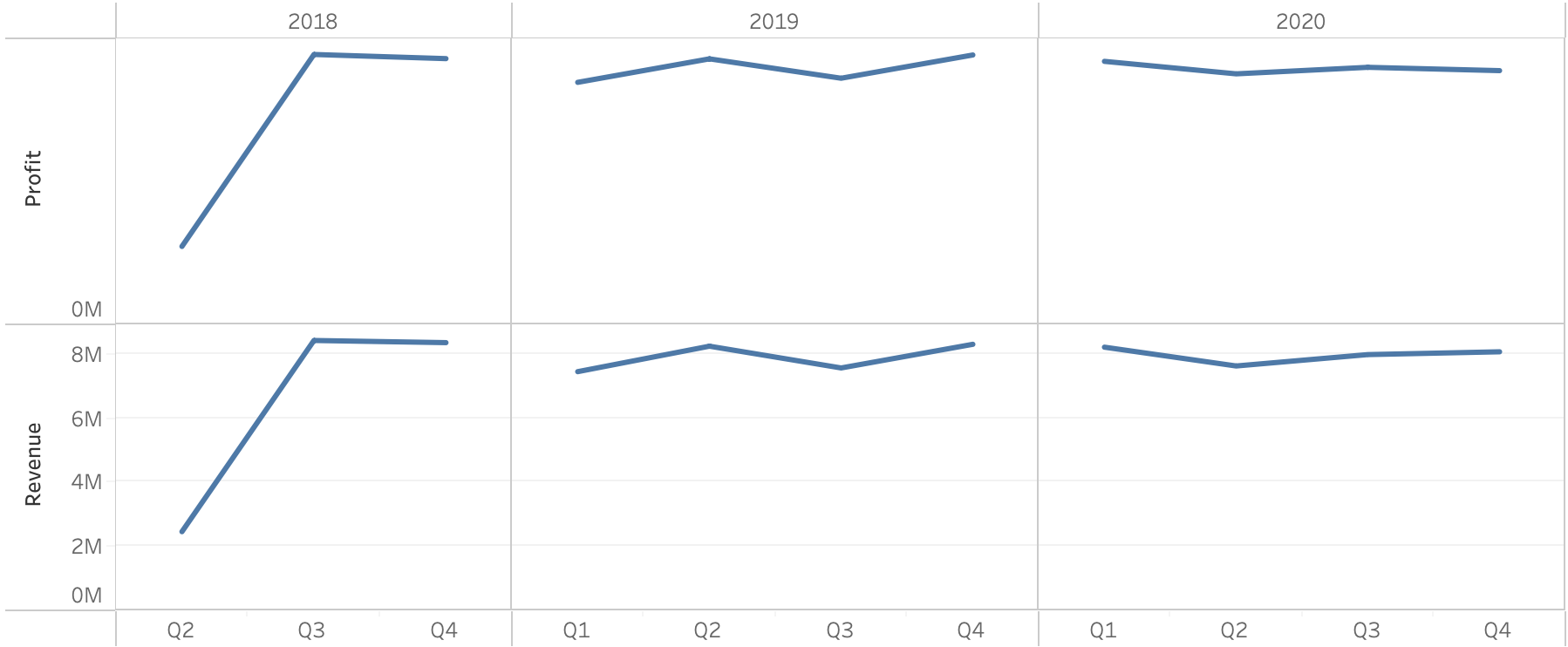


Sales_Analysis_Project

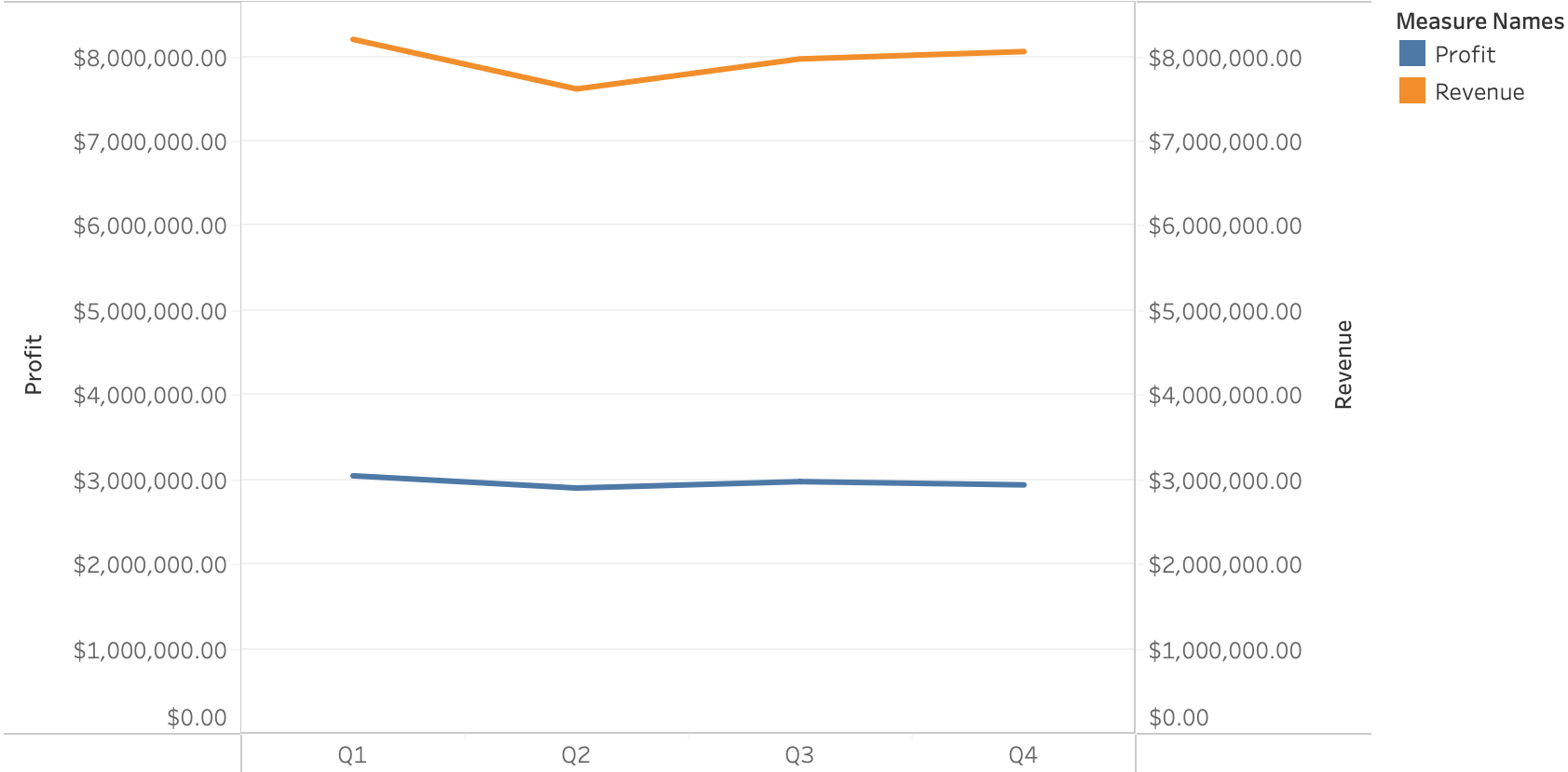
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Annual Profitability: Andrew Niewiarowski



