Menocca Ltd. Performance Analysis for the year 2019

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INTRODUCTION

The dashboard was created using a comprehensive dataset capturing diverse aspects of sales performance. It includes critical metrics such as revenue by region, salesperson, product category, customer, and shipping city. By aggregating and visualizing these metrics, the dashboard serves as a strategic tool for decision-makers. It enables clear insights into where sales are thriving and where improvement is needed. The data is structured across multiple pivot tables, offering perspectives from trends to customer segmentation. This enhances business intelligence and supports a data-driven culture. Notably, the use of top 10 customers and cities allows targeted marketing focus. Overall, the dashboard integrates performance analysis into a unified visual experience.

STORY OF DATA

The data shows that Nancy Freehafer is the top-performing salesperson, generating over $104,000 in revenue, indicating strong individual sales capabilities. Among customers, Company D leads with $67,180.50, showing a key account that significantly drives overall sales. The sales trend across months reveals that January recorded a substantial $32,907.84, suggesting a possible seasonal spike or effective campaign during that period. Regionally, the North emerged as the highest contributor with $141,660.34, implying a strong market presence or higher customer density. Product-wise, Beverages are the top-selling category with over $110,000 in revenue, reflecting consumer demand or effective promotions. Sales transactions are most frequent in the 0-1000 range, with 218 instances, showing a focus on volume over high-ticket items. New York is the top shipping destination and city by revenue, reinforcing it as a vital logistics and sales hub. Other high-revenue cities suggest concentrated urban sales activity. The sales pattern supports focused expansion strategies based on geography and product interest. This multidimensional analysis uncovers both strengths and potential opportunities in customer and salesforce management.

DATA SPLITTING AND PREPROCESSING

The project was splitted into two categories;

Independent Values: These are values that make sense on their own
- customer name
- Region
- Salesperson
- Shipper name
- Payment type
- Category

Dependent Values: These are values that do not make sense on their own.
- Revenue
- Quantity
- Unit Price
- Shipping fee

PRE ANALYSIS

Industry Type of Data
Grocery store with Revenue means

Stakeholders of the Project
The chief Executives

What Success means to the Industry
Generating more revenue, Revenue is the most important point to the industry, this is what is considered as value.

Potential Analysis/Questions

- Best performing regions by revenue generated
- performance analysis of each salesperson by revenue
- customer performance analysis based on revenue
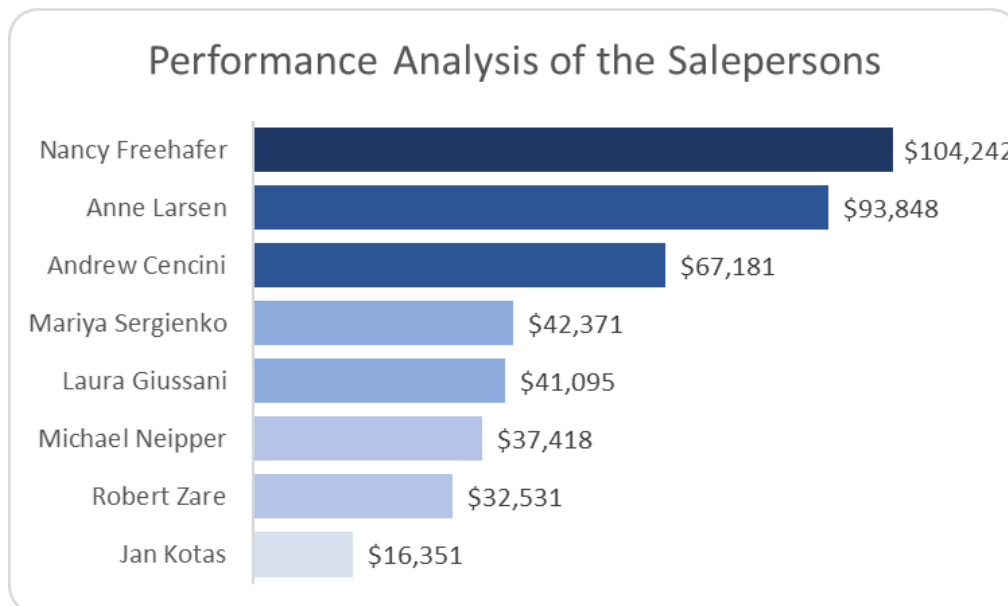- customer performance analysis based on quantity purchased

