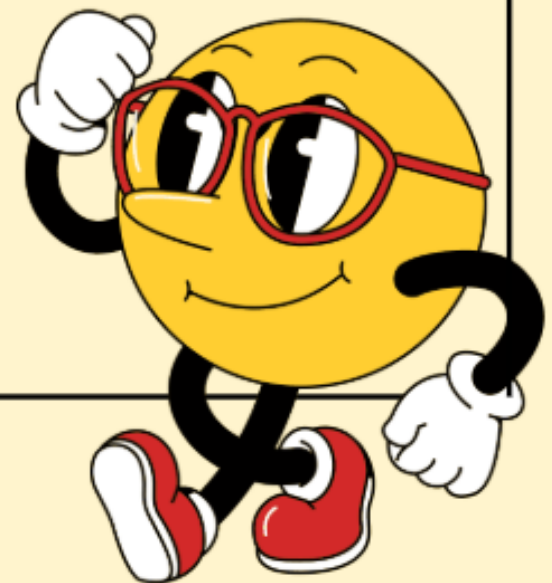


# Bright Data Analysis

Product Sales Performance Analysis (Dec 2013 – Dec 2016)

By Dimakatso Modise

18 May, 2025



## PRESENTATION OVERVIEW



**PRESENTATION OVERVIEW**



**PURPOSE OF ANALYSIS**



**AVERAGE SALES PRICE**



**PROMOTION**



**RECOMMENDATION**



# PURPOSE ANALYSIS

**PURPOSE OF ANALYSIS:** Understand performance trends of a single product over 3 years.



**WHAT IS THE UNIT PRICE TREND?**



**HOW PROFITABLE IS IT?**



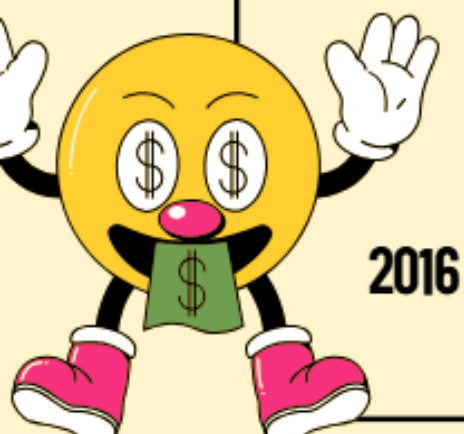
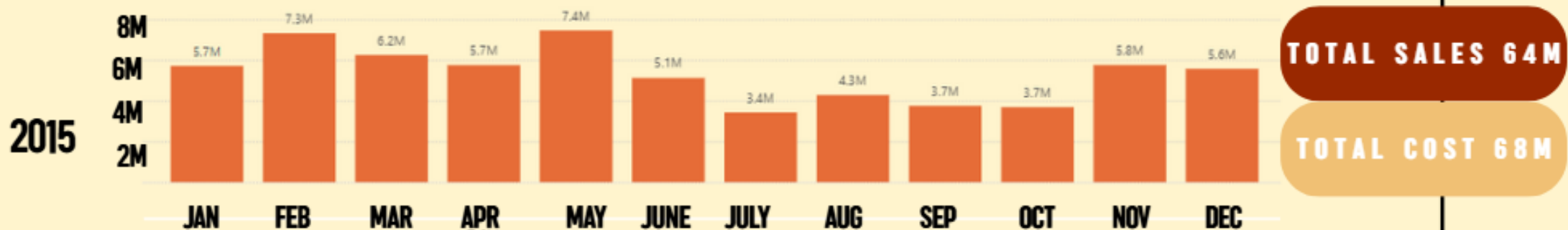
**HOW DO PROMOTIONS IMPACT DEMAND?**



