

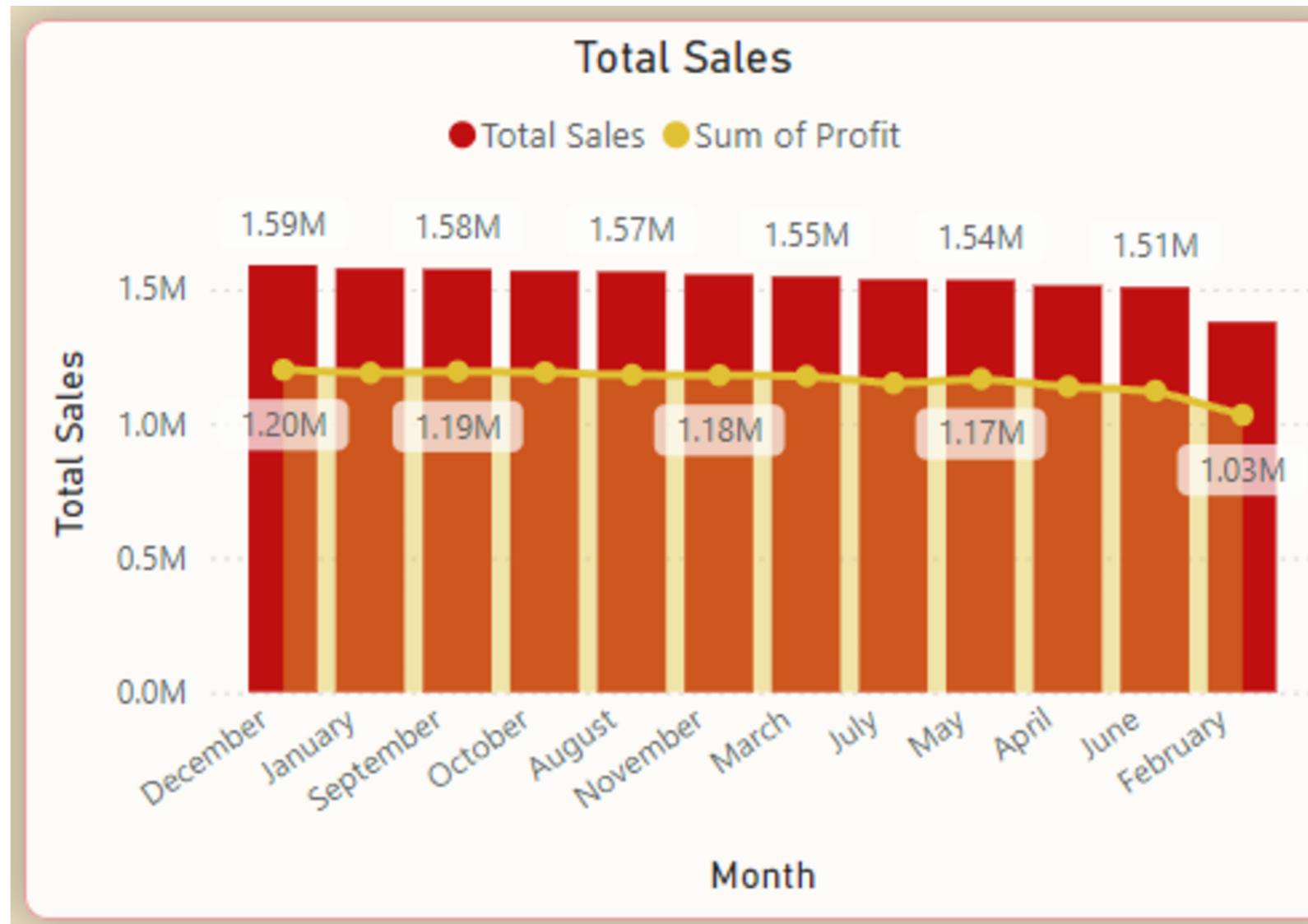
Assignment

Insight and Recommendation Report

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1. Insights
2. Key Takeaways
3. Recommendations for the Sales Team
4. Role of Data Analytics in Business Decision making Process
5. Q/A, Opinions

Insights: Overall Sales



Total Sales and Profits

- **Total Sales:** \$18.45M
- **Total Profits:** \$13.92M
- **Spent on Marketing:** \$5M

