

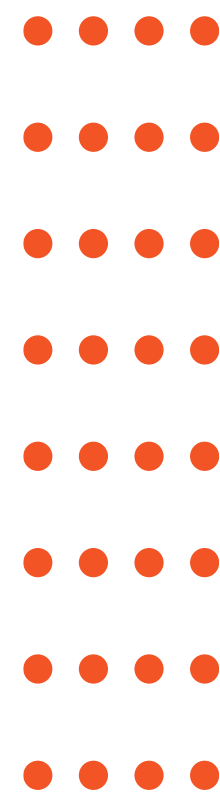
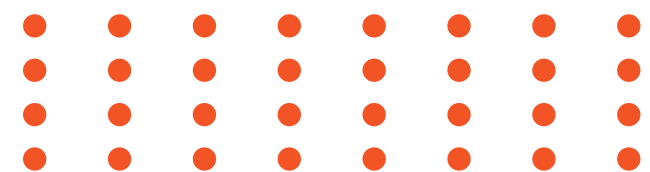
SALES PRESENTATION

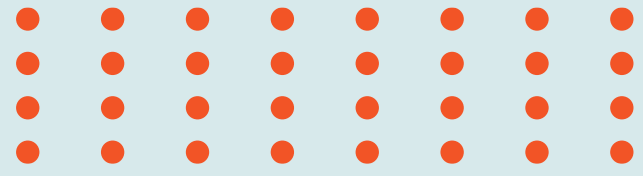
Lebogang Mothiba



Agenda

- 01 Project Context
- 02 Data and Timeframe
- 03 Key Metrics
- 04 Recommendations
- 05 Closing Remarks





Project Context

The insights will support the retail store's management in optimizing pricing strategies, improving profitability, and driving data-informed promotional decisions to sustainably grow revenue and product performance.