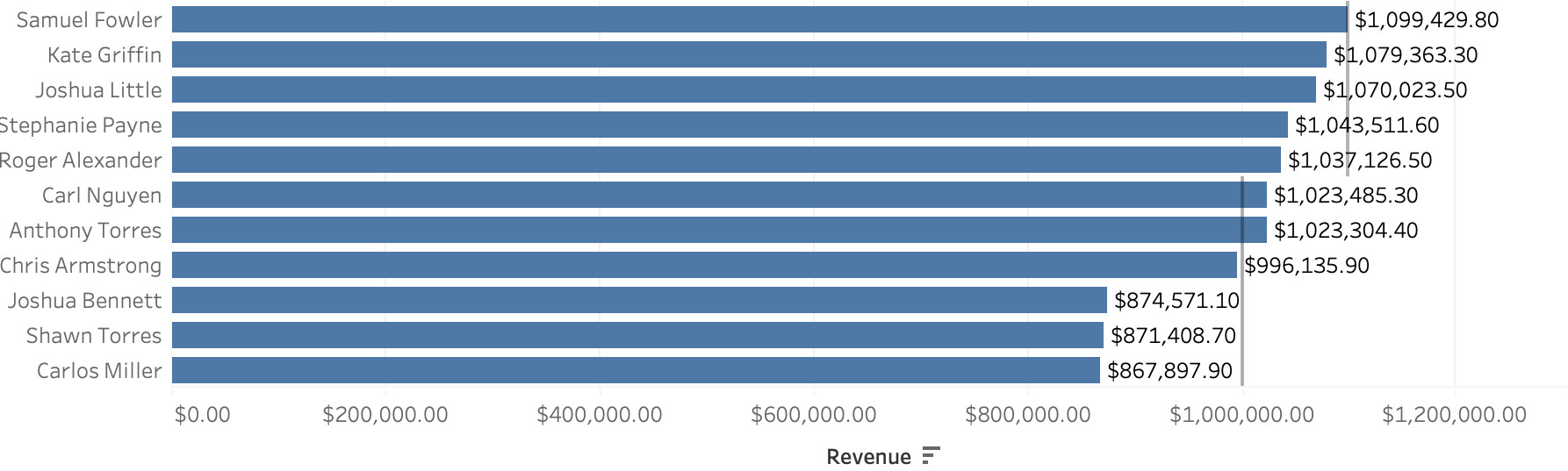
Analysis: This line graph shows three measures of profitability (Profit, Revenue) for the past three years. The chart reveals that profitability is stagnant, and that measures show be taken to improve company growth.

Profit and Revenue Per Quarter in 2020: Andrew Niewiarowski



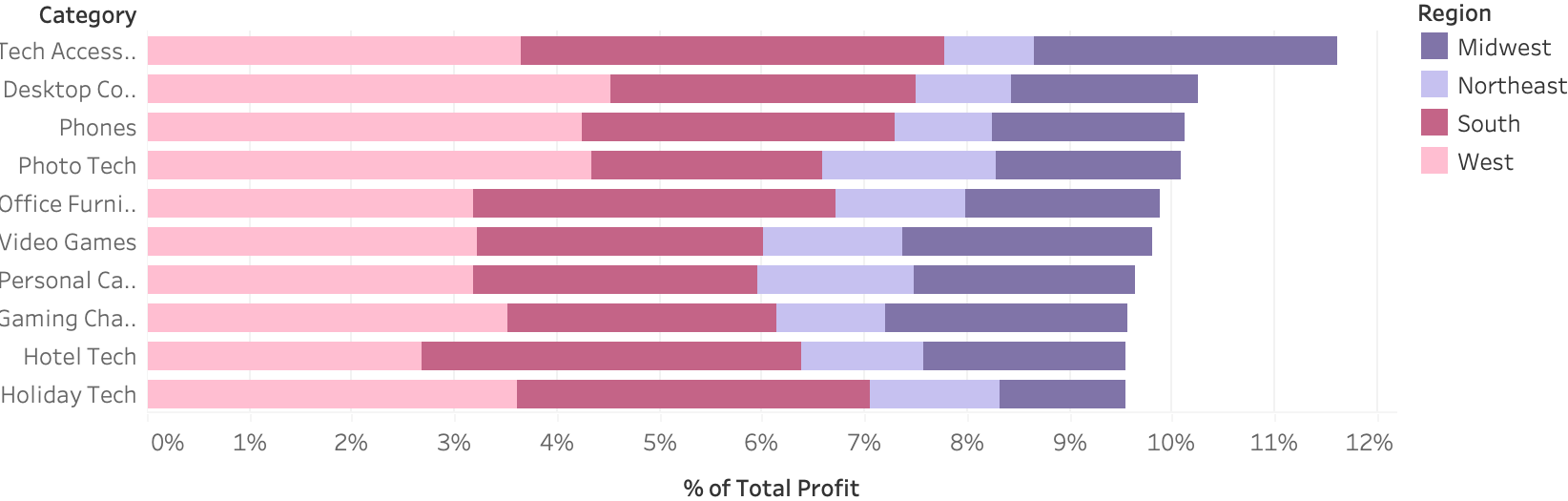
Analysis: This dual axis graph shows the company profit margins per quarter in the year of 2020. A good profit margin is 10%. Our profit margins are over 50%. This may mean that our prices are too high and that people are just not buying enough volume. It might make sense to look at our sales quotas to see if they were met.

