

SALES REVENUE FROM PRODUCT CHAINS

Tool used: Excel

About the Dataset

- The dataset contains data for the revenue in sales of a Big Fashion Group in Australia. Records include states, category of items sold, the distribution chain, financial year, names of sales managers, amongst others others. (Data source: <https://www.myonlinetraininghub.com/workbook-downloads>)

Challenge Prompt (Recommended Analysis)

- Identify the top performing chain, state and category for each financial year.

Big Fashion Group Sales Dashboard

Fashions Direct

Next Look

All Chains

Fin Yr

2015/16

2016/17

2017/18

State

ACT

NSW

NT

QLD

SA

TAS

VIC

WA

Cate...

Accessories

Groceries

Home

Hosiery

Intimate

Juniors

Kids

Mens

Shoes

Womens

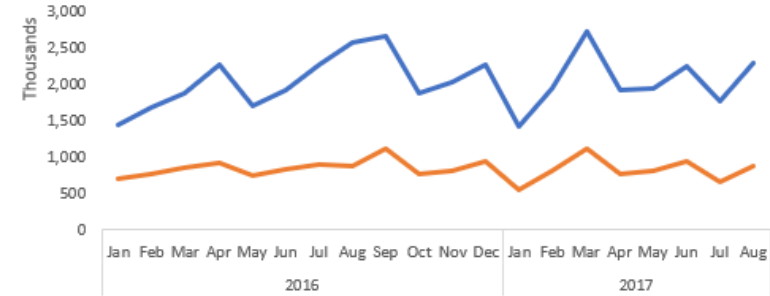
% by Chains

Next Look
\$16,820,984
29%

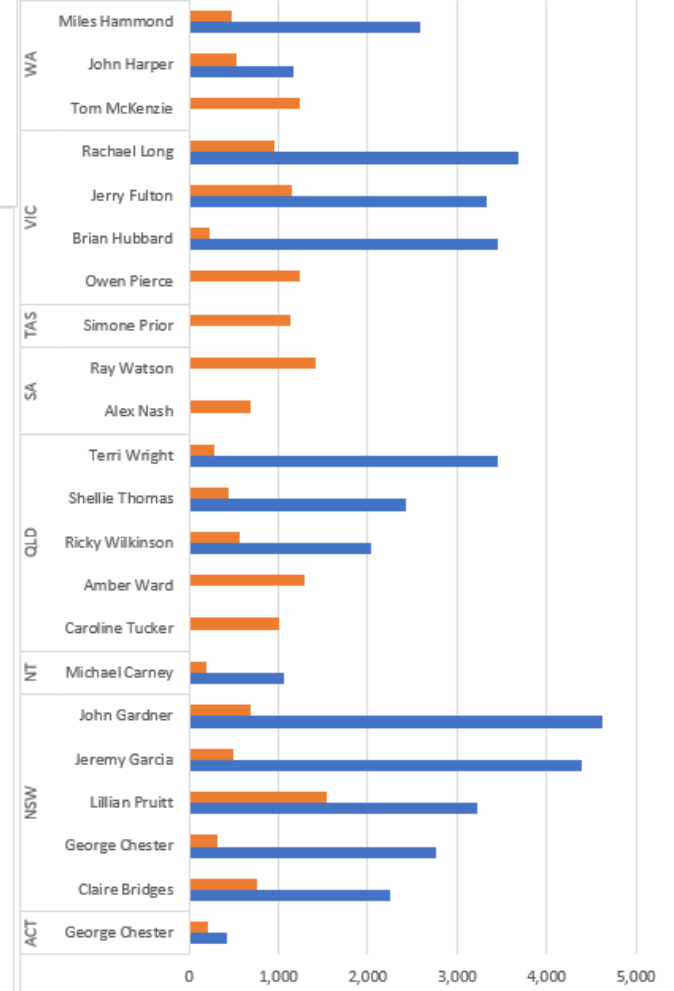


Fashions Direct
\$40,844,767
71%

Sales by Chain

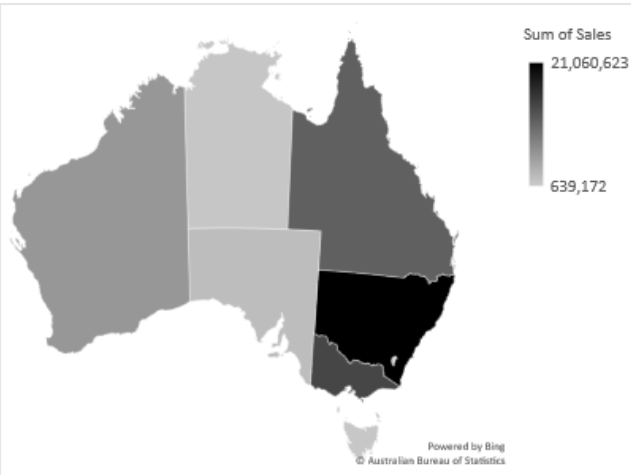


Sales by Manager

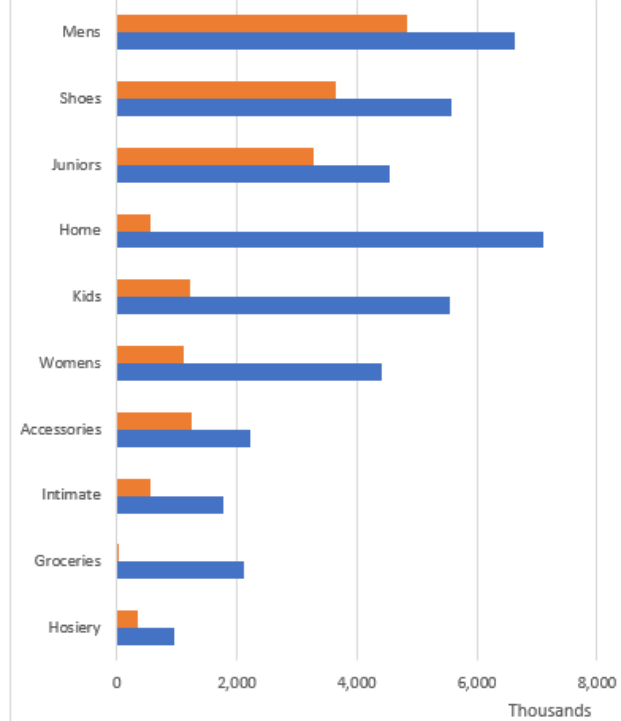


Sales Total and Trend by State

State	All Chains	All Chains Trend	Next Look	Fashions Direct
ACT	\$ 639,172			
NSW	\$ 21,060,623			
NT	\$ 1,245,460			
QLD	\$ 11,484,786			
SA	\$ 2,108,606			
TAS	\$ 1,124,208			
VIC	\$ 14,020,581			
WA	\$ 5,982,315			



