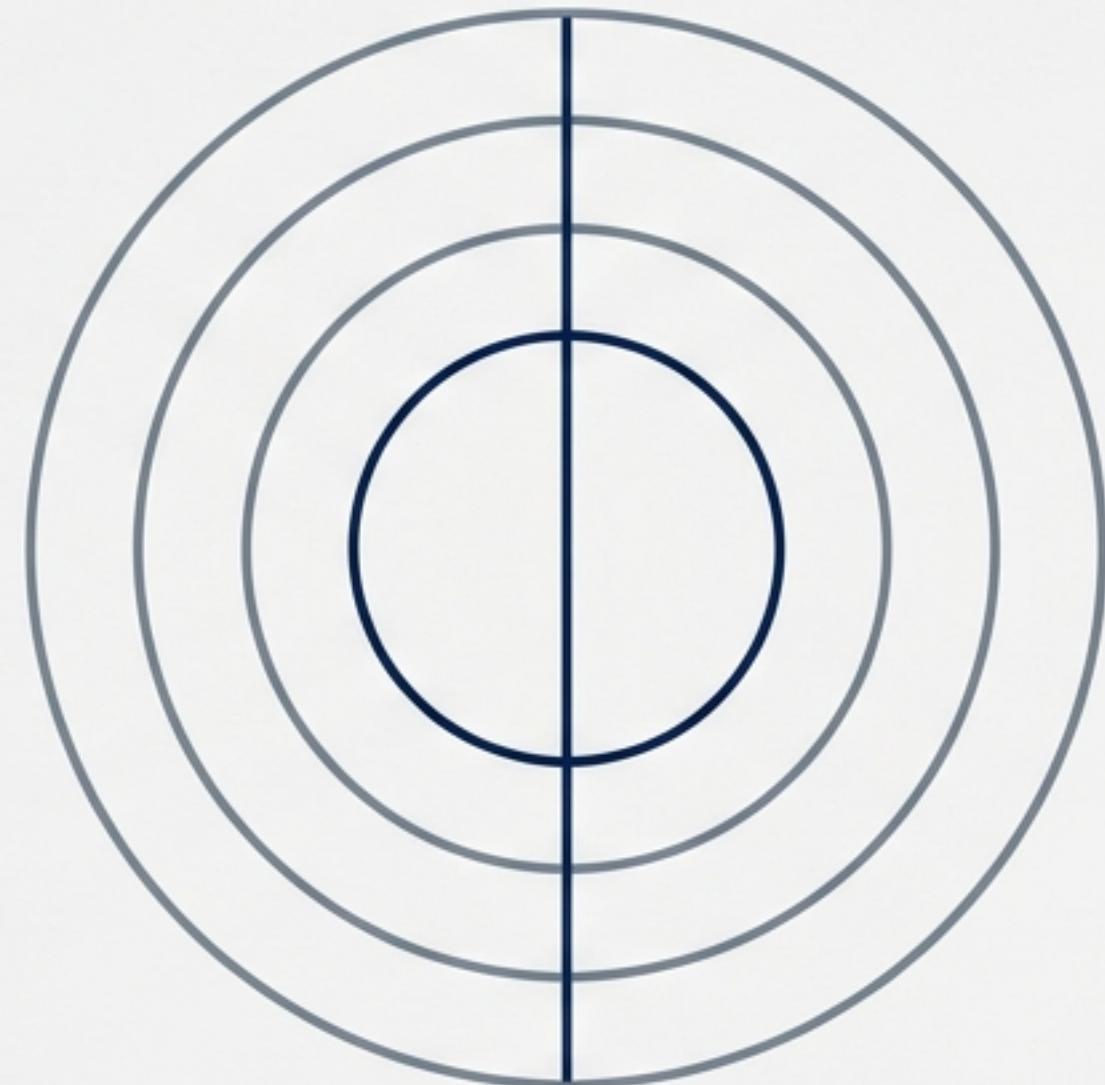


MegaStore Management System

Performance & Operational Review

A data-driven analysis of commercial health, customer segmentation, and supply chain efficiency (2024–2026).



