

Cartify Performance Review: A Clear Look at Our Sales, Discounts, and Deliveries

- **Role:** Data Analyst
- **Name:** Gauransh Gautam
- **Enrollment number:** 2203051250017
- **Phone Number:** 9759841063
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- **Interactive Dashboard Link:** Due to not having an organizational Power BI Service ID, the dashboard cannot be published as a link, so the .pbix file is being shared instead.

A Quick Summary for Management

This report provides a clear overview of our business performance. The main takeaway is that our **Consumer** customer base is our most reliable source of profit. However, we need to address the **Corporate** segment, which is underperforming due to heavy discounts and high product returns, particularly in the **East**. We also identified a logistics slowdown in the **South** that may be impacting profitability. The good news is that a small handful of our products, specifically **Fashion Accessories and Footwear**, are our star performers, driving the vast majority of our profits. The following recommendations are focused on fixing the problem areas and capitalizing on our strengths.

Key Insights & Strategic Recommendations

Here are the 5 most important findings from our analysis.

1. Finding: All Regions Are Profitable, but Corporate Clients Lag Behind

- **Insight (Sales & Profitability):** Our analysis shows that every region and customer segment combination is profitable, which is a positive sign. However, the **Corporate** segment consistently shows the lowest profit margins across all regions, pulling down our overall average.
- **Recommendation:** We should review our pricing and discount structure specifically for Corporate clients. A modest reduction in the average discount for this segment could significantly boost company-wide profitability without risking sales volume.

2. Finding: Aggressive Discounts on Electronics Are Not Paying Off

- **Insight (Discount Impact):** There is a clear trend showing that high discounts, especially in the **Electronics** category, lead to significantly lower profit margins. While these discounts may increase sales, the actual profit we make on each item is minimal.

- **Recommendation:** We need to shift our discount strategy for Electronics. I recommend capping discounts at **15%** and instead promoting bundles with high-margin accessories (like cases and chargers) to increase the total profit per transaction.

3. Finding: Delivery Delays in the South Are a Bottleneck

- **Insight (Delivery Performance):** The **South** region is a clear logistics bottleneck, with an average delivery time of **4.54 days**, which is noticeably longer than our other regions. This slowdown can lead to poor customer satisfaction.
- **Recommendation:** We should immediately investigate the performance of the primary fulfillment center serving the South. Exploring a partnership with a regional courier could be a quick way to improve delivery speed and protect our customer relationships in this area.

4. Finding: "Apparel" Is the Main Cause of Product Returns

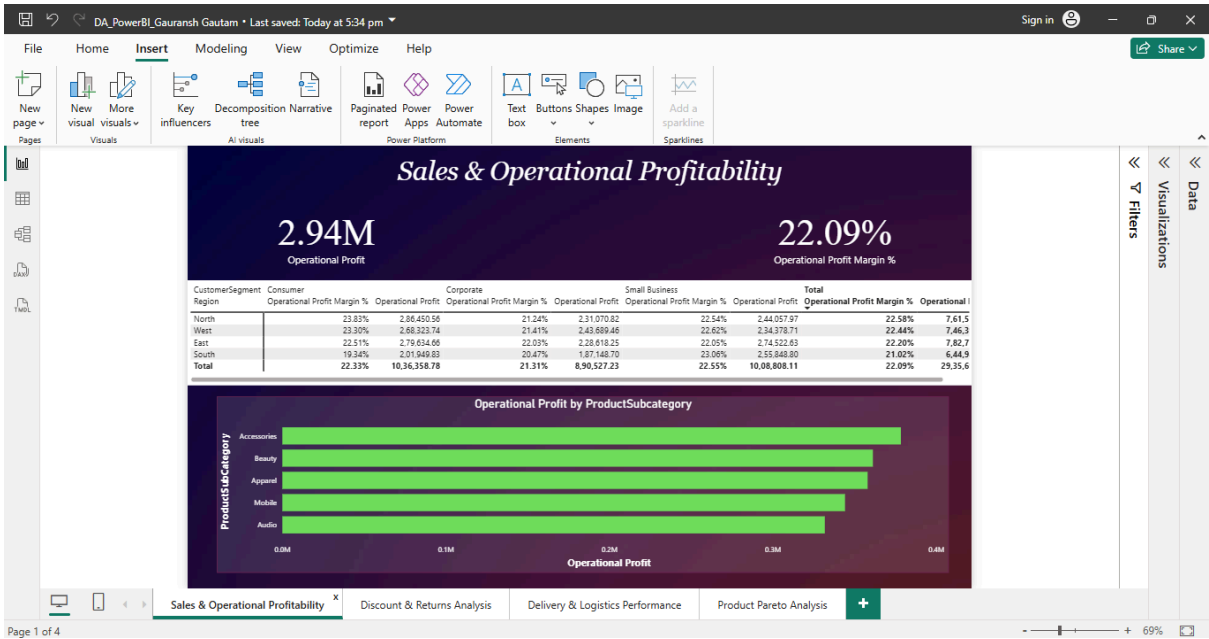
- **Insight (Returns Analysis):** The single biggest driver of returns is the **"Apparel"** product subcategory. The data shows this category accounts for nearly **11.50%** of all returns, far more than any other product type.
- **Recommendation:** To combat this, we should enhance the Apparel product pages on our website. Adding more detailed sizing guides, customer photos, and reviews that mention fit will help customers make better choices and reduce the rate of returns.