- Payment type usage
- best performing goods for the year by revenue
- performance analysis for the shipping countries

Potential Insight

finetune the best region and explore more measures to gain more grounds against competitors e.g more advertisements, we can also finetune the least performing region and implement measures done in the best performing region and ensure that these measure are kept in place e.g transferring salesperson in the region with great sales to regions with low sales to ensure they enact measures enacted at the best performing regions.
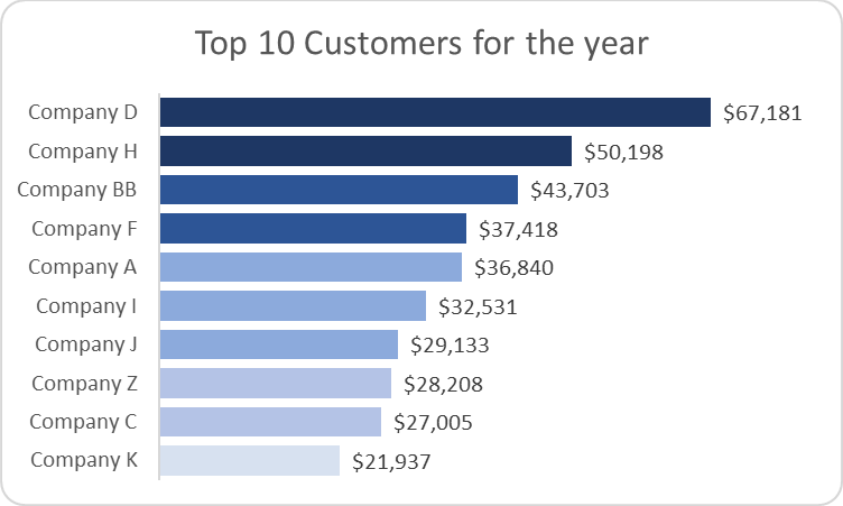
IN ANALYSIS

1. Nancy performed best for the year with a total revenue $104,242.34

Performance Analysis of the Salepersons

Salesperson	Revenue
Nancy Freehafer	$104,242
Anne Larsen	$93,848
Andrew Cencini	$67,181
Mariya Sergienko	$42,371
Laura Giussani	$41,095
Michael Neipper	$37,418
Robert Zare	$32,531
Jan Kotas	$16,351