Lowest Sales Per Team In 2020: Andrew Niewiarowski



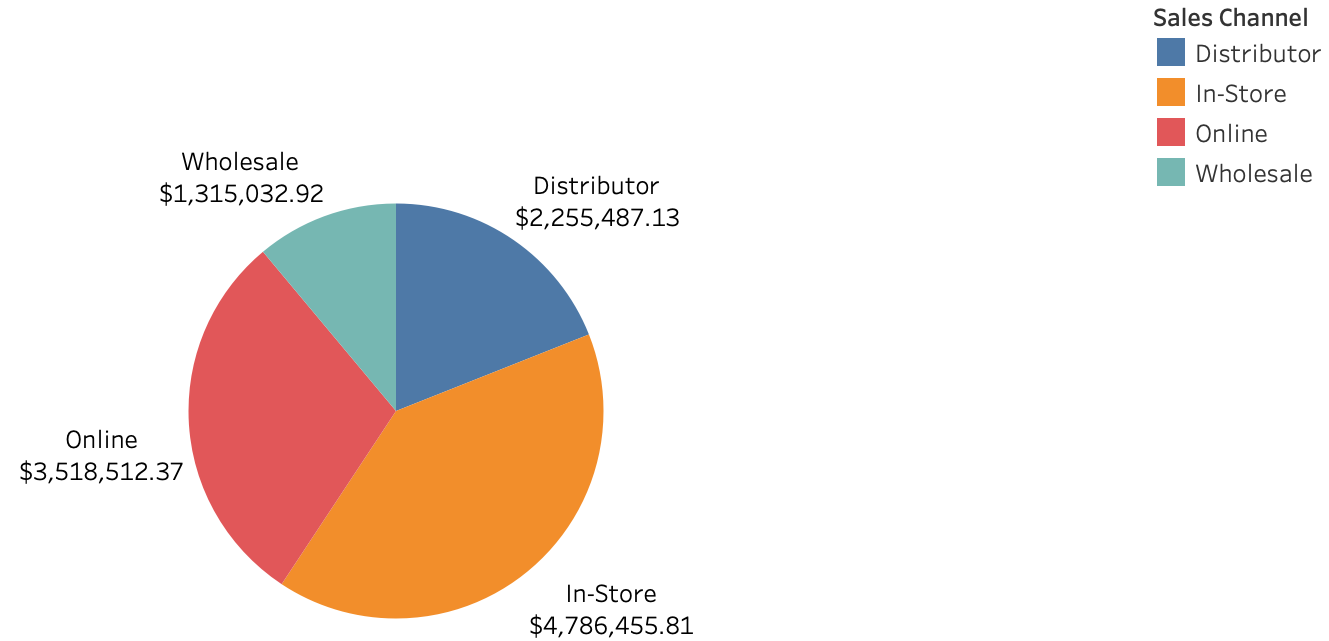
Analysis: This bar chart shows each sales teams’ generated revenue in 2020. The reference line shows whether the team met their annual sales quota. It should be noted that most teams either reached or surpassed their quotas. Since last graph showed revenue has been stagnant, this may mean that the quotas are being set too low. It may make sense to set more ambitious targets and to motivate employees more.

Top 10 Most Profitable Categories: Andrew Niewiarowski



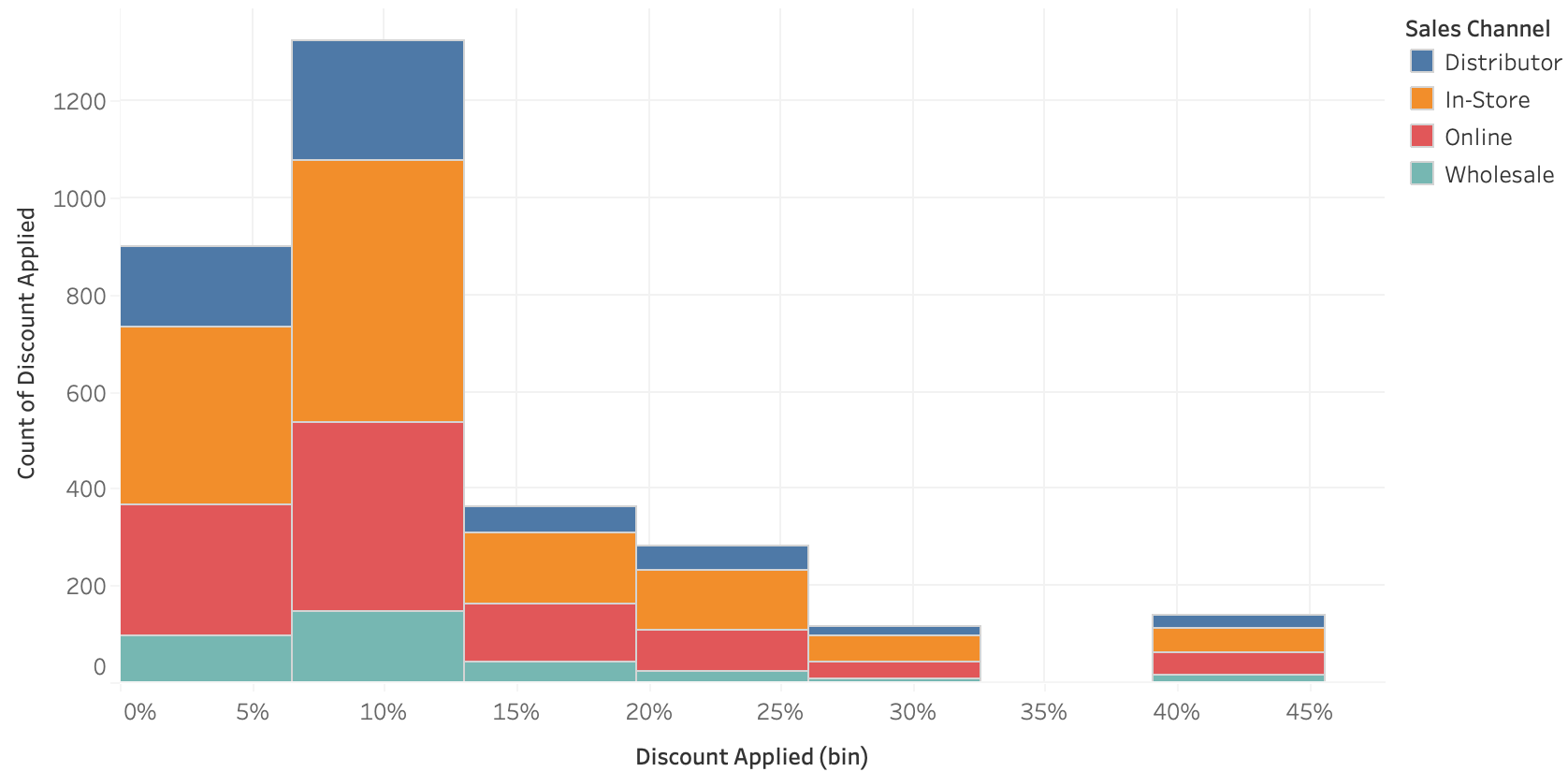
Analysis: This stacked bar chart shows the top 10 most profitable categories and breaks them down by region. It appears that tech-related items are the most profitable. It also appears the most profitable category is video games sold in the midwest. That being said, it looks like the South and West are the most profitable regions overall.

