



TECHTRONIX INNOVATIONS

-2023 REPORT

BY
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AGENDA

- ❖ Introduction
- ❖ Dashboard
- ❖ Insights and Recommendations
- ❖ Conclusion



INTRODUCTION

This report presents an in-depth business performance analysis for Techtronix Innovation, a forefront microchip and robotics industry player.

Based on data meticulously compiled in the past year, this Power BI analysis uncovers trends and allows insight extraction to inform strategic data-driven decisions.

TECHTRONIX PERFORMANCE DASHBOARD



Quarter

All

\$53.1M

Total Profit

501K

Total Quantity Sold

\$252.4M

Total Revenue

\$199.3M

Total Production Cost

\$25.2K

Average Monthly Revenue

Sales Analysis

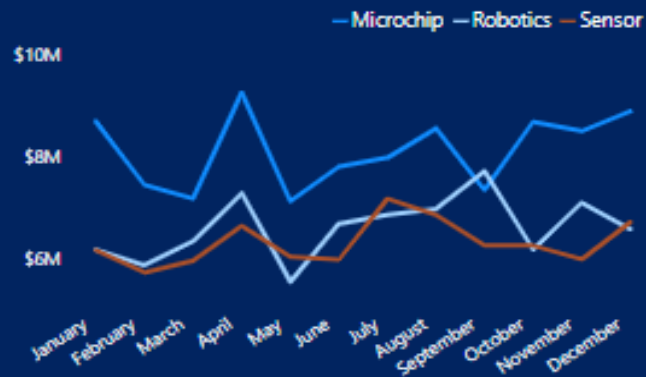
Profitability
Analysis

Product Insights

Customer Insights

April Analysis

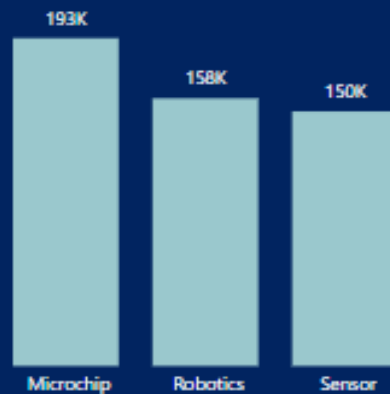
Total Revenue by Month and ProductCategory



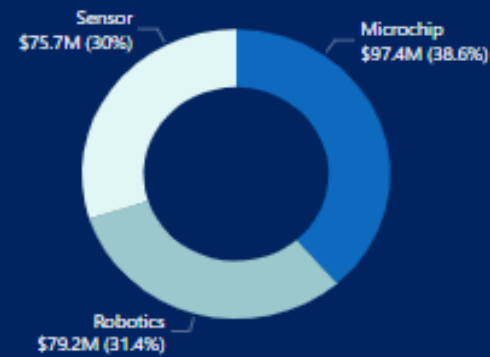
Total Revenue by Country



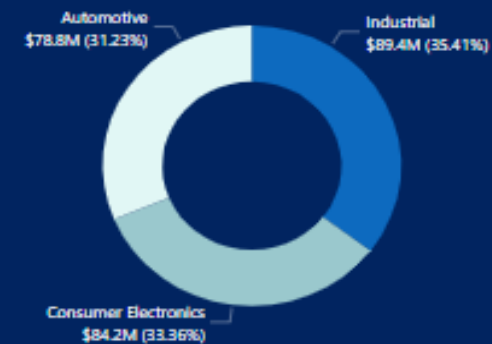
Total Qty Sold by ProductCategory



Total Revenue by Product Category



Total Revenue by customer sector



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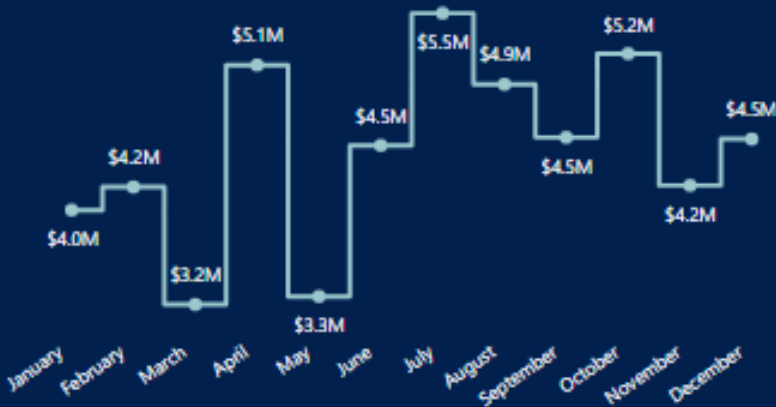
Total Production Cost