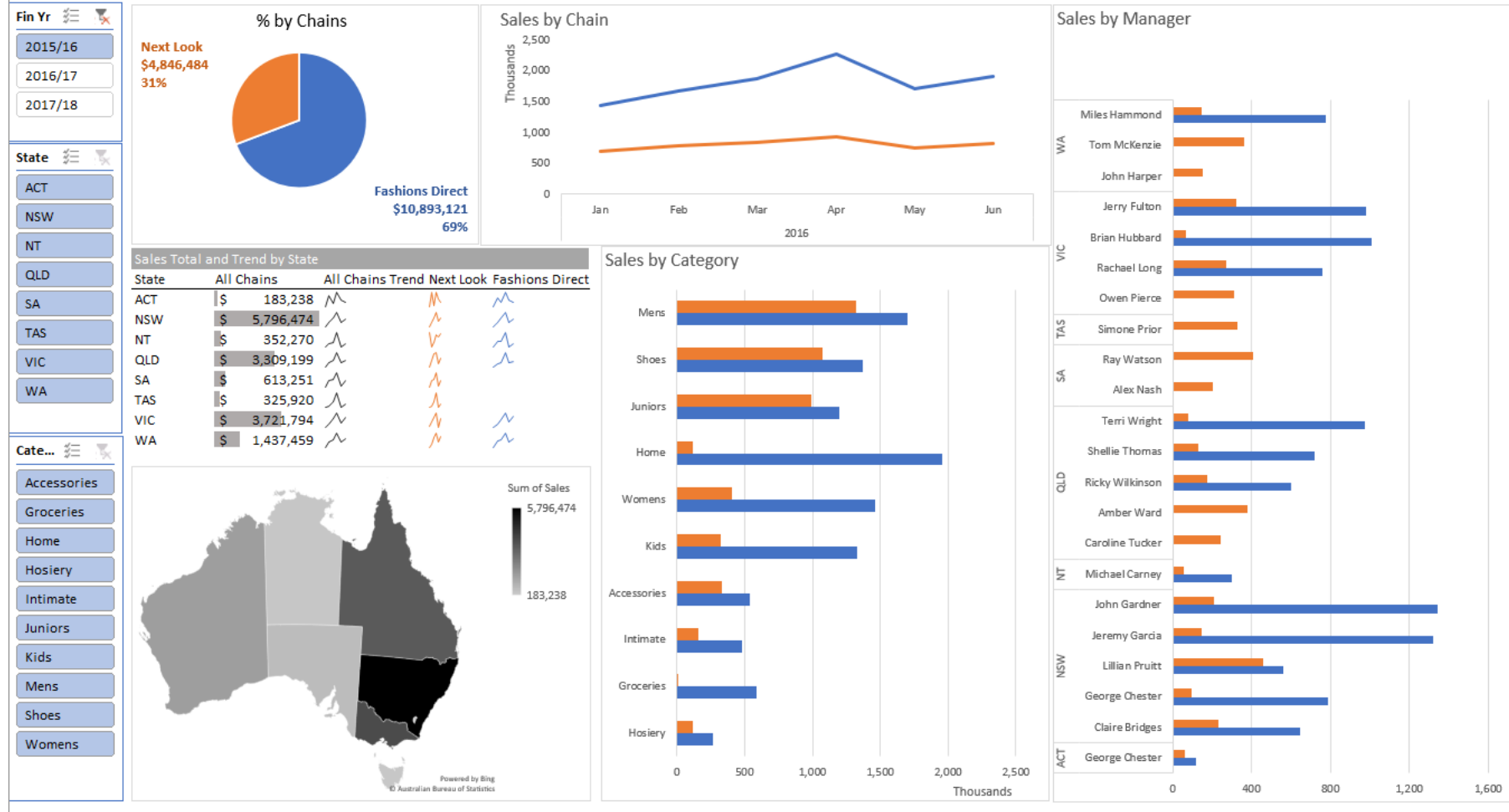
Sales by Category



For the 3 financial years, **Sales Total and Trends by State** shows that sales from SA (South Australia) and TAS (Tasmania) were only from the **Next Look chain**.

Big Fashion Group Sales Dashboard

Fashions Direct Next Look All Chains



For 2015/2016: % by Chains chart shows that **Fashions Direct** sold more than **Next Look** achieving a 69% share amounting to \$10,893,121. Most of the revenue for this financial year were from sales in NSW (New South Wales) as indicated in **Sales Total and Trend by State** chart

Sales by Category chart indicates that **Fashions Direct** generated the most sales from Home category followed by Mens category whereas **Next Look** experienced the most sales in the Mens category followed by the Shoes category.

