# **Sales and Performance Report for Toshiba El-Arab**

**Prepared for:** CEO of Toshiba El-Arab  
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## Executive Summary

This report provides a comprehensive analysis of sales and performance metrics derived from the dataset "Toshiba sales\_2.xlsx." The analysis covers various aspects of sales performance, including average prices, revenue generation, categorical insights, color and variation impacts, source analysis, and correlation metrics among numerical attributes.

## 1. Key Metrics Overview

* **Average Selling Price:** 4011.30
* **Average Buying Price:** 11550.65
* **Average Cost:** 3.26
* **Total Number of Products:** 532
* **Total Revenue:** 13,137,014
* **Total Profit:** 13,129,708

## 2. Categorical Analysis

### 2.1 Frequency Counts

* **Distinct Count of Variations:** 259
* **Distinct Count of Colors:**
  + Color 1: 16
  + Color 2: 15
* **Distinct Count of Sources:** 13
* **Distinct Count of Versions:** 4
* **Distinct Count of Patterns:** 132
* **Distinct Count of Pattern Titles:** 40

## 3. Price Analysis

### 3.1 Most Expensive Items

The analysis identifies the top 10 most expensive items based on total revenue:

1. **Robot Hero**: Total Revenue - 2,000,000
2. **Electric Guitar**: Total Revenue - 994,000
3. **Kitchen Island**: Total Revenue - 1,190,000
4. **Elaborate Kimono Stand**: Total Revenue - 1,100,000
5. **System Kitchen**: Total Revenue - 1,040,000
6. **Grand Piano**: Total Revenue - 1,040,000
7. **Frozen Bed**: Total Revenue - 252,000
8. **Drink Machine**: Total Revenue - 240,000
9. **Screen**: Total Revenue - 700,000
10. **Electric Bass**: Total Revenue - 656,000

### 3.2 Least Expensive Items

The analysis highlights the 10 least expensive items:

1. **Campfire**: Total Revenue - 30
2. **Cardboard Chair**: Total Revenue - 120
3. **Tire Toy**: Total Revenue - 120
4. **Small Cardboard Boxes**: Total Revenue - 120
5. **Scarecrow**: Total Revenue - 130
6. **Campfire Cookware**: Total Revenue - 900
7. **Garbage Can**: Total Revenue - 960
8. **Tire Stack**: Total Revenue - 240
9. **Medium Cardboard Boxes**: Total Revenue - 240
10. **Cardboard Sofa**: Total Revenue - 240

## 4. Color and Variation Analysis

The analysis of color sales shows that certain colors significantly impact total revenue:

* **Black:** Total Revenue - 1,206,576
* **White:** Total Revenue - 1,168,265
* **NA:** Total Revenue - 966,692
* **Blue:** Total Revenue - 880,856
* **Red:** Total Revenue - 818,836
* **Pink:** Total Revenue - 589,295

These metrics indicate that specific colors are more popular and lead to higher sales.

## 5. Source Impact Analysis

This section assesses the performance impact of various sources:

* **Crafting:** Total Revenue - 6,100,075
* **Nook's Cranny:** Total Revenue - 5,364,594
* Other sources contributed significantly less, highlighting the dominance of these key channels in revenue generation.

## 6. Custom Attributes Impact

The performance of products with DIY attributes shows mixed results:

* **No DIY:** Total Revenue - 7,007,259
* **Yes DIY:** Total Revenue - 6,123,605

This suggests that products without a DIY attribute generate more revenue.

## 7. Correlation Analysis

The correlation analysis indicates a positive relationship between kit costs and selling prices. As the kit cost increases, the selling price also tends to increase, suggesting effective pricing strategies that align with product costs.

## Conclusion

The dataset provides valuable insights into Toshiba El-Arab's sales performance, revealing critical areas for focus, including pricing strategies, color preferences, and the effectiveness of sales channels. By leveraging these insights, the company can enhance its sales strategies and optimize product offerings to maximize revenue.

**A. Key Findings**

* The company demonstrates strong profitability with significant revenue generation.
* Product diversity in variations and colors allows for catering to varied customer preferences.
* Certain high-value items contribute notably to overall revenue.

**B. Strategic Recommendations**

1. **Focus on High-Value Products:** Enhance marketing efforts for high-revenue items, particularly in the electric guitar and robot hero categories.
2. **Optimize Pricing Strategy:** Evaluate the pricing of less expensive items to determine if adjustments could enhance profitability.
3. **Leverage Popular Colors:** Consider expanding inventory in popular colors like black and white, as they show strong sales performance.
4. **Enhance Crafting Offerings:** Given the strong sales from crafting sources, consider developing new DIY products to capture this market segment further.

**Next Steps:**

* Implement targeted marketing campaigns based on color and source analysis.
* Consider adjustments in pricing strategies for high-demand items.