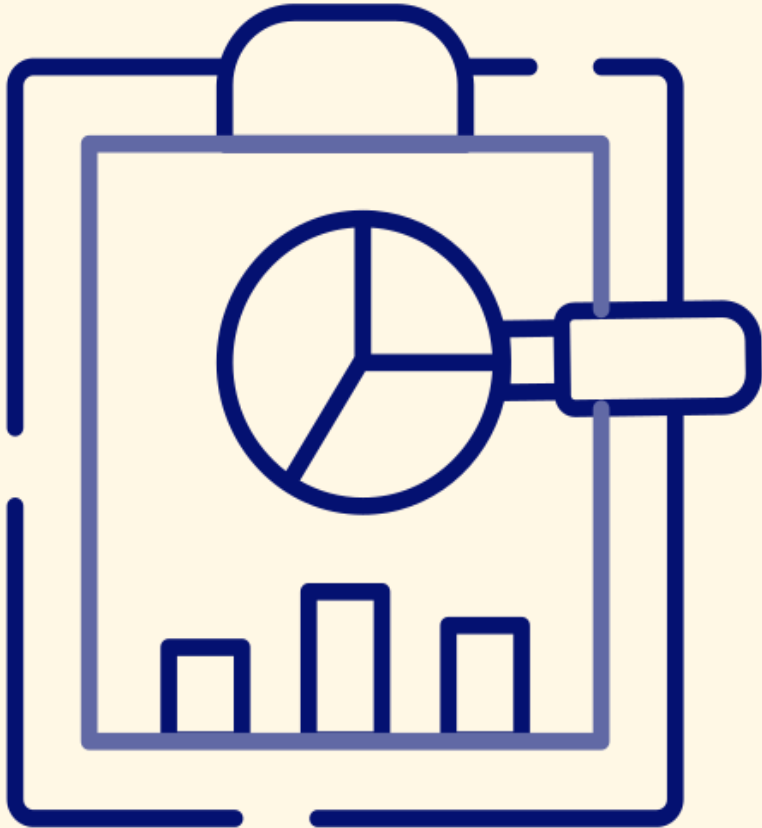


The background features a large white circle in the center, partially overlapping a light blue area on the left and a light pink area on the right. A dark blue shape is at the bottom, also overlapping the white circle. The text is centered within the white circle.

# **COMMERCE STORE ANALYSIS**

# METHODOLOGY

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- Data Exploration
- Data Cleaning
- Data Validation
- Data Model
- Data Analysis
- Data Visualization
  - Story Telling

## Tools

- Power BI
- Figma

# AGENDA

Introduction

Purpose From Analysis

Overview

Sales Analysis

Order Analysis

Commerce Store Is a leading company in the field of purchase online, it operates multiple warehouses and engages in the sale of various products, including accessories, hardware items, and other categories. The dataset captures sales transactions occurring in different warehouses, with a focus on items grouped by brand, gender, size, color, and style.

# INTRO

# PURPOSE FROM ANALYSIS



the analysis provide the company with actionable insights to **improve**

## Sales Performance Evaluation

By analyzing the dataset, the company can assess its sales performance during the specified time period. This includes identifying top-selling items, evaluating revenue generated, and understanding the impact of discounts on sales.

## Customer Segmentation

The dataset contains information about customer gender, allowing the company to segment its customer base and understand the purchasing behaviors and preferences of different genders. This analysis can help tailor marketing strategies and product offerings to specific customer segments.

## Area-specific Insights

The dataset includes information about the area where sales transactions took place. Analyzing this data can provide location-specific insights, helping the company identify areas with higher sales potential, evaluate regional performance, and optimize distribution and marketing strategies accordingly.

# PURPOSE FROM ANALYSIS



## Effective Question for our business

What is Main KPIs that measure performance?

What is the sales amount based on Customer gender?

What is sales amount over years?

What is Top item-group that making sales profit?

What is top brand in units sold?

What is the order frequency for each area?

What is the Total (Quantity, Sales amount and Total warehouses) for each area?

# PURPOSE FROM ANALYSIS



## Sales Analysis

What sales amount seasonally (over Month)?

What discount over Month?

Sales amount in Weekend and weekdays?

What is Sales Amount on each area and identify Top and Bottom Area?

What is the Brand that make sales growth?

What is the bottom Brand in sales?

# PURPOSE FROM ANALYSIS



## Order Analysis

What is the order frequency over Month?

Customer preferences

What top colors in Units sold?

What is Bottom colors in units sold(what is the colors that customer avoid)

What is product that customer prefer to use it in marketing campaigns ?

What's the style that our customer prefer?

What is the style that our customer avoid?

Top 8 Brand in quantity sold?

Bottom Brands in units sold?

What is recommendation based on each insight by analysis this requirements?



