FREEZY

Analysis of 2022 sales data

**Introduction**:

**Objective:**

This analysis is based on the stores' performance and how the performance can be improved to increase product sales, reduce the cost of services, and improve revenue. this report also captured excessive expenses on variable costs and other administrative expenses.

**Key takeaway:**

1. Stores should have deals as part of their offers. This will help push products with low performance
2. Partner with e-commerce for sales. They also have publicity in place that will also promote our sales.
3. Ensure that the number of bank transactions are reduced and promote the use of platforms with no or low bank charges.

**Analysis:**

(1) Three out of seven of the stores are performing above the targeted turnover while four of the stores are performing below the targeted turnover. This makes the store 7 the best-performing store.

The stores should utilize the excess advertisement budget to improve the store publicity.

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(2) With the data presented, store 7 is not just the best performing product when we compare the actual turnover to the budget turnover but also the most profiting store with a profit percentage of 26.57% and store 5 is the least profiting store.

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(3) The stores are currently incurring excess bank charges except for store 7 which has a relatively low increase in the actual bank charges when compared to its budgeted bank charges.

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(4) All the stores are recording higher costs of repair and maintenance; these require the need for detailed training and standard operating procedure for all the instruments. The stores might want to look into:

* Insuring the instrument as an option: this will require how fragile is the equipment and the cost of insuring the equipment then compare it to the previous cost of repair and maintenance.
* Signing a contract with a company that can maintain and repair the equipment. This action will convert the cost from variable cost to fixed cost.
* Develop a policy that will include writing a detailed incident report when the instrument requires repair, this report will include who was using the instrument when it develop the fault. The manager will keep track of this form and it will be considered in the operator's KPI.

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**Recommendation:**

1. The stores should consider “DEALS MENU”. This will involve mixing top-selling products and low-performing products in deals.
2. All stores should appoint an operator that will operate assigned equipment. This operator shall be trained on the proper usage of the equipment.
3. The administrative department should find possible means to reduce the number of transactions so as to reduce the cost of bank charges.
4. The stores should partner with e-commerces stores for sales of products.