



# OfficeStaples Inc.

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SALES ANALYSIS AND OPTIMIZATION STRATEGY

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# Objectives

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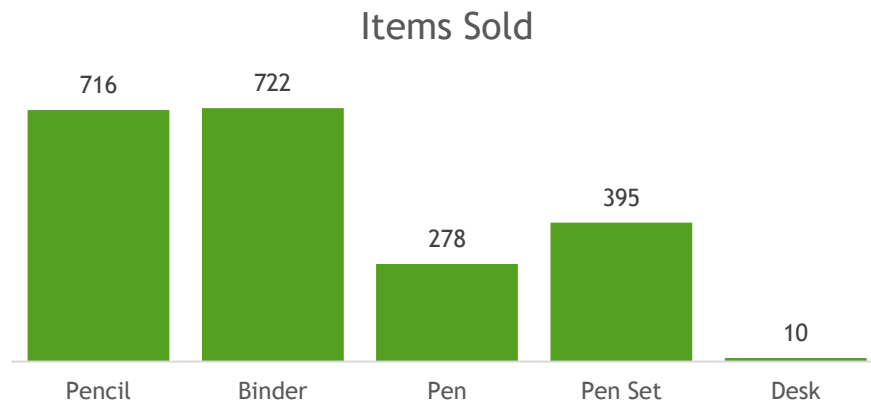
- The objective of this project is to examine the sales data of OfficeStaples Inc., a retailer specializing in office supplies such as binders, pencils, pen sets, desks, and individual pens. The aim is to develop effective strategies for boosting sales.
- The store intends to introduce a new product category, printers, and has set a sales target of \$50,000 for the upcoming year. To meet this objective, an additional goal is to calculate the expected total revenue generated by the introduction of this new printer category.



# Analysis

Item Type ▾	Inventory ▾	Units Sold ▾	Units Available ▾
Pencil	1000	716	284
Binder	1500	722	778
Pen	1000	278	722
Pen Set	1200	395	805
Desk	150	10	140
<b>Total</b>	<b>4850</b>	<b>2121</b>	<b>2729</b>

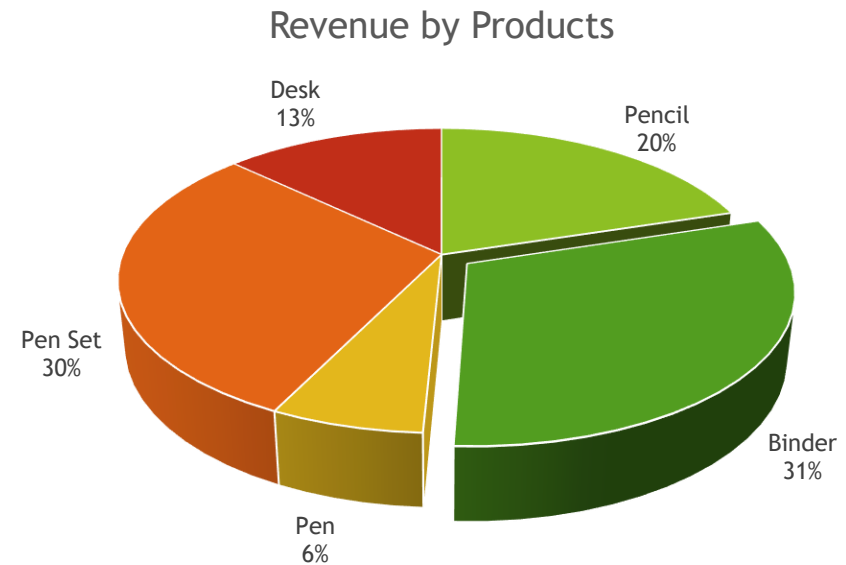
- The two bestselling items are pencils and binders
- The least sold item is the desk



