



# *Bright* SALES

Enhancing Sales Strategy

JAN 2026

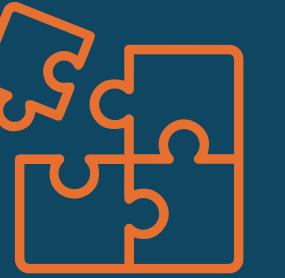


# AGENDA



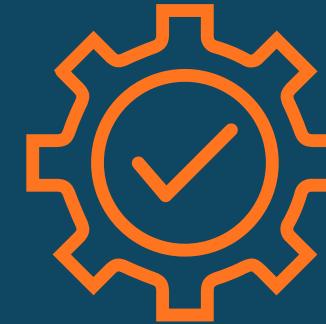
## Analysis Phase

- Review overall sales performance and historical trends
- Examine quantity sold across weekly, monthly, quarterly, and seasonal dimensions
- Identify margin and cost efficiency challenges



## Strategy Proposal

- Outline And Define key actions: portfolio audit, segmentation, incentive realignment, and efficiency improvements
- Establish objectives for sustainable profitability and growth

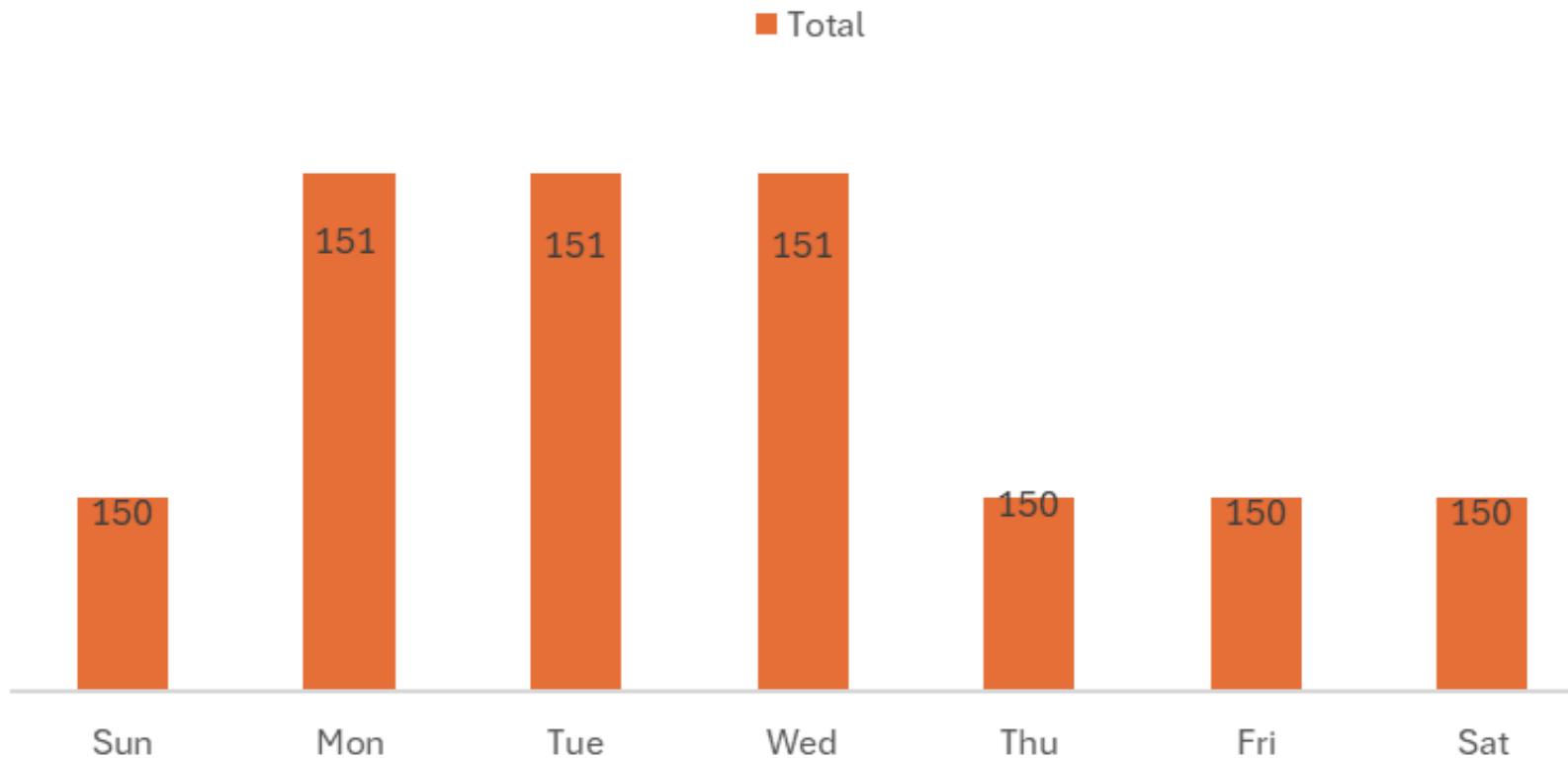


## Marketing Campaigns

- Present profit-focused campaign concepts (Smart Value, Premium Picks, Profit Pulse, Seasonal Shift)

