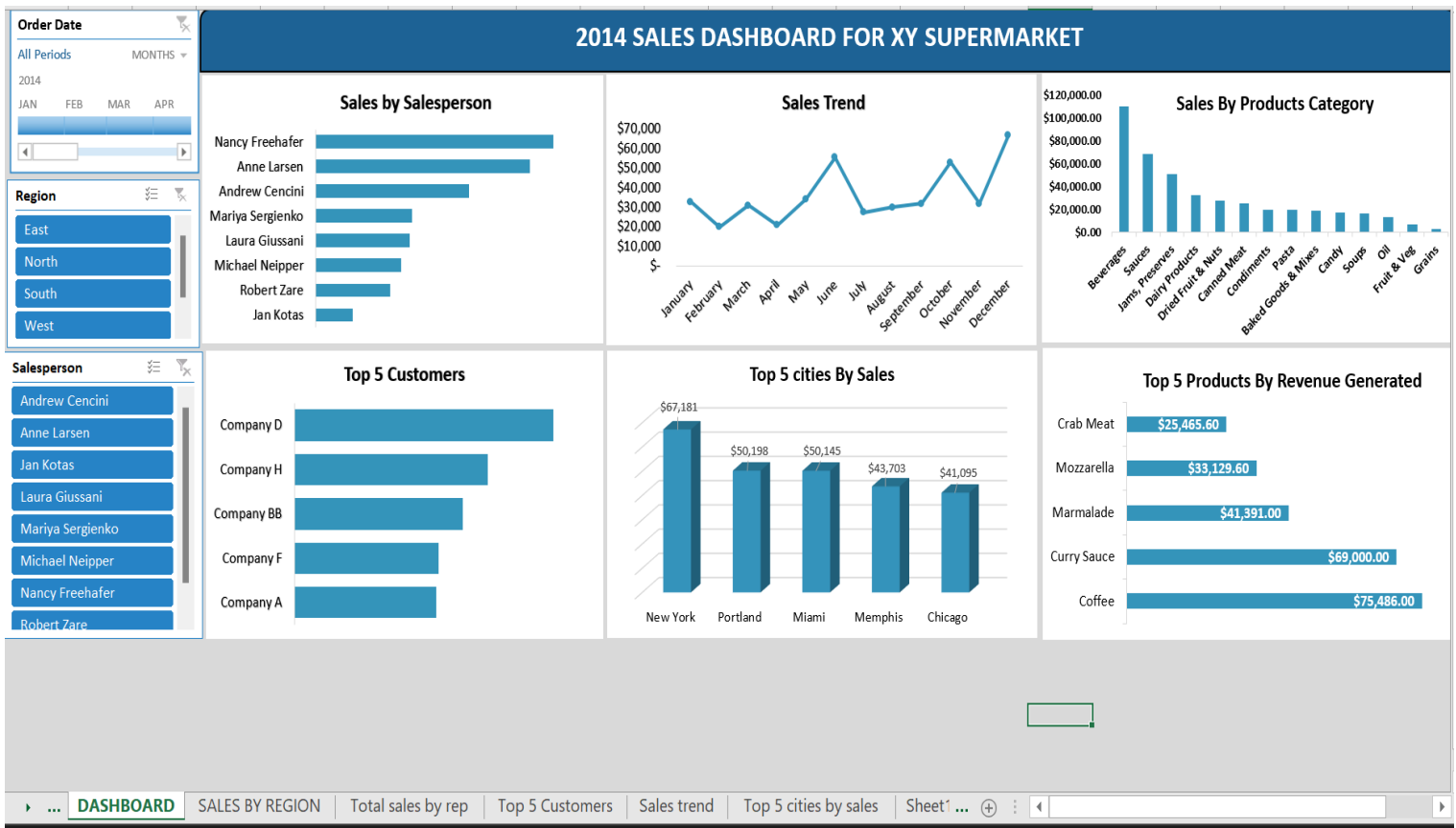


## 2014 Sales Performance Summary for XY Supermarket

**Overview:** XY Supermarket 2014 sales were analyzed and designed with Microsoft Excel 2016 using slicers, pivot tables and visual charts to highlights key performance insights across regions, salespersons, products, and customers. Coffee and Curry Sauce emerged as the top revenue-generating products, with Coffee leading at \$75,486. Products from the beverages category generated the highest revenue across the months, the highest revenue of \$67,181 was generated from customers in New York city. Among the sales team, Nancy Freehafer and Anne Larsen led in performance. Company D was the top customer, significantly contributing to total revenue. The trend in monthly sales peaked notably in June and November, indicating potential seasonality or successful promotions during those periods.



## **A Detailed Sales Insights and Recommendations to Drive More Sales – XY Supermarket (2014 Data Analysis)**

### **Sales by Salesperson**

- In 2014, Nancy Freehafer and Anne Larsen recorded the highest sales among all sales staff, showing exceptional individual performance.
- Andrew Cencini also contributed significantly.
- On the other hand, Jan Kotas and Robert Zare delivered the lowest sales figures.

#### **Recommendations:**

- Maintain the momentum of top performers by offering recognition and performance incentives.
- Pair lower-performing staff with mentors or rotate them into higher-performing regions or product categories.
- Conduct skill enhancement workshops to boost underperformers' confidence and technique.

### **Sales Trend by Month**

- Sales peaked in June and December, suggesting strong seasonal demand.
- August marked a noticeable decline in sales, followed by a gradual recovery toward year-end.

#### **Recommendations:**

- Capitalize on peak seasons (June and December) with well-timed campaigns, early promotions, and inventory buildup.
- Investigate reasons behind the August dip (e.g., holidays, stock issues) and launch targeted mid-year promotions to boost sales during that period.

### **Sales by Product Category**

- Beverages, Jams, and Sauces led product sales by a large margin.
- Categories like Grains, Fruit & Veg, and Oil contributed minimally to overall sales.

**Recommendations:**

- Focus marketing and promotional resources on top-performing categories to maximize ROI.
- Evaluate the product mix of low-performing categories—consider improving product variety, packaging, pricing, or discontinuing unprofitable items.
- Bundle slow-moving items with high-performing ones to increase overall sales volume.

**Top 5 Customers**

- Company D was the top customer in 2014, followed by Companies H, BB, F, and A.

**Recommendations:**

- Strengthen business relationships with top customers through loyalty programs, exclusive offers, and personalized account management.
- Analyze the purchasing behavior of Company D to identify upsell opportunities.
- Use their profile to target similar high-value clients.

**Top 5 Cities by Sales**

- New York led in total sales, followed by Portland, Miami, Memphis, and Chicago.

**Recommendations:**

- Prioritize marketing efforts and resource allocation in these high-potential cities.
- Consider opening more distribution centers or retail outlets in top-performing regions to meet demand.
- Research the needs of mid-tier cities to uncover new growth opportunities.

**Top 5 Products by Revenue Generated**

- Coffee generated the highest revenue at \$75,486, followed by Curry Sauce and Marmalade.
- Crab Meat and Mozzarella also made it to the top five.

**Recommendations:**

- Launch targeted campaigns promoting bestsellers such as Coffee and Curry Sauce.
- Consider introducing product line extensions or combo deals for these high-demand items.

- Use successful product attributes (e.g., packaging, flavour) to improve mid-performing products.

## **Conclusion**

- The 2014 data revealed clear trends in salespeople performance, seasonal demand, top-selling products, and high-value customers.
- To drive more sales:
- Leverage strengths in popular products and peak seasons.
- Address weak areas through training, product optimization, and targeted promotions.
- Expand strategies that worked well in top-performing cities and accounts.