

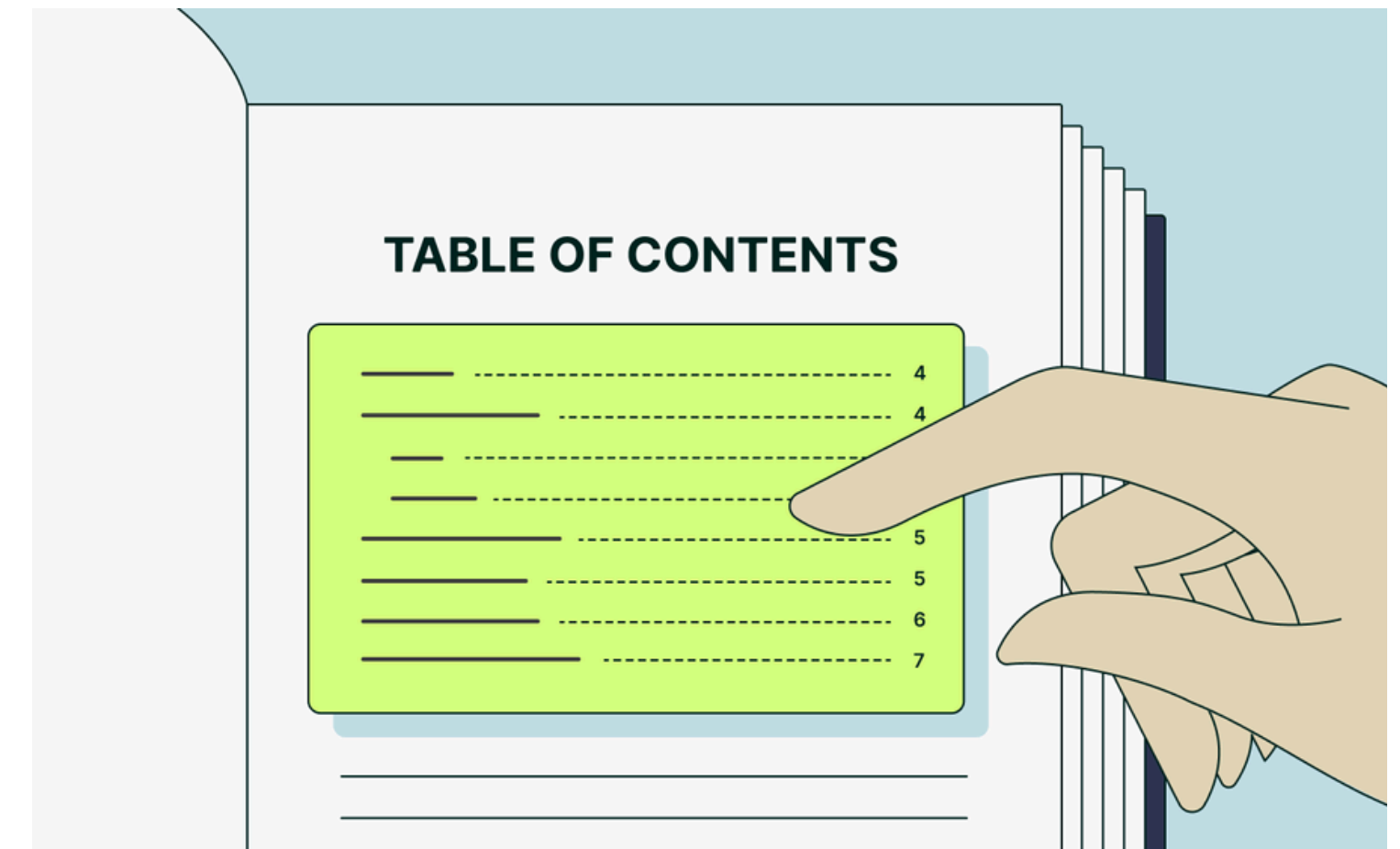
MM PET GROWTH SNAPSHOT: PRODUCT & SALES PERFORMANCE

MM PET'S INSIGHTS

PRESENTED BY MINNIE NGUYEN

WHAT'S INSIDE THIS DECK

1. Dataset Overview & Data Cleaning Approach
2. Business Questions & Analysis Goals (Product + Sales)
3. Dashboard Build Methodology & Key Techniques
4. Dashboard Walkthrough: Explore the Views
5. Key Insights Discovered
6. Recommendations & Next Actions