Executive Snapshot: High-Volume Stability

TOTAL VOLUME

10,001

Verified Orders Processed

AVERAGE TICKET

\$24,769

Mean Sales Amount per Order

PROFITABILITY

25.0%

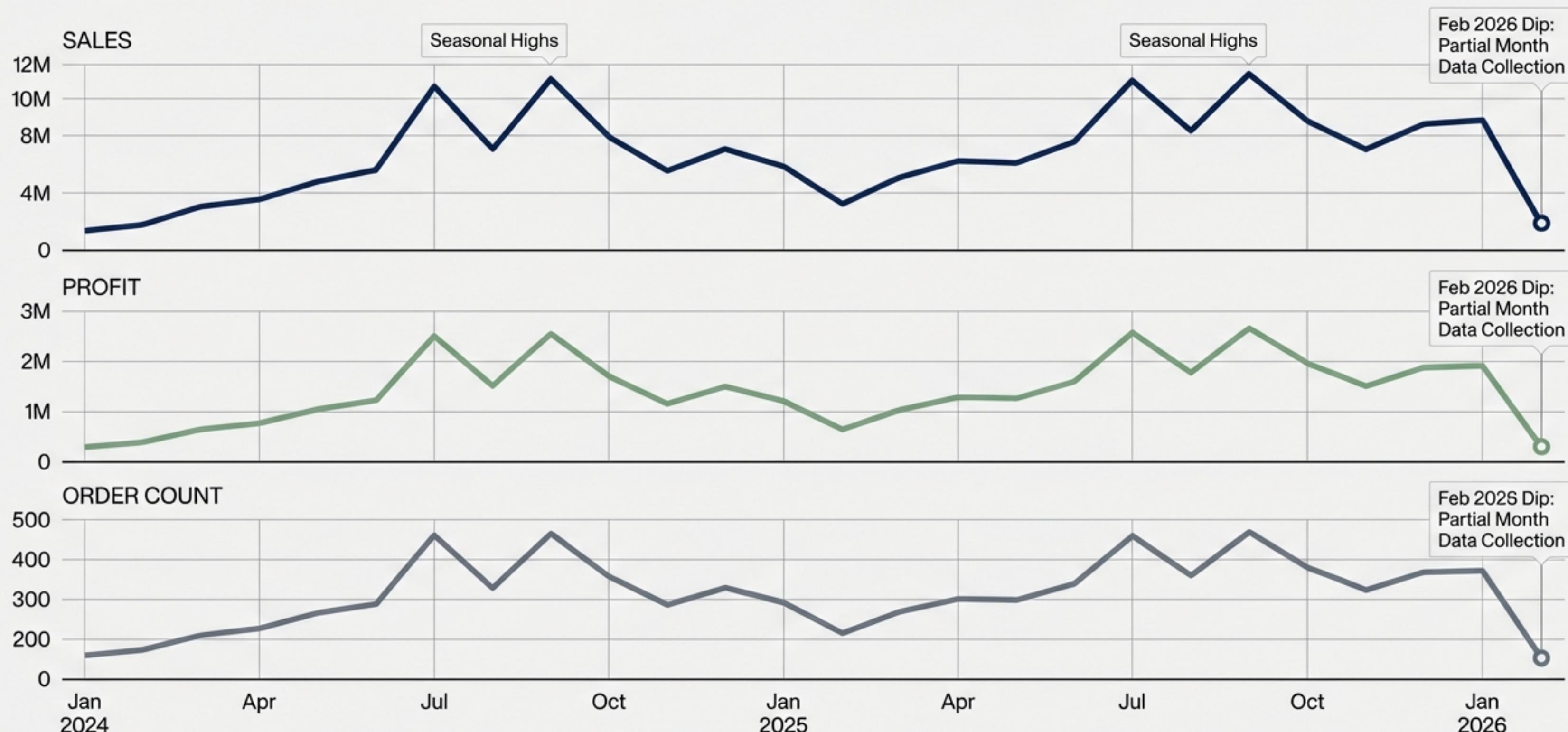
Consistent Net Profit Margin

