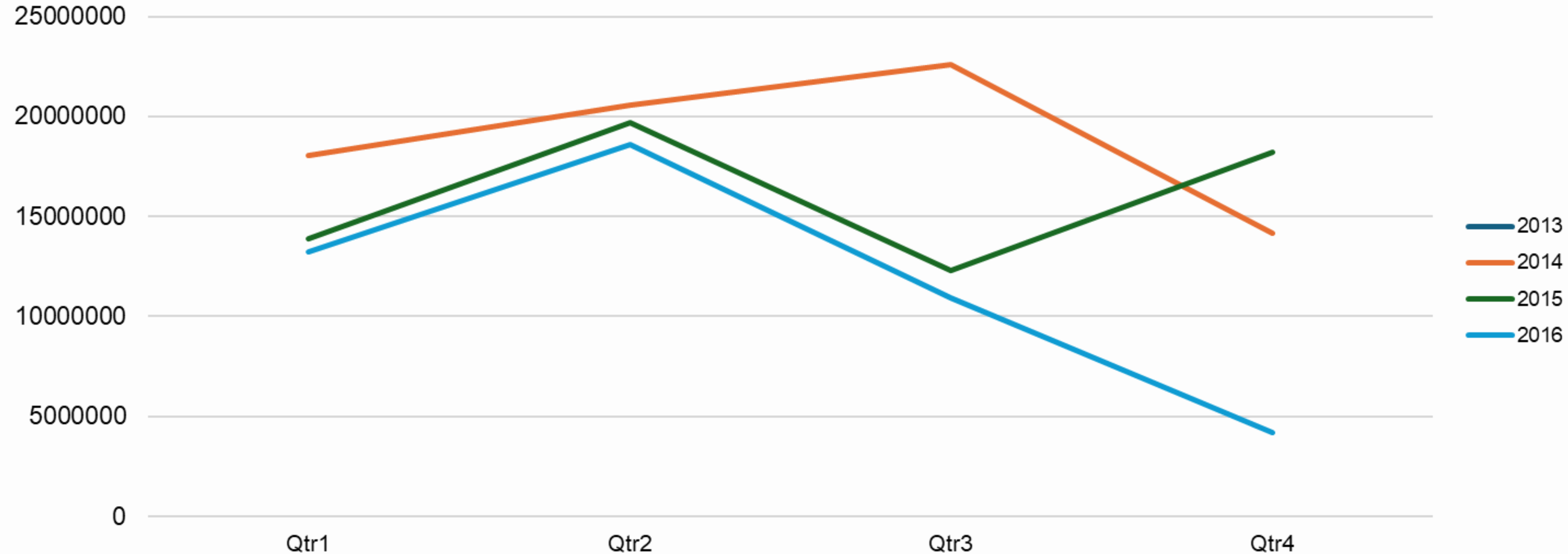


Sales Data Analytics Case Study

INSIGHTS AND METRICS FROM MY RESEARCH

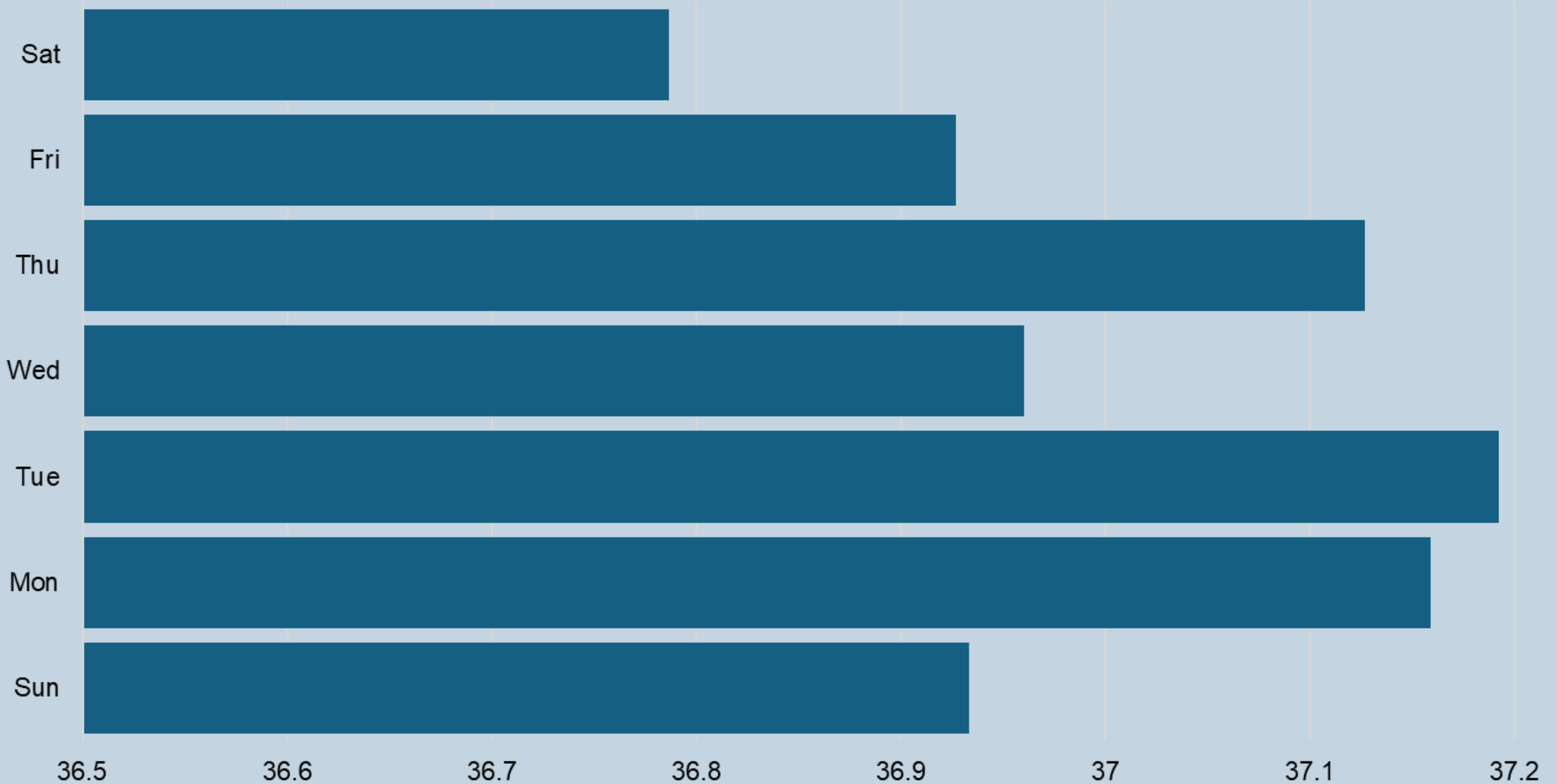
Daily Sales Price Analysis



