📊 Technical Report — Memories with Joy 2024 Sales Performance Analysis

**1. Introduction**

This report presents a comprehensive analysis of Memories with Joy’s 2024 sales data, conducted using Microsoft Excel.  
The primary goal was to assess sales distribution, identify top-performing cities and categories, and uncover actionable insights to inform future business strategies.

Memories with Joy is a fast-growing creative brand in the event planning and luxury gifting industry, offering services such as *Paint & Sip* events, *picnic setups*, and *surprise deliveries*.  
With operations across multiple Nigerian cities, analyzing sales patterns and revenue drivers is crucial for guiding marketing efforts and strategic expansion.

**2. Story of Data**

The dataset represented Memories with Joy’s 2024 business year sales transactions. Each entry contained:

* Region (East, West, North, South)
* City
* Product Category
* Sales Amount
* Transaction Date

Minor formatting adjustments were made for consistency. Additional computed fields such as Month, Quarter, and Total Revenue per Region were derived to enhance analysis.

**3. Industry Type**

This project falls within the Event Planning and Creative Gifting Industry, a sector driven by understanding customer behavior, seasonal demand, and purchasing trends.  
By applying data analytics, businesses like Memories with Joy can tailor offerings, optimize marketing efforts, and plan promotions around high-demand seasons.

**4. Data Splitting**

The dataset was segmented into logical groups to enable deeper analysis.

* Independent Variables: Customer Name, Salesperson, Region, Shipping Name, Shipping Country, Payment Type, Product Name
* Dependent Variables: Quantity, Revenue, Unit Price, Shipping Fees

**5. Data Preparation and Cleaning**

Data preprocessing was performed entirely in Microsoft Excel, involving:

* Removal of duplicate entries for accuracy
* Uniform formatting of transaction dates
* Deriving Month and Quarter fields using date functions
* Applying conditional formatting for performance visualization
* Creating PivotTables and calculated fields for aggregation
* Summarizing KPIs such as *Total Sales*, *Top City*, *Top Category*, and *Peak Month*

**6. Stakeholders**

Key beneficiaries of this analysis include:

* Business Owner / CEO: For strategy and expansion planning
* Sales & Marketing Team: For campaign targeting and product prioritization
* Finance Team: For tracking revenue and forecasting trends
* Event Planning Team: For aligning offerings with seasonal demand

**7. Value to the Industry**

This project demonstrates how data-driven decision-making can optimize business operations in the creative sector.  
Through sales pattern analysis, Memories with Joy can:

* Allocate resources efficiently
* Launch data-backed marketing campaigns
* Forecast seasonal demand accurately
* Scale operations sustainably

Such practices establish a benchmark for innovation in Nigeria’s growing creative and experiential events industry.

**8. Pre-Analysis Insights**

Preliminary exploration revealed that:

* Certain regions consistently outperform others due to stronger demand.
* A few top salespeople account for most revenue.
* High-priced products contribute significantly to overall earnings.
* Some regions exhibit category-specific dominance, indicating specialized markets.
* Seasonal and promotional effects strongly influence revenue fluctuations.

**9. In-Depth Analysis**

**Top 10 Customers**

Company D led with $67,180.50, followed by Company H ($50,208.35) and Company BB ($43,713.00).  
Insight: These customers should be nurtured through loyalty programs and premium offers to maintain their high contribution levels.

**Sales by Representatives**

Nancy ranked first with $104,252.34, followed by Anne ($93,858.33) and Andrew ($67,180.50).  
Insight: Documenting Nancy’s methods and replicating them across other reps could boost collective team performance.

**Sales by Product Category**

Beverages dominated with $110,577.11, followed by Sauces and Jams. Canned Meat and Dairy lagged behind.  
Insight: Marketing should emphasize Beverages and Sauces while evaluating pricing or visibility strategies for low performers.

**Sales by Region**

The North led with $141,680.34, followed by the East ($108,275.51), South ($93,858.33), and West ($91,251.98).  
Insight: The North’s approach can be mirrored across weaker regions for uniform growth.

**Sales Trend Report**

Revenue peaked in December ($66,642.78) and June ($55,601.61). The lowest month was February ($19,985.50).  
Insight: Strong seasonality exists—future campaigns should center on these high-performing periods.

**Transaction by Amount**

Most transactions fell between ₦0–₦1,000, indicating frequent low-value purchases.  
Insight: Product bundling and loyalty rewards could increase mid- to high-value transactions.

**10. Data Visualization and Charts**

Interactive visuals were created in Excel using PivotTables and charts to translate data into insight:

* Column Chart — Sales by City: Compared total sales across cities; New York topped performance.
* Pie Chart — Sales by Region: Displayed proportional contributions; the East Region dominated.
* Line Chart — Monthly Revenue Trend: Revealed growth peaks in June and December.
* Bar Chart — Product Category Performance: Highlighted Beverages and Event Packages as key revenue drivers.
* Map Chart — Regional Sales Overview: Visualized strong sales in Northern and Eastern regions.
* KPI Cards: Displayed Total Revenue, Top City, Best Month, and Best Category for at-a-glance insights.

Visualization Insight:  
These visual tools collectively transformed raw figures into a clear story of business performance, enabling quick and data-informed decisions.

**11. Post-Analysis Insights**

**General Observation**

* Nancy led the year with $104,252.34 revenue, dominating three cities: Portland, Seattle, and Boise.
* Andrew’s peak month was June ($11,595), while Jan peaked the same month with $4,928.
* Nancy’s strongest product was Beverages ($47,659.99).

**General Recommendations**

* Launch June and December-focused campaigns to maximize peak-month sales.
* Reward high-performing reps with incentives to sustain motivation.
* Encourage cross-regional workshops led by Nancy to replicate her strategies.
* Implement city-specific promotions in Portland, Seattle, and Boise for customer retention.

**12. Actionable Insights**

1. Replicate Nancy’s Sales Strategy: Promote product specialization and city-targeted selling.
2. Product Category Optimization: Prioritize *Beverages* and *Jams & Preserves* in marketing and inventory.
3. Regional Revenue Enhancement: Share best practices across sales regions to uplift weaker areas.
4. Peak Month Strategy: Introduce June/December promotions to exploit seasonality.
5. Performance Incentives: Reward top-performing reps quarterly to maintain drive and morale.
6. Customer Loyalty Programs: Pilot referral and loyalty campaigns in top-performing cities.

**13. Closing Reflection**

As a Data Analytics student at Vephla University, this project allowed me to apply the complete data analysis process:  
Data Collection → Cleaning → Splitting → Analysis → Visualization → Insight Communication.  
Working on this real-world dataset strengthened my understanding of data storytelling and how analytics can directly improve business outcomes in creative industries.

**14. Conclusion**

The Memories with Joy 2024 Sales Dashboard provides a holistic view of regional performance and category trends.  
Through Excel-based analytics, raw figures were transformed into actionable insights that can guide future business strategies, enhance operations, and promote sustainable growth within Nigeria’s event and gifting industry.