

Sales Analysis Report

Prepared by: Praisworth Lindokuhle Jonas

Date:

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Executive Summary

This report provides a detailed analysis of sales performance, focusing on total sales, sales returns, year-over-year growth, top-performing product categories, and actionable recommendations for improvement.

Key insights include:

- Total sales of R286,627.00, with a return rate of R9,560.00 (3.34%).
- Year-on-year growth shows an upward trend, with 19.39% growth in 2018 and 26.16% in 2019.
- Top-performing categories: Art & Sculpture and Baskets, contributing significantly to revenue.

1. Sales Performance Overview

Key Metrics

- Total Sales: R286,627.00
- Sales Returns: R9,560.00 (3.34% of total sales)
- Year-on-Year Performance:
 - 2018 Growth: 19.39%
 - 2019 Growth: 26.16%

These metrics indicate steady sales growth but returns need to be addressed to improve profitability.

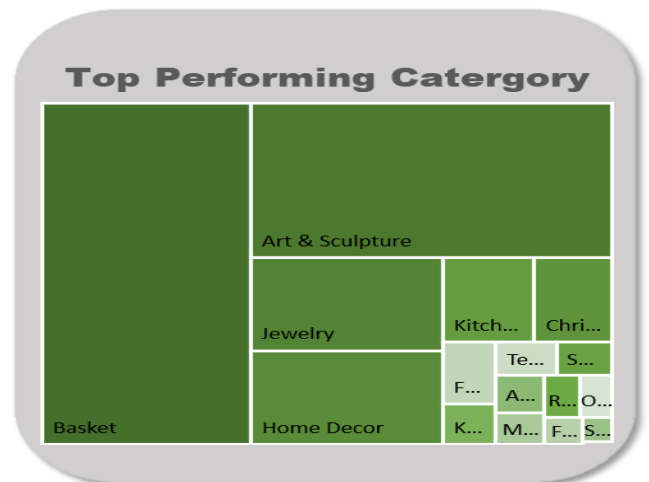
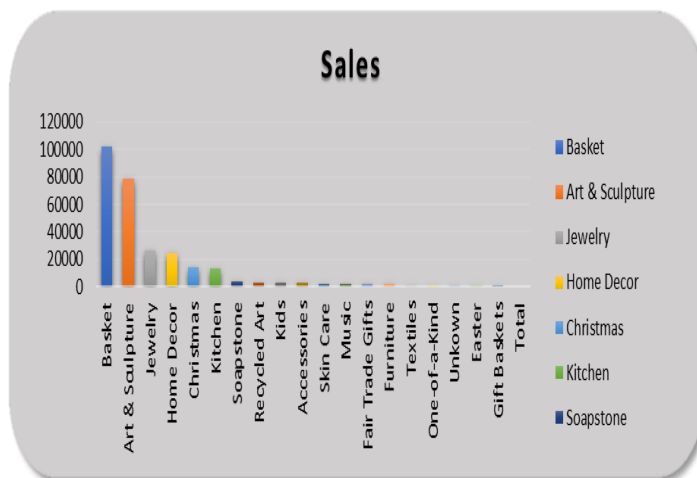
2. Product Category Analysis

Top-Performing Categories

- Art & Sculpture: High revenue contribution, indicating strong customer demand.
- Baskets: Top-performing but with the highest return rate (R4,440.00), suggesting quality issues.

Low-Performing Categories

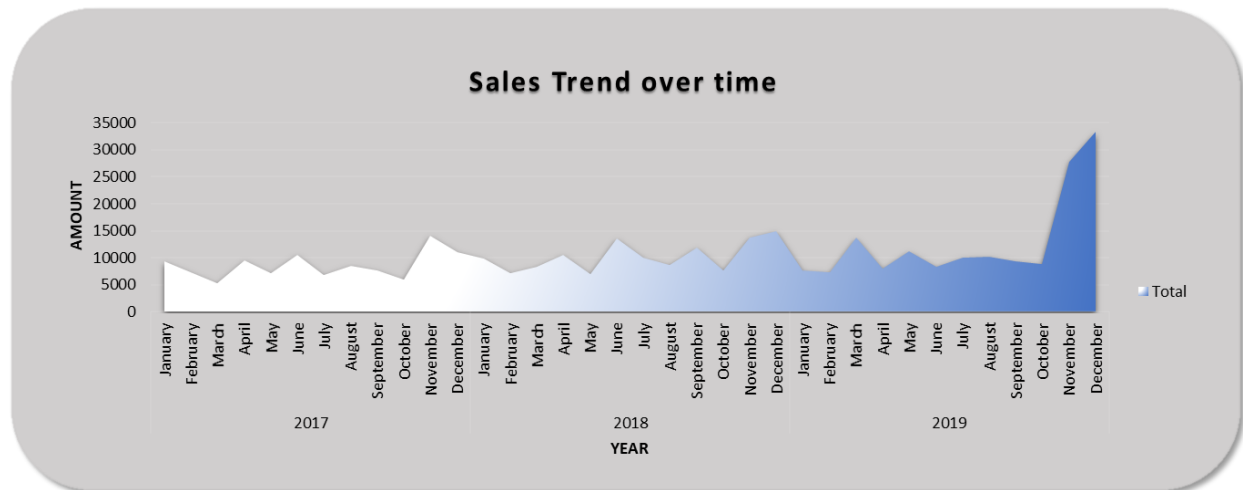
- Recycled Art and Soapstone contribute the least to sales, indicating opportunities to revisit product strategies.



3. Sales Trends Over Time

Sales trends indicate consistent growth, with notable spikes in December 2019, likely driven by holiday purchases.

This highlights the importance of seasonal trends and marketing efforts during peak periods.



4. Challenges and Opportunities

Challenges

- High Return Rate for Baskets: Indicates potential quality or customer satisfaction issues.
- Underperforming Categories: Recycled Art and Soapstone may require targeted marketing or redesign.

Opportunities

- Capitalize on seasonal sales spikes by increasing inventory and promotions during peak periods.
- Expand marketing efforts for Art & Sculpture and Baskets, leveraging their popularity.

5. Recommendations

To address challenges and maximize opportunities, the following actions are recommended:

1. Improve Basket Product Quality:
 - Conduct quality assurance checks to identify and resolve product issues.
 - Collect customer feedback to address specific concerns.
2. Focus on High-Performing Categories:
 - Allocate marketing budgets to Art & Sculpture and Baskets.
 - Highlight these products in promotions and campaigns.
3. Track and Lower Returns:
 - Implement stricter return policies or improve customer education about products.
 - Use analytics to identify patterns in returned products and act accordingly.
4. Enhance Customer Experience:
 - Invest in customer support and provide detailed product descriptions.
 - Use data to personalize marketing strategies for repeat customers.
5. Expand Product Offerings:
 - Analyse market trends to identify new product categories with growth potential.

6. Conclusion

This analysis demonstrates strong sales performance with clear opportunities for growth and optimization.

Addressing the challenges outlined and implementing the recommendations can drive profitability and

enhance customer satisfaction.

Appendix

Data Sources:

- Kaggle.com for sales and returns data.
- Excel for dashboard visualization.

Methodology:

Data cleaning and analysis were performed using SQL, with insights visualized in Excel dashboards