

# SALES REPORT

November 2025



# AIM

- **To analyze the product's daily sales, pricing, profitability, and promotional performance in order to generate clear insights that support better pricing and sales decisions**

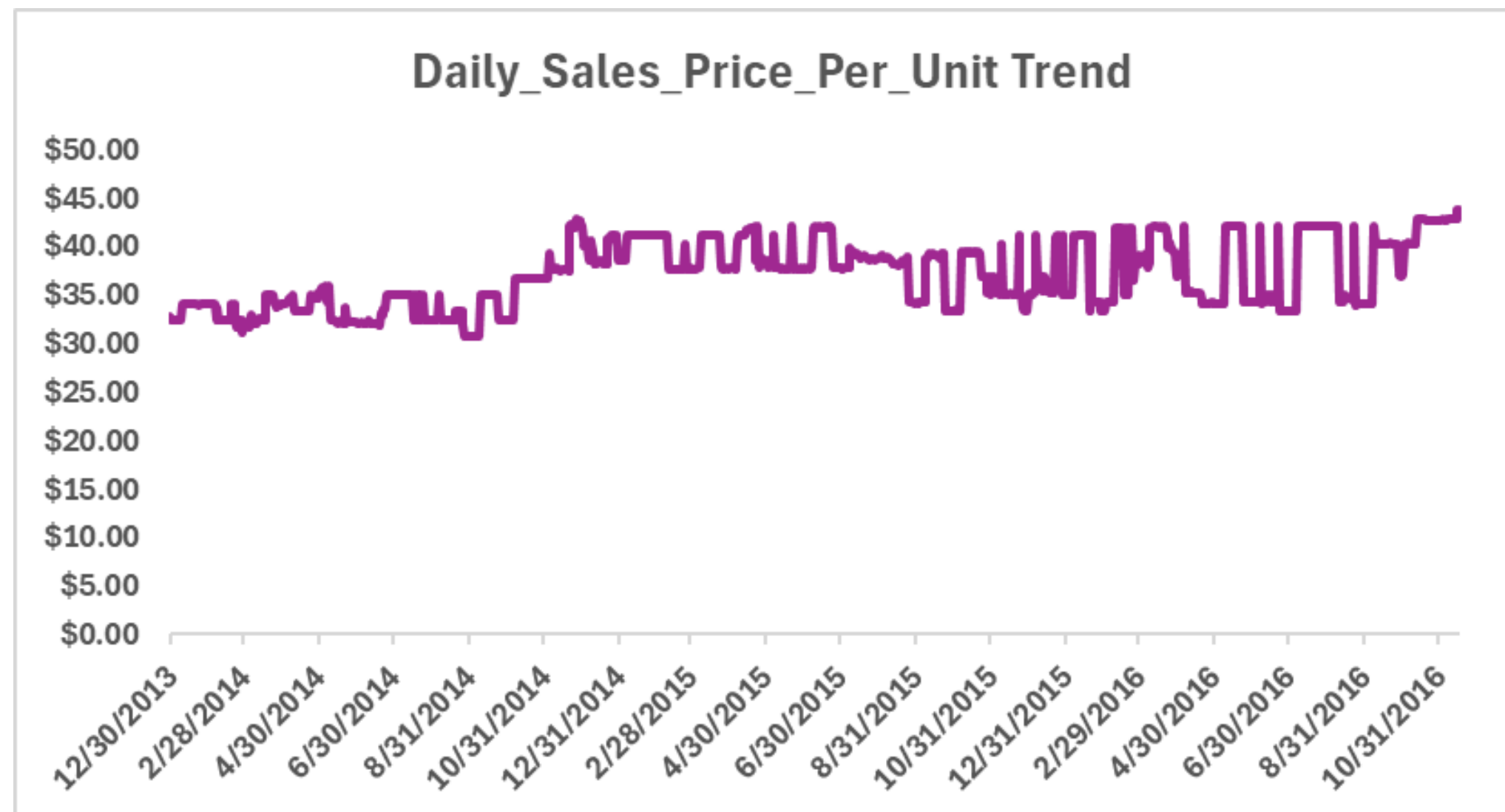
## Focus:

- **Calculate key metrics: unit price, average price, gross profit %, and gross profit per unit.**
- **Evaluate the impact of promotions using Price Elasticity of Demand (PED).**
- **Identify overall sales and profitability trends.**
- **Provide simple, actionable insights and recommendations.**

