MeriSKILL

Sales Data - 2019

Revenue	$34.5M
Total Orders	178.4K
Avg Order Value	$193.3
Total Order Quantity	209.1K

Designed by: Sagar More

Filters

Select Product: All
Select City: All
Select Month: All
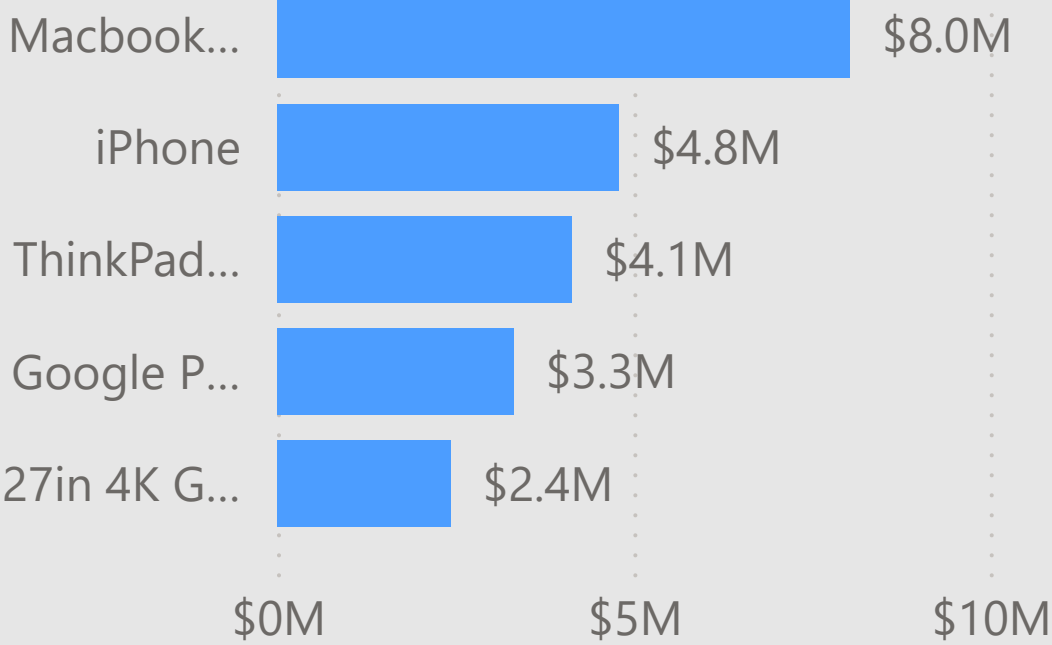Select Day: All