Profitability Measures By Sales Channel: Andrew Niewiarowski



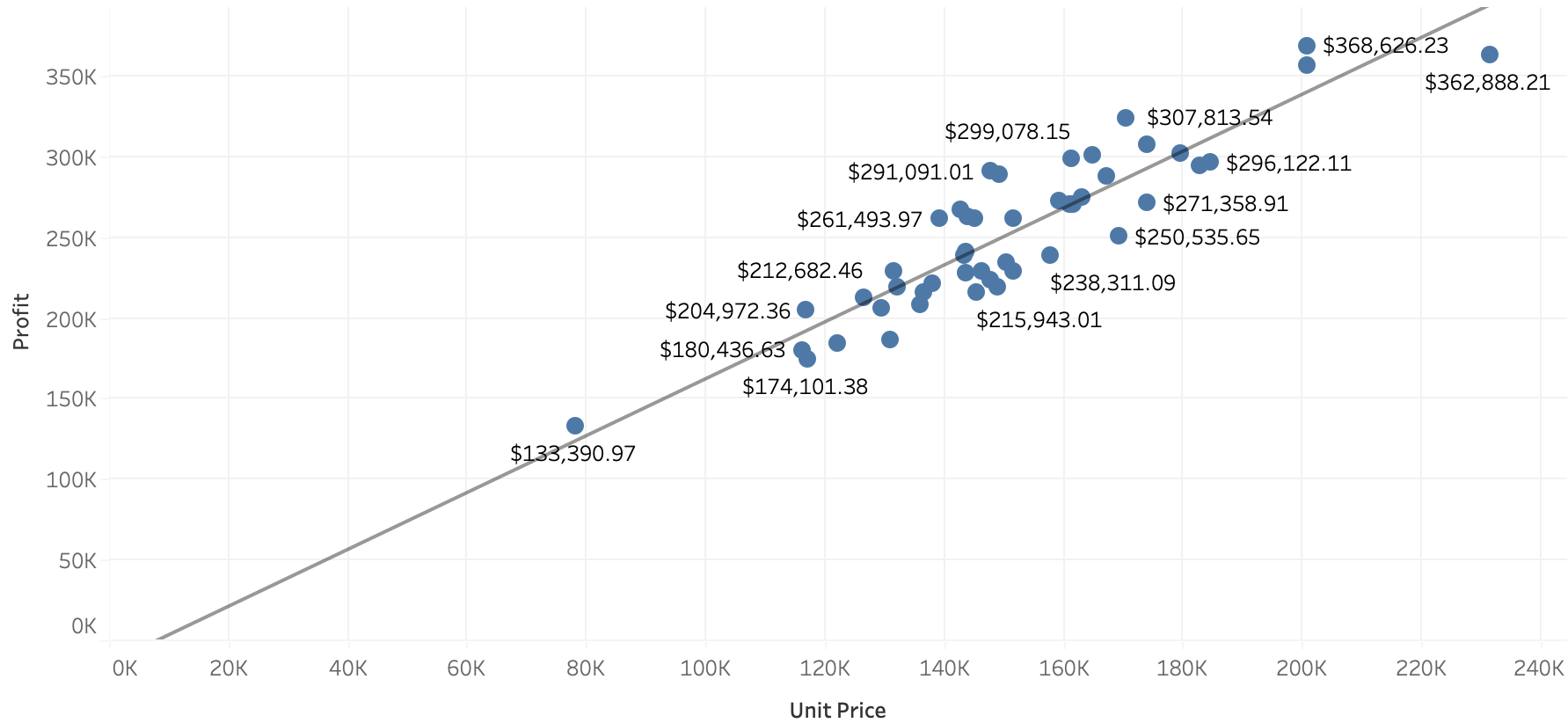
Analysis: It is interesting that in-store purchases still make up almost half of sales. In the year 2020, one would think that online purchases would dominate. However, this is not the case. Other companies may be closing stores and moving everything online, but this might not make sense for this company.

