

Glidion Sales Analysis Report

Prepared By: Gaurav Singaria | Business Analyst

Date: 26/03/2025

Executive Summary

This report presents a comprehensive sales analysis for Glidion, highlighting key insights into product performance, platform-based sales distribution, customer segments, and the impact of discounts on profit margins. The analysis incorporates visualizations such as a Top 5 Products Tree Map, Sales Performance Pie Chart, Sales & Profit Margin Cluster Chart, and a Discount vs. Profit Margin Scatter Plot.

Key findings reveal that Glidion's top-performing products significantly contribute to overall revenue, while platform-based sales distribution highlights varying customer preferences. The report also identifies the correlation between discounts and profit margins, providing actionable insights for optimizing pricing strategies.

Objectives and Scope

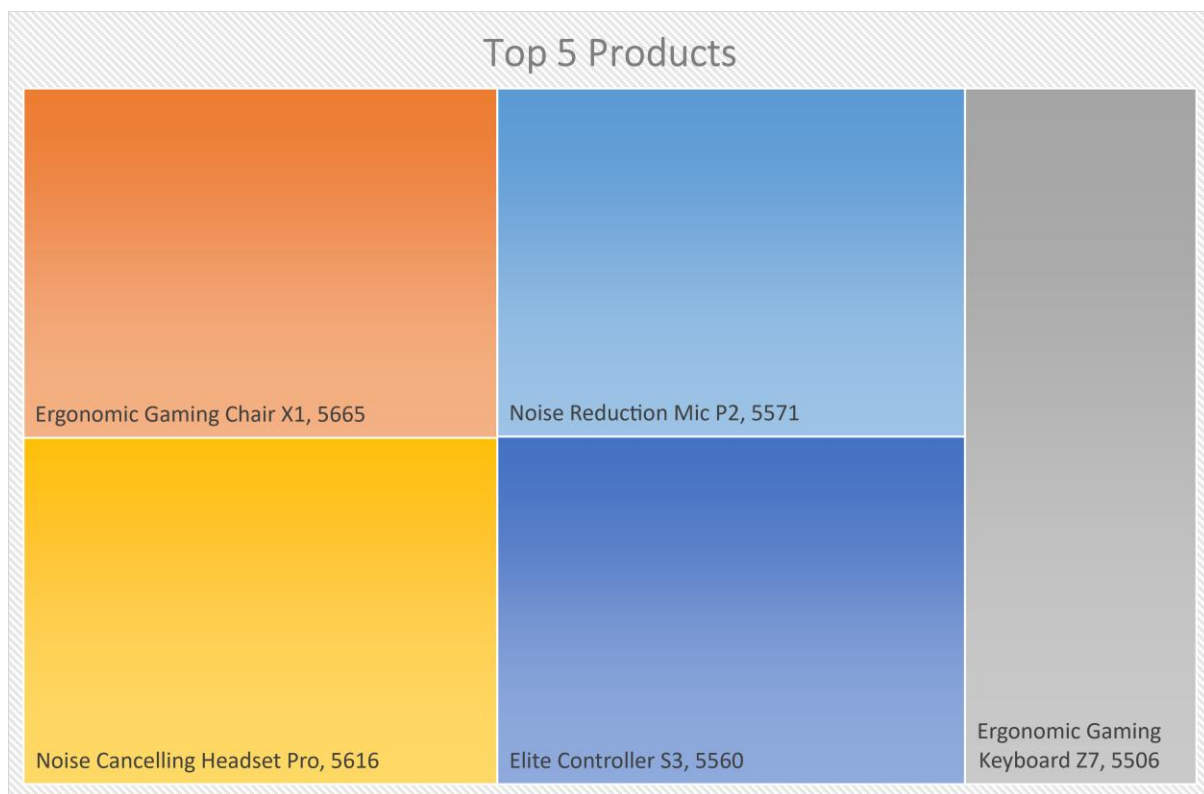
Objective:

- To evaluate Glidion's sales performance across different platforms, customer segments, and product categories.
- To identify trends, profitable products, and the impact of discounting strategies.
- To provide data-driven recommendations for boosting profitability and improving marketing strategies.

