

Analyze the difference

between Furniture sales and profits. And analyst
of the potential Sub-category

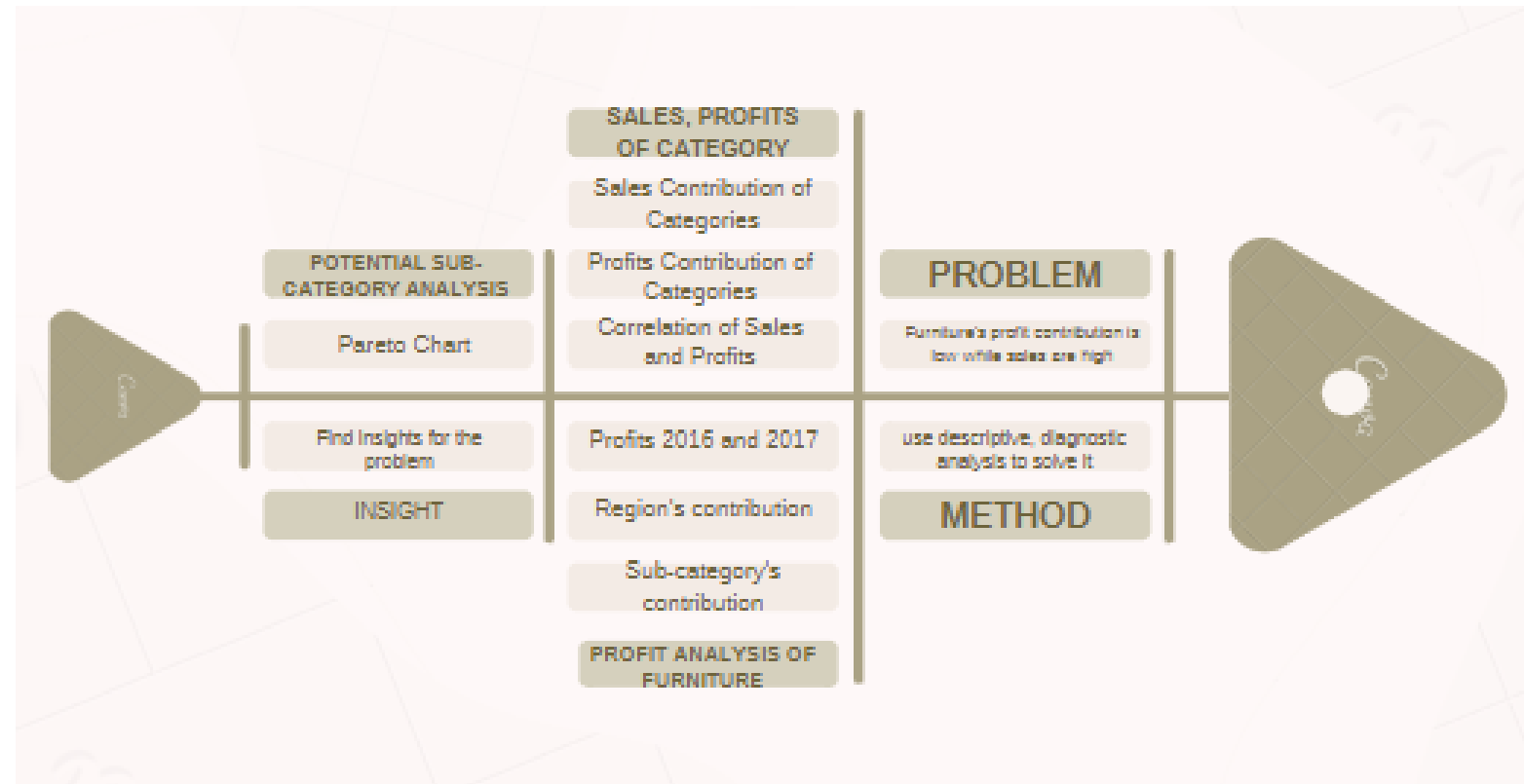
Content

1 Problem

2 Analysis

- **Sales, profits** of category
(Contribution, Correlation)
- Profit analysis of **Furniture**
(Regions, Sub-category, Profit 2017)
- **Potential** Sub-Category
Analysis

