**DATA STORYSTELLING FOR COM CITY RETAILERS SALES ANALYSIS**

**PROBLEM STATEMENT**

The primary objective of this sales analysis dashboard is to evaluate the performance of Com-City Retailers by analyzing sales trends, customer preferences, product performance, and channel effectiveness. The goal is to identify key growth drivers, optimize sales strategies, and enhance profitability.

**DATA EXPLORATION AND ANALYSIS**

**Key Metrics Overview**

* **Total Sales:** $155M
* **Total Quantity Sold:** 68K units
* **Total Profit:** $58M
* **Profit per Unit Sold:** $855
* **Average Unit Price:** $2.28K
* **Profit Margin:** 37%

**Sales Trend Over Time**

* Highest sales were recorded in **January ($14.4M)** and **August ($13.6M)**.
* A consistent sales performance is observed across months, with a slight dip in November.

**Top 5 Products by Sales**

1. **Product 7 - $26M**
2. **Product 1 - $25M**
3. **Product 2 - $23M**
4. **Product 11 - $21M**
5. **Product 5 - $17M**

**Top 5 Customers by Sales**

1. **Medline - $4.1M**
2. **Pure Group - $3.8M**
3. **OUR Ltd - $3.7M**
4. **Eminence Corp - $3.6M**
5. **Apotheca, Ltd - $3.6M**

**Top 5 Sales Channels**

1. **Wholesale - $59M**
2. **Distributor - $36M**
3. **Export - $16M**

**Sales by Top 20 Cities**

* Top-performing cities: **Christchurch ($11.5M)**, **Hamilton ($11.5M)**, and **Waitakere ($11.2M)**.
* The bottom-performing cities include **Tararua ($2.9M)** and **Waitaki ($2.7M)**.

**KEY INSIGHTS AND RECOMMENDATIONS**

**1. Sales and Profitability Performance**

* With a **37% profit margin**, the business is generating substantial profits.
* **High-profit per unit ($855)** indicates efficient pricing and cost management.

**2. Product Performance**

* **Product 7 and Product 1** are the top revenue contributors.
* Focus on boosting production and marketing of these high-performing products.

**3. Customer Segment Analysis**

* **Medline and Pure Group** are the highest-spending customers.
* Implement **customer loyalty programs** and offer **bulk purchase discounts** to retain these clients.

**4. Channel Strategy**

* **Wholesale and Distributor channels dominate sales.**
* Strengthen **export strategies** to capture international markets and diversify revenue streams.

**5. Geographical Analysis**

* **Christchurch, Hamilton, and Waitakere are high-performing cities.**
* Target **underperforming cities like Tararua and Waitaki** with localized marketing campaigns and promotions.

**VISUALIZATION AND DASHBOARD FEATURES**

Clear and concise layout of key metrics.  
✅ Monthly sales trends for seasonality analysis.  
✅ Top products, customers, and channels are well highlighted.  
✅ City-level performance analysis for location-based strategies.

CONCLUSION

Com-City Retailers have achieved strong sales growth with a **37% profit margin** and **$58M in total profit**. The data reveals high-performing products and loyal customers, with the wholesale and distributor channels driving most revenue. By **focusing on high-performing cities** and **improving underperforming regions**, the company can further enhance profitability and market reach.