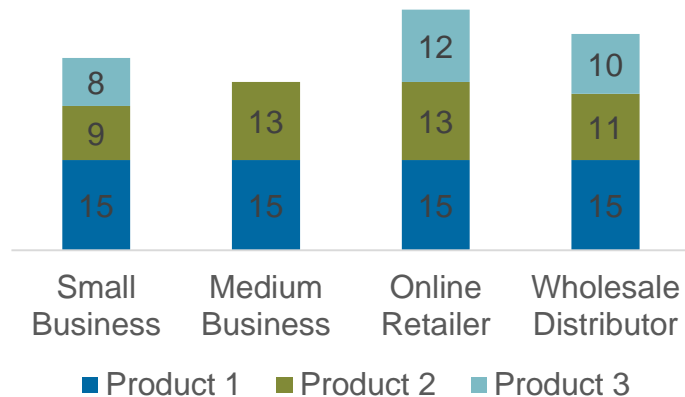

Account Sales Analysis

Type wise distribution of accounts and different products purchased by them



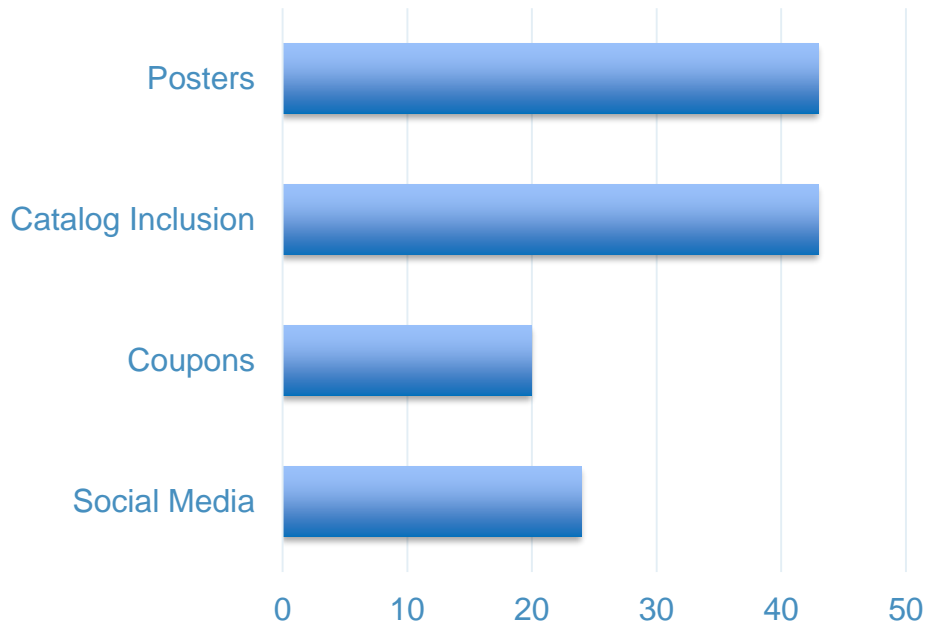
Product Adoption:

Product 1 is widely adopted, being utilized by all 60 of our accounts. On the other hand, Product 3 is currently used by only 30 accounts. This suggests that Product 1 has gained significant market acceptance compared to Product 3.

Customer Segmentation:

Online retailer accounts emerge as the most active buyers, while medium-sized businesses tend to purchase the least number of products. Understanding these variations in customer preferences can help tailor our strategies to better cater to different customer segments

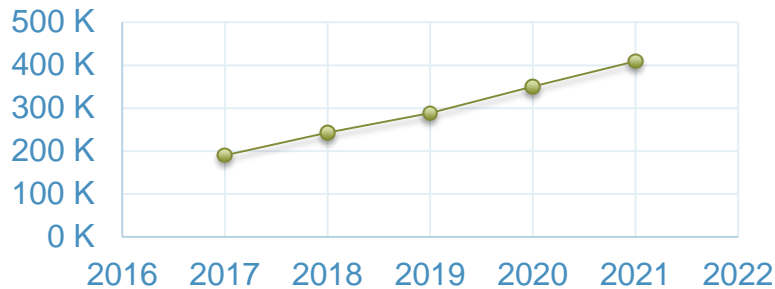
**Number of different marketing &
Promotion programs conducted by
accounts**



Promotional Programs:

Among the promotional initiatives, Posters & Catalog inclusion has been implemented most frequently.

