Business Report

FATHALLA
1948 ®
فتح الله

Customer Performance Analysis

October 2024 - November 2024

fathallah gomla market

fathallah gomla market

PREPARED BY

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Title

Performance Analysis of Fathalla Gomla Market

Context

This analysis examines the sales performance of Fathalla Gomla Market for a specific month December against the previous month, November. The goal is to understand key business metrics, customer demographics, and product performance to identify areas of significant change.

Problem / Question

How did the market's performance in the current month compare to November, and what are the potential drivers behind the observed trends, particularly a severe decline in all primary KPIs?

Tools Used

- **Data Visualization & Reporting:** Power BI

- **Data Analysis:** DAX (Data Analysis Expressions) for creating custom measures and time-intelligence calculations.

Process Walk-through

1. **Data Collection:** Integrated sales, transaction, and calendar data.

2. **KPI Calculation:** Established key metrics such as Total Sales, Total Profit, Total Cost of Goods Sold (COGS), and Average Rating.

3. **Time-Intelligence Analysis:** Used DAX to create a Month-over-Month (MoM) comparison formula. This code dynamically identifies the current and previous month to calculate the percentage change.

4. **Demographic & Behavioral Segmentation:** Analyzed transactions by gender and customer type (Normal vs. Member).

5. **Product Analysis:** Prepared a matrix to visualize transactions segmented by product line and payment method.

Key Findings

- **Severe MoM Decline:** All primary financial KPIs dropped by over 96% compared to November.

  - Transactions: -96.9%

  - Total Sales: -96.6%

  - Total COGS: -96.2%

  - Total Profit: -96.2%

- **Stable Customer Satisfaction:** The average rating remained high at 6.97 out of a possible 7, indicating the decline was not driven by a drop in service or product quality for the transactions that did occur.

- **Customer Profile:** The customer base is predominantly Female (57.1%) and Member customers (56.5%).

- **Product & Payment Data:** A data matrix was set up to cross-reference product lines with payment methods, but the visual is incomplete without clear labels, making interpretation difficult.

Visuals with a Purpose

- **KPI Cards:** Clearly displayed the dramatic MoM decline with direct comparisons.

- **Pie/Donut Charts:** Effectively showed the split in transactions by Gender and Customer Type.

- **Matrix Visual:** Intended to show transaction counts by Product Line and Payment Method, though it requires refinement to be actionable.

- **DAX Code Snippet:** Demonstrates the technical methodology behind the MoM calculation, ensuring metric accuracy.

Main Takeaway

The business experienced a catastrophic drop in sales and transactions in the current month compared to November. However, customer satisfaction remained exceptionally high, suggesting the cause is likely an external, one-time factor (e.g., the store being closed for a significant portion of the month, a major holiday in November causing an unusually high baseline, or a data processing error) rather than a decline in product or service quality.

What I Learned from this Case Study

- The critical importance of context when analyzing MoM changes; a >96% drop requires investigation into data integrity and external events.

- How to use DAX for robust time-intelligence calculations in a BI environment.

- That stable secondary metrics (like customer rating) can help isolate the root cause of a problem, pointing away from quality issues and toward operational or market factors.

Reflection and Next Steps

- **Immediate Next Steps:**

  1. **Verify Data Integrity:** Confirm that the data for the current month was loaded completely and correctly.

  2. **Identify the Baseline:** Investigate if November had an unusual one-time event (e.g., a major promotion, holiday sale) that created an unrealistic comparison point.

  3. **Check Operational Logs:** Determine if the store was closed for renovations, holidays, or other reasons during the current month.

- **Future Analysis:**

  o Refine the "Transactions by Product Line and Payment" visual with clear row and column headers to derive meaningful insights.

  o Analyze year-over-year (YoY) data to see if this is a seasonal pattern.

- Segment the MoM change by product line to see if the decline was universal or concentrated in specific categories.

Invite Feedback

I welcome your thoughts on this analysis! In particular:

- Based on the data presented, what do you think is the most likely explanation for the >96% drop?

- How would you improve the product line and payment matrix to make it more insightful?

- Are there any other metrics or dimensions you would want to analyze to get to the root cause?

Fathalla Gomla Market

Alex | Cairo | Giza

KPI

Tracking KPIs: Transactions
Months Na...: All

|		
1000 Transactions ↓ -96.8% vs Nov	**5510** Total Quantity ↓ -96.6% vs Nov	**322.97K** ج.م Total Sales ↓ -96.2% vs Nov
307.59K ج.م Total COGS ↓ -96.2% vs Nov	**6.97** Avg Rating	**15.38K** ج.م Total Profit ↓ -96.2% vs Nov
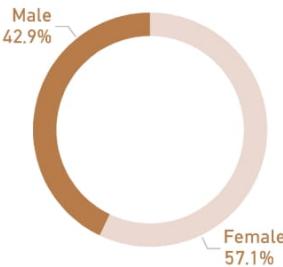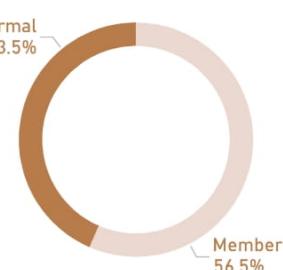
Transactions by Gender
Male 42.9%
Female 57.1%
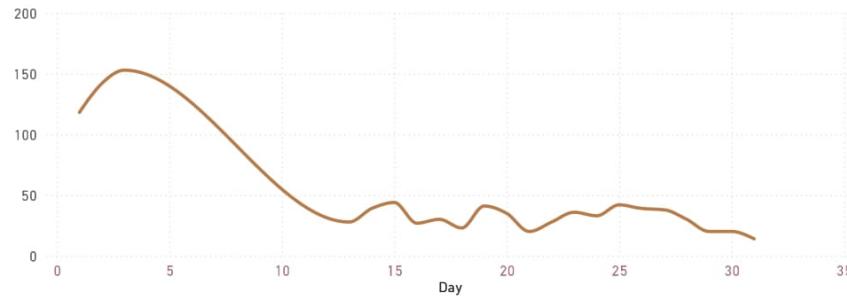
Transactions by Customer type
Normal 43.5%
Member 56.5%

1000
Transactions by Day

Transactions by Product line and Payment
Payment: ● Cash ● Credit card ● Ewallet

Product line	Cash	Credit card	Ewallet
Fashion accessories	57	56	65
Food and beverages	57	61	56
Electronic accessories	71	46	53
Sports and travel	59	53	54
Home and lifestyle	51	45	64
Health and beauty	49	50	53