

Mobile Phone Sales Analysis

PERFORMANCE

TRENDS ANALYSIS

Country

All

Distributor

All

Brand

All

Operator

All

Year

2018201920202021

Clear all slicers

63.6M

Total Sales

63.6M

Revenue

41.4M

Inventory Cost

22.2M

Profit

24

Countries

6

Brands

6

Distributors

5

Operators

Best Sales Performance

Country	Distributor	Sales
Colombia	Tottus	1.59m

1. The selling performance of Distributor **Tottus** in Colombia has been outstanding from 2018 to 2021, surpassing other distributors.

Inventory Cost Analysis

Country	Inventory Cost	
Ireland	HIGHEST	2.24m
Venezuela	LOWEST	1.26m

2. It is evident that **Ireland** incurred the highest inventory cost from 2018-2021, whereas **Venezuela** had the lowest cost.

Net Profit Analysis

Country	Profit	
Colombia	HIGHEST	1.27m
Jamaica	LOWEST	715.29k

3. From 2018 to 2021, **Colombia** has recorded the highest net profit among all analyzed countries, while **Jamaica** has the lowest. This contrast highlights the significance of having a strong financial strategy to drive success.

Sales Analysis of Distributors

Distributor	Total Sales
Tottus	18m
Oeschle	16m
Plaza Vea	11m
Metro	10m
Ripley	6m
Saga Falabella	3m

4. **Tottus** tops sales performance analysis between 2018-2021, while **Saga Falabella** lags behind, highlighting the need for effective sales strategies

5. The analysis reveals that **Apple** has been the clear winner in terms of sales, revenue, and profit over the given period. The data highlights that Apple has outperformed its competitors and emerged as a leader in the market. This information highlights the importance of having a strong brand reputation and effective business strategies to achieve success.

Brand Details

Brand	Total Sales	Unit Sold	Revenue	Inventory Cost	Profit
Apple	16m	13k	16.07r	10.04m	6m
LG	16m	20k	15.91n	10.94r	5m
Samsung	13m	15k	12.53m	9.02m	4m
Motorola	9m	9k	8.69m	6.18m	3m
Nokia	7m	10k	6.79m	3.81m	3m
Huawei	4m	8k	3.60m	1.40m	2m

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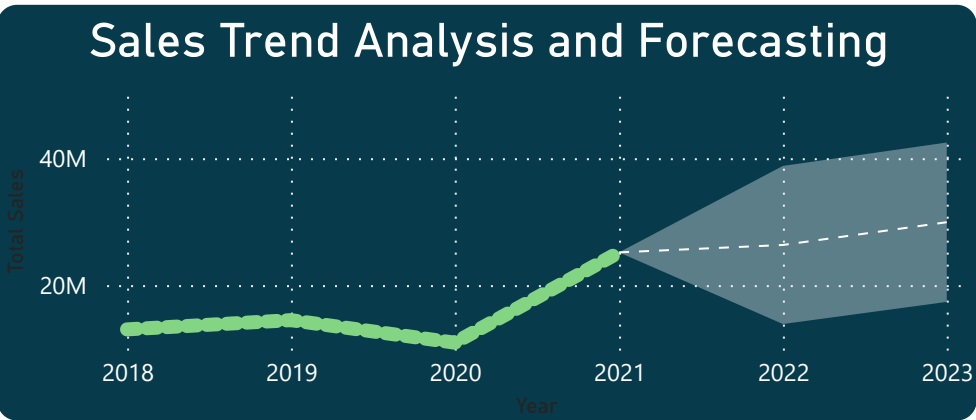
6

Distributors

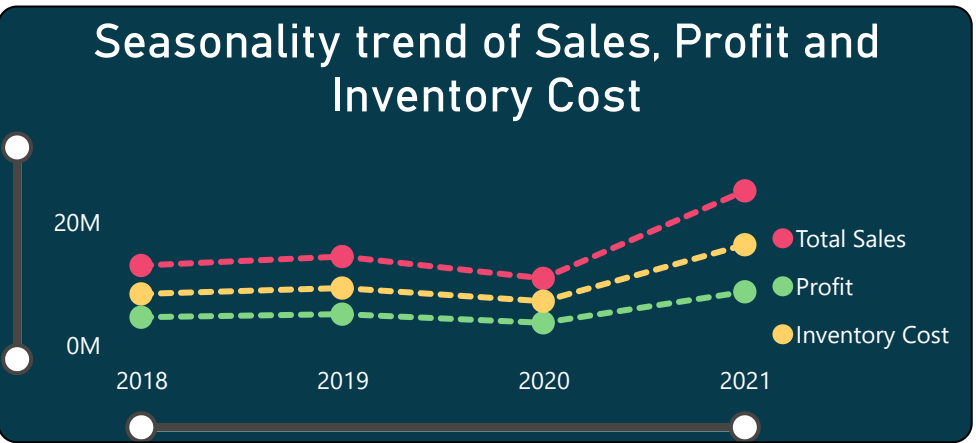
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Operators

