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# Data analysis. Sales in 1992 (September - December)

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# Agenda:

- **to analyze the work of sellers in September - December 1992;**

- **to analyze customer and purchase data in September - December 1992**

# The result of the work is

- **to identify the best sellers;**

- **determine the feasibility of working on the days of the week;**

- **determine how many new buyers the promotion brought**

# Metrics

Amount of operations

Total income

Average income

Distribution of sales by days of the week and by sellers

Distribution of customers by age

Amount of customers

Income per customer

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**Total income**

26,7 B

**The highest seller's income**

4,93 B

**Distribution of sales by day of the week**

13,7 % - 14,94%

**Customer base**

19,759

**Target customers**

aged 40+

**Income per  customer**

from 2.62 to 8.36

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# The company X

- is the small company that sells bicycle parts;

- is aimed at buyers of all age categories;

- has 23 employees ;

- has The Product module that lists 504 products.

Top 10 sellers income

| Dirk Stringer: 4.93B | Albert Ringer: 2.7B | Innes del Castillo: 1.76B | Abraham Bennet: 1.62B | Dean Straight: 1.26B |
| Michel DeFrance: 3.26B | Heather McBadden: 1.87B | Livia Karsen: 1.06B | Sheryl Hunter: 1.06B | Michael O'Leary: 928M |

The highest income

**Dirk Stringer - 4.93 B**

**Michel DeFrance - 3.26 B**

**Albert Ringer - 2.7 B**

The difference between the highest and lowest income

**almost 4 B (or 531%)**

# Top 10 sellers analysis

**Amount of operations of top 10 sellers**

| Seller | Operations |
|---|---|
| Abraham Bennet | 9.46k |
| Michael O'Leary | 5.76k |
| Albert Ringer | 4.7k |
| Michel DeFrance | 4.69k |
| Sheryl Hunter | 4.69k |
| Innes del Castillo | 4.67k |
| Dean Straight | 4.2k |
| Dirk Stringer | 4.19k |
| Heather McBadden | 4.14k |
| Livia Karsen | 2.56k |

