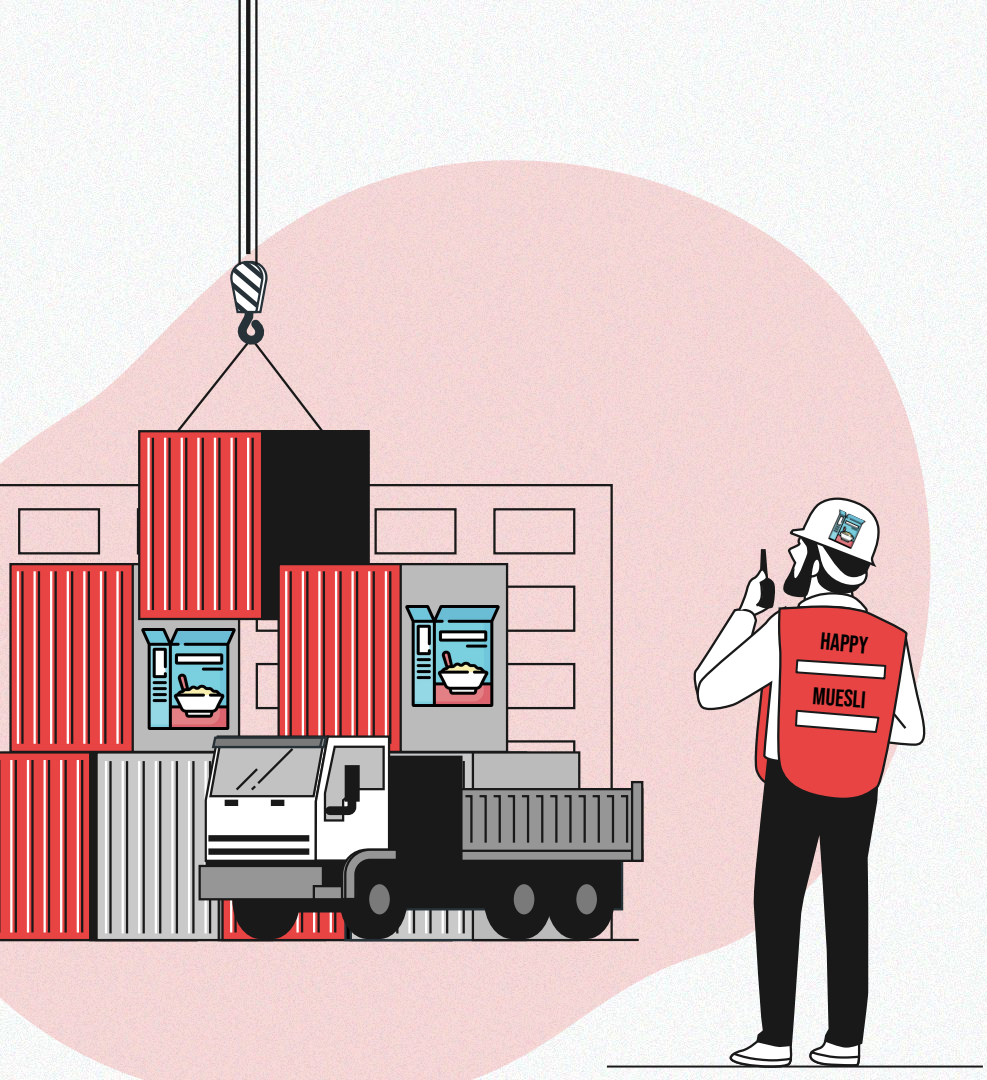


HAPPY MUESLI.

A look on performance insights.

Team: Negar, Romy, Fahmi & Kamil

BUSINESS MODEL:
HAPPY MUESLI

ECOMMERCE BUSINESS
on muesli

MARKET
USA

PRODUCTS CATEGORIES
e.g. Power, Toasted & Special Projects Musli

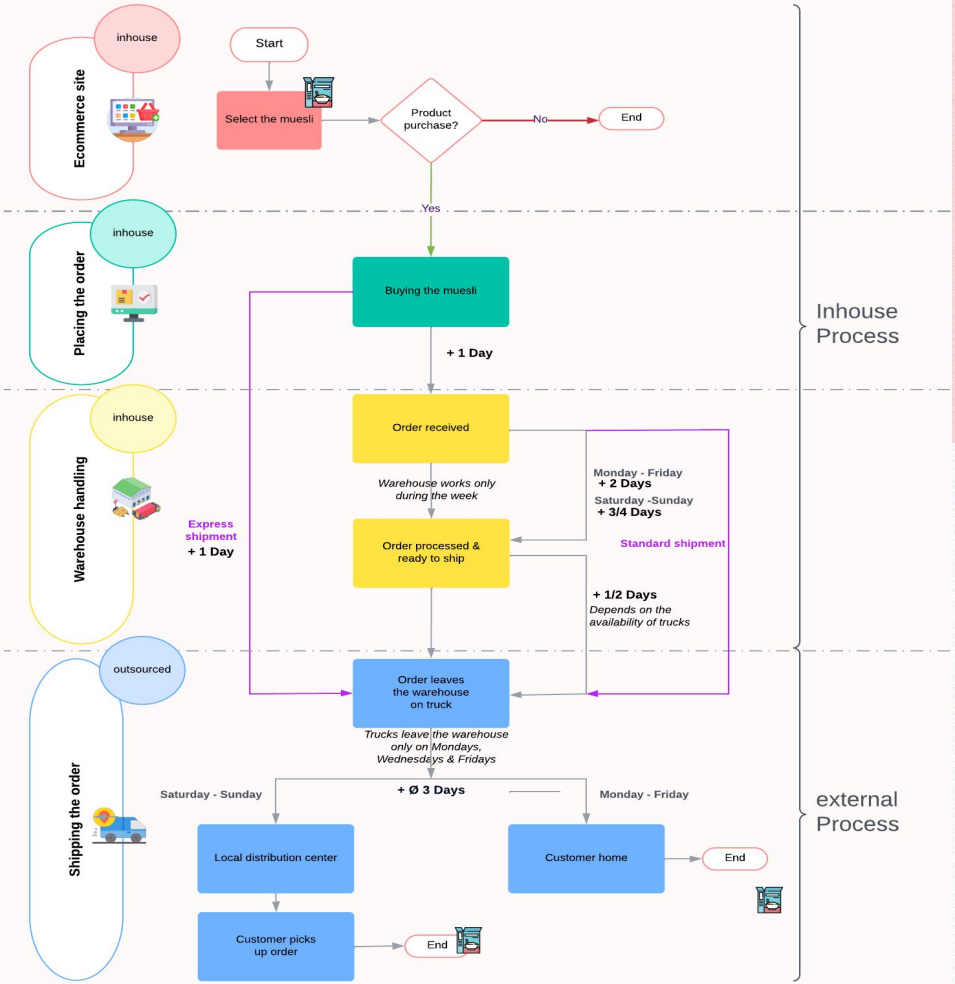
SALES CHANNELS
Email, Facebook, Homepage

SHIPPING METHODS
Standard & Express

PRODUCT DELIVERY
via truck (ext. shipping company)

WORKFLOW IN THE COMPANY

ORDER PROCESS VISUALISED IN A FLOWCHART



Ø3 DAYS

delivery times to all locations

SOURCE: LOGISTICS COMPANY

BUT IN Fact:

It takes Ø ***4,83 days!***

	from_company_to_logistics	processing_time	delivery_days	delivery_lead_time
count	250.000000	250.000000	250.000000	250.000000
mean	1.376000	4.196000	4.832000	10.404000
std	0.589929	1.114699	0.533775	1.513256
min	0.000000	0.000000	3.000000	5.000000
25%	1.000000	4.000000	5.000000	10.000000
50%	1.000000	4.000000	5.000000	10.000000
75%	2.000000	5.000000	5.000000	12.000000
max	3.000000	6.000000	6.000000	13.000000

IMPROVING *THE MUESLI COMPANY 'S* BUSINESS

TRACK THE COMPANY'S HEALTHINESS

(inside look)

UNDERSTAND YOUR INHOUSE PROCESS

(inside look)

UNDERSTAND YOUR DELIVERY PROCESS

(outside look)

KPI

SALES

yearly, by category & subcategory, channel

PROFIT

yearly, by category & by subcategory

YEARLY ORDER DEVELOPMENT

monthly + weekly

DISCOUNT

category

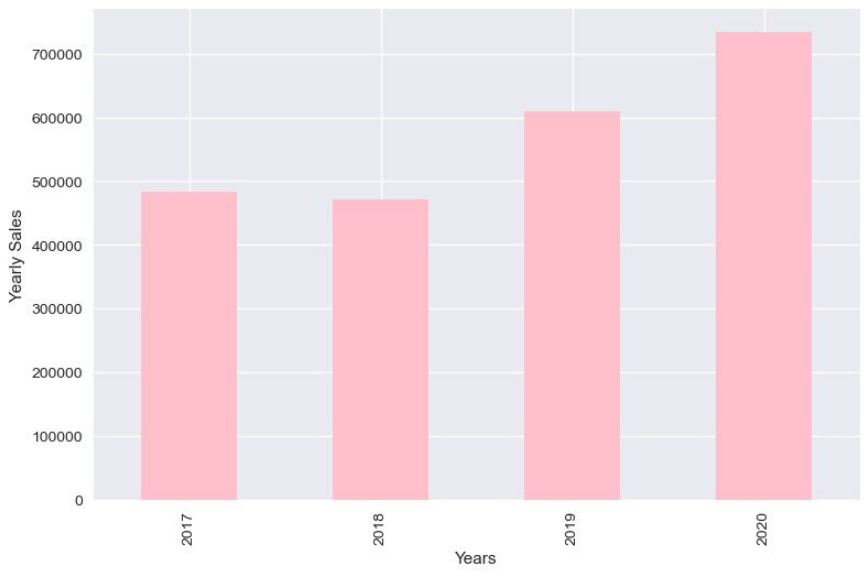
SHIPPING TYPES

vs. # of orders, process time

ORDER HANDLING

vs. timeframes & process stages

KPI | YEARLY SALES

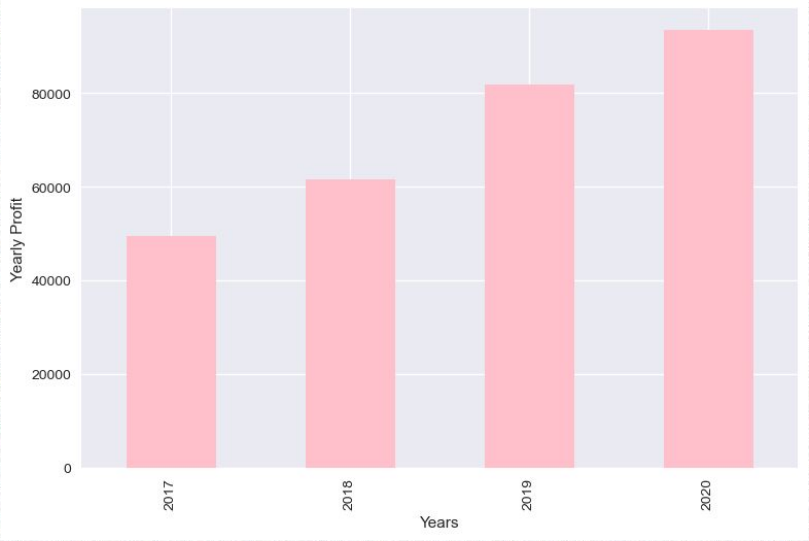


51% ('17-'20)

