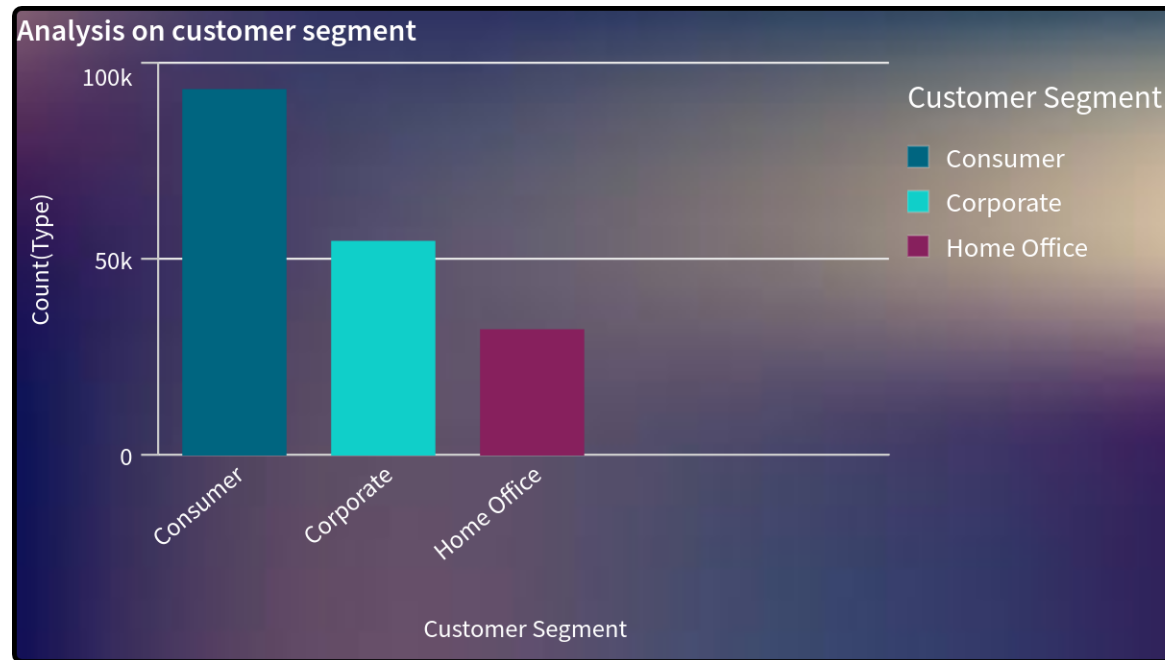Customer Segment Analysis


Analysis on customer segment

✔ The company has three customer segments: Consumer, Corporate, and Home Office.

The Consumer segment makes up the largest portion of customers, accounting for over half (59%) of the total customers.

✔ The Corporate and Home Office segments are much smaller, but about equal in size, at around 20% and 21% of the total customers, respectively.

