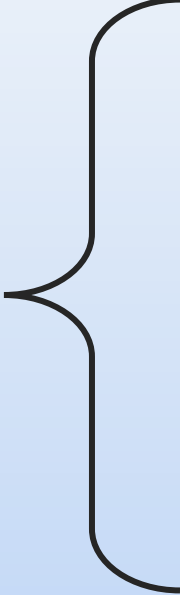# Sales Performance Analysis

Mirko Laine

Agenda

Executive Summary

Key Metric	Units
Total Revenue	**812 135€**
Best Selling Manager	**Joao Silva** – 283 555€
Best Revenue Generator Product	**Burgers** – 392 000€
Best Selling Product	**Beverages** – 35 666 units
Overall Sales Volume	**118 539** units sold across all products
Dominant Payment Method	**Credit Card** – Used in 49.72% of transactions

Dashboard Overview
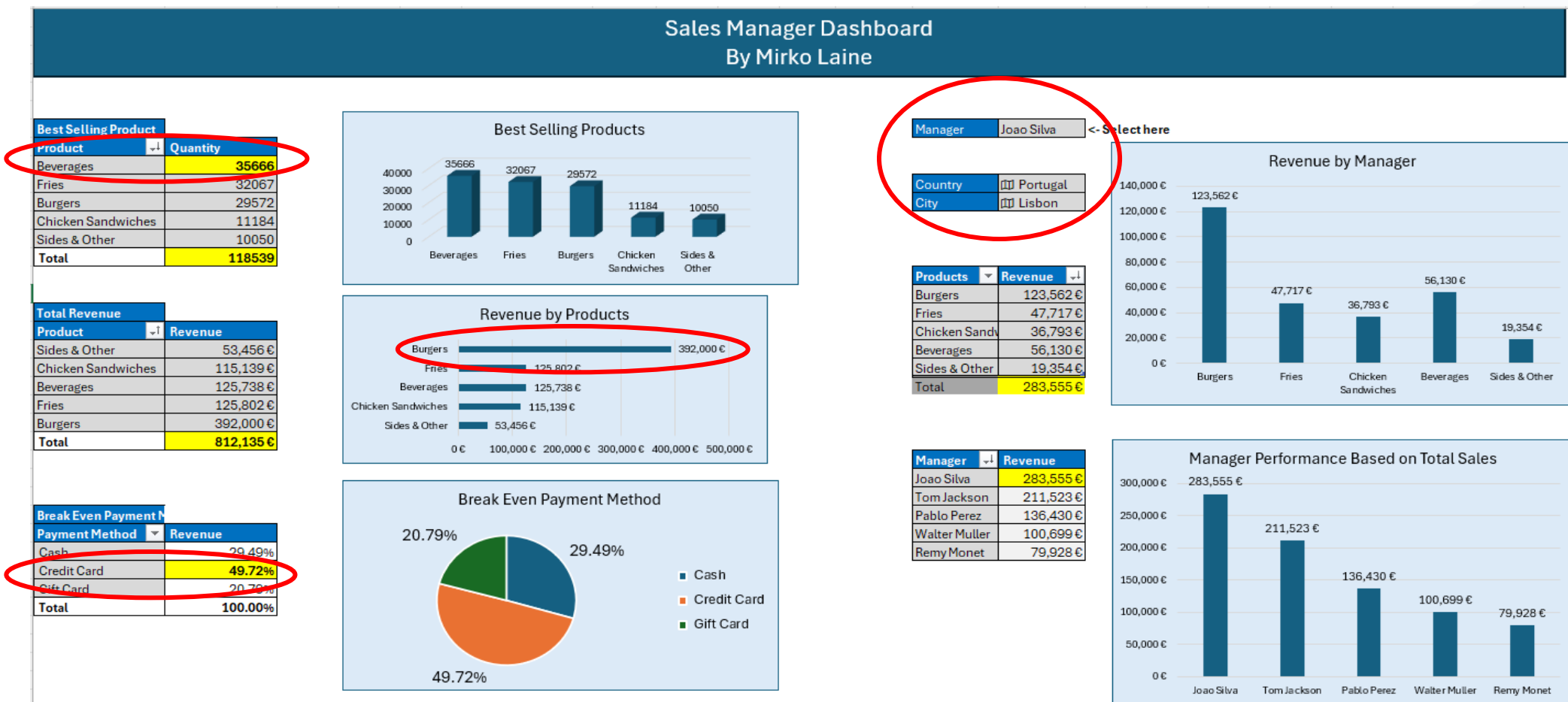
- **Burgers Generate the highest revenue – Totaling 392 000€**

