TASK 16 Bii
Project Two
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VEPH/20B/DA103

TECHNICAL REPORT OF PINNACLE FLEET REVENUE PERFORMANCE

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INTRODUCTION

This analysis aims to evaluate Pinnacle Fleet Company's revenue performance, identify high-revenue cities, and uncover insights from monthly trends, top buyers, and annual sales breakdowns. The goal is to drive revenue growth by increasing sales, targeting key cities, expanding the customer base, boosting deal sizes, and identifying global sales leaders to strengthen the network.

For this analysis, I used Excel along with PivotTables to summarize the data, which was then visualized through charts. The analysis focused on product performance, top revenue-generating cities, monthly trends, key insights, and the deal size of each transaction.

STORY OF THE DATA

The dataset for this analysis was sourced from Kaggle.com and represents an automobile retail industry. The key metric analyzed is revenue generated. This data tells a story about various vehicles, including classic cars, trucks, buses, ships, motorcycles, and planes, sold by the firm across different countries. It also highlights the quantities purchased.

DATA SPLITTING AND PREPROCESSING

Data Cleaning

The top row was frozen to enhance navigation. The sales data column was formatted to display values in dollar currency. Additionally, proper casing was applied to all column headers for consistency.

Data Splitting

For this, the data was split into two variables; the dependent and independent variables. Independent variables such as; order date, city, product line, country, customer name, category and state.

Dependent variables such as; sales, quantity, unit price, year id, order number, product code.

PRE ANALYSIS

During the preliminary analysis of this dataset, I explored its potential for meaningful insights and identified key areas for in-depth examination. This involved assessing trends, patterns, and correlations within the data to determine valuable metrics for analysis. I focused on uncovering potential insights related to revenue performance, product demand, customer purchasing behavior, and geographical sales distribution.

The pre-analysis insights include tracking business growth over time, identifying high-value customers and top-performing countries for targeted strategies, determining the best product category, optimizing inventory by stocking high-demand products, and recognizing seasonal patterns and peak sales periods to enhance sales planning.

IN ANALYSIS INSIGHTS

1. In January, the company generated $785,874.44 in sales, with gradual improvements in the following months. By May, revenue reached $923,972.56, and sales peaked in November at $2,118,885.67.

2. Madrid led the top cities by revenue, generating $1,082,551.44, followed by San Raphael with $654,858.06 and New York City with $560,787.77. Other high-performing cities included Singapore, Paris, and San Francisco.

3. Among product categories, classic cars dominated sales with $3,919,615.66 in revenue, followed by vintage cars at $1,903,150.84 and motorcycles at $1,166,388.34. Other categories, including trucks and buses, planes, ships, and trains, followed in ranking.

4. In terms of pricing, lower-priced products sold more than higher-priced ones. Products priced between $0–$5,000 saw 2,274 units sold, while those between $5,000–$10,000 had 533 units sold. Products in the $10,000–$15,000 range had only 16 units sold.

5. The United States led in total sales, generating $3,627,982.83, followed by Spain with $1,215,686.92 and France with $1,110,916.52. Australia and the United Kingdom also contributed significantly to overall revenue.

6. The company's top customer, Euro Shopping Channel, generated $912,294.11 in revenue. Mini Gifts Distributors Ltd. followed with $654,858.06, alongside other key buyers such as Australian Collectors Co., Muscle Machine Inc., and La Rochelle Gifts

Recommendations

1. For November, which generated $2,118,885.67 in revenue, I recommend that stakeholders conduct further analysis to understand the factors behind this revenue increase and find ways to replicate it in other months.

2. Madrid, the top-performing city in revenue generation, could benefit from the establishment of a regional headquarters to attract more customers and strengthen market presence.

3. Classic cars, the best-performing product category with $3,919,615.66 in revenue, should be consistently stocked to meet demand and prevent stock shortages.

4. For high-priced products, offering installment payment plans or special discounts could encourage more purchases and increase overall sales.

