

SALES ANALYSIS PRESENTATION

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INTRODUCTION



This sales analysis was conducted for BrightLight's operations focusing on a single product's daily sales revenue, cost of sales and quantity sold. The goal of this analysis was to evaluate pricing performance, understand customer demand behavior, and uncover opportunities to optimize profitability - particularly in relation to promotional activity.

AGENDA



BRIGHTLIGHT

- 01 Executive Summary
- 02 Key Insights
- 03 Promotion Analysis
- 04 Insights
- 05 Recommendations

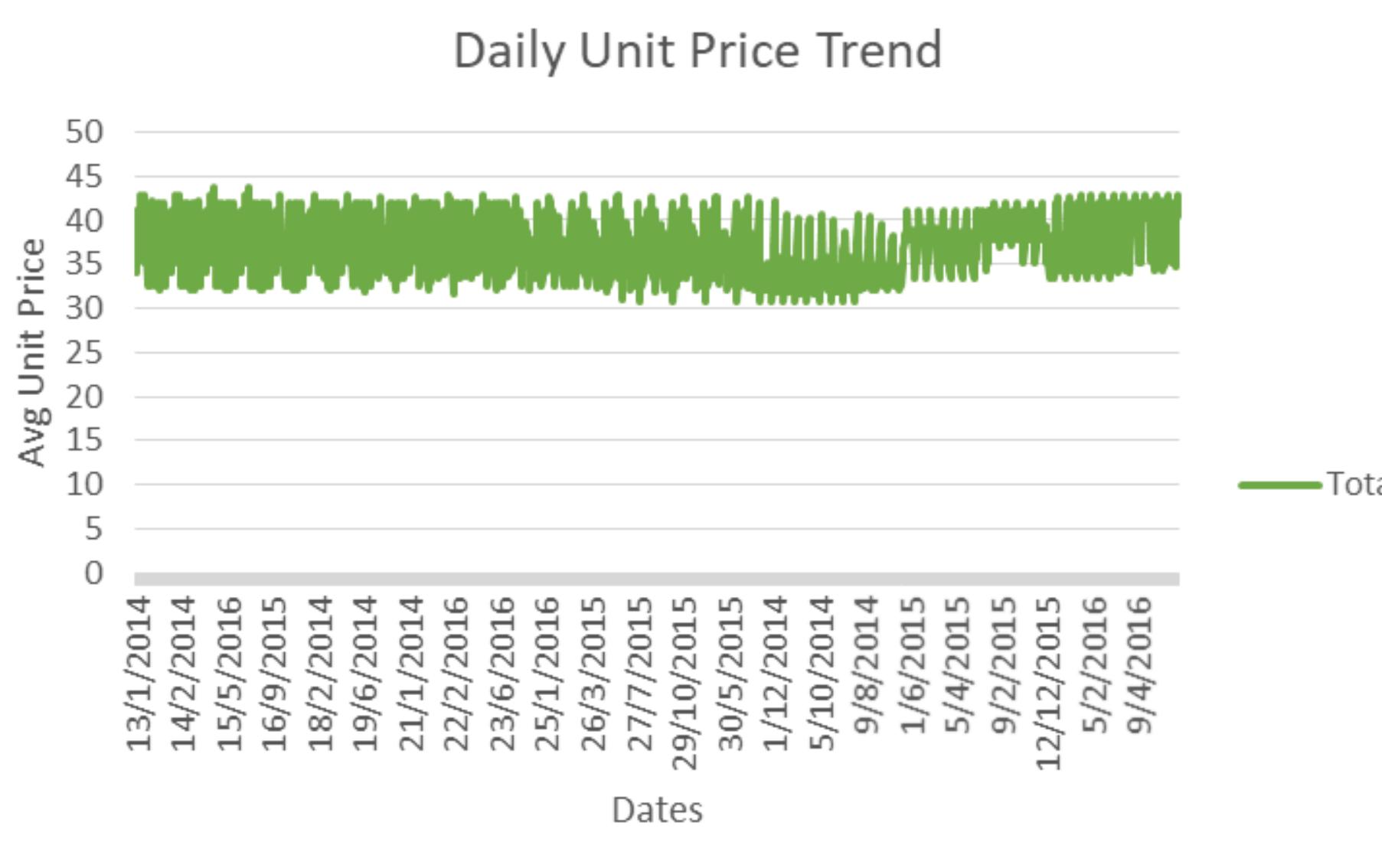




EXECUTIVE SUMMARY

This executive summary provides a concise snapshot of our sales performance. The report supports data-driven pricing decisions and lays the foundation for more advanced forecasting and promotion modeling.

