



Business Objective



- A retailer company running over a decade provide facilities about Sports, Clothes & Shoes, Children's Product, Outdoors Products.
- From 2017 they started service to provide home delivery to their respective customers.
- Now the stakeholder want to know about how their overall newly developed online services work.

Business Overview:

The retailer company has been a well-established player in the sports, clothing, shoes, and children's product markets for over a decade. They have a strong presence and customer base in these sectors. In 2017, recognizing the changing consumer landscape and the growing demand for online shopping, the company embarked on a new venture to provide home delivery services to its customers. This strategic move aimed to enhance the shopping experience and expand the reach of the brand in the digital space.

Problem Statement:

Despite the company's decade-long success in the traditional brick-and-mortar retail space, the stakeholders now face the challenge of comprehensively understanding and optimizing their newly developed online services. They seek answers to a range of critical questions and challenges.








Approaches



- Sales, Profits & Revenue Generated Over The Years.
- Customer segment & Satisfaction.
- Supplier Performance.

Technical Process

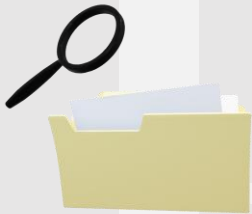
-  Data Collections, it's easy because I get data from Kaggle.
-  Data Exploration.
-  Data Modeling.
-  Define relationship between two table and join them.
-  Tools & Techniques Used: Excel, Powe Pivot, Chart, & Excel's Inbuilt Functions.



Sales & Profits Dashboard



Years	Sales YOY	Profit YOY
2017	▲ 15.98%	▲ 15.86%
2018	▲ 18.78%	▲ 18.76%
2019	▲ 22.79%	▲ 22.77%
2020	▼ 19.34%	▼ 19.46%
2021	▲ 23.11%	▲ 23.14%



