

# QVC Analysis

QVC Analysis	Top Six Categories by Market Segmentation	Most Popular Categories by State and Warehouse Location	Delivery Time vs. Distance, Late Delieveries and Returns	Observations and Facts:
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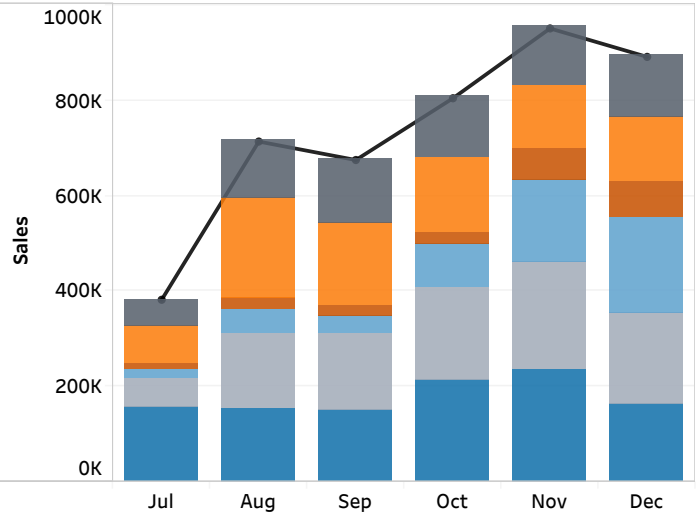
## QVC Analysis CIS 9557 (Spring 2018)

Divya Karelia  
Chani Thakkar  
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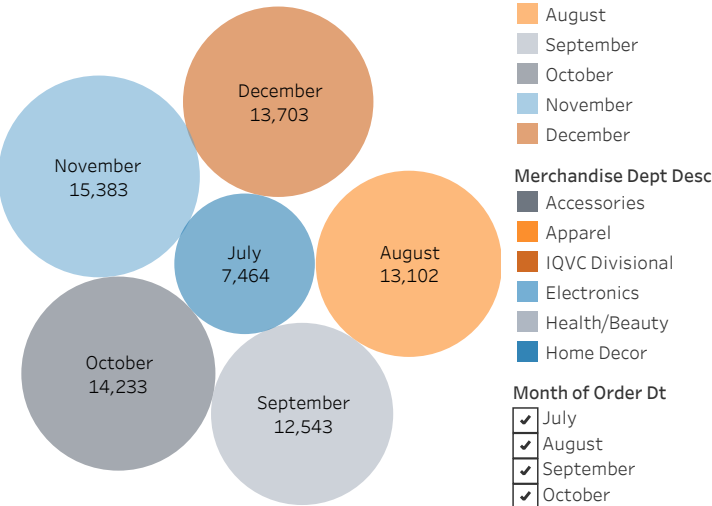
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Top Six Categories by Sales



Products sold over time



Month of Order Dt

- July
- August
- September
- October
- November
- December

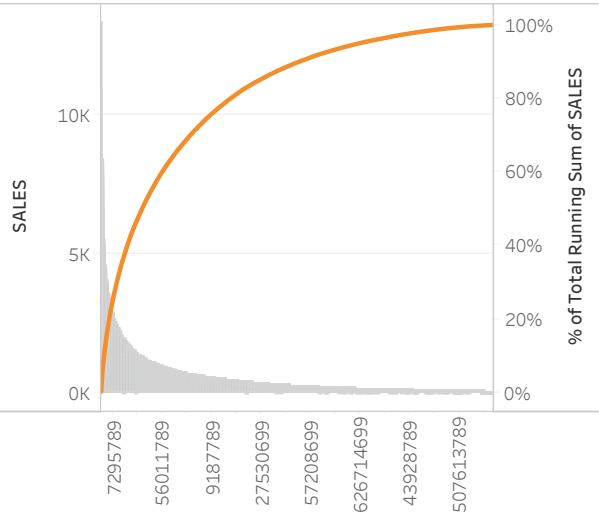
Merchandise Dept Desc

- Accessories
- Apparel
- IQVC Divisional
- Electronics
- Health/Beauty
- Home Decor

