



Data Analysis Report for Fond Rouge

MOUKTHIKA G, SAP
MAY 12, 2023

PRIVATE



SCENARIO

- Sales are being reduced due to **increased number of returns** in certain areas.
- There were reports that the **counterfeit products** are being sold instead of the original products.
- The **sentiment values** have **decreased** substantially.
- What are the **affected areas** due to the counterfeit products?
- What are suggested steps to be taken so as to increase the sales in the areas affected?

AGENDA:

Global Scenario

- Which locations are the biggest Revenue contributors?
- Where do we see the highest number of order returns?
- Where the Refunds:Revenue ratio is at the highest (worst)?

Scenario in US

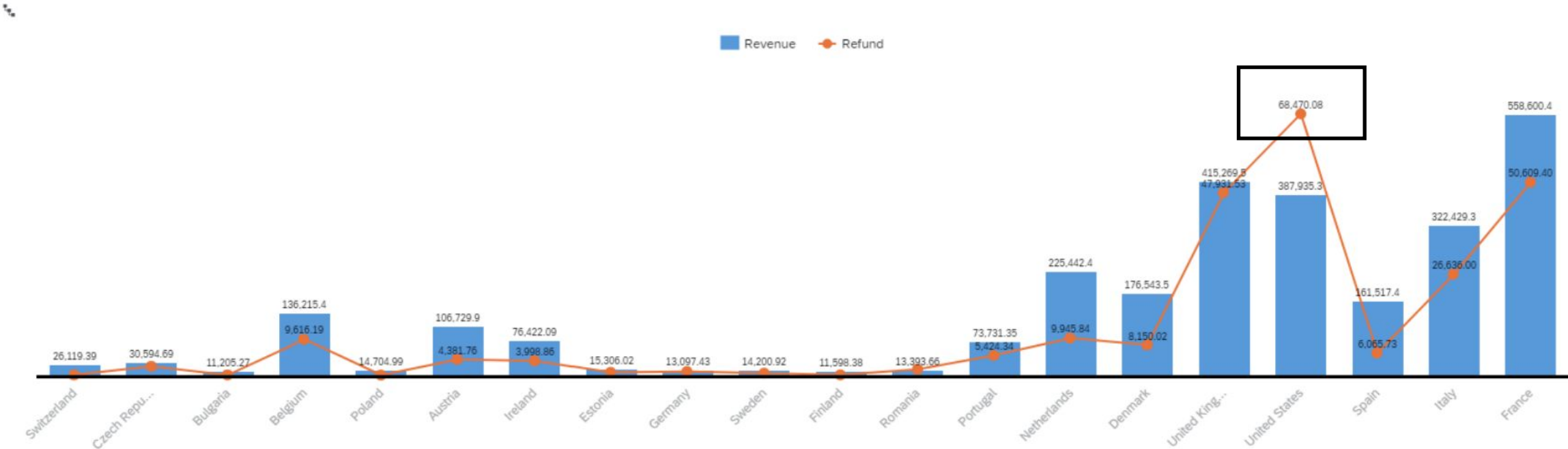
- What are the locations with the worst Sentiment score?
- Refund:Revenue, Average Sentiment per city in US