- **Beverages are the best-selling product – 35 666 units sold**

- **Credit Card is the top payment method – used in 49.72% of all transactions**

- **Portugal, Lisbon ranks as the most profitable location for manager Joao Silva**

Product Analysis

Key Insights:

- Volume does not equal value:

  While beverages lead in units sold (35 666 units), burgers drive significantly more revenue (392 000€), making them the top contributor to total sales.

- High-margin products stand out despite lower volume:

  Chicken sandwiches generate 115 139€ revenue with just 11 184 units sold, highlighting a strong average price and solid margin.

- Fries outperform in volume, underperform in revenue:

  With over 32 000 units sold, fries rank second in quantity but fall behind in revenue (125 802€), suggesting possible price sensitivity or lower unit value.

- Diversification opportunity in "Sides & Other":

  - Despite modest volumes (10 050 units) and lowers product-line revenue (53 456€), this category represents a potential are for targeted upsell or bundling strategies.

Product Analysis cont.

Strategic implication:

The business should prioritize revenue efficiency, not just unit movement. Expanding focus on high-price, high-margin items like burgers and chicken sandwiches could maximize profitability. Simultaneously, evaluating pricing or bundling strategies for high-volume, low-revenue items (fires, sides) may unlock further grow.

Sales Performance by Manager and Region

Key Insights:

- **Joao Silva** is the top-performing manager, generating 283 555€ in total sales, which is nearby double the next highest performer.

- **Pablo Perez** leads the Spanish market with 136 430€ in revenue, locating in Madrid. His performance accounts for a strong share of local revenue.

- **Regional leaderboards show opportunity gaps:**

  - **Tom Jackson** dominates the UK market with 211 523€.

  - **Remy Monet** and **Walter Muller** trail behind with 79 928€ and 100 699€ respectively, indicating potential for targeted support or strategic repositioning.

Sales Performance by Manager and Region

Strategic implication:

Top performers like Joao Silva and Pablo Perez are driving a significant share of total revenue.

Consider replicating their sales practices, product focus, or customer engagement strategies in lower-performing regions. City-level targeting could enhance localized performance in underperforming markets.
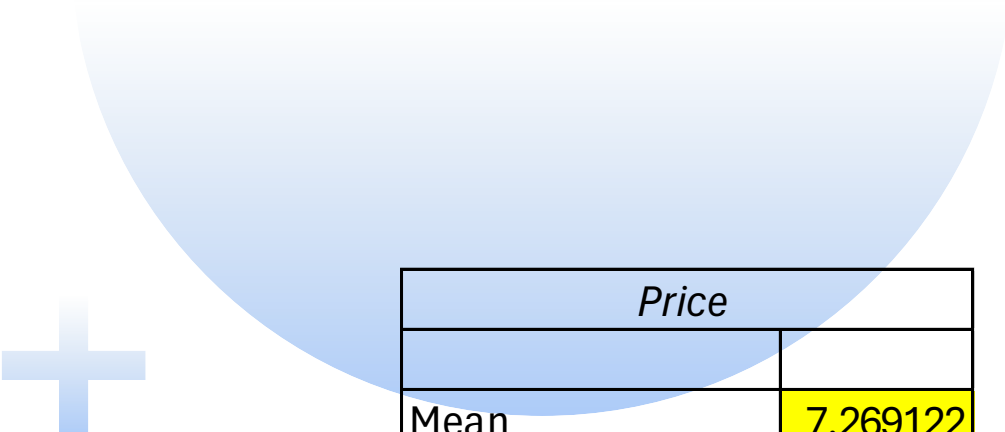
Descriptive Analysis – Price

Key Metrics:

- Mean price: 7,27€

- Median price: 4.99€

- Minimum: 2.95€

- Maximum: 33.22€

- Standard deviation: 4.85€

- Sample size: 262 transactions

Key Insights:

- **Large price spread**: From 2.95€ to 33.22€ indicating a mix of low-cost items (e.g., fries, beverages) and premium options (e.g., burgers).

