



SYNTHETIC SOFTWARE SALES REPORT

EXPLORING TRENDS AND INSIGHTS IN DATA

MR. SAURABH JAMANRE



Insightful Data Analyst Report Presentation

DATA ANALYSIS OVERVIEW

Explore trends and patterns to drive strategic decision-making.

RECOMMENDATIONS FOR DATA OPTIMIZATION

Optimize data processes for improved efficiency and performance.

KEY FINDINGS AND TRENDS IDENTIFIED

Identify key metrics and patterns for actionable business insights.

TOOLS AND METHODOLOGIES USED

Python, Tableau

Agenda

Overview of Software Sales Report

- | | | | |
|----|---|----|--|
| 01 | Introduction to Sales Analysis | 08 | Marketing Spend and Sales Over Time |
| 02 | Sales performance KPI's | 09 | Customer Acquisition Cost by Customer Type and Sales Channel |
| 03 | Best Performing Products | 10 | sasfav |
| 04 | Best Performing Regions | 11 | Sales Conversion Rate Over Time Quarterly |
| 05 | Customer Purchase Pattern | 12 | Churn Rate Over Time Quarterly |
| 06 | Customer Performance KPI's | 13 | General Recommendations |
| 07 | Customer Engagement & Marketing Spend by Region | 14 | Thank You |

INTRODUCTION

This detailed report offers an in-depth examination of our company's achievements in the previous fiscal year. It covers financial indicators, product range, marketing tactics, customer acquisition and retention initiatives, and regional outcomes.

By conducting thorough data analysis, we have pinpointed our strong points, areas for growth, and possible obstacles. This report offers stakeholders a clear perspective on our activities and a blueprint for upcoming ventures.

Within the upcoming sections, you will discover analyses, perspectives, and suggestions that will steer our continuous prosperity and financial success in the software sales sector.

Sales Performance KPI's



1. Total Revenue

- Insight: The company has generated a total revenue of \$18.45 million. This indicates the company's overall financial performance, reflecting its ability to generate sales.

2. Average Order Value (AOV)

- Insight: The AOV is \$50,600. This is relatively high, suggesting that customers are making substantial purchases per order.

3. Marketing ROI

- Insight: The ROI is 306.9%. For every dollar spent on marketing, the company earns \$3.069, indicating highly effective marketing strategies.

\$18.45 M

TOTAL REVENUE

\$50.6K

AVERAGE ORDER VALUE
(AOV)

306.9%

MARKETING ROI

4. Average Per Unit

- Insight: Each unit sold brings in **\$504.6**. This shows the average revenue generated per unit, which is helpful for pricing strategy.

5. Profit Margin

- The profit margin is **75.4%**. The company retains **\$0.754** for every dollar of revenue after marketing expenses.

