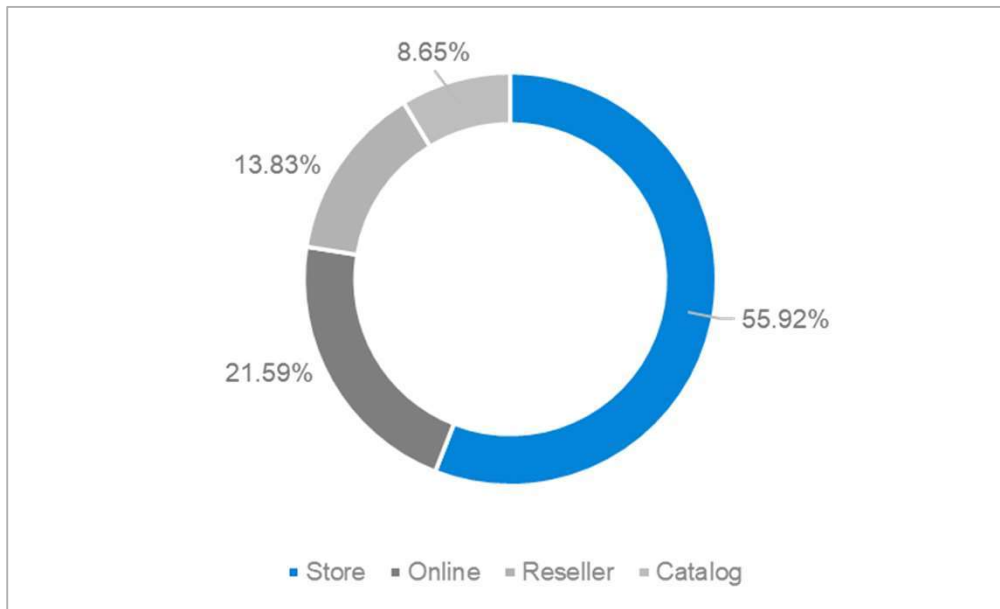# Data Storytelling

Significant room for improvement Revenue at Store Channel
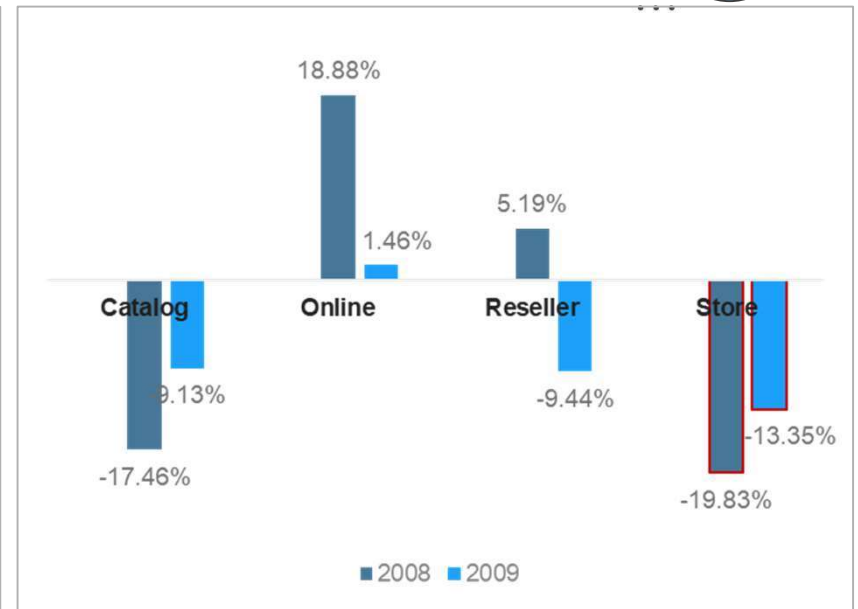
Key Channel dropped significantly YoY

Contribution of Store in Gross Sale 3 Years
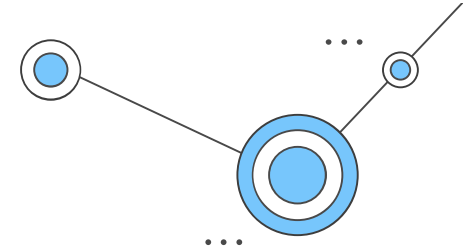
- 8.65%
- 13.83%
- 21.59%
- 55.92%

Legend: Store ■ Online ■ Reseller ■ Catalog

Gross Sale YoY%

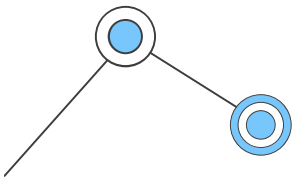|	Catalog	Online	Reseller	Store
2008	-17.46%	18.88%	5.19%	-19.83%
2009	9.13%	1.46%	-9.44%	-13.35%