Understanding Pricing Trends

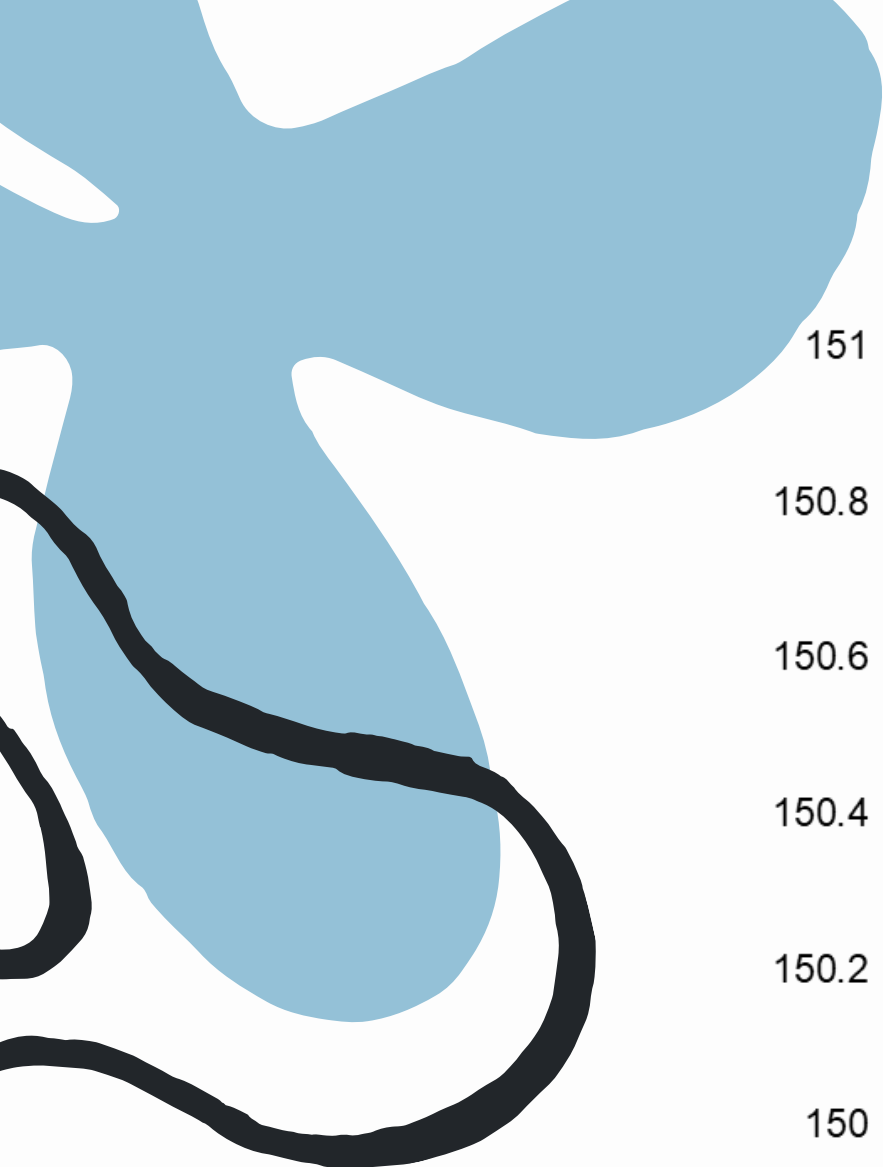
Analyzing daily sales price per unit reveals **key insights** into our pricing strategy and overall market performance.

