


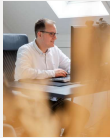




# Leveraging Power BI for eCommerce Success

Jop van Hooft



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**Jop van Hooft**  
 Owner MeerMetData BV  
 Industrial Engineering  
 Eindhoven -> Stockholm -> Coolblue

Pijnacker  
 Dedicated father of three  
 Traveling/Cooking

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**Service** Business Intelligence Agency  
**Clients** eCommerce organisations - SM tot 75M annual revenue

Datawarehouses  
 Reports, Dashboards, analyses



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## Agenda

Leveraging Power BI for eCommerce Success

- **Business Intelligence**
- Top Tips 1,2
- Report Design
- eCommerce superpowers
- Top Tips 3,4
- Most requested dashboards

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## Business Intelligence

Leveraging Power BI for eCommerce Success



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## Business Intelligence

Leveraging Power BI for eCommerce Success



**REPORTS**      **DASHBOARDS**      **ANALYSES**

**+ APPLICATIONS**

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### Business Intelligence

Leveraging Power BI for eCommerce Success

**REPORTS**

- Measures 'health'
- General insight (KPI's)
- monthly / quarterly
- Linked to monthly meetings
- Generates more questions than answers

**DASHBOARDS**

- For daily management
- based on leading metrics
- linked to targets
- daily /weekly
- Automatically refreshed
- Connected to business processes

**ANALYSES**

- Finding explanations
- Guide decisions
- Answers specific business questions
- Once
- Results in a specific action

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### Business Intelligence

Leveraging Power BI for eCommerce Success

**LEADING**

INFLUENCE  
FUTURE  
RESULTS

**LAGGING**

ANALYSE  
HISTORIC  
RESULTS

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### Business Intelligence

Leveraging Power BI for eCommerce Success

**LEADING**

INFLUENCE  
FUTURE  
RESULTS

**LEADING METRICS**

- Minutes sport
- Stepcount
- Quantity of vegetables
- Calories in/out
- Nr of cookies eaten

**LAGGING**

ANALYSE  
HISTORIC  
RESULTS

**LAGGING METRICS**

- Weight
- BMI
- Body fat %
- Circumference

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### Tip I: Don't discard great tools

Leveraging Power BI for eCommerce Success

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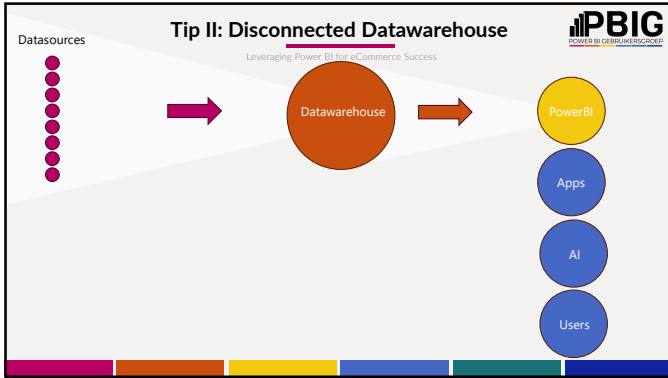
### Tip II: Disconnected Datawarehouse

Leveraging Power BI for eCommerce Success

```

    graph LR
      DS[Datasources] --> DW((Datawarehouse))
      DW --> PB((PowerBI))
  
```

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**Report design**  
Leveraging Power BI for eCommerce Success

The screenshot shows a complex PowerBI report layout with multiple visualizations, including bar charts, line graphs, and data tables, all within a structured dashboard design.

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The screenshot displays a detailed PowerBI dashboard with several key components:

- Summary Table:**

	Gross Sales	Sales	Cost	Returned Amount	Gross Profit	Gross Profit Margin	Average order value
01-01-2024	€ 1,702,248	€ 1,088,468	€ 603,086	224%	€ 1,117,170	65.6%	€ 174.07
01-01-2023	€ 1,017,740	€ 658,202	€ 359,538	440%	€ 358,238	35%	€ 129.58
	↑ 68.1%	↑ 64.6%	↑ 68.1%	↑ 247.1%	↑ 309.2%	↑ 85.7%	
- Month Sales:** A bar chart comparing sales performance across months for 2022, 2023, and 2024.
- Last 20 days:** A bar chart showing daily sales trends.
- Day:** A bar chart showing sales by day of the week.
- Deliverability:** A bar chart showing performance across different delivery methods.
- Last 20 days - Sales - monthly sum:** A line chart showing cumulative sales over time.
- Table by Product:**

