




Bright Light Data Analytics

Sales Case Study

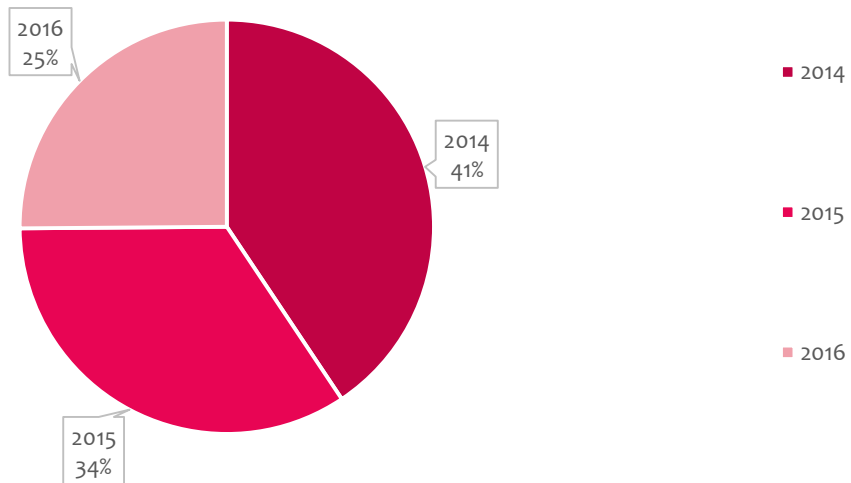
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A close-up photograph of a person's hands holding a smartphone. The person is wearing a white button-down shirt. The background is blurred, showing more of the shirt and some indistinct shapes. A semi-transparent black box with white text is overlaid on the lower right portion of the image.

Given a generic, simulated dataset “Sales Case Study.csv”, which indicates the daily trading information for a large retail store, aggregated for the day. The data is only for one of the products sold at this store.

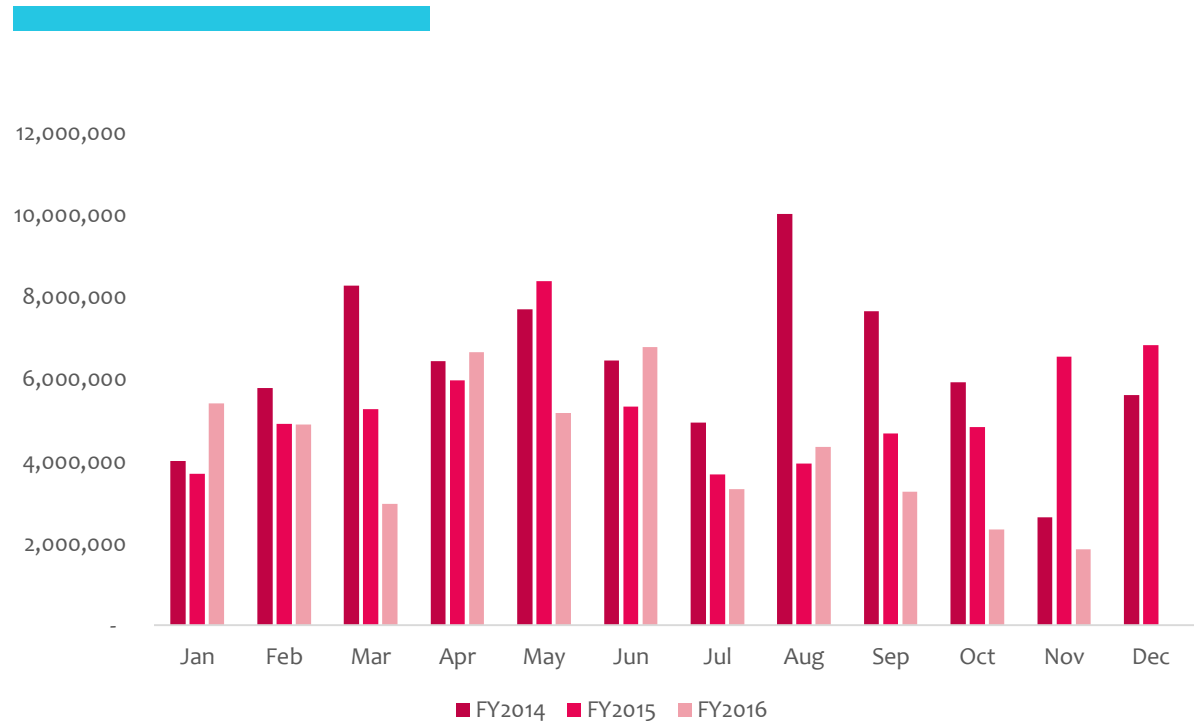
Yearly Percentage Contribution



The year 2014 contributed the highest revenue, accounting for 41% of the total.



