ORDERING

GROUP 6: SHRAVANI DURGI, MYTHREYEE GOTTIPATI, JALAL-U-DIN KADERNANI, YASH AGARWAL

BUS MATRIX
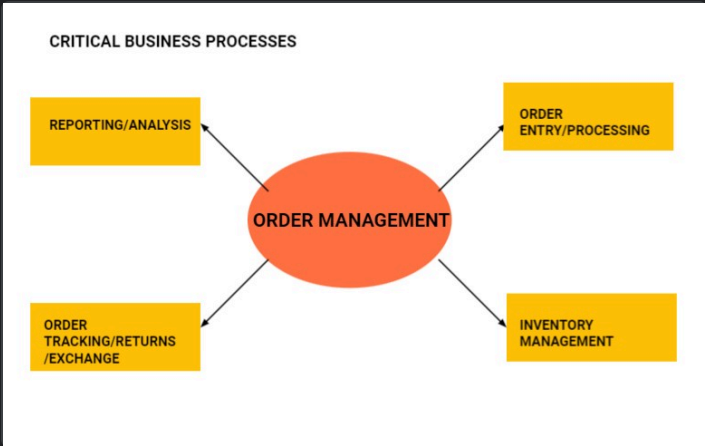
CRITICAL BUSINESS PROCESSES

	Date	Customer	Product	Sales Rep	DistributionCenter	Shipper
Ordering	X	X	X	X		
Shipping to Customer	X	X	X	X	X	X
Shipment Invoicing	X	X	X	X	X	X
Customer Returns	X	X	X	X	X	X

SUMMARY

Ordering consists of several business process, including ordering, shipment, and order tracking.
Key Performance Indicators:
Sales by Country
Order Distribution
Average Order Value (Market Basket)
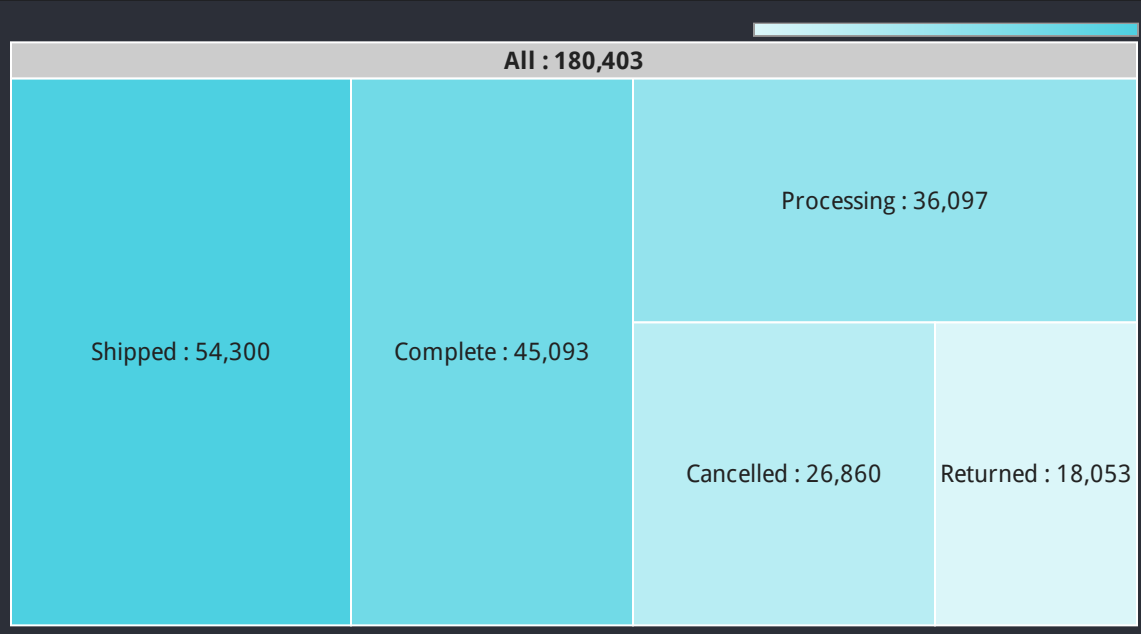Average Time to Ship (Order Cycle Time)
Order Analysis

