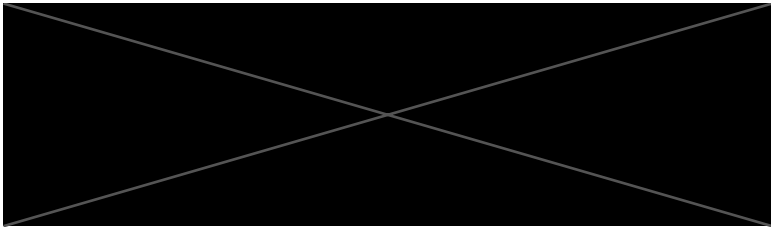


# Business Analytics Report

## New Peth Shoes



## Contents

Sr no.	Contents	Page No.
1	Introduction	3
2	Overview of Business Performance	4
3	Insights & Visualisations	6
3.1	Underperforming Regions	6
3.2	Overview of Sales & Profit by Sub-categories	11
3.3	Time Based trends: Monthly Sales & Profit Trends	13
3.4	Discount Impact on Profit	15
3.5	Customer Insights	17
3.6	Returns Analysis	19
4	Recommendations for New-Peth	20
	Appendix A: Data Cleaning & Preparation	23
	Appendix B: Additional Visuals	31

## Figures

Sr No.	Contents	Page No.
Fig 1	Sales Overview Dashboard	4
Fig 2	Region wise Sales & Profit	6
Fig 3	Region Vs Average Shipping time	8
Fig 4	On-Time & Late Shipments Vs Number of Total Shipments	9
Fig 5	Sales vs Profit By Subcategories	11
Fig 6	Monthly Sales & Profit trends	13
Fig 7	Discount Vs Profit Line chart	16
Fig 8	Total Sales Vs Household Type Distribution	17
Fig 9	Household Sales Trend by Month	18
Fig 10	Returns Analysis	19
Fig 11	Sales target Table	20

## **1.0 INTRODUCTION**

New-Peth Shoes Ltd. is an SME based in Morpeth, Northumberland, an online retailer of locally produced and imported branded shoes. The vision of the business is to compete with high-street shoe stores. Due to limited internal analytical expertise, the business struggles to make data-driven decisions. This report presents a thorough analysis of business performance, regional sales insights, customer segments, logistics efficiency, and recommendations for improving growth and profitability.

## 2.0 OVERVIEW OF BUSINESS PERFORMANCE

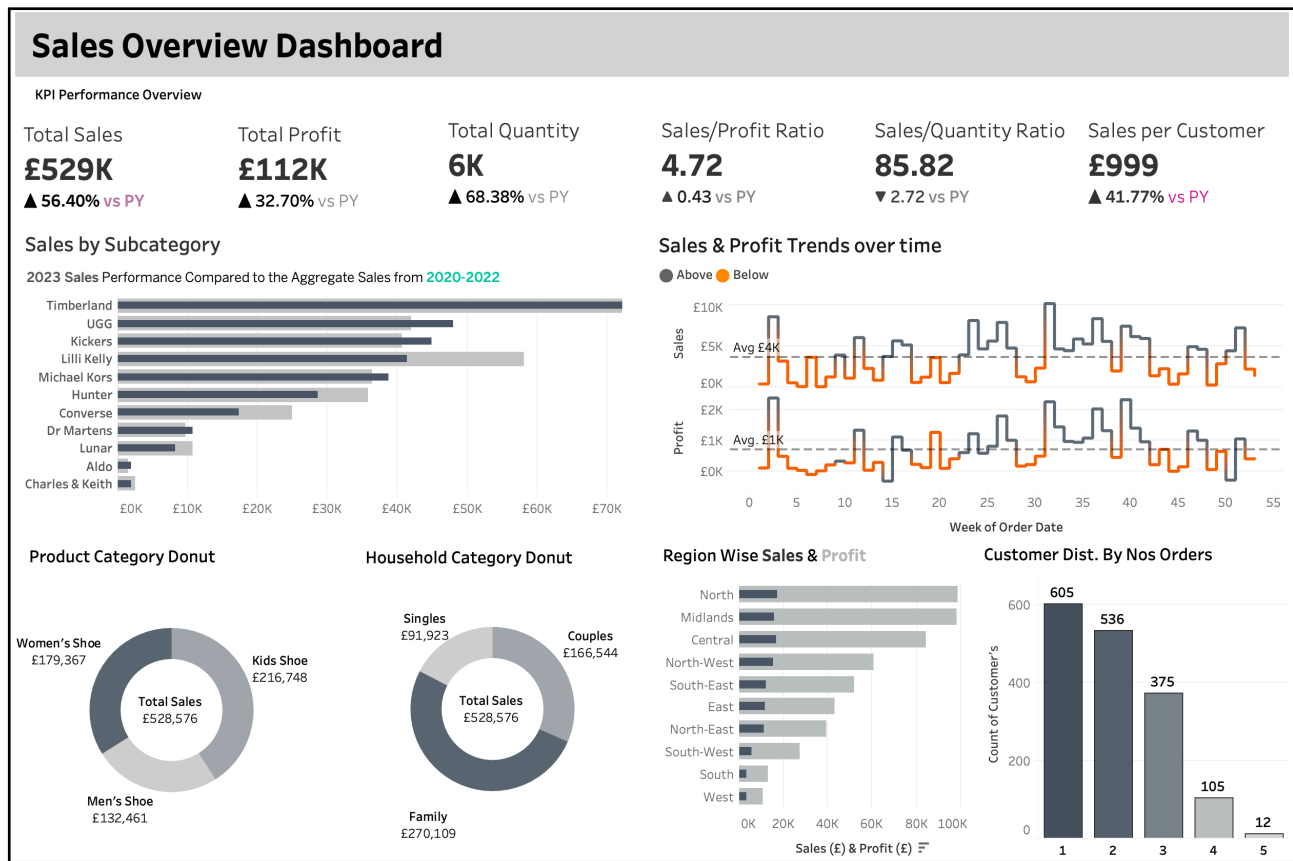


Fig 1. Sales overview Dashboard

- **Total Sales (£529K):** Increased by 56.40%, showing strong revenue growth on account of efficient product offerings, price, and customer relationship management.
- **Total Profit (£112K):** Company increased by 32.70%, reflecting improvement in profitability, though scope for further optimization exists.
- **Sales/Profit Ratio: 4.72:** Up 0.43 YoY, reflecting that there has been an improvement in the efficiency of operations, though the same demands further cost controls.
- **Sales per Customer: £999:** Increased by 41.77% over PY, which leads to an increase in the spending of customers per transaction.
- **Total Quantity Sold:** The figure is 6K units, reflecting an uptick of 68.38%, underlines strong demand and further scalability.

- **Sales/Quantity Ratio:** £ 85.82-reduced by 2.72%, which could further indicate opportunity for increasing the average value of each unit sold.

## 3.0 INSIGHTS AND VISUALISATIONS

### 3.1 Underperforming Regions: South and West

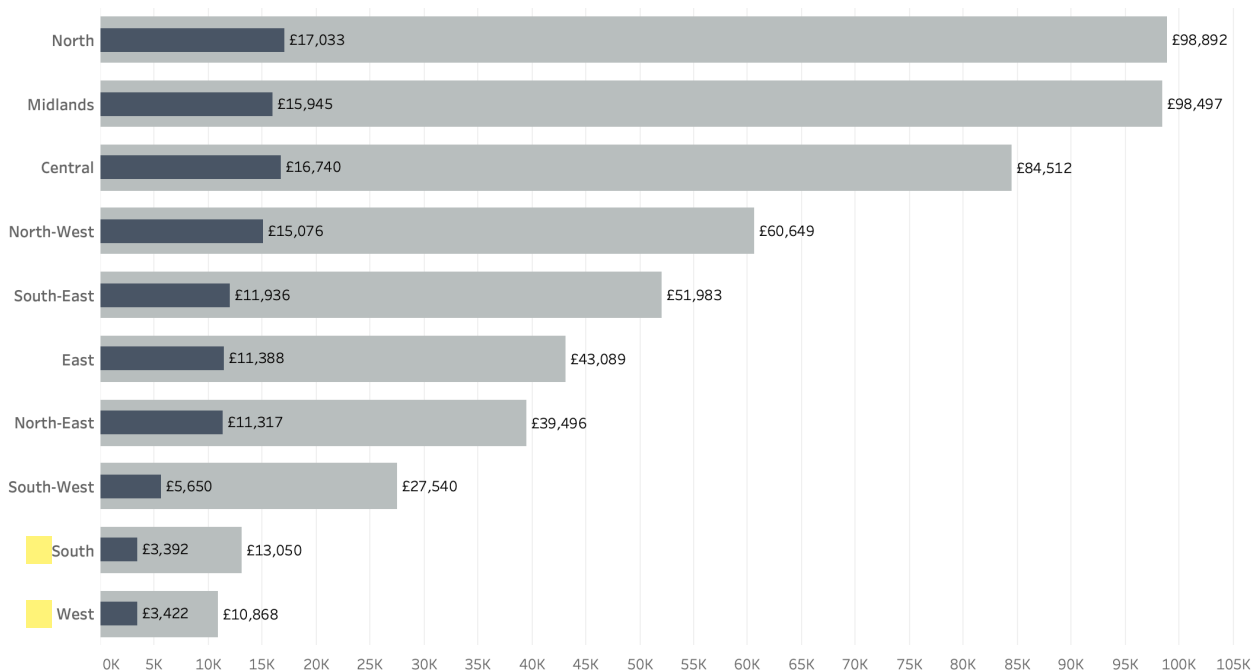


Fig 2. Region wise Sales & Profit

#### 3.1.1 Logistics Impact on Sales

Logistics has a huge impact on sales and may explain poor performance in the South and West regions. During a period of over three years, **42% of orders were delayed**-692 out of 1,634-which impacts customer satisfaction, repeat purchases, and sales growth. Further analysis of shipping modes, average shipping times, and late shipments in these regions could be enlightening.