Number of Discounts By Sales Channel: Andrew Niewiarowski



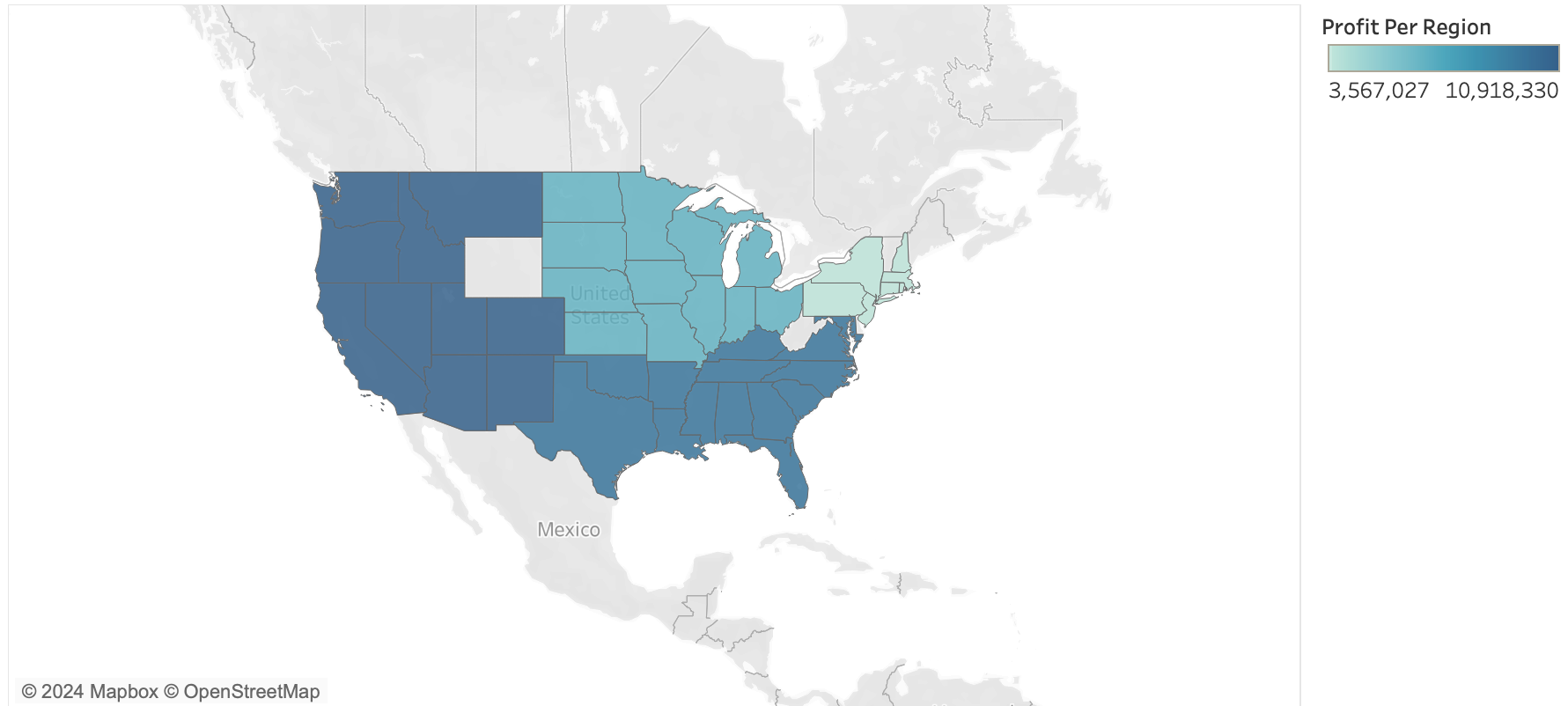
Analysis: The histogram breaks down the number of discounts given out per channge. The most common discount was a 10% discount. The most common channel for the discounts was in-store. The in-store channel is most profitable, and adding small discounts may be helping that out. It may be wise to try giving more small discounts for the other channels.

Profit By Product Price Per Category In 2020: Andrew Niewiarowski



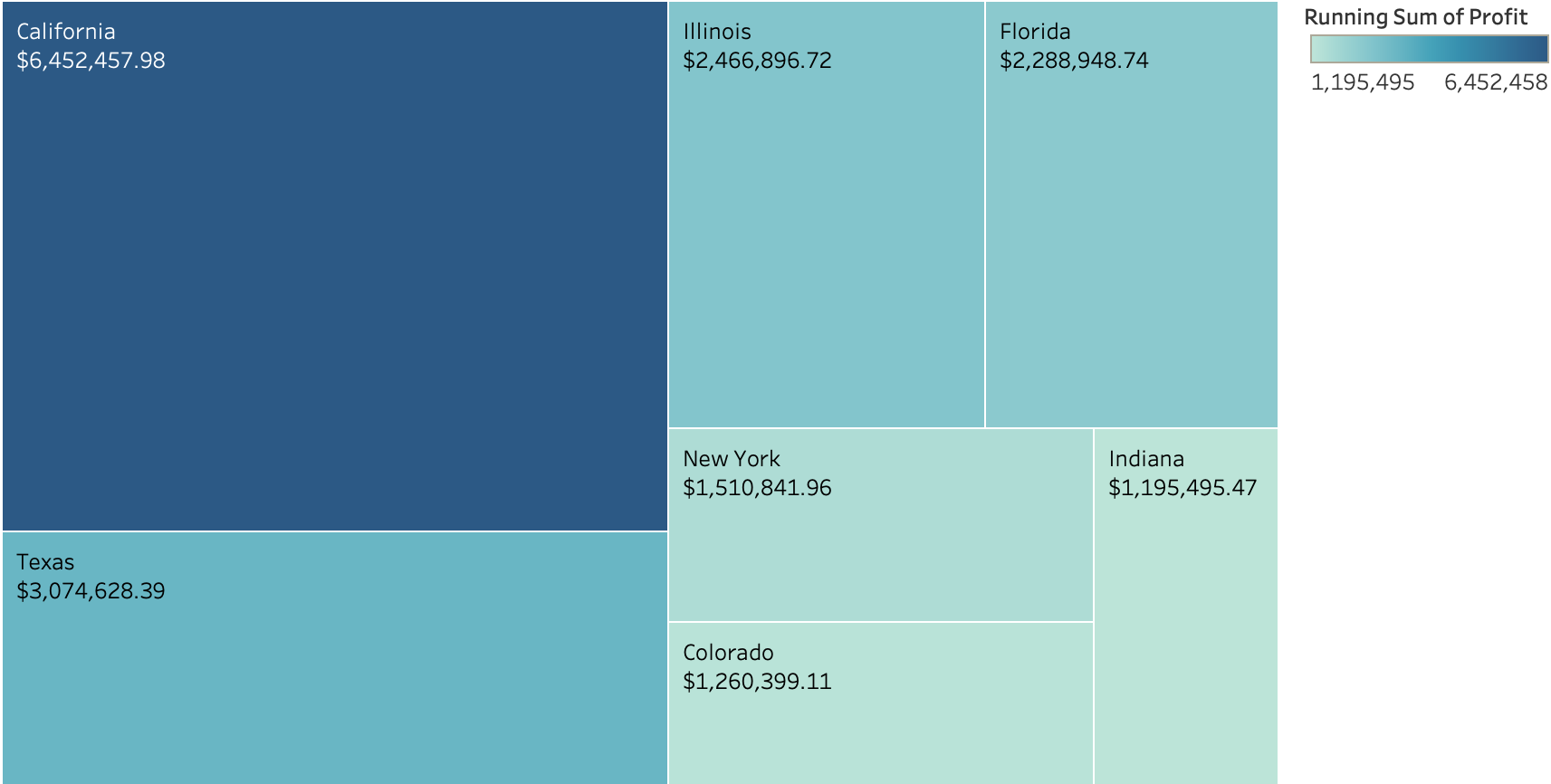
Analysis: The scatter plot was created to see if it would be wise to change the pricing strategy. As things become more expensive, people become more hesitant to buy. However, the plot shows that more expensive items generated more profit overall. This means that the company pricing strategy is fine. They may even get away with raising prices a little.

