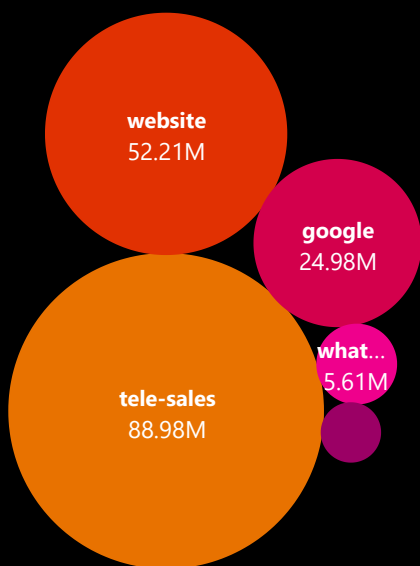
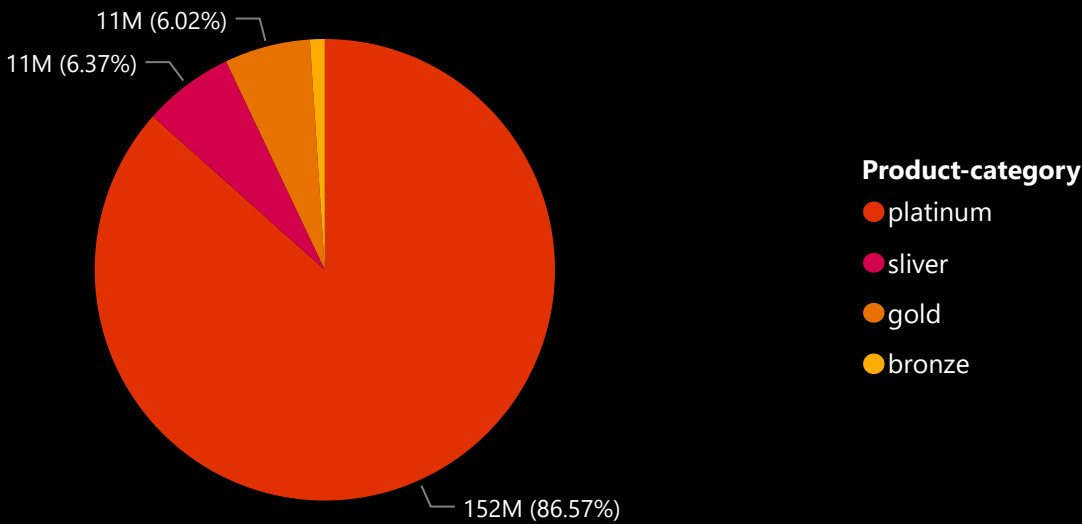


