INSIGHTS AND RECOMMENDATIONS

INSIGHTS

TOTAL SALES BY PRODUCT CATEGORY

- THE OVERALL HIGHEST TOTAL SALES IN PRODUCT CATEGORY IS TECHNOLOGY ABOUT RS. 8.36 L WHILE THE LOWEST SALES IS OFFICE SUPPLIES ABOUT RS. 7.19 L.

TOTAL SALES BY SHIP MODE

- THE OVERALL HIGHEST TOTAL SALES IN SHIP MODE IS SECONDARY CLASS AROUND RS. 13.5 L WHERE THE LOWEST SALES IS SAME DAY AROUND RS. 1.2 L.

TOTAL SALES BY CUSTOMER SEGMENT

- THE OVERALL HIGHEST TOTAL SALES IN CUSTOMER SEGMENT IS CONSUMER ABOUT RS. 11 L WHERE THE LOWEST SALES IS HOME OFFICE ABOUT RS. 4.29 L.

DISCOUNTS

- THE AVERAGE DISCOUNT RANGES FROM 13 - 16%, WHICH SHOWS THE HIGHEST DISCOUNT IS AROUND 16%.
- THIS AFFECTS THE PROFIT, ESPECIALLY IN FURNITURE ON PRODUCT CATEGORY.

RECOMMENDATIONS

IMPROVING SALES PERFORMANCE

- IMPROVE THE SALES PERFORMANCE OF SAME DAY IN SHIP MODE.
- IMPROVE THE SALES PERFORMANCE OF OFFICE SUPPLIES IN PRODUCT CATEGORY.
- IMPROVE THE SALES PERFORMANCE OF HOME OFFICE WHICH IS THE LOWEST IN CUSTOMER SEGMENT.

OPTIMIZING DISCOUNT STRATEGY

- CONSIDER PROFIT BASED DISCOUNTING ON PRODUCTS WHICH ALREADY HAS LOW-MARGINAL .
- IMPLEMENT TARGETED DISCOUNTS FOR THE PRODUCTS WHICH HAS HIGHEST SALES VALUES.

PROFIT GOAL

- PLAN FOR MORE GROWTH IN SALES , SINCE THE SALES ARE INCREASING KEEP ENOUGH STOCK OF PRODUCTS.
- MANAGE SHIPPING PROPERLY WITHOUT ANY LAG AND MANAGE DELIVERY WELL.