

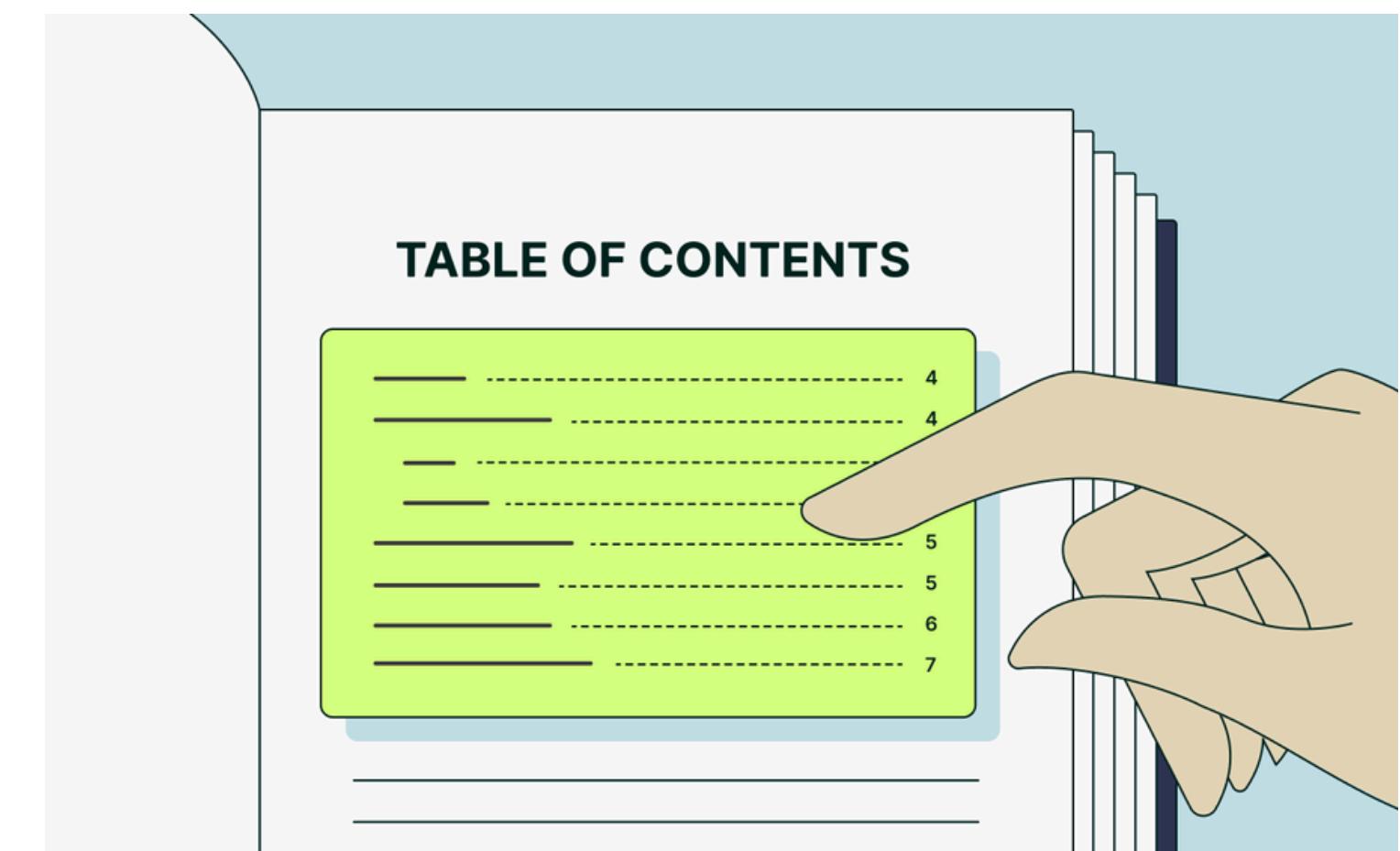
MM PET GROWTH SNAPSHOT: PRODUCT & SALES PERFORMANCE

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

HOME PAGE

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Welcome to the MM Pet Insights Tool!

This dashboard provides a full view of performance across 2024–2025. It tracks core KPIs (orders, customers, revenue, AOV), monthly trends, and city-level results to identify top and bottom locations. It also deep-dives into product performance, range overview, brand contribution, and pet-type demand, including YoY changes. Use the buttons on the right to navigate— and enjoy exploring!

Product Analysis: Product revenue, orders, and average revenue per order across 2024–2025, including YoY % change. It also summarises the product range and breaks performance down by brand and pet type.

Sales Analysis: Key KPIs, comparing 2024 vs 2025 monthly trends, and identifying top and bottom performers by city and product category for revenue and orders.

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PRODUCT ANALYSIS

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Brands: 15 | Categories: 4 | Sub-Categories: 25 | Products: 45 | Pack Sizes: 24

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	-5.6%
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%

Total Revenue by Brand: PawGear: Top Revenue (2024: \$0.23M, 2025: \$0.26M)

Total Orders by Brand: PawGear: Leads in Orders (2024: 23.1K, 2025: 28.8K)

Total Revenue by Pet Type: Dog: Top Revenue (2024: \$0.66M, 2025: \$0.52M)

Total Orders by Pet Type: Dog: Leads in Orders (2024: 80.7K, 2025: 58.3K)

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SALES ANALYSIS

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Total Orders 2024: 121K | Total Revenue 2024: \$1.4M | Total Orders 2025: 157K | Total Revenue 2025: \$1.6M | AoV: \$11.4 | Customers: 2172

Monthly Revenue Trend: 2025 shows stronger growth from mid-year onward.

Revenue by City: Sydney: Top Revenue (\$367.3K)

Revenue by Category: Food: Top Revenue (\$0.80M)

Monthly Order Volume Trend: Higher order volumes in 2025 across most months.

Orders by City: Sydney: Leads in Orders (31.8K)

Orders by Category: Food: Leads in Orders (94.7K)

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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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