## SUM of PRICE\_PER\_UNIT BY Year & Quarter



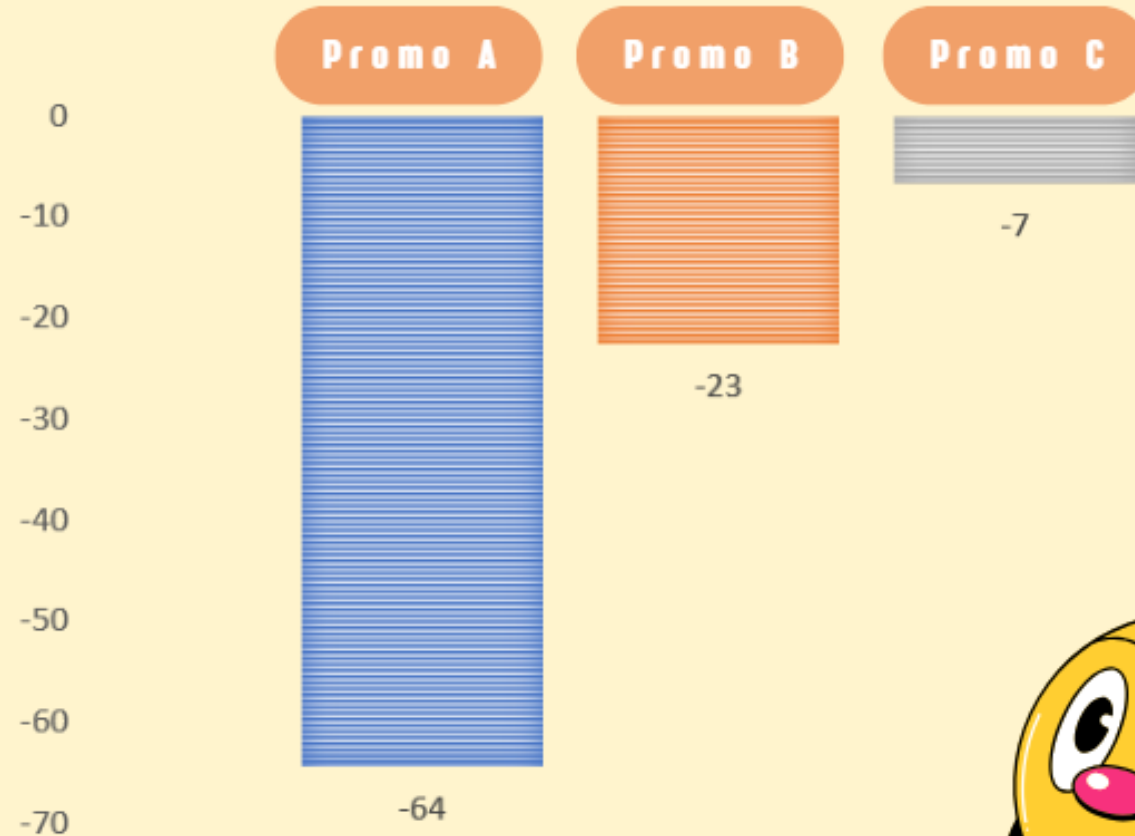
# PURPOSE ANALYSIS: PROFIT/LOSS



**2016**



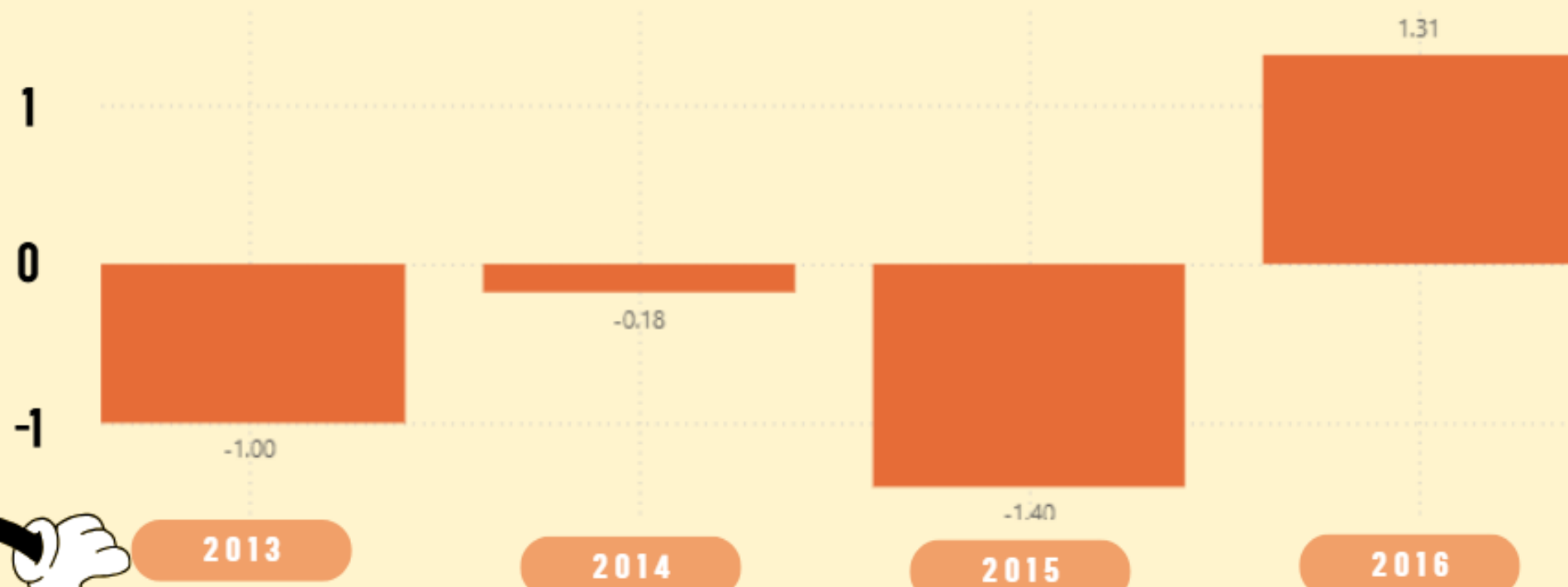
## Price elasticity per promotion



A negative price elasticity of demand means that the price and quantity demanded move in opposite directions. When the price of a good or service increases, the quantity demanded decreases, and when the price decreases, the