3 To-do-list



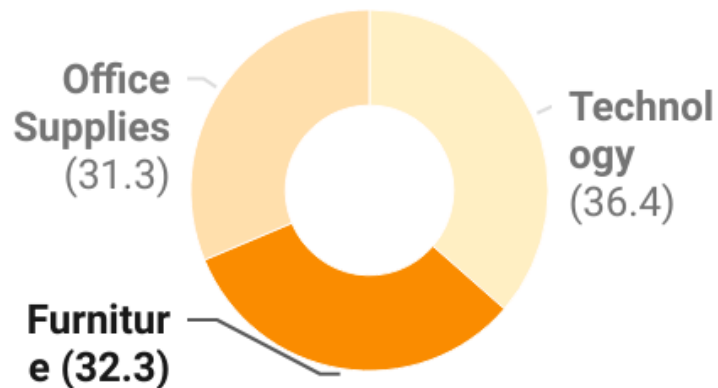
1. Problem: The difference between Furniture sales and profits



Revenue and Profit **Contribution** of Categories

Sales of Category

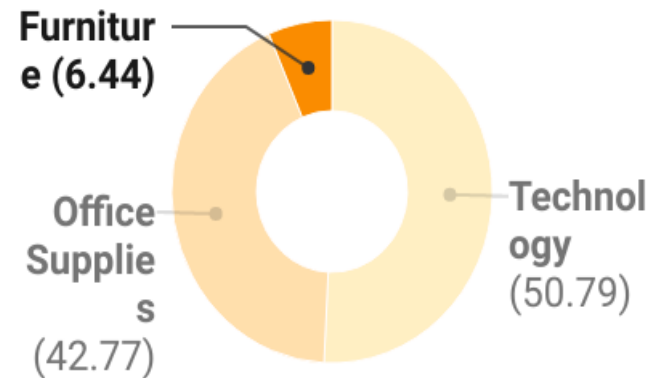
31 – 36 – 32 % With
the **Same Sales** contribution



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Profits of Category

6 – 50 – 47 % Furniture
has the smallest contribution profit



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The sales of the 3 categories that contribute have **the same rate**.

However! The profit that the **Furniture** contributes is very low.