# SALES TRENDS

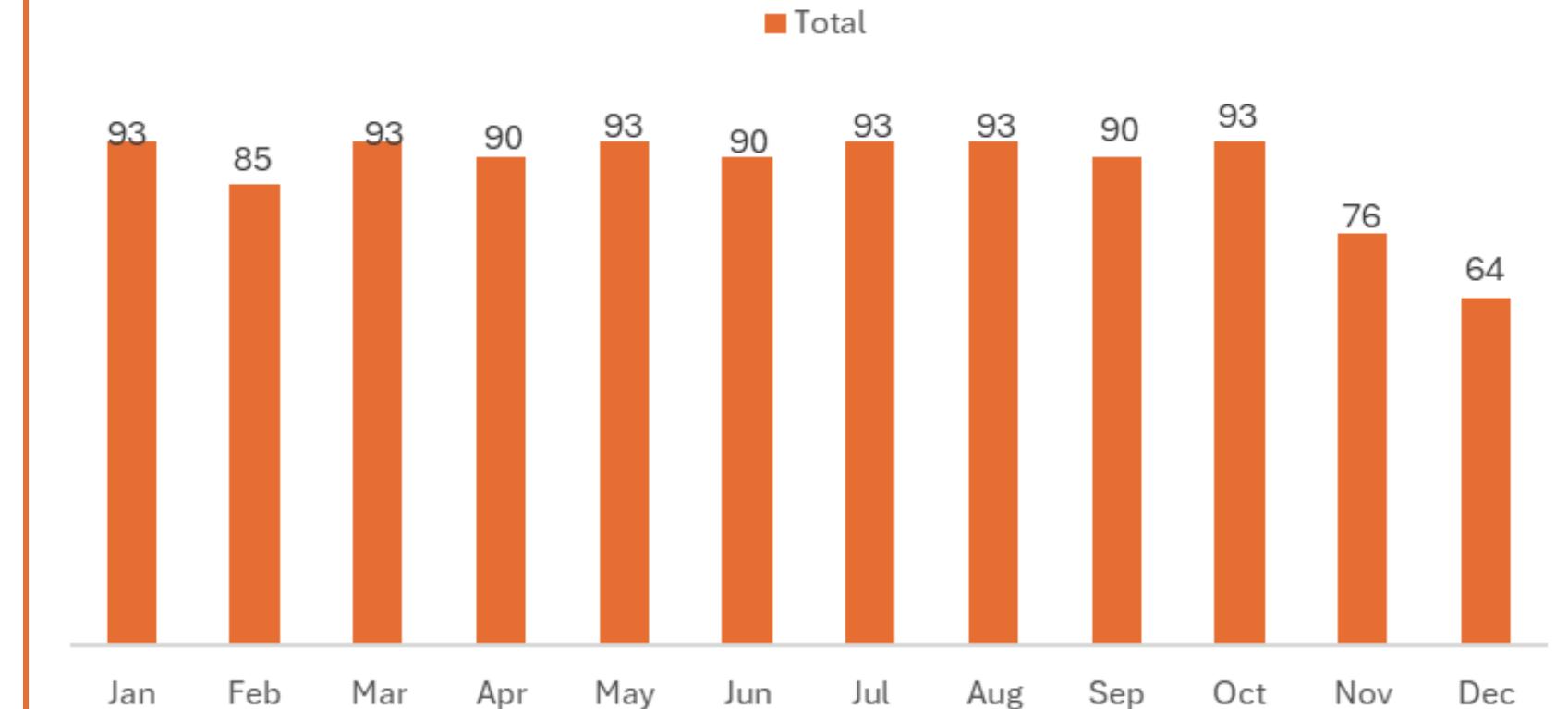
Total **Weekly Sales**



JUL  
17 **Weekly Sales Insights**

- Consistent Sales Pattern:** Sales are remarkably stable throughout the week, with only a slight uptick on Monday through Wednesday (151 units) compared to other days (150 units).
- No Clear Peak Day:** There's no standout day for higher sales, suggesting customer activity is evenly distributed across the week.
- Operational Implication:** Staffing and inventory can likely remain consistent daily, with minimal need for day-specific adjustments.

