

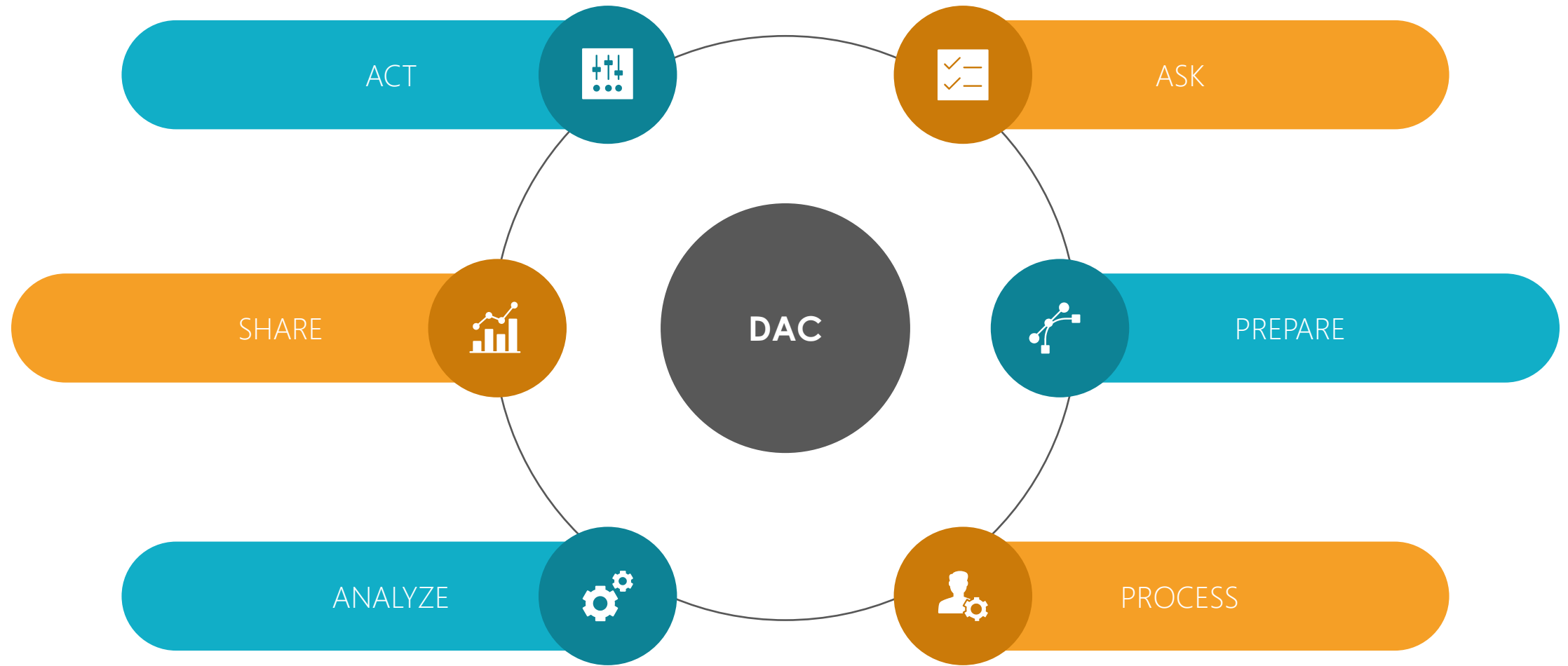


EBEST ENTERPRISE Half Year Sales Report Analysis and Findings

Analysed by: Ebenezer Nii Okai Mensah

Data Analysis Cycle

Analysed by: Ebenezer N.O. Mensah



ASK PHASE

About the Company

Ebest is a fictional company created by the Analyst. The company has different branches around the world that sells different models of chair.

Business Plan

Analyze the half year sales report, come up with a statistical analysis to inform us on your findings and what you recommend.

Stakeholders

Founder: Esther A. Darko

Financial Advisor: Philip N.A. Mensah

Analysis Question

How can this findings affect our marketing strategies, where to stock more products, how can it boost sales and if possible create an awarding system.

