



# SALES ANALYSIS REPORT (2022)

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# SUMMARY

The sales summary report is a multipage report covering gross sales, total revenue, order statistics, and salesperson statistics. The data for this report is from the Q3 and Q4 report of the year 2021. The report is generated with the help of the Microsoft Power BI visualization tool. The various factors of sales were taken into account to analyze the next investment country and market. The salesperson dataset is used to validate salesperson against highest orders, revenue generated. This result helps the Human resource team to select the next sales head.

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# INTRODUCTION

The management team requested this report to examine each garment manufacturing categories to aid them in future investments. Human resource management provided the salesperson details to help them decide on the next sales head due to the recent resignation of the former head of sales. In this report, recommendations are made to aid the upper management in deciding the future investment category and country. The Human resource team selects the next sales head based on their performance.

# BACKGROUND

Universal export is a UK-based company from Southampton. It manufactures several types of clothing for Retailers, wholesalers, and others in and around Europe and the UK (United Kingdom). It supplies Plain, marked, unlabeled clothes. The firm's annual turnover is estimated to be 1 billion GBP per year.

# DATA SUMMARY

The Customer, Transaction, Product, and Salesperson tables provided by the management and Human resource team are considered for this report. After a thorough analysis of the above datasets, it was found that there were a few abnormalities. So, the dataset was extracted and cleaned before proceeding with the visualizations to achieve accurate insights.

**Extraction:** The first step of the process is to extract the given datasets. The datasets were of different formats, so to extract these files.

**Transformation:** After the successful extraction, the data was thoroughly screened to prepare it for analysis. The following are the transformations performed.

**Customers:** Customer address columns were split into country and city for sales analysis based on country and city.

**Transactions:** A new column called profit is calculated using product price and cost, as this will help us analyze the profit earned by each sector.

**Products:**

The price per unit column had six missing values. To avoid any intrusion in future analysis, these values have been removed.

We removed missing values in the Cost columns.

The cost columns had both decimal and whole numbers. So, the data was normalized by converting all to decimal with two places rounded off.

**Logistics:** Missing values in the email and number field were removed.

**Salespeople:**

The columns Age and Gender have been dropped since it does not serve any purpose in selecting the sales head. It helps to choose the sales head without any gender discrimination.

A new table named 'Revenue' was created, which holds the salesperson revenue and revenue per order details since there were no sales details available in our transaction table.

We merged customer and Transaction tables to analyze the revenue contributed by each salesperson. We removed the merged tables' missing values during this process.

**Load:** The data was successfully loaded after the above procedures.

**Data management:** Data management helps maintain relationships between the tables. Since we have five tables, it is essential to maintain links between them to use the data without hassle. After a closer look at the tables, the Salesperson table did not have any relationship with the other tables. So, a many-to-many cardinality was created between salesperson and customer. It means that one salesperson manages more than one city per country. Similarly, one-to-many cardinality was built between the customer and transaction table. It states that a customer can have more than one transaction at a time.

## REVENUE INSIGHTS

Universal export company is estimated to generate 1 billion GBP revenue per year while handling more than one business category. Generating such revenue is not an easy task amidst this pandemic. So, we are looking into the revenue first and then moving on to further factors. Before digging into a thorough analysis, let us investigate the big picture to understand how much revenue we produced for the last year and how many countries and salespeople we have.

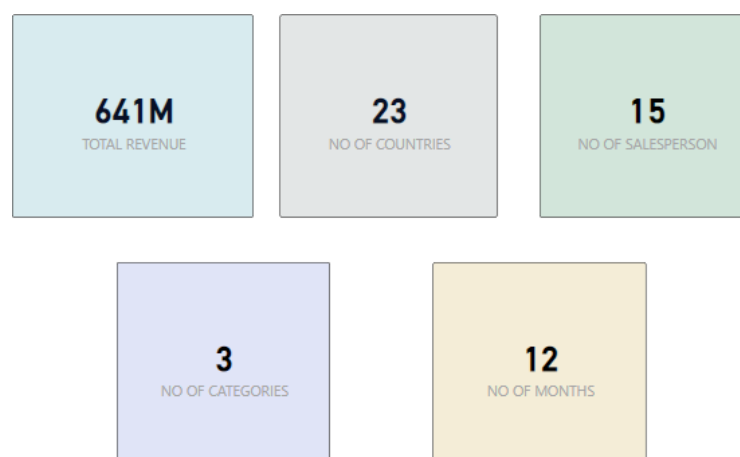


Fig 1. Overall analysis

Followed by this, we investigate individual factors' contributions to revenue.