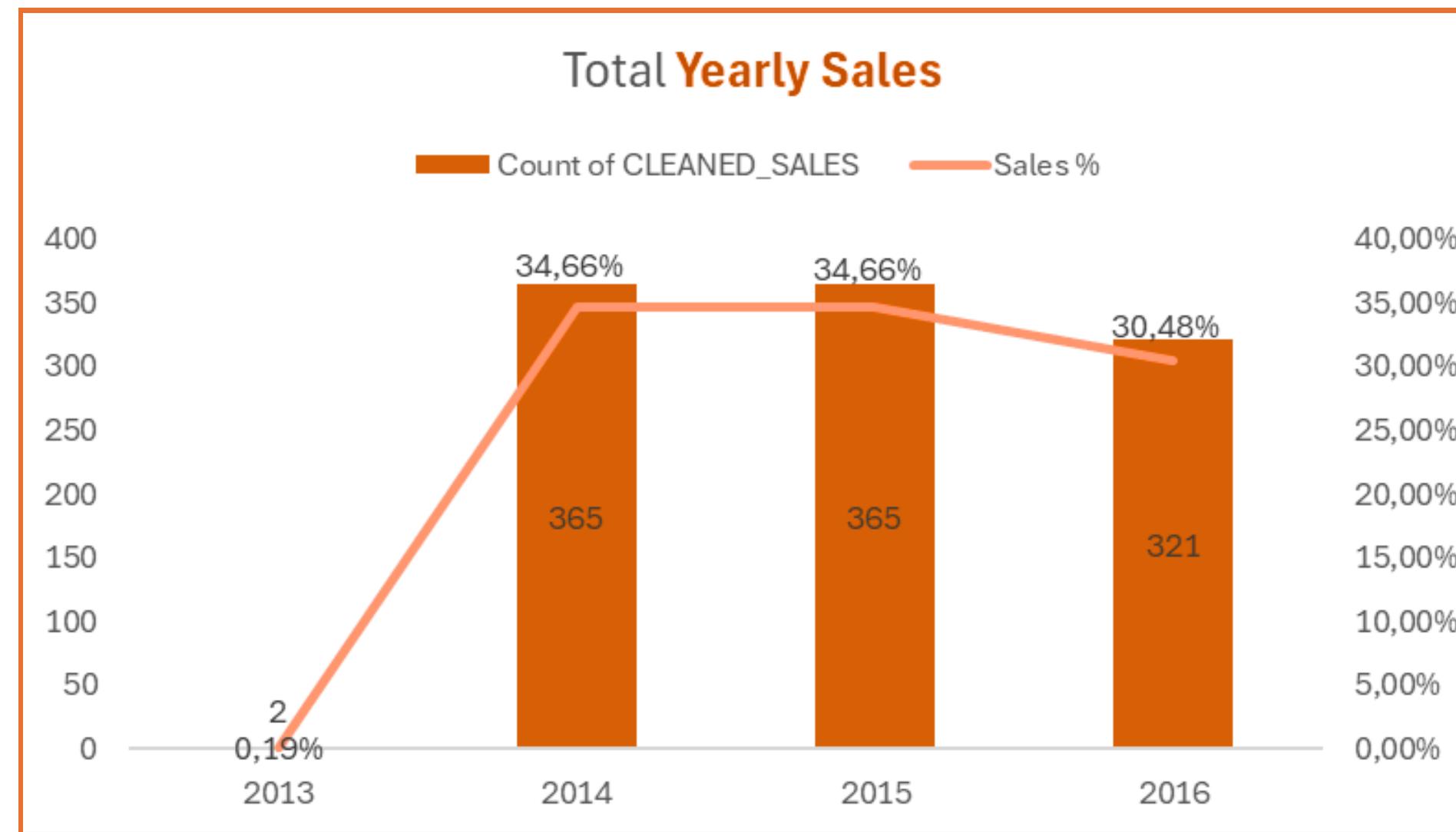
Total **Monthly Sales**



JUL  
17 **Monthly Sales Insights**

- Peak Months:** January, March, May, July, October all hit the highest monthly sales (93 units). These months appear to follow a bi-monthly high pattern.
- Dip in Year-End:** November (76) and December (64) show a noticeable decline, which is unusual if these months typically benefit from holiday shopping.
- Mid-Year Stability:** April, June, August, and September maintain a steady 90 units, indicating a plateau in mid-year performance.

# SALES TRENDS



## Sales Volume Trends

- **2013:** Extremely low sales count (2), contributing just 0.19% of total sales. This likely marks the start of data collection or business operations.
