



Analytical Document (Full Case Report)

By Miracle Bassey.

Goal: Deep dive analysis, methodology, and commentary for hiring managers, data peers, or business stakeholders reviewing offline.

Note: This dataset covers the period from January 2022 to April 2024, and all descriptive analyses are based on data within this timeframe.

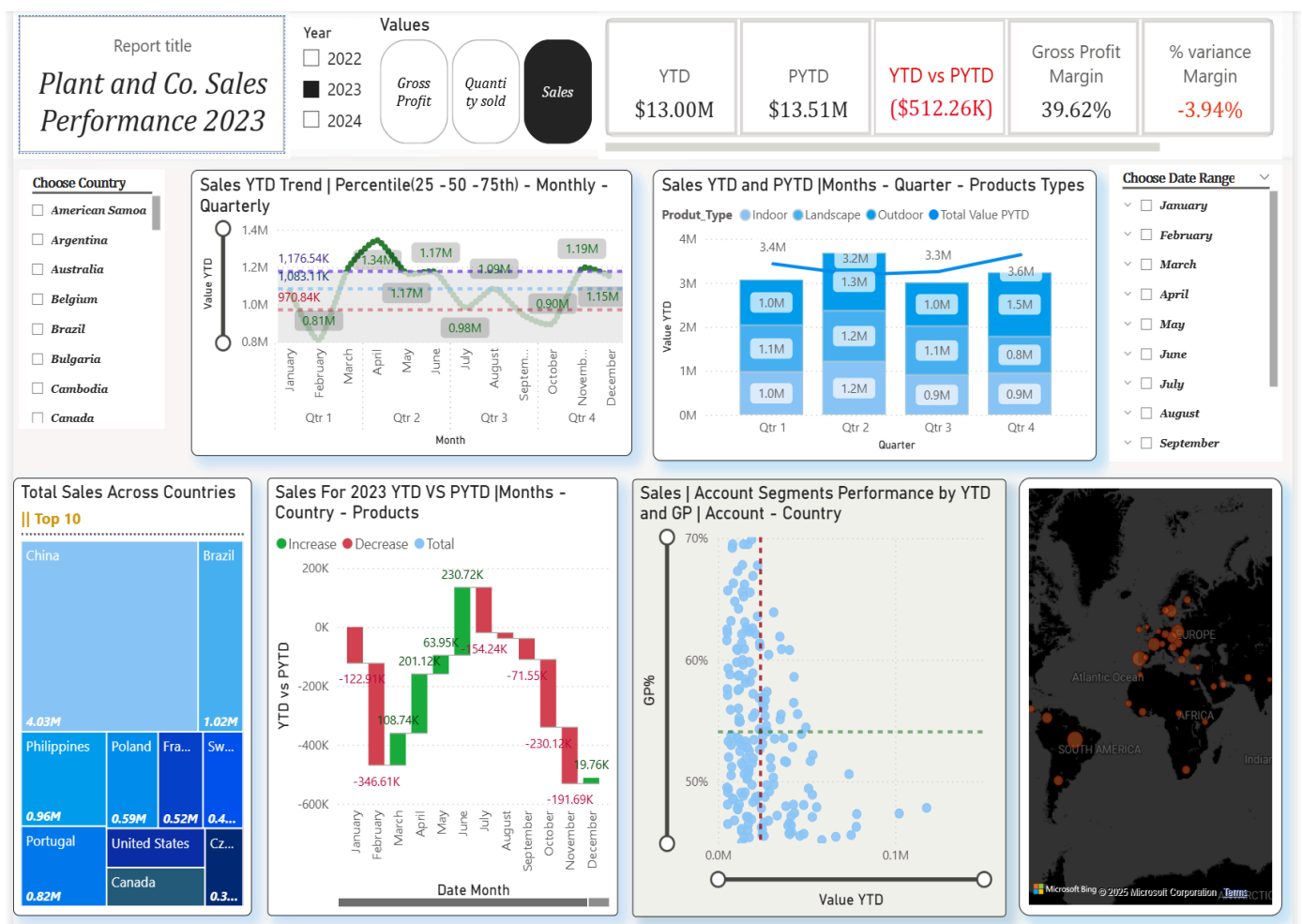
Strategic Sales Analysis: Plant & Co. 2022 - 2024 Performance

Miracle Bassey,

Data Analyst,

4/16/2025,

Tools used (Power BI, Excel,DAX, Data Modeling, Time Intelligence Functions)



EXECUTIVE DESCRIPTIVE SUMMARY

2024 vs 2023 KPIS :

Sales:

Report title <i>Plant and Co. Sales Performance 2024</i>	Year	Values			Cust. Retention 89.27%	YTD \$3.57M	PYTD \$3.71M	YTD vs PYTD (\$135.89 K)	Gross Profit... 39.15%
	<input type="checkbox"/> 2022	Gross Profit	Quantit y sold	Sales					
	<input type="checkbox"/> 2023								
	<input checked="" type="checkbox"/> 2024								