KEY INSIGHTS

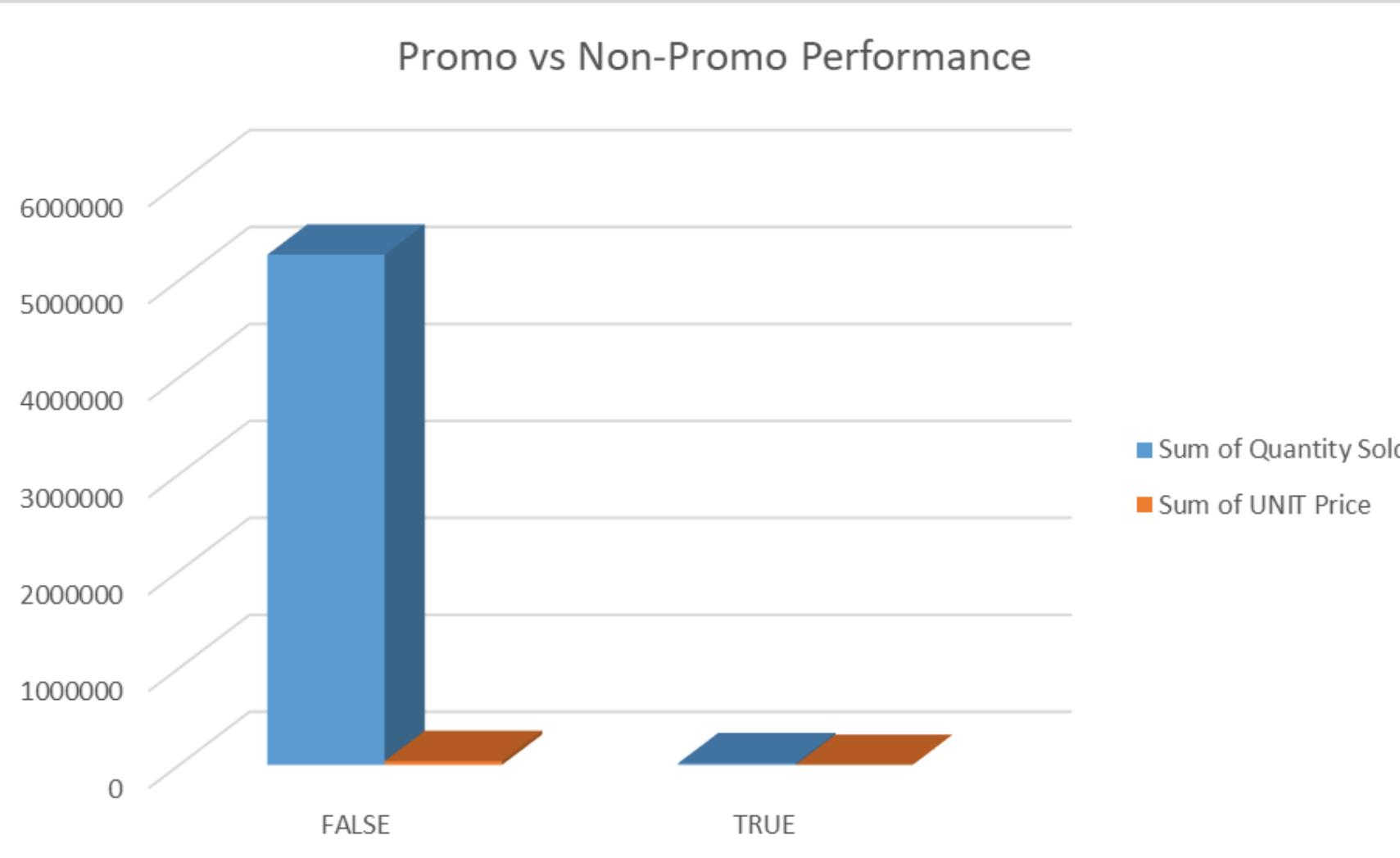


The unit price remained mostly stable throughout the year, with three notable dips on 2014-01-09, 2014-02-09 and 2014-05-09. These dips align with the three promotional periods and suggest intentional discounting. The price pattern confirms that BrightLight uses pricing selectively and sparingly to drive demand.

- Key Takeaway:
Unit pricing is generally stable, which helps customers build a consistent price expectation. Strategic price drops during promos are easily identifiable and impactful.

KEY INSIG HTS

Promo vs Non-Promo Performance



PROMO VS NON-PROMO QUANTITY SOLD

Quantity sold during promotions (Promo Flag = TRUE) is significantly higher than on regular days. For example, promo dates saw quantities sold ranging from 15000 to 19000 units, while non-promo days typically ranged between 6000 and 10000 units. This clearly demonstrates strong customer responsiveness to lower prices

- Key Takeaway:
Promotions are highly effective in boosting volume. The product is price-sensitive and performs better when discounted.

