INVENTORY INTELLIGENCE

**SCOPE**The aim of Inventory Intelligence is to answer all questions which are related to finding out the number of vendors pertaining to certain specific conditions. This product aims to answer all the queries which begin with “How many vendors…?”.

By zooming out to see how the inventory is doing, we can understand and extract insights that help us drive our vendor capability enhancement initiatives and programmes.

**STRUCTURE**  
The product structure is mainly divided into three pages or views

* Overall
* Details
* Insights

with each page containing information about the following KPIs/metrics –

* Successful Orders
* GMV
* Sessions
* CVR based on placed orders
* Fail rate

Going from the first page/view to the last, the product delves deeper into the vendor aggregates:-

* **Overall**
  + This page gives an overall aggregated/high level view into the data in the form of the aforementioned KPIs to answer questions like-
    - How many active vendors do we have?
    - How many chains have 2 or more than 2 vendors?
    - How many vendors had these many successful orders?

Graphical user interface, application

Description automatically generated

* + The data displayed is from last month, meaning, if the current month is February, this page will show information from January.
  + Sidebar –
    - Graphical user interface, application, Teams

      Description automatically generatedThe button “Refresh Data” can be clicked to refresh the actual data that is being displayed.
    - There is an option to switch numbers from original values to cumulative values – showing exact figures v/s showing a cumulative figure for all KPIs.
    - There are filters for Country->City->Area to drill down the information by location.
    - One can filter down on the vendor vertical as well.
    - One can also filter between Marketplace and TGO vendors.
* **Details**
  + This page delves a little deeper and gives user some more control in terms of investigating the vendor data.
  + Graphical user interface, application, PowerPoint

    Description automatically generatedFor each KPI, the user can select minimum and maximum values by either entering them in the numerical boxes or through sliders.
  + This adds an immensely powerful functionality and gives way to extracting insights such as:-
    - About 50% of vendors had less than 950 sessions in January 2022.
    - About 8% vendors had a CVR between 1-3% in January 2022.
  + Sidebar –
    - Same as Overall Page with the addition of User Ratings to filter out vendors based on their ratings (0-5).

.

* **Insights** 
  + This page delivers information on a Month-on-Month setting. It compares data from last month to the month before (For example, if it is February currently, the user will see a comparison of January v/s December).
  + The MoM trends still are based on the KPIs mentioned previously. The user sees how many vendors are increasing or decreasing in terms of those KPIs. For instance –
    - Almost 45% vendors increased their earned GMV from December to January, while about 33% decreased their earned GMV.
    - There is a decrease of median CVR by 1.61% from December 2021 to January 2022.
  + Sidebar –
    - Chart, PowerPoint

      Description automatically generatedSame as Details page

**SOURCES**All metrics have been calculated using **agg\_vendor\_performance\_daily**

**bta---talabat - > data\_platform -> agg\_vendor\_performance\_daily**