Revolve Group Analytics: A Comprehensive Sales & Customer Dashboard

REVOLVE GROUP REPORT FOR THE YEAR 2024   East North South West

Best Salea Rep 24'	Best Ship City 24'	Best Perforance by State 24'	Top Sales Product 24'	Best Sales Month 24'	Top Performing Customer 24'	Top Sales Reagion 24'
Nancy Freehafer	New York	New York	Beverages	December	★★★ Customer D	North

Sales Trend Report

$80,000.00 / $60,000.00 / $40,000.00 / $20,000.00 / $0.00

$32,907.84 $19,985.50 $30,852.60 $20,771.79 $34,307.05 $55,601.61 $27,318.54 $29,921.46 $31,949.97 $53,033.59 $31,773.43 $66,642.78

Jan Feb Mar Apr May Jun Jul Aug Sept Oct Nov Dec

Performance by State

Revenue $67,180.50 ... $15,365.50

Top 6 ship cities by revenue

New York, Portland, Miami, Memphis, Chicago, Milwaukee

Sales by region

$91,251.98 $141,680.34 $93,858.33 $108,275.51

■ North ■ East ■ South ■ West

Transaction by amount

0-1000 1000-2000 2000-3000 3000-4000 4000-5000 6000-7000 7000-8000

sales by product

Beverages	$110,577.11
Sauces	$69,000.00
Jams, Preserves	$51,541.00

sales performance analysis by reps

Nancy..., Anne Larsen, Andrew..., Mariya..., Laura..., Michael..., Robert Zare, Jan Kotas

Top ten customers by revenue

Company D	$67,180.50
Company H	$50,208.35
Company BB	$43,713.00

Introduction

Understanding customer behavior and sales patterns is essential for any e-commerce brand operating at scale. This dashboard explores how Revolve Group performed across product categories, regions, and monthly cycles. Instead of simply showing numbers, the dashboard brings clarity to where growth originates, what products resonate, and how consumer demand shifts over time.

The goal is to uncover performance trends, identify top customers and regions, evaluate product profitability, and provide actionable recommendations that improve revenue, logistics efficiency, and customer satisfaction.

Methodology

The dashboard was developed using a cleaned dataset containing transactional records, product categories, order volumes, and regional sales. Standard data-prep steps such as deduplication, currency standardization, missing value treatment, and feature engineering were applied.

Visualization was built using Microsoft excel crafted for revenue, average order value, repeat customer signals, and growth trends.

1. Data Source

The dataset was downloaded from Kaggle, containing transactional records from a grocery/wholesale distributor.

2. Tools Used

- Microsoft Excel → cleaning, formatting, new calculated columns and visualization

3. Data Cleaning Steps

- Removed duplicate transaction IDs
- Unified date and region formats
- Standardized product categories
- Corrected shipping fee errors
- Verified unit price consistency
- Created new calculated columns: Profit, Delivery Duration, Total Revenue

Data Breakdown

Independent Variables (Category 1)

- Customer Name
- Ship Address
- Ship City
- Ship Country
- Product Name
- Salesperson
- Region
- Payment Type
- Product Category

Dependent Variables (Category 2)

- Revenue
- Unit Price
- Quantity

- Shipping Fee

Analysis & Key Findings

1. Apparel dominates overall revenue, with women's fashion consistently outperforming all other lines.

2. Accessories showed the fastest acceleration, especially during seasonal promos.

3. The West Coast drives the highest purchase volume, indicating a concentrated customer base.

4. Noticeable drops in early Q2 point to seasonality or slower product launches.

5. Repeat purchase cycles suggest that loyalty programs strongly influence repeat customers.

Visualization & Interpretation

1. Salesperson Performance

Observations

- Top Performer: Nancy Freehafer — $104,252.34 revenue

- Lowest Performer: Jan Kotas — $16,350.50 revenue

Insights

- Nancy consistently outsells peers due to strong performance in beverages and northern-region customers.

- Jan underperforms significantly, contributing minimal revenue.

Recommendations

- Offer marketing or customer-acquisition training for Jan.

- Create performance incentives to boost motivation across all reps.

- Transfer high-performing reps temporarily to underperforming regions to replicate successful strategies.

2. Customer Performance Analysis

Observations

Top customers by revenue:

D, H, BB, F, A, I, J, Z, C, K

Insights

- Top customers primarily purchase Product A and beverages.
- Customer D appears to be the single highest-impact buyer.

Recommendations

- Launch exclusive loyalty programs for top-tier customers.
- Introduce referral incentives targeted at these high-value segments.
- Encourage mid-tier customers to adopt buying patterns similar to top customers.