The largest amount of operations

**Abraham Bennet - 9.46 k**
**Michael O'Leary - 5.76 k**
**Albert Ringer - 4.7 k**

The difference between the highest and lowest amount of operations

**6.9 k (or 370%)**

# Top 10 sellers analysis

**Top 10 sellers average income**
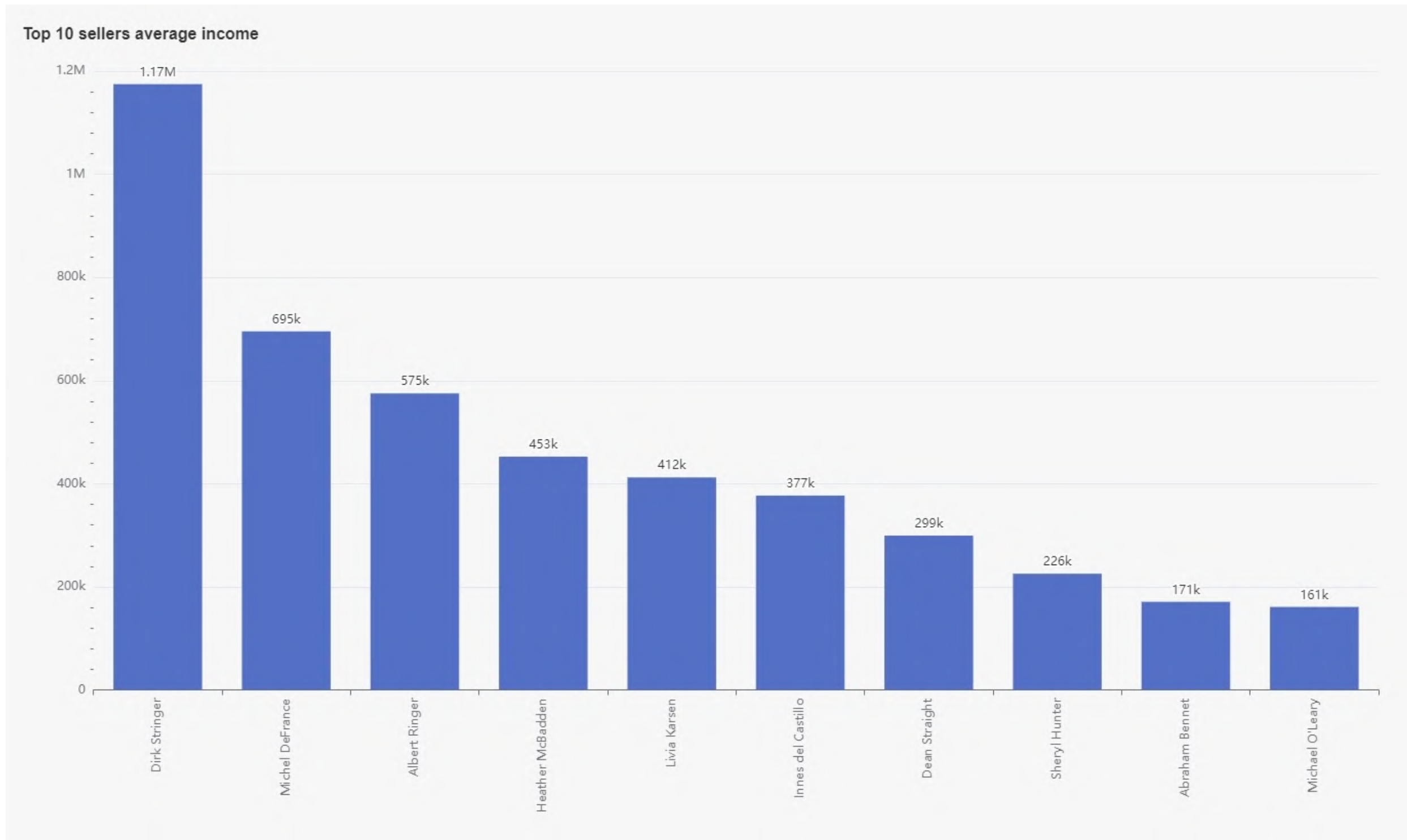


## Goods of high price category

### Dirk Stringer

- Income         -   the 1st place
- Operations     -   the 8th place
- Average income -   the 1st place

## Goods of low price category

### Abraham Bennet

- Income         -   the 6th place
- Operations     -   the 1st place
- Average income -   the 9th place

