



# ELECTRONICS TREND

How our Company's Sales Drove Impressive Growth

CAPSTONE PROJECT

BY JULIANA M CAMARGO

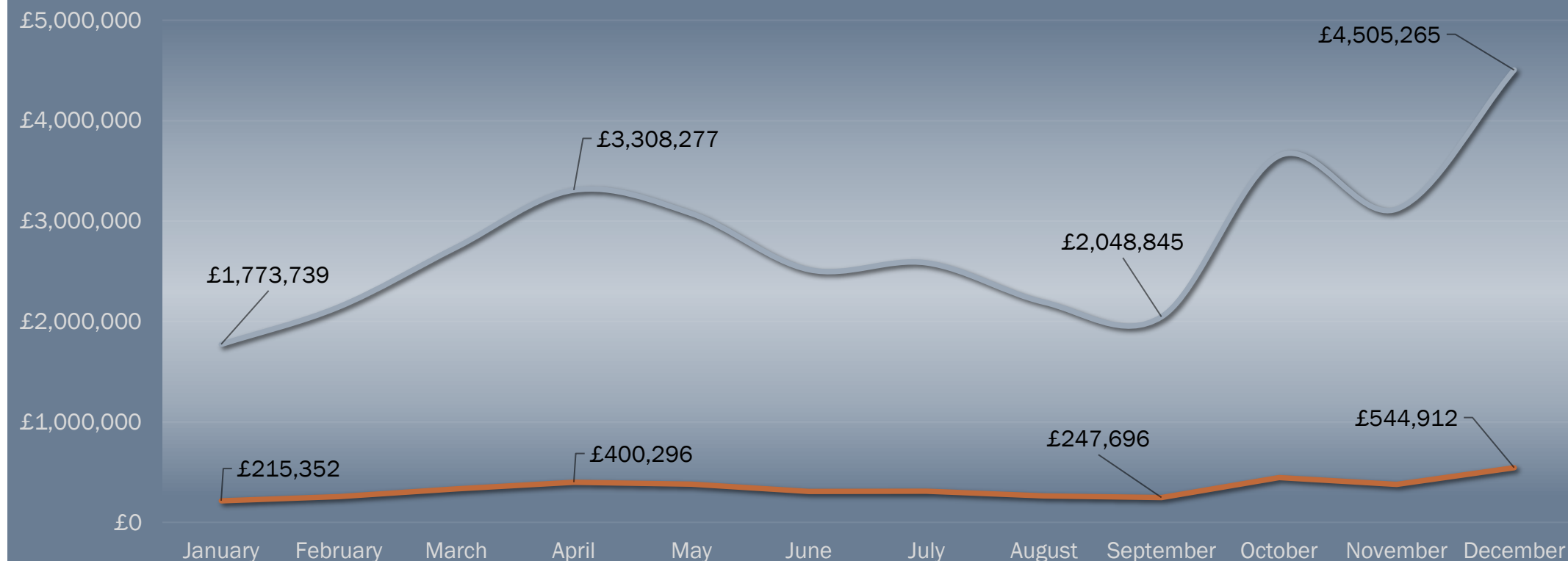
19/04/2023

- *During this presentation, we'll provide an overview of our company's performance in the past year. We'll explore our top-selling products and categories, and identify the cities where we have the highest sales figures*
- *Additionally, we'll analyse our sales trends by month and city to gain insights into our sales patterns and suggest where the company needs more attention to improve sales during slower periods.*
- *Finally, we'll share our sales forecast for the upcoming year, based on our observations and trends.*

WELCOME TO PRESENTATION ON ELECTRONICS TREND'S SALES ANALYSIS

- In 2019, we achieved £33,600,000 in revenue with a 12% profit margin.
- Our sales saw a remarkable growth of over 150% from Jan to Dec 2019.
- Conversely, Jan and Sep had the lowest sales, likely due to post-holiday and post-summer spending.

