ✓ **Cards (New):** To display Key Performance Indicators (KPI) such as Total Customers, Total Orders, Total Revenue, Total Profit and Profit Margin.
- ✓ **Clustered Bar Chart:** To explain Total Profit by Product Sub-Categories.
- ✓ **Donut Chart:** Explaining Total Profit by Product Category and Total Orders by Ship Mode.
- ✓ **Area Chart:** Visualising Profit Trend overtime.
- ✓ **Map:** Showing Top 10 Best Performing States.
- ✓ **Slicers:** Filtering report across Product Categories and Years.



## PRODUCT ANALYSIS CONTD

### Key Insights:

#### Total Revenue & Profit:

- ✓ Over **\$14.74M** in revenue and **\$1.52M** in profit with a **10.33% profit margin**.
- ✓ 5,496 orders from 795 customers, suggests potential to increase average revenue per customer.

#### Profit by Product Category:

- ✓ **Office Supplies** dominate profit share (64.73%), followed by **Technology (13.53%)**.
- ✓ **Furniture** lags behind, indicating possible inefficiencies or lower demand.

## PRODUCT ANALYSIS CONTD

### Key Insights:

### Best Performing States:

- ✓ High profits from eastern states like **New York, Pennsylvania,** and **California**, implying strong customer bases or market saturation there.

### Order Delivery Preferences:

- ✓ **Regular Air** shipping dominates (74.11% of orders), while **Express Air** has low usage, potential cost-saving lever.

### Profit by Month:

- ✓ **October and September** see peak profits (\$177K and \$167K), while **August** underperforms significantly.





## PRODUCT ANALYSIS CONTD

### Recommendations:

- ✓ **Promote Office Supplies:** Double down on marketing and inventory for this category to sustain growth.
- ✓ **Boost Underperforming Months:** Run sales promotions or campaigns in low-profit months (e.g., **August**) to balance monthly performance.
- ✓ **Shipping Optimization:** Encourage customers to adopt **Regular Air** or optimize Express Air usage to reduce fulfilment costs.
- ✓ **Explore Technology Sales:** There's untapped potential in **Technology** products, consider bundling or upselling them.
- ✓ **Analyse Furniture Sales:** Investigate customer pain points (pricing, delivery, styles) in the Furniture category.





**THANK YOU**