\$25.2K

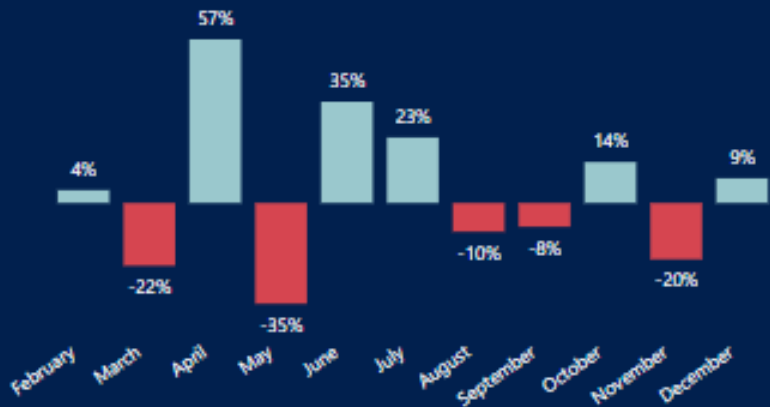
Average Monthly Revenue

5

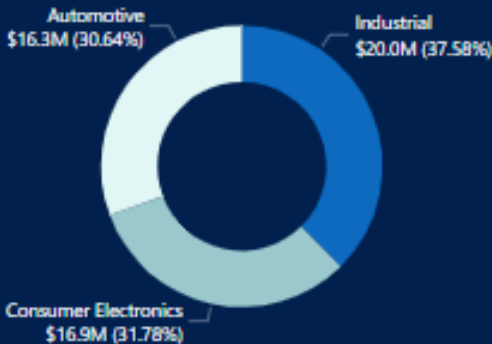
Total Profit by Month



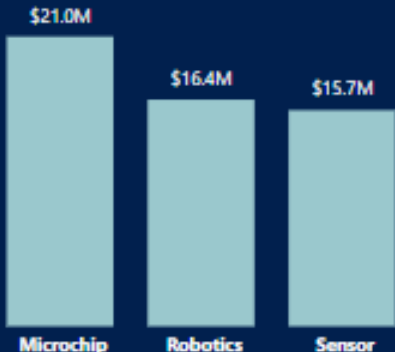
%Profit Growth by Month



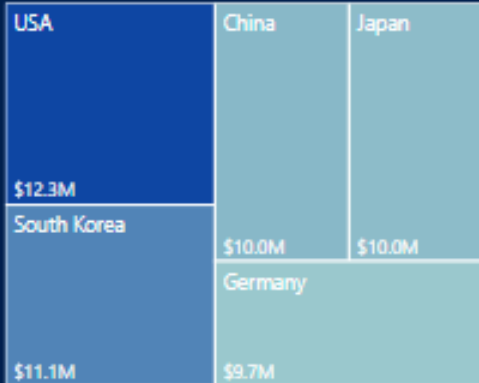
Total Profit by CustomerSector



Total Profit by ProductCategory



Total Profit by Country



TECHTRONIX PERFORMANCE DASHBOARD



ProductCategory

All

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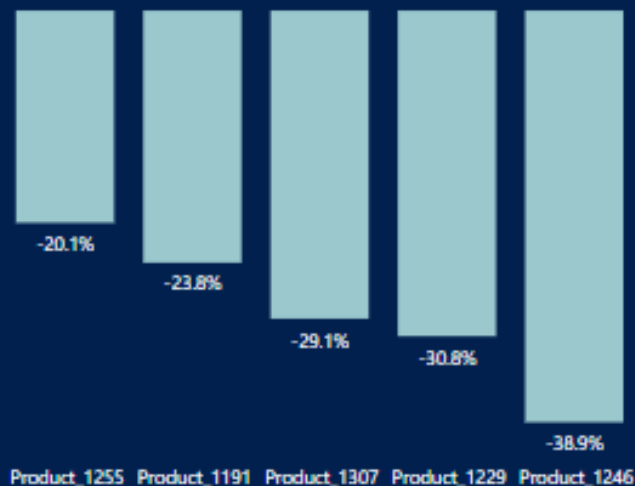
Top 5 Products by Total Profit

ProductName	Total Qty Sold	Total Profit	Profit Margin
Product_1412	4431	\$768,119.0	31.5%
Product_1315	4819	\$681,880.0	25.3%
Product_1409	4151	\$660,214.0	31.6%
Product_1155	3274	\$626,553.0	36.6%
Product_1181	3503	\$584,587.0	30.9%

