

INTRODUCTION

Amit Mistry

DATA ANALYST | PRODUCT ANALYTICS | REPORTING & OPTIMIZATION

+49 (0) 17680486312 | mistryamit03@gmail.com | [Data Analytics Portfolio](#) | Berlin | [LinkedIn](#) | [Github](#) | C2 | B2

WHO AM I

- I'm an experienced data analyst who believes that great analytics and great training share the same foundation discipline, consistency, and measurable progress.
- With a background in data analytics, reporting automation, and KPI design, I love turning complex data into clarity that drives action.
- My experience spans marketing, operations, and fulfillment analytics helping teams make faster, smarter decisions through dashboards that speak the language of business.



WHY CALISTHENICS

- Calisthenics isn't just a sport for me, it's a lifestyle that taught me never to give up. I started in traditional weight training until one day I saw someone perform a planche, a single moment that changed everything.
- Since then, I've immersed myself in calisthenics, studying technique, training daily, and learning the art of strength through control. The progress has been steady and humbling: tucked front lever, HSPU, assisted straddle planche, dragonflies, and wall-handstands.
- What matters most to me is not the destination but the journey, every repetition, every refinement, every metric of improvement.

WHY THIS PROJECT ?

- This initiative combines my two passions, data and callisthenics to show how data-driven insight can elevate GORNATION's growth, community, and customer experience. It's my way of demonstrating what happens when analytics meets authentic passion for the sport.

(I've also added a few progress photos at the end but let's talk business first 😊)

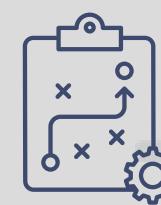


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DASHBOARD LINK: [MARKETING & FULFILLMENT ANALYTICS DASHBOARD – GORNATION MOCK PROJECT](#)





CREATION STRATEGY

OBJECTIVE

To simulate a real-world business reporting pipeline using mock e-commerce data built entirely from scratch to mirror GORNATION's core business areas: marketing, sales, customer retention, and fulfilment.

END-TO-END WORKFLOW



python™

DATA CREATION – PYTHON (MOCK DATASET GENERATOR)

- Designed realistic datasets reflecting GORNATION's operations: orders, marketing campaigns, customers, products, and fulfillment.
- Added variability in customer behavior, shipping delays, and ad spend to simulate real-world business trends.



Google Sheets

DATA STORAGE – GOOGLE SHEETS

- Used as a flexible cloud database for easy blending, cleaning, and manual inputs.
- Enabled live connection with Looker Studio for real-time updates.



Looker

DATA MODELING – GOOGLE LOOKER STUDIO (CALCULATED FIELDS & BLENDS)

- Created calculated metrics (CAC, ROAS, Days of Inventory, etc.).
- Blended product catalog, customer, and order data to simulate joined relational models.

DATA VISUALISATION – GOOGLE LOOKER STUDIO

- Designed 4 dashboards around key business verticals.
- Added custom metrics, conditional formatting, and color logic for clarity and impact.



Canva

DESIGN & DELIVERY – CANVA (PRESENTATION REPORT)

- Designed realistic datasets reflecting GORNATION's operations: orders, marketing campaigns, customers, products, and fulfillment.
- Added variability in customer behavior, shipping delays, and ad spend to simulate real-world business trends.



GORNATION



WHY I BUILT THIS

OBJECTIVE

- To create an integrated analytics view connecting GORNATION's key business pillars, marketing, operations, customer retention, and fulfillment in one unified system.
- This project simulates what a data-driven foundation could look like for a fast-scaling brand, built around the same principles of consistency and progress that define callisthenics itself.

BUSINESS PROBLEM

- Like many growing e-commerce startups, GORNATION's data likely lives across multiple platforms – Shopify, ad networks, fulfillment partners, and internal spreadsheets.
- Without a single data source of truth, decision-making becomes reactive instead of proactive:
 - Marketing spend may not clearly show ROI.
 - Stock planning can miss real demand patterns.
 - Fulfillment delays might not link back to customer experience data.
- This project was built to demonstrate how unifying these data streams could uncover growth opportunities, streamline decisions, and ensure the brand scales efficiently.