Data Source

Coursera

Shared by Instructor: Paula Del Rey (Freedom Learning Group)

PREPARE PHASE

Data and Organization

Data contains sales from January to June from three(3) different regions. Sales cover the companies that purchased, the model bought, the date, the sales representative who sold to them, the unit price, the total price, and the final price with a discount on some terms and conditions. The data has been stored in a long format.

Credibility and Integrity

Data can't be cited from its original source, but contains six(6) months records which represent the half year which can be used for the analysis.

Licensing, privacy and accessibility

The data is public data and the owner has voluntarily waived all rights worldwide under copyright law. This makes this dataset free to use, modify and distribute without any prior permission.

Software

Data will be loaded in Microsoft Excel for further processing and analyzing

PROCESS PHASE

Dataset

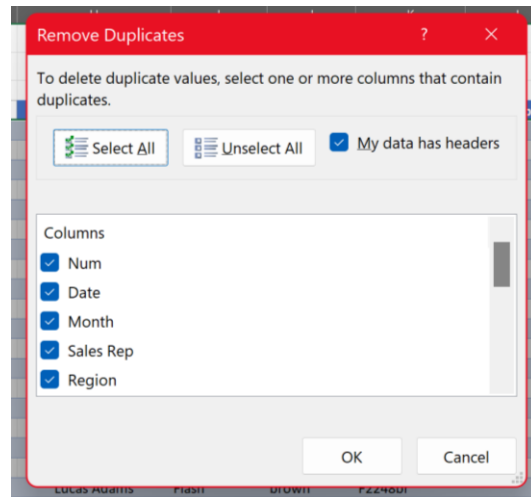
Dataset contains 16 columns and 80 observations

```
=COUNT(Table1[Customer ID])
```

```
COUNT(value1, [value2], ...)
```

	Num	Date	Month	Sales Rep	Region	Customer ID	Company	Representative	Model	Color	Item Code	Number	Price / Unit	Total	Discount_7%	Final Price
5	1	1/2/2020	January	Eric Jones	North	132	Bankia	Lucas Adams	Flash	black	F2248bl	15	\$235	\$3,525	N	\$3,525
6	2	1/6/2020	January	Amy Brown	West	144	Affinity	Christina Bell	Urban	red	U2683rd	22	\$260	\$5,720	Y	\$5,320
7	3	1/9/2020	January	Sara Davis	West	136	Telmark	Emily Flores	Energy	black	E2376bl	16	\$350	\$5,600	N	\$5,600
8	4	1/12/2020	January	Marc Williams	South	144	Affinity	Christina Bell	Flash	brown	F2248br	30	\$235	\$7,050	Y	\$6,557

Cleaning: Checking for duplicates, removing blanks, removing extra spaces, checking for consistent format



- No duplicates were found
- Check for extra spaces was done
- Consistent data format was checked

ANALYZE PHASE

1. COMPANY PERFORMANCE ANALYSIS

To help determine the best performing company with us and set our recommendations right. 9 companies bought from us this half year.

Company	Sum of Final Price	Average of Final Price
Affinity	\$55,648.50	\$6,183.17
Bankia	\$110,389.00	\$6,899.31
Cruise	\$77,778.50	\$8,642.06
MarkPlus	\$35,680.50	\$5,946.75
Milago	\$74,311.25	\$7,431.13
Port Royale	\$51,001.75	\$7,285.96
Secspace	\$35,832.00	\$7,166.40
Telmark	\$69,847.00	\$6,349.73
Vento	\$51,621.25	\$7,374.46
Grand Total	\$562,109.75	\$7,026.37

TOTAL SALES – HALF YEAR
\$562,109.75

AVERAGE SALE – HALF YEAR
\$7,026.37

ANALYZE PHASE

2. DISCOUNT ANALYSIS

Discount analysis will help us check if the discounts are having effect on sales, and also check customer behaviour if discount lead to increased sales.