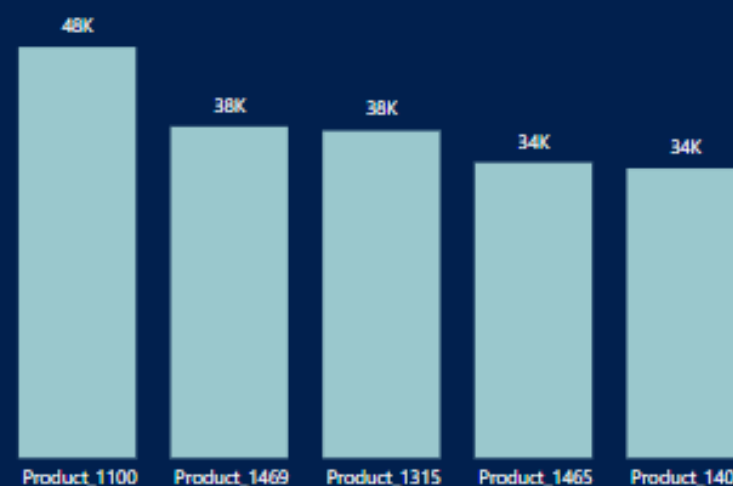
Unit Production Cost by Month



Least 5 Products by Profit Margin



Highest Production Costs: Top 5



TECHTRONIX PERFORMANCE DASHBOARD



Quarter

All

CustomerSector

All

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\$53.1M

Total Profit

501K

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Total Revenue

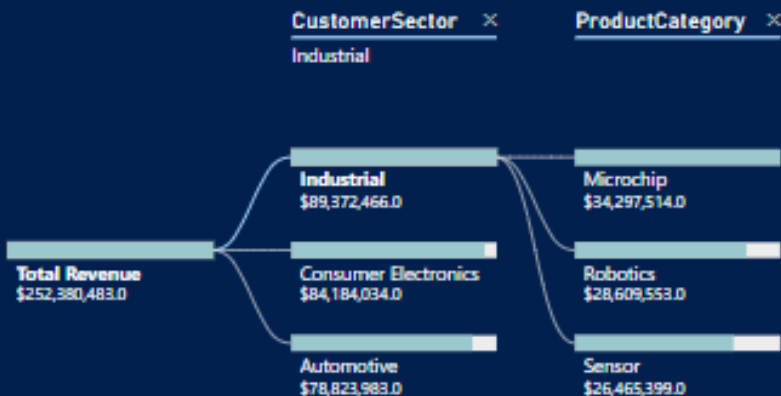
\$199.3M

Total Production Cost

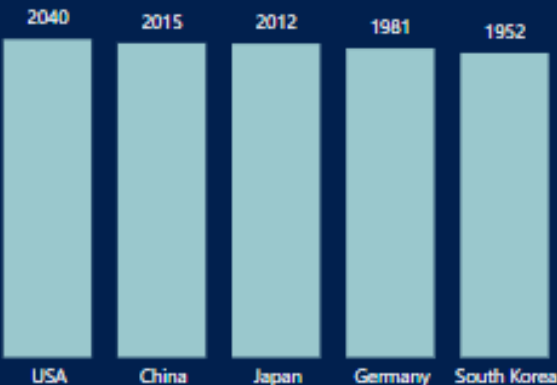
\$25.2K

Average Monthly Revenue

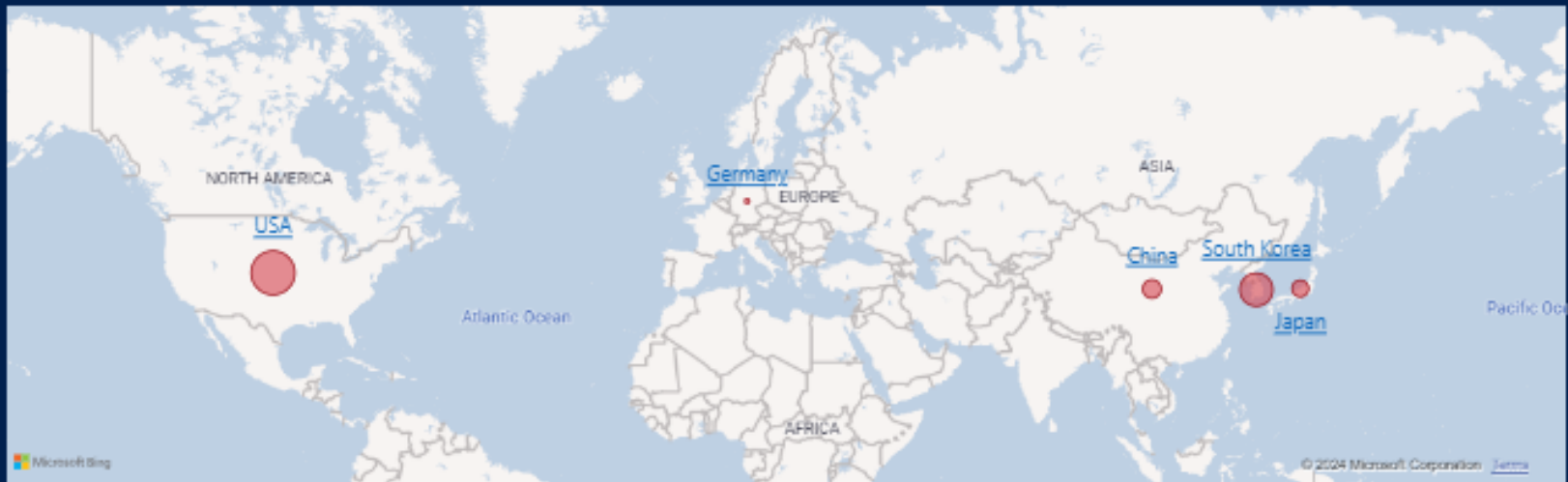
Breakdown of Revenue by Sector and Product Category