Legend: ■ 2008 ■ 2009

Store is still main Channel of Contoso, contributed ~ 56% total Gross Sale in last 3 years. Store **dropped significant -19.83% & -13.35% for 2008 & 2009.**
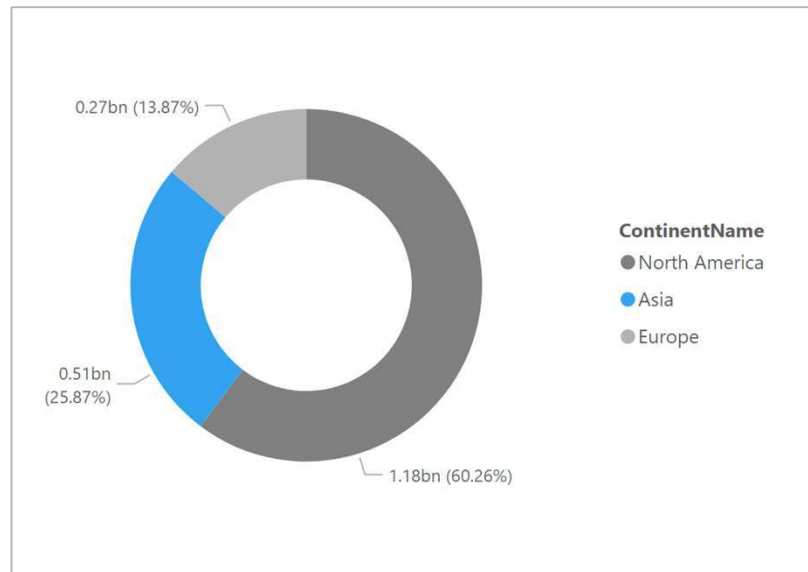
Revenue Dropped because of ...

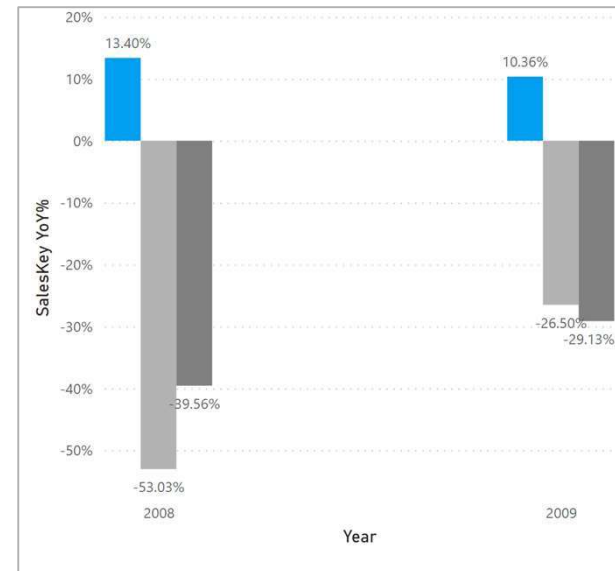## Sale @ Store by SaleKey & AVG Sale Amount

Gross Sale Amount YoY at Store Channel decreased because **SalesKey decreased YoY,** however **AVG Sale Amount by Transaction increased increased YoY.**

#1: Increase Transactions at Asia, Laptop (NA, Europe)

Sale contribution of Asia in 2009

0.27bn (13.87%)

0.51bn (25.87%)

1.18bn (60.26%)