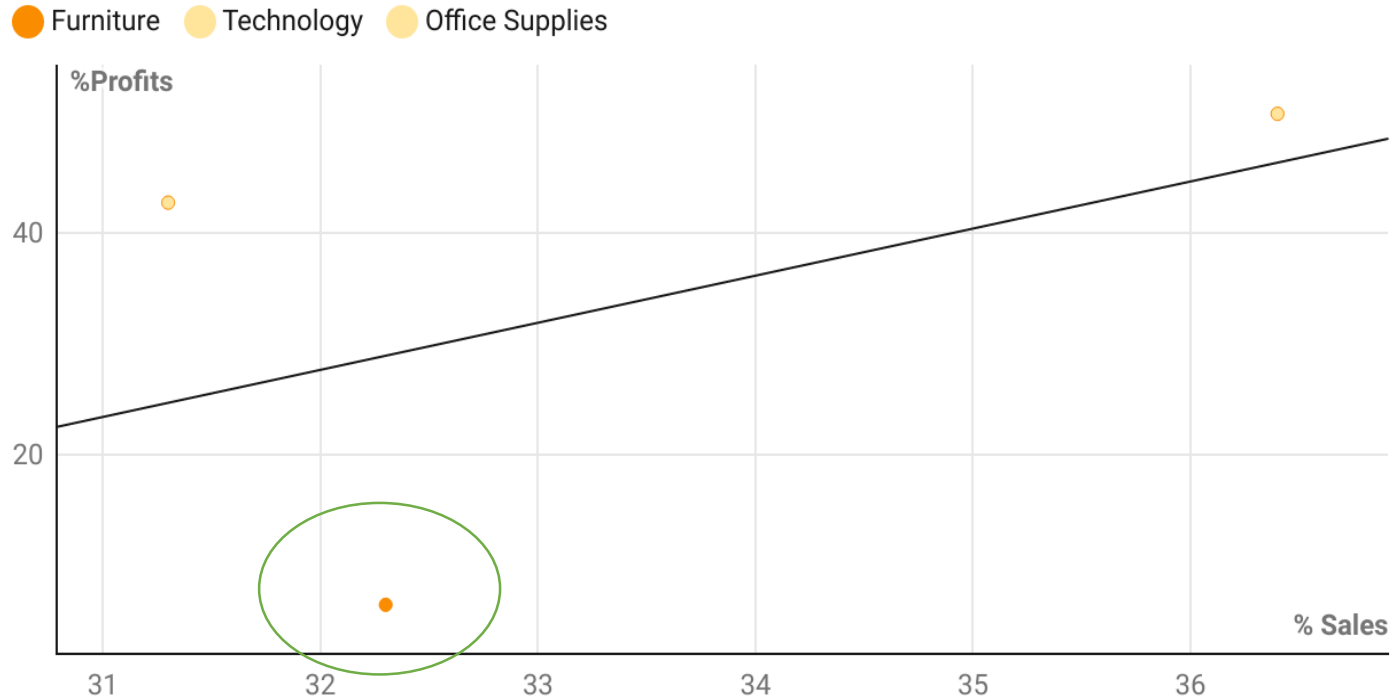
Only 6% of the total profit

What is the cause?

2. Analysis: The difference between Furniture sales and profits

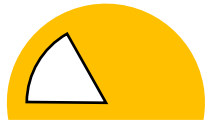


Correlation between revenue and profit of categories



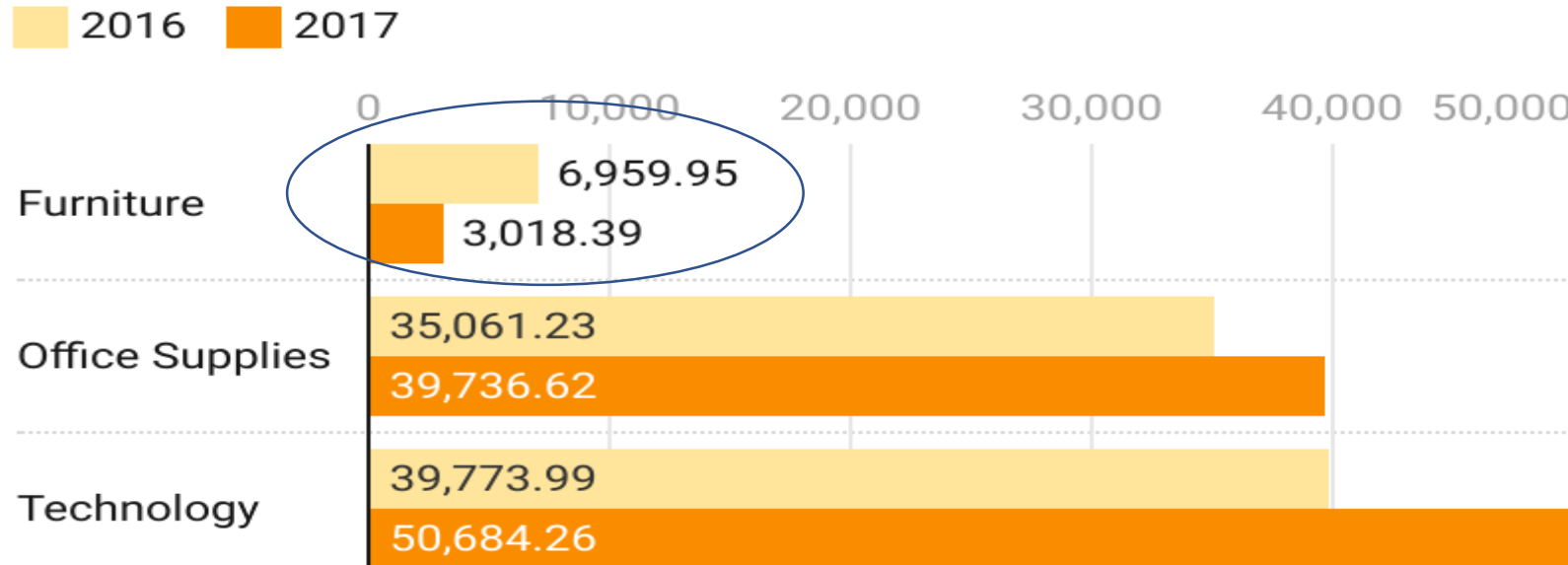
Furniture sales and profits are **not as highly correlated** as the other two categories.