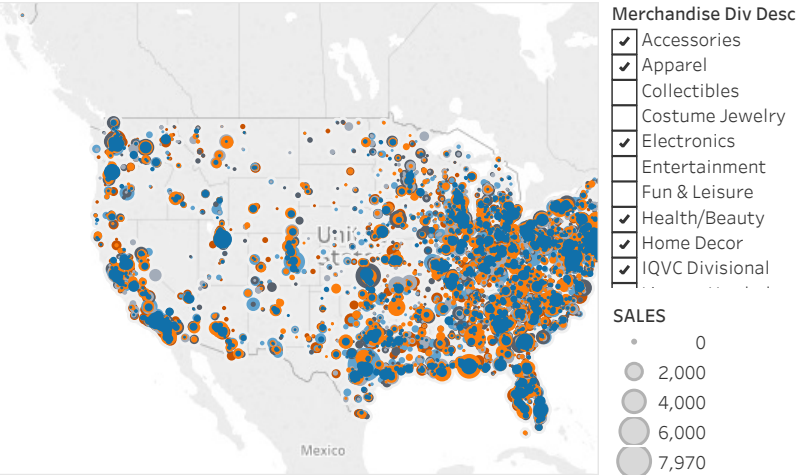
Month of Order Dt

- ☒ July
- ☒ August
- ☒ September
- ☒ October
- ☒ November
- ☒ December

Sales by Customer



Product Segmentation/Sales by geographical area



Merchandise Div Desc

- ☒ Accessories
- ☒ Apparel
- ☐ Collectibles
- ☐ Costume Jewelry
- ☒ Electronics
- ☐ Entertainment
- ☐ Fun & Leisure
- ☒ Health/Beauty
- ☒ Home Decor
- ☒ IQVC Divisional