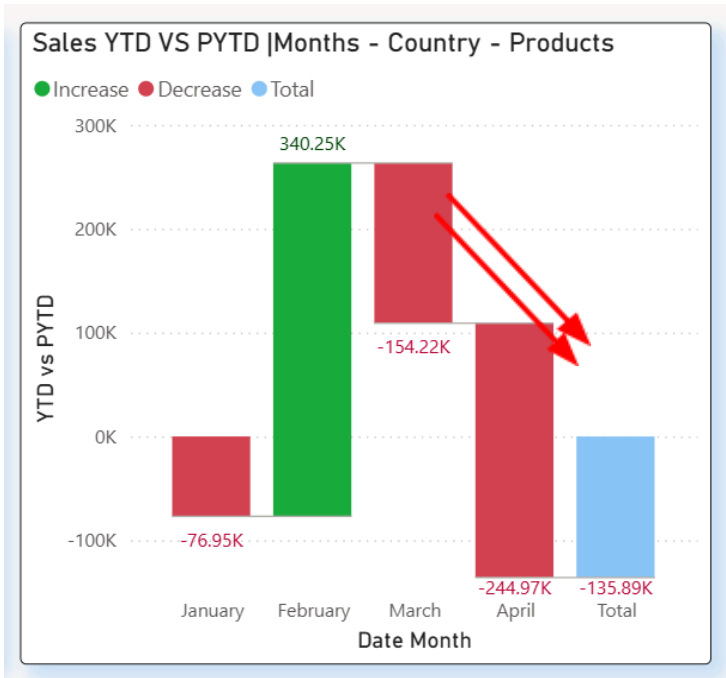
Profit:

YTD \$1.40M	PYTD \$1.47M	YTD vs PYTD (\$77.62K)	Gross Profit... 39.15%
----------------	-----------------	---------------------------	---------------------------

Cust. Retention 89.27%	YTD \$148.47K	PYTD \$160.84K	YTD vs PYTD (\$12.37K)	Gross Profit... 39.15%	: Quantity Sold
---------------------------	------------------	-------------------	---------------------------	---------------------------	-----------------

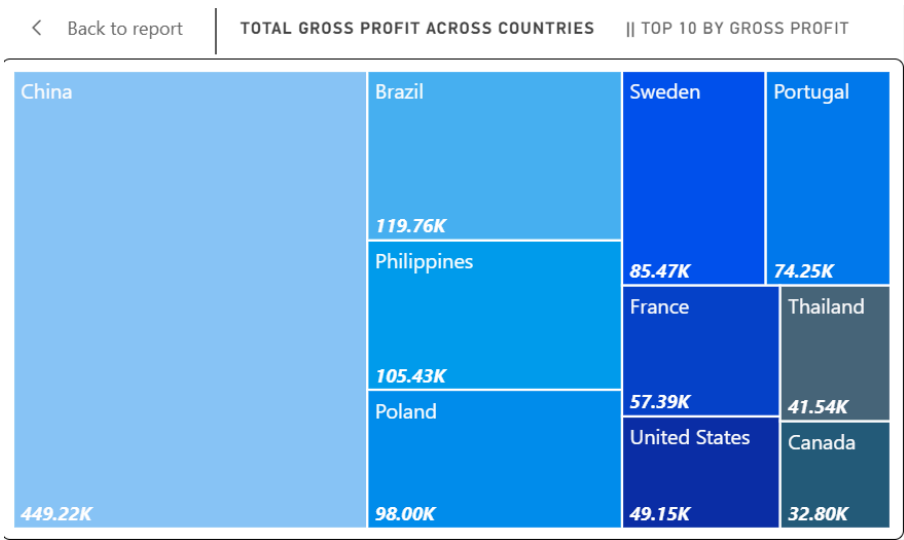
In this business performance review, we observed a year-to-date (YTD) 2024 sales shortfall of \$135.89K compared to the same period in 2023.

Despite a strong account retention rate of **89.27%** and a solid gross profit margin of **39.15%**, sales underperformed slightly versus the January-April trend from 2023 (which had a comparable **39.62% GP**).