# Overview



579.3M

Total Sales



305.3M

T.Discounts



884.5M

T.Sticker PRICE



1.12M

T.Orders



1.12M

T.Quantity



191

T.Warehouses

COLOR

All

Year

All

Month

All

GROUP

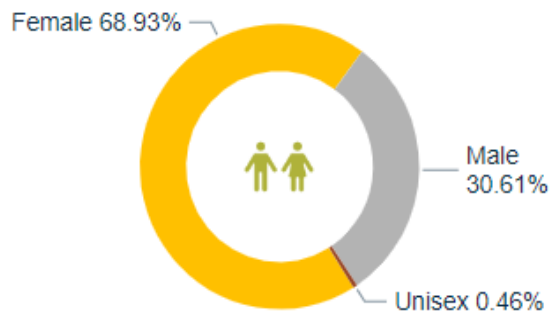
All

Area

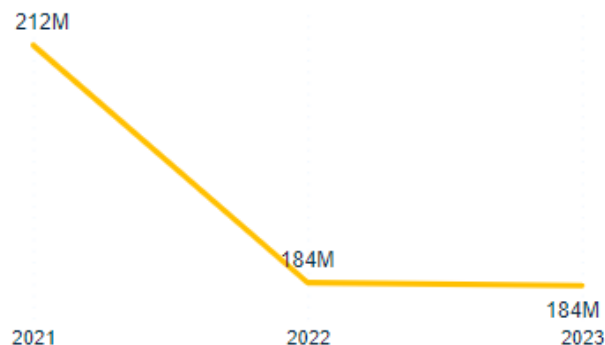
All



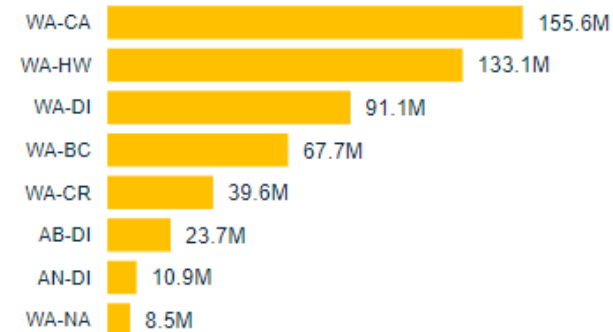
### Customers By Genders



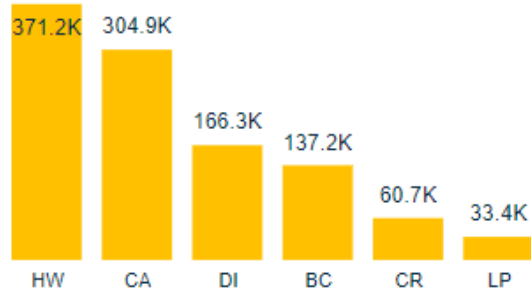
### Sales Trend Over Year



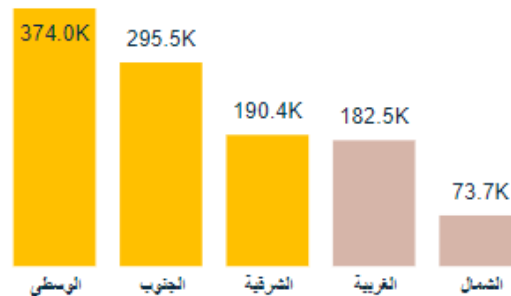
### Top ITEM GROUP Sales



### Top Brand By Orders



### Orders Frequency For Area



### Quantity Sold By Area

Area	Quantity	Total Sales	T.Warehouses
الوسطى	376777.00	200227521.5	44
الجنوب	297198.00	147247443.4	66
الشرقية	191289.00	98968939.5	33
الغربية	183385.00	96086923.3	34
الشمال	73850.00	36737287.9	14
Total	1122499.00	579268115.5	191

# KEY INSIGHTS

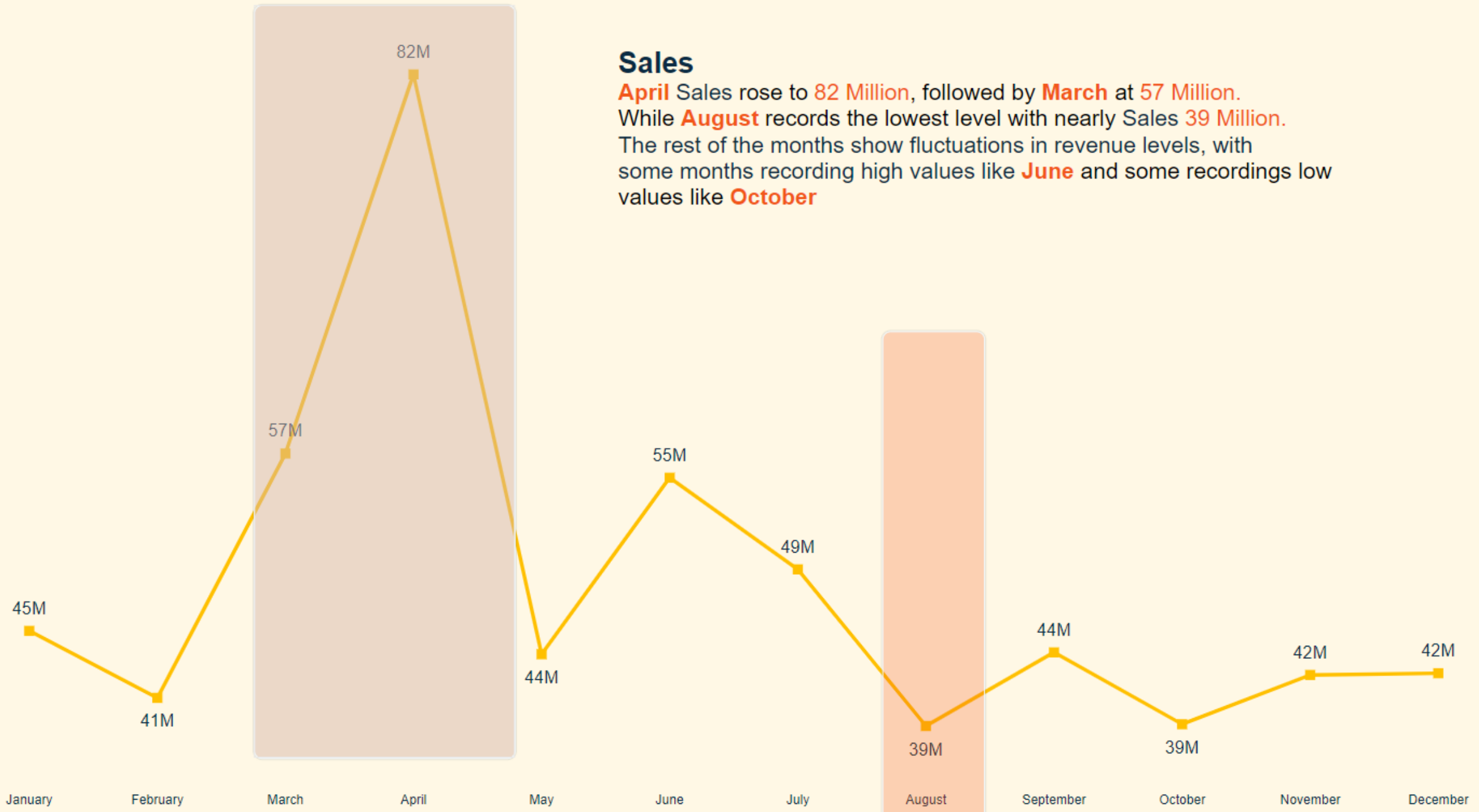
- **Total Sales:** \$579.3M
- **Total Discounts:** \$305.3M
- **Total Sticker Price:** \$884.5M
- **Total Orders:** 1.12M
- **Total Quantity:** 1.12M
- **Total Warehouses:** 191



# Sales Analysis

## Sales

**April** Sales rose to **82 Million**, followed by **March** at **57 Million**. While **August** records the lowest level with nearly Sales **39 Million**. The rest of the months show fluctuations in revenue levels, with some months recording high values like **June** and some recordings low values like **October**



ITEMID	Total Sales	Quantity
9715	905.6K	1118
21501	668.4K	858
20935	634.9K	500
9009	550.8K	1653
9784	507.4K	612
21913	507.1K	1572
21790	443.5K	223
9773	429.7K	229
9770	426.0K	491
21523	424.2K	524
21555	418.8K	153
21582	374.0K	196
9328	372.4K	257
21300	351.4K	602
21727	340.0K	216
20558	336.0K	348
224018	333.9K	398
20011	327.9K	900
21905	325.8K	649
20010	303.6K	834
20541	299.8K	352
21508	297.6K	342
21481	292.8K	394
21903	282.7K	650
Total	81733.2K	152308

TOP item that increase Sales amount in April Month  
So warehouses should afford it to increase Sales

Month

☐ January

☐ February

☐ March

☒ April

☐ May

☐ June

☐ July

☐ August

It appears that the company experiences higher revenue on **weekdays** (415.8 million) compared to **weekends** (163.3 million).