185013
Total Customer

309276
Total Sale

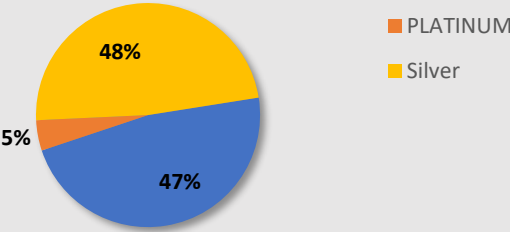
13615733
Total Profit

25641503
Total Revenue

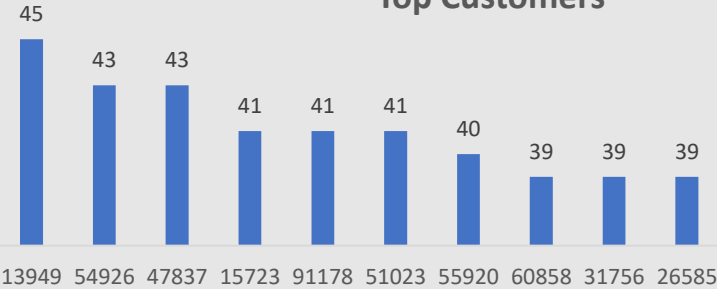


Customer Satisfaction

Customer Segment



Top Customers

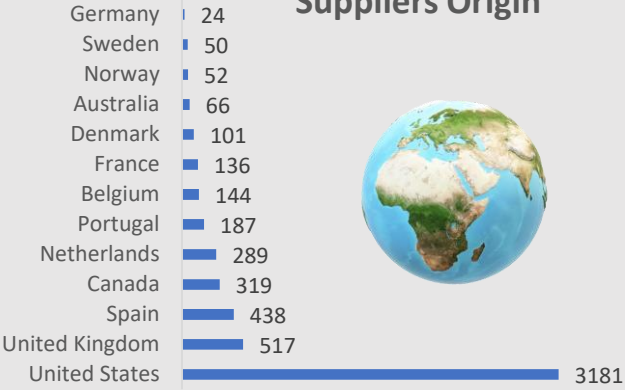


Average Delivery Time

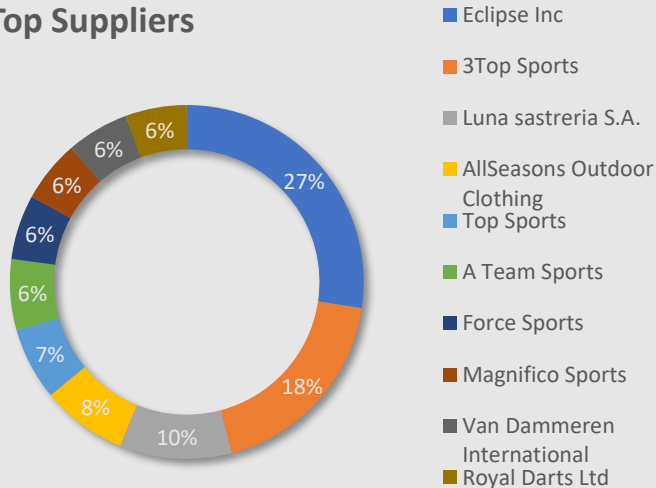


Supplier Performance

Suppliers Origin

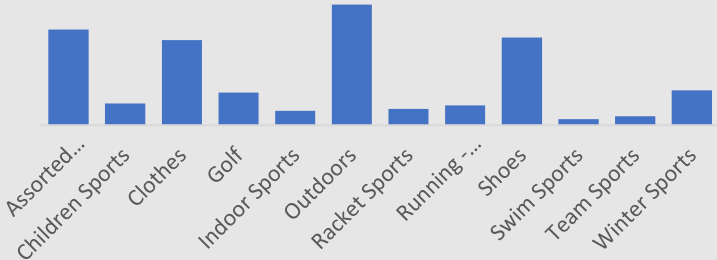


Top Suppliers



Sales & Profits

Revenue By Product



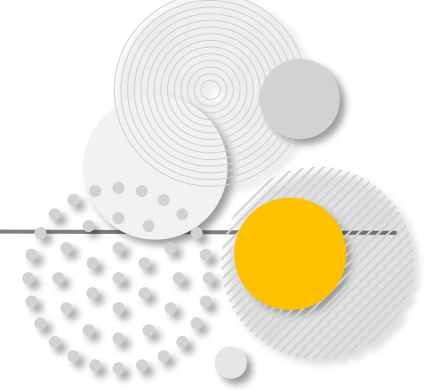
	Satisfied	Not Satisfied	Neutral
Sales	98.76%	0.11%	1.11 %
Profit	98.78%	0.11%	1.09%

Monthly Sales





Insights



Sales & Profit

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Over the past five years, the company has demonstrated consistent growth in both sales and profits.

➤ Sales Year-Over-Year (YOY):

- Certainly. Sales showed steady growth until 2019, with a remarkable increase of 22.79%, but experienced a dip in 2020.
- However, they rebounded impressively in 2021, surging by 23.11%.

➤ Profit Year-Over-Year (YOY):

- Profit margins mirrored the sales growth, with YOY increases closely matching those of sales throughout the years.
- This consistency indicates effective cost management and an ability to convert sales into profits, maintaining a healthy business performance.