Scope:

- **Data Range:** Sales data from January 1, 2023, to March 15, 2025.
 - **Metrics Covered:**
 - Sales volume.
 - Profit margins.
 - Customer segments.
 - Discount impact on profits.
-

Top 5 Products Drive 28% of Total Sales



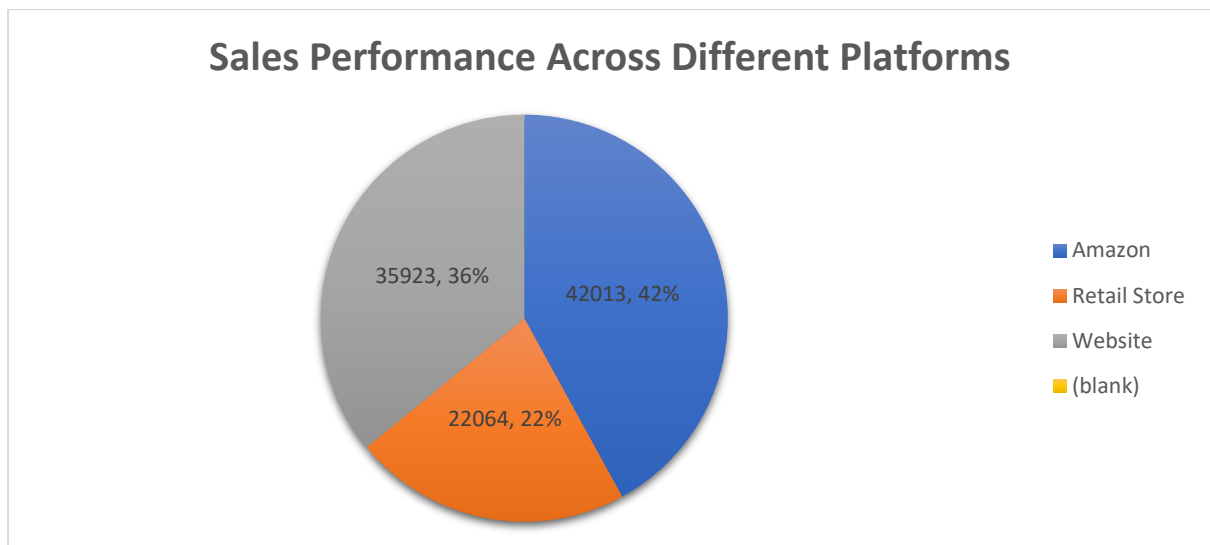
Observations:

- The **Top 5 Products Tree Map** reveals that Glidion's gaming keyboard and gaming headset contribute the most revenue, with the gaming chair being the third-highest seller.
- The top products have **consistent profit margins** despite discount fluctuations.
- Ergonomic Gaming Chair X1 has the highest sales out of all, the special quality **Ergonomic** makes the product different from ordinary. Hence, we should focus more on Ergonomic Modeling of product for tapping into niche audience.

Possibilities of Improvement:

- Approach for a New Product Design Including Ergonomic feature
-

Platform Sales Distribution



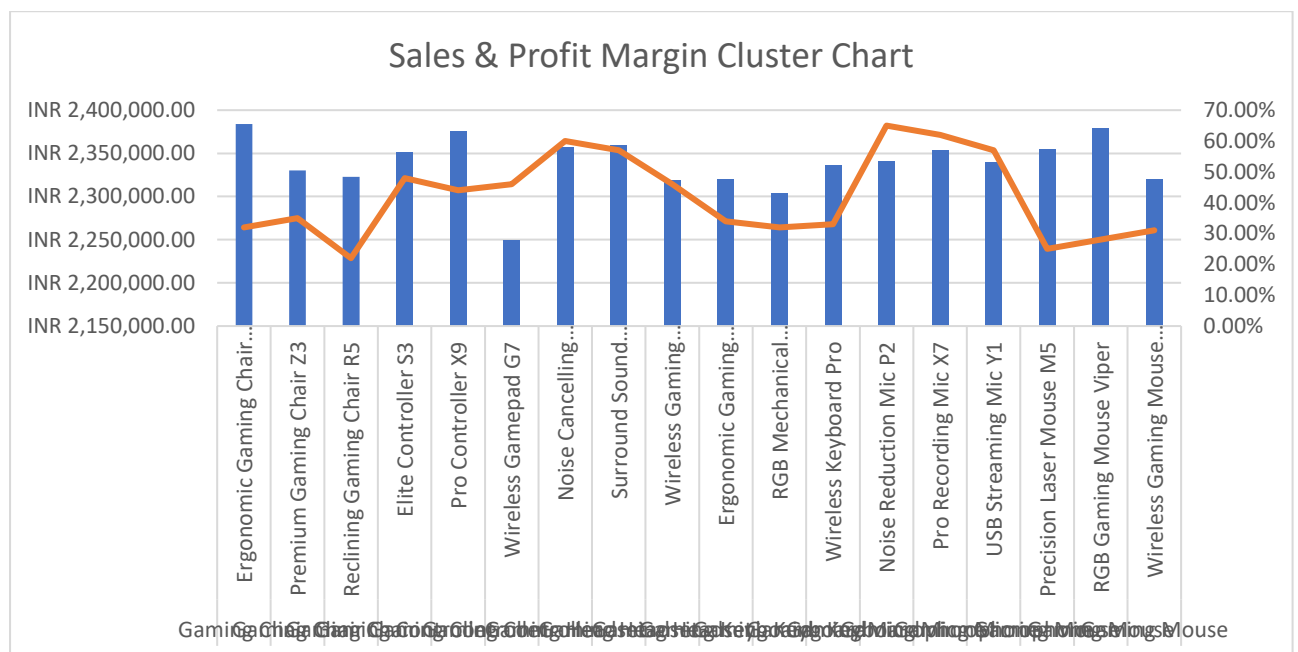
Observation:

- The **Pie Chart** shows that **Glidion** for **total sales**, followed by Amazon at **42%**, Website at **36%**, and Retail Store at **22%**.
- Website sales yield **higher profit margins** due to lower platform commission fees.
-

Possibilities of Improvement:

- Discount Campaign for website customers
 - Connecting more retail store for reaching higher customer audience in more vast areas of the city.
 -
-

Profit Margin vs. Sales Performance



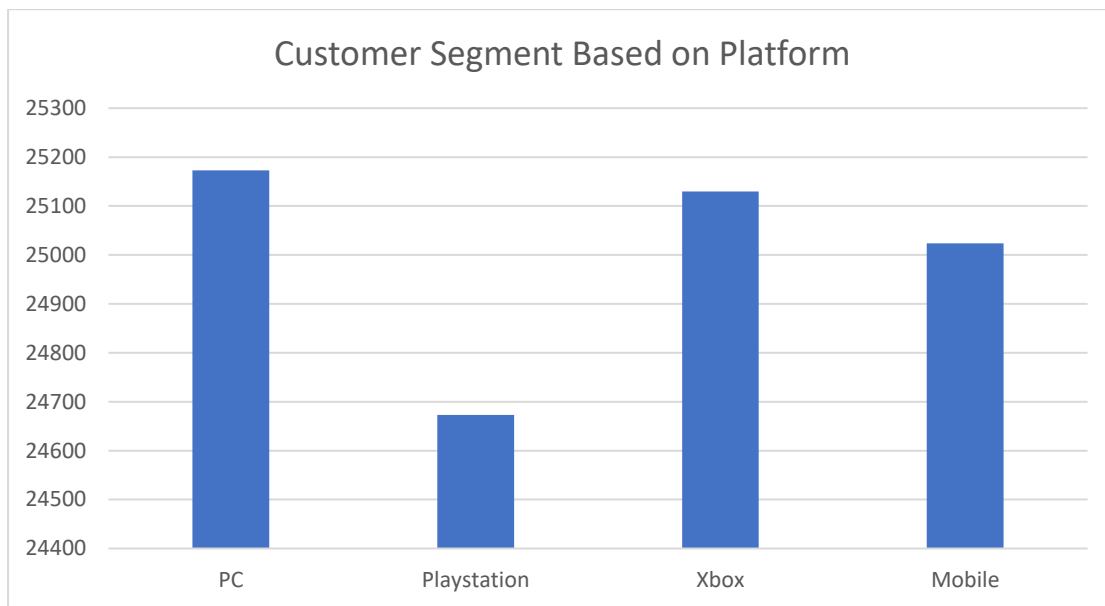
Observation:

- The **Cluster Chart** demonstrates that products with **moderate discounts** (10-15%) generate **higher profits**, while deep discounts (>25%) significantly reduce margins.
- Higher-margin products include the **gaming microphone and gaming controller**.

