

ASHKA STORE SALE

Sales Profit Analysis Report

January – December 2018

Towards improvement and growth

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OBJECTIVES

- Develop a dashboard to describe and summarize historical sales data, including sales by region, product category, payment method and month.
- Deliver actionable insights to inform business decisions such as optimizing product offerings, targeting specific customer segments, and allocating resources effectively.



Summary

- ❖ *The company's profit and growth rate in 2018 was lower than expected.*
- ❖ *This analysis has also identified potential areas for improvement. By implementing a few strategic changes, I believe we can significantly enhance the company's financial performance and drive growth.*



Between January 1st – December 31st 2018

The profit made across the 19 states was

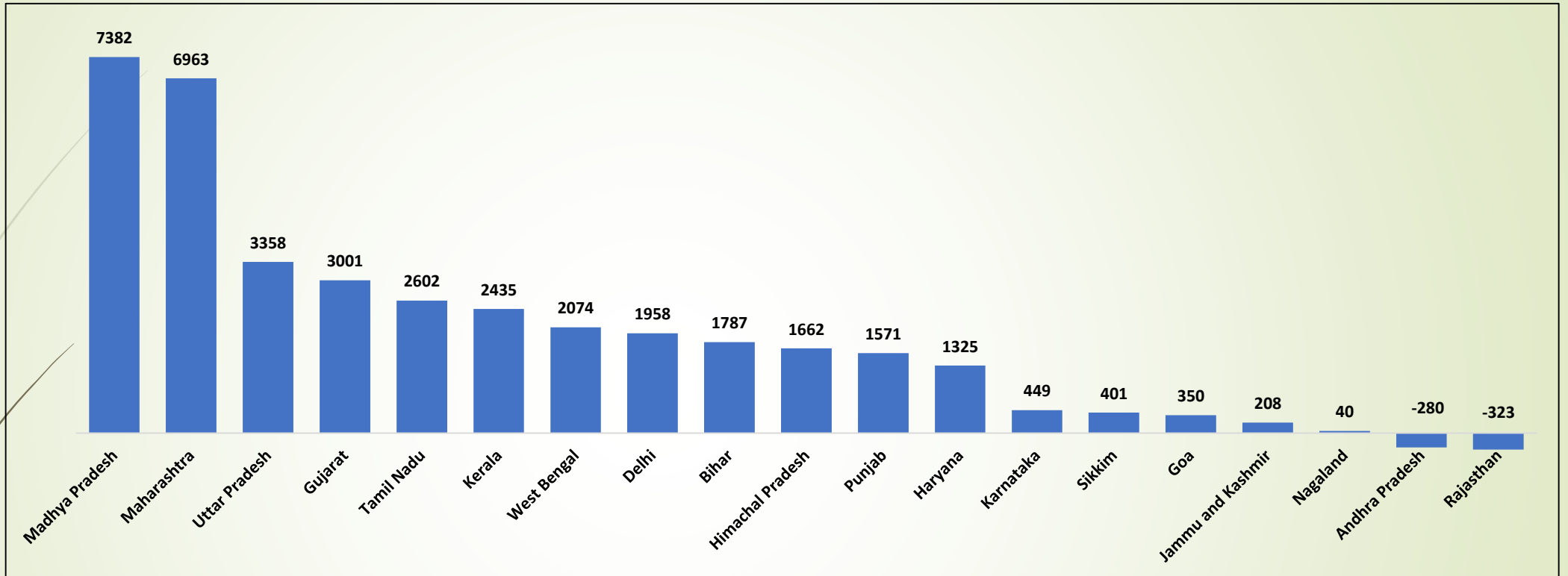
36,963

The average monthly growth rate was

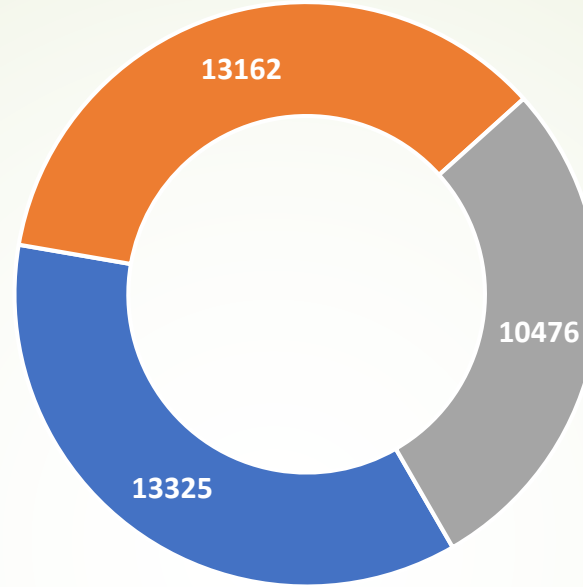
-4.16%



Facts

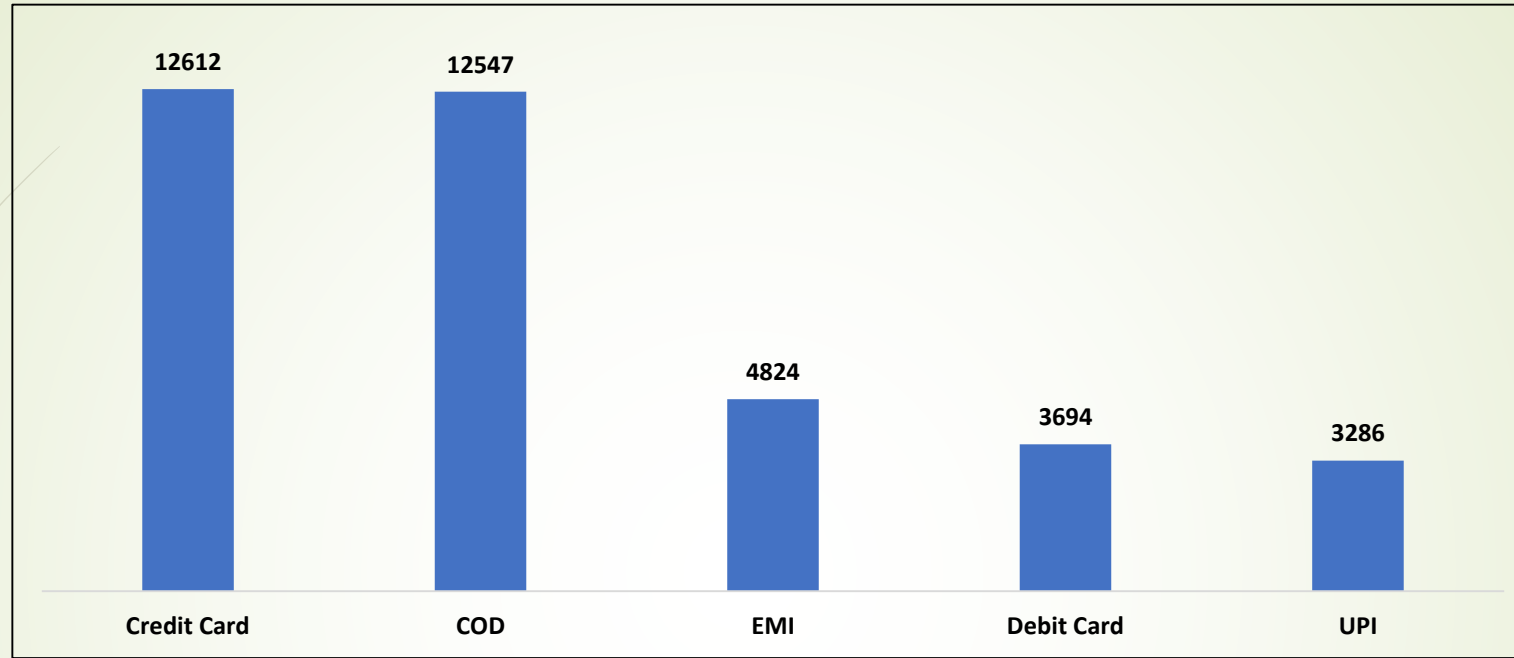


Madhya Pradesh generated the highest profit with a sum total of **7,382** while Andhra Pradesh and Rajasthan generated the least profit with a sum total of **-280** and **-323** respectively