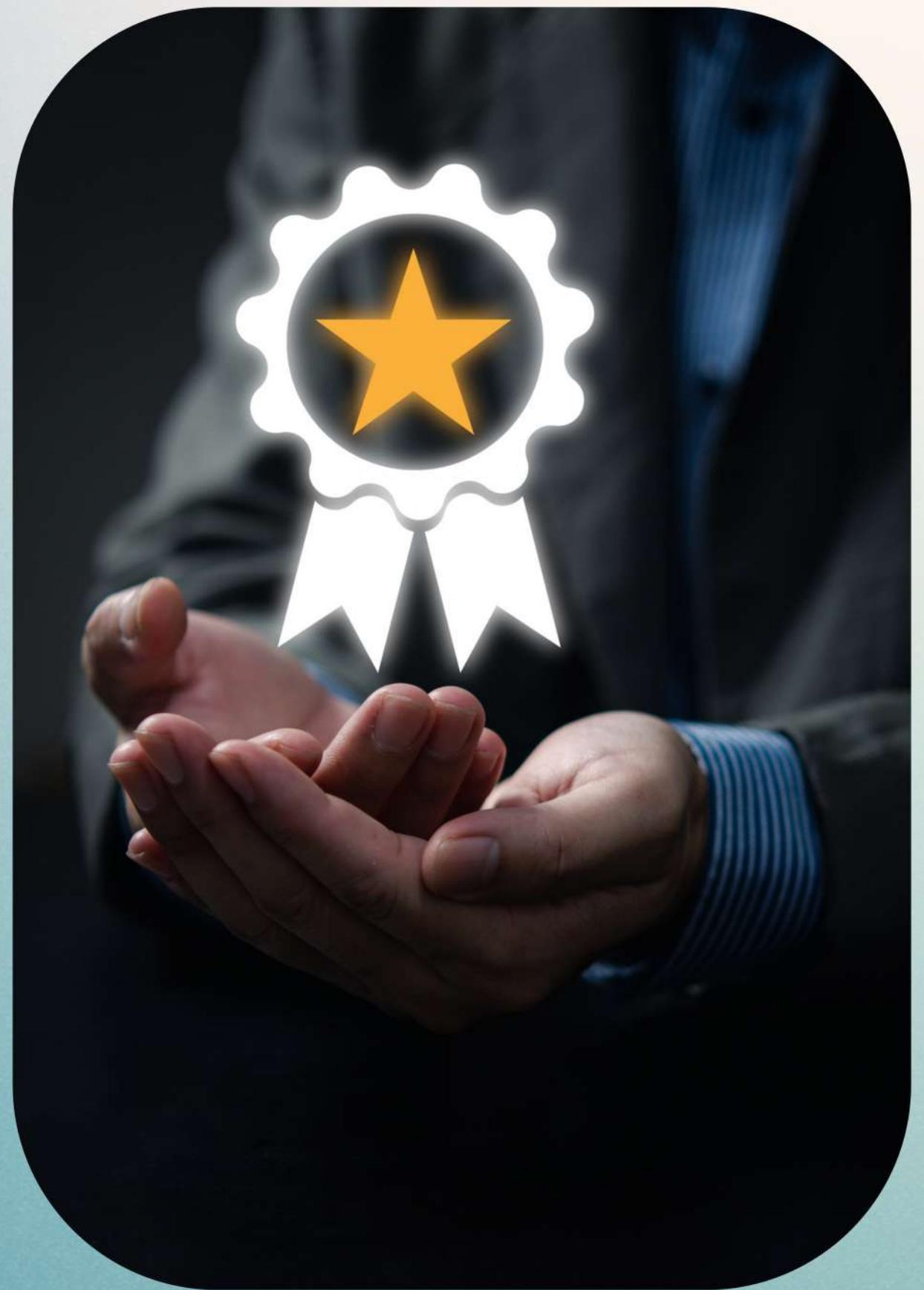
\$504.6

AVERAGE SALES PER
UNIT

75.4%

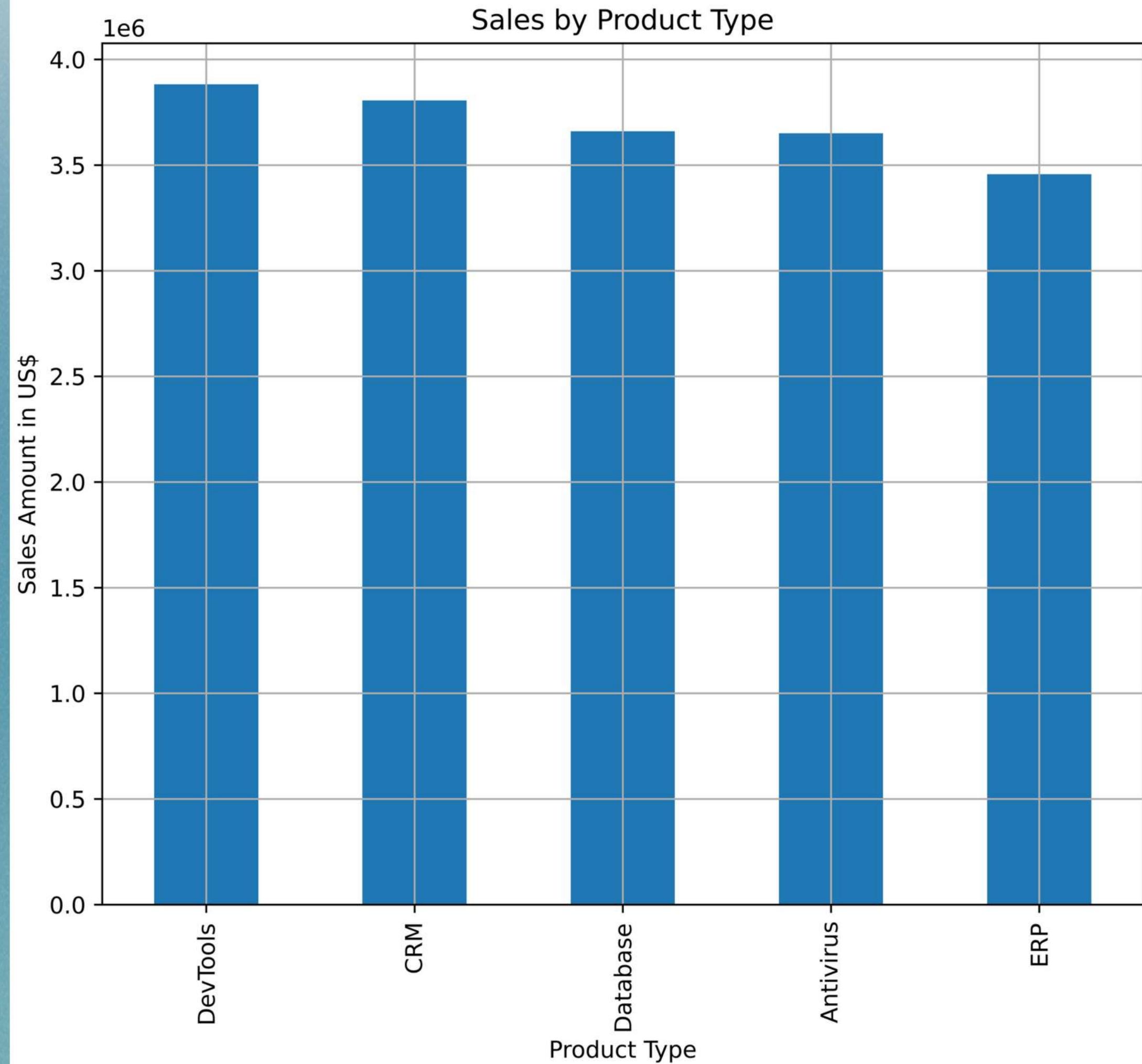
PROFIT MARGIN

Best Performing Products & Regions



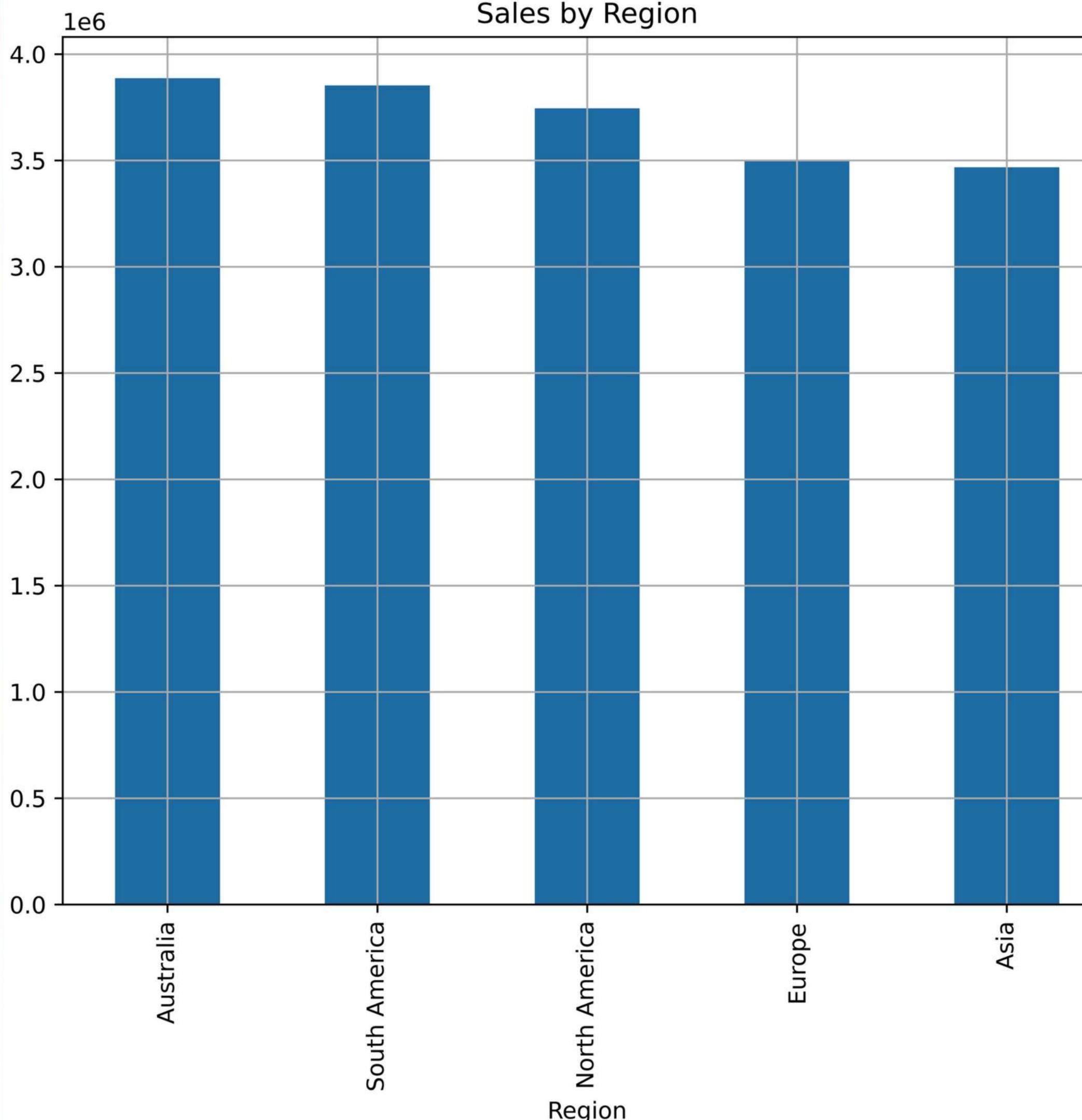
7. Top 3 Performing Products

- Insight: The top products are DevTools (\$3.88M), CRM (\$3.81M), and Database (\$3.66M). These products are the primary revenue drivers



8. Top 3 Performing Regions

- The top regions are Australia, South America, and North America. These regions are the largest contributors to sales



Customer Purchase Pattern



8.Customer Purchase Pattern

- Insight:** Includes returning customer behavior, sales channels, and customer type.
- Understanding:** Identifying patterns can help in tailoring marketing strategies to specific customer segments.

Customer Performance KPI's



9. Total Customer Count

- The company has 3,650 customers

10. Customer Retention Rate

- Insight: The retention rate is 49.9%. Nearly half of the customers are returning, which is positive but has room for improvement.

