TRADE-GOALS SALES ANALYSIS DASHBOARD

OVERVIEW

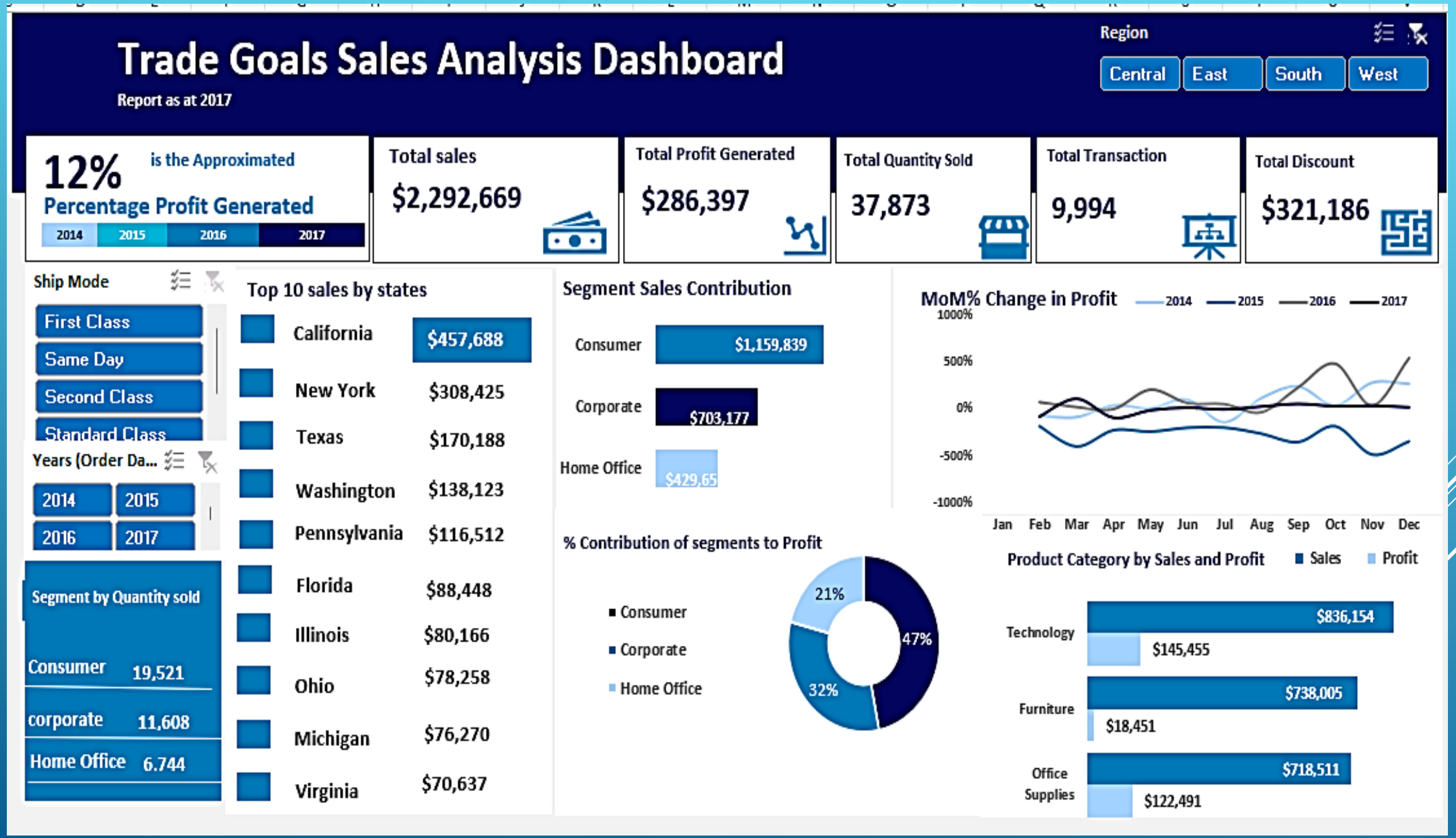
To review the company's performance from 2014-2017 which should birth the appropriate business strategy & planning for the future growth of the business

OBJECTIVES

To prepare a comprehensive report using the company's dataset.

To draw critical insights from various sectors of the business,

To Make recommendations on key areas


Trade Goals Sales Analysis Dashboard
Report as at 2017
Region
Central
East
South
West
12%
is the Approximated
Percentage Profit Generated
2014
2015
2016
2017
Total sales
$2,292,669
Total Profit Generated
$286,397
Total Quantity Sold
37,873
Total Transaction
9,994
Total Discount
$321,186
Ship Mode
First Class
Same Day
Second Class
Standard Class
Years (Order Da...
2014
2015
2016
2017
Segment by Quantity sold
Consumer 19,521
corporate 11,608
Home Office 6,744
Top 10 sales by states
California $457,688
New York $308,425
Texas $170,188
Washington $138,123
Pennsylvania $116,512
Florida $88,448
Illinois $80,166
Ohio $78,258
Michigan $76,270
Virginia $70,637
Segment Sales Contribution
Consumer $1,159,839
Corporate $703,177
Home Office $429,65
% Contribution of segments to Profit
Consumer
Corporate
Home Office
21%
47%
32%
MoM% Change in Profit
2014
2015
2016
2017
1000%
500%
0%
-500%
-1000%
Jan Feb Mar Apr May Jun Jul Aug Sep Oct Nov Dec
Product Category by Sales and Profit
Sales
Profit
Technology
$836,154
$145,455
Furniture
$738,005
$18,451
Office Supplies
$718,511
$122,491

INSIGHTS

1. growth in Segment Analysis:

- Consumer Segment contributed $1.16M ,the largest share of total shares.
- Home Office segment recorded the lowest sales at $429k.

2. Category Trends:

- Technology dominates sales with strong profit margins signaling high popularity and profitability.
- Furniture attained low significant sales, but low margins indicate room for pricing strategy optimization

3. Office Supplies consistently profitable with strong demand

INSIGHTS

4. Yearly and Monthly Variability:

- Best Years: 2014&2016 outperformed driven by strong year end sales.
- Challenging year : 2015 had frequent monthly losses, requiring attention
- Year 2017 showed recovery with steady March and December

5. Geographic Insights:

- California Top- performing state in sales
- Growth potential :States like Illinois, Michigan, and Virginia show opportunities for market expansion.

RECOMMENDATIONS

- Optimize furniture margins: Review supplier terms and pricing strategy
- Expand Office Supplies: Leverage promotions and expand loyalty programs to boost demand.
- Stabilize monthly profits: Run targeted campaigns during under performing months.
- Target Emerging States: Conduct market research and develop partnerships in underperforming regions

CONCLUSION

- This project demonstrates how data-driven decision-making can help trade goals refine its strategies, optimize operations, and unlock growth opportunities. With actionable insights, the company is better equipped to attain actionable success in a competitive market.