Data and Timeframe

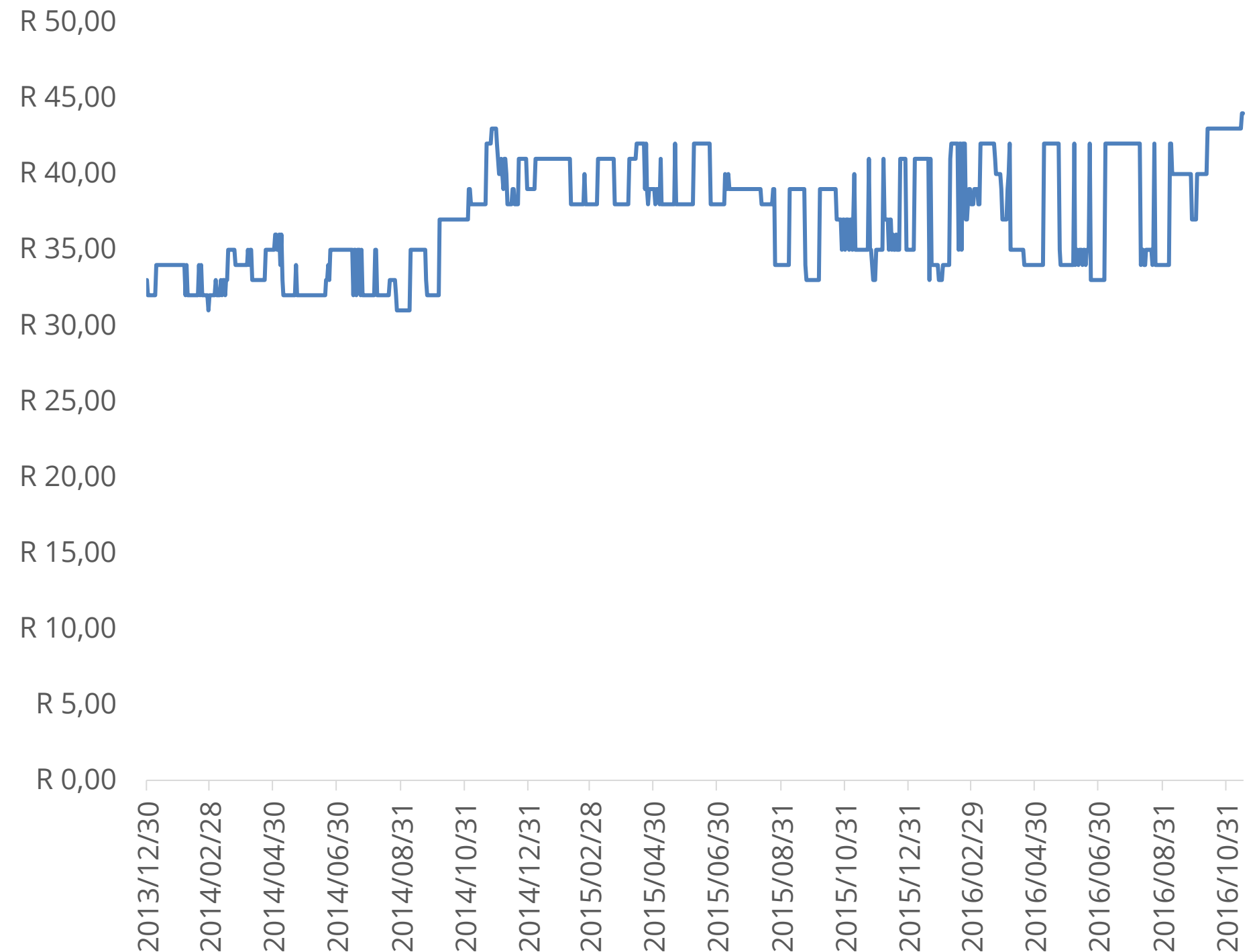


This quantitative time series dataset is focused on retail sales performance and profitability metrics, suitable for pricing, demand, and trend analysis over time. Historical data from 2013-2016 was used.