Revenue by Month / Week/ Day

- Jan 2019: $1.8M
- $2.2M
- $2.8M
- Apr 2019: $3.4M
- $3.2M (Jul)
- $2.6M
- $2.6M
- $2.2M
- $2.1M
- Oct 2019: $3.7M
- $3.2M
- $4.6M
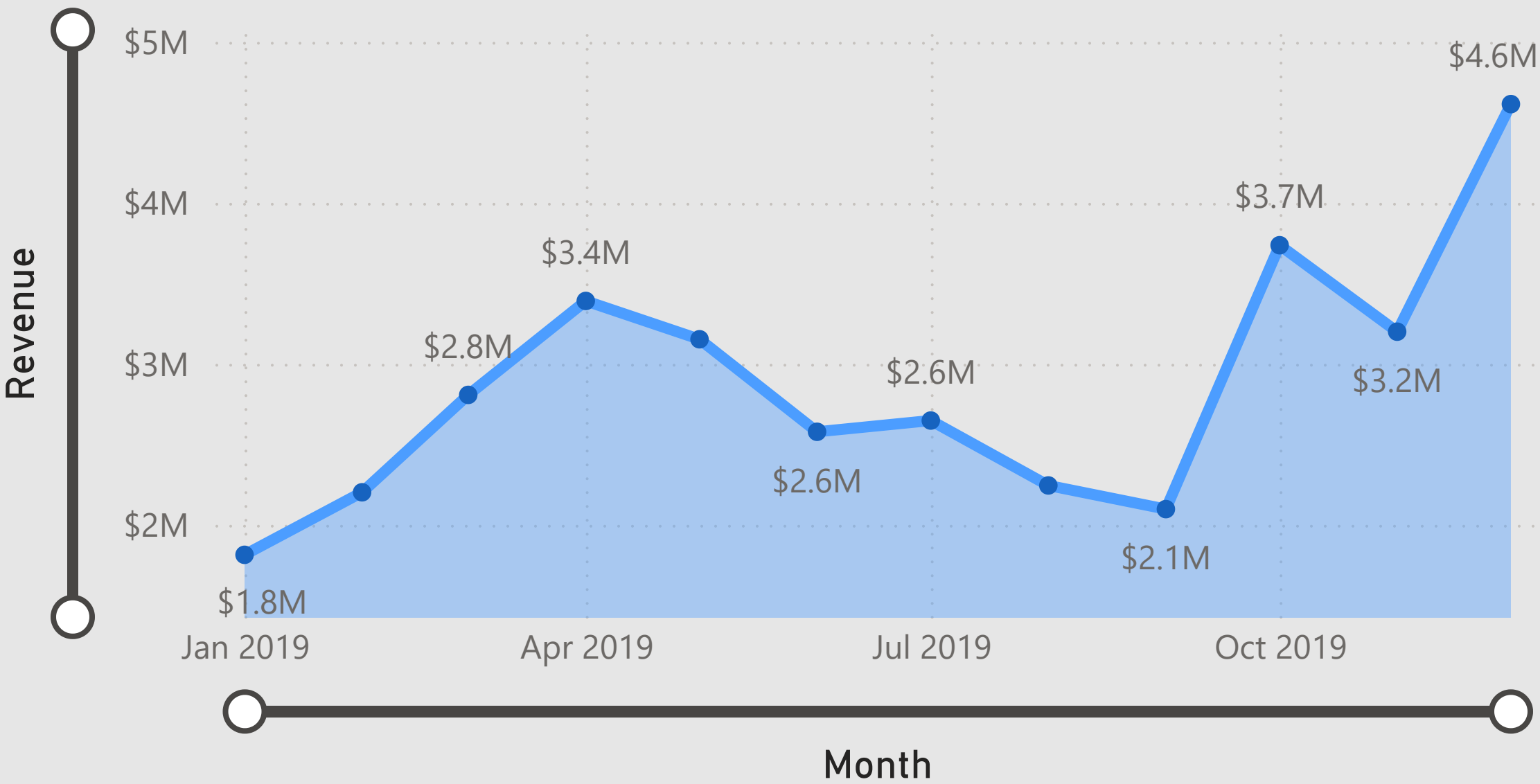
Revenue by State