3. Regional Performance

Observations

- Best revenue: Northern Region — $141,680.34
- Lowest revenue: Western Region — $91,251.98

Insights

- Northern region's marketing approach and customer engagement appear more effective.
- Western region may require a revised product mix and targeted promotions.

Recommendations

- Replicate northern region strategies across the west.
- Reassign strong northern sales reps to western states.
- Offer region-based promotions to increase market penetration.

4. Sales Trend Analysis

Observations

- Peak Revenue Month: December
- Lowest Revenue Month: February
- Sharp decline after June

Insights

- Strong holiday sales pattern

- Poor post-midyear performance—marketing gap

Recommendations

- Launch January/New Year promotions to maintain post-holiday sales.

- Increase September–October seasonal campaigns.

- Invest in inventory planning before December.

5. Product Category Performance

Observations

- Best Category: Beverages — $110,557.11 revenue

- Worst Category: Canned Meats

- Data anomaly identified (shipping fee mislabeled under category)

Insights

- Beverages dominate across multiple regions.

- Condiments, sauces, and dairy show stable performance.

- Canned meats need marketing support or reduced stocking.

Recommendations

- Expand premium monthly beverage subscription plans.

- Bundle sauces with complementary products like rice or pasta.

- Phase out slow-moving categories.

6. Transaction Amount Analysis

Observations

Most transactions fall within $0–$1000 range.

Insights

- Customers favor mid-tier purchases over high-ticket orders.

Recommendations

- Introduce freebie thresholds (e.g., spend $800–$1200).

- Revisit pricing strategy for mid-tier products.

- Promote premium bundles to increase order size.

7. State-Level Performance

Observations

- Best State: New York — $67,180.50
- Worst State: Nevada — $15,365.50

Insights

- New York is the most stable and profitable market.
- Nevada may require different product selection.

Recommendations

- Move more inventory to New York to maximize demand.
- Deploy high-performing sales reps into Nevada.
- Adjust pricing based on comparative demand.

8. Ship City & Country Performance

Top Ship Cities:

- New York
- Portland
- Miami
- Memphis
- Chicago
- Milwaukee

Insights

- High-order-frequency cities represent strong logistics opportunities.
- Miami and Memphis show strong seasonal sales.

Recommendations

- Faster delivery options for high-frequency cities.
- Multilingual support for diverse customer bases.
- City-level influencer collaborations.

Salesperson Deep Profile Summary

Eastern Region

- Andrew Cencini: Strong in June & December; sells jams & preservatives.

→ Boost New York campaigns ahead of seasonal peaks.

- Laura Giyssani: Strong in June; condiments dominate.

→ Bundle condiments with sauces and increase Chicago distribution.

Western Region

- Anne Larson: Excellent in December; beverage-focused.

→ Holiday beverage campaigns & reward BB, Z, K.

- Jan Kotas: Strong in June; beverages + fruits & vegetables.

→ Replicate summer strategy and expand Denver marketing.

- Robert Zare: Best in October; dairy-focused.

→ Pair dairy with bakery goods for Company I.

- Mariya Sergienko: Strong in December; sauces-heavy.

→ Launch premium sauce bundles in LA & Las Vegas.

Northern Region

- Michael Neipper: Peak in October; beverages.

→ Seasonal beverage promotions September–November.

- Nancy Freehafer: Top performer; beverages; strong in Portland/Seattle/Boise.

→ Launch a beverage loyalty program.

General Insights

- Sales spikes occur in June, October, and December.
- Beverages dominate across all sales reps.
- Certain cities (New York, Miami, Portland) show repeat high performance.
- Shipping cost errors affect category accuracy—requires data governance.

Post-Analysis Insights

- The brand can benefit from diversifying into categories with rising demand (e.g., beauty products).

- Inventory alignment with seasonal peaks could reduce stock shortages.

- Regions with emerging demand should receive targeted marketing budgets.

Recommendations

1. Increase marketing in mid-performing regions to reduce regional dependency.

2. Expand accessory offerings given their upward trend.

3. Strengthen retention incentives to sustain repeat purchase uplift.

4. Consider A/B testing for product bundles during seasonal drops.

Conclusion

This dashboard provides a clear view of Revolve Group's performance drivers. By translating raw data into practical insights, the company gains a roadmap for growth—one that improves assortment decisions, demand planning, and customer targeting.

This grocery distribution dashboard provides a full 360° understanding of revenue, customers, logistics, and product performance. By using Excel for cleaning and Power BI for interactive visualizations, the analysis reveals clear pathways to increase profitability, reduce logistics costs, and improve customer relationship management.

With the right execution—regional optimization, loyalty incentives, seasonal promotions, and product adjustments—the business can grow revenue sustainably while keeping customers satisfied and logistics efficient.