

COMPANY ABC CUSTOMER PURCHASE DATA ANALYSIS



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ABOUT THE DATASET

- The dataset contains details about various products of a company ABC.
- The data has attributes such as Region, Sales amount, Origin, Refunded, etc.
- The company has 7 products: A, B, C, D, E, F and G.
- Dataset also contains Date-time of registration and purchase.
- Assuming registration means putting a particular product on cart and purchase means completing the transaction for that product.
- Since we neither have customer id's nor customer last name so assuming all customers with same name as the same customer.
- All the data mentioned in the set contains data for only people who have ended up purchasing.

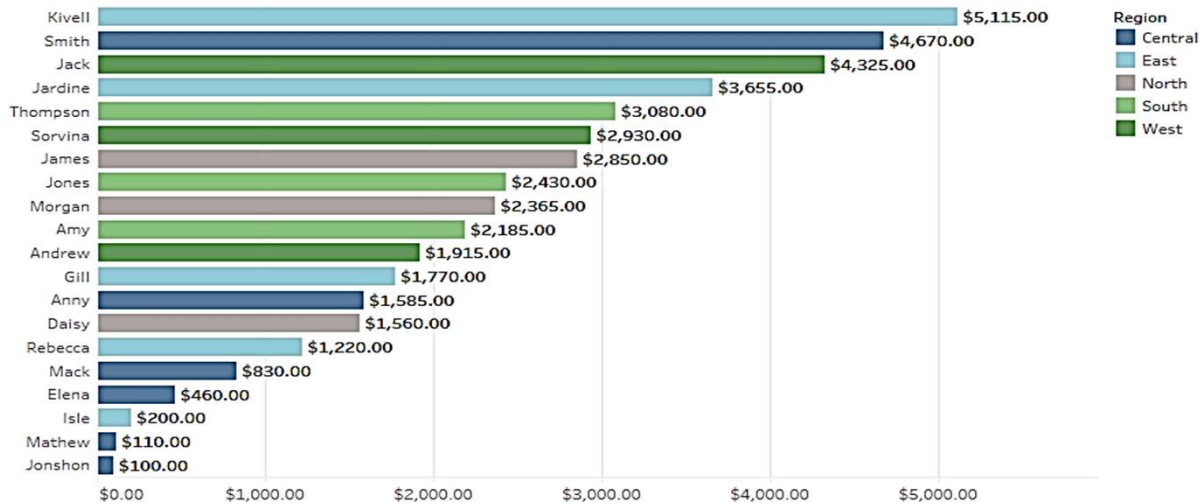
SUMMARY

The presentation focuses on :

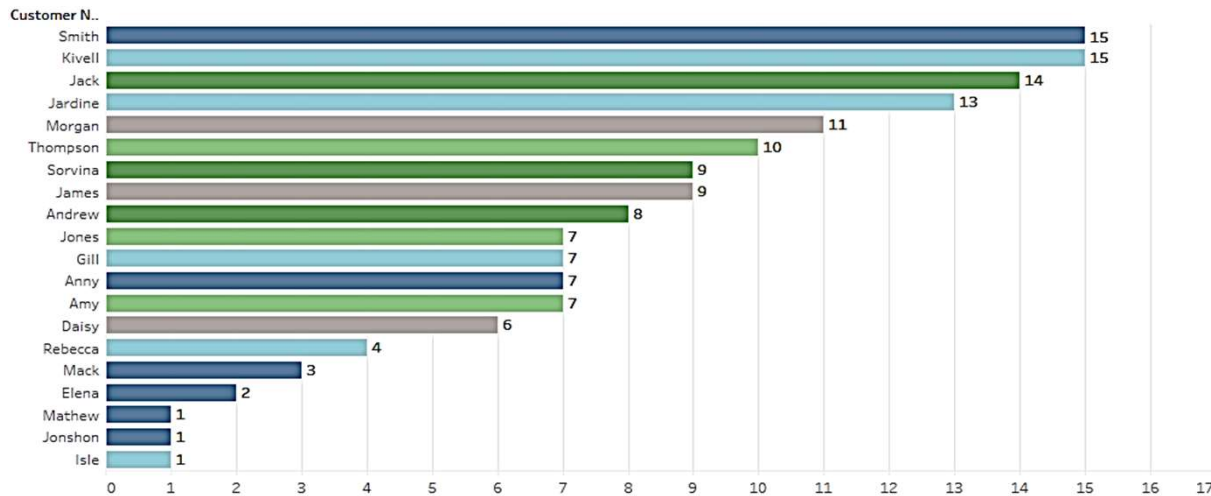
- Trends in:
 - Customer's Orders
 - Products ordered, price and Sales
 - Origin of orders
 - Region-wise Sales.
 - Total Sales
 - Refunds
- The process through which we will convert the prospect into a customer.