DATASET OVERVIEW & DATA CLEANING METHODOLOGY

- **Standardised structure across all tables**
 - Promoted first row to headers
 - Detected/validated data types
 - Removed duplicates to ensure unique keys and clean relationships
- **Fact Table (413,530 × 9) (transaction id, transaction date, product id, customer id, location id, channel id, quantity, discount pct, order status, revenue,...)**
 - Corrected invalid 1900 year → 2024 (fix missing March 2024 issue)
 - Discount %: converted 1 → 0
 - Merged with Dim_Product to bring Revenue per Item
 - Calculated Final Revenue = Revenue per Item × Quantity × (1 – Discount %)
- **Dim_Channel (8 × 4) (channel id, channel type, platform, payment method)**
 - Cleaned headers + data types
 - Removed duplicates
- **Dim_Customer (2,177 × 6) (customer id, gender, age band, member types, signup date, active)**
 - Standardised categories:
 - Gender → Female / Male / Unknown
 - Member Types → Gold / Silver / Bronze / Unknown
 - Filtered Active = “Y”
 - Removed duplicates

DATASET OVERVIEW & DATA CLEANING METHODOLOGY

- **Dim_Location (16 × 4)** (location id, country, region, city, store type)
 - Split Country-Region → Country + Region
 - Standardised City (e.g., “Sydney”)
 - Filled missing city values using Region
 - Store Type nulls → Unknown
 - Confirmed countries: Australia, New Zealand
- **Dim_Product (48 × 11)** (product id, sku, product name, pet type, category, sub category, brand,...)
 - Filtered Active Flag = “Y”
 - Standardised Pet Type (e.g., “Small Animal”) + filled nulls from product name
 - Filled missing Category from product name
 - Converted negative Unit Cost → positive
 - Created Revenue per Item
- **Dim_Date**
 - Built a dedicated date table from Transaction Date
 - Added Year, Month, Month Name for time-intelligence

WHAT WE'RE MEASURING: SALES ANALYSIS QUESTIONS & OBJECTIVE

- **Overview KPIs**
 - Total orders
 - Unique customers
 - Total revenue (2024 vs 2025)
 - Average revenue per order (2024 vs 2025)
- **Time-based Performance (2024 vs 2025)**
 - Monthly revenue trend
 - Monthly order trend
- **Geographic Performance (City level)**
 - Revenue by city (highest vs lowest)
 - Orders by city (most vs fewest)
- **Product Performance (Category level)**
 - Revenue by category (best vs worst)
 - Orders by category (most vs fewest)

WHAT WE'RE SOLVING: PRODUCT ANALYSIS QUESTIONS & OBJECTIVES

- **Product Performance (2024 vs 2025)**
 - Total revenue by product
 - Total orders by product
 - Average revenue per order by product
 - YoY change in revenue per order (%, increase/decrease)
- **Product Range Overview**
 - Total number of products
 - Number of categories and sub-categories
 - Number of brands
 - Number of pack sizes
- **Brand Performance (2024 vs 2025)**
 - Total revenue by brand
 - Total orders by brand
- **Pet Type Performance (2024 vs 2025)**
 - Total revenue by pet type
 - Total orders by pet type

DASHBOARD DEVELOPMENT METHODOLOGY

- **Cover Page (Purpose + Navigation)**

- Explain dashboard purpose + high-level summary
- Interactive buttons to navigate to detailed pages
- Bookmarks to manage navigation + hide supporting pages
- Clear reading flow: top → bottom, left → right

- **Product Analysis Page**

- KPI cards: Products, Categories, Brands, etc.
- Product comparison table (2024 vs 2025):
 - Revenue + YoY %
 - Total Orders + YoY %
 - Avg Revenue / AOV + YoY %
- Clustered bar charts: Revenue & Orders by Brand
- Clustered column charts: Revenue & Orders by Pet Type