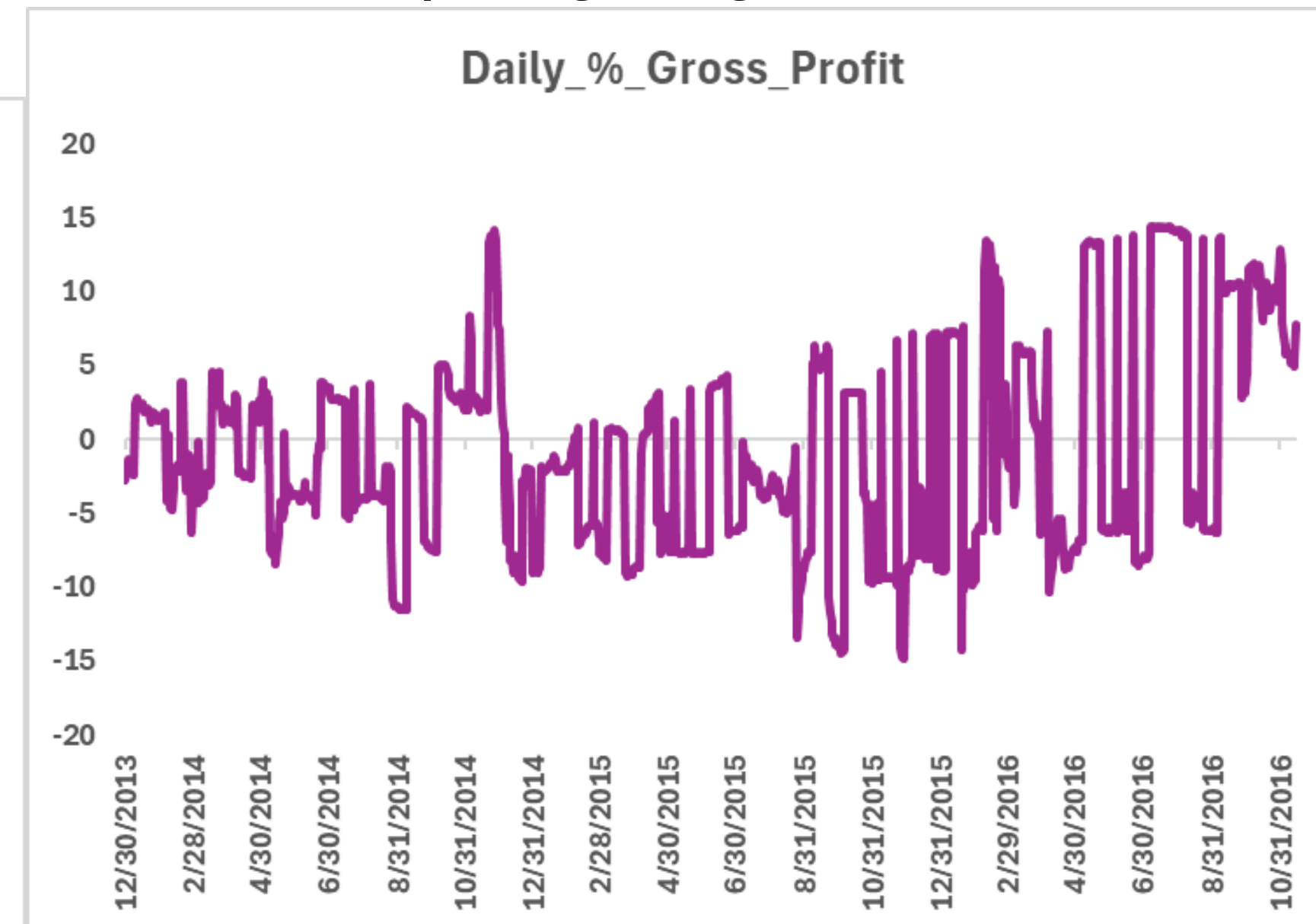
# Daily Price & Profit Trends

**35.4**  
Average unit price

- From 2013 to late 2014, the price stayed below the average .  
After late 2014, the price jumped above the average .
- A big price jump happened around Q4 2014, moving the product into a new price range of \$38–\$42
- After the jump, the price remained consistently above average and showed more ups and downs, but the overall trend continued upward.