70K $ ('20)

SMALL DIP ('18)

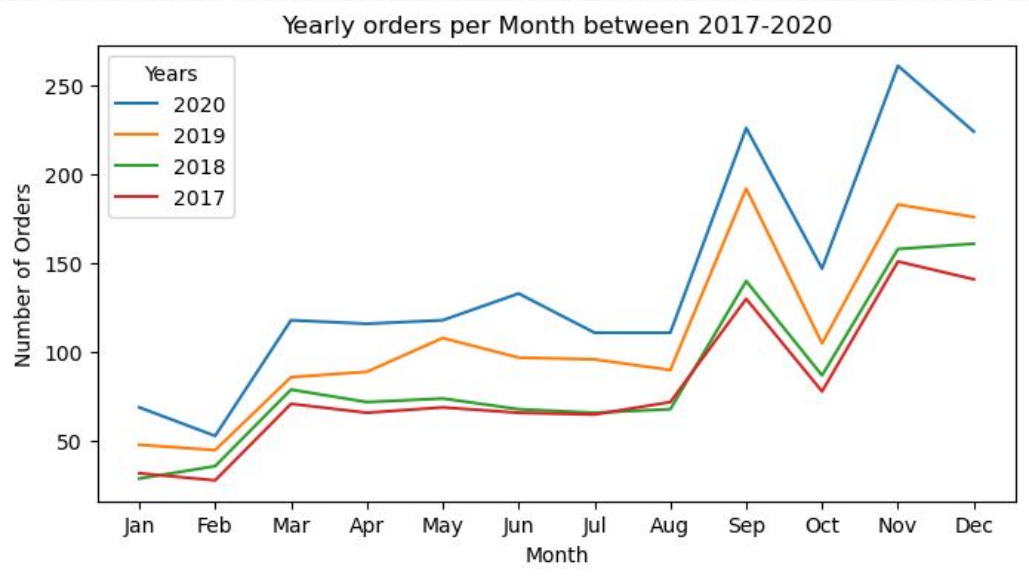
KPI | YEARLY PROFIT



90% ('17-'20)

93K $ ('20)

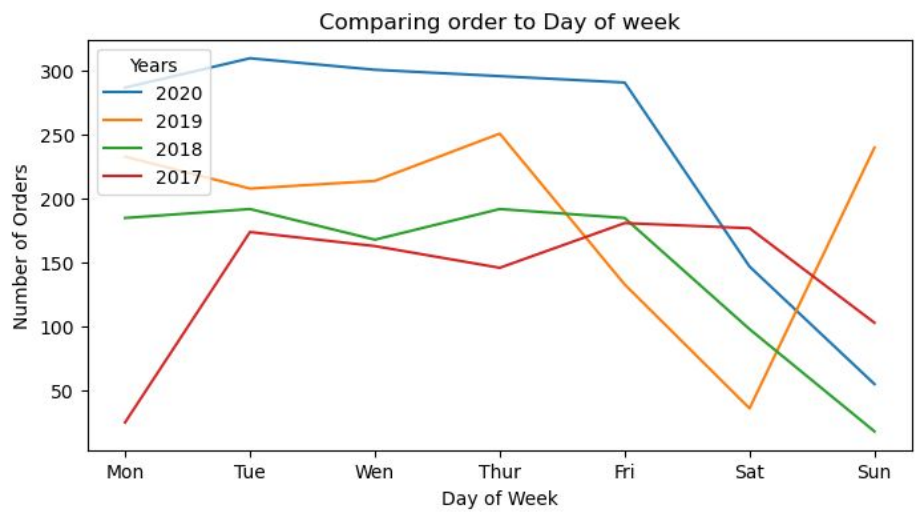
KPI | # YEARLY ORDER DEVELOPMENT



BEST MONTHS:
September & November

LOWEST ORDER PERIOD
1st half of the year

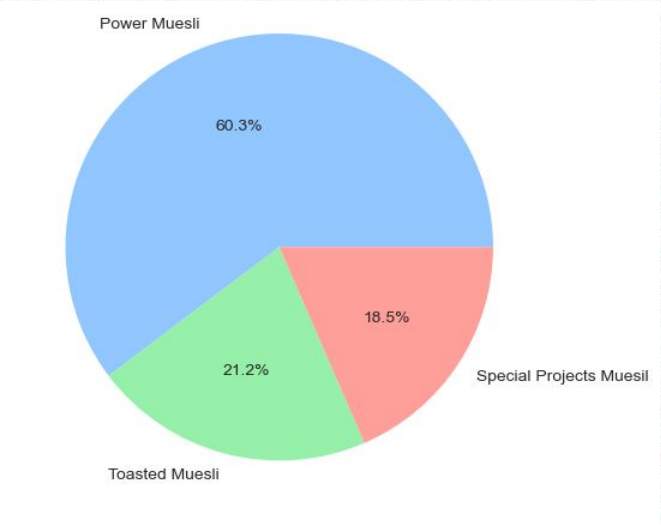
KPI | # YEARLY ORDER DEVELOPMENT



TUESDAY IS THE BEST SELLING DAY!

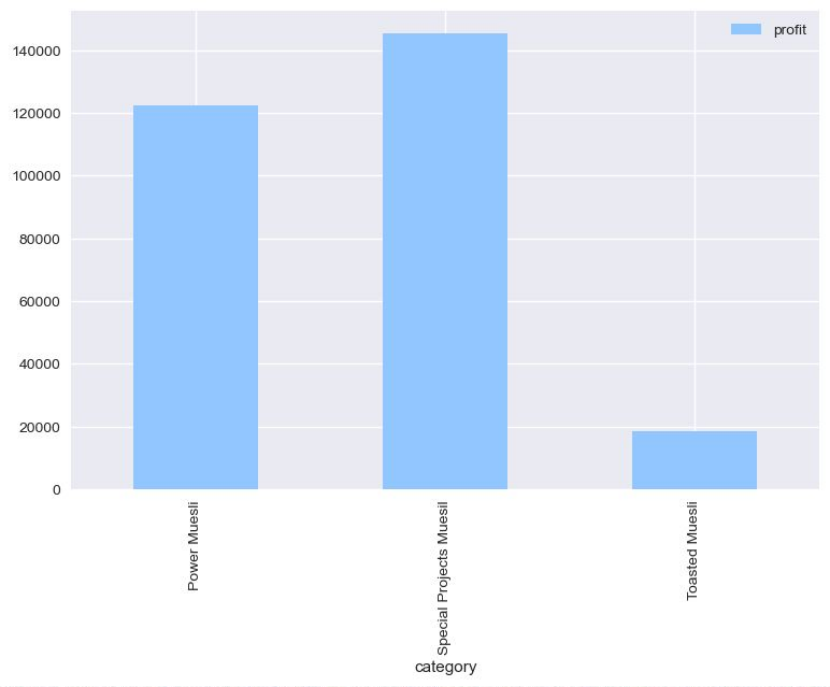
```
plt.figure(figsize=(8, 4))
plt.plot(dfw20.index, dfw20.values)
plt.plot(dfw19.index, dfw19.values)
plt.plot(dfw18.index, dfw18.values)
plt.plot(dfw17.index, dfw17.values)
Jahre= ["2020", "2019", "2018", "2017"]
plt.legend(title='Years', loc = 'upper left',labels=Jahre)
labels= ["2020", "2019", "2018", "2017"]


plt.xticks([0,1,2,3,4,5,6])
plt.gca().set_xticklabels(["Mon","Tue","Wen","Thur","Fri","Sat","Sun"])
plt.xlabel('Day of Week')
plt.ylabel('Number of Orders')
plt.title('Comparing order to Day of week')
plt.show()
```

KPI | SALES BY CATEGORY OVERALL YEARS



POWER MUESLI: TOP SELLING CATEGORY BY 60 %!

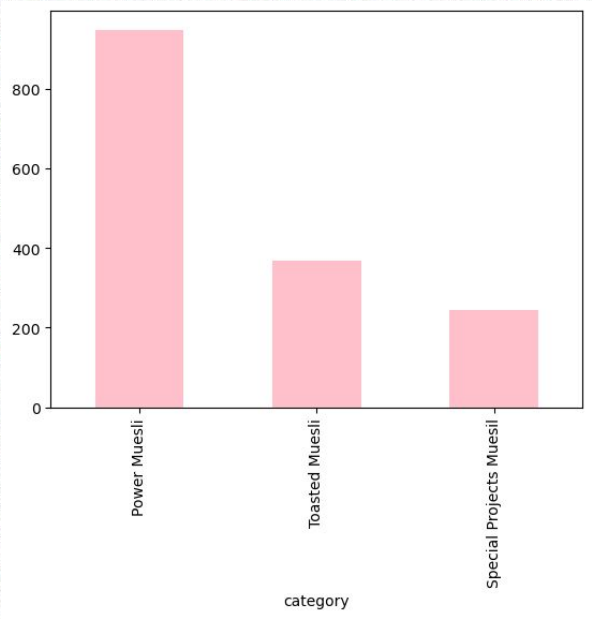
KPI | PROFIT BY CATEGORY OVERALL YEARS



SPECIAL PROJECTS MUESLI: MOST PROFITABLE!