- **Sales Analysis Page**

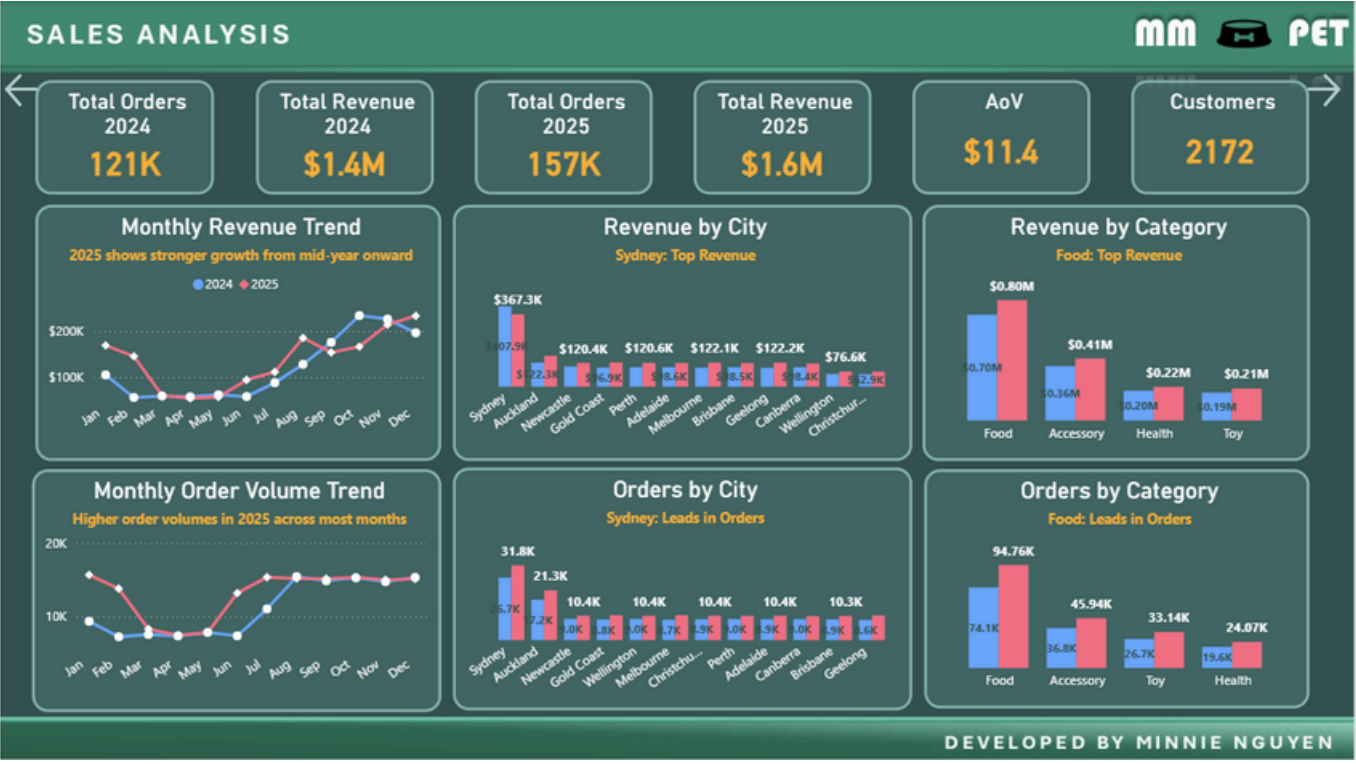
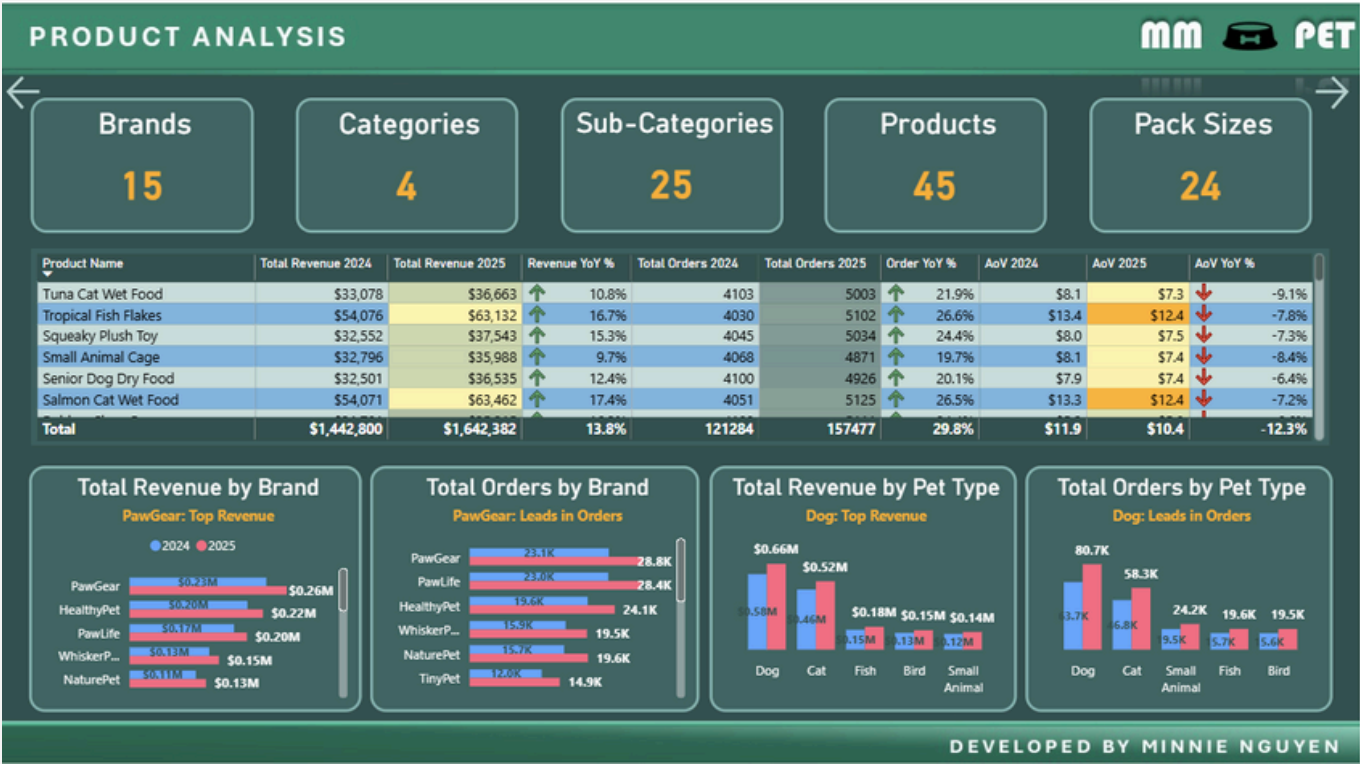
- KPI cards: Total Orders, Unique Customers, Revenue (2024 & 2025), Avg Revenue per Order
- Line charts: Monthly Revenue Trend + Monthly Orders Trend
- Clustered column charts: Revenue & Orders by City
- Clustered column charts: Revenue & Orders by Category



