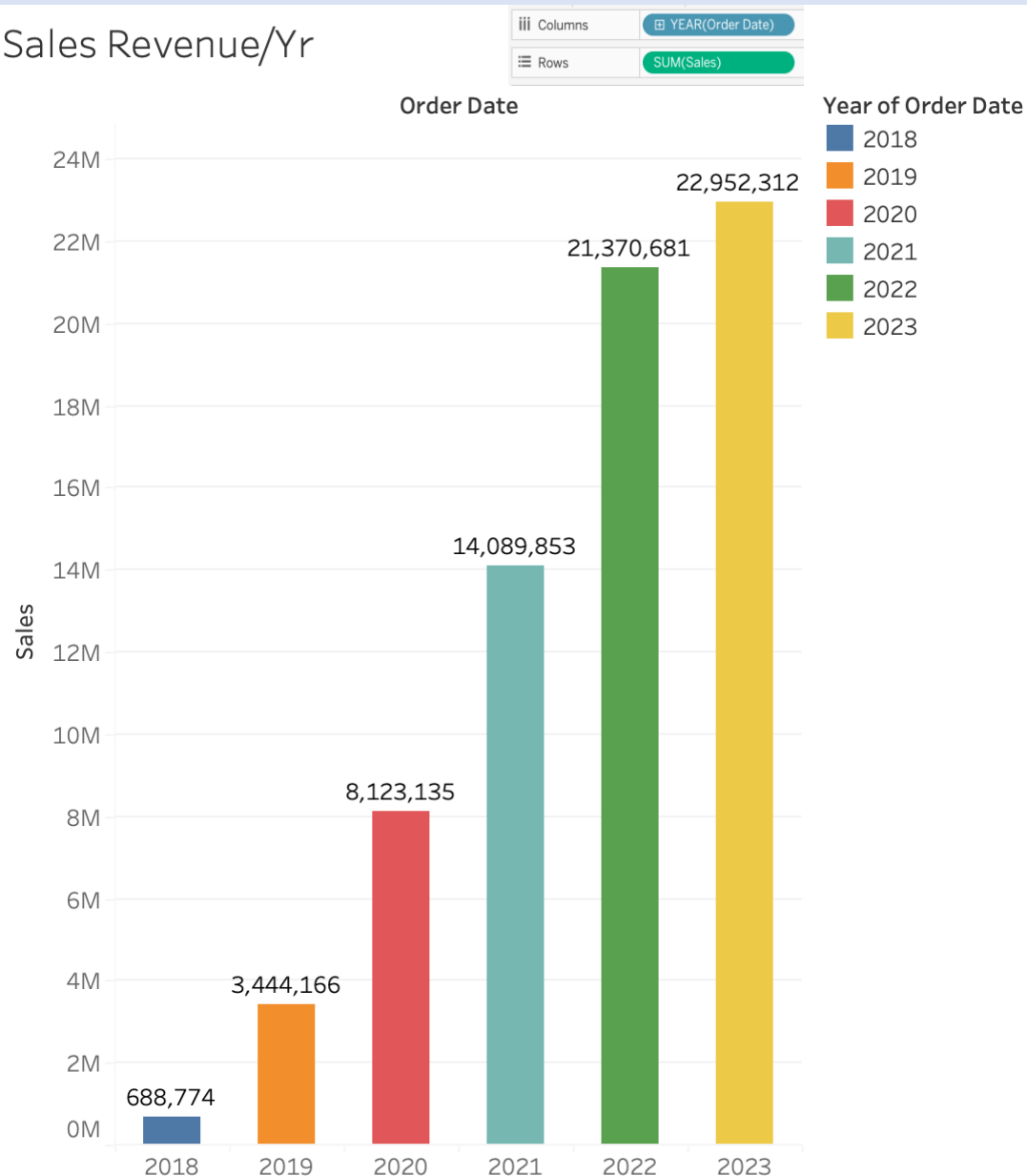


Tableau Report – Superstore global

Name –Saket Palaskar

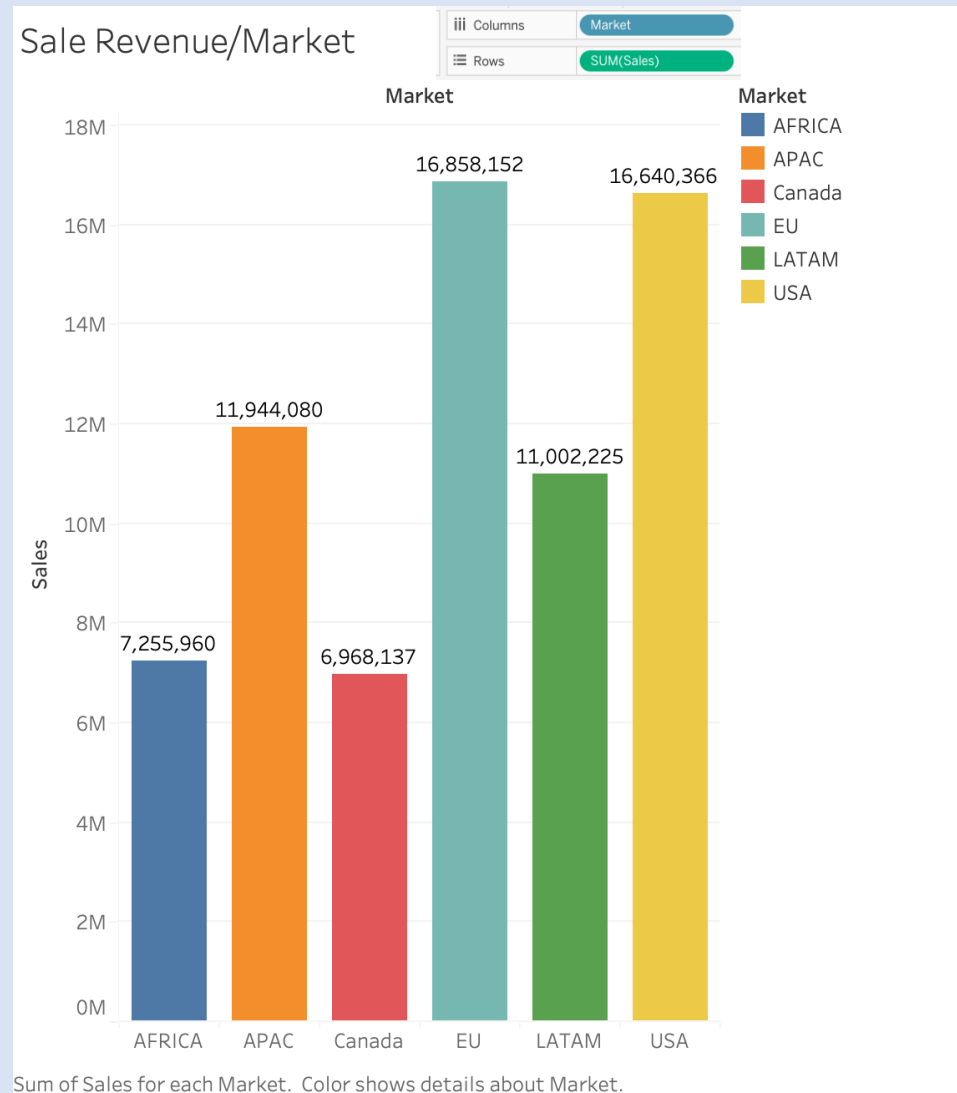
Sales Revenue/Yr



Sum of Sales for each Order Date Year. Color shows details about Order Date Year.

