Execute Summary

Group 111

Kenichiro Anderson, andersonken048@gmail.com

Kevin Kim, kevinkim990503@gmail.com

Our group provides a comprehensive business analysis focused on sales, products, and customer behaviors. We included predictions of sales in different kinds of Canadian regions for 2023 till 2024, identification of top and bottom. Our presentation also analyzes payment methods, inventory management, and offers recommendations for product stocking and quality maintenance. The key insight we included focusing on customer satisfaction, quality assurance, and an in-depth quarterly sales analysis from 2020 to 20203. This executive summary captures the core findings and strategic recommendations of the presentation.

Feature List

1. **Sales Projections:** Regional sales predictions for Canadian provinces for 2023-2024.
2. **Product Analysis:** Identification of top and bottom 5 products based on sales.
3. **Payment Method Analysis:** Evaluation of different payment methods and future trends.
4. **Inventory Management:** Focus on low turnover and high rating products.
5. **Customer Focus Analysis:** Top customer identification and sales projections for 2024-2025.
6. **Quarterly Sales Analysis:** Detailed sales analysis from 2020 to 2023.

AI Sources

<https://chat.openai.com/share/97172e96-be17-495a-a609-07cca053e84a>

the above link shows the conversation between us and the Ai to give us ideas for our own analysis as we didn’t want to copy the previous analysis in lab 7 to 9. This we asked AI what ideas and what are some important business metrics. This conversation didn’t give us exact answers for our case use, so we had to elaborate and make certain recommendations work for our given cases. We mainly used the year-over-year growth recommendation, customer retention and acquisition, mainly the retention side as we showcased our top purchasing customers. The rating for products and recommended products was apart of Product/Service performance. However the rest of the lab mainly came from classic business metrics that are often in shows and movies that are always talked about “Quarterly analysis”

Summary Report

We have divided into 6 features followed by regional sales projections, product performance, payment method trends, inventory management, customer satisfaction and quarterly sales analysis.

First of all, the regional sales projections which forecasts for sales in various Canadian regions such as British Columbia, Alberta, Saskatchewan, Ontario, Manitoba, Nova Scotia, Newfoundland, Quebec, New Brunswick and Prince Edward Island.

For our analysis, we are excluding the data from 2023 as the year is not completed yet, focusing instead on projections for 2023 and 2024. By analyzing this data, we can strategically allocate resources and optimize our operations in regions showing the most potential for growth.

Manitoba, Nova Scotia, Newfoundland, and Quebec are on track with positive growth forecasts, suggesting no immediate changes are necessary as long as this growth remains consistent. If these projections are met, consideration for expanding the sales force and building additional warehouses in these thriving areas might be warranted.  
  
Conversely, the performance in British Columbia, Alberta, Saskatchewan, Ontario, New Brunswick, and Prince Edward Island requires further examination and discussion to identify and address the underlying issues in these provinces.

Second Feature, product performance, which to analyze the top and bottom 5 products based on sales, including future projections and strategies for improvement, shows that for top-selling products which are, Aerodynamic Copper Bag, Ergonomic Iron Lamp, Heavy Duty Plastic Knife, Lightweight Plastic Watch and Incredible Wool Plate, ensure the ample stock levels are maintained to meet demand.

For products with lower sales which are, Sleek Bronze Keyboard, Lightweight Aluminum Gloves, Enormous Wool Wallet, Fantastic Silk Knife, and Synergistic Iron Car, minimize inventory to avoid excess and evaluate their profitability to determine if they should remain on offer.

Third feature, payment method analysis, evaluates different payment methods and future trends, which is important to understand the preferred payment methods of our clients and customers is crucial to maximize our support and reach. This evaluation will help use adapt our strategies to align with the evolving preferences and transaction habits of our users, ultimately aiming to increase the volume of orders.

We chose 5 payment methods which are, AMEX, Apple Pay, Master Card Payment Type, PayPal, and Visa.

Fourth Feature, inventory Management, which the strategies for managing products with low turnover and those with high ratings. Assessing which products are not turning over quickly is essential for optimizing inventory space and reducing expenses. This allows for the allocation of resources to items with higher profit margins.

Bottom 5 products are, small silk coat, fantastic silk knife, lightweight wooden lamp, enormous wool wallet, and lightweight aluminum gloves.

On the other hand, top 5 products with a 5-star rating are, incredible cotton pants, fantastic marble computer, enormous wooden clock, awesome rubber computer which recorded the highest total revenue and total quantity, and mediocre plastic table.   
  
We conclude the recommendations for the items that don’t sell quickly should be reassessed to determine if it is more efficient to offer them on a made-to-order basis, utilizing the space for higher-margin, more popular products.

For the top 5 products with a 5-star rating, we must ensure consistent quality from our suppliers and proactively engage with them about any product changes. Maintaining a surplus of these high-quality items is also recommended.

Fifth feature, customer satisfaction, which analyze the top customers, sales projections for 2024 to 2025 and strategies for enhancing customer satisfaction is crucial as this customers loyalty and encourages the business. Offering them rebates can incentivize further purchases as well.

As for sales projections, the positive outlook for 2024 and 2025 suggests our current sales strategies are effective.

We have Leisa Will the top first purchasing customer, Amal Schiller, Mathilda Rowe, Ariel Tromp, and Theresia Harvey. They have spent overall 248263.87 and the average of 49652.774.

From the sales projection graph, we have the evidence where the excluding 2019 and 2023, they all met the average sales of the year.

For the recommendation of the next step would be considering sending a personalized email or promotional gifts to our top loyal customers as a token of appreciation, ensuring they feel valued. It is essential to maintain customer satisfaction across the board, especially with those who are willing to contribute significantly to our revenue.

While mindful of rising interest rates, we should avoid offering credit. Our sales projections affirm that our commitment to quality and diligent work is keeping us on the right path for growth.

Last but not least, sixth feature which we chose an in-depth review of sales from 2020 to 2023, with a specific focus on quarterly sales analysis, quarterly analyses give us a detailed view of our sales trends, offering more granularity than annual reports. The following slides detail our sales in dollar amounts not unit sales. However, note that we only included sales up to October 28th of 2023

In 2020, the total sales recorded as 617639.61 with third quarter the highest total sales at 177966.38. In 2021, the total sales recorded as 704774.5 with fourth quarter the highest total sales at 186510.86. In 2022 the total sales recorded as 676308.99 with third quarter the highest total sales at 209386.63. In 2023, excluding the last quarter, the total sales recorded as 518679.19 and which most likely the second half quarter shows the highest total sales.

For the recommendation, current economic conditions suggest a potential dip in non-essential spending due to rising interest rates. We must proceed with our effective sales strategies while remaining vigilant of potential credit issues as consumers may face financial constraints.