INVENTORY VELOCITY

~50 Units

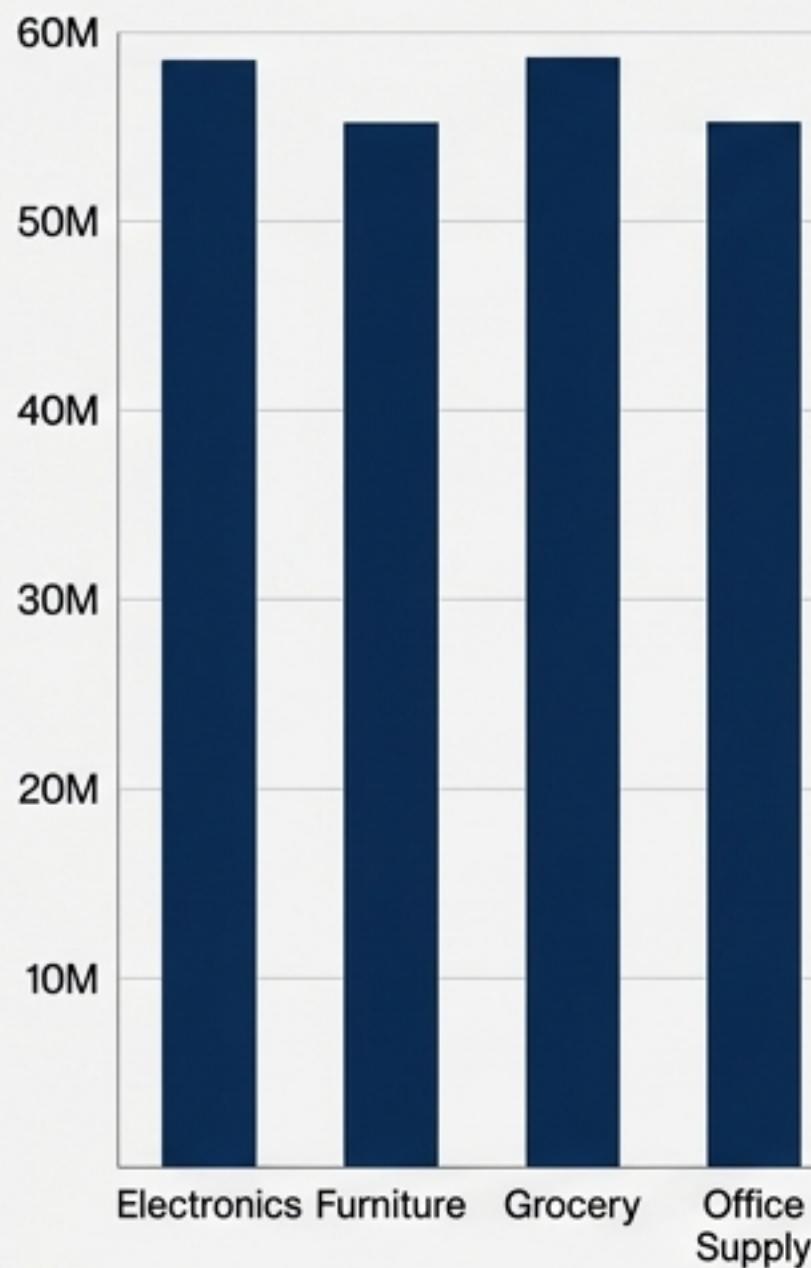
Average Stock Left per SKU

Financial Trajectory: Consistent Growth with Seasonality

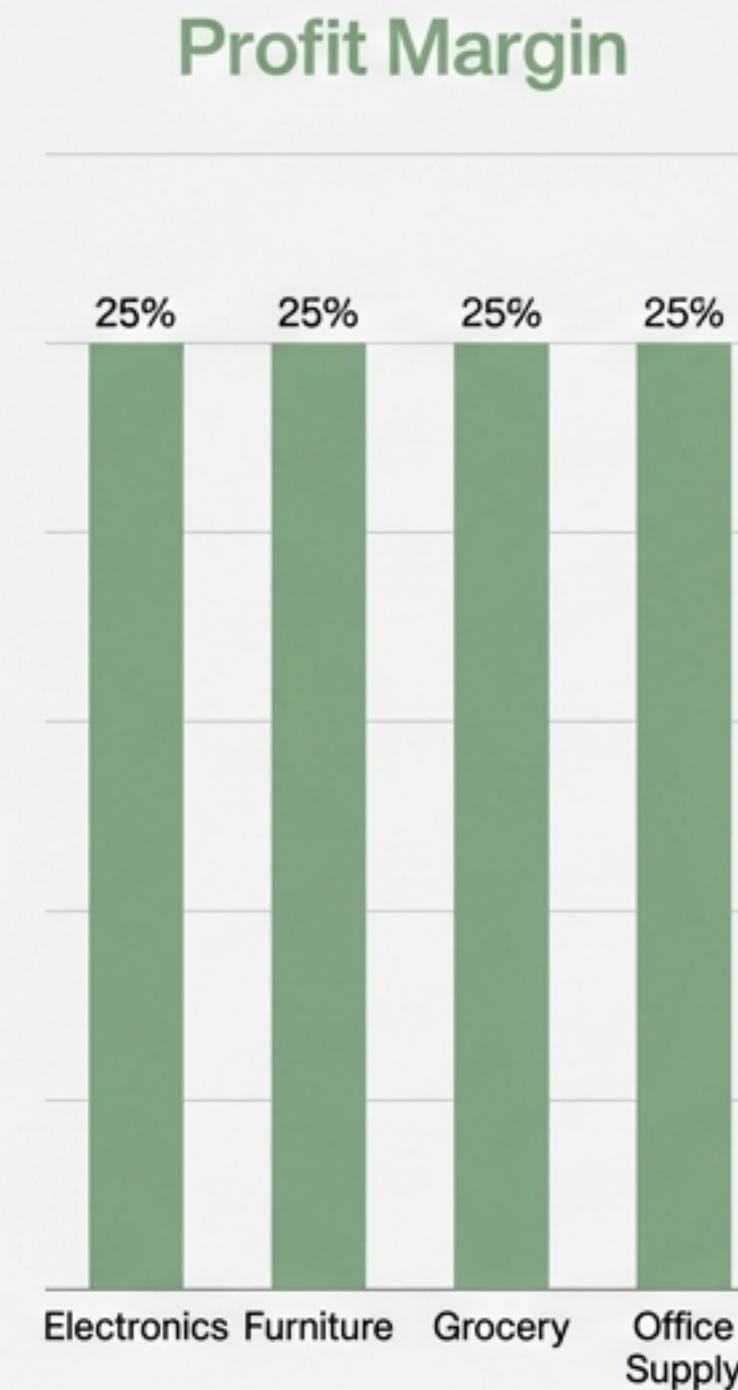


Category Analysis: A Perfectly Balanced Portfolio

