

## **investigating sales for the past 3 years [2017 : 2019]**

the company is having a budget deficit , which lead to cutting back from 25 to 5 employee.

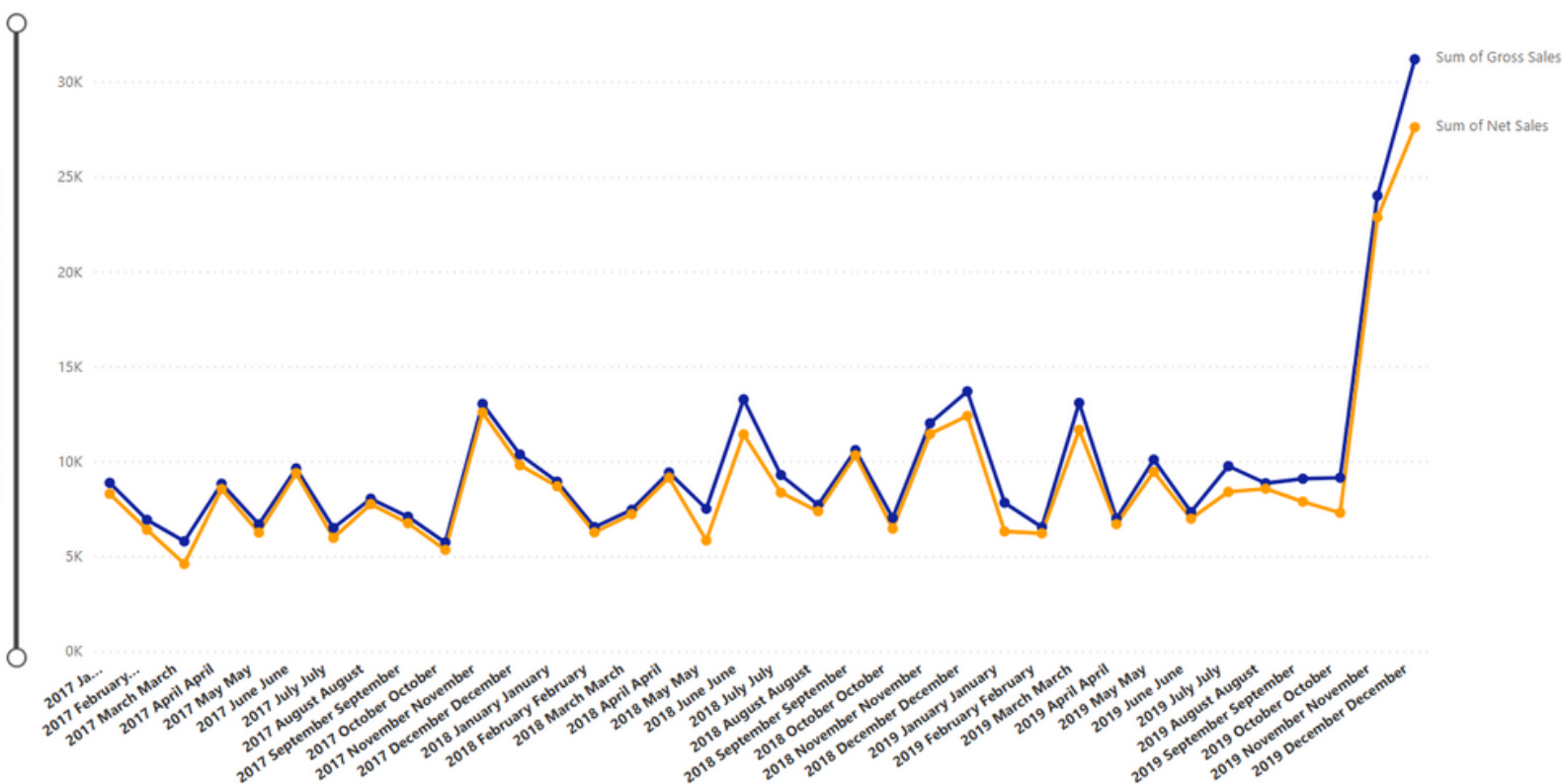
sales analysis would be a great solution for budget deficit improvement.



-the first problem we might see is the incompatibility between the gross sales volume and the net sales volume, which is an indicator for high range of returns and discounts.

