

By Maina.k

This analysis report provides a comprehensive examination of Maina K limited (*a fictitious company*) income generation strategies and performance over the past couple of years. Through a detailed assessment of revenue sources, customer segmentation, product analysis, market dynamics, and sales channels, key insights have been derived to inform strategic decision-making.

Methodology:

The data source is from a fictitious company Maina K limited and data was obtained raw where it has gone through data cleaning process to make it suitable for analysis the Business intelligence tool Power BI has been used as the main tool for the analysis.

Maina K company Departments



Maina K company Products Group



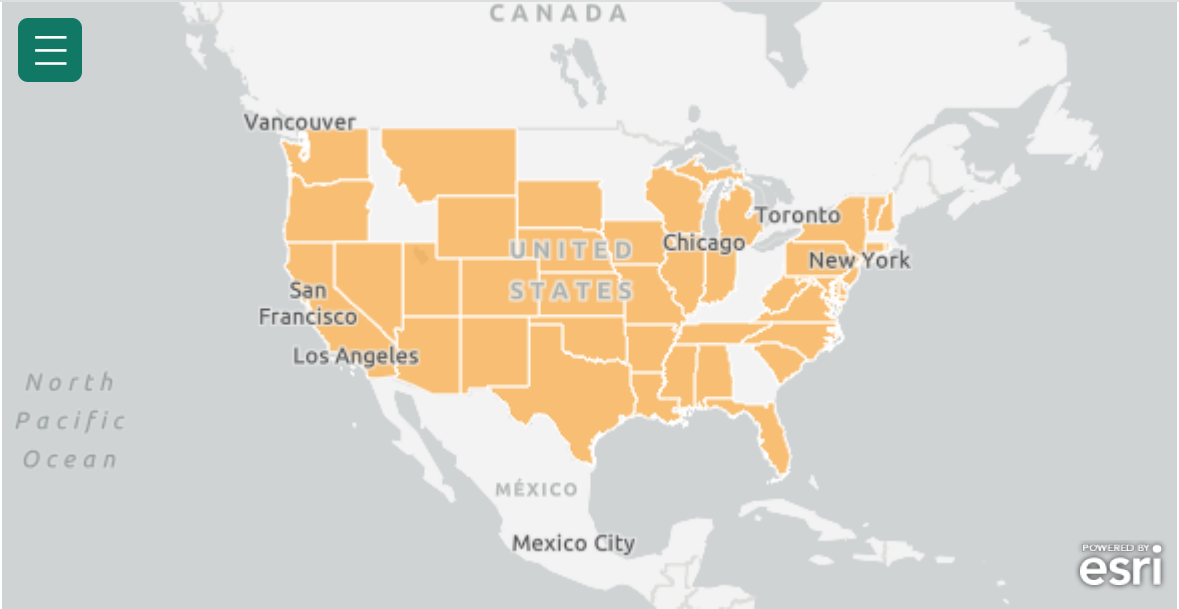
Key KPIs



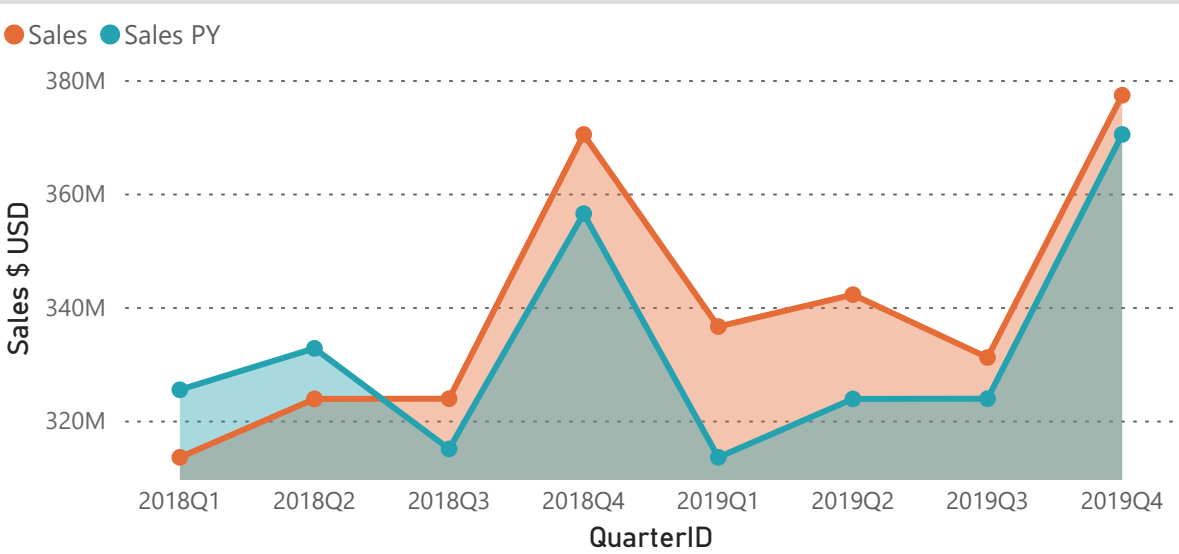
P&L Breakdown By Period (\$USD)