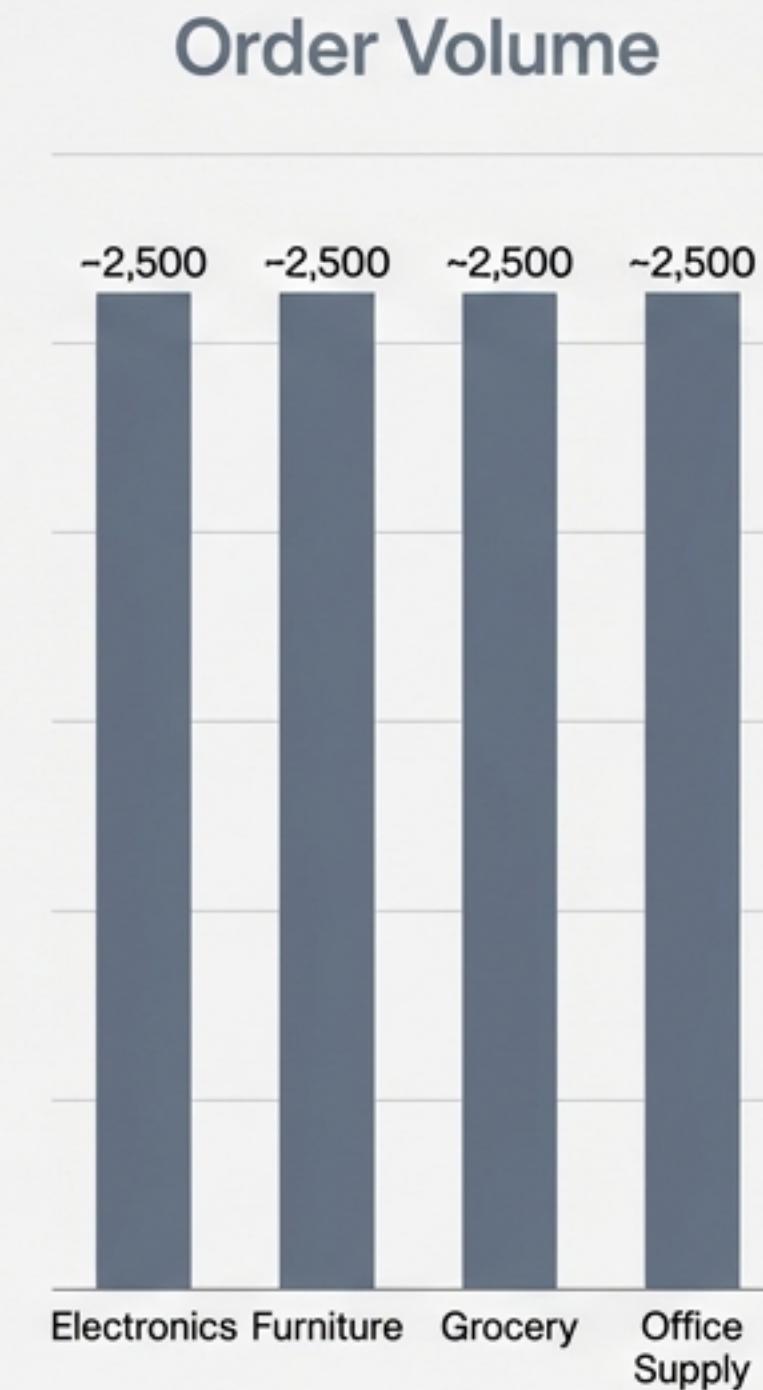
Total Sales



Profit Margin



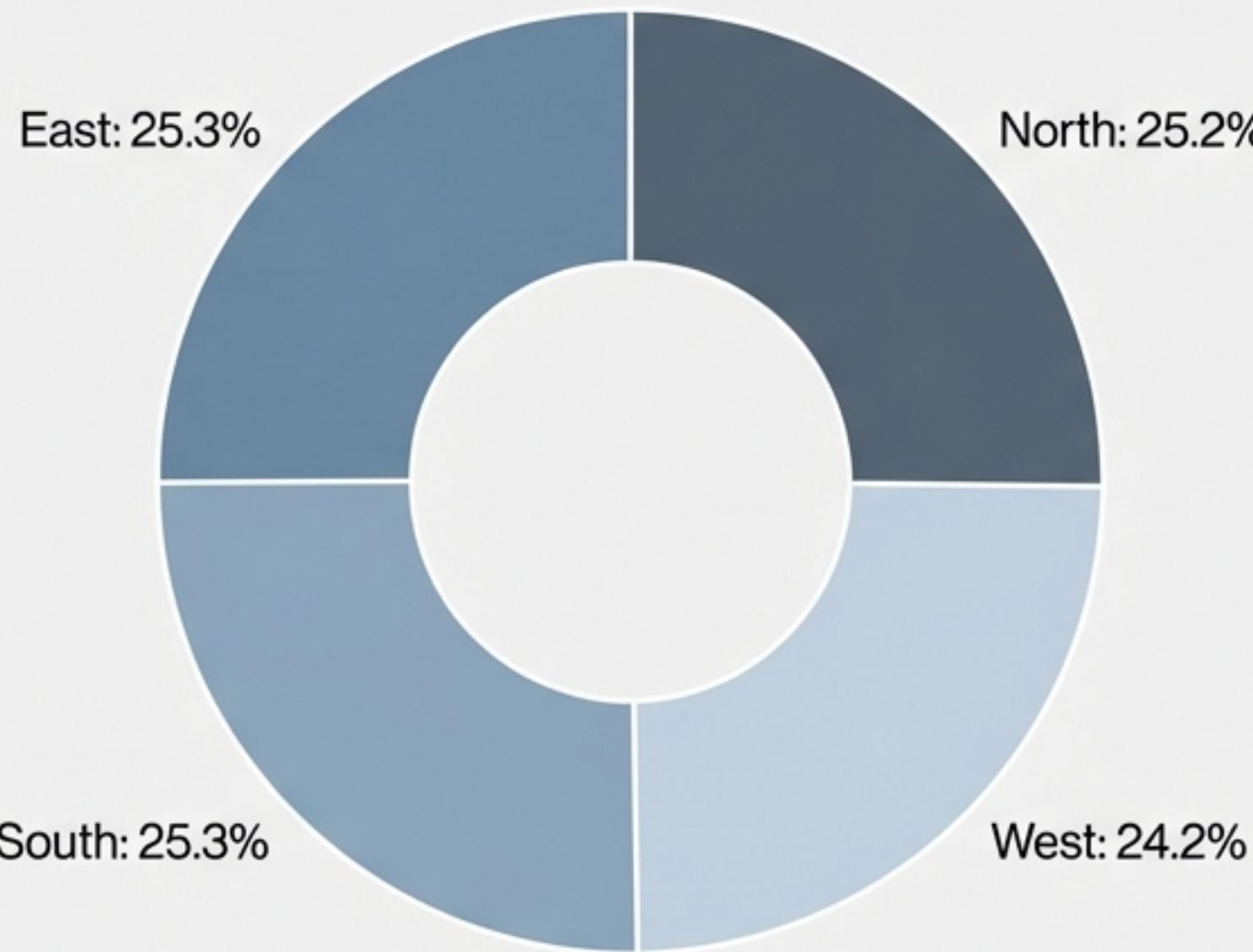
Order Volume



Strategic Insight:

No dependence on a single vertical.
Risk is evenly distributed across all sectors.