11. Sales Conversion Rate

- Insight: The conversion rate is 80.6%. This is a high conversion rate, indicating effective sales and marketing strategies.

3,650

TOTAL CUSTOMER COUNT

49.9%

CUSTOMER RETENTION RATE

80.6%

SALES CONVERSION RATE

12. Total Customer Count

- The total marketing spend is \$4.5 million. This is the investment made in marketing efforts.

13. Customer Retention Rate

- Insight: The spend per unit is \$124. This metric helps in assessing the cost-effectiveness of marketing efforts.

\$4.5 M

TOTAL MARKETING
SPEND

\$124

MARKETING SPEND PER
UNIT

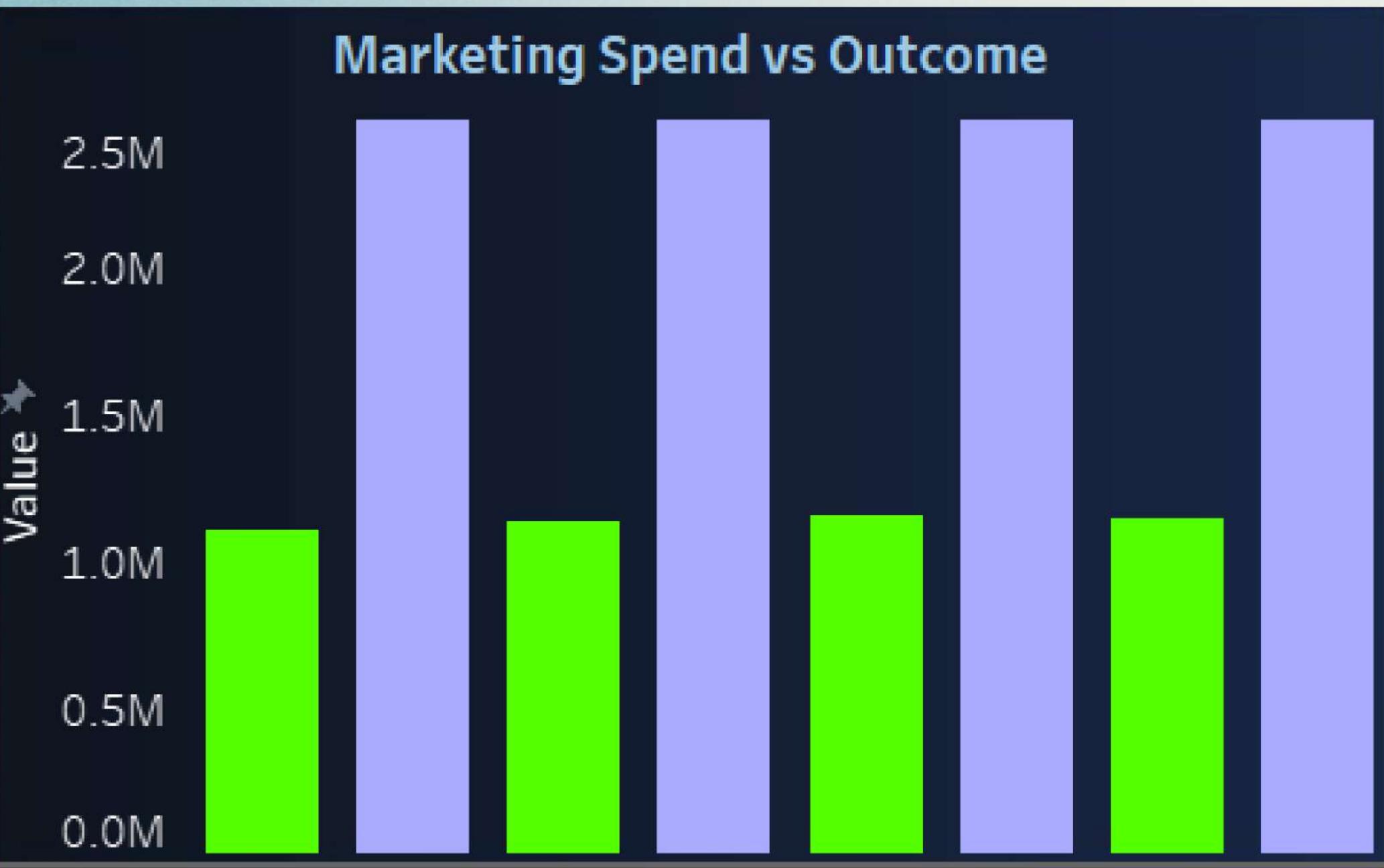
14.Customer Engagement & Marketing Spend

- Insights on customer engagement and spend across different regions. Regions with high sales and customer counts are Australia and South America.
- Also we observed that customer engagement is more in this particular region.