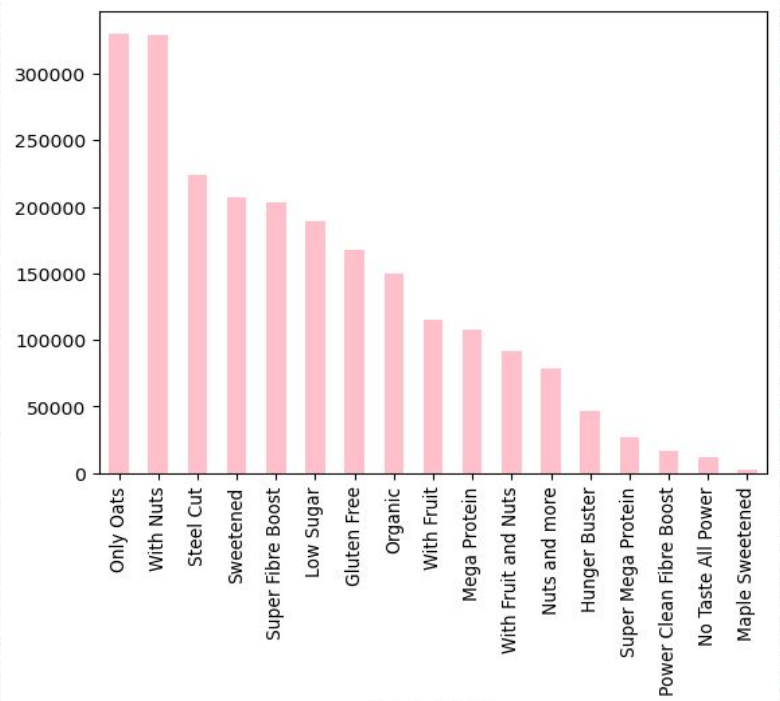
145K $ ('17-'20)

KPI | DISCOUNT ON CATEGORY OVERALL YEARS



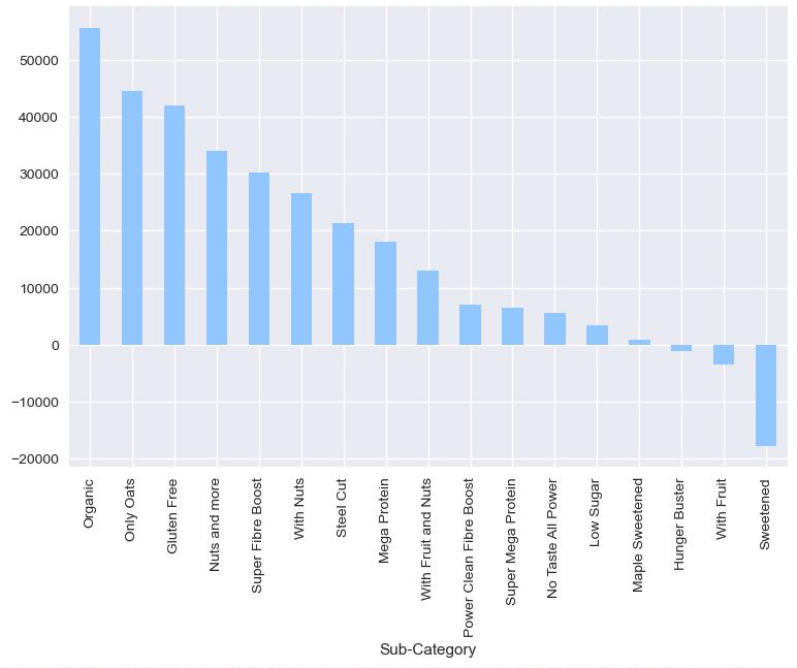
HIGHEST DISCOUNT ON POWER MUESLI

KPI | SALES BY SUB CATEGORY OVERALL YEARS



PEOPLE LOVE OATS & NUTS IN THEIR MUESLI!

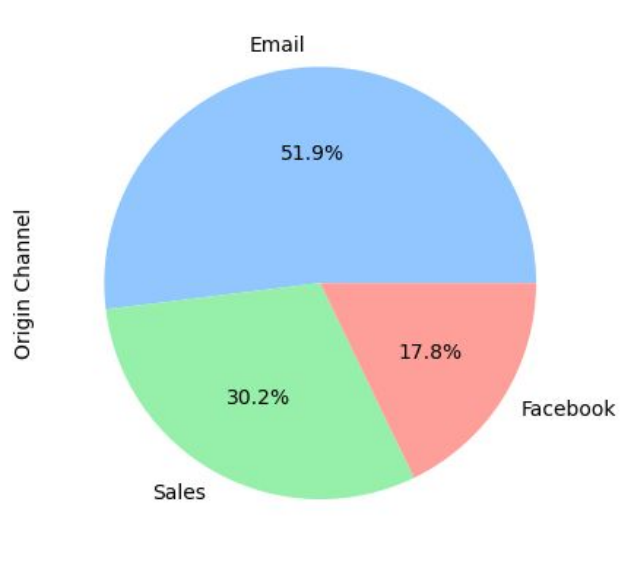
KPI | PROFIT BY SUB CATEGORY OVERALL YEARS



LOSING MONEY ON: HUNGER BUSTER, SWEETENED & FRUITS!

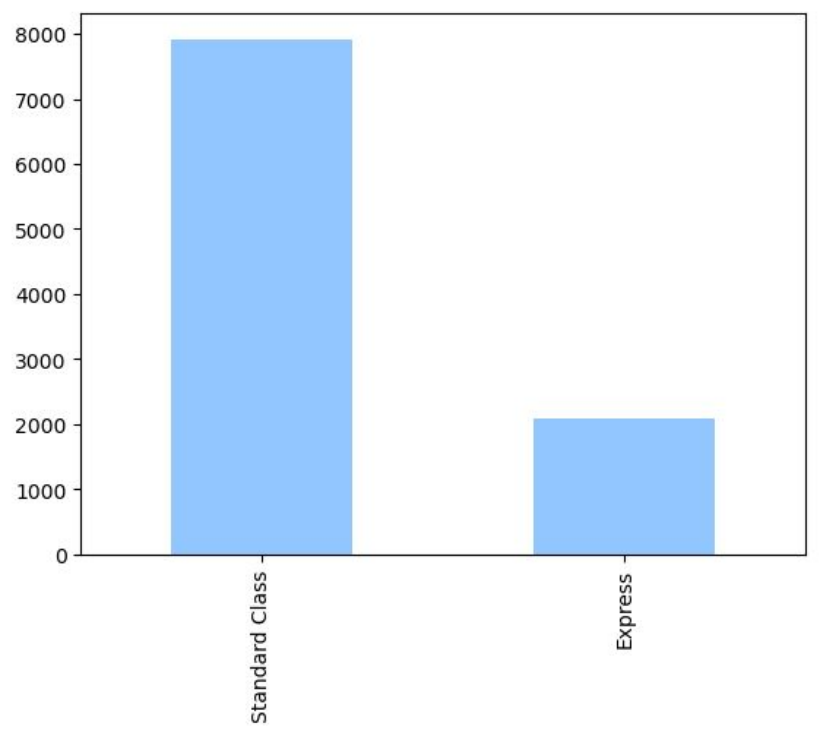
TOP PROFIT ON: ORGANIC, ONLY TOAS & GLUTEN FREE!

KPI | SALES PER CHANNEL OVERALL YEARS



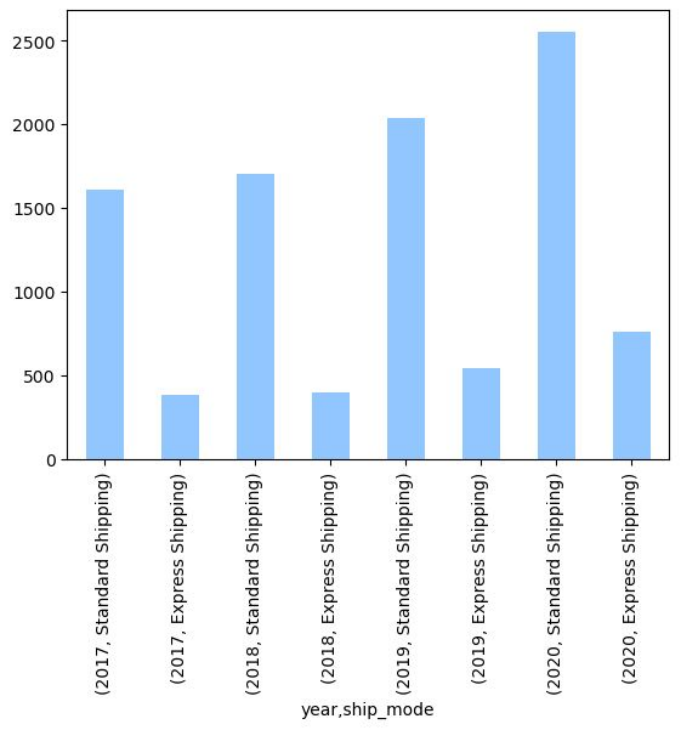
EMAIL-MARKETING PAYS OFF BEST!

KPI | SHIPPING TYPES VS. # OF ORDERS '17-'20



- MOSTLY CHOSEN: STANDARD CLASS!

KPI | DEVELOPMENT OF SHIPPING TYPES '17-'20



- BOTH SHIPMENT METHODS INCREASED!

KPI | ORDER HANDLING VS. TIMEFRAMES & PROCESS STAGES*

CODE

```
merged['delivery_days'] = (merged["arrival_scan_date"] - merged["on_truck_scan_date"]).dt.days
merged['delivery_lead_time'] = (merged["arrival_scan_date"] - merged["order_date"]).dt.days
merged['processing_time'] = (merged["ready_to_ship_date"] - merged["order_date"]).dt.days
merged['from_company_to_logistics'] = (merged["on_truck_scan_date"] - merged["ready_to_ship_date"]).dt.days
merged
```

0.0s

```
processing_time = merged['processing_time'].value_counts()
from_company_to_logistics = merged['from_company_to_logistics'].value_counts()
delivery_days = merged['delivery_days'].value_counts()
```

PROCESS STAGES

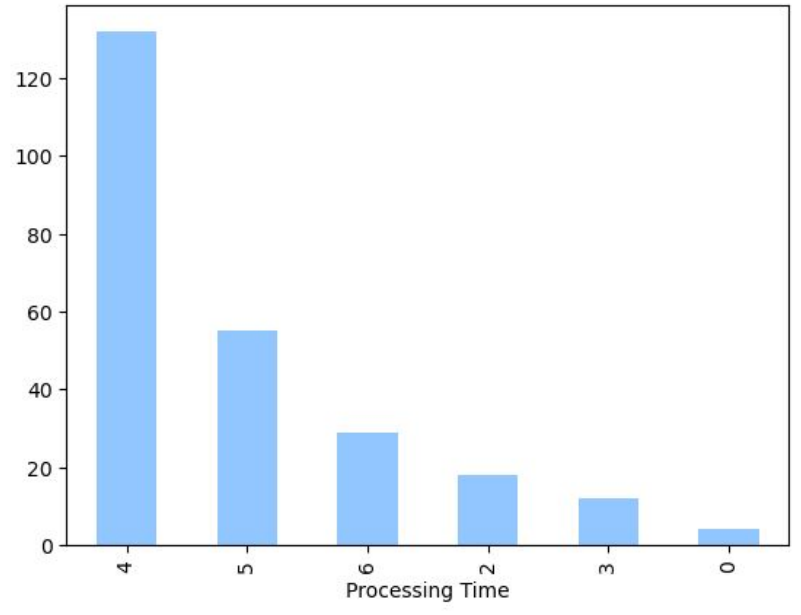
DELIVERY DAYS = SHIPPING TIME
LEAD TIME = PURCHASE-ORDER GETS DELIVERED
PROCESS TIME = PURCHASE -READY TO SHIP
FROM COMPANY TO LOGISTICS = READY TO SHIP -START DELIVERY

KPI | ORDER HANDLING VS. TIMEFRAMES DURING

DELIVERY DAYS = SHIPPING TIME

- MOST ORDERS TAKE 5 DAYS TO GET DELIVERED.