WHY IT MATTERS

- Scaling internationally means that operational precision becomes as important as creative marketing. By using data as a feedback loop from the first ad click to the final delivery, GORNATION can:
 - Identify which channels and products truly drive profit.
 - Optimize warehouse and fulfillment performance across regions.
 - Strengthen community engagement through measurable customer retention.



MARKETING FUNNEL & ROI DASHBOARD

PURPOSE

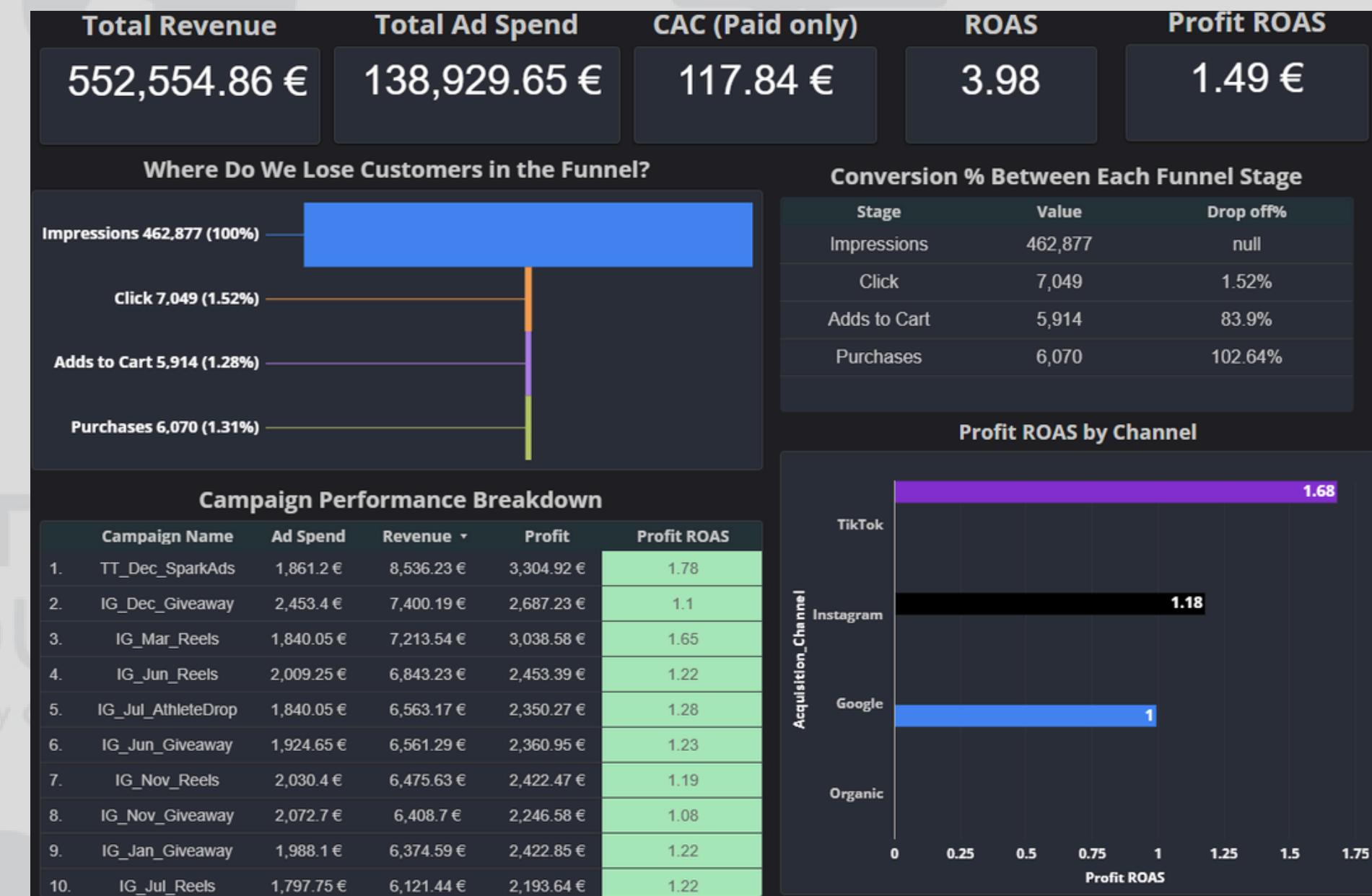
To measure the efficiency of GORNATION's marketing funnel — from impressions to final purchases — and identify which channels and campaigns deliver the best ROI.

