

Global Reach Inc. — Sales Performance Executive Brief (2023)

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Overview

This executive brief provides a high-level summary of Global Reach Inc.'s sales performance for the 2023 fiscal year. The analysis covers regional sales trends, product category performance, customer behavior, sales representative contributions, and discount effectiveness. All insights were derived from a structured Excel-based dashboard using pivot tables, slicers, and KPI summaries.

Top Insights

1. Regional Performance

- The Northern region generated the highest sales revenue among all four regions.

2. Product Category Contribution

- Clothing accounted for ₦19,286,734 (26%) of all product-category sales, making it the top-performing category.

3. Customer Breakdown

- New customers contributed ₦36,529,262 (52%) of total revenue, slightly outperforming returning customers.

4. Sales Representative Performance

- David recorded the highest individual performance, generating ₦16,395,584 in sales.

5. Payment Behavior

- Bank Transfers were the most frequently used payment method, followed closely by credit card and cash transactions.

6. Discount Impact

- The 0–10% and 21–30% discount tiers contributed the highest sales volumes, signaling strong consumer responsiveness to discount-driven incentives.

Business Recommendations

1. Strengthen Customer Retention

- Implement customer loyalty programs (e.g., referral rewards, exclusive member discounts) to convert high-performing new customers into repeat buyers.

2. Optimize Regional Product Strategy

To maximize regional performance, product focus should be aligned with each region's strengths:

- West: Increase investment in Furniture
- North & South: Prioritize Clothing inventory
- East: Promote Electronics

3. Replicate Top Sales Behaviors

- Conduct a sales behavior and process audit to identify the factors driving David's success.
- Use these insights to create standardized sales playbooks and training programs.

4. Leverage Discount Sensitivity

- Strategically deploy higher discount campaigns on Electronics and other slow-moving categories to stimulate demand.

5. Expand Digital Sales Channels

- Increase investment in the company website and online outlets to improve accessibility, expand reach, and diversify customer acquisition channels.