

ARVIKA  
BOUTIQUE

# SALES REPORT

PERPARED BY  
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2024

A performance report  
directed to ARVIKA  
BOTIQUE on the  
company's product data  
in 2024



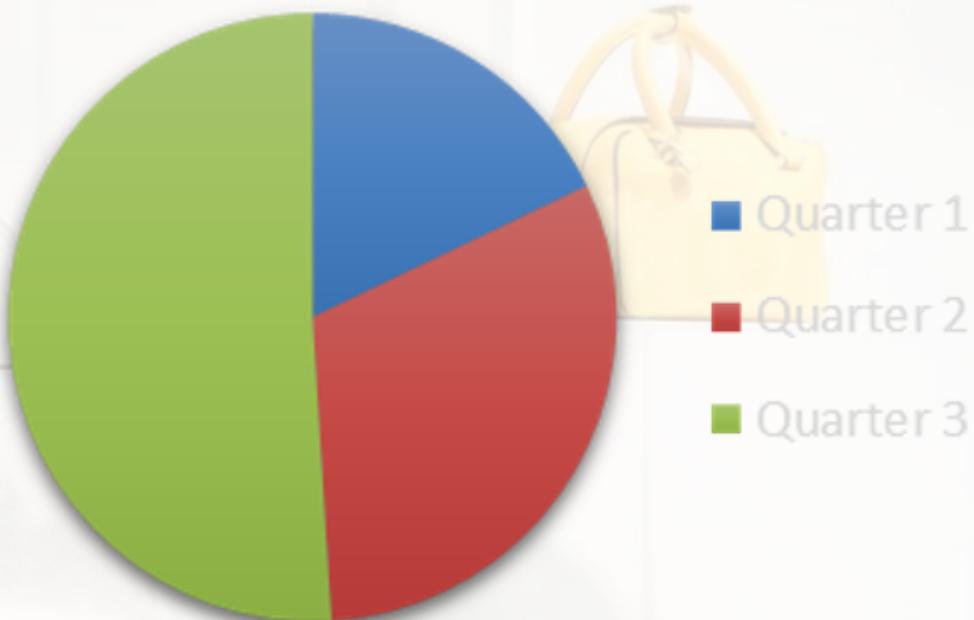
This sales report is directed to ARVIKA For Leather Products Company. In this report, sales are analyzed during three quarters of the year, and solutions and strategies are presented to reach the maximum sales and profits.



# Report Content

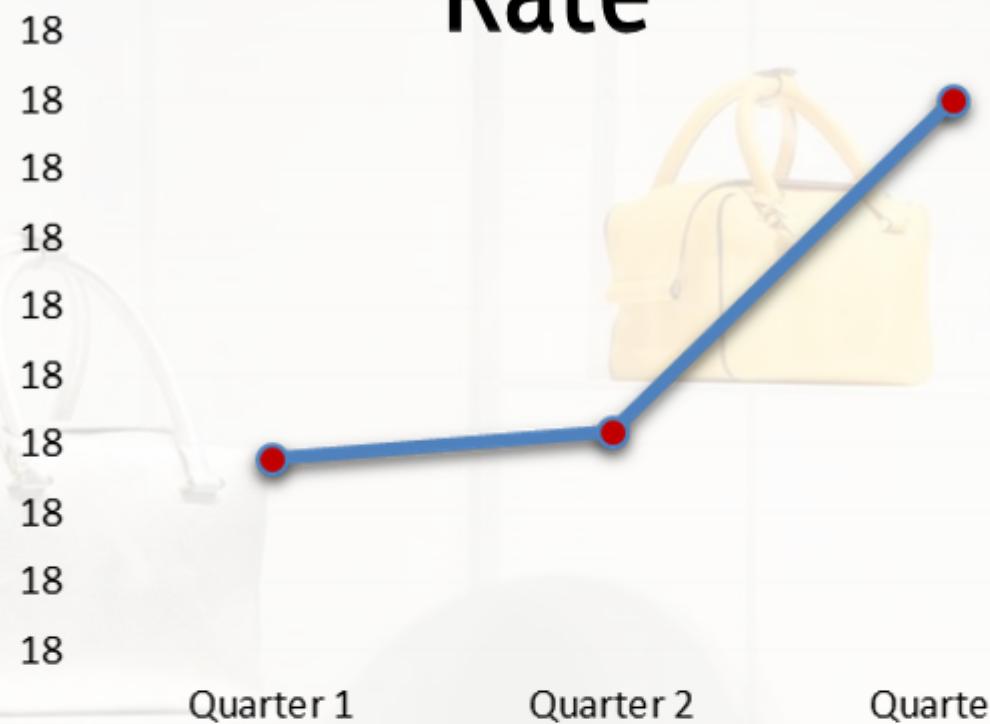
- 1.What is the highest profit rate throughout the year?
- 2.What is highest quarter sales rate?
- 3.Why does the third quarter of the year record the highest sales?
- 4.What are the highest selling areas?
- 5.How to achieve high sales rate all over the year?
- 6.What are the highest selling areas?
- 7.General factors to increase sales & profit.