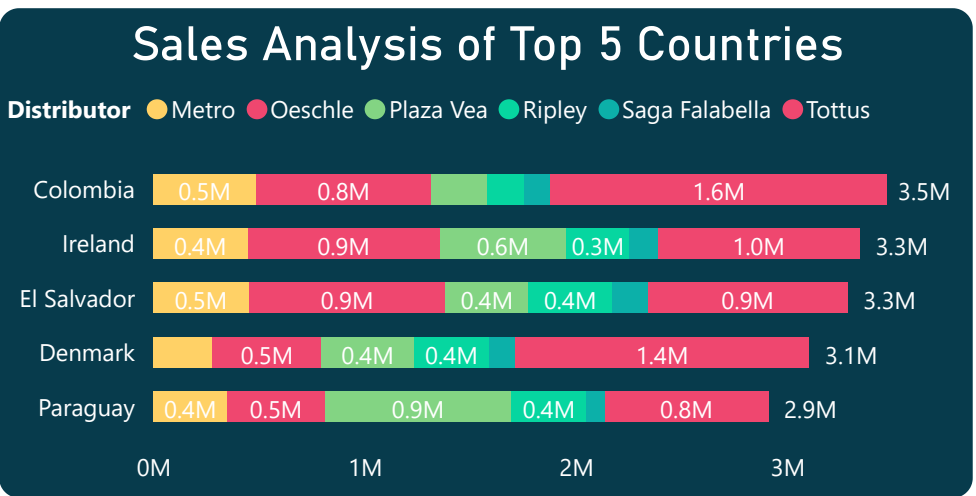
6. This visualization displays a consistently optimistic sales trend, which is represented by a steadily increasing forecast line.



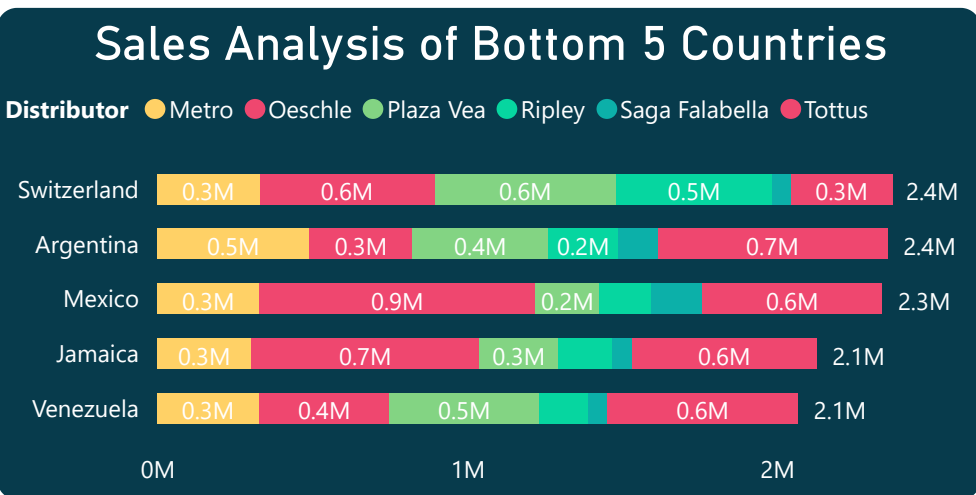
7. Over time, the sales, profit, and inventory costs have experienced a steady increase, painting a promising picture of the company's growth and profitability



8. Top 5 countries and their distributors' sales trends depicted; Colombia tops with Tottus as the highest performing distributor.



9. The visualization shows the sales trends of the 5 least-performing countries and their distributors, with **Venezuela** having the lowest sales trend. **Tottus** was the top-performing distributor in **Venezuela**, while **Saga Falabella** was the lowest-performing distributor.



10. It displays the performance of **operators** in revenue, sales profit, inventory cost, and unit sold. **Tuenti** tops the list with the highest sales, revenue, and profit, while **Movistar** ranks the lowest. The data highlights the crucial role of business strategies and operational efficiency in driving success in the telecommunications industry.