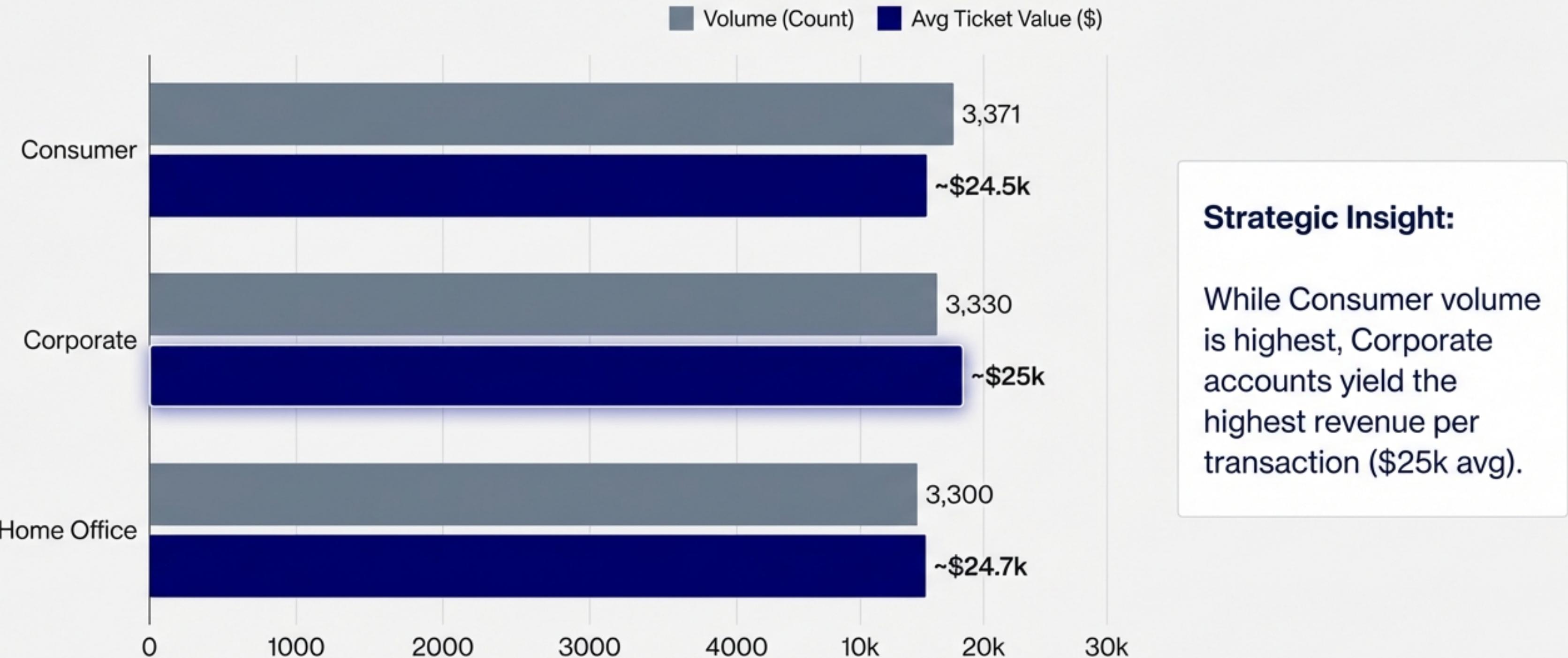
Regional Distribution: Uniform Market Penetration



	Sales	Margin
East Region	\$62.7M	25%
South Region	\$62.7M	25%
North Region	\$62.3M	25%
West Region	\$59.9M	25%

Operations are fully mature across all geographies with negligible variance in efficiency.

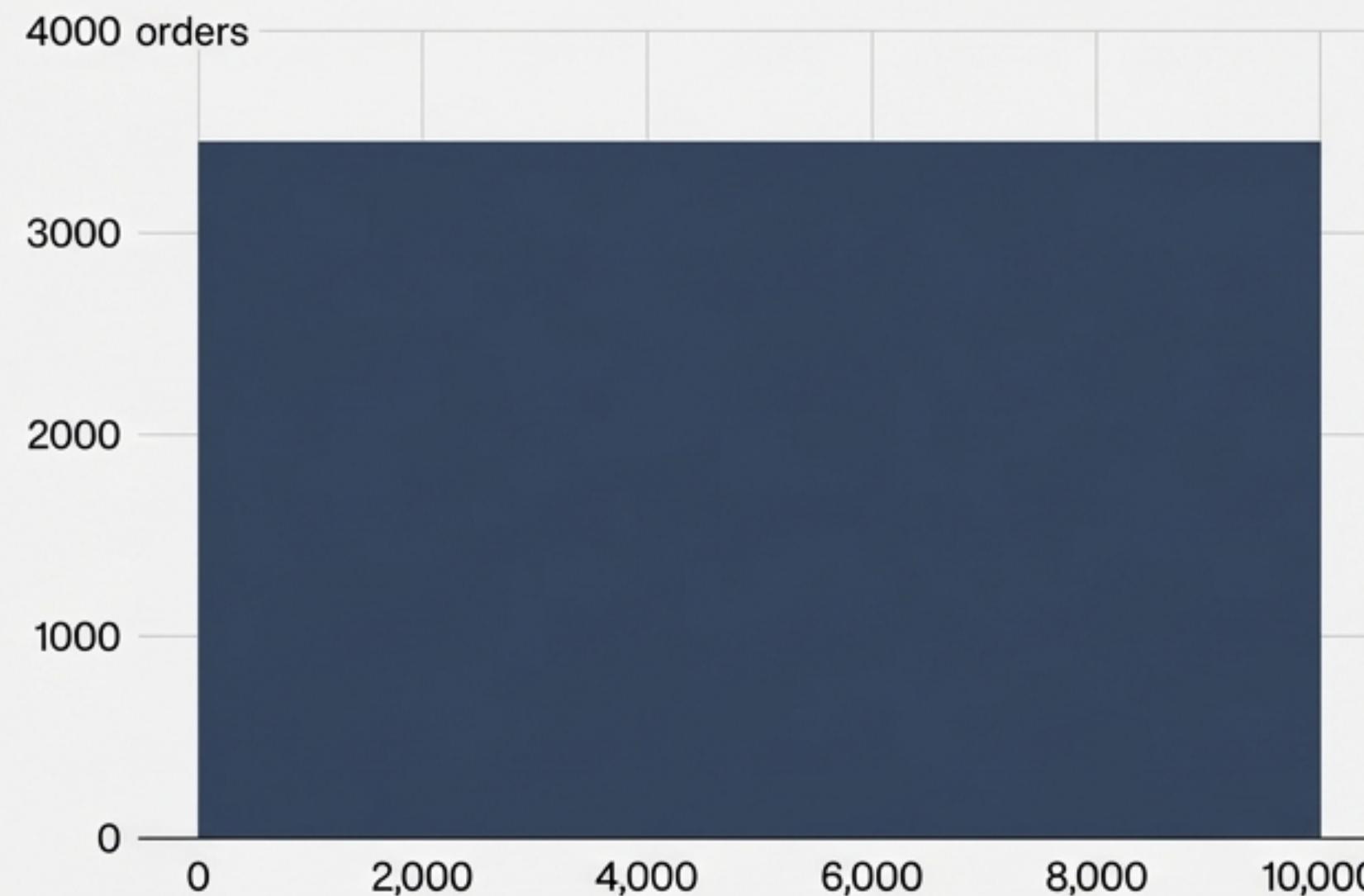
Customer Segmentation: Corporate Drives Ticket Value