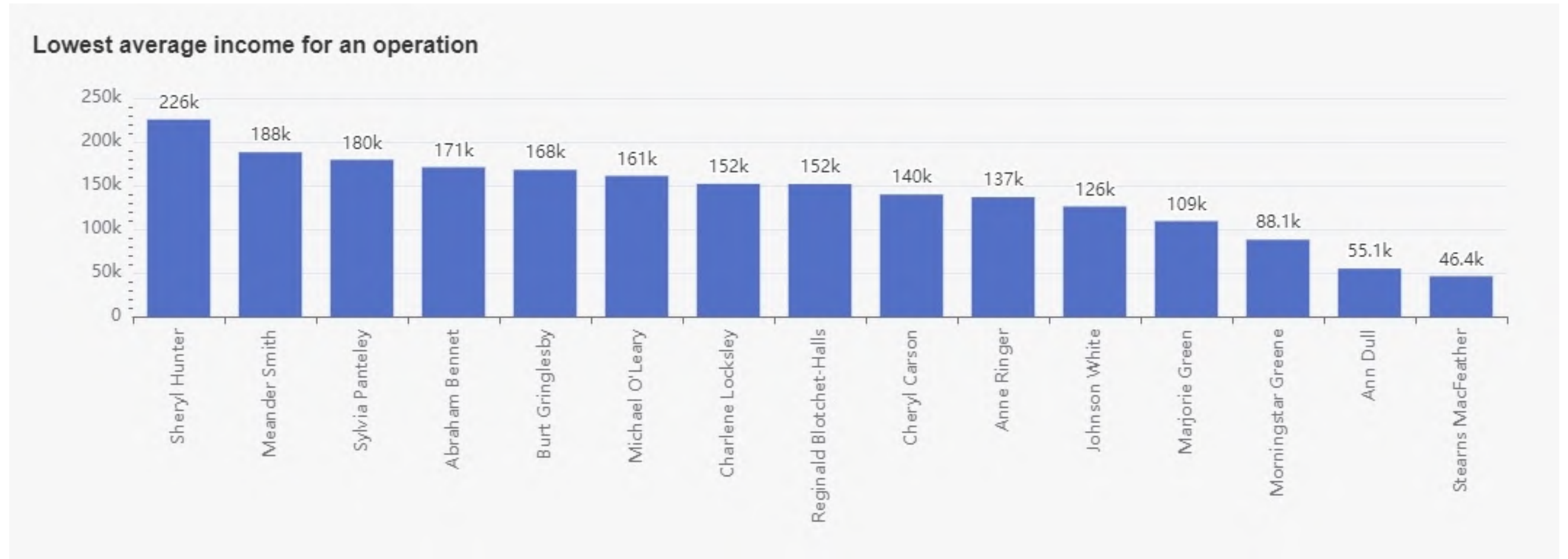### Michael O'Leary

- Income         -   the 10th place
- Operations     -   the 2nd place
- Average income -   the 10th place

# Lowest average income analysis

**15 sellers** with the average income below the total average income

**3 of them** - from the top 10 sellers

Sheryl Hunter,  Abraham Bennet,

Michael O'Leary

### Lowest average income for an operation

| Seller | Income |
|---|---|
| Sheryl Hunter | 226k |
| Meander Smith | 188k |
| Sylvia Panteley | 180k |
| Abraham Bennet | 171k |
| Burt Gringlesby | 168k |
| Michael O'Leary | 161k |
| Charlene Locksley | 152k |
| Reginald Blotchet-Halls | 152k |
| Cheryl Carson | 140k |
| Anne Ringer | 137k |
| Johnson White | 126k |
| Marjorie Green | 109k |
| Morningstar Greene | 88.1k |
| Ann Dull | 55.1k |
| Stearns MacFeather | 46.4k |

**The lowest average income**
Stearns MacFeather  - 46.4 k

**< 25 times**

than the highest average income

*(Dirk Stringer - 1.17 M)
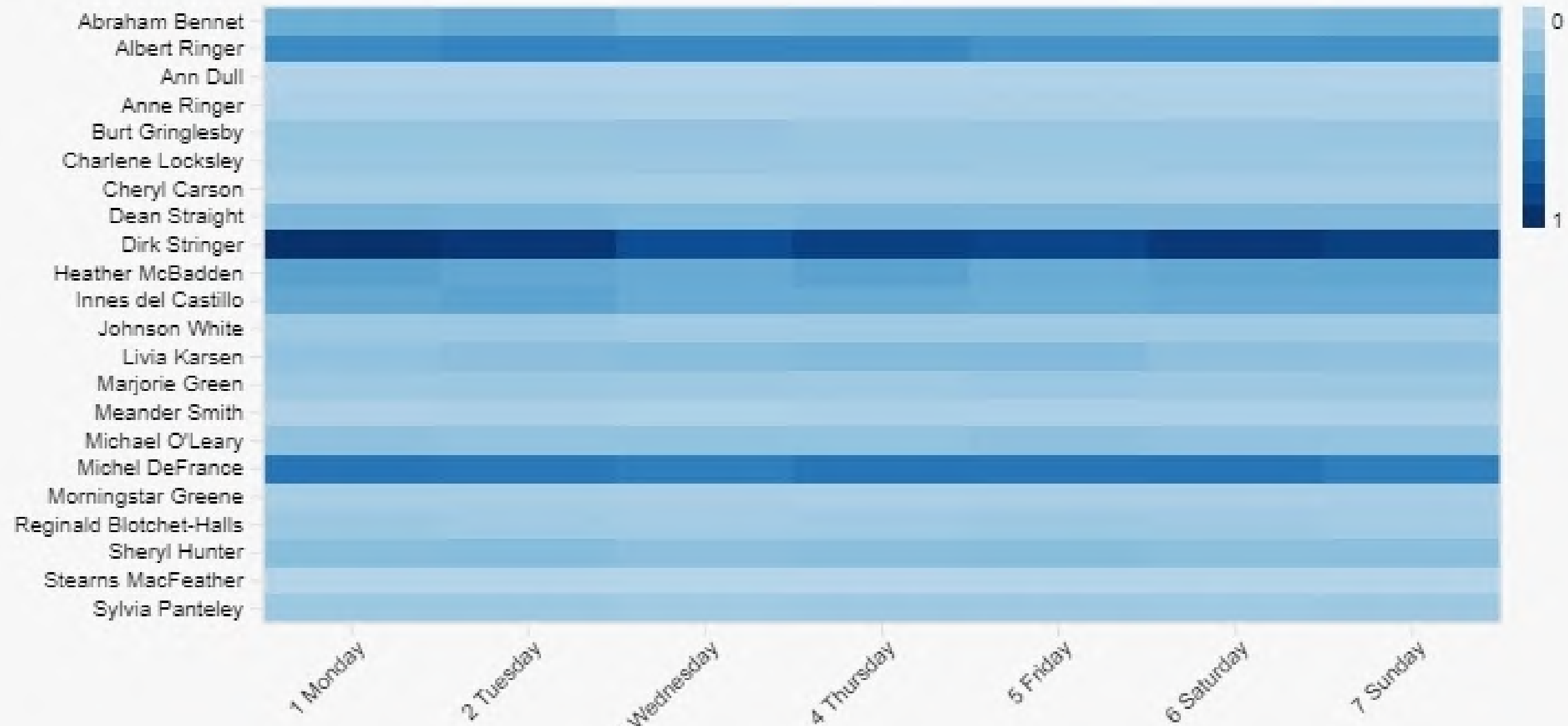
# Day of week income analysis