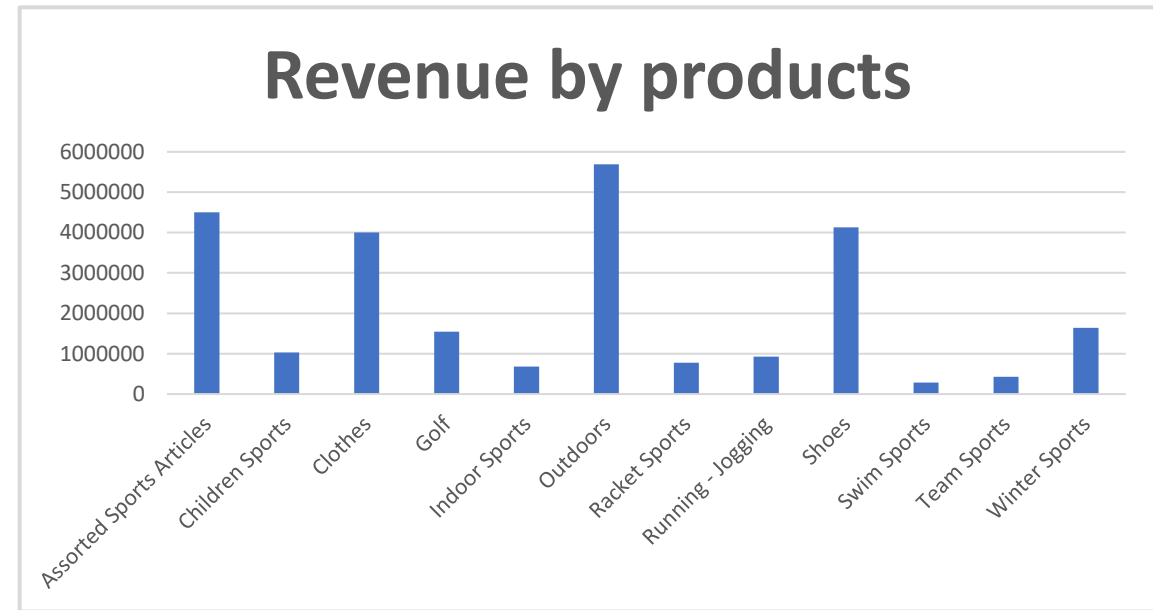
- The product categories with the highest revenue are Assorted Sports Articles, Clothes, and Outdoors accounting for a significant portion of the total revenue.
- Categories with lower revenue, such as Swim Sports and Indoor Sports, may represent growth opportunities that could be explored further.

➤ Sales Performance:

- Clothes and Outdoors are the top-performing categories in terms of sales, with 64,780 and 45,527 units sold, respectively.
- Indoor Sports and Swim Sports have relatively lower sales figures, indicating potential areas for improvement.

➤ Profitability Insights:

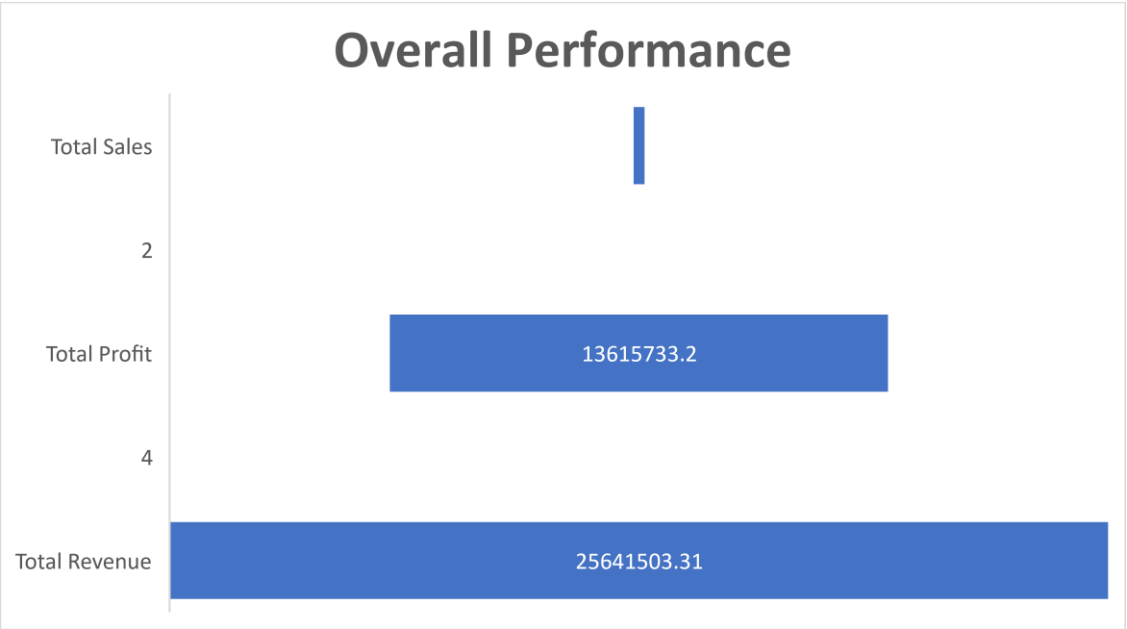
- Assorted Sports Articles and Outdoors generate the highest profits, with 2,300,128.34 and 2,999,977.81, respectively.
- Team Sports and Swim Sports show lower profitability compared to other categories, suggesting opportunities for cost optimization or pricing adjustments.



