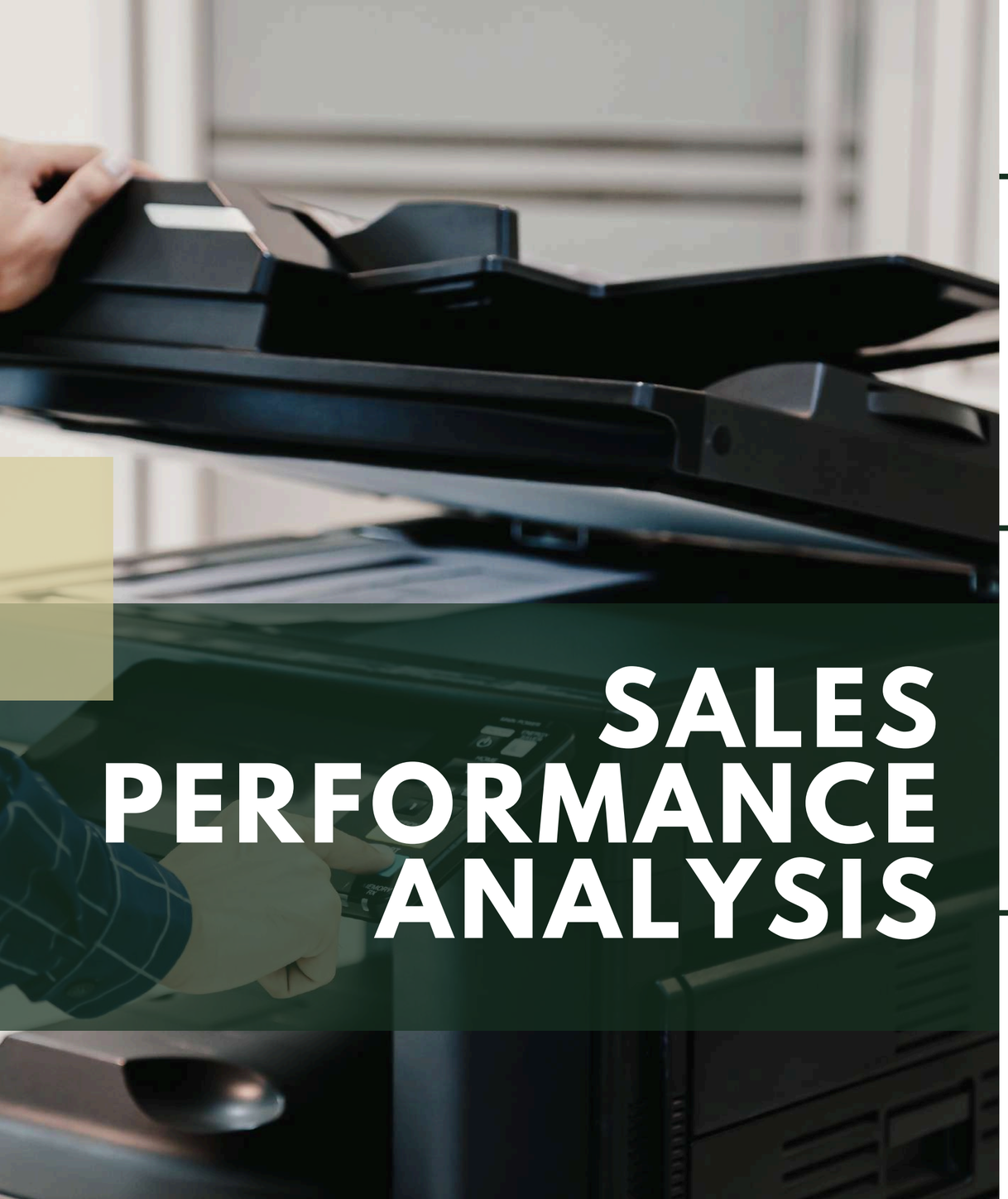
SN CORPORATION SALES DASHBOARD

INTRODUCTION

Our project aims to analyze, strategize, and implement techniques to boost product sales for SN Corporation. We recognize the importance of a robust sales strategy and intend to explore innovative methods to enhance sales figures and market penetration.

