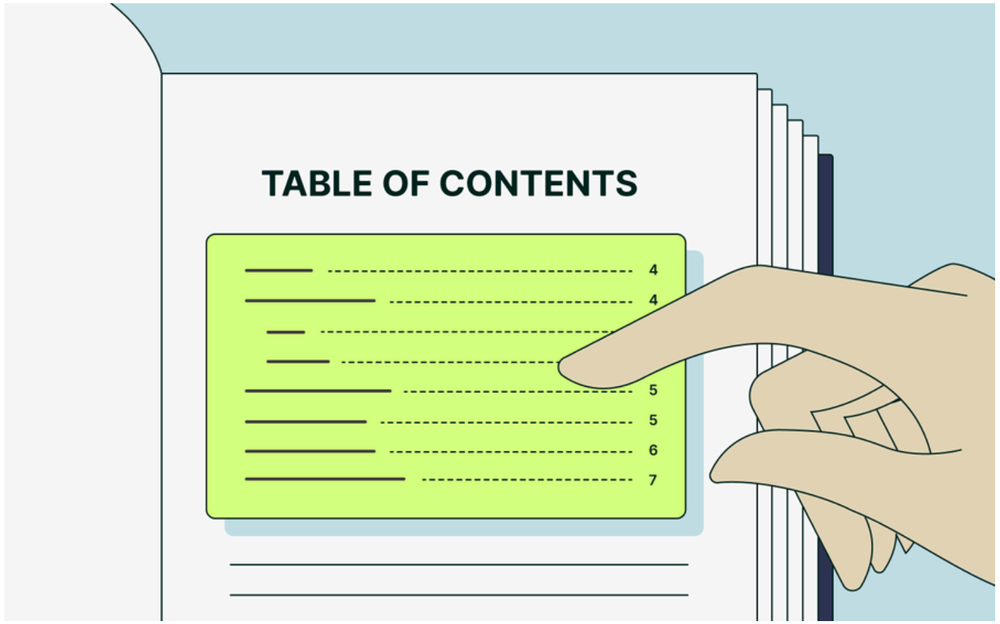
MM PET GROWTH SNAPSHOT: PRODUCT & SALES PERFORMANCE

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



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DATASET OVERVIEW & DATA CLEANING METHODOLOGY (MAINLY USED EXCEL & POWER QUERY)

- **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 (the values range from 0-0.15)
  - 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

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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

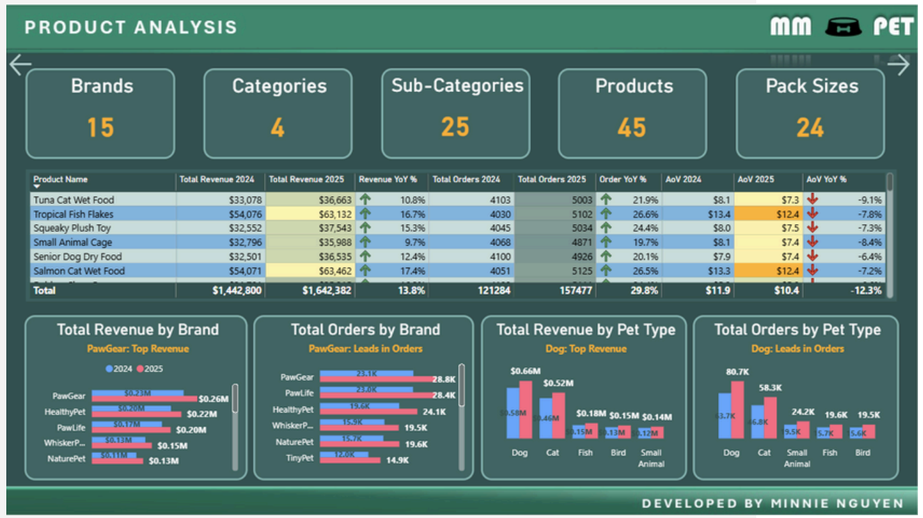
DASHBOARD DEVELOPMENT METHODOLOGY

- **Cover Page (Purpose + Navigation)**
  - Explain dashboard purpose + high-level summary
  - Interactive buttons to navigate to detailed pages
  - Bookmarks to manage navigation + hide supporting pages
- **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

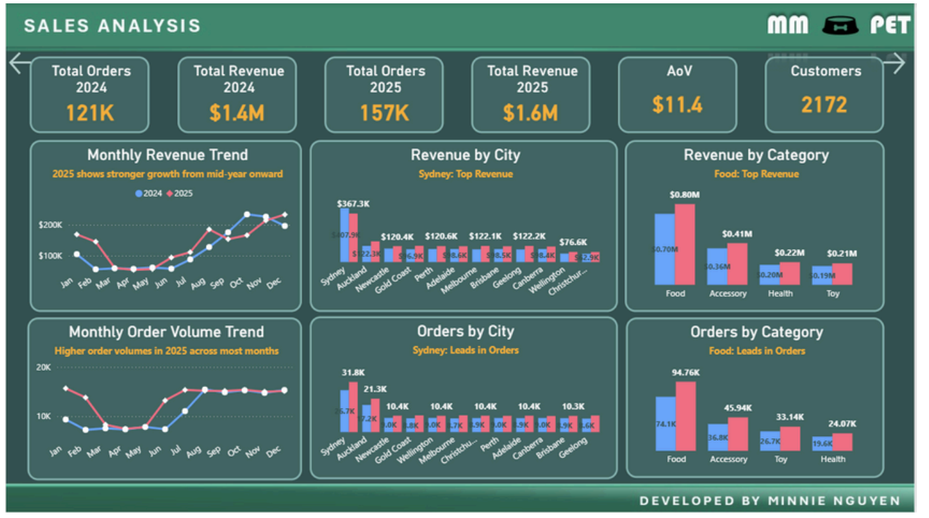
TECHNIQUES BEHIND THE DASHBOARD EXPERIENCE

- 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



Product Name	Total Revenue 2024	Total Revenue 2025	Revenue YoY %	Total Orders 2024	Total Orders 2025	Order YoY %	AoV 2024	AoV 2025	AoV YoY %
Tuna Cat Wet Food	$33,078	$36,663	10.8%	4103	5003	21.9%	$8.1	$7.3	-9.1%
Tropical Fish Flakes	$54,076	$63,132	16.7%	4030	5102	26.6%	$13.4	$12.4	-7.8%
Squeaky Plush Toy	$32,552	$37,543	15.3%	4045	5034	24.4%	$8.0	$7.5	-7.3%
Small Animal Cage	$32,796	$35,988	9.7%	4068	4871	19.7%	$8.1	$7.4	-8.4%
Senior Dog Dry Food	$32,501	$36,535	12.4%	4100	4926	20.1%	$7.9	$7.4	-6.4%
Salmon Cat Wet Food	$54,071	$63,462	17.4%	4051	5125	26.5%	$13.3	$12.4	-7.2%
Total	$1,442,800	$1,642,382	13.8%	121284	157477	29.8%	$11.9	$10.4	-12.3%



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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?

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THANK YOU

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