2. Jan performed least for the year
3. Company D performed so well for the year with a revenue of 67180.80

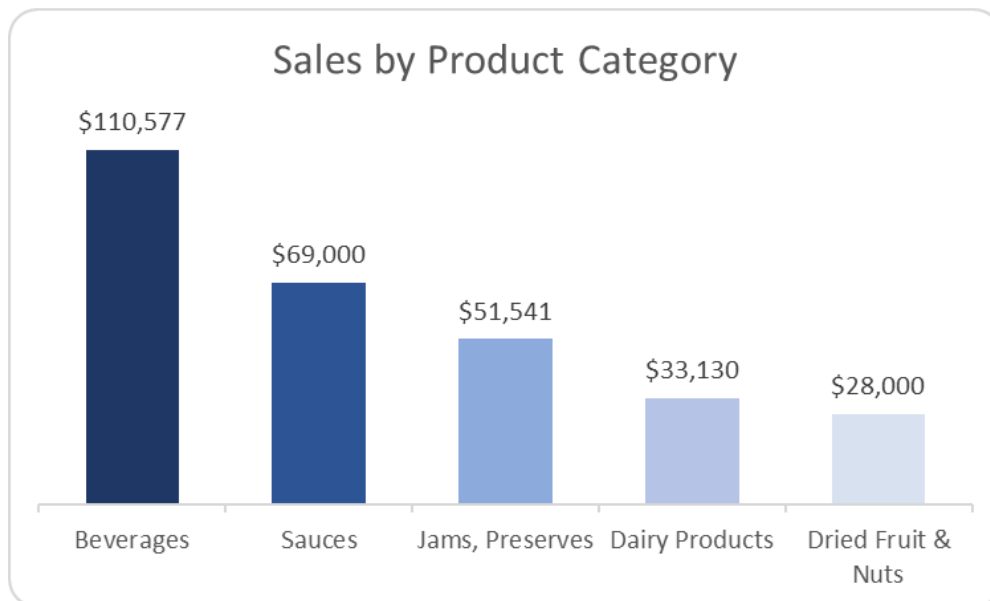## Top 10 Customers for the year

Company	Value
Company D	$67,181
Company H	$50,198
Company BB	$43,703
Company F	$37,418
Company A	$36,840
Company I	$32,531
Company J	$29,133
Company Z	$28,208
Company C	$27,005
Company K	$21,937

4. The month with the greatest sales is December

Sales Trend Report

Month	Value
Jan	$32,908
Feb	$19,956
Mar	$30,853
Apr	$20,772
May	$34,307
Jun	$55,602
Jul	$27,319
Aug	$29,921
Sep	$31,950
Oct	$53,034
Nov	$31,773
Dec	$66,643
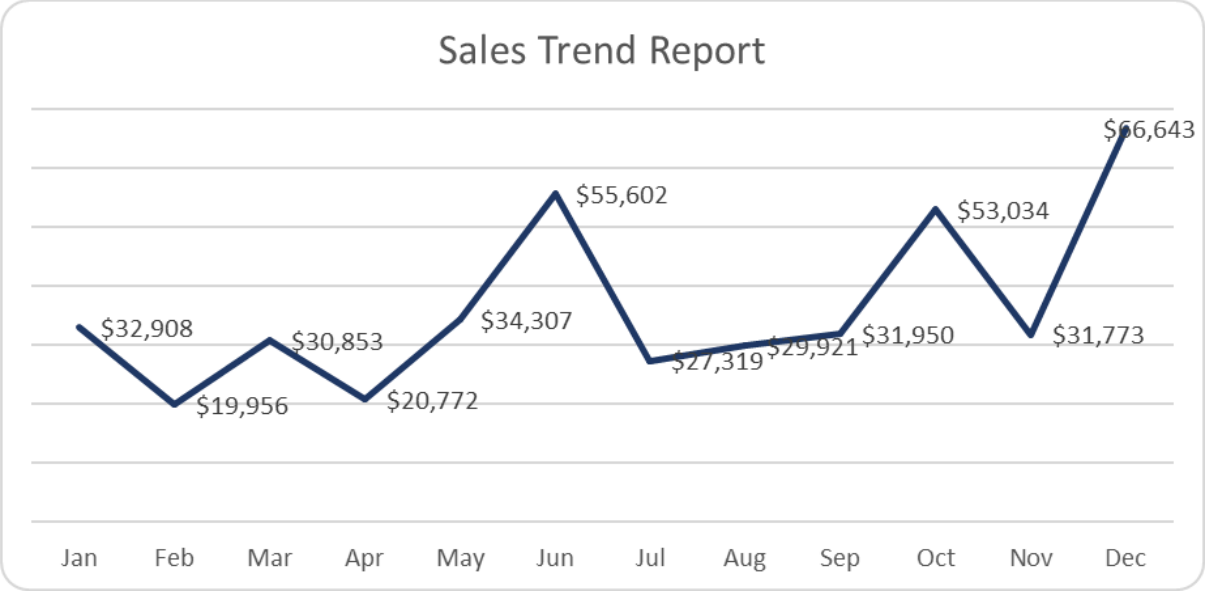
5. The best region is the North

