



# Sales Dashboard for Sportsphere GmbH

RESET

2022

2023

Sales  
€ 1.27M



Orders  
2155



Quantity Ordered  
51317



Unshipped Units  
1198



Products  
77



Customers  
91



Employees  
9



  
new balance

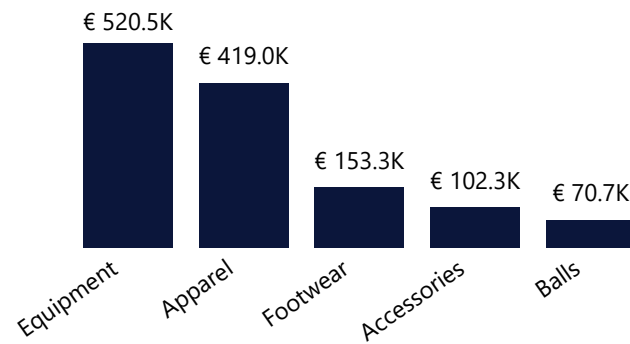
  
UNDER ARMOUR

  
adidas

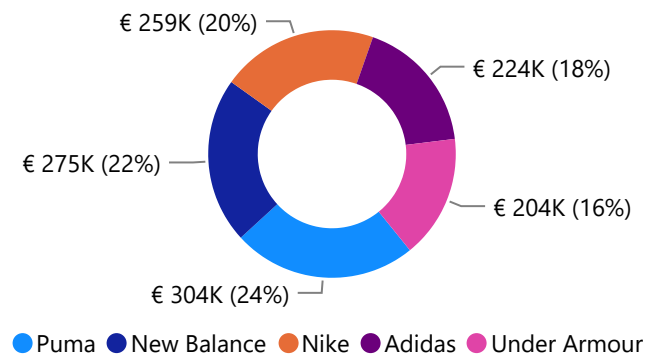
  
NIKE

  
PUMA

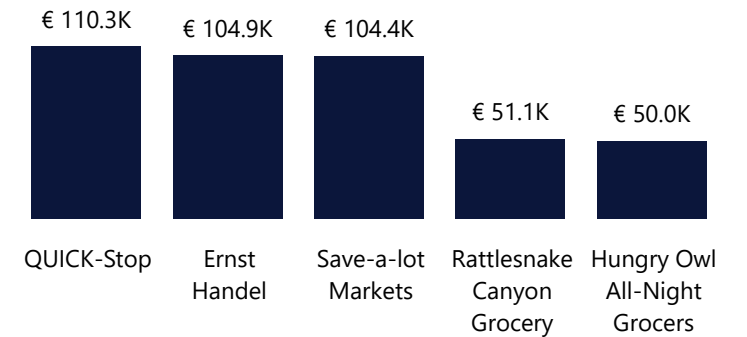
Sales by Product Categories



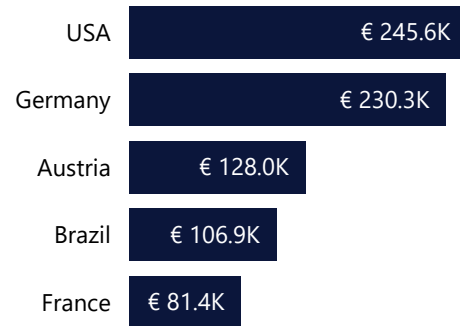
Sales by Sports Brand



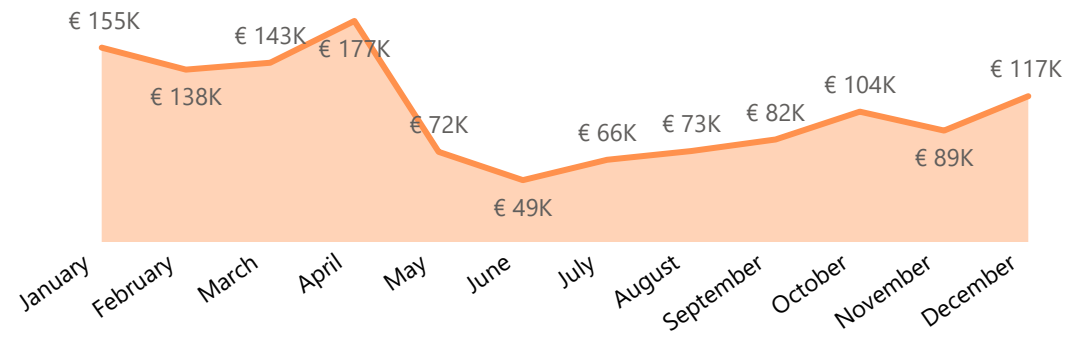
Top 5 Customers by Sales



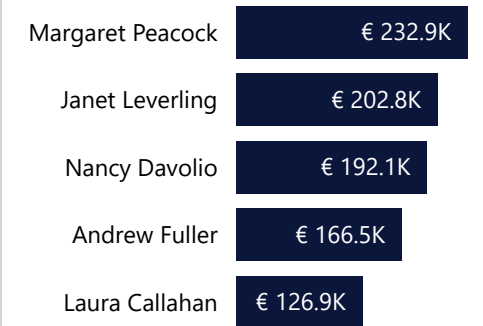
Top 5 Locations by Sales



Monthly Sales Trend



Top 5 Employees by Sales



Overview

Time Analysis

Products

Stakeholders

Key Notes



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Average Lead Time (Days)

9



Maximum Lead Time (Days)

42



Earliest Order Date

01 January 2022



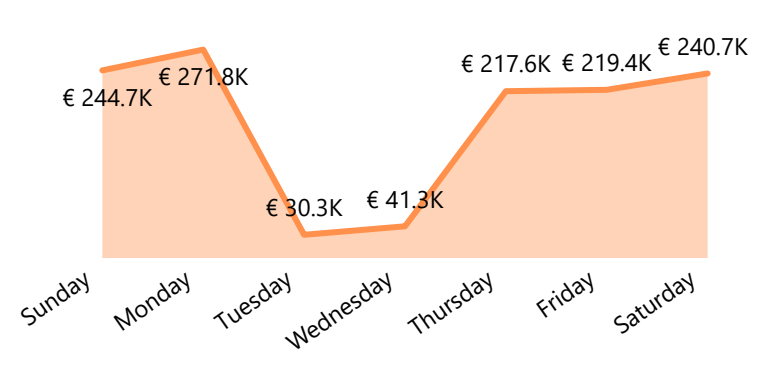
Latest Order Date

31 December 2023

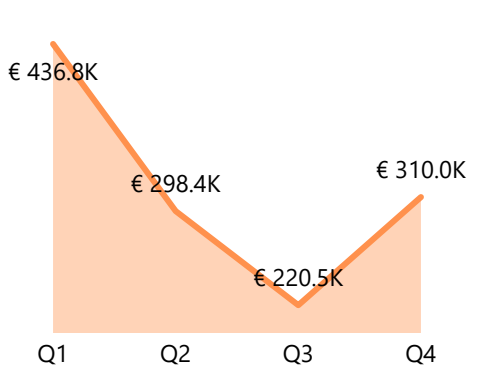