Sales contribute about **32%**, while profit only accounts for **6%** of the total category

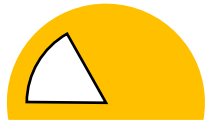


Compare Profits of Categories in 2016 and 2017

Profit 2017 and 2016



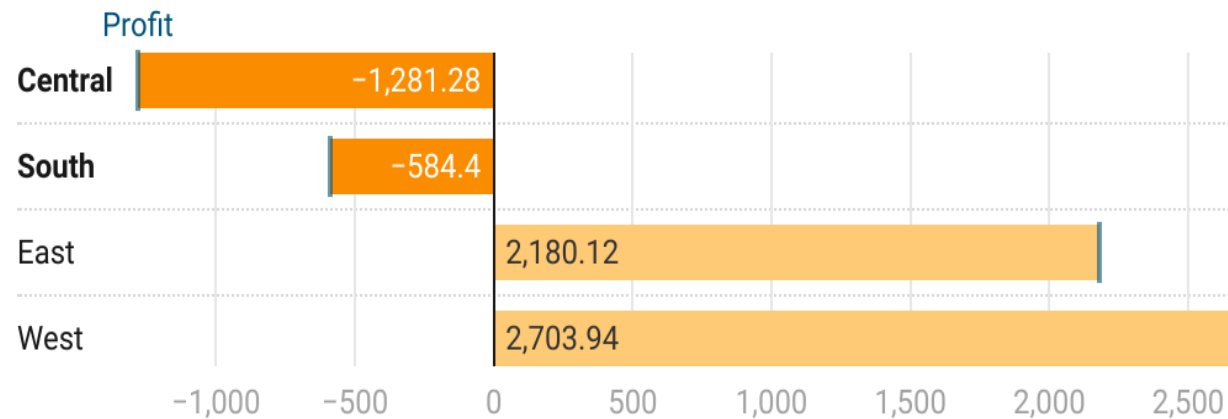
The profit of **Furniture** in 2017 **decreased** compared to 2016, with a profit from 6,955.95 to 3,018.39. While the remaining 2 categories tend to increase in profit



2017 profit of furniture distributed in four regions

2017 profit of furniture

Central East South West



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In 2017, **East** and **West** contributed to the **profit growth** of the furniture.