Sales By Region

Region	Value
North	$141,660
East	$108,276
South	$93,848
West	$91,252
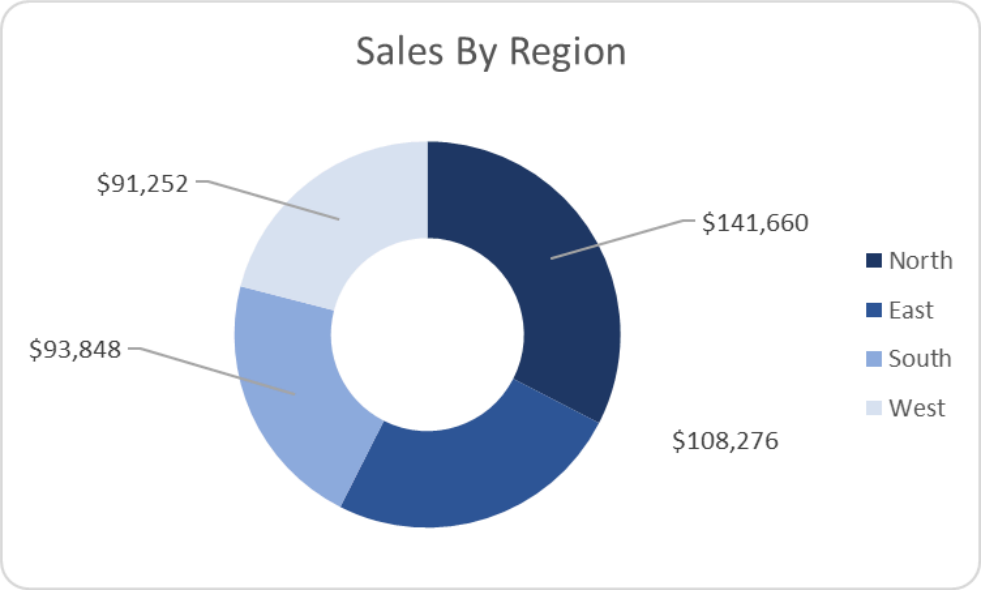
6. The best performing product for the year is beverages grossing a revenue of$110,577.11

Sales by Product Category

$110,577

$69,000

$51,541

$33,130

$28,000

Beverages   Sauces   Jams, Preserves   Dairy Products   Dried Fruit & Nuts

7. Revenue between 0 -1000 had the highest counts of revenue.

Transaction By Amount

218

85

31

24

8

2

1

0-1000   1000-2000   2000-3000   3000-4000   4000-5000   6000-7000   7000-8000
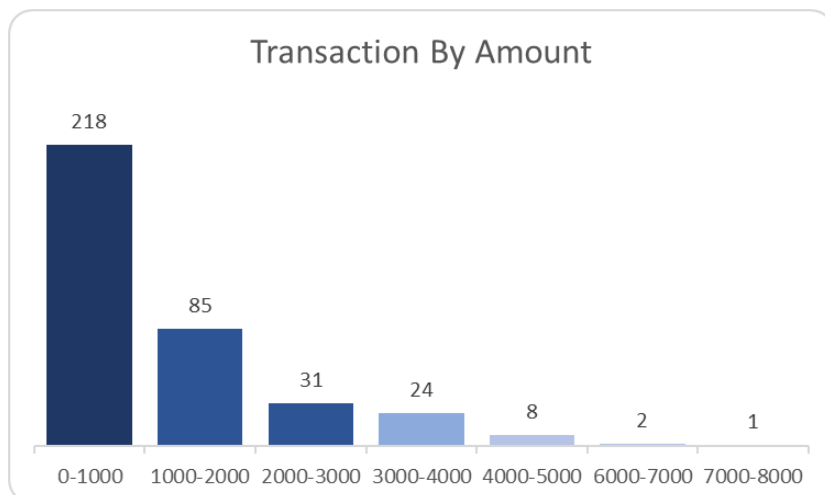
8. New York top the chart on revenue generated based on ship city

Top 6 Ship Cities

- New York — $67,181
- Portland — $50,198
- Miami — $50,145
- Memphis — $43,703
- Chicago — $41,095
- Milwaukee — $37,418