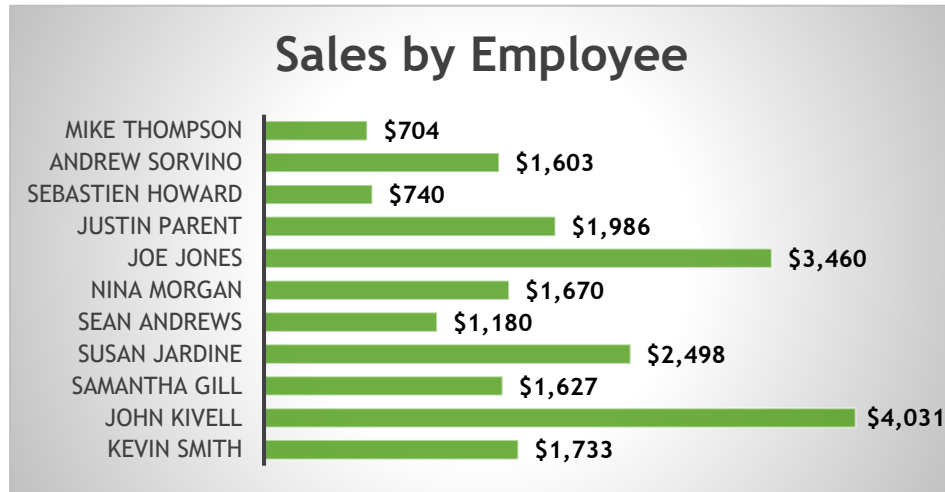
# Analysis

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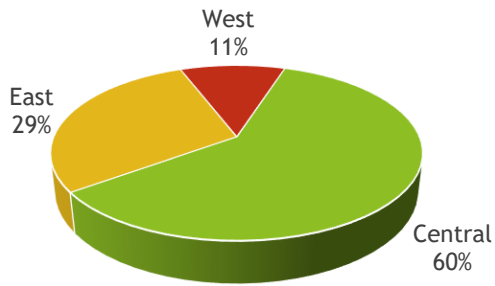
- The pencils and binders are sold the most, but pencils bring in least amount of revenue
- Desks are sold the least, but generates 13% of the revenue



# Analysis

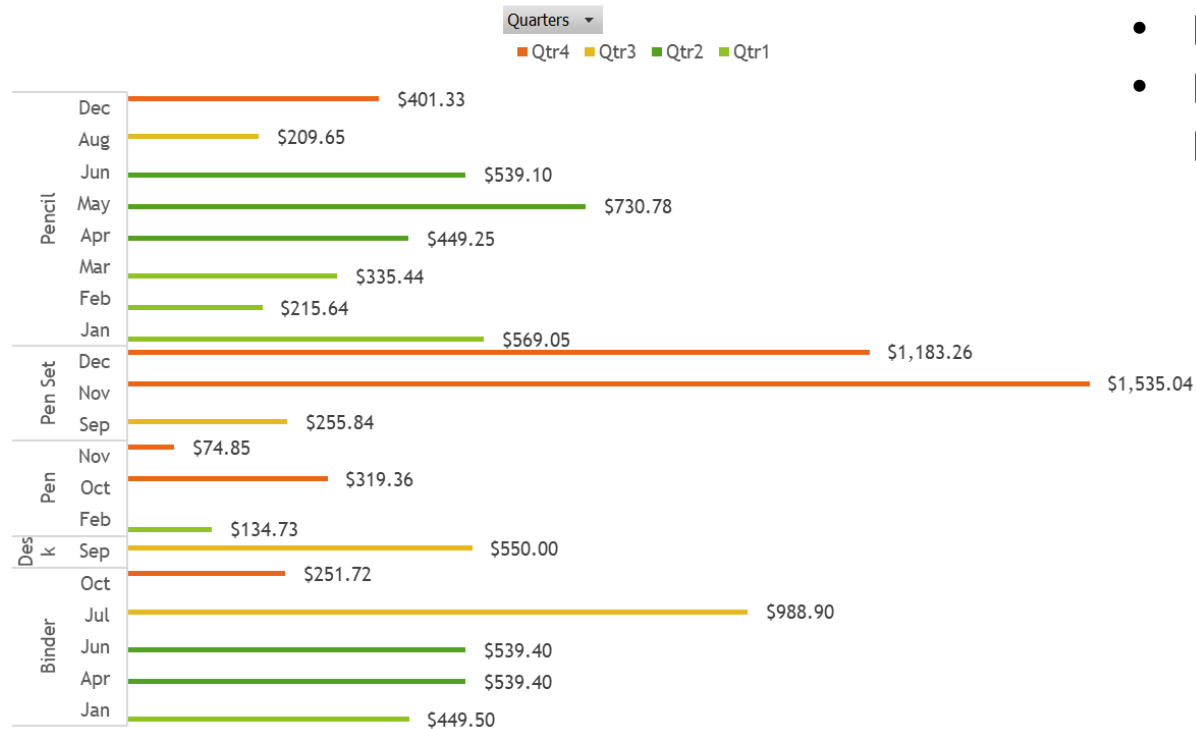


- The central region makes 60% of the sales
- The highest sales is made by the Sales representatives John Kivell and Joe Jones
- Majority of the representatives are from the central region