- **2014 & 2015:** Identical performance with 365 sales each year, making up 34.66% of total sales per year. This suggests strong growth and stabilization after the initial year.
- **2016:** Slight decline to 321 sales, representing 30.48%. While still solid, this drop may indicate emerging challenges or market saturation.

## Performance Observations

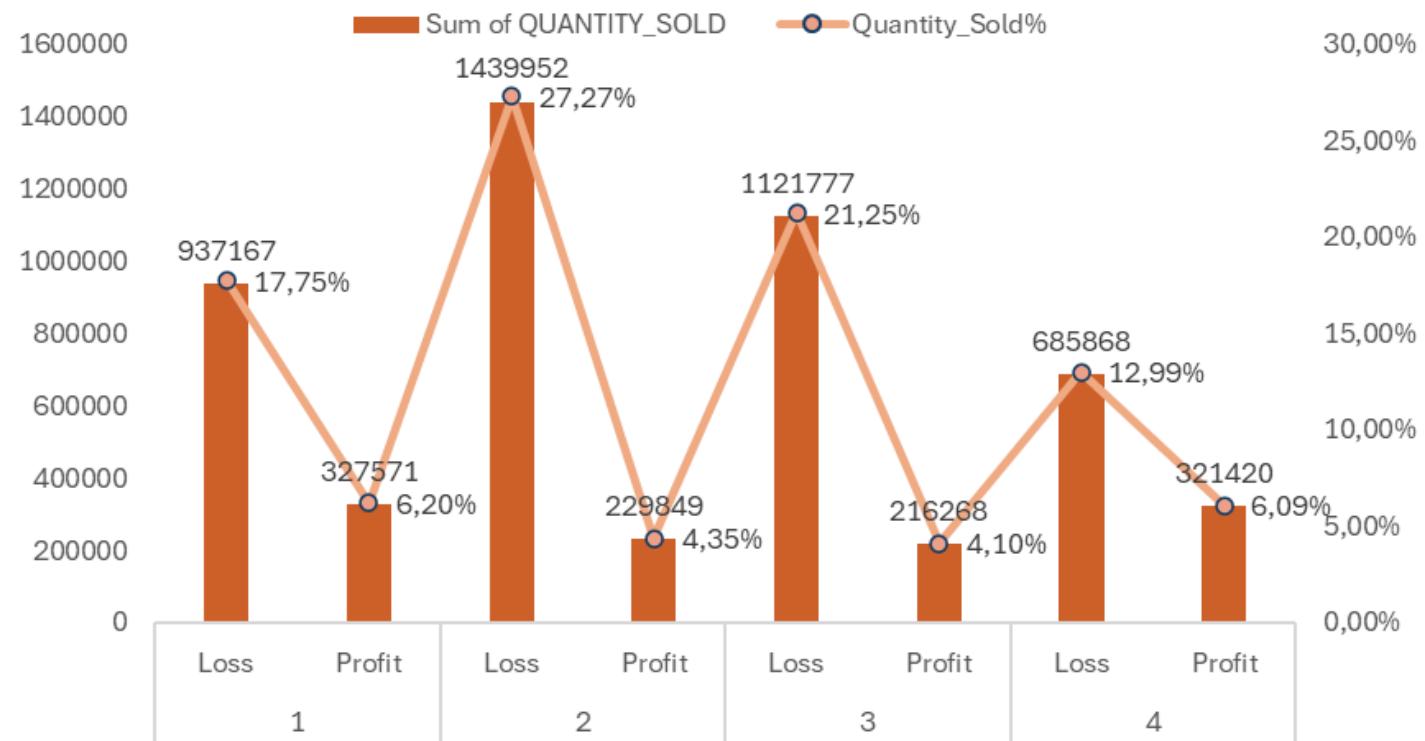
- **Rapid Growth:** The jump from 2 to 365 sales between 2013 and 2014 is dramatic—an increase of over 18,000%. This likely reflects a major expansion or successful launch.
- **Plateau in 2015:** Maintaining the same sales count as 2014 implies consistent performance but no growth.
- **Dip in 2016:** A 12% decrease in sales count compared to the previous two years. This could be due to external factors, reduced demand, or internal shifts.