KEY INSIGHTS

- The overall **ROAS** is **3.98**, meaning every **€1** spent generates nearly **€4** in revenue.
- TikTok** outperforms all channels, achieving the highest Profit ROAS (**1.68**), signalling strong creative engagement and campaign quality.
- Major funnel drop-off ($\approx 83\%$) occurs between “**Clicks**” and “**Add to Cart**” indicating potential UX or conversion flow friction on the website or checkout.
- The average **CAC** (**€117.84**) is reasonable but could be optimised through retargeting and high-intent content.

BUSINESS IMPACT

- This dashboard connects ad spend to business outcome revealing not just where money is spent, but where it's earned.
- It helps identify:
 - Which channels to scale (TikTok)
 - Which to re-evaluate (Google, Organic)
 - And where to focus conversion improvement efforts (Add-to-Cart stage).



"STRONG CAMPAIGNS DRIVE VISIBILITY. SMART ANALYTICS DRIVE PROFITABILITY."





INVENTORY & SALES FORECAST DASHBOARD

PURPOSE

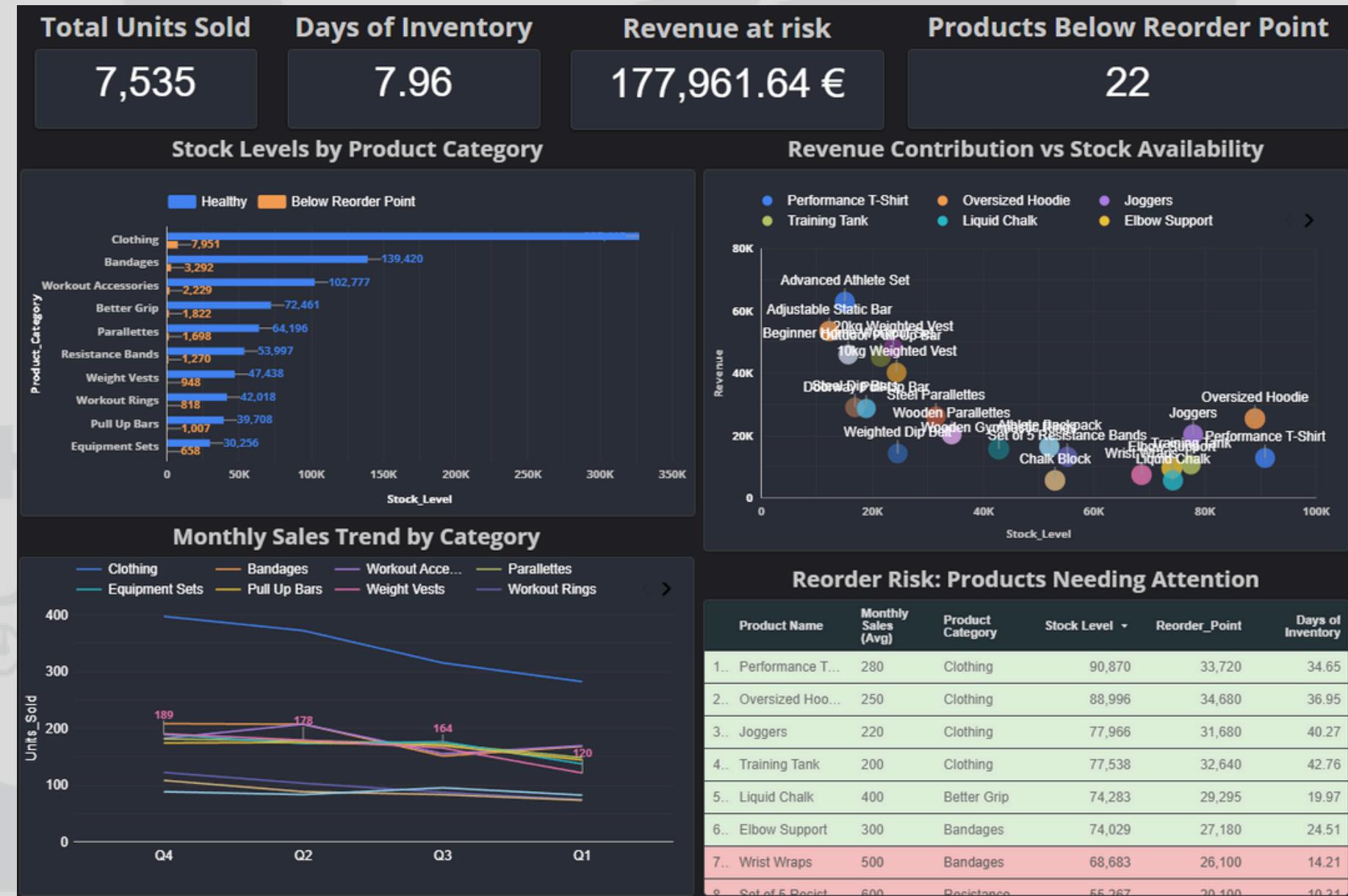
To provide a complete view of inventory health, product demand, and revenue exposure — helping anticipate stock issues before they impact sales or customer satisfaction.

KEY INSIGHTS

- Days of Inventory: **7.96** → Stock turnover is fast, indicating efficient sell-through and minimal stagnation.
- Revenue at Risk: **€177,961** → This represents potential revenue loss if **22 low-stock items** aren't replenished soon.
- Clothing & Equipment Sets hold most of the stock value — both top-performing and capital-heavy categories.
- High-risk items (e.g., Liquid Chalk, Wrist Wraps) show strong demand but limited supply, signalling the need for **tighter reorder cycles**.
- The sales trend across Q4 → Q1 indicates post-holiday demand softening — ideal time for production recalibration.

BUSINESS IMPACT

- This dashboard enables proactive decision-making across operations:
 - Prioritize high-margin, low-stock items for restocking.
 - Align production planning with real sales velocity, not assumptions.
 - Reduce capital lock-in by monitoring inventory turnover and reorder timing.