Conclusions

- Suggested Solutions

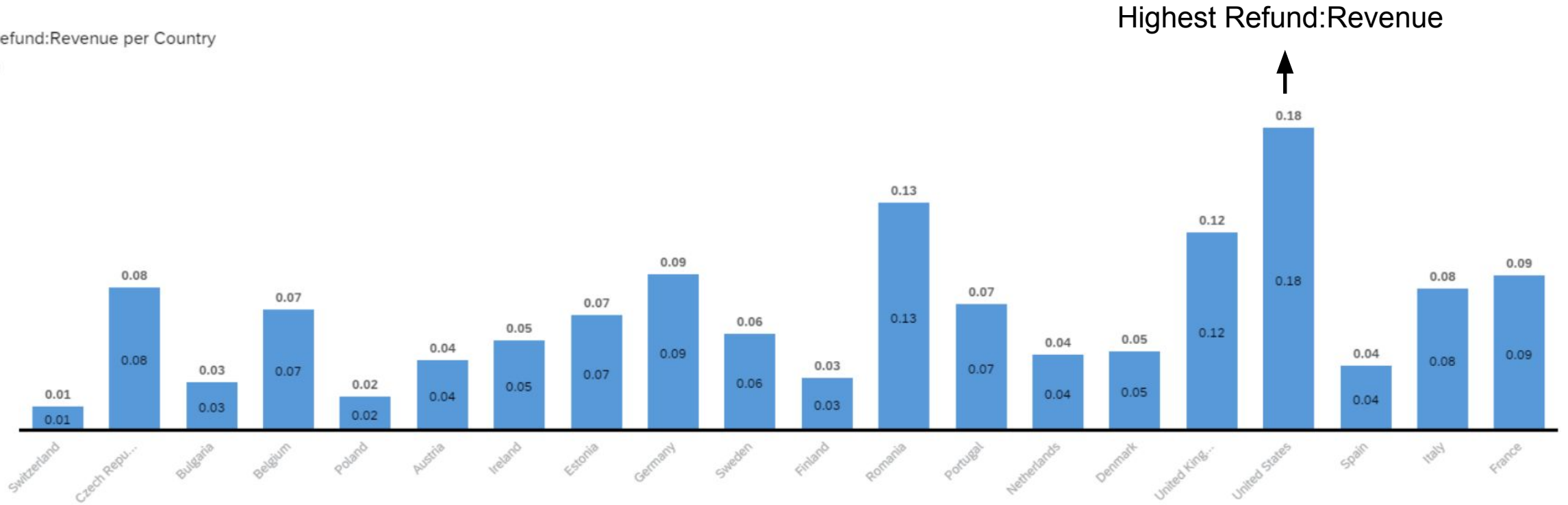
REFUND AND REVENUE TRENDS

Refund, Revenue per Country



REFUND:REVENUE PER COUNTRY

Refund:Revenue per Country



AFFECTED AREAS IN US:

Refund, Revenue per City in US

1 Filter

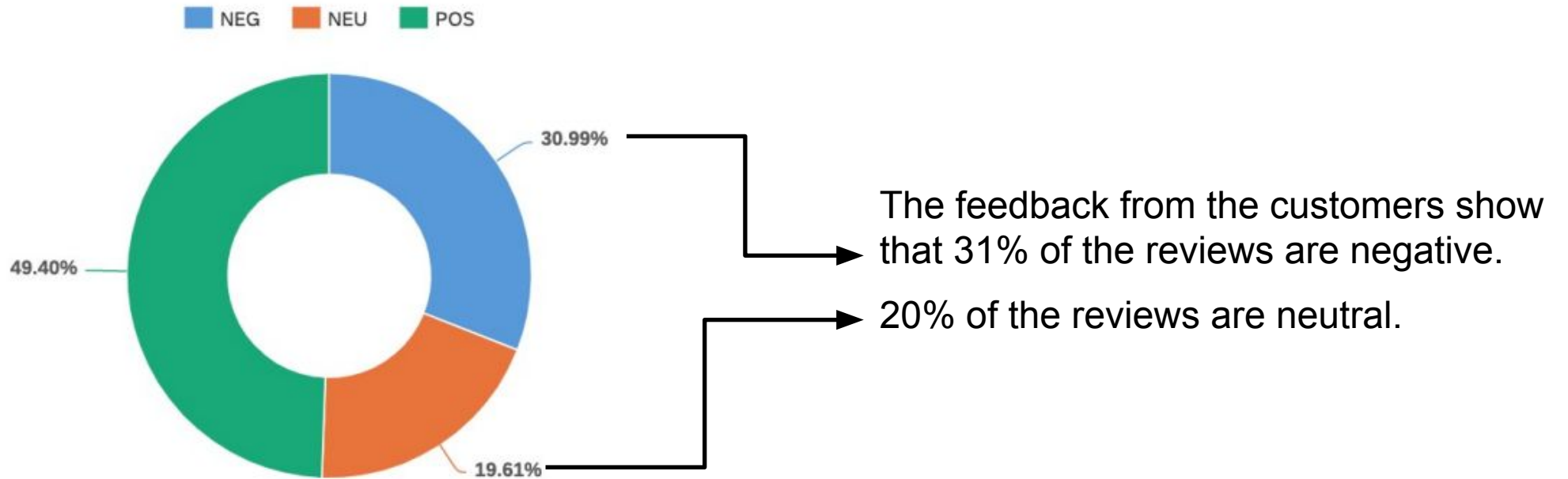


In San Diego, about one-third of the total revenue was lost due to the returns.