5. Finding: A Few "Superstar" Products Drive Most of Our Profit

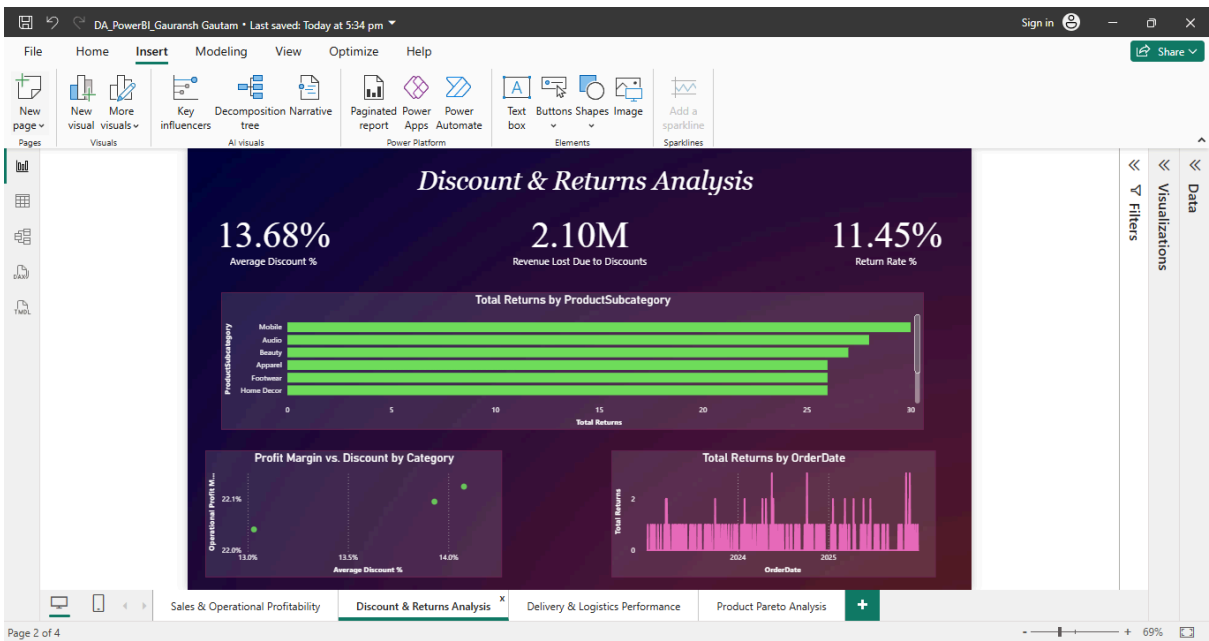
- **Insight (Pareto Analysis):** The 80/20 rule is in full effect. Our analysis confirms that about 80% of our total profit comes from a small group of products, with **Fashion Accessories** and **Footwear** being the top two most valuable categories.
- **Recommendation:** We should double down on these winners. I recommend increasing the marketing budget for accessories and footwear, ensuring they are always in stock, and featuring them more prominently on our website to maximize our easiest and most significant source of profit.

Supporting Dashboard Visuals

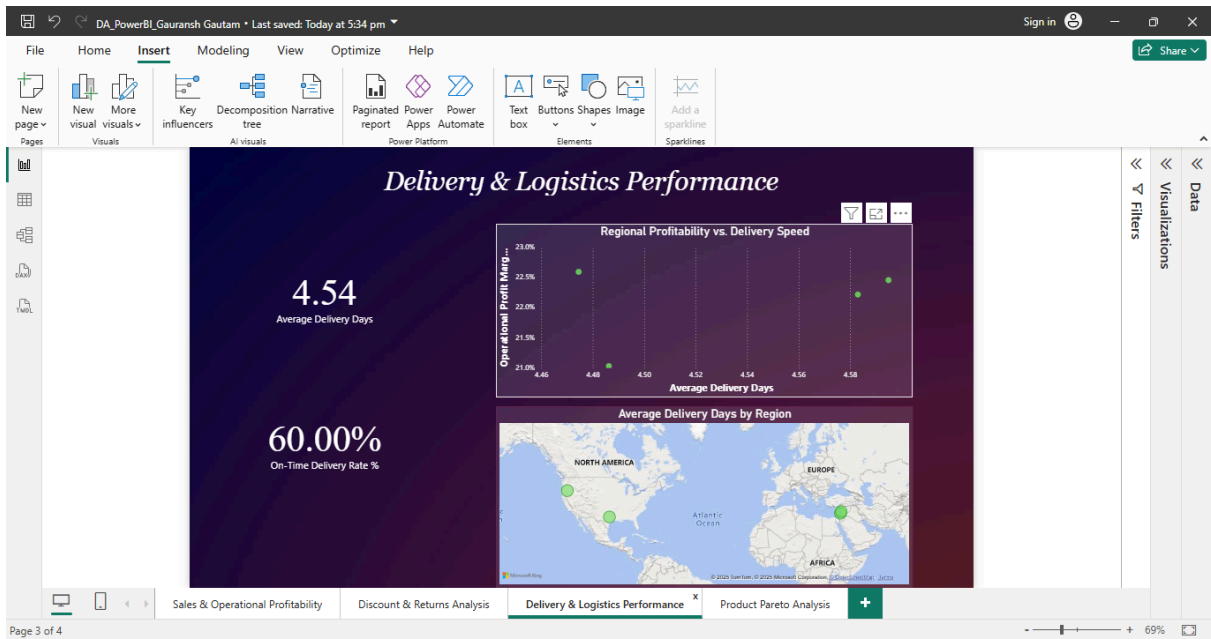
Sales & Operational Profitability



Discount & Returns Analysis



Delivery & Logistics Performance



Product Pareto Analysis