# The Highest profit quarter throughout the year



It is clear that the third quarter of the year was the highest in profit compared to the first two quarters of the year.

# Highest Quarter Sales Rate



It is clear that the third year of the year witnessed the highest percentage of sales, which also entails that it witnessed the highest percentage of profits at this time

The increase in sales in the third quarter of the year (from July to September) is due to several seasonal and economic factors, including:

## 1. Back to school

The back-to-school season begins in August and September, prompting families to purchase school supplies, clothing, and electronic devices. Retailers launch big offers during this period to attract consumers.

## 2. Summer vacations

The third quarter includes the summer holidays (July and August), during which people spend heavily on travel, entertainment, and seasonal purchases such as summer clothing and sports equipment.

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## 4. Seasonal and Labor Day offers

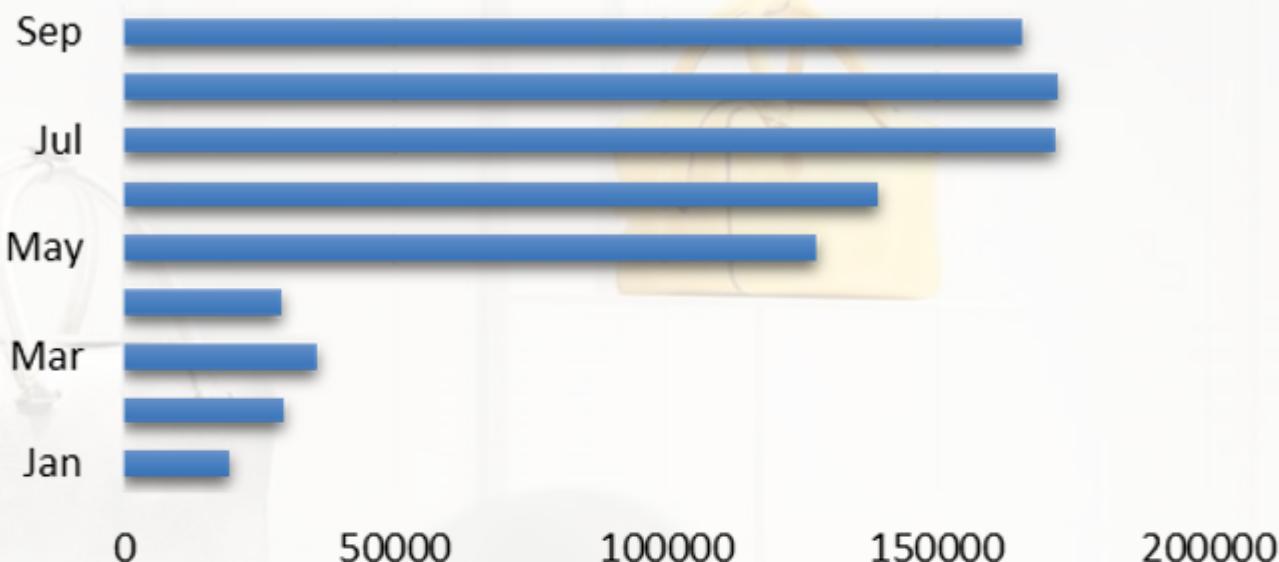
This period includes Labor Day, which comes in September, and is an occasion when significant discounts are offered on various products.

## 5. Economic factors

Many consumers benefit from the mid-year bonuses or their financial stability in this period.

Companies often launch new products in late summer or early fall, which increases spending.

# Profit Per Month



The months (July, August, and September) constituted the best-selling months during the three quarters of the year being studied. This is due to the summer holidays at this time of the year.

# How to achieve high sales all Over The Year?

To achieve high sales in the rest of the year, strategies can be applied that adapt to consumer behavior and different seasons. Here are some ideas:

## 1. Planning attractive seasonal offers

Holidays and Events: Focus on local or global events, such as Valentine's Day, Thanksgiving, or Black Friday.

Regular discounts: Launch offers such as "mid-month sales" or "limited sales days" to encourage purchasing.

## 2. Launch new products in quiet periods

Create products or services that suit the needs of the seasons, such as winter clothing, heating equipment, or training courses at the beginning of the new year.

Make your launch timing unique so that it stays ahead of competitors

### 3. Enhancing digital marketing

Use targeted ads on social media platforms to better reach your audience. Engage with existing customers.

### 4. Focus on loyalty

Offer personalized rewards programs or discounts for regular customers.

Motivate customers with points or coupons for repeat purchases.

### 5. Partnerships and cooperation

Partnering with brands or influencers to target new categories of customers.

Invest in local events or events to market your products innovatively.

# The highest selling areas



Peru comes at the forefront of the top selling countries, followed by Brazil, followed by Chile, California and Argentina.

# General factor for increasing sales and profit

## 1. Appropriate pricing

Setting a competitive price that matches the value the product offers and the customer's budget enhances purchasing decisions.

