

# Data-Driven Storytelling Presentation:

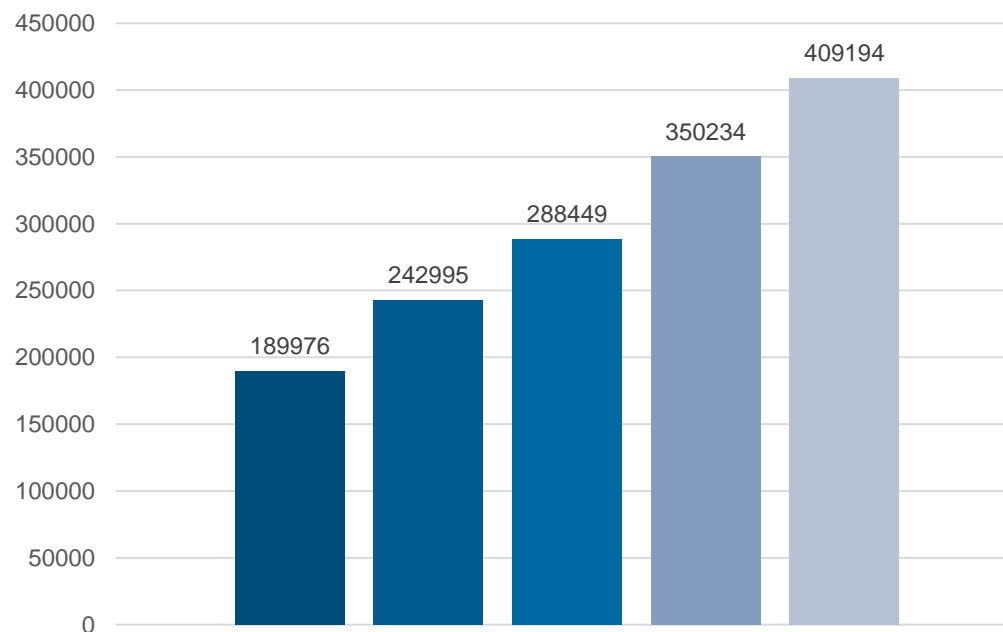
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## ACCOUNT PERFORMANCE INDICATOR AND SALES INSIGHTS

