



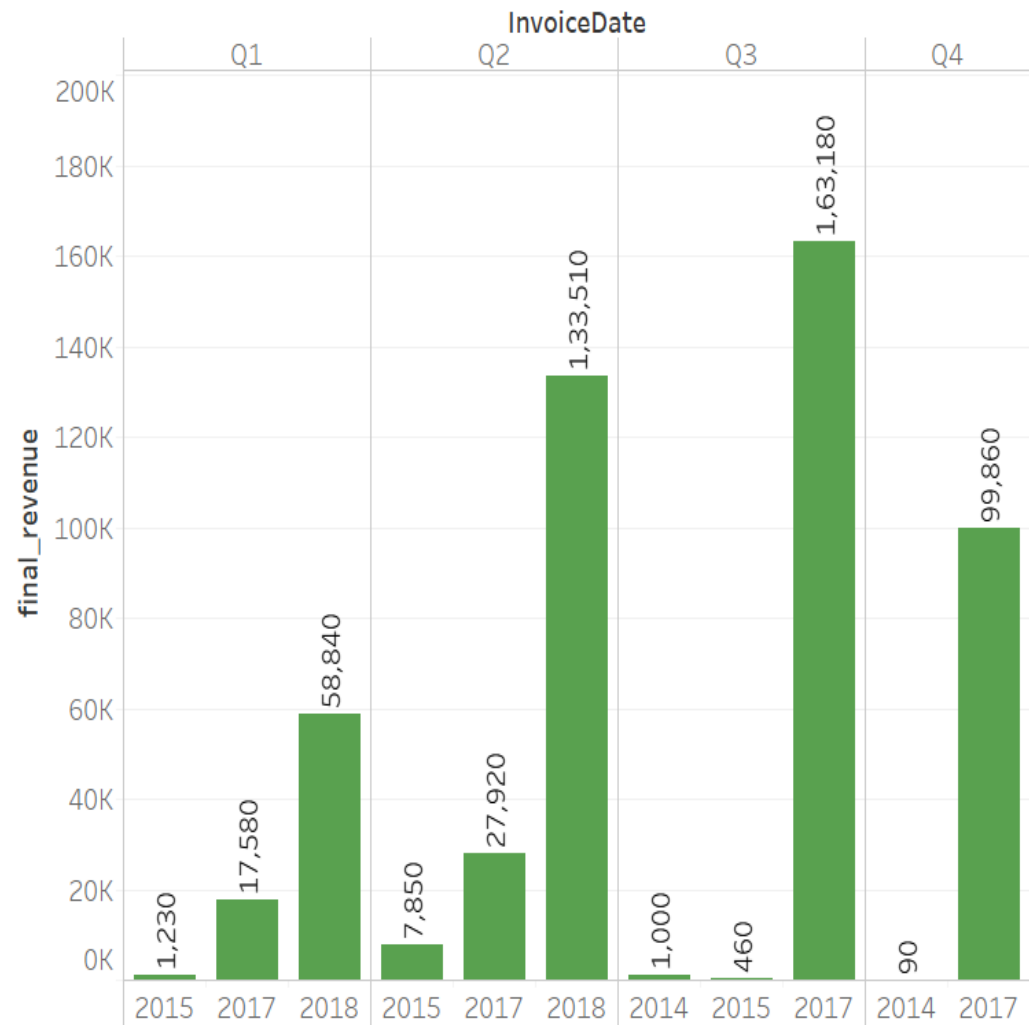
ABC – Executive Presentation

Date: 17-08-2020

Presenter: Monisha Anila

Decreasing product purchases across all stores up to 40% resulted increase in ware house maintenance costs up to 25% and discounts are unfavourable for marginal costs prediction of 2018 reporting period.

Quarter Revenue



Analytics Insights:

- 1. Decreased revenue from retail stores UK(↓1,00,000), Canada(↓3000), Greece(↓100), Malta(↓10000), UAE(↓400) when compared with 2017.
- 2. Most sales are seasonal (1,30,000) purchases at weekends(80,000).
- 3. Collaboration with star brands in 2017 resulted profit (↑150000) but product and delivery issues hit bottom sales up to (40%).
- 4. Data driven decisions to be made across all stores to bring revenue losses up to 0% by the end of 2018.

Source: ABC retail data (2014-2018) and in Euros currency

Local purchases reduce international shipping cost up to 25% for online retail shopping at UAE and Canada.