5. I also recommend recognizing Euro Shopping Channel as 'Customer of the Year' for its outstanding contribution to revenue. Additionally, other top customers should be rewarded with loyalty cards and special discount programs to enhance customer retention and satisfaction.
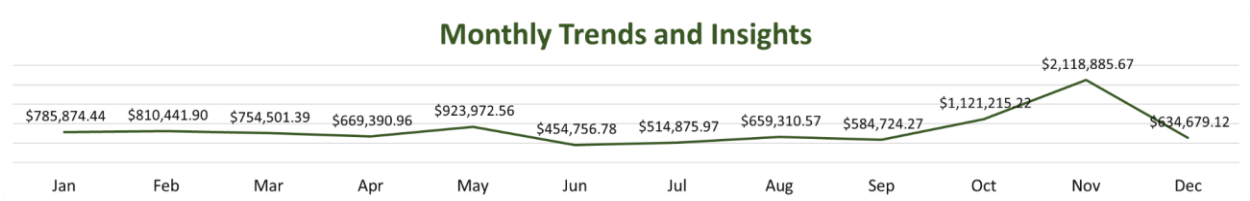
POST ANALYSIS AND INSIGHTS

Business Growth Trends: The revenue trend analysis confirmed steady growth throughout the year, with a significant peak in November. Further investigation is recommended to identify the factors behind this increase and apply similar strategies to other months.

High-Value Customers & Markets: Madrid emerged as the top revenue-generating city, validating the pre-analysis insight. Establishing a regional HQ in Madrid could enhance customer engagement and further expand market share. Similarly, Euro Shopping Channel stood out as the highest-value customer, reinforcing the need for loyalty programs and special recognitions to retain top clients.
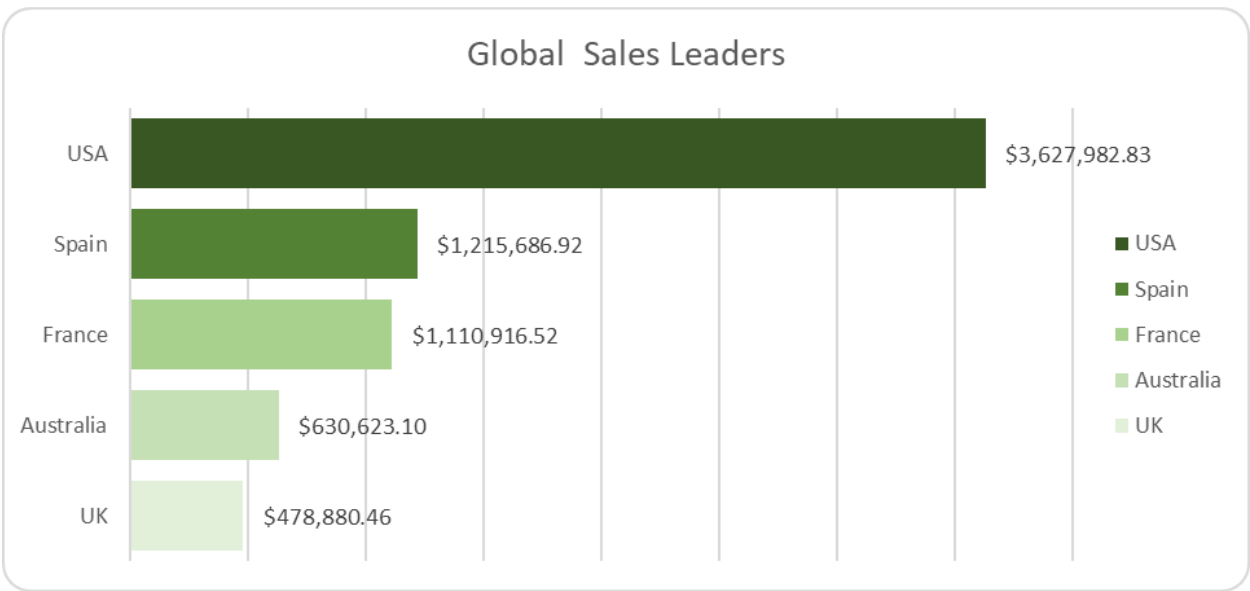
DATA VISUALIZATION AND CHARTS