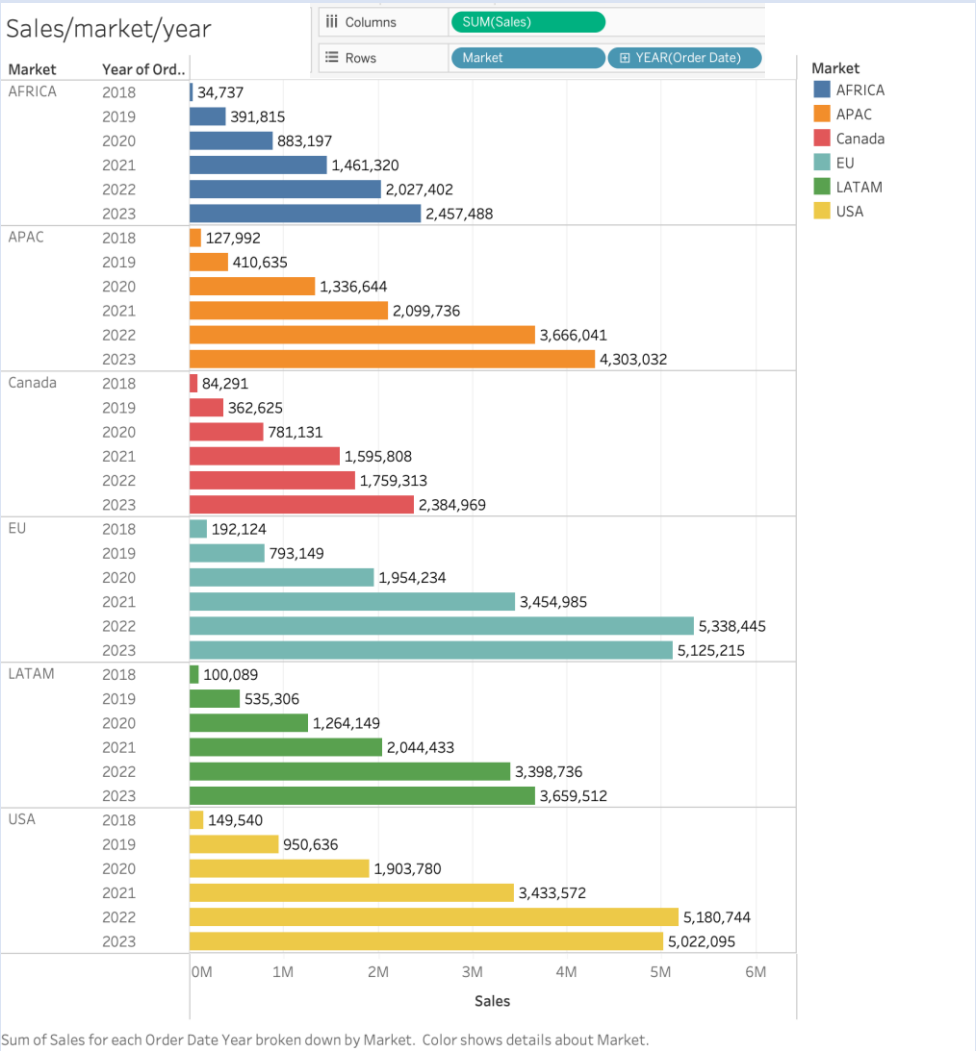
OBSERVATIONS

- **Significant Sales Growth:** Sales increased by more than 32x between 2018 and 2023, indicating strong overall performance.
 - **Declining Growth Rate:** The percentage growth in sales has steadily decreased, from 400% between 2018-2019 to just 7.4% between 2022-2023.
 - **Pandemic Impact:** A major sales spike occurred in 2020-2021 due to increased demand for office supplies and furniture during the COVID-19 pandemic, as people set up home workspaces.
 - **Post-Pandemic Decline:** As the world returns to normal and employees go back to offices, demand has lessened, contributing to a drop in sales growth rates.
 - **Possible Contributing Factors:** Beyond the pandemic, reasons for the decline in sales growth could include increased competition, market saturation, or higher customer churn.
 - **Customer Acquisition Costs:** Examining the evolution of Customer Acquisition Costs (CAC) may help identify whether rising costs are impacting the declining growth rate.
 - **Sales Breakdown:** Further analysis by market, product categories, and promotional sales is needed to identify specific problem areas.
 - **Sustainability of Sales Growth:** Although overall sales are growing, the sustainability of this increase should be evaluated, particularly if it is heavily reliant on promotional activities.
 - **Market Saturation Risk:** The potential market saturation and decline in demand should prompt a strategy that prepares for slower growth in the coming years.
-
- **Recommendation for CMO:**
 1. Focus on long-term growth strategies that are not dependent on pandemic-driven demand spikes or heavy promotions.
 2. Optimize CAC and re-engage customers to counter potential market saturation and churn.
 3. Consider exploring new markets or product innovations to maintain sales momentum in a post-pandemic environment.