Average Unit Sales Price

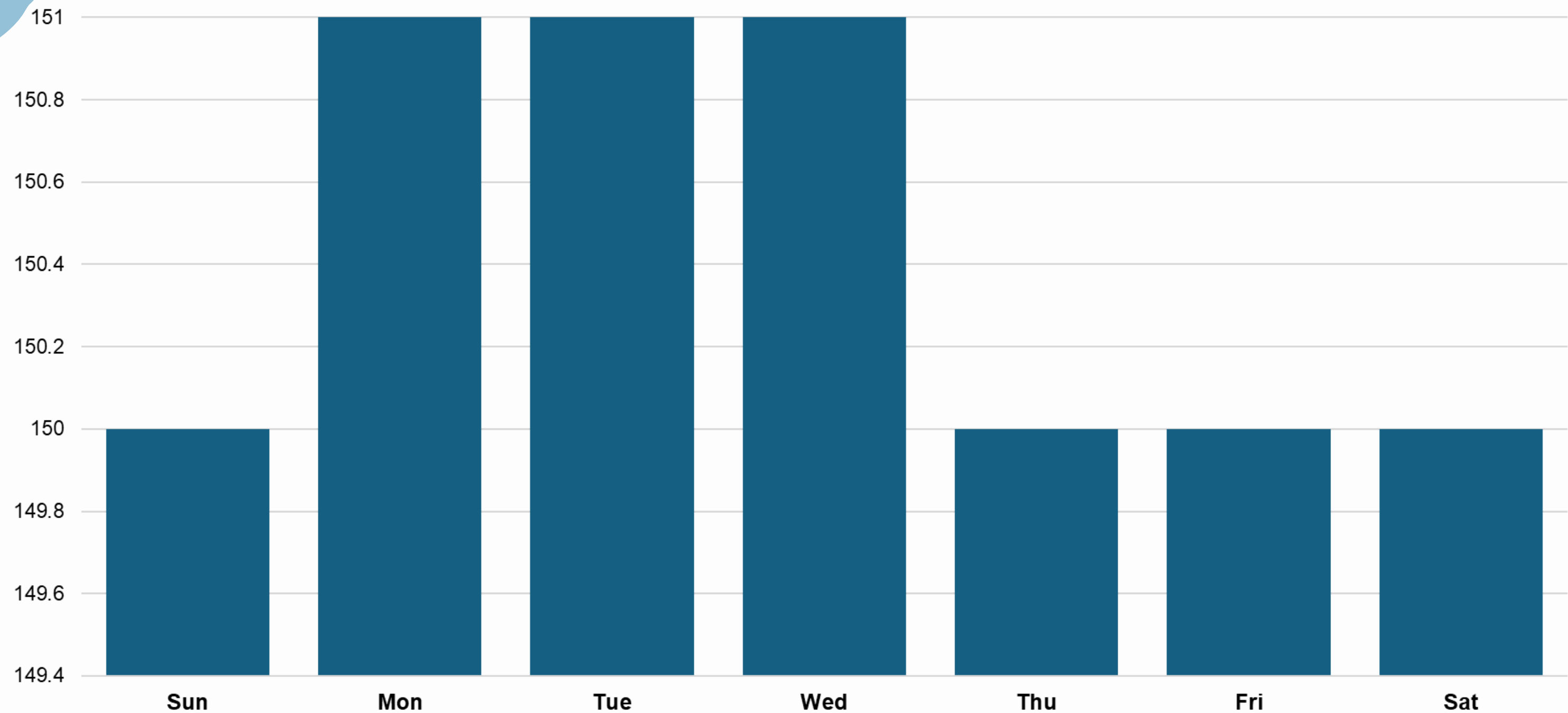


UNDERSTANDING THE
FACTORS IMPACTING
PRICING STRATEGIES

The **average unit sales price** provides crucial insights into pricing strategies. Analyzing this metric helps identify trends in consumer behavior and market conditions.



