# ACE Superstore Retail SALES Performance & Strategic Insights

Upon analyzing ACE Superstore Retail sales figures for the reporting period between 2023 – 2025 some key KPIs to highlight are as follows:

* Total Revenue = £3.10M
* Total Sales = £293.89K
* Total Cost = £1.02M
* Total Units Sold = 113K
* Profit Margin (%) = 68%

## SALES

**A summary of total sales, Revenue and discount by Region and Segment indicated the following:**

Total Sales in relation to all 12 regions ranged from £47,906 (East Midlands), the highest, to £2,943 (North East), which is the lowest.

Total Sales in relation to product segment ranged from £34,729 (Outdoor), the highest, to £7 (Dressing), which is the lowest.

* The top 5 performing regions in Total Sales are:
  + East Midlands - £47,906
  + Yorkshire and the Humber - £40,909
  + Scotland - £35,036
  + London - £32,535
  + South East - £28,257
* The top 5 underperforming regions in Total Sales are:
  + West Midlands - £22,321
  + East of England - £15,927
  + Northern Ireland - £8,896
  + Wales - £3,854
  + North East - £2,943
* The top 5 performing segments in Total Sales are:
  + Outdoor - £34,729
  + Kitchen - £34,496
  + Home - £25,604
  + Electronics - £21,804
  + Fitness - £14,049
* The top 5 underperforming segments in Total Sales are:
  + Vegetarian - £20
  + Protein - £18
  + Spreads - £17
  + Salad Toppings - £10
  + Dressing - £7

## REVENUE

Total Revenue in relation to all 12 regions ranged from £510,544 (East Midlands), the highest, to £34,987 (Nort East), which is the lowest.

Total Revenue in relation to product segment ranged from £378,040 (Outdoor), the highest, to £55 (Dressing), which is the lowest.

* The top 5 performing regions in Total Revenue are:
  + East Midlands - £510,544
  + Yorkshire and the Humber - £423,635
  + Scotland - £379,396
  + London - £351,379
  + South West - £300,969
* The top 5 underperforming regions in Total Sales are:
  + West Midlands - £223,809
  + East of England - £158,604
  + Northern Ireland - £94,763
  + Wales - £37,979
  + North East - £34,987
* The top 5 performing segments in Total Revenue are:
  + Outdoor - £378,040
  + Kitchen - £359,589
  + Home- £263,826
  + Electronics – £210,649
  + Fitness - £151,464
* The top 5 underperforming segments in Total Revenue are:
  + Vegetarian - £175
  + Spreads - £106
  + Salad Toppings - £103
  + Protein - £90
  + Dressing - £55

## DISCOUNT

* Average Discount in relation to all 12 regions range from 0.167 (North East), the highest to 0.149 (South West), which is the lowest.
* Average Discount in relation to segment range from 0.200 (Baking & Cooking), the highest to 0.080 (Apps), which is the lowest.

## Top sellers

**A summary of top selling and underselling products indicated the following:**

* The top 5 selling products by revenue are:
  + Portable Refrigerator Freezer - £51,380
  + Portable Solar Generator - £51,174
  + Electric Bike - £47,708
  + Compact Digital Camera - £33,252
  + Compact Dishwasher - £32,738
* The top 5 underselling products by revenue are:
  + Herb Seasond Rice - £18
  + Flavored Rice Cakes - £18
  + Canned Black Beans - £9
  + Baking Soda - £9
  + Cinnamon Raisin Bagels - £6

## Profit Margin

**A summary of high and low profit margin product by category and sub-category indicated the following:**

* The top 5 product categories with the highest profit margin:
  + Grooming – 70.4%
  + Storage – 70.3%
  + Baby – 70.1%
  + Wearable – 70.0%
  + Food – 69.1%
* The top 5 products categories with the least profit margin:
  + Crafts – 63.4%
  + Sports – 61.1%
  + Footwear – 60.7%
  + Furniture – 60.0%
  + Apps – 59.7%
* The top 5 products sub-categories with the highest profit margin:
  + Frozen Potatoe Products – 82.6%
  + Fruit Dips – 80.9%
  + Vinaigrettes – 80.5%
  + Oatmeal – 80.0%
  + Olives – 79.6%
* The top 5 product sub-categories with the least profit margin:
  + Pre-Packaged Produce Kits – 57.8%
  + Gourmet Ice Cream – 57.7%
  + Dairy Desserts – 57.1%
  + Wraps and Flatbreads – 56.8%
  + Root Vegetables – 49.6%

## Sales channel

**A summary of the sales, and revenue by type of order indicated the following:**

Key KPIs: There are 2 order types

* Online
* In-Store
* The total sales made online – 51.37%
* The total revenue made online – 51.48%
* The total sales made in-store – 48.63%
* The total revenue made in-store – 48.52%
* Over time, online revenue and in-store revenue grew when we compared figures in 2023 to 2024.
* As the data contained information up to 31 March 2025 when compared to the same period in 2024, the data revealed 2024 recording higher revenue for both online and in-store channels than 2025.

## Product Gross Profit

**A summary of gross profit per unit across country, region, and city indicated the following:**

Key KPIs:

* Gross Profit per Unit: £18.29
* Number of products: 1695
* Gross Profit per Unit ranges from £540 (Electric Bike), the highest, to £1 (Zucchini), which is the lowest.

## Recommendations

* Noth East and Wales significantly underperformed in both revenue and sales –
  + Investigate to ascertain the contributing factors to the low figures in sales and revenue by conducting localized market research.
  + Spearhead regional promotions to stimulate sales.
* East Midlands, Yorkshire and the Humber, Scotland, London and South West performed very well in both revenue and sales –
  + Maintain focus within these regions by finding improved ways to enhance marketing of products, run more market campaigns.
* Segments such as Vegetarian, Spreads, Dressing, Protein and Salad Toppings generated negligible sales and revenue –
  + Phase out these underperformers.
  + Place more emphasis on top sellers that are top gross profit per unit generators such as Electric Bikes, Portable Solar Generators, Compact Appliances and Foldable Electric Scooter.
  + Implement higher margin alternatives to replace underperforming sub-categories like Gourmet Ice Cream with Frozen Fruit Bars which is a favorite of children.
* Overall profit margin is strong at 68%, but some sub-categories such as Root Vegetables at 49.6%, have a negative impact on this –
  + Possibly switch suppliers for low-margin categories.
  + Consider dynamic pricing models based on seasonal trends and inventory turnover.
* Online and In-store revenue are almost balanced, but so far 2025 performance figures have fallen compared to 2024 figures for the same period –
  + Reexamine online user experience and checkout information to identify any negative contributing factors e.g., cart abandonment or payment failures.
  + Introduce channel specific deals such as online or in-store loyalty campaigns.
  + Implement click-and-collect options as enhance convenience is a welcomed feature. This would also lead to an increase in basket size
* Discount varied by region and segment –
  + Revisit historical data of discounts over prior time periods. This would paint a clearer picture as to how sales and revenue are affected with a focus on periods when smaller discounts produced higher gains for the company.
  + Place more focus on specific loyalty programs and less focus on widespread discounts.