Revenue ⚫ Avg Order Value

Revenue / Quantity Sold
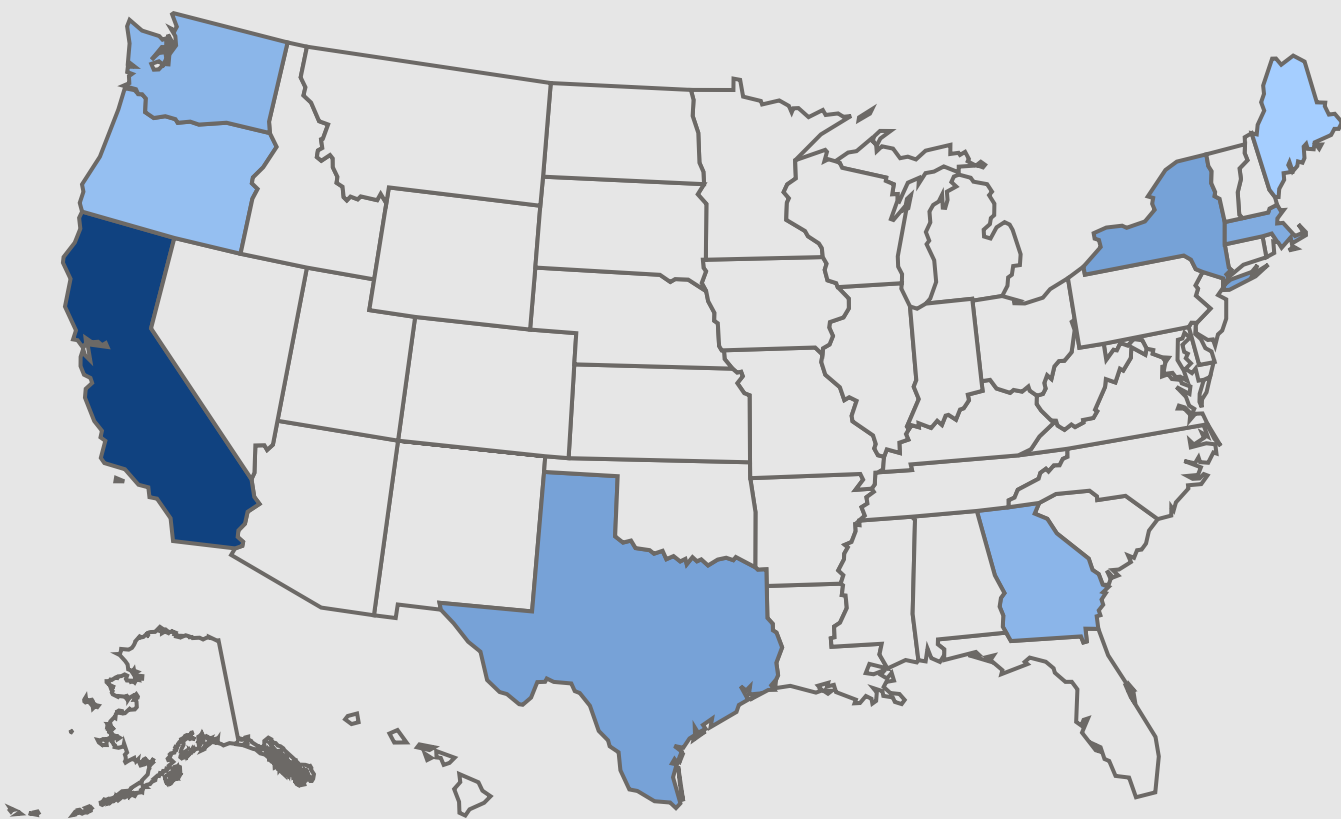
Revenue ⚫ Quantity Sold

Top 5 Products by Revenue

Product	Revenue
Macbook...	$8.0M
iPhone	$4.8M
ThinkPad...	$4.1M
Google P...	$3.3M
27in 4K G...	$2.4M

Bottom 5 Products by Revenue

Product	Revenue
AA Batter...	$0.11M
AAA Batt...	$0.09M
Lightning...	$0.35M
USB-C C...	$0.29M
Wired He...	$0.25M
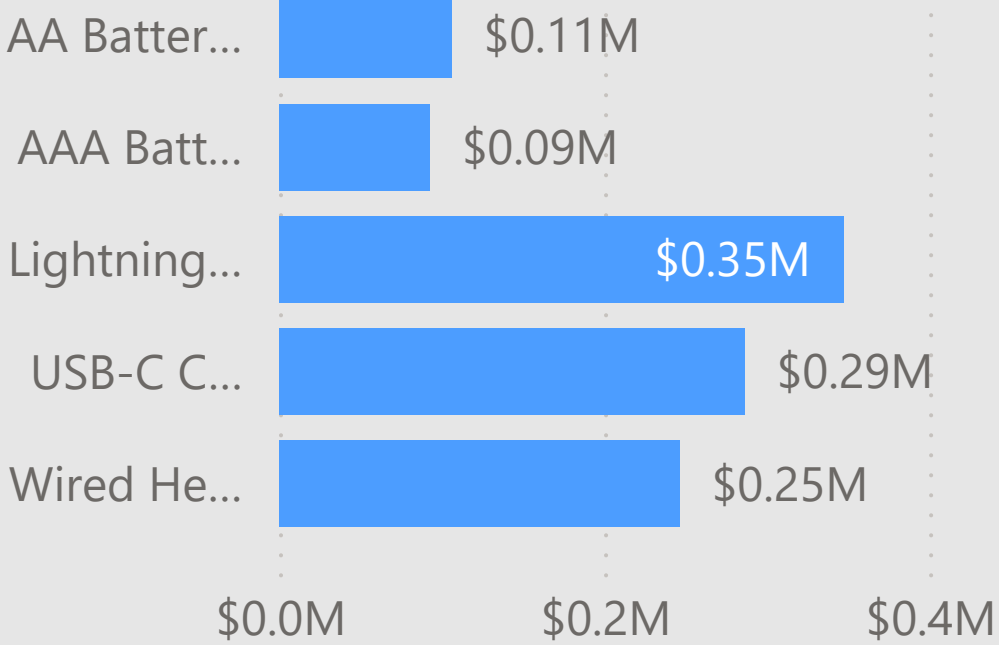
Sales Performance Matrix