Daily Price Per Unit

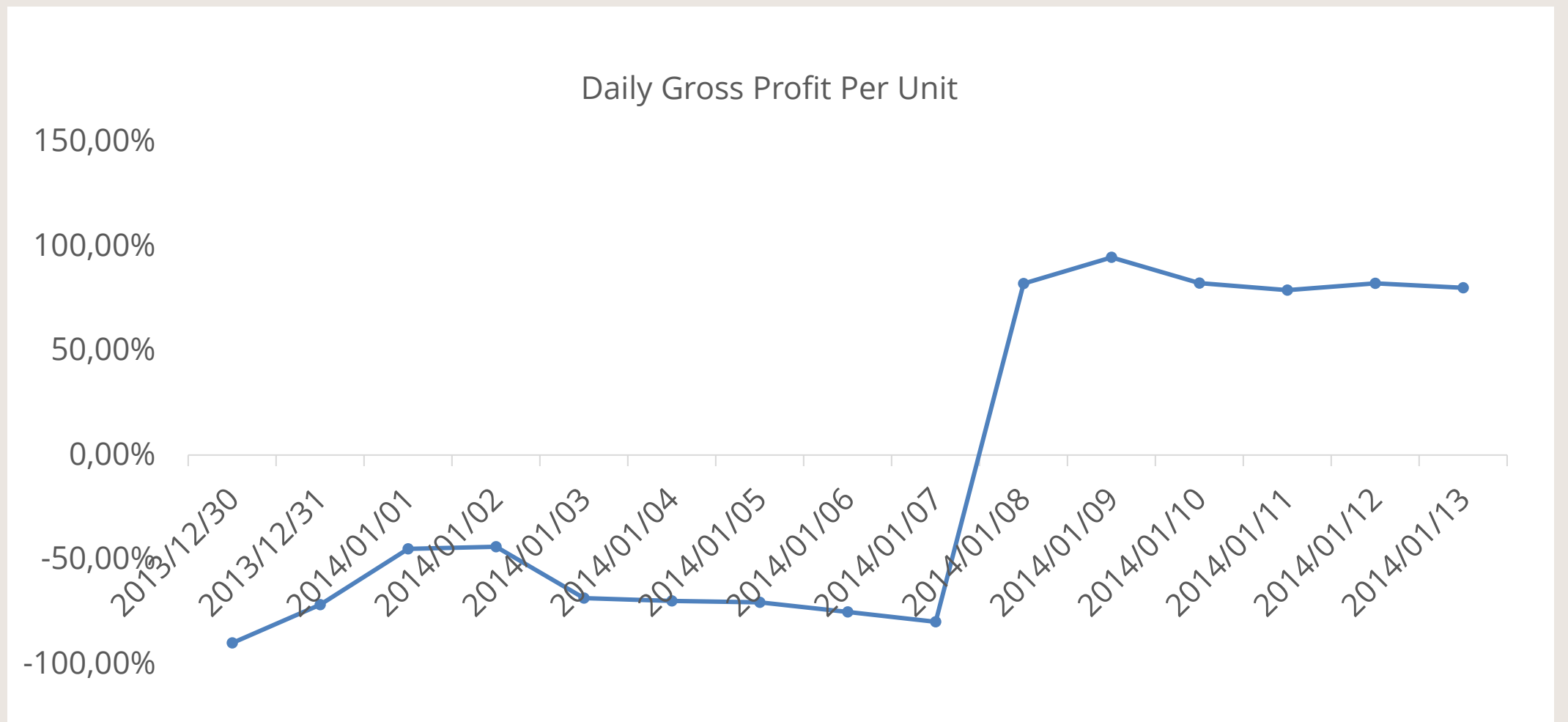
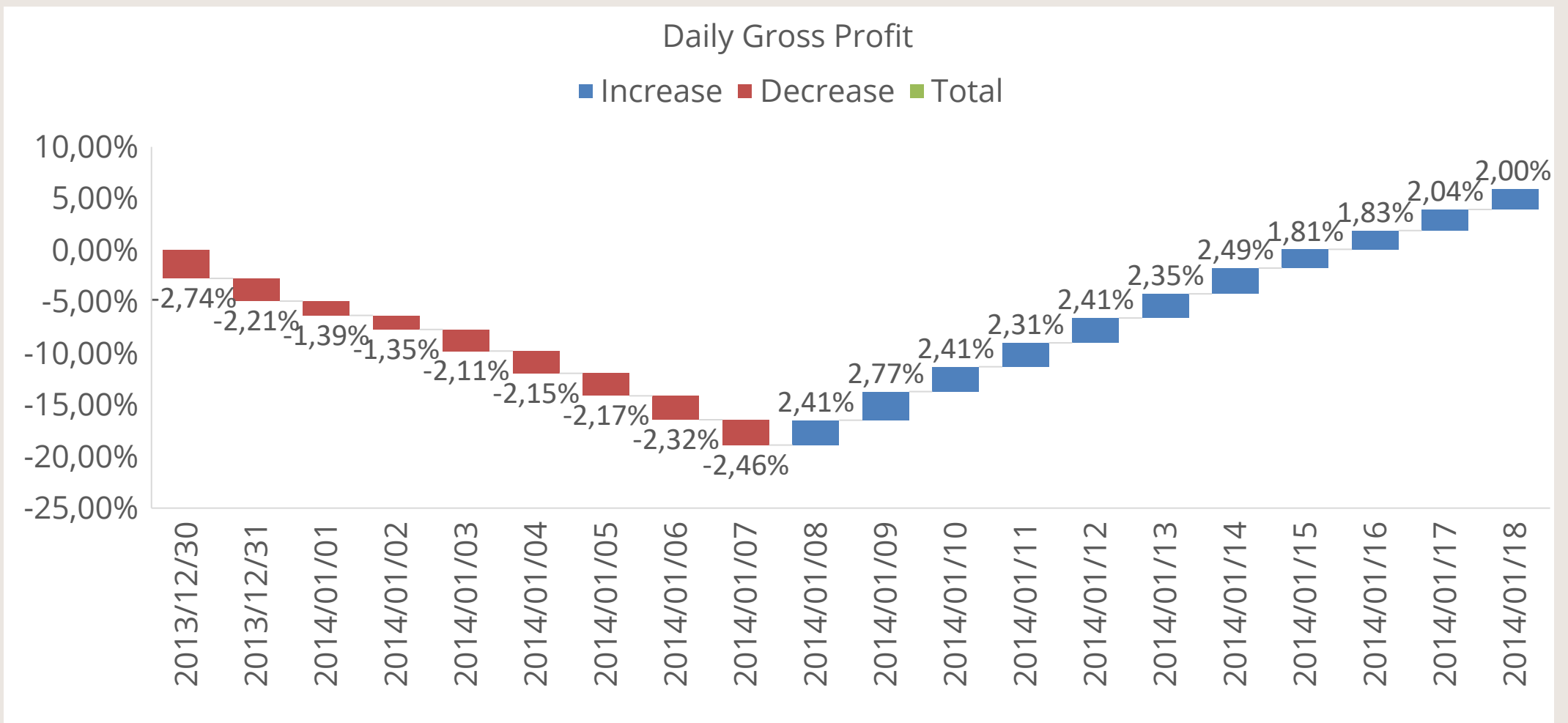
R35 Average Unit Sales Price