Profitability Measures By Regions In 2020: Andrew Niewiarowski



Analysis: The map shows the profitability by region. From the map, it appears that the south and the west areas were the most profitable. It may make sense to cater to these regions specifically. Although that would warrant further analysis to see if any outlier states are inflating things.

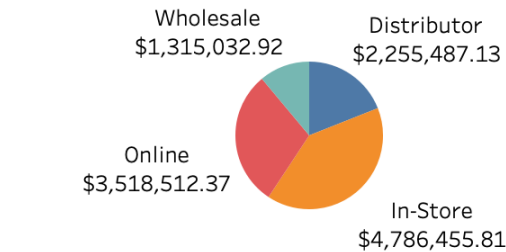
States Where Profit Is Over \$1 Million: Andrew Niewiarowski



Analysis: This treemap shows the running total of each state that did over \$1 million in profit. It may make sense to cater to these states more in the future.

Sales Opportunities For 2021

Profitability Measures By Sales Channel: Andrew Niewiarowski

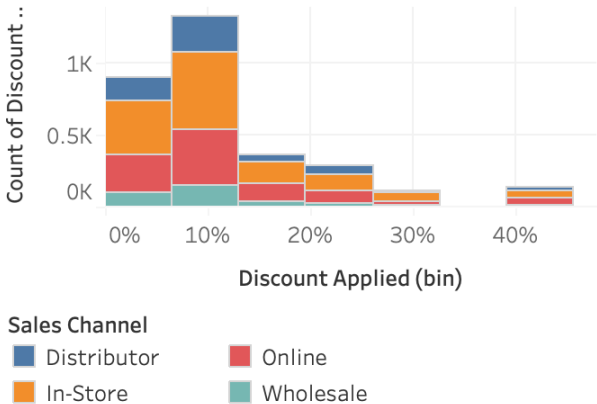


Choose profitability measure
Profit

Year of Order Date
2020

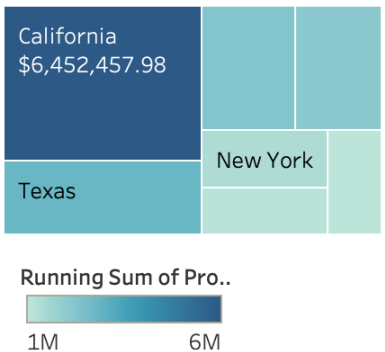
Retail is not dead. In-store purchases make up almost half of sales. Do not move everything online.

Number of Discounts By Sales Channel: Andrew Niewiarowski



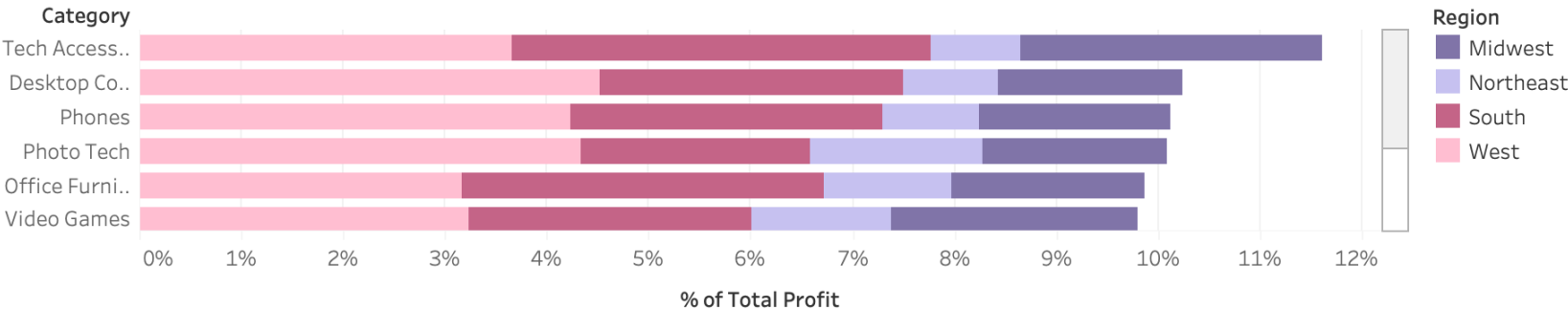
The most discounts given to the most profitable sales channels: in-store and online. Add more discounts to other channels to increase business.

States Where Profit Is Over \$1 Million: Andrew Niewiarowski



The most profitable states are the largest with dense populations. Sell in more densely populated areas.

Top 10 Most Profitable Categories: Andrew Niewiarowski



The most profitable categories are in tech. Maybe sell more tech items.