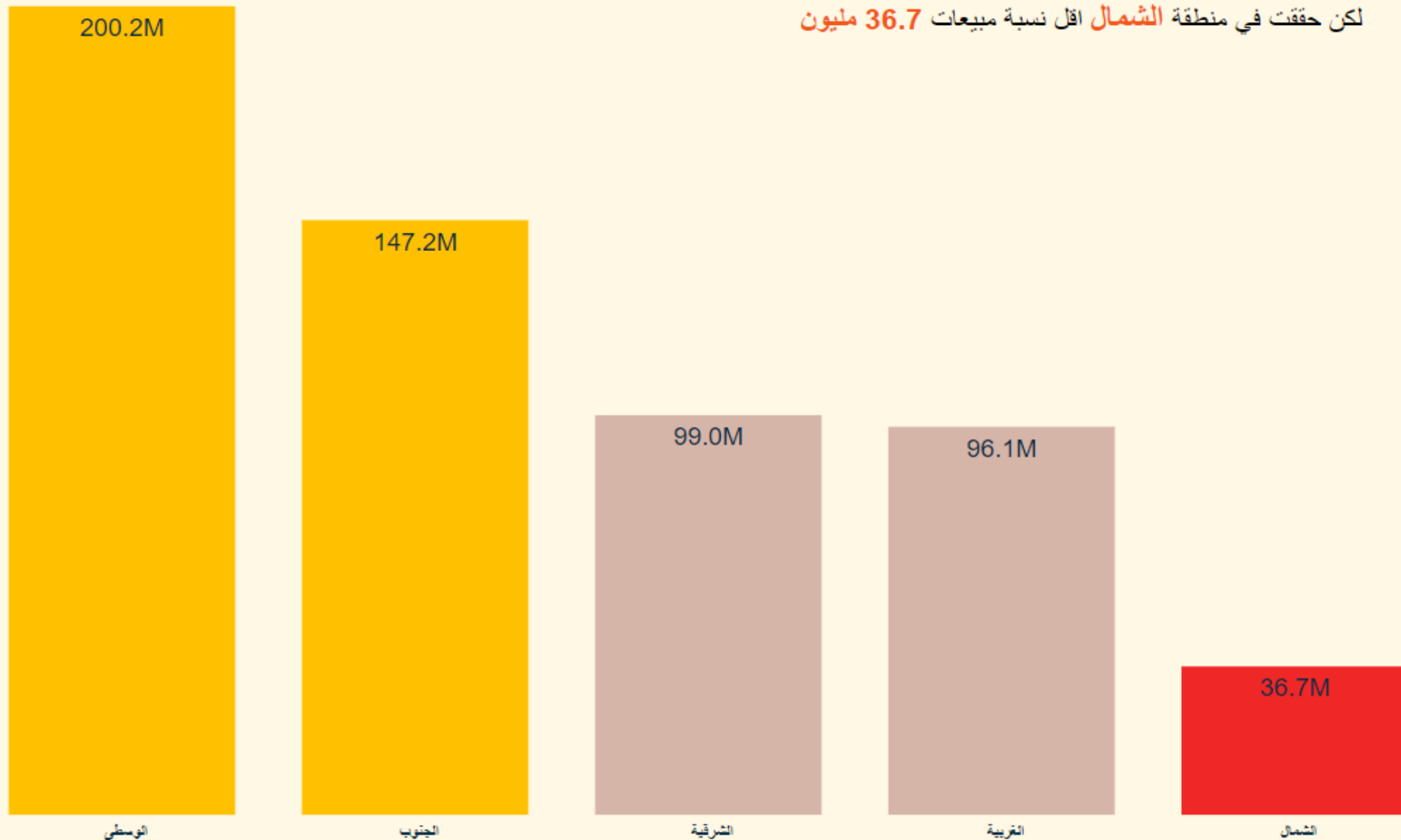


Therefore, the company should

- Weekend Promotions: Implement targeted marketing campaigns and promotions specifically designed for weekends to attract more customers during those days. This can include offering special discounts, limited-time offers, or exclusive weekend-only deals to incentivize customers to make purchases.



المبيعات في **الوسطى والجنوب** بتحقيق اعلي نسبة مبيعات  
ويتكون متوسطه في **الشرقية والغربية**  
لكن حققت في منطقة **الشمال** اقل نسبة مبيعات **36.7 مليون**