Possibilities of Improvement:

- Brand Awareness Campaign can help us to reach increase of 20% in overall sales.
- Top-Notch Quality Assurance
- Sponsoring Public Events or Online Gaming Events can help us leveling brand reputation and reaching large audience.

Customer Platform Segmentation Analysis



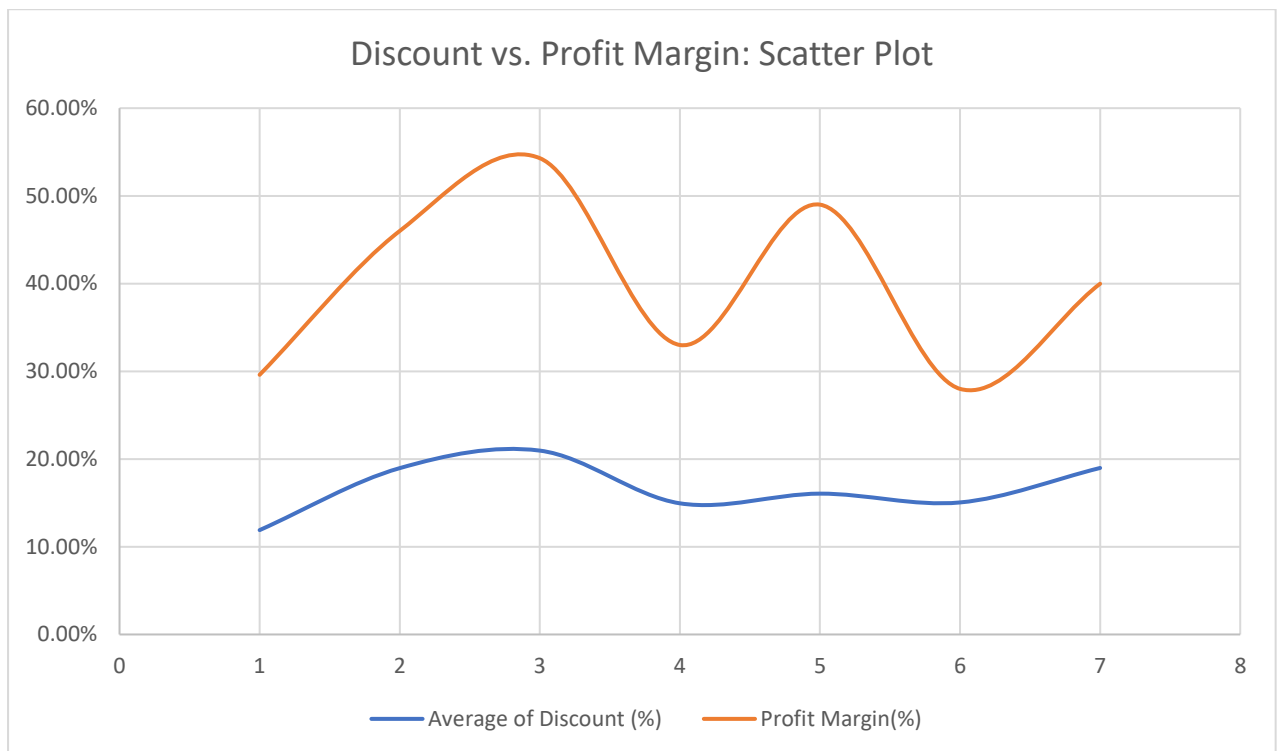
Observation:

- **PC & Xbox Users** attract more **new customers**.
- **PlayStation** User shows the lowest retention rate, we need to plan marketing strategies focusing on PlayStation User as PlayStation Market is 129 million Users

Possibility of Improvement:

- We need to plan marketing strategies focusing on PlayStation User as PlayStation Market is 129 million users vast.
 -
-