Our objective is to make recommendations to the sales team so the process of reach-out to conversion is more optimised.

CUSTOMER ORDERS AND SALES



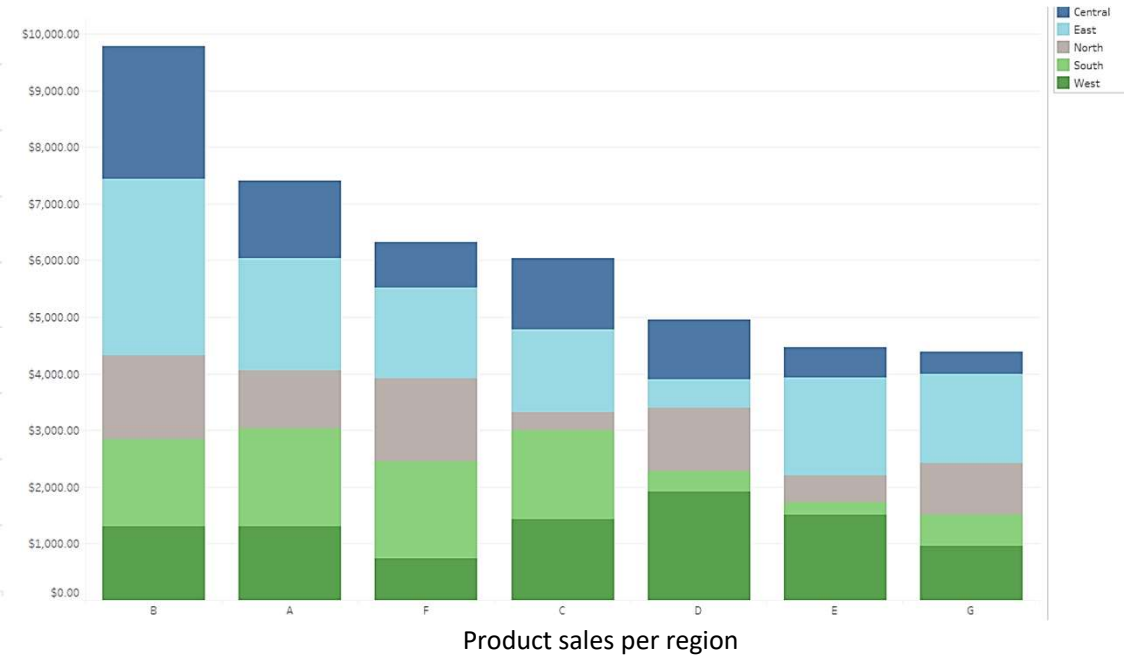
Customer Orders



Customer Sales

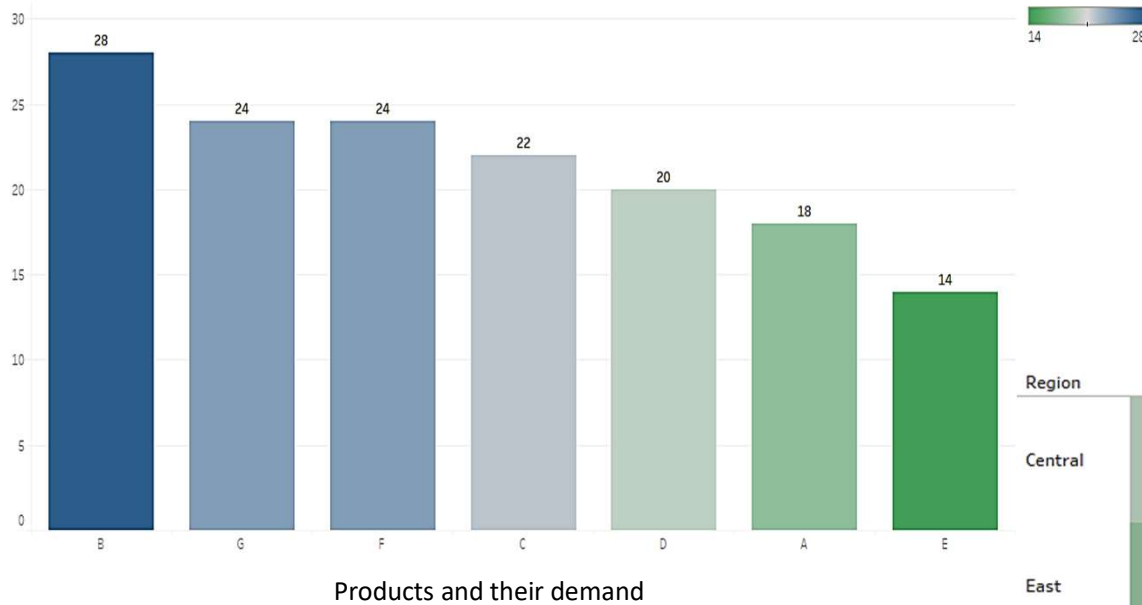
- Kivell from *Eastern* region is our top customer with maximum Sales as well as Orders followed by Smith from *Central* and Jack from *Western* region.
- Customers from *Central* and *Eastern* region provide maximum as well as minimum *sales*.