YoY Sales Revenue

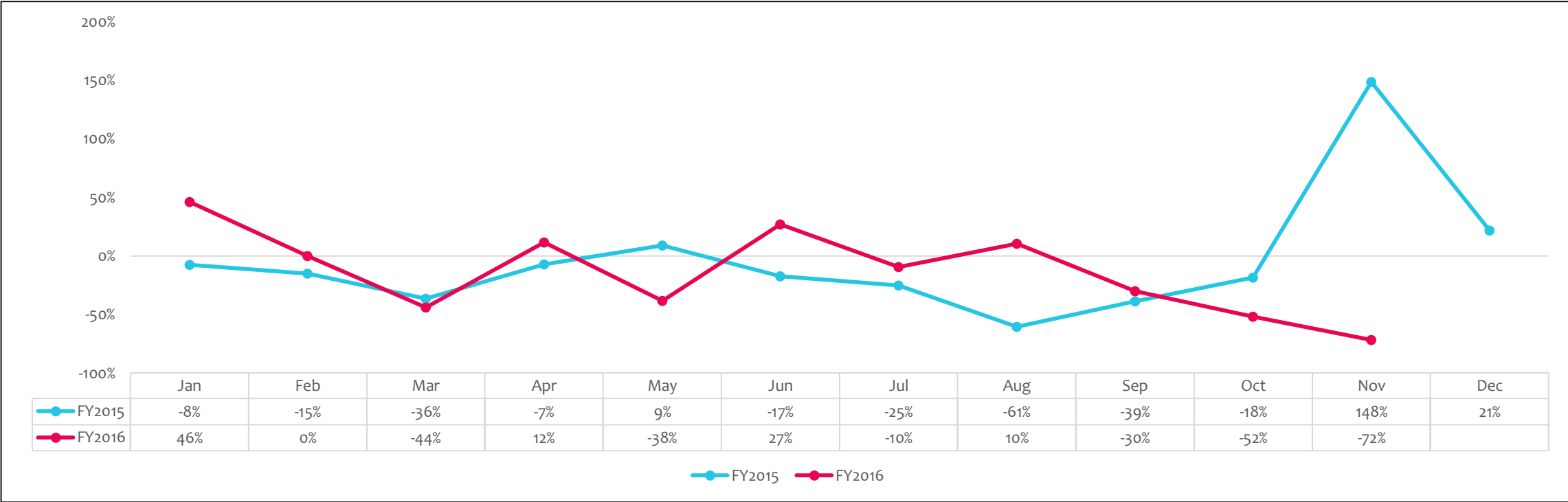


The data reveals that FY2014 generally had stronger sales in months like March, August, and September. FY2015 had a strong performance in May, November, and December. FY2016 started strong in January and June but showed a notable decline in March, October, and November.