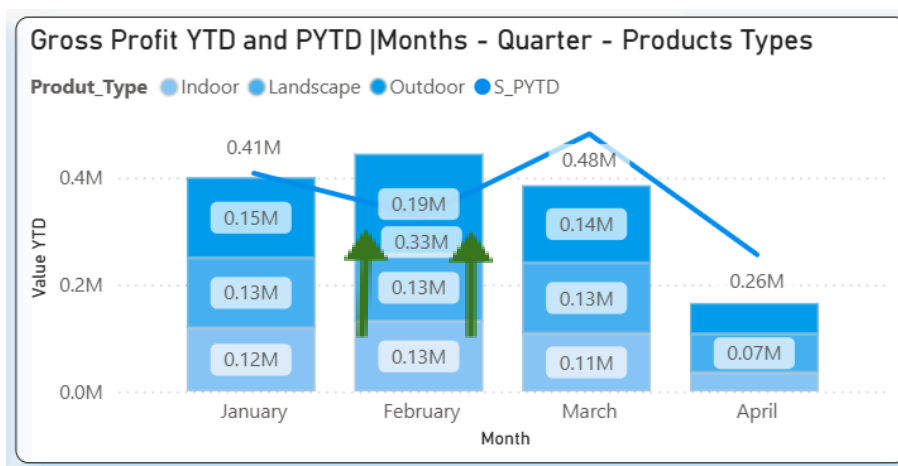
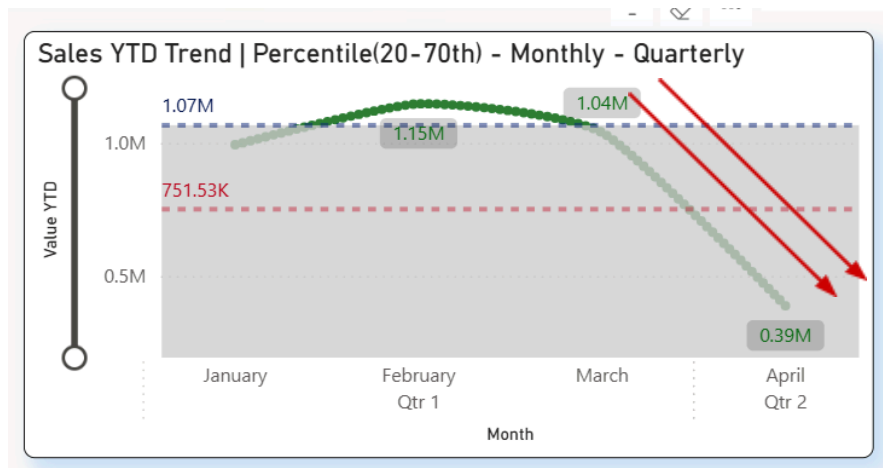
Notably, February 2024 was the only month to record a positive growth in sales compared to the prior year, with the most significant decline occurring in April, effectively offsetting earlier gains.

2024 vs 2023 sales chart.



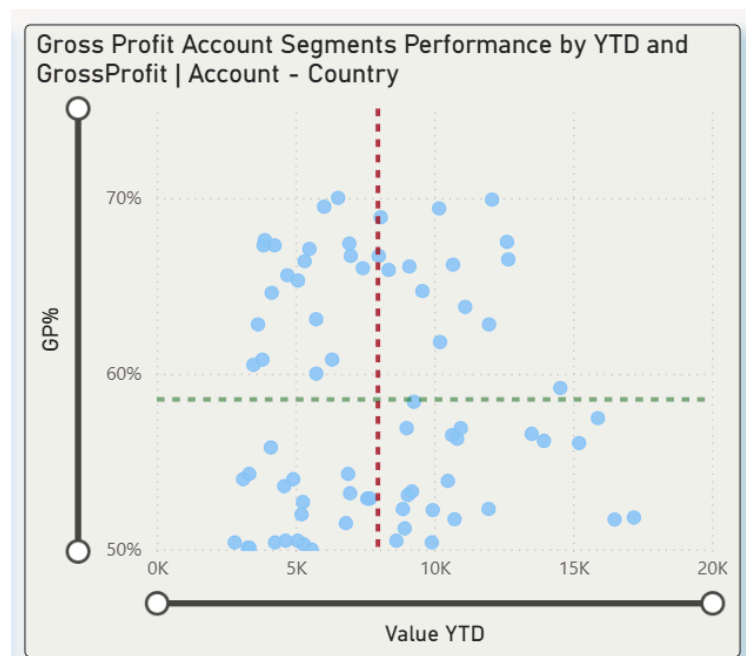
China remains our highest grossing market with over \$449K in gross profit, following Brazil ; \$119K, Philippines ; \$105K, contributing to **48%** of the total gross profit.

Sales started strong in Q1 2024, consistently staying above the 70th percentile, peaking in February at \$ **1.15 M**. However, there was a sharp decline in April (Q2), with sales dropping below the 20th percentile to **\$0.39 M**. This indicates a significant underperformance at the start of the new quarter, widely because only half a month's sales were recorded for the month of April.



In 2024, outdoor plant product gave the best in profit, in Q1, making waves from \$**150K** in January, to \$**188K** in February, and \$**144K** in March.

Top Customers who contribute above 50% gross profit for the year 2024 purchases are shown here; 53 out of the total 620 distinct customer count. They make up about **8.55%** of total customers in database.