##### 3.1.1 A. Shipping Mode Analysis

- **South Region:** 71.6% of shipments were by Standard Class, thus limiting options for the next higher speed delivery classes, First Class and Same Day. That may discourage customers who seek speed and reliability.
- **West Region:** 52.7% of shipments use Standard Class, which, although a slight improvement, further restricts faster options for delivery.

## Conclusion

This heavy reliance on Standard Class shipping in both regions most likely impacts customer satisfaction and repeat purchases. Faster delivery options may build trust, leading to better sales in these worst-performing areas.

### 3.1.1 B. *Average Shipping Time Analysis*

The **average shipping time** was calculated by region to get an idea of how logistics can affect the performance of the sales.

#### Overall Trend

The average shipping time across all regions generally ranges between **3 to 4.5 days**, indicating a moderate delivery efficiency.

#### South Region

The **South Region** reports an **average shipping time of 4.3 days**, which is amongst the highest across all regions. This is slightly longer compared to top performing regions like;

- **North:** 4 days
- **Midlands:** 4 days

#### West Region

The West Region's average is **4.4 days**, which, although higher than the south and not a huge difference compared to the top performers, could perhaps indicate that the shipping times probably are not among the major drives for underperformance in these regions.

#### Conclusion:

While higher shipping times in the South and West Regions could be contributing to poor customer satisfaction and lower sales, the small differences as compared to top-performing regions suggest that the more important causes of general underperformance are most likely related to things such as customer engagement or product availability.

Row Labels	Average of Ship Time
Central	4.084558824
East	4.070866142
Midlands	4.075418994
North	4.0433213
North-East	4.095238095
North-West	4.169312169
South	4.35
South-East	3.927536232
South-West	4.52173913
West	4.333333333
<b>Grand Total</b>	<b>4.111451317</b>

*Fig 3. Region Vs Average Shipping time*

### 3.1.1 C. Late Shipments

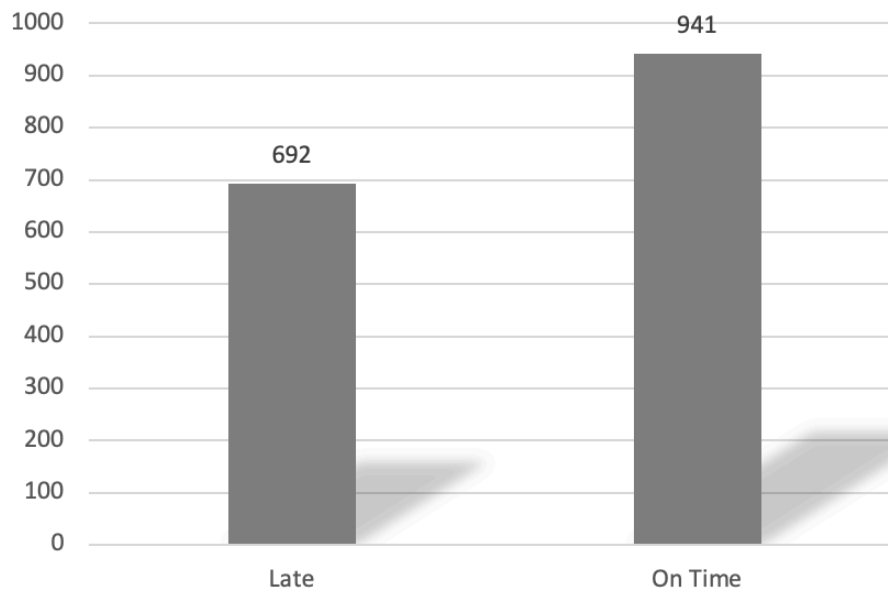
#### Insights:

- **South Region:**  
Out of 60 total shipments, 21 were delivered late, resulting in **35%** of all shipments.
- **West Region:**  
Out of 36 total shipments, 16 were late, resulting in a significantly higher lateness rate of **44%**.
- **Comparison with the North:**  
This region only showed a shipment late rate of **28%**, which still means there is better efficiency in the north area logistics between the south and the west regions.

#### Conclusion:

This unreasonably high percentage of late shipments is surely destroying customer trust and making repeat purchases unattractive in the South and West. Improving this will be critical to any real advance in customer satisfaction and sales performance in these poor performing regions.





*Fig 4. On-Time & Late Shipments Vs Number of Total Shipments*

### 3.1.2 Analysis of Household Types in South and West Regions

#### Insights

It is very noticeable that the South and West regions are not particularly engaging with key household types compared to the Midlands and North. Notably, there is underrepresentation of **families**, who are the largest revenue contributors; only 33 in the South and 12 in the West, as opposed to 171 in the Midlands and 118 in the North.

Similarly, **couples** are limited, with only 15 in both the South and West, far below the Midlands (116) and North (96). **Singles**, the smallest segment, also perform poorly, with just 12 in the South and 9 in the West.

#### Conclusion

Targeted campaigns towards the poor involvement of families and couples will help in improving sales in these regions. Singles being a minority group do have potential for growth if appropriately targeted.

### 3.1.3 Spending Behaviour Analysis

#### Insights

Customer spending in the South and West regions highlights underperformance, with the South averaging **£217.5 per order** (lowest region) and the **West at £301**, both trailing the North and Central.

**Average order size:** The South averages 3.5 items per order, and the West at 3.2, both below the North at 3.8 (~4) and Central at 3.9 (~4), indicating limited interest in multiple or higher-value purchases and potential gaps in product or pricing strategies.

**Repeat purchase rates:** further reinforce the point. The South has **1.7 orders per customer** while the **West is marginally better at 2.1**, but way behind regions such as the Midlands.

#### Conclusion

With low spending and small order sizes, weak retention, the South and West will see targeted promotions, loyalty programs, and campaigns to increase spending and repeat purchases, closing performance gaps.

### 3.2 Overview of Sales and Profit by Subcategories

#### Top Performers

**Timberland** has the highest sales and profit margin at **24.78%**. Next, **Lilli Kelly** has **£83,803** in sales with a margin of **16.31%**; **UGG**, £71,599, 14.89%; **Kickers**, £68,430, 15.04%.

#### Moderate Performers

**Michael Kors** performs at **£60,307** with an **8.04%** margin, while **Hunter** performed at **£53,513** with a **9.95%** margin. **Converse** had lower sales of **£35,672** yet it maintained demand at **6.56%**.

#### Low Performers

**Dr. Martens** and **Lunar** show low sales (£16,278 and £15,753) and weak profit margins (0.49% and 2.94%), highlighting market or pricing challenges. **Charles & Keith** and **Aldo** underperform significantly, with minimal sales (£3,704 and £2,600) and negligible profit margins (0.66% and 0.45%).