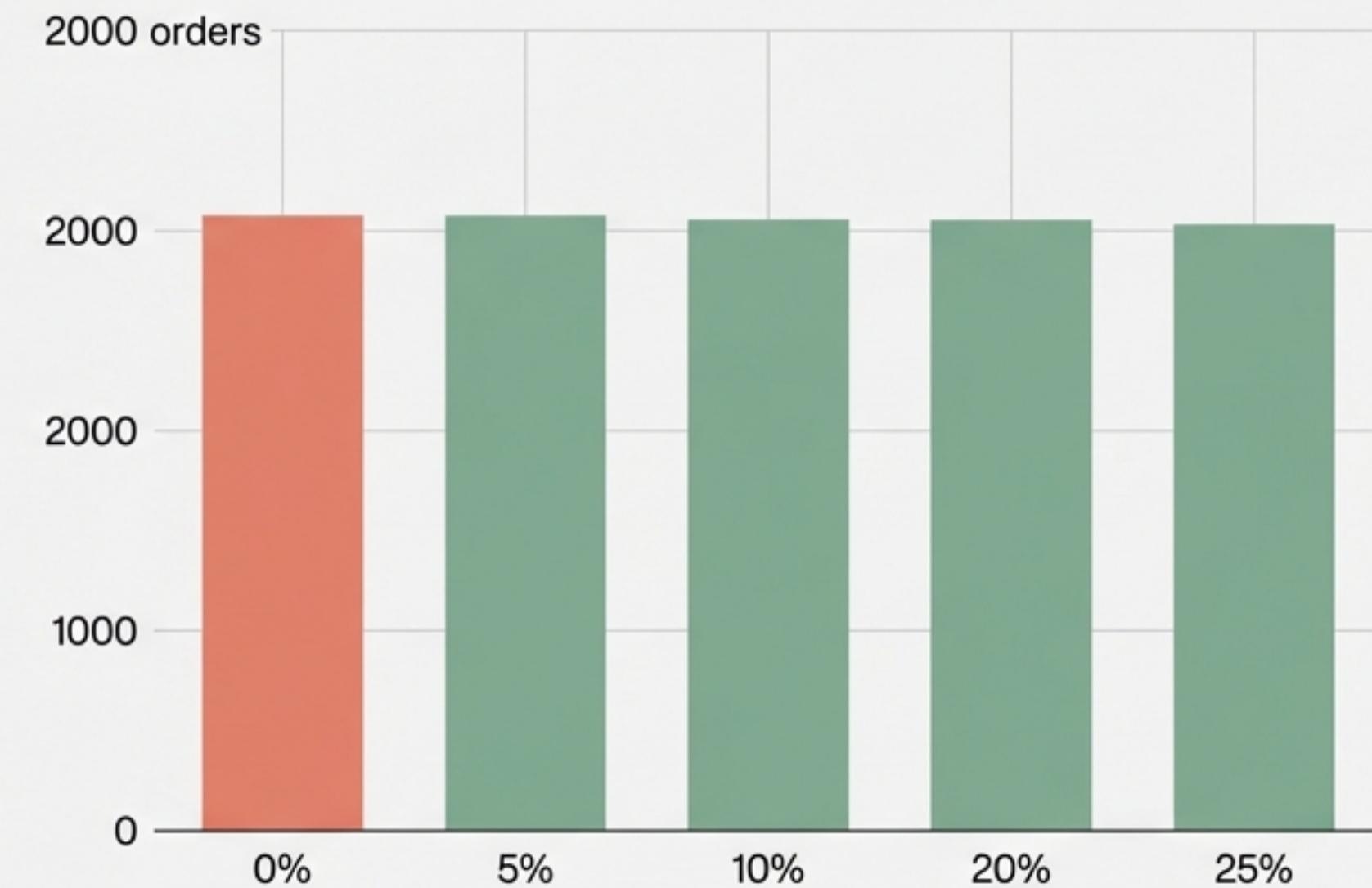
Data Source: Internal CRM Analysis, 2024.