- **Right-skewed distribtion**: Meand (7.27€) is noticeably higher than the median (4.99€), suggesting the presence of high-priced outliers.

- **Moderate price volatility**: A standard deviation of 4.85€ implies a wide variety in product pricing across categories.

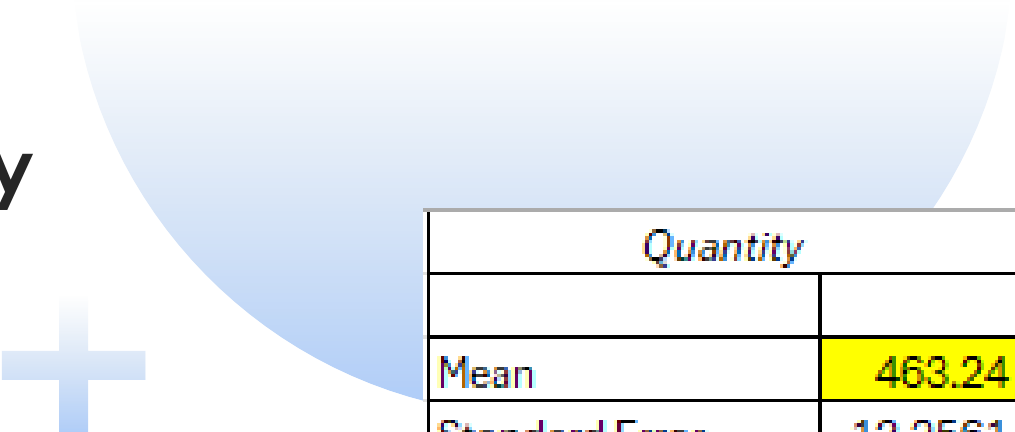| Price	
Mean	7.269122
Standard Error	0.299923
Median	4.99
Mode	3.49
Standard Deviation	4.854682
Sample Variance	23.56794
Kurtosis	4.744288
Skewness	1.644776
Range	30.27
Minimum	2.95
Maximum	33.22
Sum	1904.51
Count	262

Descriptive Analysis – Quantity

Key Metrics:

- Mean Quantity (Units/Order): 463

- Median: 547

- Minimun: 201

- Maximum: 755

- Standard deviation: 214.57

- Sample size: 262 orders

Key Insights:

- **High variability in order size**: With a wide range of 554 units (min201,max 755), sales quantities vary significantly by product or transaction.

- **Left-skewed distribution:** The median (547) is higher than the mean (463), indicating more smaller-sized orders pulling the average down.

- **Bulk sales opportunities:** High maximum values suggest that some product categories (likely beverages or gift-card promotions) move in bulk.

| Quantity	
Mean	463.24
Standard Error	13.2561
Median	547
Mode	201
Standard Deviation	214.569
Sample Variance	46039.7
Kurtosis	-1.7158
Skewness	-0.2295
Range	554
Minimum	201
Maximum	755
Sum	121369
Count	262

Box & Whisker

This box & whisker plot visualizes the distribution of product prices handled by each sales manager. It highlights:

- Median prices

- Price ranges (interquartile spread)