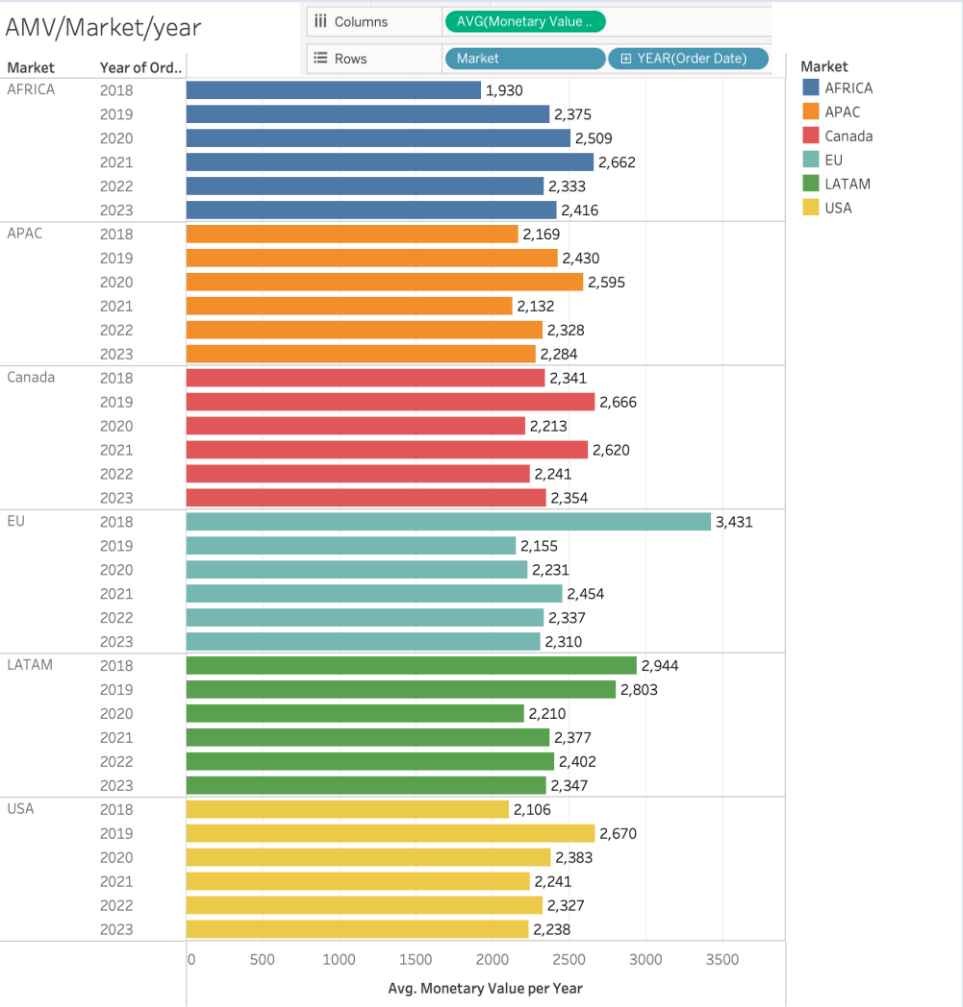
OBSERVATIONS

- **Top Revenue Markets:** The EU and USA are the leading markets, contributing 47% of total revenue, making them key focus areas for marketing investments.
 - **Dependence on Key Markets:** The company's reliance on the EU and USA is significant, but it poses risks in case of market saturation or economic downturns in these regions.
 - **Growing Potential in APAC and LATAM:** These markets are average performers in terms of revenue but show strong growth potential due to expanding middle-class populations and increasing consumer spending habits.
 - **Underperformance in Africa and Canada:** Africa and Canada are the least performing markets, suggesting that current strategies may not be aligned with market demand or there may be strong competition in these regions.
 - **Competitor Analysis:** A regional competitor analysis should be conducted to understand the reasons behind low sales performance in Canada and Africa.
 - **Marketing Spend Evaluation:** Assess the allocation of marketing budgets across regions to ensure resources are being invested in markets with the highest growth potential.
 - **Cohort Analysis:** Perform a cohort analysis to understand customer acquisition and retention rates in each region, providing insights for market-specific strategies.
 - **Market Size Assessment:** Evaluate the market size for the company's products in each region to better understand growth opportunities and tailor marketing approaches.
 - **Risk of Market Dependency:** Over-reliance on the EU and USA markets could pose risks in the event of economic slowdowns or competitive pressures. Diversification into emerging markets is crucial.
- **Recommendation for CMO:**
 1. Focus on diversification by increasing investment in high-potential markets like APAC and LATAM, where growing middle-class populations present strong opportunities.
 2. Conduct a deep analysis of underperforming regions, especially Africa and Canada, to determine the right market strategies or address any competitive barriers.
 3. Mitigate the dependency on the EU and USA by developing tailored approaches to tap into new markets and reduce exposure to market-specific risks.



OBSERVATIONS

- **USA Market Performance:** In 2023, the USA generated the second-highest revenue after the EU, but growth has been declining since 2021, with a slight revenue drop of -3%. This could be due to market saturation, increased competition, or a post-pandemic decline in demand for office supplies and electronics.
 - **LATAM Growth Potential:** LATAM continues to show growth, with a 7.7% increase in revenue from 2022 to 2023. This region has significant potential for further expansion.
 - **EU Market Slowdown:** While the EU remains the most valuable market, it experienced a 4.89% decline in revenue from 2022 to 2023, potentially due to saturation, increased competition, or economic factors.
 - **Canada's Steady but Slow Growth:** Canada saw consistent growth from 2018 to 2021, but this has since slowed. It remains the smallest market, indicating market stability but limited expansion.
 - **APAC's Positive Growth:** APAC experienced rapid growth in 2019 and 2020. Though growth has slowed, the region still shows positive momentum, with a growth percentage increase in 2023.
 - **Africa's Revenue Spike and Slowdown:** Africa saw a significant revenue spike in 2019, possibly due to a successful market penetration strategy. However, growth has slowed since, suggesting potential market saturation or economic challenges.
 - **Check on Customer Acquisition Cost (CAC):** Analyze rising costs relative to revenue growth across markets and years, particularly in mature markets like the EU and USA.
 - **Region-wise RFM Analysis:** Conduct a regional analysis of repeat purchases and customer frequency to assess customer retention and engagement patterns over the years.
 - **Profit Margin Evaluation:** Beyond revenue, assess profit margins in different markets to understand if costs are affecting overall profitability.
- Recommendation for CMO:**
1. Address USA and EU Decline: Despite being top revenue generators, both markets are showing negative growth. The CMO should explore strategies to combat market saturation and counter competition, such as product innovation and targeted marketing efforts.
 2. Focus on LATAM and APAC: These regions are showing steady growth, with APAC seeing a 17.38% increase and LATAM 7.7%. A focused investment in these high-potential regions will capitalize on emerging market opportunities.
 3. Reassess Canada and Africa: Although showing stable growth, Canada may be approaching market saturation, and Africa's post-2019 slowdown indicates the need for market strategy optimization to maintain growth. Consider competitor analysis, pricing strategies, and potential marketing adjustments in these regions.