	2019Q1	2019Q2	2019Q3	2019Q4	Total
Sales	336,557,733	342,184,247	331,104,385	377,312,045	1,387,158,410
COS	150,702,583	153,499,904	148,263,188	169,290,018	621,755,693
GM	185,855,150	188,684,343	182,841,197	208,022,027	765,402,717
GM%	55.22%	55.14%	55.22%	55.13%	55.18%
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Rent	71,626,057	72,538,707	70,207,847	80,292,688	294,665,299
Wages	56,595,589	58,116,812	56,160,296	63,952,235	234,824,932
Other	4,223,309	4,202,704	4,220,245	4,202,510	16,848,768
EBIT	53,410,195	53,826,120	52,252,809	59,574,594	219,063,718
EBIT%	15.87%	15.73%	15.78%	15.79%	15.79%

Map of Sales



Timeline



Store Breakdown By Department and Product Group

2019

Department

StoreID

State

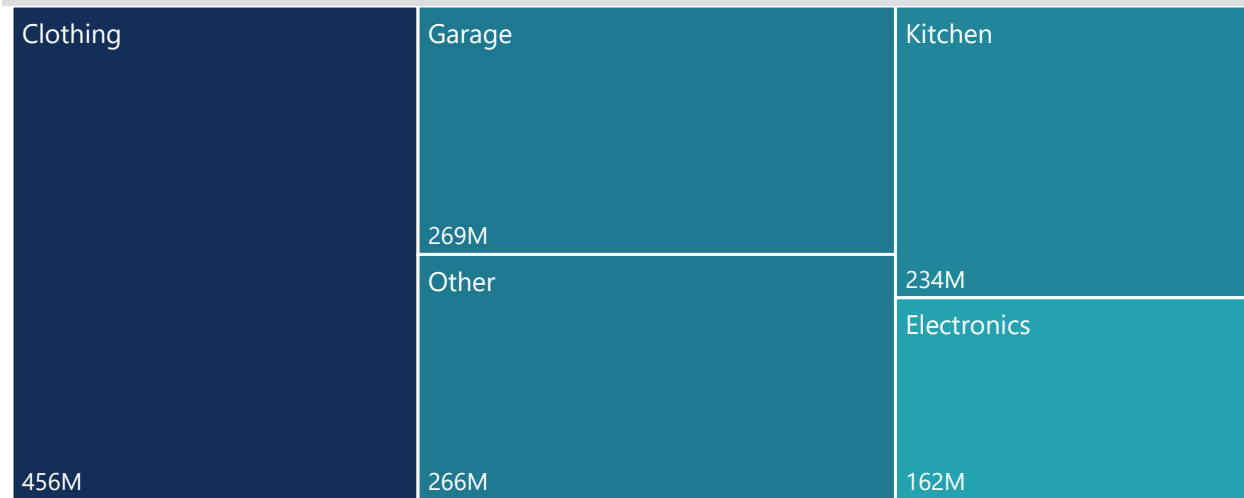
All

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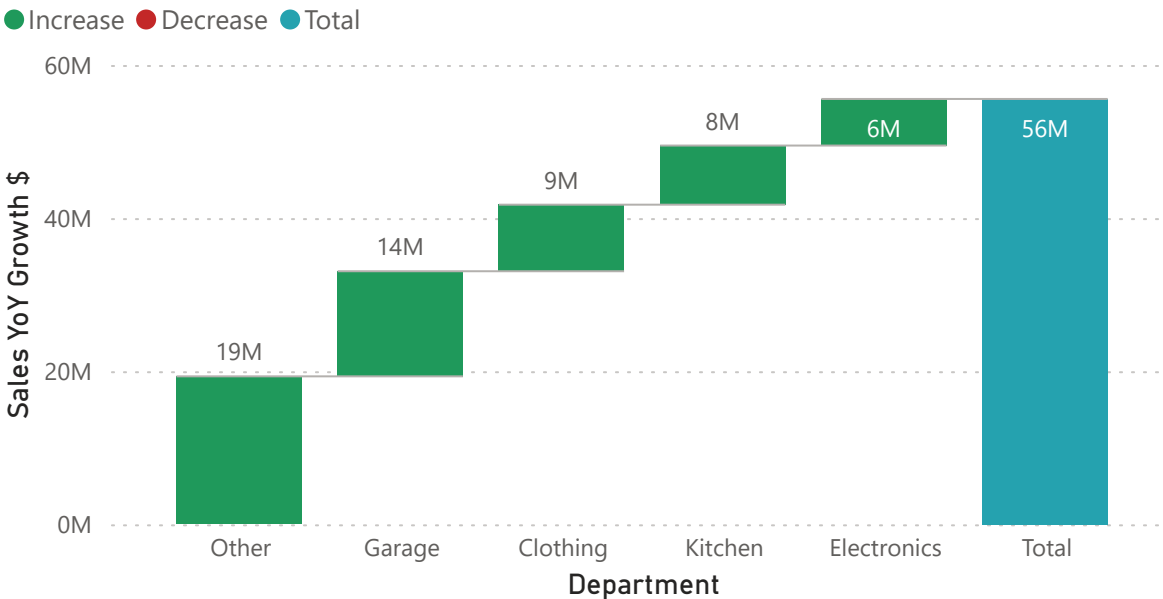
SumSales by Department



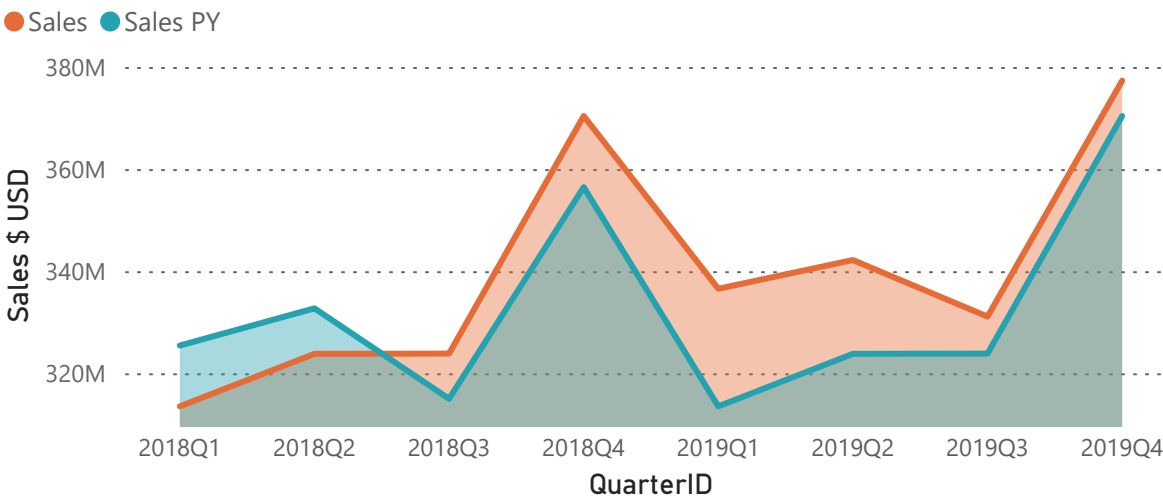
Sales Breakdown By Department (\$USD)

Department	Sales	Sales PY	Sales YoY Growth %	GM%	GM Growth YoY
Clothing	455,705,968	447,011,658	1.94%	57.00%	2.55%
Garage	269,438,843	255,709,081	5.37%	52.50%	-3.28%
Other	266,357,165	247,026,914	7.83%	49.24%	1.09%
Kitchen	233,681,323	225,957,589	3.42%	58.68%	2.93%
Electronics	161,975,111	155,888,831	3.90%	59.22%	1.25%
Total	1,387,158,410	1,331,594,073	4.17%	55.18%	1.01%