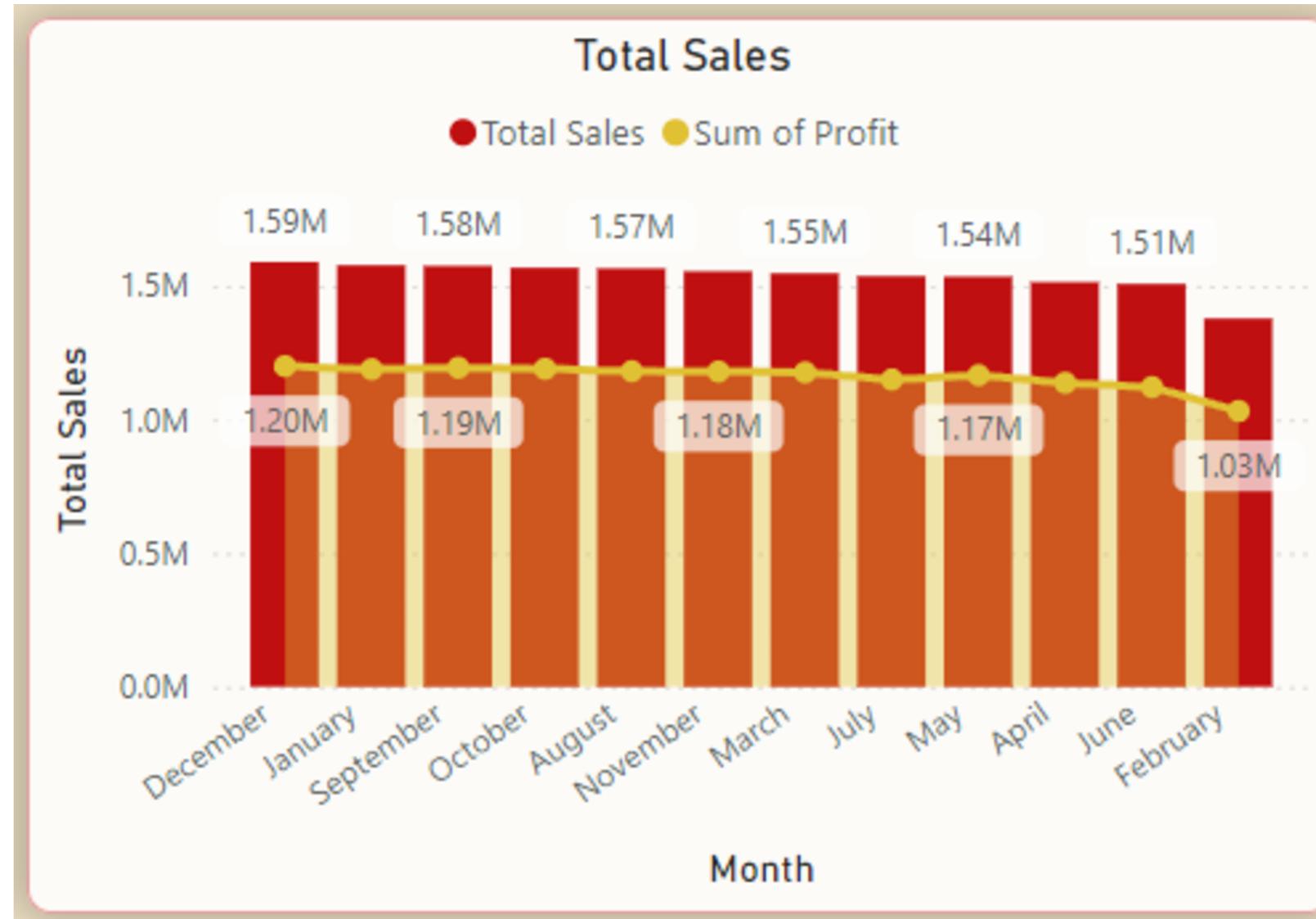
In Year 2022, December brought in highest sum in sales which was \$1.59M which in turn meant \$1.20M in profits.

January was second highest Sale maker month which brought in second highest profits for the company.

There was a notable drop in total sales and subsequent profit in month of 'February'.

This fall in February is commonly observed in most corporate environment due to purchase cycles in business world.