Sales vs Profit by Subcategories

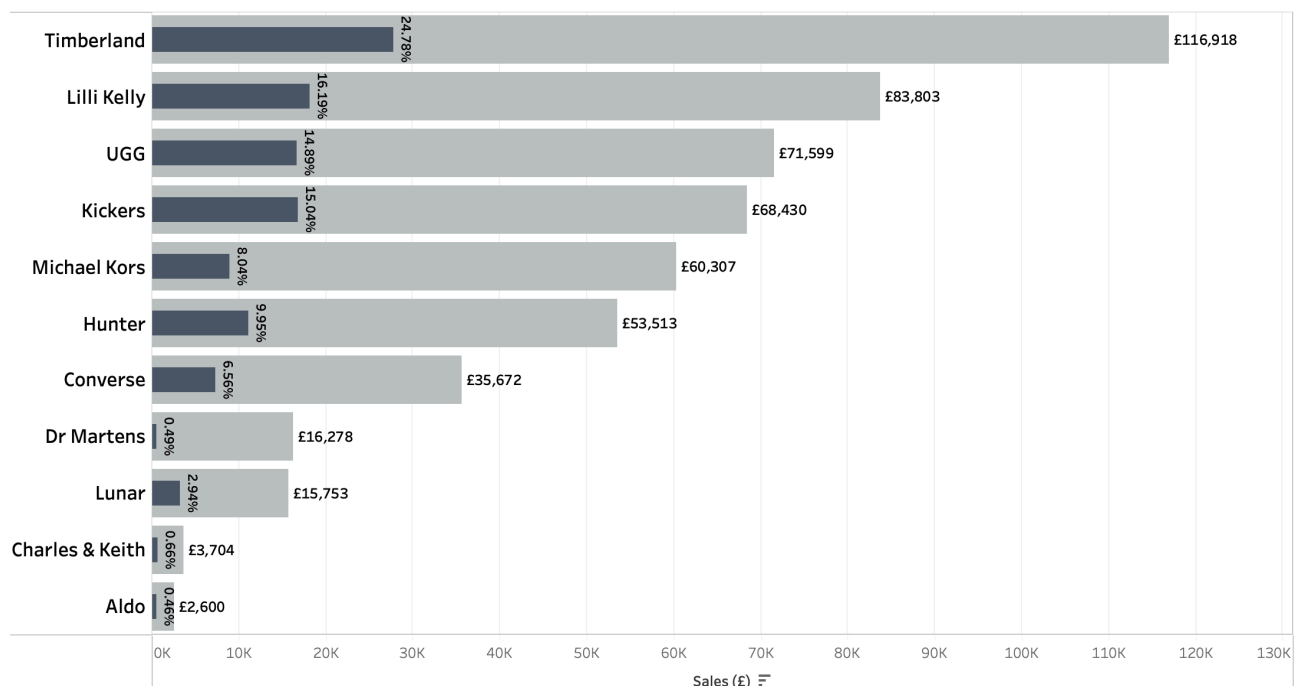


Fig 5. Sales vs Profit By Subcategories

## **Conclusion**

Focus on top performers like Timberland and Lilli Kelly for growth, while moderate performers like Michael Kors and Hunter can benefit from targeted promotions. Low-performing brands like Charles & Keith and Aldo need re-evaluation or repositioning to minimise losses.

### **3.3 Time-Based Trends: Monthly Sales and Profit Trends**

Trends of monthly sales and profit indicate rather explicit seasons in this regard.

#### **Key Observations:**

- **Seasonal Peaks:**

Sales and Profit peak in the months of June, August, November, and December due to summer trends/seasons, along with Holiday Shopping Events.

- **Low-Performance Periods:**

This corresponds to the months of March and April due to Seasonal Slowdown.

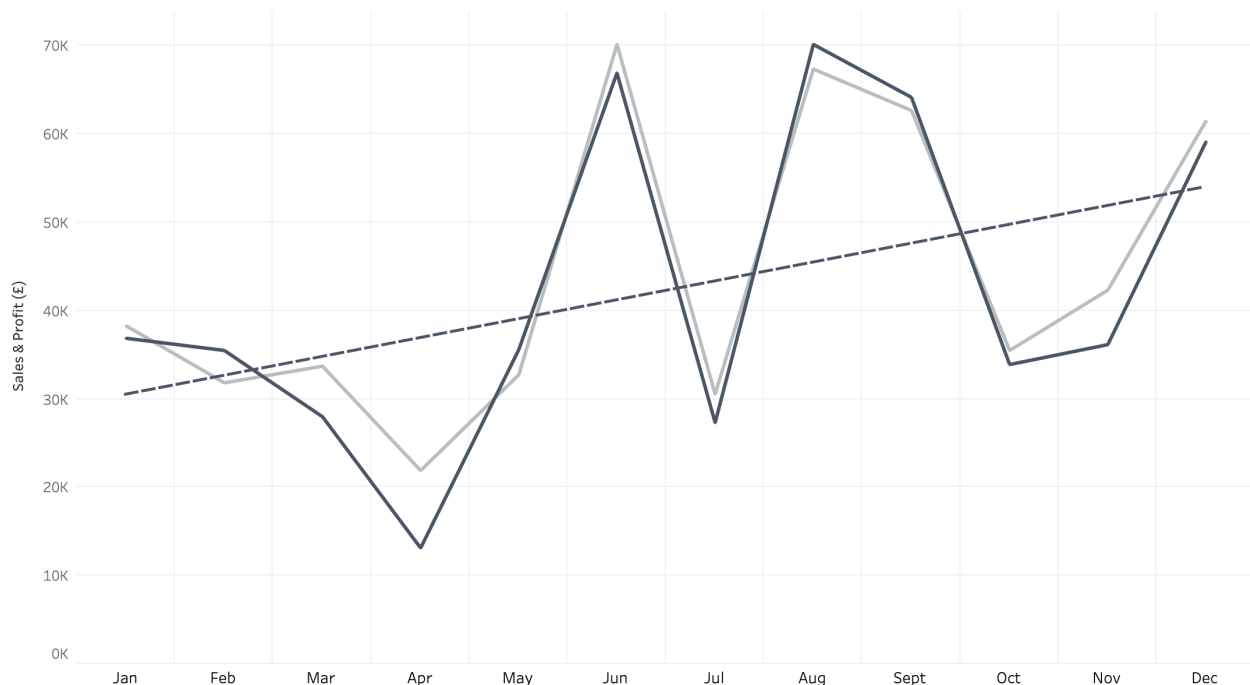
- **Profit vs. Sales Correlation:**

The trend of sales and profit are related, although in peak months, the margin decreases due to discounting.

- **Quarterly Insights:**

Q2 and Q4 are strong quarters; Q1 and Q3 are weak and give room for improvement.

Monthly Sales & Profit Trends



*Fig 6. Monthly Sales & Profit trends*

## **Conclusion**

Focus on maximising revenue during peak months and boosting performance in March and April through targeted campaigns. Limit discounting during high-demand periods to sustain profit margins.

### **3.4 Discount Impact on Profit**

The relationship between discounts and profitability reveals how pricing strategies influence financial performance. The **weighted average discount**, which accounts for sales value, provides a clearer picture of its impact on revenue and profit.

#### **Key Observations:**

- **Discount Trends:**

The weighted average discount increased from 3% (2020) to 4% (2021-2022), reflecting aggressive discounting, but reduced to 3% (2023) to improve profitability.

- **Profitability Growth:**

Profit has increased from £20,080 in the year 2020 to £36,756 in 2023, which is highest in 2023 due to reduced discounts.

- **Discount-Profit Relationship:**

Higher discounts in 2021-2022 depressed profit growth, while lower discounts in 2023 reflected improved margins.

#### **Insights**

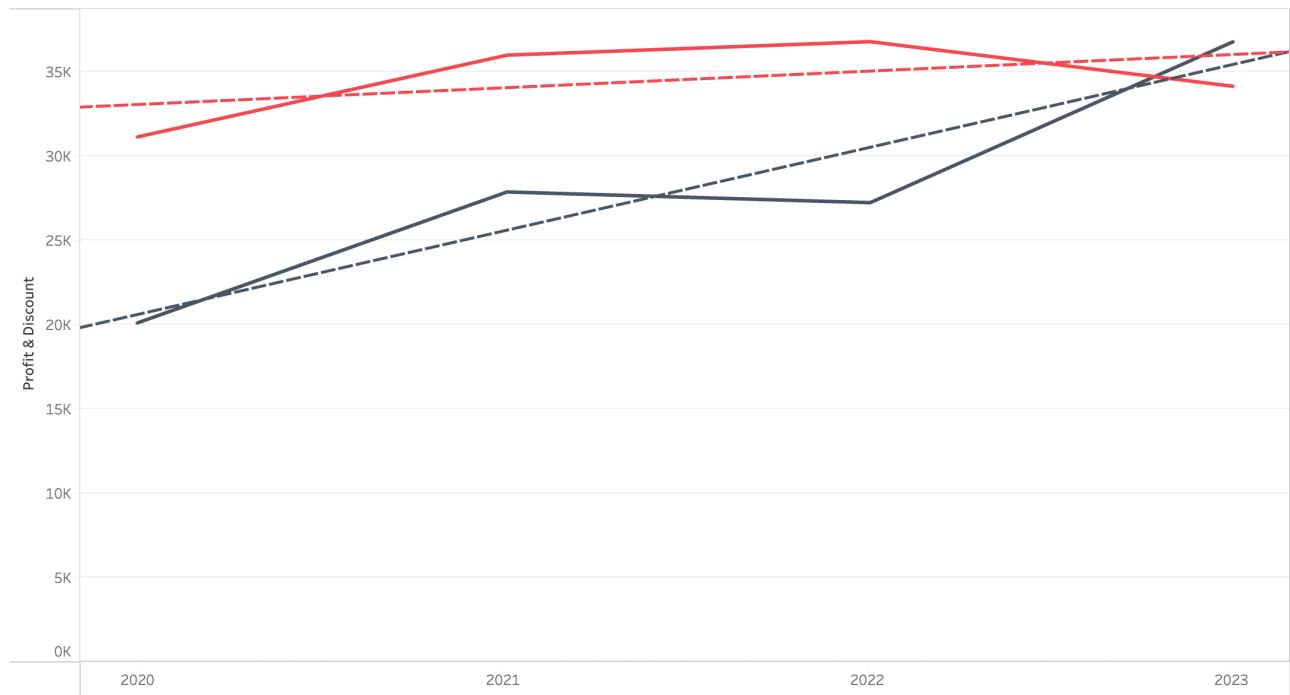
- **Effective Discount Strategy:**

The 2023 reduction strategy balanced customer demand and profitability, demonstrating strong brand positioning.

- **Profit Sustainability:**

Reduced reliance on discounts resulted in healthier margins while maintaining sales levels.

## Discount vs Profit



*Fig 7. Discount Vs Profit Line chart*

## Conclusion

Balancing discount levels is key to sustaining profitability. Reducing discounts in underperforming regions while protecting margins in high-performing ones will enhance financial performance.