Number	Price / Unit	Total	Discount_7%	Final Price	Discount	Discount %
15	\$235	\$3,525	N	\$3,525	\$0	0
22	\$260	\$5,720	Y	\$5,320	\$400	7
16	\$350	\$5,600	N	\$5,600	\$0	0
30	\$235	\$7,050	Y	\$6,557	\$494	7
32	\$295	\$9,440	Y	\$8,779	\$661	7
14	\$350	\$4,900	N	\$4,900	\$0	0
8	\$375	\$3,000	N	\$3,000	\$0	0
22	\$235	\$5,170	Y	\$4,808	\$362	7
40	\$260	\$10,400	Y	\$9,672	\$728	7
25	\$350	\$8,750	Y	\$8,138	\$613	7
33	\$350	\$11,550	Y	\$10,742	\$809	7
15	\$295	\$4,425	N	\$4,425	\$0	0
10	\$375	\$3,750	N	\$3,750	\$0	0
45	\$260	\$11,700	Y	\$10,881	\$819	7
32	\$350	\$11,200	Y	\$10,416	\$784	7
28	\$350	\$9,800	Y	\$9,114	\$686	7
10	\$220	\$2,200	N	\$2,200	\$0	0
16	\$260	\$4,160	N	\$4,160	\$0	0
35	\$235	\$8,225	Y	\$7,649	\$576	7
12	\$295	\$3,540	N	\$3,540	\$0	0
40	\$375	\$15,000	Y	\$13,950	\$1,050	7
10	\$350	\$3,500	N	\$3,500	\$0	0
25	\$375	\$9,375	Y	\$8,719	\$656	7
50	\$260	\$13,000	Y	\$12,090	\$910	7
22	\$235	\$5,170	Y	\$4,808	\$362	7
15	\$295	\$4,425	N	\$4,425	\$0	0
10	\$220	\$2,200	N	\$2,200	\$0	0
20	\$350	\$7,000	Y	\$6,510	\$490	7
14	\$235	\$3,290	N	\$3,290	\$0	0
28	\$220	\$6,160	Y	\$5,729	\$431	7
12	\$235	\$2,820	N	\$2,820	\$0	0

```
=COUNTIF(Table1[Discount_7%],"Y")
```

"Y" stands for sales equal to or greater than 20 and "N" stands for sales below 20.

SALES RECORDED ON DISCOUNT 7%

52 SALES

SALES RECORDED WITHOUT DISCOUNT

28 SALES

ANALYZE PHASE

3. TOP SELLING MODEL

By Knowing which model are selling the most, informed decisions about inventory management, marketing strategies and future product development can be made.

Models	Sum of Number
Aero	238
Cosmo	263
Volt	356
Energy	375
Flash	385
Urban	416
Grand Total	2033

MODELS

6 CHAIR MODELS

HIGHEST CHAIR MODEL SOLD

URBAN

ANALYZE PHASE

4. TOTAL SALES BY SALES REPRESENTATIVE

This will help us gain insights into individual performance and contribution to the overall revenue. Incentive programs for sale representatives can also be drawn.

Representative	Sum of Final Price
Lucas Adams	110389
Denise Harris	77778.5
Sam Cooper	74311.25
Emily Flores	69847
Christina Bell	55648.5
Amanda Wood	51621.25
Dan Hill	51001.75
Rob Nelson	35832
Matt Reed	35680.5
Grand Total	562109.75