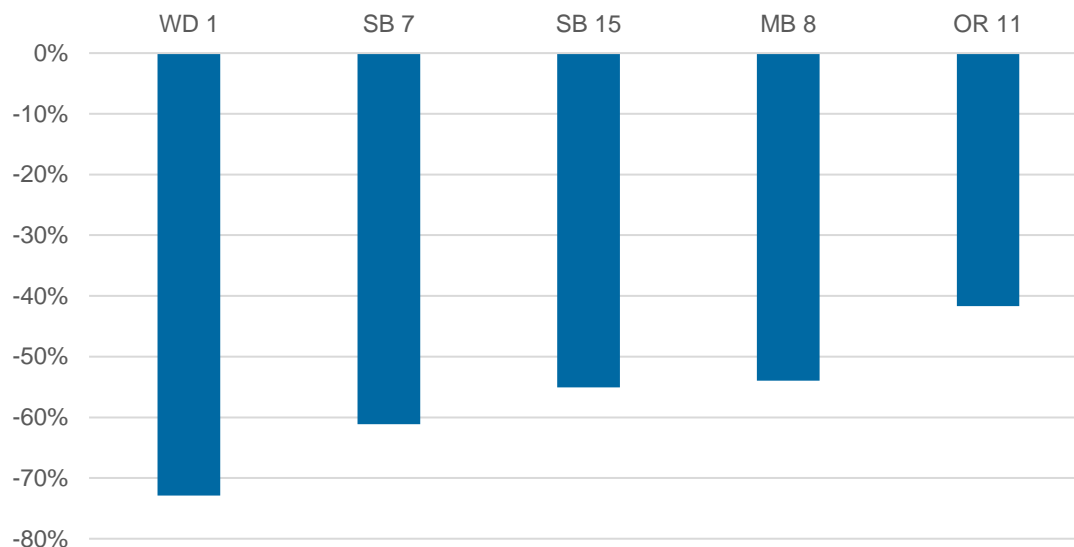
BY  
ANKIT RAI



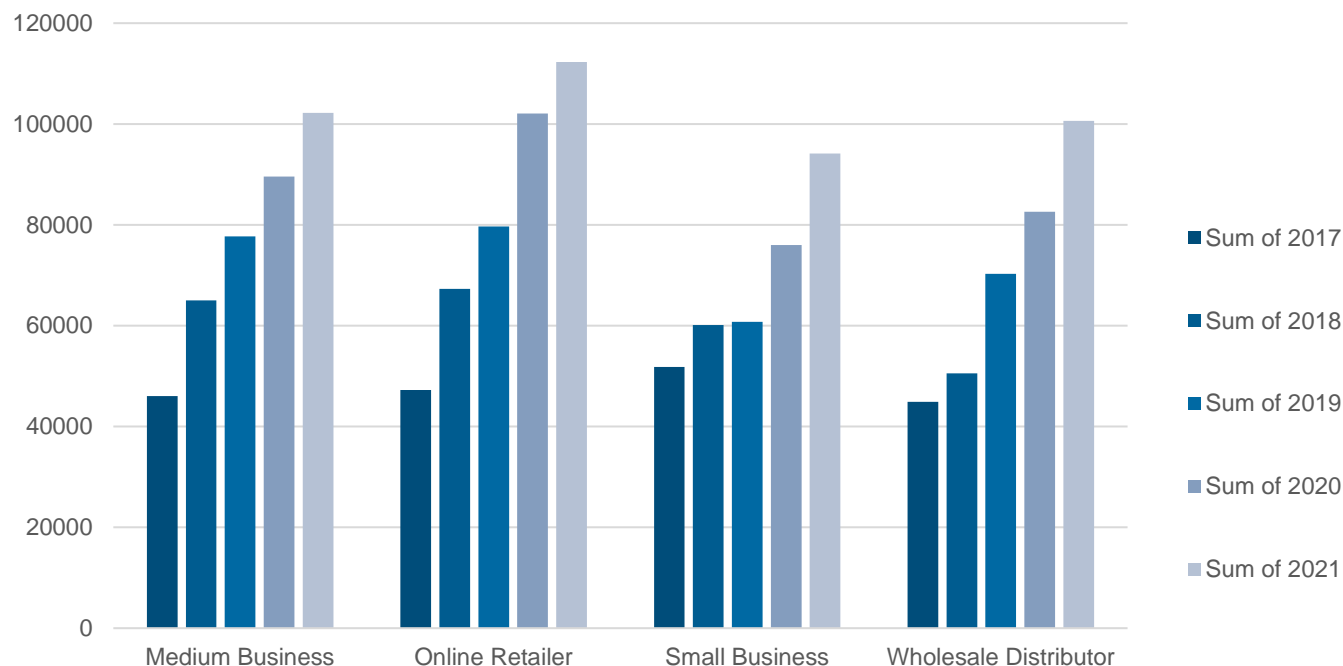
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- Overall Our unit sales growth has been good, with a 5 Year CAGR OF 21%.



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- **However, we have some very poorly performing accounts that should be closed ,which would free up resources to drive sales growth elsewhere**



- Shifting our sales resources and our sales mix toward more online retailer accounts would drive greater sales growth.



## SUMMARY

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- Overall sales performance has been good , it could be much better.
- Closing some very poorly performing accounts would free up sales and marketing resources that would be more profitably invested elsewhere.
- Over the last five year , our strongest sales growth has been shifted to Online Retailer account type.
- Investing the freed up sales and marketing resources into Online retailer account type would drive more sales growth,
- **We recommend closing the underperforming accounts immediately and launching an effort to identify the highest potential online retailer accounts for increased sales and marketing investment.**