Monthly Trends and Insights

Monthly Trends and Insights

$785,874.44 $810,441.90 $754,501.39 $669,390.96 $923,972.56 $454,756.78 $514,875.97 $659,310.57 $584,724.27 $1,121,215.22 $2,118,885.67 $634,679.12

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

Monthly Trends and Insights

This is the first chart on the dashboard, representing the relationship between the order date and total sales. The chart highlights that November had the highest sales
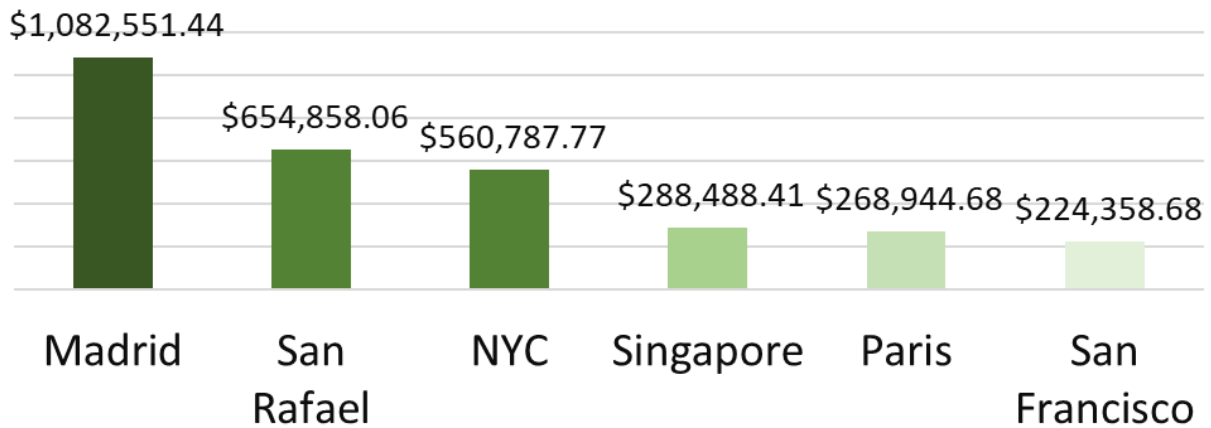
Global Sales Leaders.

Global Sales Leaders

Country	Sales
USA	$3,627,982.83
Spain	$1,215,686.92
France	$1,110,916.52
Australia	$630,623.10
UK	$478,880.46

Legend: USA, Spain, France, Australia, UK

This is the second chart on the dashboard, The U.S.A is the leading global leader for pinnacle fleet investment and it made a total sales of $3,627,982.The revenue generated from the USA is very high compared to the other countries.

Cities with Highest Revenue

Cities with Highest Revenue

$1,082,551.44

$654,858.06 $560,787.77

$288,488.41 $268,944.68 $224,358.68

Madrid   San   NYC   Singapore   Paris   San
          Rafael   Francisco

Cities with the highest revenue is the third chart on the dashboard and it represents the relationship between top cities and the sales made. Madrid is the number one city by revenue and it generates a total revenue of $1,082,551.44.

Purchase Amount Insights

Purchase Amount

16

533

2274

- 0-5000
- 5000-10000
- 10000-15000
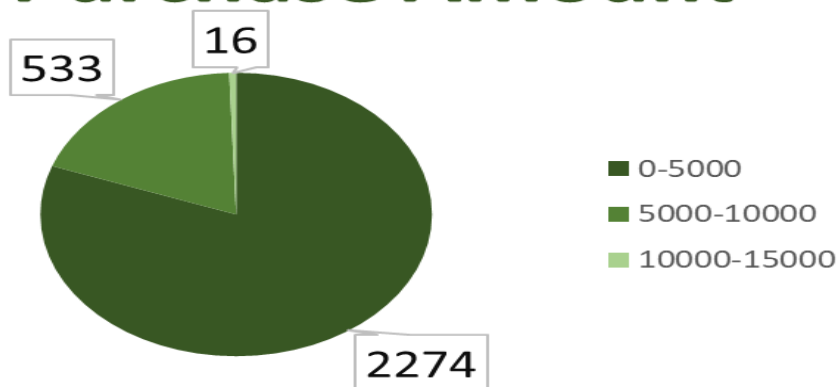
This is the fourth chart on the dashboard, illustrating sales distribution by product price range. Products priced between $0–$5,000 had the highest sales volume, with 2,274 units sold. In contrast, 533 units were sold in the $5,000–$10,000 range, while only 16