- Shipped 30.1%
- Complete 25%
- Processing 20%
- Cancelled 14.9%
- Returned 10%
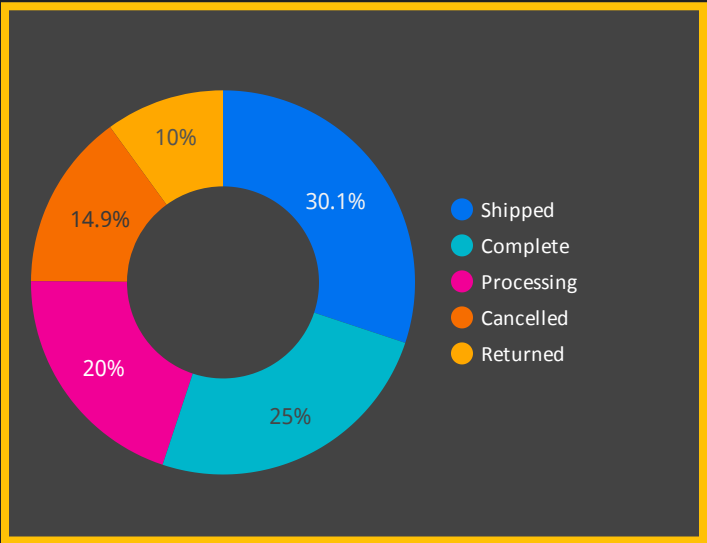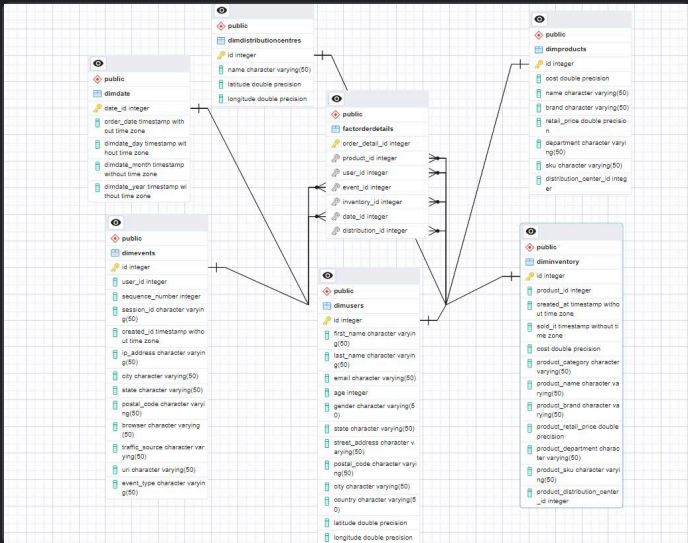
Average_Order_value
59.32

Avg_Time_to_ship
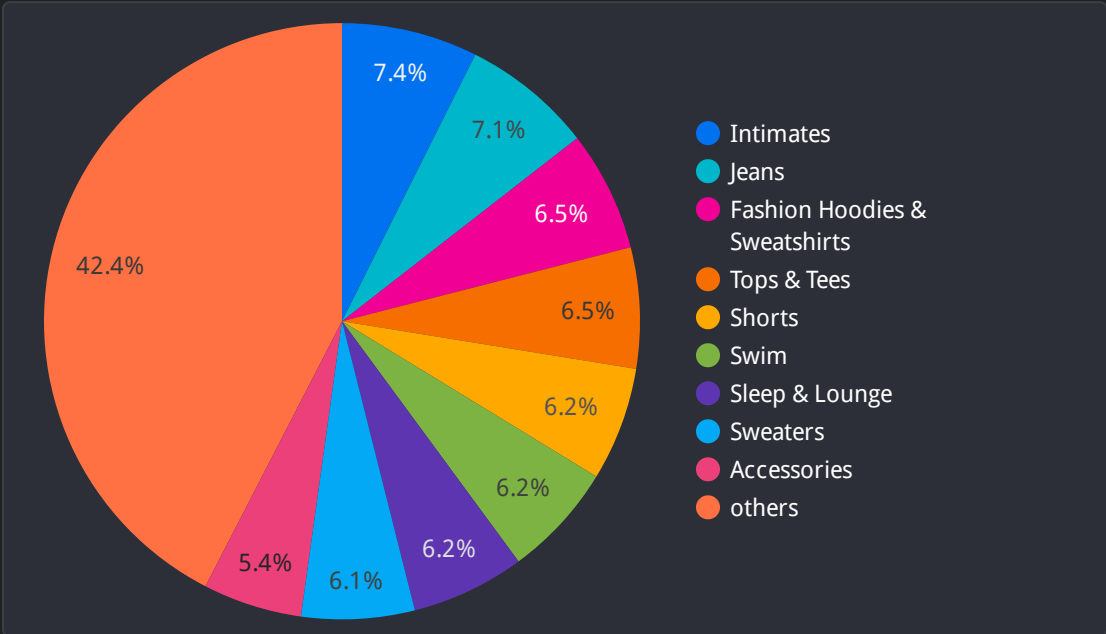0.47

Yash_Order analysis - product

Order Status Distribution
KPI visualizes the breakdown of all orders by status (shipped, cancelled, returned, completed) to analyze overall order fulfillment efficiency.

All : 180,403

- Shipped : 54,300
- Complete : 45,093
- Processing : 36,097
- Cancelled : 26,860
- Returned : 18,053

Category-Level Order Status:
Chart drills down order statuses by product category, helping to identify category performance with respect to different order status.