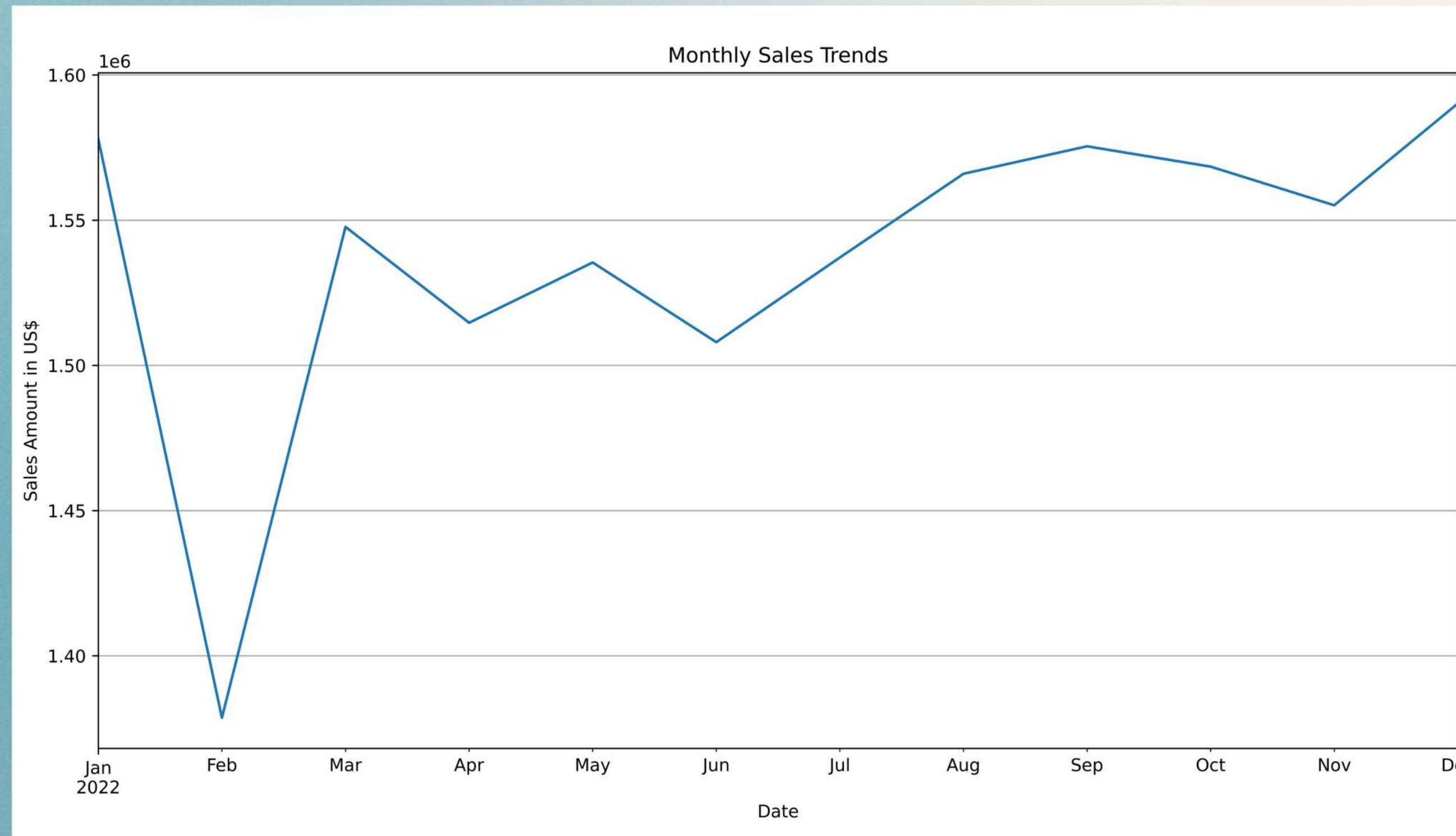
15. Marketing Spend and Sales Over Time

- Insight: Consistent marketing spend with increasing sales over each quarter in 2022
- Marketing efforts are sustaining and slightly increasing sales over time.