State	Revenue	Total Orders	Avg Order Value
California	$13.7M	71.4K	$192.1
Georgia	$2.8M	14.3K	$196.1
Maine	$0.4M	2.4K	$190.3
Massachusetts	$3.7M	19.1K	$191.8
New York	$4.7M	23.8K	$195.6
Oregon	$1.9M	9.6K	$194.5
Texas	$4.6M	23.7K	$193.2
Washington	$2.7M	14.1K	$194.6

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Insights:

Key findings from data trend analysis constitute insights into product preferences, sales trends, and regional variations.

Top Cities by Revenue:
- **San Francisco** (8.3M $) leads in revenue, possibly due to the in demand tech market and higher consumer spending power in the Silicon Valley.
- **Los Angeles** (5.5M $) and **New York City** (4.7M $) follow, likely owing to their large population density and economic activity.

Top States by Order Value:
- **Georgia** state (196.1 $) boasts the highest Average Order Value despite being the 5th state by Revenue and Total Orders.
- **California** state (192.1 $) lags behind as the 3rd lowest Average Order Value state despite being the highest state by Revenue and Total Orders.

Product Insights:
- Apple products, especially **MacBooks** (8M $) and **iPhones** (4.8M $) are the largest contributors to revenue, possibly due to high product demand and new product releases during year-end.
- **AAA Battery** (31K) and **AA Battery** (28K) while sold in high quantities, generate less revenue (93K $ and 106K $ respectively) indicating lower product prices.
- **Thinkpad Laptop** (4.1K) while sold in low quantity, generates the 3rd largest revenue (4.1M $) indicating higher product prices.

Sales by Month and Year:
- Sales peak in the month of **December** (4.6M $), aligning with the holiday season and gifting tradition.
- An increase in **April** (3.4M $) might suggest spring-related sales or promotions.

Recommendations:

Based on the insights derived, it is recommended to capitalize on the festive season by strategizing marketing campaigns and product promotions. Additionally, efforts should be directed towards understanding consumer preferences to enhance product offerings and drive sales.

Holiday Season Planning:
- Strategize targeted marketing campaigns and inventory management in the month of November for a expected surge in sales during the holiday season especially in **December**. Highlight popular high sales volume and revenue products and offer special discounts to boost sales.

Apple Product Promotions:
- Align promotions and marketing efforts for Apple products, especially **MacBooks** and **iPhones** around **December** to maximize revenue during the year-end product release season.

Product Diversification:
- Consider diversifying product offerings to include more high-margin items like the **Thinkpad Laptop** (4.1M $) while balancing revenue generation with high quantities and low-margin affordable products.

Customer Engagement:
- Engage customers with loyalty programs or special offers on lower revenue generating months like **January** (1.8M $) and **September** (2.1M $) to boost sales.

These recommendations aim to optimize sales strategies based on the observed patterns, promoting revenue growth and customer engagement.