ContinentName
- North America
- Asia
- Europe

Transactions YoY% at Asia

20%

13.40%

10.36%

10%

0%

SalesKey YoY%

-10%

-20%

-30%

-26.50%

-29.13%

-40%

-39.56%

-50%

-53.03%

2008

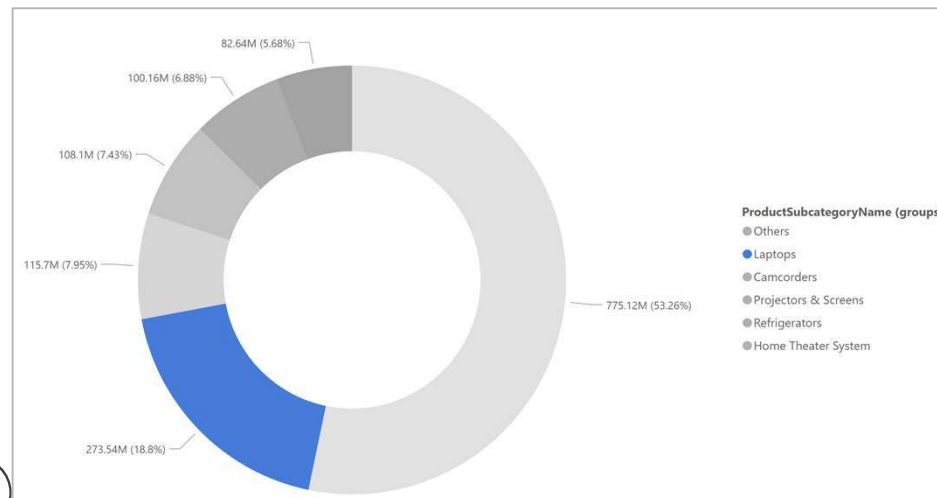2009

Year

$508 mio.

2009

Asia Market

Asian market still keeps growing **10% in increasing Transaction** in 2010 that will contribute **an additional $52 mio.**
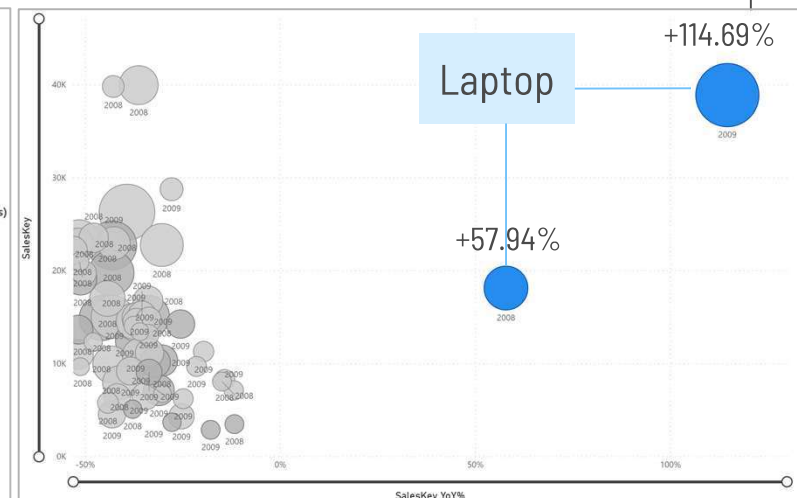
+$52 mio.

2010

#1: Increase # Transactions at Asia, Laptop (NA, Europe)

Sale Contribution of Laptop in 2009 at NA & Europe

82.64M (5.68%)
100.16M (6.88%)
108.1M (7.43%)
115.7M (7.95%)
775.12M (53.26%)
273.54M (18.8%)

ProductSubcategoryName (groups)
- Others
- Laptops
- Camcorders
- Projectors & Screens
- Refrigerators
- Home Theater System

Transactions YoY% at Store by Product Sub (Exclude Asia)

+114.69%

Laptop

+57.94%

SalesKey
40K
30K
20K
10K
0K
-50%   0%   50%   100%
SalesKey YoY%

2008   2009

$274 mio.
2009

Laptop Product
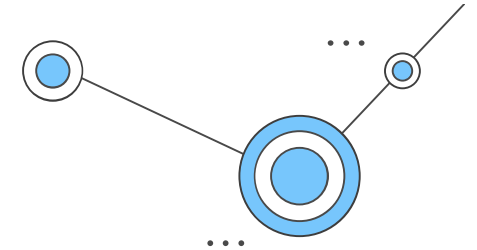Laptop contributed ~ 19% of total Revenue in 2009.
2010 Laptop expected growth # Transactions around **200% vs 2009 (NA & Europe)** that will contribute **an additional $548. mio.**
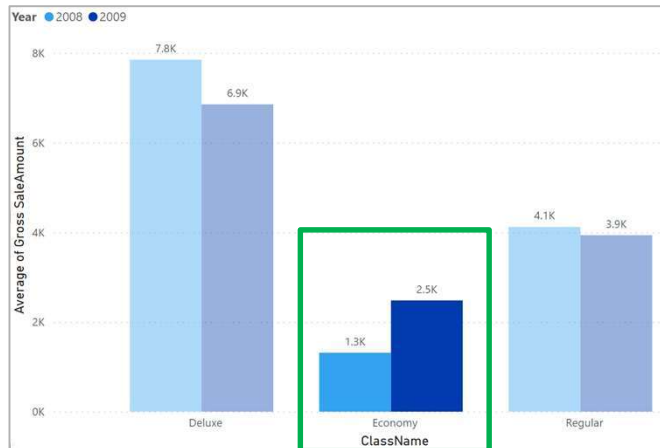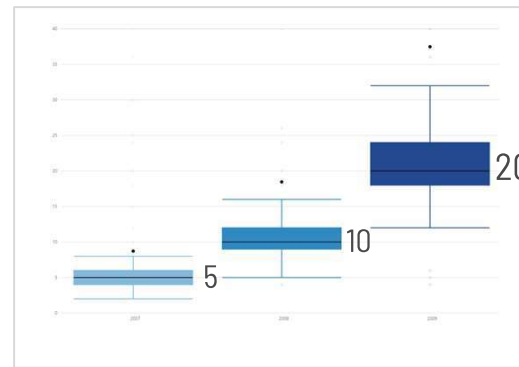
+548 mio.
2010