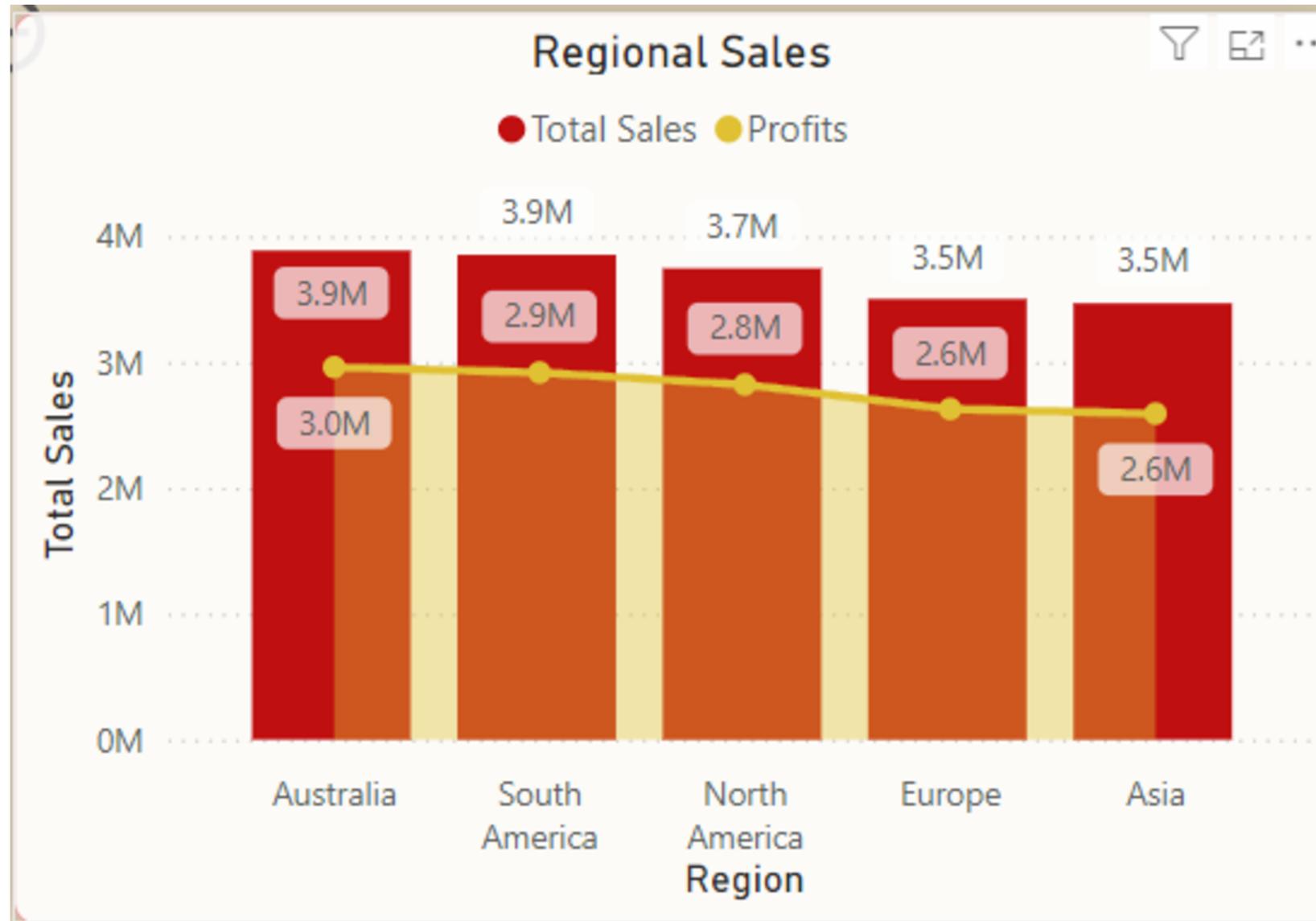
Insights: Channel Sales



Monthly Sales (Top 5 Months):

- **December:** \$1.59M
- **January:** \$1.58M
- **September:** \$1.57M
- **October:** \$1.55M
- **August:** \$1.54M

Insights: Regional Sales

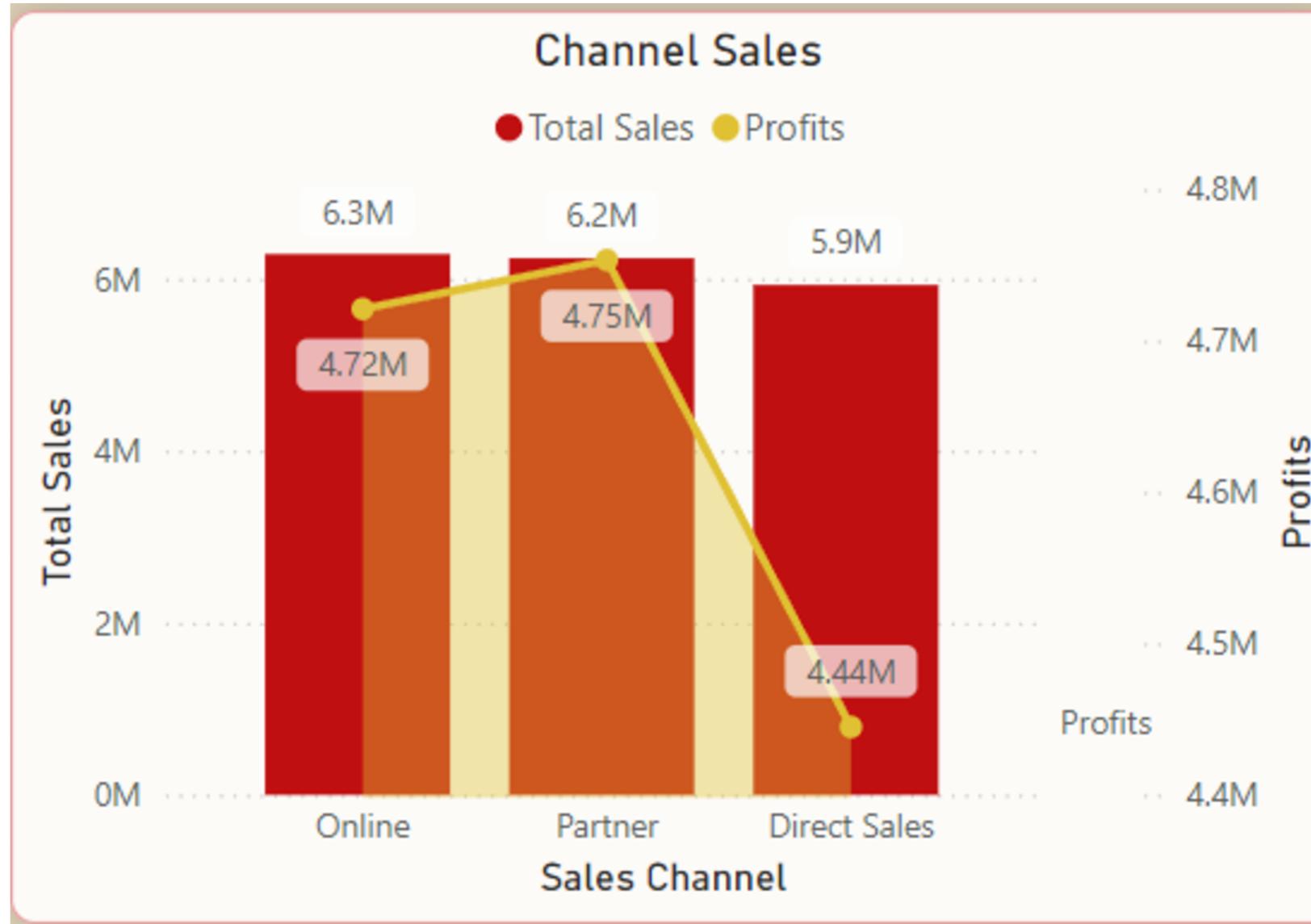


- **Australia:** \$3.9M
- **South America:** \$3.9M
- **North America:** \$3.7M
- **Europe:** \$3.5M
- **Asia:** \$3.5M

Australian continent was top contributor to profits and Sales sum 2022 closely followed by South America at second place in both profit and sales.

Asia had least of share in Sales and Profits among all regions.

