**SALES PERFORMANCE**

**Scenario Description**

You are a data analyst at "Retail Mart," a mid-sized e-commerce company specializing in electronics and consumer goods. The company has experienced fluctuating sales over the past few years, with concerns about declining customer retention and regional performance variations. Your task is to analyze the sales dataset to identify trends, key performance drivers, and opportunities for improvement. Specifically:

**Business Objectives:**

* + Understand overall sales performance by product category, region, and time period.
  + Identify top-performing and underperforming products/regions to inform inventory and marketing decisions.
  + Calculate key metrics like total revenue, profit margins and average order value.
  + Provide recommendations for better sales

**STEPS**

* Standardized inconsistent date format.
* Checked for duplicates.
* Created a calculated column for profit margin, used the TEXT function to extract the day of the week from the order date and created a column with the IF function to signify discount sales.
* Created a pivot-tables and represented them in charts to build an interactive dashboard.

**Findings**

**Total Revenue**: $2,297,201

**Total Profit**: $286,397

**Profit Margin**: 12.47%

**Average Order Value**: $458.61

**Total Units Sold**: 37,873

**Detailed Findings**

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| **Product Category** | **Revenue** | **Profit** |
| Technology | $836,154.03 | $145,454.95 |
| Office Supplies | $719,047.03 | $122,490.80 |
| Furniture | $741,999.80 | $18,451.27 |

**Performance by Product Category:** The best performing products are **Technology** **products** generating the highest revenue and profit. **Furniture** **products** generates the second highest revenue but has the worst profit generation. Upon further analysis I discovered that the poor profit generation is attributed to the discounts placed on this product, which needs to be reduced in other to gain more profit.

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| **Region** | **Revenue** | **Profit** |
| Central | $501,239.89 | $39,706.36 |
| East | $678,781.24 | $91,522.78 |
| South | $391,721.91 | $46,749.43 |
| West | $725,457.82 | $108,418.45 |

**Performance by Region**: The best performing region is the **West**, generating both the highest revenue and profit. **East** comes next with the second highest revenue and profit. The **central** region has the third highest revenue but worst profit of all four region because of poor discounting techniques. It should also be noted that we were only able to gain profit from discount sales in the **West**.

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| **Year** | **Revenue** | **Profit** |
| 2014 | $484,247.50 | $49,543.97 |
| 2015 | $470,532.51 | $61,618.60 |
| 2016 | $609,205.60 | $81,795.17 |
| 2017 | $733,215.26 | $93,439.27 |

**Performance by Year**: There was an increase in profit across the years, only **2014** had more revenue than **2015** but didn’t surpass in profit because of the structure of the discount imposed on products in **2014**. **2016** is our best performing years so far, having the best profit margin.

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| **Week Day** | **Orders** |
| Sunday | 1638 |
| Monday | 1816 |
| Tuesday | 1255 |
| Wednesday | 716 |
| Thursday | 1418 |
| Friday | 1626 |
| Saturday | 1525 |

**Activity by Week Day:** The busiest week day is Monday, followed by Sunday, Friday and so on. More work force should be deployed on busy days and less for days like Wednesday to save more resources

**Recommendations**

1. A review on the discount rate on products especially for furniture products, as it is the leading factor for our poor profit margin. Imposing **10-20%** discount on products still generates profit but discounts from **30-45%** should be used on products when sales are very low and **50% upwards** should be used only when we desire to clear out stock and for a limited time period like **24** **hours.**

**Conclusion**

Though there have been a constant rise in profit across the years, a lot more could have been made if there was a better discount structure. Discounts above 20% have being a leading factor for poor profit margins across the years and need to be reviewed.