- Among the Customers, the above mentioned region provides us with maximum *no. of customers* i.e. 11 while rest with 9 *customers*.

PRODUCTS ORDERED, PRICE AND SALES



- Product A is most expensive product with cost of about 411 followed by Product B and E with prices nearly 350 and 319 respectively.
- Product G is the least expensive product priced at 183 approx..

PRODUCTS ORDERED, PRICE AND SALES



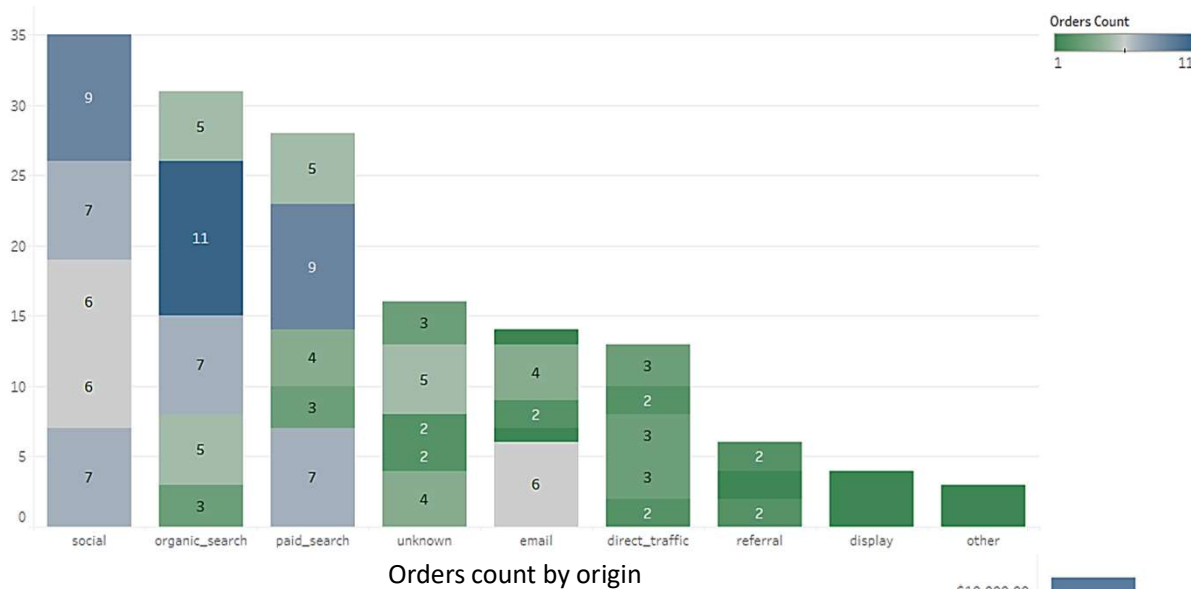
- Product A although ordered less frequently still provides significant amount of Sales.
- Product B,G and F are significantly high in demand on the other hand Product A and E have least demand.