Monetary Value per Year

{ FIXED [Order ID]: sum([Sales]) }

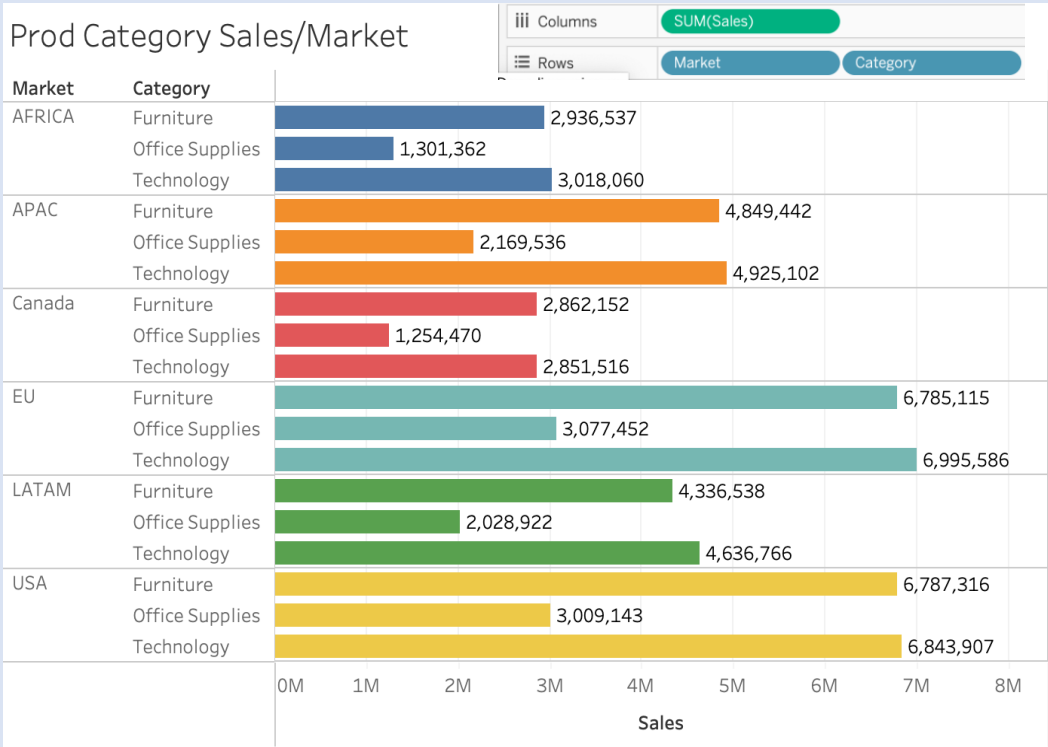
OBSERVATIONS

- **Africa's Average Monetary Value (AMV):** Africa experienced continuous growth in AMV from 2018 to 2021, peaking at EUR2,662. However, it dropped to 2,333 in 2022, indicating market challenges, before partially recovering to 2,416 in 2023.
 - **APAC Market Dynamics:** After steady growth from 2018 to 2020, APAC faced a significant AMV decline in 2021, likely due to market issues. Although recovery was observed in 2022 and 2023, AMV remains below the 2020 peak, suggesting a need for targeted strategies like upselling.
 - **Canada's Recovery Trends:** Canada's AMV peaked at EUR2,666 in 2019 but fell to 2,213 in 2020 due to pandemic-related economic impacts. A rebound to EUR2,620 in 2021 suggests a recovery in consumer confidence, though minor declines in 2022 (2,241) and stabilization in 2023 (2,354) reflect ongoing economic uncertainty.
 - **EU AMV Fluctuations:** The EU experienced a dramatic AMV drop of -37.19% between 2018 and 2019, followed by a recovery of +13.87% by 2021. However, a subsequent decline of -5.87% by 2023 indicates persistent shifts in consumer behavior or market conditions.
 - **LATAM AMV Recovery:** LATAM's AMV peaked at EUR2,944 in 2018, followed by a 25% decline in 2020. The region has shown signs of recovery, with a steady increase of 6.2% in AMV in 2023.
 - **USA Market Challenges:** The USA saw rapid AMV growth of +26.78% in 2019, followed by steady declines in subsequent years. By 2023, AMV stabilized at a lower level, suggesting changing consumer spending habits.
 - **Factors Influencing AMV:** Investigate customer preferences, including a shift toward smaller purchases and the balance between online and physical buying, to understand AMV variations.
 - **Economic Influences on Spending:** Analyze economic factors such as consumer spending power, inflation, and recession impacts on average monetary values across regions.
 - **Product and Pricing Strategy Review:** Assess any changes in product range or pricing strategies that may have influenced AMV trends over the years.
-
- **Recommendations for CMO:**
 1. Address Volatility in Key Markets: The CMO should focus on stabilizing the USA and EU markets, which have experienced significant volatility. This may involve strategies to adapt to changing consumer behaviors and economic pressures.
 2. Enhance Growth Strategies in LATAM: Despite a gradual improvement, LATAM remains below its peak AMV. Targeted marketing efforts and economic considerations could unlock further growth opportunities in this region.
 3. Monitor AMV Trends and Adapt Strategies: Continuous monitoring of AMV trends and consumer preferences is essential for crafting responsive marketing strategies that drive customer engagement and sales.

OBSERVATIONS

- **Top Performing Product Category:** Technology leads in revenue across most regions, especially in the EU (EUR6.99M) and the USA (EUR6.84M), followed closely by Furniture. Office Supplies generates the lowest revenue among the three categories, presenting an opportunity for sales growth.
- **USA Market Leadership:** The USA ranks as the top market in all categories, leading in Furniture (EUR6.78M) and Office Supplies (EUR3.00M), while being second only to the EU in Technology.
- **Low Revenue in Africa and Canada:** Africa generates less than EUR3M in both Furniture and Technology, while Canada has the lowest total revenue across all categories. Both regions exhibit very low sales in Office Supplies, indicating a lack of focus on this category.
- **Balanced Performance in APAC:** The APAC region shows a balanced distribution across categories, with Furniture (EUR4.84M) and Technology (EUR4.92M) demonstrating similar performance, indicating diverse product demand.
- **Extra Analysis Required:** Investigate supply chain issues affecting sales in specific regions or categories.
- **Market Size Evaluation:** Assess the market size for different product categories on a regional basis to identify growth potential.
- **Marketing Spend and Profit Margins:** Analyze marketing expenditures and profit margins per region to determine if increased investment could enhance revenue generation.
- **Customer Lifetime Value (CLV) and Retention Rates:** Examine CLV and retention rates in high-performing markets such as the USA and EU to identify best practices for customer engagement.
- **Competitor Analysis:** Conduct a competitor analysis, particularly for the Office Supplies category, to identify untapped potential and innovative strategies.
- **Recommendations for the CMO:**
 1. Capitalize on Office Supplies: Develop targeted marketing strategies for Office Supplies to address consistent low sales across all markets and capture potential demand.
 2. Focus on Underperforming Markets: Address the low sales challenges in Africa and Canada, investigating market entry strategies or product offerings that could stimulate demand.

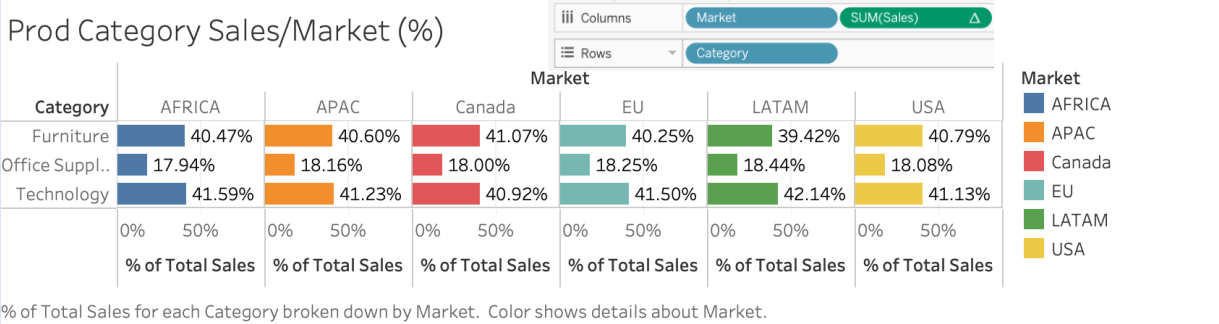
Prod Category Sales/Market



Sum of Sales for each Category broken down by Market. Color shows details about Market.

