

Arcatron Mobility Finla Project Report

SQL Insights

Project Goals:

- Analyze sales, shipments, and production efficiency.
- Identify top products, regional revenue trends, and shipment efficiency.
- Highlight areas for improvement in customer satisfaction and logistics.

Sales Insights:

Top-Selling Products:

- Products like PROD0343, PROD0155, and PROD0106 are high-performing, with significant sales quantities.

Total Sales Revenue:

- The total revenue generated is approximately \$25.48 million.

Top 5 Products by Revenue:

- **FSS101®** leads with revenue over \$3.3 million.

Customer Satisfaction:

Delivery Satisfaction:

- DHL scores the highest average satisfaction at 3.00, outperforming FedEx and TCExpress.

Customer Feedback:

- Most feedback highlights product durability issues and satisfaction with packaging and service.

Profitability Analysis:

Top Profitable Products:

- **FSS101®** and **FSC101®** stand out, generating profits exceeding \$150 million.

Profitability by Region:

- Regions like Kolkata, Lucknow, and Hyderabad contribute the most to profitability.

Operational Insights:

Shipping Costs:

- FedEx has the highest average shipping cost, slightly higher than DHL and TCExpress.

Production Costs:

- Categories like Shower Commode Wheelchairs incur the highest production costs.

Customer Segmentation:

- Customers are segmented into Low, Mid, and High Spenders.
- High spenders contribute disproportionately to revenue.

Conclusions and Business Decisions:

Growth Opportunities:

Regional Expansion:

- Focus on high-performing regions like Kolkata and Lucknow for expansion.

Product Optimization:

- Enhance features of underperforming products with low ratings, like certain Travel Wheelchairs.

Operational Improvements:

Logistics Optimization:

- Reduce costs associated with FedEx shipments or negotiate better rates.

Production Efficiency:

- Address high production costs in Shower Commode Wheelchairs for better margins.

Customer Focus:

Marketing Campaigns:

- Tailor campaigns in high-profit regions to sustain customer engagement.

Feedback Incorporation:

- Act on common feedback to improve durability and return policies.

Inventory Management:

Reorder Levels:

- Proactively manage stock for products below reorder levels to avoid delays.

Warehouse Optimization:

- Focus on warehouses with the highest stock valuation for efficiency.

Recommendations for Business Growth:

Expand Product Portfolio:

- Invest in top-performing categories and innovate in underperforming segments.

Customer Retention:

- Reward loyal customers and high spenders with discounts or exclusive offers.

Logistics Efficiency:

- Collaborate with high-satisfaction logistics providers like DHL for future operations.

Data-Driven Strategies:

- Regularly update insights using SQL for ongoing trend analysis and operational improvements.

POWER BI Key Insights

Key Insights

Revenue and Profit Trends:

- Revenue and profit figures are substantial, indicating strong financial performance.
- The most profitable products are FSC101® and FSS101®, highlighting their market dominance.

Top-Selling Products:

- Products like the Commode Wheelchair, Shower Commode Wheelchair, and Foldable Wheelchair have the highest sales figures.
- Focus on these products can maximize revenue and market share.

Regional Performance:

- Key cities like Mumbai, Bengaluru, and Delhi lead in sales.
- Lower performance regions like Kolkata and Lucknow indicate potential areas for marketing efforts or operational improvements.

Logistics and Shipping:

- DHL, FedEx, and TCExpress are major shipment methods, with DHL being slightly more cost-efficient.
- Shipping delays are minimal, showcasing an efficient supply chain but still an area for monitoring.

Customer Feedback:

- Positive reviews on product quality and delivery timeliness indicate customer satisfaction.
- Areas for improvement include customer support and return policies.

Cost Analysis:

- Production and logistic costs are well-documented. Products like FSC101® and FSS101® have manageable costs, further driving profitability.

Business Understanding and Recommendations

Market Penetration:

- Expand presence in underperforming regions like Kolkata and Lucknow by launching promotional campaigns and improving local logistics.

Product Development:

- Leverage customer feedback to enhance product durability and return policies.
- Introduce variations or accessories for top-selling products to capture niche markets.

Operational Efficiency:

- Optimize logistics by further evaluating cost differences between DHL, FedEx, and TCExpress.
- Invest in technology to enhance shipment tracking and reduce delays.

Customer Relationship Management:

- Establish a robust customer support system to address complaints and queries efficiently.
- Use customer segmentation insights to tailor marketing efforts for corporate, government, and individual segments.

Data-Driven Decision Making:

- Monitor trends in sales and profitability quarterly to identify seasonality or shifts in demand.
- Employ advanced analytics to predict inventory needs and reduce overstocking or stockouts.

These insights and strategies provide a solid foundation for business growth and operational excellence. Let me know if you'd like help refining these recommendations or creating a detailed report!