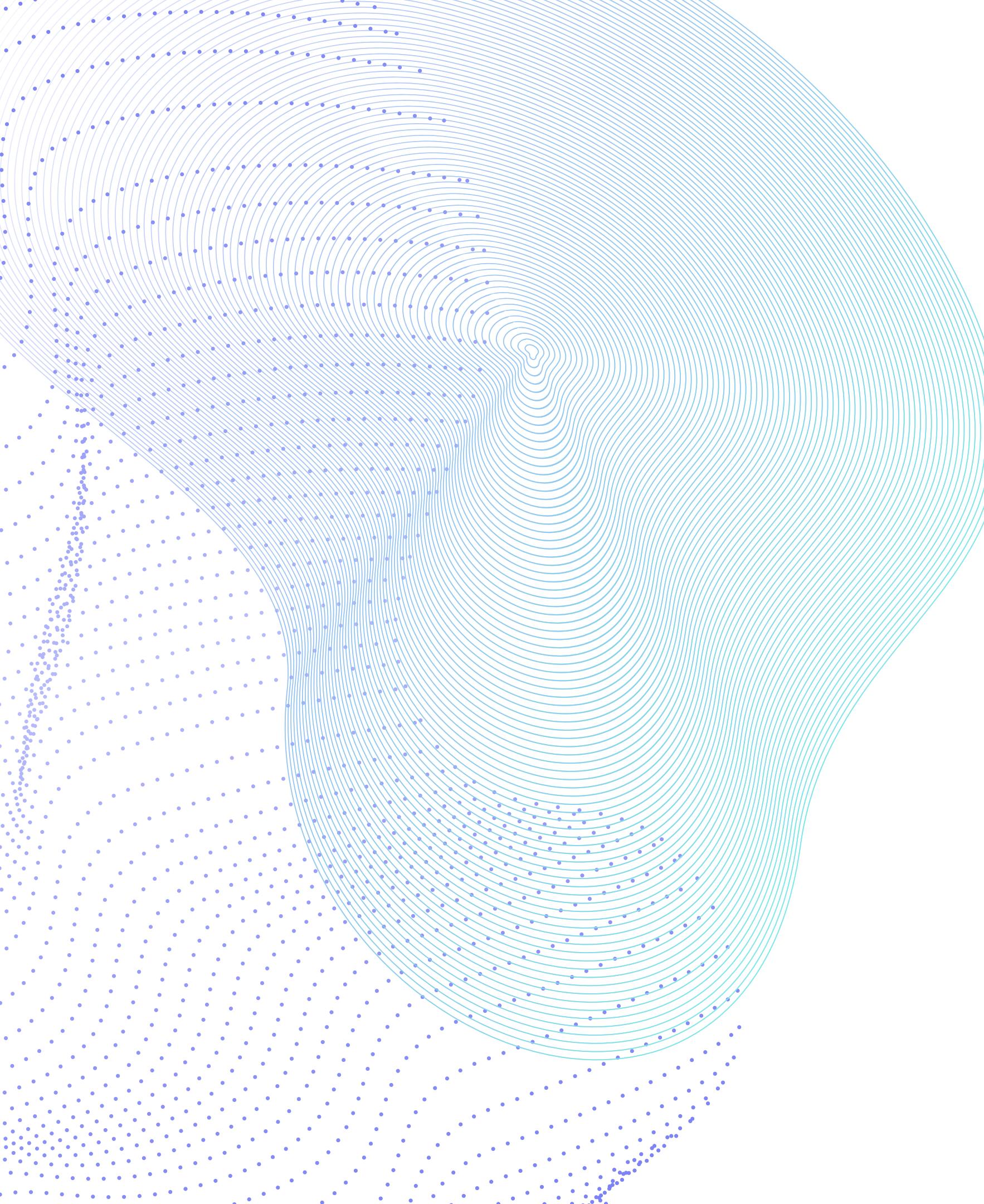




ClientCo. Sales Analysis

Group C Consultants





Agenda

What this report will cover

- Overview of Sales Activities
- Metrics Analysis
- Action Plan and Impact

Data overview

These are the features available to us in the given data set

- **date_order:** the date on which the order was placed by the customer
- **date_invoice:** possible billing/shipment date
- **product_id:** product identification number
- **client_id:** client identification number
- **sales_net :** net sales
- **quantity:** the order quantity
- **order_channel:** different channels from where the order is placed
- **branch_id:** branch identification number

Data Overview: 2017-2019

Summary Statistics of the main features of interest

- **Total Clients : 170,859**
- **Total Branches : 582**
- **Total Products : 607,418**
- **Total Product Quantity : 5,835,291,677**
- **Net Sales : \$9,367,560,275**

Sales Analysis

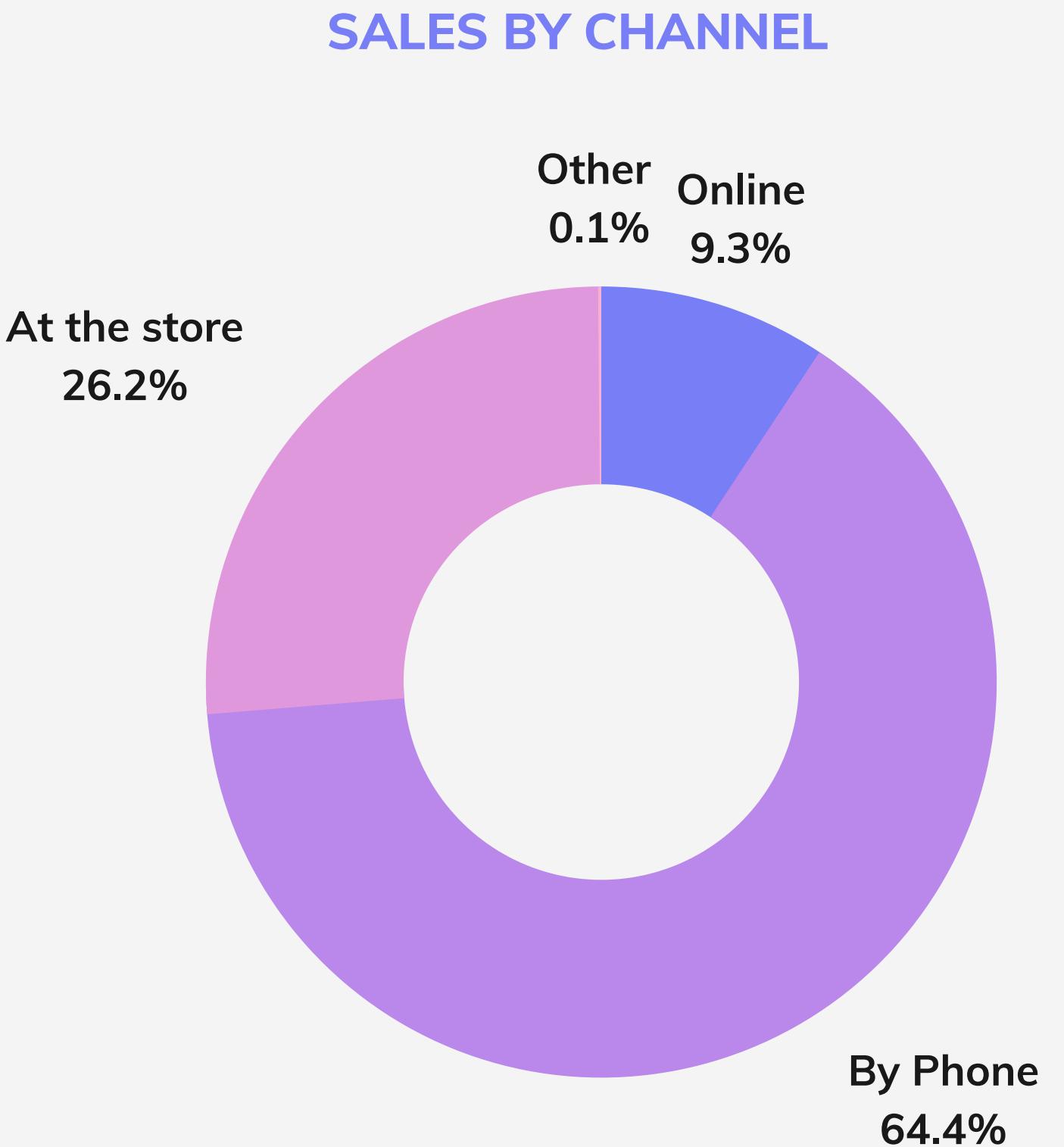
Sales Distribution

By Channel

64% of sales made by phone.

