SPEED MATTERS

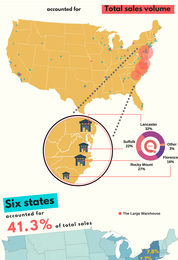
How Q can ship the right products at the right time to its customers

The Importance of E-Commerce

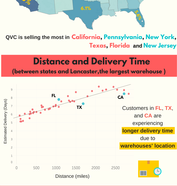
According to Material, Handling & Logistics Magazine

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

Four large warehouses accounted for **97%** Total sales volume



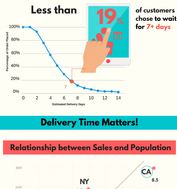
Six states accounted for **41.3%** of total sales



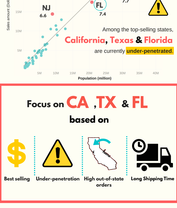
QVC is selling the most in California, Pennsylvania, New York, Texas, Florida and New Jersey

Distance and Delivery Time

(between states and Lancaster, the largest warehouse)

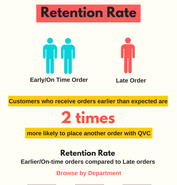


Delivery Time and Order Placement



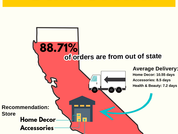
Delivery Time Matters!

Relationship between Sales and Population



Focus on CA, TX & FL based on

Retention Rate



Customers who receive orders earlier than expected are

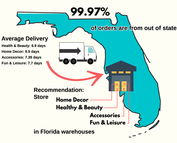
2 times

more likely to place another order with QVC

Retention Rate

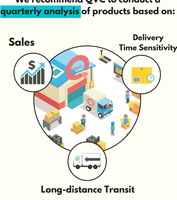
Earlier/On-time orders compared to Late orders

Browse by Department

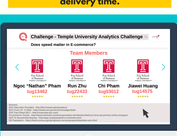


California

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.