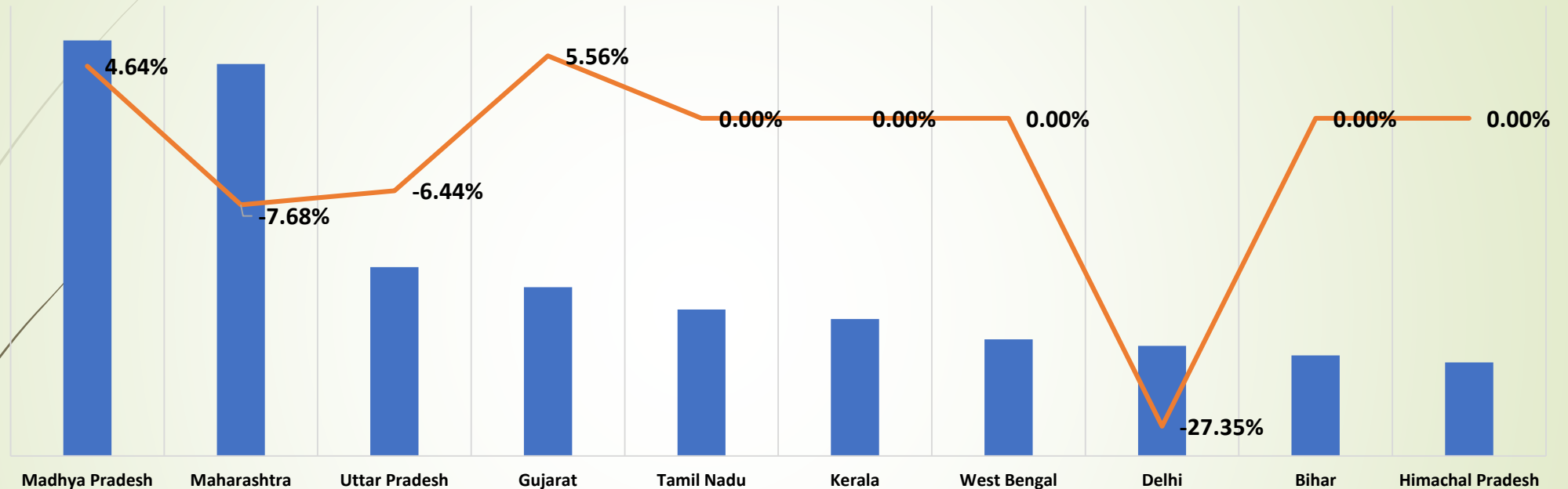
■ Clothing ■ Electronics ■ Furniture

Clothing and electronics category generated the highest profit with a total of **13,325** and **13,162** respectively while furniture category generated the least with a total profit of **10,472**



Credit card and COD payment method generated the highest profit with a total of **12,612** and **12,547** respectively while debit card UPI generated the least with a total profit of **3,694** and **3,286** respectively