Table

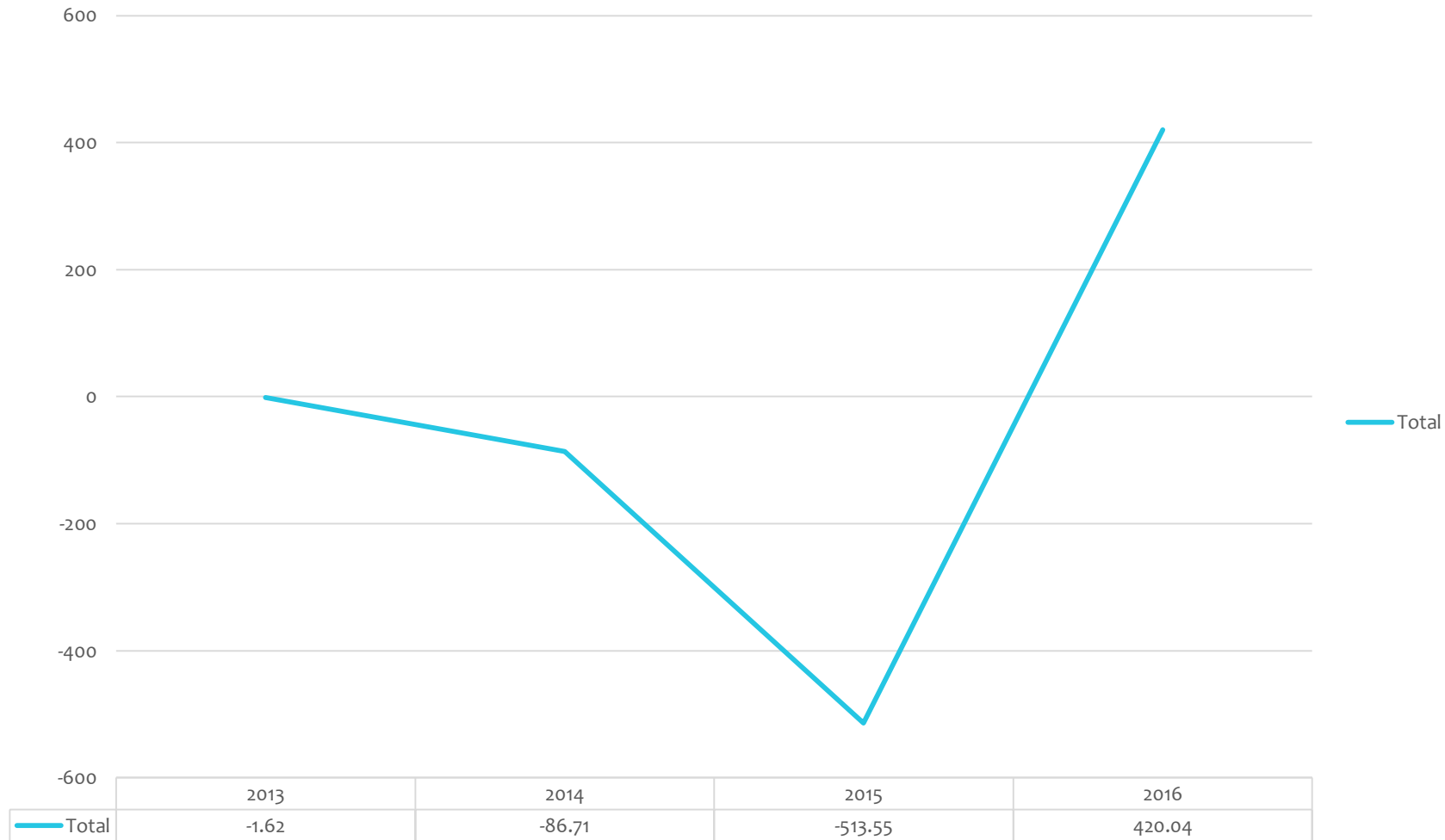
Period	FY2014	FY2015	FY2016
Jan	4,008,180	3,696,192	5,403,091
Feb	5,780,487	4,901,505	4,891,882
Mar	8,279,517	5,269,353	2,951,856
Apr	6,435,743	5,963,994	6,656,880
May	7,694,906	8,384,367	5,170,232
Jun	6,456,944	5,332,108	6,771,135
Jul	4,933,711	3,677,692	3,324,825
Aug	10,010,378	3,934,668	4,343,329
Sep	7,643,453	4,669,900	3,259,543
Oct	5,924,683	4,828,975	2,329,173
Nov	2,631,353	6,538,149	1,851,030
Dec	5,615,619	6,820,690	

YOY Growth Trends between 2015 And 2016



The YoY growth trends between FY2015 and FY2016 show significant variability. FY2015 experienced mostly negative growth, with the exception of May, November, and December. November stood out with a dramatic 148% increase. In contrast, FY2016 saw stronger performance in January, April, and June, but also sharp declines in months like May, October, and especially November, which dropped by 72%.

Gross Profit Per Unit (Total by Year)



Gross profit per unit was negative from 2013 to 2015, indicating unprofitable unit economics during those years. However, 2016 marked a significant turnaround, with a positive gross profit per unit of R420, suggesting improved pricing strategy, cost control, or operational efficiency.





RECOMMENDATIONS

1. Improve Gross Profit Margins Observation: Many days show negative gross profit per unit, especially in early 2014.

Action: Review pricing strategy or supplier costs to ensure that unit prices exceed unit costs. Consider renegotiating procurement rates or optimizing supply chain logistics.

2. Focus on Volume-Driven Days Observation: Days with higher quantity sold sometimes correlate with improved GPPU.

Action: Promote during high-volume shopping days or bundle offers to maintain gross profit while boosting quantity sold.



Thank You

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