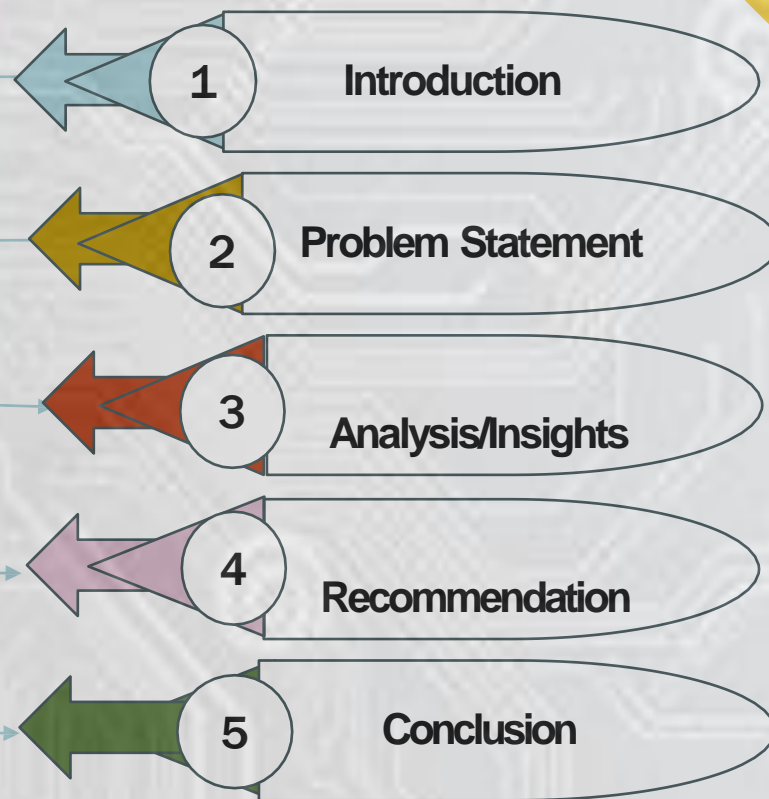


TECHTRONIX SALES ANALYSIS REPORT



Introduction



Sales are the lifeblood of any company, driving revenue, market position, customer satisfaction, and overall business growth.

Effective sales strategies and performance are essential for maintaining financial health.

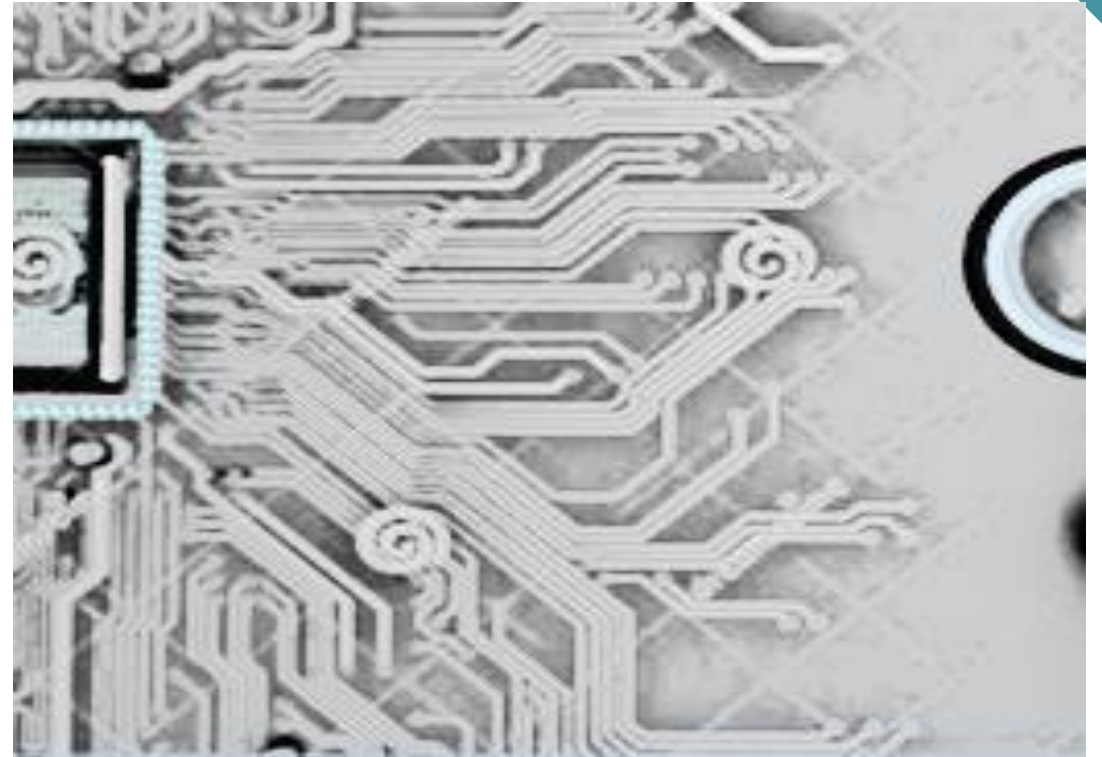
Techtronix Innovations is a forefront player in the microchip and robotics industry and the company boasts an extensive portfolio that caters to the automotive, consumer electronics, and industrial sectors.

