

Sales Performance Summary Report (For Marketing Stakeholders)

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Project Title: Sales Performance Insights with Power BI and Databricks

Timeframe Covered: 2015–2018

1. Objective

The purpose of this report is to highlight actionable insights on customer segments, regional sales distribution, and product category performance to support marketing strategy, promotional planning, and regional targeting efforts.

2. Key Business Findings



Top-Selling Customer Segment

- **Consumer segment** generated the highest total sales:
→ **€1.15M**, representing over **50%** of total revenue
- Suggested Action: Focus on marketing campaigns and upsell efforts on **Consumer profiles** to maximize ROI.



Regional Performance Breakdown

- **Western region** leads with **€0.71M** in sales.
- **Eastern region** follows closely with **€0.67M**.
- **Southern region** underperforms at **€0.39M**.
- Suggested Action:
→ Expand digital advertising in **West & East**
→ Run location-based promotions in **Southern** region to stimulate demand.



Product Category & Sub-Category Trends

- **Technology** is the top-performing category with over **€827K**, followed by **Office Supplies** and **Furniture**.
- **Phones and Chairs** are the leading sub-categories, generating **€330K** and **€320K**, respectively.

- Suggested Action: Increase promotions around **Phones, Chairs, and Storage**, particularly for Consumer targets.

Monthly & Seasonal Trends

- Sales spike consistently in **November and December**, with **October–December** being the peak sales quarter.
- Suggested Action:
 - Launch **seasonal offers and bundled deals** in Q4
 - Align AD spend with these high-conversion months

Shipping Mode Insights

- **Standard Class** dominates in volume, while **Second Class** shows potential for targeted upgrades.
- Suggested Action:
 - Promote faster shipping upgrades during high-volume months
 - Offer loyalty benefits tied to premium shipping tiers

3. Summary of Recommendations

Area	Recommendation
Consumer Segment	Target with loyalty and discount campaigns
West & East Regions	Increase ad spending and territory-specific messaging
South Region	Re-engagement campaigns and regional offers
Top Products	Push Technology (especially Phones), Chairs, Storage
Q4 Sales Spike	Schedule major campaigns in Oct–Dec
Shipping Optimization	Encourage paid upgrades and bundling

4. Visual Insights

Refer to the accompanying Power BI dashboard for interactive visuals of:

- Segment & Region Sales
- Monthly Trends

- Sub-category comparisons
- Category breakdowns
- Ship Mode analysis