Fashion Store Sales in New Zealand

Introduction

This project was created to help N-company analyse sales from 2022 to 2025 and focused on answering 4 key business questions. The data for this project were "synthetically" generated for educational purposes.

It does not represent the real company sales.

Questions

- How do sales change by month/year?
- Does the seller's assistance affect the quantity of goods on the receipt?
- Which city has the highest sales rate?
- Which type of product sells more?

Key Insights

1. **Sales performance trend**

Throughout the given period of time sales had slight fluctuations, however in **June 2025** there was **a dramatic decline** in sales.

2. **Sales Team Effectiveness**

Sales Assistance for customers had **a significant impact on number** of items that were sold in our purchase. The number **2.5x more** compared to self-service. Sales person assistance **directly correlates** with **larger basket** sizes.

3. **Geographic Performance**

Among three cities in New Zealand, **Christchurch** generated **the highest revenue**, outperforming Wellington and Auckland.

4. **Product distribution**

The **clothing** category **slightly outsells** footwear and accessories. Overall, the three types of product sales are relatively balanced.

Recommendations

- Investigate June 2025 data anomaly through data quality audit.
- Invest in advance sales trainings for sales assistants.
- Implement performance-based incentives for sales assistants.
- Allocate marketing campaigns for Auckland and Wellington to capture growth in sales.

Conclusion

Analysis demonstrated stable sales during 2022 to 2024 periods, but a significant decline was noticed in June 2025, which should be investigated. Invest in soft skills training to enhance the customer experience during assisted shopping. Implement track and reward based on key

metrics for sales assistants. Develop targeted marketing campaigns in underperforming cities with high potential.