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Speedyshop's Tableau visualization Report

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speedyshop

Executive Summary

Speedyshop's overall performance is gradually increasing over the years of its operation. Visualizations demonstrating company's key performance indicator (KPI) were created to show the overall performance to the senior management and further scrutinize the business. However, while going through the result, some of the KPIs seem to show new insights to enhance the performance of the business.

The paper will be going through the visualized story line composed of five dashboards. Those five dashboards are 1) Speedyshop's performance overview, 2) MOM GR (%) Overview, 3) Regional Overview, 4) Country Overview, and 5) Product Overview. Each of them will be demonstrating variety of KPIs which will then be used as a milestone to a new insight. Moreover, the paper will be mostly analyzing the performance using measures such as sales, profit and quantity of its goods sold from 2011 to 2014.

Although Speedyshop's yearly average sales and profit show a continuous increase, poor performance of its first and second quarter seems constant. Hence, we will be further scrutinizing the cause to it by comparing its month over month (MOM) and year over year (YOY) growth rate to find insights and come up with resolutions. Furthermore, with the database of its previous performance, forecast of its future sales, profit, and quantity level will be also made.

In addition, the paper will also go through its regional and country overview. It will demonstrate which region and country are performing well and will come up with new strategy to improve for those who aren't. With its yield control setting, we will be able to show which city of the country is performing well with fixed yield level we want to set it as a standard. Furthermore, the report will go through each country's performance in terms of its category and sub-category of its goods sold. It will then allow us to investigate which country we should put more effort on to achieve certain performance level we seek to achieve.

Lastly, we will deep dive into the product overview to see which products are high yielding. We will look through the performance of each product and see whether the price and discount rates are measured reasonably. Furthermore, we will find ways to improve its poor performing products by increasing or decreasing its discount rate or coming up with alternative ways to attract different segment of the buyer.

With all the insights acquired from the report, we would like to come up with new future direction and recommendation so that the performance of the Speedyshop can continuously increase. We hope that the research could be beneficial for senior management in terms of their decision making and directing its business.

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1 Introduction

1.1 Background

Speedyshop is one of the largest and fastest growing e-commerce company in United Kingdom. Through its online and mobile ecommerce platform, it works as an online retailer which sells and delivers various number of products across the globe. With its fast-growing business, innumerable amount of data is being stacked in the database of the company. Currently, senior management seems to have difficulty in their decision making and constructing marketing strategy with little reference to refer to. Hence, key performance indicators (KPI) with the use of stacked data were created for the benefit of the senior management to see the overview of the company performance. Furthermore, we aim to ensure a sustainable growth of its business by further scrutinizing its performance.

1.2 Current issue

Although it shows improvement of its overall performance over the years, it is constantly showing poor performance level in the first and second quarter and rapid increase in third and fourth quarter. At first glance, it might be due to increase of saving in the start of the year since people tend to spend more on year-end holidays. However, this could be not the only reason why. We would like to further scrutinize the possible cause to it and come up with resolutions. Furthermore, although some region and countries show good amount of sales, their profit seems to be poor compared to its sales. Hence, our concern is to figure out ways we could fix these issues and improve the business.

1.3 Scope of study

The research will only cover the sales data of 2011 to 2014. It will be mostly analyzing its different segment, category, and region with the measurements of sales, profit and quantity level of its product sold. Furthermore, although it covers all the regional data to compare between different areas, the paper will go through the data of the United Kingdom to further analyze the data and show examples of possible insights that could be earned from the data.

2 Methodology

2.1 Purpose of research

Purpose of the research is to find insights which we couldn't tackle due to insufficient use of the data the company have. We hope that by exploring the dataset using Tableau's data visualization, we could extract commercially important insights for senior management to see which then could be beneficial and useful for their decision making.

2.2 Approach

With the questions and problems generated when analyzing the visualization, we will try to figure out the reason for the problem and come up with a hypothesis so that we could overcome the certain problem. Hence, inductive approach will be used for the research.