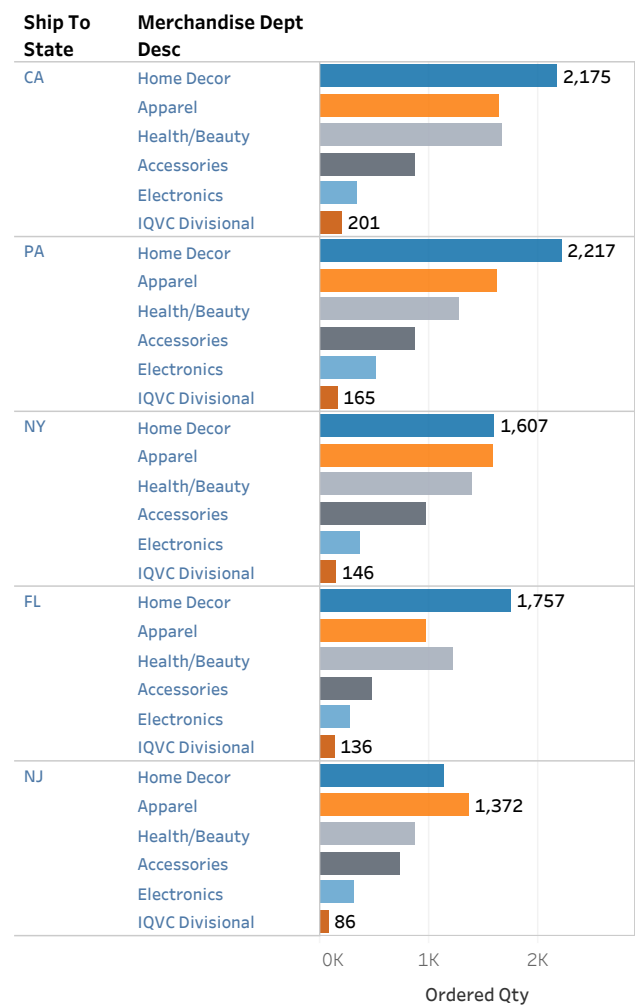
SALES

- 0
- 2,000
- 4,000
- 6,000
- 7,970

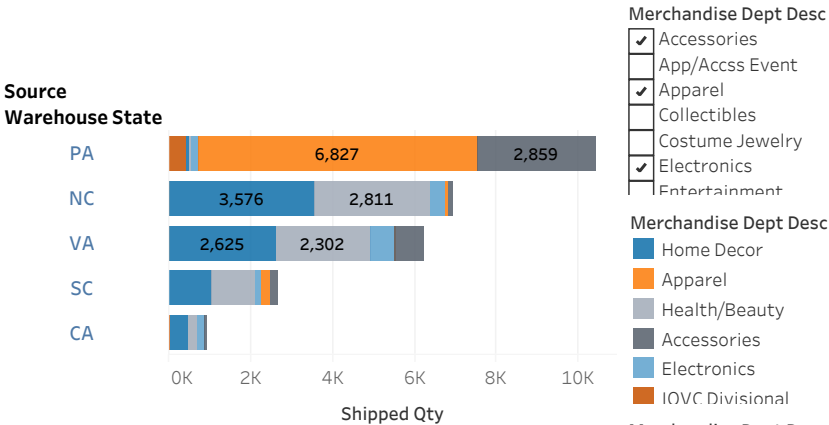
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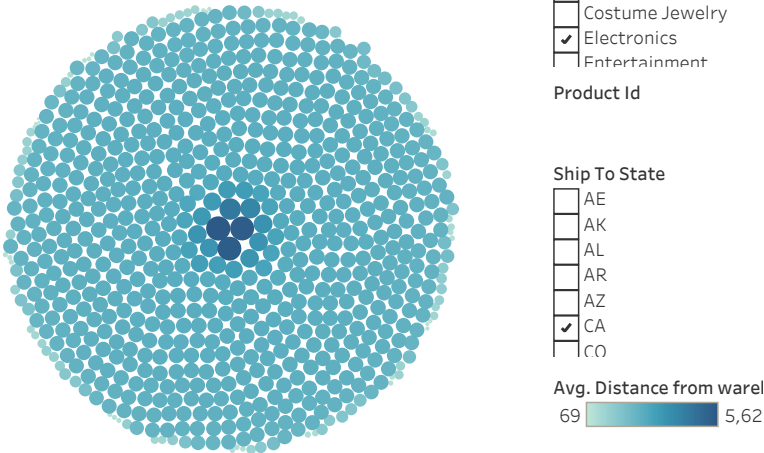
## Most Popular Categories Ordered by State



## Most Popular Categories Shipped by Warehouse



## Average Delivery Distance of Top N% Products of a State



Top N %  
20

- Merchandise Dept Desc
- ☒ Accessories
  - ☐ App/Accss Event
  - ☒ Apparel
  - ☐ Collectibles
  - ☐ Costume Jewelry
  - ☒ Electronics
  - ☐ Entertainment

- Merchandise Dept Desc
- Home Decor
  - Apparel
  - Health/Beauty
  - Accessories
  - Electronics
  - IQVC Divisional

- Merchandise Dept Desc
- ☒ Accessories
  - ☐ App/Accss Event
  - ☒ Apparel
  - ☐ Collectibles
  - ☐ Costume Jewelry
  - ☒ Electronics
  - ☐ Entertainment

Product Id

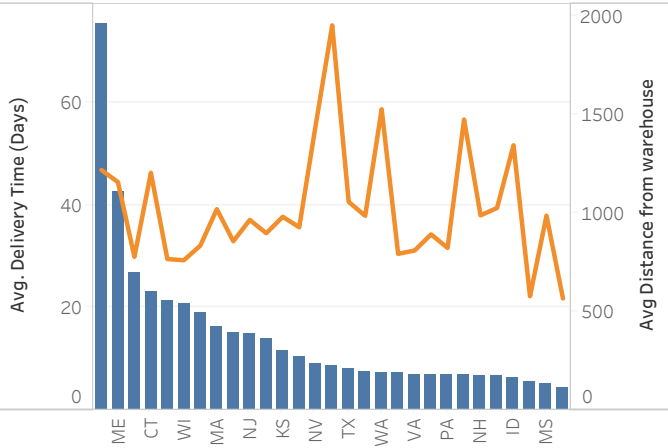
- Ship To State
- ☐ AE
  - ☐ AK
  - ☐ AL
  - ☐ AR
  - ☐ AZ
  - ☒ CA
  - ☐ CO