2023 vs 2022 KPIS :

Sales:

Gross Profit	Quantit y sold	Sales	Cust. Retention	YTD	PYTD	YTD vs PYTD	Gross Profit...
			63.32%	\$13.00M	\$13.51M	(\$512.26 K)	39.62%

Profit:

YTD	PYTD	YTD vs PYTD	Gross Profit...
\$5.15M	\$5.42M	(\$265.29 K)	39.62%

Quantity Sold:

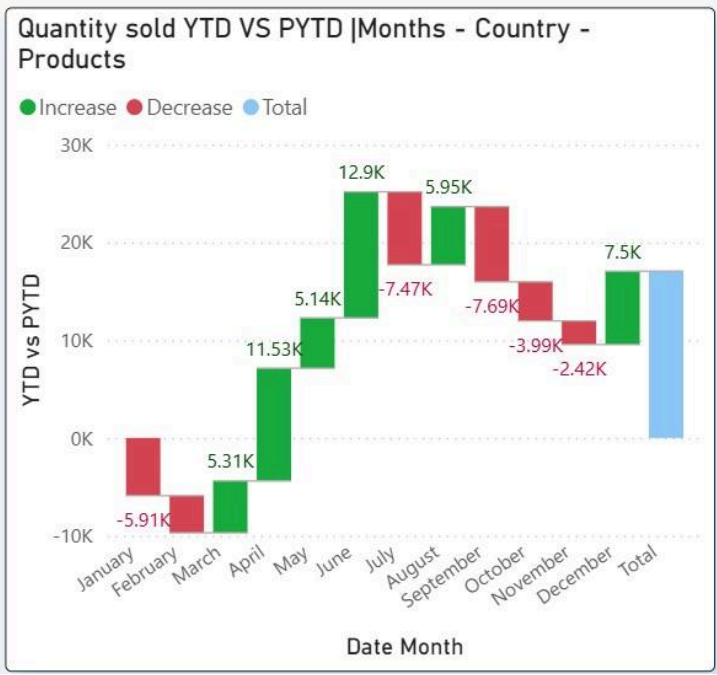
Year	Values						
<input type="checkbox"/> 2022	Gross Profit	Quantit y sold	Sales	Cust. Retention	YTD	PYTD	YTD vs PYTD
<input checked="" type="checkbox"/> 2023				63.32%	\$555.66 K	\$538.61 K	\$17.05K
<input type="checkbox"/> 2024							Gross Profit...
							39.62%

Despite a **63.32%** customer retention rate and a **3.16%** increase in quantity sold (up by **17.05K** units), both sales and profit declined year-over-year.

Sales dropped by \$512.26 K and

Profit fell by \$ 265.29 K.

This suggests that while more units were sold, either pricing, cost management, or discounting impacted revenue and profitability.

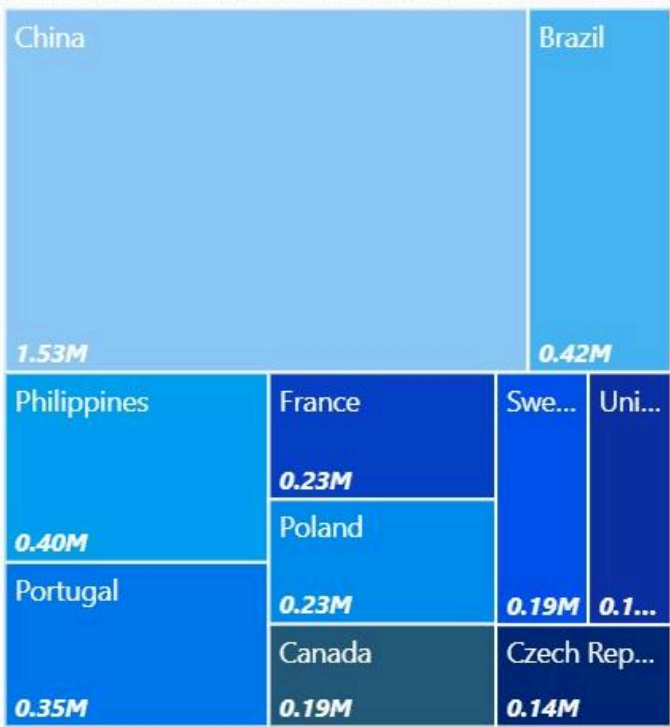


Q2 2023 was the only quarter to record a positive growth in quantity sold as compared to the prior year, with the most significant decline occurring in September. The year ended, surpassing the previous year's gains.

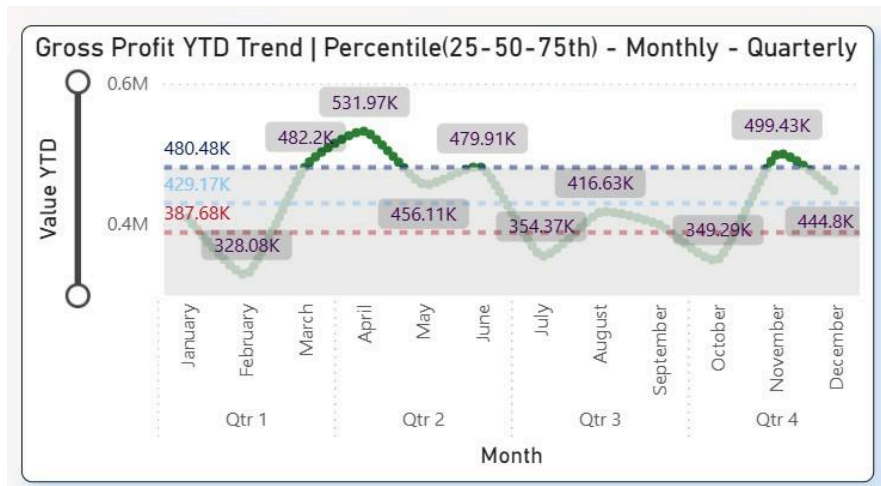
China remains our highest grossing market with over **\$1.5M** in gross profit, following Brazil ; **\$420 K**, Philippines ; **\$400 K**, contributing to **45%** of the total gross profit.