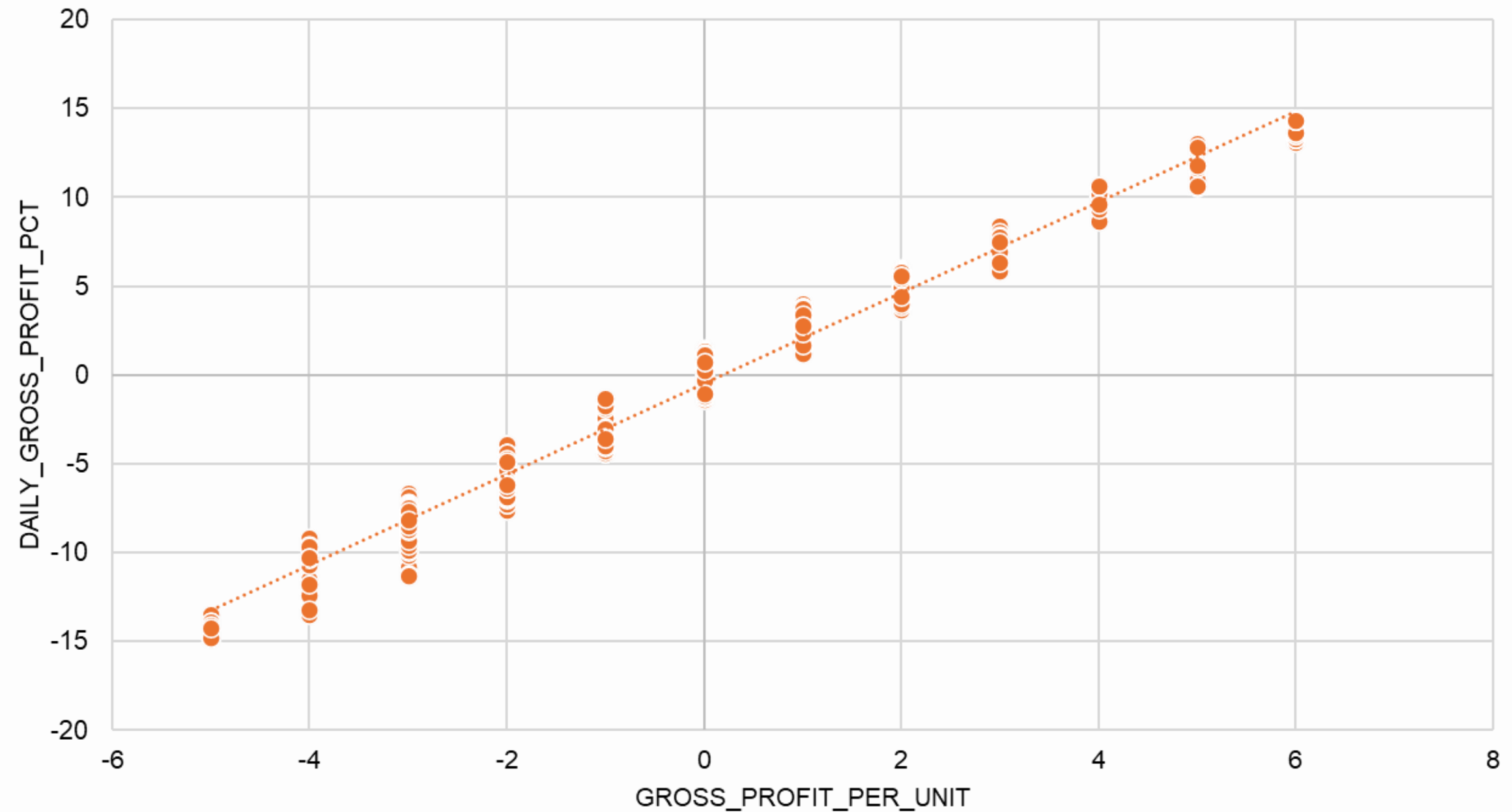
Daily Gross Profit



UNDERSTANDING OUR PROFIT MARGINS DAILY

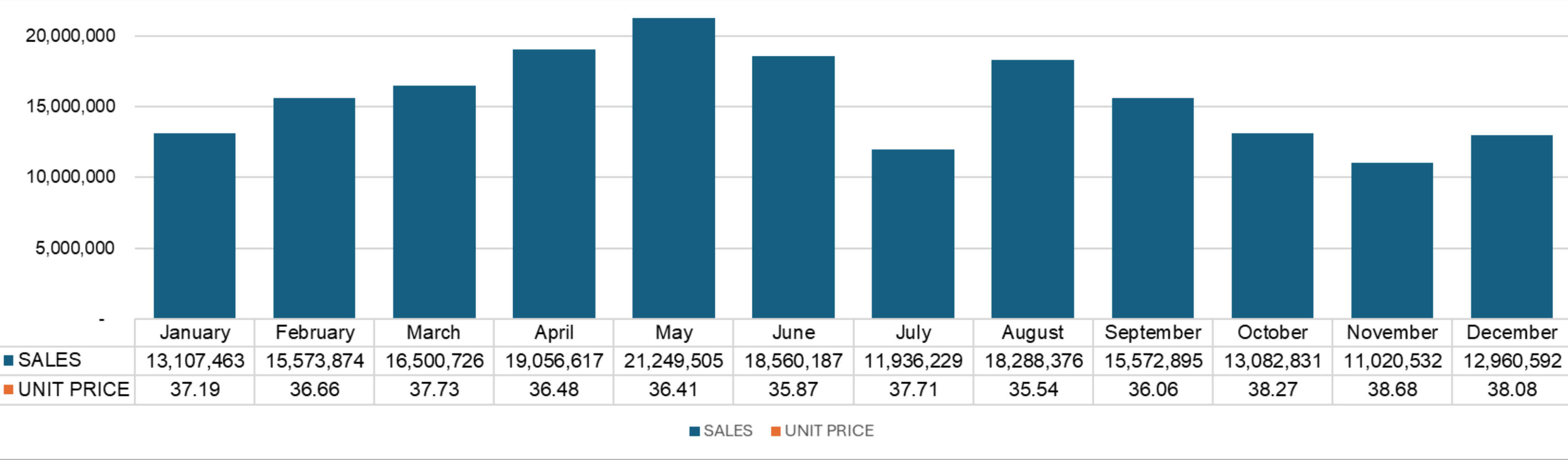
The **daily percentage gross profit** is a crucial metric that indicates the efficiency of our sales operations. Monitoring this figure allows us to identify trends and make informed decisions to optimize pricing strategies.