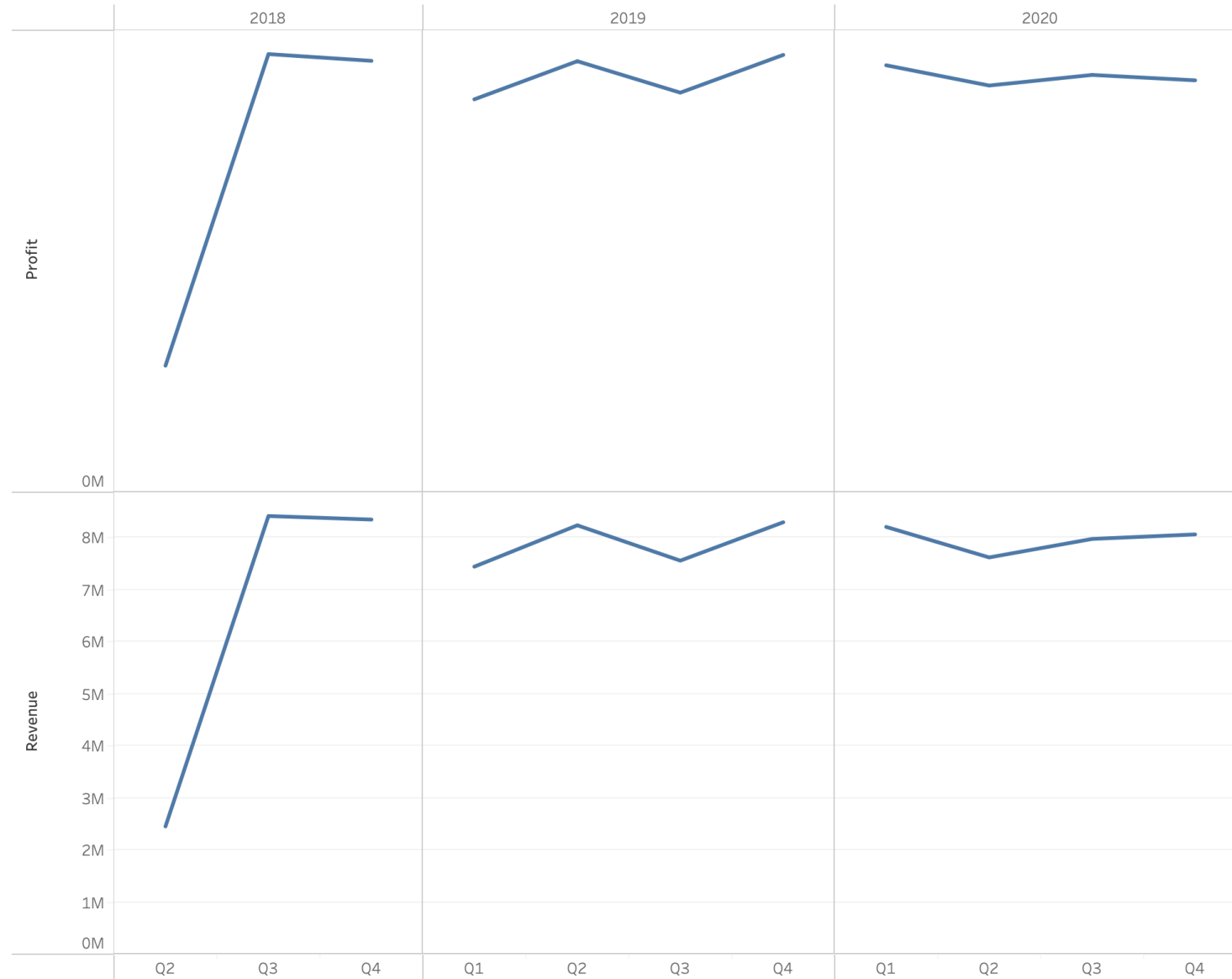
Increasing Sales In 2021

The Problem: Company Growth Is Stagnant After 2018

Insight 1: Very high profit margins (over 50%).

Insight 2: The most profitable products are most expensive.

Insight 3: Possible Sales opportunities for 2021



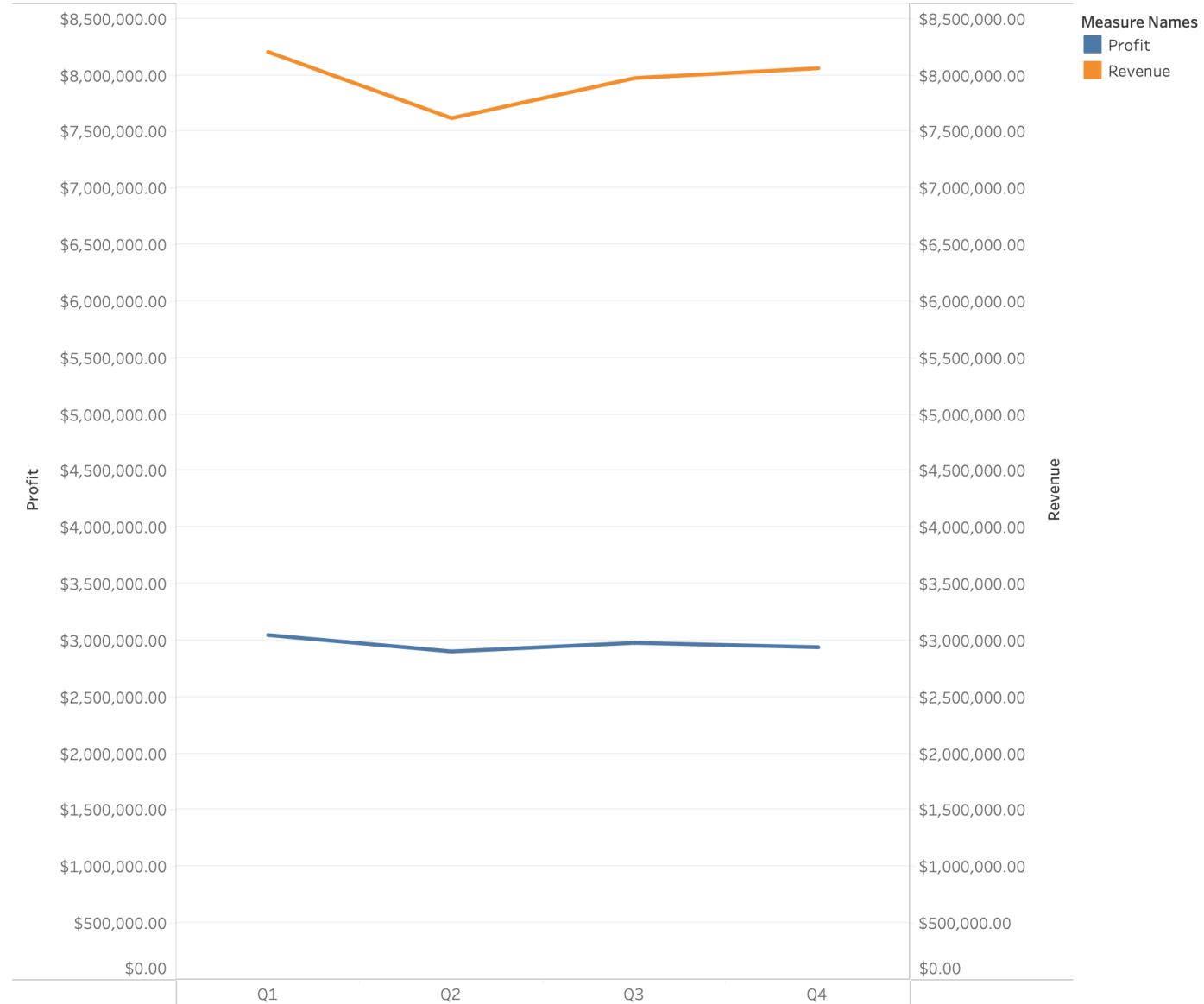
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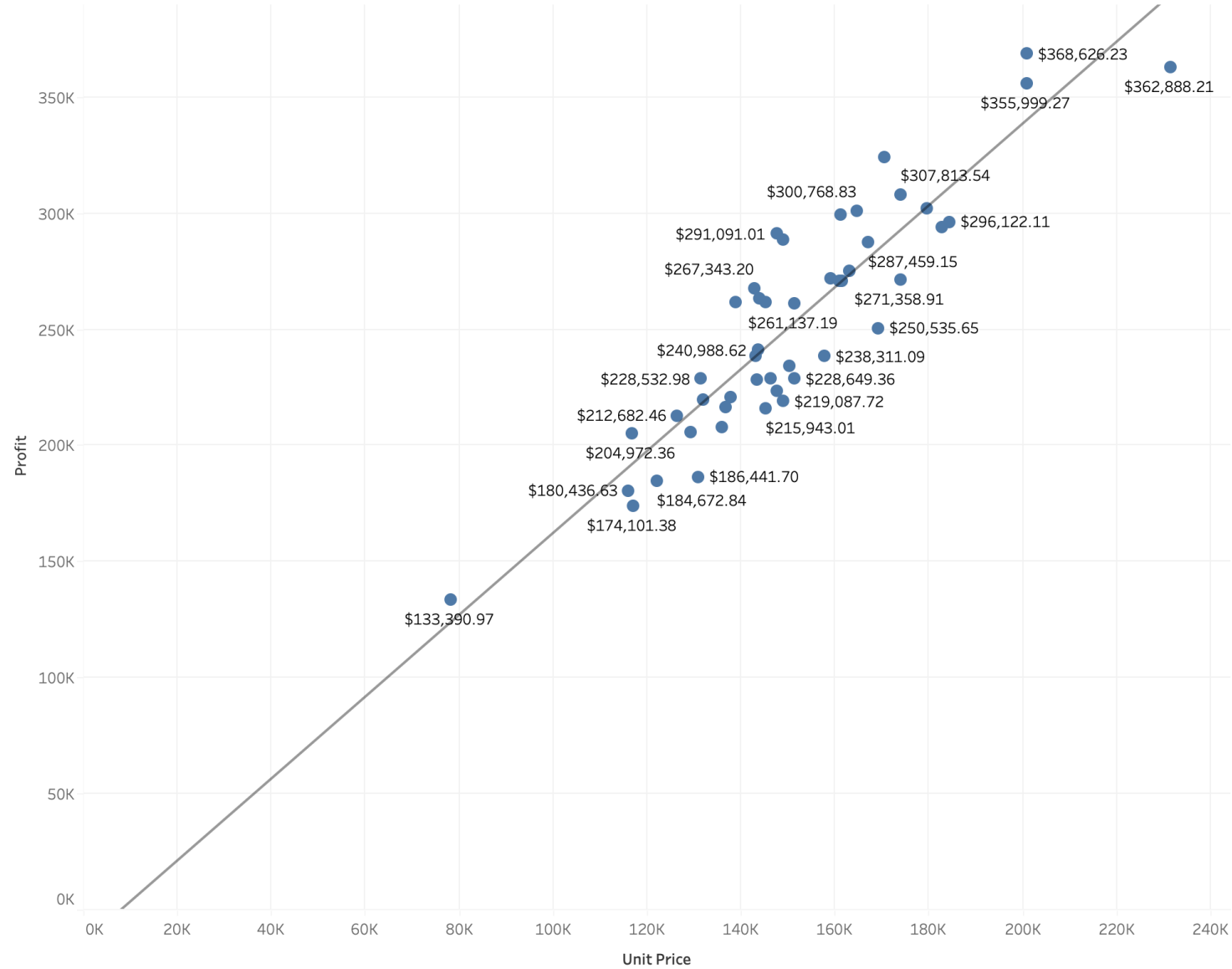
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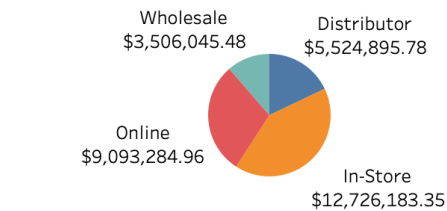
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Sales Opportunities For 2021