Total Gross Profit Across Countries

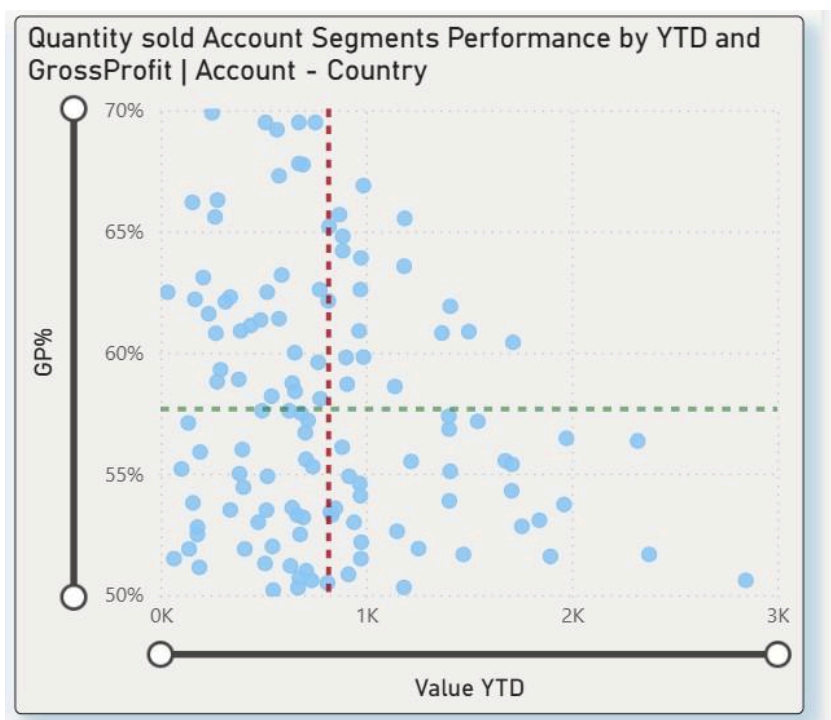
|| Top 10 by Gross Profit



The Gross Profit YTD trend for 2023 highlights significant gaps between top and bottom performance across the year, using the **25th and 75th** percentiles as key benchmarks. April (531.97K) and November (499.43K) exceed the 75th



percentile (~480K), performing **11–13%** above this threshold. These months represent the top quartile of success and should be analyzed for repeatable strategies. In contrast, February (328.08K), July (354.37K), and October (349.29K) fall well below the 25th percentile (~387.68K), underperforming by **10–15%**, signaling consistent weaknesses. Quarterly, Q2 and Q4 show strength with at least one month above the 75th percentile, while Q1 and Q3 contain multiple months below the 25th percentile. The business should prioritize scaling **high-performing strategies from April and November**, while also addressing root causes of underperformance in February, July, and October to raise the overall profitability floor.



Top Customers who contribute above 50% gross profit for the year 2023 purchases are shown here; 112 out of a total of 620 distinct customer count. They make up about **19.67%** of the total customers in the database.

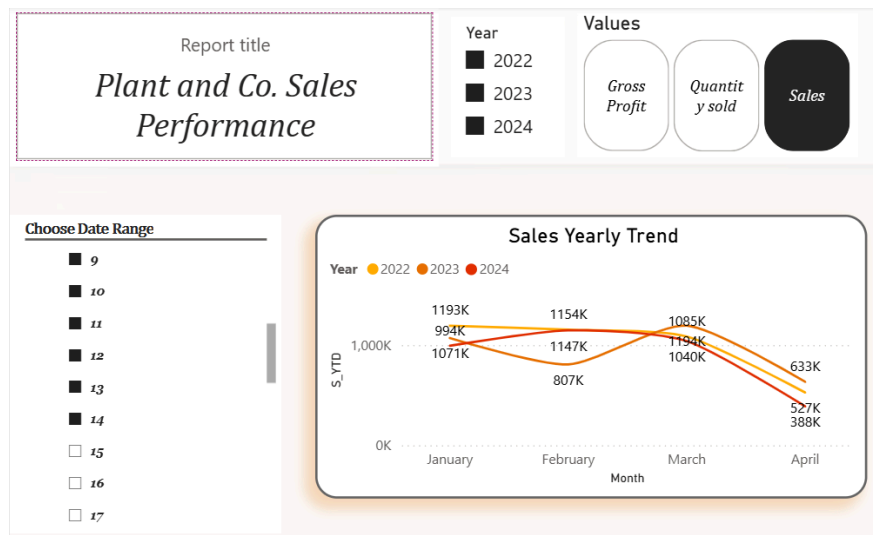
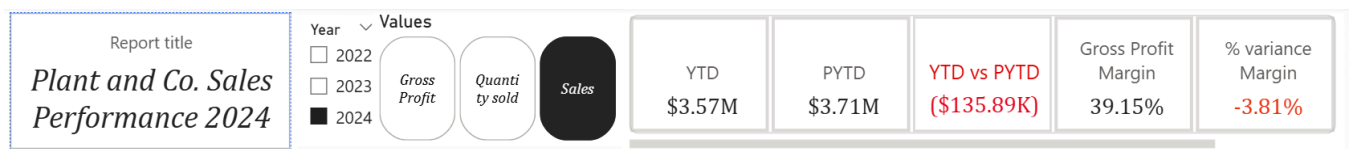
STAKEHOLDERS' INSIGHTS:

Assume we are in the real world and currently in mid-April 2024. Stakeholders are seeking clarity and direction, and they expect the data to help answer some key business questions. These include:

High-Level Sales Trends:

1. What is the current **% variance between YTD and PYTD**, and how does it compare to seasonal expectations?

Insight: For sales, total quantity sold and GP, the % variance is as follows: **-3.81%**, **-8.33%** and **-5.56%**.

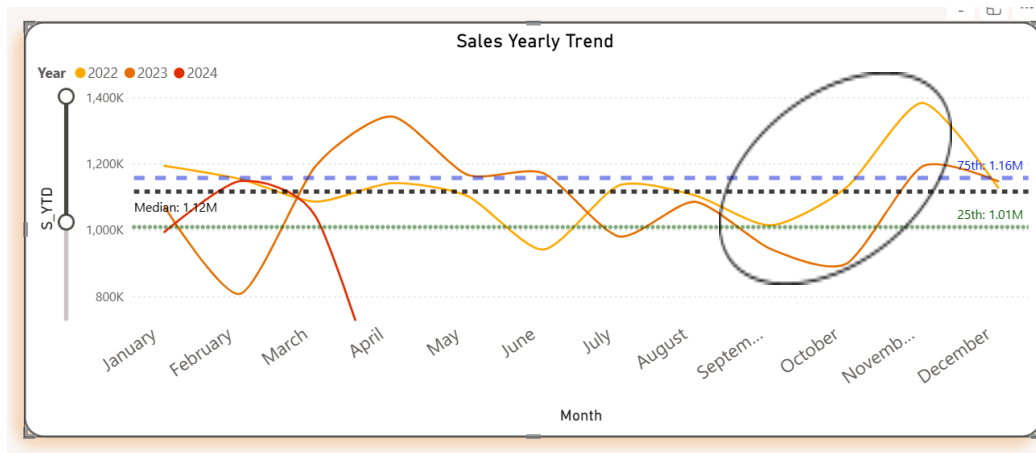


No, based on current trends, we are not on track to exceed last year's performance. Despite a strong February, both March and April sales are trending downward, with April 2024 being the weakest among the three years.

The YTD variance is already **-\$135K**, and unless there is a strong rebound in May and June, we will likely underperform relative to 2023.

2. Which months have shown the **largest MoM sales variance**, and are these aligned with typical seasonal patterns or outliers?

Insight:



The largest MoM sales variance occurs in March to April 2024, with a dramatic drop that appears to be an outlier, not aligned

with seasonal norms seen in 2022 or 2023.

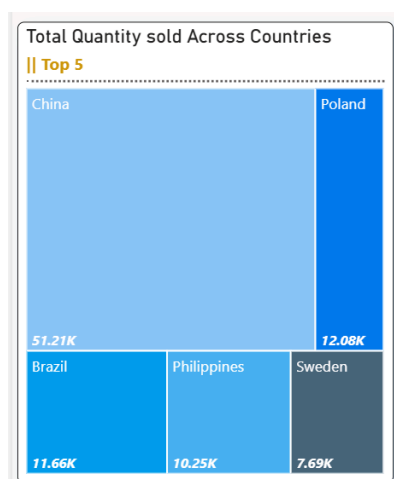
In contrast, March-April often shows consistent growth, likely linked to seasonal sales ramps.

The October-November spike in 2022 & 2023 is also notable, likely tied to year-end sales drives or campaigns.

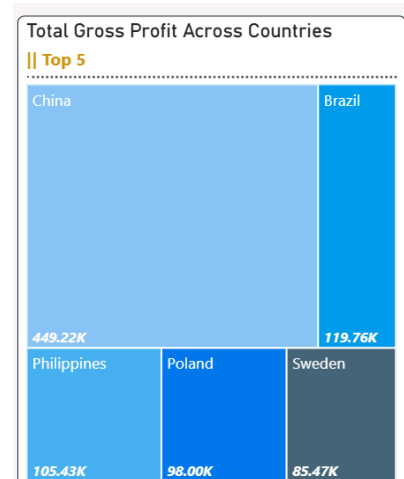
Country-Level Analysis:

1. Which top 5 countries contribute the highest share of quantity sold and gross profit, and how has this mix shifted YoY?