Pricing & Economics: Disciplined Discounting

Unit Price Distribution



Discount Structure



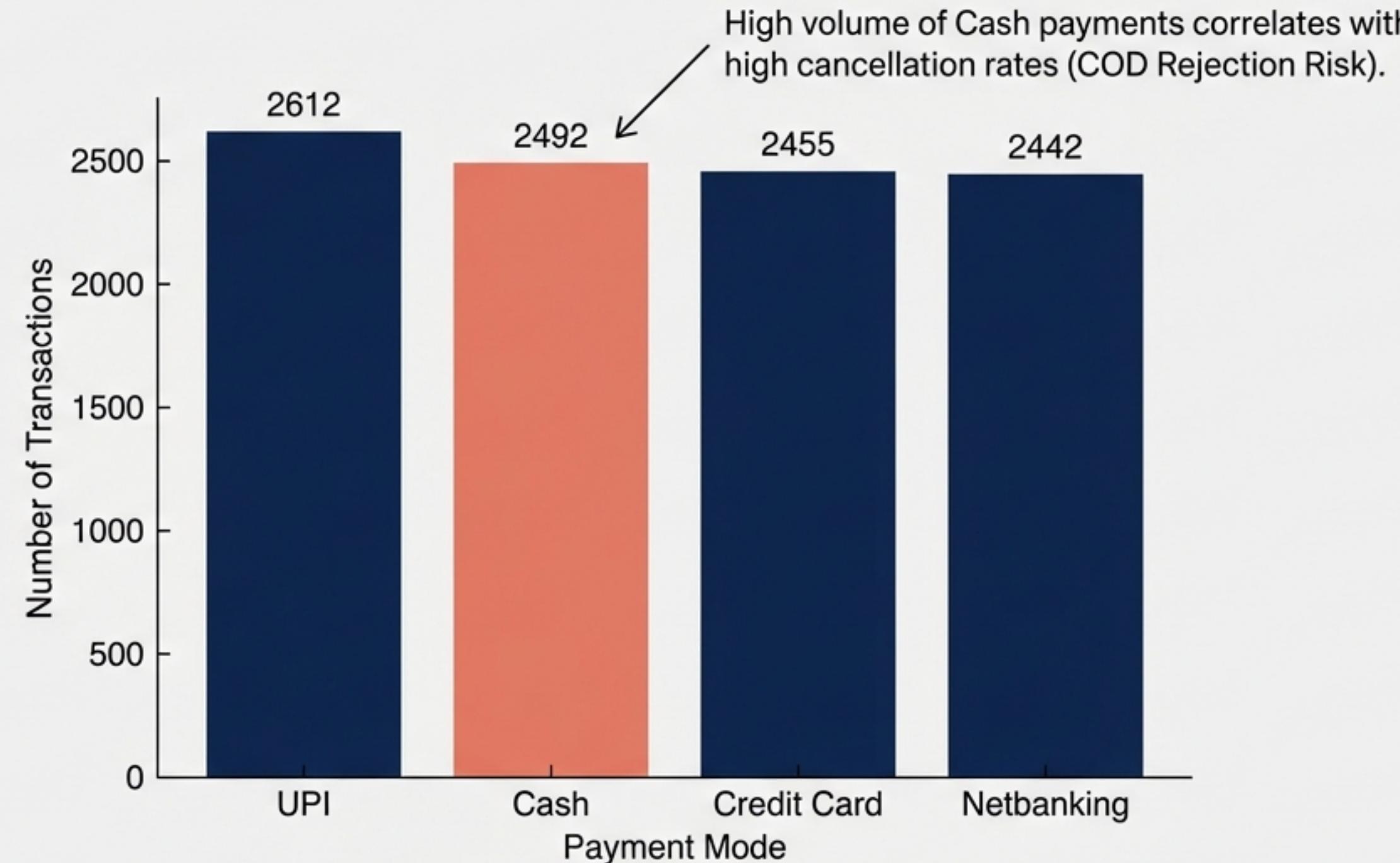
Correlation Analysis: Discount % has a negligible impact on Sales Amount (-0.12 correlation), proving revenue is value-driven, not promotion-driven.

Logistics Friction: High Cancellation & Return Rates



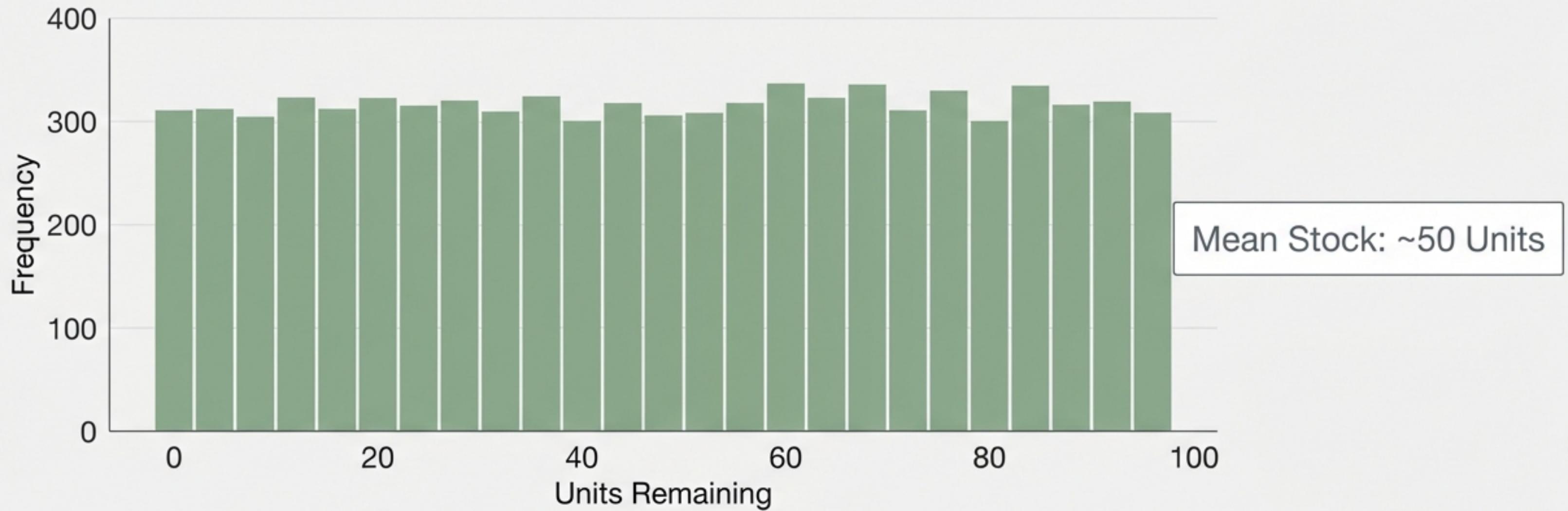
Critical Bottleneck: 1 in 2 orders faces a logistics failure event.

Payment Infrastructure: The Cash Dependency



Data Source: Internal Payment Analysis, 2024.

