**Case Study: Sales Performance and Strategic Insights**

**Background**

A detailed analysis was conducted on sales performance across various product categories, regions, customer age groups, and payment methods. The objective was to identify key trends, strengths, and areas for improvement to optimize revenue and profitability.

**Challenges**

1. **Regional Sales Disparities** – The North Region reported lower sales compared to other regions.
2. **Underutilization of Online Payments** – Online transactions accounted for only 9% of total sales.
3. **Uneven Product Performance** – Some products exhibited seasonal spikes, while others underperformed.
4. **Age-Based Customer Engagement** – The 60+ age group contributed the least to sales.
5. **Peak Sales Period Management** – Demand spikes on Sundays during p.m. hours required better resource allocation.

**Findings & Insights**

**1. Sales Performance Across Categories and Products**

* **Home & Kitchen** recorded the highest sales at **$534,741**, followed by **Clothing** at **$450,481**.
* Among individual products, **Jeans** led with **$522,251** in total sales, followed by the **Smartphone** at **$463,376**.

**2. Regional Sales Distribution**

* The **Central Region** had the highest sales at **$510,792**.
* The **North Region** had the lowest sales at **$484,263**.

**3. Sales Trends by Day and Time**

* The highest sales were recorded on **Sunday during the p.m. period**.

**4. Customer Age Group Contribution**

* The **26–35 age group** accounted for **31%** of total sales.
* The **60+ age group** contributed only **9%**.

**5. Sales by Payment Method**

* **Credit card payments** made up **41%** of total sales.
* **Online payments** had the lowest share at **9%**.

**6. Monthly Sales and Product Performance**

* **January:** **Blender** had the highest unit sales (**837**) and revenue (**$205,036**).
* **February:** **Jeans** led in units (**760**), while **jeans** generated the highest revenue (**$200,735**).
* **March:** **Jeans** continued to lead in units (**671**), but **Milk** had the highest revenue (**$165,851**).

**7. Profitability Analysis**

* **Shampoo** had the highest **profit margin** at **35.33%**.

**Strategic Recommendations**

1. **Expand High-Performing Categories and Products** – Increase stock and marketing for Home & Kitchen, Jeans, and high-margin products like Shampoo.
2. **Low Performing Products** -- Analyze why the product is underperforming and adjust its positioning while implementing strategic pricing and promotions to boost demand. If the product consistently underperforms, consider phasing it out and focusing on high-performing alternatives.
3. **Regional Growth Strategies** – Implement localized campaigns, targeted marketing campaigns to boost sales in the North Region.
4. **Leverage Peak Sales Timing** – Optimize promotions for Sunday p.m. peak periods.
5. **Refine Customer Segmentation Strategies** – Strengthen engagement with the 26–35 age group and improve outreach to the 60+ demographic.
6. **Encourage Digital Payments** – Implement incentives to boost online payment adoption.
7. **Optimize Monthly Sales Trends** – Develop data-driven strategies to capitalize on product seasonality.

**Conclusion**

By addressing key challenges and leveraging these insights, the company can optimize sales performance, increase profitability, and improve customer engagement across various segments. Data-driven decision-making will play a crucial role in sustaining long-term growth and market competitiveness.