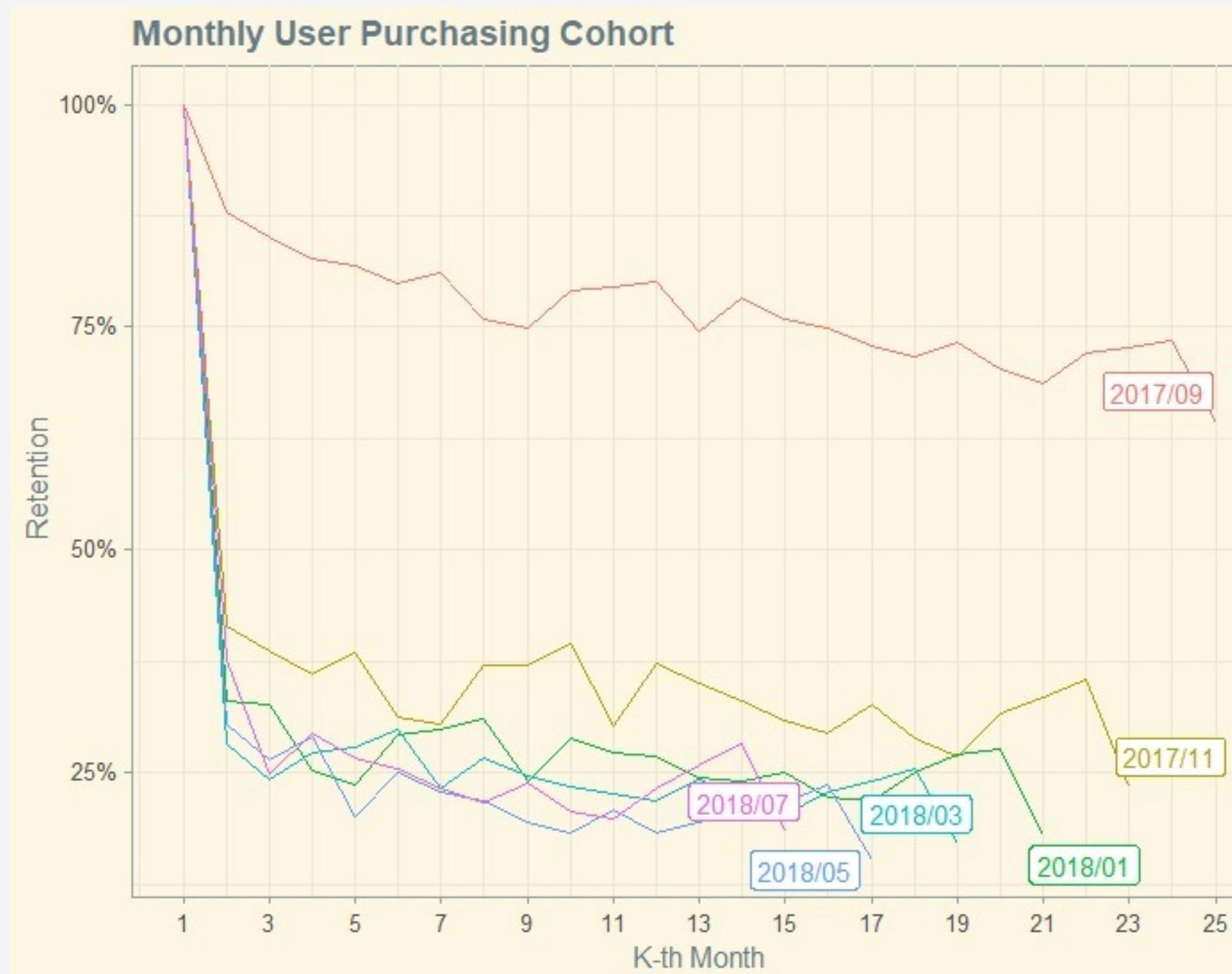
Online sales represent only under 9.3% of the total sales.

Room for growth digitally.



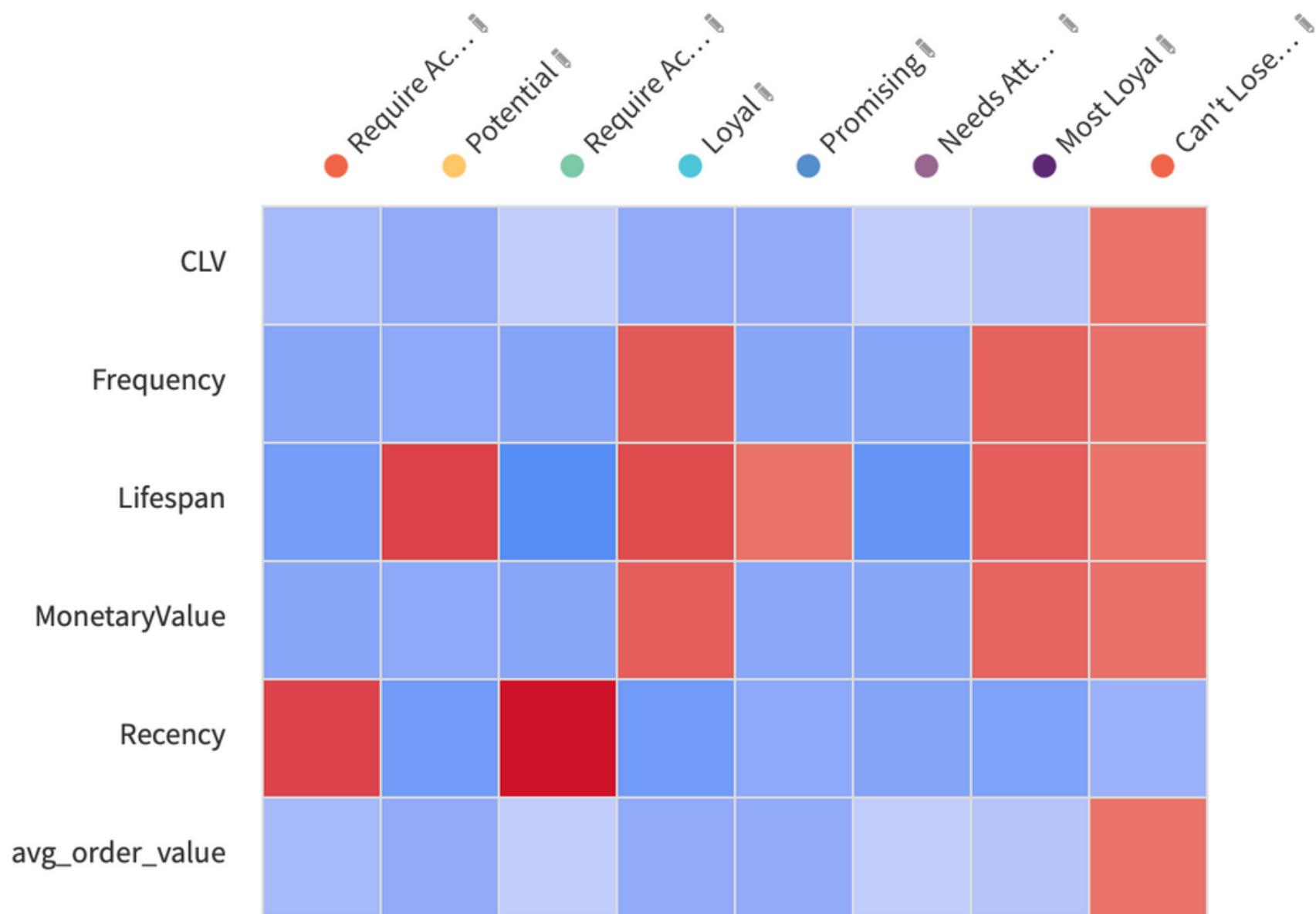
Churn curve

Current month sales



Most customers only make purchases within the first 2 months. Having them stick around is important for long-term value.