Insights: Channel Sales



Sales by Channel:

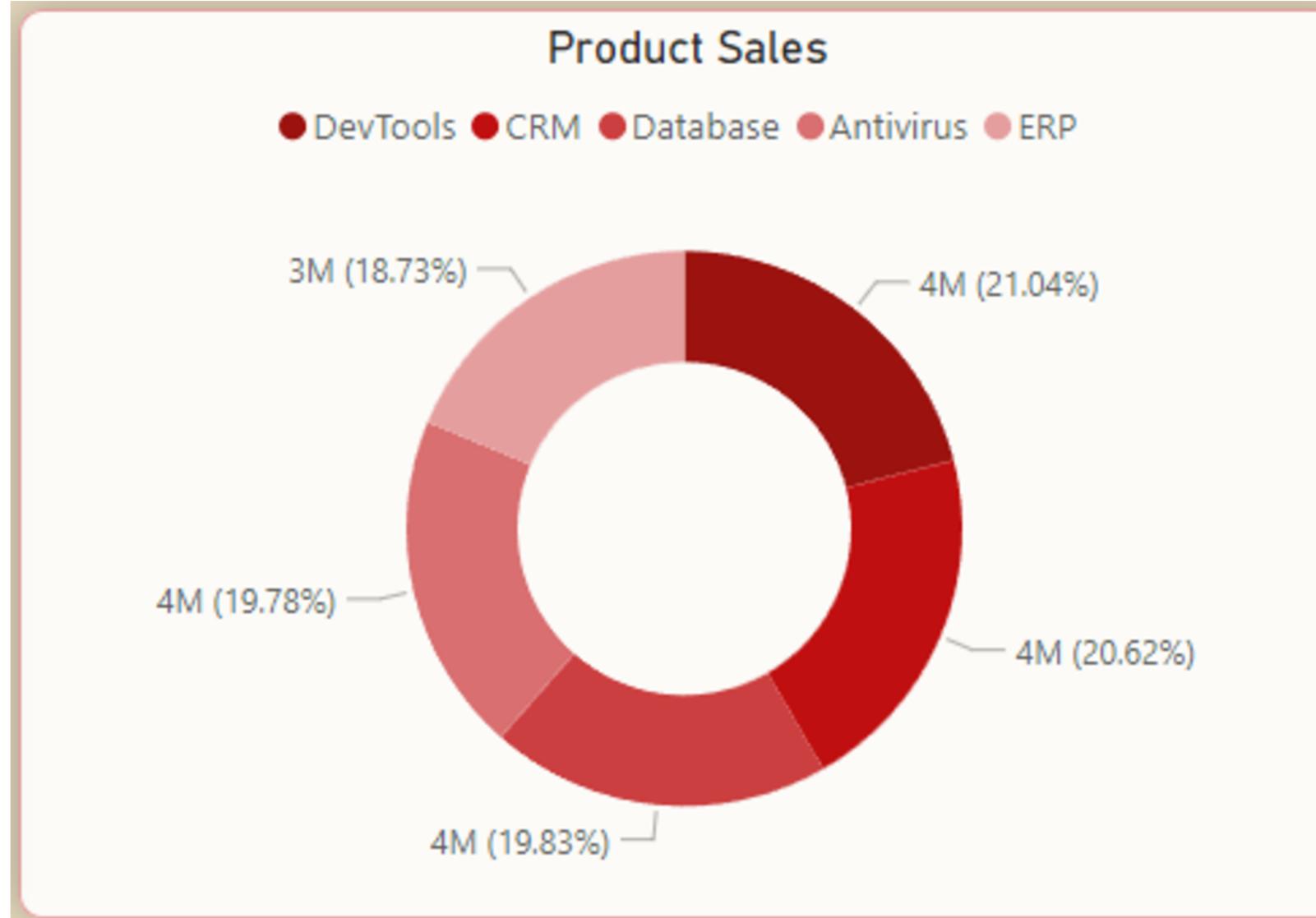
- **Online:** \$6.3M
- **Partner:** \$6.2M
- **Direct Sales:** \$5.9M

Profits by Channel:

- **Online:** \$4.72M
- **Partner:** \$4.75M
- **Direct Sales:** \$4.44M

In terms of Sales Channels Online is top source of Sales but Pater Sales has highest profits among all channels.