- The daily sales price per unit fluctuates slightly between 32 to 43, indicating minor price adjustments and potential promotions throughout periods (2013-2016).
- The R35 average reflects the general pricing strategy outside of promotions. It serves as a pricing benchmark and is aligned with periods of positive gross profit.



Profitability Metrics

- Negative profit margins early in the period coincide with lower pricing. Margins turned positive once prices increased above R34, showing that discounts negatively impact profitability.
- The per-unit profitability was strongly negative during discount periods but turned positive as prices stabilized, indicating that even slight price increases significantly improve unit economics.



Top Three Highest Sales

- High volumes were achieved on promotional days, but costs exceeded revenue, indicating that volume alone did not drive profitability.



Price Elasticity of Demand

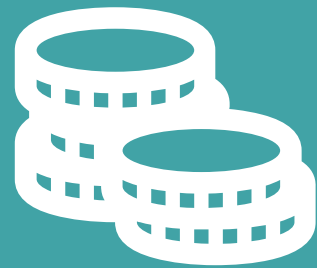
Period 1	Period 2	Percent Change Quantity	Percent Change Price	Price Elasticity of Demand
2014/03/01	2014/08/30	-11,74	-4,05	2,89
2014/03/01	2015/04/02	-28,30	17,78	-1,59
2014/08/30	2015/04/02	-18,76	22,76	-0,82

- PED values show demand is price elastic.
- Small price changes led to large swings in quantity sold.
- Customers respond sensitively to pricing, especially increases.

Does the product perform better at promotional prices?

- while promotional pricing increases sales volume, it often results in negative gross profit. The product performs worse in terms of profitability when heavily discounted. Sales gains do not compensate for margin losses.

Recommendations



Optimize Pricing for Profitability Generation

Stabilize unit pricing around R34–R35, a range that balances volume and margins, and avoid excessive discounting.



Leverage Price Sensitivity

Test smaller price increases during high-demand periods and monitor performance weekly to find optimal pricing points.



Manage Costs on High Sales Days

Focus on maintaining healthy margins through bundling or value-add strategies instead of heavy discounting that undercuts profitability.



Track Unit Profitability Daily

Monitor both gross profit % and profit per unit daily, as small margin shifts can have large cumulative impacts.