BACKGROUND PROJECT

SN Corporation has been a significant player in its industry, offering various office supplies, technology and furniture. While they've seen success, we acknowledge the evolving market dynamics and the need to adapt our sales strategies to maintain and increase our competitive edge.



SALES PERFORMANCE ANALYSIS

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Over the past years, we've observed SN Corporation’s product sales profit was less than the total sum. It is going down because of some reason.

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Through comprehensive market analysis, we've identified shifts in consumer preferences, competitive landscape changes, and emerging market segments.

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Analyzing the data concerning countries, cost, and quantity purchased by our customers has highlighted areas for improvement

PROJECT OBJECTIVES

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- Conduct a comprehensive analysis of current sales performance, market trends, and consumer behavior.
- Identify strengths, weaknesses, opportunities, and threats in the existing sales strategy.

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- Brainstorm and devise new strategies to leverage strengths and opportunities.
- Develop a multifaceted approach integrating marketing, sales promotions, and customer engagement.

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- Create a detailed timeline with specific milestones and responsibilities.
- Determine key performance indicators (KPIs) to measure the success of the new strategies.

EXPECTED OUTCOMES

INCREASED SALES FIGURES:

- Target a 25% increase in sales over the next years.
- Measure success by tracking sales metrics and revenue growth with respect to appropriate shipment modes.

IMPROVED CUSTOMER ENGAGEMENT:

- Foster stronger relationships with customers through personalized engagement strategies.
- Increase customer retention rates and loyalty.

ENHANCED MARKET REACH:

- Expand market reach by tapping into new demographics or geographical regions.
- Strengthen brand presence through effective marketing campaigns.

METHODOLOGY

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- Gather sales data, market research, and consumer feedback through surveys and analysis tools.
- Utilize both primary and secondary research methods to gather comprehensive insights.

- Collaborate to generate innovative ideas for product positioning, pricing, and promotional campaigns.
- Consider various channels such as online platforms, partnerships, and offline marketing.