### 3.5 Customer Insights: Analysis of Customer Segments and Contributions to Sales

#### Household Type Contributions to Sales

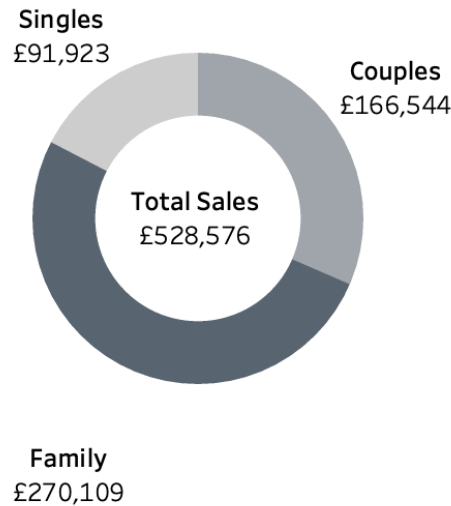


Fig 8. Total sales Vs Household Type Distribution

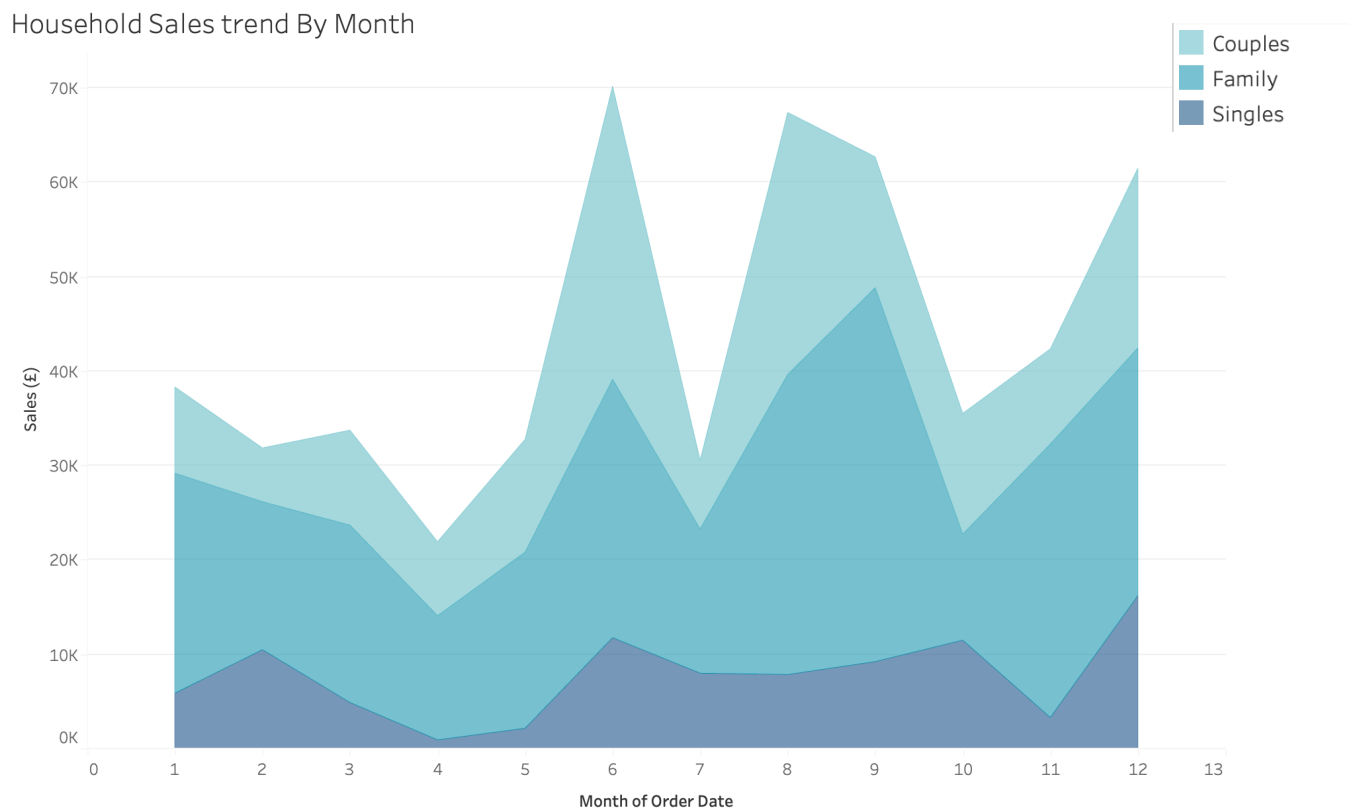
The family segment contributes the highest revenue at £270,109, followed by couples, which contribute up to £166,544, while singles stand at £91,923. However, couples present the highest average order size of 3.825 items, closely followed by families with 3.735 items and singles at 3.788 items. In addition, couples provide the strongest repeat purchase rate, standing at 3.20, indicating strong loyalty and interaction.

House.. ½	January	February	March	April	May	June	July	August	Septem..	October	Novem..	Decemb..
Couples	9,132	5,698	10,058	7,830	11,947	31,045	7,303	27,762	13,854	12,786	10,085	19,043
Family	23,304	15,676	18,791	13,163	18,663	27,383	15,276	31,784	39,619	11,242	28,965	26,243
Singles	5,856	10,467	4,871	909	2,139	11,736	7,977	7,830	9,202	11,473	3,280	16,183

Spending by families is similar throughout the year, reaching peaks in August with 31,784 and September 39,619. Singles only have a lower spend in March and April, indicating price sensitivity or low engagement.

## Seasonal Preferences and Spending Trends

Seasonality impacts all household types, with surges in sales for families and couples in June and August. Singles have a smooth spending pattern but are less affected by seasonality. Families dominate during the holiday season, November and December, which is a good opportunity for targeted campaigns, such as family bundles or festive promotions.



*Fig 9. Household Sales Trend by Month*

## Conclusion

Sales are driven mainly by families and couples, though singles also show great untapped potential. This can be further enhanced through tailored campaigns targeted at families in holidays and couples in high-value segments. For singles, the offer should be affordable and trendsetting.

### **3.6 Returns Analysis**

There have only been 47 returned orders for 1,633 in total-a pretty exceptional low percentage demonstrating excellent results by New-Peth Shoes with product quality and, further generally, overall satisfaction by their customers.

However, the most prevalent returns-16 for Return Code C-indicate that the shoes did not meet customer expectations. Although the number is insignificant, the company can work further in reducing such cases by improving product descriptions, images, or informing customers about the fit and style of the products.

Explanation	Return code	
Did not meet expectations: Shoes that don't match what the customer expected.	C	16
Sizing or fit issues: Shoes that do not fit as expected.	A	9
Changed mind or impulse purchase: Customer decides they no longer want the shoes.	D	8
Damaged or defective item: Shoes with quality issues.	B	8
Incorrect order: Wrong size, color, or style.	E	6

*Fig 10. Returns Analysis (No. Of Return Order under Reason Code)*

Overall, returns still remain a minor problem for the company, showing that New-Peth Shoes is really doing very well in that regard.

## **4. Recommendations for New-Peth Shoes Ltd.**

### **4.1 Improve Logistics in South and West Regions**

Logistical inefficiencies such as 42% of orders arrive late-still represent one of the major barriers to growth, especially in the South (35% late) and the West (44% late). Accordingly, the company should work with logistics providers to minimise delays, while investigating the use of regional distribution hubs to enable faster delivery. Subsidised First-Class or Same Day delivery for orders over £200 and real-time order tracking will increase customer trust and satisfaction.

### **4.2 Improve Engagement in Underperforming Regions**

Target strategies would do well for the South and the West. It might be some sort of local campaigns, like "10% off for South-West customers" and weekend sales that catch one's attention. To increase visibility and engagement, family bundles and hosting pop-up stores or community events must be arranged.

### **4.3 Improve Sales Representative Performance**

Sales representatives in the South and West are behind the Midlands and North by 3-4 years of experience versus 7-8 years of experience. Commissions at a higher percentage, such as 5% over target, coupled with focused training on upselling and customer engagement, will enhance performance. Mentorship for three months by the best performers will close the gap, while region-specific targets are set based on sales potential.

Region	Sales Representat	Current Sales (£)	Target Growth (%)	New Sales Target (£)	Justification	Support Strategies
Midlands	Brian Johnson	£98,497	15%	£113,300	Sustained strong performance and experience.	- Reward with performance bonuses. - Leverage strong customer base to upsell premium products.
North	Nick Hardy	£98,892	15%	£113,700	Proven success with consistent results.	- Encourage mentorship for struggling reps. - Focus on high-value repeat customers.
Central	Emily Waterston	£84,512	20%	£101,400	Mid-tier performance with growth potential.	- Provide cross-selling campaigns. - Upskilling on advanced sales techniques.
East	Steve Smith	£43,089	20%	£51,700	Moderate performer needing strategic support.	- Provide targeted marketing tools. - Region-specific offers to attract new customers.
South	Deborah Reid	£13,050	30%	£16,970	Significant opportunity for improvement.	- Pair with experienced reps for mentorship. - Offer higher commission incentives. - Improve logistics to reduce delays.
West	Wendy Juliana	£10,868	35%	£14,670	Underperformance but achievable with support.	- Intensive training on customer engagement. - Faster shipping modes to boost satisfaction. - Launch region-specific marketing campaigns.