✔

Analysis on Country Sales

Sum(Sales) — 30M, 20M, 10M

EE. UU.   Puerto …
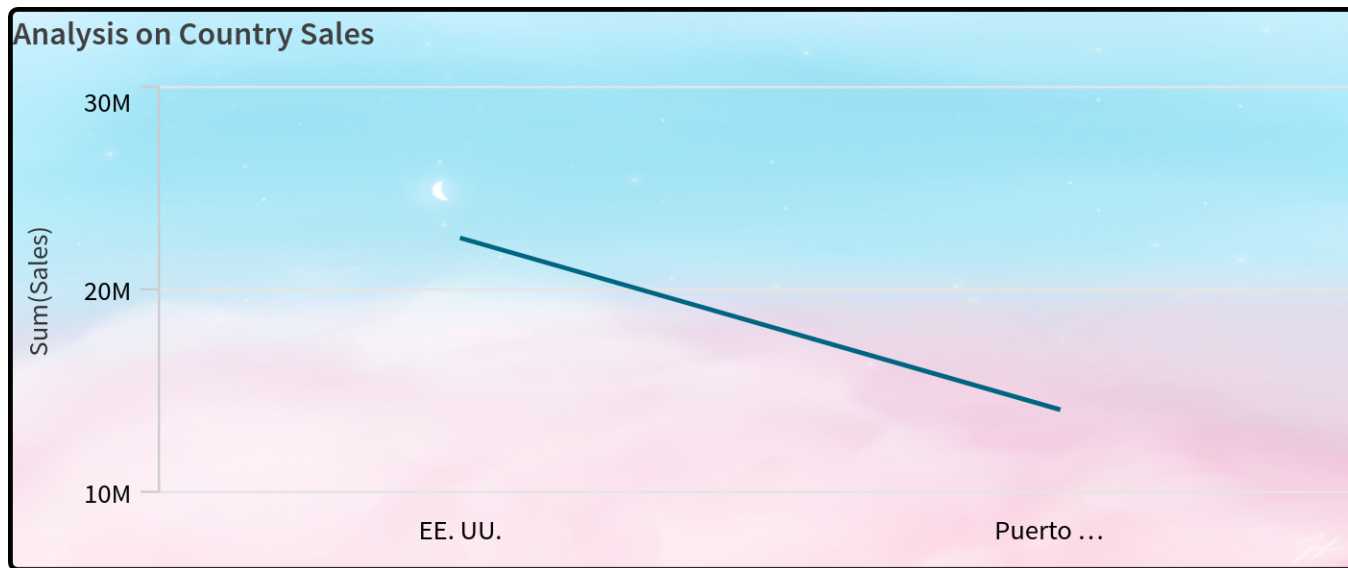
✓ **Sales growth**: The line graph shows an upward trend, suggesting sales growth over time. This could indicate an increase in demand for the company's products, which would require adjustments to the supply chain to meet this demand. The supply chain may need to scale up production, increase inventory levels, or optimize logistics to ensure products are delivered to customers on time.
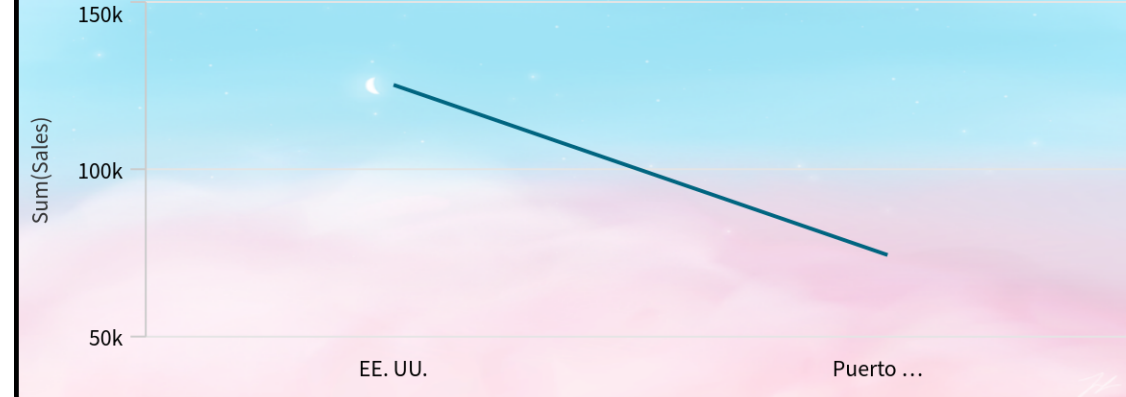
Analysis on Country Sales