KEY INSIGHTS



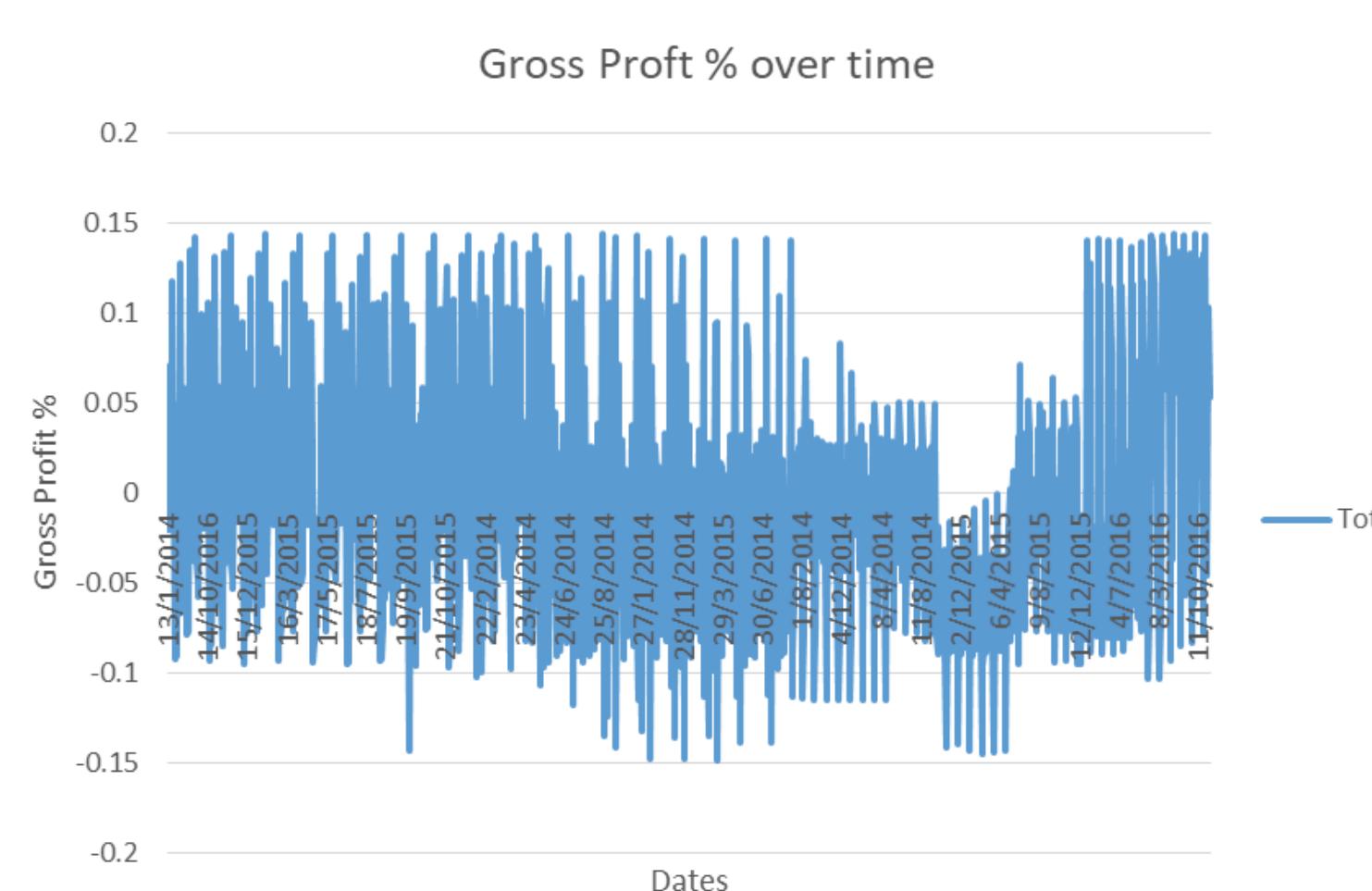
DAILY GROSS PROFIT% TREND

The Gross Profit % stays consistent, even during promotional periods. While a slight dip is observed during promo days, it is not significant. This implies that promotions are financially sustainable, especially when offset by the increased volume sold.



- Key Takeaway:

Discounted prices do not meaningfully erode profitability, which supports more aggressive promotional planning without harming margins.