FEEDBACK ON THE PRODUCTS IN US:

Sentiment Class in US

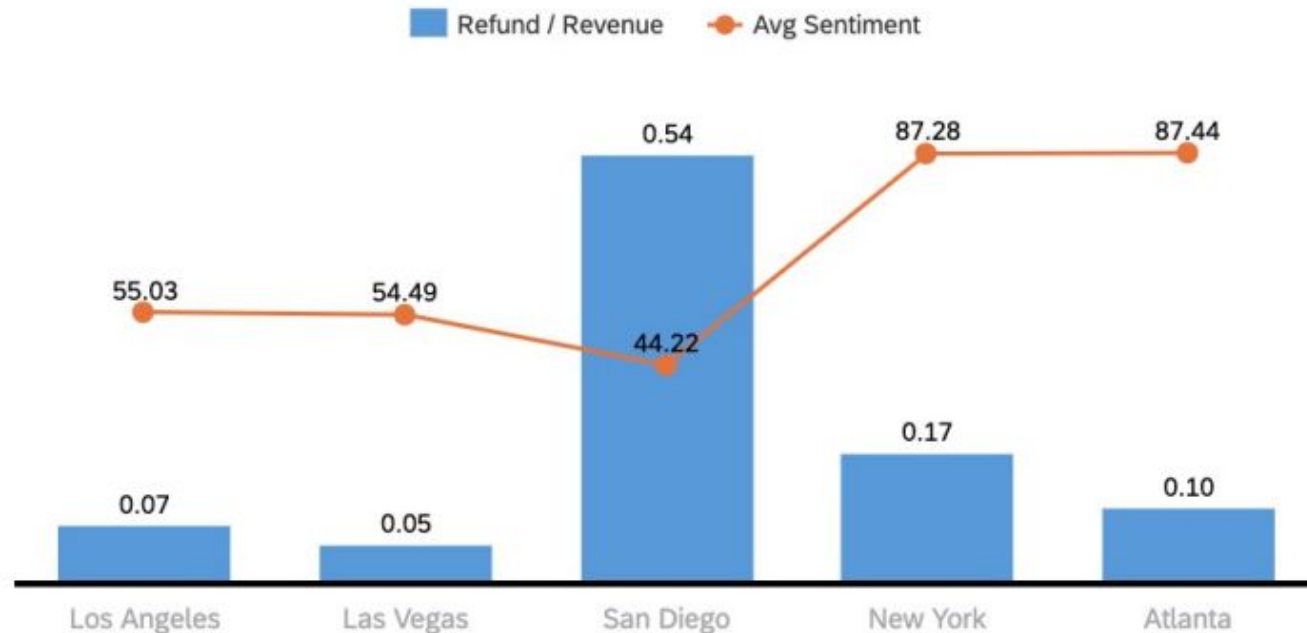
1 Filter



COUNTERFEIT PRODUCTS IN US:

Refund / Revenue, Avg Sentiment per City in US

1 Filter



In Los Angeles and Las Vegas, the percentage of returns was less than 20%

The sentiment is less than 65.

This suggests that the products are not being returned to the company. However, the sentiment remained low.

This could imply that counterfeit products are being sold in these areas.

CONCLUSIONS:

- The revenue received from San Diego is reduced by one-third of its total revenue. There could be a possible quality issue.
- In the US, Los Angeles and Las Vegas are the areas affected by the selling of counterfeit products.

SUGGESTED SOLUTIONS:

- Investigation should be done for possible quality issue in San Diego.
- Investigate potential counterfeit products in LA & LV.
- The company can make their products unique by adding a specific logo that can not be replicated by others.
- This will help the customers in differentiating the fake products from the original products.
- The company can re-launch their products in the areas so as to gain the trust of the customers again.

Thank you.

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