Top 10 states

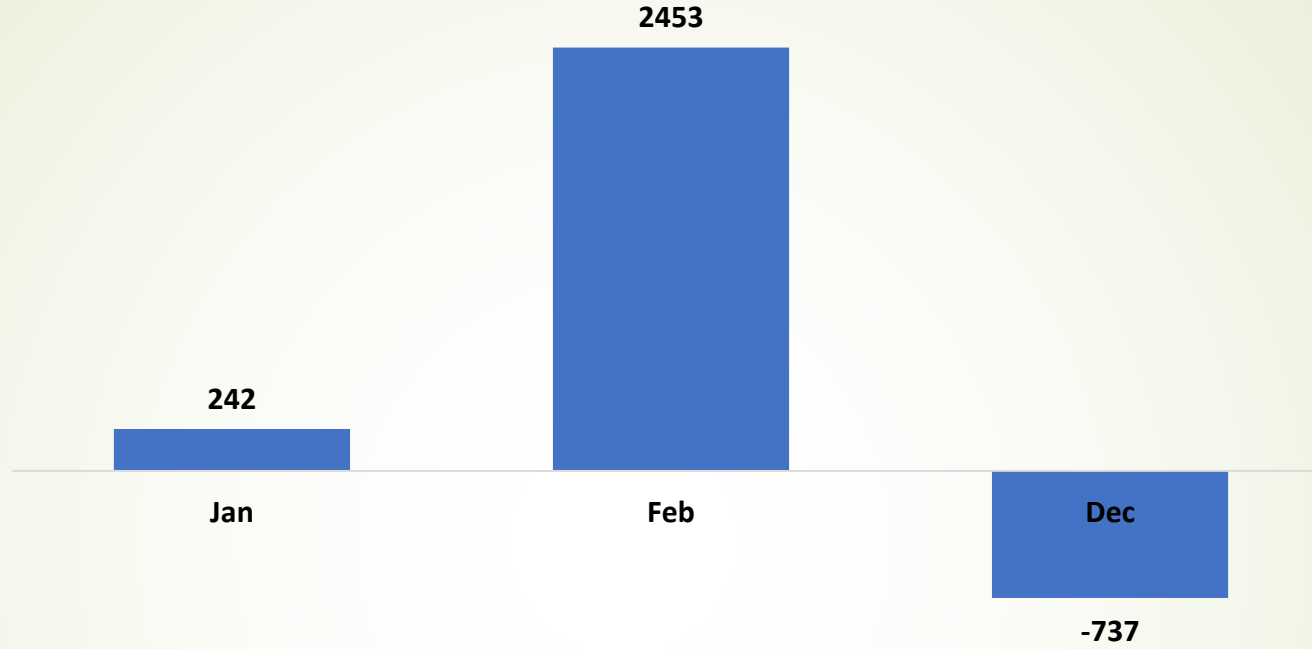


In terms of growth, Gujarat had the highest growth rate of **5.56%** followed by Madhya Pradesh with growth rate of **4.64%**

