

ANNUAL SALES REPORT

2020 - 2022

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INTRODUCTION

Through the following sales report, I intend to cover the most important details and insights in the period from 2020 to 2022 to determine the sales performance of different products in different regions, which aims to offer a detailed analysis of the business performance of the analyzed data set during this period.

Throughout the report, total sales figures, the performance of the main products, orders by demographic region, as well as a breakdown of turnover by month are presented. This analysis will allow to identify key trends that drove sales and will offer valuable insights for strategic decision making in the future.

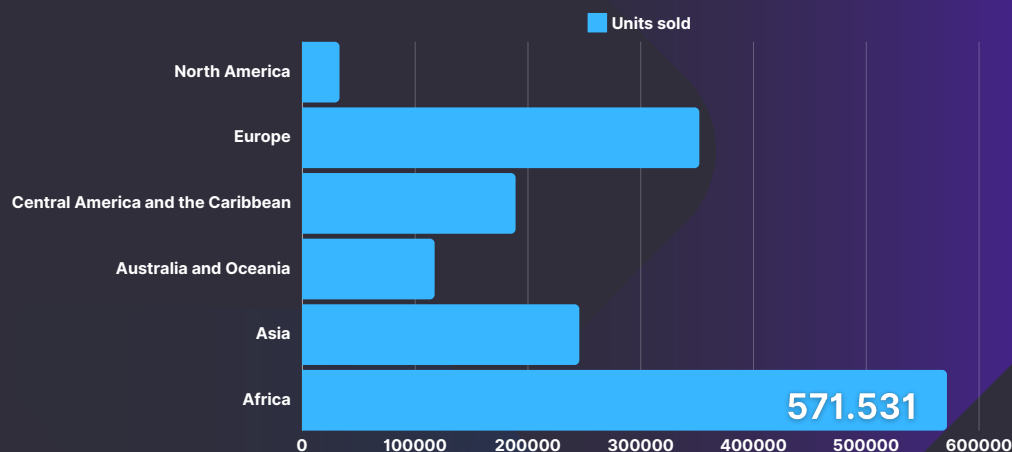
The report also highlights the main sales KPIs such as gross revenue, costs of operations, total sales, average days per order, etc., offering a clear view of the company's performance in the analyzed month.

Based on these results, recommendations will be presented to optimize business strategies in the coming months and maintain a steady sales pace.

EXECUTIVE SUMMARY

By the end of 2020, the accumulated gross profit exceeded 100 million euros, more specifically; **€ 120,209,031** to which it should be noted that online sales represent a significant percentage of this figure (55.15%).

It should be mentioned that the African continent represents the largest sales in terms of units sold by region, namely;



Within this same year, products in the “household” category represented the highest revenues, followed by “cosmetics”, “office supplies”, “baby food” and finally “cereals”, specifically;

- Cereals; € 10,361,574
- Baby food; € 13,661,487
- Office supplies; € 14,837,910
- Household; € 18,514,029
- Cosmetics; €26,849,700

The units sold per product remained at an average of 125,681, with the minimum recorded being 100,428 up to a maximum of 154,424.

An average of 23 days per order was recorded, so this should be an important point to improve in the future to improve sales in general.

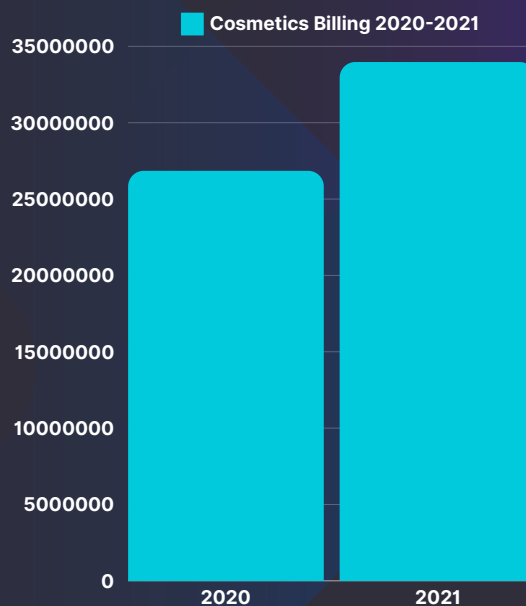
Finally, 50% of orders are in critical or high categories, which may suggest the need to optimize logistics processes to ensure that products are delivered on time.