- Satisfied customers drive 98.77% of both sales and profits, underscoring their pivotal role in financial success.
- Neutral customers contribute just 1.11% of sales and 1.10% of profits.
- Unsatisfied customers have a minimal impact, representing only 0.12% of both sales and profits.



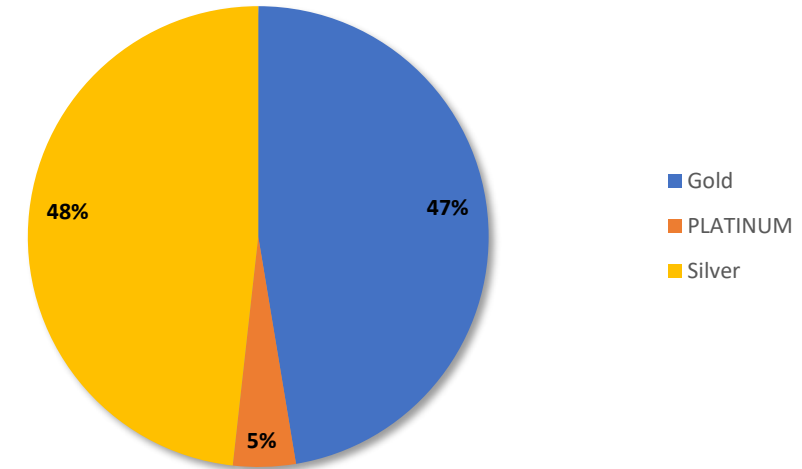
- Total Sales: 309,276
- Total Profit: \$13,615,733.20
- Total Revenue: \$25,641,503.31