NUMBER OF SALES REPRESENTATIVE

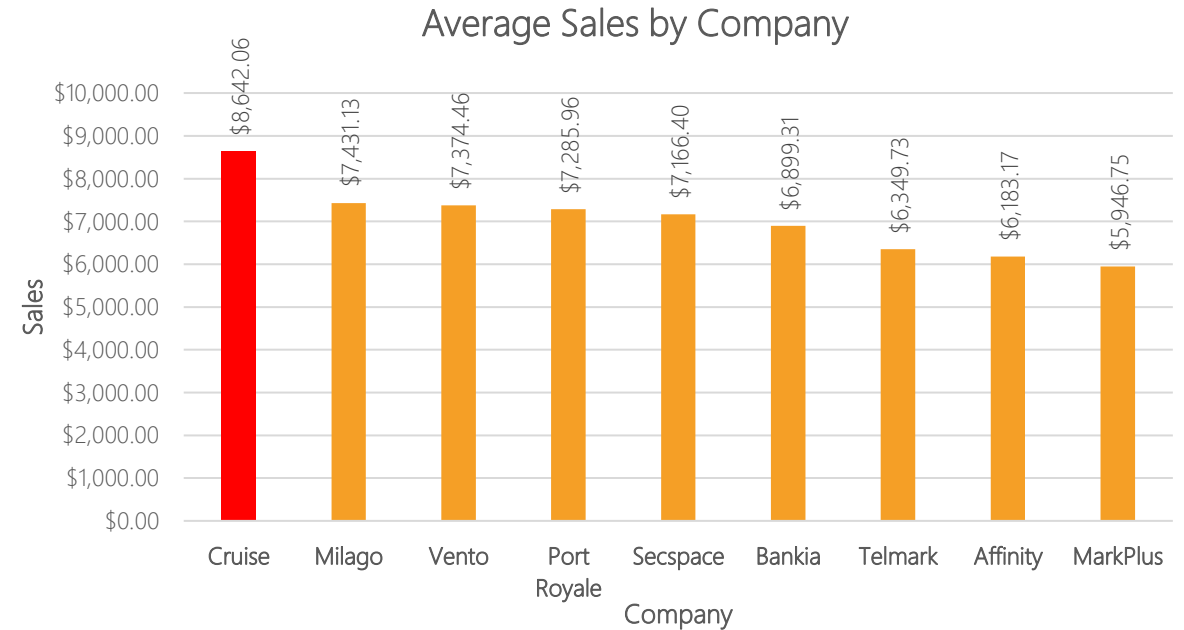
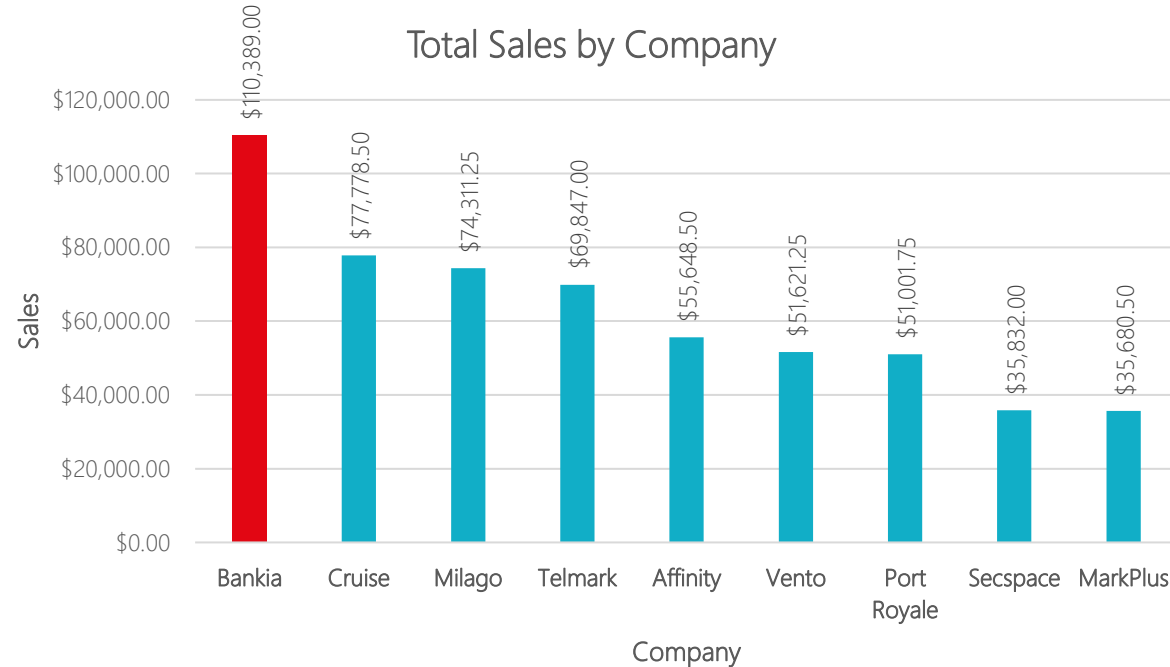
9 Representatives