## Revenue and Margin Profit 2019



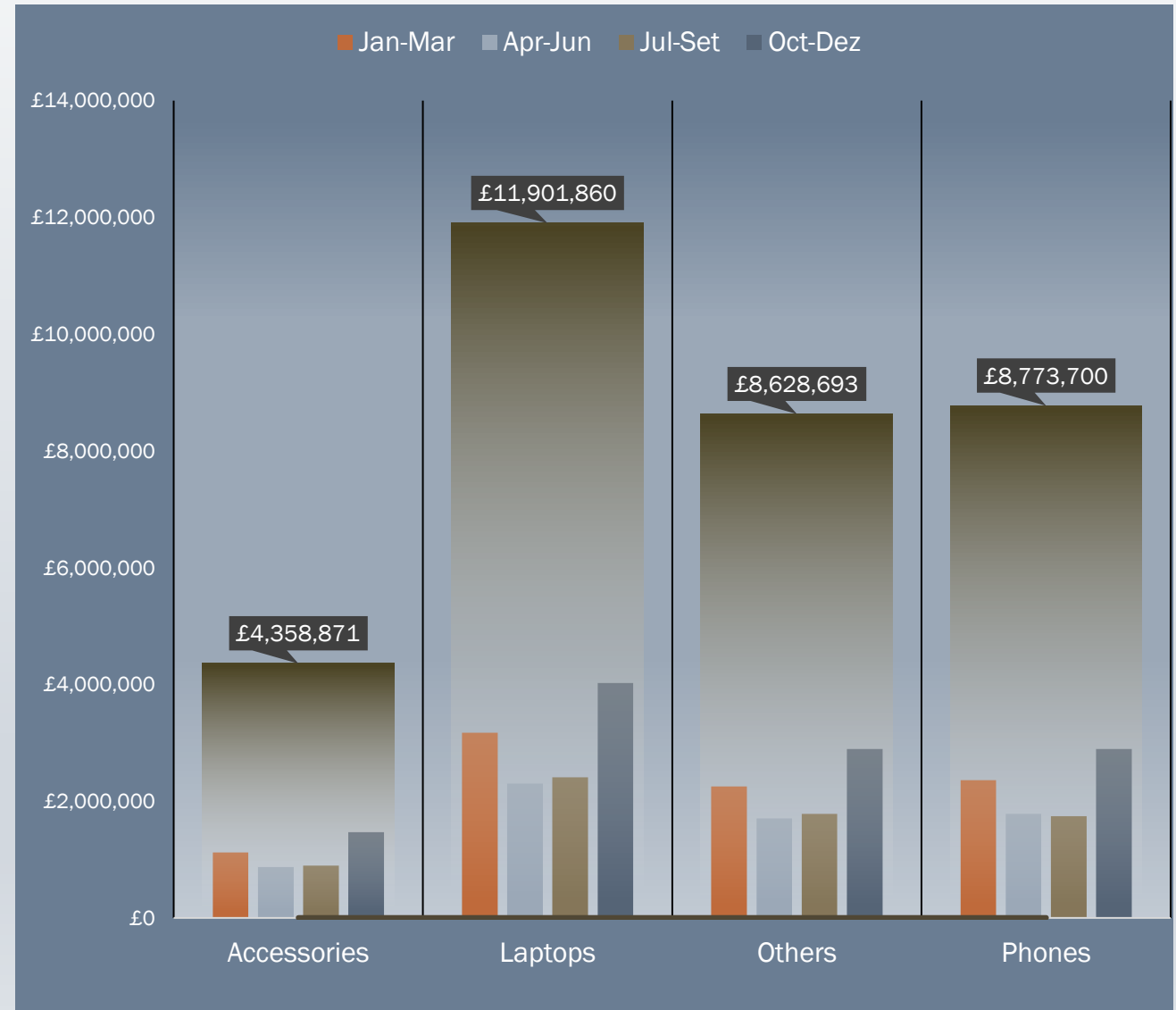
AVG  
Monthly Revenue  
**£2,805,260**

AVG  
Monthly Profit  
**£340,579**

- December takes the cake, contributing to 13% of our yearly sales.
- The Laptops is the shining star, being our best-selling Product Category.
- Not only is it the most popular category, but it's also the most profitable, accounting for 20% of its sales value and contributing to 58% of our total profit.