Customer segmentation

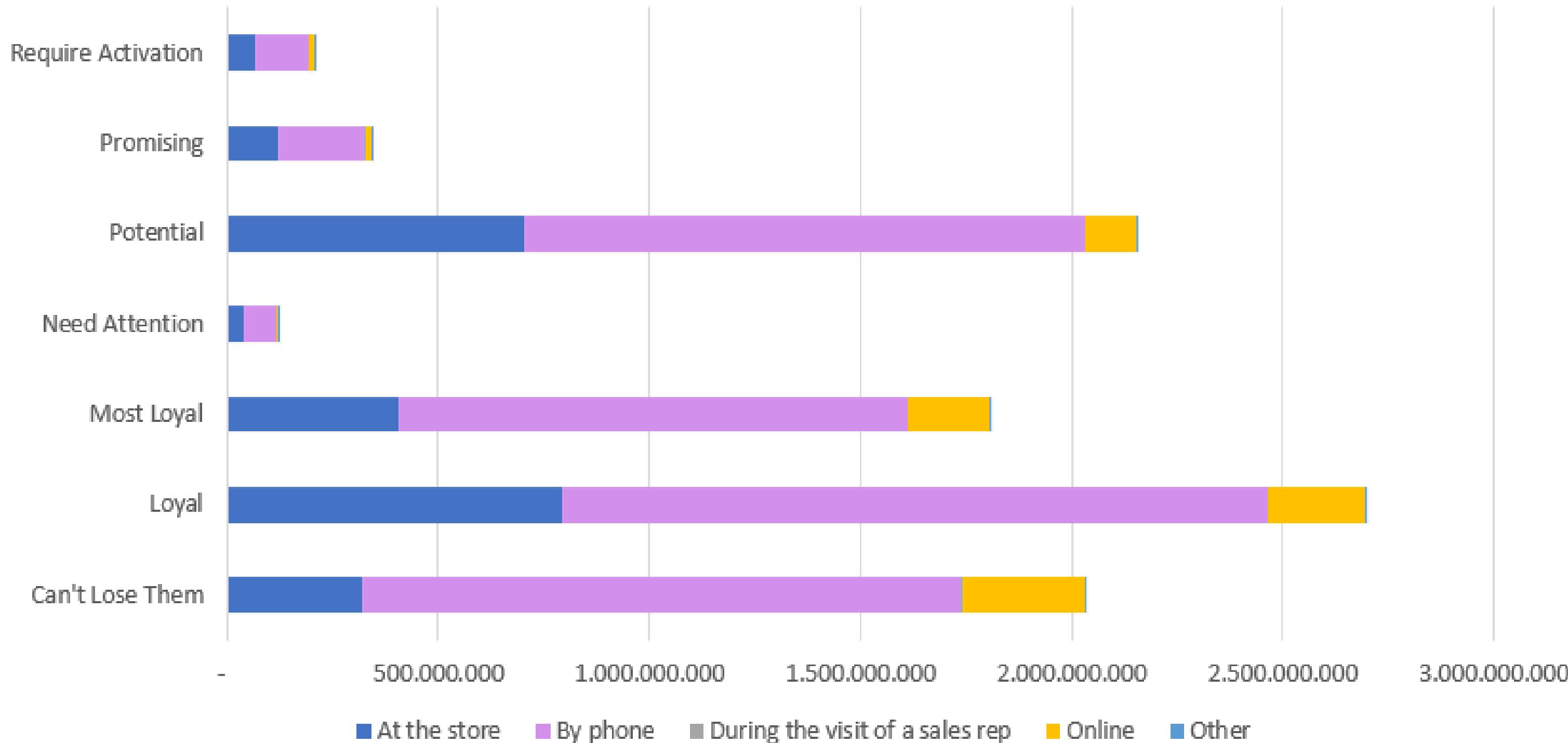


We began with data relating to sales, purchase dates, branch ID's, and purchase method.

