



\$25M



84K



\$10M



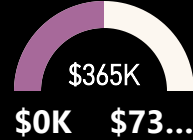
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ROBBIN'S COMPANY LIMITED SALES PERFORMANCE ANALYSIS 2015-2017

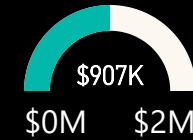


Revenue by Product Categories

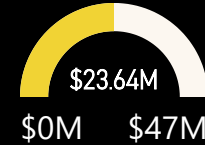
Clothing



Accessories



Bikes



Category Name

All

Marital Status

All

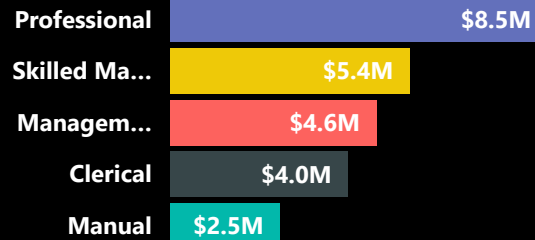
Navigation Page

Dashboard

Revenue

Comments

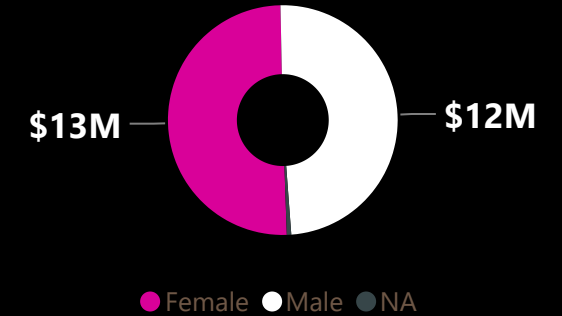
Revenue by Occupation



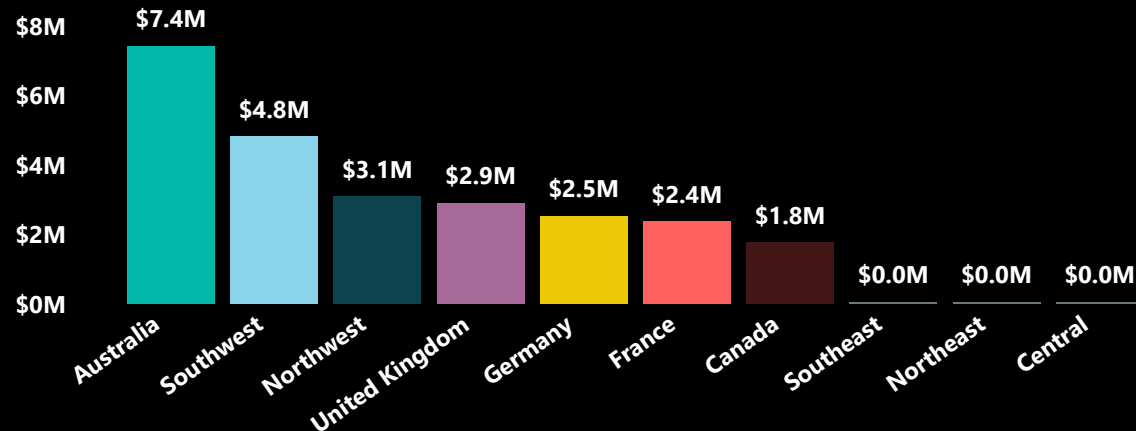
Revenue by Map Region



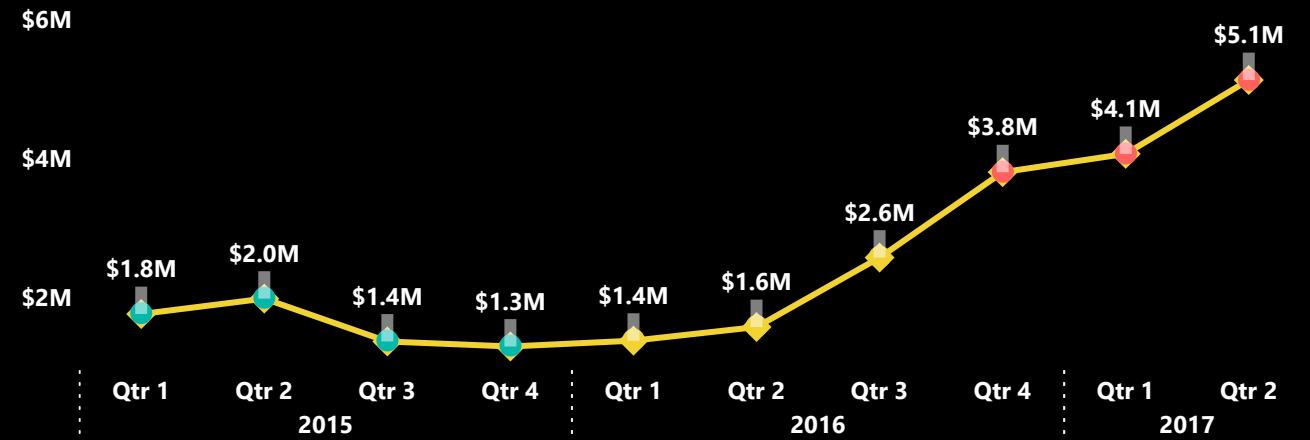
Revenue by Gender



Revenue by Region



Sales Trend





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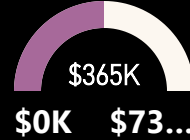
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Revenue by Product Categories