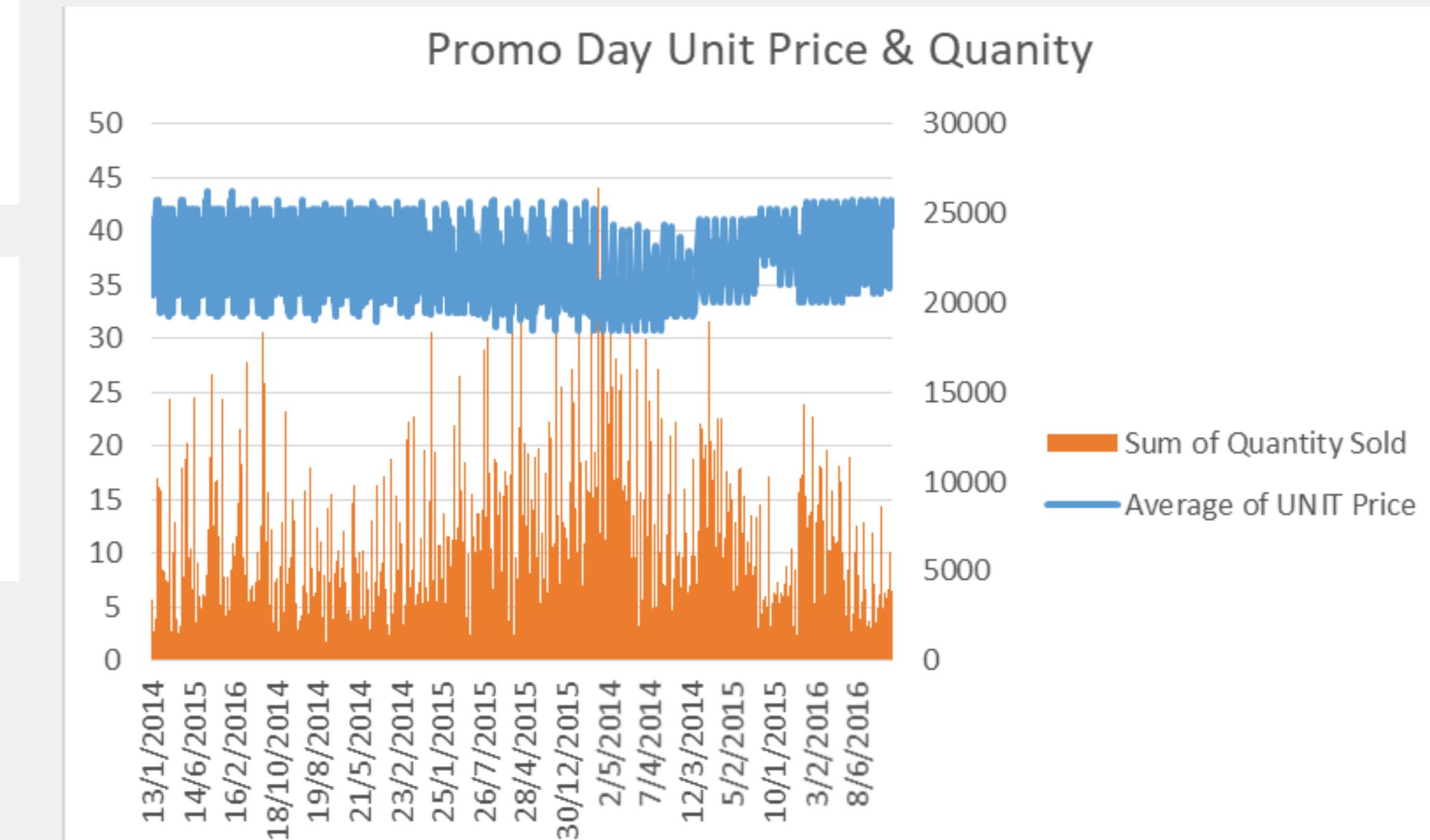
GROSS PROFIT PER UNIT VS QUANTITY SOLD

On promo days, gross profit per unit decreases slightly, but overall quantity sold increases dramatically, leading to a higher total gross profit. This chart visually confirms the volume-profitability tradeoff- lower per-unit gains are offset by much higher volumes