Big Fashion Group Sales Dashboard

Fashions Direct Next Look All Chains

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2015/16

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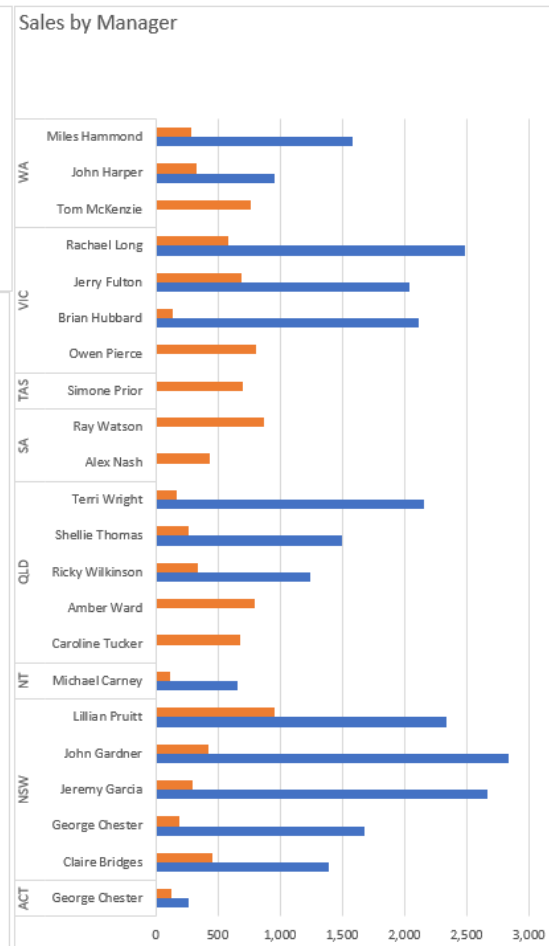
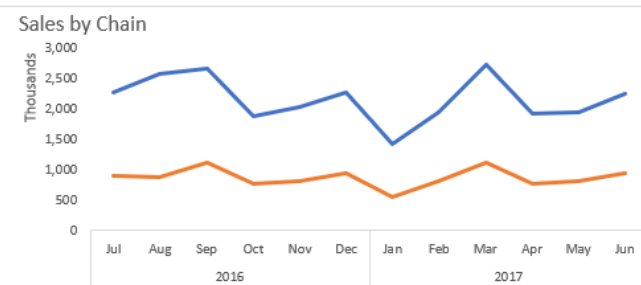
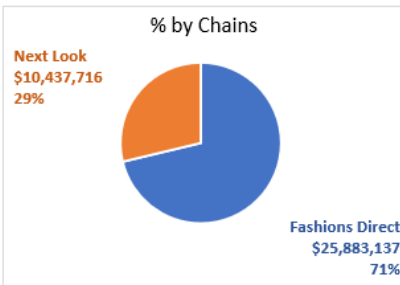
Juniors

Kids

Mens

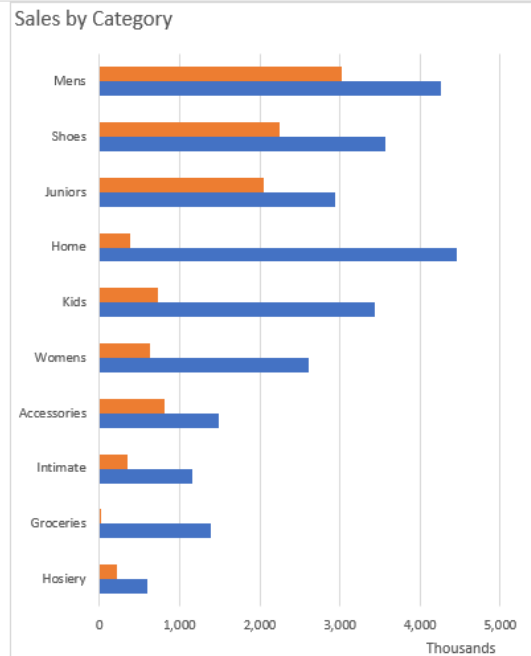
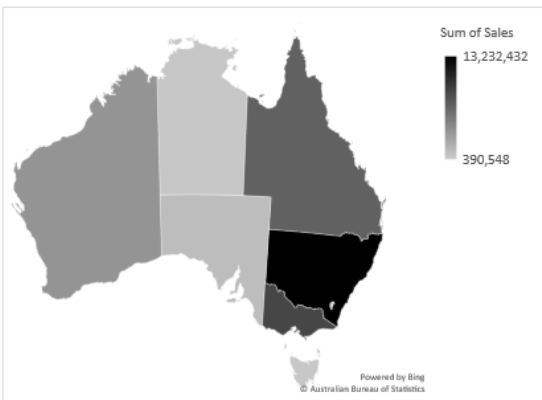
Shoes