Insights: Product Sales



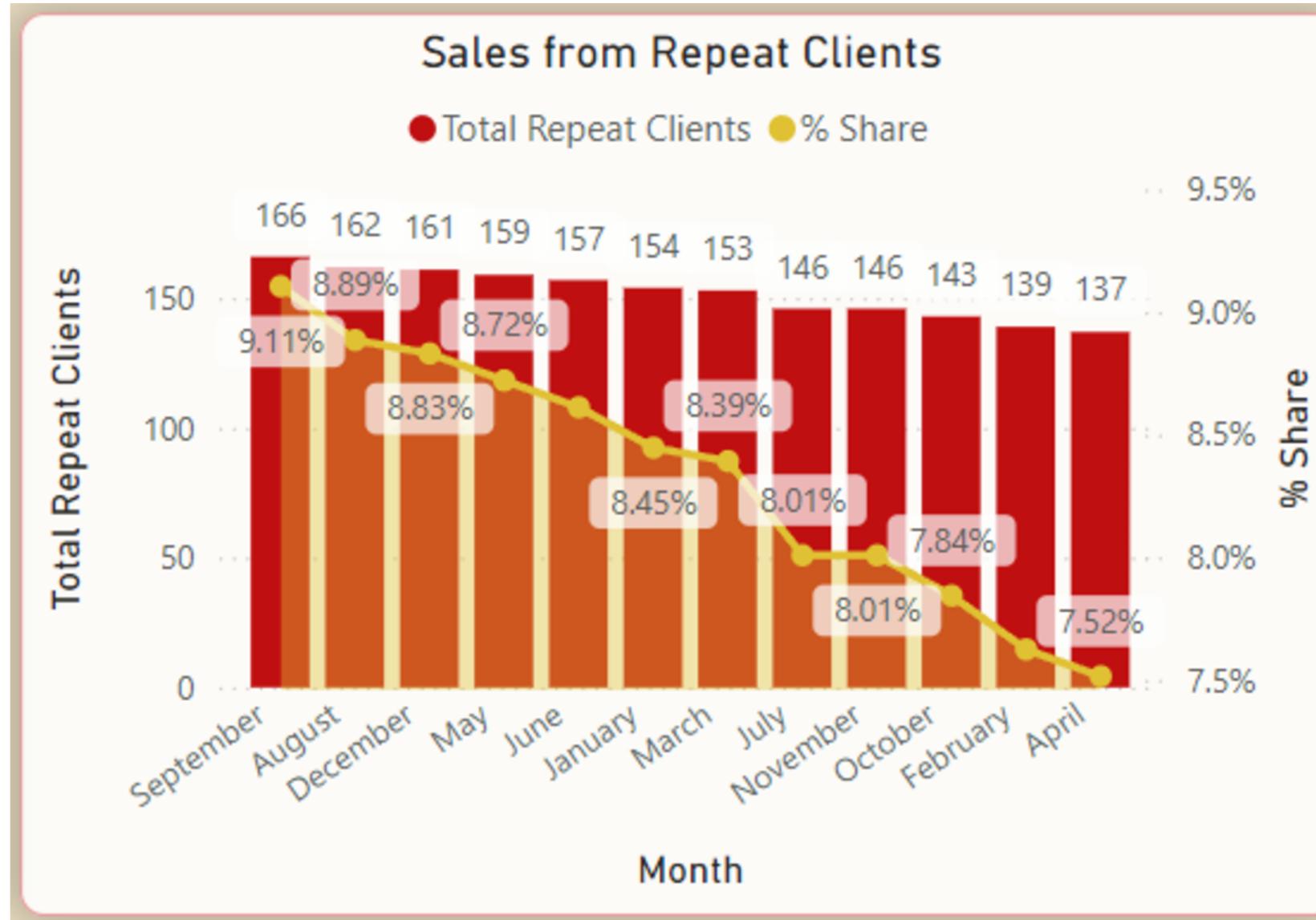
Sales by Product:

- **DevTools:** 4M (21.04%)
- **CRM:** 4M (20.62%)
- **Database:** 4M (19.83%)
- **Antivirus:** 4M (19.78%)
- **ERP:** 3M (18.73%)

Graph depicts Sales value & % Share of all products.

DevTools product has highest share in total sales.

Insights: Sales from Repeat Clients



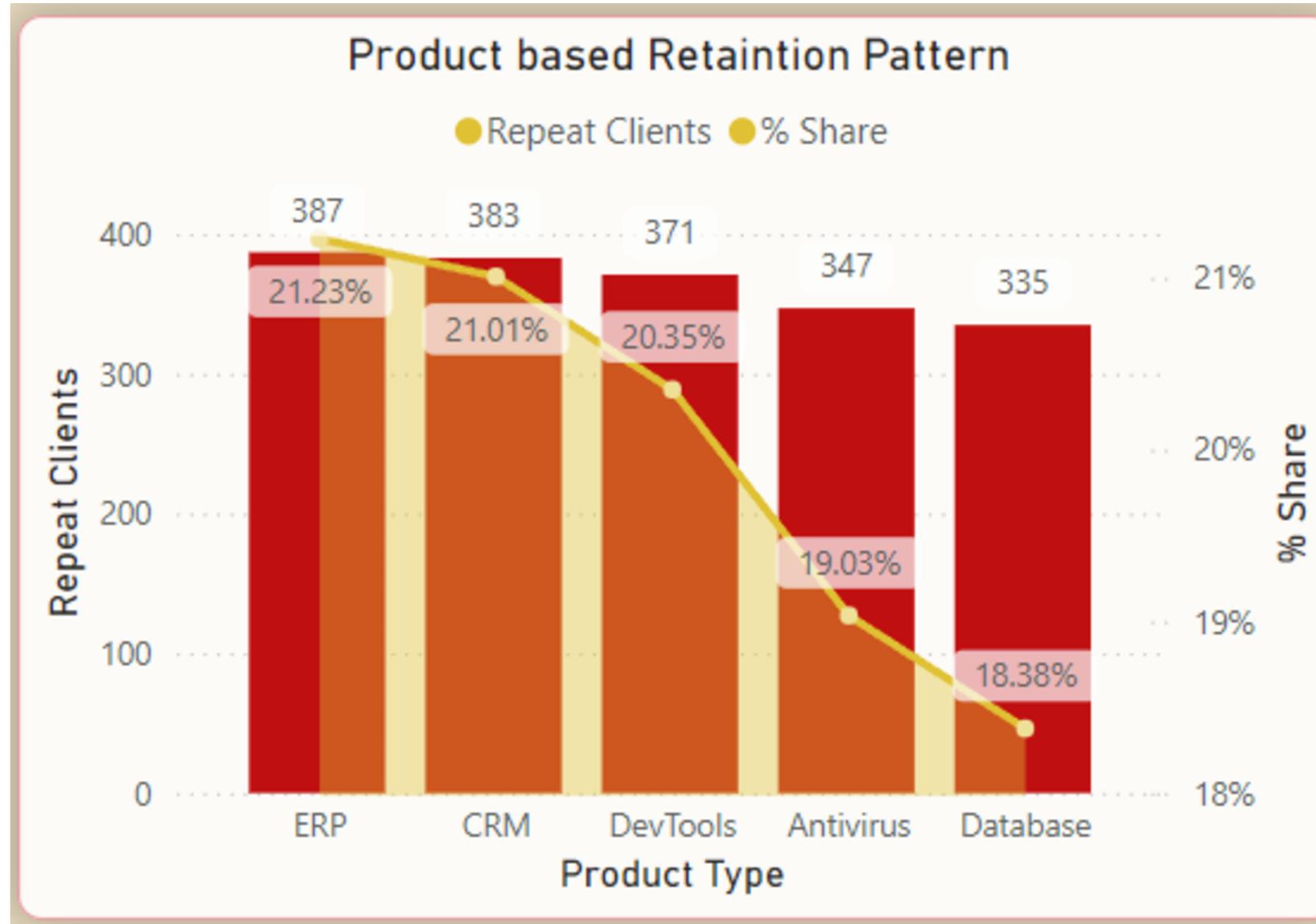
Repeat Clients by Month:

- **Highest Month:** September (166 clients)
- **Lowest Month:** April (137 clients)

Region with Highest Retention:

- **South America:** 49.95% retention rate, 2K repeat clients

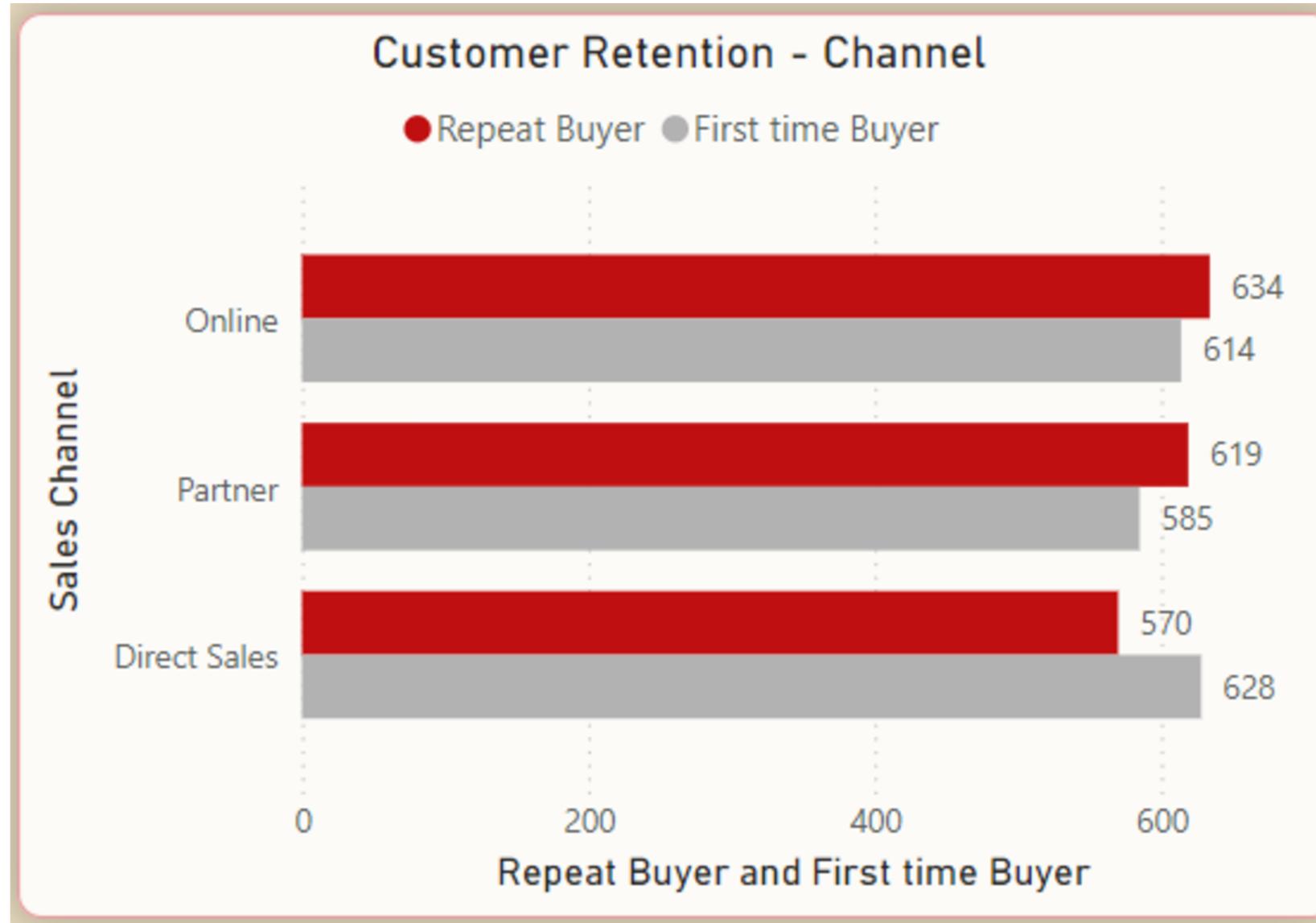
Insights: Product-Based Retention Pattern



Retention by Product:

- **ERP:** 21.23%
- **DevTools:** 21.01%
- **CRM:** 20.35%
- **Antivirus:** 19.03%
- **Database:** 18.38%