## Strategic Implications

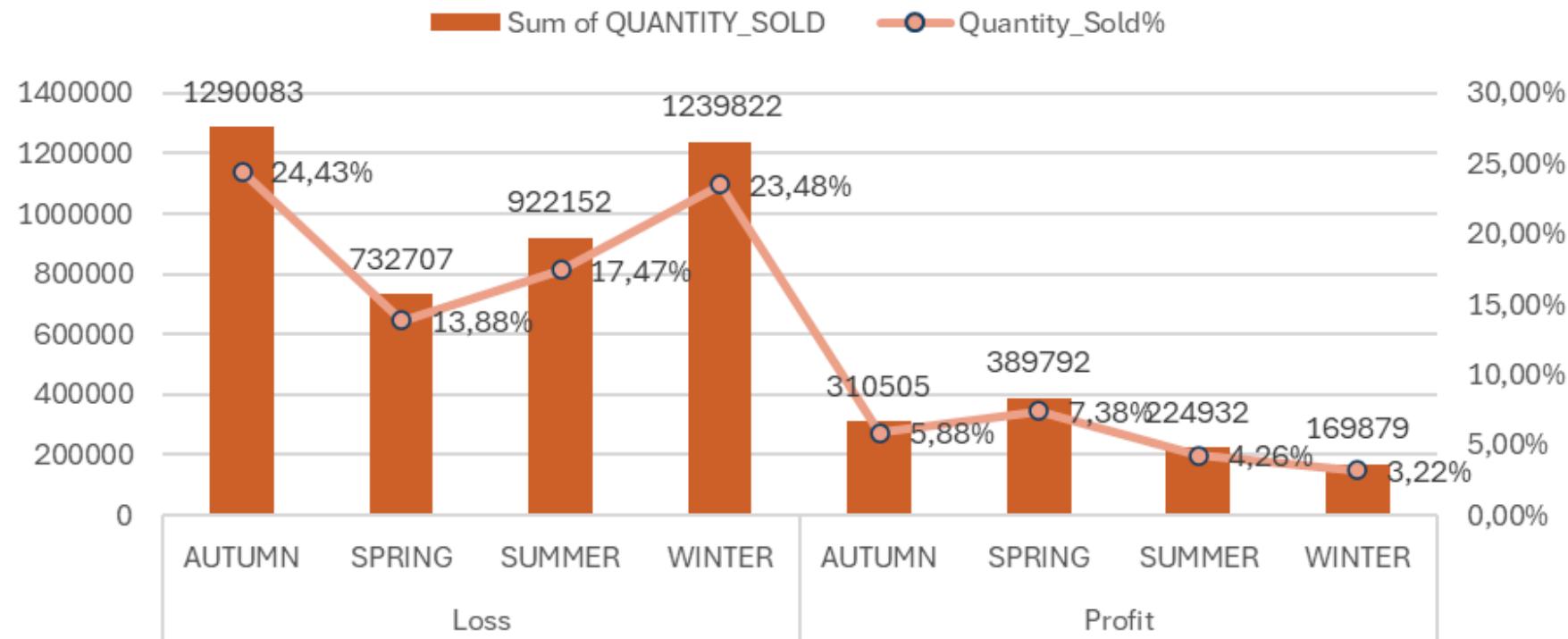
- **Investigate 2016 Decline:** Understanding what caused the drop (competition, pricing, product changes) could help reverse the trend.
- **Leverage 2014–2015 Success:** Analyze what worked during those peak years to replicate or adapt those strategies.
- **Consider Diversification:** If growth is plateauing, exploring new markets or product lines might reignite momentum.