Problem Statement

Techtronix Innovations being a forefront player in the microchip and robotics industry however struggles with demand unpredictability, inventory management inefficiencies, and the identification of profitable market opportunities.

And is encountering challenges in streamlining its sales strategies, optimizing production planning, and pursuing market expansion.

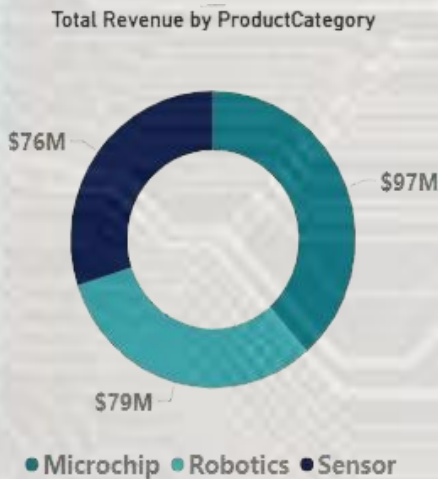
ANALYSIS/INSIGHTS



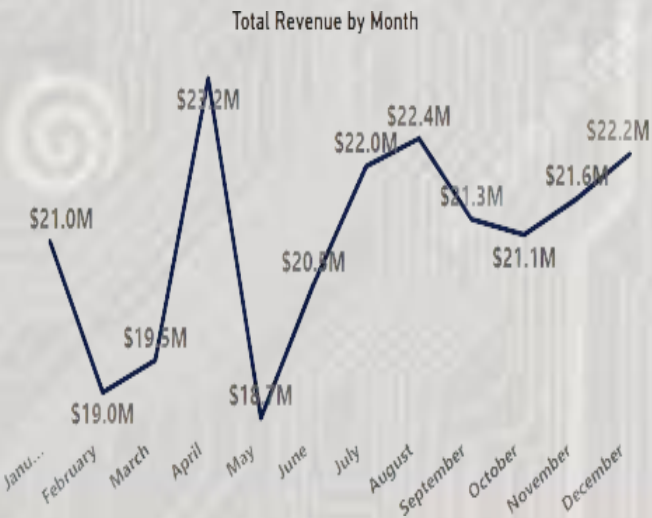
Sales Performance Insights

My analysis shows that the company has a total revenue of **\$252 million** and a profit of **\$53 million**.