Customers segmented according to 6 features we created

Customer segmentation

Segments by channel used to purchase

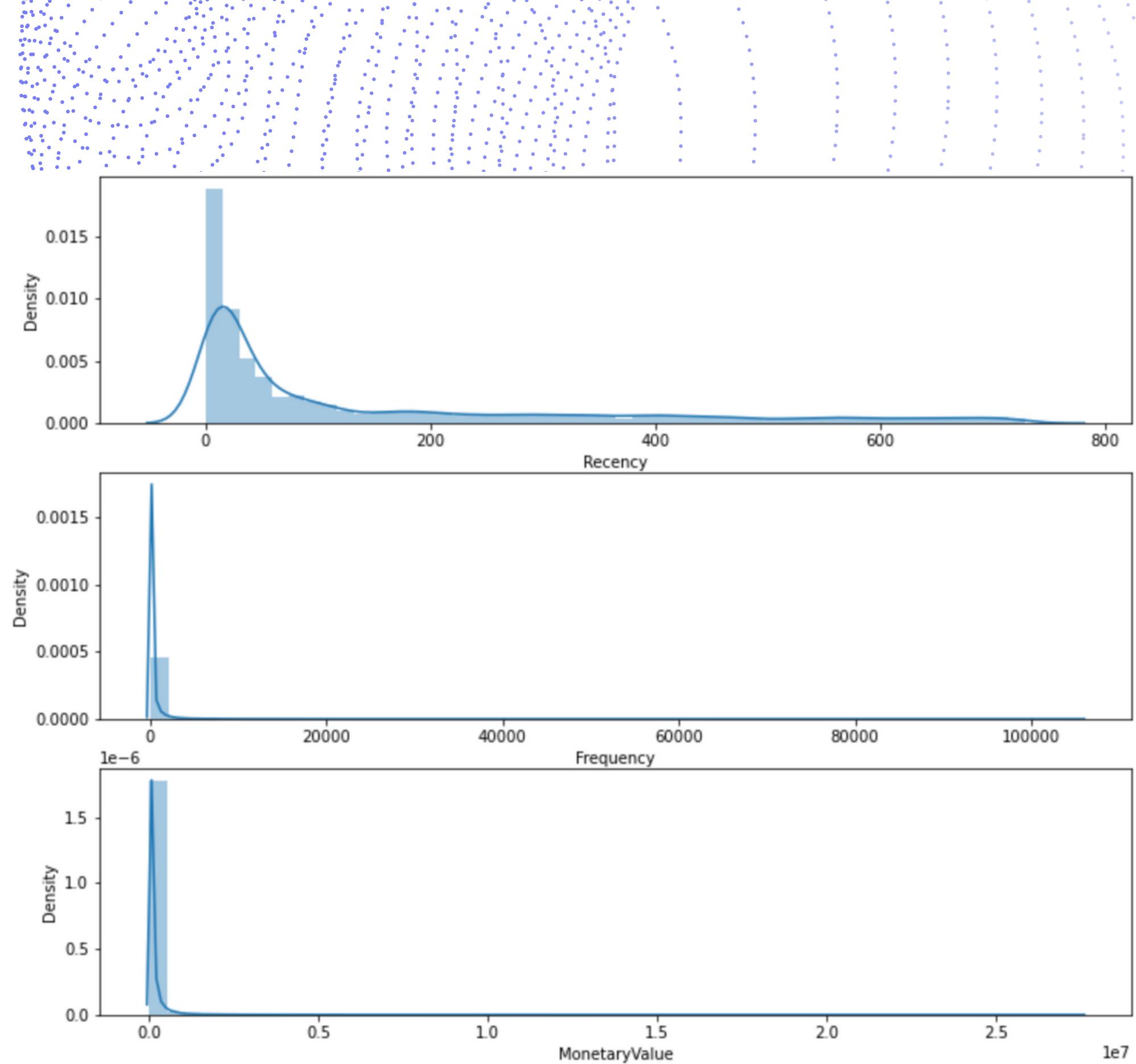


RFM

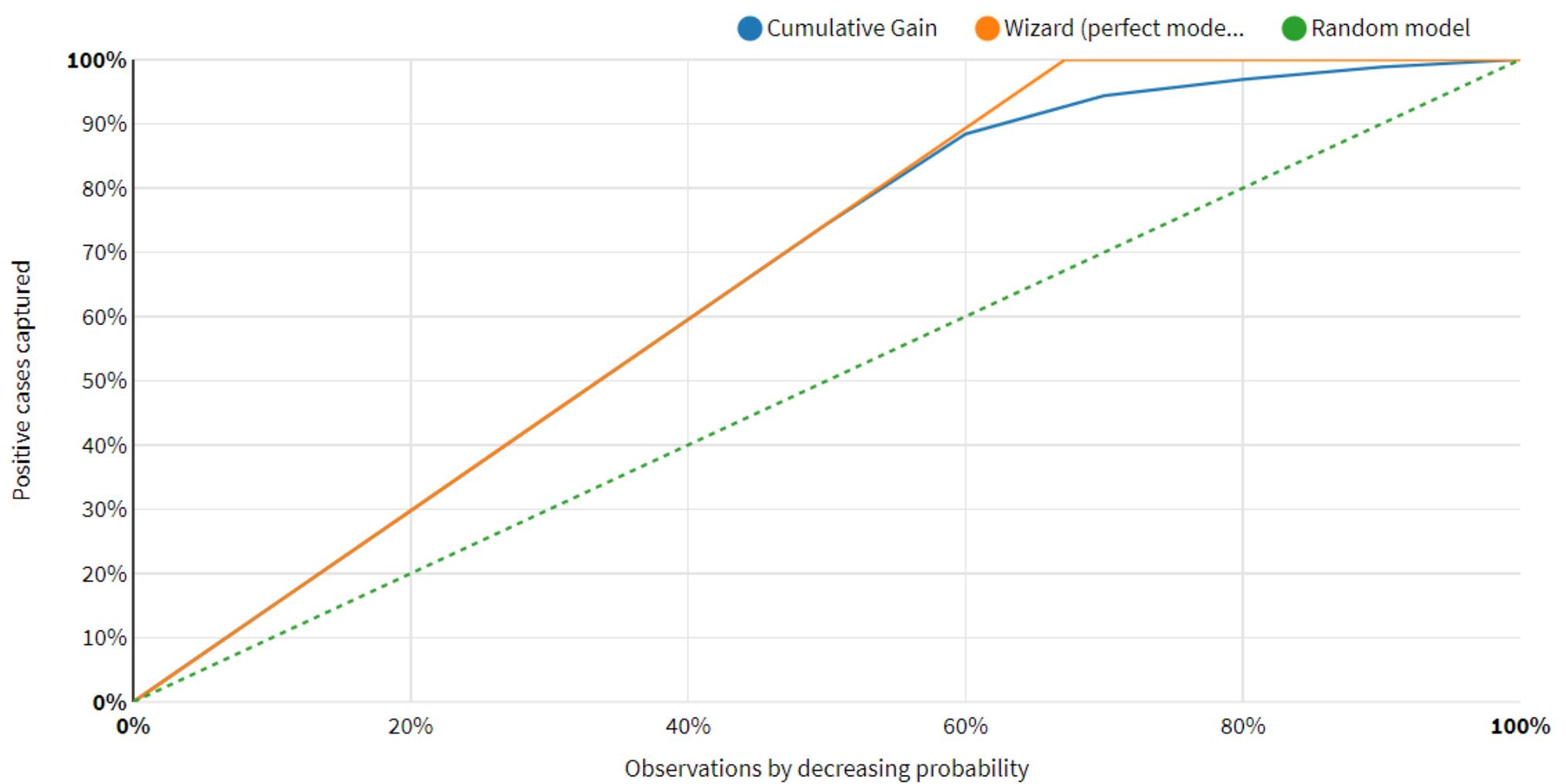
	Recency	Frequency	MonetaryValue	
	mean	mean	mean	count
RFM_Level				
Can't Lose Them	26.6	885.6	131480.2	67951
Loyal	125.5	50.8	7049.1	16308
Most Loyal	82.2	83.6	11960.9	15811
Needs Attention	273.4	8.3	1000.2	16585
Potential	152.2	28.5	4025.3	17147
Promising	228.9	16.8	2215.0	16356
Require Activation	490.6	4.3	364.3	20431

*threshold date = max(date_order) + 1

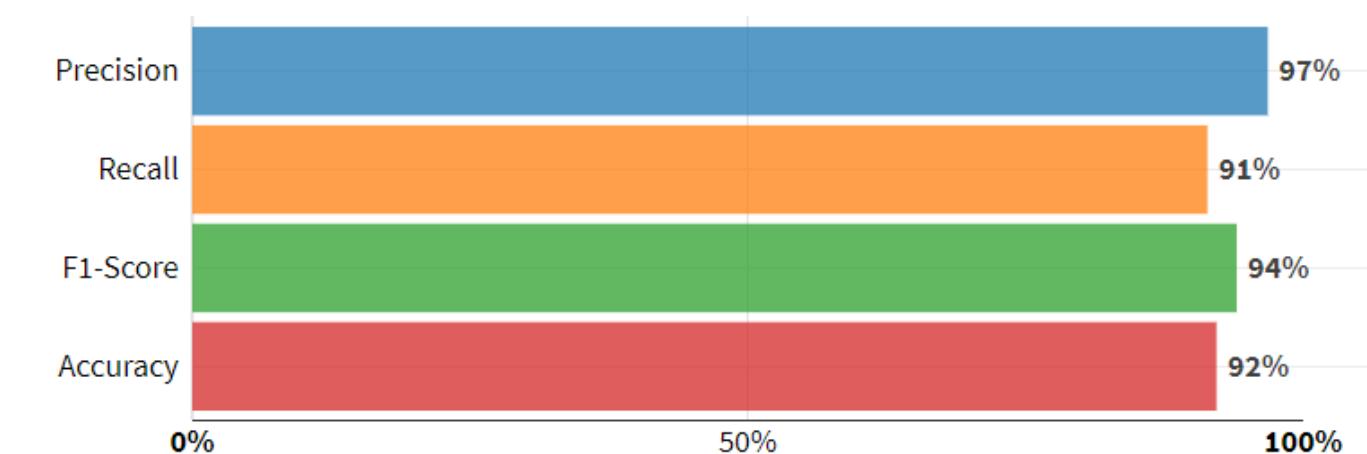
Recency is heavily skewed right but long tail holds significant value.



Lift and Accuracy



	Predicted 1	Predicted 0	Total
Actually 1	12329	1162	13491
Actually 0	405	6192	6597
Total	12734	7354	20088



Very Similar to a Perfect Model

Action Plan

Next Steps and Action

Items

What we'll work on

- 01 Improve the online sales channel and leverage the data via CRM system
- 02 Redirect recurrent customers to the online channel to free commercials to reach out to potential new customers
- 03 Reinforce relationship with clients generating the most sales
- 04 Tailored promotions to get churned customers back
- 05 Cybersecurity implementation and maintenance cost support.