# QUANTITY TRENDS

Quarterly Quantity Sold By Profit Classification %



Seasonal Quantity Sold By Profit Classification %



## Quarterly Sales Insights

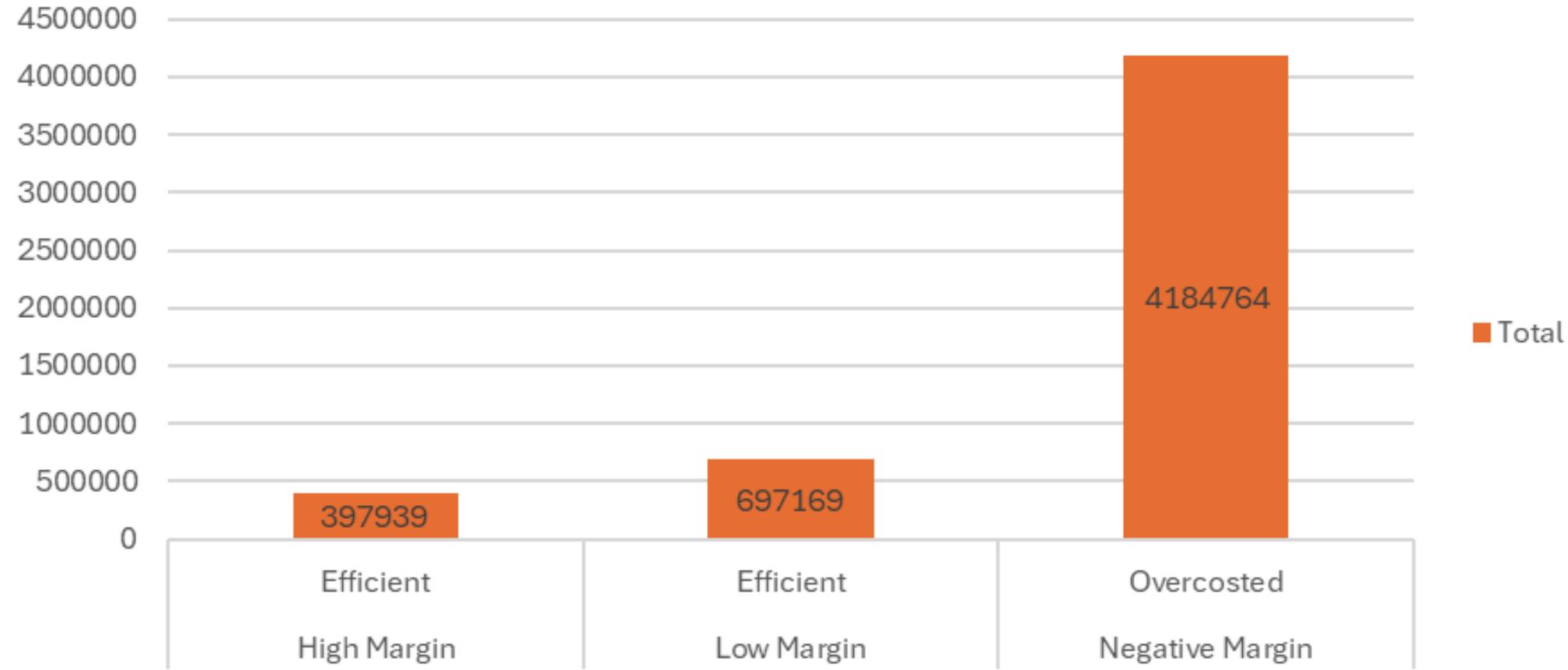
- Dominance of Loss Sales:** Across all quarters, the quantity sold under "Loss" classification far exceeds "Profit". For example, Q2 shows the highest loss volume at 1,439,952 units (27.27%), while profit sales are only 229,849 units (4.35%).
- Quarter 2 Risk Zone:** Q2 has the highest loss volume and percentage, indicating potential issues with pricing, cost control, or product performance during this period.
- Quarter 4 Improvement:** Losses drop significantly in Q4 to 685,868 units (12.99%), while profit sales rise to 321,420 units (6.09%), suggesting better margin management or seasonal demand optimization.