*Fig 11. Sales Target Table ( A bigger image of the table has been placed in the Appendix B Section of the Report)*

## Justification Summary for fig 11

- High Performers-Midlands, North: **15%** targets ensure steady progress without overburdening **the** experienced reps.
- Mid-Tier (Central, East): **20%** growth leverages their potential for improvement.
- Under-performers (South, West): targets are ambitious but achievable through mentorship, improved logistics, and targeted promotions by **30–35%**.

## 4.4 Target Key Customer Segments

Families, contributing £270,109 in revenue, are underrepresented with 33 households in the South and 12 in the West. Targeted value-for-money campaigns could be devised for this grouping, for example, family bundles or bulk discounts on orders over £500. Couples, with the most significant average order size of 3.825 items, can be engaged by offering "Second pair at 50% off." Singles, being the smallest segment in the South and West, can be reached with trendy, affordable product campaigns that drive engagement.

## 4.5 Enhance Product Strategies

Top performers, such as Timberland (24.78% profit margin) and UGG (14.89%), should have top-up inventory and focused marketing in the South and West. Reposition or withdraw underperforming brands: for example, Charles & Keith (£3,704), Aldo (£2,600). Seasonal adjustment: strengthen summer shoes in June/July and winter collections in November/December to catch trends of product demand.

#### 4.6 Refine Pricing and Discount Strategies

The South and West regions, with **low average spending** (£217.5 and £301), require **targeted discount strategies**. Tiered offers, like 5% off for orders above £100 and 10% for orders above £300, can drive larger purchases. Seasonal promotions during slow months (March and April) can boost sales, while limiting discounts during peak months (November and December) will protect profit margins.

By focusing on these targeted strategies, New-Peth Shoes Ltd. can take care of the different logistical challenges, involve underperforming regions in the sale, and optimise customer-product management for growth that should be sustained.

# Appendices

## Appendix A: Data Cleaning and Preparation

To ensure the accuracy and integrity of the analysis, the following data cleaning and preparation steps were undertaken:

**Identified Issues:** Missing values were observed in the *Shipping Days* and *Household Type* columns. But there were no missing values.

### Derived Fields

Several calculated fields were created to enable detailed analysis:

#### 1. Current year customers

CY Customers

---

```
IF YEAR([Order Date]) = [SelectYear] THEN [Customer ID]
END|
```

#### 2. Previous Year Customers

PY Customer

---

```
IF YEAR([Order Date]) = [SelectYear]-1 THEN [Customer ID]
END
```

#### 3. Current Year Orders

CY orders

---

```
IF YEAR([Order Date]) = [SelectYear] THEN [Order ID]
END|
```

#### 4. Current year Profit

CY Profit

---

```
IF YEAR([Order Date]) = [SelectYear] THEN [Profit (£)]
END
```

## 5. Current year Sales

CY Sales

---

```
IF YEAR([Order Date]) = [SelectYear] THEN [Sales (£)]  
END
```

## 6. Last Three year Sales

L3 Year Sales

---

```
IF YEAR([Order Date]) = 2020 THEN [Sales (£)]  
ELSEIF YEAR([Order Date]) = 2021 THEN [Sales (£)]  
ELSEIF YEAR([Order Date]) = 2022 THEN [Sales (£)]  
END
```

## 7. Current Year Quantity

CY Quantity

---

```
IF YEAR([Order Date]) = [SelectYear] THEN [Quantity]  
END
```

## 8. Past Year Quantity

PY Quantity

---

```
IF YEAR([Order Date]) = [SelectYear]-1 THEN [Quantity]  
END
```

## 9. Number of Orders Per Customers

No of Orders per customers

---

```
{ FIXED [Customer ID] : COUNTD([Order ID]) }
```



## 10. Previous Year Orders

PY orders

---

```
IF YEAR([Order Date]) = [SelectYear]-1 THEN [Order ID]
END
```

## 11. Previous Year Sales

PY Sales

---

```
IF YEAR([Order Date]) = [SelectYear]-1 THEN [Sales (£)]
END
```

## 12. Late Shipments

Late Shipments

---

```
IF DATEDIFF('day', [Order Date], [Ship Date]) <=
    CASE [Ship Mode]
        WHEN "Same Day" THEN 0
        WHEN "First Class" THEN 1
        WHEN "Second Class" THEN 3
        WHEN "Standard Class" THEN 5
        ELSE NULL
    END
THEN "On Time"
ELSE "Late"
END
```

## 13. Ship Days

ShipDays

---

```
DATEDIFF('day', [Order Date], [Ship Date])|
```

#### 14. Allowed Shipping time

AllowedShipTime

---

```
CASE [Ship Mode]
  WHEN "Same Day" THEN 0
  WHEN "First Class" THEN 1
  WHEN "Second Class" THEN 3
  WHEN "Standard Class" THEN 5
  ELSE NULL
END
```

#### 15. Average Ship Time

AvgShipTime

---

```
IF DATEDIFF('day', [Order Date], [Ship Date]) >= 0 THEN
  DATEDIFF('day', [Order Date], [Ship Date])
ELSE
  NULL
END
```

#### 16. Number of Shipping days (Actual)

shippingNosDays

---

```
DATEDIFF('day', [Order Date], [Ship Date])
```

#### 17. Percentage Difference of Customers (CY vs PY)

% Diff Customers

---

```
(COUNT([CY Customers ]) - COUNT([PY Customer]))/COUNT([PY Customer])
```

### 18. Percentage Difference of Orders (CY vs PY)

% Diff orders

---

$$(\text{COUNT}([CY \text{ orders}]) - \text{COUNT}([PY \text{ orders}]))/\text{COUNT}([PY \text{ orders}])|$$

### 19. Percentage Difference of Profit (CY vs PY)

% Diff Profit

---

$$(\text{SUM}([CY \text{ Profit}]) - \text{SUM}([PY \text{ Profit }]))/\text{SUM}([PY \text{ Profit }])$$

### 20. Percentage Difference of Sales per Customer (CY vs PY)

% Diff Sales per customer

---

$$(([\text{Sales per Customer}]) - ([PY \text{ sales per customer }]))/([PY \text{ sales per customer }])$$

### 21. Percentage Difference of Sales (CY vs PY)

% Diff Sales

---

$$(\text{SUM}([CY \text{ Sales}]) - \text{SUM}([PY \text{ Sales }]))/\text{SUM}([PY \text{ Sales }])|$$

### 22. Percentage Difference of Quantity(CY vs PY)

% Diff Quantity

---

$$(\text{SUM}([CY \text{ Quantity}]) - \text{SUM}([PY \text{ Quantity}]))/\text{SUM}([PY \text{ Quantity}])|$$

### 23. Previous Sales Per Customer

PY sales per customer

---

$\text{SUM}([PY \text{ Sales }]) / \text{COUNTD}([PY \text{ Customer}])$

### 24. Average Spending per Order

Avg. Spending per Order

---

$\text{SUM}([Sales \text{ (£)}]) / \text{COUNTD}([Order \text{ ID}])$

### 25. Average Order Size

Avg Order Size

---

$\text{SUM}([Quantity]) / \text{COUNTD}([Order \text{ ID}])$

### 26. Repeat Purchase Rate

Repeat Purchase Rate

---

$\text{COUNT}([Order \text{ ID}]) / \text{COUNTD}([Customer \text{ ID}])$

## 27. Sales/Profit Ratio

Sales/Profit

---

$\text{SUM}([\text{Sales } (£)]) / \text{SUM}([\text{Profit } (£)])$

## 28. Previous Sales/Profit Ratio

PY Sales/Profit

---

$\text{SUM}([\text{PY Sales }]) / \text{SUM}([\text{PY Profit }])$

## 29. Sales/Quantity Ratio

Sales/Quantity

---

$\text{SUM}([\text{Sales } (£)]) / \text{SUM}([\text{Quantity}])$

## 30. Previous Year Sales/Quantity Ratio

PY Sales/Quantity

---

$\text{SUM}([\text{PY Sales }]) / \text{SUM}([\text{PY Quantity}])$

### 31. Sales per Customer

Sales per Customer

---

```
SUM([Sales (£)]) / COUNTD([Customer ID])
```

### 32. Weighted Discount

Weighted Discount

---

```
SUM([Discount] * [Sales (£)]) / SUM([Sales (£)])
```

### 33. KPI Profit

KPI Profit Avg

---

Results are computed along Table (across).

```
IF SUM([CY Profit]) > WINDOW_AVG(SUM([CY Profit]))
THEN 'above'
ELSE 'below'
END
```

### 34. KPI Sales

KPI Sales Avg

---

Results are computed along Table (across).

```
IF SUM([CY Sales]) > WINDOW_AVG(SUM([CY Sales]))
THEN 'above'
ELSE 'below'
END
```