HIGHEST SALES REPRESENTATIVE

LUCAS ADAMS

SHARE PHASE

COMPANY PERFORMANCE ANALYSIS



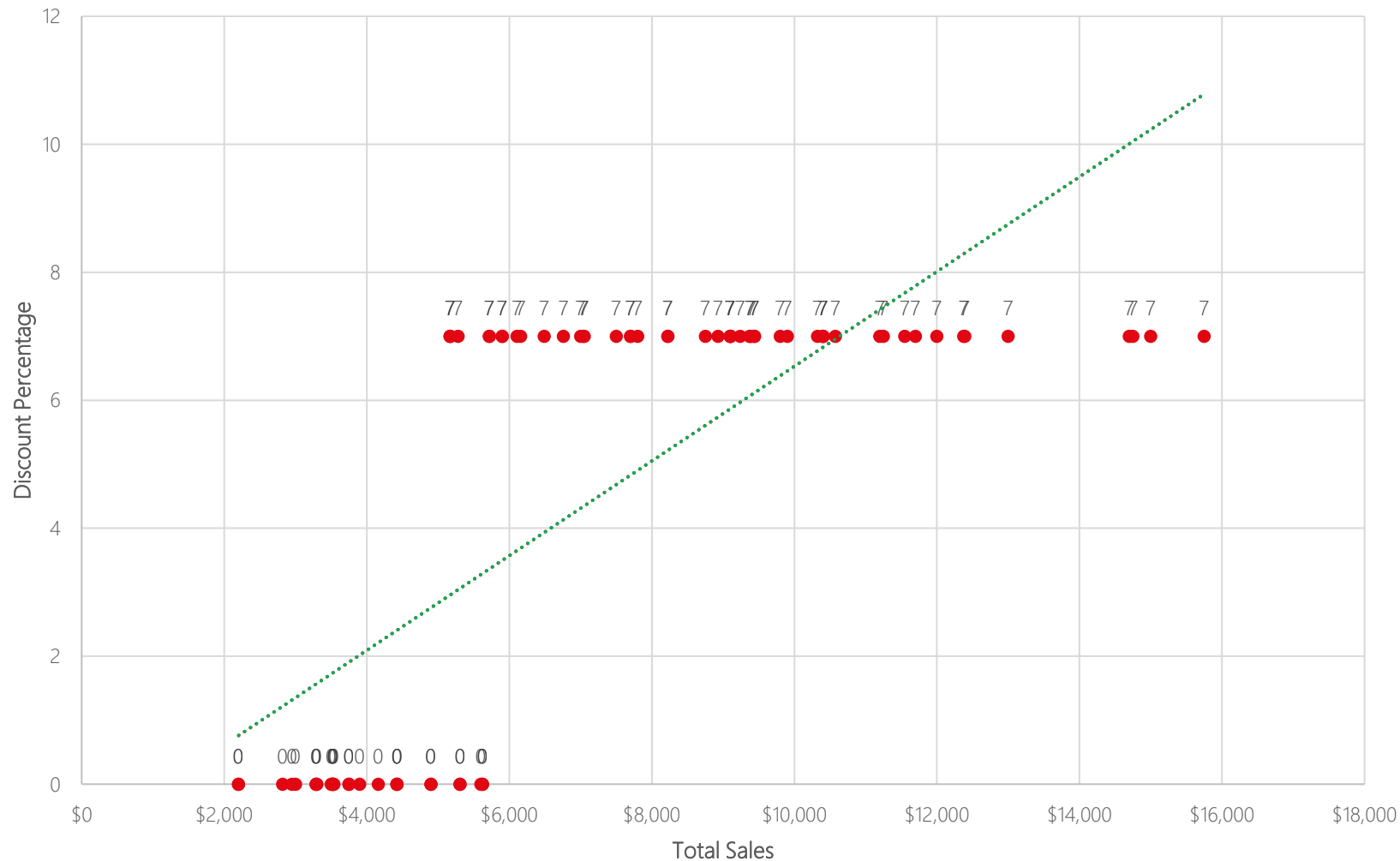
1. Highest Total Sales (Bankia): Bankia company achieved the highest total revenue, indicating strong sales performance and a significant contribution to the overall revenue.