2.3 Data collection

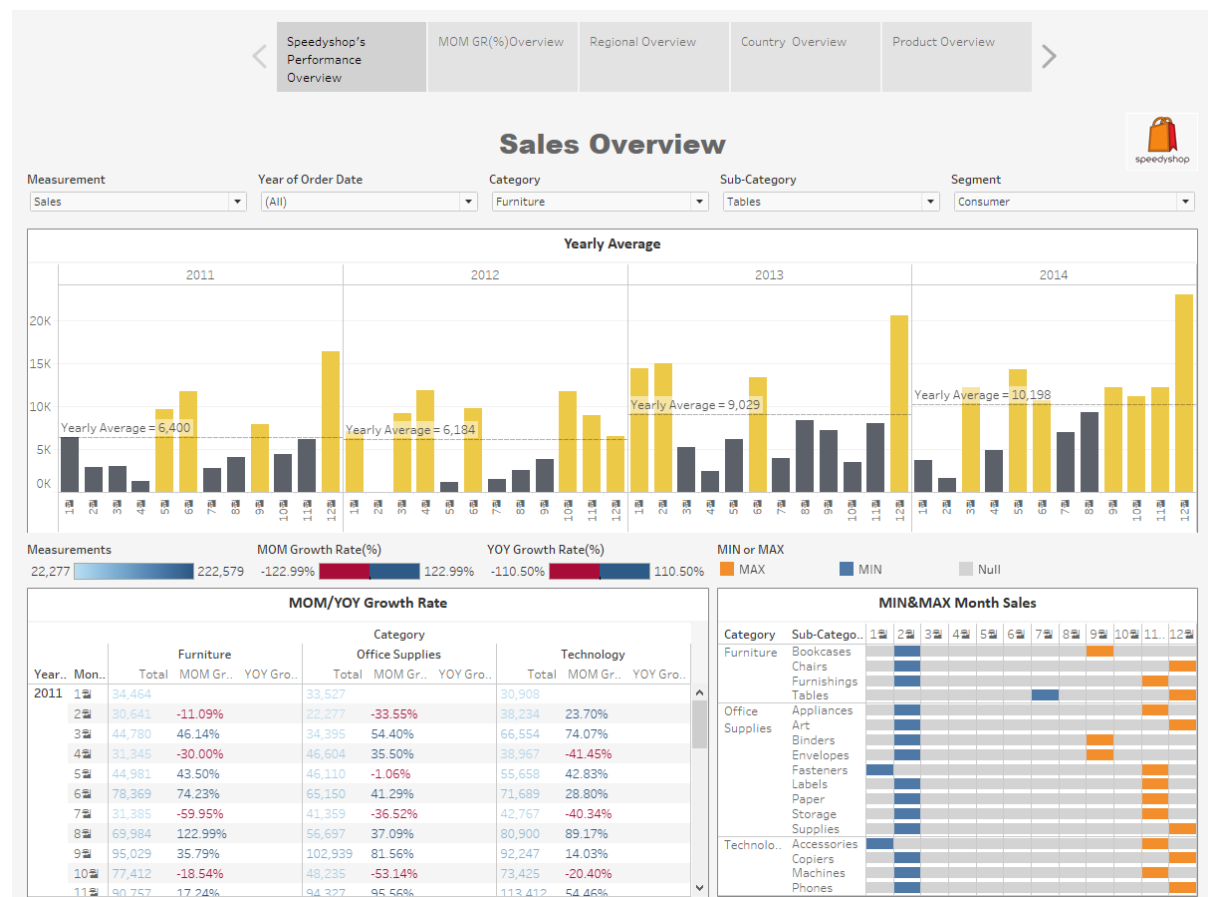
Primary data of the visualization will be mainly used for the research. However, some of the general data that we would like to compare to its primary data would be gathered from the external secondary data source.

2.4 Data analysis

For the data analysis, five overviews have been created to further analyze the data that we have. Those five overviews are 1) Speedyshop's performance overview, 2) MOM GR (%) overview, 3) Regional overview, 4) Country overview, and 5) Product overview. Each overview will be a guide for us to find new insights which we weren't able to see before.