Number of Transactions by Country



Total Profit by Country



TECHTRONIX PERFORMANCE DASHBOARD



Month

April

Sales Analysis

Profitability
Analysis

Product Insights

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April Analysis

\$5.1M

Total Profit

45K

Total Quantity Sold

\$23.2M

Total Revenue

\$18.1M

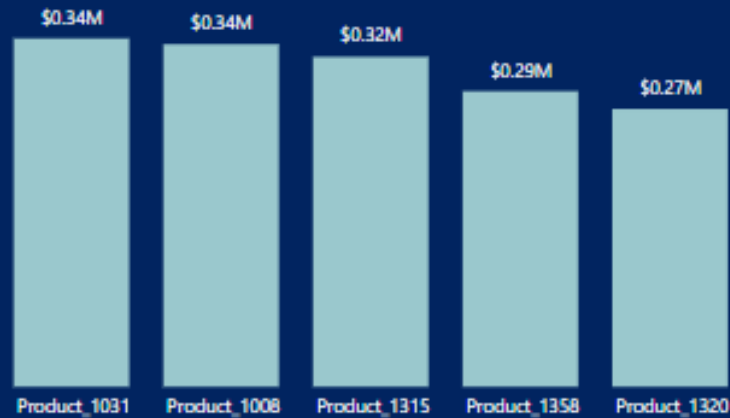