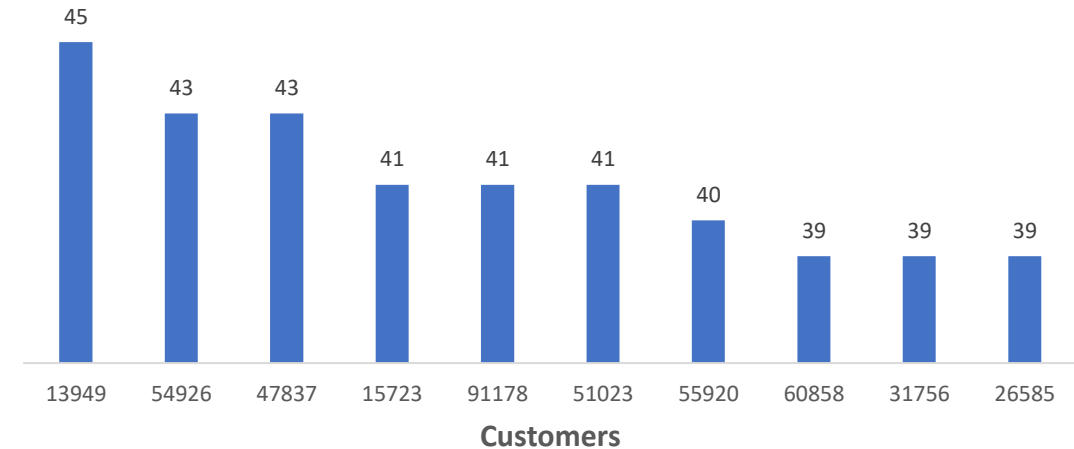
Customer Satisfaction

- Silver customers, the largest segment, make up 48% of our customer base.
 - Gold customers are close behind, with 47% in total.
 - Platinum customers, while fewer in percent at 5% represent a valuable segment with high potential for increased engagement.
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- The customer with ID 13949 leads with the highest number of orders at 45, falling into the Silver customer type.
 - Following closely are customers with IDs 54926, 47837, 15723, 91178, 51023, and 55920, each with 40 or more orders, all belonging to the Silver customer type.
 - Customers with IDs 60858, 31756, and 26585 have 39 orders each, representing the Gold, and Platinum customer types, respectively.

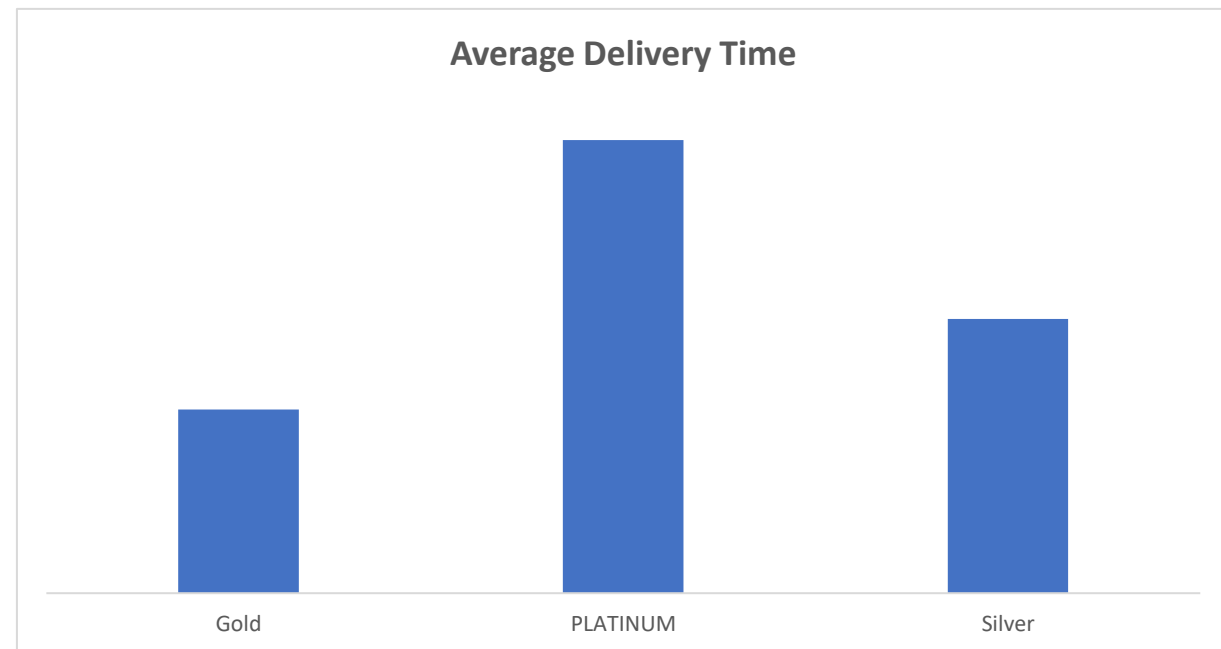
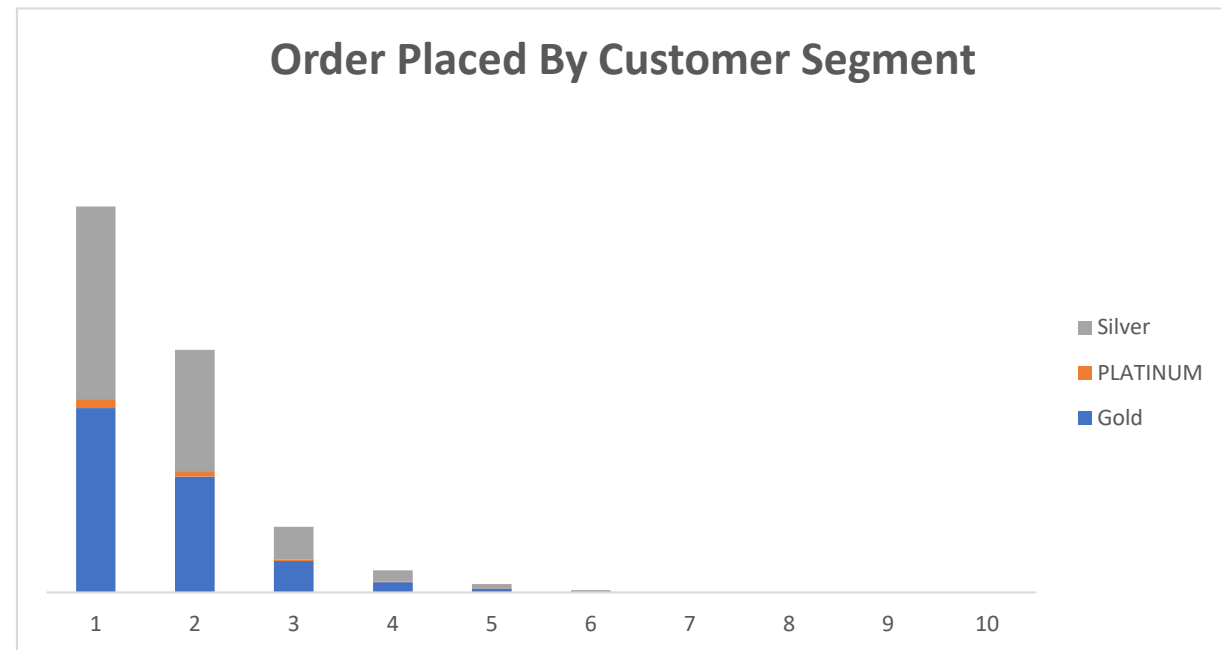
Customer Segment