## Seasonal Sales Insights

- Autumn & Winter Loss Burden:** These seasons show the highest loss volumes
- Autumn:** 1,290,083 (24.43%),
- Winter:** 1,239,822 (23.48%) indicating a need to reassess product mix or pricing strategies during these periods.
- Spring Profit Peak:** Spring stands out with the highest profit volume (389,792 units) and percentage (7.38%), suggesting favourable market conditions or successful campaigns.
- Summer Underperformance:** Despite moderate loss volume (922,152 units), profit sales are extremely low (4,932 units, 0.26%), pointing to inefficiencies or misaligned offerings.

# QUANTITY TRENDS

Quantity Sold By Margin Bucket & Cost Efficiency Flag



## Margin & Cost Efficiency Breakdown

- **Overcosted Negative Margin:** This category dominates with 4,184,764 units sold, indicating a significant portion of sales are occurring at a loss and with poor cost efficiency.
- **Efficient Low Margin:** With 697,169 units sold, this segment reflects operational efficiency but limited profitability—possibly due to competitive pricing or low-margin products.
- **Efficient High Margin:** The smallest segment at 397,939 units sold, yet likely the most profitable per unit, suggesting a niche or premium offering.

## 🔍 Strategic Observations

- **Profitability Risk:** The overwhelming volume in the "Overcosted Negative Margin" category signals a major concern high sales volume is not translating into financial health.
- **Efficiency vs. Margin Trade-off:** While "Efficient Low Margin" has nearly double the volume of "Efficient High Margin", the latter likely contributes more to net profit. This highlights the need to balance volume with margin.
- **Opportunity in High-Margin Efficiency:** Scaling the "Efficient High Margin" segment could improve overall profitability without sacrificing operational efficiency.



# STRATEGIC PROPOSAL

## Objective

To reduce reliance on overcosted negative-margin sales and increase the share of efficient high-margin transactions, thereby improving overall profitability without sacrificing volume.

## 🔑 Key Actions

### 📦 Product Portfolio Audit

- Identify SKUs contributing most to overcosted negative-margin sales
- Reassess pricing, cost structure, and demand elasticity

### 📊 Margin-Based Segmentation

- Classify products into high-margin, low-margin, and negative-margin buckets
- Prioritize marketing and inventory for high-margin efficient products

### 🤝 Sales Incentive Realignment

- Adjust sales team KPIs to reward margin contribution over volume alone
- Introduce tiered commission structures favouring high-margin sales

### ⚙️ Operational Efficiency Enhancements

- Streamline supply chain for low-margin products to reduce cost base
- Negotiate better vendor terms for high-performing SKUs



# MARKET CAMPAIGNS: DRIVING PROFIT-OPTIMIZED GROWTH

## 1. “Smart Value” Campaign

- **Target:** Budget-conscious customers
- **Focus:** Efficient low-margin products with bundled offers
- **Channels:** Email, SMS, in-app banners
- **Message:** “Get more for less—smart choices, smarter savings.”

## 2. “Premium Picks” Campaign

- **Target:** High-value customers
- **Focus:** Efficient high-margin products with exclusive perks
- **Channels:** Social media, influencer partnerships, loyalty programs
- **Message:** “Elevate your experience—premium products, premium rewards.”

## 3. “Profit Pulse” Internal Campaign

- **Target:** Sales and operations teams
- **Focus:** Educate on margin impact and promote strategic selling
- **Channels:** Internal newsletters, dashboards, gamified leaderboards
- **Message:** “Sell smart, earn smarter—every margin counts.”

## 4. “Seasonal Shift” Campaign

- **Target:** General consumer base
- **Focus:** Redirect seasonal demand toward profitable SKUs
- **Channels:** Seasonal landing pages, retargeting ads
- **Message:** “New season, new savings—shop smarter this spring.”



# CONCLUSION



Focusing on strategic, margin-conscious sales while selling smarter rather than simply selling more is the pathway to achieving sustainable resilience, enhanced profitability, and a lasting competitive advantage.





*Thank you*

SINDISWA JACHIN SHONGWE