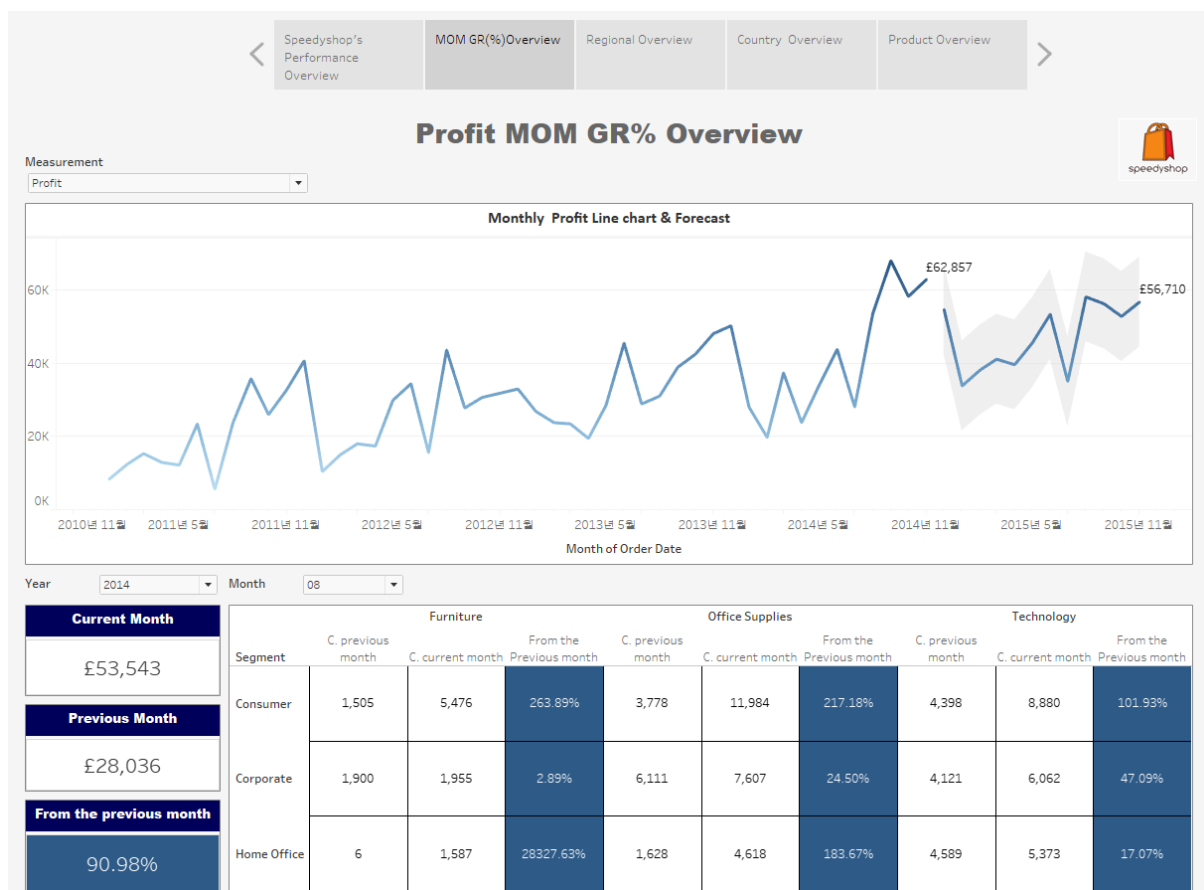
3 Data Analysis

3.1 Speedyshop's performance overview



As seen in the dashboard, over the years in terms of sales, January to May and July show sales of below yearly average. In addition, February seems to show the lowest sales while November and December show largest sales over the years. At first glance, this could be due to reduction of spending of consumers due to high spending at the year end. However, there could be another reason for this. One example could be the sales of tables by different segments. As we set the sub-category to tables and go through different segment of buyers, we could depict that their purchasing behavior all differ by each month. With this insight, we could come up with new advertising method to meet each segments taste for each month of the year. Furthermore, since first and second quarter's overall performance seem poor, possible solution that company could deploy to boost its sales could be by increasing its discount rates or coming up with better promotion to attract more consumers.