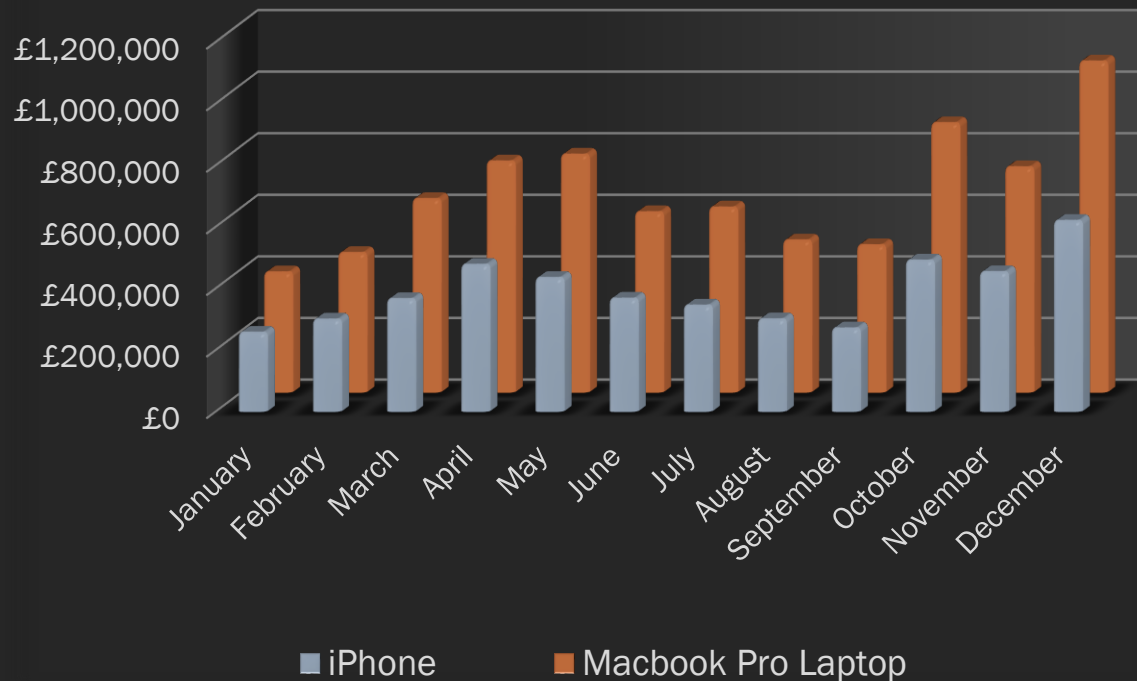


## Seasonal Sales by Product Category



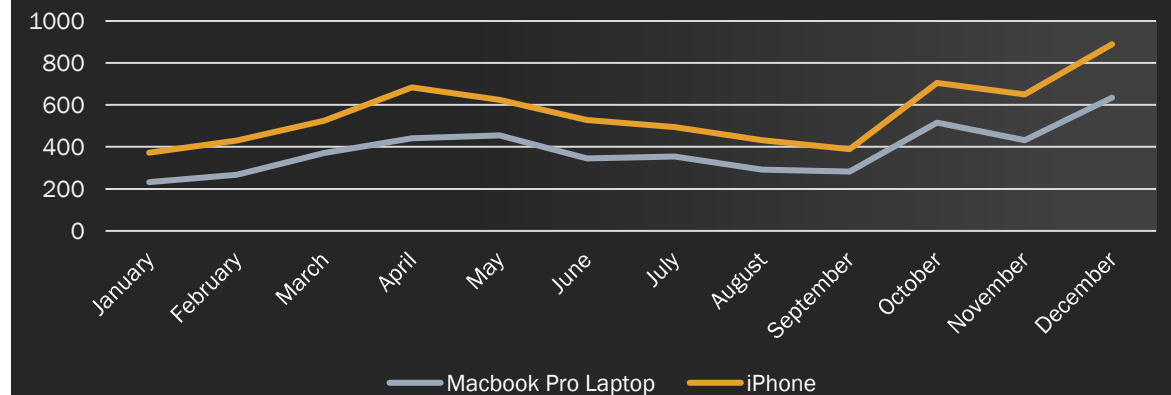
## Analysis - Top 2 Best Selling Products