Insights

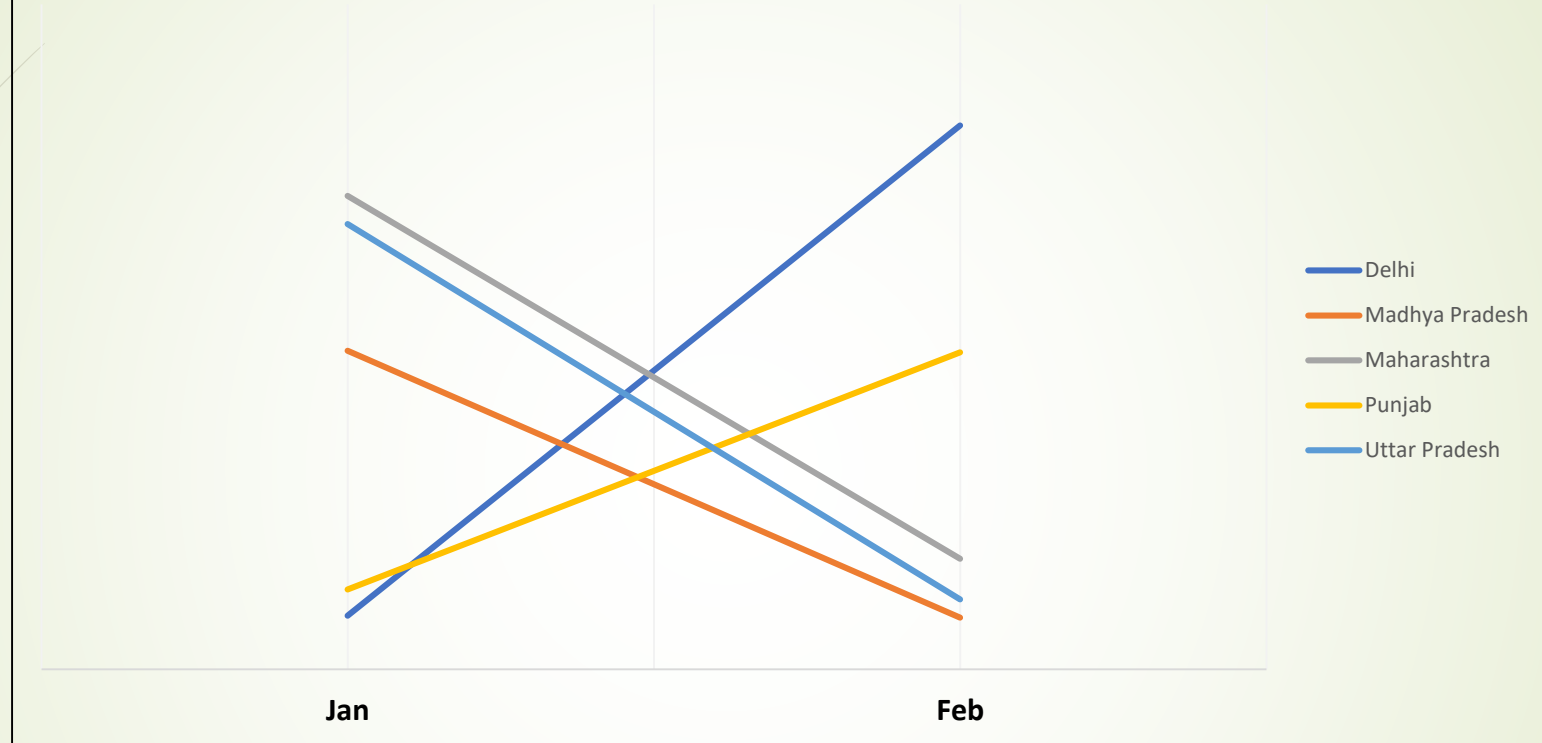
Row Labels	Sum of Profit	%filter State
Madhya Pradesh	7382	20 %
Maharashtra	6963	19 %
Uttar Pradesh	3358	9 %
Gujarat	3001	8 %
Tamil Nadu	2602	7 %
Kerala	2435	7 %
West Bengal	2074	6 %
Delhi	1958	5 %
Bihar	1787	5 %
Himachal Pradesh	1662	4 %
Grand Total	33222	90 %

- ❖ Out of the 19 states **90%** of the profit made was from the top 10 states as shown above, other states contributions was not significant



- ❖ **Dehli** has not been operational since March down to November. They operated in 3 months only (Jan, Feb and Dec)

Top 5 states



- ❖ Although they had a short fall in December but their overall performance through out the period of operation was notable compare to others.



Bottom 5 states

Sum of Profit	Column Labels												
Row Labels	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Grand Total
Goa	7	78	-27	-131	-328		-11	-201			963		350
Jammu and Kashmir		364	747	-538	-276	94	137		-320				208
Nagaland	553	8	102	-222	-406		-17	-236		14	244		40
Andhra Pradesh	235	583	89	127	-15			254	-41	1718	206		-280
Rajasthan	228	281	485	152	9	-261	-960	27	4	1	230	-519	-323

- ❖ Rajasthan and Andhra Pradesh operated for 10 months plus and showed underwhelming performance.