units were sold for products priced between $10,000–$15,000. The data confirms that lower-priced products sell in higher quantities compared to high-priced ones
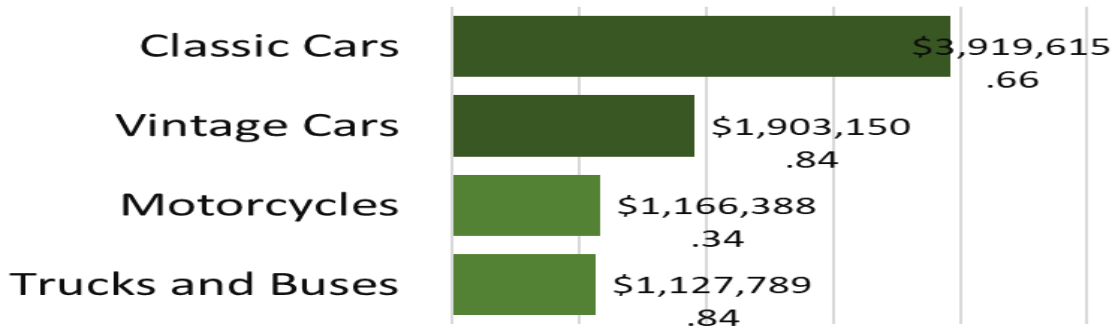
Annual Sales Breakdown

Annual Sales

Year	Sales
2004	$4,724,162.60
2003	$3,516,979.54
2005	$1,791,486.71
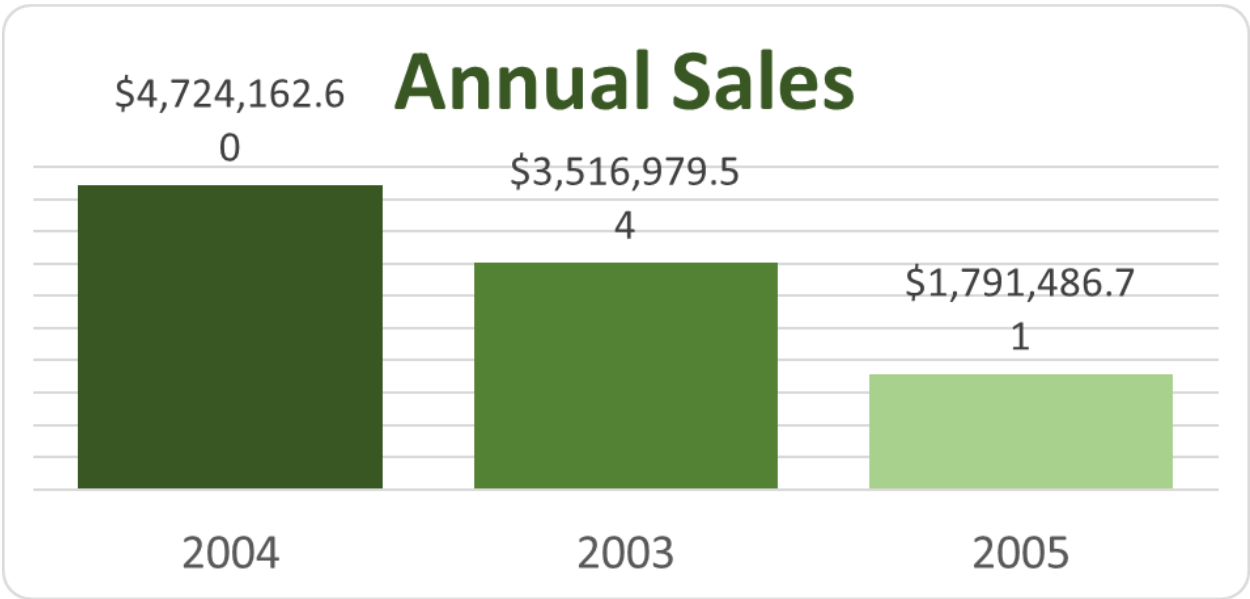
This is the fifth chart on a dashboard and it is represented on a column chartThis report covers 2003 to 2005, and this chart represents that year 2004 had the highest sales between 2003-2004.

