



Bulkpro Analysis

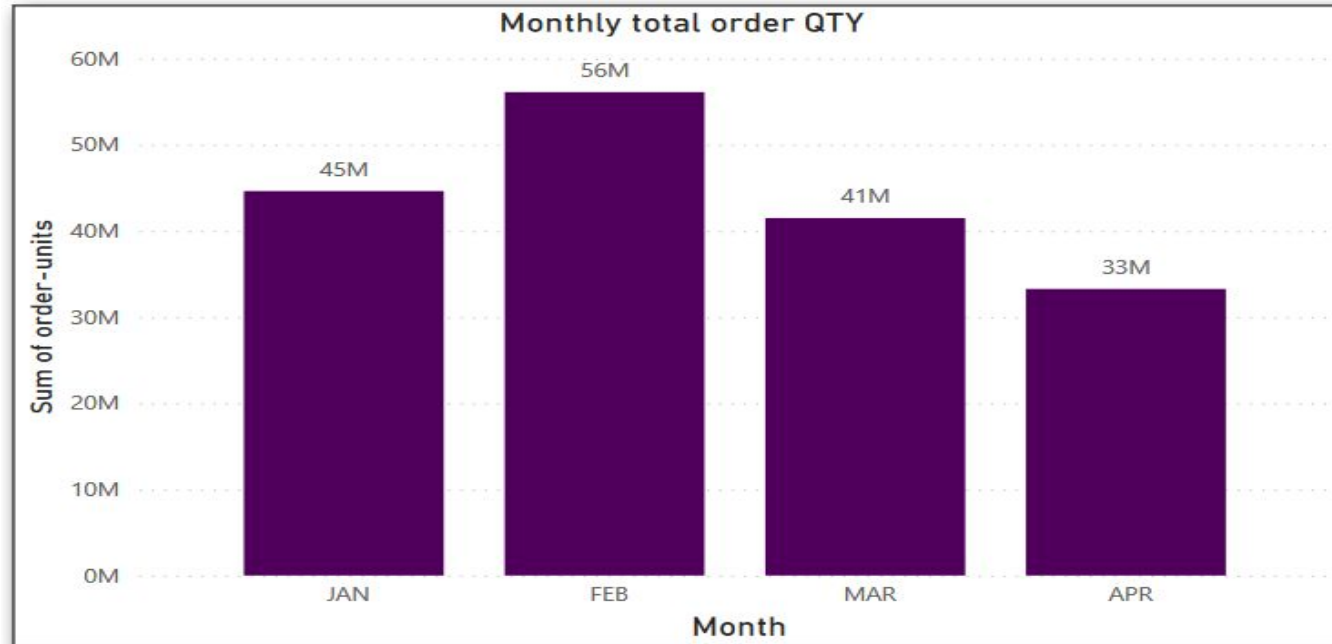
- Amol Magar



Problem Statement

- The Bulkpro management team has requested the data analyst team to look into the decline of overall orders in the Platinum category placed, both in terms of the number of orders and in terms of daily product quantities ordered.