Discount Impact on Profitability



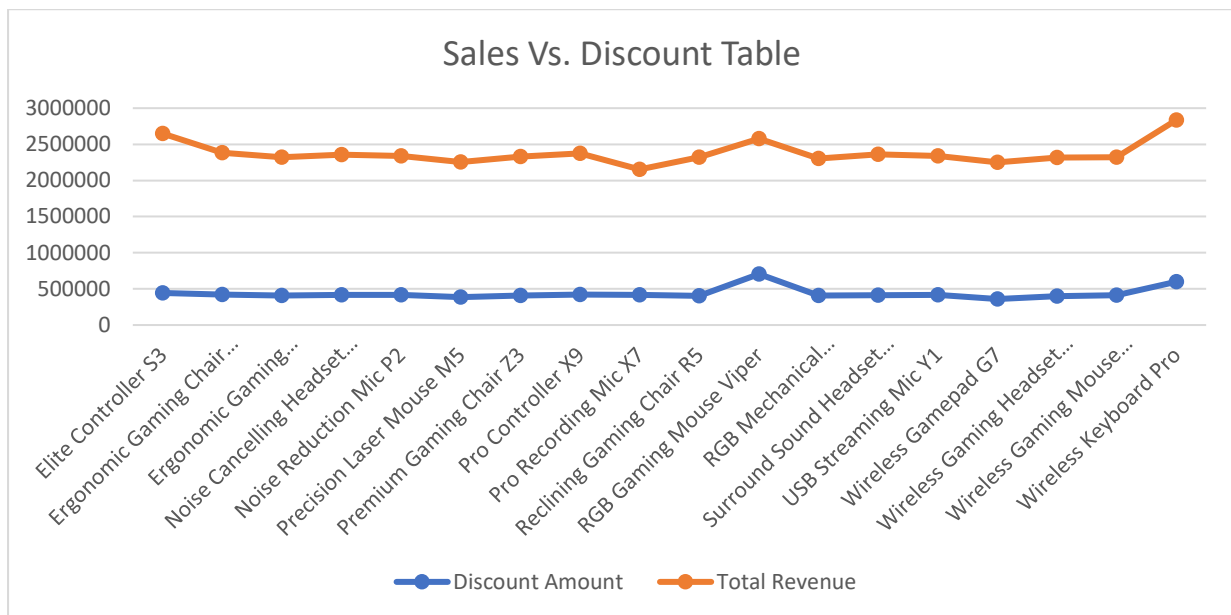
Observation:

- The **Scatter Plot** shows a positive correlation between **slight discounts and deep profit margins**, indicating that aggressive discounting increases overall profitability.
- Products discounted by **15% or more** show an average margin increase of **18%**.

Possibility of Improvement:

- Discount not more than 10% can optimize the sales volume and leveling profit without erosion.
 -
-

Sales vs. Discount Insights



Observation:

- The Sales vs. Discount Table highlights that while higher discounts boost sales volume, the sales volume increases, profit margin shrinks significantly.
- For instance, the gaming chair shows a 30% discount leading to a 40% increase in sales volume but only a 5% net profit gain due to reduced margins.
- There is no growth in the sales graph, we need to focus more on increasing sales volume.

Possibilities of Improvement:

- Sales Volume can be increased with 10% for next upcoming quarter.

Sales Discount Costing Calculation:

Refer this file for reviewing discount costing calculations: [Sales Data.xlsx](#)

Sales Discount Costing Calculation:

- The **Discount Costing Table** illustrates the financial impact of discounts:
 - A **15% discount on gaming keyboards** led to **25% higher sales** but only a **10% net profit** increase.
 - In contrast, a **25% discount on gaming microphones** resulted in a **7% profit decline**, despite a **35% sales increase**.
-