OBSERVATIONS

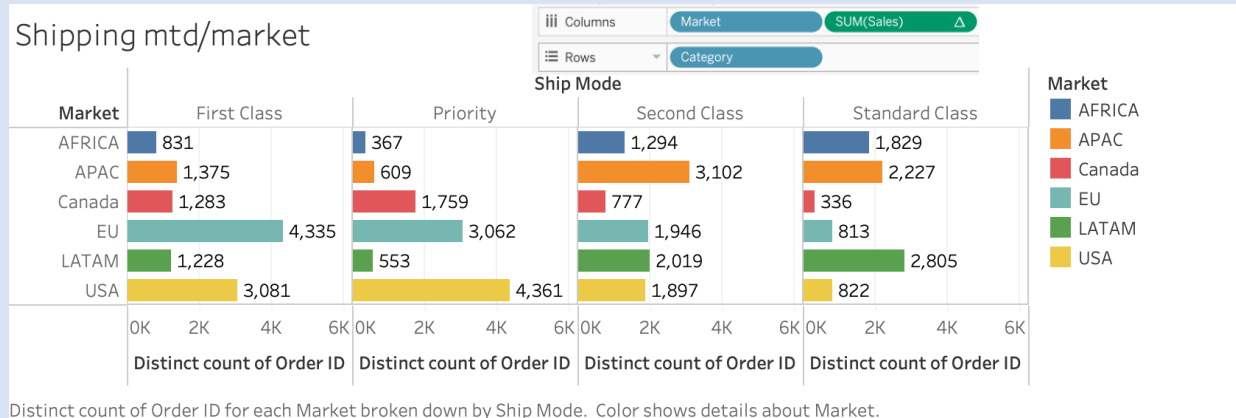
- **Africa & LATAM:** Technology dominates overall sales, making it the leading category in these regions.
 - **Canada & USA:** Furniture has a higher share of sales, surpassing technology in these countries.
 - **Office Supplies:** Across all regions, Office Supplies consistently holds the smallest percentage of overall sales, suggesting untapped potential or declining importance.
 - **Furniture in Canada & USA:** Investigate market size and product demand to understand why furniture generates more revenue than technology in these regions.
 - **Office Supplies Opportunity:** Assess whether marketing spend, competitive landscape, and economic factors indicate room for innovation or cross-selling in this category.
 - **Technology Leadership in Emerging Markets:** LATAM and Africa’s focus on technology may present opportunities to expand product lines or create targeted campaigns.
 - **Obsolescence Risk:** The low performance of Office Supplies, with an average sales share of 18%, suggests the category may be nearing obsolescence.
 - **Market Size & Demand:** Further analysis is required to determine whether the low sales in Office Supplies are due to reduced demand or unmet market potential.
 - **Cross-Selling Opportunities:** Explore cross-selling initiatives to boost Office Supplies sales across regions.
-
- **Recommendation for CMO:**
 1. Focus on Furniture and Technology in North America, LATAM, and Africa to sustain growth in these leading categories.
 2. Develop innovative strategies for Office Supplies to either rejuvenate the category or reallocate resources.
 3. Explore cross-selling between dominant categories (e.g., Technology and Office Supplies) to enhance overall sales potential.



OBSERVATIONS

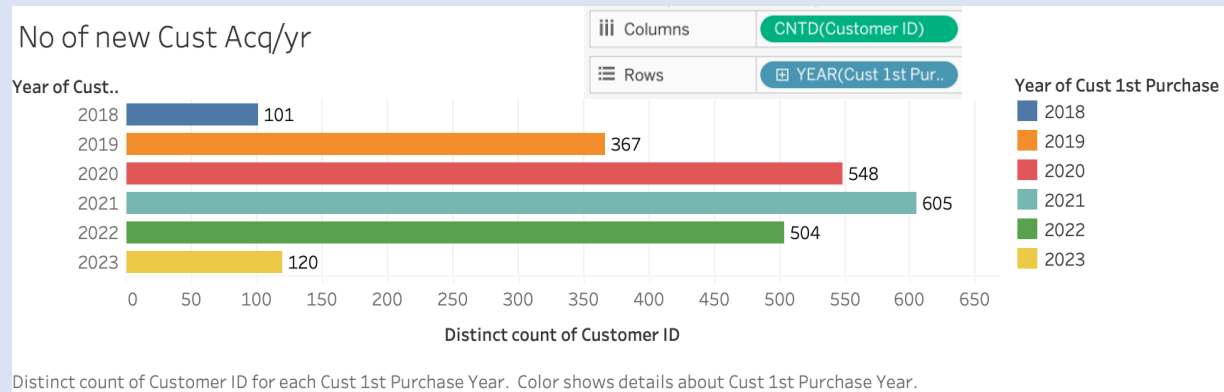
We have observed that the most preferred shipping methods according to different regions is as follows –

- Africa – Standard
- APAC – Second Class
- Canada – Priority
- EU – First Class
- LATAM – Standard Class
- USA – Priority
- **Cost vs. Speed Trade-off:** LATAM, APAC, and Africa show a preference for Standard and Second Class, indicating cost-sensitive customers who prioritize affordability over speed.
- **Faster Shipping Preference:** Developed regions like Canada, the US, and the EU favor faster shipping options such as First Class and Priority, indicating a preference for speed and convenience.
- **Cost-Effectiveness Analysis:** Evaluate the cost difference between shipping methods in each region, as LATAM's preference for Standard Class may reflect cost sensitivity.



- **Recommendation for CMO:**
 1. LATAM, APAC, Africa: Focus on optimizing low-cost shipping options to align with customer preferences and improve retention.
 2. Africa: Consider strategies to increase awareness or enhance infrastructure for faster shipping options like Priority.
 3. Developed Markets: Ensure First Class and Priority shipping timelines meet customer expectations for speed and convenience in regions like Canada and the EU.

