

Bulkpro Analysis Report

The data analyst team was tasked by Bulkpro's management team to investigate the decline in overall orders for the Platinum category, both in terms of the number of orders and daily product quantities ordered. After analyzing various key metrics, including monthly and daily order quantities, average daily order quantity per product, new products onboarded, and sales of new products, we have discovered some valuable insights.

Our analysis revealed that there was a steady decline in monthly and daily total order quantities from January to May, with a significant drop in orders between March and April. This decline can be attributed to the global COVID-19 pandemic that occurred during the same period. However, the average daily order quantity per product remained relatively constant throughout the period, indicating no significant change in the demand for individual products in the Platinum category.

Furthermore, we observed that the number of new products onboarded showed a gradual increase from January to May, with a significant increase in May. This could be a sign that Bulkpro is trying to expand its product line to attract more customers. The sales of new products onboarded also showed a gradual increase from January to May, with a significant increase in May, indicating a positive response from customers towards the new products.

Based on our analysis, we recommend that the management team should closely monitor the impact of the COVID-19 pandemic on sales and orders. Moreover, they should consider expanding the product line further, given that new products onboarded and sales of new products are showing positive growth. We have shared this report with the Bulkpro management team to keep them updated on the key learnings.

The data analyst team should continue to monitor and analyze the key metrics to identify any future trends or changes in customer behavior, and we suggest that the management team should take appropriate measures to respond to these changes proactively.