Top Customers



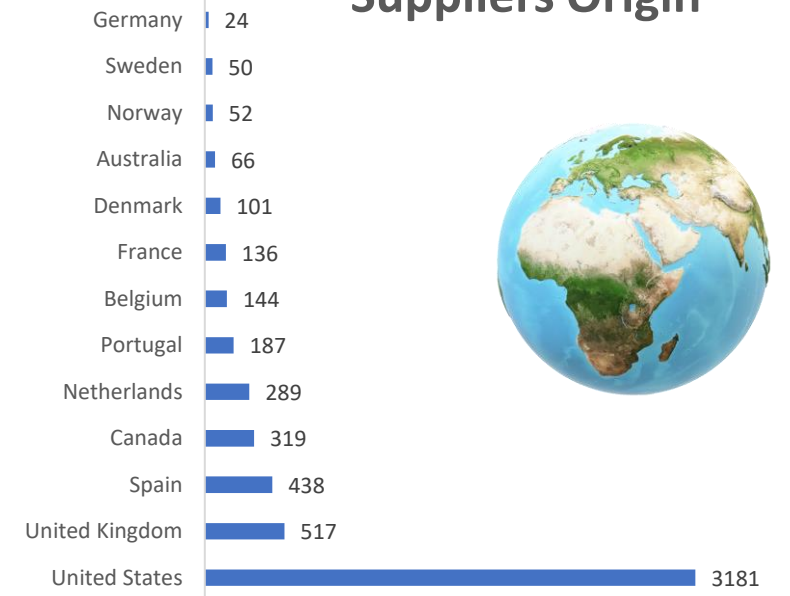
- Customers with a Silver status placed the most orders, with 48,999 orders for quantity ordered 1, followed by 30,812 orders for quantity ordered 2.
- Gold status customers also contributed significantly, with 46,883 orders for quantity ordered 1 and 29,438 orders for quantity ordered 2.
- PLATINUM status customers placed the least number of orders for both quantity ordered 1 (2,239) and quantity ordered 2 (1,417).
- For higher quantity ordered levels, the number of orders significantly decreases across all customer types, indicating a trend of lower order frequency as the quantity ordered increases.
- On average, it takes approximately 1.05 days for Gold status customers to receive their orders.
- PLATINUM status customers experience a slightly longer average delivery time of about 1.08 days.
- Silver status customers fall in between, with an average delivery time of around 1.06 days.