- ❖ Profit margins fluctuate across months, with notable increase in November and January

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- ❖ There is no general effect by payment method on sales profit
 - ❖ The most active payment method is **Credit card** and **COD**



ASHKA STORE SALES ANALYSIS DASHBOARD January - December 2018

Total Revenue

437771



Quantity Sold

5615



Total Profit

36963



Total Customer

500



Growth rate

-4.16%



Apr Aug Dec Feb
Jan Jul Jun Mar
May Nov Oct Sep

Andhra... Bihar Delhi
Goa Gujarat Haryana
Himach... Jammu... Karnat...
Kerala Madhy... Mahar...
Nagaland Punjab Rajasth...
Sikkim Tamil ... Uttar P...
West B...

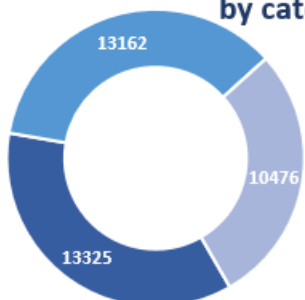
COD Credit Card

Debit Card EMI

UPI

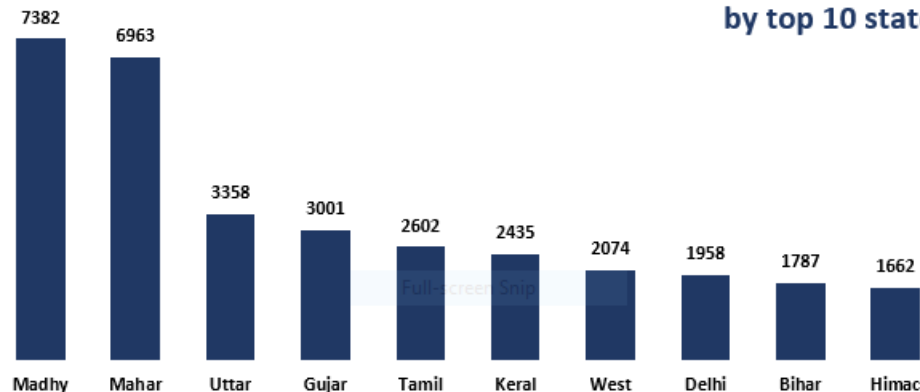
Clothing Electro... Furniture

Total profit by category

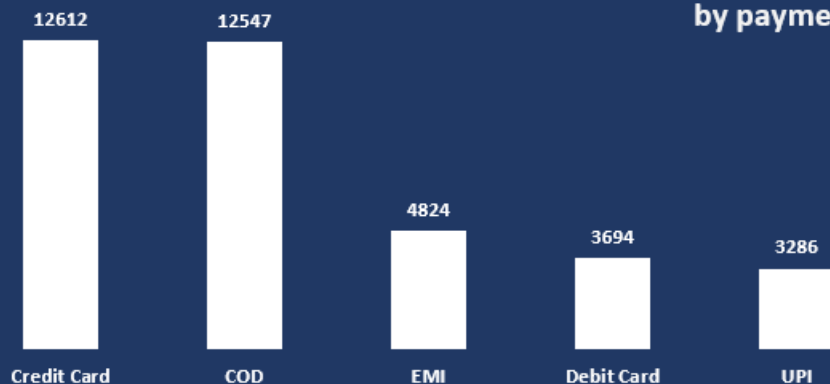


■ Clothing ■ Electronics ■ Furniture

Total profit by top 10 states



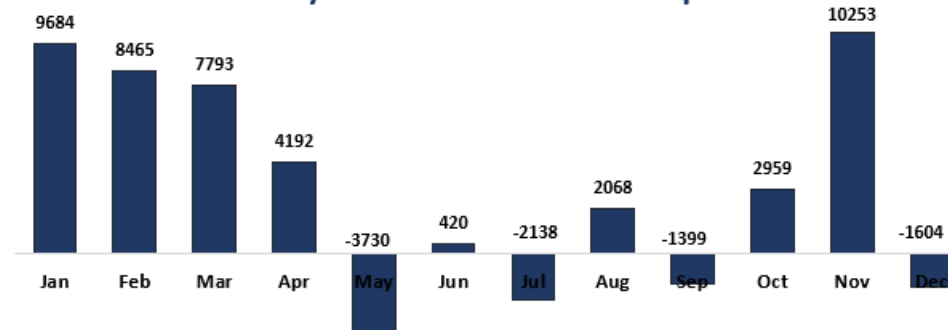
Total profit by payment mode



Total profit by growth rate



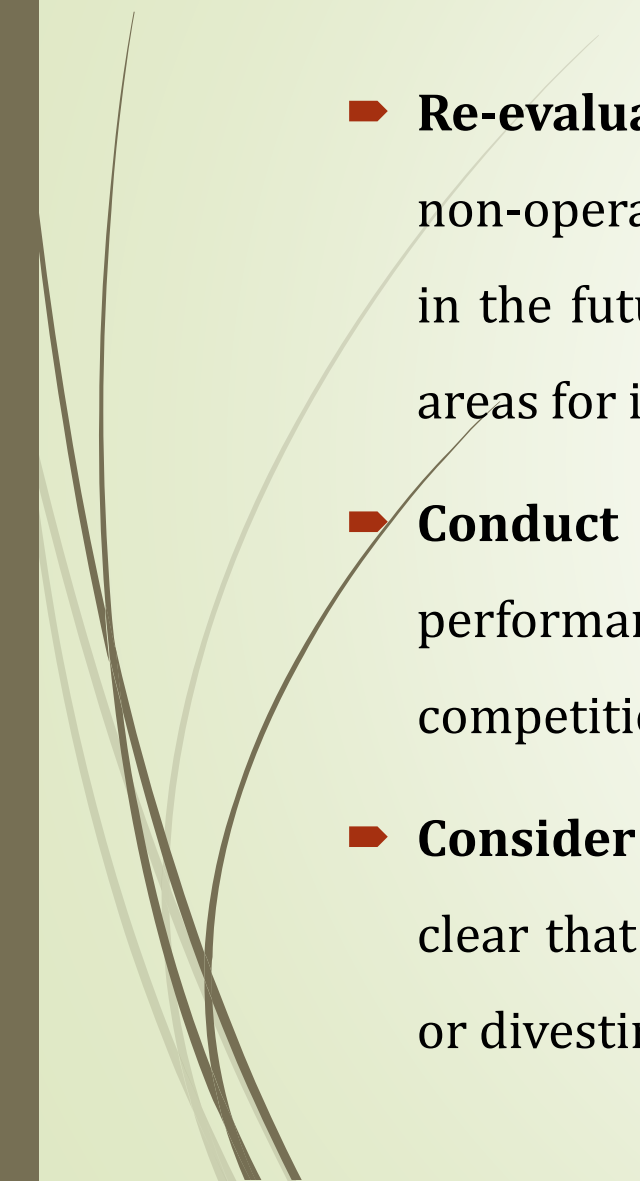
Total profit by current month sales and previous month sales



Activate Windows
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Recommendations

- **Re-evaluate operational strategy:** Investigate the reasons behind the 8-months non-operational period in Delhi and adjust strategies to prevent similar disruptions in the future. Continuously track the performance of the Delhi location to identify areas for improvement and optimize operations.
 - **Conduct root cause analysis:** Investigate the underlying reasons for the poor performance in Rajasthan and Andhra Pradesh, such as market conditions, competition, operational inefficiencies, or personnel issues.
 - **Consider restructuring or divestment:** If after conducting a thorough analysis, it's clear that these locations are unlikely to become profitable, consider restructuring or divesting from these markets to allocate resources more effectively.
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Recommendations

- **Optimize Product Offerings:** Focus on high-performing product categories, such as clothing and electronics to maximize profitability.
- **Standardize Pricing:** Implement a uniform pricing strategy across all areas to minimize profit margin discrepancies.
- **Geographic Market Analysis:** Conduct further analysis to understand local market conditions, competition, and population density, enabling more informed business decisions.
- **Seasonal Promotions:** Develop targeted promotional campaigns during peak seasons (November and January) to capitalize on increased demand.



Questions & Answers