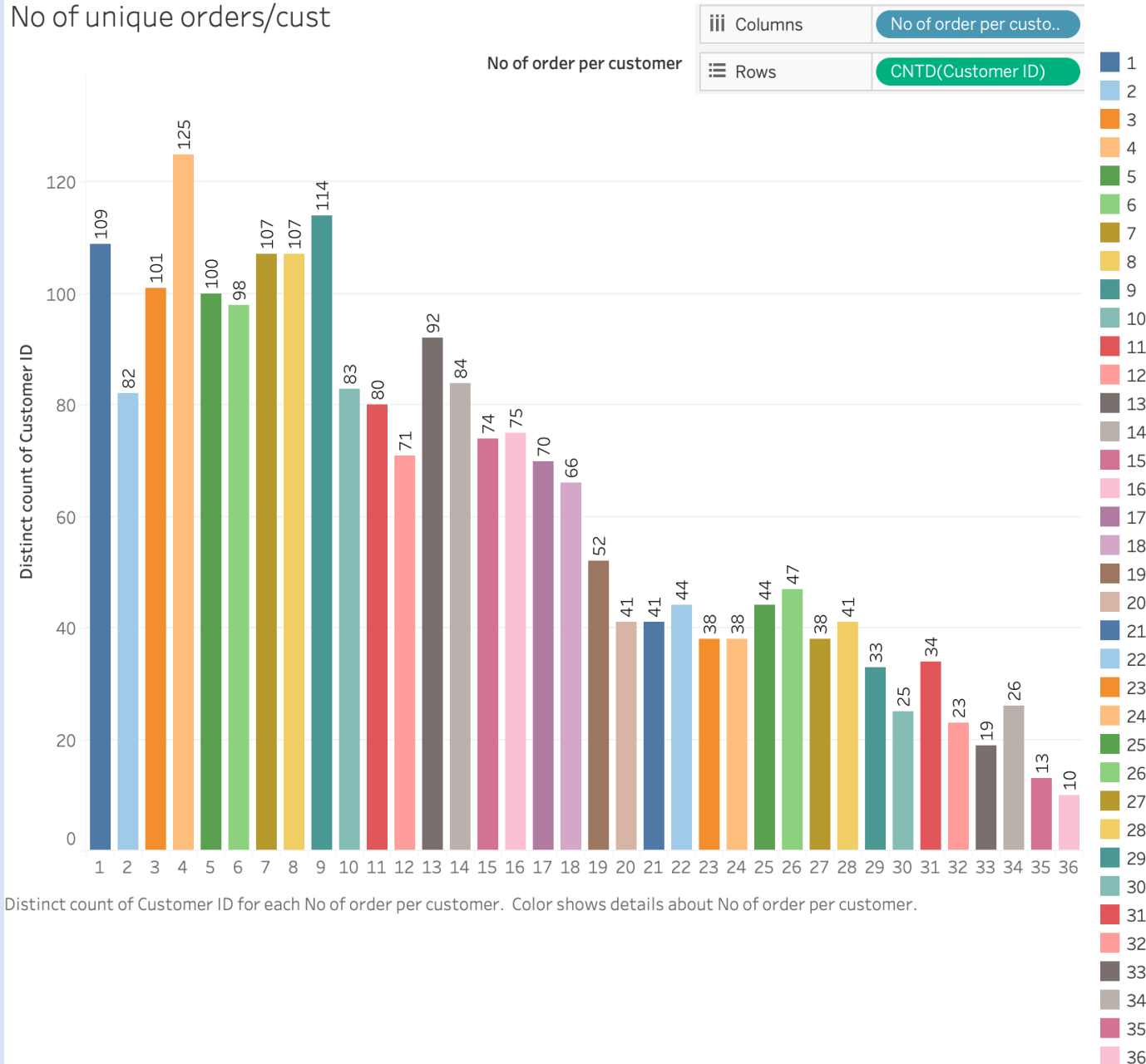
OBSERVATIONS



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

- **2018:** Modest start with 101 new customers acquired, reflecting early growth.
 - **2019:** Significant growth to 367 new customers, indicating improved acquisition strategies or rising market demand.
 - **2020:** Sharp rise to 548 new customers, likely driven by the pandemic's remote work shift and increased demand for home office setups.
 - **2021:** Highest acquisition year with 605 new customers, fueled by the continued e-commerce boom and home office purchases.
 - **2022:** Slight decline but still strong with 504 new customers, showing post-pandemic momentum with normalized growth.
 - **2023:** Sharp decline to 120 new customers so far, indicating potential challenges such as economic factors, workplace shifts, or increased competition.
 - **Product Demand Shifts:** Assess changes in demand for specific products like ergonomic furniture or tech accessories to identify future growth areas.
 - **Remote Work Impact:** Analyze how remote and hybrid work models have affected demand for office supplies and average order values.
 - **2023 Acquisition Slowdown:** Explore factors behind the 2023 slowdown, including economic conditions, competition, or shifts in consumer behavior.
-
- **Recommendation for CMO:**
 1. Address the sharp 2023 decline by investigating corporate budget cuts, consumer shifts, or competition. Focus on product innovation, particularly introducing eco-friendly office supplies to meet growing sustainability demands. Adjust acquisition strategies to reignite growth.

No of unique orders/cust



OBSERVATIONS

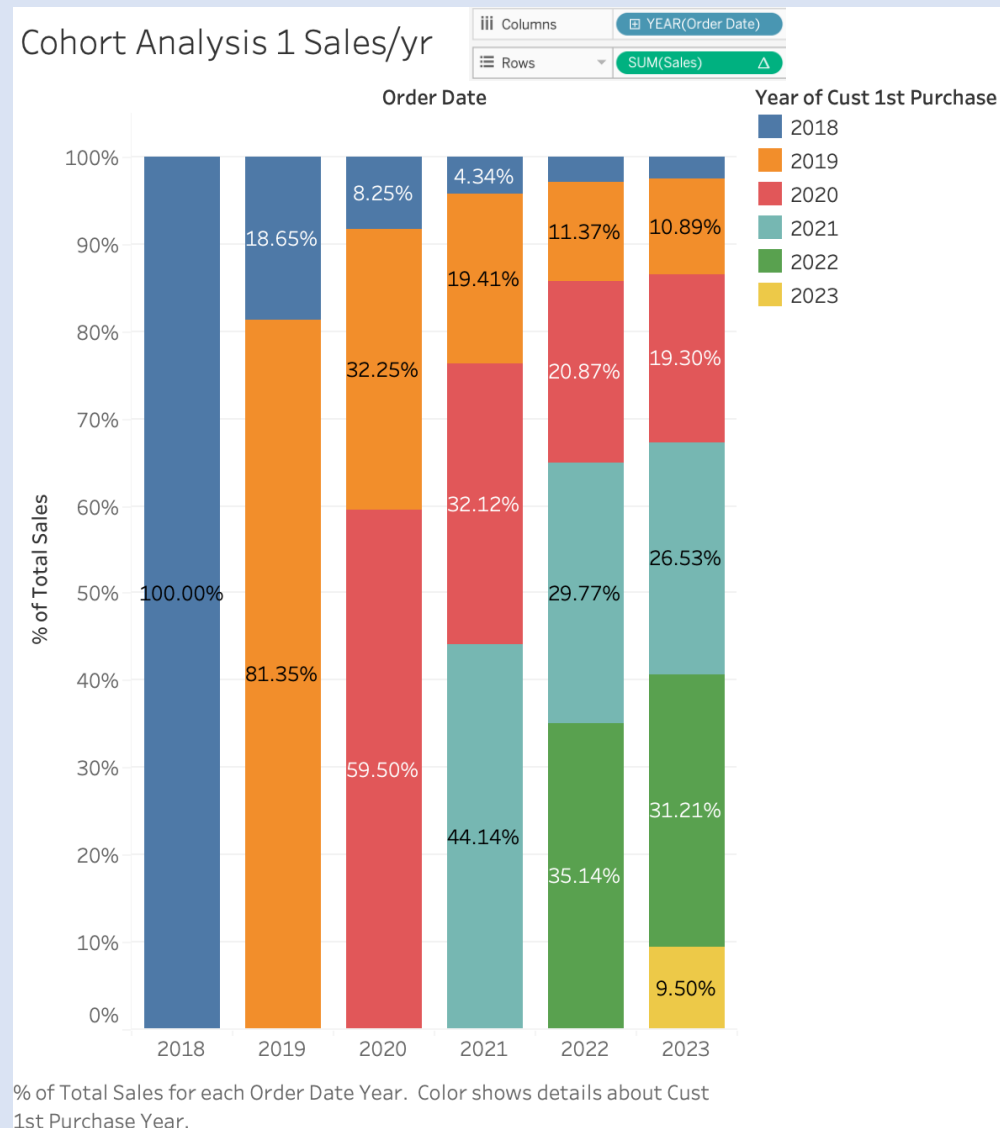
- Maximum people order 4 distinct orders at a time (125 customers)
- Majority of the customers placed orders between 1 and 10
- The distribution is skewed towards fewer orders stating that a there a lot of customers that made relatively fewer purchases and then there is a small group of highly loyal customers that have placed frequent orders
- Understanding and analyzing the avg order value for different groups and order size and value can help understand whether the people who tend to order fewer, make larger purchases or smaller purchases. Does the frequent orders contribute more to the overall sales?