Menocca Ltd. Preformance Analysis for the year 2019

TOP SALES PERSON	BEST COMPANY	TOP REGION 19"	SUM OF REVENUE FOR THE YEAR 2019	TOP SHIP CITIES 19"	BEST PRODUCT 19"	BEST MONTH 19"
Nancy Freehafer	Company D	Northern Region	$435,036.16	New York	Beverages	December
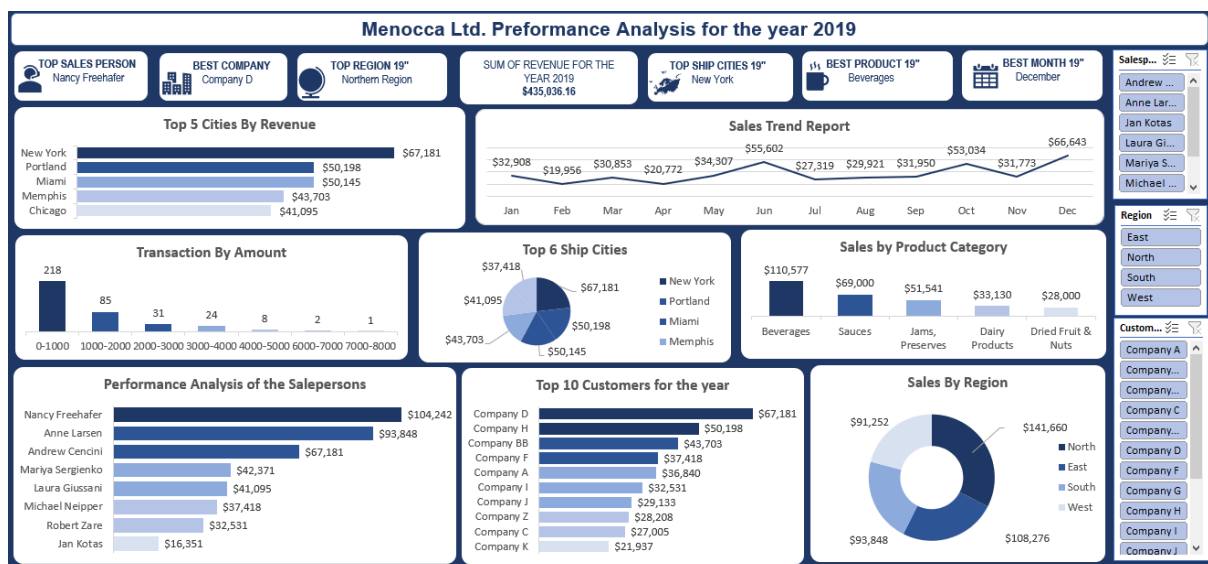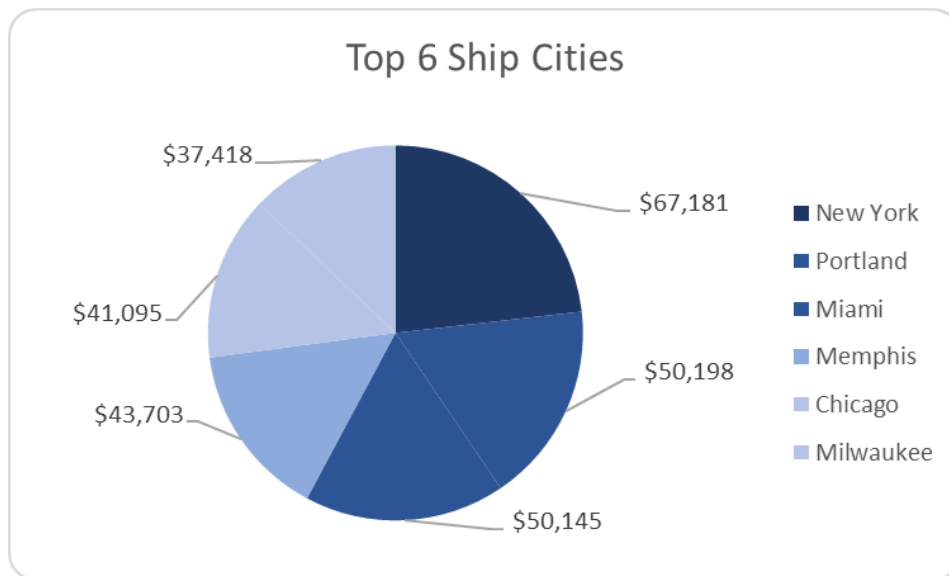
OBSERVATION

SALESPERSON

1. Andrew Cencini from New York did well for the year with sales of $67180.50. He had his highest sales in June and his lowest in April,he sold mostly jams preserves.

