Sales Performance Analysis

13M
Sum of Sales

1M
Total Profit

51K
Total Orders

1.1K
Avg Order Value

4
Avg Del Days

Sales by years

1M

0M

January February March April May June July August September October November December

● 2012 ● 2013 ● 2014 ● 2015

Sales by region

Western Europe | Oceania | Southeaste...
Central America | Southern Asia
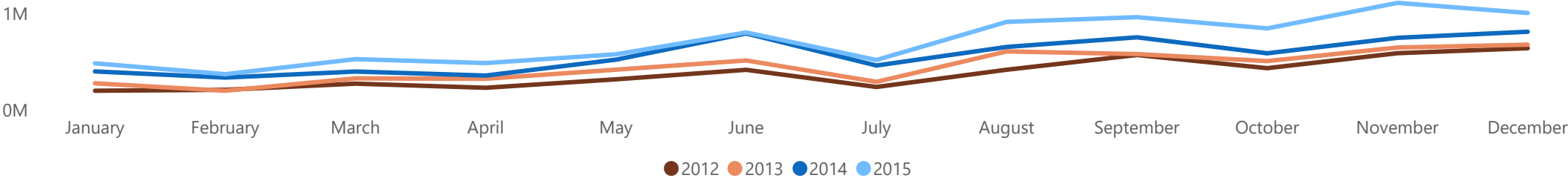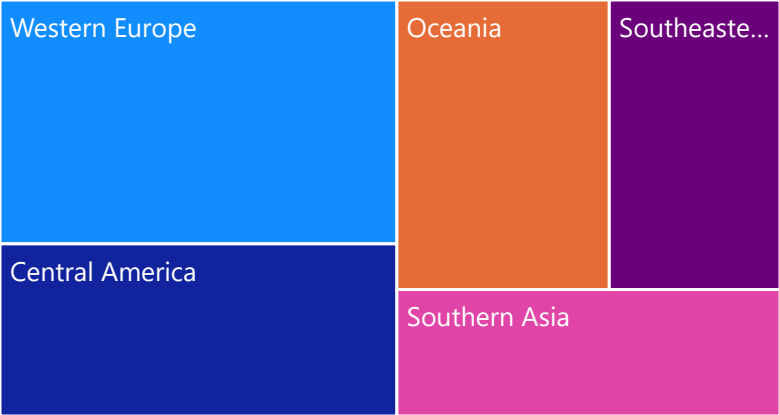
Five top products by quantity

1000

500

0

| 876 | 337 | 321 | 262 | 259 |

Staples | Cardinal Index Tab, Clear | Eldon File Cart, Single ... | Rogers File Cart, Single ... | Sanford Pencil Sharpen...

Sales by category

4M

2M

0M

Technology | Furniture | Office Supplies
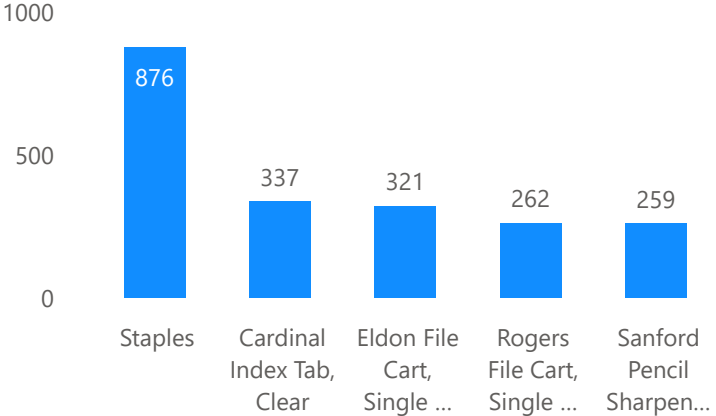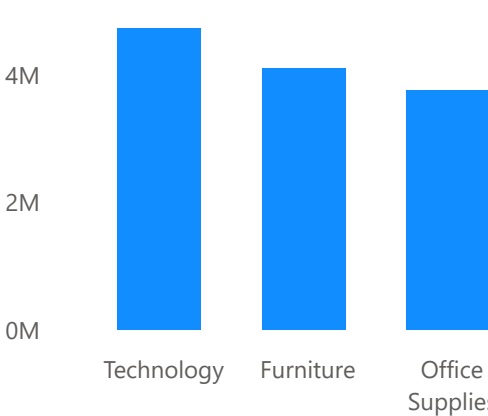
Comments:

Overall sales performance is promising. It started slowly at the beginning of the year, but from the second quarter, we can see a slight uptrend continuing towards December. The company's best-selling year was in 2015.
Best selling product are staples, cardinal index and eldon file card.
 July consistently exhibits lower sales figures across all years; thus, considering a special promotion to boost sales during this period might be a strategic move.
Company making the biggest sales in Western Europe, Central America and Oceania. This treemap has drill through option to Sales Info where sales, profit and discounts are listed individually.