Our first variable of interest was country since this is the primary factor needed to decide where to invest.

Business success is about finding the opportunity and then capitalizing on it, and there is no better opportunity than the fourth quarter. The actions, the behaviors, and the sales expectations we have in the fourth quarter will be the most significant determining factor in

deciding how much business you do in the first quarter and all next year. So, we focus here on the month of October to November.

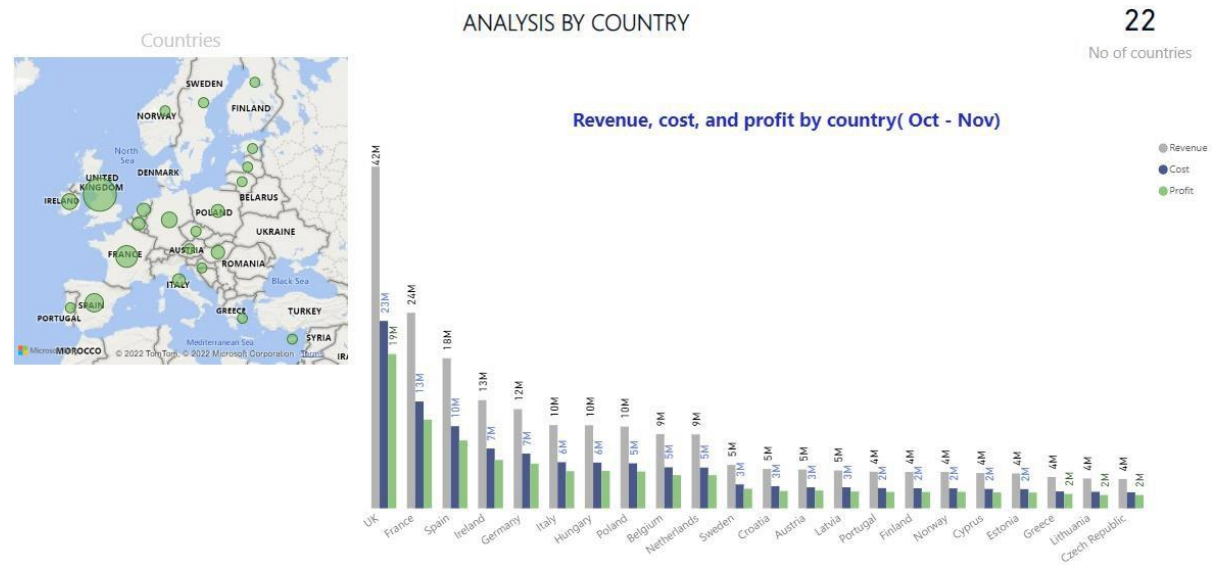


Fig 2. Revenue, Cost, and profit

#### KEY INSIGHTS:

- At 42 million, the UK had the highest Revenue and was 1,065.38% higher than the Czech Republic, which had the lowest Revenue at 4 million.
- Revenue and total Cost are positively correlated with each other.
- The UK accounted for 19.86% of Revenue, closely followed by France and Spain.
- Across all 22 countries, Revenue ranged from 3.5 to 41.7 million, Costs ranged from 1.9 to 22.8 million, and Profit ranged from 1.6 to 18.8 million.
- The top five contributing countries were: the UK, France, Spain, Ireland, and Germany.

After analysing the top contributing countries, we examined which category contributes more to these countries.