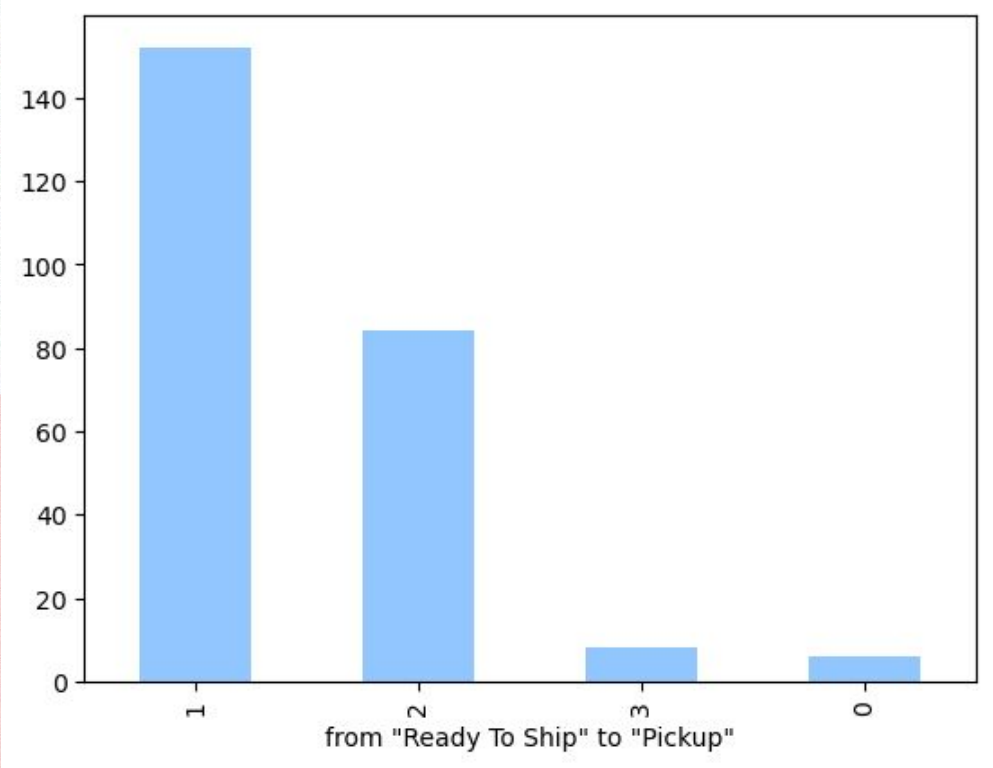
KPI | ORDER HANDLING VS. TIMEFRAMES & PROCESS STAGES



MOST ORDERS TAKE 4 DAYS TO GET PROCESSED.

PROCESS TIME = PURCHASE -READY TO SHIP

KPI | ORDER READY VS. LOGISTICS PICKUP



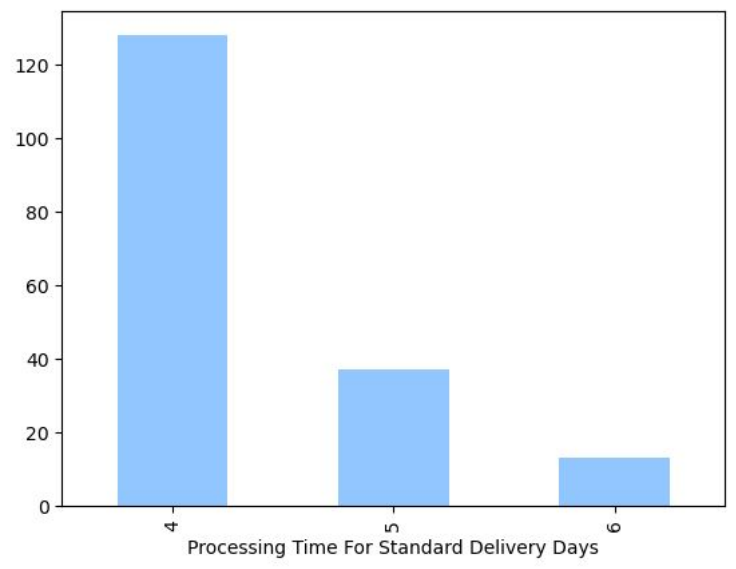
- MOSTLY 1 DAY!

KPI | ORDER HANDLING VS. TIMEFRAMES & PROCESS STAGES

- THE AVERAGE DELIVERY TIME FOR MOST ORDERS ARE 10 DAYS.

LEAD TIME = PURCHASE-ORDER GETS DELIVERED

KPI | PROCESS TIME FOR STANDARD SHIPMENT



PROCESS TIME = PURCHASE -READY TO SHIP

- AVERAGE ON 4 DAYS.

KPI | PROCESS TIME FOR EXPRESS DELIVERY

PROCESS TIME = PURCHASE -READY TO SHIP

- AVERAGE ON 2 DAYS

OUTCOMES, RECOMMENDATIONS & CLOSER LOOKS ON...

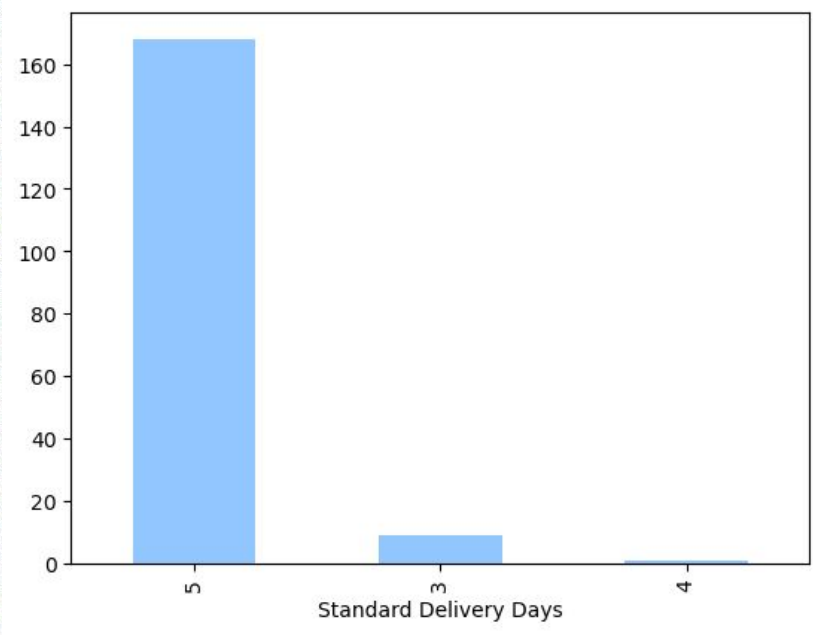
- The business growth is healthy.
- Low sales in the first half of the year. To Increase the advertisement or give extra discount could help to increase the orders.
- New product placement on Tuesdays - best selling week day.
- Get More email addresses. Most likely it will have a positive impact on sales/profit.
- Moat product handling in the company take almost 5 days. Company can reduce this hassle by hiring for people.
- Consumers usually wait 10 days for their product. In order to increase customer satisfaction this must be reduced.

- Closer analysis of product purchases over the last few years to find out which muesli is particularly trending.
- Is there a relation between categories and the product handling time in the warehouse?
- Ask the shipping company for the dataset which provides the actual day of dropping off the packages to get more insights on the actual delivery days.

THANKS!

MOST ORDERS EXPRESS ORDERS TAKE 5 DAYS.

MOST STANDARD ORDERS TAKE 5 DAYS.

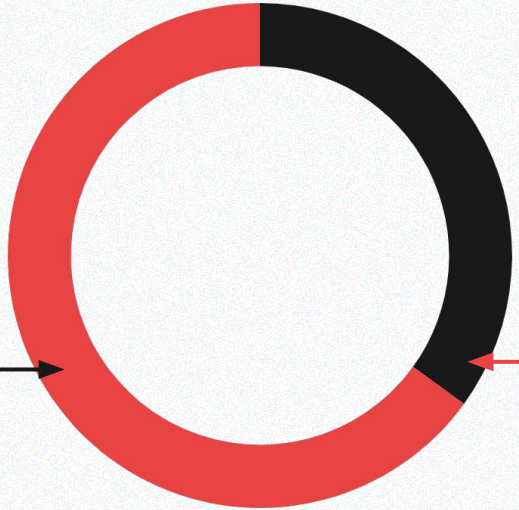


KPI | SHIPPING TIME VS. SHIPPING TYPE

KPI | YEARLY SALES

65%

Venus is the second planet from the Sun



35%

Saturn is a gas giant with several rings

Follow the link in the graph to modify its data and then paste the new one here. **For more info, click here**

GENERAL DATA DESCRIPTION IN THE BEGINNING

```
Mean < Median < Mode = left skewed , Mode < Median < Mean = right skewed
```

	sales	quantity	discount	profit
count	9994.000000	9994.000000	9994.000000	9994.000000
mean	229.858001	3.789574	0.156203	28.656896
std	623.245101	2.225110	0.206452	234.260108
min	0.444000	1.000000	0.000000	-6599.978000
25%	17.280000	2.000000	0.000000	1.728750
50%	54.490000	3.000000	0.200000	8.666500
75%	209.940000	5.000000	0.200000	29.364000
max	22638.480000	14.000000	0.800000	8399.976000

fit

dian: 8.666500 < Mean: 28.656896

t skewed

tlier: yes look at max and mean values

antity:

dian and median almost the same
outliers max

es

Outlier -: look at max

PROCESS & DELIVERY DAYS

DO WE NEED TO CHECK this again????

	delivery_days	order_till_delivery	from_warehouse_to_delivery	bet_ready_and_pick	process_time
count	250.000000	250.000000	250.000000	250.000000	250.000000
mean	4.832000	10.404000	6.208000	1.376000	5.572000
std	0.533775	1.513256	0.584897	0.589929	1.441223
min	3.000000	5.000000	5.000000	0.000000	0.000000
25%	5.000000	10.000000	6.000000	1.000000	5.000000
50%	5.000000	10.000000	6.000000	1.000000	5.000000
75%	5.000000	12.000000	7.000000	2.000000	7.000000
max	6.000000	13.000000	7.000000	3.000000	8.000000

The average an order takes to be delivered is 4.8 days.

The average the processing time take is 5.57 days.

On average orders take 6.2 days from the warehouse to customer.

The average order takes from the date of order to delivery is 10.4 days.

The average time for the order to

DATA

Order Data:

- 9994 rows,19 columns
- Missing values postal code (11 values)
- Postalcode = float => convert to integer
- unique category?