- 7.4%
- 7.1%
- 6.5%
- 6.5%
- 6.2%
- 6.2%
- 6.2%
- 6.1%
- 5.4%
- 42.4%

Legend:
- Intimates
- Jeans
- Fashion Hoodies & Sweatshirts
- Tops & Tees
- Shorts
- Swim
- Sleep & Lounge
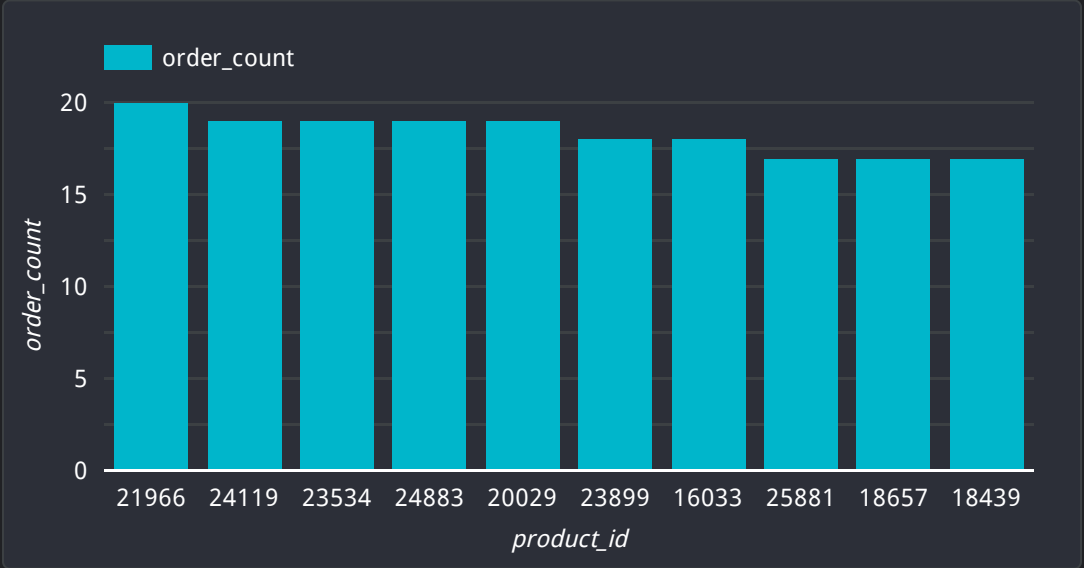- Sweaters
- Accessories
- others

Product-Level Order Status:
provides specifics into which products are associated with each order status, helping to identify product specific trends, issues in order fulfillment and inventory management.

	id	name	order_coun...
1.	21966	Oak Hill Big & Tall Waist Relaxer Premium Pleat...	20
2.	24119	Craghoppers Men's Field Gore-Tex Jacket	19
3.	24883	Nautica Men's 3-Pack Fancy Pattern SockNavy...	19
4.	20029	Calvin Klein Mens 2 Button Tan Micro Corduroy...	19
5.	23534	Matix Men's Welder 22 Inch Chino Short	19
6.	16033	Robert Graham Men's Clark Regular Cuffs	18
7.	23899	G by GUESS Vladimir Faux-Leather Jacket	18
8.	23551	LEE Stonewashed Carpenter Shorts	17
9.	19236	Oak Hill Big & Tall V-Neck Sweater	17

Summary
These KPIs collectively help in understanding the effectiveness of order mgmt process, and identify areas for improvement in inventory and customer strategies.

order_count bar chart by product_id: 21966, 24119, 23534, 24883, 20029, 23899, 16033, 25881, 18657, 18439

Order Status Distribution KPI: This KPI visualizes the breakdown of all orders by status (shipped, cancelled, returned, completed) to analyze overall order fulfillment efficiency and customer satisfaction.

Product-Level Order Status KPI: This chart provides insights into which specific products are most frequently associated with each order status, helping to identify product-specific trends or issues in order fulfillment.