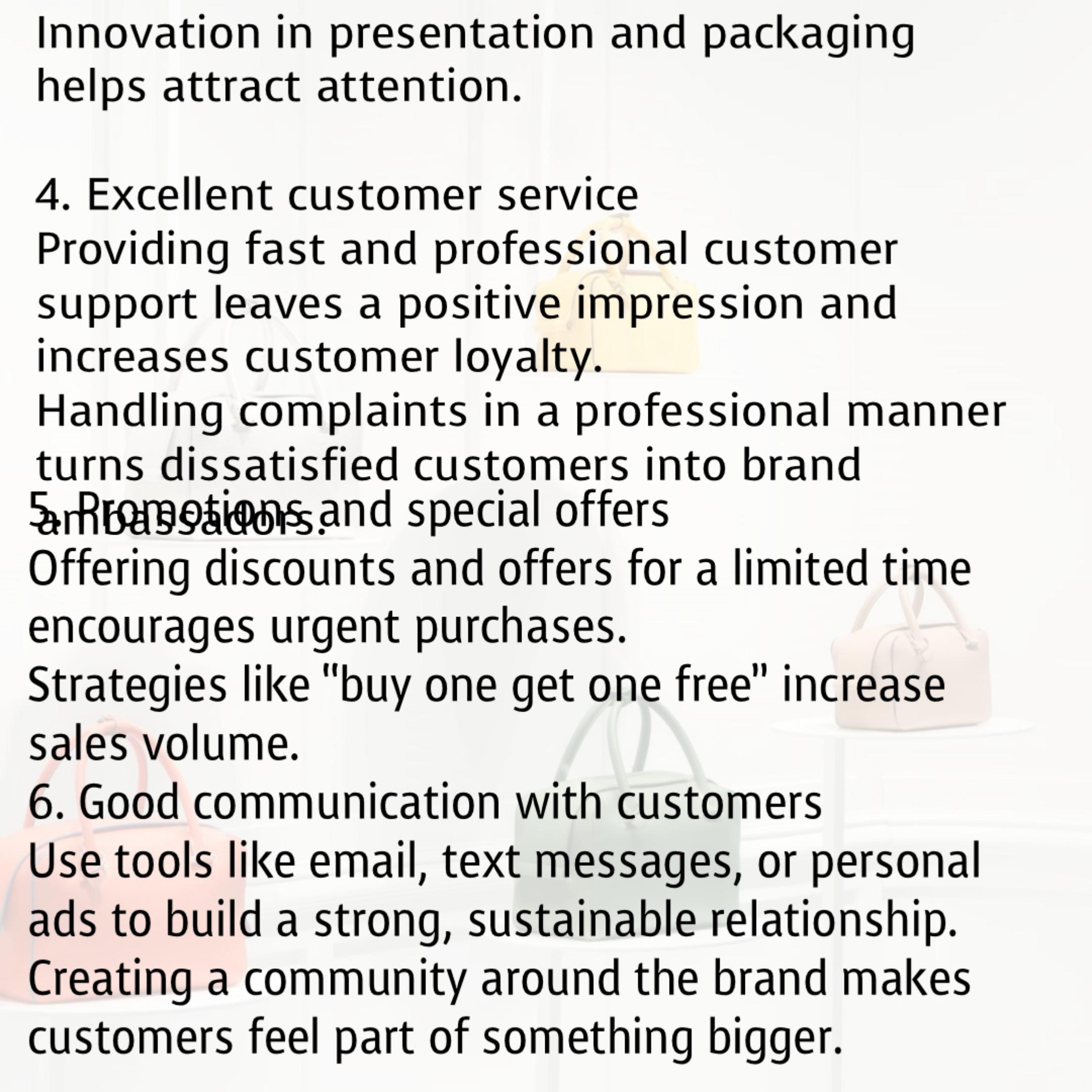
Providing flexible payment options or special offers can increase footfall.

## 2. Effective targeting and marketing

Understand the target audience and communicate with them using marketing messages appropriate to their needs and lifestyle. Exploiting digital channels such as social media and targeted advertising.

## 3. Continuous innovation and development

Adding new features or improving existing products enhances the attractiveness of the product.



Innovation in presentation and packaging helps attract attention.

#### 4. Excellent customer service

Providing fast and professional customer support leaves a positive impression and increases customer loyalty.

Handling complaints in a professional manner turns dissatisfied customers into brand

#### 5. Promotions and special offers

Offering discounts and offers for a limited time encourages urgent purchases.

Strategies like "buy one get one free" increase sales volume.

#### 6. Good communication with customers

Use tools like email, text messages, or personal ads to build a strong, sustainable relationship.

Creating a community around the brand makes customers feel part of something bigger.

# About Me



I'm Marwa, an accomplished data analyst known for my expertise in transforming complex datasets into actionable insights. With a strong foundation in data analysis, visualization, and problem-solving, I'm consistently demonstrating a commitment to excellence and innovation in my work.

Feel free to connect with me for further discussions.

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