

# Adebesin Adedayo

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ADEBESIN  
ADEDAYO

# SALES PERFORMANCE ANALYSIS REPORT

\$  
\$386.42K

Total\_Sales\_Calcu...



91

Customers



13K

Quantity



77

Products



10

Employees



21

Countries

Total\_Sales\_Measure by City



Total\_Sales\_Calculate by Month\_Year



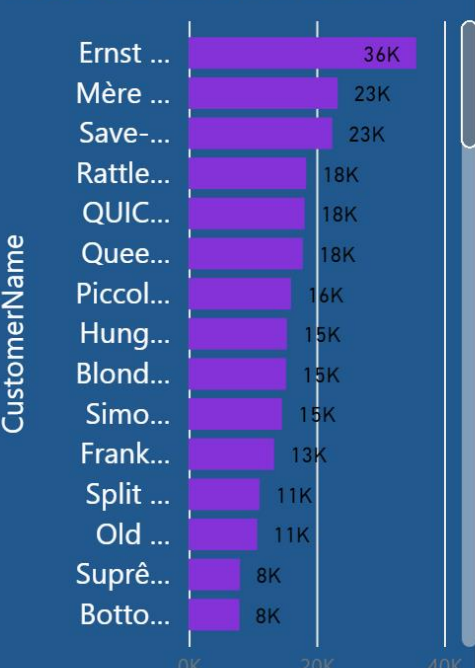
Total\_Sales\_Calculate by City



Total\_Sales by Employee\_Full\_Name



Total\_Sales\_Measure by CustomerName



Total\_Sales\_Measure by ProductName



Total\_Sales\_Calculate by Country



- Product category
- ☐ Beverages
  - ☐ Condiments
  - ☐ Confections
  - ☐ Dairy Products
  - ☐ Grains/Cereals
  - ☐ Meat/Poultry
  - ☐ Produce
  - ☐ Seafood

- Quantity
- ☐ 120
  - ☐ 100
  - ☐ 90
  - ☐ 80
  - ☐ 77
  - ☐ 70
  - ☐ 65
  - ☐ 60
  - ☐ 56
  - ☐ 55
  - ☐ 54
  - ☐ 50
  - ☐ 49
  - ☐ 48
  - ☐ 45
  - ☐ 42
  - ☐ 40

- SALES ANALYSIS REPORT

## TOP CUSTOMERS

Ernst Hndel a customer from Austria in the city of Graz is the top customer of this analysis having bought a total product of 35,631 and a quantity of 1418 products and a total of 10 Orders. Of the total sales of \$51,671 made from Austria, this customer bought \$35,631 which is 68 percent of the total sales from Austria. The total cost of what this customer purchased was 92 percent of the total revenue of the company.

The highest product this customer bought is Cote de Blaye and Sir Rodney's Scones is the lowest

Mere Pilarde from Canda in the city of Montreal is the second runner up of the top performing customer with the total bought product worth \$ 23363 of the \$ 386,420 total product sold in the company. A total of 422 quantity of the total product was bought ,having 5 orders. This customer's purchase was 75 percent of all of Canada's purchase.

Save-a-lot-Market is the ranked the third best performing customer with a total of \$22,500 of a total quantity of 775 product and 4 total orders. This customer is from USA in the Boise city. The highest product bought is Pate Chinos .The customer's total product bought was 32 percent of the entire products that customers from USA bought.

- TOP EMPLOYEES

- Peacock Margaret is the employee with the highest sales bringing a total revenue of \$106k to the company with total quantity of 3232 product sold and 40 orders .Her sales made 27 percent of the entire revenue of the company.
- Davolio Nancy is second highest given that 14 percent of the total revenue was from this employee , with total order of 29 and 1924 total quantity of product bought by the customers through this employee.
- Leverling Janet is the third of the highest performing employee with 10 percent of the entire revenue from this employee having sold 1725 worth of product and handled 31 Orders.

- TOP PRODUCTS.

- The top product is Cote de Blaye with Austria been the highest location having 35percent of this product been sold here.239 quantity of this product was sold with 196 total orders.Focus should also be in Brazil,Denmark and Canada.
- The top four performing countries are USA with a total of 70k ,Austria with a total of \$52k ,Germany with a total of \$47k and Brazil with a total of \$40k.The overall input from these country is 54 percent of the total revenue made from sales by this company.
- For these countries the product category that was mostly sold in USA is condiments,in brazil it is beverages so also in Austria while in Germany it is dairy product that are sold the most.