SALES PERFORMANCE ANALYSIS REPORT

1.Introduction

This report presents the analysis of NovaRetail Ltd.'s sales data to understand sales performance across four Nigerian cities , Lagos, Abuja, Kano, Port Harcourt.

The analysis focuses on total revenue, product categories, customer behavior, and sales trends to support better business decisions making.

2.Business Understanding

Company Name: NovaRetail Ltd.

Nature of Business: Sales of electronics, appliances, and accessories.

Business Goal:

To identify sales trends, top-performing categories, customer patterns, and areas that can improve profitability.

3. Data Understanding

The dataset, titled Sales, contains historical sales transactions across four cities: Lagos, Abuja, Port Harcourt, and Kano.

Each record represents a sales transaction with fields such as date, city, customer type, category, revenue, units sold, discount, and sales representative. The dataset contains 1 10 sales records across 1 1 columns.

4. Data Preparation

- Date Conversion: Convert the Date column from its initial object/string format to a proper datetime type to enable time-series analysis (e.g., calculating monthly trends, filtering by year/month).
- Feature Engineering: Create a MonthYear column (or similar) from the Date column to simplify aggregation for time-based metrics .
- Data Type Check: Verify that quantitative fields like Revenue, UnitsSold, and Discount are correctly interpreted as numeric types (integers/floats).

5. Exploratory Data Analysis (EDA)

- Dominant Category: Electronics is the clear revenue leader among product categories.
- Geographic Concentration: Sales are highly concentrated in the city of Lagos.
- Time-based Peak: Sales activity shows a distinct peak in September 2024.
- Customer Skew: The total sales volume is dominated by a smaller group of Returning Customers who generate higher revenue than new ones.
- Sales Representative Success: Revenue is not evenly distributed, with Abdul Salim leading the sales force.
- Transaction Volume: The dataset is relatively small, containing 110 transactions and 77 distinct customers.

6. Data Visualization

Visualizations Created:

Bar chart showing total revenue by city —revealed that Lagos had the highest sales. Bar chart of revenue by product category —Electronics generated the highest revenue overall. Line chart showing monthly revenue trend —sales peaked in September 2024. Pie chart of customer type —Returning customers contributed more to total revenue. Bar chart comparing total units sold by each sales representative —highlighted top performers (Abdul Salim).

7. Analysis & Key Insights

Revenue Insights

The total revenue generated was ₦29,521,000 across all cities. Lagos contributed the highest share of revenue ₦9,285,500. September 2024 recorded the highest monthly sales ₦4,744,500. Revenue from Returning Customers drive the majority (59%) of total revenue.

Customer Insights

Total number of distinct customers 77. Returning customers generated more consistent sales. Customers purchased more than once 23. Average Revenue Per Customer ₦383,389.61.

Product Insights

The most popular product category by sales volume   Electronics. Electronics generated the highest total revenue.   Average revenue per unit (Electronics) ₦156,959.02

Sales Rep Insight s

Highest performing sales rep: Abdul Salim . Average units sold per sales rep: Abdul Salim 134, Mary Felix 113, Chuka Obasi 110. Total discount given across all sales: ₦375,300 .

8. Summary of Findings

Total revenue ₦29,521,000 million across four cities.   Lagos was the top-performing city in both revenue and transaction volume.   Electronics and Appliances were the most profitable categories.   Returning customers accounted for   59.26 % of total revenue. September 2024 showed the strongest monthly performance.

9. Recommendations

- Only 23 out of 77 customers bought more than once, develop a Win-Back Program: Target the 54 customers who made only one purchase with special offers (e.g., a "We Miss You" discount) specifically tailored to their last purchased category to encourage a second transaction.
- Returning Customers generate 59% of total revenue (₦17.5M), Implement a Loyalty Tier System: Formalize a rewards program for returning customers. Offer benefits like early access to new products or slightly higher fixed discounts (above the (₦3,248) to increase their lifetime value.
- Abdul Salim generated the highest revenue (₦10.6M), Conduct a deep dive into Abdul Salim's sales strategies, focusing on deal size, category mix, and discount utilization. Use this analysis to train Chuka Obasi and Mary Felix to close the revenue gap.
- Electronics is the top revenue generator, Since the average revenue per unit for Electronics is high (₦156,959), ensure that every Electronics sale is aggressively followed up with a bundled offer for Accessories (e.g., "Buy this TV and get 20% off soundbar accessories") to boost sales in the lower-revenue category.
- Accessories units sold were 22 in Abuja, Investigate why Accessory sales are strong in certain cities like Abuja. Replicate successful marketing/placement strategies from Abuja in other cities like Lagos and Port Harcourt.

10. Conclusion

- **Revenue Driver:** The Electronics category and the Lagos city market are the primary sources of total revenue (₦29,521,000).
- **Customer Value:** Returning Customers are more valuable, contributing nearly 60% of total revenue.
- **Sales Peak:** Sales revenue peaked significantly in September 2024 (₦4,744,500).
- **Top Performer:** Abdul Salim is the top sales representative by total revenue (₦10,587,500).