Category-Level Order Status KPI: Similar to the product-level analysis, this chart breaks down order statuses by product category, offering a higher-level view of how different categories perform in terms of shipping, cancellations, returns, and completions.
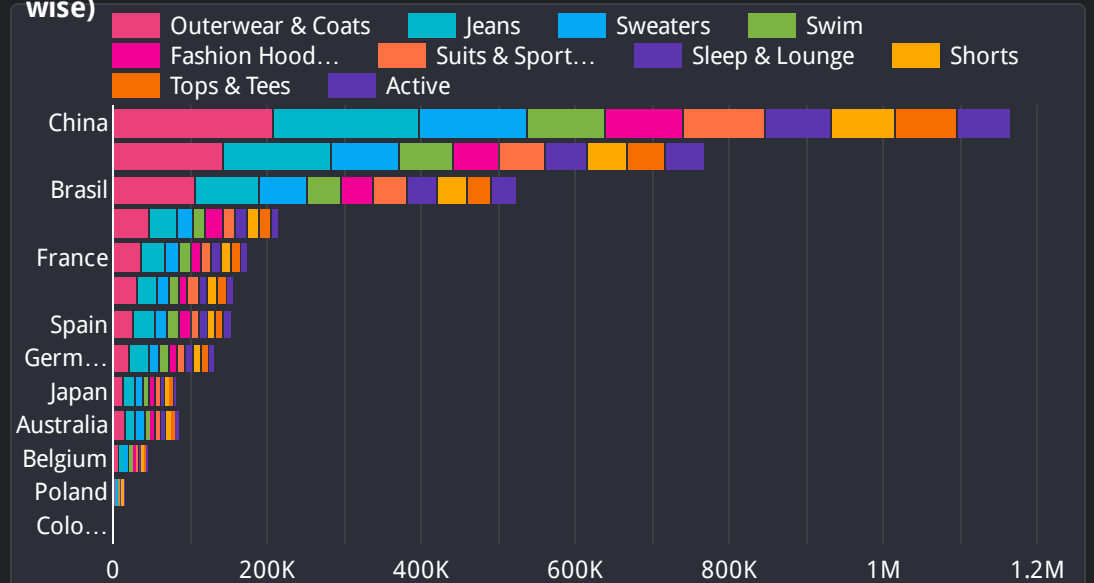
These KPIs collectively help in understanding the effectiveness of order management processes and pinpointing areas for improvement in inventory and customer service strategies.
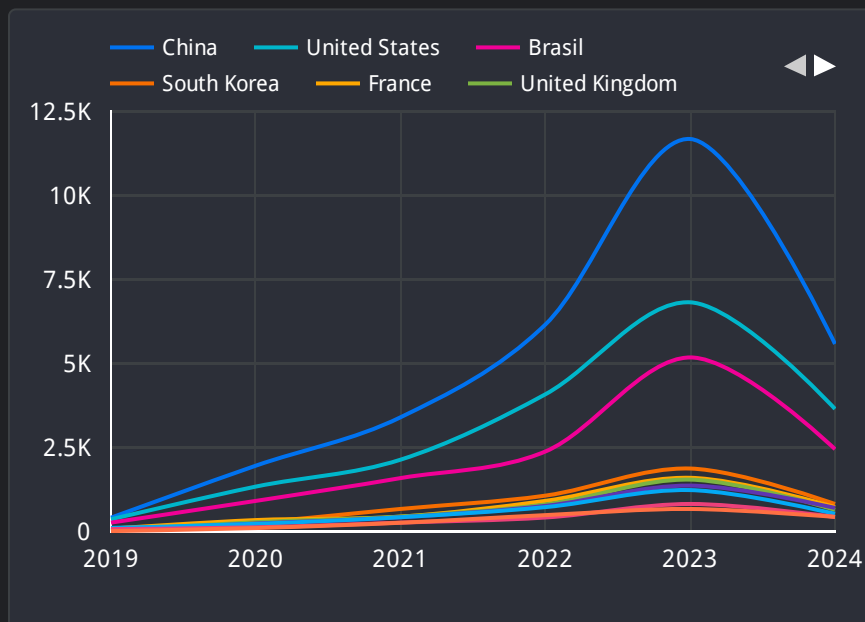
Mythreyee-Sales_Country
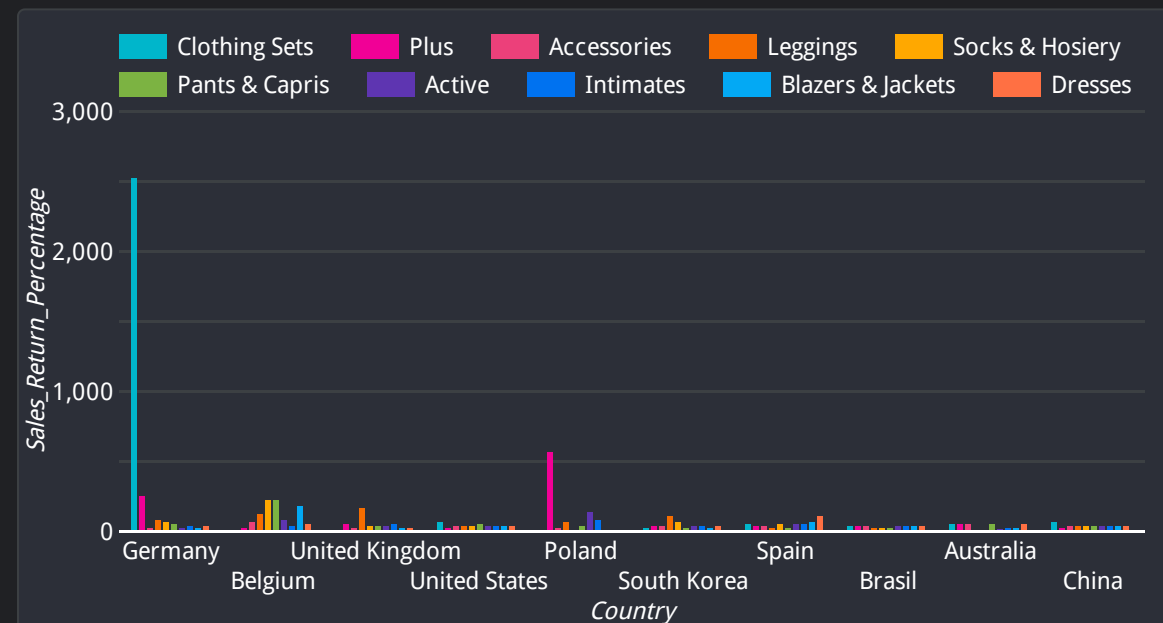
1.calculated sales and items sold by country
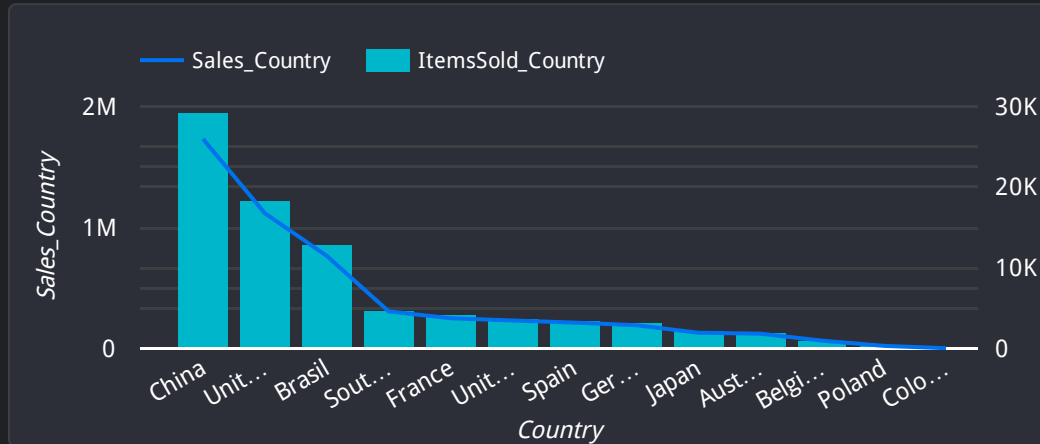
3.product categories and revenue generated (category wise)