Total Monthly Orders

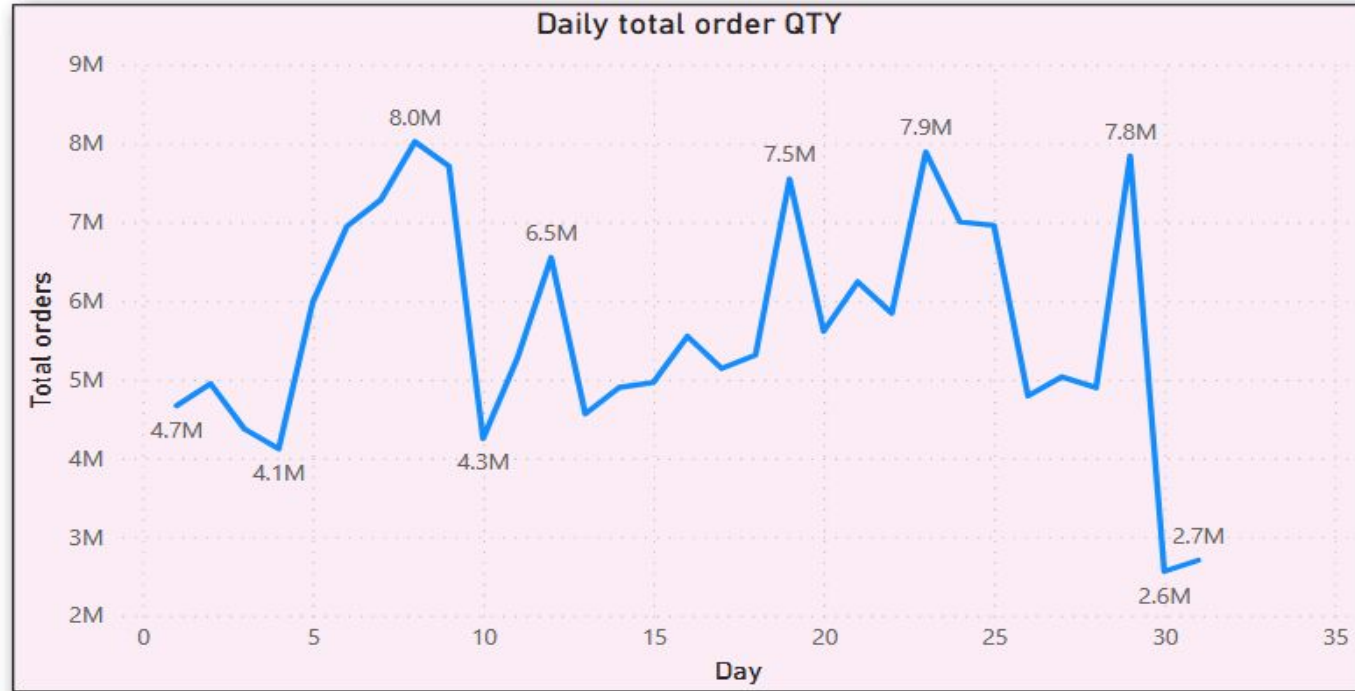




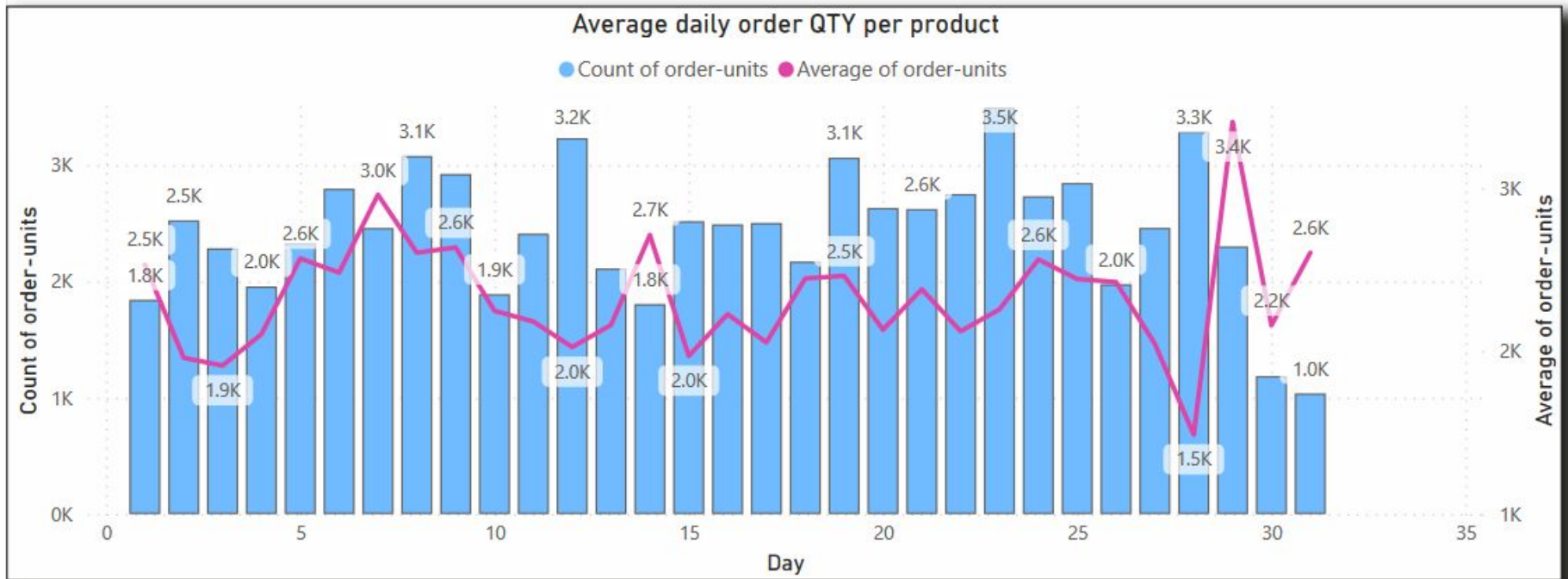
Insights

- **In February, Bulkpro experienced a significant increase in order quantity, with approximately 22,000 units ordered, surpassing all other months.**
 - **This is almost 4,000 more than January.**
 - **However, after February, there has been a decline in orders.**

