

REPORT

From the analysis I did, I could observe the following:

1. We made a total profit of \$430,000 for the year and our best-performing month is Dec with a total of \$66,643 in sales and Feb with \$19,956 in sales our worst month.
2. Our best Sales rep is Nancy Freehafter with a total of \$104,242 sales made and her best selling product was Coffee with a total of \$37,720 sales with 100% of the sales coming from the North. her best-selling month was Dec with a total sales of \$16,174 and her worst month was Feb with a total sale of \$1,658.
3. John Katos from the West has the worst sales with a total of \$16,351 sales made and his best sales was Beer with a total of \$6,986 sale and his worst sale was Chocolate with \$2,423 sales, his best month was June with a total of \$4,928 and July was the worst month with a total of \$322 sale.
4. The best-selling product is Coffee which we sold for an estimation of \$75,480, while Curry Sauce and Marmalade are \$69,000 and \$41,391 making it our top 3 sales of the year. while Beer sold a total of \$18,046 making it our least sale for the year it highest city was Milwaukee and Las Vegas had the least sales.
5. Milcheal Neipper, Joh Kotas, and Mariya Sergienko where the sales rep selling Beer and Micheal has the highest sales, while Mariya has the lowest sales. only Company F, Company CC, and Company AA were selling Beer.
6. We made a lot of sales in New York and Portland while sales in Chicago and Memphis were extremely low. Our best-performing region of the year was North with sales of \$141,660, West was the worst with a total of \$91,251 sales made.
7. East is our 2nd best-selling region with a total of \$108,276 sales and Marmalade was our best-selling product with a total of \$41,391 sales Cajun Seasoning has a total of \$15,048 sales, Scones and Chocolate Biscuits Mix has \$6,330 and \$6,468 sales. New

York has 62.05% of the sale and Chicago has 37.95%. Andrew Cencini and Laura Giussani were the sales reps of the Region and their best month was June with \$18,296 in sales and April with \$3,181 in sales.

8. West is the lowest performing region with a total of \$91,253 sales, Mozzarella with a total of \$18,444 had the best sales while Fruit Cocktail had the lowest sales with a total of \$6,942 sales. Dec was the best month with a total sale of \$14,667 sales made and Feb with \$2,315 sales had the lowest sale. Nancy Freehafer is the best rep, while Coffee sold the most with a total of \$65,228 sales.

9. Chicago is our lowest performing State with a total sale of \$41,095 sales Cajun seasoning has the best sales with a total of \$15,048 sales and Dried Plum has the lowest sales with \$1,152 sales. Laura Giussani is the Sales rep in Chicago. her best month was June with a total of \$6,701 in sales made and March with \$1,084 in sales was the worst month for Laura.

10. Looking at the Top 10 companies we could see that Company D and Company H had the most sales \$67,180 and \$50,198, while Company K and Company C had the low turnover with a total of \$21,937 and \$27,005

RECOMMENDATION:

1. From the observation from the analysis of 2014 data, i recommend we do the following:

we could ask Nancy how she was able to do her work and why did she drop of by Feb and what was the step she did to change her standing.

2, we could ask Nancy to have John katos has her assistance for a while so he could learn of her.

we can also use Nancy's template for the rest of the organization.

3. we can call and ask John Katos why he had a low return and ask him what he did differently in the month of June and what he did in July and take note.

4. Beer was our lowest performing sale, so we could either do a promo offer to make customers want it by either dropping the price for a while or buying a certain amount and getting an extra.

Then we should increase the sale distribution to other companies to sell it.

5. Coffee is our best-selling product and we had the most sales from the north, so we don't try to implement the same steps we use in the north and also do a discount sale for a while to improve sales.

6. Our worst sale of the year is Feb, so we can do discount sales every Feb so people would use that advantage to buy more thinking they are buying for free, and during Dec our largest month, we could increase the price a bit due to it festive season.

7. we could also have Francis in areas of low sales and make them run on the same standards as us, that would cut the cost of transporting products to those locations