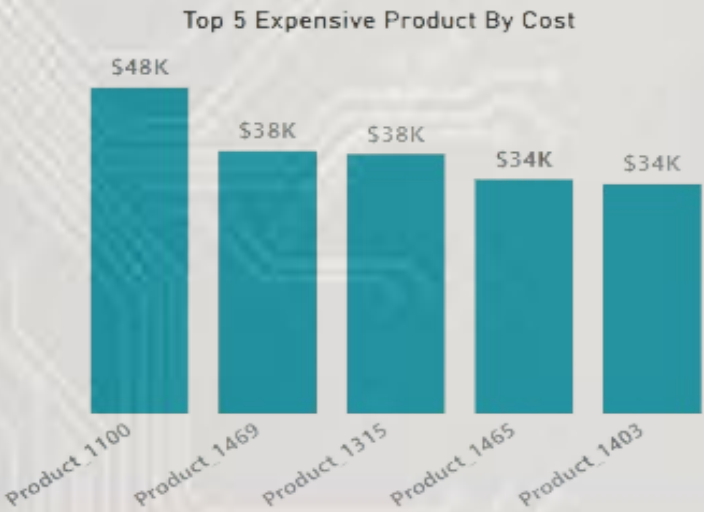
The product category with the highest revenue is **Microchip at \$97 Million**



This is the top 5 products by profit, with **product 1315** as the highest. However, these products recorded losses at some point in the year. **Product 1315** recorded a loss in the month of October, **Product 1469** in February, **Product 1465** in December, **Product 1100** in September and November and **Product 1403** in August, October and December

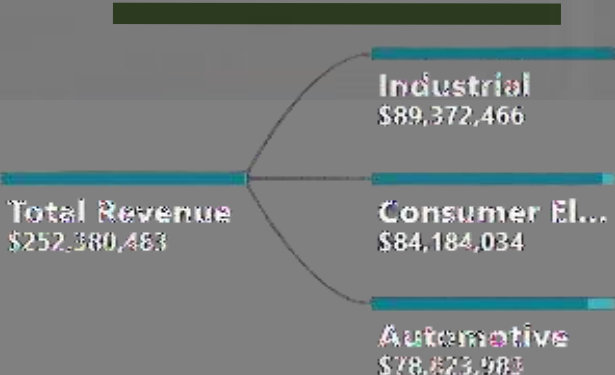


The highest revenue was recorded in the month of April with May as the lowest. The consumer recorded the highest revenue in November and Industrial in May

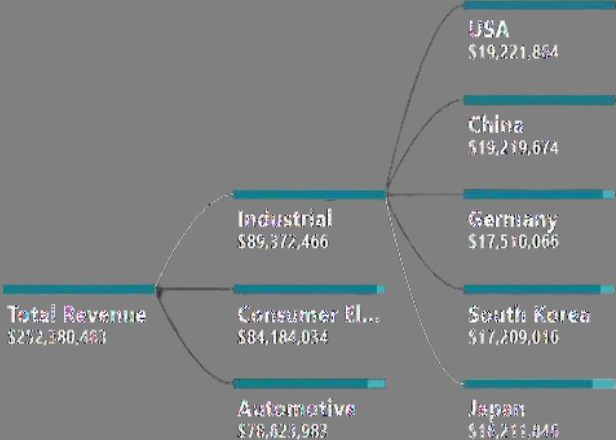


This is the top 5 expensive product by cost, with Product 1100 topping the list.

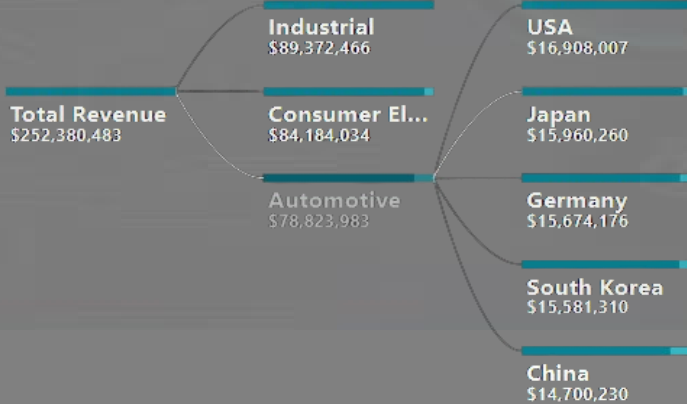
Customer Insights



The United States made the highest revenue for the industrial sector at **\$19,221.864** with Japan as the lowest at **\$16,211.846**. In terms of Profit MTD, The United States did not do well in Robotics in the Industrial and consumer electronics sectors at **\$8.6k** and **\$13.1k** respectively compared to other countries.