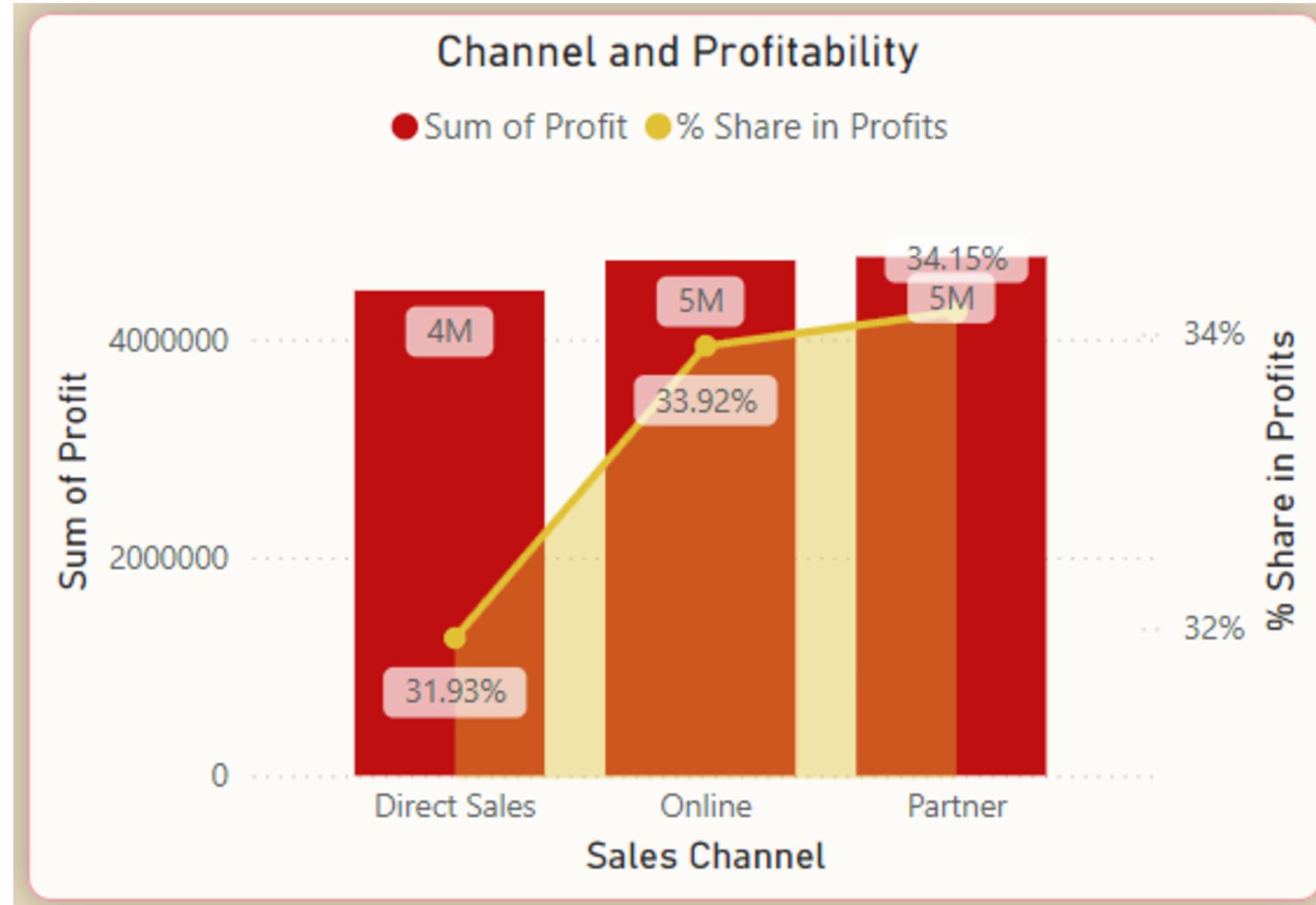
Insights: Customer Retention by Channel



Channel Based Repeat Clients:

- **Online:** 634 repeat buyers
- **Partner:** 619 repeat buyers
- **Direct Sales:** 570 repeat buyers