#2 : Increase Quantity Economy Product

$$\text{AVG Sale Amount per Transaction} = \frac{\sum(Sale\ Quantity * Unit\ Price)}{\sum Sale\ Quantity}$$
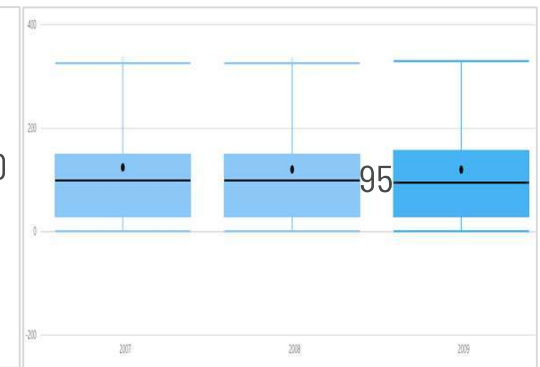
AVG Sale Amount at Store by Class Name


Sale Quantity for each Transaction

Unit Price

Economy Class Name: both **total Sale Quantity and Median Sale Quantity per Transaction increasing.** During an economic downturn, customers tend to **buy large quantities of low-cost products (Economy).** Unit Price per Product in Economy almost did not change.
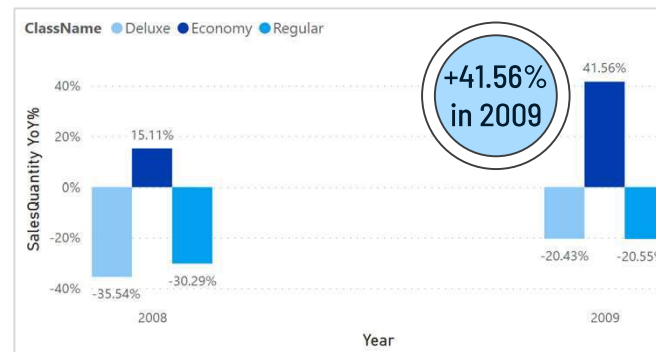
#2 : Increase Quantity Economy Product

Sale Growth Model

Total Sale (Economy)

Transaction

AVG Sale Amount Per Transaction

Sale Quantity

Unit Price
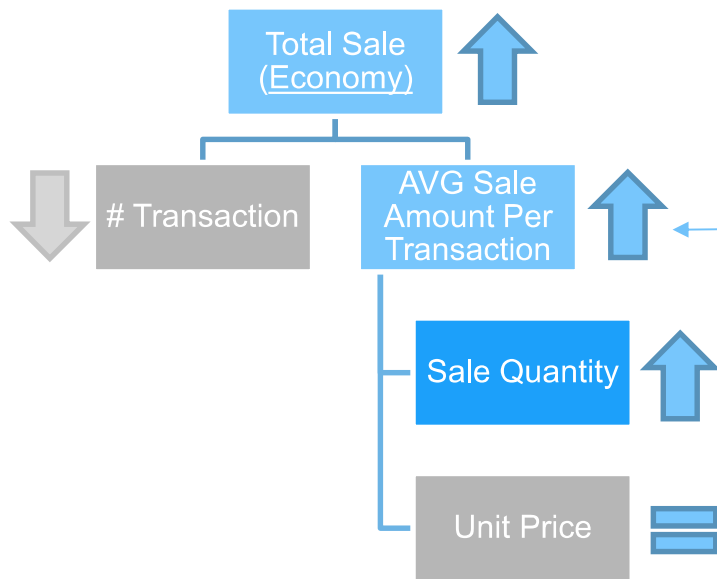
Year	SalesKey	Average of Gross SaleAmount ▼	Gross SaleAmount	SalesKey YoY%
⊟ 2009	166,692	2,482	413,732,316	-29.44%
Economy	166,692	2,482	413,732,316	-29.44%
⊟ 2008	236,232	1,315	310,615,317	-46.50%
Economy	236,232	1,315	310,615,317	-46.50%
Total	402,924	1,798	724,347,633	-40.55%

Sale Quantity YoY%

ClassName ● Deluxe ● Economy ● Regular

SalesQuantity YoY%

40%
20%
0%
-20%
-40%

15.11%
-35.54%
-30.29%
2008

41.56%
-20.43%
-20.55%
2009

Year

+41.56% in 2009

+100% in 2010

Economy Class Name

Total Sale Quantity in 2010 of Economy Product expected growth 100% compare to 2009 that will contribute $200 mio.