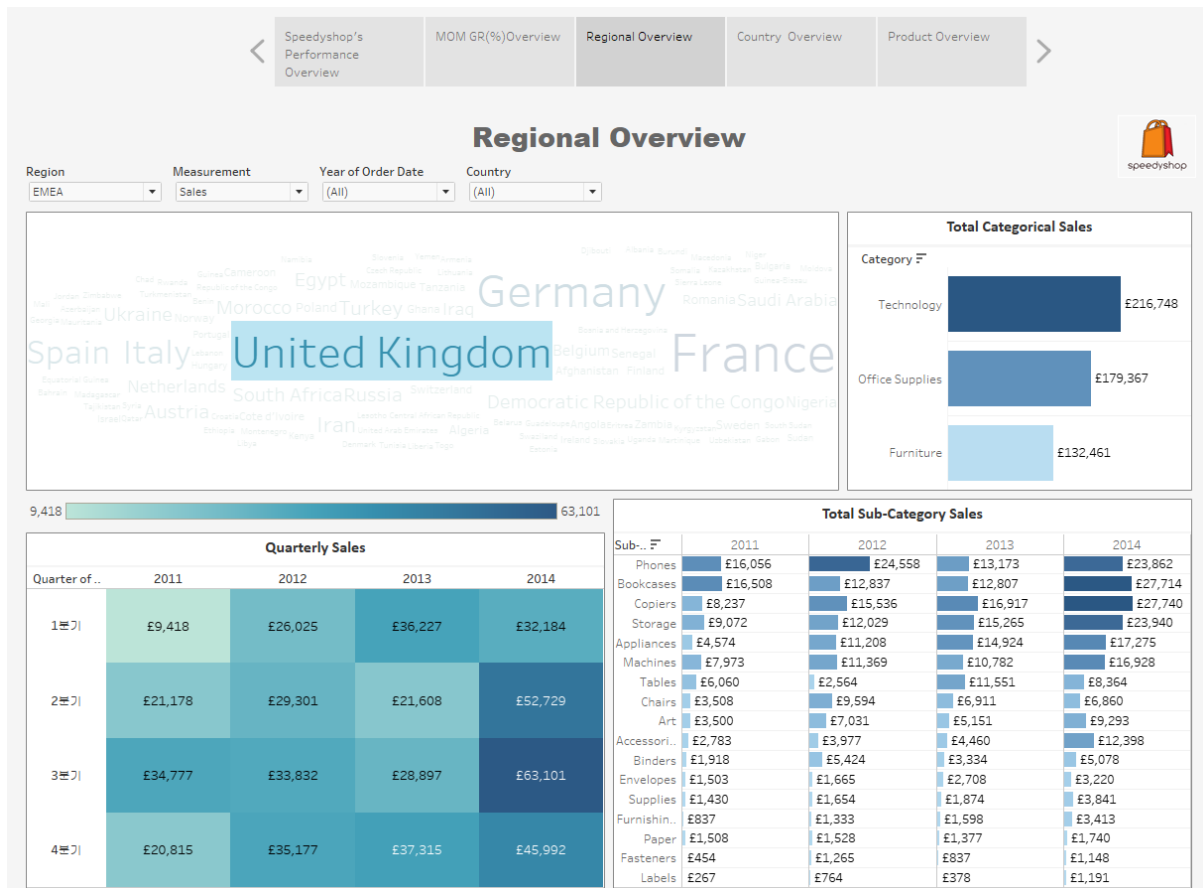
3.2 MOM GR (%) overview



As seen in the dashboard, there has been a gradual increase in sales, profit, and quantity level of its products sold. However, due to continuous downfall in July, August's performance seems to soar high. If we could deep dive into its reason for the poor performance in July, and find ways we could improve its performance, the overall performance of the business could seem less fluctuant. Being less fluctuant could reassure its shareholders and attract more investment to the company. Furthermore,