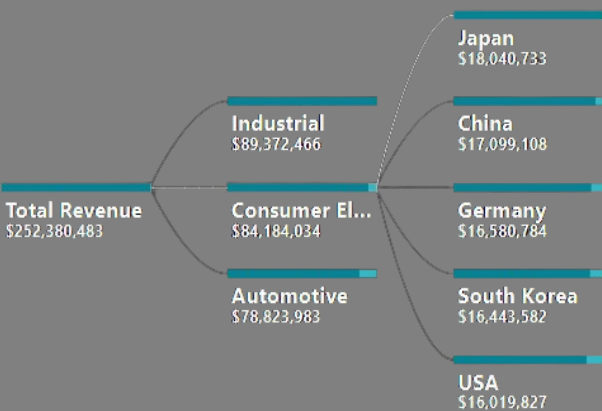


The industrial customer sector made the highest revenue at **\$89,372** with Automotive as the least.



The United States made the highest revenue for the Automotive sector at **\$16,908,007** and China as the lowest at **\$14,700.230**

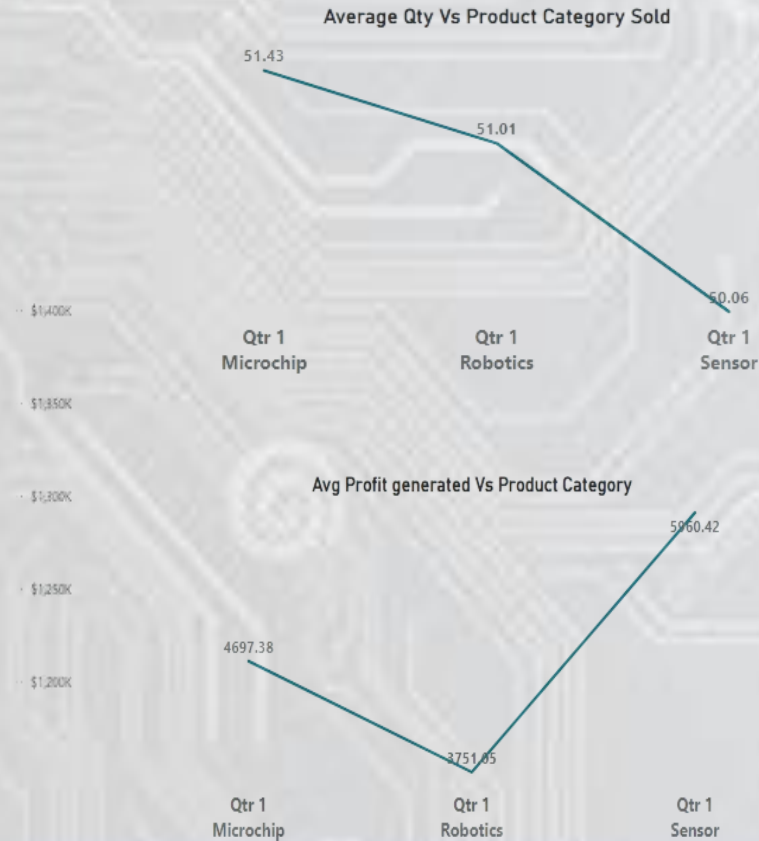
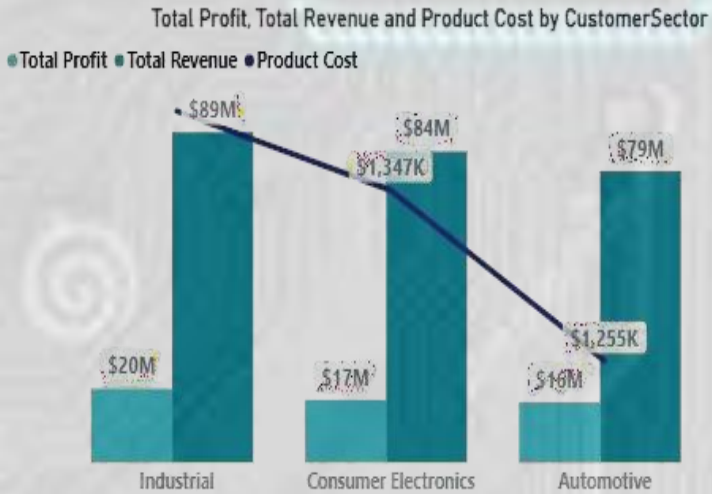
Japan made the highest revenue for consumer electronics at **\$18,040,733** with the United States as the lowest at **\$16,019,827**



In terms of Profit, MTD Japan made a loss in all three product categories under consumer electronics.

