

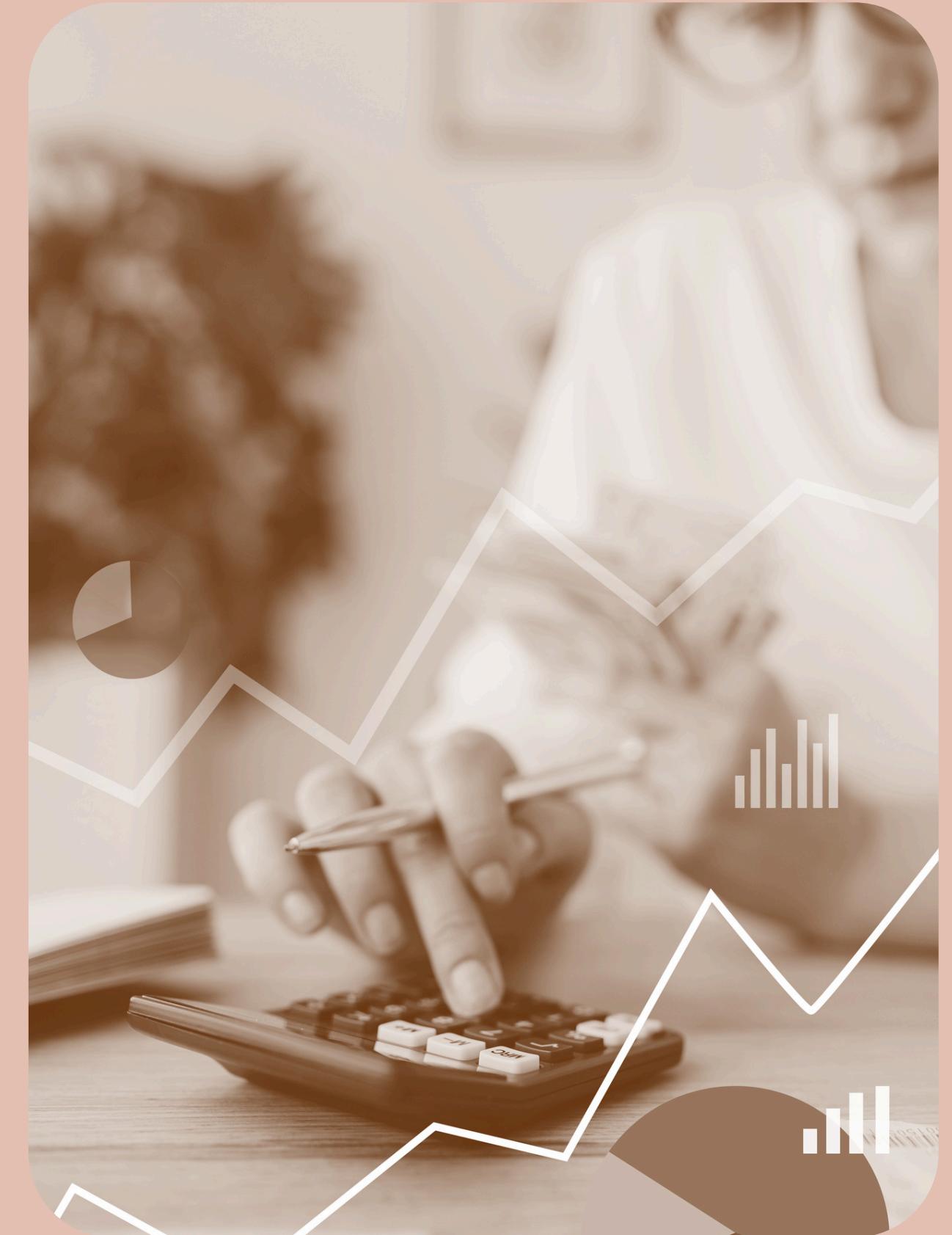
Report on Sales

From Sep 2013 - Des 2014

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Topics

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Background

1. **Sales report from Sep 2013 - Des 2014**
 2. **The report about Sales Products:**
 - a. **Amarilla**
 - b. **Carretera**
 - c. **Montana**
 - d. **Paseo**
 - e. **Velo**
 - f. **VTT**
 3. **The report on sales divide into 5 segments:**
 - a. **Channel Partners**
 - b. **Enterprise**
 - c. **Government**
 - d. **Midmarket**
 - e. **Small Business**
 4. **The report on sales has data about the countries:**
 - a. **Canada**
 - b. **France**
 - c. **Germany**
 - d. **Mexico**
 - e. **United States of America**
- Source data:**
<https://www.kaggle.com/datasets/atharya25/financials>

Problem

How to reduce the profit minus at segment enterprise from -3,64% to 1,36% in 12 months?

Why increase sales by 5% in 12 months?

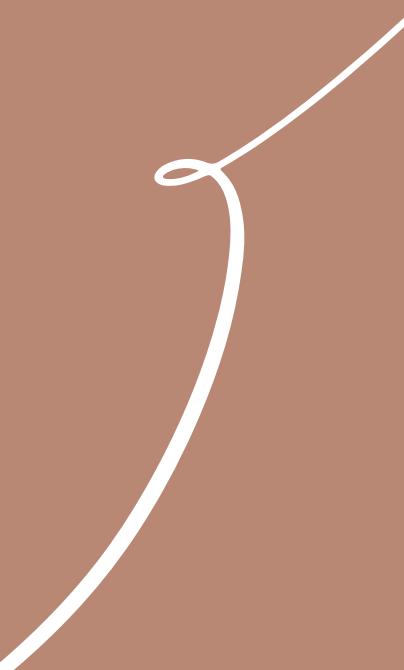
For a large company, the sales growth rate is 5–10%.