Product	Sales	Cost	Profit
Next Move	€ 271,020	€ 155,205	113.8%
Super Service	€ 185,380	€ 68,815	115.6%
Next Move	€ 113,220	€ 58,488	124.6%
Cherry-O	€ 103,005	€ 78,095	133.2%
<b>Total</b>	<b>€ 1,182,246</b>	<b>€ 1,071,342</b>	<b>109.3%</b>

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**eCommerce superpowers**  
Leveraging Power BI for eCommerce Success

- Subscriptions/Recurring customers
- B2B
- Own brand
- Expertise
- Customize

The slide features a cartoon superhero character in a blue suit with a red cape and a shield emblem on his chest.

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### eCommerce superpowers

Leveraging Power BI for eCommerce Success

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**XXL NUTRITION**

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### eCommerce superpowers

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METRICS	DIMENSIONS
Customers / Loyal Customers	New / existing
RFM	Site
Cohort analyse	Kanaal
Customer lifetime value / Churn	Land
NPS / Review scores	Initial purchase
	Initial Marketing channel

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Customer Lifetime Value is the net profit contribution of the customer to the firm over time

Subscription	1	2	3	4	5	6	7	8	9	10
April 2019	100	100	100	100	100	100	100	100	100	100
April 2018	100	100	100	100	100	100	100	100	100	100
July 2019	100	100	100	100	100	100	100	100	100	100
July 2018	100	100	100	100	100	100	100	100	100	100
October 2019	100	100	100	100	100	100	100	100	100	100
October 2018	100	100	100	100	100	100	100	100	100	100
January 2020	100	100	100	100	100	100	100	100	100	100
January 2019	100	100	100	100	100	100	100	100	100	100
March 2020	100	100	100	100	100	100	100	100	100	100
March 2019	100	100	100	100	100	100	100	100	100	100

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**RFM Analysis**

RFM Metrics	RECYENCY	FREQUENCY	MONETARY
RECYENCY	The recency of the customer activity. (Time since last purchase or visit)	FREQUENCY	The frequency of the customer purchase (number of orders)
MONETARY	The monetary value of the customer purchase (total value of orders)		

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### eCommerce superpowers

Leveraging Power BI for eCommerce Success

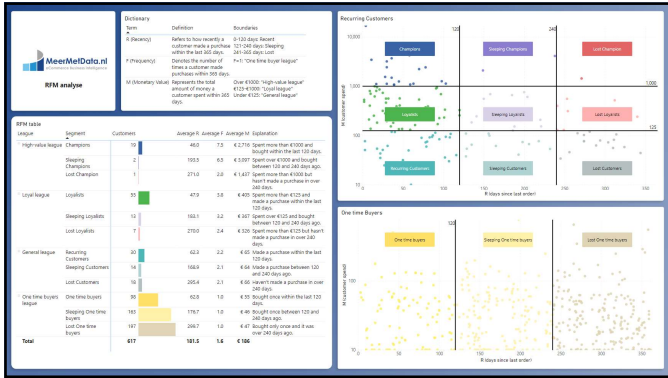
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### eCommerce superpowers

Leveraging Power BI for eCommerce Success

RFM score	Segment	Customers	Average	Average M	Average V	Observation
High-value Regular	Champions	460	7.5	4,276	€1,000	Spent more than €1000 and within the last 90 days.
Shining	Champions	2	10.0	6.5	€1,087	Spent over €1000 and bought between 120 and 240 days ago.
Loyal Champions	1	2710	2.0	€1,437	Spent more than €1000 but bought more than 240 days ago.	
Loyal Regular	Loyalists	55	6.0	479	€3.8	Spent more than €100 and bought a purchase within the last 120 days.
Shining (loyalists)	14	1963	3.2	€1,397	Spent more than €100 and bought between 120 and 240 days ago.	
Loyal (loyalists)	7	2100	2.4	€1,240	Spent more than €100 but hasn't made a purchase in over 240 days.	
General Regular	Healthy Customers	50	6.0	623	€2.2	Made a purchase within the last 120 days.
Shining Customers	14	1963	3.2	€1,397	Spent more than €100 and bought between 120 and 240 days ago.	
Loyal Customers	14	2054	2.4	€1,047	Spent more than €100 but hasn't made a purchase in over 240 days.	
One-time Buyer	One-time buyers	50	6.0	623	€2.2	Bought once within the last 120 days.
Shining One-time Buyer	14	1963	3.2	€1,397	Spent more than €100 and bought between 120 and 240 days ago.	
Loyal One-time Buyer	14	2054	2.4	€1,047	Spent more than €100 but hasn't made a purchase in over 240 days ago.	
Total		417	5.8	€1,164		