- Product B has been ordered maximum no. of times and it also provides us maximum total sales followed by Product G but it in turn turns out to be with least amount of total sales .
- Product E has been ordered the least number of times.

Region	A	B	C	D	E	F	G
Central	\$1,370.00	\$2,335.00	\$1,260.00	\$1,060.00	\$530.00	\$800.00	\$400.00
East	\$1,970.00	\$3,125.00	\$1,460.00	\$500.00	\$1,725.00	\$1,605.00	\$1,575.00
North	\$1,030.00	\$1,470.00	\$320.00	\$1,125.00	\$470.00	\$1,460.00	\$900.00
South	\$1,735.00	\$1,550.00	\$1,580.00	\$350.00	\$220.00	\$1,710.00	\$550.00
West	\$1,300.00	\$1,300.00	\$1,425.00	\$1,925.00	\$1,515.00	\$740.00	\$965.00

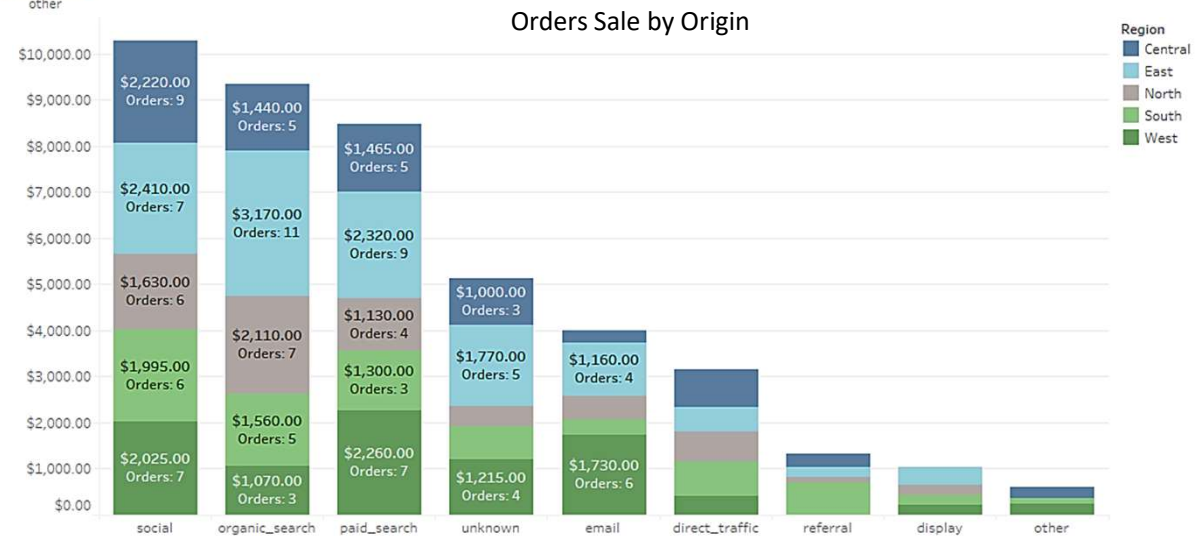
Product sales per region

ORIGIN OF ORDERS AND SALES

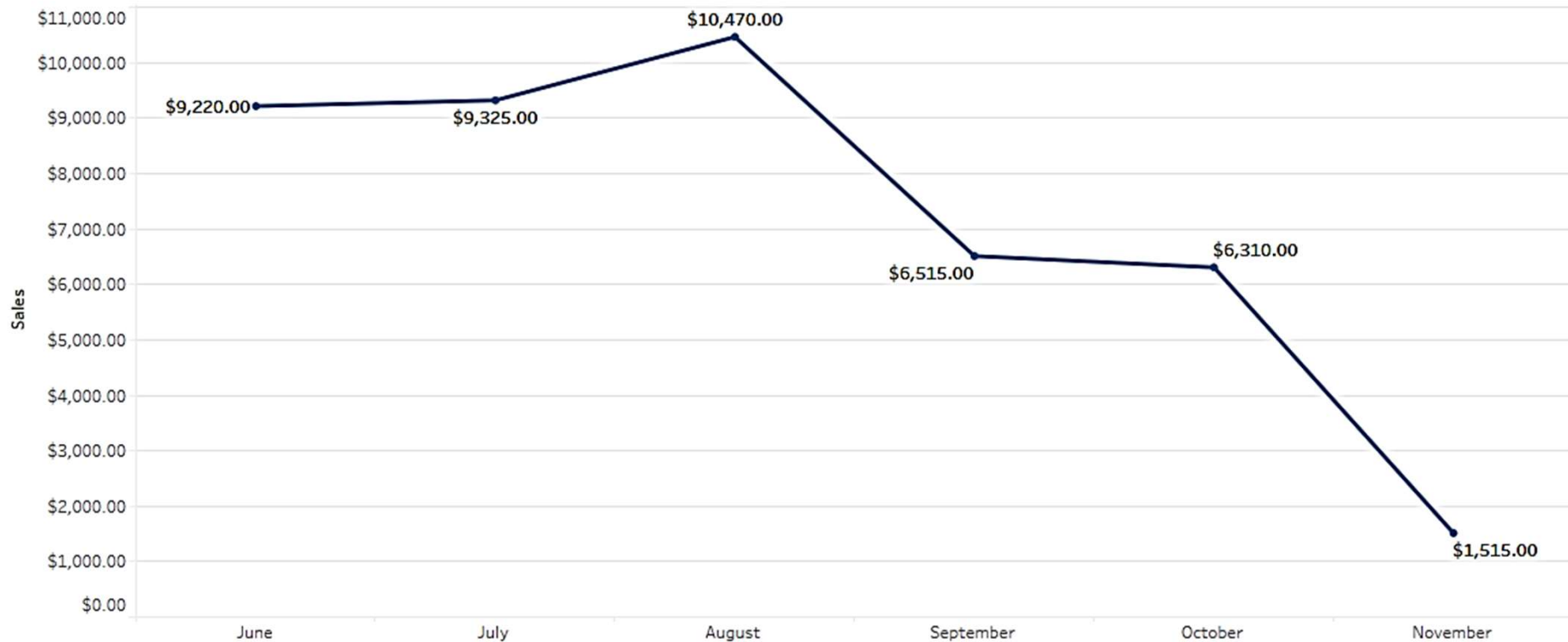


- Referral, display were among the worst performers. Among the customers preferring referral mode a large chunk were from south and in display it was from East.

- Social media contributed with greater share in amount of orders placed followed by organic search and paid search resp.
- Among the orders, a set of 11 orders came from Eastern Region.