Objective

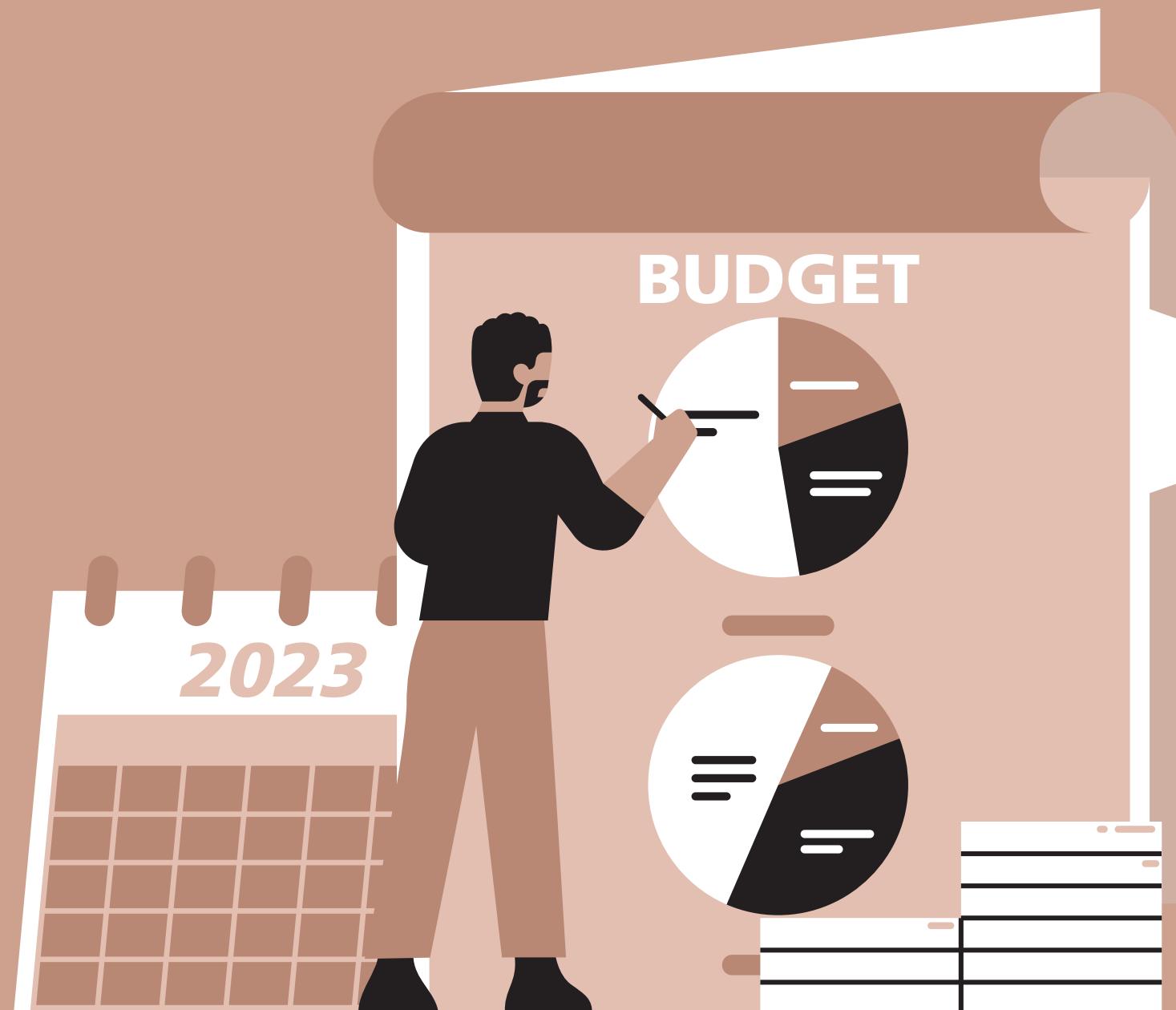
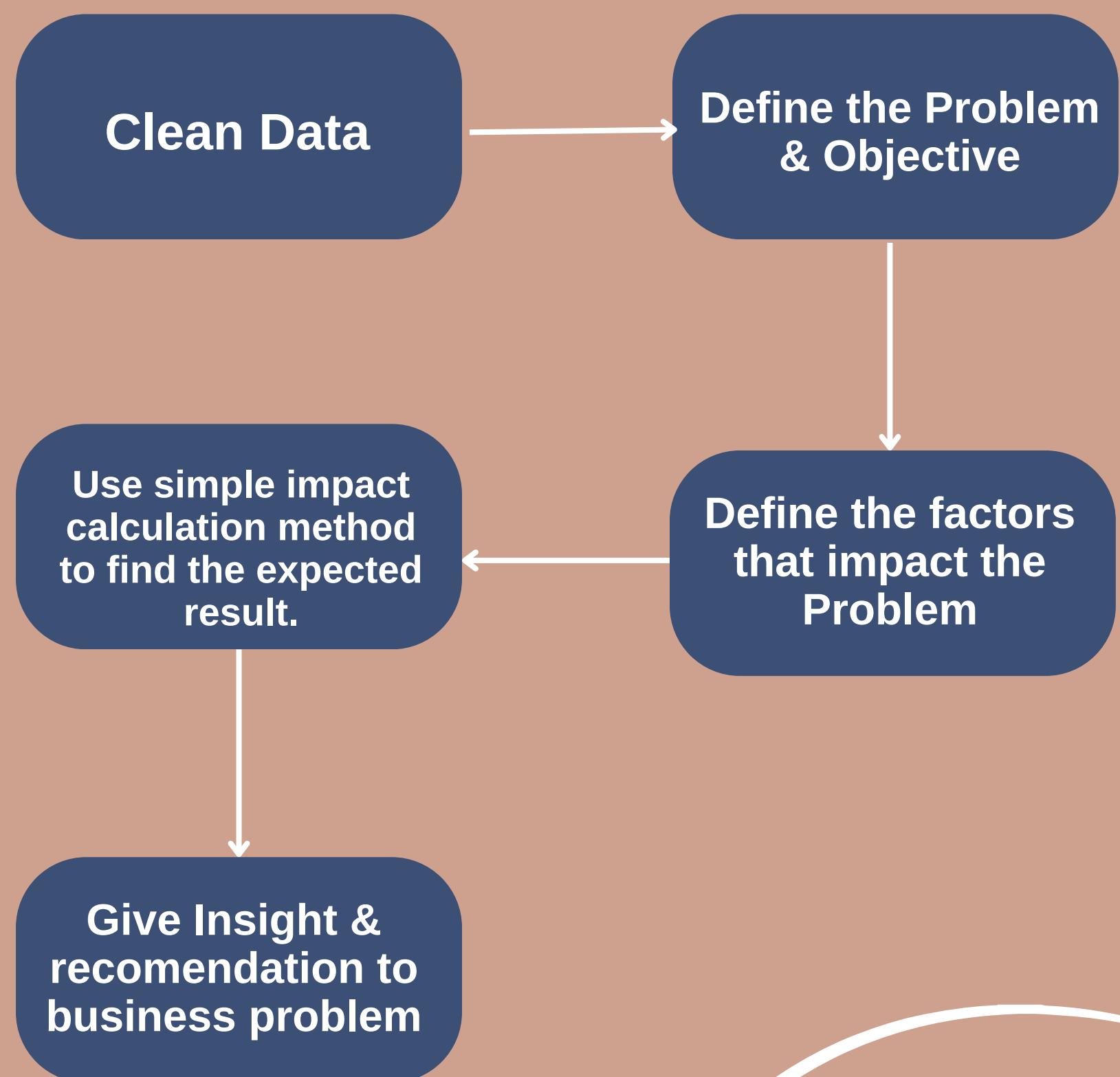
To reduce the profit minus at segment enterprise from -3,64% to 1,36% in 12 months.