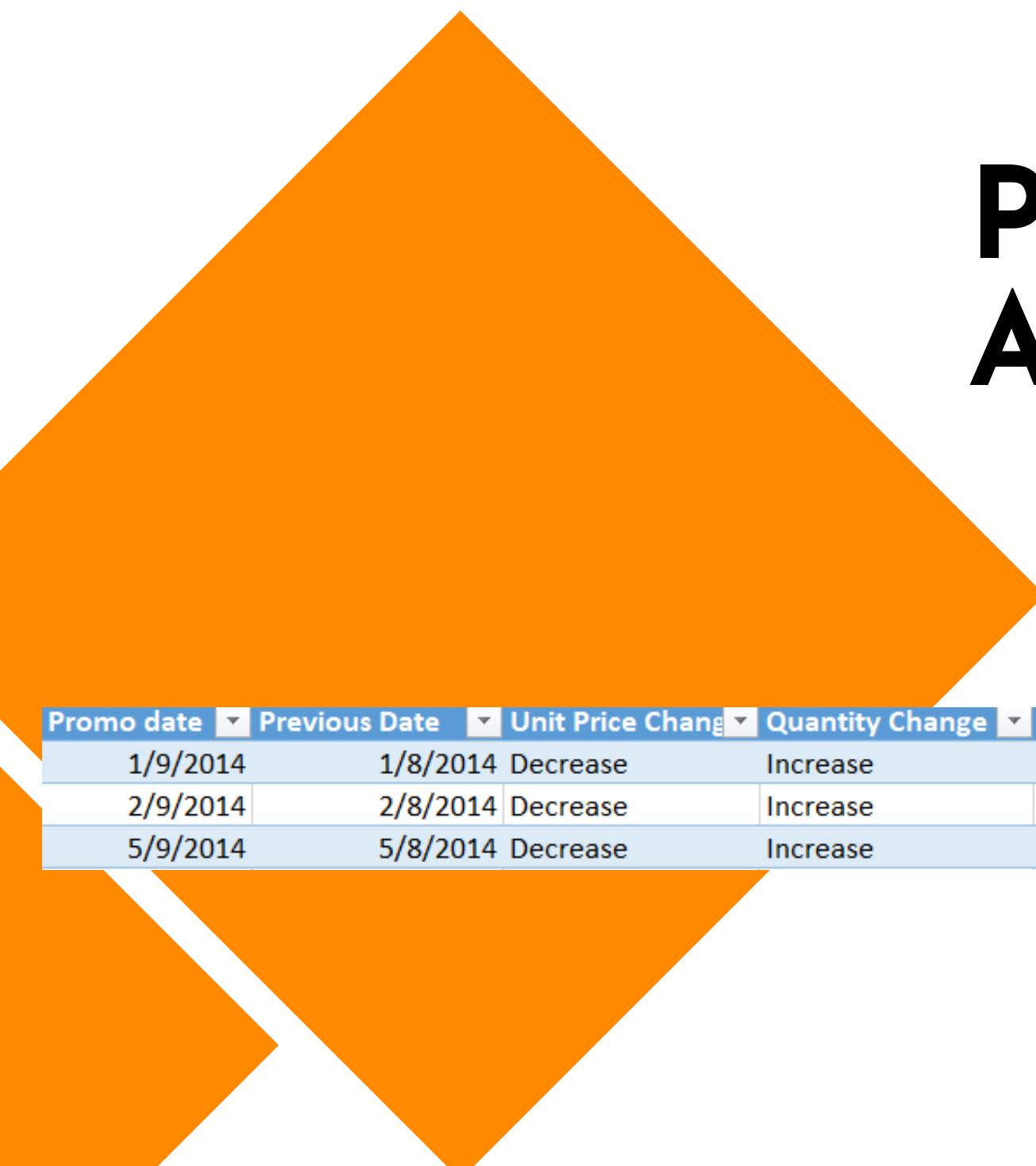
KEY TAKEAWAY

Promotions lower profit per item but drive total profitability up due to high sales volume. This validates price discounting as a volume-driven profit strategy.

KEY INSIGHTS



PROMOTION ANALYSIS



- This reveals that strategically lowering your product's unit price leads to a significant increase in sales volume, confirming that the product is highly price elastic

During the three identified promotional periods - the unit price dropped, while the quantity sold increased. This substantial jump in demand in response to a modest price reduction strongly indicate that customers are sensitive to price changes and responsive to promotions.

Promo date	Previous Date	Unit Price Change	Quantity Change	PED	Observation
1/9/2014	1/8/2014	Decrease	Increase	>1	Highly elastic; price drop boosted sales
2/9/2014	2/8/2014	Decrease	Increase	~1	Moderately elastic
5/9/2014	5/8/2014	Decrease	Increase	>1	Very strong response to lower price

CONTINUATION OF PROMOTION ANALYSIS



CONCLUSION:
Yes, this product performs better when promoted. Promotions lead to higher volume, maintain healthy profit margins, and indicate strong customer responsiveness

Crucially, gross profit margins remained stable during these promotions. The increased volume sold at a slightly lower margin per unit still resulted in healthy total gross profits, suggesting that these campaigns were not effective in driving demand but also profitable

Based on the analysis of BrightLight Sales data, this product performs better when sold at a promotional price - and here's why:

- Significant increase in quantity sold
- Modest Decrease in Unit Price
- Demand was Highly Elastic
- Gross Profit % Remains Healthy