## Day of week income

| weekday | SUM(income) | %%SUM(income) |
|---|---|---|
| 2 Tuesday | 3.99B | 14.946% |
| 1 Monday | 3.98B | 14.887% |
| 4 Thursday | 3.85B | 14.398% |
| 5 Friday | 3.77B | 14.097% |
| 6 Saturday | 3.76B | 14.073% |
| 7 Sunday | 3.71B | 13.903% |
| 3 Wednesday | 3.66B | 13.696% |

The sales are evenly distributed across the days of the week

**(13.7% - 14.94%)**
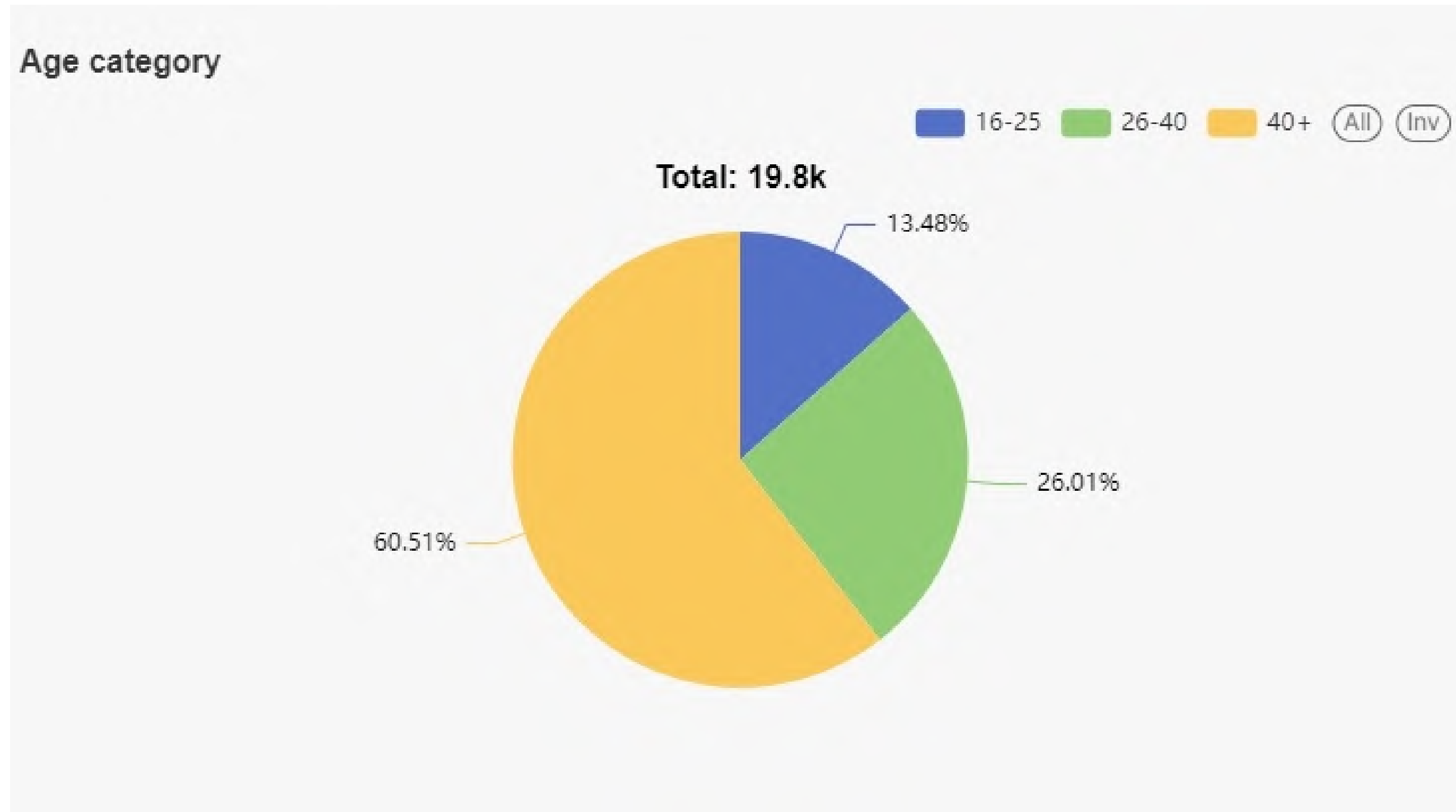
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# Day of week income analysis