Total Production Cost

873

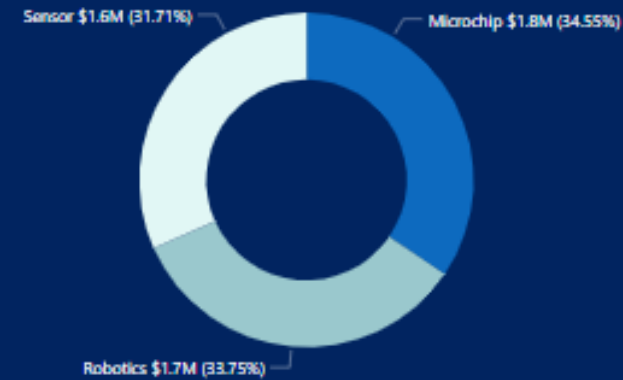
Number of Transactions

8

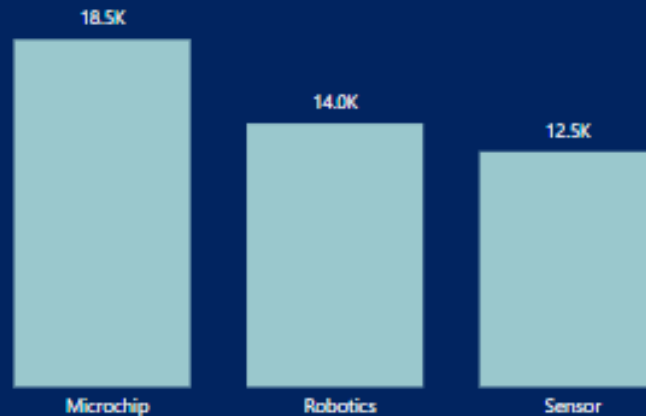
Leading Products by Total Revenue



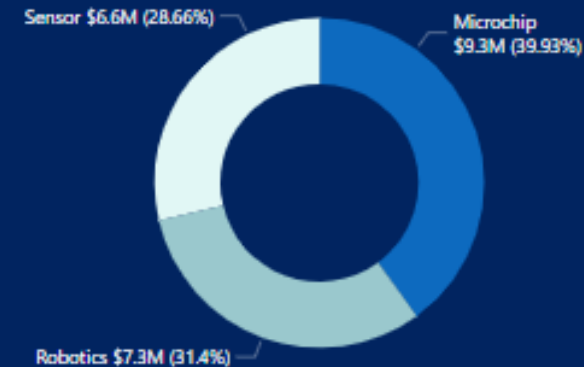
Total Revenue by customer sector



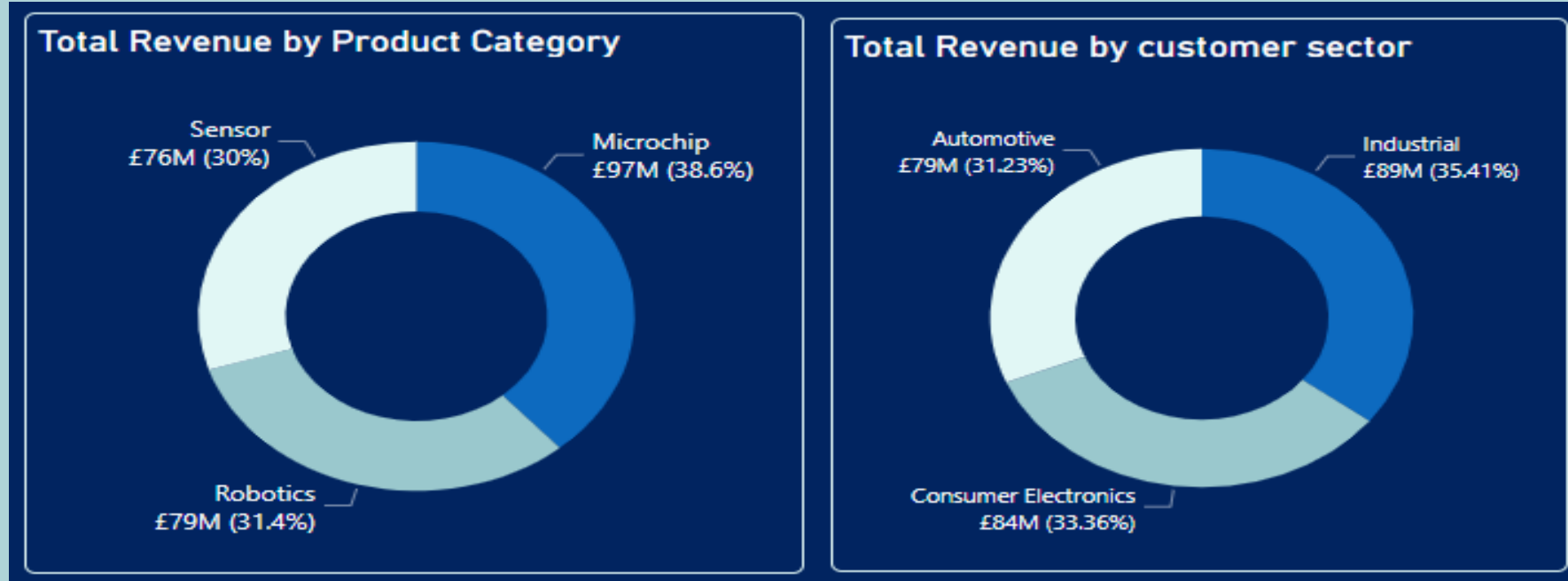
Total Qty Sold by ProductCategory



Total Revenue by Product Category