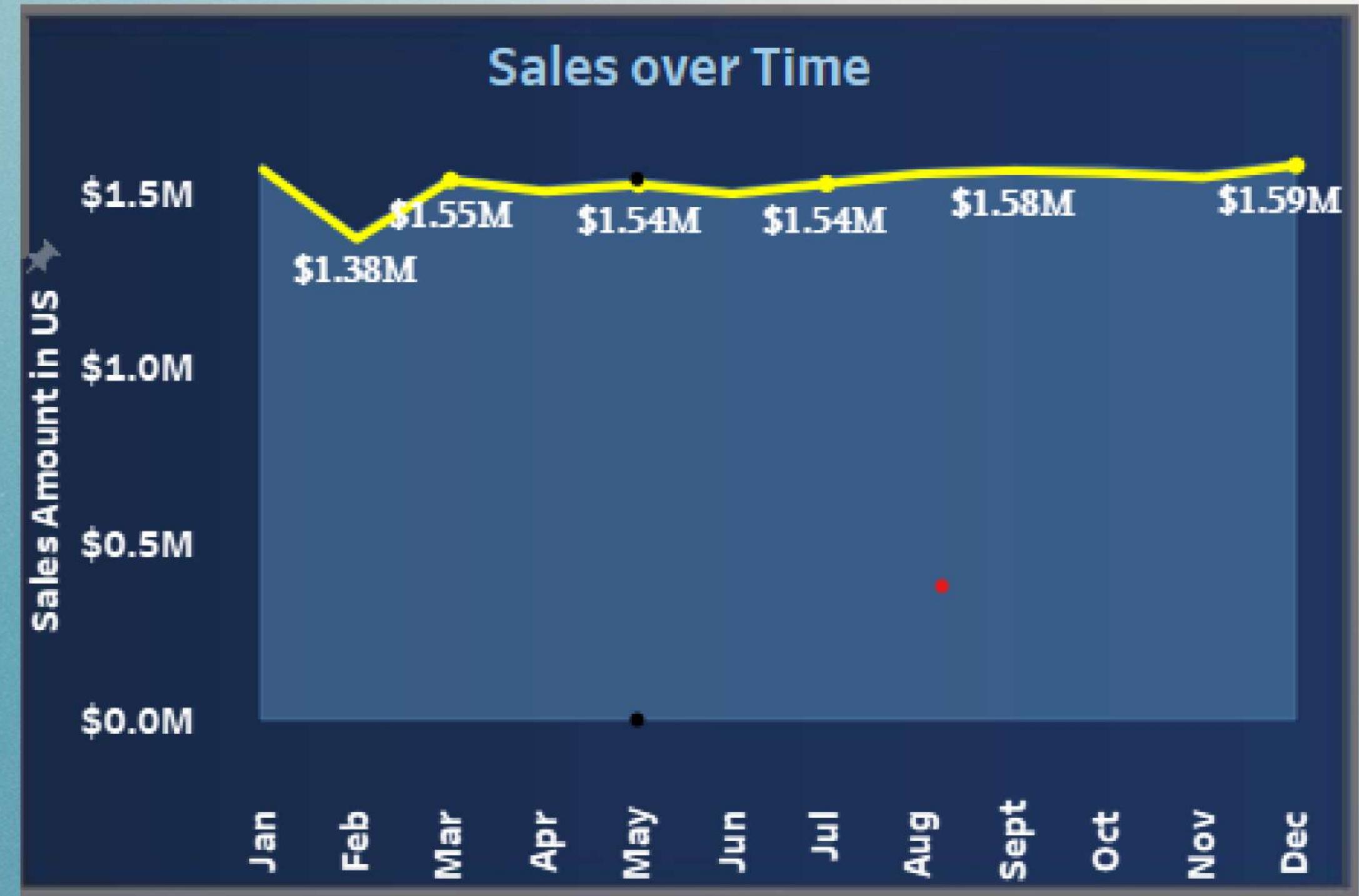
16. Sales Over Time

Insight: Our monthly sales show a steady performance with slight fluctuations: January - \$1.58M, and December - \$1.59M. This steady performance indicates reliable sales pattern which is essential for long-term strategic planning. By understanding these consistent trends, we can better forecast future sales and allocate resources more effectively.



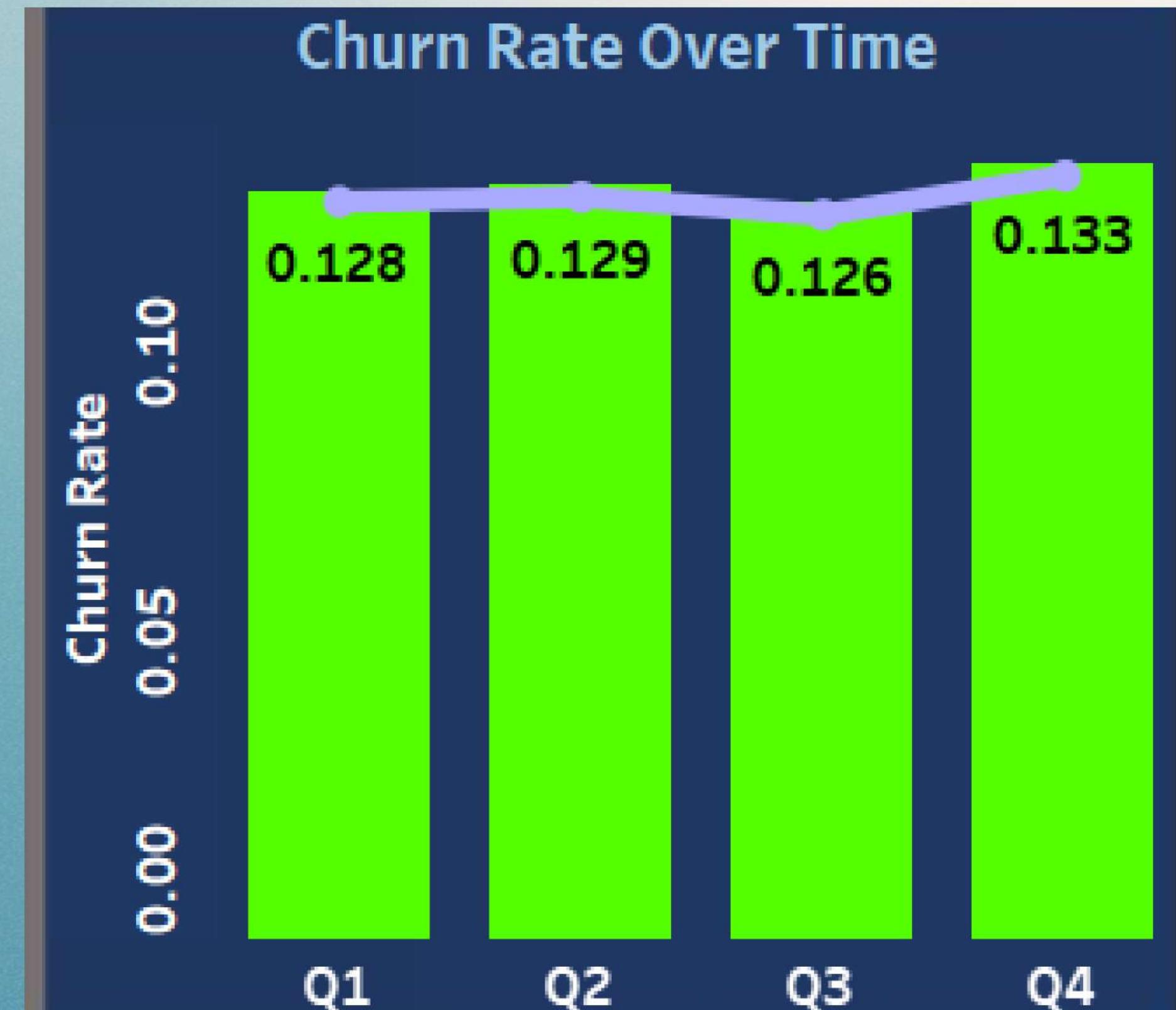
17. Sales Conversion Rate Over Time Quarterly