quantity demanded increases. This relationship is described by the "law of demand".



## Average GROSS\_PROFIT\_PER\_YEAR



## PURPOSE ANALYSIS



### Promotion Analysis Summary

- Three promotional periods analyzed:
  - Promo A: March 1–15, 2014
  - Promo B: July 10–25, 2015
  - Promo C: January 5–20, 2016



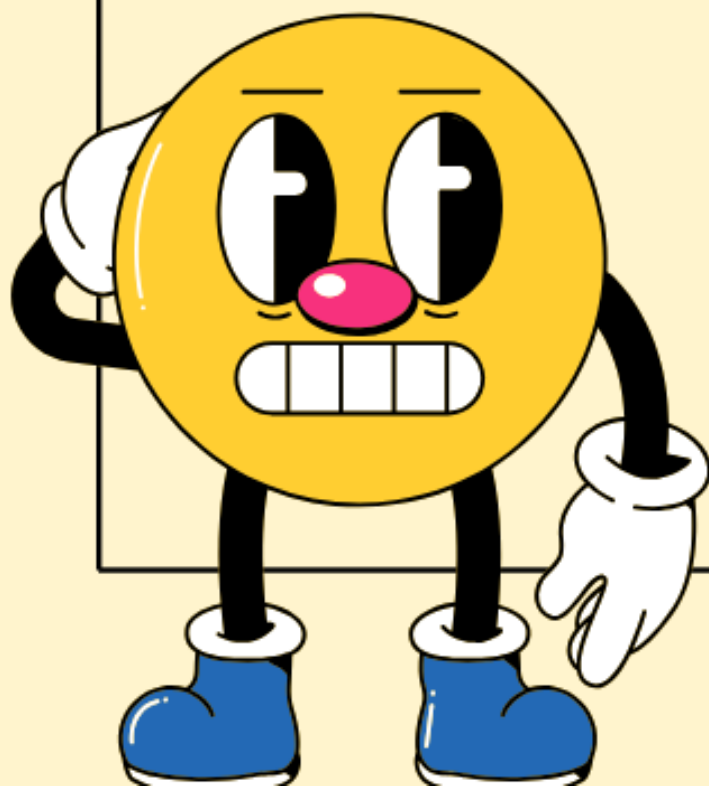
- The cost to produce or buy the product is higher than the sales price.