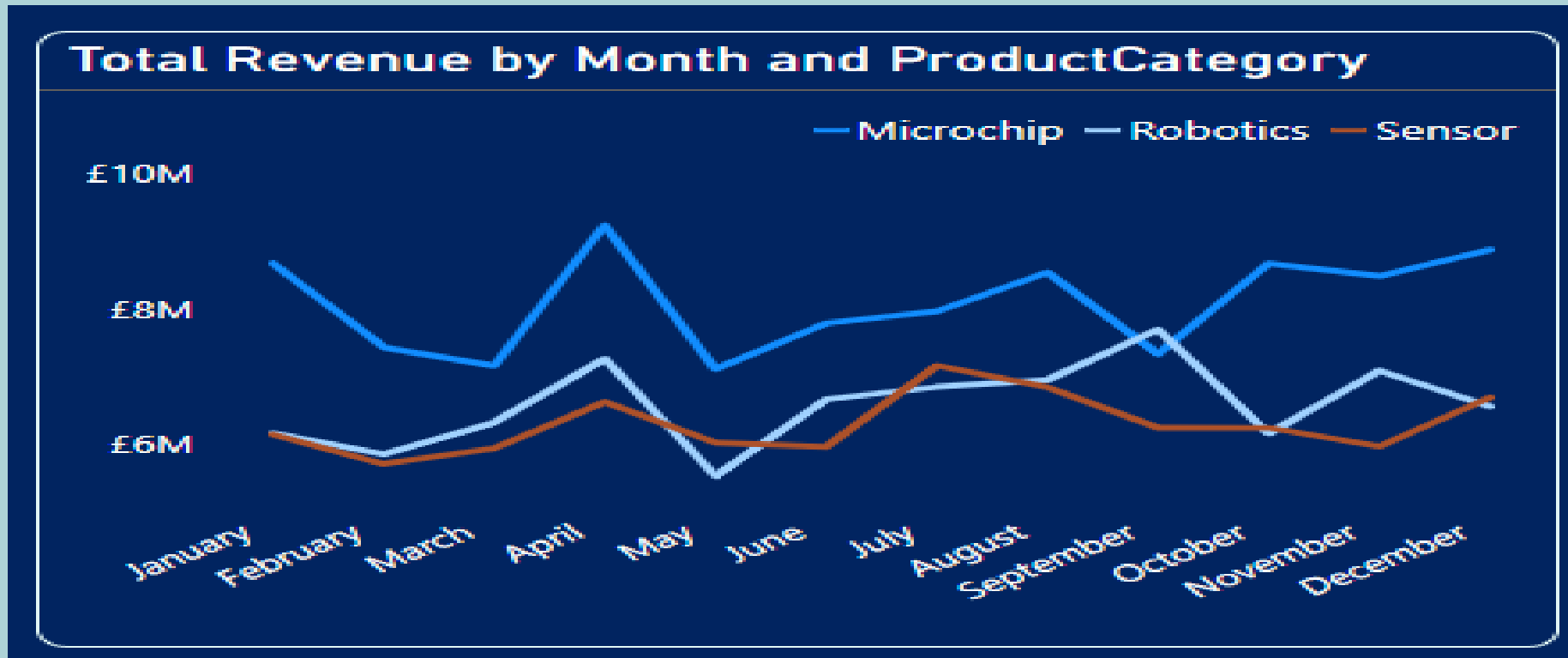


INSIGHTS AND RECOMMENDATIONS



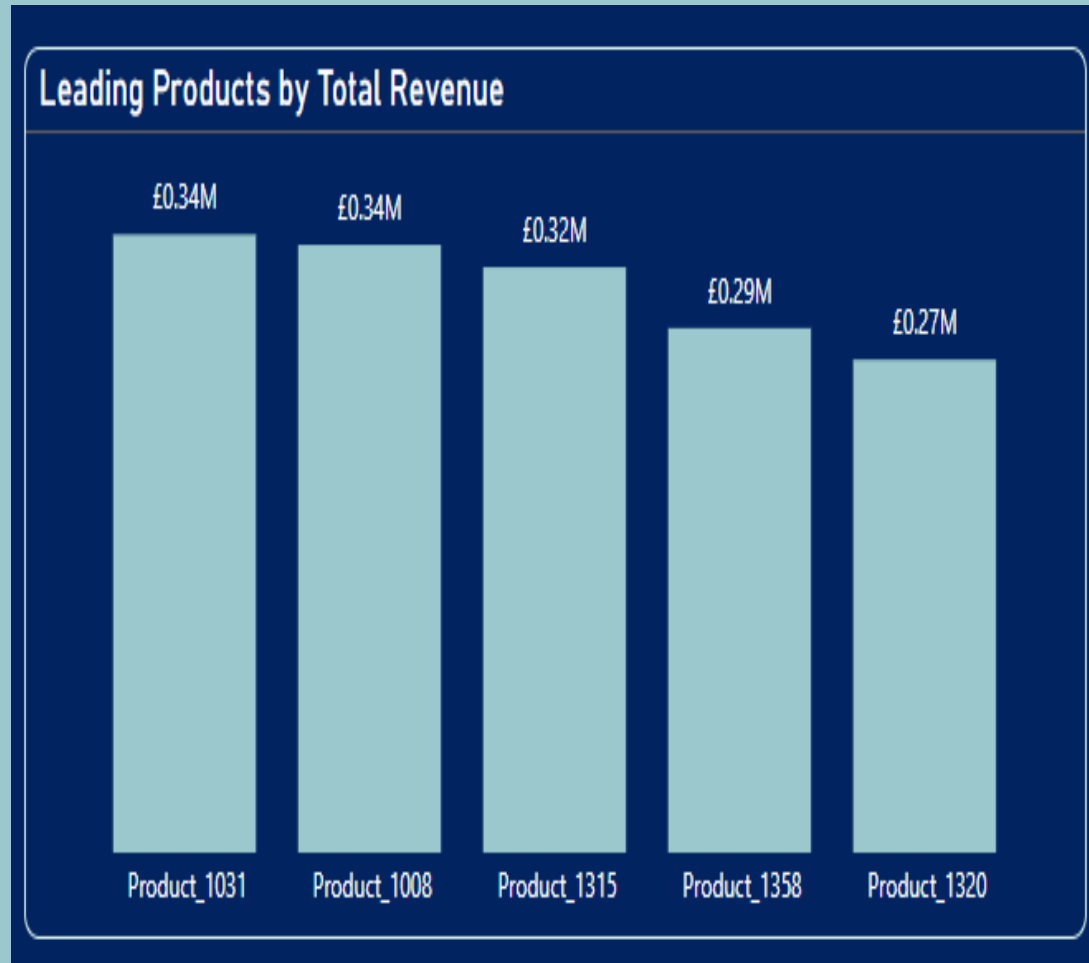
Revenue Generation: The industrial sector contributed the highest (35.4%) to total revenue in the amount \$89m and products in the microchip category generated the most revenue contributing 38.6% to total revenue in the amount of \$97m.

