

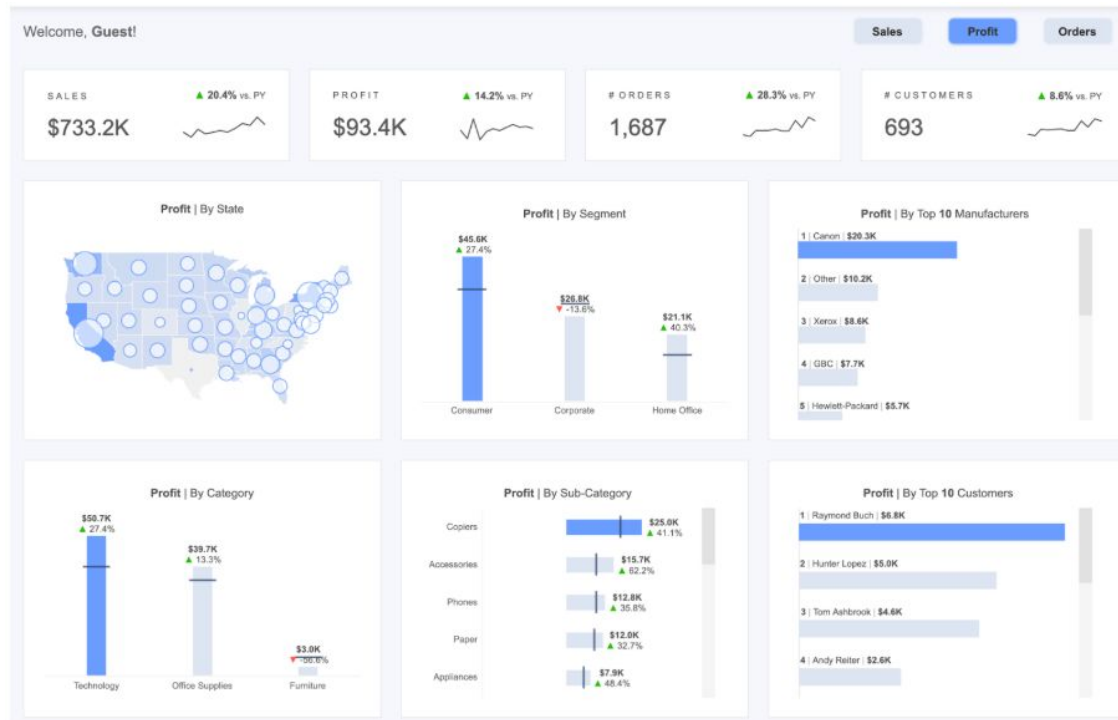
End-to-End Structured Business Analysis: E-commerce Profit Decline (RevoStore)

Karen Amarillys

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Data Source



Superstore Dashboard (2022) by Priya Padham

Disclaimer:

- This analysis is based on a publicly available dataset and does not reflect real-world financial or business insights
- Revoshion is a fictional entity and the results presented here are purely for educational purposes

DARCI

Decider	CEO
Accountable	Data manager
Responsible	Data analyst
Consulted	Head of marketing, head of finance, head of sales
Informed	C-level

Problem Statement

Problem Statement using SMART

How to increase profit by 10% in the next quarter (within 3 months)?