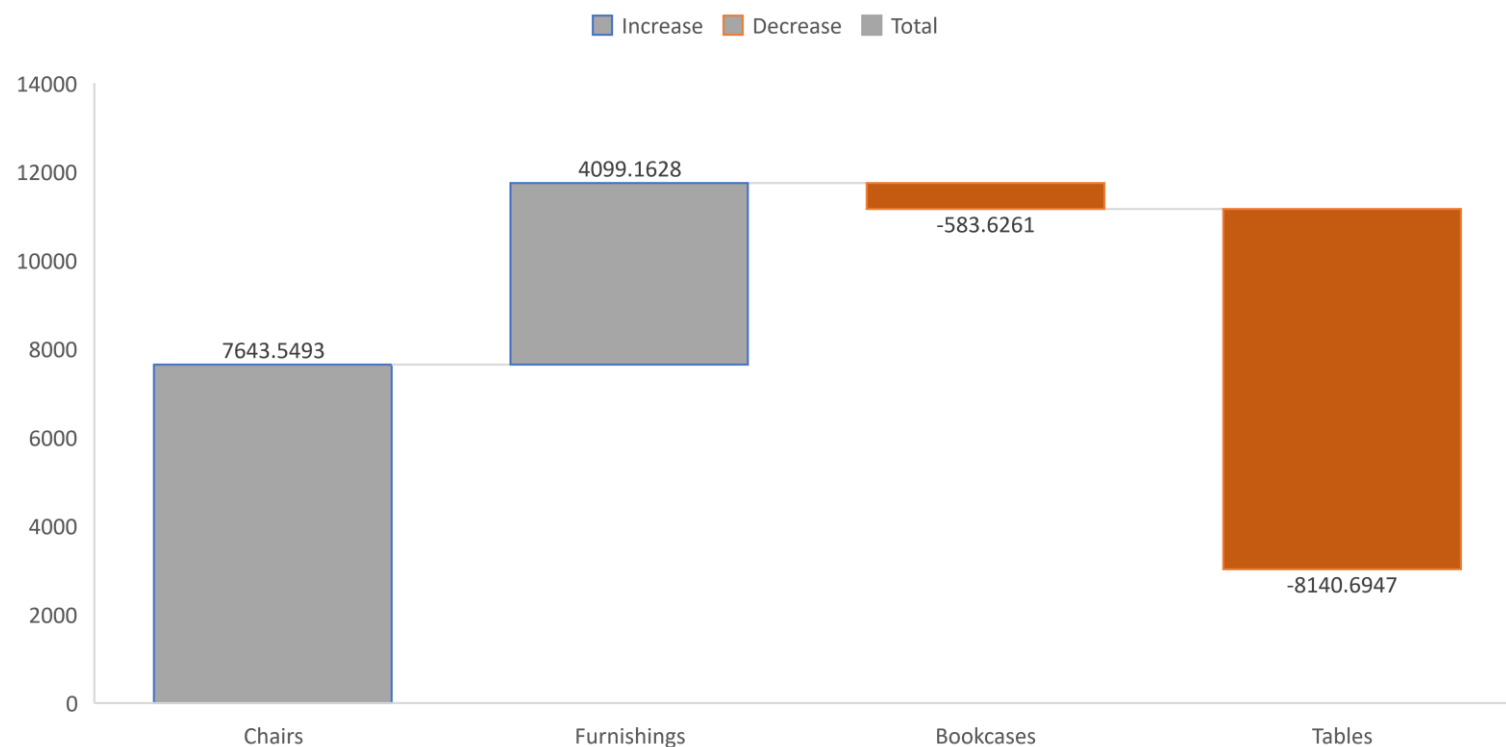
But **Central, South** have negative profit.

Especially **Central** with a profit of -1,281.28 USD



The **increase and decrease** of 2017 profit of furniture in Sub-category

Which **Sub-category** has dropped?