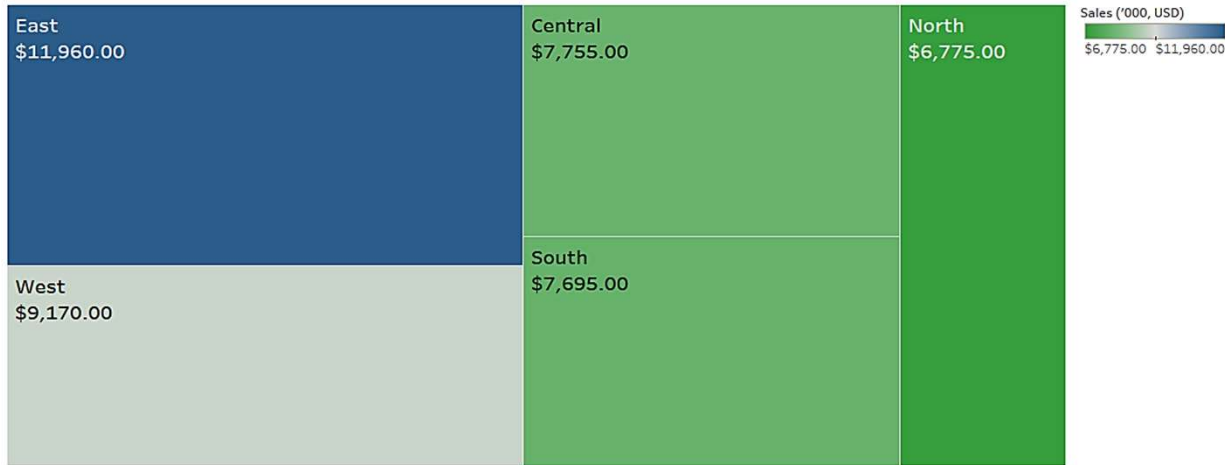


TOTAL SALES

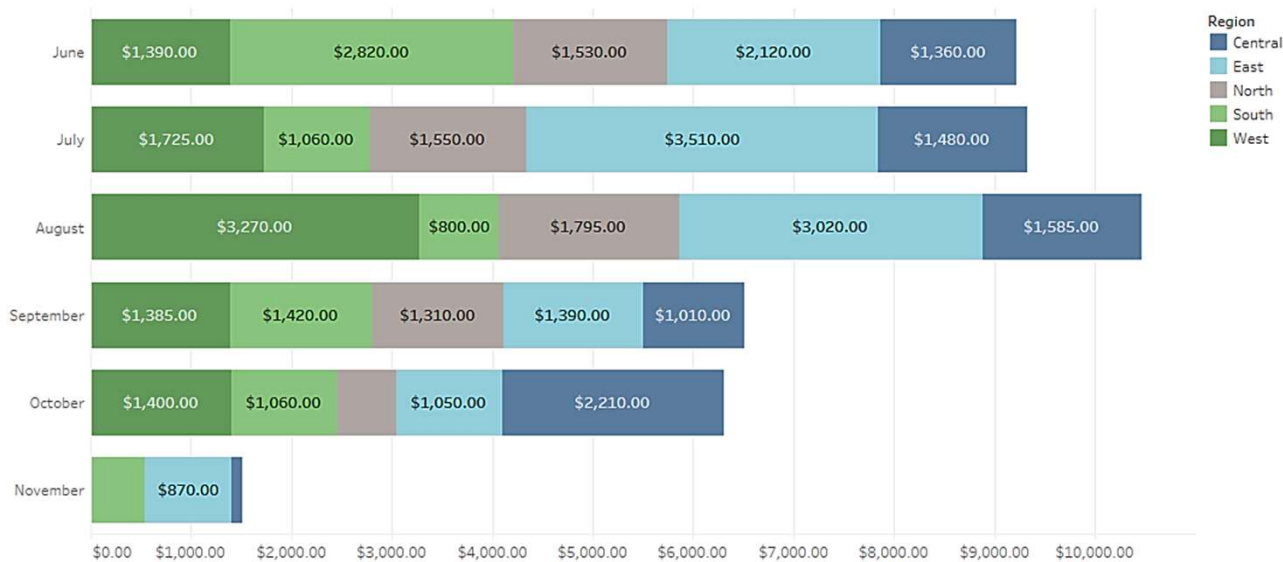


- After the month of June the sales had started to increase till August reaching \$10.5k mark and then a sudden fall in sales was noticed and finally in November the sales were \$1.5k.
- So, sales in the month of August was maximum and minimum in the month of November.