Recommendations for CMO

1. There is a very high proportion of low frequency buyers especially between the range of 1 to 5 orders that states that there is a lot of opportunity for improvement in customer retention
2. Although there are fewer customers that are ordering frequently these customers are the most valuable and retaining them might provide a steady revenue for the company

No of order per customer

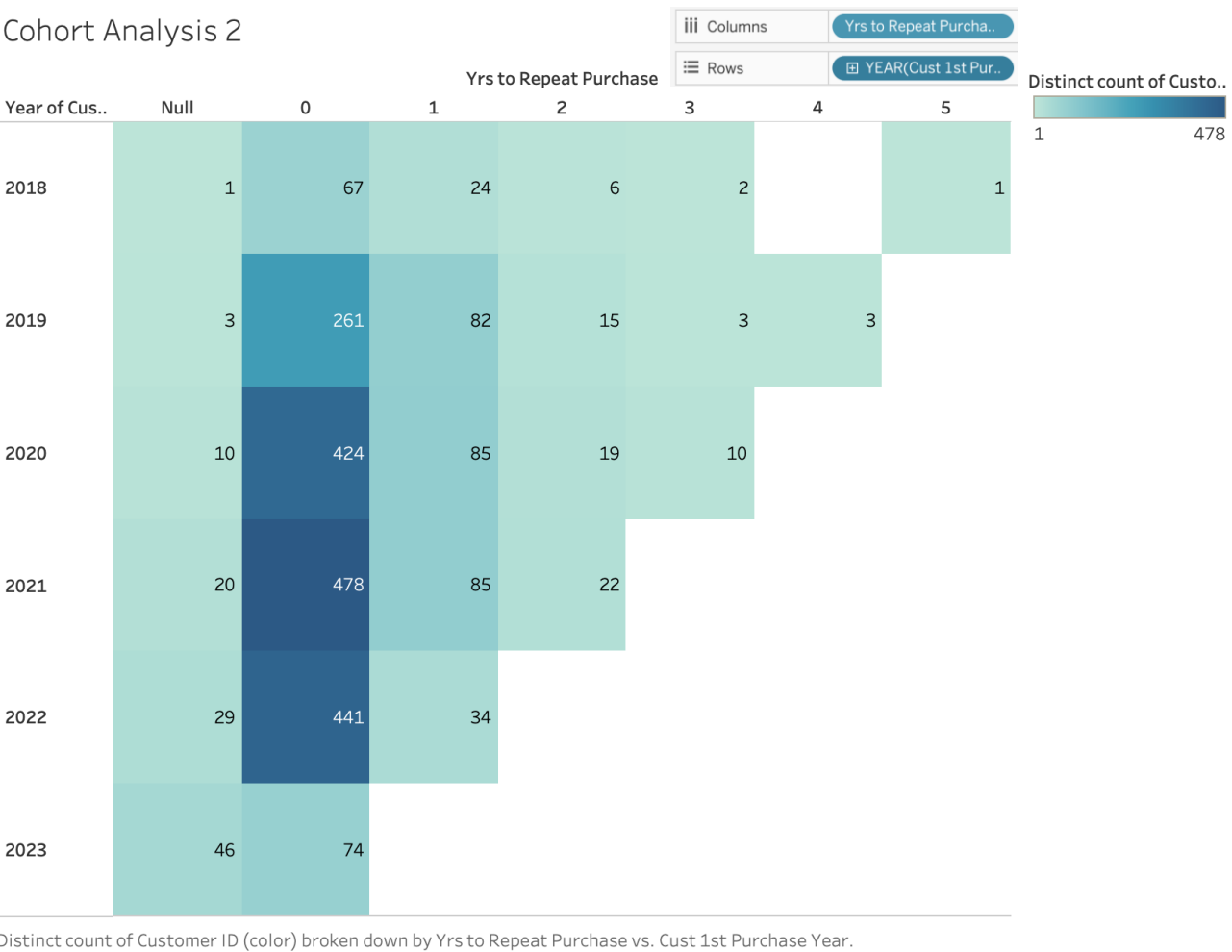
[FIXED [Customer ID]:COUNT([Order ID])]



How are cohorts responsible for sales per year?