Month	Sum of Sales	Sum of Profit	Sum of Discount
⊞ January	12021	461	6.45
⊞ February	16588	1290	9.95
⊞ March	12913	1904	4.95
⊞ April	16904	3215	3.15
⊞ May	18225	1060	8.45
⊞ June	29060	4262	9.80
⊞ July	11715	2144	3.50
⊞ August	30230	3373	9.45
⊞ September	45696	7946	10.05
⊞ October	13797	1835	6.75
⊞ November	42401	3358	10.60
⊞ December	42473	6607	7.35
Total	**292023**	**37455**	**90.45**

Customer Segmentation

Sales by segment

6.5M — Consumer
3.8M — Corporate
2.3M — Home Office

Sales by market & segment

Segment ●Consumer ●Corporate ●Home Office

USCA
LATAM
Europe
Africa
Asia Pacific

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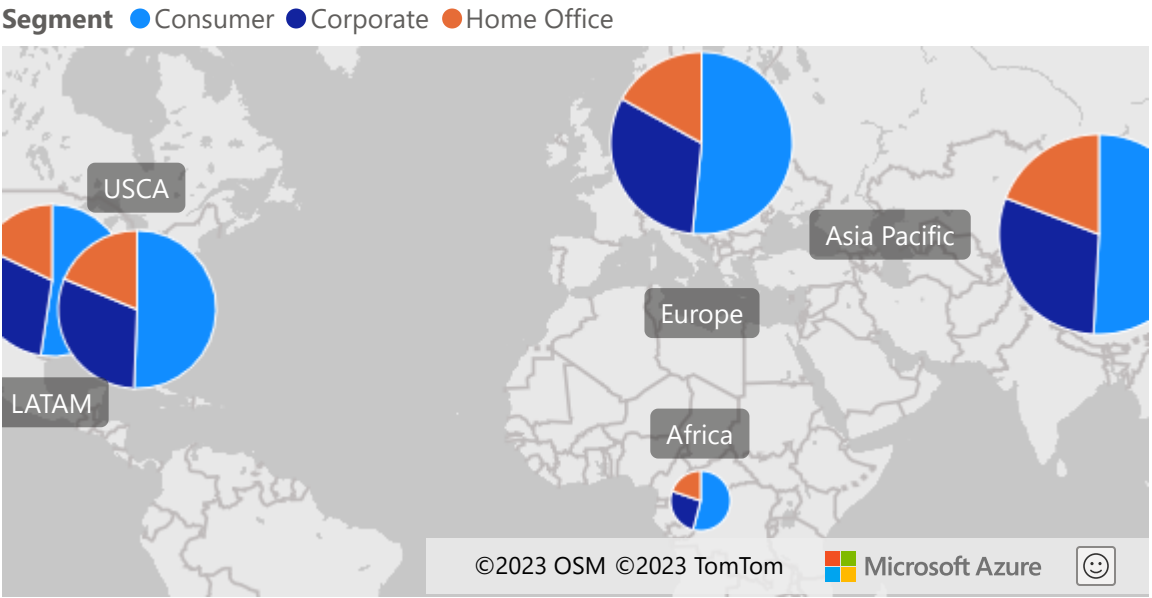
Comments:

The consumer and corporate segments are certainly the most promising, marketing should place more focus on retaining this segments however exploring additional opportunities for business development, such as targeting the Home Office segment with bundled product offerings instead of single pieces, could prove beneficial too.