Insight: Our conversion rates vary slightly but remain relatively high, indicating stable performance. We should maintain and improve these rates by refining our sales process and addressing any seasonal or periodic dips.

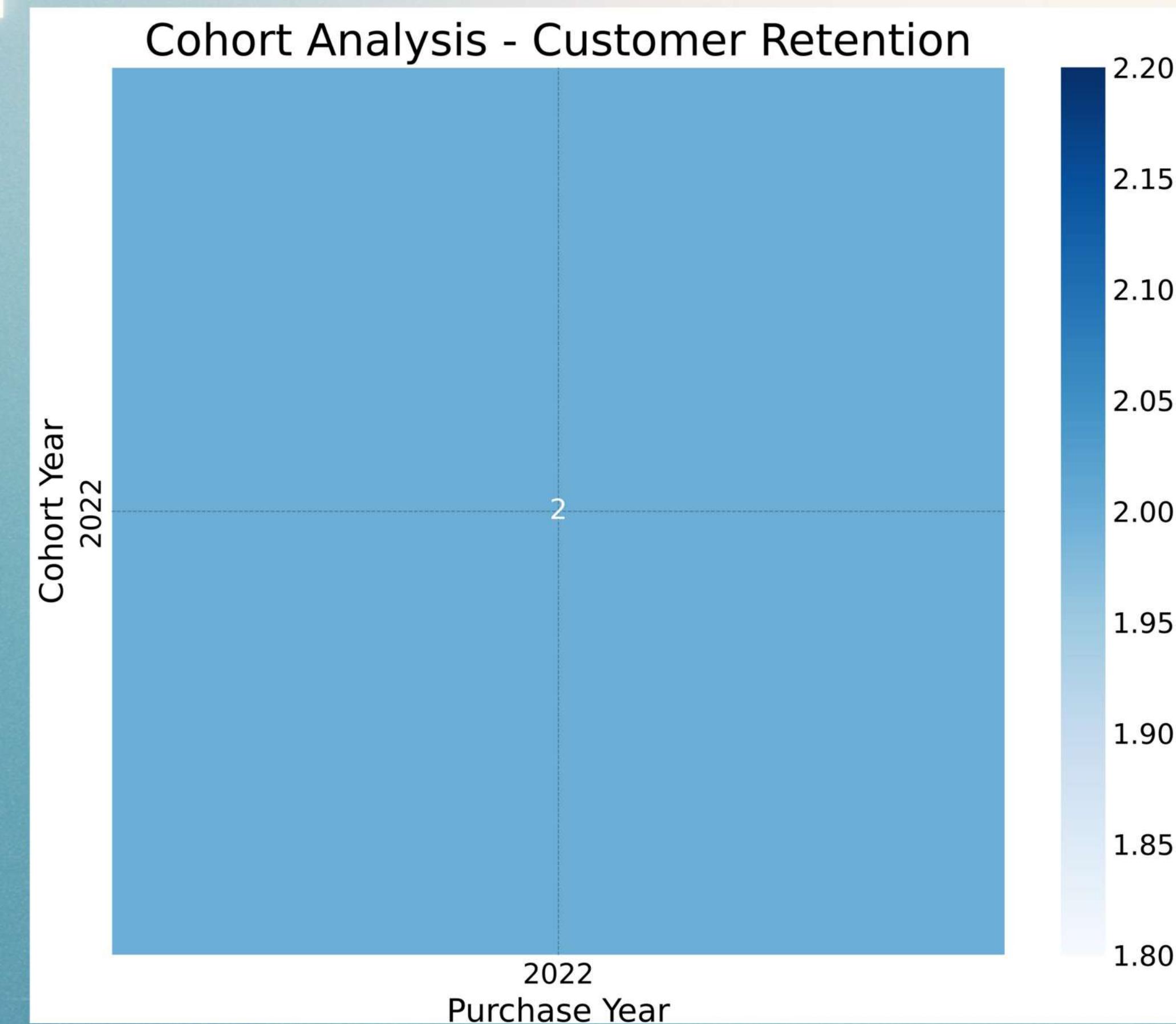


18.Churn Rate Over Time (Quarterly)