SALES ANALYSIS DASHBOARD

186,91M

Total sales

194,03M

Total cost of sales

-7,12M

Gross profit

-3,81

Gross profit margin %

5M

Total units sold

Dates

2013/12/30

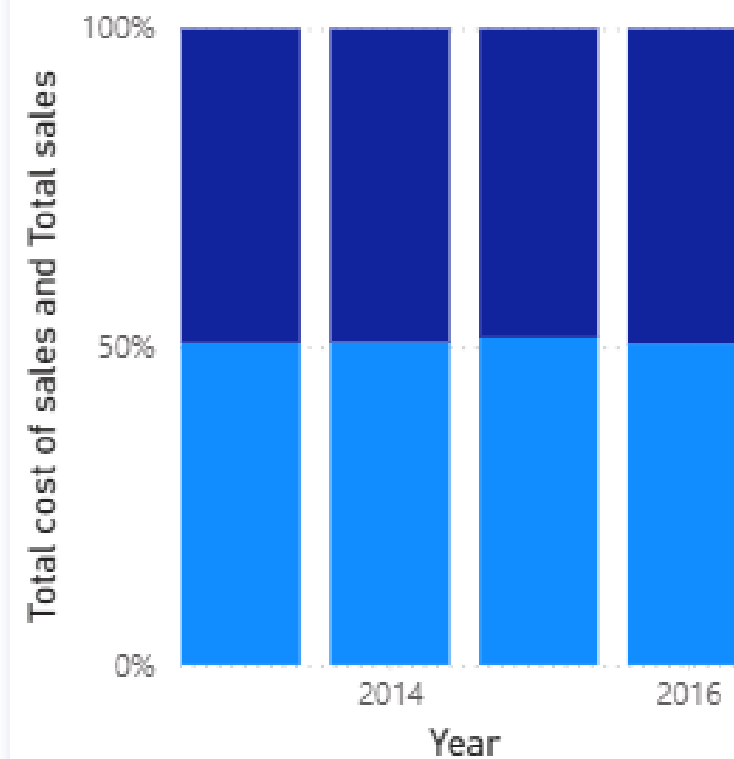
2016/11/16

Profitability Category

All

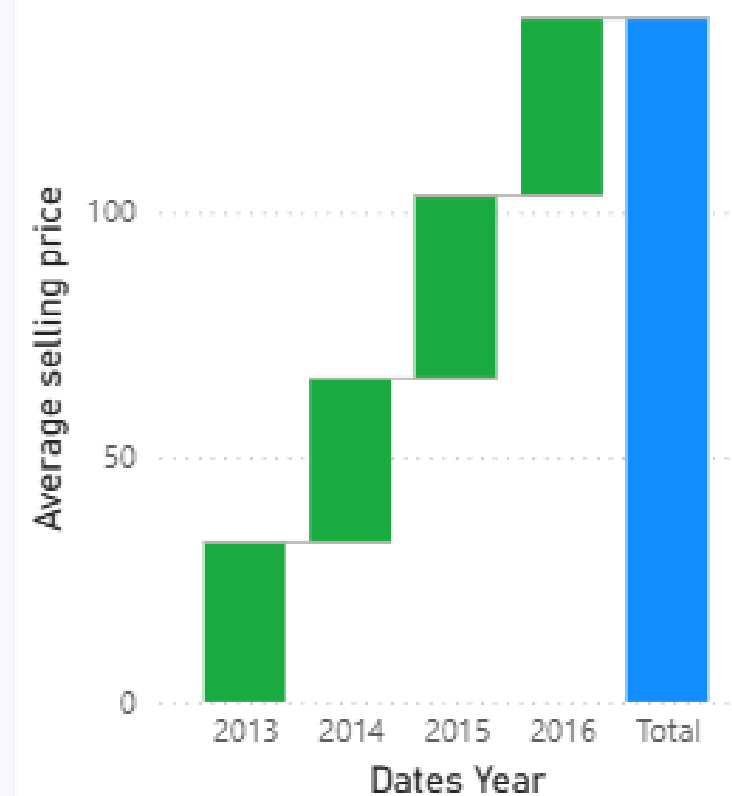
Total cost of sales and Total sales by Year