Daily Gross Profit Insights

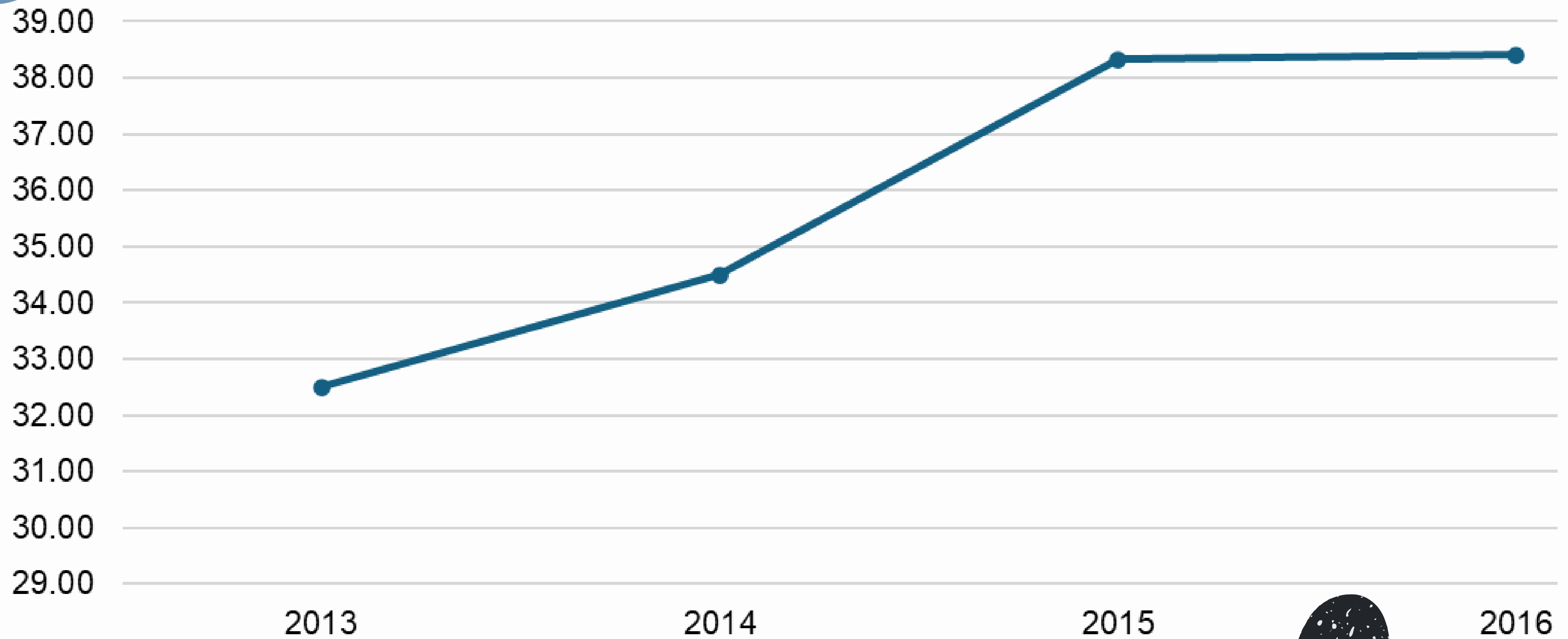


GROSS_PROFIT_PER_UNIT and DAILY_GROSS_PROFIT_PCT appear highly correlated.

