

PrimeTech Store Annual Performance Review

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PrimeTech Store

Project Objectives

- Evaluate key performance indicators (KPIs)
- Identify areas for growth
- Develop strategic recommendations
- Enhance customer engagement and operational efficiency



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Key Findings

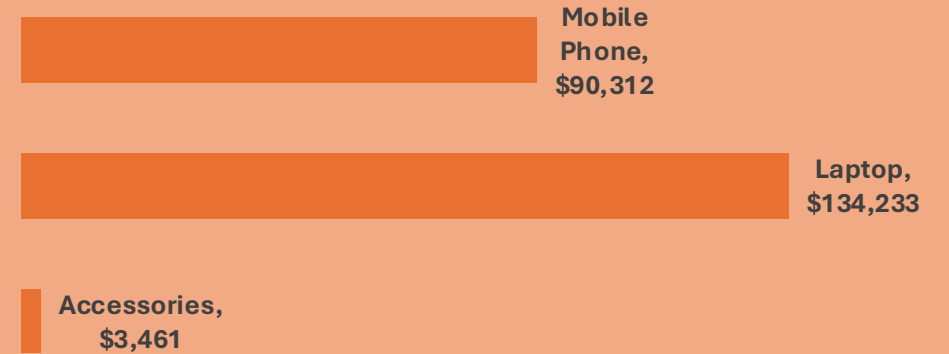
Revenue Performance

- The total revenue generated is £228,006.26.
- Laptops contributed the highest revenue (£129,133.44), followed by mobile phones and accessories.

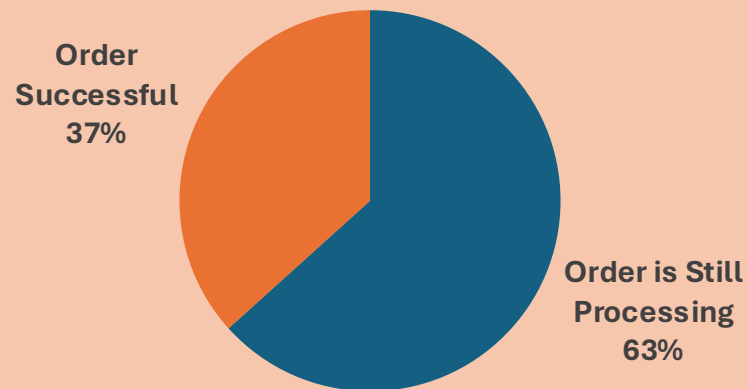
Order Analysis

- PrimeTech processed 199 total orders, with 60 orders for laptops and 58 for mobile phones.
- However, 63.3% of orders are still processing, which suggests potential inefficiencies in fulfilment

Revenue by Product Category



Order Status Distribution



Key Findings

Sales Categorisation

- 51.3% of sales fall into the "High Sales" category (above £500).
- However, low-priced products (Normal Sales) contribute fewer orders, affecting profit margins.