TABLE OF CONTENTS

01. NAME OF SECTION

You can describe the topic of the section here

02. NAME OF SECTION

You can describe the topic of the section here

03. NAME OF SECTION

You can describe the topic of the section here

04. NAME OF SECTION

You can describe the topic of the section here

05. NAME OF SECTION

You can describe the topic of the section here

06. NAME OF SECTION

You can describe the topic of the section here

CONTENTS OF THIS TEMPLATE

Here's what you'll find in this **Slidesgo** template:

1. A slide structure based on a business presentation, which you can easily adapt to your needs. For more info on how to edit the template, please visit **Slidesgo School** or read our **FAQs**.
2. An assortment of graphic resources that are suitable for use in the presentation can be found in the **alternative resources slide**.
3. A **thanks slide**, which you must keep so that proper credits for our design are given.
4. A **resources slide**, where you'll find links to all the elements used in the template.
5. **Instructions for use**.
6. Final slides with:
    - The **fonts and colors** used in the template.
    - A **selection of illustrations.** You can also customize and animate them as you wish with the online editor. Visit **Storyset** to find more.
    - More **infographic resources**, whose size and color can be edited.
    - Sets of **customizable icons** of the following themes: general, business, avatar, creative process, education, help & support, medical, nature, performing arts, SEO & marketing, and teamwork.

You can delete this slide when you're done editing the presentation.

WHOA

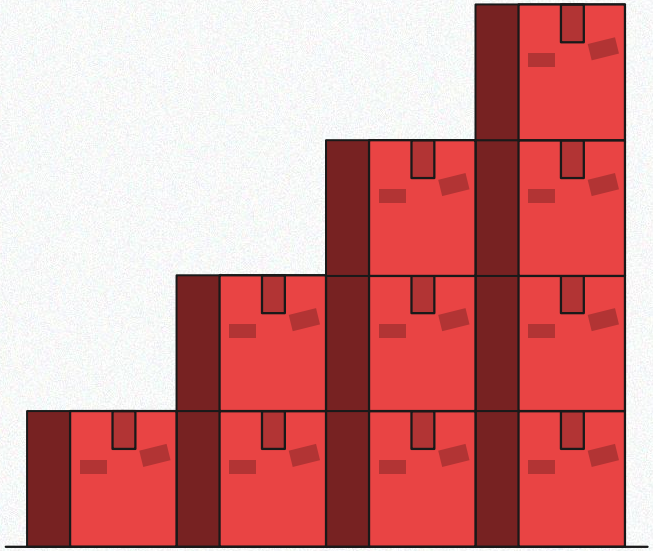
This can be the part of the presentation where you introduce yourself, write your email…

THE SLIDE TITLE GOES HERE!

Do you know what helps you make your point clear and understandable?
Lists like this one:

- They're simple
- You can organize your ideas clearly
- You'll never forget to buy milk!

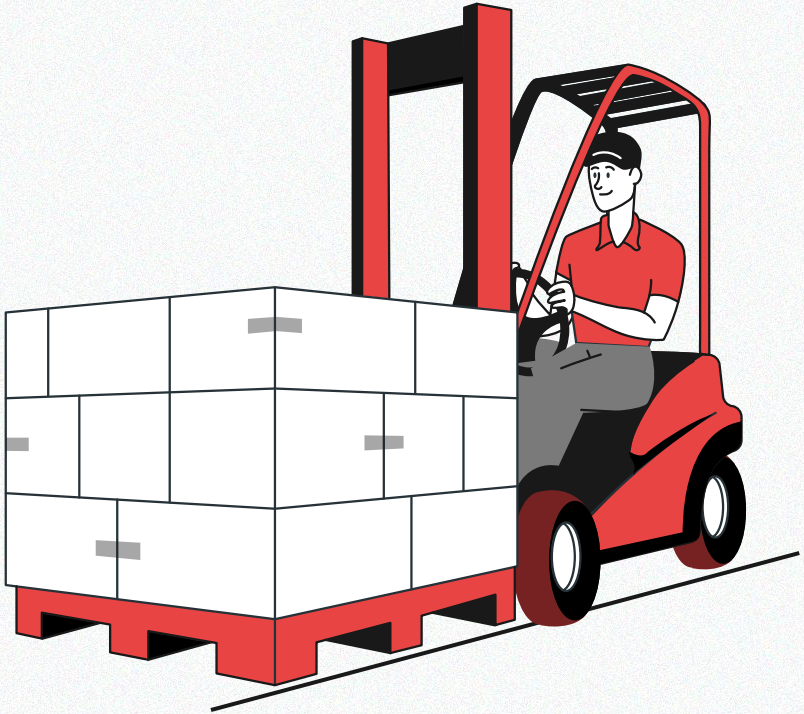
And the most important thing: the audience won't miss the point of your presentation



01.

NAME OF THE SECTION

You can enter a subtitle here if you need it



INTRODUCTION

You can give a brief description of the topic you want to talk about here. For example, if you want to talk about Mercury, you can say that it’s the smallest planet in the entire Solar System

“This is a quote, words full of wisdom that someone important said and can make the reader get inspired.”

— SOMEONE FAMOUS

WE MUST TAKE INTO ACCOUNT

SPACE

Mercury is the closest planet to the Sun and the smallest one in the Solar System—it's only a bit larger than the Moon

ORGANIZATION

Venus has a beautiful name and is the second planet from the Sun. It's hot and has a poisonous atmosphere

STOCK CONTROL

MERCURY

It's the closest planet to the Sun and the smallest one in the Solar System

VENUS

Venus has a beautiful name and is the second planet from the Sun

MARS

Despite being red, Mars is actually a cold place. It's full of iron oxide dust

OUR TEAM

You can talk a bit about this person here

JONES TALKER

You can talk a bit about this person here

SUSAN GREY

You can talk a bit about this person here

PETER STEVEN

SIX THINGS TO ACHIEVE A GOOD MANAGEMENT

MERCURY

It's the closest planet to the Sun

VENUS

Venus is the second planet from the Sun

MARS

Mars is actually a very cold place

JUPITER

Jupiter is the biggest planet of them all

SATURN

It's composed of hydrogen and helium

NEPTUNE

It's the farthest planet from the Sun

9H 55M 23S

Is Jupiter's rotation period

333,000

Earths is the Sun’s mass

58,000,000

Big numbers are useful

570,000.583

Big numbers are useful

BUSINESS MODEL:
THE MUESLI COMPANY

- Ecommerce Business for Muesli
- 3 Product types: Power Muesli, Toasted Muesli & Special Projects Musli
- Market: USA
- Channels: Email, Facebook, Sales
- 2 offered ship modes: Standard & Express delivery
- Product delivery was outsourced

A PICTURE ALWAYS REINFORCES THE CONCEPT

Images reveal large amounts of data, so remember: use an image instead of a long text. Your audience will appreciate it

A PICTURE IS WORTH A THOUSAND WORDS

THIS IS A GRAPH

VENUS

Venus is the second planet from the Sun

MARS

Despite being red, Mars is a cold place

Follow the link in the graph to modify its data and then paste the new one here. **For more info, click here**