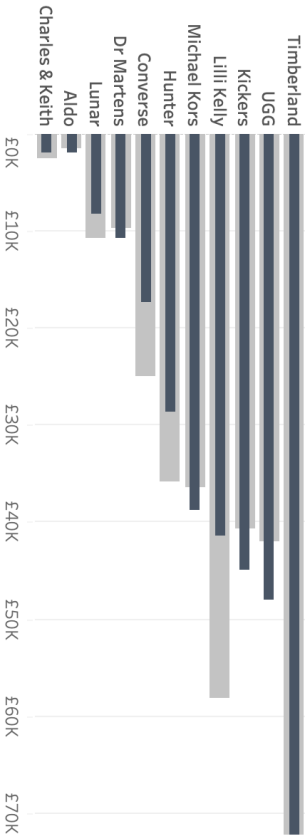
Sales Overview Dashboard

KPI Performance Overview

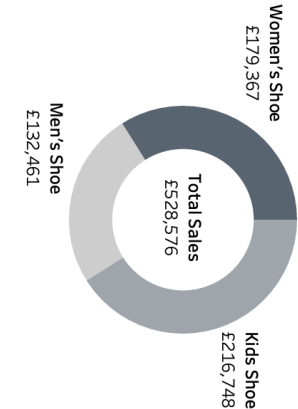


Sales by Subcategory

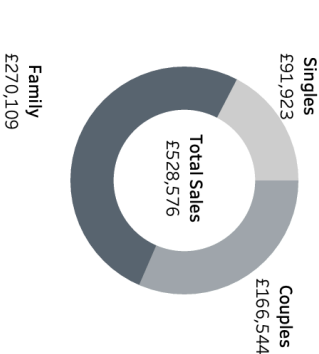
2023 Sales Performance Compared to the Aggregate Sales from 2020-2022



