**BULKPRO CASE STUDY**

Bulkpro is an online selling enterprise specializing in procuring products in multiple categories from local customers and selling them to buyers in bulk through the website throughout India.

We have two datasets from Bulkpro. They are order details and product details datasets.

**Order Data:**Order data contains information about the orders placed for different products. The dataset includes features such as order id, product id, order units, and order data.

**Product Data:** Product data contains information about the different products available in Bulkpro. The dataset includes features such as product id, product category, product launch date, product source, and Google search keywords.

**Problem Statement:**

The objective is to determine the causes of the overall drop in platinum category orders. With the information provided and by doing data analysis to find the elements influencing the decline in sales and make recommendations to boost sales.

**Insights from the Analysis:**

* The dataset contains information about the orders for four months from January 2022 to April 2022.
* As we don’t have any historical data, there is no possibility of finding the trends, but as the problem statement describes that, there is a decline in orders
* We can see high demand for the product in January and February.
* There is a fall in the orders in March and April. By doing data analysis of the data set.
* There is a total of 75.73K orders placed in total.
* 62.24% of the total orders are from the platinum category.
* 24.69% of the orders are from Silver, 7% from bronze, and 6.08% from Gold. This shows that the majority of sales are from the Platinum category.
* A total of 80 million units orders are from telemarketing sources, 42 million units are from Websites, 22 million from Google i.e., organically, 4 million units from WhatsApp and, 3 million units from Android
* Telemarketing plays a vital role when compared to other sources of orders.
* There are 14.93K Products in total inclusive of all categories of which only 1967 products have been ordered.
* Products added every month

o January - 3541 products

o February - 3438 products

o March – 3859 products

o April - 4092 products

* Products added every month in the platinum category

o January – 2089 products

o February - 2053 products

o March – 2493 products

o April - 2657 products

* There is a total of 9292 products in the platinum category
* 67.27K orders were made for platinum products and a total of 152 million units are purchased.
* There is approximately a 50% decline in sales from February to March.
* The Telemarketing source shows the same trend as the sales shows.

**Suggestions to Improve Sales**

* From the above insights, it is clear that the sales from the Telemarketing source dropped immensely from February to March by 50% approx. We have to look into the reason for the decrease in their performance and take corrective measures to improve performance.
* Another suggestion is to look into digital marketing channels, the sales are through the website, the firm can improve its digital marketing presence. By improving the digital marketing presence, sales might increase as more people might know about the website.
* We can see an increase in the products every month, i.e., new products are included in website. We can use recommendation systems to suggest new products based on their previous choices.
* As we already know, telemarketing is the source that contributes more to sales, we can work on social media platforms and use paid marketing campaigns to increase awareness about the website and its services.