Insight: In 2024, we have



For both metrics, Gross Profit and Quantity Sold, China, Brazil, the Philippines, Poland, and Sweden stand as key contributors. Together, they account for **61.28%** of total GP and **62.57%** of Quantities sold in 2024.



Year Over Year, we found these countries dominating the top 10 contributors across both metrics, reinforcing their Strategic importance in overall performance. This is also evident in Sales.

2. Does any single country contribute **more than 30% of total sales**, signaling over-reliance risk?

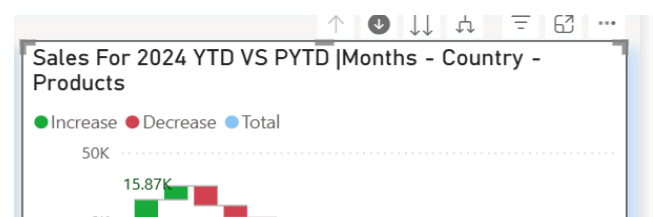
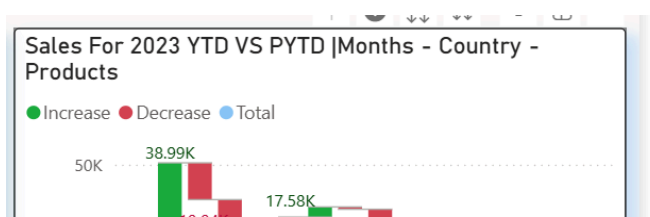


Although China has become our largest market year over year, contributing the majority of sales, this also indicates a degree of over-reliance that could expose us to market-specific risks. A strategic focus on diversifying our presence in other regions will be crucial to ensure sustainable growth and reduce dependency.

3. Among bottom quartile countries, which ones have shown positive YTD vs PYTD growth trends or improved margins?

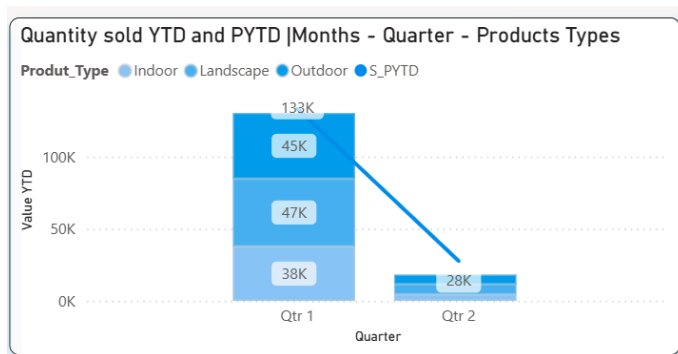
Insight: After looking into YoY Sales Trend for all bottom countries, Spain caught my attention with its positive variance each year, from 2023, it made a consistent growth, now lets watch what it does for 2024, although beginning of the year to date, its made a positive spike from last years performance.

See the charts below



Product & Category Breakdown:

1. What are the top-performing product types by volume and margin, and how has their trend shifted YoY?

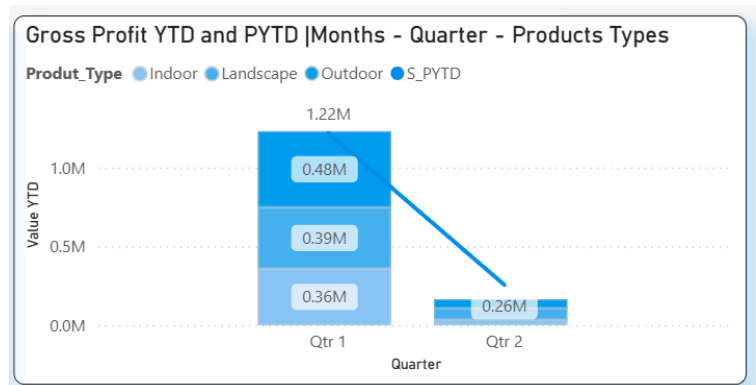


Landscape Plants recorded the highest sales volume in Q1 2024, accounting for 36.15% of total volume, which is an improvement of 2.25% compared to Q1 last year. In Q2, landscape plants continued to lead, contributing approximately 38.9% of total volume. However, despite this category's strong performance, overall growth compared to

last year is down by 34.1%, indicating a significant decline in total sales that needs attention. Not good.