# Analysis

2014 Item Sales per Month

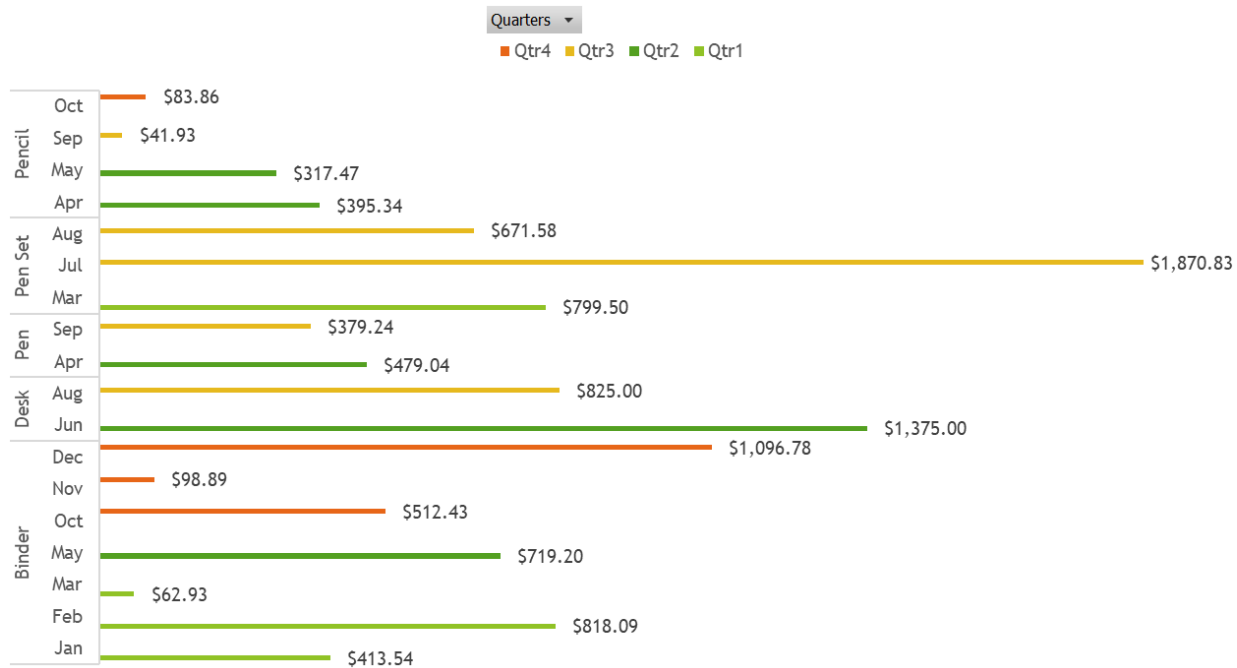


- In 2014, Quarter 4 made the most sales
- Pen sets were sold the most in the month of November and December