Year	Month	Orders	Units Ordered	Sales	% MoM Variance
2022	January	85	2401	€ 61,258.07	
2022	February	79	2132	€ 38,483.64	-37.18% ↓
2022	March	77	1770	€ 38,547.22	0.17% ↑
2022	April	81	1912	€ 53,032.95	37.58% ↑
2022	May	96	2164	€ 53,781.29	1.41% ↑
2022	June	76	1635	€ 36,362.80	-32.39% ↓
2022	July	77	2054	€ 51,020.86	40.31% ↑
2022	August	84	1861	€ 47,287.67	-7.32% ↓
2022	September	95	2343	€ 55,629.24	17.64% ↑
2022	October	106	2679	€ 66,749.23	19.99% ↑
2022	November	89	1856	€ 43,533.81	-34.78% ↓
2022	December	114	2682	€ 71,398.43	64.01% ↑
2023	January	152	3466	€ 94,222.11	31.97% ↑
2023	February	122	3115	€ 99,415.29	5.51% ↑
2023	March	178	4065	€ 104,854.16	5.47% ↑
2023	April	180	4680	€ 123,798.68	18.07% ↑
2023	May	59	921	€ 18,333.63	-85.19% ↓
2023	June	26	578	€ 13,117.68	-28.45% ↓
2023	July	33	884	€ 14,744.22	12.40% ↑
2023	August	69	1322	€ 25,485.28	72.85% ↑
2023	September	57	1124	€ 26,381.40	3.52% ↑
2023	October	73	1738	€ 37,515.73	42.21% ↑
2023	November	66	1735	€ 45,600.05	21.55% ↑
2023	December	81	2200	€ 45,239.63	-0.79% ↓