Bulk Pro Case Study

Source wise contribution



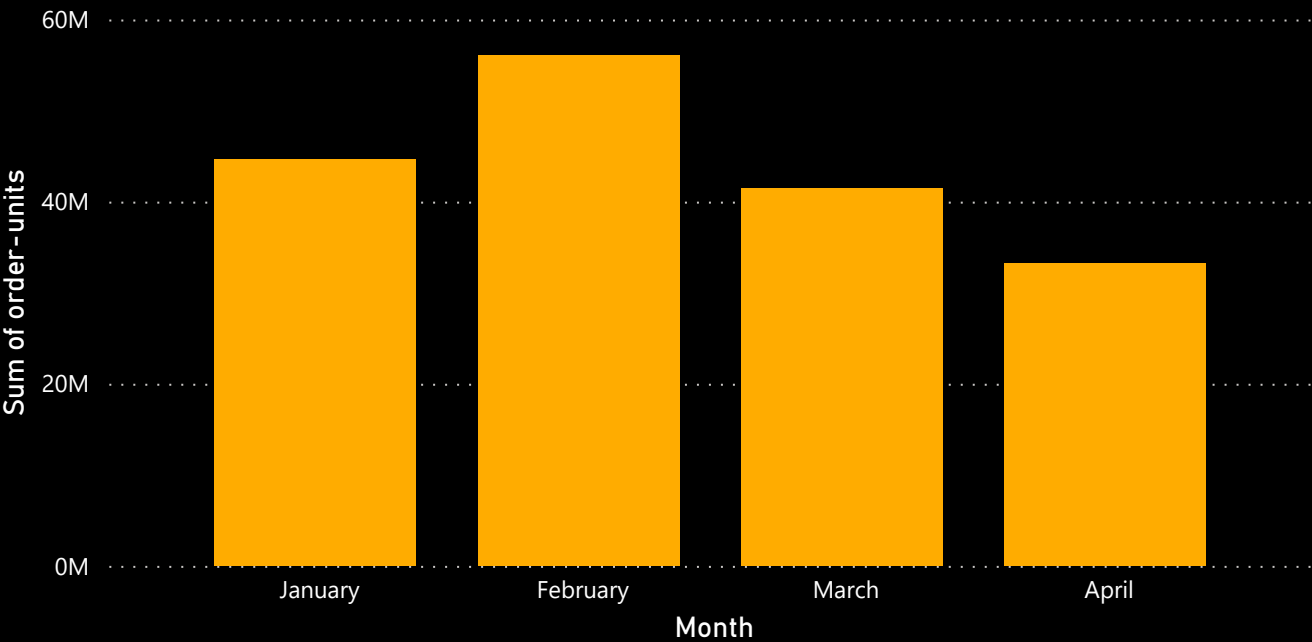
Category wise contribution



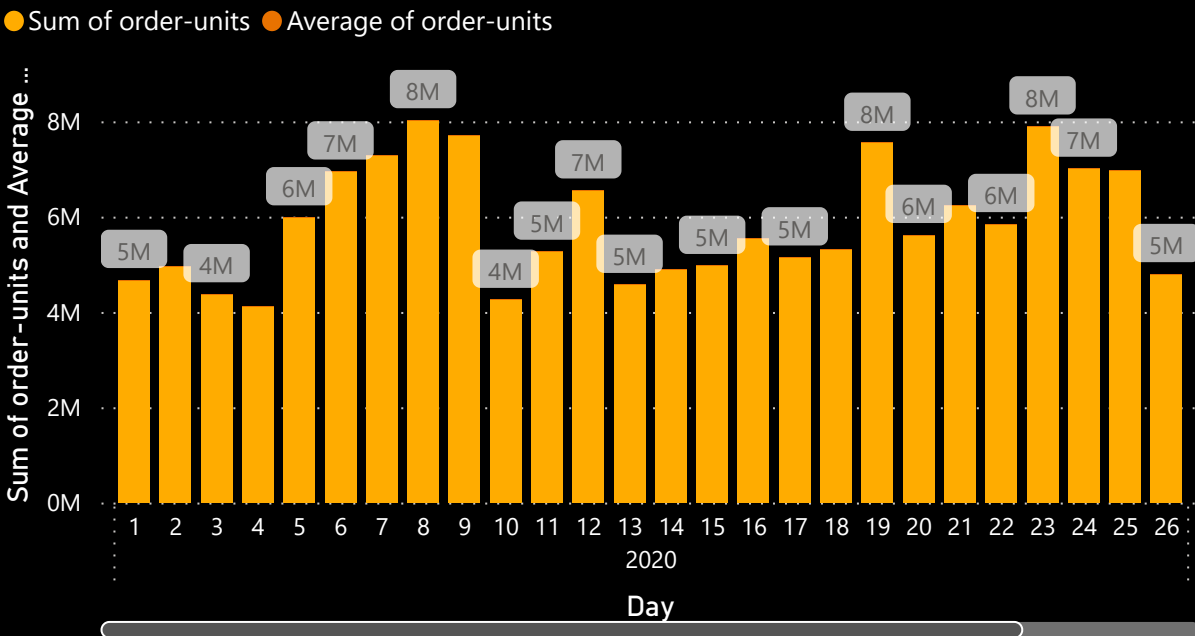
Google-Most searched-Keyword



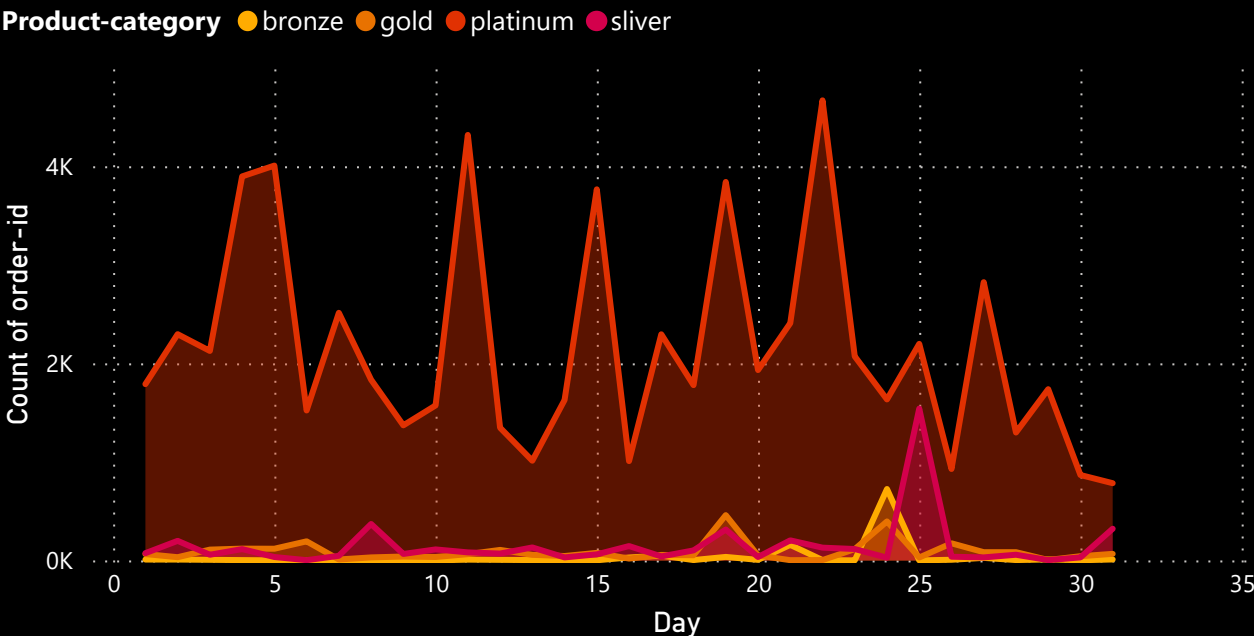
Monthly Total Order Quantity Trend



Daily vs Avg Daily Total Order Quantity Trend



New Product Onboarded vs Order - Platinum Category



Source wise Trend - Platinum Category



The Issues & Observations

Current Scenario:

Platinum Category contributes to 86% of the total orders. Any change in the order of this category will effect the entire revenue of the company.

The issues that are present currently are:

1. There is a steep decline in Monthly order Qty for Platinum Category : 39 mill to 27mill thereby effecting the total monthly orders to 44mill to 33mill.
2. The daily and Avg daily sales therefore show no significant over time.
3. Though new products have regularly been added but their orders have decreased instead.
4. Telesales & Website were the 2 sources that brought the maximum orders but after March they have decreased significantly

Observations:

1. Since the orders from Telesales & website have significantly decreased other sources can be utilised for better promotion:
 - a. Social media promotion - WhatsApp/Facebook campaigns
 - b. Google ads campaign - SEO, PPC, etc.
 - c. Use of Android app better push notifications, promotional offers, etc.