2. Highest Average Sales (Cruise): Cruise company achieved the highest average sales amount per unit, transaction, indicating efficiency in generating higher revenue from individual sales or customer interactions.

SHARE PHASE

DISCOUNT ANALYSIS

Discount percentage and Total Sales



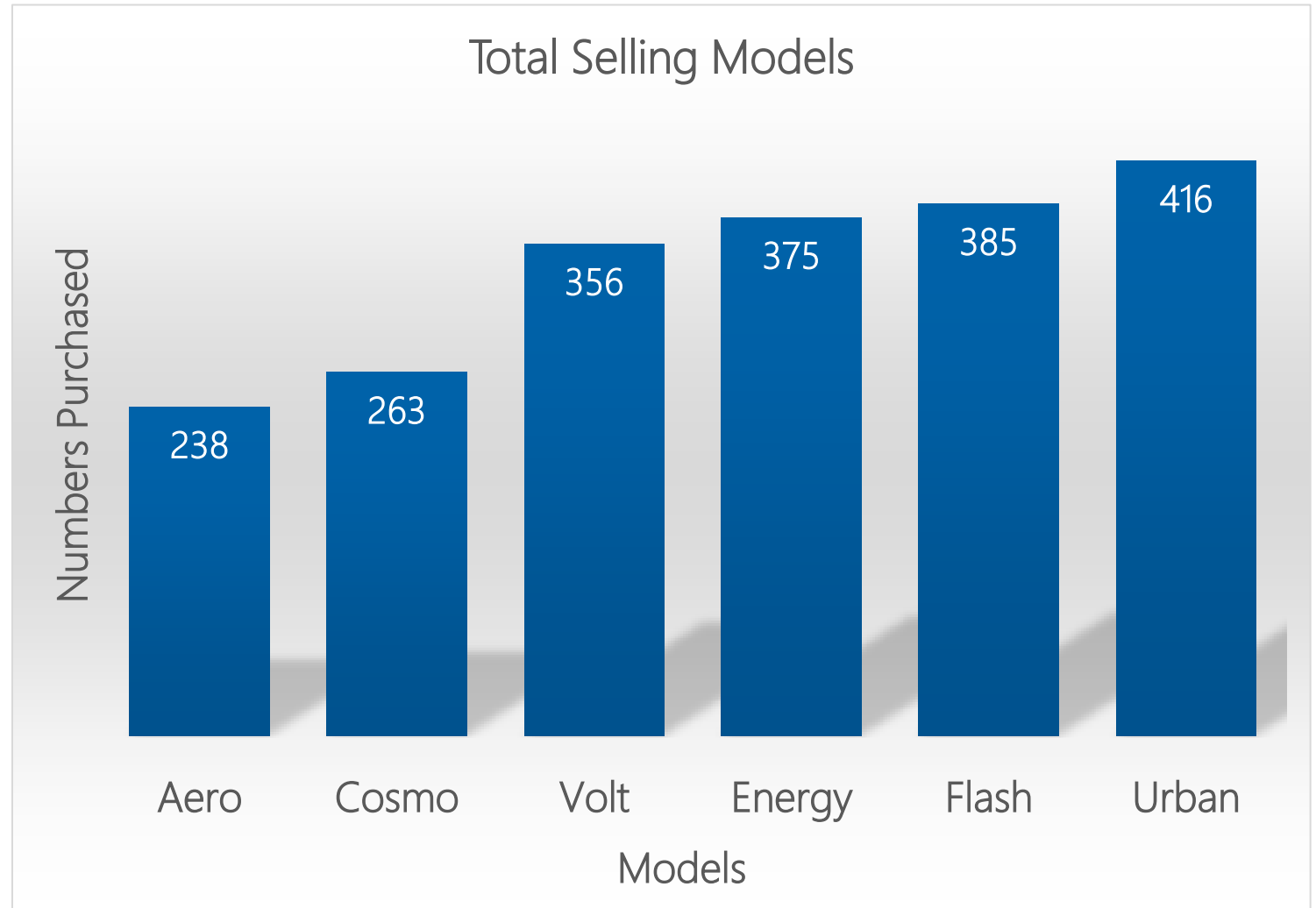
As discount percentage increases by 7%, total sales amount also tends to increase, it suggests that higher discounts may lead to higher sales in the future based on the trendline projection.