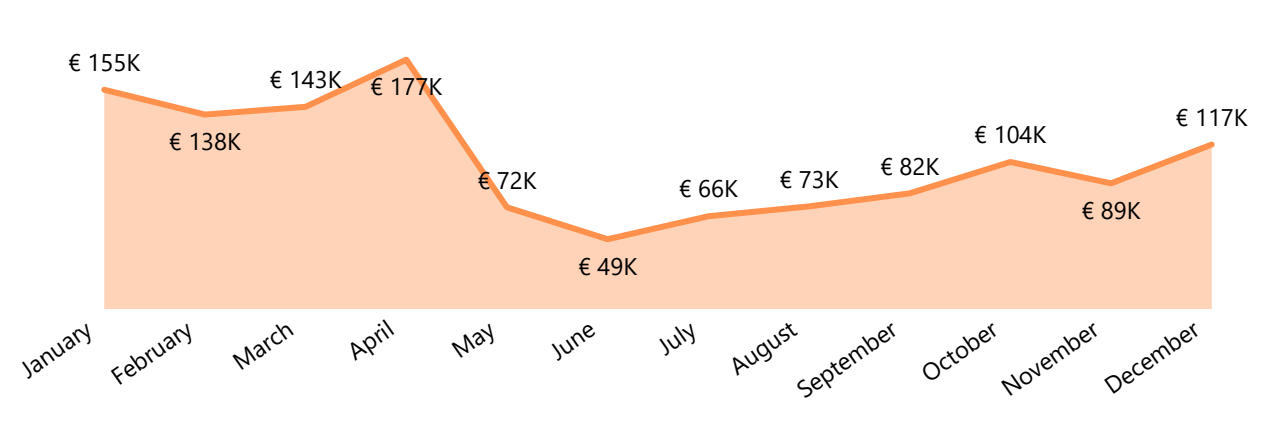
Daily Sales Trend



Quarterly Sales Trend



Monthly Sales Trend



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2022

2023

Products

77

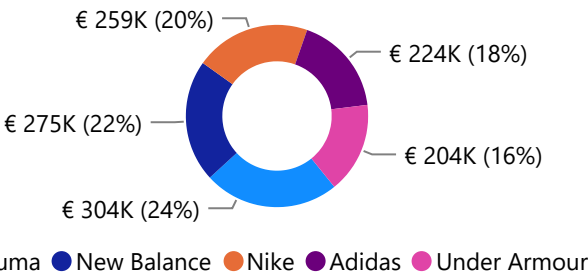


Quantity Ordered

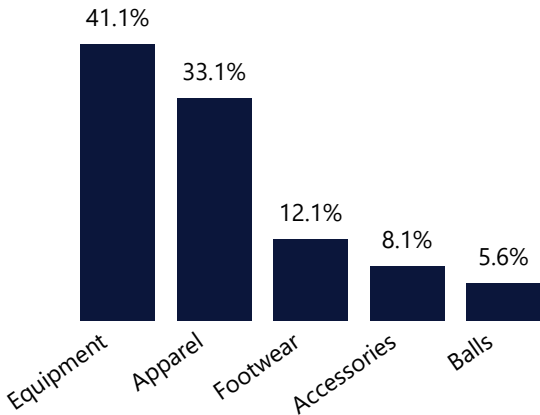
51317



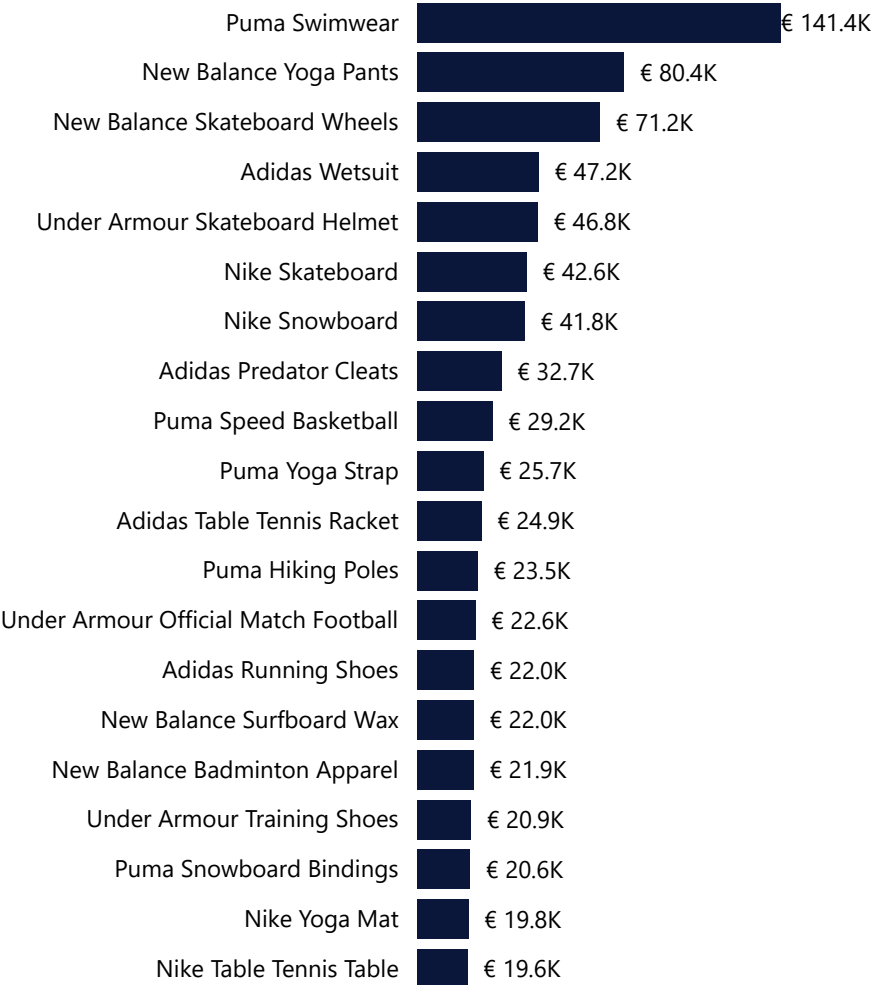
Sales by Sports Brand



% Distribution of Sales by Product Category



Top 20 Products by Sales



Category	Units Ordered	2022 Sales	2023 Sales	% YoY	Discount Cost	Total Shipping Cost
Equipment	21635	€ 271,561.15	€ 248,935.73	-8.33% ↓	€ 32,980.72	€ 86,863.32
Apparel	12461	€ 182,351.86	€ 236,626.66	29.76% ↑	€ 32,835.42	€ 56,756.46
Footwear	7977	€ 76,362.48	€ 76,967.10	0.79% ↑	€ 10,883.88	€ 27,664.28
Accessories	6360	€ 51,768.17	€ 50,520.84	-2.41% ↓	€ 7,045.79	€ 24,113.70
Balls	2884	€ 35,041.55	€ 35,657.51	1.76% ↑	€ 4,919.74	€ 11,908.34

Brand	Units Ordered	2022 Sales	2023 Sales	% YoY	Discount Cost	Shipping Cost
Nike	13522	€ 145,854.14	€ 113,544.10	-22.15% ↓	€ 19,494.61	€ 50,618.10
Under Armour	10331	€ 95,109.60	€ 108,884.13	14.48% ↑	€ 14,587.21	€ 41,633.86
New Balance	9968	€ 135,286.06	€ 139,257.74	2.94% ↑	€ 22,169.10	€ 39,712.08
Adidas	9257	€ 112,202.63	€ 111,599.58	-0.54% ↓	€ 12,948.60	€ 37,845.27
Puma	8239	€ 128,632.78	€ 175,422.29	36.37% ↑	€ 19,466.03	€ 37,496.79

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2022

2023

Customers  
91



Employees  
9



Shippers  
3



**B**  
new balance



**adidas**



## Top 10 Employees by Sales

Margaret Peacock	€ 232.9K
Janet Leverling	€ 202.8K
Nancy Davolio	€ 192.1K
Andrew Fuller	€ 166.5K
Laura Callahan	€ 126.9K
Robert King	€ 124.6K
Anne Dodsworth	€ 77.3K
Michael Suyama	€ 73.9K
Steven Buchanan	€ 68.8K

