# **TMG Sales and Performance Report**

**Prepared for:** CEO of TMG  
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**Prepared by:** Omar Mohamed junior data analyst

## Executive Summary

This report provides an analysis of TMG's sales performance based on the dataset from December 2023 and November 2023. The analysis focuses on total sales revenue, product performance, manager efficiency, sales channels, and geographic distribution of sales. Insights derived from this data will help inform strategic decisions to enhance revenue and operational effectiveness.

## Key Findings

### 1. Overall Sales Performance

* **Total Revenue:** The total sales revenue for the analyzed period is approximately **$820,146.64**.
* **Average Sale Value:** The average sales per order is around **$3,130.33**.
* **Total Orders:** There were **262** orders processed during this period.

### 2. Time Series Analysis

* **Monthly Performance:**
  + December 2023 generated **$437,284.32**.
  + November 2023 generated **$382,862.32**.
* **Peak Sales Days in December:**
  + The highest recorded sales day was **December 28**, with sales of **$17,606.46**.
* **Sales Trends:** Sales generally trend upwards towards the end of the month, indicating potential seasonal patterns.

### 3. Product Performance

* **Top Products by Revenue:**
  + **Burgers:** $391,582.59
  + **Beverages:** $129,938.56
  + **Fries:** $129,825.04
  + **Chicken Sandwiches:** $114,612.45
  + **Sides & Other:** $54,188.00
* **Average Price and Quantity Sold:**
  + Average price for burgers is **$13.27**, with an average quantity sold of **557**.
  + Notably, when prices increased, the quantity sold decreased, particularly evident in November.

### 4. Manager Performance

* **Top Performing Managers:**
  + **Mohamed Hafez:** $275,504.35 in sales
  + **Ahmed Hafez:** $203,746.42 in sales
* **Average Sales per Manager:** The average sales across all managers is **$3,130.33**.

### 5. Sales Channel Analysis

* **Sales Distribution:**
  + **In-store:** $331,053.04
  + **Online:** $305,133.34
  + **Drive-thru:** $183,960.26
* **Payment Methods:**
  + The predominant payment method is **Credit Card**, contributing significantly to sales across all channels.

### 6. Geographic Analysis

* **Top Performing Cities:**
  + **Giza:** $283,085.42
  + **Alexandria:** $211,160.04
* **Sales Quantity:** Giza also had the highest quantity sold at **37,144** units.

### 7. Customer Insights

* **Average Order Value:** The average order value is **$11,681.30**, suggesting a healthy spending behavior among customers.
* **Correlation Insights:** There is a negative correlation between price and quantity sold, indicating that higher prices may deter customers, affecting overall revenue.

## Recommendations

1. **Optimize Pricing Strategy:** Consider conducting price sensitivity analyses to identify optimal pricing that maximizes revenue while maintaining sales volume.
2. **Enhance Online Presence:** Given the robust performance in online sales, investing further in digital marketing and online order capabilities may yield additional revenue.
3. **Manager Training:** Focus on training and development for lower-performing managers based on sales data to enhance their effectiveness.
4. **Targeted Promotions:** Implementing promotions during peak sales periods can help drive additional sales, particularly online and in-store.
5. **Geographic Expansion:** Consider targeted marketing efforts in high-performing cities like Giza and Alexandria to further capitalize on established demand.

## Conclusion

The analysis of TMG's sales data reveals significant insights into overall performance, product success, and operational efficiencies. By leveraging these insights, TMG can strategically enhance its sales processes, improve customer satisfaction, and ultimately increase revenue.