Insight: The churn rate fluctuates slightly but is relatively stable. The churn rate indicates the percentage of customers lost each quarter



- **Insight:** Summarize the value of cohort analysis in understanding the customer lifecycle and driving business growth through informed strategic decisions.
 - Express how these insights can be pivotal in developing targeted interventions to enhance customer satisfaction and loyalty



20.Predictive Model

- Insight - The predictive model appears to perform well, with high accuracy across a wide range of sales values, below are the values that proves that model is working

1.0

R-Squared Analysis

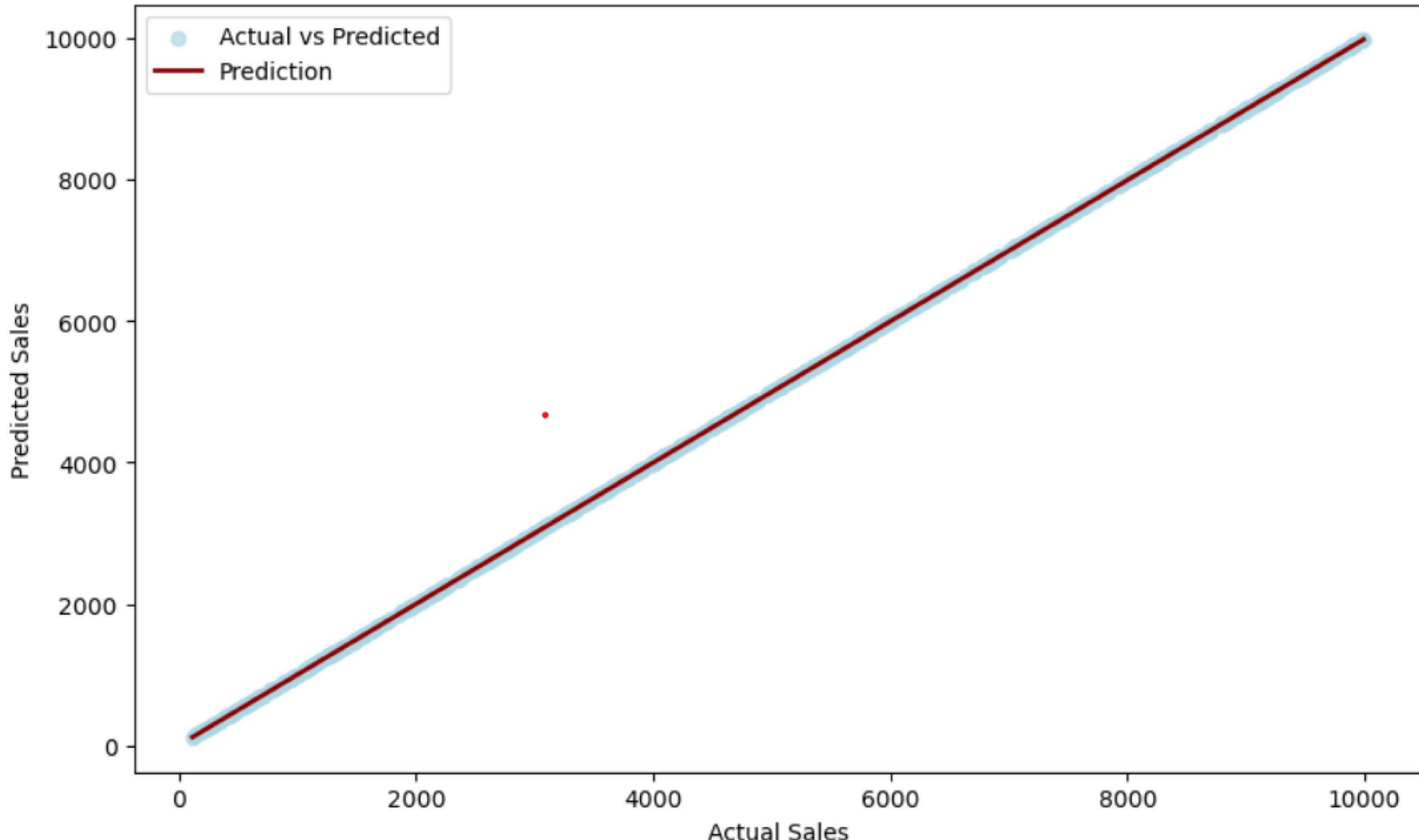
5.77

Mean Squared Error Analysis

0.00

Mean Absolute Error
Analysis

Actual vs Predicted Sales



Thank You