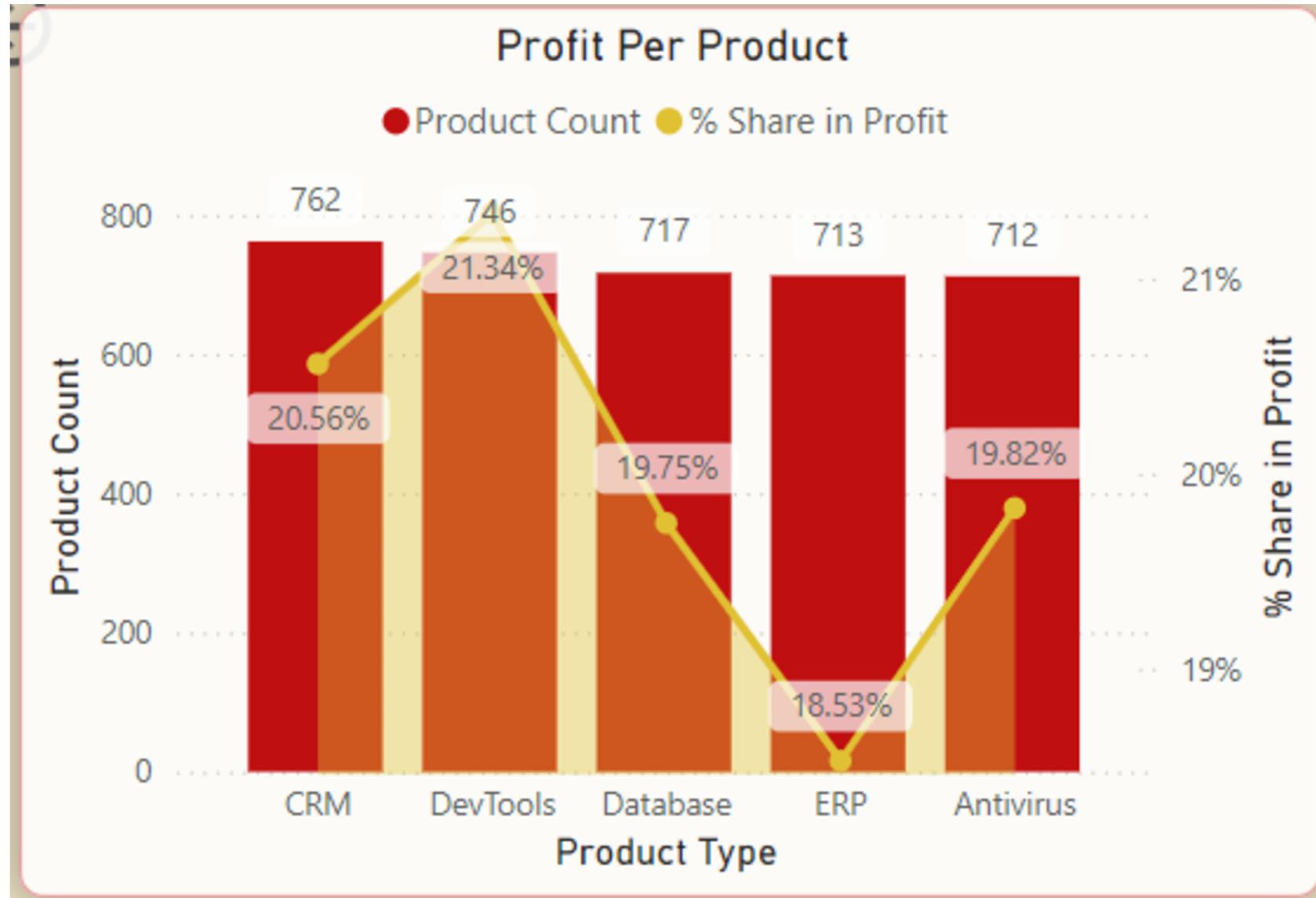
Insights: Profit Analysis by Channel



Profits by Channel:

- **Partner:** \$5M (34.15% share in profits)
- **Online:** \$5M (33.92% share in profits)
- **Direct Sales:** \$4M (31.93% share in profits)

Insights: Profit Analysis by Product



Profits by Product:

- **CRM:** 21.34%
- **DevTools:** 20.56%
- **Database:** 19.82%
- **ERP:** 19.75%
- **Antivirus:** 18.53%

Key Takeaways

- Top Selling Product: DevTools
- Most Profitable Channel: Partner
- Highest Retention Region: South America
- Monthly Sales Peaks: December and January

Key Takeaways

- Top Selling Product is DevTools
- Most Profitable Channel is Partner
- Highest Retention Region is South America
- Monthly Sales Peaks in December and January
- Direct Sales Channel has lowest sales to profit ratio.
- 1st time buyers seem to prefer Direct sales channel, where CRM has highest sales.
- Online Channel is preferred by repeat clients and frequently used to purchase products like CRM & DevTool.

Recommendations for the Sales Team

1. Focus on High-Performing Products

- DevTools and CRM: These products are top sellers and contribute significantly to profits. Prioritize marketing and sales efforts towards these products.
- Antivirus and ERP: Although these products have lower sales percentages, they still hold a considerable market share. Explore ways to boost their sales, such as bundled offers or targeted promotions.

Recommendations for the Sales Team

2. Optimize Sales Channels

- Online Channel: With the highest sales and a significant share in profits, continue to invest in and optimize online sales strategies. Enhance user experience, streamline the purchase process, and leverage data analytics for personalized marketing.
- Partner Channel: Given its profitability, strengthen relationships with partners. Provide training, resources, and incentives to boost their sales performance.
- Direct Sales: Despite having the lowest sales among the channels, direct sales still play a crucial role. Focus on high-value clients and provide customized solutions to meet their needs.

Recommendations for the Sales Team

3. Enhance Regional Sales Strategies

- South America: This region shows the highest client retention rate. Investigate the factors contributing to this success and replicate these strategies in other regions.
- North America and Europe: These regions have strong sales but slightly lower retention rates. Conduct market research to understand customer needs and tailor retention strategies accordingly.

Recommendations for the Sales Team

4. Leverage Monthly Sales Trends

- Peak Months: Capitalize on the high sales months (December & January). Plan major sales campaigns, product launches, and promotions around these periods to maximize revenue.
- Low Sales Months: Focus on boosting sales during lower-performing months (April). Introduce special discounts, loyalty programs, or seasonal offers to drive sales during these times.

Recommendations for the Sales Team

5. Boost Customer Retention

- Repeat Clients: Retaining existing customers is more cost-effective than acquiring new ones. Implement loyalty programs, personalized marketing, and excellent customer service to enhance retention rates.
- Retention Strategies by Product: Products like ERP and DevTools have higher retention rates. By Analyzing the reasons behind this and applying similar retention strategies to other products, other product sales can benefit.

Recommendations for the Sales Team

6. Data-Driven Decision Making

- Utilize Power BI Insights: Leverage the data insights from Power BI to make informed decisions.
- Continuous Improvement for Enhanced Client Engagement

Opinion

How data analytics can be further integrated into the decision-making process to enhance business outcomes ?

Integrating Data Analytics into Decision-Making to Enhance Business Outcomes

1. To Establish a Data-Driven Culture
2. To Implement Advanced Analytics Tools
3. For Data Collection and its Management
4. To Develop Dashboards and Reports
5. To Leverage Customer Analytics
 - For Customer Segmentation
 - For Customer Lifetime Value (CLV) estimation
 - For Churn discovery
6. To achieve Marketing Strategies Optimization
7. For Sale's Strategies Optimization

Thank you!