The most significant consumer segments are found in Asia-Pacific, Europe, and the US-Canada (USCA) region. I would recommend conducting surveys in each of these locations to personalize marketing strategy and retain customers.
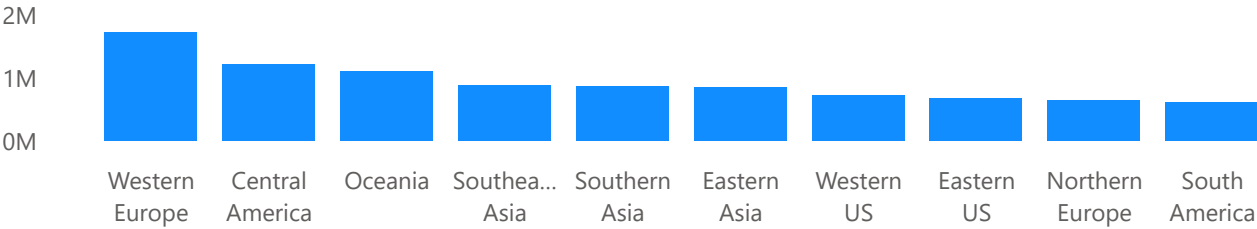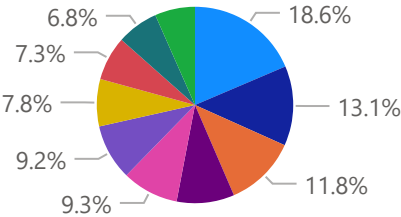
Geographical Analysis

Sum of Sales by Region

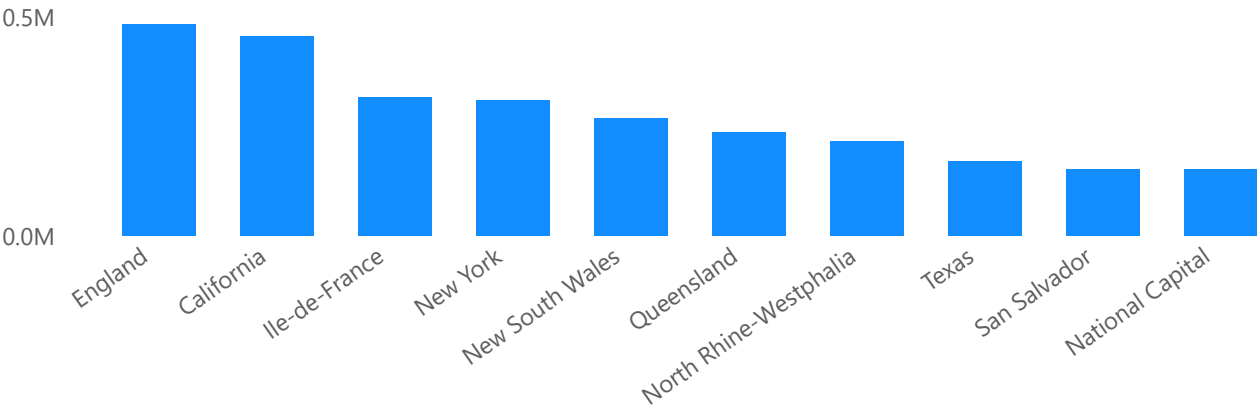Regions (x-axis): Western Europe, Central America, Oceania, Southea... Asia, Southern Asia, Eastern Asia, Western US, Eastern US, Northern Europe, South America

Region ● Western Eur... ● Central America ● Oceania ● Southeast... ● Southern ... ● Eastern Asia

Pie chart percentages: 18.6%, 13.1%, 11.8%, 9.3%, 9.2%, 7.8%, 7.3%, 6.8%

Sum of Sales by State

States (x-axis): England, California, Ile-de-France, New York, New South Wales, Queensland, North Rhine-Westphalia, Texas, San Salvador, National Capital

Sum of Sales by City

Cities (x-axis): New York City, Los Angeles, Manila, Seattle, San Francisco, Philadelphia, Sydney, Jakarta, London, Mexico City
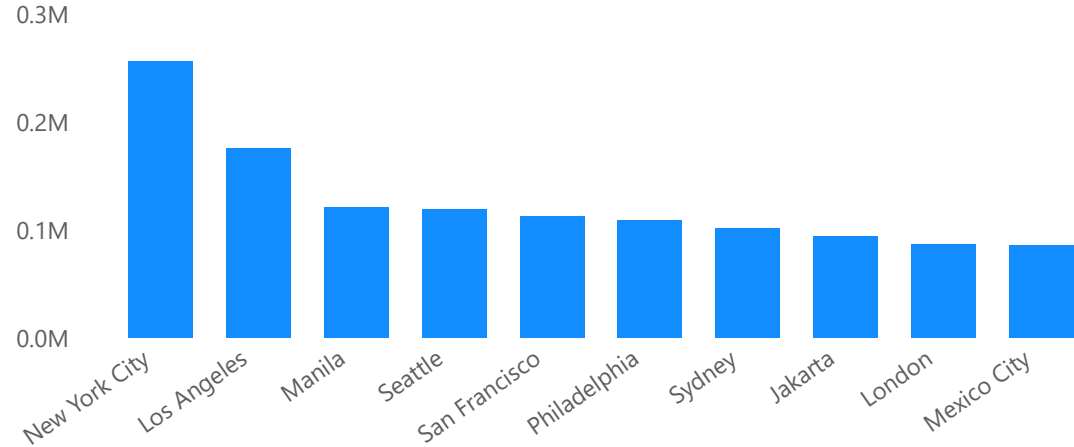
Comments:

