

PROJECT ANALYTICS

Business Presentation

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Today we'll use the analytical process to pinpoint opportunities for efficiency and sales growth. We'll do this by redefining the question, collecting and organizing the information and sharing our recommendations for improved growth.

AGENDA

01 Sale Performance Trends



02 Sale Performance Analysis



03 Key Findings



04 Suggestion For Success

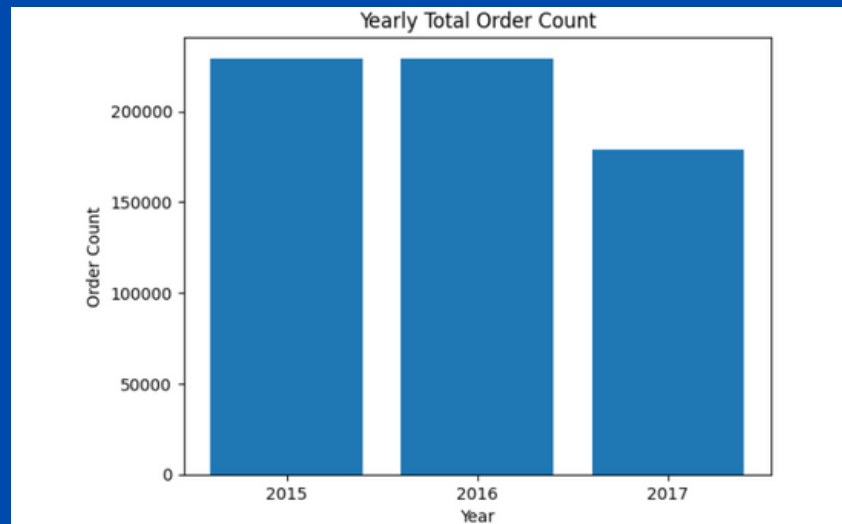


- The first step in the process of identifying opportunities of success is reframing the question. We want to determine how we can better utilize investment capital to increase company sales performance.
- We'll do so by identifying what information we need, retrieving and organizing the information, then interpreting the information to produce actionable business insights.

Time Series Analysis

Key Takeaways

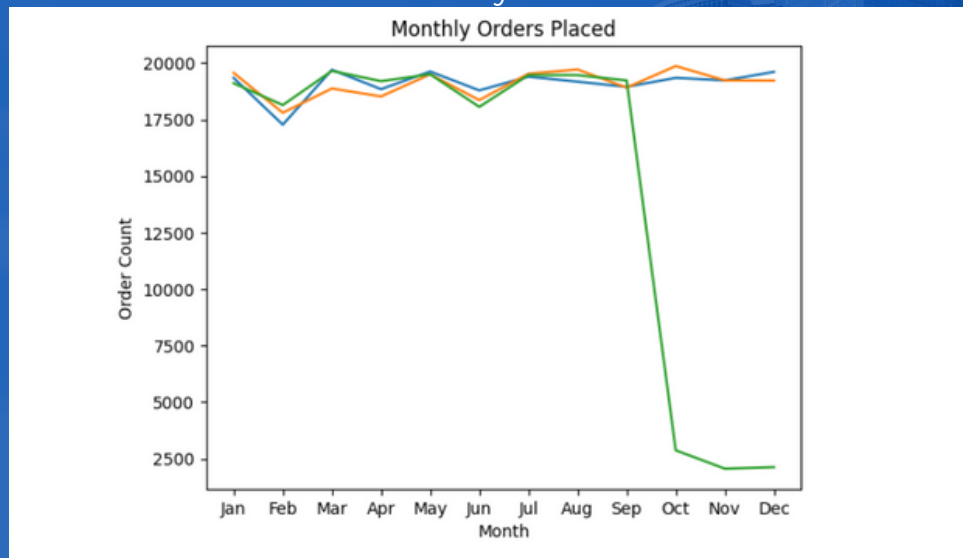
- Dropoff in 2017 in Orders
- 2015 and 2016 are roughly equivalent in the amount of orders
- 2015 was the best year in amount of goods sold.



Finding opportunities for growth requires looking at past performance to see how we can do better. This chart shows order counts for 2015-2017. Our best year was 2015 by a slim margin of 180 orders. By looking at 2015's product sales in more detail, we can better understand which products contribute higher output.