2.sales trend over years by country

4.Top categories returned by country

Key Performance Indicator: Sales by Country

1.Created a view to calculate the items sold by country and revenue generated by country. China, US , Brazil are top performers. The company can devise strategies to expand their business in colombia,poland and Belgium.

2.Created a view to see the sales trend over years by country and presented it under time series chart. The year 2023 seems to have excellent performance in total sales category.

3.Created a view to calculate the revenue generated by category wise. we can view top selling products by country and expanding product categories for least performing countries as a part of marketing strategy.

4.Created a view to show top categories items returned by country and money lost in revenue(sales_return percentage).for eg: Germany has done most amount of returns in clothing sets.By creating this view we can work on customer satisfaction and product quality.

Jalal KPI: Average Order Value (Market Basket)
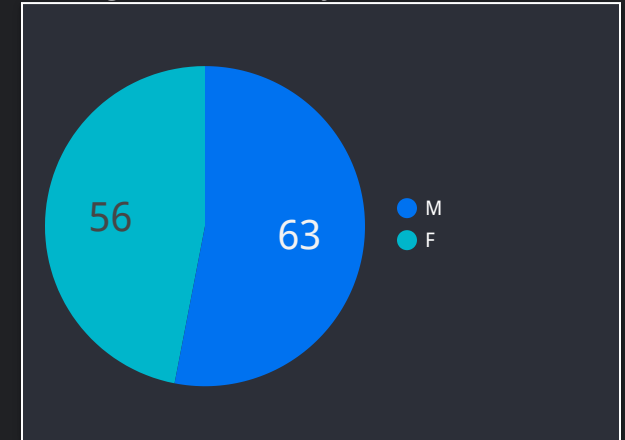
The average amount of money a customer spends per order.