Inventory Mgt & Profitability Insights

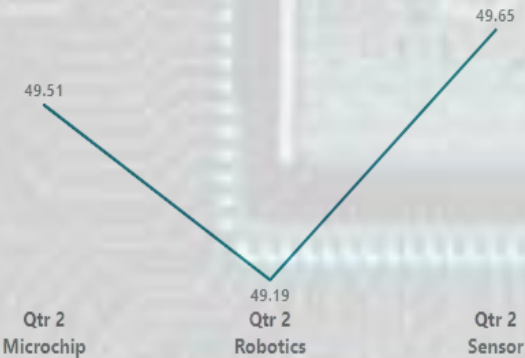
Here, my analysis shows that the Industrial sector has the highest product cost, revenue as well as profit generated.



For Quarter 1, the product category; Sensor had the lowest Average quantity sold but the highest total revenue

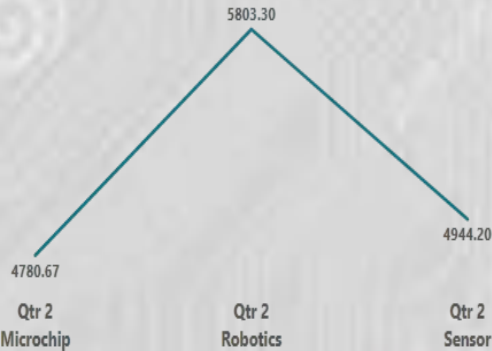
Inventory Mgt & Profitability Insights

Average Qty Vs Product Category Sold

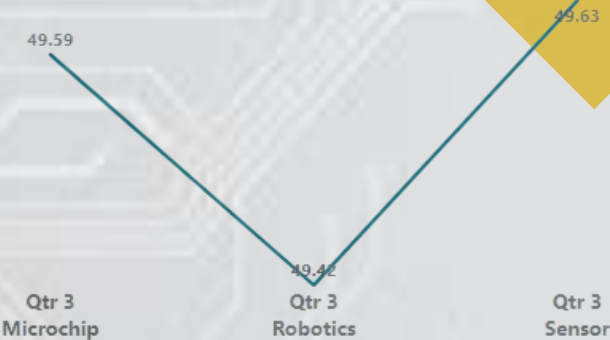


For Quarter 2, the product category; robotics had the lowest Average quantity sold but the highest total revenue