Western Europe (18.6%), Central America (13.1%), and Oceania (11.8%) are the three most profitable regions.
England, California, and Ile de France are the three most profitable states.
New York City, Los Angeles, and Manila have the most active customers.
Across regions, states, and cities, there is a significant disparity between the highest and lowest sales figures. Therefore, I have decided to filter the results to focus on the top ten outcomes. Our marketing strategy should target the top ten positions, encompassing both consumer and corporate segments in the mentioned areas.
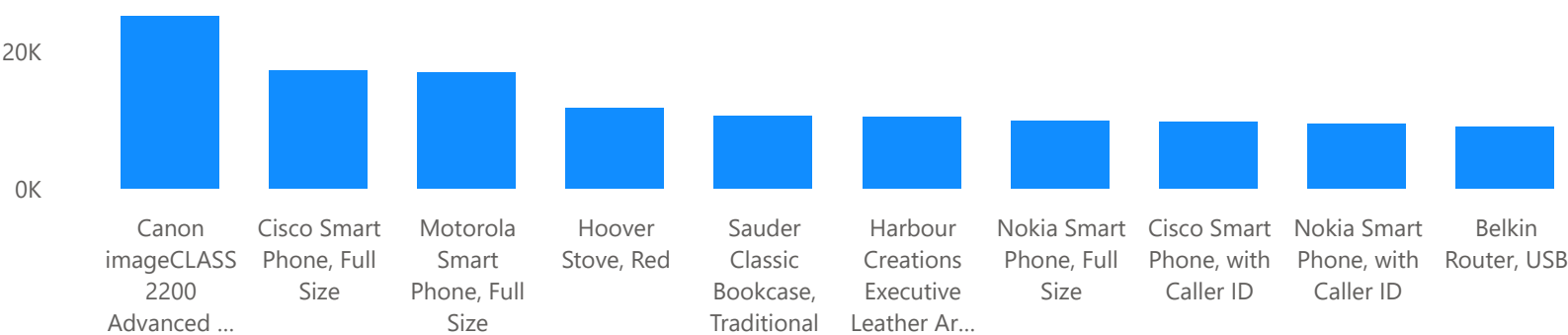
Profitability Assessment

1M
Sum of Profit

3788
Total Products

11.53
Profit Margin

Total profit by category

Technology | Office Supplies | Furniture

Top 10 profitable products

Canon imageCLASS 2200 Advanced ... | Cisco Smart Phone, Full Size | Motorola Smart Phone, Full Size | Hoover Stove, Red | Sauder Classic Bookcase, Traditional | Harbour Creations Executive Leather Ar... | Nokia Smart Phone, Full Size | Cisco Smart Phone, with Caller ID | Nokia Smart Phone, with Caller ID | Belkin Router, USB

Total profit by state

State	Total Profit State ▼
England	99394
California	75466
New York	73506
Ile-de-France	43672
New South Wales	43428
North Rhine-Westphalia	42043
San Salvador	35593
Washington	33160
Queensland	21501
Distrito Federal	19912
Provence-Alpes-Côte d'Azur	16708
Victoria	14820
National Capital	-12959
Pennsylvania	-15574
Texas	-25749
Total	**6973815**

Comments:

Technology is the most profitable and the best selling category across all four years. Store don't have to keep lots of item on stock as technology is more likely one off- purchase lasting 3-5 years.
Cannon copier, Cisco and Motorola smartphone are the best three profitable products. Marketing strategy should focus on the top highest profitable products. Table generate loss for company.
England, California and New York are the best states for profit, Texas, Pennsylvania and National Capital bringing company loss.