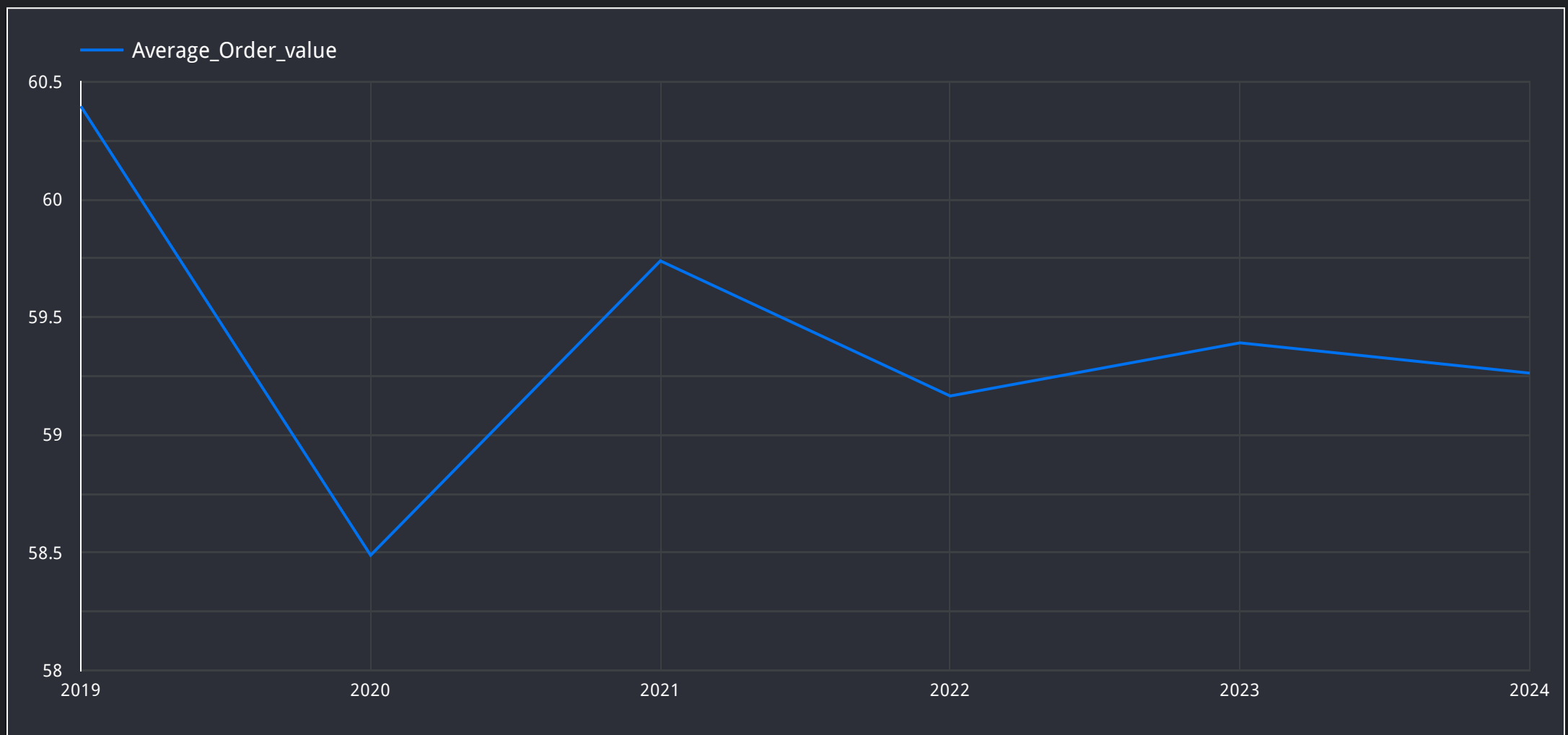It's calculated by dividing the total revenue from orders by the number of orders placed.

Average Basket size per month

Average_Order_value
$59.33

Year ▾

Average Basket size by Gender

56   63

● M
● F

Average_Order_value

60.5					
60					
59.5					
59					
58.5					
58					
2019	2020	2021	2022	2023	2024

KPI: Average Order Value (Market Basket)
Chart decripition

Scorecard showing AOV achieved by creating a calculated field and blending data in looker. Dividing the total revenue from orders by the number of orders placed.

Line chart tracking the average order value by month an year by including drill down option and drop down slicer.

Pie chart created to show average order value split by gender to help drive gender targeted campaigns or improve gender specific strategies.

Jalal KPI: Order Cycle Time (Average Time to Ship)

This is the average time it takes to ship an order from the time it's placed.

It helps measure operational efficiency in handling orders.