Product Category Donut

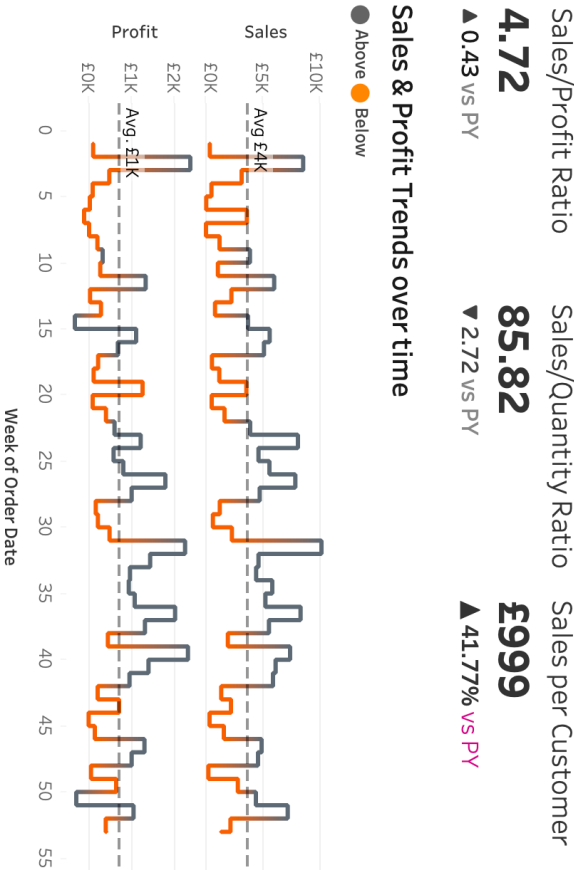


Household Category Donut

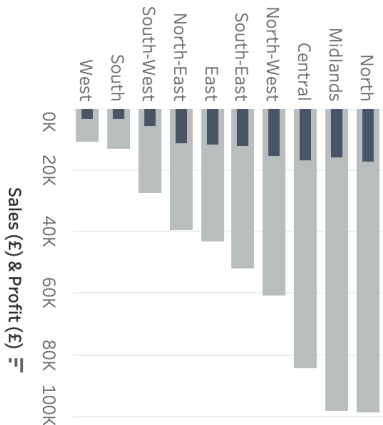


Sales & Profit Trends over time

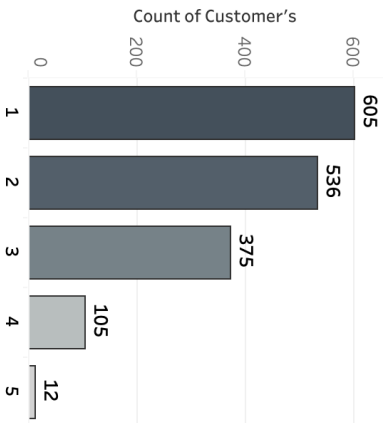
● Above ● Below



Region Wise Sales & Profit



Customer Dist. By Nos Orders



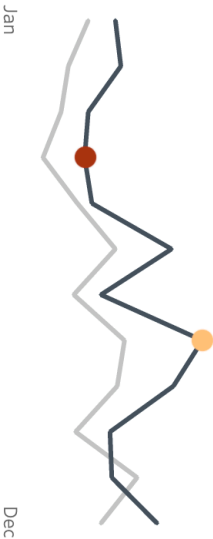
# Customer Dashboard

KPI's | ● 2023 ● 2022

Total Customers

619

▲ 65.95% vs PY



Sales per Customer

£999

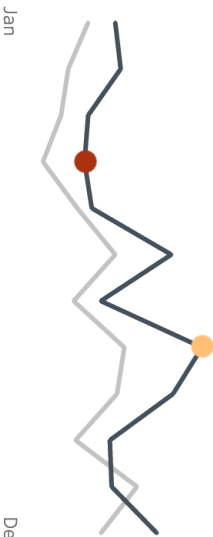
▲ 41.77% vs PY



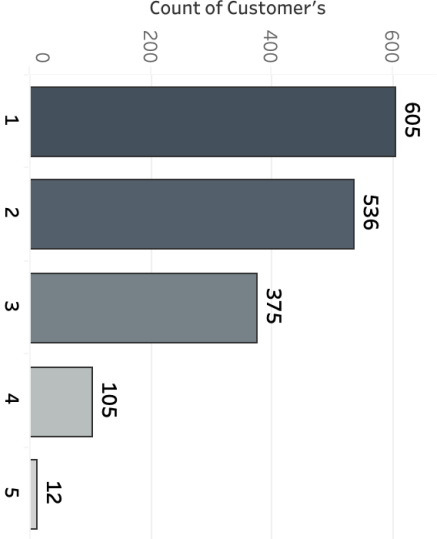
Total Orders

619

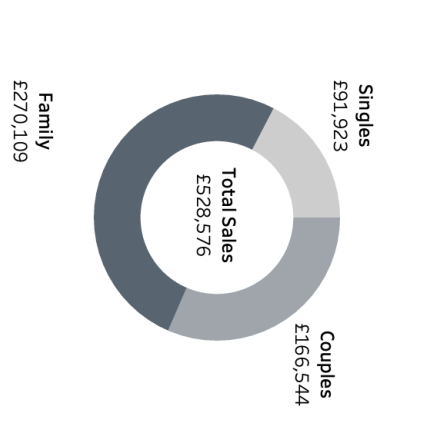
▲ 65.95% vs PY



Customer Distribution by No. of Orders



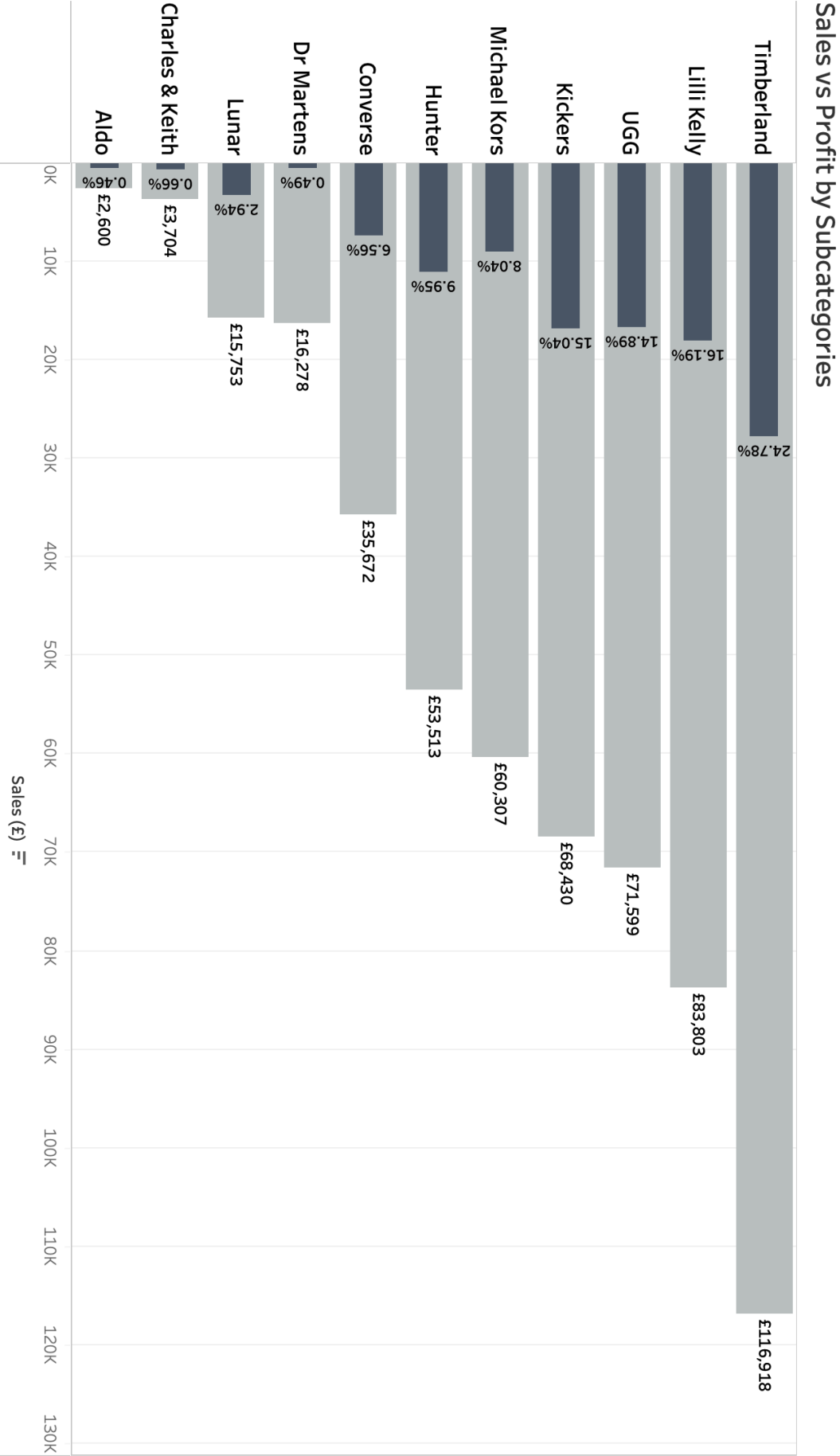
Household Distribution by Sales



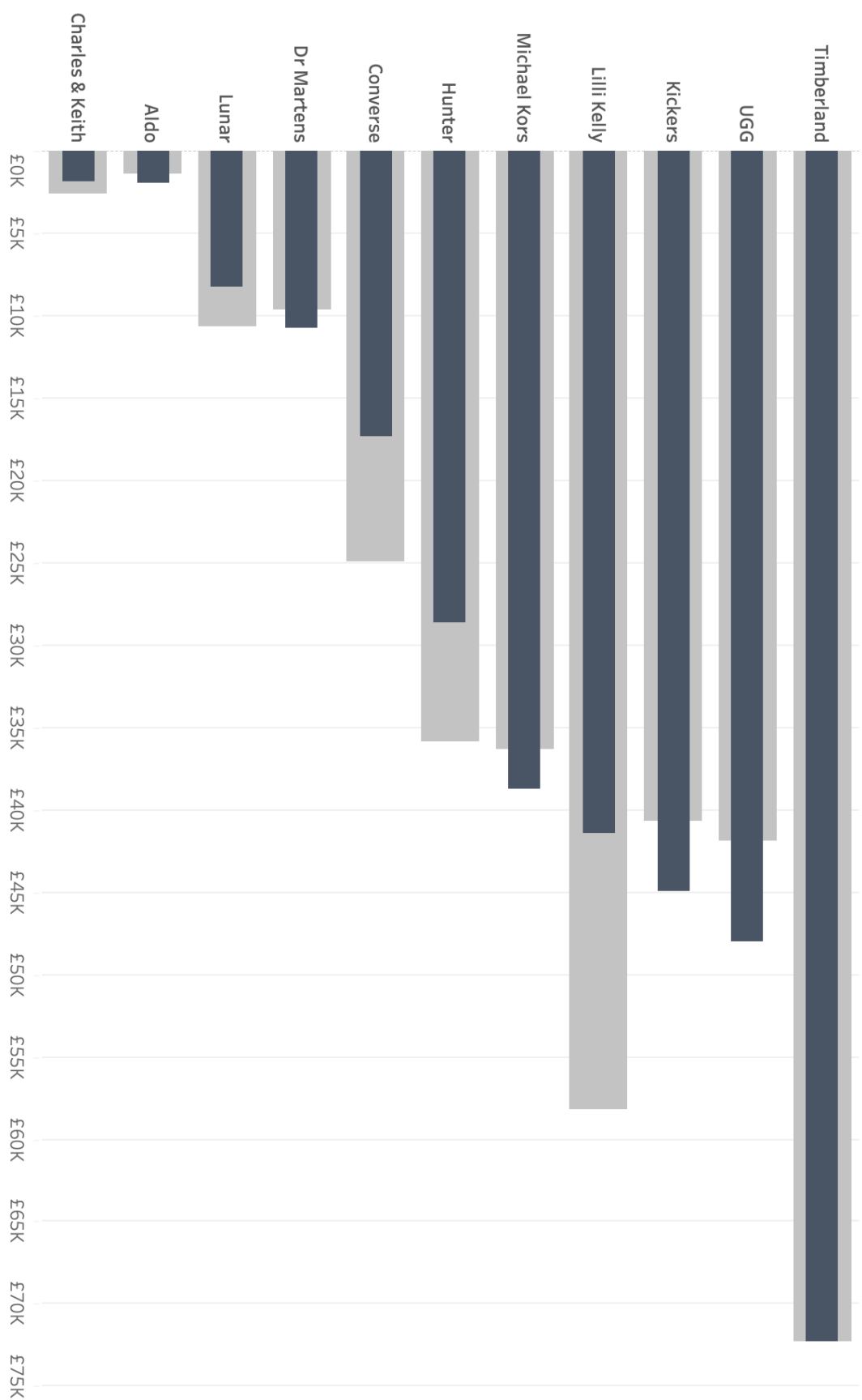
Top Customers

Rank	Customers	2023 Profit	2023 Sales	No. Orders
#1	Maxwell Schwartz	£1,801	£4,898	2
#2	Patrick O'Donnell	£1,712	£4,180	1
#3	Harry Marie	£1,297	£3,731	2
#4	Mitch Webber	£1,072	£4,200	1
#5	Jennifer Ferguson	£1,033	£2,519	1
#6	Kimberly Carter	£868	£2,141	1
#7	Carl Weiss	£843	£3,564	2
#8	Harold Engle	£756	£1,679	1
#9	Laurel Workman	£735	£2,198	1
#10	Sonia Sunley	£732	£2,488	1





Subcategory Comparison



## Top Customers by Rank

### Top Customers

Rank	Customers	2023 Profit	2023 Sales	No. Orders
#1	Maxwell Schwartz	£1,801	£4,898	2
#2	Patrick O'Donnell	£1,712	£4,180	1
#3	Harry Marie	£1,297	£3,731	2
#4	Mitch Webber	£1,072	£4,200	1
#5	Jennifer Ferguson	£1,033	£2,519	1
#6	Kimberly Carter	£868	£2,141	1
#7	Carl Weiss	£843	£3,564	2
#8	Harold Engle	£756	£1,679	1
#9	Laurel Workman	£735	£2,198	1
#10	Sonia Sunley	£732	£2,488	1

Top Customer with highest order value

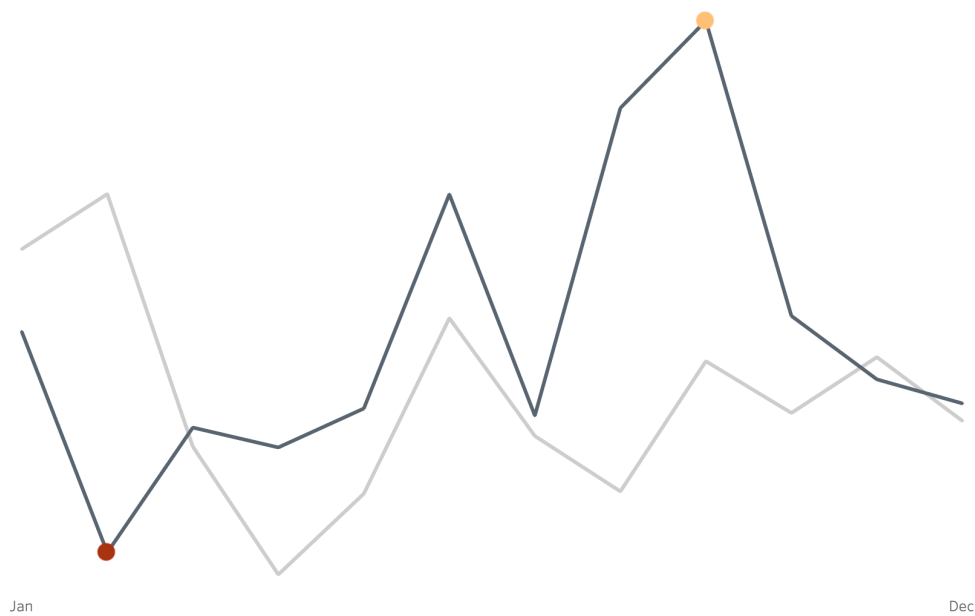
## Shipping Mode VS Regional umber of Orders

Ship Mode	Region (Sales Representatives)					
	Central	East	Midlands	North	South	West
First Class	59	15	67	40	5	1
Same Day	17	11	19	12		1
Second Class	62	19	99	68	17	16
Standard Class	160	92	225	175	45	22