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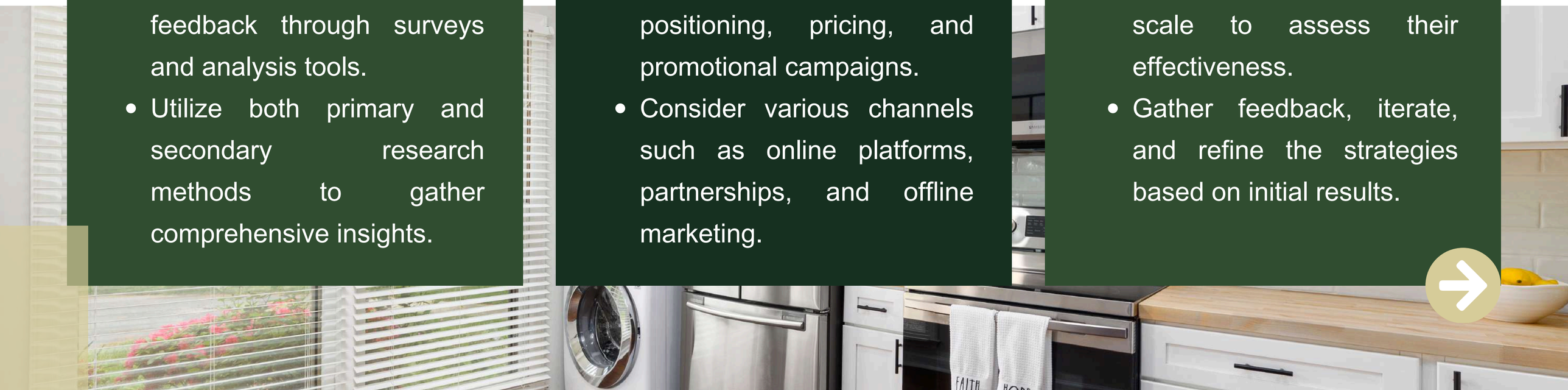
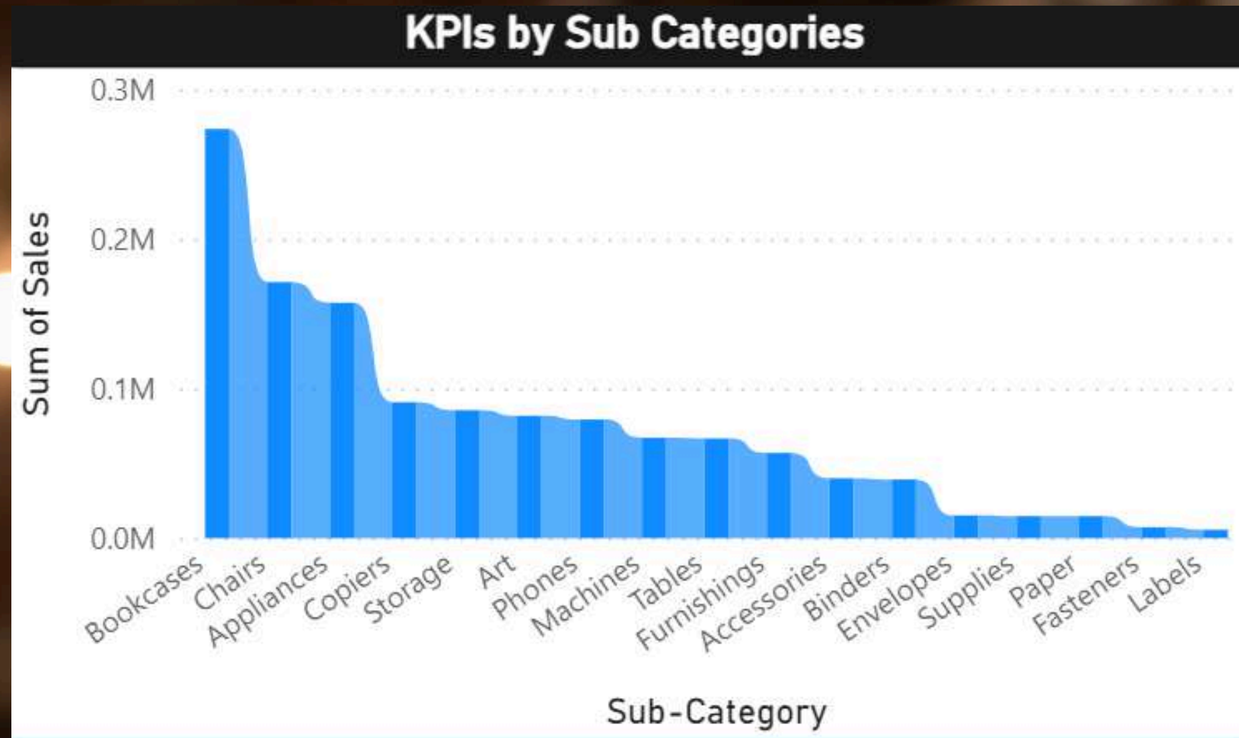
- Pilot the proposed strategies on a smaller scale to assess their effectiveness.
- Gather feedback, iterate, and refine the strategies based on initial results.