## ANALYSIS BY COUNTRY AND MARKET ( OCT - NOV)

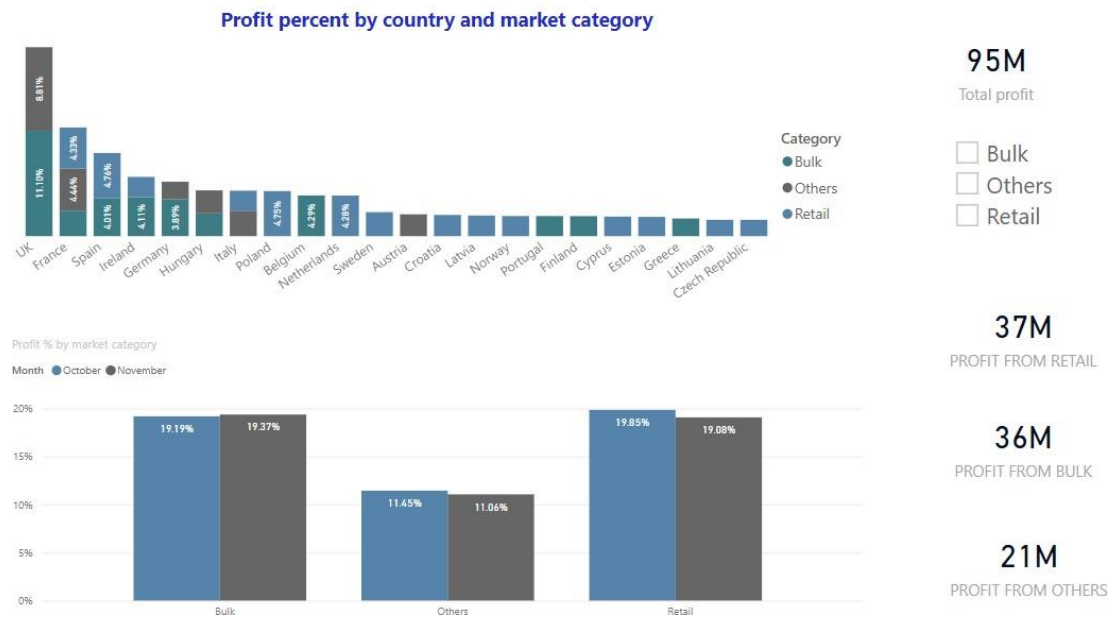


Fig 3. Market analysis per country

### KEY INSIGHTS:

- Retail and Bulk are the highest contributors to profit.
- Among our top 5 countries, the UK and Germany do not contribute to the Retail sector.
- Spain and Ireland do not have a contribution towards 'Others.'
- France is the only country that contributed to all three categories.

After analysing the prominent factor, we dive further into other essential elements. We analysed the revenue growth of all garment types and how it trended throughout the year 2021.



## REVENUE GROWTH

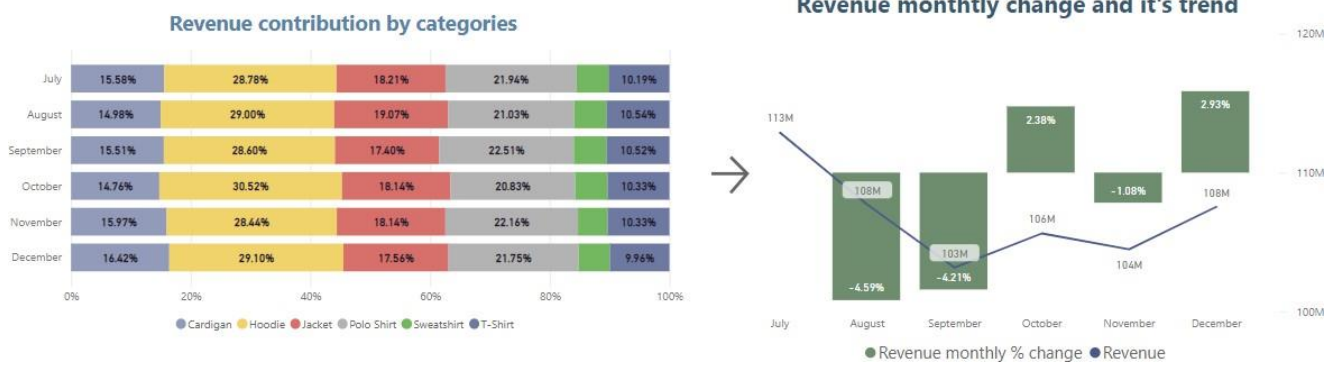


Fig 4. Revenue growth of all categories

### KEY INSIGHTS:

- At 2.93%, December had the highest Revenue monthly % change and was 163.82% higher than August, which had the lowest Revenue monthly % change at -4.59%.
- July accounted for 17.60% of Revenue.
- Revenue and Revenue monthly % change diverged the most when the Month was August when Revenue was incomparably higher than Revenue monthly % change.
- Hoodie contributed 172 million out of the total 641 million revenue, closely followed by Jacket and Polo with 107 and 128 million contributions.