TECHNIQUES BEHIND THE DASHBOARD EXPERIENCE

- Reduce visual clutter by removing unnecessary titles, legends, and extra chart elements, and keeping only what adds value.
- Use titles that communicate the key insight rather than simply describing the visual.
- Apply a consistent highlight palette (golden orange), using gradient fills to draw attention to higher/central values while keeping background values in grey.
- Turn on data labels across charts so key values are instantly readable without interpretation.

DASHBOARD WALKTHROUGH: EXPLORE THE VIEWS



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SO WHAT? KEY INSIGHTS

- **2025 growth was volume-led:** Orders increased, but AOV fell (more purchases, smaller baskets/lower value per order).
- **Seasonality shifted later:** Peak moved from Oct (2024) to Dec (2025) → campaign/buying cycle timing changed.
- **Sydney drives overall results:** Top city for both revenue and orders → performance depends heavily on Sydney.
- **Christchurch needs value uplift:** Similar order volume to other cities but lowest revenue → lower AOV/price mix/discounting.
- **Food is the core revenue engine:** Dominates both orders and revenue, so it has the biggest impact on totals.
- **Health is higher-value per order:** Fewer orders but strong revenue vs Toy → opportunity for premium/upsell.
- **Winners are consistent:** PawGear, HealthPet, PawLife lead in both years and improved in 2025 → stable brand loyalty.
- **Pet-type concentration:** Dogs (then cats) drive most revenue; small animals have volume but low value → bundle/upsell opportunity.

OPPORTUNITIES TO IMPROVE

- **Focus on bigger baskets, not just more orders:** Use simple bundles and “add-on” suggestions (especially Food + Health) to gently lift average spend per order.
- **Double down on the biggest driver (Food):** Keep Food well-stocked and highly visible—small improvements here make the biggest difference to total revenue.
- **Grow what already works:** Put more attention on PawGear, HealthPet, and PawLife since they consistently lead and improved in 2025.
- **Fix low-value areas (Christchurch + Small animals):** Review pricing/discounts and encourage higher-value purchases through bundles, premium options, or multi-buy deals.
- **Plan early for peak season:** Peaks shifted later (Dec in 2025), so line up inventory and campaigns ahead of Q4 to avoid missed sales.
- **Reduce dependence on Sydney:** Strengthen Auckland and other cities so results aren’t overly tied to one market.
- **Use pet-type results to guide product strategy:** Dogs and cats are the main revenue drivers, so invest in assortment depth and promotions. For small animals, test low-risk strategies to raise order value.

NEXT STEPS: DIGGING INTO THE “WHY”

Why Sydney’s total revenue is higher in 2024 than in 2025, even though Sydney’s total orders are higher in 2025 than in 2024?





THANK YOU

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