# Analysis

2015 Item Sales per Month



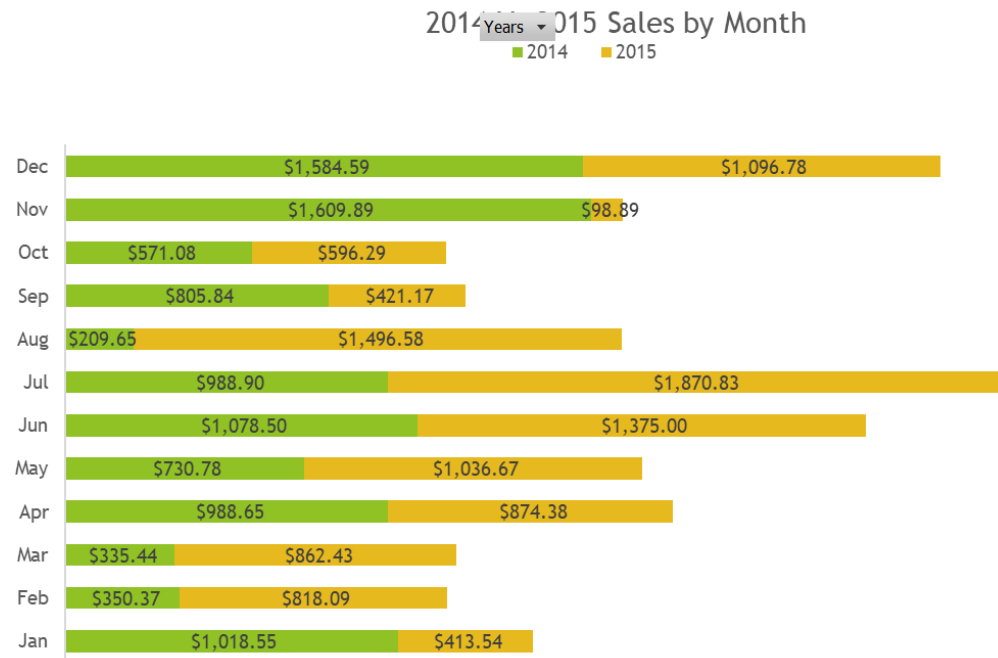
- In 2015, Quarter 3 made the most sales
- Pen sets and Desks were sold the most in the month of July and June respectively
- Binders were sold the most in the month of December
- Pencils made the least revenue overall in 2015





# Analysis

- Overall, the sales were higher in 2015 compared to 2014
- For the year 2014, the sales were highest in the month of November
- For the year 2015, the sales were highest in the month of July



# Analysis

Item	Total Units Ordered	Total Sales
Desk	10	\$1,700.00
Pencil	716	\$2,135.14
Binder	722	\$9,577.65
Pen Set	395	\$4,169.87
Pen	278	\$2,045.22
Printer	X	\$30,372.12
<b>Total</b>	<b>2121</b>	<b>\$50,000.00</b>

If they want to make \$50,000 Revenue and they are planning to start selling printers, their total sales for the printer category needs to be at least \$30,372.12.

- If they want to reach a sales target of \$50,000 in the upcoming year, the revenue generated from the new printer category must be at least \$30,372.12
- The number of printers sold would depend on the unit cost of the printers



# Recommendations

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- **Promote Pencils and Binders:** Since these are the top-selling items, continue to promote pencils and binders. Consider bundling them or offering discounts to encourage more sales.
- **Re-evaluate Desk Sales:** Despite being the least sold item, desks contribute significantly to revenue. Explore ways to improve desk sales, such as marketing campaigns or product bundling with other office furniture.
- **Central Region Focus:** Given that the central region makes 60% of the sales, consider allocating more resources, marketing efforts, and sales representatives to this region. It's already a strong market, and there might be room for further growth.
- **Focus on High Sales Periods:** Pay special attention to November (2014) and July (2015) as these were the highest sales months in their respective years. Plan promotions and marketing campaigns around these times to maximize sales.
- **New Printer Category:** To achieve the \$50,000 sales target, ensure that the new printer category generates at least \$30,372.12 in revenue. Monitor unit costs and adjust pricing and marketing strategies accordingly to meet this goal.



# Recommendations

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- **Yearly Growth Trend:** Recognize that overall sales were higher in 2015 compared to 2014. Aim for continued growth in the coming years by investing in successful product categories and regions.
- **Customer Feedback:** Collect feedback from customers regarding their preferences and needs. Use this information to tailor product offerings and customer experience to their expectations.
- **Inventory Management:** Optimize inventory levels based on historical sales data. Avoid overstocking items with low demand and ensure sufficient stock of popular products
- **Marketing and Promotion:** Develop targeted marketing campaigns, both online and offline, focusing on the identified high-sales months and regions. Use data-driven advertising strategies to reach the right audience.
- **Employee Training:** Train sales representatives to provide excellent customer service and product knowledge. John Kivell and Joe Jones are the top sales representatives. Analyze their strategies and success factors and share these insights with other representatives to improve overall sales performance.