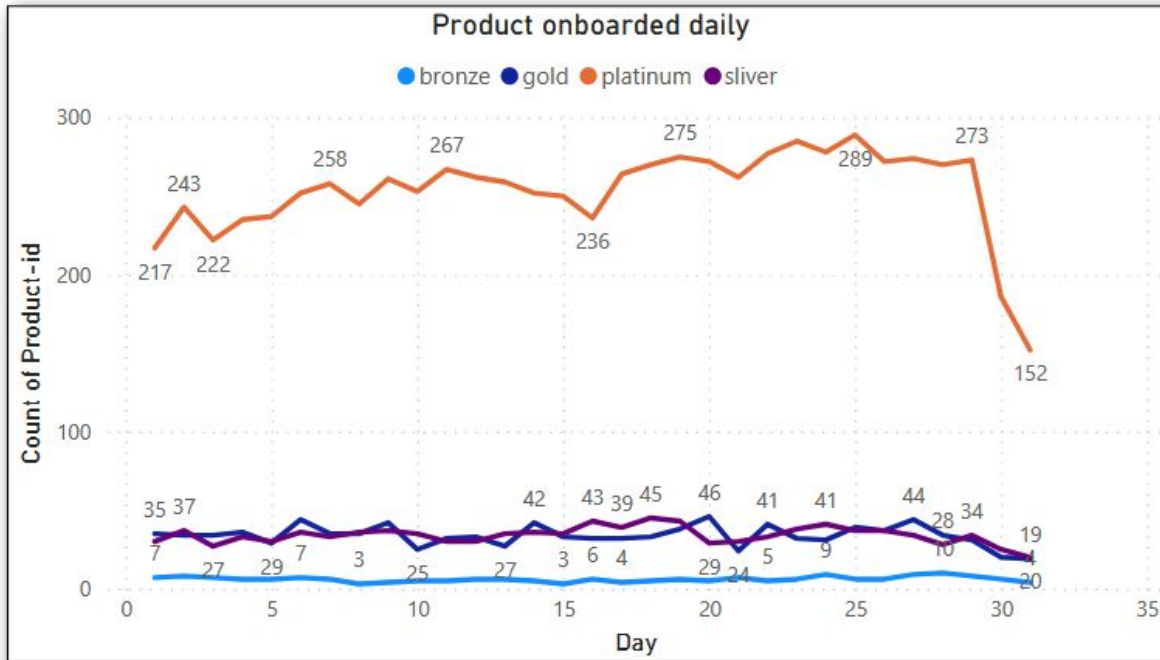
Daily total order quantity



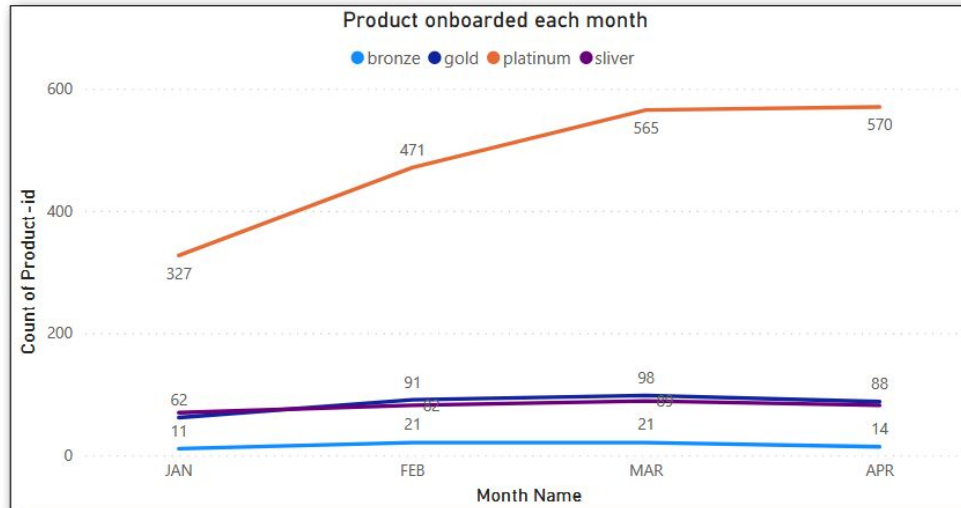
Average Daily order quantity per product



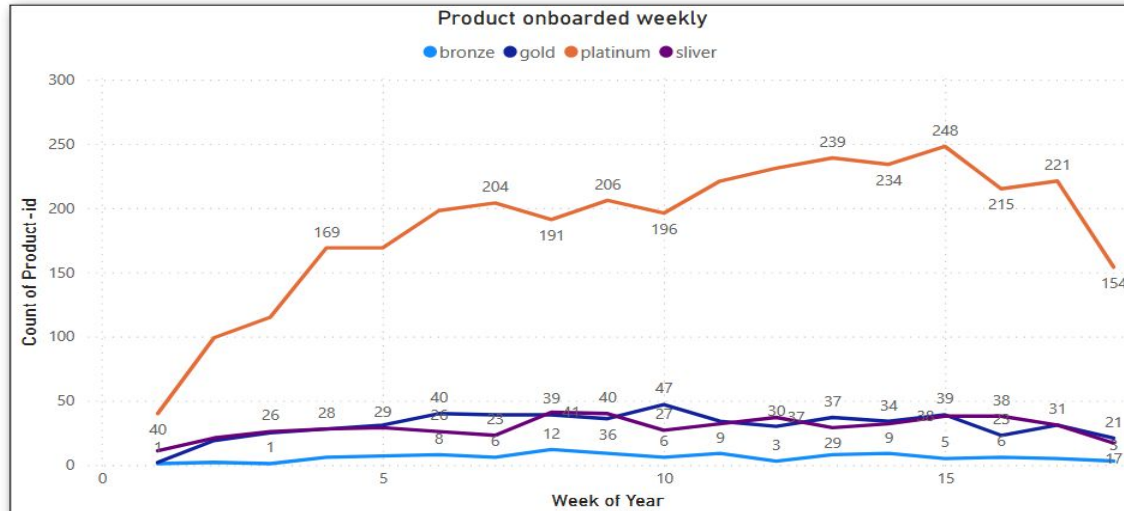
New products onboarded (Daily)