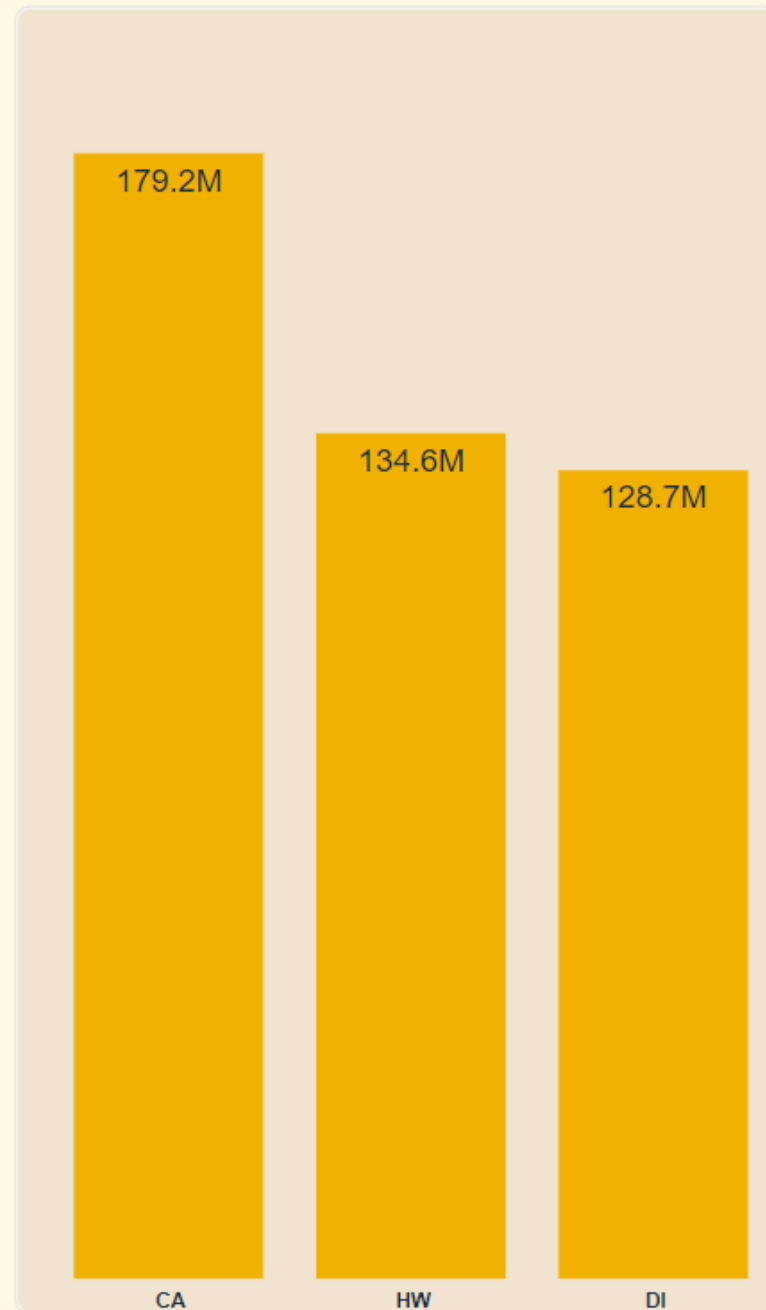


During the analysis process it became clear that :

Achieving profits in areas such as (الوسطى والجنوب) reflects the extent of our success in these countries, and therefore we must focus more on these areas because the market considers these countries successful for us.

Implement measures to maintain and improve sales in mid-markets such as (الشرقية والغربية). Strategies can include improving product offerings, improving customer experience, or adjusting pricing strategies.

Evaluate the performance of low-revenue markets such as (الشمال). Determine whether it is appropriate to continue operating in these markets or better redirect resources elsewhere.



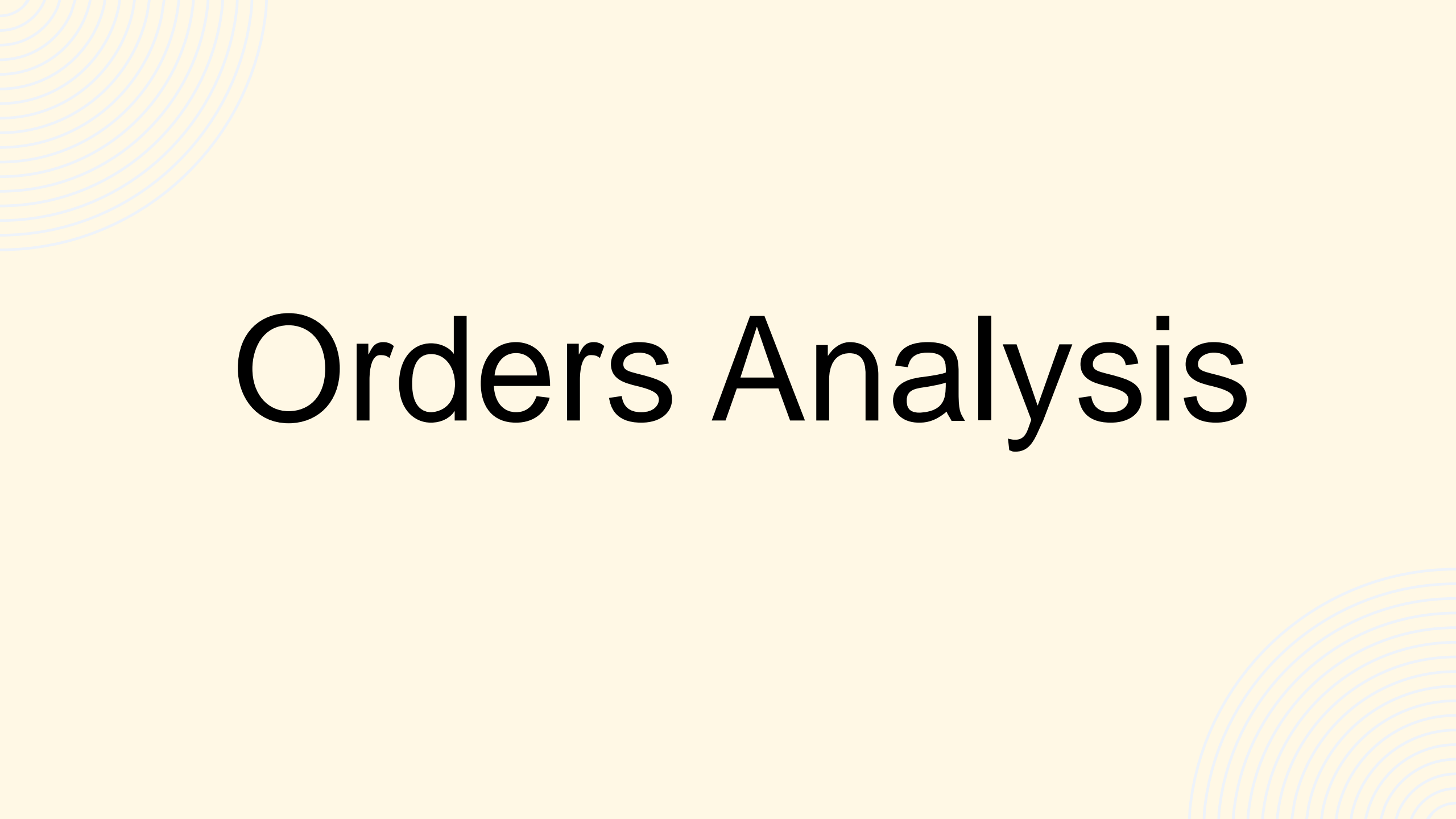
### Top 8 Brands By Sales

**CA Sales** rose to **179.2 Million**, followed by **HW** at **134.6 Million**, followed by **DI** at **128.7 Million**.