Action Plan Timeline

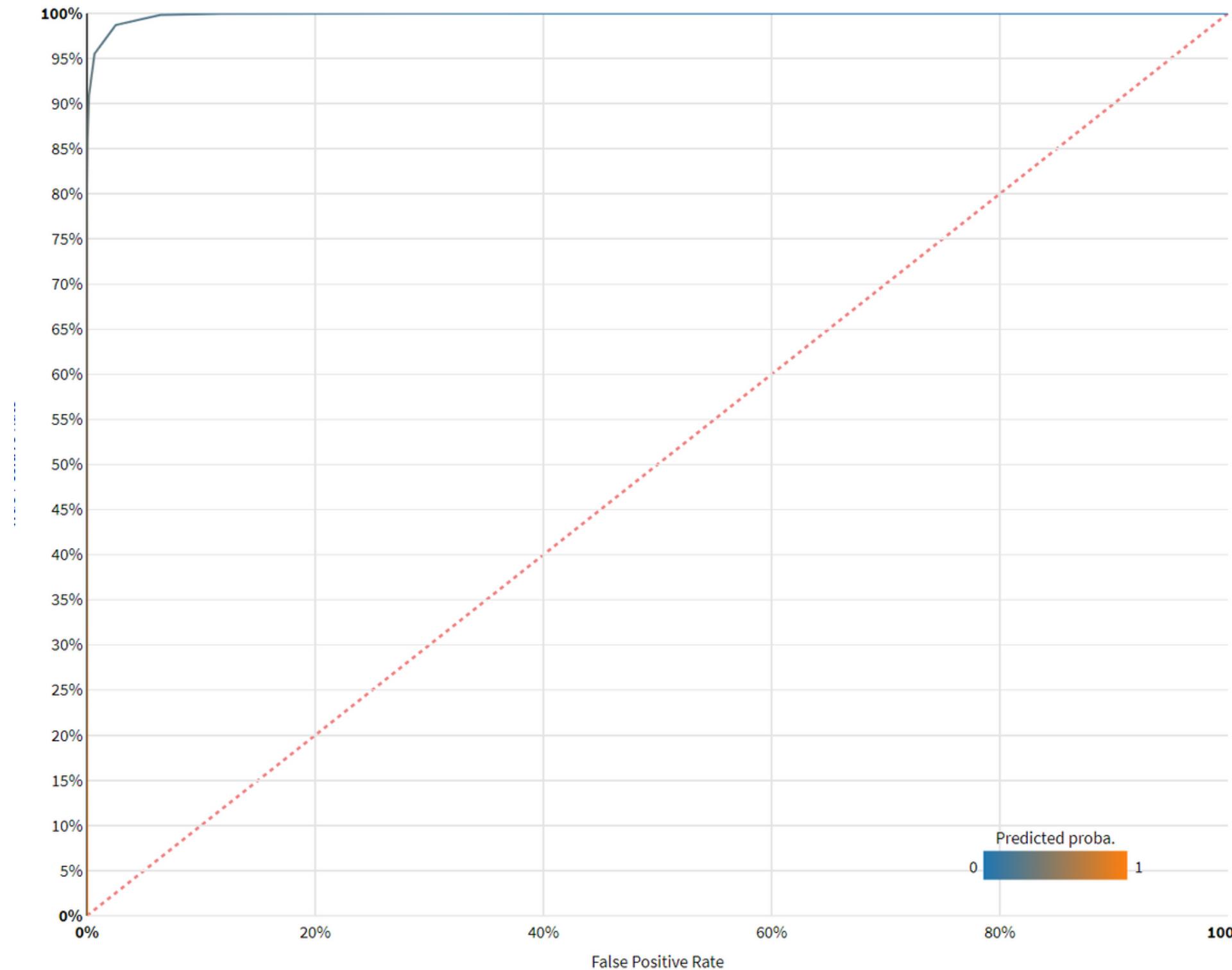
Implementation



Q & A

Feel free to raise your questions.