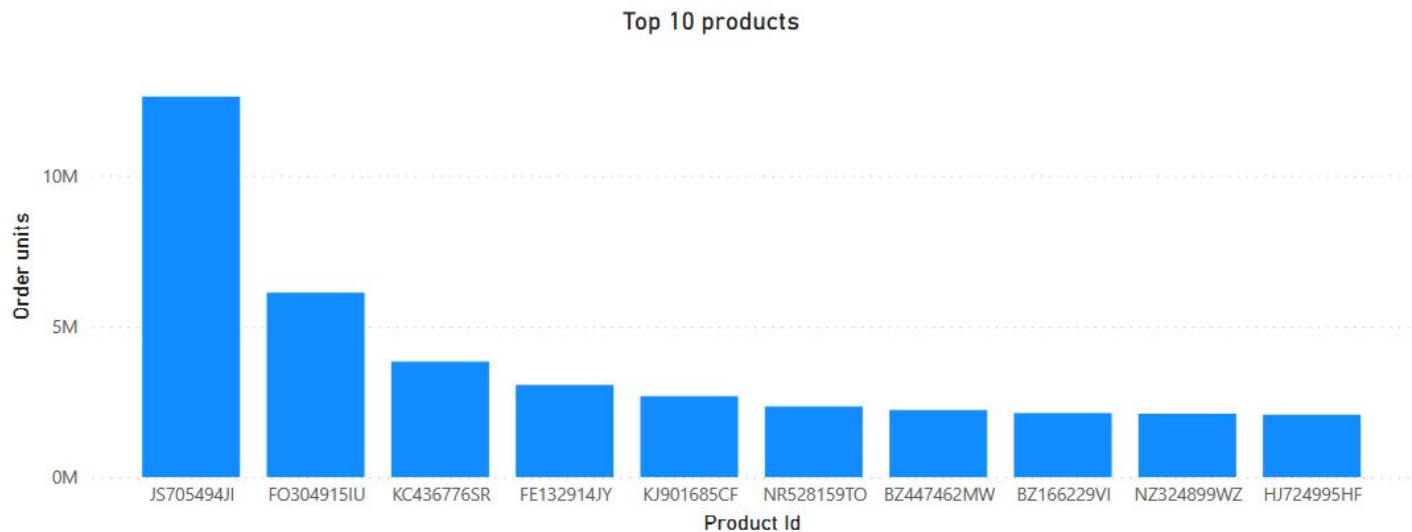
New products onboarded (Monthly)



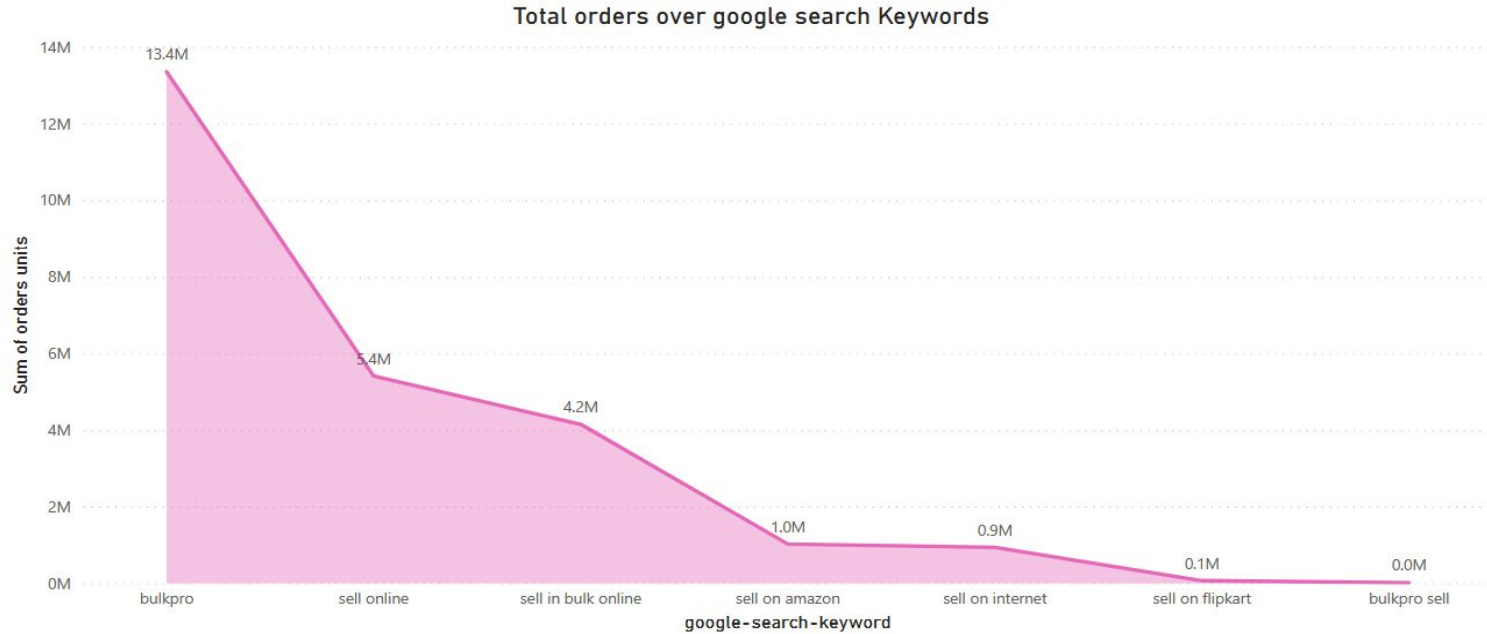
New products onboarded (Weekly)



