SPEED MATTERS

How Q can ship the right products at the right time to its customers

The Importance of E-Commerce

According to Material, Handling & Logistics Magazine

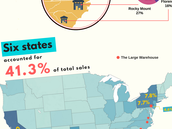
87% of Americans consider shipping speed as a key factor in online purchases.

Four large warehouses

accounted for **97%** Total sales volume

Six states

accounted for **41.3%** of total sales



QVC is selling the most in California, Pennsylvania, New York, Texas, Florida and New Jersey

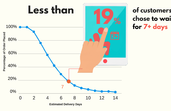
Distance and Delivery Time

(between states and Lancaster, the largest warehouse)

Customers in FL, TX, and CA are experiencing longer delivery time due to warehouses' location

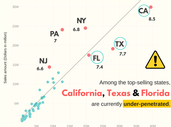
Delivery Time and Order Placement

Less than **19.4%** of customers chose to wait for 7+ days



Delivery Time Matters!

Relationship between Sales and Population



Among the top selling states, California, Texas & Florida are currently under-penetrated

Focus on CA ,TX & FL based on

- Best selling
- Under-penetration
- High out-of-state orders
- Long Shipping Time

Retention Rate

EarlyOn Time Order — Late Order

Customers who receive orders earlier than expected are

2 times more likely to place another order with QVC

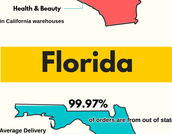
Retention Rate

Earlier/On-time orders compared to Late orders

Browse by Department

3.30x Health and Beauty	2.70x Accessories
2.37x Fun and Leisure	1.87x Entertainment
1.85x Home Decor	1.74x Apparel
1.16x Electronics	No Influence Textile
No Influence iQVC	

California



Florida

Texas

Final thought

We recommend QVC to conduct a quarterly analysis of products based on:

to adjust inventory at its warehouses accordingly in order to minimize its delivery time.

Challenge - Temple University Analytics Challenge

Does speed matter in E-commerce?

Team Members

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