SHARE PHASE

TOP SELLING MODEL

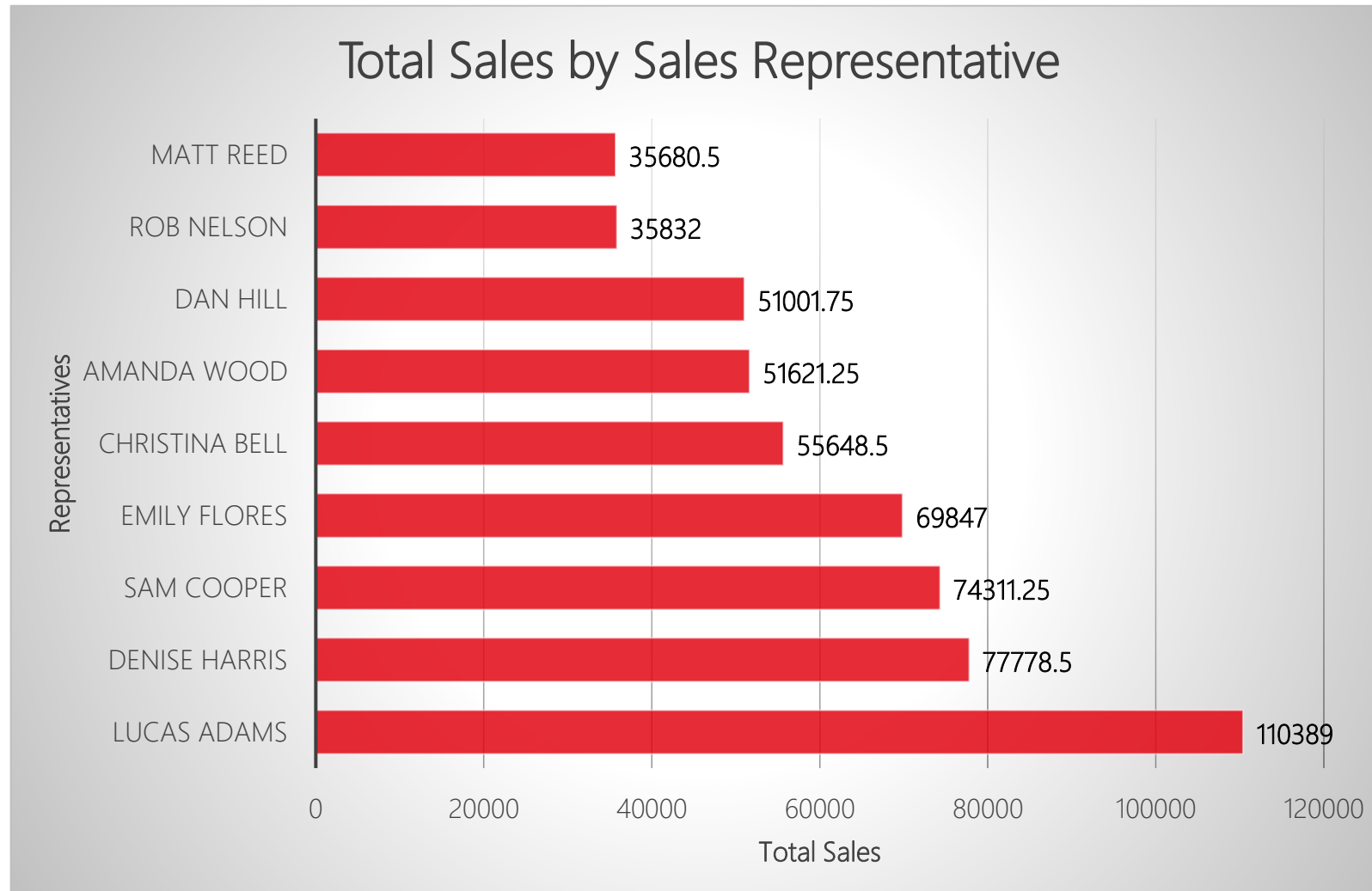
The Urban model was purchased more. The Aero model had the least purchase of all.