Performance by Product Line

Best by Product Line

Product Line	Sales
Classic Cars	$3,919,615.66
Vintage Cars	$1,903,150.84
Motorcycles	$1,166,388.34
Trucks and Buses	$1,127,789.84

This chart is the sixth chart on the dashboard and it represents classic cars as the best product with the highest total sales of $3,919,615.66. This is the best selling product followed by vintage cars, motorcycles, trucks and buses.
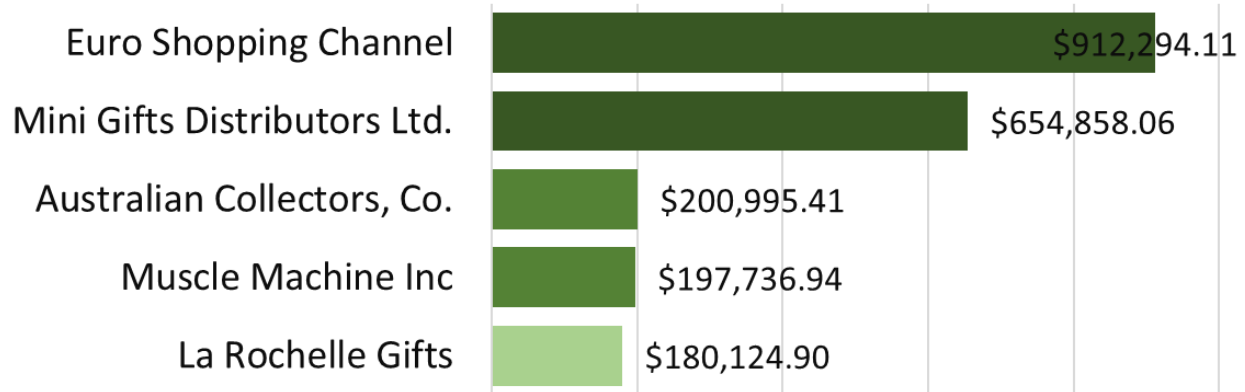
Revenue by Deal Size