OVERALL SALES PERFORMANCE

For 2021, the offline sales channel experienced a growth of +8.28% over the previous year, with the African region leading orders by geographic region and units sold by region, namely;

- **Orders by region; 146 (+35.18% over the previous year)**
- **Units sold by region; 756,168 (+32.30% over the previous year)**

Regarding the most profitable products (2021), a greater dominance was observed in “cosmetic” products over the previous year, whose profit obtained is reflected below;



A turnover of **€ 33.97 M** was recorded, which represents an increase of +26.53% compared to the previous year.

On the other hand, the second region with the highest volume of orders, Europe, should not be overlooked. In 2020, Europe represented 23.34% of all units sold, while in 2021, it reached 24.64% (+5.57%).

OVERALL SALES PERFORMANCE

By 2022, we find the African region being the #1 customer, reaching a total of 623,778 units sold, a decrease of -17.50% but which allows it to continue being the customer with the highest transactional volume.

The offline sales channel increased by +5.77% compared to the previous one, in which “baby food” also became the product with the most units sold (187,981).

An average of 25 days per order is still maintained, so shipping logistics should be a point to improve in future operations.

Europe showed a decrease in its commercial volume, but growth was found in other regions;

- **Asia: 17.71% (+19.42%)**
- **Central America and the Caribbean: 11.91% (+45.77%)**
- **Australia and Oceania: 10.21% (+4.61%)**

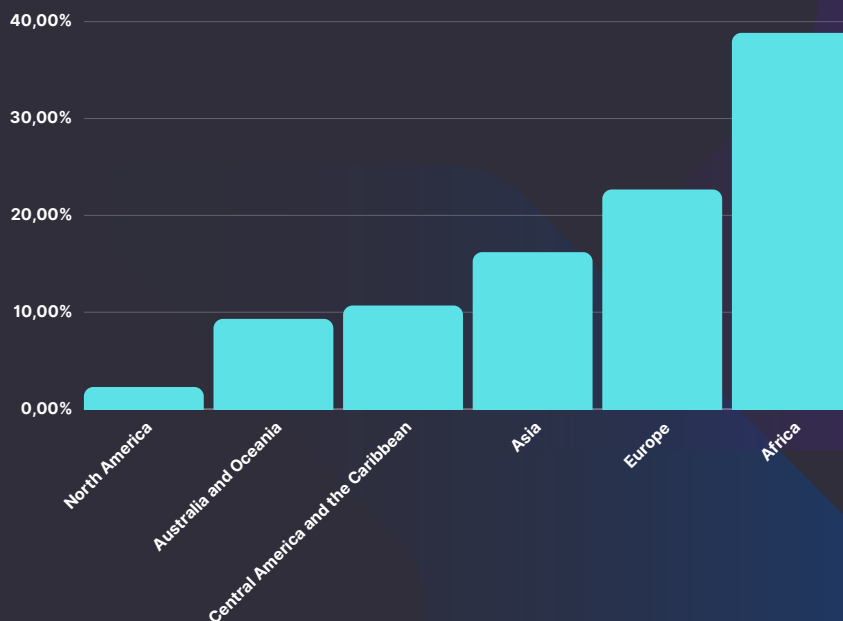
However, Europe continues to be positioned as a second client with high commercial volume, so it is ideal to maintain the monitoring of operations in this region, as well as studying the profitability of other regions to improve the commercial flow.

KEY SALES KPI

The historical sales performance is as follows;

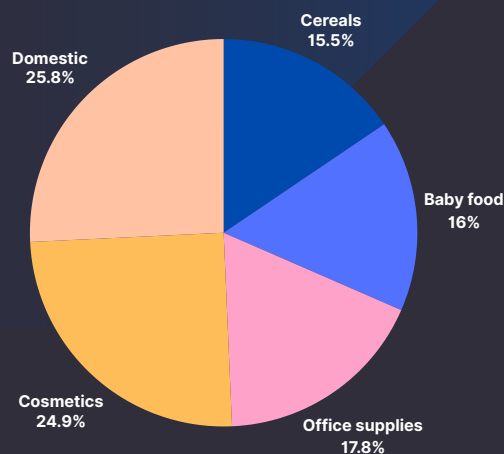
- **Gross profit: € 382,085,379**
- **Operating costs: € 907,076,517**
- **Total sales: € 1,289,101,896**

Orders by geographic region;



Africa, Europe and Asia represent the 3 regions with the largest trade volume.

In turn, the 5 commercial products with the highest capitalization are the following:



These indicators allow you to evaluate not only sales performance, but also the effectiveness of customer acquisition and retention strategies.

CONTACT ME

Do you like my work? We can work together and make your data tell a story about the evolution of your business, identify weak points or find patterns you hadn't noticed before, I'm willing to help you in the process, feel free to contact me on my networks;

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