After analysing all categories' overall trends and month-on-month growth, we focused on three specific categories, namely, Polo, Sweatshirt, and T-shirts.

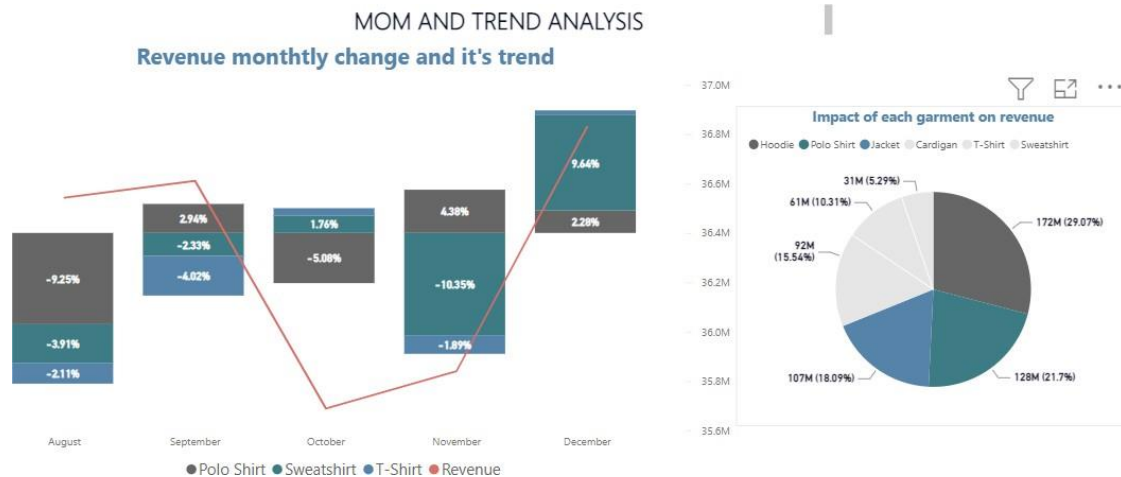


Fig 5. Revenue growth of Polo, Sweatshirt, and Revenue

#### KEY INSIGHTS:

- Polo Shirt had the highest total Revenue at 128 million, followed by a T-Shirt at 60 million and a Sweatshirt at 31 million.
- November made up 16.92% of Revenue monthly % change.
- Polo Shirt had a tremendous average Revenue monthly % change at -0.01, followed by Sweatshirt at -0.01 and T-Shirt at -0.01.
- In November, a sharp decline in sweatshirt sales could be seen, with polo shirt sales rising by 4.53% compared to the previous month.
- Due to the chilly weather, sweatshirt sales increased significantly in December.
- As far as the Revenue is concerned, Hoodie has the highest impact, followed by polo and jacket.
- Hoodie remained a customer favourite irrespective of the season.

# SALESPERSON INSIGHTS

After focusing on Country and revenue growth based on categories to help decide the next best investment, we move on to our next goal. We analyzed the salesperson dataset to understand each salesperson's contribution to help decide the next best sales head.



Fig 6. Sales person order analysis

## KEY INSIGHTS:

- A salesperson with a unique identifier 9 made up 8.55% of orders, followed by salesperson 2.
- Retail had the highest average No. of orders at 937.8, followed by Bulk at 775.27 and Others at 520.
- Top 3 salespeople with the highest number of orders: 9, 2 and 7

- To select the best sales head, we need to consider revenue per order contributed by the salesperson. It was analyzed concerning customers' location and category so that there is no delay in the delivery of products. This process was done using drill down to consider customer location and salesperson id.