### REVENUE BY MONTH



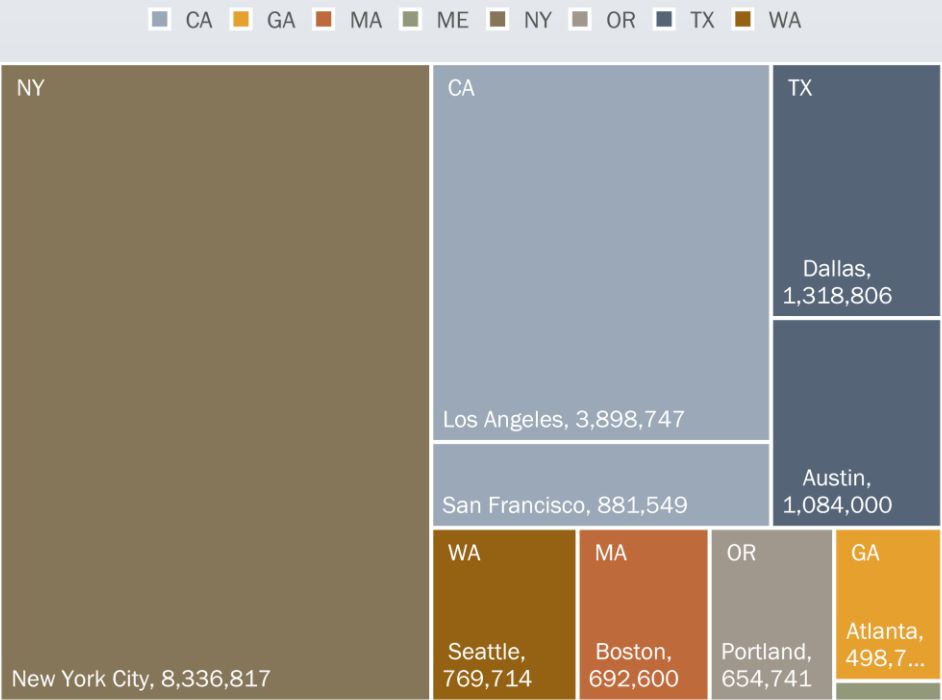
- The MacBook Pro was the best-selling product across all of 2019, generating a significant portion of the company's revenue.
- The iPhone was the second-best selling product in 2019, with strong sales figures throughout the year.