Avg Profit generated Vs Product Category

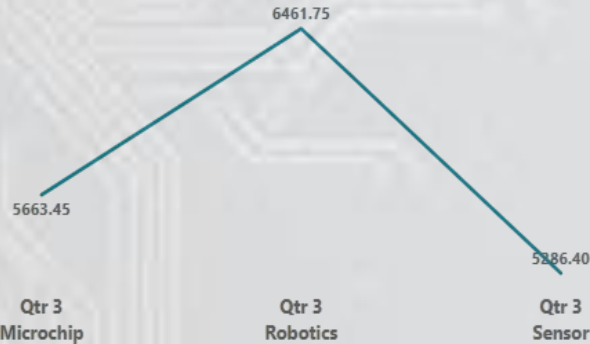


Average Qty Vs Product Category Sold

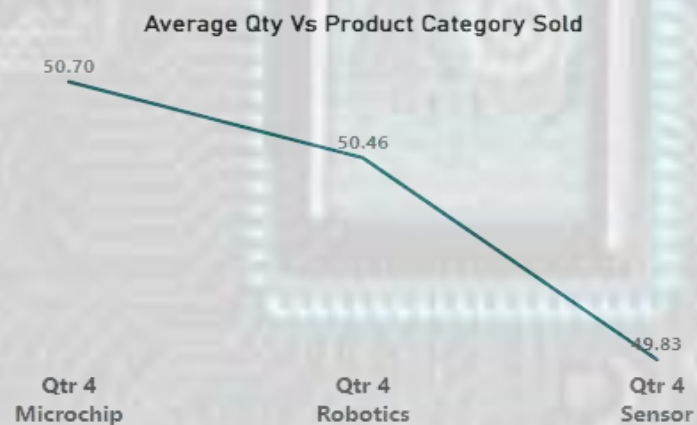


For Quarter 3, the product category; robotics had the lowest Average quantity sold but the highest total revenue and sensor had the highest quantity sold but the lowest profit generated.

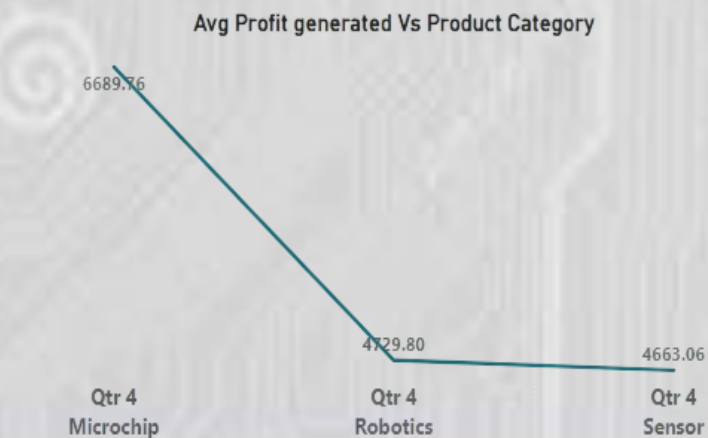
Avg Profit generated Vs Product Category



Inventory Mgt & Profitability Insights



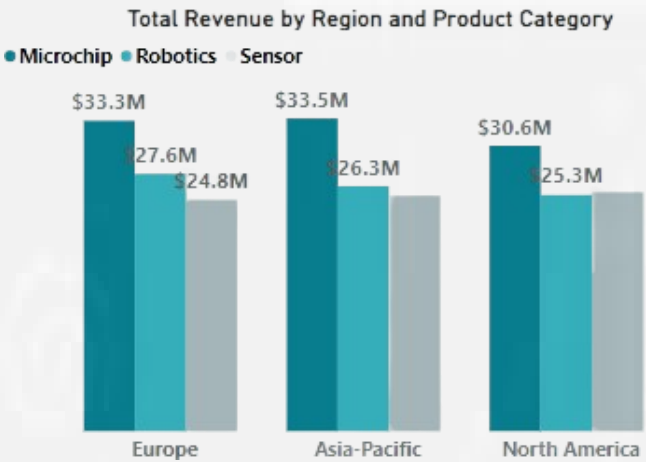
For Quarter 4, the product category; Microchip has the highest Average quantity sold and the highest total revenue, sensor has the lowest quantity sold and lowest profit generated



Product Name	Qtr 1	Qtr 2	Qtr 3	Qtr 4	Total
Product_1246	-108%	-41%	-2%	-89%	-39%
Product_1229	-33%	7%	-111%	-55%	-31%
Product_1307	-19%	-122%	-42%	9%	-29%
Product_1191	70%	-78%	-68%	-46%	-24%
Product_1255	-10%	37%	-48%	-95%	-20%
Product_1187	-67%	-205%	64%	5%	-14%
Product_1328	54%	-62%	8%	-149%	-13%
Product_1314		21%	-3%	-153%	-11%

A large number of products made a huge loss in all the Quarters.

Insights



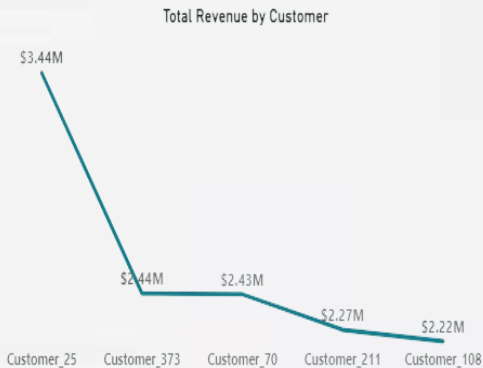
Here, Asia generated the highest profit for Microchips at **\$33.3 million**, Europe for Robotics at **\$27.6 million** and North America for Sensors at **\$25.6 million**.