Geographic Revenue

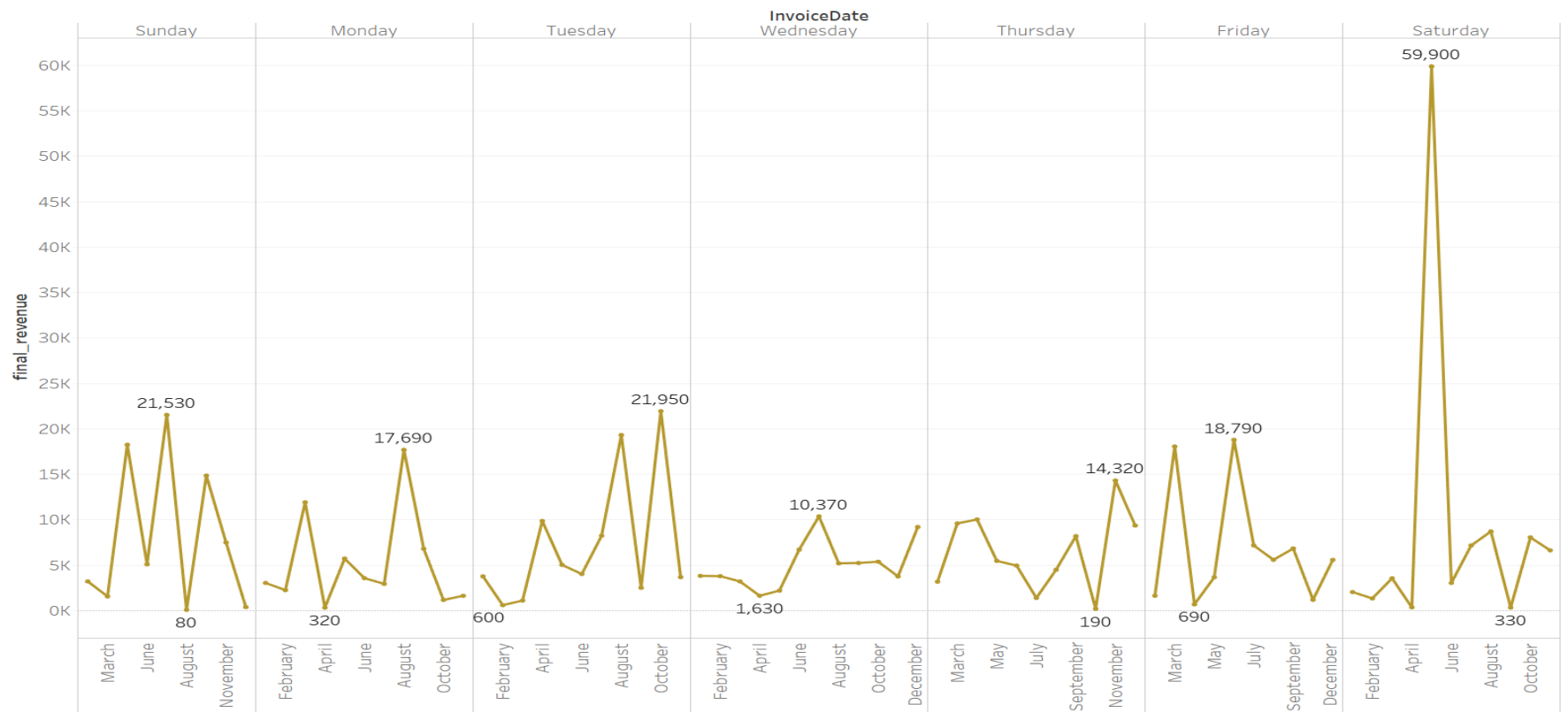


Analytical Insights:

1. Decreased revenue from retail stores UK(↓1,00,000), Canada(↓3000), Greece(↓100), Malta(↓10000), UAE(↓400) when compared with 2017.
2. Malta almost follows similar products purchases of UK in low tier category.

Weekend sales boost up to 60% of total sales during July-August .