INSIGHTS AND RECOMMENDATIONS



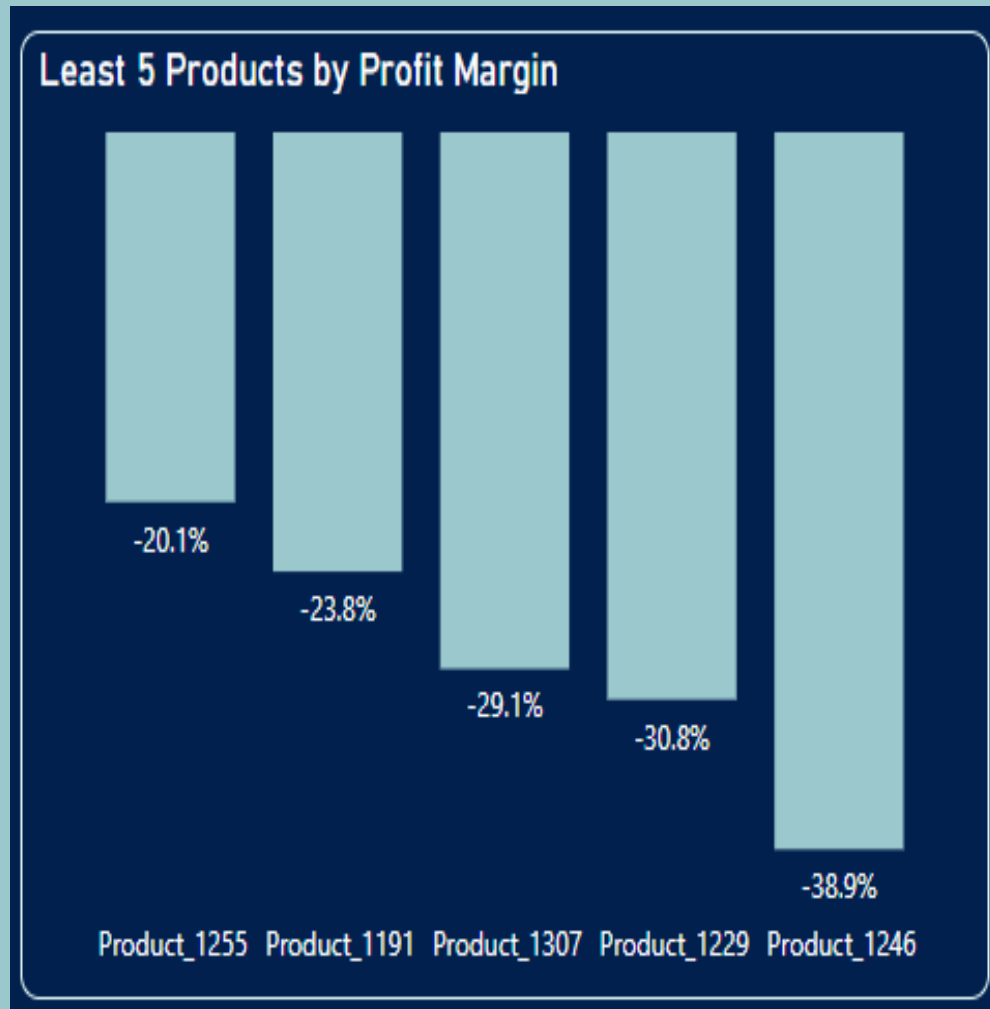
Revenue Generation: The total revenue generated was \$252m. The highest revenue generated across all 3 product categories was in April; \$9.2m, \$7.2m, \$6.6m for microchip, robotics, and sensor categories, respectively.

INSIGHTS AND RECOMMENDATIONS



- ❖ Avoid stock out of the highest-selling products (1031,1008,1315,1358,1320) in April as shown in the chart.
- ❖ Aim at customer retention post-April by developing strategies to retain new customers acquired during the high-revenue period in April, e.g. follow-up campaigns and retention programs. For example, there was a 35% drop in revenue generated in May (\$3.3m) compared to April (\$5.1m), retention of customers gained in April would have prevented this resulting in an overall improvement of total revenue.