- Outliers (extreme high/low-priced transactions)
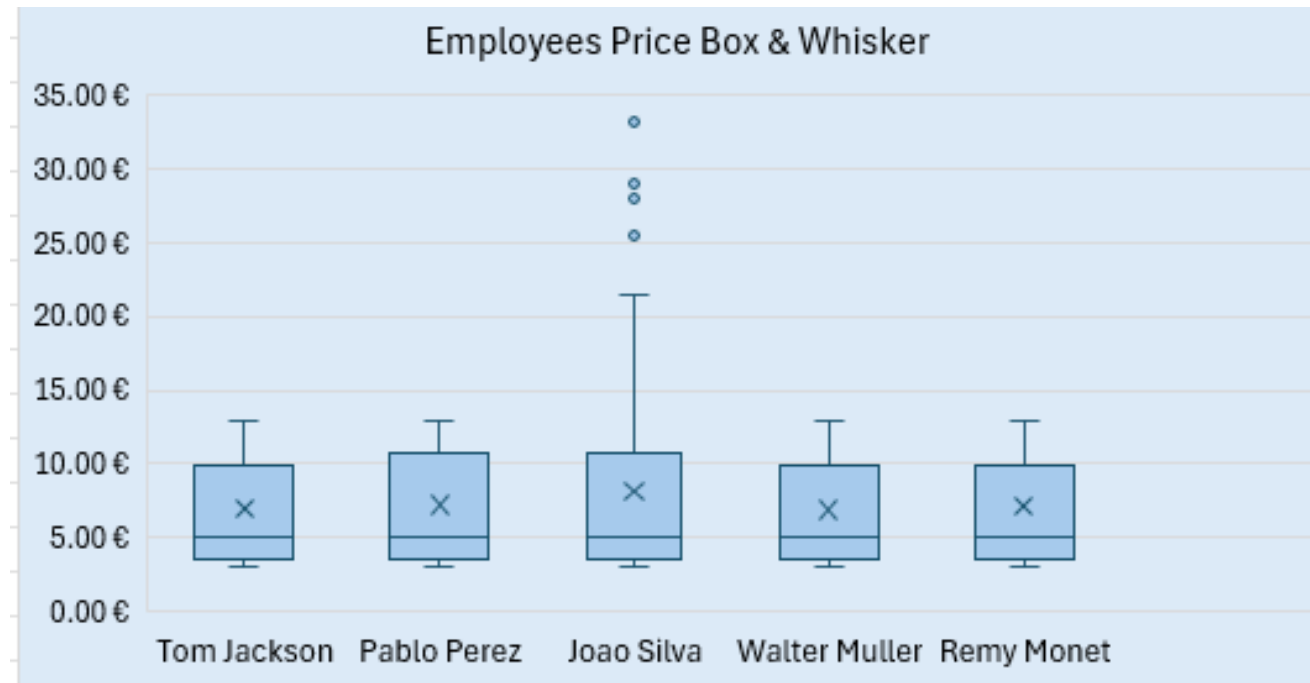
Box & Whisker cont.

Key Insights:

- **Joao Silva stands out with the widest price range and multiple high-value outliers.**

  - His pricing spread extends above €30, indicating sales of premium or high-ticket items (e.g., burgers with extras or high-value bundles).

  - Suggests flexibility in pricing or access to higher-tier customers.

- **Tom Jackson, Pablo Perez, Walter Muller, and Remy Monet show more consistent and tighter pricing ranges.**

  - Their price bands are mostly between **€3 and €13**, with fewer outliers.

  - Reflects standardized pricing or product focus on core, lower-to-mid-tier items (e.g., fries, beverages, sandwiches).

- **Pablo Perez and Walter Muller have similar median prices (~€7–€9)**, indicating consistent mid-range sales strategy in their regions.

Employees Price Box & Whisker
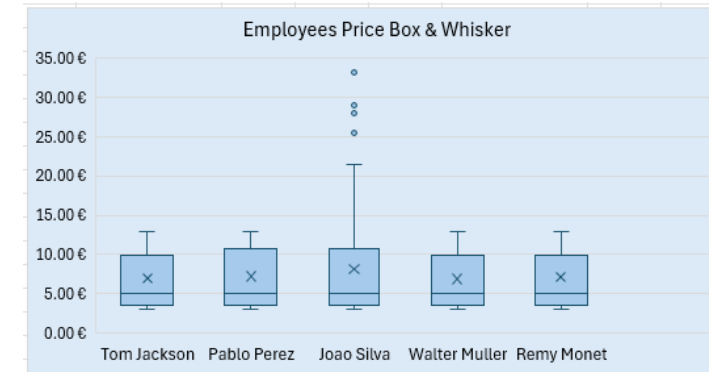
Strategic Implications:
Joao Silva may be operating in a market or customer segment with higher price elasticity or premium offerings.
His approach could be studied for upsell strategies or replicated in other regions to boost average transaction value.
Meanwhile, consistency from other managers supports operational control — but could also signal missed upsell opportunities.