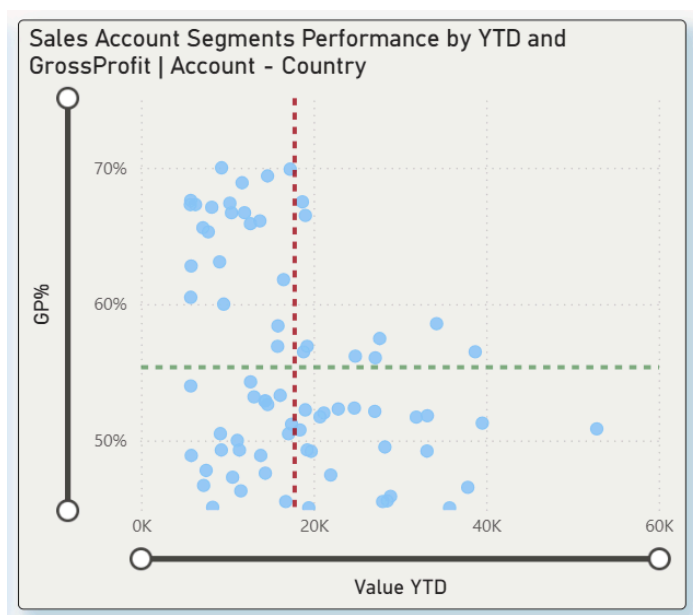
In term of Profit margin, Outdoor products generated **39.02%** of total profit for Q1, amounting to **1.23M**, which is better than the previous year **{0.81 %}**.

In Q2, Landscape products took the lead, contributing, **43.74 %** of total, approximately **\$166K**, However, compared to last year, we are currently underperforming with a variance ratio of **-36.54%**



Account Segmentation & Profitability:

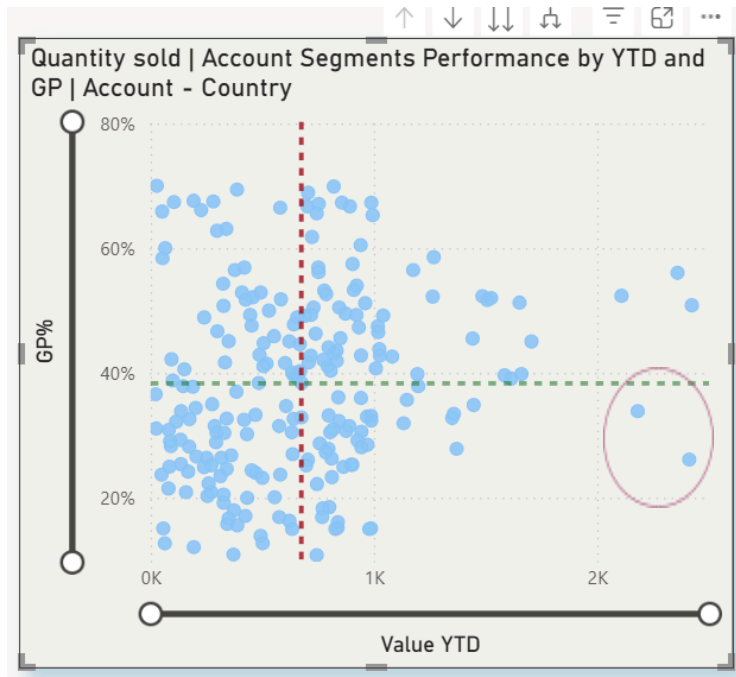
1. What % of YTD sales come from accounts with >45% Gross Profit, and how does this compare to prior periods?



Insight : **12.26%** of YTD sales in the current year come from accounts with a gross profit margin greater than 45%. This is a decline from **17.1%** in the same period last year (2023) and **15.65%** in 2022. This downward trend suggests we are underperforming in securing high-margin sales compared to previous years.

2. Are there clusters of accounts delivering high volume but suboptimal profitability?

Insight:



Account Name	Volume sold YTD	%G.P
Grant, Murphy and O'kon	2,412.72	26%
Raynor LLC	2,181.84	34%

While they are among the higher-volume accounts, their gross profit margins remain below the optimal threshold (40%), highlighting a potential risk of sacrificing profitability for volume. These accounts may warrant closer commercial review.

CONCLUSION:

This sales performance analysis of Plant & Co. from 2022 to April 2024 uncovered key patterns in profitability, volume trends, and geographic contribution.

1. Sales underperformance in 2024: Despite a strong February, April saw a sharp drop, pushing sales below the 25th percentile signaling a risky Q2 start.

2. China dominates performance: Continues to lead in gross profit, but now contributes over 30%, highlighting market over-reliance risk.
3. Product trends:
 1. Outdoor and Landscape products lead in volume and margin.
 2. However, YTD vs PYTD performance shows a 34% - 36% decline in profit, calling for attention to pricing/cost control.
4. Account segmentation reveals margin erosion:
5. Only 12.26% of YTD sales came from accounts with >45% gross profit (down from 17.1% last year).
6. Two high-volume accounts have suboptimal margins (<40%), impacting profitability quality.

Strategic attention required:

1. Re-engage underperforming segments.
2. Diversify regional focus.
3. Shift focus to high-GP accounts to rebalance growth and margin.



Download Dashboard



[Click here to explore the Power BI dashboard](#)