Avg_Time_to_ship
0.47

Quarter ▾

☑ **country**

🔍 Type to search
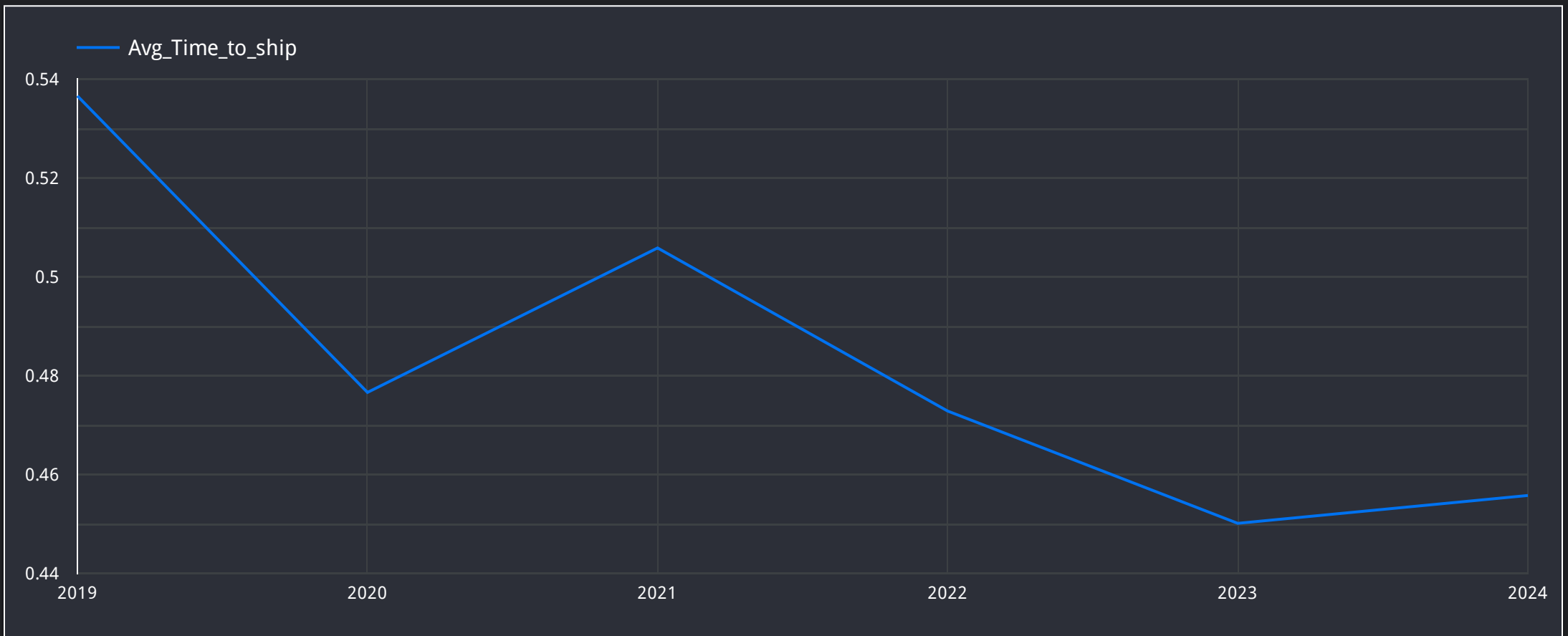
✓ United States

✓ United Kingdom

✓ Spain

✓ South Korea

✓ Poland

✓ Japan

Average Order Cycle Time

Avg_Time_to_ship

Chart of Average Order Cycle Time from 2019 to 2024. Y-axis ranges from 0.44 to 0.54.

# *Jalal* KPI: Order Cycle Time (Average Time to Ship)

Scorecard showing Average time it takes an order to move from placed to shipped.

Line chart tracking the order cycle time by month and year by including drill down option and drop down slicer for quarterly periods.

Fixed size list included to further dissect the Average time to ship by country to obtain a country specific view of operational efficiency.

Order Distribution
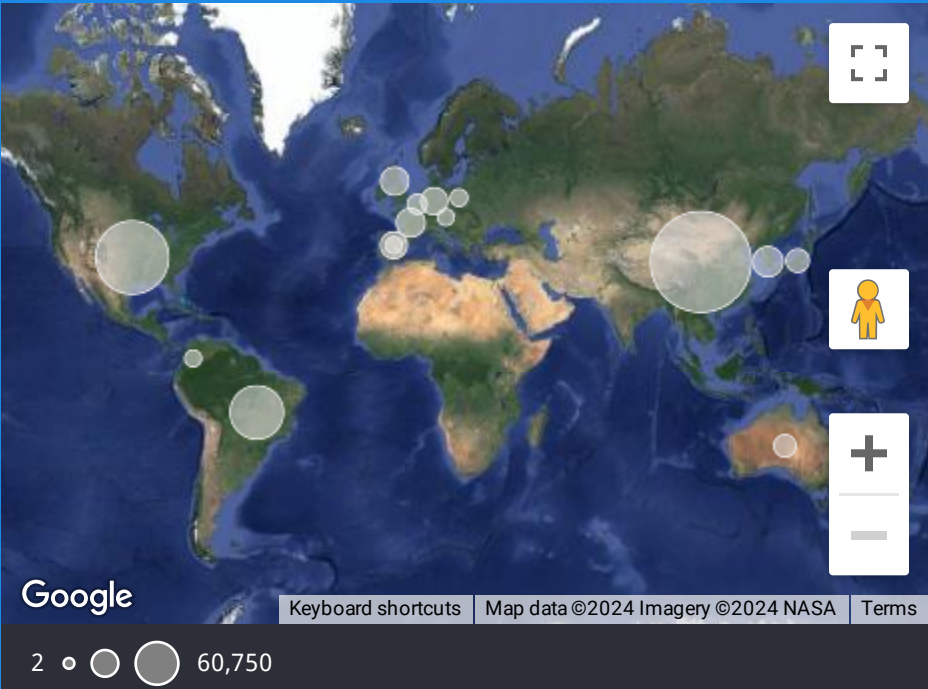
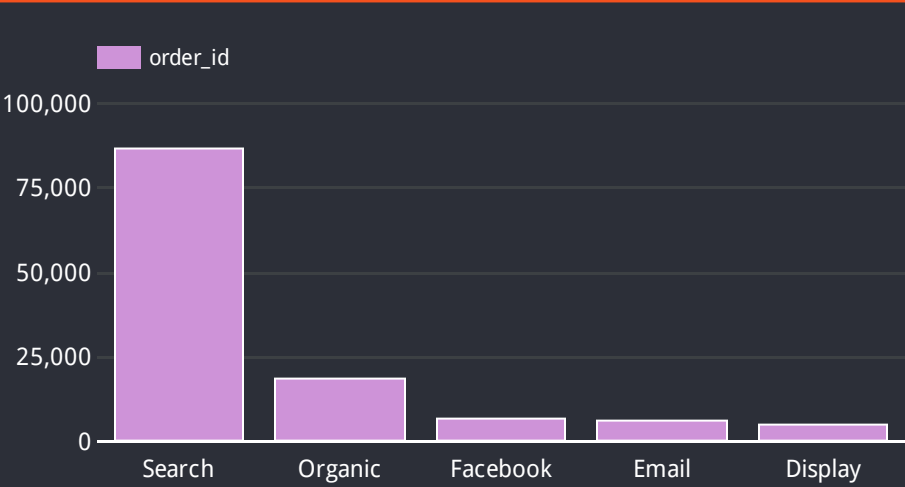## DISTRIBUTION OF ORDERS BASED ON ORDER STATUS

