# Retail Sales Performance Analysis

**Project Title:** Retail Sales Performance Analysis

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**Tool Used:** Microsoft Excel

**Project Type:** Data Analysis & Interactive Dashboard Design

**Objective:** To uncover patterns in sales performance, customer segments, and operational efficiency, and recommend data-driven strategies for growth and optimization.

## 1. Sales Performance by Product Category

Insight & Findings:

The top-performing product categories by revenue are Children's Wear, Household Essentials, and Apparel, contributing the highest sales figures ($52K, $48K, and $45K respectively). A noticeable decline in revenue is observed in categories like Personal Care and Pet Supplies.

Recommendation: Focus marketing and stock investments on high-performing categories, while reassessing pricing, promotion, or demand strategies for lower-performing ones. Conduct targeted promotions or bundling strategies for underperforming categories to boost visibility and sales.

## 2. Regional Sales Distribution

Insight & Findings:

Western Europe leads in regional sales with approximately $26K, followed by Central America and South America. Eastern Asia generated the lowest revenue (~$17K), indicating lower market penetration or demand.

Recommendation: Strengthen regional campaigns in Western Europe to maintain dominance. Investigate reasons for low performance in Eastern Asia - explore factors like supply chain delays, local preferences, or competition.

## 3. Discount Strategy by Category

Insight & Findings:

The average discount percentage varies across categories, with Children's Wear and Apparel receiving the highest average discounts (20% and 18%, respectively). Despite discounts, these

categories still yield the highest sales, suggesting that strategic discounting boosts demand effectively.

 Recommendation: Continue applying well-timed discounts to price-sensitive categories to sustain high sales. Use data-driven promotions rather than across-the-board markdowns - this improves profitability without eroding brand value.

## 4. Quantity of Products Sold by Department

 Insight & Findings:

The Apparel Department records the highest product quantity sold, especially via Standard Class shipping. Toys & Games and Household Supplies follow closely in total order volume, with consistent order patterns.

Recommendation: Prioritize logistics efficiency and stock availability for high-demand departments. Consider cross-promotions Page 1 Retail Sales Performance Analysis between top-selling departments to encourage multi-category purchases.

## 5. Shipping Mode Efficiency and Sales Impact

Insight & Findings:

 Standard Class is the most utilized shipping mode and also contributes the highest sales revenue (~$814K). Other modes like Same Day and First Class are less used, possibly due to cost or availability.

Recommendation: Invest in optimizing Standard Class logistics to maintain delivery reliability. Educate customers on the benefits of faster shipping modes to potentially increase their adoption, especially for time-sensitive items.

## 6. Sales by Customer Segment

Insight & Findings:

The Corporate Segment dominates total sales, followed by Consumer and Home Office. Corporate clients are likely placing bulk orders, significantly impacting overall revenue.

 Recommendation: Develop loyalty programs and bulk discounts tailored for corporate buyers. Build retention strategies for the Consumer and Home Office segments to balance sales distribution and reduce over-reliance on one group.

## 7. Best-Selling Products by Quantity

Insight & Findings:

Products like Nike Dri-Fit Crew Socks 3-Pack, Under Armour Girls' Hoodie, and Nike Men's T-Shirts lead in units sold. Most of the top-selling items are branded and within Apparel or Sportswear, reflecting strong brand influence on buying behavior.

Recommendation: Ensure adequate stock levels for top-selling SKUs, especially during peak periods. Use popular products as lead magnets in promotions to draw customer attention to other items. Page