

APEX STORES PERFORMANCE ANALYSIS REPORT FOR THE YEAR 2019

1. Introduction

This report presents a comprehensive analysis of Apex Stores' sales performance for the year 2019. The analysis is based on a dataset comprising 370 sales records across 26 variables, providing insights into sales trends, regional performance, product category popularity, and customer behavior. The primary objective is to evaluate the company's sales status, identify key performance drivers, and formulate actionable recommendations for future growth. The analysis utilizes various visualization techniques, including line charts, bar charts, pie charts, and column charts, to effectively communicate the findings. This report aims to provide a detailed overview of the company's sales landscape, highlighting both strengths and areas for potential improvement.

2. Data and Methodology

The dataset used for this analysis originated from Apex Stores' sales inventory and encompasses 370 rows and 26 columns. Key variables include Order ID, Order Date, Customer Name, City, Region, Salesperson, Product Name, Category, Unit Price, Quantity, Revenue, and Shipping Fee. The data was analyzed using a visualization tool (as shown in the provided dashboard image) to generate insights into sales trends, regional performance, and product category popularity. The analysis involved slicing and dicing the data to identify key patterns and trends, leading to the observations and recommendations presented in this report.

3. Visualization and Analysis

3.1 Sales Trend Report

- **Visualization:** Line chart depicting monthly sales revenue.
- **Result:** The chart reveals a significant peak in sales during December, indicating a strong end-of-year performance. This suggests successful seasonal promotions or increased consumer spending during the holiday period.
- **Analysis:** This highlights the importance of December sales to the overall revenue. Future strategies should aim to capitalize on this trend by planning targeted marketing campaigns and inventory management.

3.2 Sales Person Performance

- **Visualization:** Bar chart illustrating sales revenue generated by each salesperson.
- **Result:** Nancy Freehafer emerges as the top-performing salesperson, demonstrating exceptional sales capabilities.
- **Analysis:** Nancy's performance highlights best practices that could be shared with other sales personnel. Further investigation into her sales techniques and customer relationship management could provide valuable insights.

3.3 Cities by Revenue

- **Visualization:** Bar chart showing total revenue generated by each city.

- **Result:** New York generates the highest revenue, indicating a strong market presence in this location.
- **Analysis:** New York's performance underscores the city's significant contribution to overall sales. Targeted marketing and promotional activities in this city could further enhance sales.

3.4 Sales by Region

- **Visualization:** Pie chart representing the percentage of total sales revenue generated by each region.
- **Result:** The Northern region contributes the highest percentage of sales revenue.
- **Analysis:** The Northern region's dominance suggests a strong market presence and effective sales strategies. Further analysis is needed to identify the factors contributing to this success.

3.5 Ship Cities by Revenue

- **Visualization:** Pie chart showing the percentage of total shipping revenue generated by each city.
- **Result:** New York has the highest shipping revenue.
- **Analysis:** This reinforces the finding that New York is a key market, with high sales volume leading to increased shipping activity.

3.6 Sales by Product Category

- **Visualization:** Column chart displaying total sales revenue for each product category.
- **Result:** Beverages are the most sold product category, indicating a strong consumer demand.
- **Analysis:** The popularity of beverages suggests a focus on inventory management and targeted marketing campaigns to capitalize on this trend.

3.7 Transaction by Amount

- **Visualization:** Column chart showing the distribution of transaction amounts.
- **Result:** The majority of transactions fall within the \$0 to \$1000 range, indicating a high volume of smaller purchases.
- **Analysis:** This suggests a broad customer base with varied purchasing power. Strategies should cater to this range, while also exploring opportunities to increase higher-value transactions.

3.8 Top 10 Customers

- **Visualization:** Bar chart showing the top 10 customers by total purchase amount.
- **Result:** Company D is the top customer, indicating a strong business relationship.
- **Analysis:** Maintaining and strengthening relationships with top customers like Company D is crucial for sustained sales growth.

4. Detailed Observations After Slicing

1. **Nancy Freehafer's Performance:** Nancy Freehafer's high sales in the Northern region highlight her exceptional performance.
2. **Michael Neipper's Potential:** Michael Neipper's lower sales in the Northern region

indicate potential for improvement.

3. **Jan Kotas's Underperformance:** Jan Kotas's low sales across all regions require immediate attention.
4. **Mariya Sergienko's Western Success:** Mariya Sergienko's strong performance in the Western region is notable.
5. **Anne Larsen's Southern Role:** Anne Larsen's sole presence in the Southern region necessitates focused strategies for that area.
6. **Andrew Cencini's Eastern Leadership:** Andrew Cencini's leadership in the Eastern region is significant.
7. **Northern Region's Dominance:** The Northern region's high revenue, driven by beverage sales, is a key strength.
8. **Eastern Region's Unique Product:** The Eastern region's top product category, Jam and Preservatives, is distinct and important.
9. **New York and Chicago's Significance:** New York and Chicago's strong sales in the Eastern region are crucial.
10. **Eastern Region's Trend Reflection:** The Eastern region's revenue trend mirrors the company's overall trend.
11. **Western Region's Sales Force:** The Western region's larger sales force indicates potential for further growth.
12. **Michael Neipper's Clientele:** Michael Neipper's limited customer base in the North suggests a need for expansion.
13. **Beverage Popularity in Seattle and Memphis:** Seattle and Memphis's high beverage purchases indicate regional preferences.
14. **New York's Jam Preference:** New York's preference for Jams and Preservatives is notable.
15. **Portland's Sauce Demand:** Portland's high demand for Sauces highlights regional product preferences.
16. **Beverage Dominance Among Customers:** Companies A, AA, BB, CC, F, G, and L's preference for beverages is significant.
17. **Exclusive Beverage Purchases:** Companies G and L's exclusive beverage purchases indicate specialized demand.

5. Recommendations

1. **Salesperson Training and Development:** Implement targeted training programs for underperforming sales personnel like Jan Kotas, focusing on best practices from top performers like Nancy Freehafer.
2. **Regional Strategy Optimization:** Develop tailored sales and marketing strategies for each region, considering local preferences and market dynamics.
3. **Product Category Focus:** Capitalize on the popularity of beverages by ensuring adequate inventory and targeted promotions. Explore diversification in other product categories.
4. **Customer Relationship Management:** Strengthen relationships with top customers like Company D and expand clientele for salespeople like Michael Neipper.
5. **Eastern Region Focus:** Given that the Eastern region is an indicator of the company's health, closely monitor it and keep investing in it.
6. **Market Expansion:** Explore opportunities to expand market presence in high-revenue cities like New York and Chicago.
7. **Data-Driven Decision Making:** Continue to leverage data analytics to identify trends,

patterns, and opportunities for improvement.

8. **Performance Monitoring:** Implement a robust performance monitoring system to track sales trends, salesperson performance, and customer behavior.

This report provides a comprehensive overview of Apex Stores' sales performance in 2019. By implementing the recommendations outlined above, the company can enhance its sales strategies, improve overall performance, and achieve sustained growth.