Country	Product Cost	Total Revenue	Total Profit
USA	\$798,279	\$52,149,698	\$12,282,749
South Korea	\$770,850	\$49,233,908	\$11,063,286
China	\$822,774	\$51,019,012	\$10,048,317
Japan	\$800,557	\$50,212,839	\$9,971,786
Germany	\$792,376	\$49,765,026	\$9,728,177
Total	\$8,990,886	\$262,880,488	\$50,024,815

Going by the countries in the different regions, The United State of America generated the highest profit at **\$12,3 million**

Asia-Pacific
\$18,912,470
Europe
\$17,951,602
North America
\$16,230,243

In all the three regions, Asia-Pacific generated the highest profit at **\$18.9 million**



Here, my analysis shows customer 25 brought in the highest revenue. Customer 25 in Asia and Europe and the customer with the highest revenue for North America is customer 70

Recommendation

- ✓ The microchip category generates the highest revenue at \$97 million, consider investing more in marketing and sales efforts to further boost its performance.
- ✓ Explore opportunities to expand the product line within the Microchip category. This could include developing new microchip products or enhancing existing product
- ✓ Conduct a thorough root cause analysis to understand why these top-performing products experienced losses during specific months and also gather customer feedback to identify issues related to these products that may have contributed to the losses.
- ✓ Conduct a detailed performance analysis of the Robotics sector in the United States, specifically in the Industrial and Consumer Electronics sectors. Identify key areas where performance is lagging compared to other countries.
- ✓ Develop a targeted marketing campaign to boost sales in the Robotics sector, emphasizing the unique selling points of the products.
- ✓ Conduct a thorough root cause analysis to understand why Japan is experiencing losses across all three product categories in the consumer electronics sector. This could involve examining production costs, pricing strategies, market demand, and competitive pressures.

Recommendation

- ✓ Increase market penetration in regions where the industrial sector is already performing well. This can be achieved through targeted marketing campaigns and strategic partnerships and identifying and entering new geographical markets or industry segments that have similar needs but are currently under-served.
- ✓ For Products with huge losses, reevaluate the pricing strategy to ensure it is competitive within the market and also consider offering promotions or discounts to boost sales of these products
- ✓ Optimize Inventory management to identify slow-moving or obsolete products, also review the product portfolio to determine if there are products that should be discontinued due to consistent underperformance. Focus resources on more profitable products.
- ✓ **Implement the** successful strategies from Asia in other regions to boost microchip sales. This could include localized marketing campaigns, pricing strategies, or distribution models and expand these strategies to other regions considering cultural and regional differences to tailor strategies effectively.
- ✓ Conduct in-depth market research in each region to understand the specific factors driving high profits. This includes analyzing customer preferences, competitive landscape, and emerging trends.

Summary

- **Invest in High-Performing Areas:** Focus on strengthening the Microchip category through marketing, sales, and product line expansion. Implement strategies to improve profitability across the company.
- **Address Losses:** Investigate and address the reasons behind losses for top-performing products and those experiencing consistent losses throughout the year. Implement solutions like targeted marketing, pricing adjustments, and production efficiency improvements
- **Leverage Regional Strengths:** Capitalize on the strengths of each region by focusing resources and strategies on the product categories with the highest profits in each location. Consider replicating successful tactics across regions while adapting to local needs.
- **Enhance Customer Focus:** Gather customer feedback and utilize it to improve product quality, marketing strategies, and customer service initiatives. Build strong relationships with customers and partners in each region.
- **Continuous Improvement:** Invest in research and development to maintain a competitive edge and implement data analytics to monitor performance and identify areas for improvement.

Conclusion

By implementing these recommendations, Techtronix Innovations can capitalize on its strengths, address existing challenges, and drive sustainable growth and profitability across its product categories and geographic markets.

Thank you !

OsarumweseAfolabi.