Analysis on Country Sales
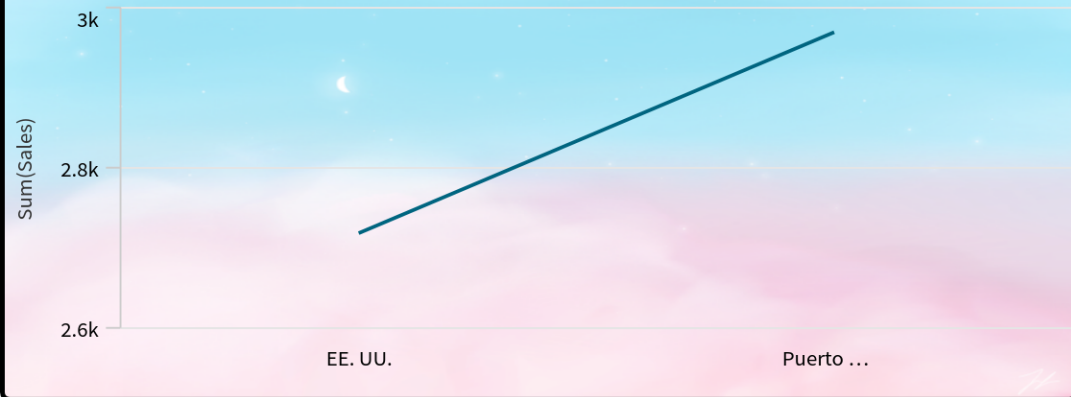
Sales in UAE

Clear conclusion which can be drawn from the above is that there has been a linear increase in sales regarding the markets in United Arab Emirates.
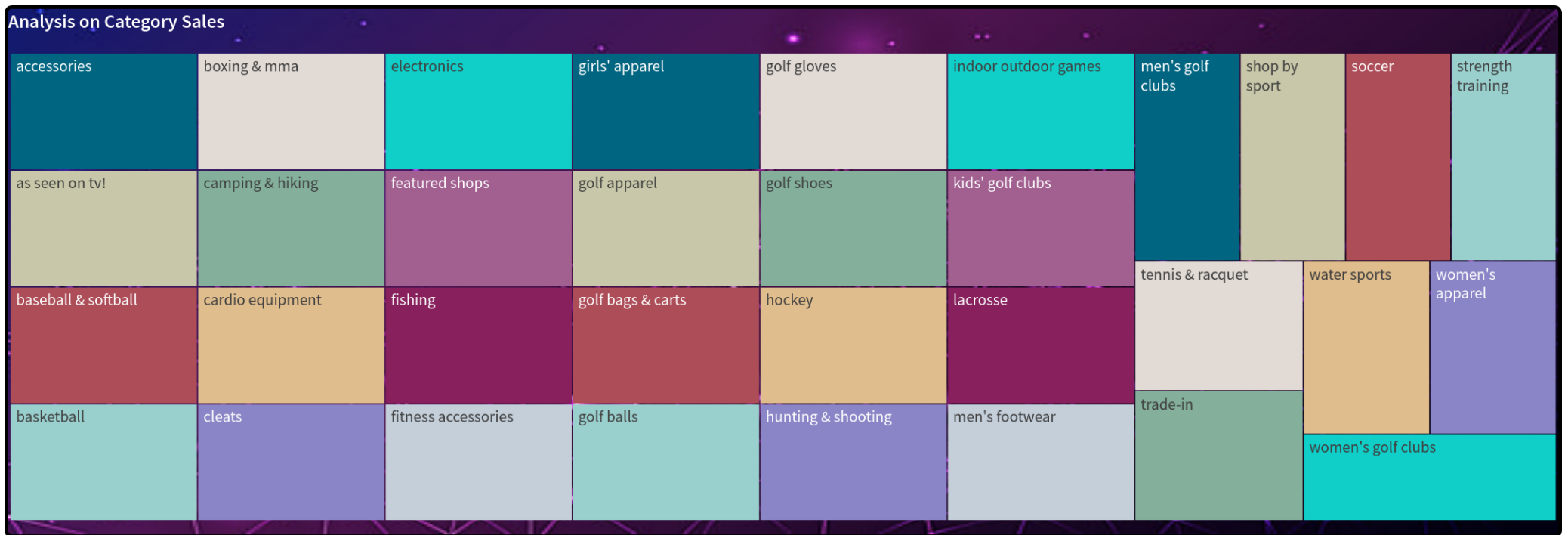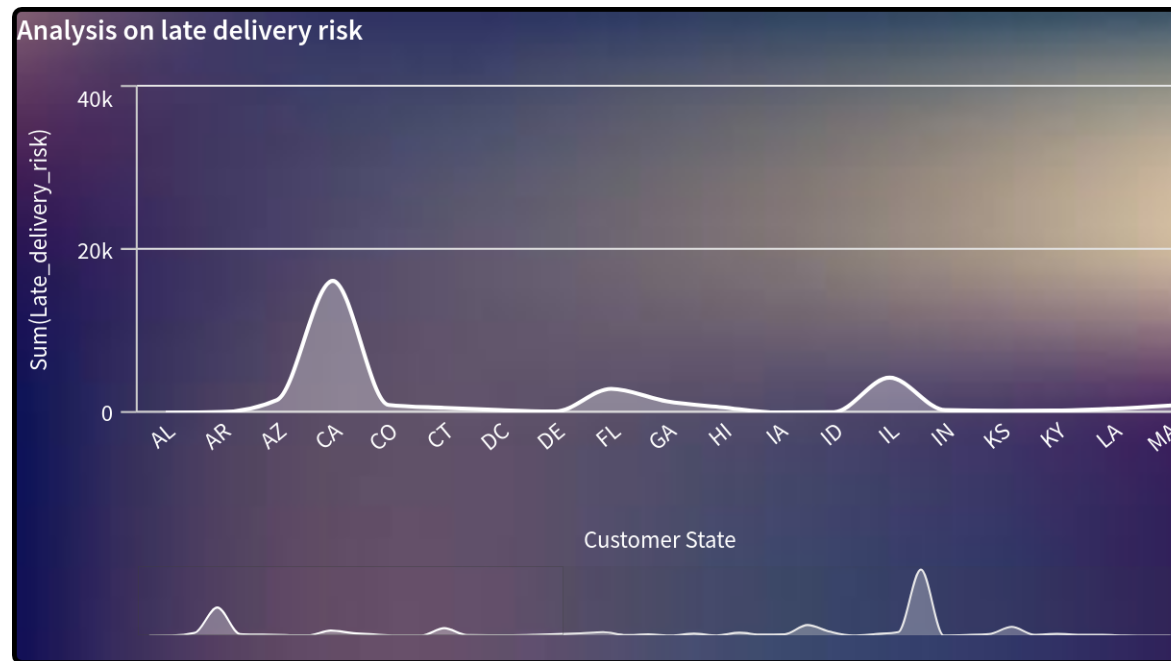
Sales in Russia