+200. mio.
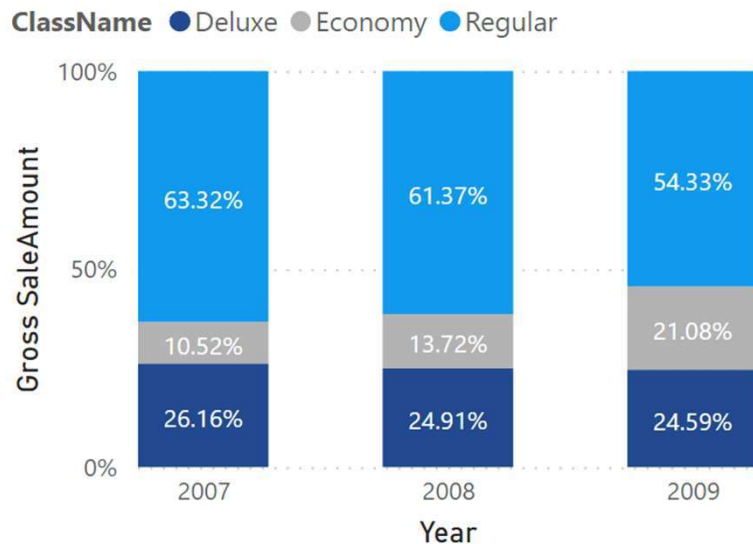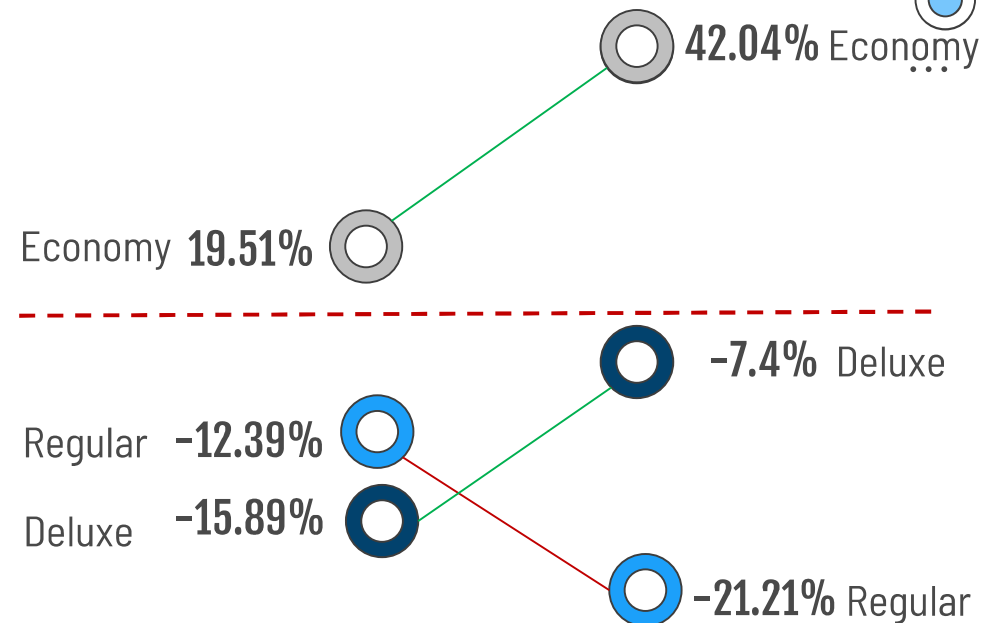
Beside of Economy, Deluxe & Regular?

%GT Gross Sale Amount by Class Name

ClassName ● Deluxe ● Economy ● Regular

Gross SaleAmount

Year	Deluxe	Economy	Regular
2007	26.16%	10.52%	63.32%
2008	24.91%	13.72%	61.37%
2009	24.59%	21.08%	54.33%