- The company is losing money on every unit sold before accounting for other expenses (like overhead, marketing, or admin).



- This is a direct loss on each unit, which reduces overall profitability.

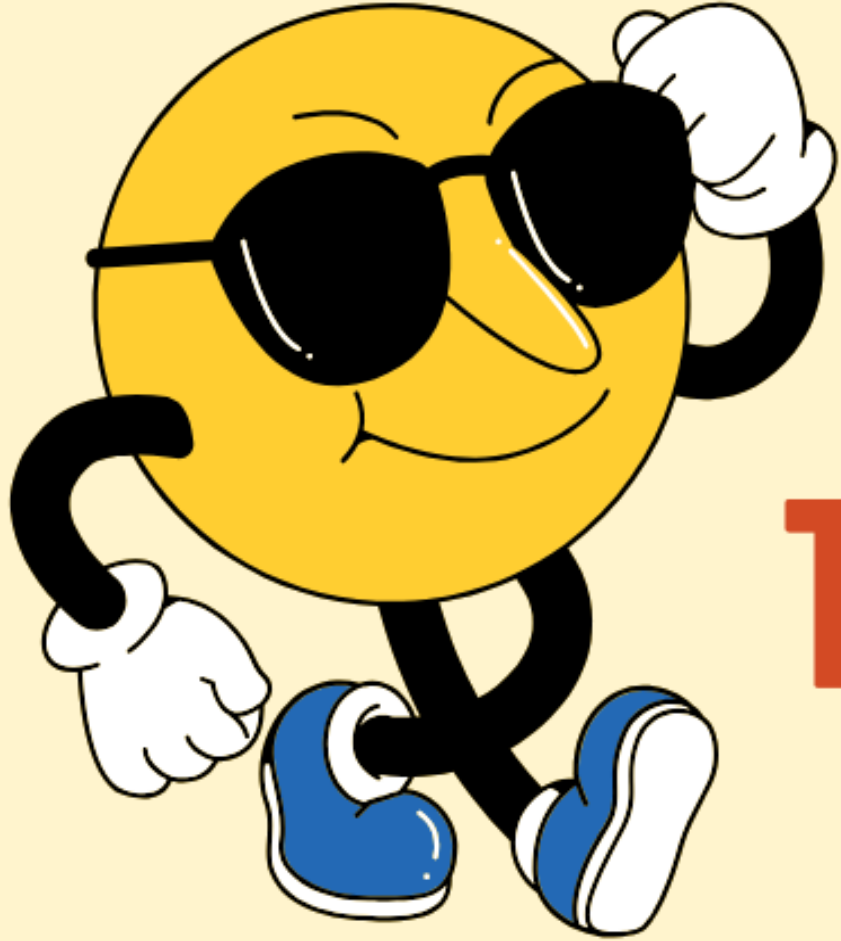




## RECOMMENDATIONS

1. **Reassess Pricing Strategy**
  - Increase price if possible without losing too much volume.
  - Avoid deep discounting that erodes margins.
2. **Cut Costs**
  - Negotiate better supply or manufacturing costs.
  - Optimize inventory and reduce holding costs.
3. **Focus on High-Margin Products**
  - Consider reducing shelf space for this product and promoting more profitable items.
4. **Limit Promotions**
  - Stop or reduce discounting if it's not driving enough incremental profit.
  - Explore non-price promotions (loyalty programs, bundling).
5. **Evaluate Product Viability**
  - Analyze if product fits market demand or if it's outdated.
  - Consider phasing out if it consistently loses money.
6. **Improve Marketing & Positioning**
  - Differentiate product to justify higher prices.
  - Highlight unique value or quality.
7. **Monitor Performance Closely**
  - Set clear profit targets and regularly review sales & margins.





**Thank you!**