**Case Study: Retail Performance Analysis – 2023 to Q2 2024**

**Client Overview**

A leading multi-category retail company dealing in groceries, toiletries, household items, electronics, and more. The organization operates across several store locations, focusing on optimizing product performance, promotions, and customer engagement.

**Objective**

To analyze sales and quantity performance across time, products, and locations to:

* Identify top-performing categories and products.
* Evaluate the effectiveness of promotions.
* Provide actionable insights on store-level performance.
* Forecast and improve decision-making for the remainder of 2024.

**1. Revenue Trends Analysis**

**Key Findings:**

* **March 2023** recorded a significant **spike in revenue**, indicating seasonal or campaign-based uplift.
* A **steady revenue increase** was observed across **Q3 and Q4 2023**.
* **March 2024** also repeated a strong revenue trend, confirming seasonal demand consistency.

**Insight:**

These trends suggest that campaigns or consumer behavior around March and the latter half of the year drive sales growth. These periods should be leveraged for future promotional and stock strategies.

**2. Product Performance**

**2023 Top Products:**

* **Lipton Tea**
* **Samsung Microwave**
* **Harpic Toilet Cleaner**
* **Viva Sponge**
* **Indomie Noodles Pack**

**2024 (First 6 Months) Top Products:**

* **Lipton Tea**
* **Samsung Microwave**
* **Harpic Toilet Cleaner**
* **Viva Sponge**
* **Indomie Noodles Pack**

**Special Observation:**

* **Samsung Microwave** ,**Indomie Noodles Pack**, **Nivea Body Lotion** recorded high revenue despite **low quantity sold**, indicating strong margins or premium pricing.

**Recommendation:** Focus marketing efforts on premium products with high value per unit. Consider bundle offers or customer loyalty incentives for high-margin items.

**3. Store Location Performance**

**2023:**

* **Highest Revenue:** Dugbe — **$253,623**
* **Lowest Revenue:** GRA — **$223,018**

**2024 (Q1–Q2):**

* **Highest Revenue:** Ikeja — **$128,768**
* **Lowest Revenue:** GRA — **$112,048**

**Insight:** GRA has consistently underperformed. This calls for a **deep dive** into local market dynamics, customer demographics, or operational bottlenecks.

**4. Category Performance**

**Top 3 Revenue Categories:**

1. **Toiletries** — $373,802
2. **Household Items**
3. **Beverages**

**Notable Mention:** **Groceries** achieved $353,095 in revenue, showing strong consumer reliance on daily needs and staples.

**5. Quantity Sold Analysis**

**2023:**

* **March:** Highest quantity sold month.
* **June:** Lowest performing month.
* **Q3-**Q4**:** Incline in Quantity Sold
* **Top Store:** Dugbe
* **Lowest Store:** GRA

**2024 (YTD):**

* **Top Store (Quantity):** Ikeja
* **Lowest Store (Quantity):** GRA — only **2,172 units**

**Recommendation:** Use seasonality trends to forecast demand and optimize stock levels. GRA requires a quantity uplift plan—e.g., localized pricing or more aggressive promotions.

**6. Promotional Effectiveness**

**Revenue from Promotions:**

* **2023:** $611,447 (higher than non-promoted)
* **2024 YTD:** $306,544

**Growth Rate from Promotions:**

* **6% increase** in quantity sold due to promotions.

**Statistical Test:**

* A **T-test** showed **no significant difference** between promo vs. non-promo quantity sold, suggesting **limited effectiveness** of generic promotions.

**Recommendation:** Refine the promotional strategy using **personalized offers**, **product-level insights**, and **A/B testing** to maximize impact.

**7. Strategic Recommendations**

* **Store Strategy:** Reevaluate GRA operations. Improve customer engagement and optimize product mix.
* **Product Focus:** Highlight and upsell premium, high-margin items with bundled offers.
* **Promotion Tactics:** Shift from broad promotions to **data-driven, targeted campaigns**.
* **Forecast Planning:** Prioritize Q3 and Q4 stock and campaign planning based on seasonal trends.
* **Performance Monitoring:** Implement real-time dashboards for location and product-level tracking.

**Conclusion**

The data reveals consistent seasonal behavior, high-performing premium products, and underperforming store locations like GRA. Promotions show potential but require fine-tuning. These insights form a solid foundation for **data-driven retail strategy** to boost revenue and efficiency through 2024 and beyond.