

Fall 2023, Final Project Report

Team Members:

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Research Question:

I am looking to improve this year's performance. What suggestions do you have for success ?

Justification:

The significance of this research lies in its dual benefit: enhancing efficiency and fostering sales growth. Leveraging an analytical framework, we aim to identify and delineate strategic opportunities. This involves a systematic redefinition of the problem statement, meticulous collection, and methodical organization of pertinent information. Ultimately, our endeavor is to articulate comprehensive recommendations geared towards fostering improved growth prospects

Data Preparation:

Data preparation involved the following steps:

1.Reframe the question:

How can we utilize our resources to increase sales and profit growth based on previous trends?

2. Information need to answer question:

We need to know how we performed in the past and which products were sold most frequently.

3. Collection:

Data was retrieved via SQL from John Droeshcer server

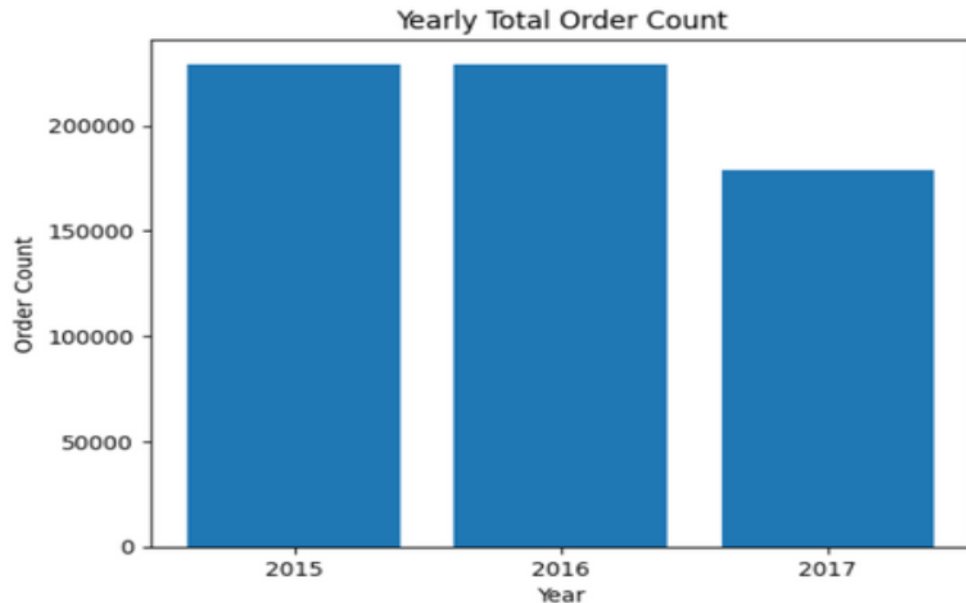
4. Cleaning and Organization:

The data was sorted by year and divided into product categories for further analysis of performance trends.

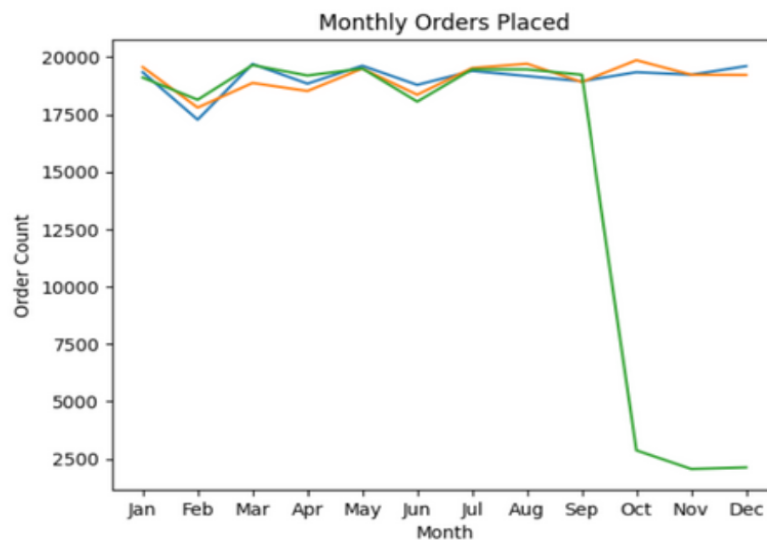
5. Performing:

The following analyses were performed to provide insight on sales and profit in previous years to inform decision making.

Analysis:

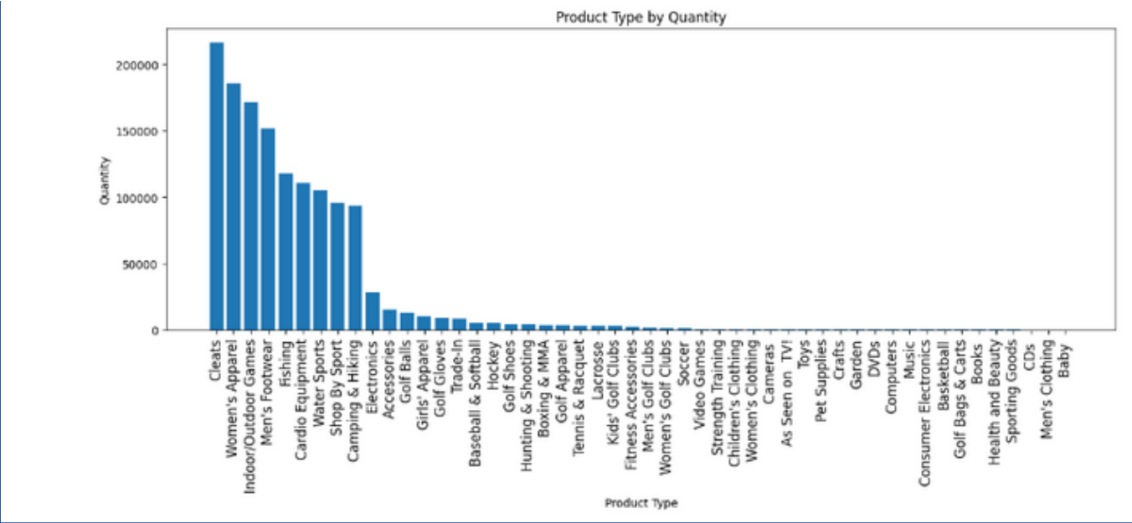


Identifying avenues for expansion necessitates a comprehensive analysis of historical performance to glean insights for enhanced future outcomes. The chart provided illustrates the order counts spanning from 2015 to 2017. Notably, 2015 emerged as our most successful year, boasting a marginal lead of 180 orders. Delving deeper into the product sales data from 2015 enables a finer understanding of the specific products that significantly contributed to this heightened output.

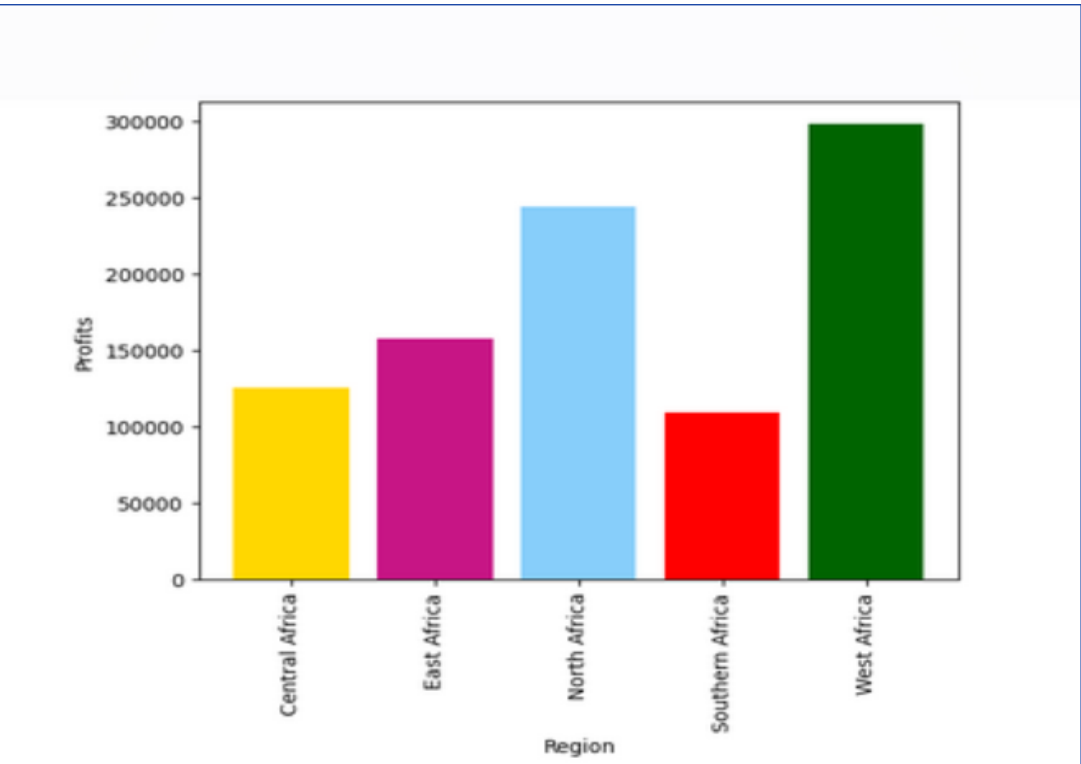


This chart offers a comparison of order counts for each month in the years 2015, 2016, and 2017. A major decrease in orders was observed for October through December of 2017,

indicating the need for further investigation into possible remedies aimed at maintaining sales throughout the year. Increasing our performance in periods of low sales serves as an opportunity for growth that requires little divestment of capital.



In the graphical representation depicting product sales categorized by segments in the year 2015, a discernible trend emerges. The segments encompassing sports supplies, apparel, and accessories exhibit notably higher sales figures in comparison to electronics, entertainment, and other categories. This observation suggests a potential reallocation of resources from the comparatively lower-performing categories towards bolstering the inventory and support for the more prosperous product types, thereby facilitating greater gains.



This bar chart of profit levels in various regions reveals less sales in Southern Africa compared to East-, West-, and Central Africa. Here lies a potential opportunity for growth, namely for sales of sports supplies and apparel products. Expanding our customer base is a cost-effective way to increase profit without changing our inventory.

Conclusion:

In summary, our findings suggest a focused approach towards enhancing product offerings and resource allocation. By strategically leveraging high-performing segments and refining inventory management, the potential for improved performance in the upcoming year becomes evident. Implementing these opportunities can pave the way for heightened efficiency, increased sales, and sustained growth in the competitive market landscape.

Opportunities for growth include increasing customer traction during months with previously lower product sales. Overall profit and sales will increase if we sustain high order counts year-round. Promotional efforts to increase attention toward apparel and electronics will boost sales of these less popular items. Our marketing strategies should aim to improve customer salience of non-sports products to increase overall sales. A targeted approach of marketing products in Southern Africa serves as an opportunity to expand our customer base beyond regions where sales are high.