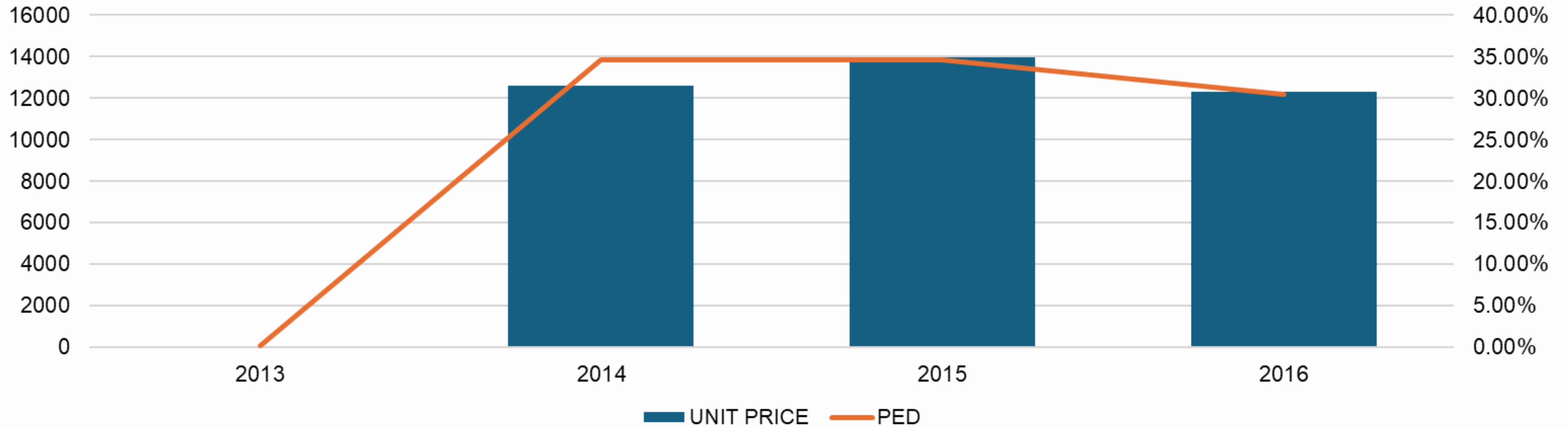
Monthly trends



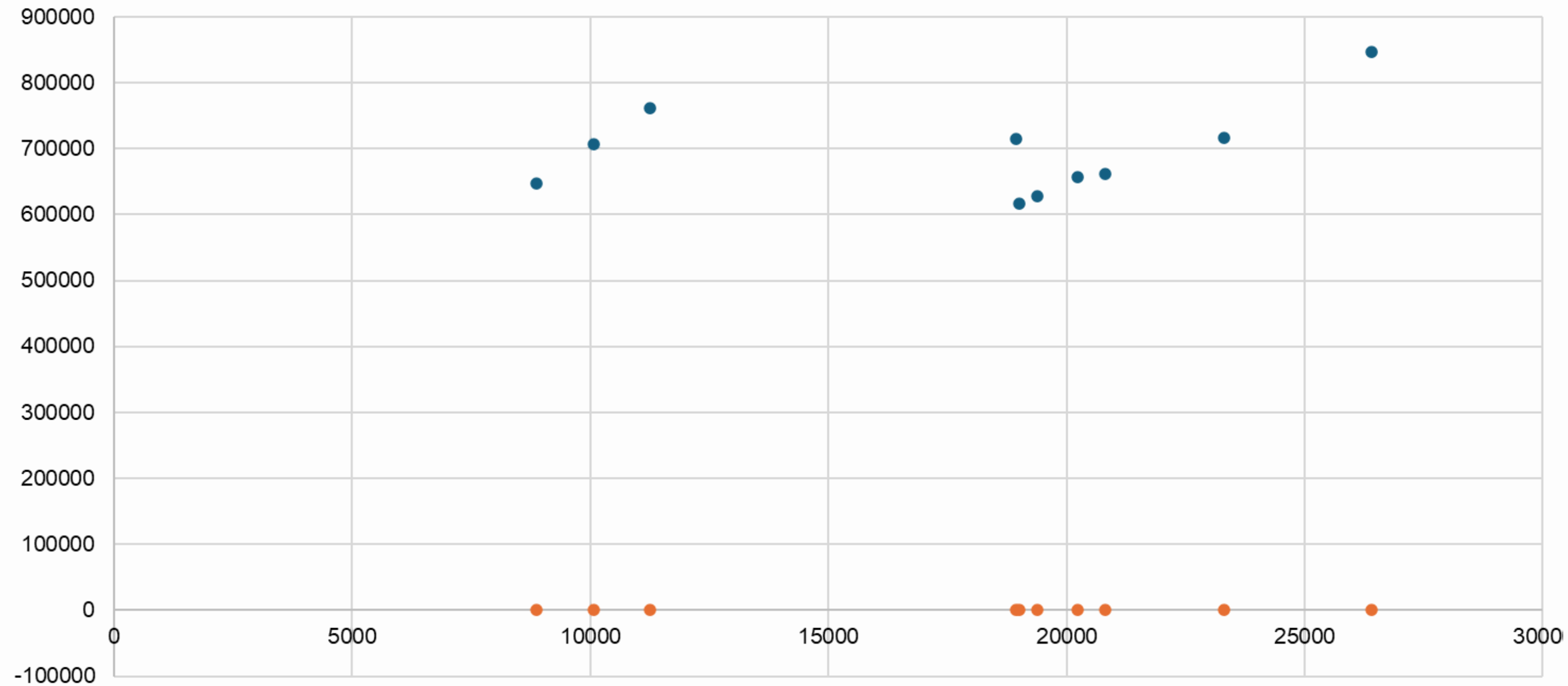
Unit Price Over Time



Price Elasticity of Demand (PED) Indicator

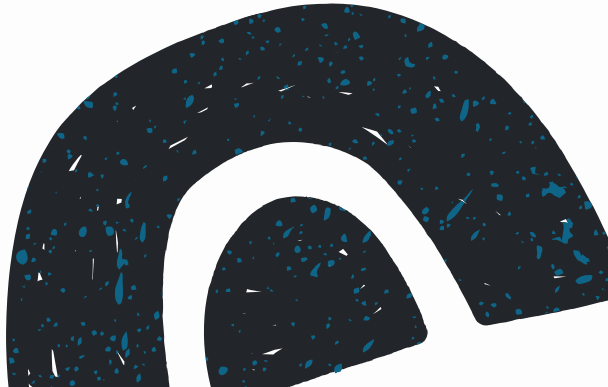


Correlation between quantity and revenue



Price Elasticity of Demand (PED) Table

YEARS	Avg Price	Avg Quantity	PED Value
2013	262141.7263	8047.5	2
2014	206616.3718	6175.972603	365
2015	175390.6668	4698.873973	365
2016	146270.9524	4032.579439	321



Key Recommendations

1. Leverage High-Performing Months

- **Insight:** April, May, and June show consistently higher sales.
- **Action:** Plan major promotions and inventory boosts around these months to maximize revenue.

2. Optimize Pricing Strategy

- **Insight:** Average unit price has been increasing, and price elasticity shows sensitivity to price changes.
- **Action:**
 - Avoid steep discounts unless strategically planned (e.g., clearance or stock rotation).
 - Use gradual price increases to maintain demand without sacrificing volume.

3. Refine Promotional Planning