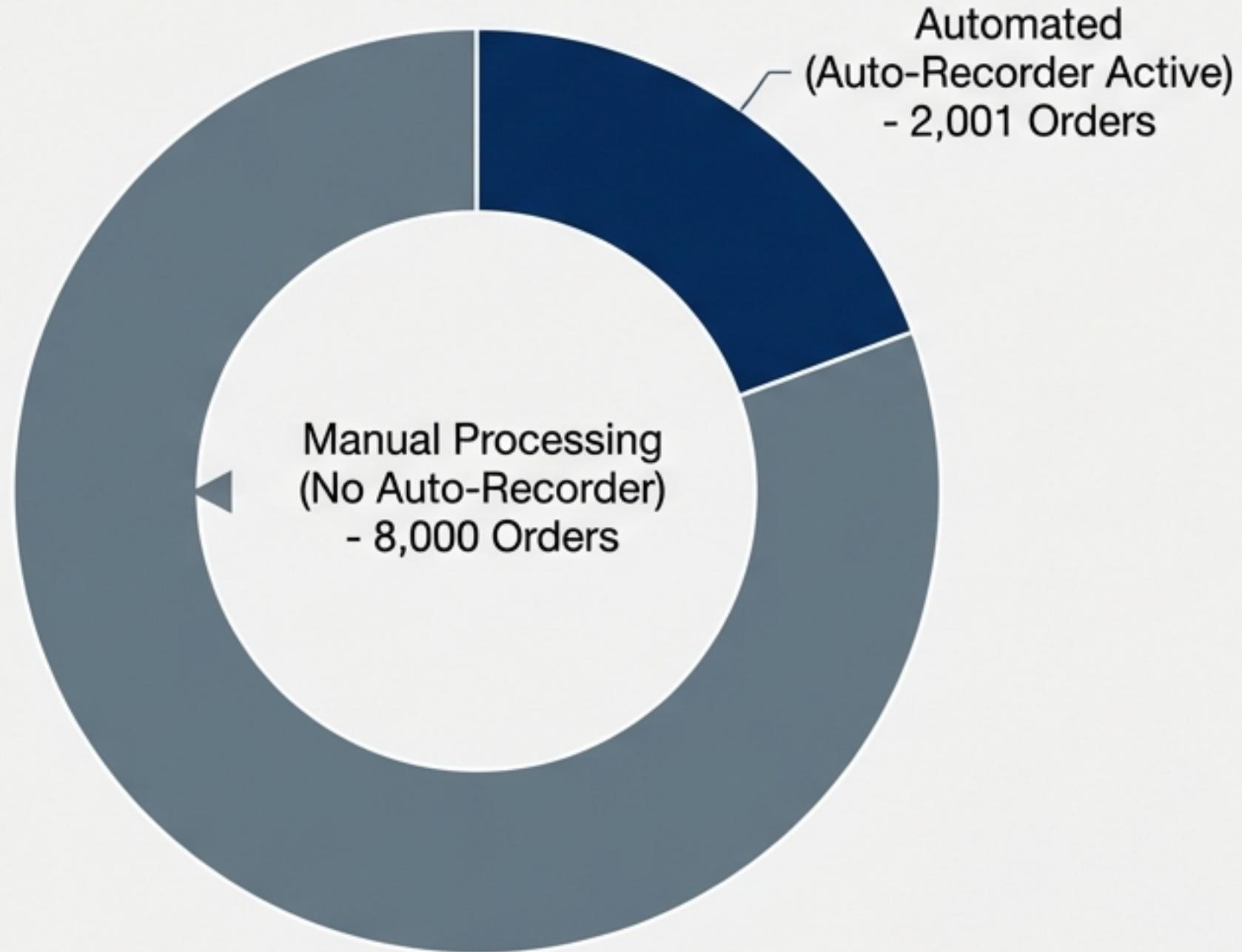
Inventory Dynamics: Uniform Stock Distribution



Inventory levels are distributed evenly across the spectrum, suggesting a static rather than dynamic replenishment model.

Data Source: Internal Inventory Analysis, 2024.

Technology Adoption: The Automation Opportunity



SCALABILITY GAP

Only 1 in 5 orders utilizes the automated re-ordering system. Increasing this ratio is the primary lever for operational efficiency.

Supply Chain Logic: Correlation Analysis

	Quantity	Unit_Price	Discount (%)	Sales_Amount	Cost_Price	Profit	Stock_left	Recorder_Quantity
Quantity		-0.10	0.24	-0.12	0.34	0.76	-0.16	-0.10
Unit_Price	0.03		0.13	-0.17	0.26	0.50	-0.16	-0.01
Discount (%)	0.05	0.08		0.14	0.24	0.56	-0.23	-0.24
Sales_Amount	0.04	0.15	0.03		0.58	+0.88 •	0.07	-0.55
Cost_Price	0.05	0.05	0.23	0.09		+0.98	-0.84	-0.10
Profit	0.04	0.32	0.04	0.31	0.06		-0.32	-0.38
Stock_left	0.04	0.14	0.06	0.07	0.30	0.34		-0.65 •
Recorder_Quantity	0.21	0.03	0.01	0.26	0.31	0.02	-0.65	

Data Source: Internal Supply Chain Analysis, 2024.

Profit scales linearly with sales.

Re-order quantity increases as stock decreases.

Strategic Summary: Robust Commercials, Operational Headwinds

COMMERCIAL STRENGTHS



- **\$247M Total Revenue** with consistent **25% Margins**.
- Perfectly balanced risk profile across 4 Regions and 4 Categories.
- High-value Corporate customer base (\$25k avg ticket).

OPERATIONAL WEAKNESSES



- Only **~25%** Successful Delivery Rate (High Returns/Cancellations).
- **Low Automation** Adoption (80% Manual).
- High reliance on Cash payments correlates with delivery failure.

Recommendations: Prioritizing Logistics & Automation

- 01.** **Fix the “Last Mile”:** Investigate the root cause of the ~50% Cancellation/Return rate. Focus on reducing Cash-on-Delivery failures.
- 02.** **Scale Automation:** Push “Auto_recorder” adoption from 20% to >50% to streamline the 10,000-order volume.
- 03.** **Incentivize Pre-Payment:** restructure discounts to move customers from Cash to UPI/Credit.
- 04.** **Maintain Diversity:** Continue the balanced regional/category strategy that is currently protecting the bottom line.

Appendix: Data Integrity & Methodology

Dataset Scope	Quality Assurance
<ul style="list-style-type: none">• Total Records: 10,001.• Period: Jan 2024 – Feb 2026.• Attributes: 25 distinct columns.	<ul style="list-style-type: none">• Duplicates: 0.• Missing Values: 0.• Data Types: Validated (Float/Int/Date).• Tooling: Python (Pandas, Matplotlib, Seaborn).

Presentation generated based on raw MegaStore transactional data.