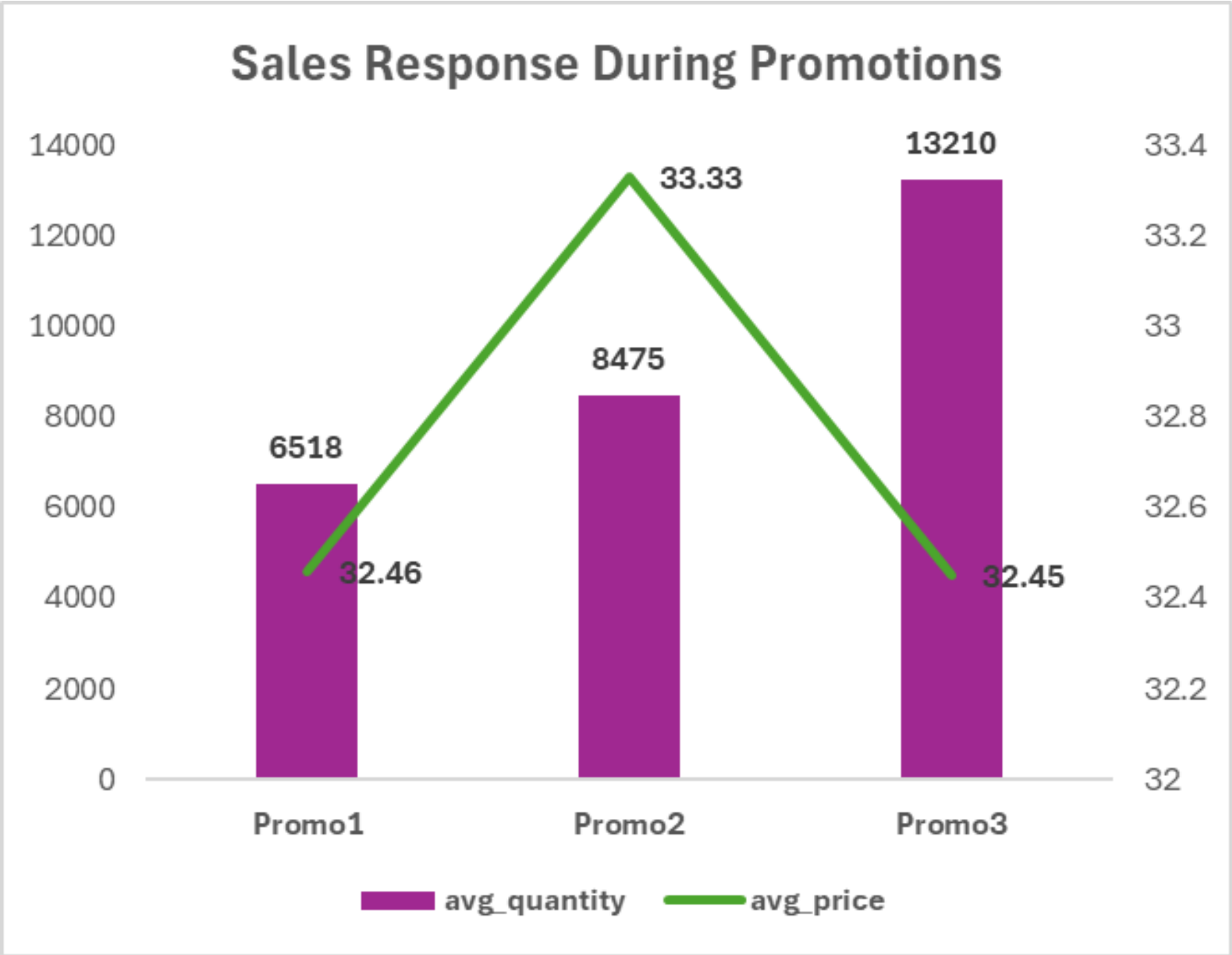


- During 2014–2015, many days had negative gross profit, sometimes as low as -15%, showing unstable operations
- In 2016, daily gross profit became consistently positive, often between +5% and +14%, reflecting a successful strategy change.
- Although prices increased in late 2014, high costs kept margins negative until 2016.



# Sales Response to Promotions:

- Promo 2 increased sales despite a higher price, while Promo 3 achieved the highest volume at the lowest price, showing promotions strongly drive sales.