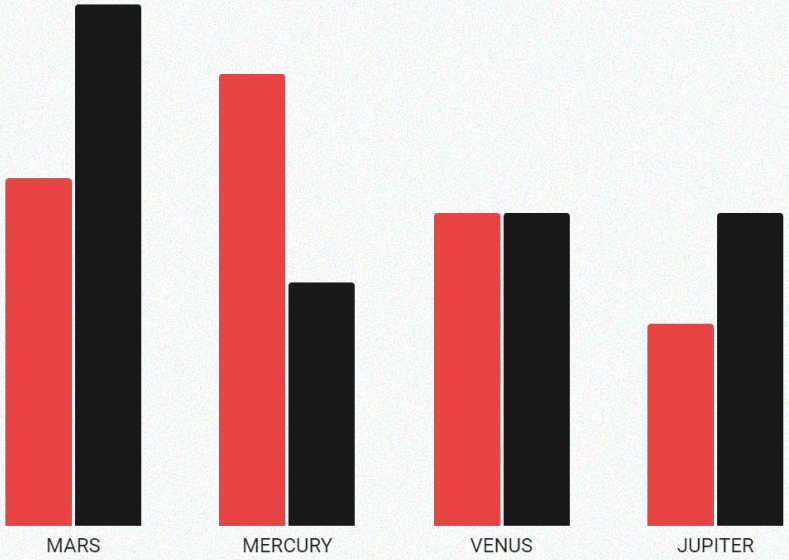
THIS IS A GRAPH

WAREHOUSE 1

Venus is the second planet from the Sun

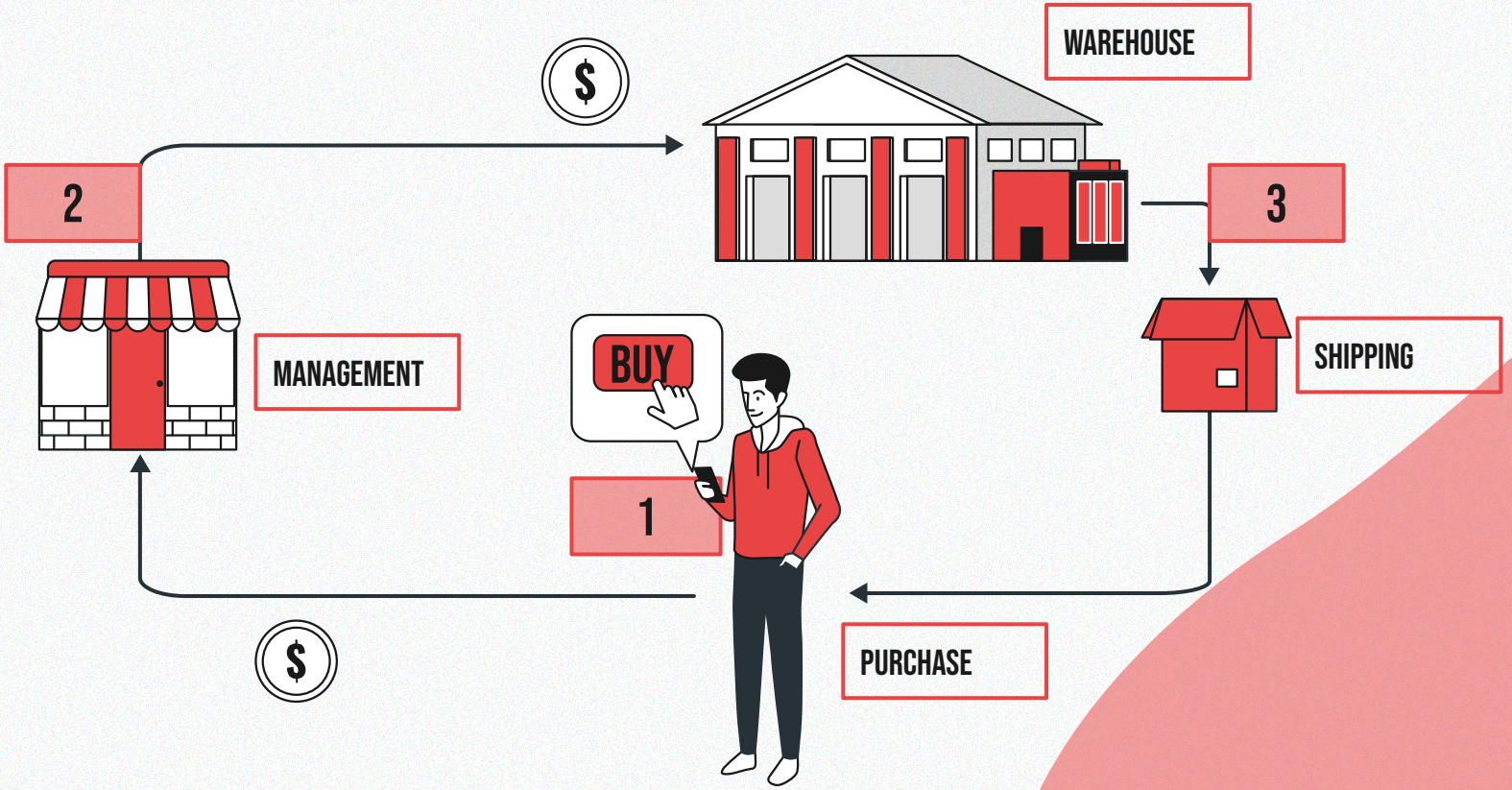
WAREHOUSE 2

Despite being red, Mars is a cold place



Follow the link in the graph to modify its data and then paste the new one here. **For more info, click here**

DROPSHIPPING PROCESS



ABOUT THE DEPARTMENTS

ONLINE SHOP WAREHOUSE MANAGEMENT

WAREHOUSES

Mercury is the smallest planet

SHIPMENTS

Venus has a beautiful name

APP

Mars is actually a very cold place

WEB PAGE

Jupiter is the biggest planet

OUR WAREHOUSE IS HERE

VENUS

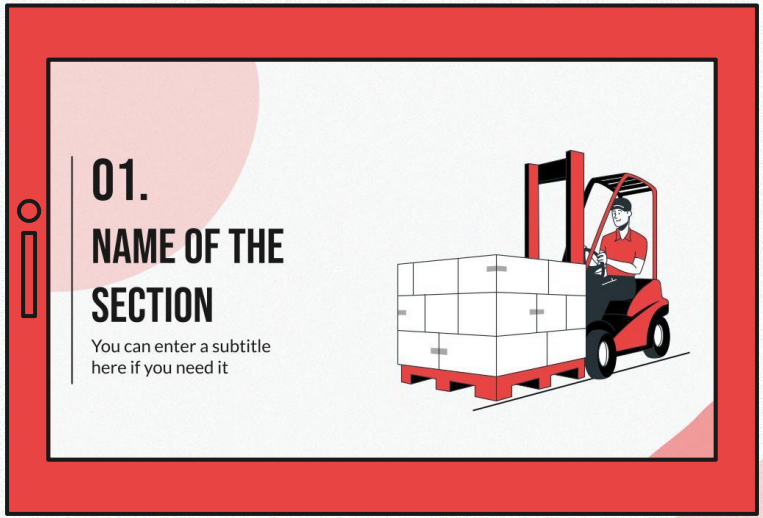
Venus has a beautiful name and is the second planet from the Sun. It's hot and has a poisonous atmosphere

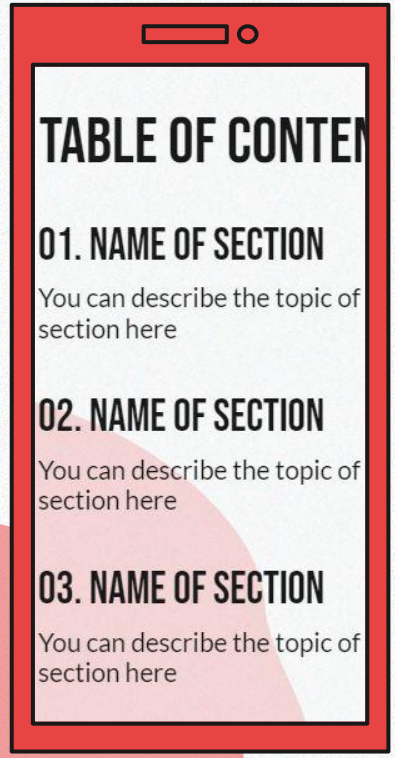
DESKTOP MOCKUP

You can replace the image on the screen with your own work. Just right-click on it and select “Replace image”

TABLET APP

You can replace the image on the screen with your own work. Just right-click on it and select “Replace image”





SMARTPHONE

You can replace the image on the screen with your own work. Just right-click on it and select “Replace image”

THIS IS A TABLE

	MASS	DIAMETER	SPEED
MARS	0.35	10mm	71 km/h
JUPITER	0.28	25mm	55 km/h
SATURN	0.60	15mm	82 km/h
MERCURY	0.40	23mm	78 km/h

THIS IS A CALENDAR

SUN	MON	TUE	WED	THU	FRI	SAT
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30	31		

THIS IS ANOTHER TABLE

MERCURY	VENUS
Mercury is the closest planet to the Sun	Venus has a beautiful name
It's the smallest planet in the Solar System	It's the second planet from the Sun
Its name has nothing to do with the liquid metal	It's terribly hot, even hotter than Mercury
It was named after the Roman messenger god	Its atmosphere is extremely poisonous

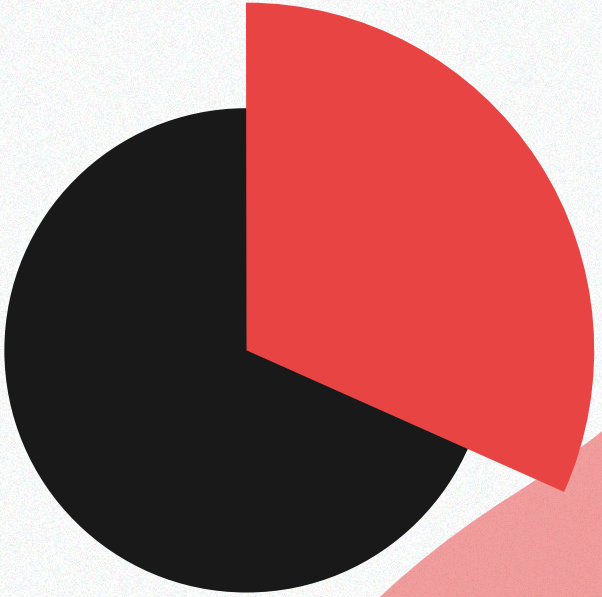
ONLINE VS. TRADITIONAL SHOPPING

35%

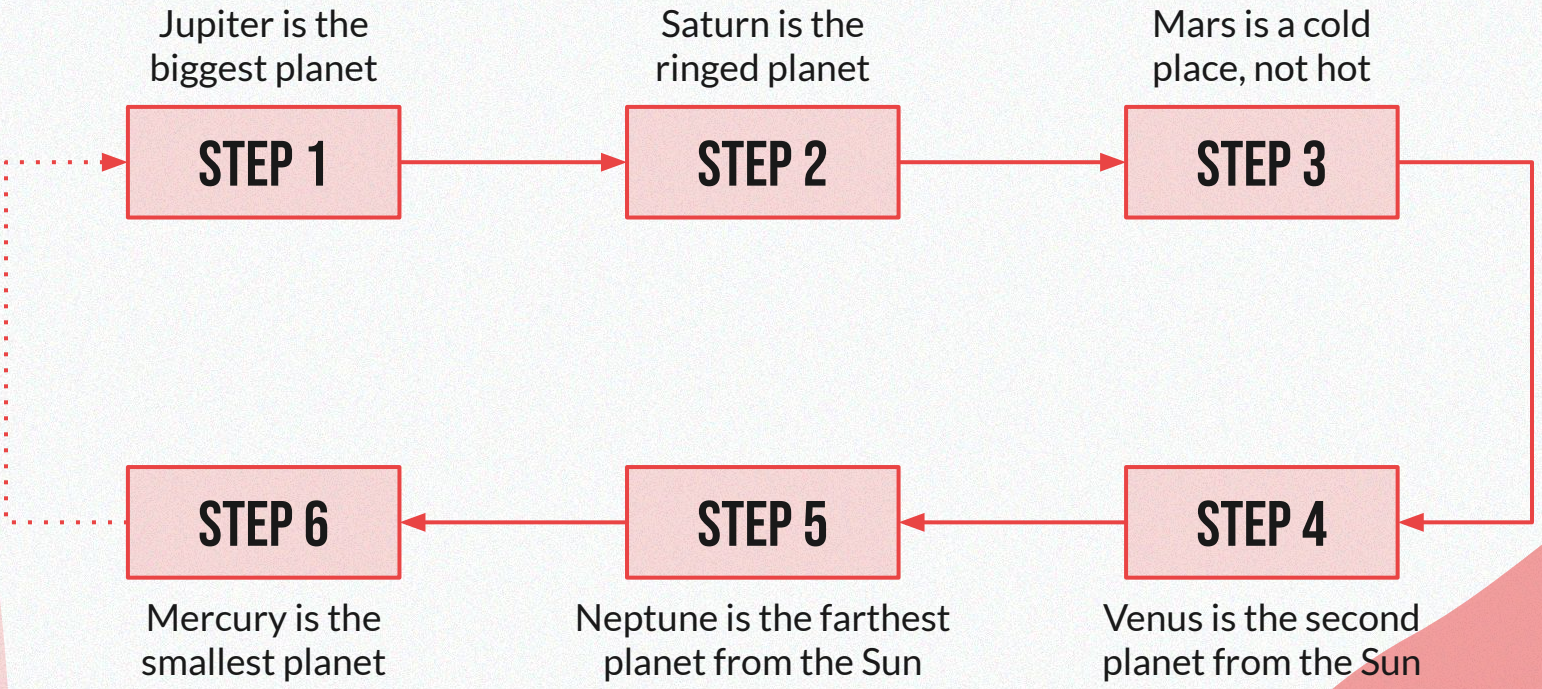
Jupiter is the biggest planet in the Solar System