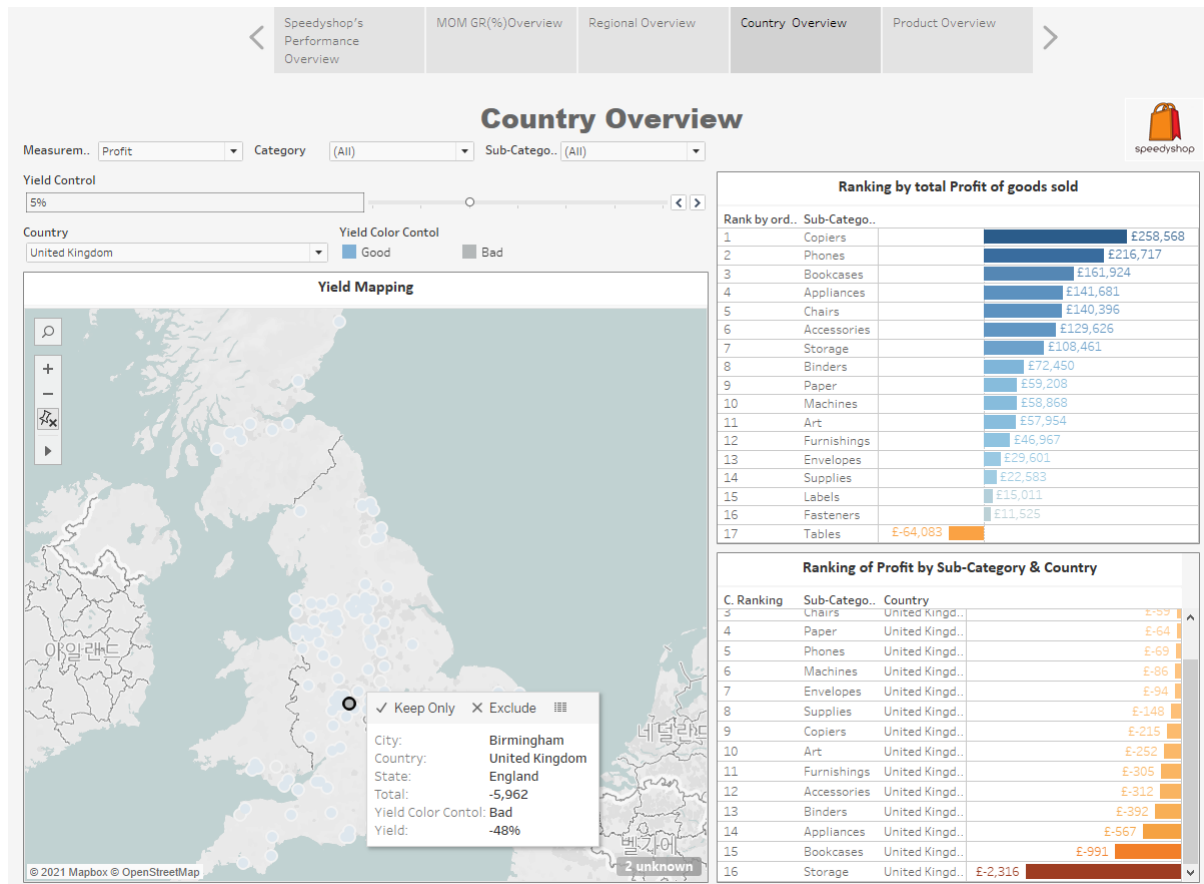
as we see the preview of estimated profit for 2015 calculated with the data of 2011-2014, it seems like there will be a downfall as compared to its previous year. Hence with this preview, the company could come up with marketing strategy to prevent this from happening so that the company could minimize its loss.

