Final Analysis and Recommendations:

# 1. KPI: Total Sales

* Analysis: The total sales have shown a declining trend over the past few quarters.
* Recommendation: To address the declining sales, it is crucial to identify the underlying factors causing this decline. Conduct a thorough analysis of market trends, customer preferences, and competitive landscape. Develop strategies to boost sales, such as enhancing marketing efforts, introducing new products or services, improving customer experience, expanding into new markets, and implementing targeted discounts and promotions.

# 2. KPI: Total Orders

* Analysis: The total number of orders is significantly lower compared to the previous year.
* Recommendation: Investigate potential barriers that customers may face when placing orders. Streamline the ordering process, optimize the website for improved user experience, ensure sufficient stock availability, and provide accessible customer support. Implement marketing campaigns to drive customer engagement and increase order volume. Leverage customer feedback to continually improve the ordering experience.

# 3. KPI: Average Delivery Date

* Analysis: The average delivery date exceeds customer expectations.
* Recommendation: Evaluate and streamline the order fulfillment process, including inventory management, logistics, and shipping. Identify bottlenecks and inefficiencies that contribute to delayed deliveries. Enhance inventory forecasting, optimize logistics routes, and establish partnerships with reliable shipping providers. Transparently communicate delivery timelines to manage customer expectations and provide tracking information to ensure a positive post-purchase experience.

# 4. KPI: Returned Orders

* Analysis: The percentage of returned orders is higher than the industry benchmark.
* Recommendation: Analyze the reasons behind returns, such as product defects, inaccurate descriptions, or delivery issues. Improve quality control measures, provide comprehensive and accurate product information, enhance packaging to prevent damage during shipping, and streamline the return process for customer convenience. Proactively address customer feedback to minimize returns and improve overall customer satisfaction.

# 5. Top and Bottom Products by Profit - Bar Graph

* Analysis: Certain products consistently show low profitability or high profitability.
* Recommendation: Evaluate the cost structure, pricing strategy, and market demand for low-profit products. Consider adjusting prices, optimizing production costs, or discontinuing low-performing products. For high-profit products, explore opportunities for further market penetration, upselling, or cross-selling. Conduct market research to identify customer preferences, align product offerings accordingly, and optimize pricing strategies.

# 6. Region-wise Sales - Tree Map

* Analysis: Certain regions consistently show low sales compared to others.
* Recommendation: Conduct market research to understand regional preferences, competitive landscape, and local market conditions. Develop region-specific marketing campaigns tailored to customer needs and preferences. Expand distribution networks, collaborate with local retailers, or form partnerships with local influencers to increase brand visibility. Offer region-specific promotions or discounts to stimulate sales in underperforming regions.

# 7. Sales by Region - Map Visuals

* Analysis: Certain regions have experienced a sudden drop in sales.
* Recommendation: Investigate the causes for the decline, such as changes in market dynamics, economic downturns, or shifts in customer behavior. Develop targeted marketing strategies to re-engage customers in those regions. Implement personalized offers, local events, or partnerships with local businesses. Reassess pricing strategies, optimize distribution channels, and conduct customer surveys to better understand their needs and preferences.

# 8. Segment-wise Sales - Pie Diagram

* Analysis: Certain customer segments consistently contribute significantly less to overall sales.
* Recommendation: Conduct market research to understand the unique needs, preferences, and purchasing behaviors of underperforming customer segments. Develop targeted marketing campaigns tailored to their specific requirements. Customize product offerings, create bundled packages, or introduce loyalty programs to attract and retain customers within those segments. Regularly evaluate and refine strategies based on customer feedback and market dynamics.

By implementing these recommendations, businesses can improve sales performance, enhance customer satisfaction, and drive overall growth in the global store sales.