NovaMart Sales Analysis Report (2024)

This report presents a comprehensive sales performance analysis for NovaMart for 2024. The analysis was conducted using Microsoft Excel, leveraging pivot tables, Power Query, and basic dashboards to uncover insights into category performance, customer demographics, sales rep efficiency, and regional trends.

# **Category Performance**

* The Lifestyle category topped the sales chart with products like Notebooks and Sunglasses generating over $75,000 in total.
* The Wellness category followed, driven by vitamins contributing over $15,000 to the total of $33,000 associated with the category.
* The Tech category is responsible for about 21% of the total sales. It consists of products such as Smartphones and Headphones, contributing over $28,000 in total sales.

# **Customer Demographics**

* Female customers slightly outspent male customers, contributing approximately $85,000 across all categories.
* Lifestyle products were most popular among both genders, while Tech saw higher engagement from females.

# **Sales Representative Performance**

* Angela Davis was the top-performing sales rep, contributing over $18,000 in sales, primarily from the North region.
* Other notable reps include Sarah Williams and Gwendolyn McDonald, who consistently performed across regions.

# **Regional Sales Distribution**

* The North region dominated with the highest sales, largely attributed to Angela Davis’ efforts.
* The South and West regions showed lower figures, suggesting either limited market reach or fewer reps.

# **Conclusion & Recommendations**

* Invest more in high-performing categories like Lifestyle.
* Expand presence and reps in South and West regions to balance regional sales.
* Introduce targeted promotions for male customers, especially in low-performing product segments.