DATA ANALYSIS

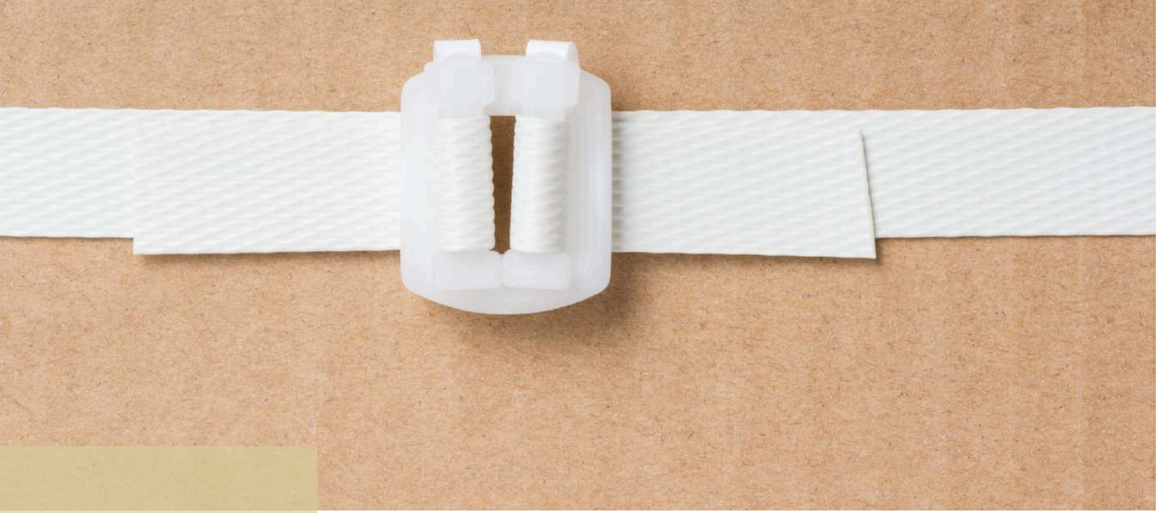
Over the past year, sales for SN Corporation have experienced a consistent decline in some of the product subcategories. The graphical representation of sales volumes reveals a noticeable downward trend, especially in the last quarter. However, the customers prefer the economy shipment mode rather than economy plus, Immediate and Priority.



DATA ANALYSIS

1.3M	640.6K	627.0K
Total Sales	Total Cost	Total Profit

The sum of Sales by country reflects dissatisfaction with the recent changes in SN Corporation product's packaging, possibly contributing to the decline. An analysis of competitor products reveals enhanced features and competitive pricing, overshadowing our SN Corporation product services in the market.



CONCLUSION

By implementing a well-researched and innovative sales strategy, our goal is not only to boost immediate sales figures but also to establish a sustainable framework for continued growth and success.