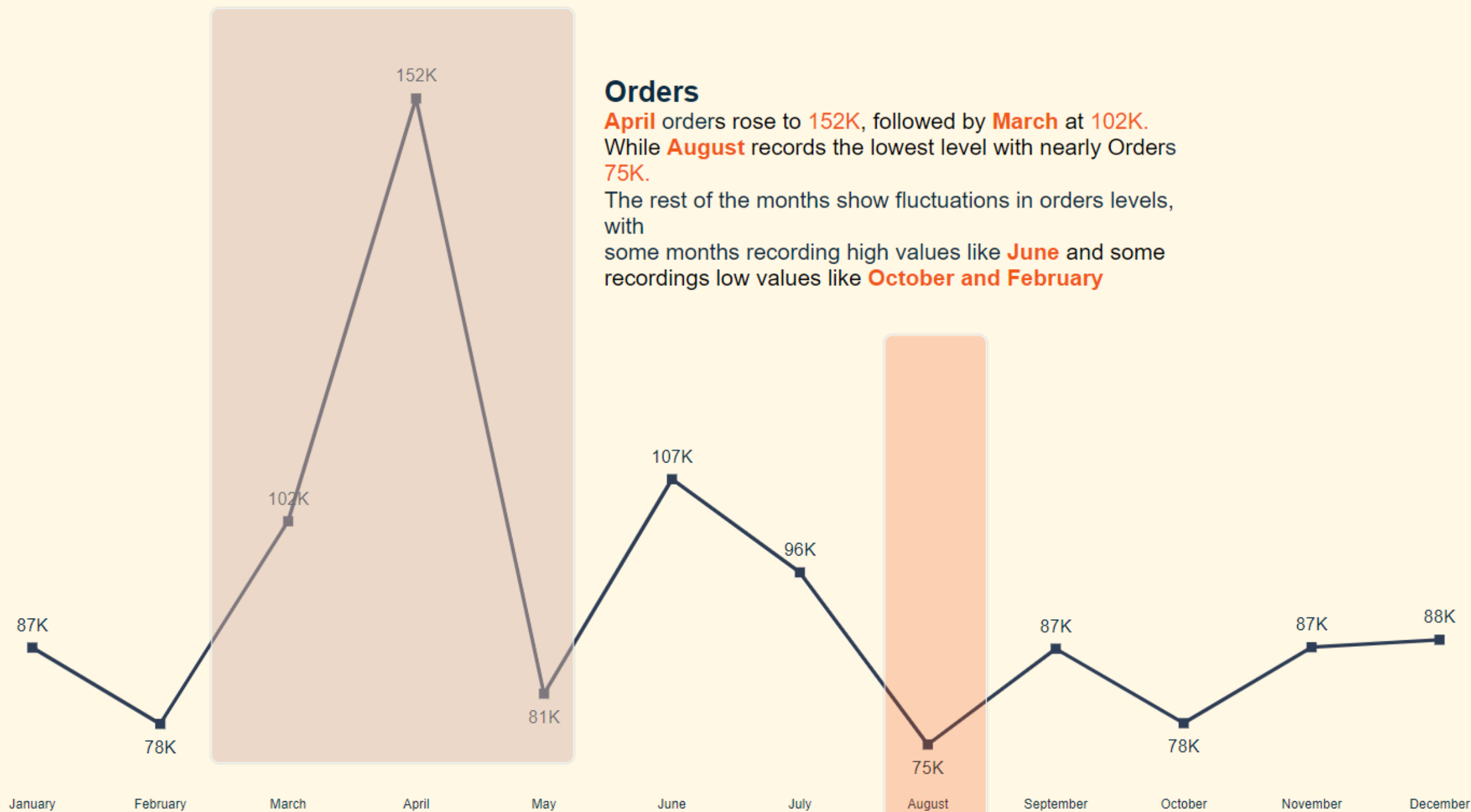
The rest of the brands show mid level in **Sales** levels, with some brands recording high values like **BC**

During the analysis process it became clear that :

- Improve marketing strategies for top-selling Brands: Given that **CA**, **HW**, and **DI** are the top three brands in terms of sales, More resources and marketing efforts can be allocated to top-selling Brands.
- Enhance Marketing and Promotion for Mid-Level Brands: Brands that show mid-level sales levels have the potential for growth. Develop targeted marketing campaign to increase awareness and visibility for these brands
- Address Low Sales for Bottom Performing Brands: Brands with low sales levels, such as **FO**, deserve attention to determine the reasons behind their poor performance. Evaluate the marketing and promotional strategies for these brands and consider implementing targeted campaigns to increase awareness and customer engagement. It may also be necessary to reassess the product offerings, pricing strategy, and market positioning for these brands to revitalize sales.

The background is a solid light beige color. In the top-left corner, there is a series of concentric, light blue circular lines that fade out towards the left edge. A similar series of concentric, light blue circular lines is located in the bottom-right corner, fading out towards the right edge.

# Orders Analysis



ITEMID	Quantity	Total Sales
9009	1653	550.8K
21913	1572	507.1K
9715	1118	905.6K
20806	1010	269.5K
20011	900	327.9K
21501	858	668.4K
20010	834	303.6K
228015	775	232.8K
20802	742	251.9K
20800	713	206.0K
224507	690	163.2K
21903	650	282.7K
21905	649	325.8K
224509	634	148.8K
20807	616	220.7K
9784	612	507.4K
21011	609	239.1K
21300	602	351.4K
21008	582	207.5K
21038	580	214.3K
21904	563	188.6K
21016	539	209.1K
21039	535	196.7K
Total	152308	81733.2K

TOP **item** that increase demand about it in **April** Month  
 So warehouses should afford it to increase **Units Solds**