YoY% Gross Sale by Class Name

42.04% Economy

Economy 19.51%

−7.4% Deluxe

Regular −12.39%

Deluxe −15.89%

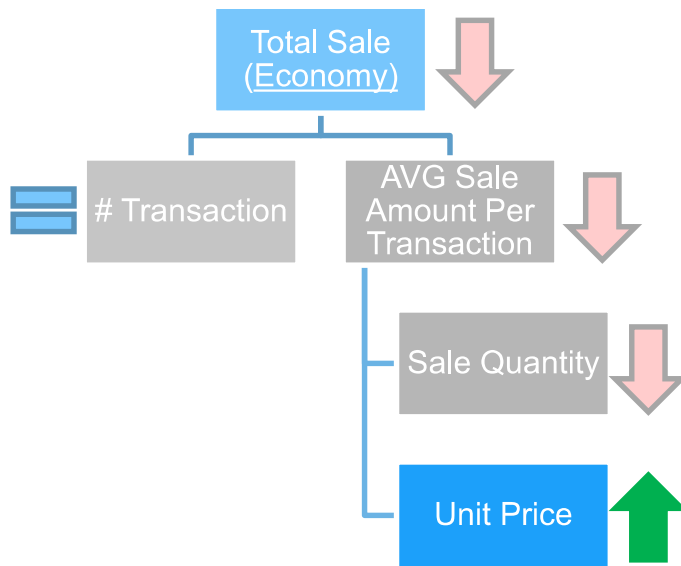−21.21% Regular

Beside Economy Class, Regular & Deluxe contributed 85% of total Sale Amount. **Have any opportunities to improve Revenue in these Class Name**?

Beside of Economy, Deluxe & Regular?

Total Sale (Economy)

Transaction

AVG Sale Amount Per Transaction

Sale Quantity

Unit Price

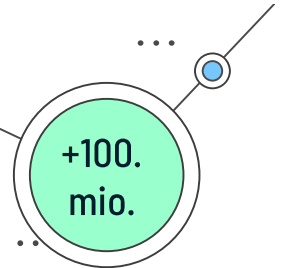| Year	SalesKey	Average of Gross SaleAmount	Gross SaleAmount	SalesKey YoY%	SalesQuantity YoY%	Median of SalesQuantity	Median of UnitPrice
⊟ 2009	508,115	3,863	1,963,086,480	-21.26%	9.54%	12	230
Deluxe	70,427	6,855	482,770,105	-2.01%	-20.43%	9	636
Regular	270,996	3,936	1,066,584,059	-19.64%	-20.55%	10	300
Economy	166,692	2,482	413,732,316	-29.44%	41.56%	20	95
⊟ 2008	645,317	3,509	2,264,259,934	-36.76%	-14.67%	10	209
Deluxe	71,871	7,849	564,120,418	-32.77%	-35.54%	10	398
Regular	337,214	4,121	1,389,524,200	-28.55%	-30.29%	10	300
Economy	236,232	1,315	310,615,317	-46.50%	15.11%	10	95
⊞ 2007	1,020,440	2,772	2,828,614,027			9	185
Total	2,173,872	3,246	7,055,960,442	30.50%	50.43%	10	199

- Revenue in **Regular** Product dropped because of decreasing of number of Transaction. (Appendix 2)
- Revenue in **Deluxe** dropped however **customers tend to buy higher-price for sub-products in Deluxe Class Name**.
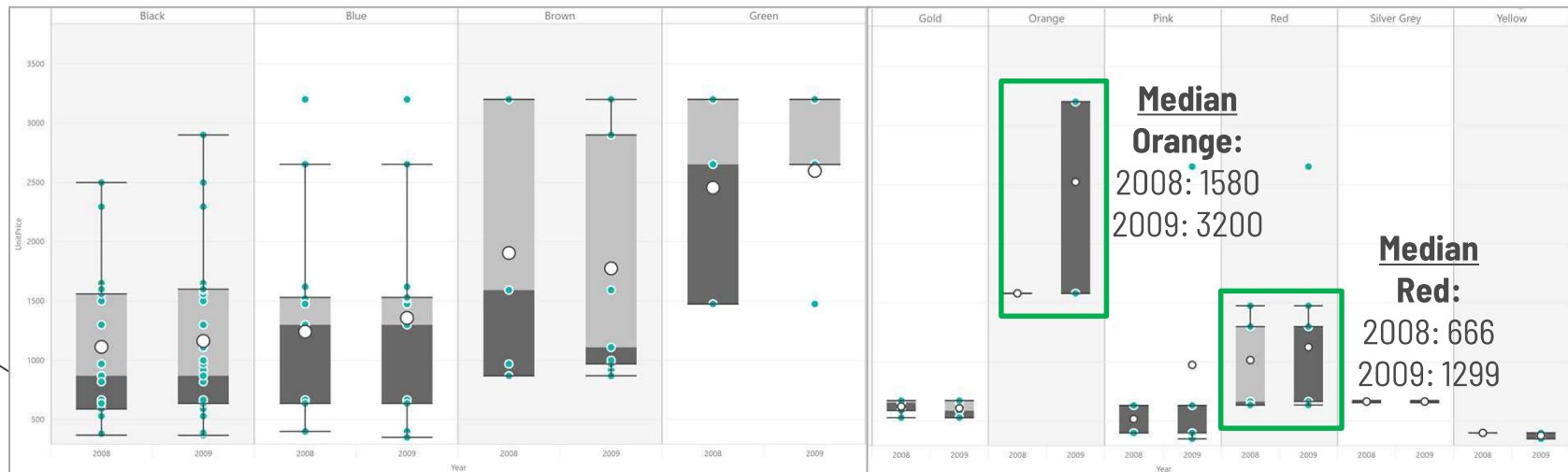
#3 : Focus on High-Price of Deluxe