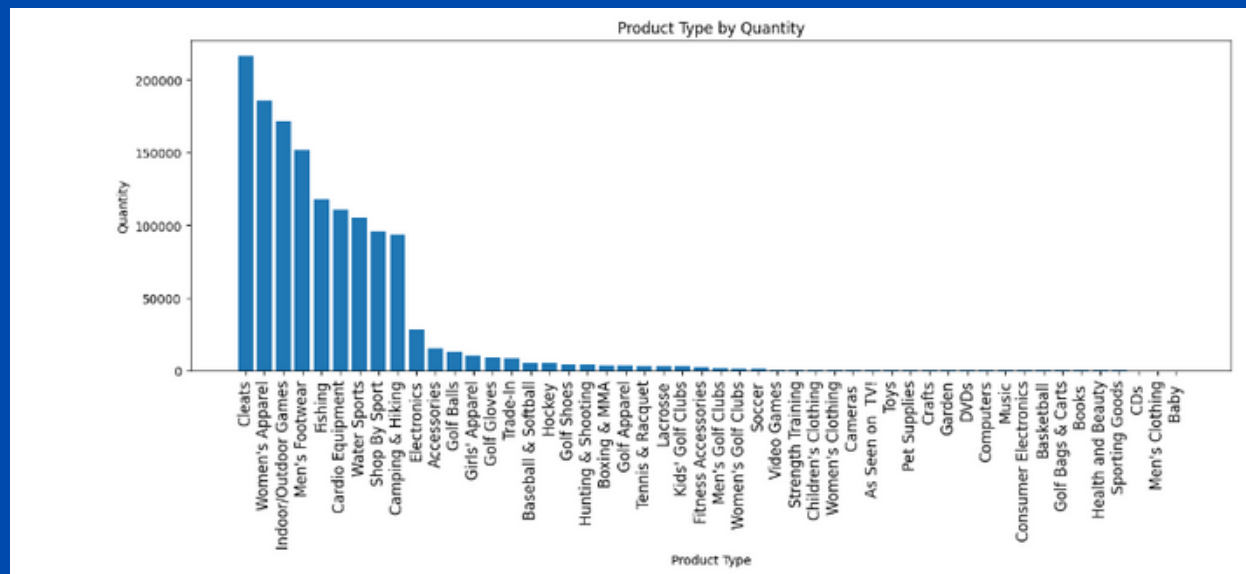
SALES PERFORMANCE ANALYSIS

Line Graph representing the order count in years 2015, 2016, and 2017 year on a monthly basis.



SALES PERFORMANCE TRENDS

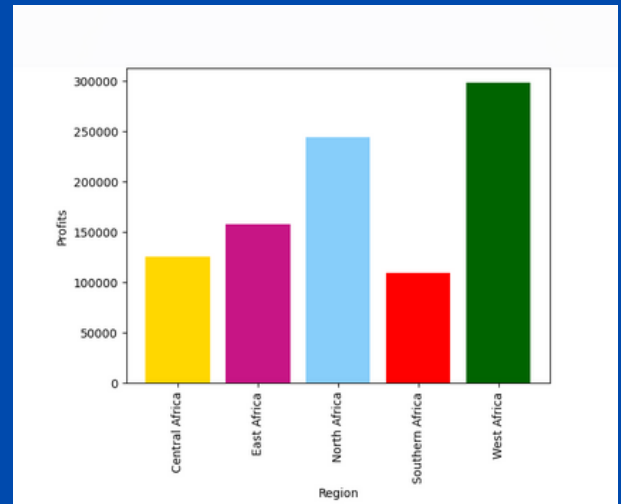
Bar Graph representing the Product Type by quantity sold in all years 2015.



This chart shows the number of products sold by category in the year 2015. Here we can see that overall, sports supplies, apparel, and accessories were sold more than electronics, entertainment, and other categories. This means that if the resources spent keeping these lesser items in stock could be used to facilitate gains in more successful product types.

Key Findings

- Southern Africa Has The Least Amount of Profits In A Highly Profitable Region



SUGGESTIONS FOR SUCCESS



Opportunity #1: BOGO Campaign Planning

Develop a comprehensive plan outlining the BOGO offer's duration, eligible products, terms and conditions, and the promotional period.



Golf Bundle Offer

'Buy A Set of Clubs For You and Your Significant other Includes: 2 Pair of golf gloves, 2 golf balls ,



BOGO Offer

Buy One Item From Women's Apparel and Get An Item of Women's Clothing 50% Off

Opportunity #2: Reevaluate Marketing Strategies

Seasonal Campaigns

Create targeted marketing campaigns specifically tailored for the October–December period to attract customers. Consider promotions, discounts, or holiday-themed marketing to increase interest and drive sales.



Email Campaigns

Email marketing to engage existing customers and promote seasonal offers or discounts to encourage repeat purchases.



Opportunity #3: Region With A Good Climate

- Aim for sustainable sales growth in Southern Africa through advertising soccer/football items.
- Increase orders of high-selling products in regions where sales are low and incentivize apparel through BOGO.