Shipping Mode vs Regions order Number

Total Profit KPI

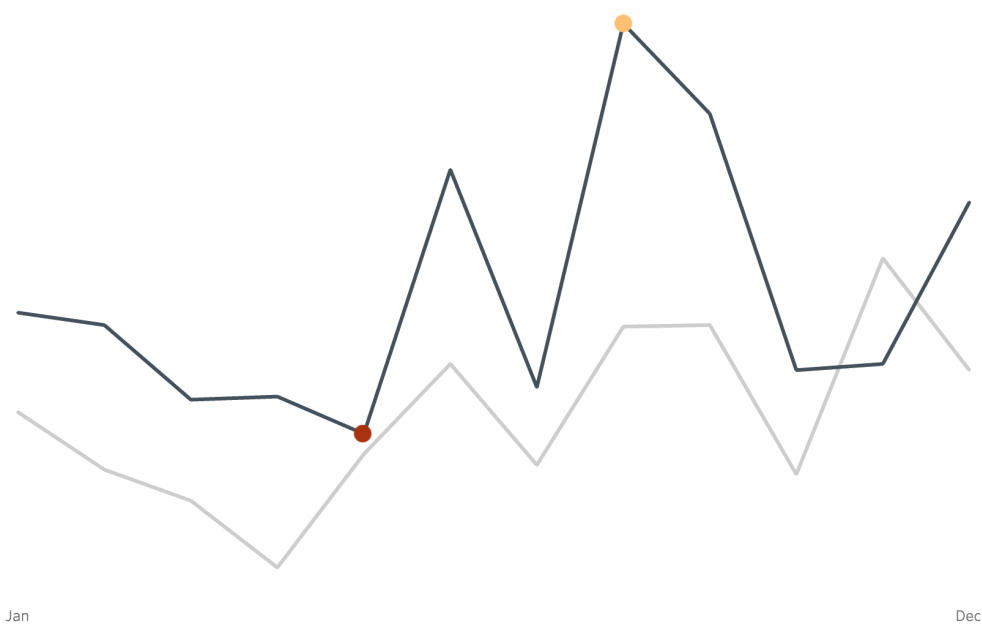
Total Profit  
**£112K**  
▲ 32.70% vs PY



PY Vs. CY Total Profit Lines Graph (Monthly)

Total Quantity KPI

Total Quantity  
**6K**  
▲ 68.38% vs PY



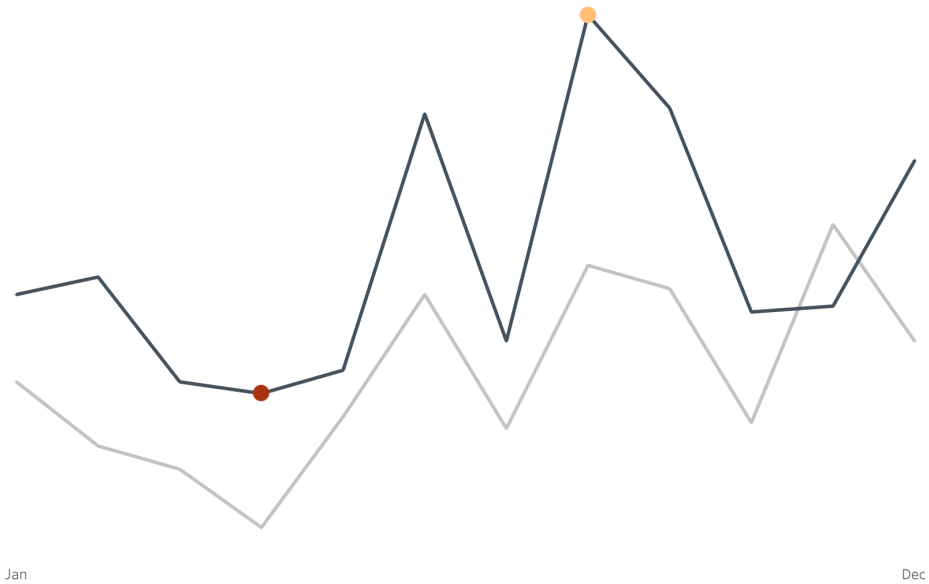
PY Vs. CY Total Quantity Lines Graph (Monthly)

Total Customers KPI

Total Customers

1,633

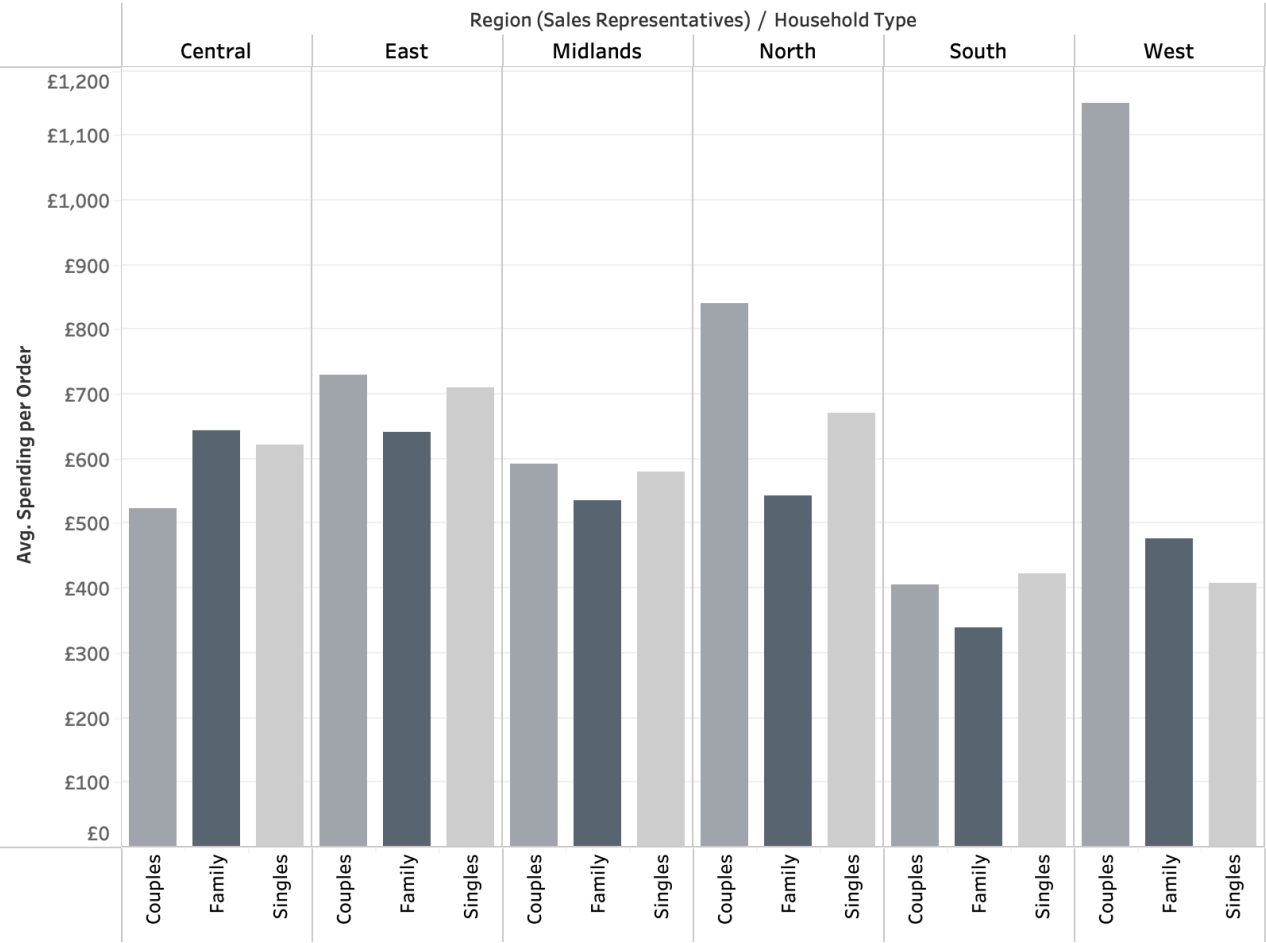
▲ 65.95% vs PY



PY Vs. CY Total Customers Lines Graph (Monthly)

# Regions vs Average Spending Per Order

Region & Household Type By Avg. Spending per Order



Regions vs Average Spending Per Order

Region					Support Strategies	
	Sales Representative	Current Sales (£)	Target Growth (%)	New Sales Target (£)	Justification	
Midlands	Brian Johnson	£98,497	15%	£113,300	Sustained strong performance and experience.	- Reward with performance bonuses. - Leverage strong customer base to upsell premium products.
	Nick Hardy	£98,892	15%	£113,700	Proven success with consistent results.	- Encourage mentorship for struggling reps. - Focus on high-value repeat customers.
	Emily Waterston	£84,512	20%	£101,400	Mid-tier performance with growth potential.	- Provide cross-selling campaigns. - Upskilling on advanced sales techniques.
East	Steve Smith	£43,089	20%	£51,700	Moderate performer needing strategic support.	- Provide targeted marketing tools. - Region-specific offers to attract new customers.
South	Deborah Reid	£13,050	30%	£16,970	Significant opportunity for improvement.	- Pair with experienced reps for mentorship. - Offer higher commission incentives. - Improve logistics to reduce delays.
						- Intensive training on customer engagement.
						- Faster shipping modes to boost satisfaction.
West	Wendy Juliana	£10,868	35%	£14,670	Underperformance but achievable with support.	- Launch region-specific marketing campaigns.