3.3 Regional overview



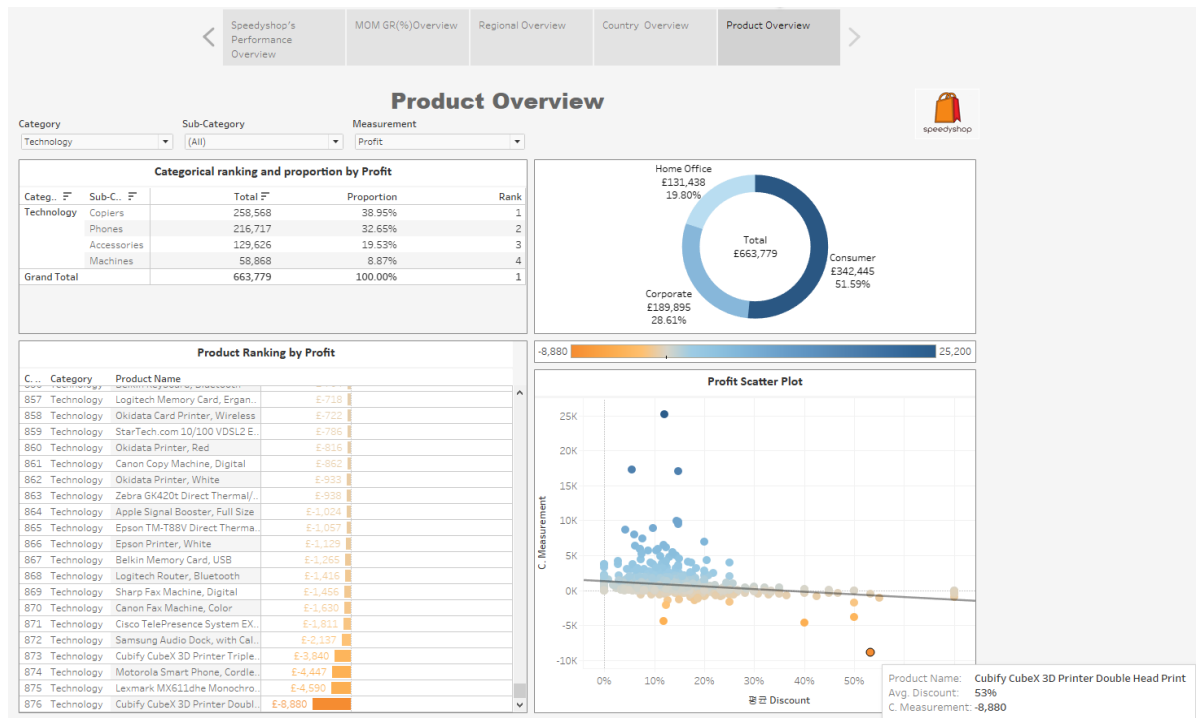
Before we go into its regional and country overview, to be more specific in analyzing, we will be going through the sales data of the United Kingdom. As shown in the dashboard, sales of bookcase have shown a rapid increase in year 2014. However, other furniture products such as tables, chairs, and furnishings seem underperforming. With this insight, the company could come up with a complementary good or increase the variety of bookcases to further maximize its sales. Furthermore, to increase the sales of the other furniture products, the company could further scrutinize the reasons for its poor performance and invest more on advertising if it has potential to increase. In addition, as tables sold in United Kingdom show continuous deficit over the years, the company could stop the production of table and redistribute its expense to producing bookcases to maximize its revenue.

3.4 Country overview



As seen in the dashboard, Birmingham is showing a bad performance on its sale of bookcases while other cities of United Kingdom are doing well with the yield control of above 5%. With this insight, we could deep dive into the city of Birmingham to check whether other products performance is similar. If so, the company could reduce the capacity and effort allocated into the city and redistribute it to other cities performing well to minimize the loss caused by it.

3.5 Product overview



As seen in the dashboard, technology related products tend to take the largest portion of profit made by the company. However, there are still technology related products that give deficit to the company. One example would be “Cubify CubeX 3D Printer Double Head Print” which gives deficit of £8,880 to the company. However, this is given an average discount rate of 53% from its original price. If we could lower the average discount rate given to deficit products, although its sales might decrease due to less attraction, there is a possibility that it will give a profit to the company. Furthermore, if the product shows no potential to be beneficial to the company, we could exclude it to minimize the loss.

Moreover, although phone takes 35.97% of the total sales of technology category, copiers tend to be more profitable to the company. It takes 38.95% of total profit earned by the company. Hence, even though phones take the most sales, the sales department should come up with strategy to minimize the expenses caused by it so that they can get the most out of it. Furthermore, the company could advertise more on its copier to enhance its sales which could then result to higher profit.

4 Conclusion

To conclude, although overall performance of the Speedyshop is great, there seems to be ways we could make it greater. Some of the ways we could improve them are first, distributing the right amount of effort and expense to goods sold. Second, reducing or stopping the production of goods that give no profit to the company. Lastly, advertising the product to the right segment at right timing. As we

could refer to the visualization as a reference, with marketing strategy and proper decision to correct those imperfection, we could boost the performance of the company.

5 Future Research / Recommendations

5.1 Future Research

Future research that could add into the insights discovered could be analysis on method of advertising done by the company. Coming up with a variety of contents that are customized to each different market segment around the world could decrease the unnecessary expense caused and enhance the cashflow of the company by distributing it proportionally to the right segment. Furthermore, research on each segments price elasticity could also be beneficial when working with the price of the product.

6 Word Count

The word count for this report is **1475**.

7 References

References

Bradley, J. (2017, November 21). Advertising that uses a placebo effect. Retrieved February 25, 2021, from <https://smallbusiness.chron.com/advertising-uses-placebo-effect-59945.html>