OBSERVATIONS

- There is an overall growth trend that has been observed from 2018 to 2023 which showcases that there is a healthy growth in customer acquisition and and retention
- **2018 Cohort:** Contributes to 2023 sales but at a diminished rate compared to its peak.
- **2019 Cohort:** Maintained strong sales through 2022, with a slight decline in 2023.
- **2020 Cohort:** Peaked in 2022 after gradual growth, with a decline in 2023.
- **2021-2023 Cohorts:** 2021 and 2022 cohorts show strong sales and retention; the 2023 cohort shows early promise with substantial contributions, signaling future growth potential.
- Analyzing retention rate, CLV and ROI can give deeper insights for stronger performance
- **Recommendations for CMO-**
 1. Investigating the potential sales dip and churn for the cohorts and prioritize retention strategies for the recent 2021 and 2022 cohorts which can in turn help a stronger 2023 cohort



Repeat purchase

IIF([Order Date]>[Cust 1st Purchase],[Order Date],NULL)

Yrs to Repeat Purchase

DATEDIFF('year',[Cust 1st Purchase],[2nd Purchase])

2nd Purchase

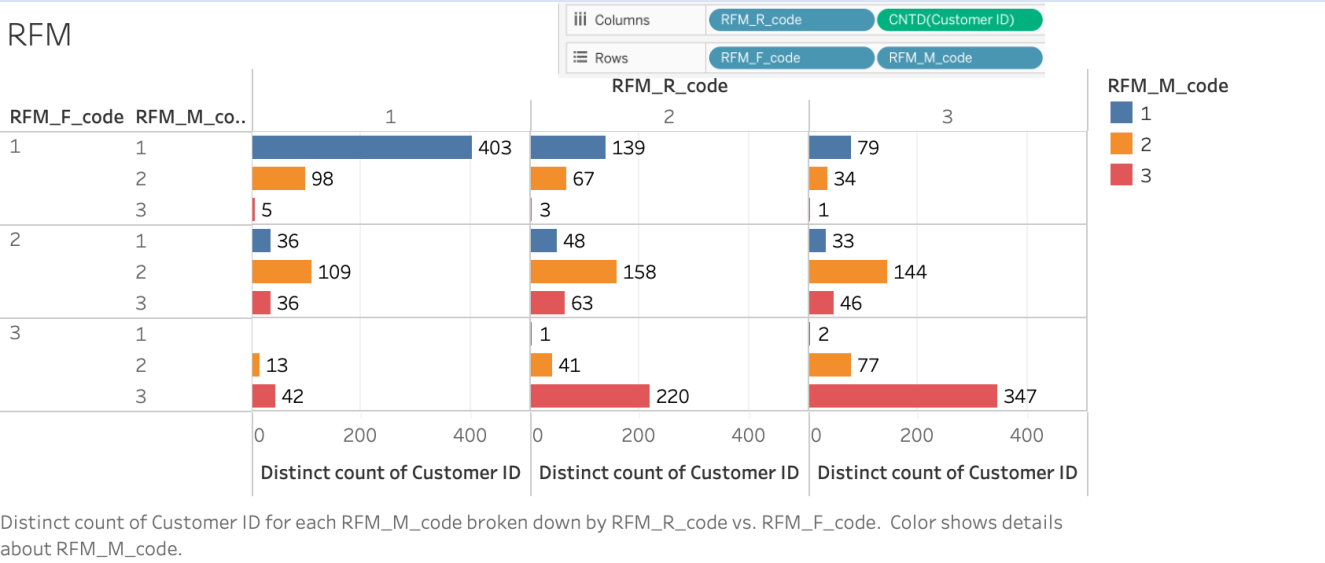
{ FIXED [Customer ID]:MIN([Repeat purchase])}

How many years until next purchase?

OBSERVATIONS

- **2018 Cohort:** Low repeat purchase rates after the first year, with a sharp decline in following years.
 - **2019 Cohort:** Strong first-year returns (261 customers), but repeat purchases drop significantly thereafter.
 - **2020-2021 Cohorts:** Higher first-year returns with a gradual decline, but better second-purchase rates than earlier cohorts.
 - **2022 Cohort:** High initial returns; long-term trends still to be assessed.
 - **2023 Cohort:** Early stage with most customers yet to make repeat purchases.
 - **Retention Behavior:** Focus on time-to-return for the 2020-2021 cohorts after their first purchase.
 - **Customer Journey Analysis:** Identify roadblocks delaying repeat purchases across all cohorts.
 - **Customer Segmentation:** Analyze different customer segments within each cohort to create targeted retention strategies.
-
- **Recommendation for CMO –**
 1. Re-engagement for 2018-2019 Cohorts: Urgent need to deploy re-engagement tactics to address significant drop in repeat purchases.
 2. 2022-2023 Cohorts: Proactively implement retention strategies to sustain high engagement and prevent early drop-off in newer cohorts.

RFM Analysis (type of plot is of your choice – work with tertiles (0-33%, 34%-66%, 67%-100% - so, RFM combinations range from 1-1-1 to 3-3-3)



```
RFM_F_code
if [RFM_F] <= { FIXED :PERCENTILE([RFM_F],0.33)} THEN '1'
ELSEIF [RFM_F] <= { FIXED :PERCENTILE([RFM_F],0.66)} THEN '2'
ELSE '3' END
```

```
RFM_M_code
if [RFM_M] <= { FIXED :PERCENTILE([RFM_M],0.33)} THEN '1'
ELSEIF [RFM_M] <= { FIXED :PERCENTILE([RFM_M],0.66)} THEN '2'
ELSE '3' END
```

```
RFM_R_code
if [RFM_R] <= { FIXED :PERCENTILE([RFM_R],0.33)} THEN '1'
ELSEIF [RFM_R] <= { FIXED :PERCENTILE([RFM_R],0.66)} THEN '2'
ELSE '3' END
```

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

```
RFM_M
{ FIXED [Customer ID]:SUM([Sales])}
```

```
RFM_R
DATEDIFF('day',{MAX([Order Date])},{FIXED [Customer ID]:MAX([Order Date])})
```

OBSERVATIONS

- **High Recency (Code 3):** Majority of customers with recent activity show high monetary value and moderate frequency, with the largest group (347 customers) in the 3-3-3 segment.
 - **Moderate Recency (Code 2):** Balanced distribution across frequency and monetary codes, with 220 customers in the high-value 3-3-3 segment.
 - **Low Recency (Code 1):** A significant group (403 customers) are infrequent buyers with low monetary value, concentrated in the 1-1-1 segment, indicating low engagement.
 - **High-Value Segment Trends:** Analyze the behavior of customers in the 3-3-3 and 2-3-3 segments to sustain engagement and retention.
 - **Infrequent Buyer Strategy:** Prioritize re-engagement efforts for customers in the 1-1-1 and 2-1-1 segments with low frequency and monetary value.
 - **Customer Lifecycle:** Study RFM segment transitions to optimize loyalty programs and promotional campaigns.
 - **Recency Focus:** Customers with high monetary value (Monetary Code 3) in Recency Codes 2 and 3 should be prioritized for retention strategies.
 - **Inactivity Alert:** High churn risk in the 1-1-1 segment suggests an urgent need for reactivation campaigns.
 - **Engagement Opportunities:** Customers in moderate-value segments (2-2-2 and 2-3-2) present opportunities for increased engagement through targeted marketing efforts.
- **Recommendation for CMO:**
1. Focus on reactivating low-recency segments (1-1-1) to reduce churn and prioritize high-monetary customers in Recency Codes 2 and 3 for retention. Tailor strategies to convert moderate-value customers into higher engagement segments.



THANK YOU