Month

January

February

March

April

May

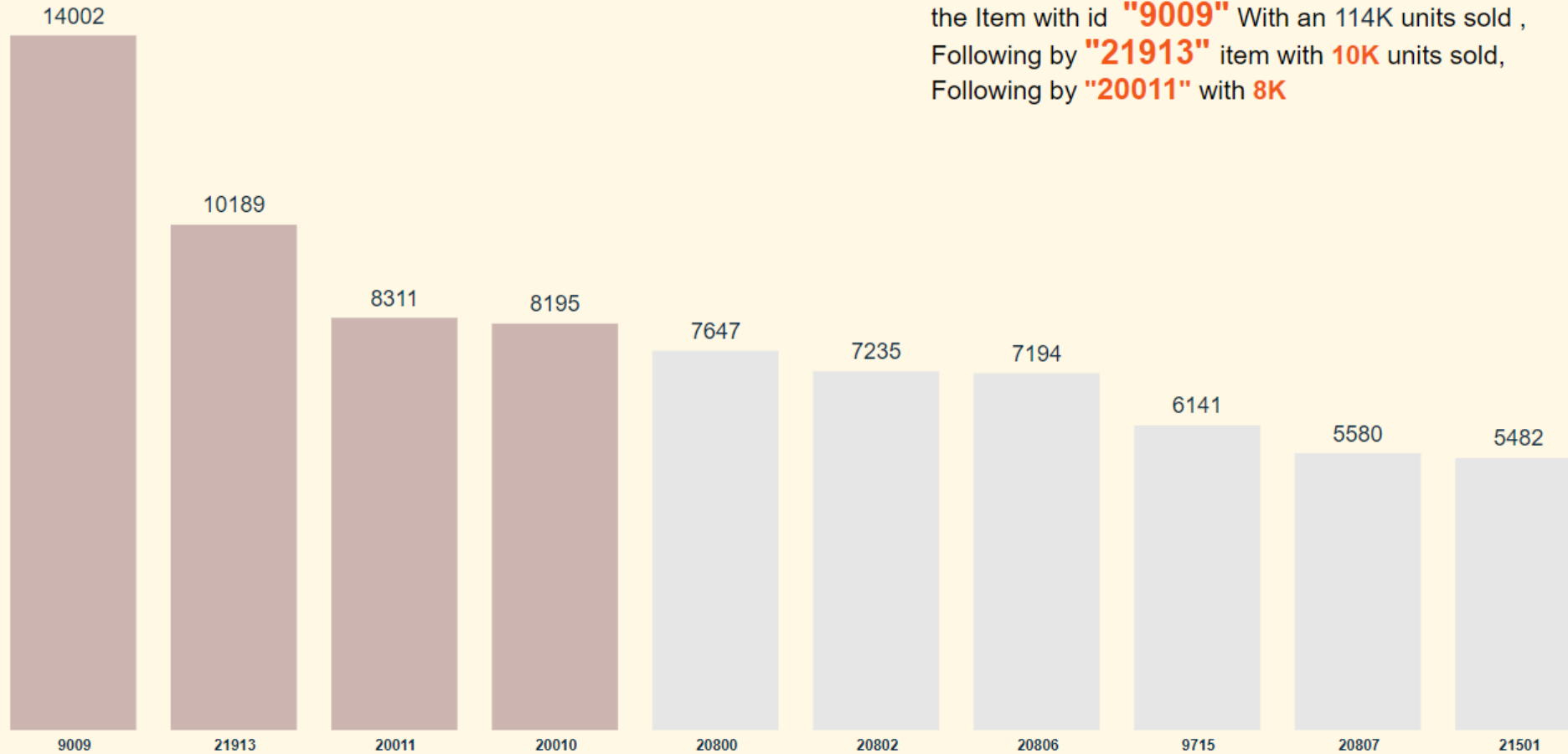
June

July

August

### Top **Item** that customer prefer

the Item with id "**9009**" With an 114K units sold ,  
Following by "**21913**" item with **10K** units sold,  
Following by "**20011**" with **8K**