INSIGHTS AND RECOMMENDATIONS

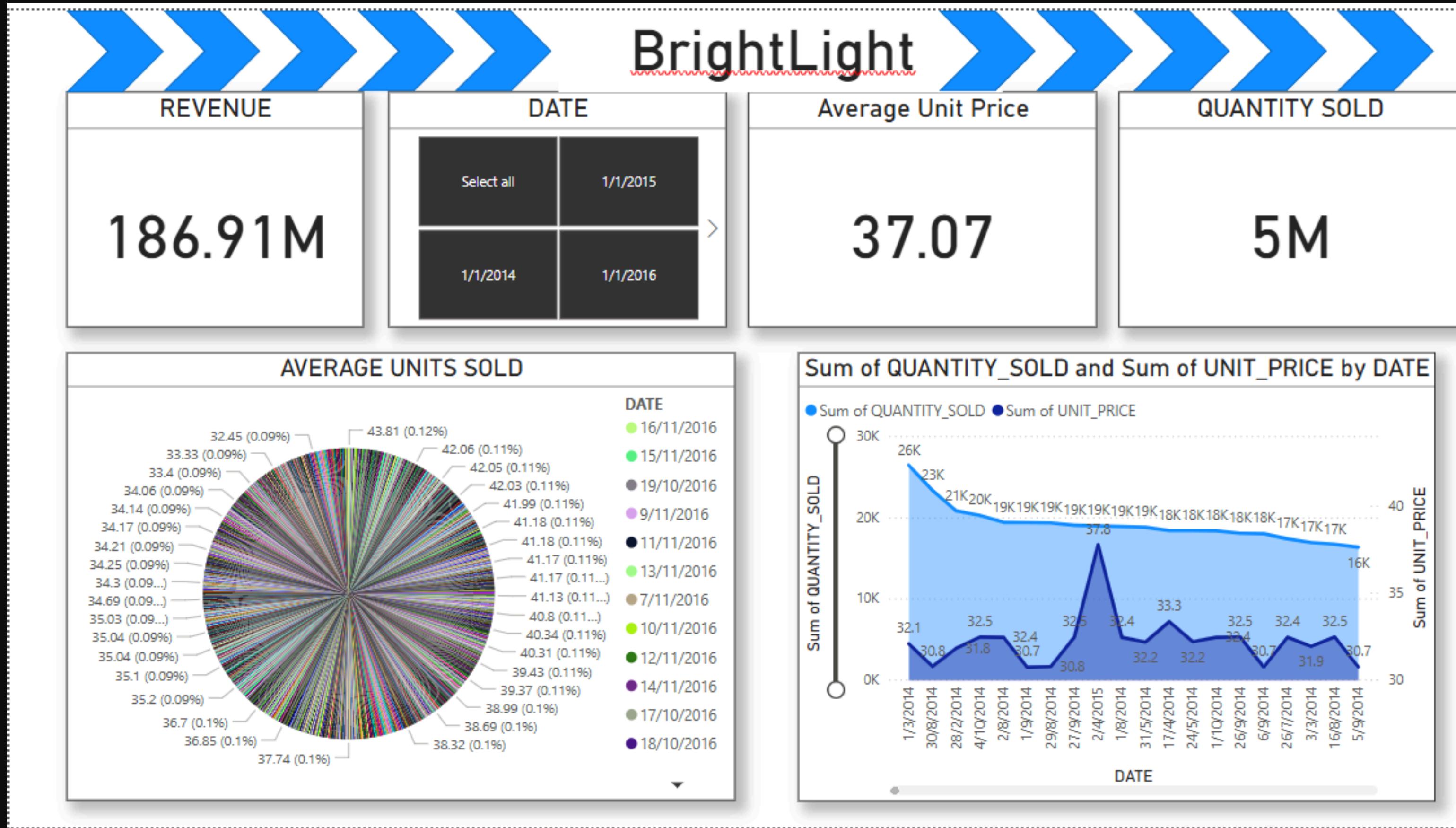
Insights:

- Product demand increases sharply with price drop
- Gross Profit % is stable even during promos
- Unit price range is narrow

Recommendations

- Plan frequently targeted promotions
- Promos don't hurt profitability; leverage more often
- Consider testing prices to optimize elasticity
- BrightLight should continue to use short-term promotions strategically - especially during peak months - to boost sales volume without compromising profitability.

PowerBI Analysis



THANK YOU



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