**"HEALTHY INVENTORY IS SILENT PROFIT,
INVISIBLE UNTIL IT RUNS OUT."**





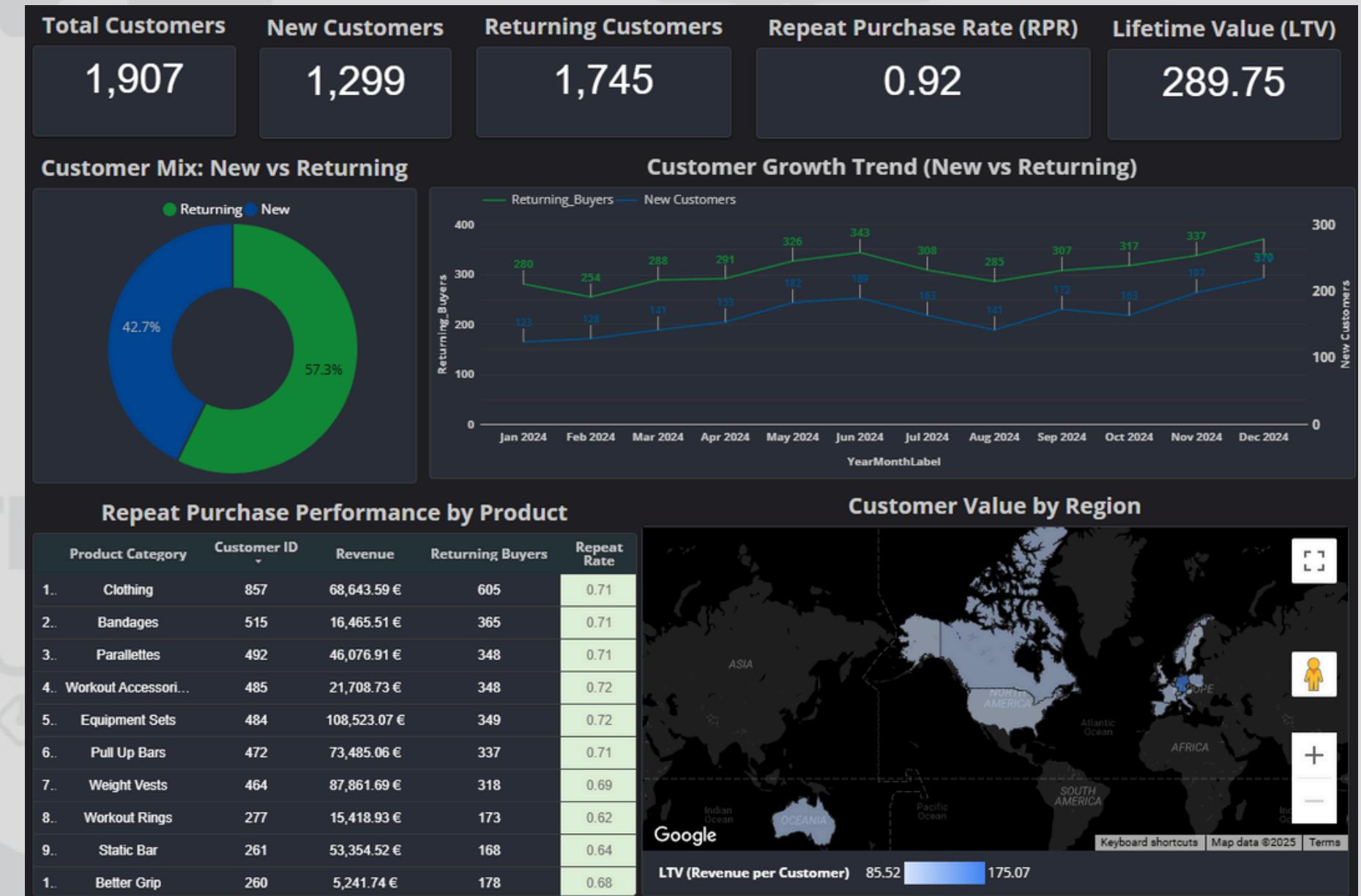
CUSTOMER SEGMENTS & RETENTION DASHBOARD

PURPOSE

To understand how effectively GORNATION retains, re-engages, and grows its customer base, identify the products and regions that drive repeat purchases and long-term loyalty.

KEY INSIGHTS

- Total Customer Base:** 1,907 customers, of which 57% are new and 43% are returning — a healthy acquisition-to-retention balance.
- Repeat Purchase Rate (0.92)** shows strong customer stickiness, indicating that nearly every existing customer makes a second purchase within the period.
- Lifetime Value (LTV = €289.75)** highlights meaningful long-term relationships — a strong signal for community-driven growth.
- Top-performing categories:** Clothing and Equipment Sets, both with ~0.72 repeat rates and high revenue per returning buyer.
- Regional patterns:** EU customers show higher LTV and repeat frequency, suggesting stronger brand affinity closer to GORNATION's base operations.