Sales YoY Growth \$ by Department



Timeline



Top Performing Product Groups

2019

Department

☐ Clothing

☐ Electronics

☐ Garage

☐ Kitchen

☐ Other

StoreID

All

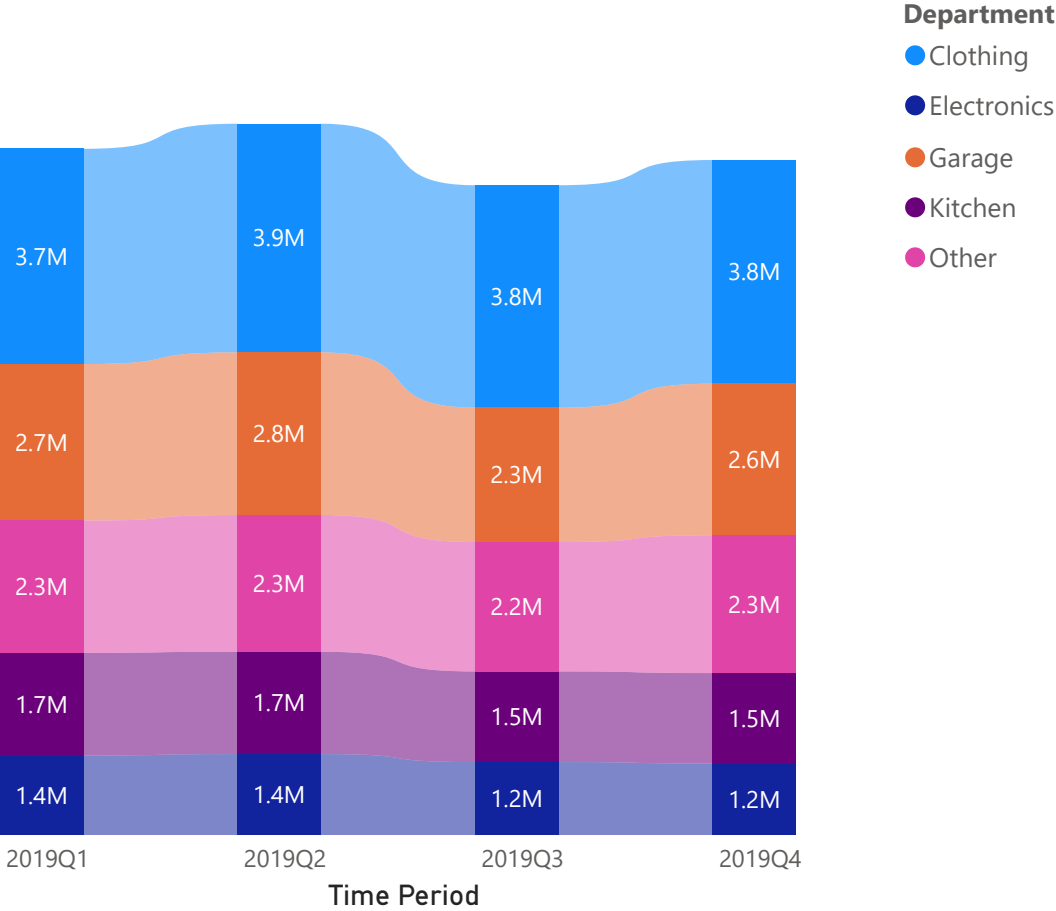
StoreType

All

State

Arizona

Top Performing Product Groups Over Time



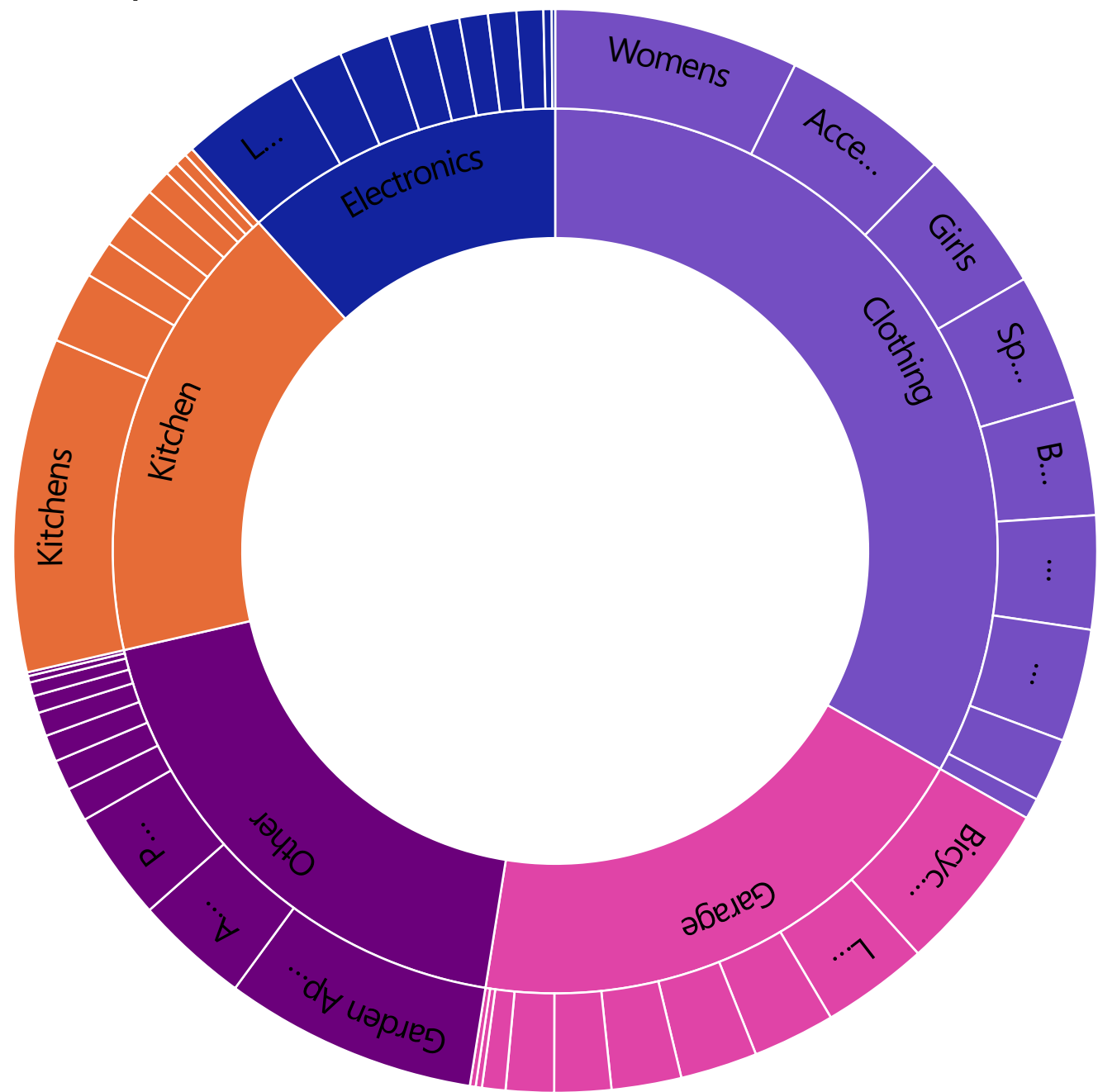
Top Product Groups By Sales \$ USD

Group & Dept	Sales	Sales Share %	Sales YoY Growth %	Sales YoY Growth \$
Kitchens: Kitchen	3,869,755	8.3%	-1.64%	-64,548.52
Garden Appliances: Other	3,585,355	7.7%	6.06%	204,788.88
Misc: Clothing	2,741,521	5.9%	12.68%	308,447.91
Womens: Clothing	2,669,579	5.8%	3.41%	88,008.93
Accessories: Clothing	2,636,222	5.7%	6.02%	149,577.37
Large Storage: Garage	2,526,491	5.4%	4.92%	118,440.23
Assorted Food: Other	2,286,226	4.9%	7.74%	164,263.19
Bicycle Storage: Garage	1,994,250	4.3%	5.41%	102,389.45
Girls: Clothing	1,778,381	3.8%	0.84%	14,732.65
Boys: Clothing	1,568,990	3.4%	-15.23%	-281,828.30
Total	25,656,771	55.3%	3.24%	804,271.79

Worst Performing Product Groups By Sales Growth %

Group & Dept	Sales	Sales Share %	Sales YoY Growth %	Sales YoY Growth \$
Blankets: Other	383	0.0%	-156.29%	1,063.42
Bicycles: Garage			-100.00%	
Books: Other	0	0.0%	-100.00%	-707.17
Misc: Kitchen			-100.00%	
Misc: Other			-100.00%	
Sports: Clothing	1,375,495	3.0%	-28.20%	-540,171.72
Infants: Clothing	281,519	0.6%	-21.62%	-77,662.83
Dishware: Kitchen	474,582	1.0%	-21.30%	-128,408.53
Small Storage: Garage	958,127	2.1%	-17.82%	-207,743.80
Boys: Clothing	1,568,990	3.4%	-15.23%	-281,828.30
Total	4,659,097	10.0%	-20.96%	-1,235,458.93

SumSales by Department and Group



## Top Issues Identified

-  2020 Jan 28 - Wyoming Q4 sales dipping across many top sellers. Investigate possible supply chain issue.