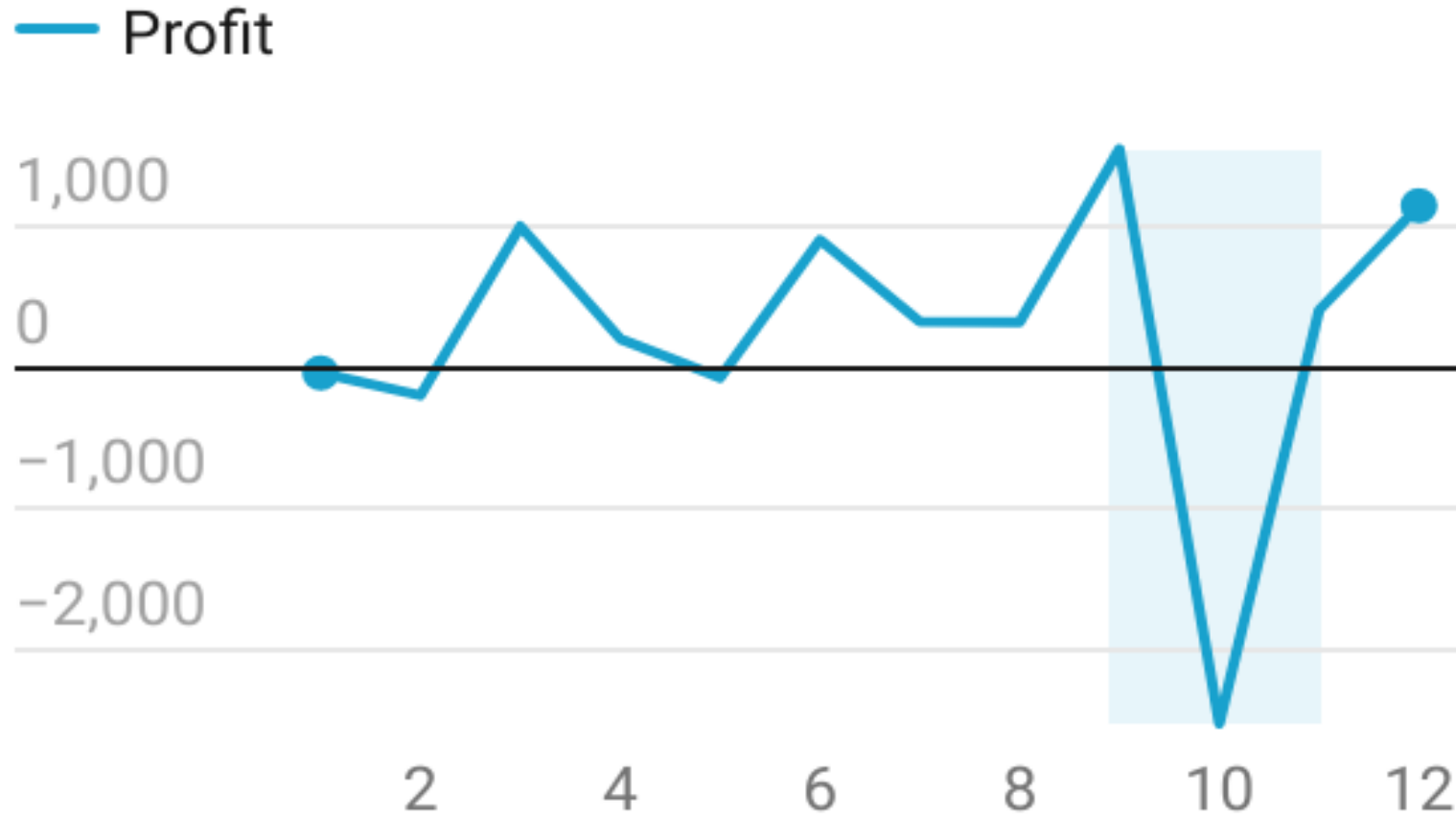


In 2017, **Chair** and **Furnishings** contributed to the **profit growth** of furniture. Especially Chair contributed 7643,5493 USD, contributed **63.6%** of the total profit

But **Tables, Bookcases** have negative profit. Especially **Tables** with a profit of -8140.9347