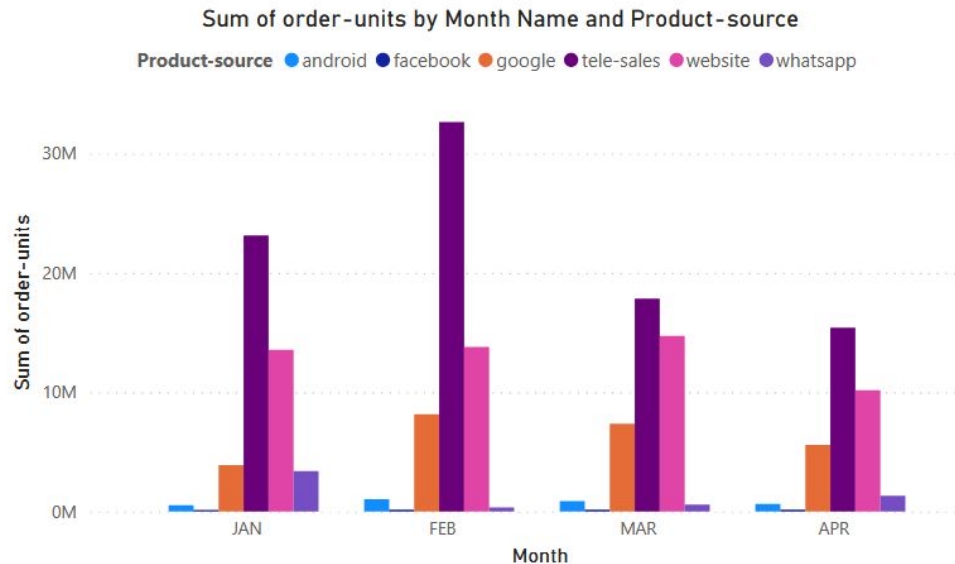
Top 10 Products



Total orders over google search Keywords



Sum of order-units by Month Name and Product-source



Total vs Avg order weekly basis



Insights



- After analyzing key metrics including monthly and daily total order quantities, average daily order quantity per product, new product onboarding, and sales of new products, we've developed the following insights:
- Our analysis revealed a steady decline in both monthly and daily total order quantities from January to April, with a significant drop between March and April. This decline can be attributed to the global impact of the COVID-19 pandemic during this period.
- Given the positive growth in new product onboarding and sales, the management team should consider further expanding the product line.

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- The average daily order quantity per product remained relatively stable throughout the period, suggesting consistent demand for individual items in the Platinum category.
- Meanwhile, the number of new products onboarded gradually increased from January to April. This trend may indicate Bulkpro's efforts to diversify its product line and attract a broader customer base.
- Our analysis suggests that the overall decline in Platinum category orders can be attributed to the COVID-19 pandemic.

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- The data analyst team should continue monitoring and analyzing these key metrics to identify future trends and changes in customer behavior.
- Monthly new product onboarding increased steadily from January to April. Weekly new product onboarding was generally lower at the beginning and end of each month, with exceptions in the 4th, 6th, and 9th weeks between January and April.
- Interestingly, while the average order quantity remained stable overall, the 29th day saw the highest number of orders placed, indicating a significant spike in sales for that particular day.



Thank you.

