2014 Online grocery store sales performance report

The following are Insights from the Sales Performance Dashboard:

This report is categorized into notable sections as insights drawn from the analysis.

1. Sales Trend

The Sales performance fluctuated throughout the year as seen from the analysis and dashboard. The highest sales occurred in June (55,602) and December (66,643). There were notable dips in February (19,956) and April (20,772).

2. Top Customers

The largest customer by sales is Company D with 67,181 in revenue, followed by Company H (50,198)and Company BB (43,703). The smallest top customer is Company K with 21,507 in revenue.

3. Sales by Region

North accounts for the largest sales percentage at 32%, followed by the East (25%), South (22%), and West (21%). The regional distribution appears to be relatively balanced but with a stronger presence inthe North.

4. Top Salespersons

Nancy Freehafer leads sales with 99,514 in revenue, followed by Anne Larsen (93,418). Andrew Cencini is the third-highest (67,181). There is a considerable gap between the top two performers andthe others.

5. Sales by Product Category

Beverages are the top-selling product category with 86 units sold, followed by Dried Fruit & Nuts (38), and Baked Goods & Mixes (33). The lowest-selling product categories are Canned Meat (25), Candy (28), and Soups (28).

6. Transaction by Amount

The highest transaction amounts are concentrated in the 1000-1500 range (73,684 and 73,856).There is a consistent distribution in the mid-range between 35,485 to 51,000.

Recommendations:

The followings could be done to enhance sales performance and expand sales potentials;

1. Maximize sales during Peak Periods

The business should focus on strategies to increase sales during peak months (June and December).This could include promotions, targeted marketing campaigns, or discounts to take advantage of higher customer spending.

2. **Target Underperforming Months**

   The months of February and April have notably low sales. A concentrated effort to boost sales inthese months perhaps with seasonal promotions or customer engagement campaigns could balance out the year.

3. **Boost Sales in Low-Performing Regions**

    While the North region performs well, the South and West regions show weaker performance. The business should explore ways to drive more sales in these regions, such as customized offers, partnerships, or region-specific campaigns.

4. **Improve Sales Team Performance**

   The gap between the top two salespersons and the rest of the team is significant. Investing in sales training, setting competitive goals, and providing incentives can help to elevate the performance of the lower-performing salespeople.

5. **Increase Focus on High-Value Transactions**

   The 1000-1500 transaction category is where the highest value lies. Developing strategies to closemore high-value deals could drive higher revenues across the board.

Conclusion:

Overall, the company's sales performance is solid but fluctuates significantly throughout the year. There are clear opportunities to focus on underperforming regions, underutilized sales periods, and improve the performance of the broader sales team. By addressing these areas, the business can strengthen its position and achieve more consistent, higher revenue across all months.