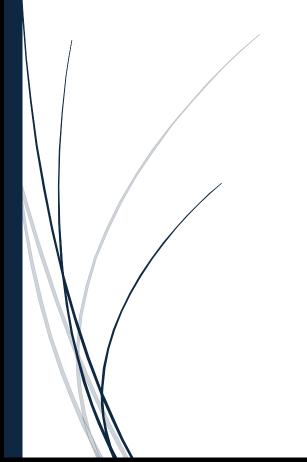# Sales Analysis Report

Final Data Analysis Report

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1. Introduction:

This report aims to provide a comprehensive analysis of sales performance based on data from the provided dashboard and Excel file. The analysis covers total sales performance, sales distribution by category and product, gross margins, and monthly sales target comparisons.

The purpose of this analysis is to identify key insights that can help improve business performance, focusing on boosting the sales of top-performing products and reducing operational costs to increase profitability.

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2. Overall Performance Summary:

- **Total Sales:** Reached **$1.45 million**. Sales distribution across countries indicates that **the USA** leads in sales, followed by **Germany** and **Austria**, while **Brazil** and **France** recorded lower figures.

- **Order Count:** The dashboard also shows the total number of orders, allowing a comparison between sales volume and the number of transactions in each country.

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3. Unit Price and Sales Analysis:

- **Average Unit Price:** Stands at **$56.50K**.

- **Sales by Category:**

    - **Beverages:** 190.68K (24.78%)

    - **Dairy Products:** 309.58K (40.24%)

    - **Meat/Poultry:** 269.13K (34.9%)

Dairy Products make up the largest portion of sales, followed by Meat/Poultry and Beverages.

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4. Gross Margin Analysis:

- **Gross Margin:** The margin is currently **-0.17%**, significantly below the target of **20%**, reflecting a **-100.84%** loss in the gross margin. This highlights the need for immediate actions to improve profitability.

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5. Sales by Product:

- **Top-Selling Products:**

    - **Côte de Blaye** leads with **164K**.

    - **Thüringer Rostbratwurst** follows with **92K**.

    - **Raclette Courdavault** comes in third with **82K**.

This indicates a clear preference for certain products, which should be prioritized in upcoming marketing strategies.

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6. Sales and Monthly Target Comparison:

- **Monthly Sales Performance:** Total sales for the month reached **94.30K**, surpassing the set target of **80K** by **17.87%**, reflecting positive performance for the month.

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7. Conclusions and Recommendations:

1. **Focus Marketing on Top-Selling Products:** Products like **Côte de Blaye** and **Thüringer Rostbratwurst** are performing well and should be emphasized in future campaigns.

2. **Improve Gross Margins:** Review cost structures and reduce operational expenses to improve the overall profit margin.

3. **Increase Sales in Weaker Markets:** Countries like **Brazil** and **France** should be targeted with tailored marketing strategies to boost their sales.

4. **Maintain Strong Monthly Performance:** With monthly sales exceeding targets, it is essential to sustain this momentum and further optimize efficiency for continued success.