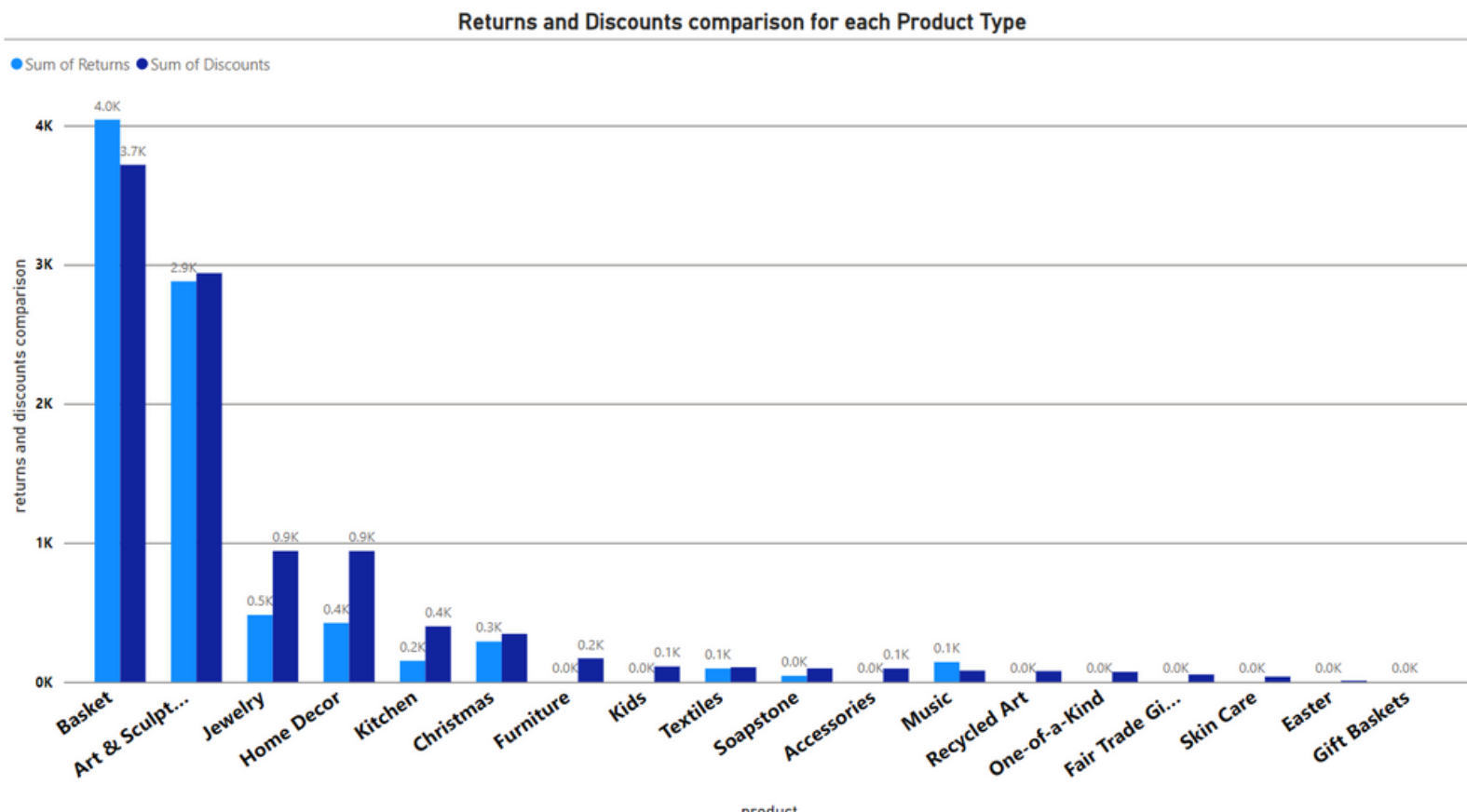
Gross sales vs net sales

Sum of Gross Sales ● Sum of Net Sales



-In october 2019, the loss reached 20% of total gross sales, then it decreased to reach 5% in november 2019, before it starts to rise again in december 2019, so here we are facing a loss problem caused by returns and discounts, and also Seasonal fluctuations in months of (may and june - december and january)

obviously ,we can see how much Returns and Discounts affect our sales , specially Returns in most products , which tells us that these products may be low quality or have some sort of defects