Customer Experience & Order Processing

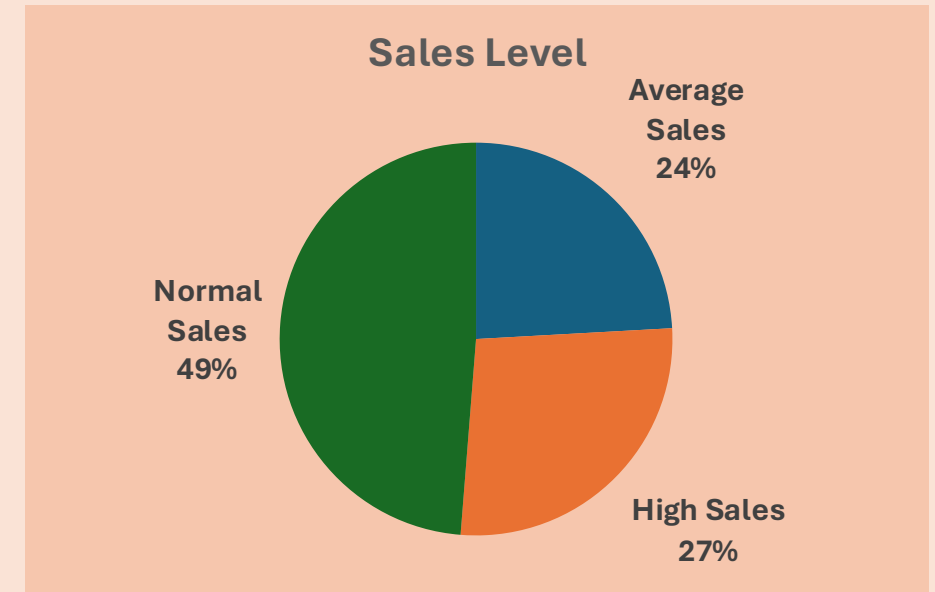
- Only 36.7% of orders are fully delivered. This indicates a need to improve delivery and order completion rates.
- A high percentage of pending orders could negatively impact customer satisfaction and repeat purchases.

Cheapest Product

- Ucom USB gamepad & USB Cable - \$9.99

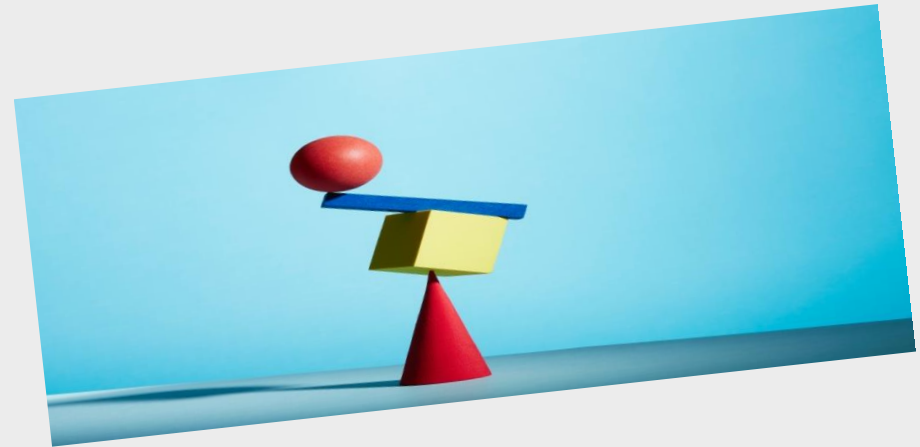
Most Expensive Product

- Apple MacBook- \$2449



Challenges Identified

- High number of pending orders
- Lower sales in accessories category
- Limited B2B engagement
- No dynamic pricing strategy in place
- Customer satisfaction not actively measured



Strategic Recommendations

Optimize Product Sales & Pricing

- Bundle mobile phones with accessories to increase sales.
- Introduce promotional discounts to increase mobile phone purchases.
- Implement dynamic pricing strategies based on competitor trends.

Enhance Customer Engagement & Retention

- Launch a customer loyalty program with rewards for repeat purchases.
- Improve customer service by introducing AI-powered support for faster responses.
- Collect customer feedback to address pain points in delivery and product offerings.

Improve Order Fulfilment Efficiency

- Automate inventory and logistics tracking to reduce pending orders.
- Offer express delivery options and improve supplier relationships.
- Enhance warehouse and fulfilment processes to ensure timely deliveries.

Increase Online & B2B Sales Opportunities

- Expand corporate sales partnerships for bulk laptop and mobile purchases.
- Invest in social media and digital marketing campaigns to attract more customers.

Conclusion

- Strong revenue performance led by laptops.
- Key opportunities exist in fulfilment, pricing, and marketing.
- Strategic focus on automation, customer engagement, and growth.

THANK YOU

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