2. Ann Larsen had sales of $93,843.33 , she had her highest sales in December and her lowest in September. She sold mostly beverages.

3. Jan Kotas from Denver had his highest sales in June , he was a little dormant between July and November. He sold mostly beverages.

4. Laura Giussani from Denver had moderately low sales with the total sales of $41,095.01 for the year , she sold mostly condiments.

5. Mariya Sergienko had a total sales of $42,370.88, she sold mostly sauces

6. Micheal Neipper had a total sales of $37,418.00. He sold most beverages, sauces ,candy and dried fruit and nuts..

7. Nancy Freehafer from Portland made good sales for the year with February as her lowest sales,she sold mostly beverages with a total revenue of $104.242.34 making her the top sales person.

8. Robert Zare had good sales for the year except for february, he sold mostly dairy products and had a total sales of $32,350.60.

TOP 5 PRODUCT BY CATEGORY

1. Beverages sold very well for the year with a grossing revenue of $110,577.11, it sold the most in December.

2. Sauces brought about $69,000 in revenue and was purchased mostly by portland , miami, Los Angeles

3. Dairy products sold about $33,129.60 for the year and were sold to company I and H.

4. Dried fruits and Nuts sold about $29,999.50 for the year

TOP 10 CUSTOMERS

1. Company D based in New York bought more products from the firm, making them the best customer for the year, generating revenue of $67180.50.

2. Company H as the second best customer generated revenue of $50,198.35 from buying sauces. It is observed that company H buys from Nancy Freehafer in Portland.

3. Company BB generated revenue of $43703.00 in Memphis.

4. Company F generated revenue of $37,418.00 for the year in Milwaukee.

5. Company A generated revenue of $36,839.99 for the year in Seattle.

6. Company I generated revenue of $32,530. They bought dairy products ,Pasta and soup.

7. Company J had revenue of $29,133.01 in Chicago, they bought more products in August, the products bought are condiments, jam, preserves, dried fruits and nuts.

8. Company Z had revenue of $28,208.23 for the year, thy bought oil and canned meat.

9. Company C generated revenue of $27,005.38 for the year. They bought sauces, condiments,soup,beverages, with the highest products bought in may.

10. Company K had revenue of $21,937.08 for the year. They bought more products in July, the products include sauces, beverages, dried fruits and nuts.

SALES BY REGION

The Northern region had the highest sales [$141,660.34] with the highest sales in December.Product bought are beverages, suaces, candy, dairy products and dried fruits and nuts.

RECOMMENDATION

SALESPERSON

I recommend that the salesperson that performed below average be sent for additional training, Nancy Freehafer should be awarded the sales person for the year, she can also be encouraged to train other sales personnel and ensure their improvement. Jan Kotas should go for additional training for his low sales and a stern warning to work harder or appropriate measures would be taken.

TOP 5 PRODUCT CATEGORY

I recommend that the top 5 products such as beverages, sauces, jam preserves, dairy products and dried fruits and nuts should be looked into and ensure it doesn't get depleted.

TOP 10 CUSTOMERS

I recommend that the top company , company D be given the customer of the year award, and that all products bought by company D and the top 10 companies should always be in stock and depleted. For the months company D had low sales, it should be looked into if it is as a result of shortage in products so that products can be made available.

SALES BY REGION

I recommend that the measures enacted in the north to ensure great sales be enacted in the west with low sales and that the salesperson in

the north - Nancy Freehafer - should be taken to the west to ensure that the measures are properly enacted in the coming year.

SALES TREND REPORT

The measures taken in the month of December to ensure great sales should be enacted for the month with low sales.

CONCLUSION

In summary, this analysis provides a clear and actionable overview of the sales landscape. Key performers, regions, and products are easily identified, aiding strategic focus. Nancy Freehafer and Company D are standout contributors to overall success. Seasonal or monthly fluctuations in revenue hint at opportunities for targeted marketing. The North region and New York city dominate, suggesting potential for deeper market penetration. The emphasis on lower-value but frequent transactions suggests a volume-driven model. Beverage sales can be further leveraged for higher gains. Ultimately, the insights help drive data-informed decisions for optimizing performance across sales channels.