Week Day Revenue

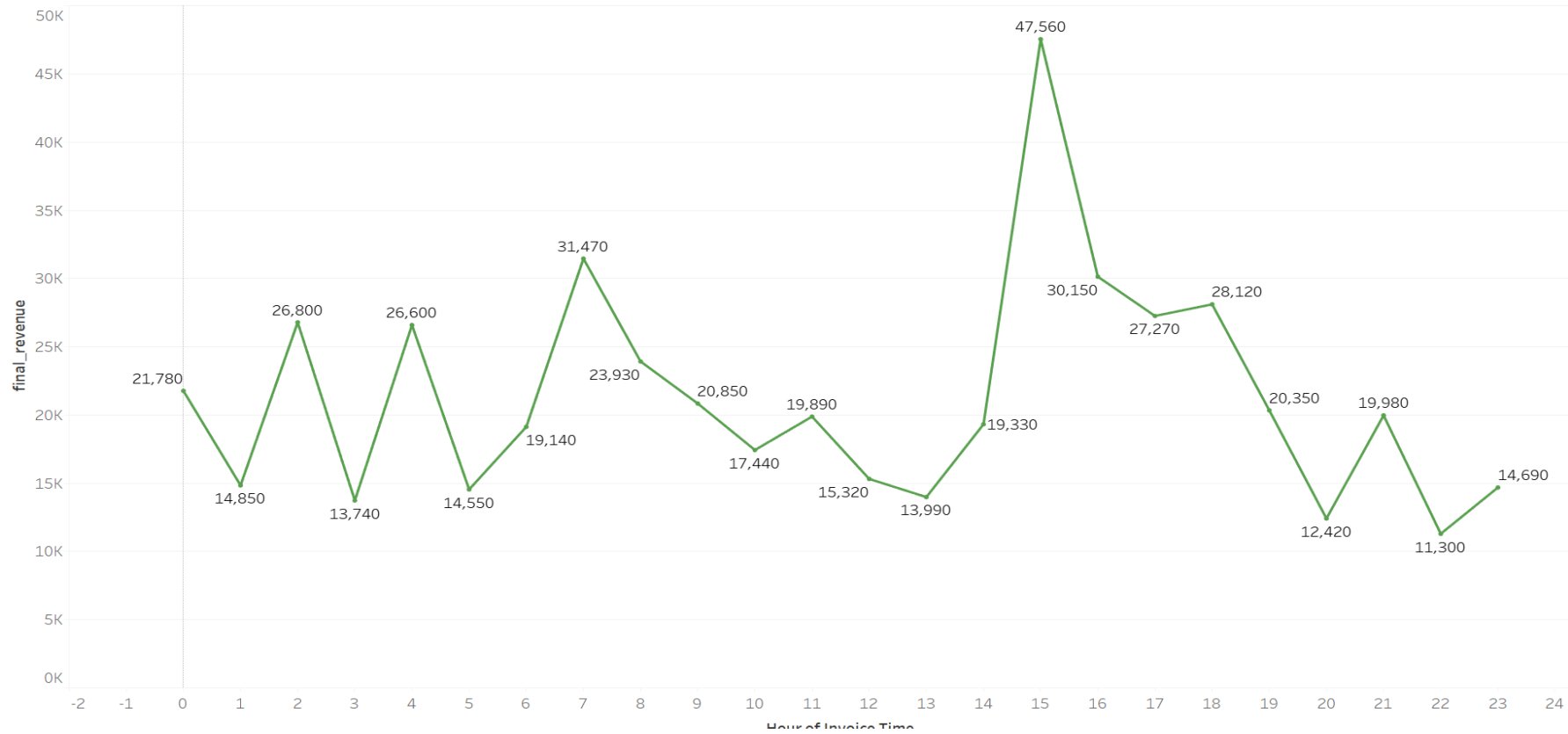


Analytical Insights:

- 1. Most sales are seasonal (1,30,000) purchases at weekends(80,000).
- 2. Purchase history shows orders on seasonal goods like Cake stand, Lights holder, Party bunders and bird ornaments.

Aggregating hours of a day across all stores shows purchases of 60% during Morning and Afternoon.

Hourly Revenue



Analytical Insights:

- 1. Most of the purchase orders happened during Moring and Afternoon(2,80,000).
- 2. Purchase history shows weather changes goods like Cake stand, Party Bunders and Lights holder.

Source: ABC retail data (2014-2018) in Euros currency

Customer segmentation using odd-even strategy shows revenue driven business up to 67% across all the stores.

Top 10 priced products



Analytical Insights:

1. Price buckets – $[(0.099, 0.85] < (0.85, 1.65] < (1.65, 2.55] < (2.55, 4.25] < (4.25, 195.0)]$
labels=['Critical','Low','Medium','High','Very High']
2. Odd-even strategy holds good for light holders, party bunting , ornaments and wooden frames.

Out of stock products of Top 10 descriptions resulted 40% decreased revenue of 2018 in comparison with 2017.

Top 10 Out Of Stock priced products

price_buckets	Description	€
Critical	SMALL POPCORN HOLDER	92.4
High	WHITE HANGING HEART T-LIGHT HOLDER	118.0
Low	LUNCH BAG BLACK SKULL.	42.9
	REX CASH+CARRY JUMBO SHOPPER	1.9
Medium	ASSORTED COLOUR BIRD ORNAMENT	135.2
	PLEASE ONE PERSON METAL SIGN	122.4
	JUMBO BAG RED RETROSPOT	66.0
	WOODEN PICTURE FRAME WHITE FINISH	43.2
	WHITE HANGING HEART T-LIGHT HOLDER	15.3
Very High	PARTY BUNTING	39.6
	REGENCY CAKESTAND 3 TIER	38.3

Analytical Insights:

1. Increase and decrease in revenue(40%) across all the stores according items availability of Top10 products .
2. Medium and High category orders shows branded purchasers across all the stores up to 55% .
3. Complimentary strategy is not working to make new purchases from our stores.

Cost pressures can be alleviated through the proactive identification of customer demands, with expected decrease in product and delivery issues by 90% over the 2018 calendar year.

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Can we identify the variables that effect revenue in the coming years?

Using effected variables information we can scale a predictive model.

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Can we identify customer's frequent product purchase pattern to increase sales?

Using In stock information we can identify surge in sales of that product and sale it in optimised price.

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Can we identify customer's wish list in advance to make their shopping even more flexible?

Using previous purchase we can build a dedicated page for their upcoming shopping and recommend subsidiary products.