### ORDER ID BY MONTH

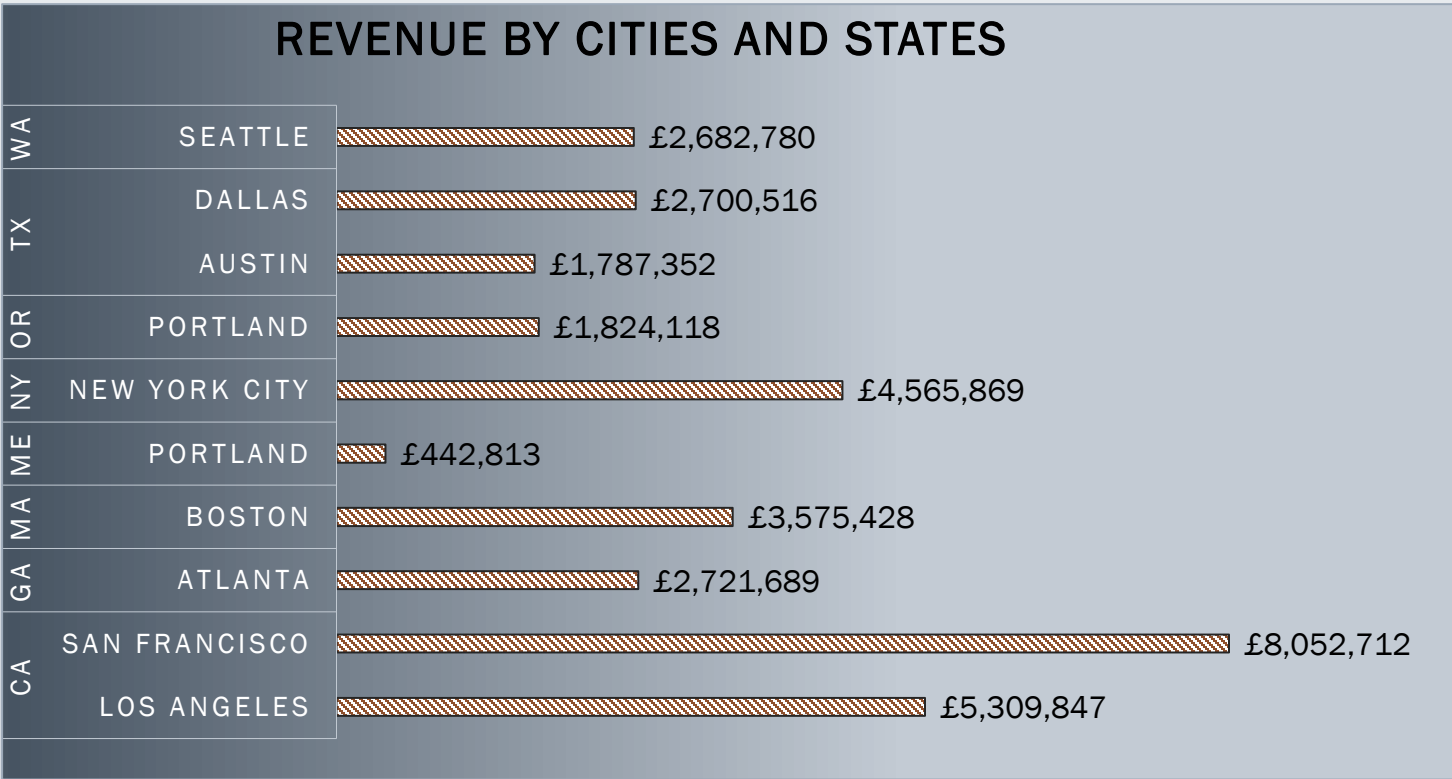


- Our company sells products in 9 cities across 8 states.
- San Francisco is consistently our top-performing city throughout the year, followed by New York and Los Angeles.
- Compact version: Our lowest selling cities are Austin, Portland OR, and Boston MA, accounting for 4%, 4%, and 5% of total sales, respectively. Portland ME has a population of only 66,000 but contributes 1% to our annual sales, while Austin has a population of over 1 million.