Median of Unit Price
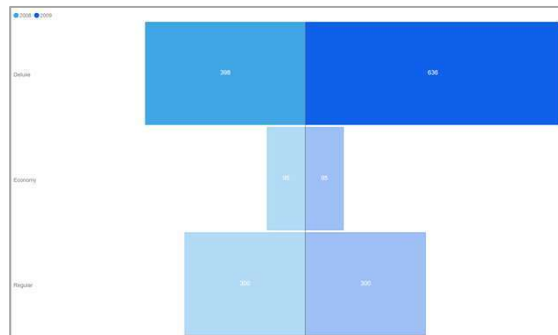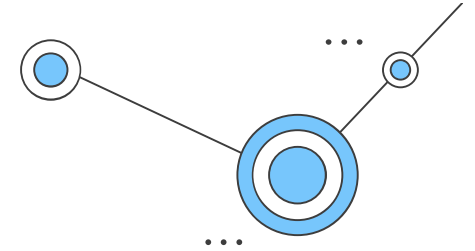

Unit Price: +60%

Deluxe Class Name: **During an economic downturn,** customers tend to **increase buy large quantities of high-cost products (Color: Orange & Red).**

+100. mio.

Unit Price breakdown by top Colors

Median Orange:
2008: 1580
2009: 3200

Median Red:
2008: 666
2009: 1299

Solutions & Next Steps

1. **<u>Increase Number of Transactions:</u>** Push marketing at Asia (Asia region is less affected by economic recession so we could strengthen the Asian market) and NA & Europe: Laptop Product still has high transactions due to high demand.