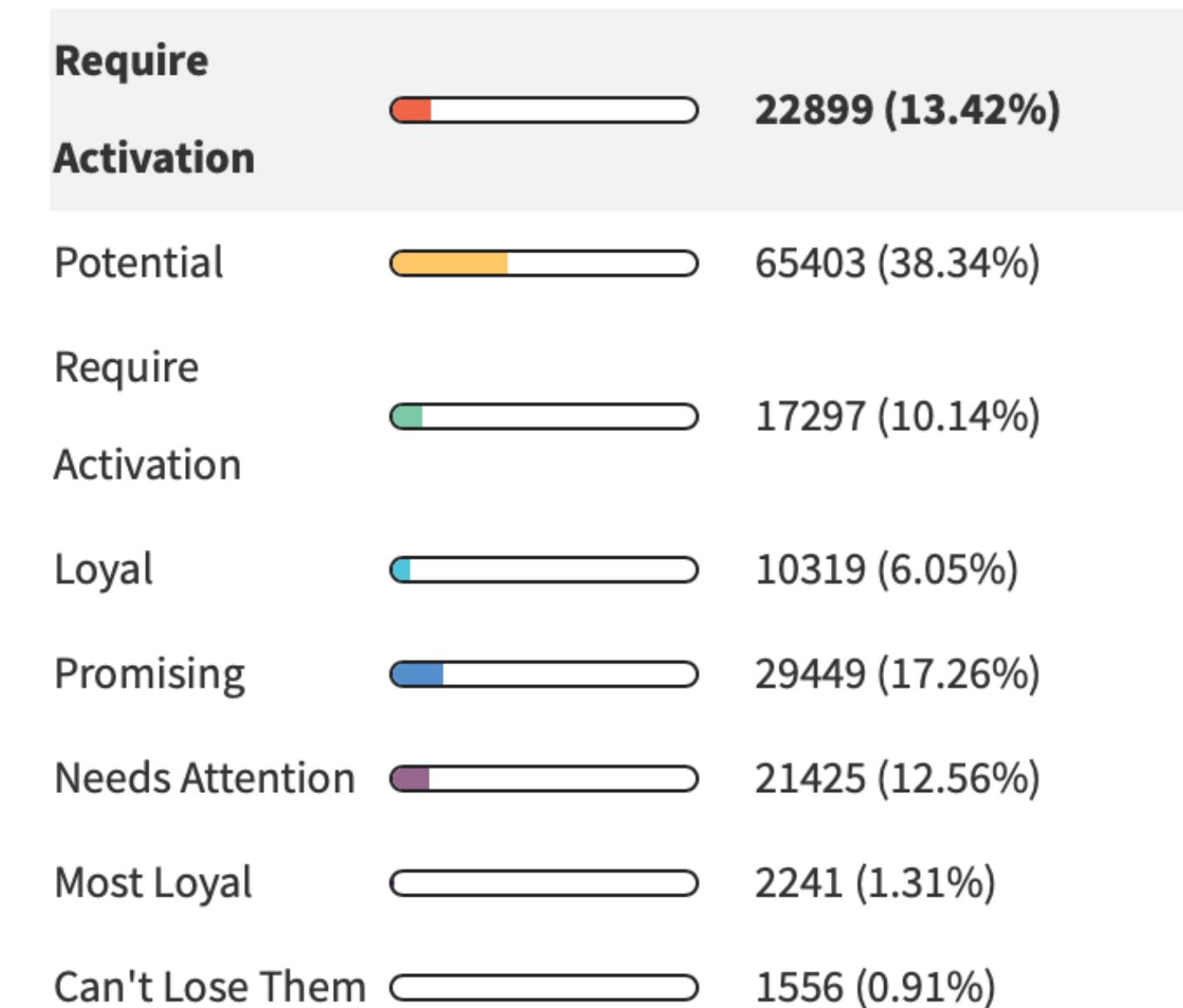
ROC Curve

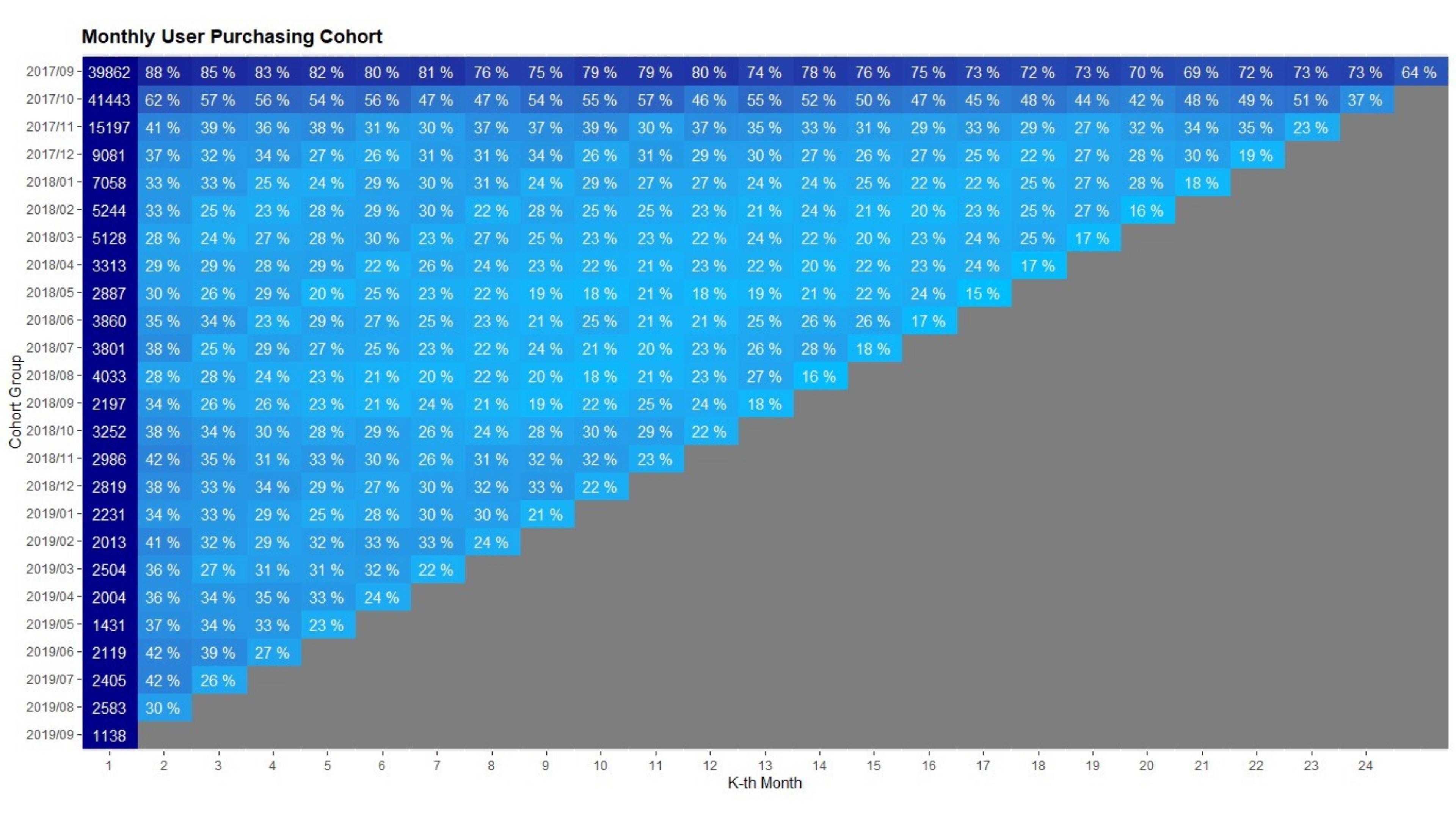


Customer segmentation

	At the store	By phone	During the visit of a sales rep	Online	Other	Total
Can't Lose Them	318.775.637	1.420.785.546	658.653	290.843.652	347.170	2.031.410.658
Loyal	792.060.403	1.671.865.681	2.359.396	227.176.044	3.381.755	2.696.843.279
Most Loyal	404.749.963	1.206.035.227	637.254	196.075.666	881.079	1.808.379.189
Need Attention	41.725.304	73.348.785	197.125	5.851.690	194.323	121.317.227
Potential	703.623.837	1.325.740.991	2.895.429	122.903.775	3.281.238	2.158.445.270
Promising	120.228.672	206.143.847	459.872	16.976.765	572.767	344.381.923
Require Activation	68.936.700	126.226.699	235.422	11.192.789	191.120	206.782.730
Total	2.450.100.516	6.030.146.776	7.443.151	871.020.381	8.849.452	9.367.560.276

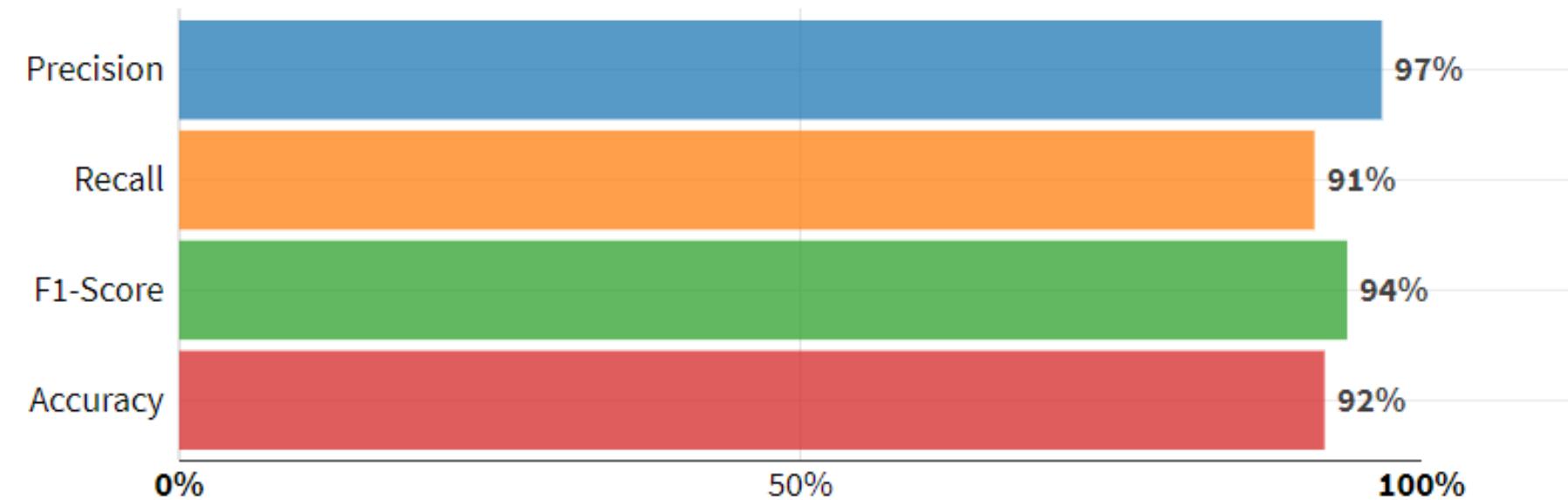
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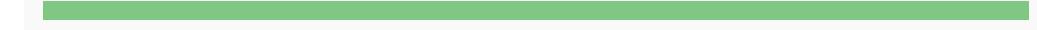




Validation Scores

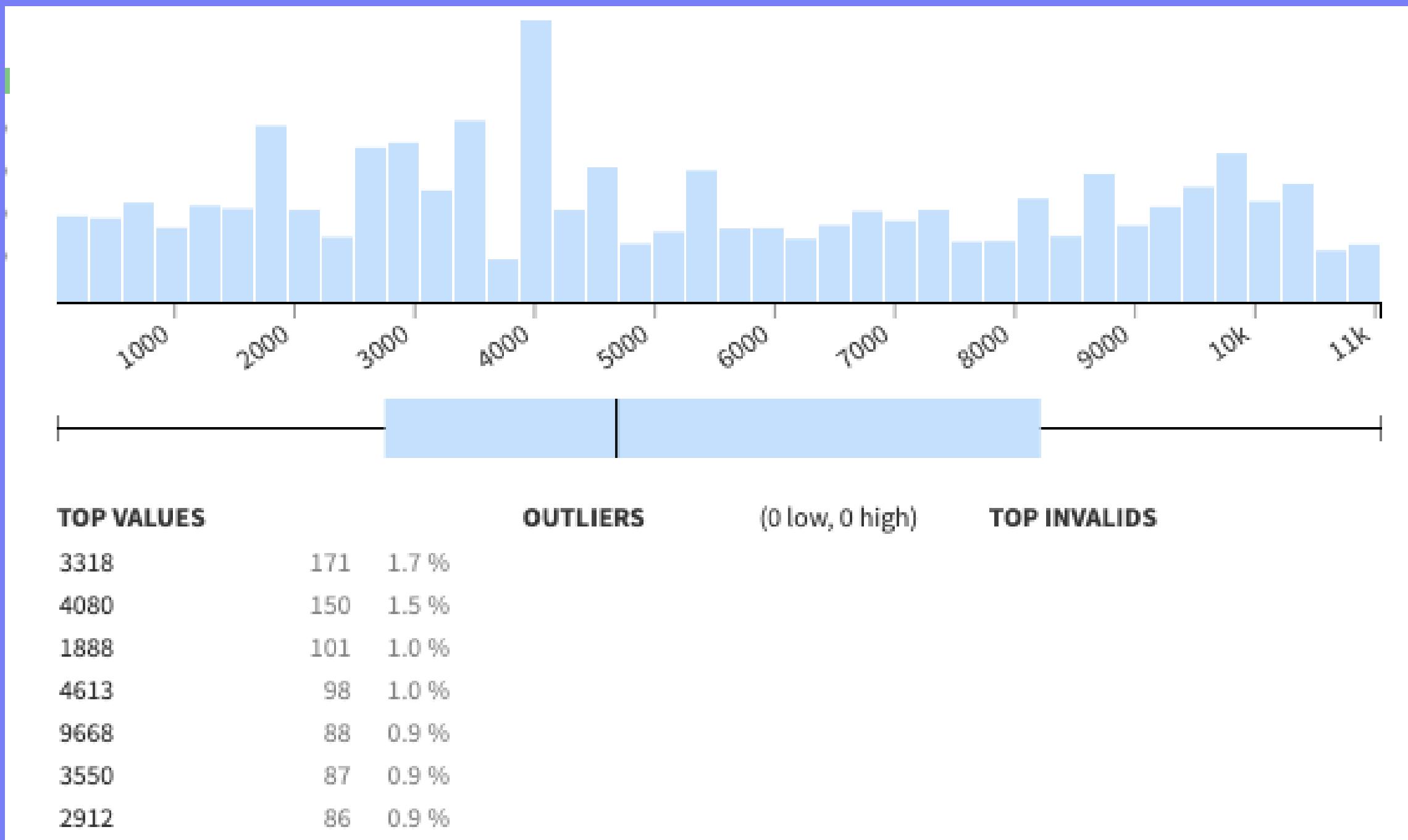
	Predicted 1	Predicted 0	Total
Actually 1	12329	1162	13491
Actually 0	405	6192	6597
Total	12734	7354	20088