Customer Retention and Churn Analysis

112	**51K**
New Customers	Returning Customers

New Customers vs Returning Customers

● New Customers ● Returning Customers

2012   2013   2014   2015
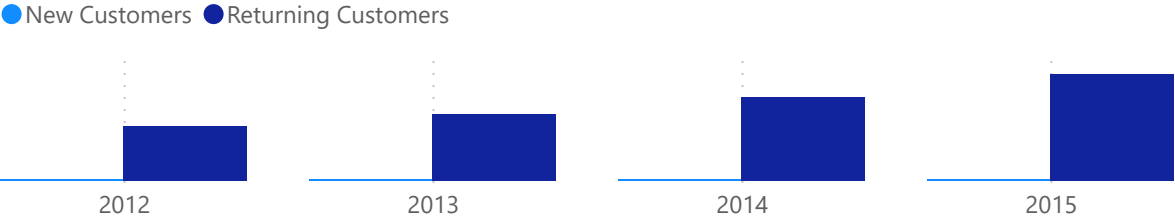
New Customers by Country & Market

● Africa ● Asia Pacific ● USCA

United States   Nigeria   Turkey   Kazakhstan   Zimbabwe

New Customers by Profit and Year

Year ● 2012 ● 2013 ● 2014 ● 2015
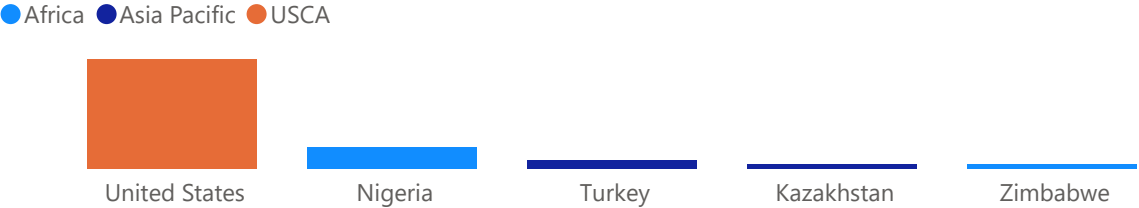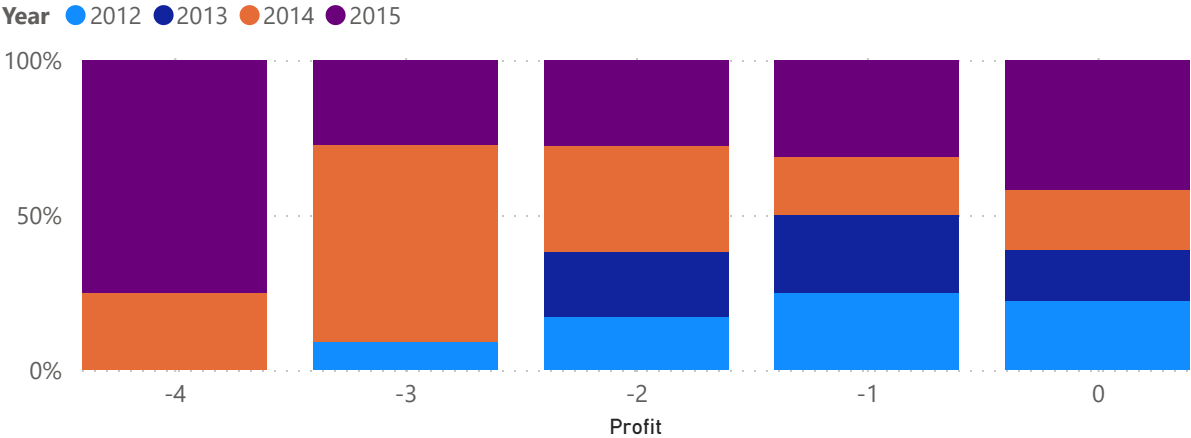
Profit