SN Corp Dashboard

Order Date

01-01-2017 31-12-2020

1.3M
Total Sales

640.6K
Total Cost

627.0K
Total Profit

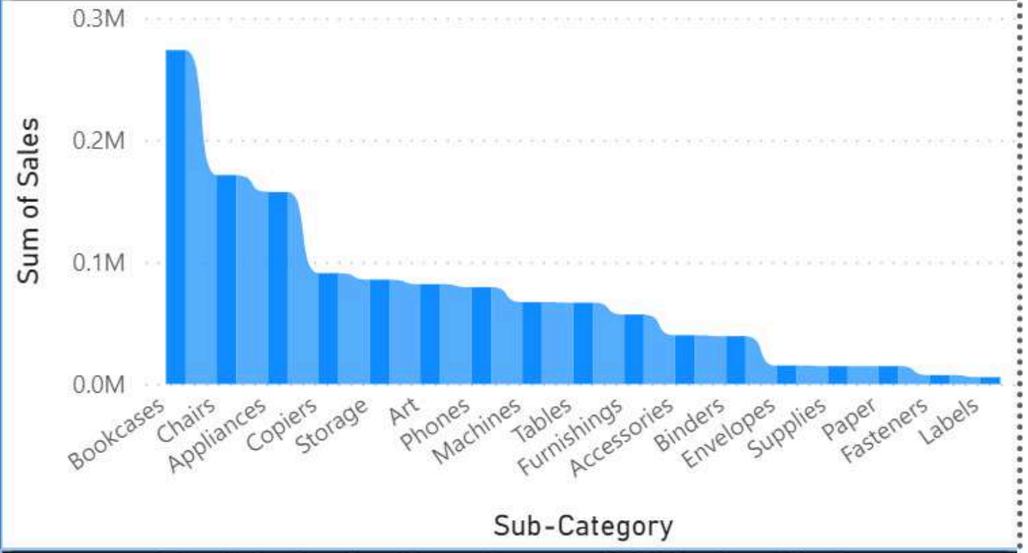
Ship Mode

All

List of Company's Customers

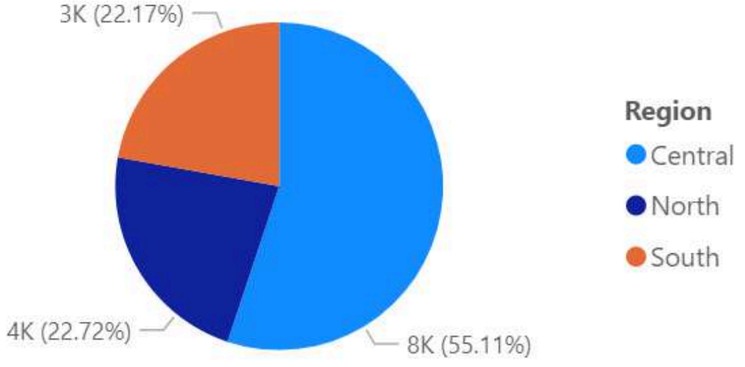
Customer Name	Sum of Sales	Sum of Cost	Sum of Profit
James Brown	14	13	1
Jodie Garner	16	7	9
Clifford Defreitas	19	9	10
Grace Brown	23	4	19
Jack Maughan	38	22	16
Yasmin Higgins	43	38	5
Max Baker	44	4	40
Alexandra Mahmood	47	35	12
Erin Wallis	54	52	2
Tegan Savage	55	43	12
Kian Thomson	56	22	34
Total	**1267564**	**640597**	**626967**

KPIs by Sub Categories

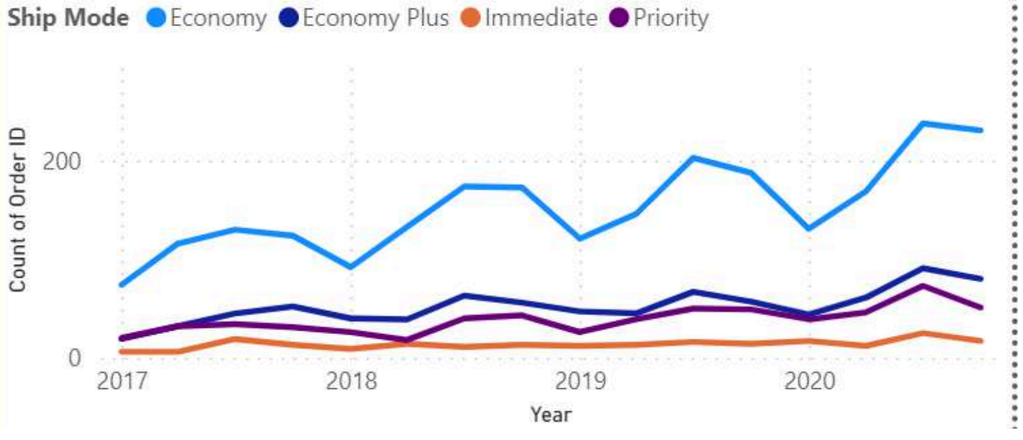


Sum of Sales by Country

Quantity Sold by Region



Total Order by Year, Quater & Shipping Mode



Prepared by group 1

THANK YOU