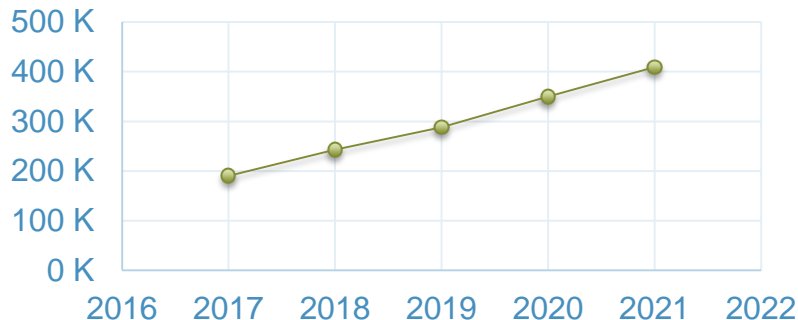
Sales by Year



Sales Growth:

The overall sales of the products have shown a consistent linear growth trend over the years. This indicates a healthy market demand and a positive business outlook for the company.

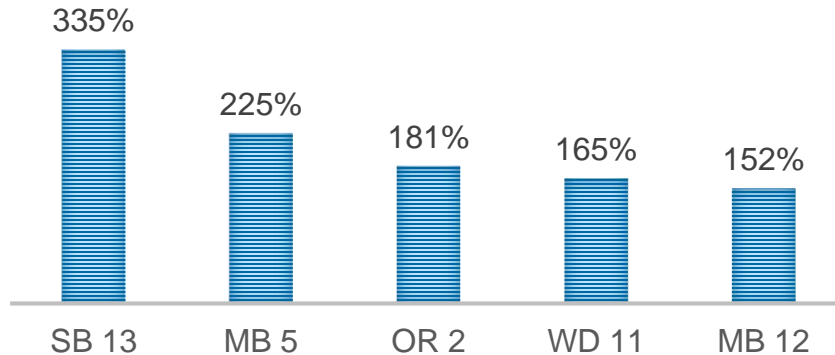
Sales by Year(online retailer)



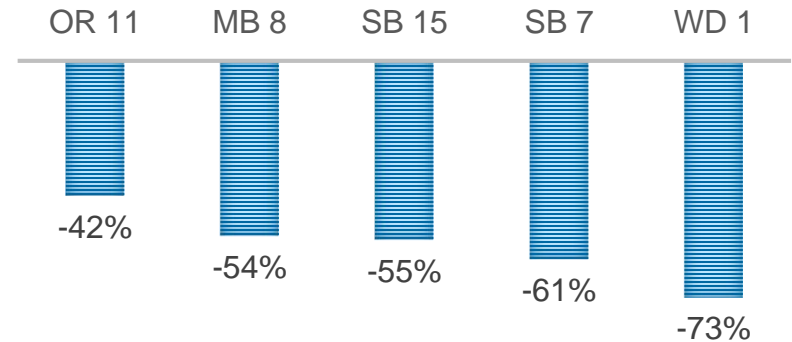
Online Retailer Dominance:

Online retailer accounts have outperformed other account types in terms of sales volume. This highlights the significance of e-commerce platforms and suggests the need for further focus on strengthening our online retail presence.

TOP 5 ACCOUNTS



BOTTOM 5 ACCOUNTS



Compound Annual Growth Rate (CAGR):

We observed a wide range of CAGR values across our accounts. The highest CAGR recorded was an impressive 335%, indicating substantial growth. However, it's important to note that the lowest CAGR was -73%, signifying a decline in sales. Understanding these divergent growth rates helps us identify areas of improvement and potential risks.

THANK YOU

💡 Leveraging Insights for Success 📁