2017-09-25		2889	28.9	28.9
2017-09-26		2628	26.3	55.2
2017-09-27		2174	21.7	76.9
2017-09-29		1731	17.3	94.2
2017-09-28		262	2.6	96.8
2017-10-03		171	1.7	98.6
2017-10-02		126	1.3	99.8
2017-09-24		11	0.1	99.9
2017-11-22		5	0.1	100.0

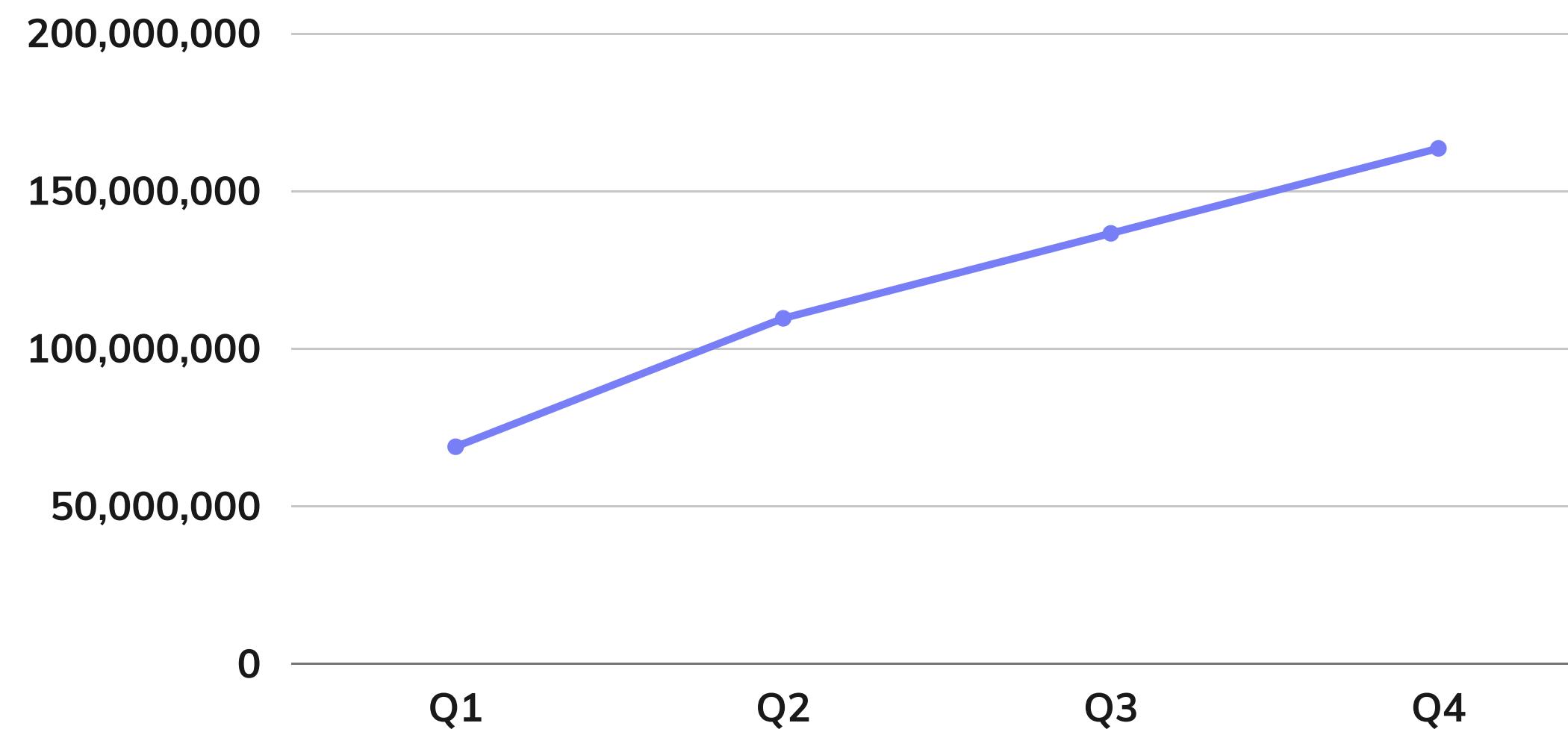
date wise analysis: we see that the month of October has registered the most sales : here, we try to identify we have a special occasion that can account for increase in sales

Branch-wsie stats



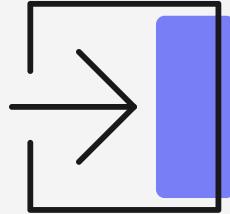
We see that branch id 3318 has the highest sales

Projected Growth (in \$)



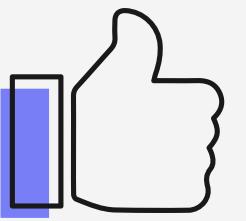
Quarterly sales projection

Index



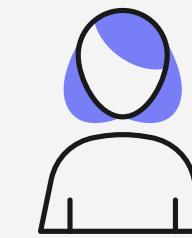
3 main sales channels

Online sales only represent under 10% of the total sales, yet the world is becoming increasingly digital.



Specify sales and promotional strategies depending on customer segment

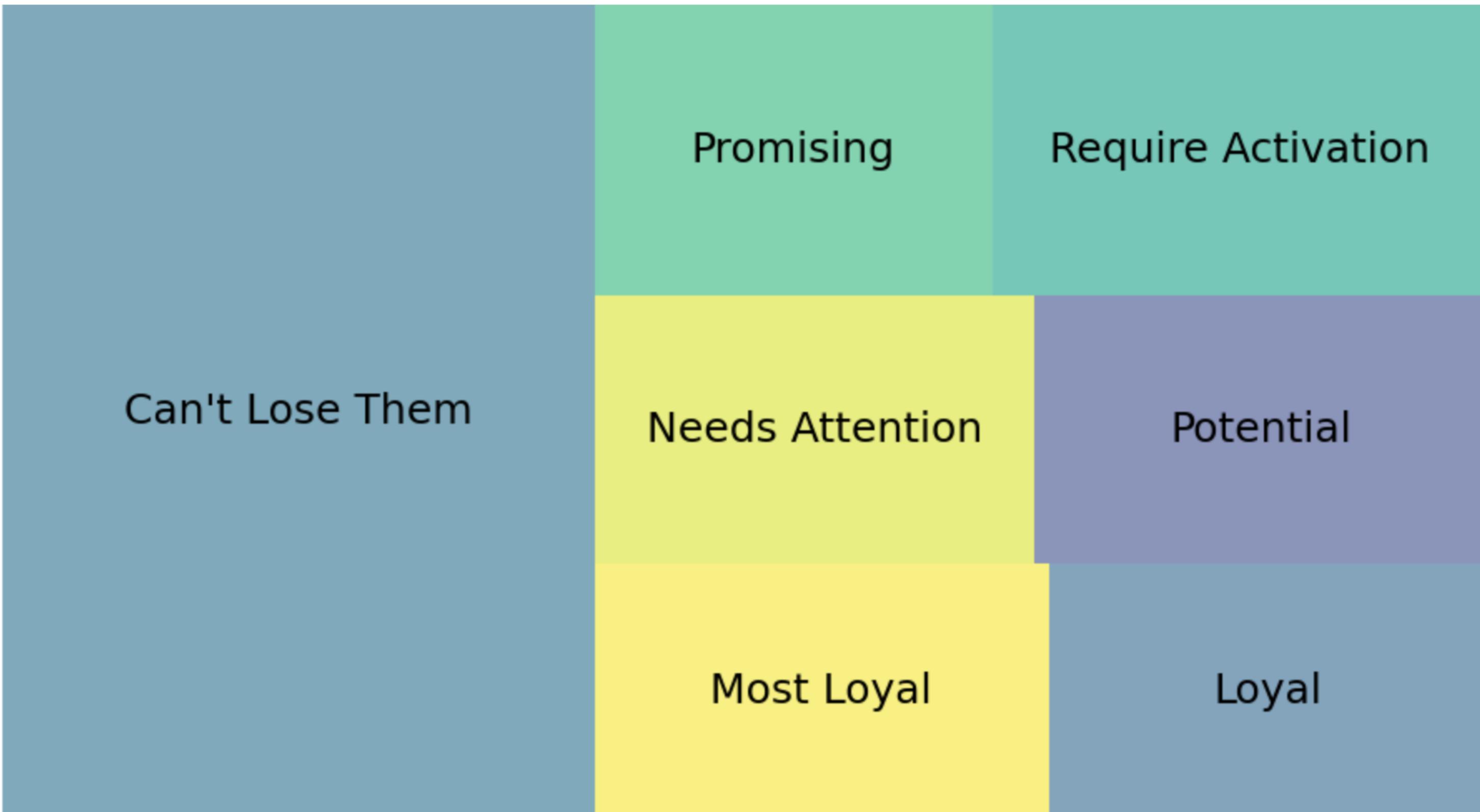
There is a clear opportunity of using the online sales channel to reach potential customers and increase the sales volume through this channel.