Avg. Distance from wareh  
69 5,62

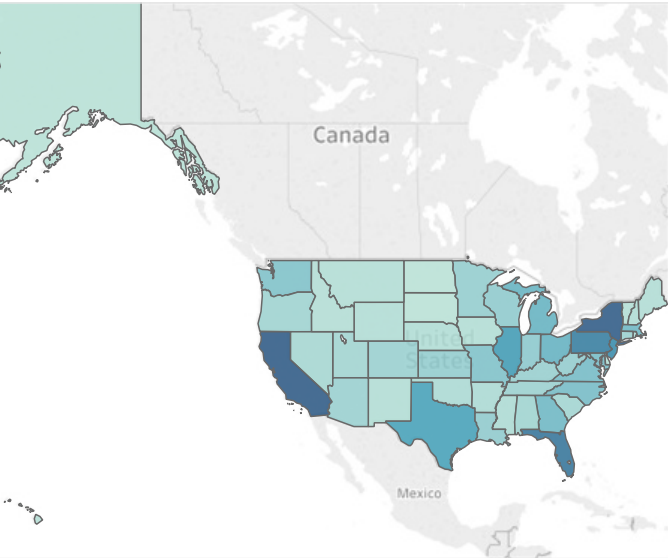
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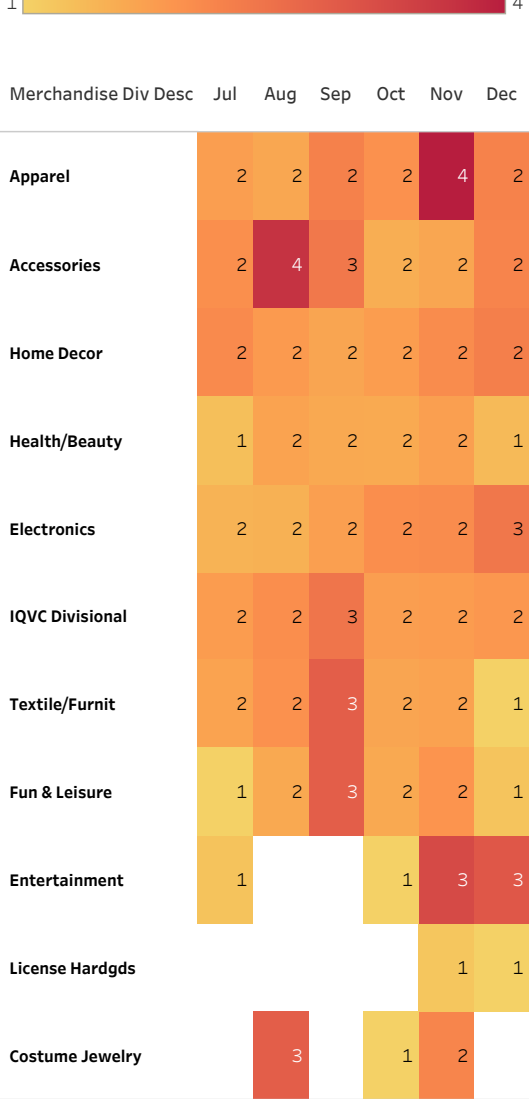
Avg Delivery Time vs. Distance



Returns and Cancellations



Avg. Delivery Status = Late



Measure Names  
Avg. Delivery Time (D..  
Avg. Distance from w..

OrderStatusLine Desc  
☐ Backorder Canceled  
☒ Canceled per Custo..  
☐ Canceled, Lack of Pa..  
☒ Excessive Return  
☒ Returned  
☐ Verified Shipped  
☐ Waitlist Cancel  
☐ Zero \$ Return

Ordered Qty  
2 1,142

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**Top Six Categories by Market Segmentation:**

- We identified the top 6 categories that contributed the highest sales and their sales showed an increase over time. Categories include: Home/Decor, Health/Beauty, Apparel, Accessories, Electronics, iQVC Divisional
- The above categories were represented on the Choropleth map to understand the the sales distribution of each category based on States.

**Most Popular Categories by State and Warehouse Location:**

- Home Décor is the most popular category among most of the states.
- North Carolina ships the maximum number of Home Décor items.
- California places highest number of orders but has less warehouses to meet the demand.
- Pennsylvania places highest orders for Home Décor items but ships highest number of orders for Apparel and Accessories.

**Delivery Time versus Distance, Late Deliveries and Returns:**

- Colorado has the highest average delivery time of 75 days even though the distance from warehouse is approximately 1200 miles which is 800 miles less than the largest source to warehouse distance for Oregon at 2000 miles but the average delievery time is 9 days.
- Rhode Island has the lowest average delivery time of 4 days along with the lowest average source to warehouse distance.
- California, New York, Pennsylvania and Florida have the highest number of customer returns.
- Apparel and Accessories have the highest average number of days where delieveries were made late to customers at 4 days.