Deal Size Revenue

Deal Size	Revenue
Medium	$6,087,432.24
Small	$2,643,077.35
Large	$1,302,119.26
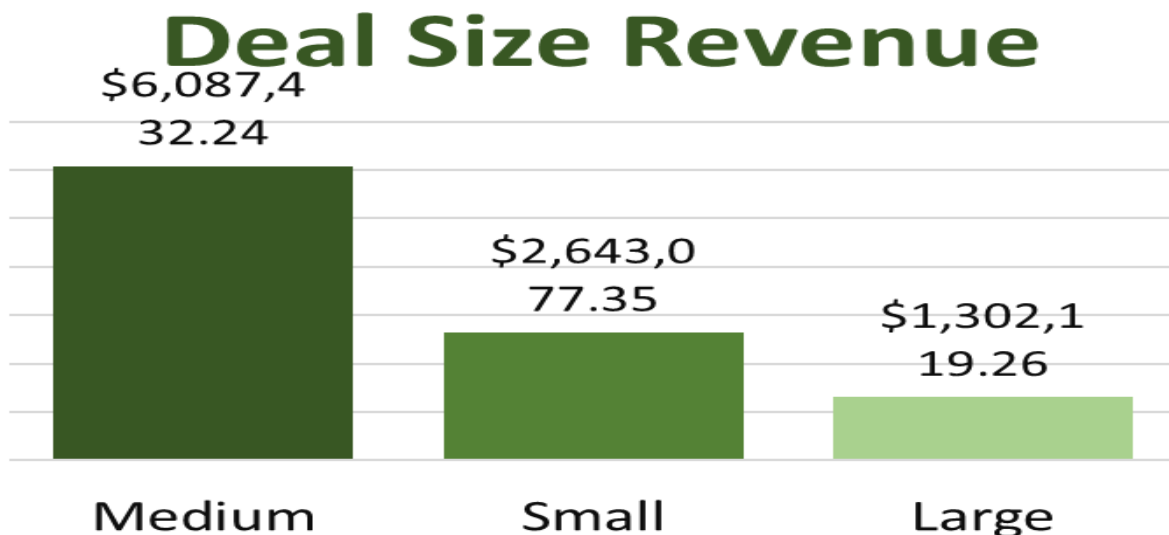
The second to the last slide on the dashboard represents the best deal size that had the highest sales, Medium deal size had the total highest sales in the company.

Top Buyers Ranking

Top Buyers Ranking

Euro Shopping Channel	$912,294.11
Mini Gifts Distributors Ltd.	$654,858.06
Australian Collectors, Co.	$200,995.41
Muscle Machine Inc	$197,736.94
La Rochelle Gifts	$180,124.90

Top buyers ranking, the last chart on the dashboard shows that Euro Shipping Channel is the top ranked firm as they generated a total revenue of $912, 294 to the company.

DASHBOARD
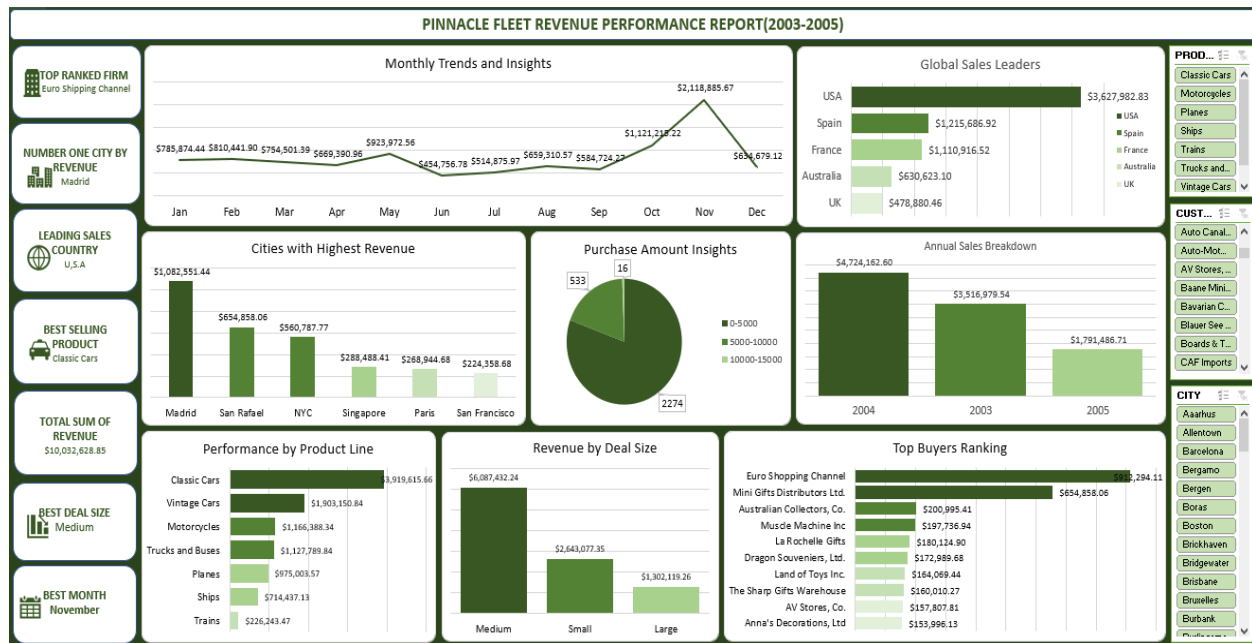
Recommendations and Observations

- **Classic Cars Lead in Revenue**: Classic cars were the top-performing product, generating **$3.9 million**, with the USA contributing the largest share at **$2.28 million**. Major sales came from cities like Madrid, San Rafael, and New York.