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### eCommerce superpowers

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- B2B**
- Own brand
- Expertise
- Culture

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### eCommerce superpowers

Leveraging Power BI for eCommerce Success

- Subscriptions/Recurring customers
- B2B
- Own brand**
- Expertise
- Culture

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### Tip III: eCommerce superpowers

Leveraging Power BI for eCommerce Success

- Subscriptions/Recurring customers
- B2B
- Own brand
- Expertise**
- Culture

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### eCommerce superpowers

Leveraging Power BI for eCommerce Success

- Subscriptions/Recurring customers
- B2B
- Own brand
- Expertise
- Culture**

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### eCommerce superpowers

Leveraging Power BI for eCommerce Success

- Subscriptions/Recurring customers
- B2B
- Own brand
- Expertise
- Culture**

Culture eats strategy for breakfast

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### Tip III: External Access

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### Tip IV: Visible dashboards

Leveraging Power BI for eCommerce Success

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### Tip IV: Visible dashboards

Leveraging Power BI for eCommerce Success

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	NEW	PICKING	PACKING	COMPLETED
<b>XXL NUTRITION</b>	221	88	223	2,697

**ORDERS PER HOUR**

**PERCENTAGE COMPLETED**  
83.0%

**ORDERS PER CARRIER**

Carrier	Orders
DHL	361
Employee	336
Post NL	249
Shanxi	202
ZASRCC	193

**Top 5 pickers (Items)**

577
499
382
237
116

**Top 5 spackers (Items)**

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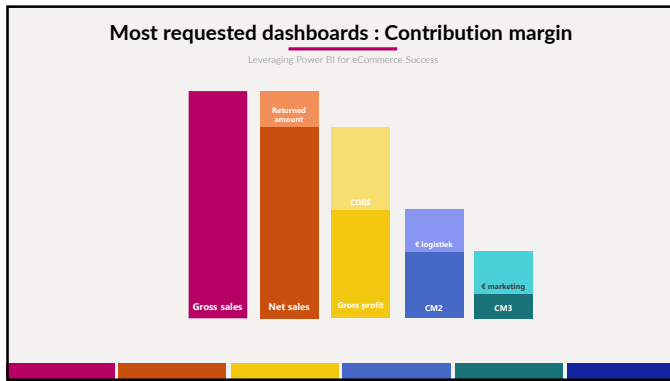
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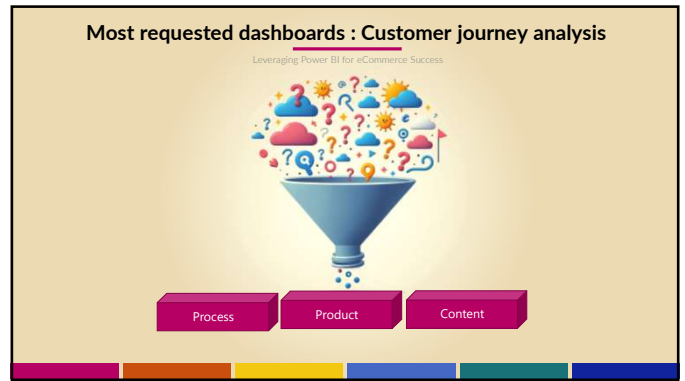
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- ### Other Most requested dashboards
- Leveraging Power BI for eCommerce Success
- 1 Revenue / Orders / Average Order value
  - 2 Margin / Contribution Margin
  - 3 Customer (Loyalty)
  - 4 Customer Support
  - 5 Product performance / up sale / cross sale
  - 6 Stock management
  - 7 Purchasing / Supplier performance
  - 8 HR
  - 9 Finance / Cashflow / P&L
  - 10 Returns
  - 11 Marketing
  - 12 Content
  - 13 Forecasting / Targets
  - 14 Logistics
  - 15 Partner performance

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**PBIG**  
POWER BI CONSULTING & SUPPORT

# Leveraging Power BI for eCommerce Success

Jop van Hooft

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Slides & contact   Session evaluation   Event evaluation

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Platinum partners				
Goud partners				
Zilver partners				
Brons partners	 	 	 	 
Community partners	  	  	  	  

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