Seller's day of week income

The sales of itch single seller are evenly distributed across the days of the week too

**Akiko Yokomoto has zero sales every day of week**

# Customer analysis

**Age category**

| | 16-25 | | 26-40 | | 40+ | (All) (Inv) |
|---|---|---|---|---|---|---|

Total: 19.8k



13.48%

26.01%

60.51%

Number of clients -

**19.8 k**

**> 60 % - aged 40+**

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# Customer analysis

**Income from customers**

9B
8.36B
8.03B
8B
7.71B
7B
6B
5B
4B
3B
2.62B
2B
　　1992-09　　1992-10　　1992-11　　1992-12

in **3.2** times

from **2.62** to **8.36**

the income increased in 1992-10 *(compared to 1992-09)

**226 - 230**

the amount of customers from 1992-09 to 1992-12

there were practically no changes there

**Number of customers**

240

230

220

210

200
　　1992-09　　1992-10　　1992-11　　1992-12

# Customer analysis

## The first customers on discount

| sale_date | seller | COUNT(customer) |
|---|---|---|
| 1992-09-21 | Abraham Bennet | 3 |
| 1992-09-21 | Michael O'Leary | 3 |
| 1992-09-21 | Dirk Stringer | 2 |
| 1992-09-21 | Marjorie Green | 2 |
| 1992-09-22 | Michael O'Leary | 2 |
| 1992-09-22 | Dirk Stringer | 1 |
| 1992-09-22 | Marjorie Green | 1 |
| 1992-09-24 | Michael O'Leary | 1 |

**15 new customers** were attracted during the promotion period :

6 - by Michael O'Leary, **3** - by Abraham Bennet, **3** - by Dirk Stringer, **3** - by Marjorie Green

# Summary (sellers' work analysis):

- the best sellers have total income from 1 B to 5 B (the most of them - up to 2 B);

- the highest average income is larger than the lowest average income almost in 25 times;

- 15 (or 2/3) sellers have the average income below the total average income. It could mean that the company is focused on selling goods of a low price category;

- 3 of top 10 sellers have the average income below the total average income but 2 of them have the best amount of operations;

- sales go evenly on the days of the week, which indicates the expediency of the stores to work every day;

- 15 new customers were attracted by only 4 sellers during the promotion period.

# Recommendations

- promotion of goods of average and high price category;

- revision of KPI.

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# Summary (customers' analysis):

- target customers are people 40+ aged;

- 226 - 230 customers buy per month;

- 15 new customers were attracted during the promotion period only, but

- the income increased in 3.2 times in 1992-10 (compared to 1992-09). This may be due to the promotion on September 21, 22 and 24.

# Recommendations

- promotion of goods of average and high price category;

- attracting of clients under 40;

- holding promotions to attract new customers.

# Thanks for attention

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