Womens



Sales Total and Trend by State

State	All Chains	All Chains Trend	Next Look	Fashions Direct
ACT	\$ 390,548			
NSW	\$ 13,232,432			
NT	\$ 778,426			
QLD	\$ 7,141,150			
SA	\$ 1,306,436			
TAS	\$ 697,015			
VIC	\$ 8,850,768			
WA	\$ 3,924,077			



For 2016/2017 : % by Chains chart shows that **Fashions Direct chain** sold more than **Next Look chain** achieving a 71% share amounting to \$25,883,137. From **Sales Total and Trend by State** chart, highest revenue for this financial year was also from sales in New South Wales (NSW). However, the states of VIC (Victoria) and QLD (Queensland) generated an over 50% increase in revenue as compared to the previous financial year.

Sales by Category chart indicates that **Next look** revenue generation was mostly from the Mens category followed by the shoes category while **Fashions Direct** generated the most sales from Home category followed by Mens category.

Big Fashion Group Sales Dashboard

Fashions Direct

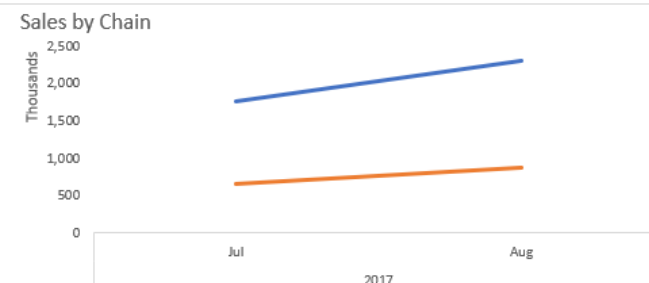
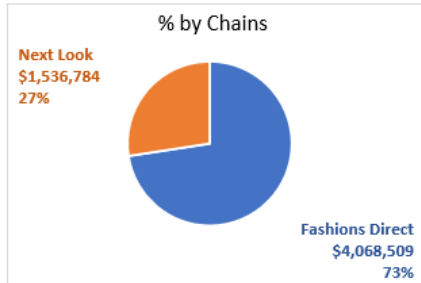
Next Look