Returning Customers by Profit and Year

Year ● 2012 ● 2013 ● 2014 ● 2015
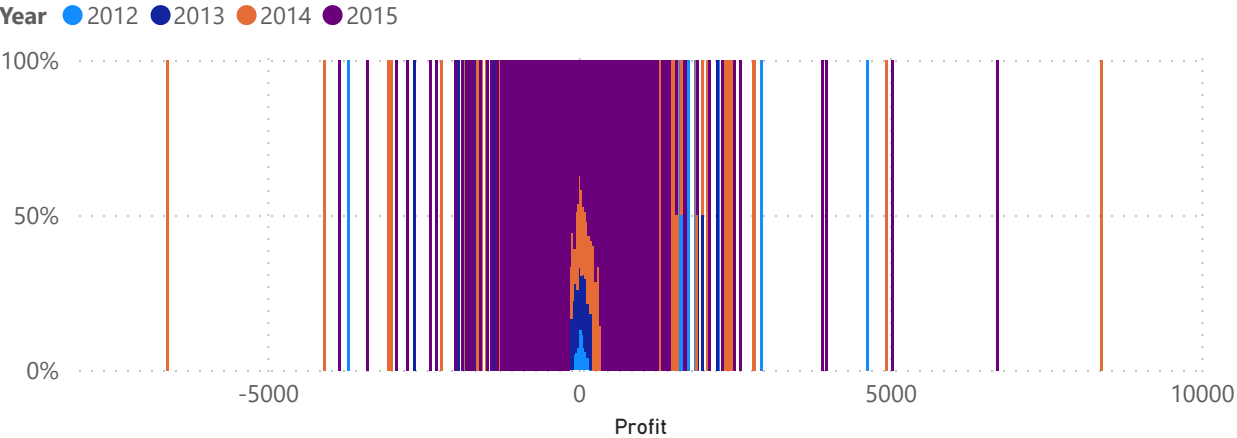
Profit

Comments:

In this dataset, there are only 112 new customers, primarily from the USCA market. The year 2015 saw the highest number of new customers using the company's services.

In most cases, new customers did not contribute to the company's profits through sales. On the contrary, they tended to purchase items that resulted in losses for the company, such as tables. If the company wishes to retain new customers, it should consider implementing a customer feedback system. Additionally, establishing strong communication channels with customers, such as notifying them about new product launches and upcoming webinars, can be beneficial. It's also advisable to learn from customer churn, as there may be various reasons why customers didn't stay, and conducting exit interviews could provide valuable insights.

The vast majority of our customers are returning customers.To maintain a strong relationship with them, the company should consider rewarding loyalty, providing exceptional customer service and support
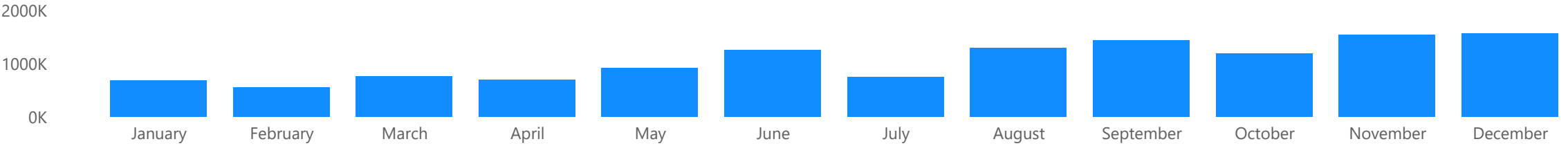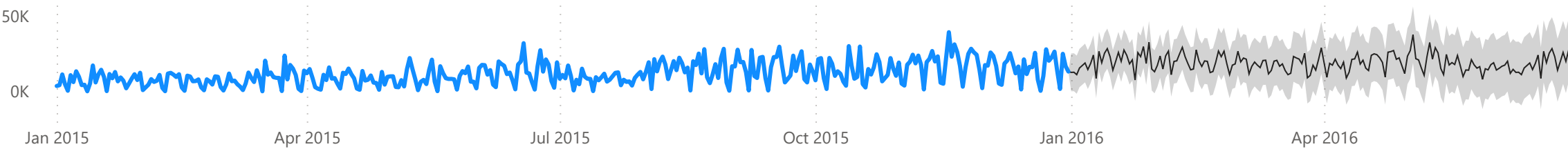
Seasonal Trends and Forecasting

Sum of Sales by Month

Total Sales by date + forecasting

Comments:

In analysis of sales data spanning four years, I have observed uptrend in sales each month, with December consistently emerging as the most lucrative month for company.
While there was a minor dip in sales during July, it quickly rebounded in August. I attribute this to the impending back-to-school season, which tends to drive sales.
To enhance visibility, data is filtered to focus on the 2014 year. I've applied forecasting techniques to predict sales for the next six months, utilizing 160 data points and setting a 95% confidence interval.
Overall, business exhibits promising prospects. It will start the year slowly but steadily gains momentum. Again, I've observed that July 2016 is going to be a comparatively slower period, which may be influenced by seasonal factors.