Hello, and good morning, afternoon, or evening. My name is Brandon. I am an analyst on the Data team, and today I’m going to be presenting the executive revenue summary for Global Electronics Retailer. Thank you for joining me, and let’s hop right in.

We have three goals for today. The purpose of this presentation is to give an overview of revenue trends from 2016 to now (Which is early 2021 in this scenario). We have some theories on how we can improve sales during downturns, and we’ll talk about those soon. And finally we want to request more data for further analysis. Let’s take a look at our sales revenue for the last five years.

In this chart we have time along the horizontal X-axis, and we have total sales on the vertical Y-axis. Let’s put the data on the board. And we can see some distinct trends immediately, but I want to direct your attention first to December of each year. We can see that sales improve significantly in December each year, but that’s followed by a downturn in January. Sales improve again in February. This is consistent across all years.

Next we’re going to look at a very concerning trend, that I’m sure everyone has already noticed. Sales plummet in March and April every year. It’s not a small decrease, these are large, consistent holes in our revenue each year. Very briefly I’m going to address the sales for the most recent year. As expected with COVID 19 we have seen a significant decrease in overall sales as we struggle to keep inventory supplies steady. This will also tie into our request for more data later on in this presentation. But back to our main focus, we have to ask “Why is revenue in March and April consistently so low?”

Our initial theory was that competitors are launching products during these months causing us to lose market share. After doing an analysis of competitor product launches we found that there was no correlation between competitor product launch windows and our revenue trend.

Our second theory is that in January we are reducing our marketing budget. When looking at our marketing budget for December vs. January we found that the January marketing budget is about 70% lower compared to December’s marketing budget. The reasoning for this two-pronged; Firstly, December is holiday season which of course means we want to increase our marketing budget for the holidays. Second, our fiscal year ends with January and starts with February. The marketing budget is likely reduced to meet financial targets or manage our cash flow for the year.

Our third and final theory is that supply isn’t keeping up with demand. It is possible that we have enough of inventory for the sales in December, January, and February, but we are running out of important parts to manufacture our products, leading to products being out of stock. To conduct further analysis on this theory the data team is requesting access to inventory data.

Let’s move to our average order value. On the horizontal X-axis we again have time showing the last 5 years. We have chosen not to include 2021 because the year isn’t complete. On the vertical Y-axis we have our average order value. We can see that in 2016 our average order value was at $2,424.71, and as we move forward in time to 2020, we can see that the average order value decreases by 17% to $2,005.31.

The data team believes that there are two primary reasons causing the average order value to shrink over time. First we have competitors driving prices down. Our analysis found that our product prices have not decreased since 2016, but the competition’s products have. Secondly, we found that in 2016 our threshold for an order to qualify for free shipping was $1000, and that has gradually decreased to $450 now in 2020.

We have two more quick graphs to show you. The first is our top selling subcategories, where we can see that our bestselling subcategory is desktop computers. In second and third place we see televisions and projectors & screens. Next we have the total revenue generated by age brackets. We can see here that consumers aged 65+ are the highest revenue generating age bracket by far. In second place is consumers aged 35 to 44.

To recap, we found that sales fall dramatically every year in March and April. Our suggestions are to keep marketing spend more consistent through the fiscal year. We believe that not reducing our marketing budget in January by such a large percentage would steady the sales for March and April. We believe that marketing should be targeted at consumers aged 65+. We should focus marketing on desktops, televisions, and projectors & screens. Finally, we would like to request access to the inventory data to further analyze inventory stock available vs. demand for March and April as well as COVID months.

Next we found that our average order value decreased by 17% from 2016 to 2020. We’re not sure that this is a concern yet because our revenue trend is positive over time. To help mitigate the average order value decreasing further we suggest that we keep our free shipping threshold at $450 where it currently is instead of decreasing it further.

And with that I want to thank you for your time and open up the room to any questions and further discussions about our findings.