All Chains

Fin Yr
2015/16
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2017/18

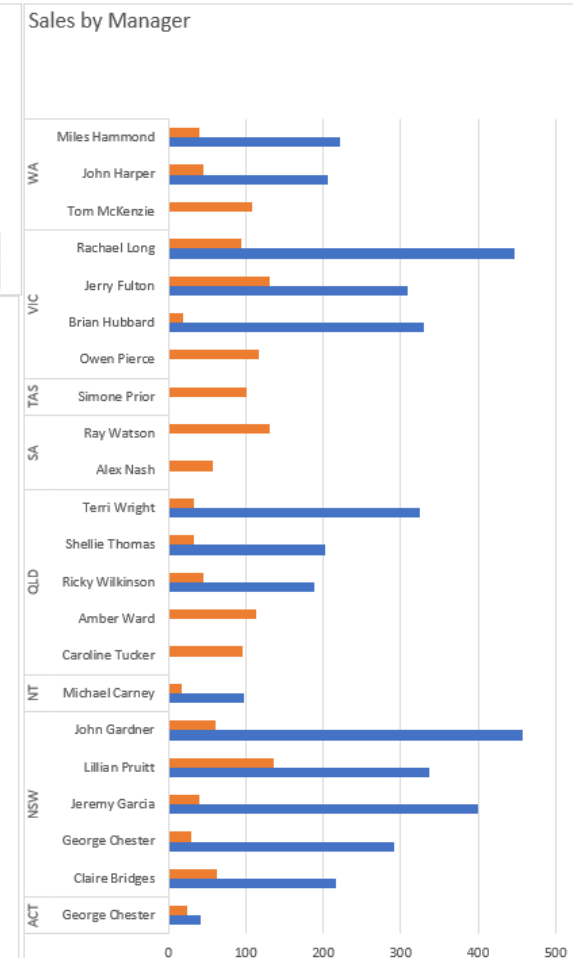
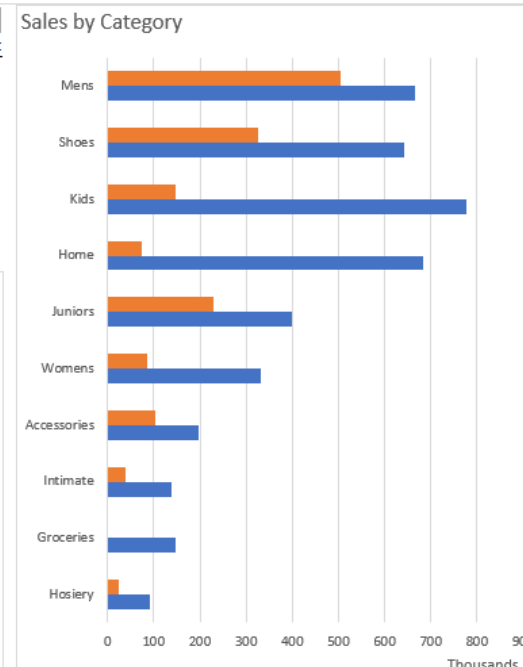
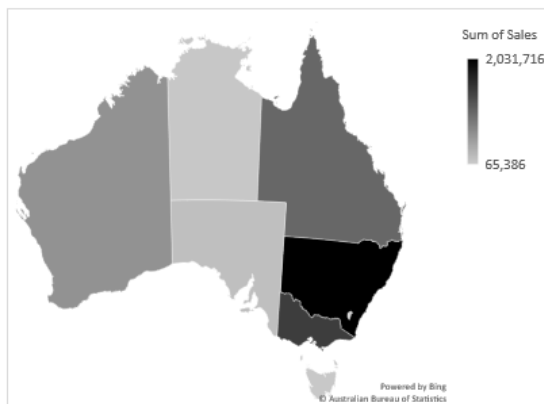
State
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Womens



Sales Total and Trend by State

State	All Chains	All Chains Trend	Next Look	Fashions Direct
ACT	\$ 65,386 /			
NSW	\$ 2,031,716 /			
NT	\$ 114,764 /			
QLD	\$ 1,034,437 /			
SA	\$ 188,919 /			
TAS	\$ 101,272 /			
VIC	\$ 1,448,019 /			
WA	\$ 620,779 /			



For 2017/2018: % by Chains chart **Fashions Direct** chain outperformed **Next Look** owning a 73% revenue share. **Sales Total and Trend by State** chart reveals that most of the revenue for this financial year were still from sales in New South Wales (NSW). In addition, the revenue in Victoria (VIC) and Queensland (QLD) were still high for this financial year.

This time, **Sales by Category** chart indicates that the Kids category brought in the most revenue for **Fashions Direct**, followed by the Home category. For **Next Look**, the most sales were in the Mens category followed by the Shoes category.