This analysis will give us further recommendations on how to stock, manage inventory and etc.



SHARE PHASE

TOTAL SALES BY SALES REPRESENTATIVE



ACT PHASE RECOMMENDATIONS

Leverage:

1. Strengthen marketing strategies, customer relationships and identify more opportunities for further growth with Bankia and Cruise Companies.

Company feedback:

1. Identify gaps and areas of opportunity, for the other companies, through feedback on purchases.

2. Focus on the models each company needs most.

Maintain and Increase Discount:

1. Discounts on sale for chairs equal to or above 20 should be continued.

2. The firm should also implement more discount strategies in the near future.

ACT PHASE RECOMMENDATIONS

Promote High-Performing Products

1. Promoting and optimizing hire-performing products such as Urban models across all regions.

Inventory Management

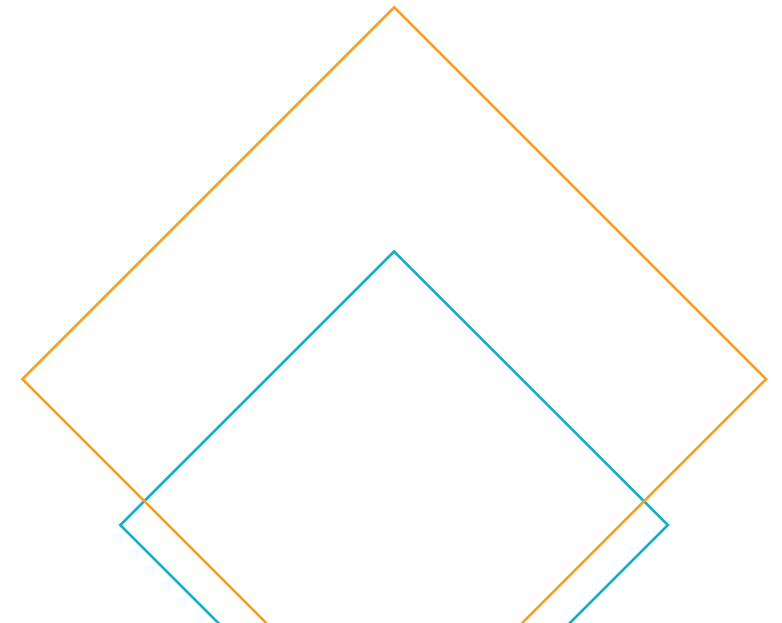
1. Management must increase their stocks for Urban models.
2. Also Implement strategic marketing to models that are not fairing well in terms of lower purchases.

Incentive and Coaching Programs:

1. Awarding systems should be created for best sales representatives.
2. Sales Coaching and Training targeted at weaker performers.

FURTHER EXPLORATION

- It would be beneficial to conduct a thorough analysis of Cruise's and Bakia's sales approach and identify the factors contributing to their success.
- Further analysis on why some models are selling than the others. Identify reasons to that and look out for correlation between the dataset.





Thank You