Profitability Measures By Sales Channel: Andrew Niewiarowski

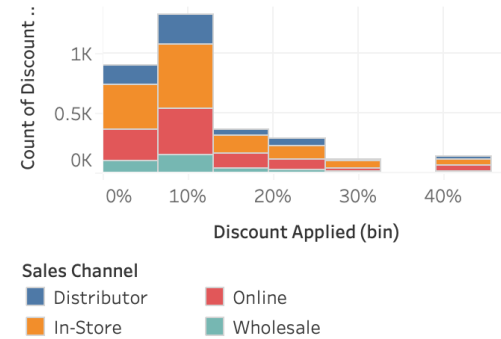


Choose profitability measure
Profit

Year of Order Date
All

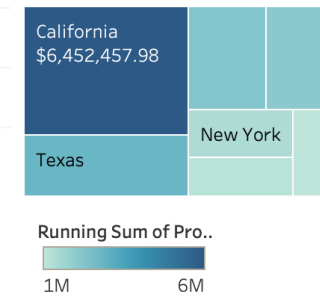
Retail is not dead. In-store purchases make up almost half of sales. Do not move everything online.

Number of Discounts By Sales Channel: Andrew Niewiarowski



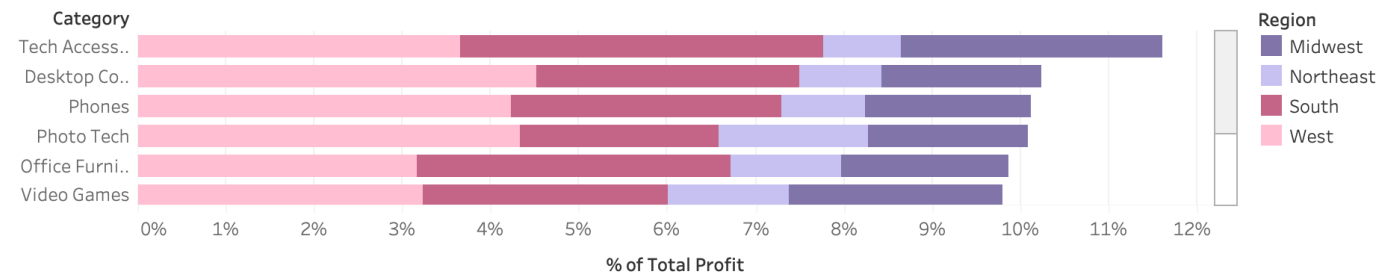
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