REGION-WISE SALES

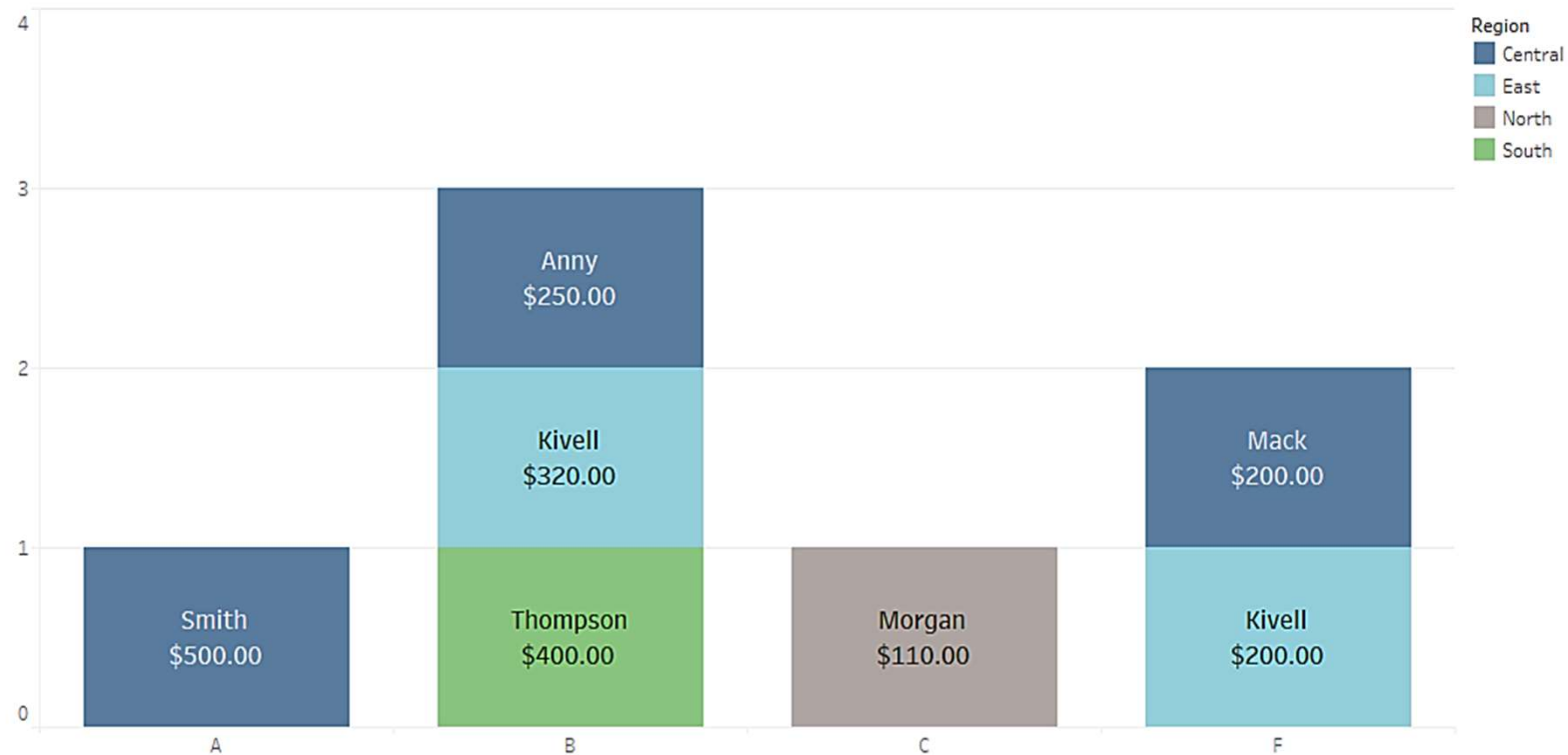


- Eastern region has provided the company with a big chunk of sales followed by Western region.
- Central and Southern region has contributed with almost the same amount of sales.



- The most probable reason for the sudden shrink in sales in the month of November will be Negligible amount of sales in Northern, Central and Western region.

REFUNDS



- Refund on Product B has taken place most number of times followed by Product F.
- Central region has claimed the most number of refunds followed by Eastern Region.
- Kivell has Claimed the maximum(2) refunds amounting to \$520.0 while the most costly refund was claimed by Smith.
- Western region hasn't claimed any refund till date.

FINDINGS

- Kivell, Smith and Jack are our Top 3 customers and they (except Jack) also have claimed a significant amount of refund from the company.
- Customers from Central and Eastern region provide significant sales as well as maximum customers to our company. In addition to that they also have claimed the most number of refunds.
- Products A, B and E are the Top 3 expensive products from produced by our company and G being the least expensive one.
- Products B, G and F are the Top 3 selling products and Product E being least selling one.
- Social media has helped Company in making a majority of sales while referral and display didn't had any significant effect on the sales.
- Sales have been declining at a very high rate after the month of August despite it being the month with maximum sales.
- Eastern region has served the company with a largest chunk of sales followed by Western region and till date western region hasn't claimed refund on any product.
- Refund on Product B has taken place most number of times followed by Product F.

RECOMMENDATIONS

- Company should incentivise customers like Smith, Kivell and Jack with special discounts/offers after they shop for a certain amount so as to retain them.
- It should also try to specially boost sales of Expensive products such as A,B and E via advertising them either on social media or paid search as they will in turn lead to further higher sales.
- Company should at least try to retain customers of their best selling products i.e. Product B,G and F.
- Company should at least try to maintain sales in Eastern and Western regions and should try to improve sales in other regions too.
- Company should try to overcome the drawbacks that are leading to refund of products especially on product B.
- Company needs to Revamp sales in Western, Northern and Central region for especially what happened in November month.