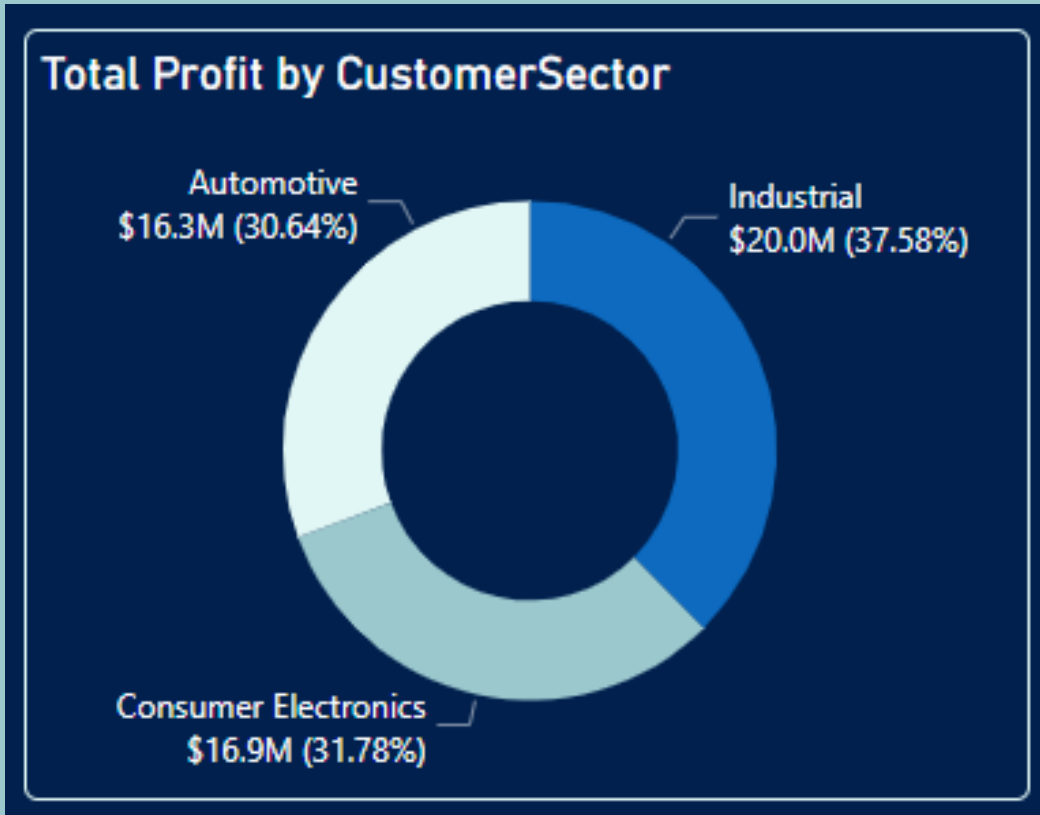
INSIGHTS AND RECOMMENDATIONS



Profitability: The total profit made was \$53.1m with products in the microchip category contributing the most to profit. As shown in the chart above, these products have a negative profit margin indicating that production costs exceed total revenue. Products with higher profit margins translate to more profit for the organization.

Recommendation: To increase profit margin, efforts can be made to lower production costs without affecting quality. Where possible and compared with industry standards, unit sales prices can be increased compared to production costs. There should also be a focus on driving more sales for products with higher profit margins.

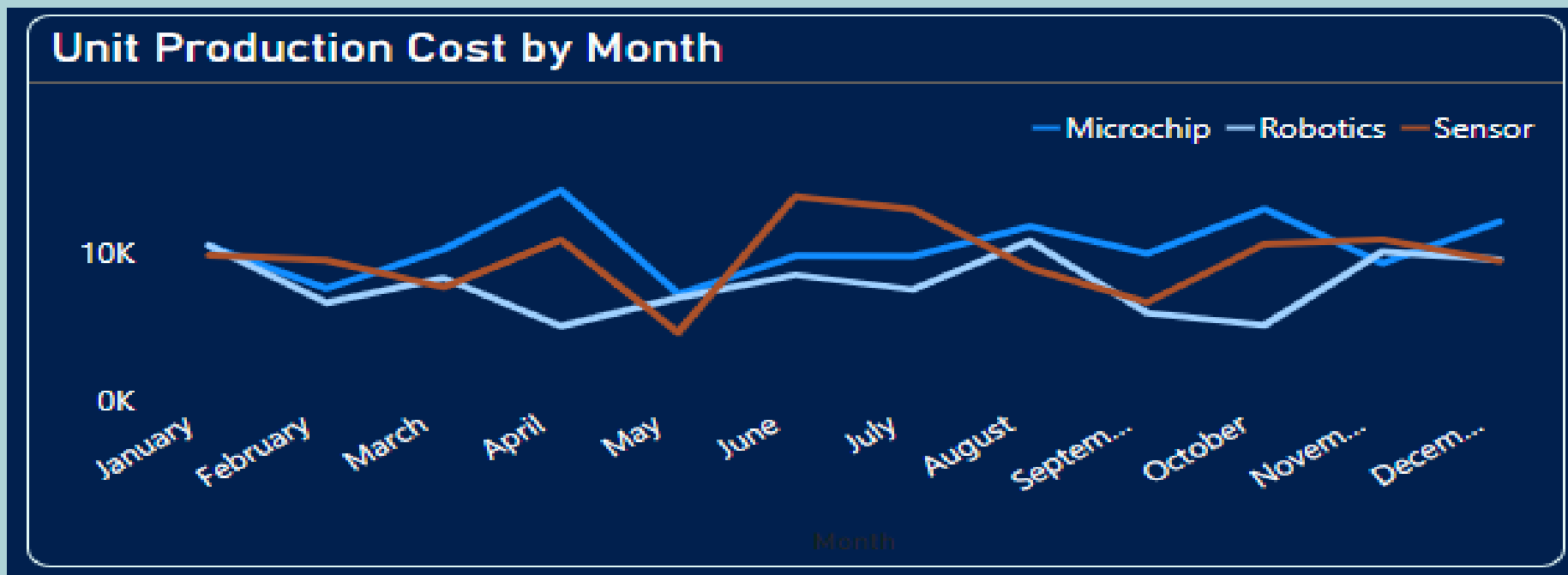
INSIGHTS AND RECOMMENDATIONS



Customer Insights: The industrial sector contributed the most to the total profit (37.6%). The highest number of transactions (2040) was recorded in USA with a corresponding profit of \$12m, the highest among the regions.

Recommendation: Proper inventory control measures to ensure that products required by customers in this sector are always available in the right quantity.

INSIGHTS AND RECOMMENDATIONS



Production Cost: Production cost across the 3 categories of products was low in February, May, and September compared to other months.

Recommendation: Production should be ramped up in these months taking full advantage of the cheaper cost of production. These will increase the profit margin of many products and positively impact profitability.



THANK YOU

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