Turn the above graphic and clearly in for that there has been a linear decrease in sales in the markets of Russia

Categories sales analysis

Analysis on Category Sales

accessories	boxing & mma	electronics	girls' apparel	golf gloves	indoor outdoor games	men's golf clubs	shop by sport	soccer	strength training
as seen on tv!	camping & hiking	featured shops	golf apparel	golf shoes	kids' golf clubs				
						tennis & racquet	water sports	women's apparel	
baseball & softball	cardio equipment	fishing	golf bags & carts	hockey	lacrosse				
basketball	cleats	fitness accessories	golf balls	hunting & shooting	men's footwear	trade-in	women's golf clubs		

✓ The chart reveals the categories with the highest sales volume. These categories, including footwear, men's apparel, and accessories, may require particular attention from the supply chain team in terms of inventory management, production planning, and allocation of resources.

The chart shows a significant risk of late deliveries for some customer states. This can disrupt a company's operations and lead to customer dissatisfaction. To mitigate this risk, the supply chain team can improve forecasting accuracy, identify bottlenecks in the fulfillment process, and potentially implement safety stock for high-demand items in high-risk regions.

Analysis on late delivery risk

Sum(Late_delivery_risk) vs Customer State

Late Delivery risk in India

The chart shows some states in India have a higher risk of late deliveries compared to others including ID, IL, GA, and IA, need more attention from the supply chain team to ensure on-time deliveries. This might involve improving forecasting accuracy in these regions, identifying bottlenecks in the fulfillment process specific to these areas, or prioritizing these locations for inventory allocation.

Late Delivery risk in Sri Lanka

There has been a clear fluctuation in the delivery risk rate in Sri Lanka, which is at this point quite undesirable trait. Hence there is a need for improvement regarding Sri Lanka.