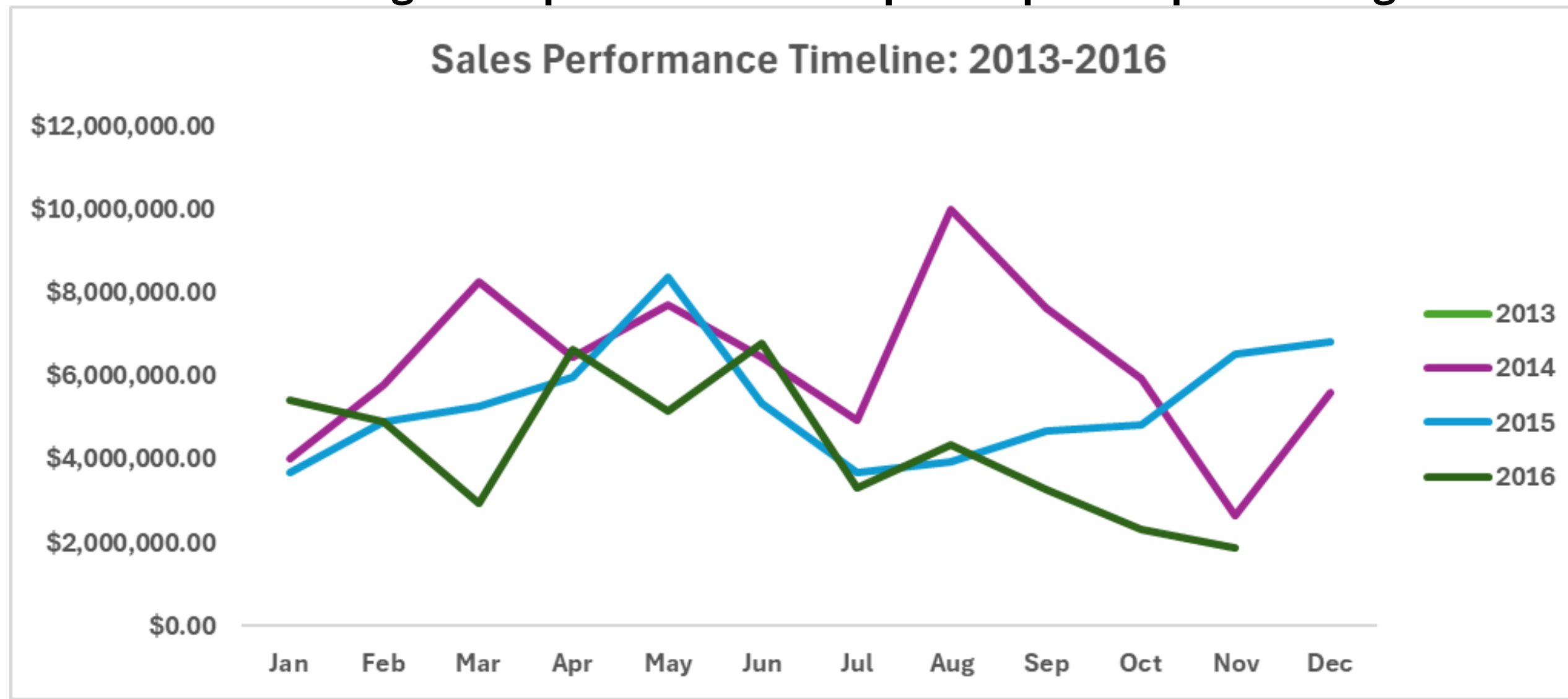
- All three promotions show highly elastic demand , meaning small price changes cause large changes in quantity demanded.
- Promo 3, with the lowest price, had the highest elasticity, confirming that deeper discounts generate the largest sales response.
- The inverse relationship between price and elasticity shows that lower promotional prices maximize volume.

promo_period	avg_price	avg_quantity	PED
Promo1	32.46	6518	-13.19
Promo2	33.33	8475	-26.15
Promo3	32.45	13210	-48.28



# Sales Performance Timeline (2013–2016)

- Sales declined steadily from 2014 to 2016. Peak sales dropped from over \$10M in 2014 to \$6.7M in 2016.
- Strong Spring/Summer peaks (May–August) persist, but July consistently shows a dip. Q4 performance declines over time, with 2016 ending at the lowest point (~\$2M).
- Comparison 2014 vs 2016: 2016 sales operate at a much lower baseline, confirming a steep YoY decline despite improved profit margins.



# Recommendations

- **Stabilize pricing to reduce volatility and maintain customer trust.**
- **Use strategic discounts during peak seasons to boost volume without hurting overall revenue**
- **Run profitability checks monthly to quickly detect margin declines and take corrective action before losses accumulate.**
- **Analyze profitability per promotion to ensure high volumes translate into acceptable margins, especially for aggressive discounts like Promo 3.**
- **Test different promo types (bundles, loyalty rewards, limited-time deals) to identify the most cost-effective approach for sustaining sales lift.**