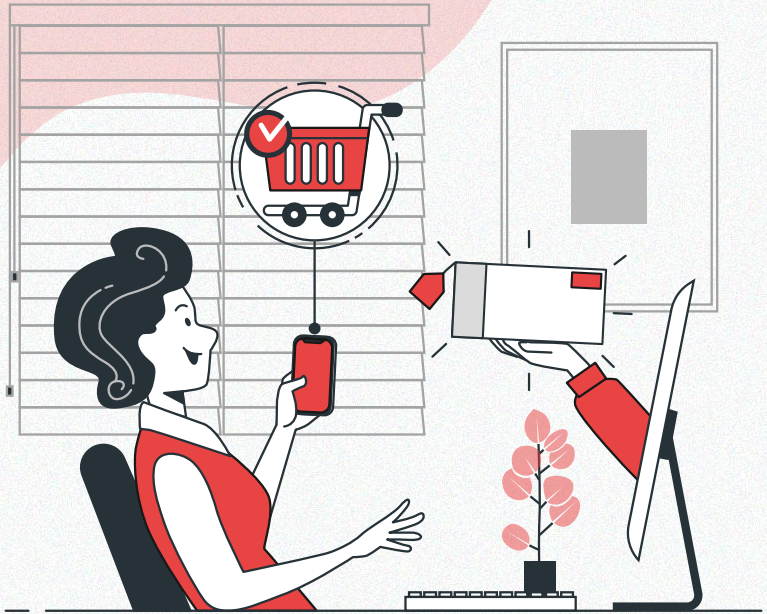
65%

Mercury is the smallest planet in the Solar System



TIMELINE


Jupiter is the biggest planet
STEP 1
Saturn is the ringed planet
STEP 2
Mars is a cold place, not hot
STEP 3
STEP 4
Venus is the second planet from the Sun
STEP 5
Neptune is the farthest planet from the Sun
STEP 6
Mercury is the smallest planet



AWESOME WORDS

SHIPPING PROCESS

01

VENUS

Venus is terribly hot, even hotter than Mercury

02

JUPITER

Jupiter is the biggest planet in the Solar System

03

SATURN

Saturn is a gas giant and has several rings

04

EARTH

Earth is the planet where we all live

05

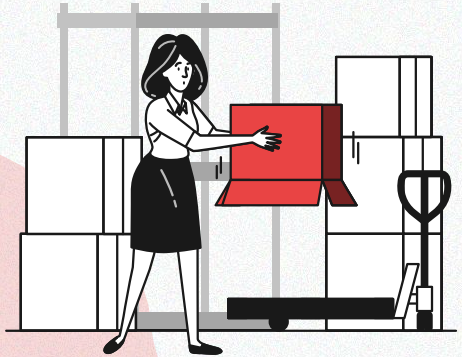
MERCURY

Mercury is the smallest planet of them all

ALTERNATIVE RESOURCES

Here’s an assortment of alternative resources whose style fits the one of this template

- Empty Cartoon Illustrations
- Free shipping Cartoon Illustrations
- Heavy box Cartoon Illustrations



RESOURCES

Did you like the resources on this template? Get them for free at our other websites:

VECTORS

- Dropshipping model Cartoon Illustrations
- Logistics Cartoon Illustrations
- Messenger Cartoon Illustrations
- In no time Cartoon Illustrations
- Online shopping Cartoon Illustrations
- Empty Cartoon Illustrations
- Checking boxes Cartoon Illustrations

PHOTOS

- Employees with masks working in warehouse
- Logistic center with forklift
- Man with helmet working in warehouse

Instructions for use

In order to use this template, you must credit **Slidesgo** by keeping the **Thanks** slide.

You are allowed to:

- Modify this template.
- Use it for both personal and commercial projects.

You are not allowed to:

- Sublicense, sell or rent any of Slidesgo Content (or a modified version of Slidesgo Content).
- Distribute Slidesgo Content unless it has been expressly authorized by Slidesgo.
- Include Slidesgo Content in an online or offline database or file.
- Offer Slidesgo templates (or modified versions of Slidesgo templates) for download.
- Acquire the copyright of Slidesgo Content.

For more information about editing slides, please read our FAQs or visit Slidesgo School:
https://slidesgo.com/faqs and https://slidesgo.com/slidesgo-school

Instructions for use (premium users)

As a Premium user, you can use this template without attributing **Slidesgo** or keeping the "Thanks" slide.

You are allowed to:

- Modify this template.
- Use it for both personal and commercial purposes.
- Hide or delete the “Thanks” slide and the mention to Slidesgo in the credits.
- Share this template in an editable format with people who are not part of your team.

You are not allowed to:

- Sublicense, sell or rent this Slidesgo Template (or a modified version of this Slidesgo Template).
- Distribute this Slidesgo Template (or a modified version of this Slidesgo Template) or include it in a database or in any other product or service that offers downloadable images, icons or presentations that may be subject to distribution or resale.
- Use any of the elements that are part of this Slidesgo Template in an isolated and separated way from this Template.
- Register any of the elements that are part of this template as a trademark or logo, or register it as a work in an intellectual property registry or similar.

For more information about editing slides, please read our FAQs or visit Slidesgo School:

https://slidesgo.com/faqs and https://slidesgo.com/slidesgo-school

Fonts & colors used

This presentation has been made using the following fonts:

Bebas Neue
(https://fonts.google.com/specimen/Bebas+Neue)
Lato
(https://fonts.google.com/specimen/Lato)

#191919	#ffffff	#bbbbbb
#e94444	#7a7a7a	#772222

Storyset

Create your Story with our illustrated concepts. Choose the style you like the most, edit its colors, pick the background and layers you want to show and bring them to life with the animator panel! It will boost your presentation. Check out How it Works.