# Interpreting Joao Silva's Outliers: Good or Concerning?

Reasons it could be good (opportunity-driven):

- **High-ticket sales = more revenue per transaction**
  Joao's wide range and high outliers may reflect successful upselling, bundle deals, or sales of premium products.

- **Market-specific conditions**
  He might be selling in a region (e.g., Lisbon) where consumers are willing to pay more — localized pricing could be strategic, not accidental.

- **Targeting different customer segments**
  Joao might be reaching corporate or bulk buyers, who purchase large orders at higher prices — a sign of **strong relationship management**.

But it could also be a risk (inconsistency-driven):

- **Lack of pricing discipline**
  Too many outliers might indicate inconsistency or lack of adherence to standard pricing policy — hurting brand trust or fairness.

- **Customer dissatisfaction risk**
  If two customers buy the same product at very different prices, it may lead to negative word of mouth or complaints.

- **Data entry or system issues**
  Outliers can sometimes reflect errors (e.g., decimal typos — €299 instead of €2.99), which can inflate reporting inaccurately.

Joao Silva
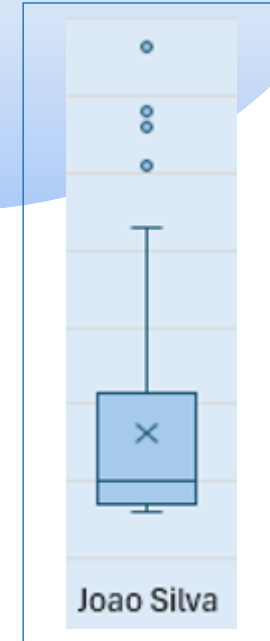
Investigate, not penalize.
→ Joao's performance is strong — **€283,555** in revenue — so his outliers might represent innovation, not misconduct.
But it's wise to:
- Audit a sample of his high-priced orders
- Check if products sold match intended pricing tiers
- Understand whether this variance aligns with business strategy

Conclusion

Key Takeaways

- **Revenue leadership is not volume-driven**: While *beverages* lead in unit sales, *burgers* deliver the highest revenue, underscoring the importance of focusing on high-margin products.

- **Top performers drive disproportionate impact**: *Joao Silva* and *Pablo Perez* account for a significant share of total sales, with Joao's pricing flexibility offering both opportunity and risk.

- **Price dispersion signals varied customer targeting**: Joao's wide price range suggests potential for premium sales strategies, while other managers reflect tighter, more standardized pricing.

- **Descriptive analytics reveals growth levers**: High variability in order size and product pricing supports the case for tailored pricing, bundling, and segmentation strategies.

Strategic Recommendations

1. **Double down on premium and high-margin categories**
   Prioritize *burgers* and *chicken sandwiches* in marketing, menu design, and sales incentives.

2. **Replicate high-performing manager practices**
   Analyze Joao Silva's and Pablo Perez's tactics — apply learnings in lower-performing regions (e.g., Germany, France).

3. **Investigate and refine pricing strategy**
   Audit high-priced transactions for consistency and intentionality. Consider implementing guardrails or dynamic pricing models.

4. **Leverage data to enable regional customization**
   Deploy city- and manager-level dashboards to empower local decision-making with real-time insights.

Next Steps
- Conduct a pricing audit on high outliers to validate integrity.
- Launch a pilot upsell strategy using Joao Silva's sales structure.
- Build tailored sales playbooks for underperforming regions.
- Integrate sales manager KPIs into ongoing dashboard reporting.

Thank You!