- Shipped — 30.1%
- Complete — 25%
- Processing — 20%
- Cancelled — 14.9%
- Returned — 10%
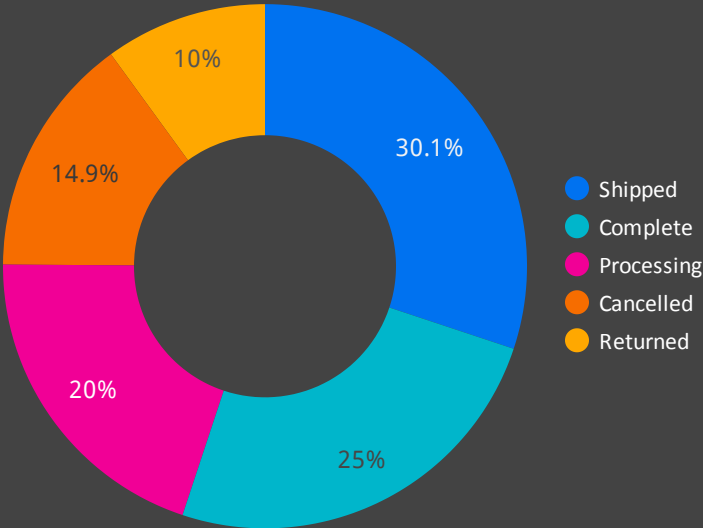
NUMBER OF ORDERS PLACED

180,403

COMPLETED ORDERS

45,093

DISTRIBUTION OF ORDERS BASED ON COUNTRY

Google
Keyboard shortcuts | Map data ©2024 Imagery ©2024 NASA | Terms

2 ● ○ ◯ 60,750

ORDER PLACED THROUGH VARIOUS TRAFFIC SOURCES

order_id

| | Search | Organic | Facebook | Email | Display |

DISTRIBUTION OF ORDERS W.R.T GENDER

- F — 33.4%
- M — 66.6%
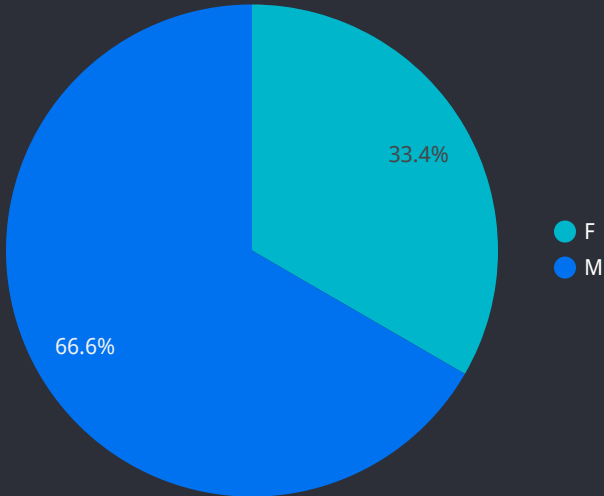
Order Distribution:

A view named Order_summary is created, which contains data from the fact table and user dimension table.

Charts Description:

a. Distribution of Orders based on Status:
Donut Chart is used for the visual representation.
The attributes or the dimensions considered are order status and order id. Each segment of the donut chart represents a distinct order status. The size of each segment corresponds to the count of orders in that status. Efficiently managing order statuses enhances overall customer satisfaction.

b. Distribution of Orders based on Country:
Bubble map is used for visualizing the distribution of orders per country. This shows the geographical distribution of orders by country.
Each country is represented by a bubble whose size correlates with the order count. Larger bubble indicates more orders, while smaller signifies fewer orders. This visual tool enables easy identification of high-demand regions and market trends. Analyzing the bubble map facilitates strategic decision-making for global sales and logistics.

c. Orders placed through various traffic sources:
A column chart depicts the distribution of orders across various traffic sources.Each column represents a different traffic source, such as direct, organic search, or social media. The height of each column corresponds to the number of orders originating from that source. This visual representation enables quick comparison of order volumes from different channels. Analyzing the column chart aids in optimizing marketing strategies and allocating resources effectively.

d. Distribution of Orders W.r.t Gender:
Each slice of the pie corresponds to a gender category, like male or female. The size of each slice reflects the proportion of orders attributed to that gender. Comparing slice sizes provides insights into gender-based purchasing patterns. Pie charts offer a clear, at-a-glance view of order distribution by gender.

e. Score card is used for displaying the total number of orders placed and how many them are delivered.