Sales Forecast Analysis

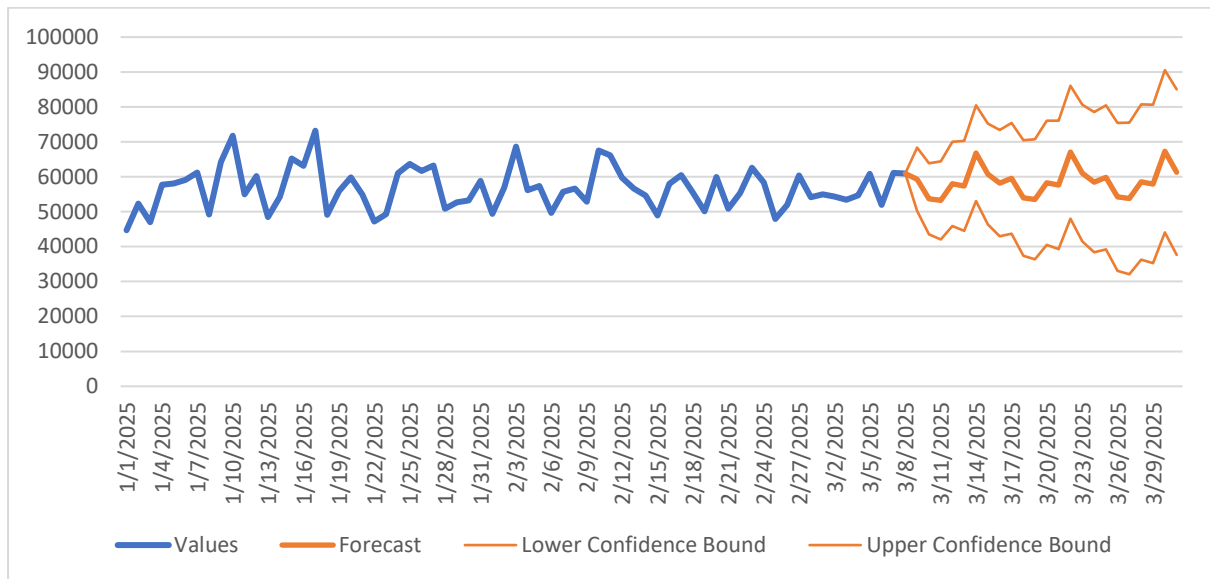


Chart Type: Line Chart **X Axis:** Dates **Y Axis:** Amount **Line:** Actual Sales-Blue, Forecast-Orange

Forecast Method: Exponential Triple Smoothing (ETS) algorithm

Sales Forecast Dataset:

Head	Date	Sales Amount
Actual	45721	60832.59
Actual	45722	51965.13
Actual	45723	61135.92
Actual	45724	60954.4
Forecast	45725	59269.40065
Forecast	45726	53677.30742
Forecast	45727	53244.81627
Forecast	45728	57973.47619
Forecast	45729	57393.90155

Observation:

Historical Sales Trend:

- The blue line represents the actual sales values from January to early March 2025.
- The sales show a fluctuating but generally stable pattern, with periodic spikes and dips.
- There appears to be no drastic upward or downward trend in the historical data, indicating relatively stable sales performance.

Forecasted Sales:

- The orange line represents the forecasted sales for the remaining part of March 2025.
- The forecast shows a gradual upward trend with increasing sales figures.
- The forecast includes confidence bounds, indicating the range within which the actual sales are expected to fall.
- The upper confidence bound shows a more optimistic scenario with higher sales, while the lower bound presents a conservative estimate.

Confidence Interval:

- The widening gap between the upper and lower confidence bounds indicates increasing uncertainty in the forecast as time progresses.
- This suggests that the reliability of the forecast may decrease further into the future.

Recommendations:**Sales Strategy Optimization:**

- Since the forecast indicates a potential upward trend, the business should consider capitalizing on this momentum by increasing marketing efforts or offering promotional deals during March.
- Monitor the actual sales closely against the forecast to validate the model's accuracy and make real-time adjustments.

Inventory and Supply Chain Management:

- Given the upward forecast trend, consider adjusting inventory levels to meet the anticipated demand, but be mindful of the confidence intervals.
- Prepare contingency plans in case sales fall near the lower bound, avoiding overstocking.

Refine Forecasting Model:

- As the confidence interval widens significantly, it indicates possible model uncertainty.
- Refine the forecasting model by incorporating additional variables (e.g., seasonal trends, promotional events) for improved accuracy.

Continuous Monitoring and Adjustment:

- Regularly compare actual sales with forecasted values.

- If significant deviations occur, reassess the forecasting model and consider recalibrating it for improved precision.
-

Conclusion

The analysis reveals that Glidion's **website is the most profitable sales channel**, while third-party platforms drive new customer acquisition. The **Top 5 products** significantly contribute to sales, and moderate discounting strategies yield the best profitability.

To enhance Glidion's performance:

- **Leverage website sales** with exclusive offers.
- **Refine discounting strategies** to avoid margin erosion.
- **Prioritize retention efforts** on the PlayStation and new customer acquisition on Glidion's Website

By implementing these strategies, Glidion can **increase profitability** while maintaining strong sales growth.