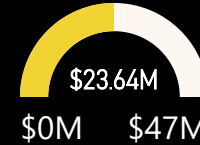
Clothing



Accessories



Bikes



Category Name

All

Marital Status

All

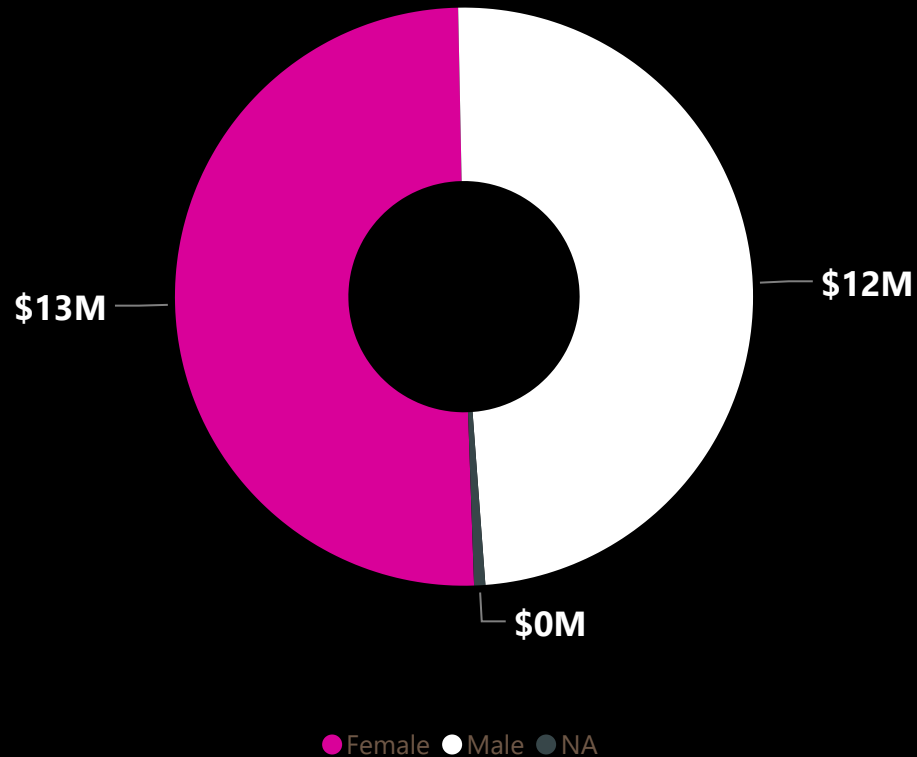
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Revenue

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Revenue by Gender



Comments/Observation

REVENUE BY GENDER

In the product categories. I think the reason why the female generated more revenue is because they have much supplies more than the male.

The male and the female gender generated the same profit for the company.

Moreover the male made higher purchase on both clothing and accessories more than the female. In as much as the female generated more revenue and generated the same profit for the company shows there is anomalies which can be corrected only when there is a proper research and further analysis.



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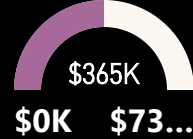
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ROBBIN'S COMPANY LIMITED SALES PERFORMANCE ANALYSIS 2015-2017

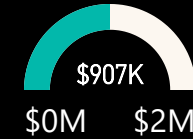


Revenue by Product Categories

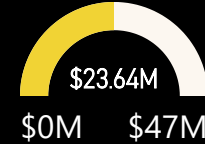
Clothing



Accessories



Bikes



Category Name

All

Marital Status

All

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Comments/Observations

PRODUCT: The product category that generated more revenue is the accessories. Its also obvious that the female gender generated more revenue, and this put a big question mark on the men shopping abilities. The marital status that generated more revenue to the company is the married. Married people with professional career generated more revenue to the company.

REGION: The company's product did well in Australia and didn't perform much in other regions. The product that did well in this region was Bikes(category name). The majority of company's sales was made in 2017.

RECOMMENDATION

A proper marketing research should be carried out in different regions to know the consumer preferences and to discover the reason why the product have been performing poorly in different regions. More married and female gender product should be produce in more quantity. (Accessories and Bikes).

Moreover since the most of the revenue generated by the company is from feminine and married couples, more of the these products pertaining to these categories(feminine and couples) should be produced in much quantities. There should be a thorough research maybe on customer preference, taste , fashion, logistics, quality to avoid having too many returns of products.