BUSINESS IMPACT

This dashboard connects customer behaviour to business sustainability:

- Confirms that brand loyalty is a core strength worth investing in.
- Helps tailor retention programs — bundles, loyalty rewards, or early product access — based on top-returning segments.
- Guides marketing strategy to expand the high-value EU retention model into Non-EU regions.

"RETENTION IS WHERE BRANDING MEETS DATA — TURNING LOYAL CUSTOMERS INTO COMMUNITY ADVOCATES."



FULFILLMENT KPI DASHBOARD

PURPOSE

To measure how efficiently GORNATION fulfills and delivers orders, ensuring that customers not only receive their products quickly but also with consistent reliability across regions.

KEY INSIGHTS

- Avg Fulfillment Time:** 38.97 hrs → strong performance; orders are shipped in under two days on average.
- On-Time Delivery Rate:** 94.84% → benchmark-level reliability across all regions.
- Return Rate:** 5.73% → well within the healthy e-commerce range, indicating product satisfaction and good packaging standards.

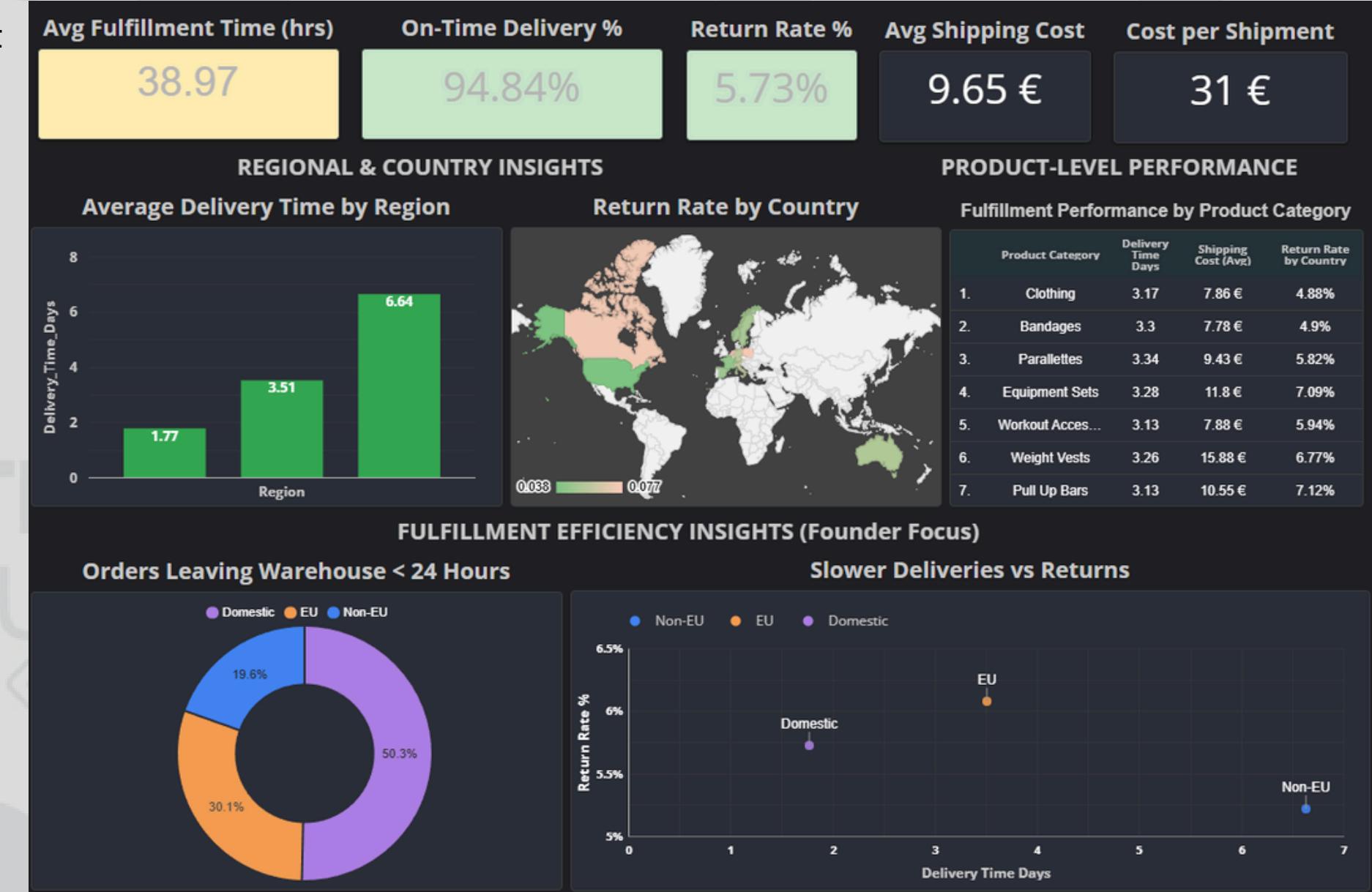
Regional Variance:

- Domestic (Germany):** Fastest fulfillment (~1.8 days).
- EU:** Moderate (3.5 days).
- Non-EU:** Slower (6.6 days) due to customs & international shipping.
- 50% of orders leave the warehouse within 24 hours,** showcasing fulfillment readiness and process efficiency.
- Product-level data** shows higher delivery times for heavier items (Weight Vests, Parallettes) but stable return rates, proving packaging and logistics reliability.

BUSINESS IMPACT

This dashboard provides operational clarity on how logistics influences customer satisfaction:

- Enables leadership to track fulfillment speed vs customer experience.
- Highlights potential logistics optimization areas, especially in Non-EU shipping routes.
- Supports warehouse efficiency decisions — staffing, packaging automation, or shipping partner performance.



"FAST SHIPPING GETS ATTENTION — CONSISTENT DELIVERY EARNs LOYALTY."



MY UNDERSTANDING & SUGGESTIONS FOR IMPROVEMENT

MY UNDERSTANDING OF THE BUSINESS

- GORNATION operates at the intersection of e-commerce, fitness culture, and community building, focusing on empowering athletes through performance-driven gear.
- The business has achieved impressive fulfilment reliability (**94.8%**) and strong **customer loyalty (RPR 0.92)**, proving that trust and brand connection are major strengths.
- However, marketing efficiency and inventory balance could unlock the next level of scalability, connecting brand engagement to operational precision.
- The biggest opportunity lies in bridging insights across departments, marketing, operations, and fulfilment using one integrated analytics ecosystem.

SUGGESTIONS FOR IMPROVEMENT

Marketing Optimisation: Test new creatives and audience segments for Google & Instagram to balance acquisition costs. Introduce Cohort Retention Dashboards to analyse if new customers from paid campaigns become repeat buyers.

Inventory & Forecasting

- Implement dynamic safety stock models linked to real-time sales velocity instead of static reorder points.
- Use predictive analytics to forecast “Revenue at Risk” and automate restock alerts for top movers like Liquid Chalk & Wrist Wraps.

Fulfilment (Delivery Time & Cost): Partner with regional carriers or micro-hubs to reduce Non-EU delivery times.

Customer Retention (RPR, LTV): Introduce a loyalty scorecard measuring engagement across purchases, referrals, and social activity. Use LTV segmentation to identify top 10% of loyal buyers for ambassador programs or beta product testing.

WHAT I'D DO NEXT

- Automate the full data pipeline (Google Sheets → BigQuery → Looker Studio) and create a Founder BI Summary Page combining:
 - Revenue, Fulfillment, and Retention KPIs into one executive view.



MY PASSION COLLAGE: CALISTHENICS PROGRESS & LIFESTYLE