- **Insight:** Promotions temporarily boost sales volume but can reduce per-unit profitability.
- **Action:**
 - Target promotions to low-sales periods to stabilize performance.
 - Bundle products or offer volume-based discounts instead of simple price cuts.

4. Improve Gross Profit Margins

- **Insight:** Margins vary day-to-day due to price and cost fluctuations.
- **Action:**
 - Review supplier contracts to reduce cost of sales.
 - Consider dynamic pricing models to better match demand and cost variations.

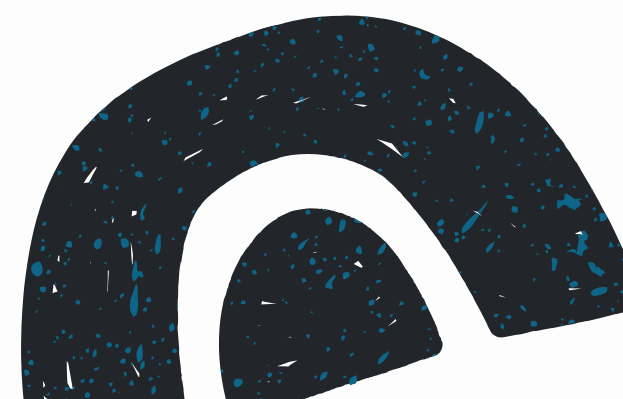
5. Introduce Weekly Sales Monitoring

- **Insight:** Certain weekdays may show stronger or weaker sales.
- **Action:**
 - Analyze performance by day of week to schedule promotions or staff accordingly.
 - Use this for labor optimization and targeted marketing.

6. Dashboard Implementation Action:

Develop a **sales dashboard** to monitor:

- Daily unit price
- Quantity sold
- Profit margins
- Promotion impact





THANK YOU FOR THE OPPORTUNITY

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