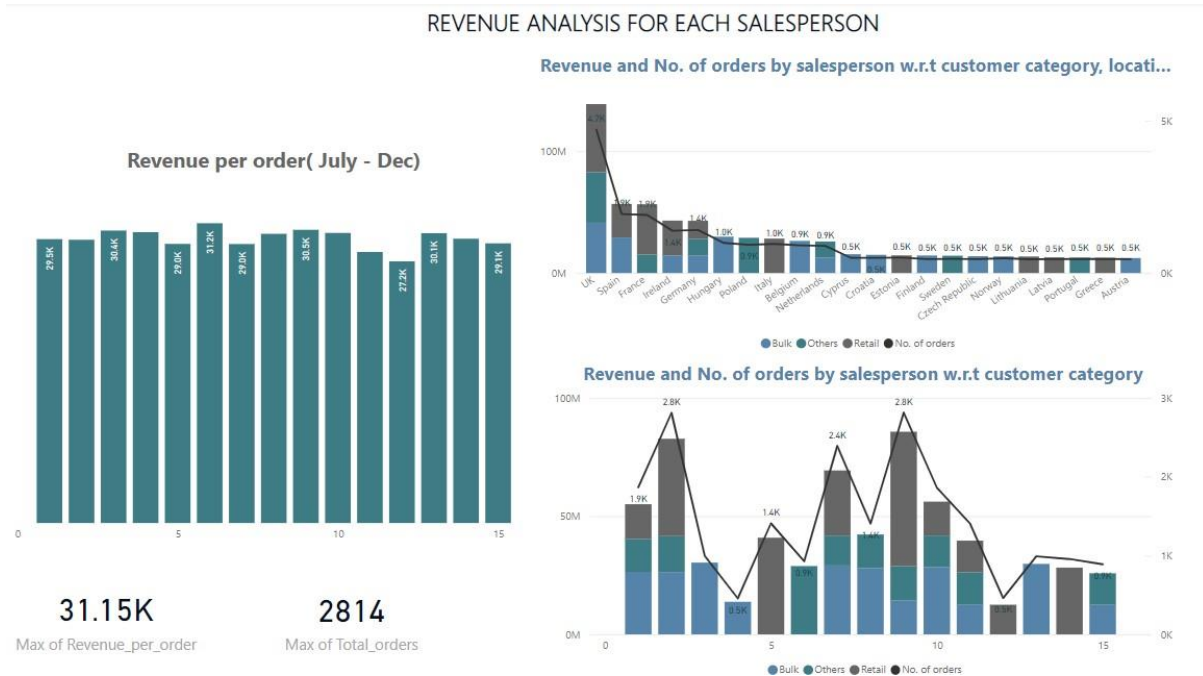


Fig 7. Revenue analysis for salesperson

#### KEY INSIGHTS:

- Bulk had the highest total Revenue at 252 million, followed by Retail at 249 million and Others at 139million.
- Revenue and total No. of orders are positively correlated with each other.
- The UK made up 8.74% of Revenue.
- Retail had the highest average Revenue at 24 million, followed by Others at 20 million and Bulk at 19 million.
- At 311K, 6 had the highest Revenue per order and was 14.56% higher than 12, which had the lowest Revenue per order at 271K.
- Six accounted for 7.02% of Revenue per order.
- Across all 15-sales persons, Revenue per order ranged from 271K to 311K.

A salesperson with ID 9 has the maximum orders with Revenue per order as 30.5K. So, the maximum the order gets, the maximum Revenue grows. While salesperson 6 has the highest Revenue per order, the number of orders is still less. Salesperson 6 can improve the revenue growth once he starts receiving many orders.

# RECOMMENDATIONS AND CONCLUSIONS

The countries with the highest revenue and profit contribution were the UK, France, Spain, Ireland, and Germany. Aftermarket analysis, we found that Retail and Bulk were the highest contributors. This analysis showed that Spain is the only country with all three categories while the others miss either one or two classes of business category. This suggestion is followed by the UK, which has the highest profit percentage in both Bulk and 'Others.' It is recommended to focus on Hoodies, polo shirts or Jackets since these have remained customer favorites throughout the past year. The Human resource team is recommended to investigate salesperson 9's profile since this person has more orders and contributes more revenue. The following recommendation would be salesperson 2 with the most orders after nine followed by salesperson six who has the highest revenue per order. Given he gets more orders in the future, he might contribute a lot to the firm's revenue.