Source:

<https://www.leadsquared.com/learn/sales/sales-growth/>



Methodology



Action Priority

Avg Profit		
C3 2013	969,616.13	
C1 2014	890,606.88	
C2 2014	1,004,331.50	
C3 2014	1,358,871.07	40.15%
Year	AVERAGE of Profit	
2013	22,162.65	
2014	25,029.30	11.45%
Grand Total	24,307.49	

From the data, we know that profit increased from 2013 to 2014.



Action Priority

The problem is that the profit of the segment enterprise from 2013 to 2014 was always negative.

The factors that impact it are:

- The COGS is high.
- The user buys a product using a discount.
- Sales are below COGS.

<i>SUM of Profit</i>		<i>Segment</i>
<i>Year</i>	<i>Product</i>	<i>Enterprise</i>
-	2013 Amarilla	-12,013.75
	Carretera	-84,305.00
	Montana	-26,150.00
	Paseo	6,505.00
	Velo	-37,176.25
	VTT	-40,617.50
2013 Total		-193,757.50
-	2014 Amarilla	-83,138.75
	Carretera	-138,406.87
	Montana	-4,946.25
	Paseo	-88,245.00
	Velo	-47,586.25
	VTT	-58,465.00
2014 Total		-420,788.12
Grand Total		-614,545.62

Data Review

Profit Segment Enterprise : -3,64% --> 1,36% (expected, increase 5%)

Increase Sales and Decrease COGS

Calculation	Current	Expected
Profit	-3,64%	1,37%
Sales	16.52%	25,30%
COGS	19,86%	14,86%
Manufacturing Price	14,07%	9,07%

Profit = Sales - COGS

The price of manufacturing is one of the factors that impacts COGS.

Recommendation

- Increase sales segment Enterprise with the right promotions for Montana product in Canada.
- Decrease COGS by 5% with a decrease in manufacturing prices, etc. Other factors, such as raw materials, labor, etc.



Conclusion

Sales and profit have already increased from 2013 to 2014; however, after analyzing the sales data, a hidden problem has been found. Although the profit of the enterprise segment rose from -5.00% to -3.23%, profits were consistently negative between 2013 and 2014. If we focus more on the enterprise segment and investigate the root issues, we can increase profits in 2015.



Thank you