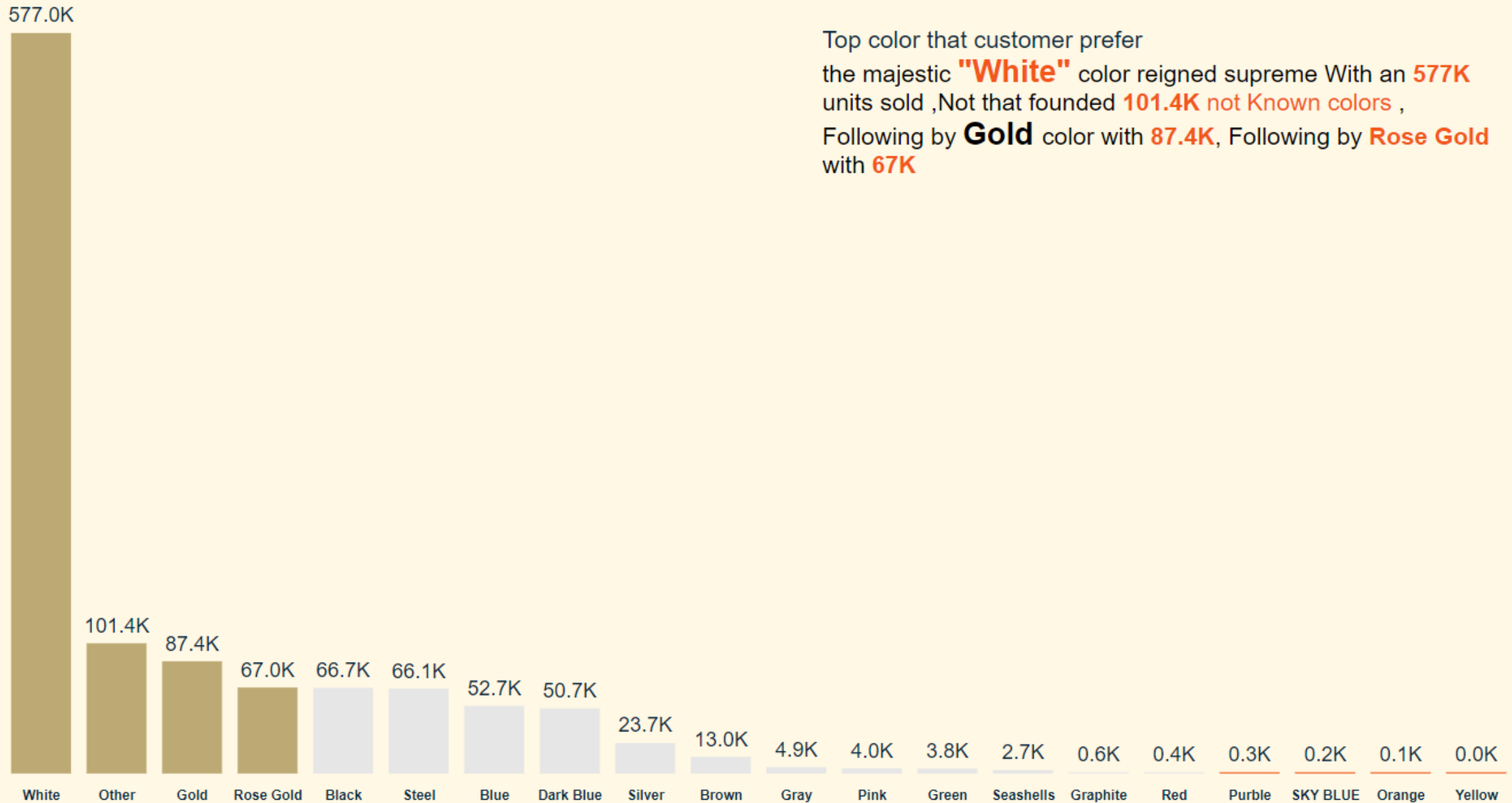


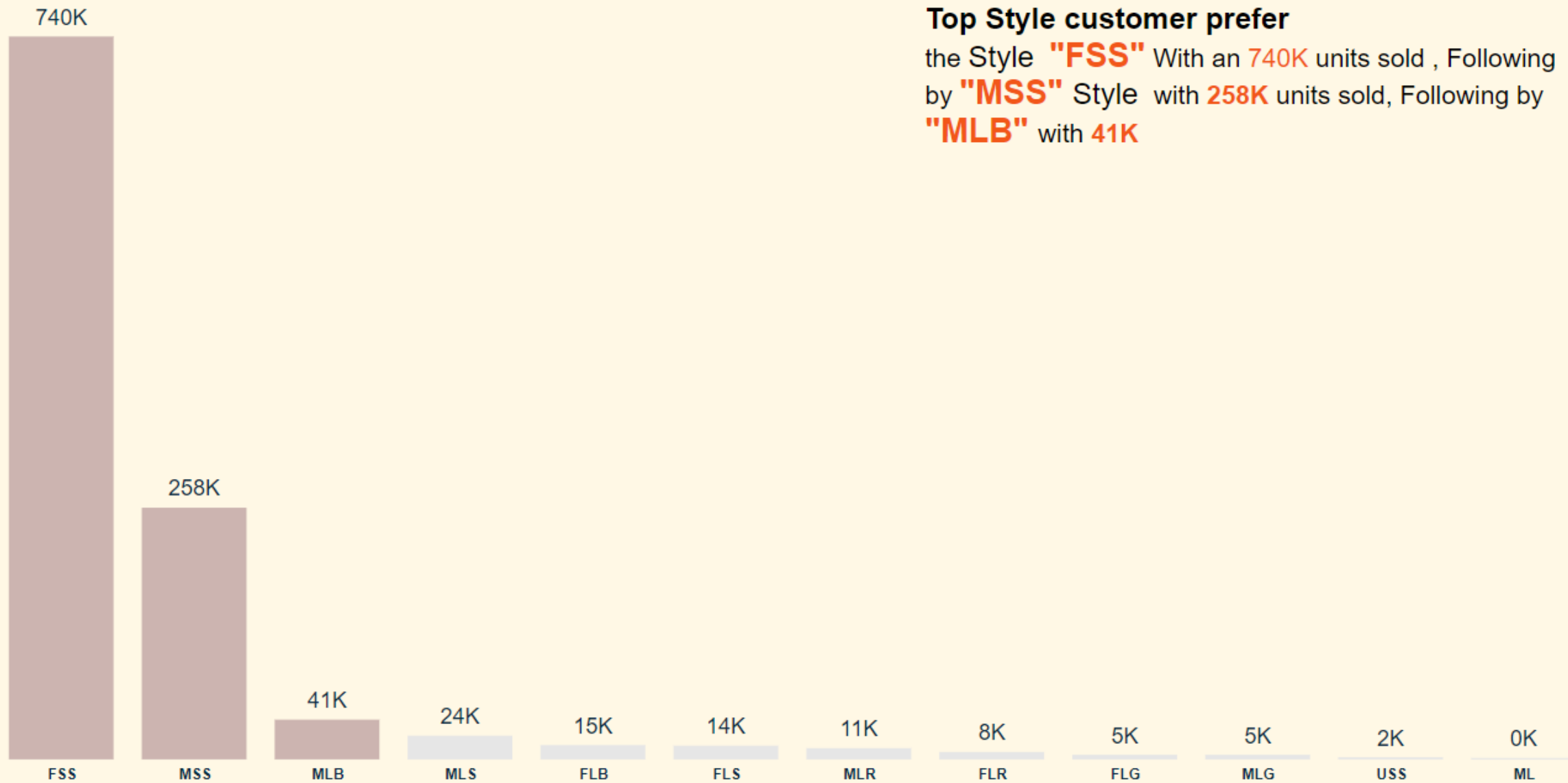
During the analysis process it became clear that :

It is noted that there are fluctuations in the volume of orders throughout the year, as they are affected by various factors such as seasons, holidays, and promotions.

**Therefore**, decision makers must:

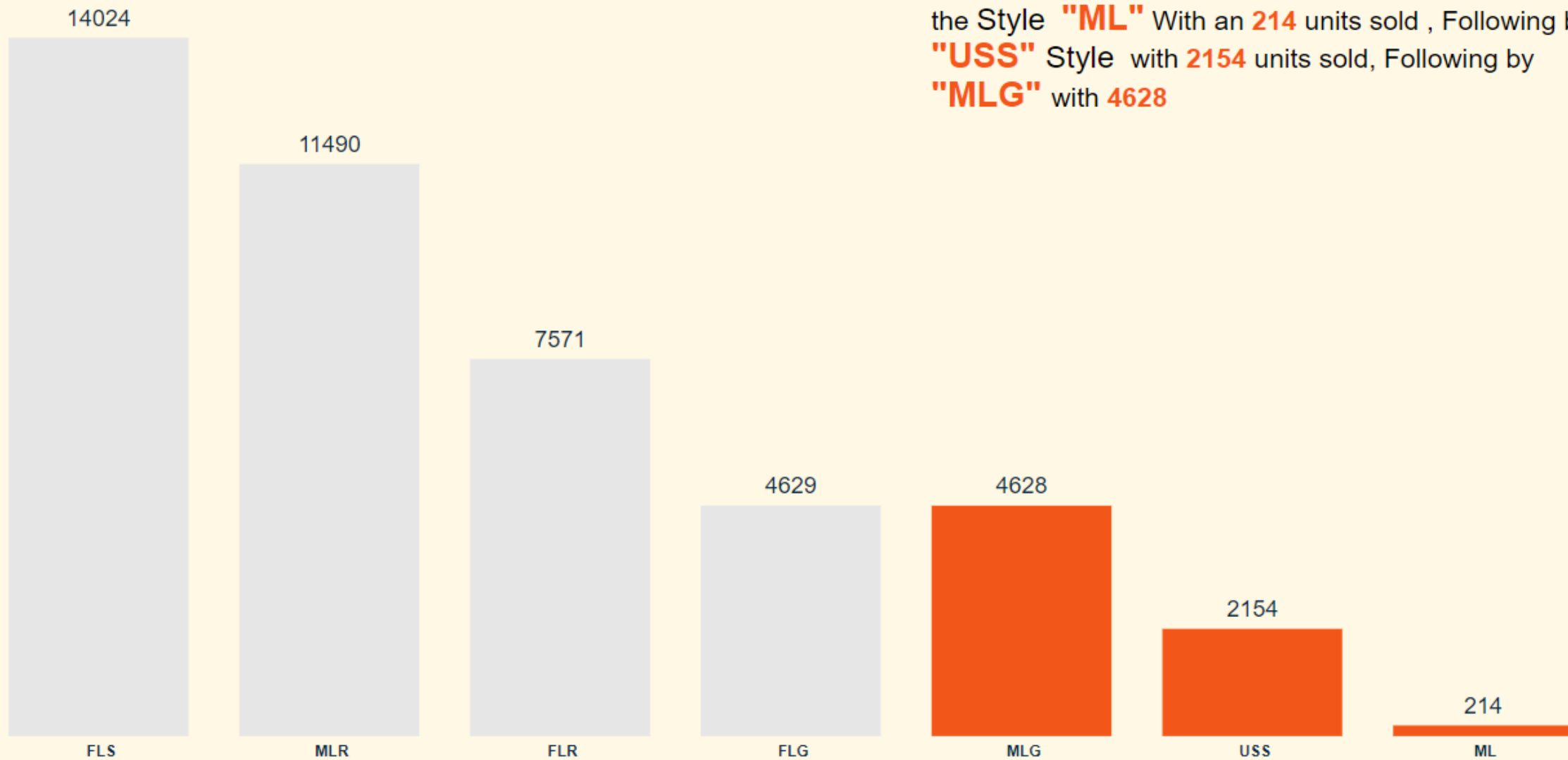
- Design special offers for seasons, holidays, and promotions that include attractive discounts on the most popular products this season, such as seasonal products.
- Enhance communication with customers through various means of communication such as email and social media, to provide special offers and new product announcements.