2. Increase **<u>Quantity</u> Economy**: Push Upsell Strategy for Economy at all continents.

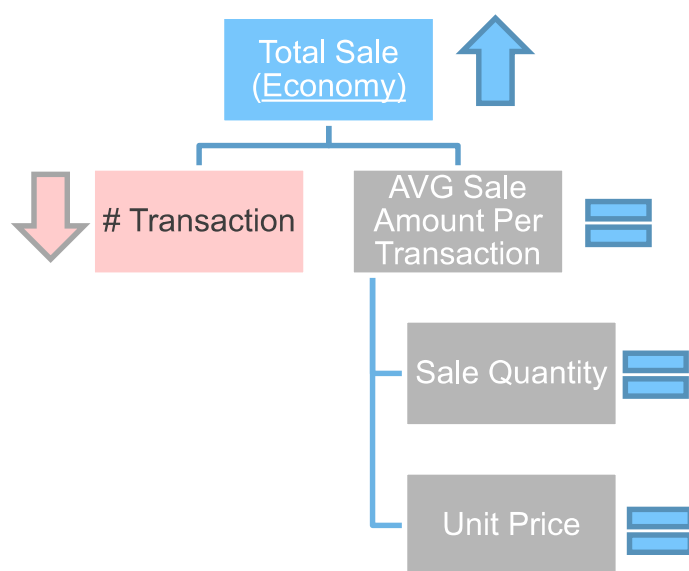3. Focus on **<u>High-Price</u>** of **Deluxe: Research** trending colors **in 2010** to push higher-price products.
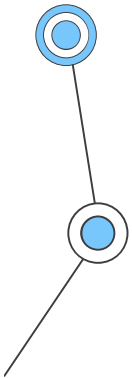
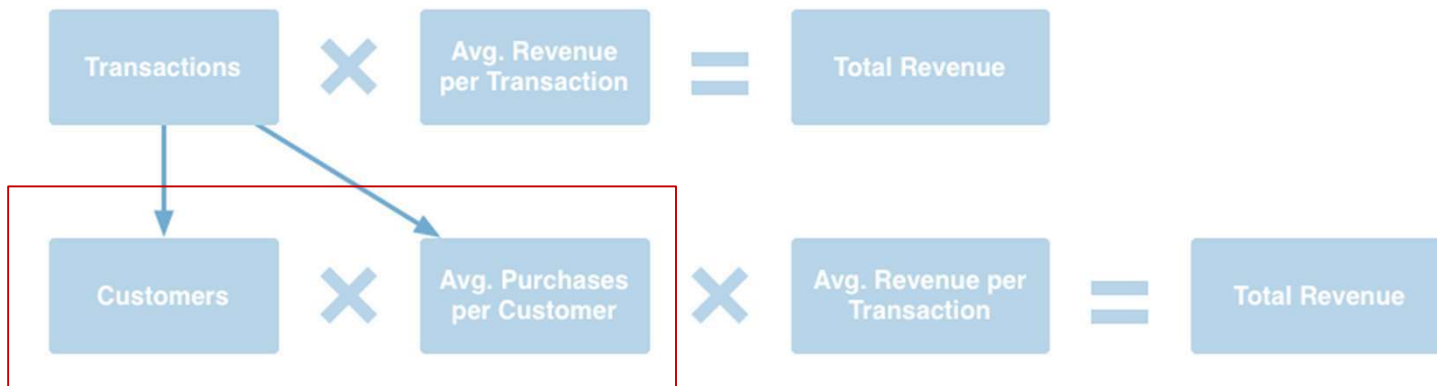Thank you
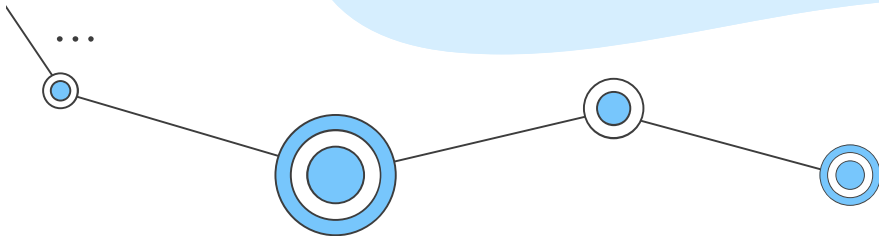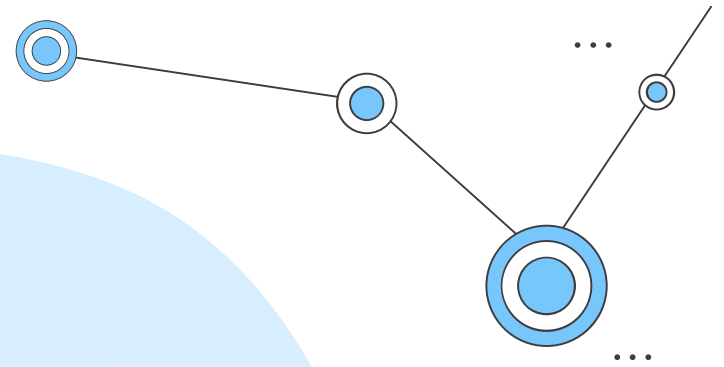
Appendix 2: Beside of Economy, Deluxe & Regular?

Year		SalesKey	Average of Gross SaleAmount	Gross SaleAmount	SalesKey YoY%	SalesQuantity YoY%	Median of SalesQuantity	Median of UnitPrice
⊟	**2009**	**508,115**	**3,863**	**1,963,086,480**	**-21.26%**	**9.54%**	**12**	**230**
	Deluxe	70,427	6,855	482,770,105	-2.01%	-20.43%	9	636
	Regular	270,996	3,936	1,066,584,059	-19.64%	-20.55%	10	300
	Economy	166,692	2,482	413,732,316	-29.44%	41.56%	20	95
⊟	**2008**	**645,317**	**3,509**	**2,264,259,934**	**-36.76%**	**-14.67%**	**10**	**209**
	Deluxe	71,871	7,849	564,120,418	-32.77%	-35.54%	10	398
	Regular	337,214	4,121	1,389,524,200	-28.55%	-30.29%	10	300
	Economy	236,232	1,315	310,615,317	-46.50%	15.11%	10	95
⊞	**2007**	**1,020,440**	**2,772**	**2,828,614,027**			**9**	**185**
	Total	**2,173,872**	**3,246**	**7,055,960,442**	**30.50%**	**50.43%**	**10**	**199**

Revenue in Regular Product dropped because of decreasing of number of Transaction.

Appendix 3: Develop Sale Analytics by Customer

Simple Revenue Model

Transactions × Avg. Revenue per Transaction = Total Revenue

Customers × Avg. Purchases per Customer × Avg. Revenue per Transaction = Total Revenue

We can **get more customers** by increasing **marketing spend** or by **introducing a feature** where customers can invite their friends for **cash credits**.