

# Universal Export-Sales Overview(2022)

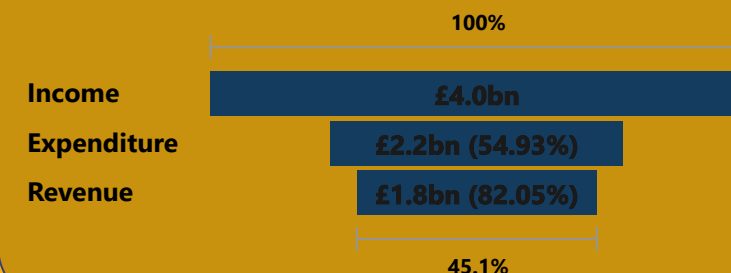
**£1.80bn**  
Revenue

**£2.2bn**  
Expenditure

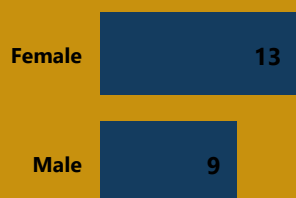
**£4.0bn**  
Income

**58.25M**  
Sales

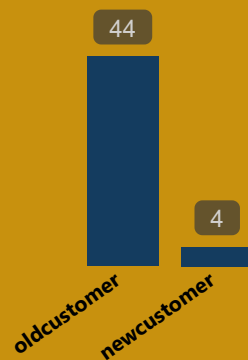
## Income, Expenditure and Revenue



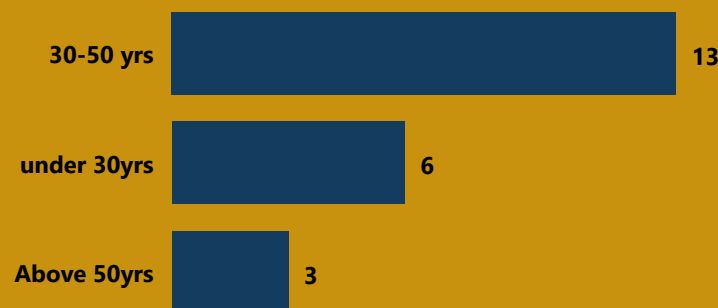
## SalesAgent by Gender



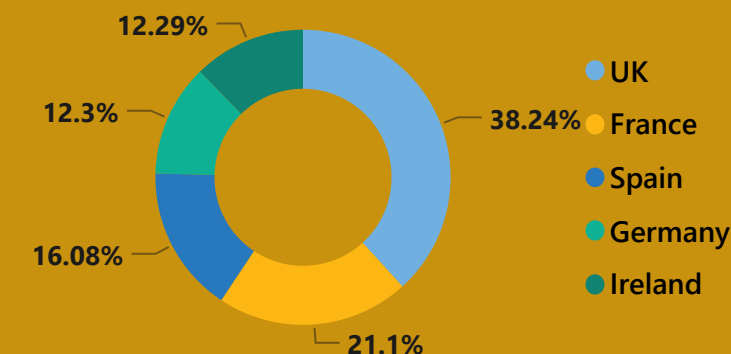
## New/Old Customers



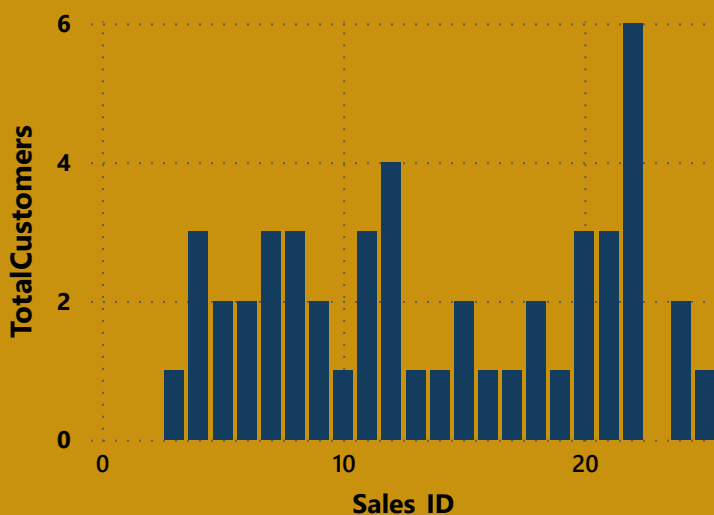
## SalesAgent by Age\_Category



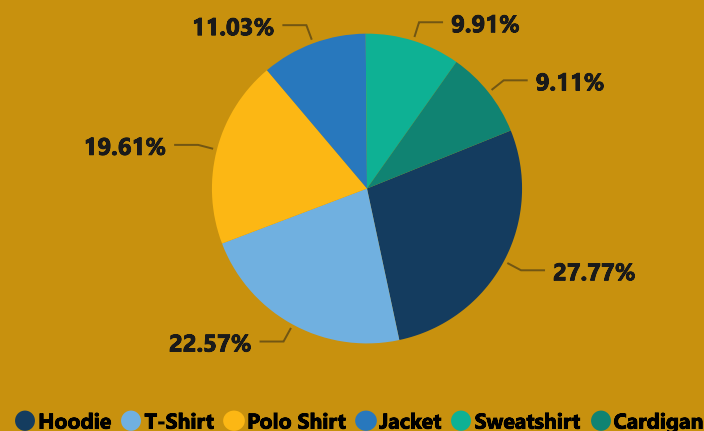
## Which top 5 countries are we selling more?



