

A BRIEF GUIDE FOR QVC:

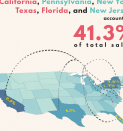
How to ship the right products at the right time to its customer

According to Deloitte Consulting,

89% of Americans consider shipping speed as a key factor in online purchases.

Four large warehouses account for

97% of total sales volume



Six States

California, Pennsylvania, New York, Texas, Florida, and New Jersey

account for

41.3% of total sales



But customers in CA, TX, and FL are experiencing longer delivery time due to warehouse locations.

Less than **19%** of customers chose to wait for 7+ days



Delivery Matters!



Relationship between Sales and Population



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

Focus on CA, TX, FL based on



Retention Rate



Customers who receive orders earlier than expected are

2 TIMES

more likely to place another order with QVC

Retention Rate

Early/On-time orders compared to Late orders



Recommendation

California

88.71% of orders are out-of-state



Texas

99.88% of orders are from out of state



Florida

99.97% of orders are out of state



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.