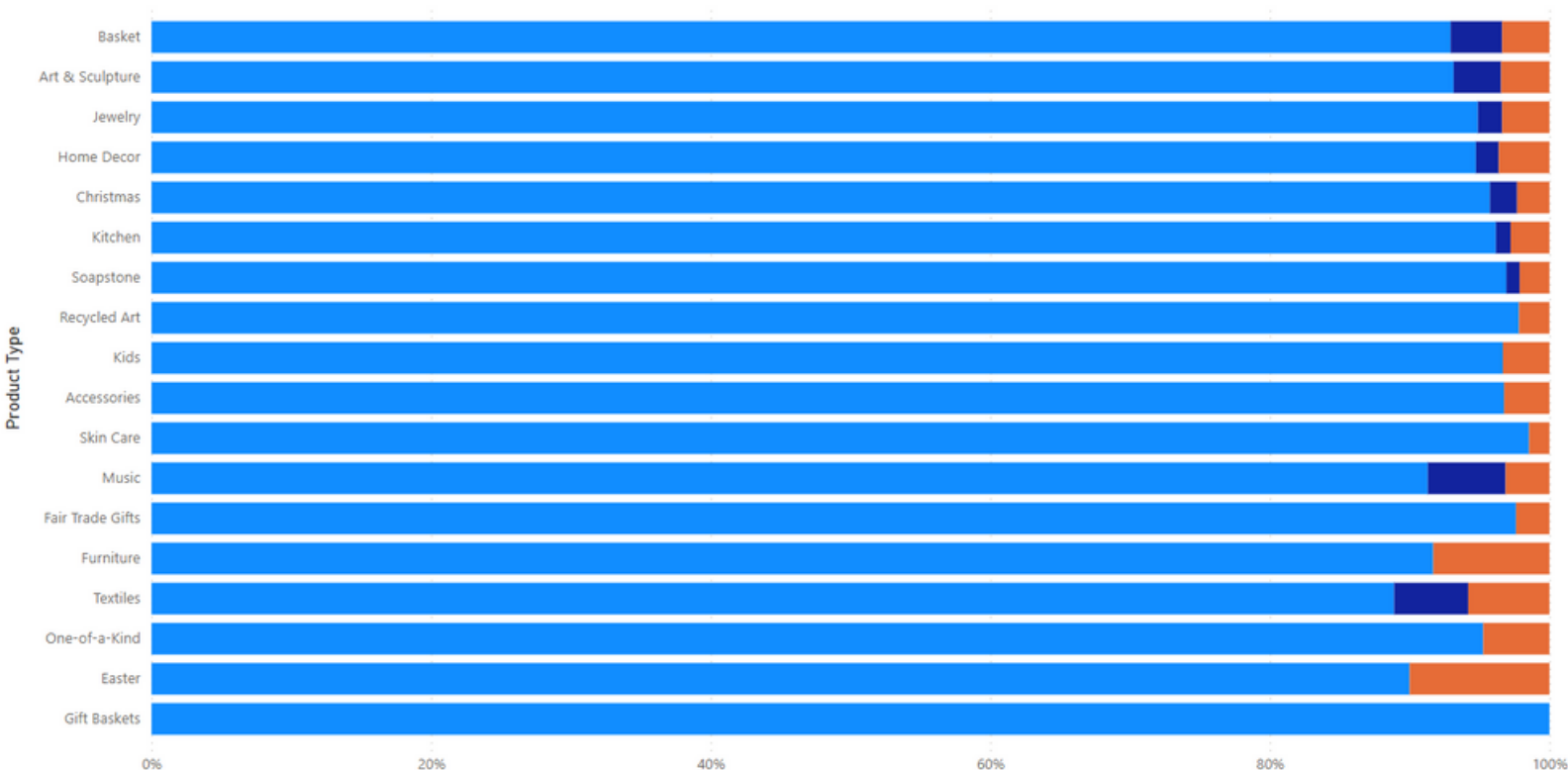


*over the past 3 years, we have lost over 11.21K from discounts ,and 17.1K from returns , so it seems like we have a serious problem with our products quality , the most returned products were (basket - music) categories , however , discounts are also causing about 40% of the whole loss , this is an indicator that this business is highly dependent on discounts for selling .*

here we can tell if a product is having a discount or return problem by comparing the net sales to discounts and returns volume , to make a decision of omitting or considering the product .

detect net sales volume compared to Returns and Discounts

● Sum of Total Net Sales ● Sum of Returns ● Sum of Discounts



*all products are performing almost the same so we can't omit a product , however , we can optimize the products that adversely affect business sales*

## **summry and proposal**

as expected , the main problem was in sales , the gross sales mismatched the net sales , due to returns and discounts , however , this problem can be solved by :

- developing a new pricing strategy where we can rise profit margin.
- depend on other selling strategy rather than selling on discounts.
- test our product's quality .
- consider feedbacks and customers reviews .