CITIES POPULATION



REVENUE BY CITIES AND STATES

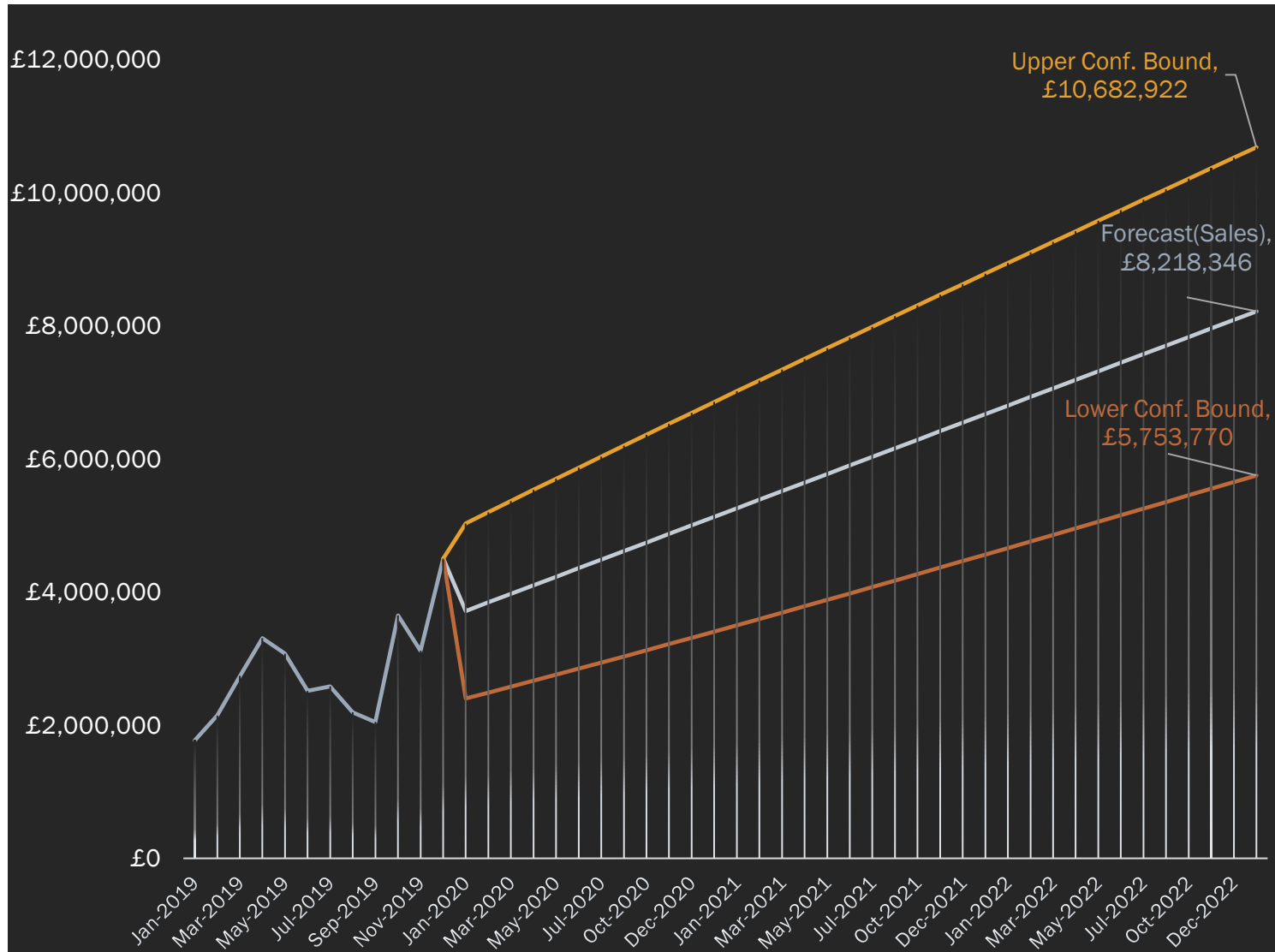


## Areas for Improvement

---

- Sales figures tend to be lower in January and September due to reduced spending following the holiday season and the end of summer vacations, as well as the back-to-school period.
- My recommendation for enhancing the company's annual performance is to focus on increasing sales in cities with lower sales figures, particularly during the historically low spending months of January and September. This can be achieved through customized marketing campaigns and promotions tailored to each city's unique needs and characteristics.
- Additionally, the company could explore expanding its product portfolio to include items that are in high demand during these slower periods, thereby maximizing sales potential in each area and ensuring steady revenue throughout the year.

## 3 Years Forecast



- Electronics sales saw an impressive 154% increase from the beginning to the end of 2019.
- The line graph on the side illustrates the sales forecast for the next three years, with an expected annual growth rate of 25% based on a smoothing.
- We project strong revenue growth over the next three years, driven by consideration of new products during lower sales seasons, increased marketing efforts in low-sales cities, and continued focus on high-performing of our product category with high-margin profit.
- We expect to maintain healthy profit margins and drive sustained growth over the long term.





END OF PRESENTATION

CAPSTONE PROJECT

BY JULIANA M CAMARGO

19/04/2023