Pana

Amico

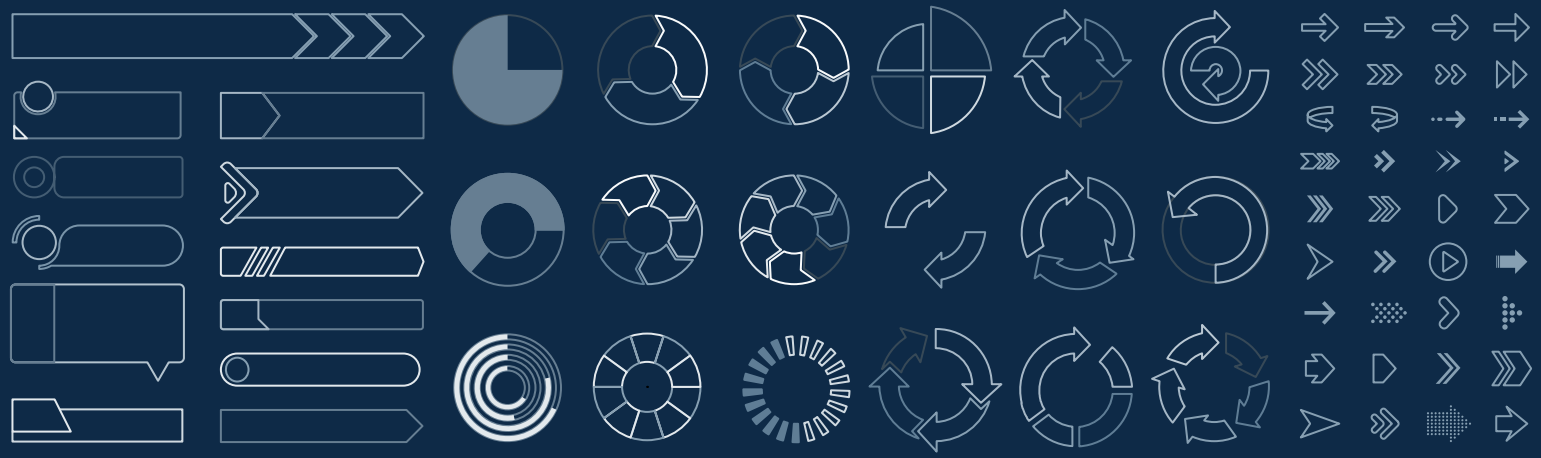
Bro

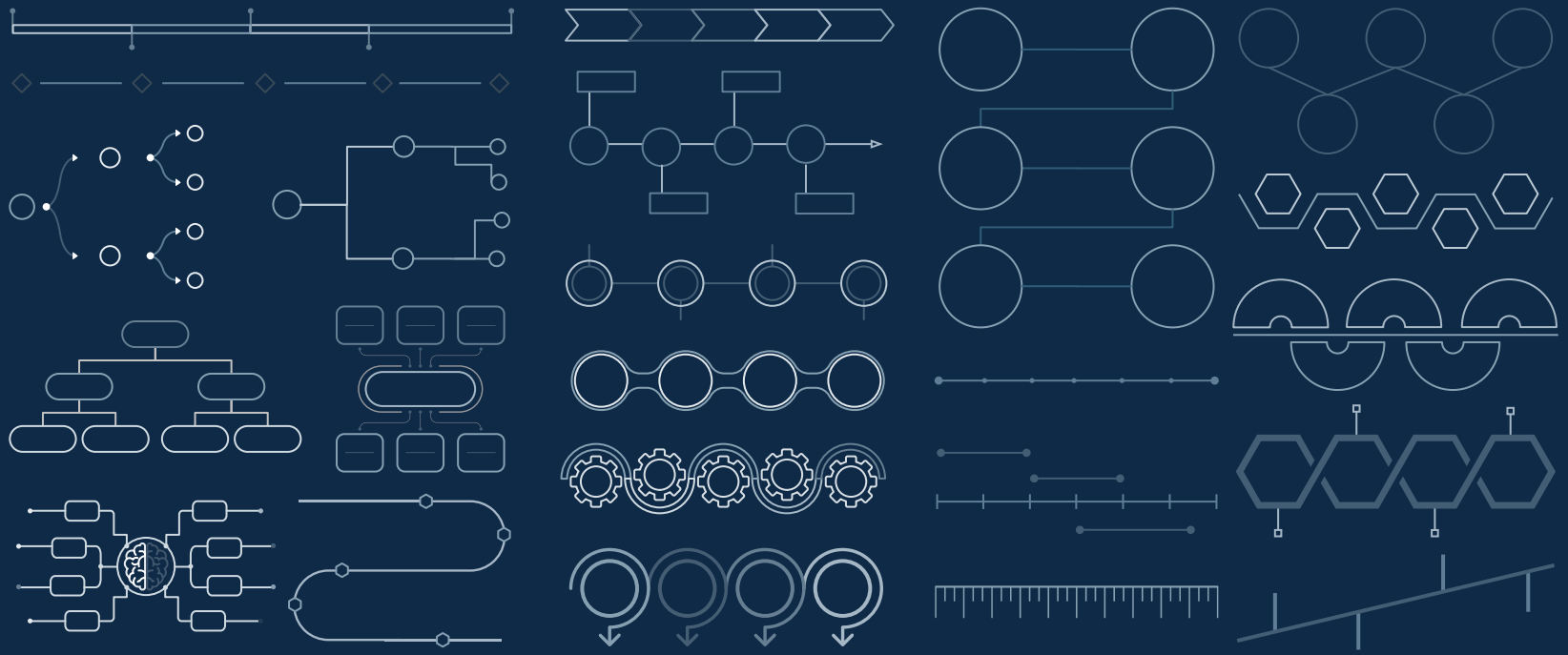
Rafiki

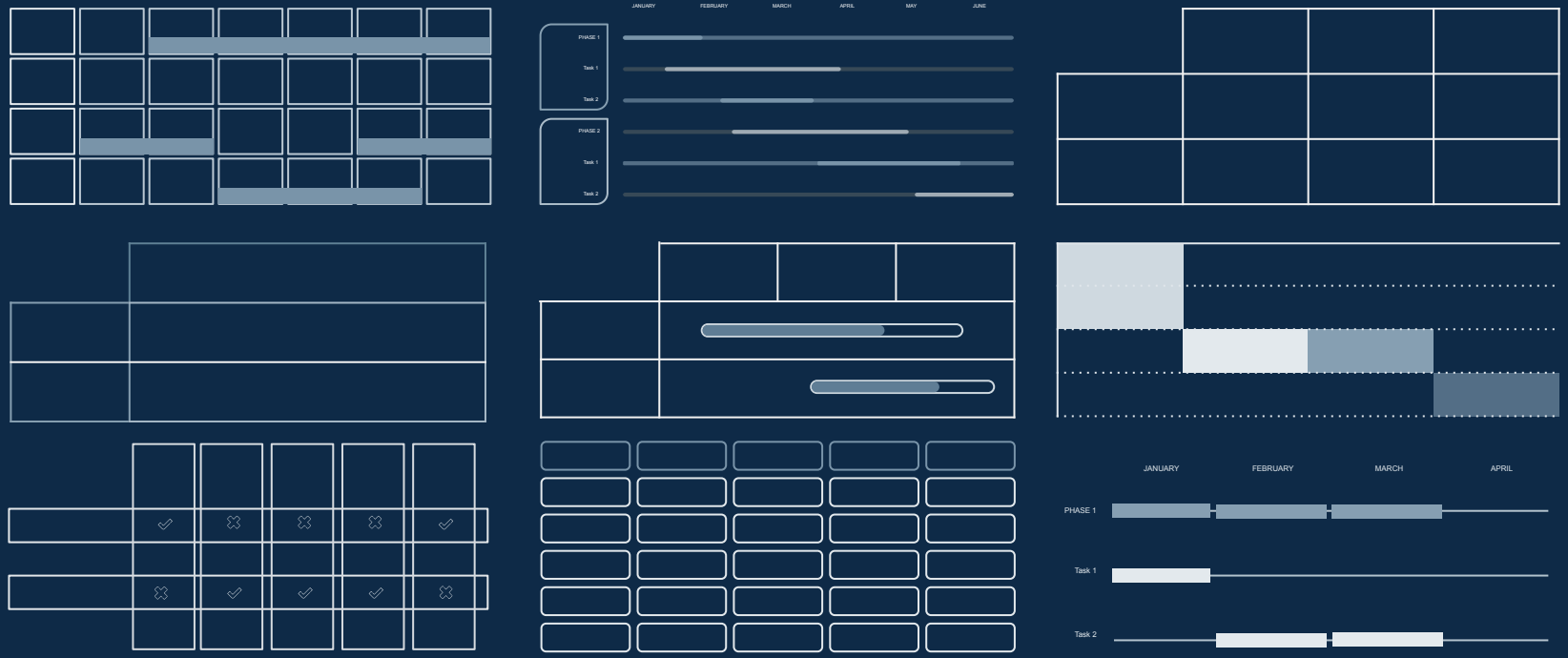
Cuate

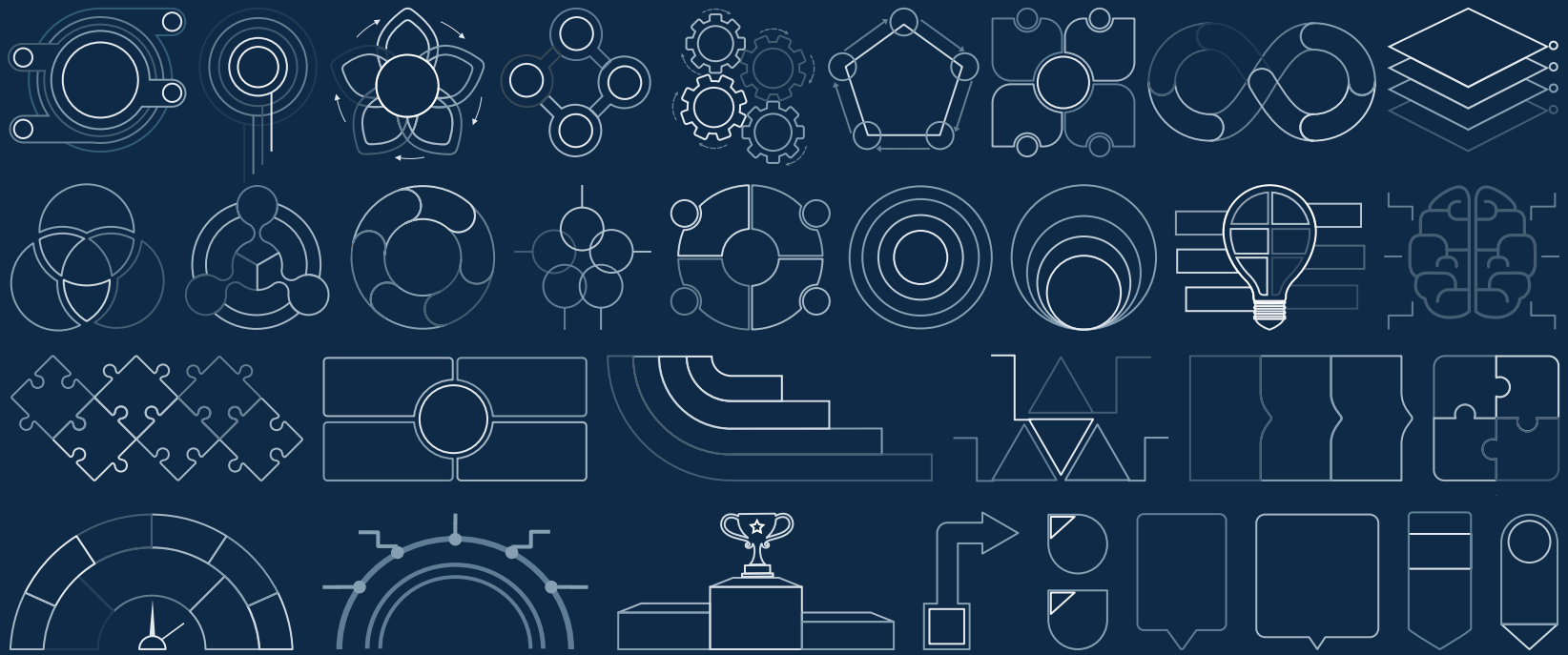
Use our editable graphic resources...

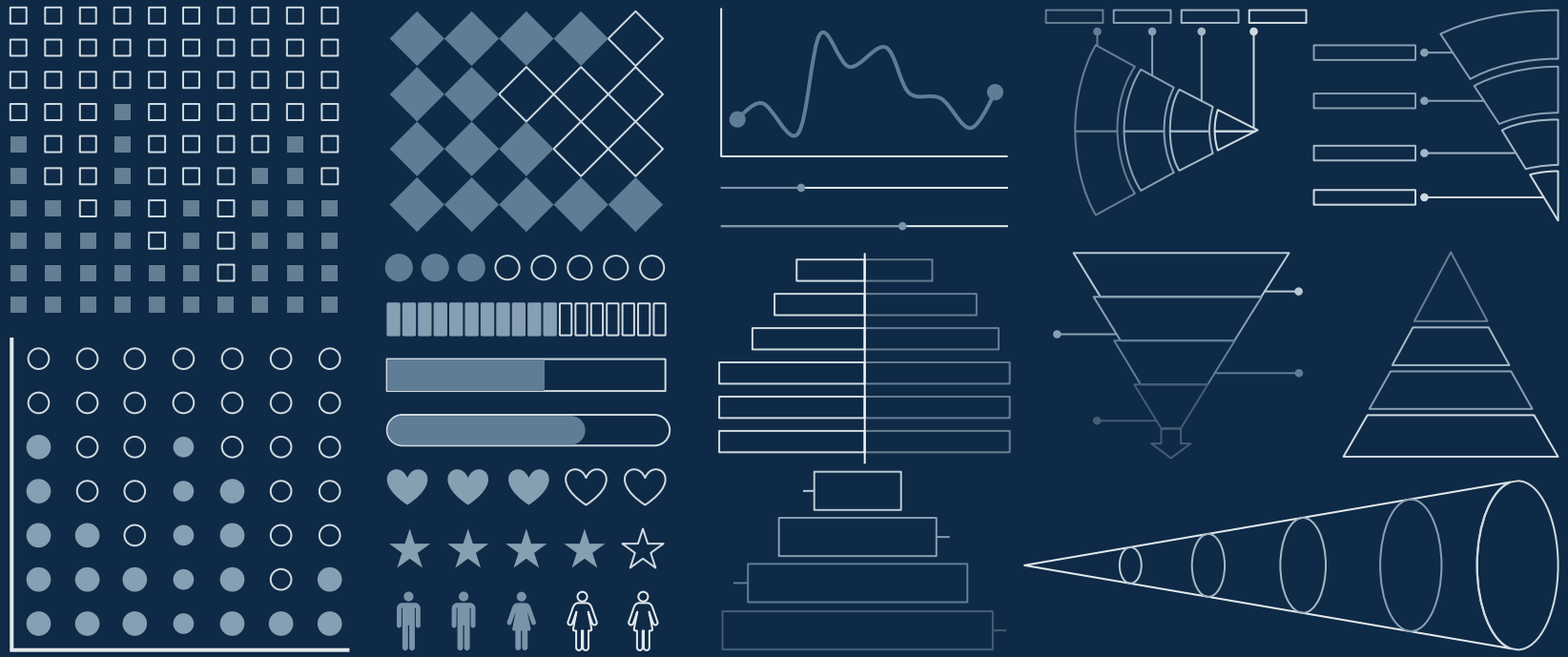
You can easily resize these resources without losing quality. To change the color, just ungroup the resource and click on the object you want to change. Then, click on the paint bucket and select the color you want. Group the resource again when you're done. You can also look for more infographics on Slidesgo.






JANUARY
FEBRUARY
MARCH
APRIL
MAY
JUNE
PHASE 1
Task 1
Task 2
PHASE 2
Task 1
Task 2
JANUARY
FEBRUARY
MARCH
APRIL
PHASE 1
Task 1
Task 2





...and our sets of editable icons

You can resize these icons without losing quality.
You can change the stroke and fill color; just select the icon and click on the paint bucket/pen.
In Google Slides, you can also use Flaticon's extension, allowing you to customize and add even more icons.

Educational Icons

Medical Icons

Business Icons

Teamwork Icons

Help & Support Icons

Avatar Icons

Creative Process Icons

Performing Arts Icons

Nature Icons

SEO & Marketing Icons

slidesgo