- **Peak Sales in November**: Across multiple categories and countries, **November consistently showed the highest revenue**, with classic cars alone reaching **$1.29 million** in that month.

- **Trucks and Buses Performance**: This category brought in **$1.13 million**, with the USA leading again. Madrid was the top-selling city for this product line.

- **USA as the Best-Performing Country**: The United States generated **$3.6 million** in total revenue, with **San Rafael** contributing over **$650,000**. Classic cars were the most sold product.

- **Australia's Sales Overview**: Australia produced **$630,623** in revenue, peaking in **November**. **Melbourne** led the city rankings, and classic cars dominated sales.

- **High Preference for Affordable Products**: A significant **80% of all products sold** were in the **$0–$5,000** price range, with the USA and Madrid leading this segment. Classic cars topped sales in this bracket.

- **Low Sales in High Price Range**: Only **1%** of products were sold in the **$10,000–$15,000** range. The USA and Madrid led sales here, with classic cars again being the best-selling product type.

- **Consistent Purchasing Trends**: Across countries, **affordability strongly influenced buying behavior**, with lower-priced products driving volume and revenue, particularly in key months like January and November.

RECOMMENDATIONS

1. Since **classic cars** are the highest revenue-generating product—especially in cities like **San Rafael, Madrid, and New York**—SmartTech should focus on **expanding inventory**, offering **promotions**, and allocating **more marketing budget** to this category to further boost performance.

2. With **November consistently driving peak sales** across all product types and countries, the company should launch **targeted seasonal campaigns**, special offers, or **pre-holiday promotions** during this month to **maximize revenue potential**.

3. As **80% of customers** prefer products priced between **$0–$5,000**, SmartTech should consider **developing and promoting more entry-level products** in this range. This aligns with customer affordability preferences and can drive higher unit sales.

4. With the **USA contributing the highest total revenue ($3.6M)** and cities like **San Rafael and New York** being top performers, SmartTech should consider **scaling operations**, expanding distribution networks, or opening new outlets in these high-potential regions.

   a.

5. Although Australia generated less revenue overall, its strong **performance in November** and high sales in **Melbourne** suggest a growing market. SmartTech should explore **targeted advertising**, region-specific deals, and **localized inventory planning** to boost performance

6. Only **1% of total sales** came from the **$10,000–$15,000** price range. To improve this, SmartTech should enhance the **perceived value** of premium products with **better features, bundled offers**, or **financing options** to make them more attractive.

7. Products like **trucks and buses** have lower sales and seasonally variable performance. SmartTech should investigate reasons behind **July's sales dip**, reassess demand, and possibly **diversify or reposition** these products.

8. Cities like **Madrid and San Rafael**, which consistently lead in revenue across various product categories, should be analyzed further to understand **consumer preferences**, **sales tactics**, and **local market conditions** that can be replicated elsewhere.

CONCLUSION

This analysis highlights key sales trends, top-performing products, and high-revenue locations, providing valuable insights for strategic decision-making. Classic cars emerged as the best-selling product, with a significant revenue peak in November, indicating a potential seasonal or strategic factor worth replicating. Lower-priced products ($0–$5,000) dominated sales, suggesting a need for targeted promotions on higher-priced items. The USA and Madrid led in revenue generation, reinforcing the importance of these markets. Australia's sales trends indicate an opportunity to apply successful strategies from November to boost performance throughout the year. To maximize revenue, stakeholders should focus on scaling effective sales strategies, optimizing inventory for high-demand products, and implementing targeted promotions for underperforming categories.