## Shipping Cost per Unit & Percentage of Shipped Units

United Package	38.3%	€ 4.8
Federal Shipping	30.3%	€ 4.2
Speedy Express	31.4%	€ 3.3

● Shipping Cost per Unit ● % Shipped Units

## % Distribution of Sales by Employee Job Titles



● Sales Representative ● Sales Manager ● Vice President Sales

## Top 10 Customers by Discount Given

Save-a-lot Markets	€ 11,311.4
Ernst Handel	€ 8,361.7
Hungry Owl All-Night Grocers	€ 7,337.5
QUICK-Stop	€ 7,206.1
Queen Cozinha	€ 4,508.6
Mère Paillarde	€ 3,331.7
Piccolo und mehr	€ 3,131.1
Folk och fä HB	€ 2,988.0
Frankenversand	€ 2,066.2
Berglunds snabbköp	€ 2,040.6

## Shipping Cost by Shippers

United Package	€ 91.6K
Federal Shipping	€ 63.4K
Speedy Express	€ 52.3K

## Top 10 Customers by Sales

QUICK-Stop	€ 110.3K
Ernst Handel	€ 104.9K
Save-a-lot Markets	€ 104.4K
Rattlesnake Canyon Grocery	€ 51.1K
Hungry Owl All-Night Grocers	€ 50.0K
Hanari Carnes	€ 32.8K
Königlich Essen	€ 30.9K
Folk och fä HB	€ 29.6K
Mère Paillarde	€ 28.9K
White Clover Markets	€ 27.4K

## Top 10 Locations by Sales

USA	€ 245.6K
Germany	€ 230.3K
Austria	€ 128.0K
Brazil	€ 106.9K
France	€ 81.4K
UK	€ 59.0K
Venezuela	€ 56.8K
Sweden	€ 54.5K
Canada	€ 50.2K
Ireland	€ 50.0K

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## Strategies to drive more sales in the coming year

- **Procuring high-sales product categories:** For the product categories, the analysis shows that most sales (over 78%) were generated from Equipment and Apparel, it is recommended that in subsequent procurement of goods for the store, more funds should be channeled towards purchasing more inventory for this category as they generate more sales for the company.
- **Reducing Lead Time:** The Time Analysis shows that the average time between when an order is placed and shipped (Average Lead Time) is 9 days while the Maximum Lead Time is 42 days. To improve customer retention and satisfaction, it is recommended that the company devise strategic means to reduce its lead times. Some strategies include the automation of repetitive tasks like assembling and packaging, implementing a robust inventory management system, and practising "Cross-Docking" for high-demand goods where items are shipped directly from the suppliers to the customers.
- **Strategic Discounting:** An observation of the Time Analysis with respect to the discounts revealed that the company incurred more discount costs in January, April, and December which translated to high sales in these months except for December which was slight lower than sales in January and April. For subsequent discounts, I recommend that the company targets months like June, July and August which had very low sales. These are months with little or no major sports activities ongoing and giving discounts could spur customers' interest. Discounts can also be given on specific days like Tuesday and Wednesday which recorded major decline in sales compared to other days.
- **Procuring brands with high growth rate:** The YoY analysis on sales across the 5 sports brands revealed that the two major giants in the global sports market - Nike and Adidas showed a drop in sales from 2022 to 2023, while brands like Puma, Under Armour, and New Balance generated more in sales in 2023 than the previous year. This indicates that while the company targets product categories with more sales, there is a need to procure more inventory from brands showing a good growth potential in sales.
- **Rewards for Top Performing Stakeholders:** Loyalty programs can be set up for top performing customers by sales where they enjoy discounts, specialized offers, or referral bonuses. This would greatly improve customer retention and satisfaction which translates to more sales. Top performing employees can also be rewarded with incentives or promotions, as a way of appreciation, and a means of driving motivation across all employees.
- **Adjusting Shipping Costs:** The shipping cost per unit reveals that all shippers had varying costs with close values in their percentage of shipped orders. I recommended that the shipping costs for the 3 shippers be looked into for possible adjustment to have the shipping cost per unit within a close range. Cost-benefit analysis can also be carried out on the shippers to ascertain if alternative shippers can be onboarded or there is a need for continuity with the current shippers.