Action Plan

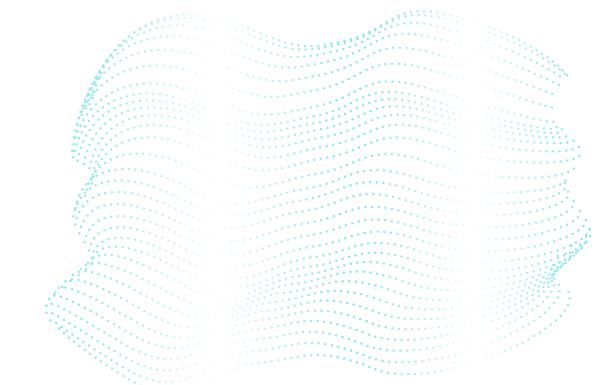
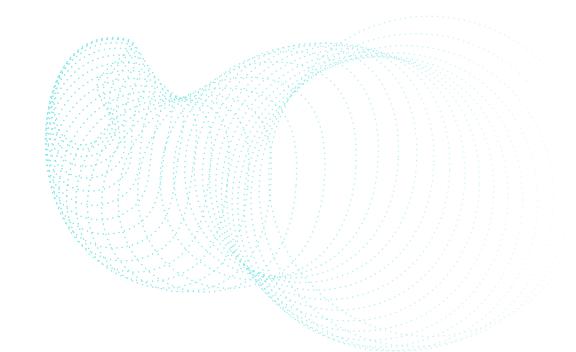
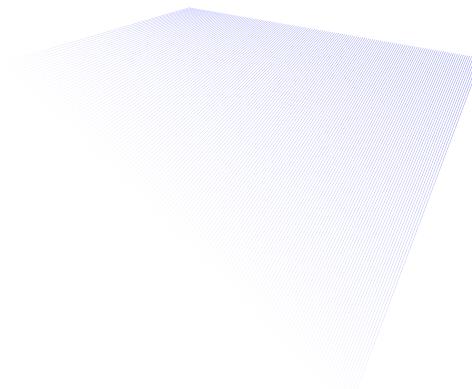
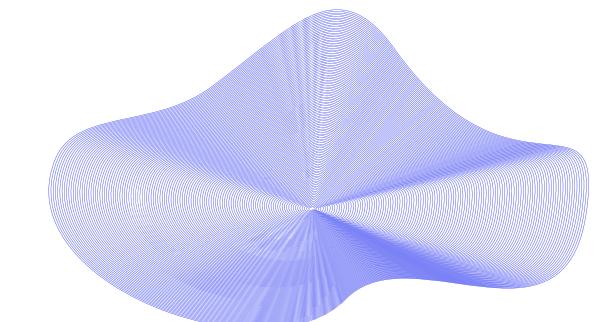
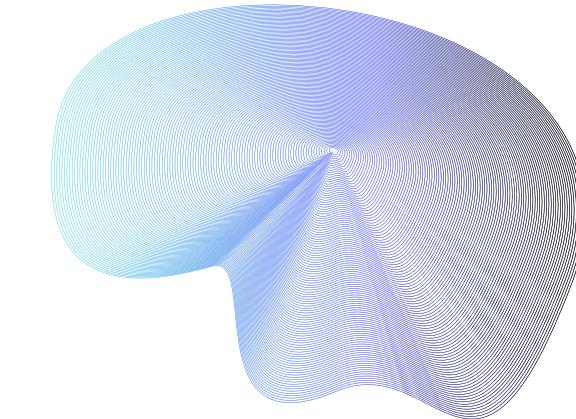
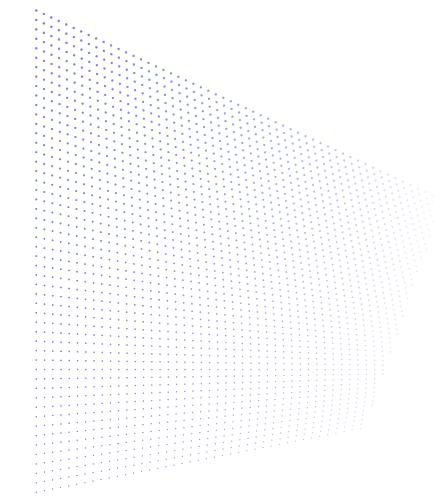
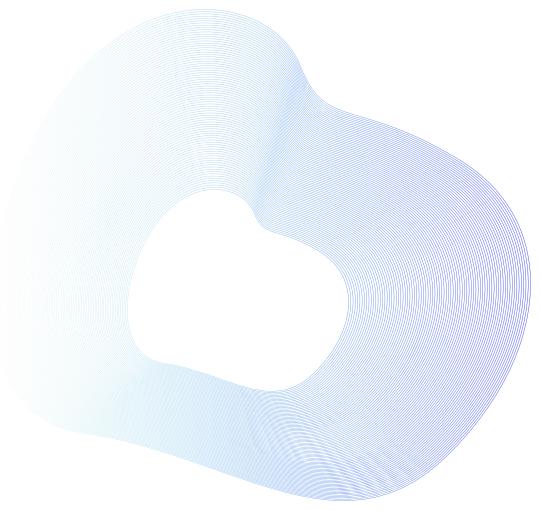
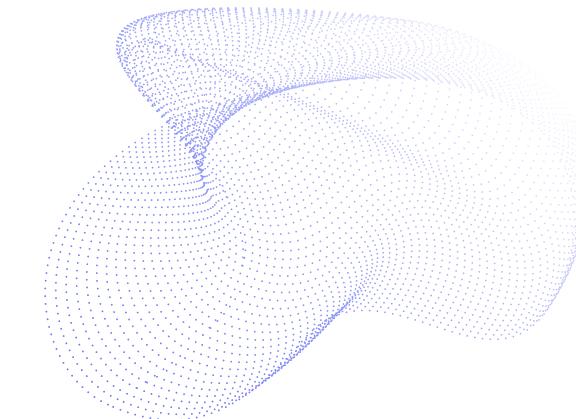
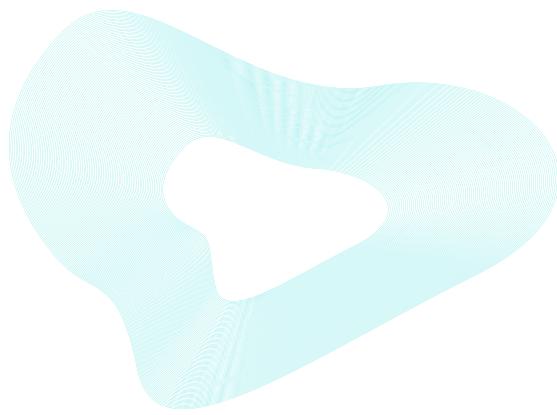
Action Plan involving all departments of the company to increase Revenue and EBIT.

RFM segments



Resource Page

Use these icons and illustrations in your
Canva Presentation. Happy designing!



- Can't Lose Them(CLT): frequent old clients with high Customer Lifetime Value (CLV)
- Most Loyal & Loyal: frequent old client with lower average order value, which indicates lower CLV than CLT group
 - Needs Attention: low recency with short lifespan, the new comers
 - Potential & Promising: long life span and low recency, though low frequency and monetary value, can be attracted by good products
- Require Activation: long recency and short lifespan, this group of clients need promotion to let them come back

Churn

66.4% of Customers are Churn

Top 2 out of 2 values in sample	Count	%	Cum. %
1	6644	66.4	66.4
0	3356	33.6	100.0