● Total cost of sales ● Total sales



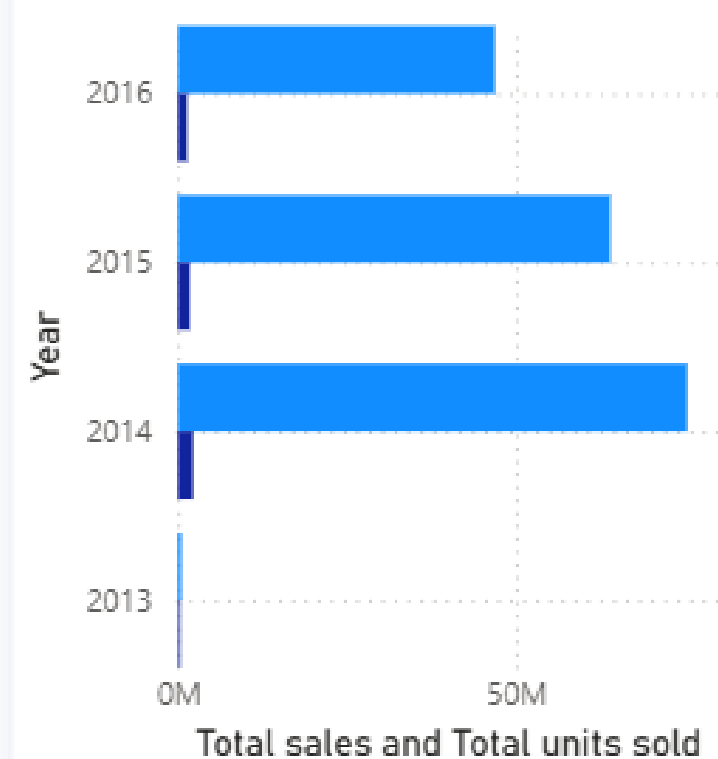
Average selling price by Year

● Increase ● Decrease ● Total

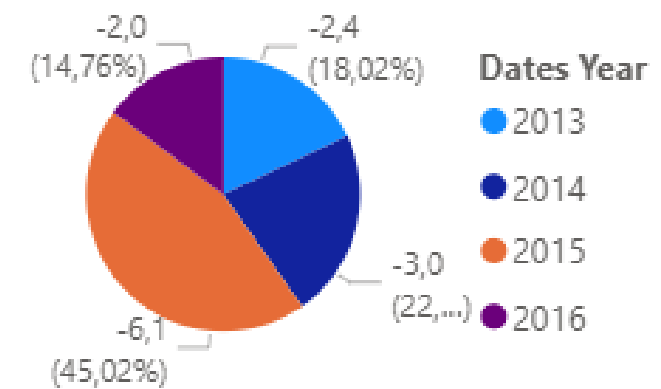


Total sales and Total units sold by Year

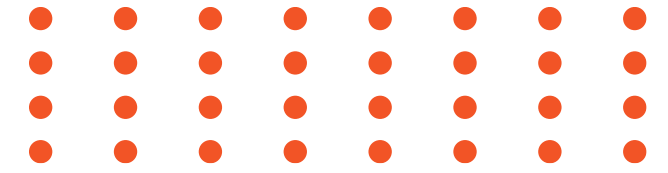
● Total sales ● Total units sold



Gross profit margin % by Year



Closing Remarks



The store's growth is influenced by strategic pricing and customer responsiveness to promotions. Consistent unit pricing around R34–R35, combined with improved cost management, can boost profitability. Leveraging price elasticity insights and focusing on daily performance metrics will support sustained sales growth and smarter business decisions.



Thank You

Email: lebogangmoeti82@gmail.com

Phone: 061 633 4952