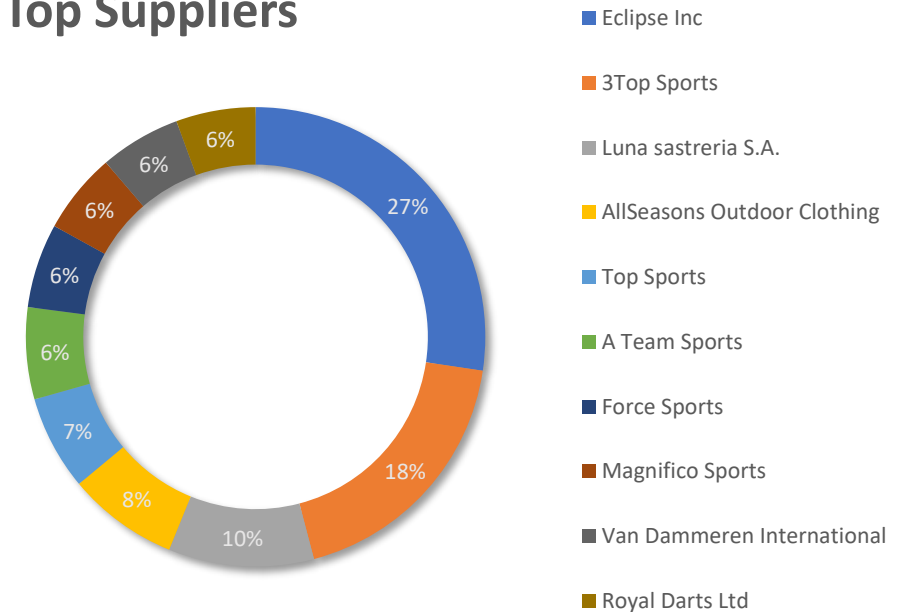
Supplier Performance

- The majority of suppliers are based in the **United States**, with a substantial total of **3,181** suppliers, making it the primary source of products.
- **Australia** and **Germany** round out the list with a smaller number of suppliers.
- Top suppliers that contribute to the organization so we can get better performance.

Suppliers Origin



Top Suppliers



Key Considerations

Customer Satisfaction Drives Revenue: The data shows a strong correlation between customer satisfaction and sales and profits. Satisfied customers contribute significantly to the company's financial performance.

Top Suppliers Impact Supply Chain: Identifying and nurturing relationships with the top suppliers is crucial for ensuring a smooth supply chain, product availability, and potential cost-saving opportunities.

Delivery Times: Most deliveries are made within one day, but a few outliers take longer, possibly affecting customer satisfaction. Investigate and streamline the delivery process to maintain consistency.

Recommendations

Customer Satisfaction Enhancement: Focus on strategies to enhance customer satisfaction, such as improving product quality, customer service, and post-purchase support.

Supplier Relationship Management: Strengthen relationships with the top suppliers and explore opportunities for strategic partnerships, bulk discounts, or improved terms.

Optimize Delivery Process: Investigate why a small percentage of deliveries take longer than one day and work on process optimization to ensure timely and consistent deliveries.

Thank You!



Satyajeet