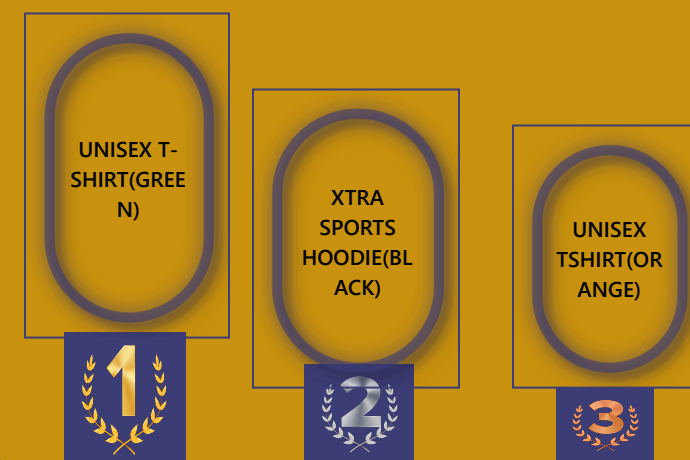
## TotalCustomers by SalesAgent



## How much are we selling by Product\_Category?



## What are our top 3 products by sales?



Universal Export-Sales-Overview(2022)

Select all

Q1

Q2

Q3

Q4

Select all

Cardigan

Hoodie

Jacket

>

Revenue/Sales of SalesAgent(2022):

SALES_ID	Revenue	Sales
22	↑ £232.15M	↑ 7.48M
8	£123.60M	3.90M
21	£119.06M	3.88M
12	£115.49M	3.73M
20	£114.30M	3.67M
11	£114.11M	3.71M
7	£114.08M	3.76M
4	£83.55M	2.70M
24	£83.05M	2.63M
5	£82.50M	2.62M
6	£79.56M	2.57M
9	£79.19M	2.55M
18	£78.41M	2.54M
15	↓ £75.14M	↓ 2.42M
10	↓ £42.31M	↓ 1.34M
14	↓ £40.40M	↓ 1.29M
16	↓ £38.39M	↓ 1.28M
13	↓ £38.14M	↓ 1.26M
19	↓ £37.54M	↓ 1.25M
17	↓ £37.40M	↓ 1.24M
25	↓ £36.93M	↓ 1.23M
3	↓ £36.42M	↓ 1.20M

Total    £1,801.69M    58.25M

↓ ---Decreasing

↑ ---Increasing

What are our top 10 products by Revenue?

PRODUCT_ID	PRODUCT_NAME	PRODUCT_CATEGORY	Revenue
72	Military Jacket Navy	Jacket	£23.02M
69	Sunlight V1 Bomber Jacket	Jacket	£22.78M
67	Military Jacket Black	Jacket	£22.29M
70	Tan V1 Bomber Jacket	Jacket	£22.23M
68	Red V1 Bomber Jacket	Jacket	£22.07M
65	Bomber Jacket White	Jacket	£21.96M
71	Military Jacket Green	Jacket	£21.73M
63	Cardigan Fake Knitted Navy	Cardigan	£21.39M
66	Bomber Jacket Grey	Jacket	£21.38M
73	Military Jacket Blue	Jacket	£21.30M

Key Performance Metrics Rankings

SALES_ID	Customers	SR_index	pp_index	CON_index	KPI	rank
22	6	55	47	25	127	1
21	3	54	46	25	125	2
8	3	54	44	25	123	3
11	3	44	47	25	116	4
12	4	44	46	25	115	5

SR\_Index--Sales-Revenue Index is a Key metric calculated based on sales and revenue.

PR\_Index-- ProductRevenue Index is a key metric calculated based on sales of top revenue making products.

CON\_Index-- Customer(Old,new) index is a key metric based on retaining the Old customers and acquiring New customers.

KPI -- Key performance Index calculated based on all these 3 parameters.

Top 10 SalesAgent Of Jackets Category

SALES_ID	Revenue	Sales
22	£26.31M	0.68M
8	£14.36M	0.37M
21	£13.27M	0.35M
11	£12.96M	0.33M
20	£12.53M	0.33M
7	£12.32M	0.33M
12	£12.31M	0.31M
4	£9.80M	0.25M
15	£9.09M	0.23M
6	£8.72M	0.23M

Sales Agent Overview:

- January month had highest Revenue At £162.8 million, which was 14.05% higher than February, which had the lowest Revenue at £142.7Million.
- Revenue and Total Sales are Positively Corelated to each other.
- Among the Product Categories , Hoodie holds the Highest Revenue at £500.31 followed by T-shirt and Polo T-shirt at £406.56 Million and £353.35 Million respectively.
- As per our Key Performance Index Rankings, Sales ID 22,21,8,11 and 12 are among the Top 5 Ranking Sales Agent respectively. Our Key Metrics Performance indicator was calculated based on 3 parameters of Sales & Revenue Index(42%),Product Revenue index(38%) and Customer Old-New Index(20%).We give the choice of Selecting of the Sales Head at Management's own discretion among these top 5 ranked Sales Agents.