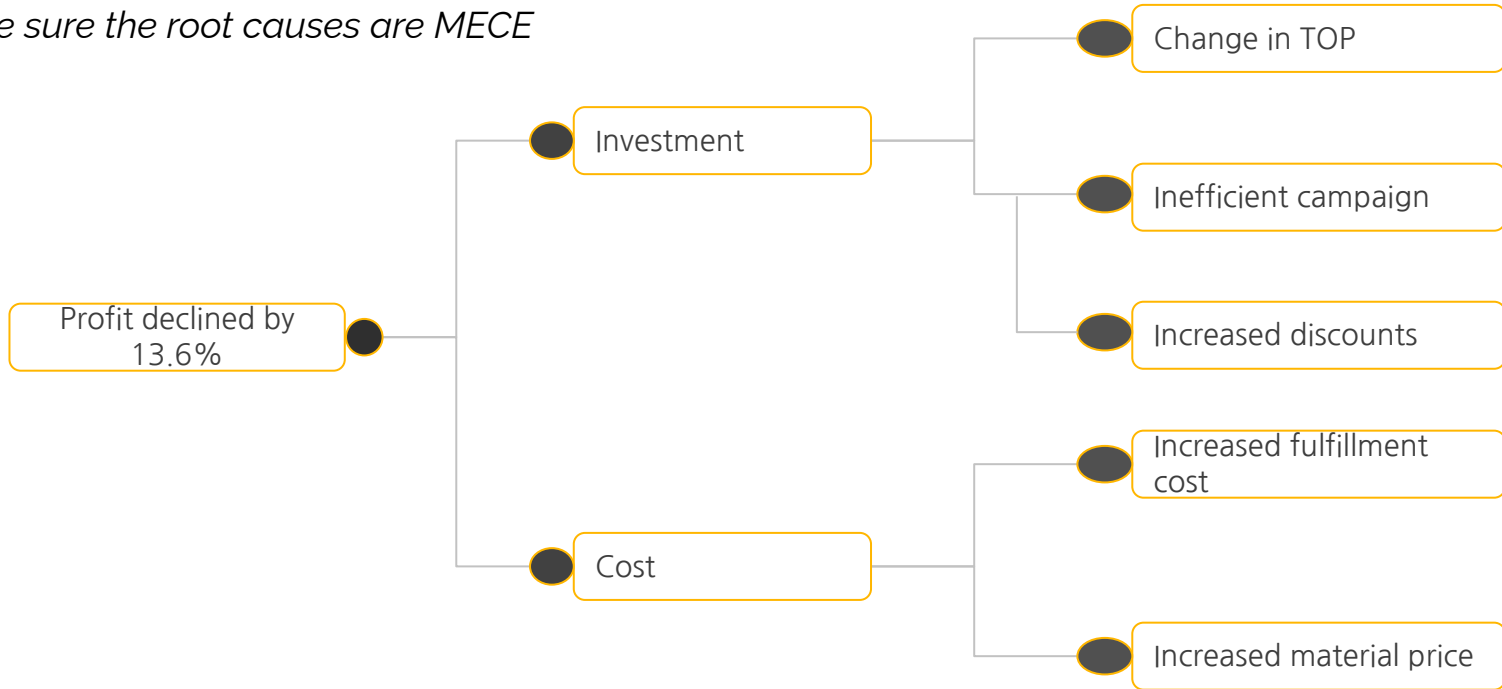
Objective

Objective answering the problem statement

To increase profit by 10% in the next quarter (within 3 months)

Root Cause

Make sure the root causes are MECE



Hypotheses

*Prioritize hypotheses based on **root causes***

Root Causes	Hypotheses	Prioritization
Change in TOP	Changes in term of payments results in delayed cash flow	Low
Inefficient campaign	Too much campaign with inaccurate audience	Medium
Increased discounts	Too much discounts to attract customers	High
Increased fulfillment cost	Increase in logistic cost	Medium
Increased material price	Price increased for imported goods due to high exchange rate	High

Metrics

Provide **3 actionable** metrics with rational **reason** and clear

Prioritized Hypotheses	Metrics	Reasoning
Price increased for imported goods due to high exchange rate	Profit margin trends	The change in base price will affect the margin rate, so the GPM needs to be reviewed
Too much discounts to attract customers	Sales uplift vs discount depth	Is the promotional discount worth the sales uplift?
Too much campaign with inaccurate audience	Conversion rate	How many reached audience completed the transactions?

Insights

Insights from dashboard

From the top 10 manufacturers data, it can be seen that on the **top position** of the **sales** category was held by “other” manufacturer. While on the **profit** category, the “other” manufacturer only held the **second position**, with only **10.57% profit of their sales**.



Recommendations

Provide **3 actionable** recommendations

1. Review the margin rate of "other" manufacturer's products.
2. Decrease the number of discounted items or the value of the discount itself
3. Review the number of conversion rate from promotional campaign

Conclusion

- **Key Takeaways**

- Top root causes: increased discounts, increased material price, inefficient campaign
- Prioritize in reviewing the margin rate of the “other” products

- **Business Impact Statement**

- A fix for the margin rate in the right products will help increase the profit