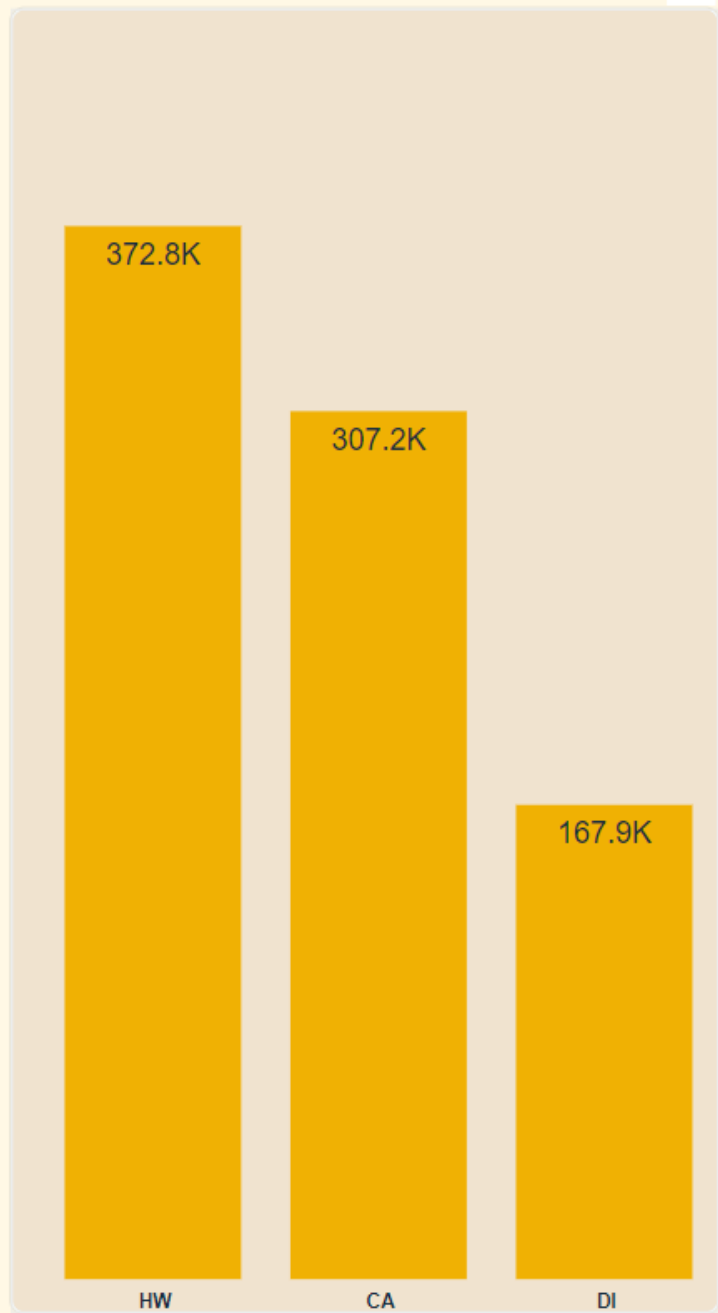
**Top Style customer prefer**

the Style **"FSS"** With an **740K** units sold , Following by **"MSS"** Style with **258K** units sold, Following by **"MLB"** with **41K**



### Bottom Style customer prefer

the Style **"ML"** With an **214** units sold , Following by **"USS"** Style with **2154** units sold, Following by **"MLG"** with **4628**



Top 8 Brands By Quantity

**HW Sales** rose to **372.8K** units sold, followed by **CA** at **307.2K** units sold, followed by **DI** at **167.9K** units sold. The rest of the brands show mid level in **Sales** levels, with some brands recording high values like **BC**.

Area	Quantity	Total Sales	T.Warehouses
الوسطى	376.78K	200.2M	44
الجنوب	297.20K	147.2M	66
الشرقية	191.29K	99.0M	33
الغربية	183.39K	96.1M	34
الشمال	73.85K	36.7M	14
Total	1122.50K	579.3M	191

المبيعات في **الوسطى** بتحقيق اعلي نسبة مبيعات ومع ذلك عدد المخازن قليل  
بالنسبة **الوسطى** لديها **44 مخزن** يجب زيادة عدد المخازن في المنطقة  
حققت منطقة **الشمال** اقل نسبة **73.88 ألف في عدد الوحدات**

## Orders Analysis

During the analysis process it became clear that:

- Marketing efforts and allocating resources should be directed to promoting high-selling performance products such as the Item with id "**90092**". Develop targeted marketing strategies for these products to increase their demand and enhance their position in the market.
- Study the reasons for poor performance of Brands such as **HB** and **FO** Brands determine whether they have quality problems or need new marketing strategies.
- Improving the quality of under-performing products by focusing on improvements in quality and meeting customer expectations

## Marketing Strategy Development

Now can identified trends and patterns in customer preferences, enabling the development of targeted marketing campaigns.

customer preferences:

- Brands such as **HW, CA, DI, BC**
- Style such as **FSS, MSS, MLB, MLS**
- Items such as Item with id **"9009", "21913", "20011"**
- Color such as **White, Gold, Rose Gold**

This analysis can help refine marketing messages, promotional offers, and advertising channels to effectively reach and engage the target audience.



**THANK  
YOU**