Profit by month of 2017



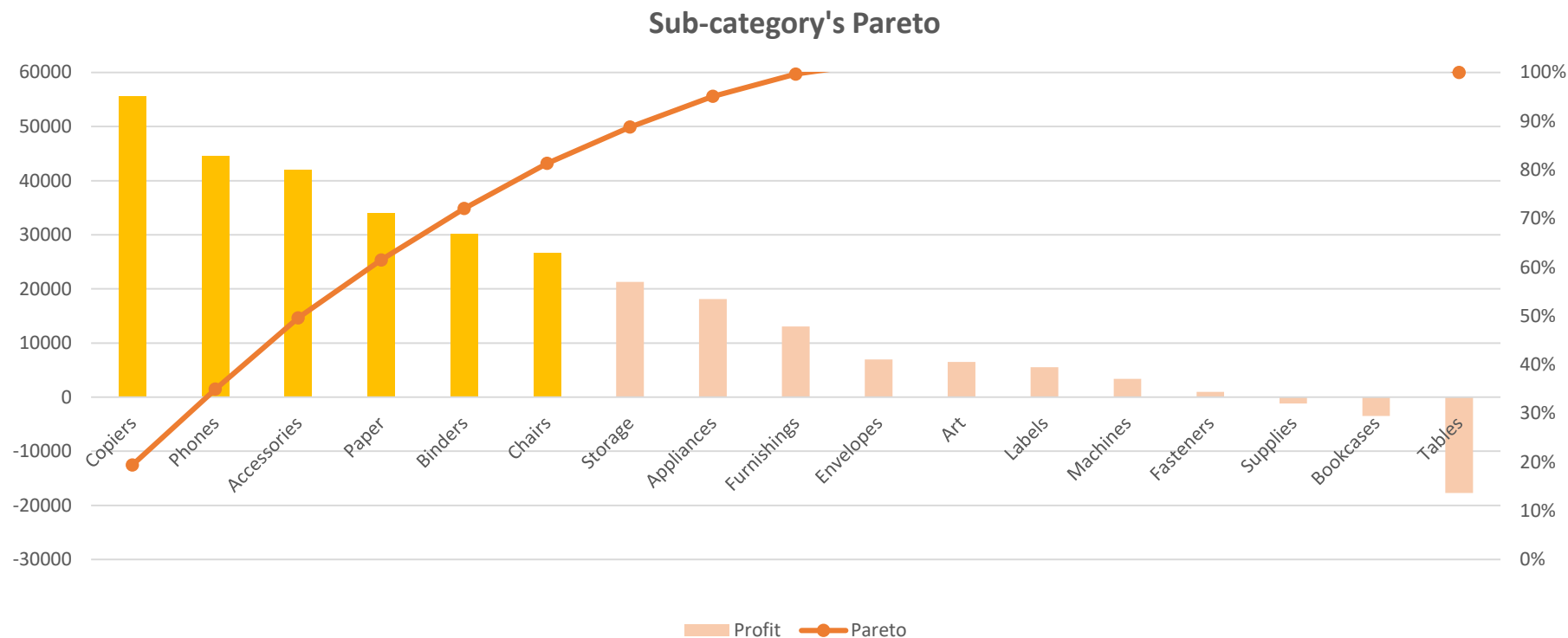
In 2017, **October** and **February** are being dropped. October was strongly reduced **-2,526.92** about **-83%**. Meanwhile, other months tend to increase



Pareto analysis

Which **Sub-category** to focus?

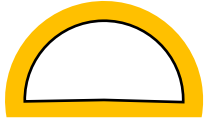
Profits distribution among Sub-category



80% of Profits amount come from 6 Sub-category **Copiers, Phones, Accessories, Paper, Binders, Chairs.**

This trend is **similar with other markets.**

Copiers is the most popular sub-category with **highest profits quantity**



To be considered

Furniture of the Category

Furniture has high sales but low profits:

- + Profits in 2017 decreased
- + 2017 in the Central and South regions had negative profits. The significant drop is in **October 2017**
- + In 2017, **Bookcase** and **Tables** had negative profits

The way to solve that problem is:

Customers who chose to purchase product in this group would prefer quality over prices

- Focusing on **Chair, Furnishing** products in **East** and **West** regions.
- Reduce cost increase
- Measure and Evaluate Your **KPIs** in Real-Time
- With product policy: focus on improving the quality of goods and services.
- With pricing policy: It is necessary to determine a reasonable price to increase sales volume while still ensuring profit.

Sales method

- Should be researched and sales in other cities of the East and West should be done as soon as possible. Base on Pareto Chart (80% of Profits amount come from 6 Sub-category)
- Needs further investigation on “Why in-store sales didn't work in 2017”

LET'S CONNECT!

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