

Sales Analysis for Value Inc

The Overview

Value Inc is a retail store that sells household items all over the world by bulk.

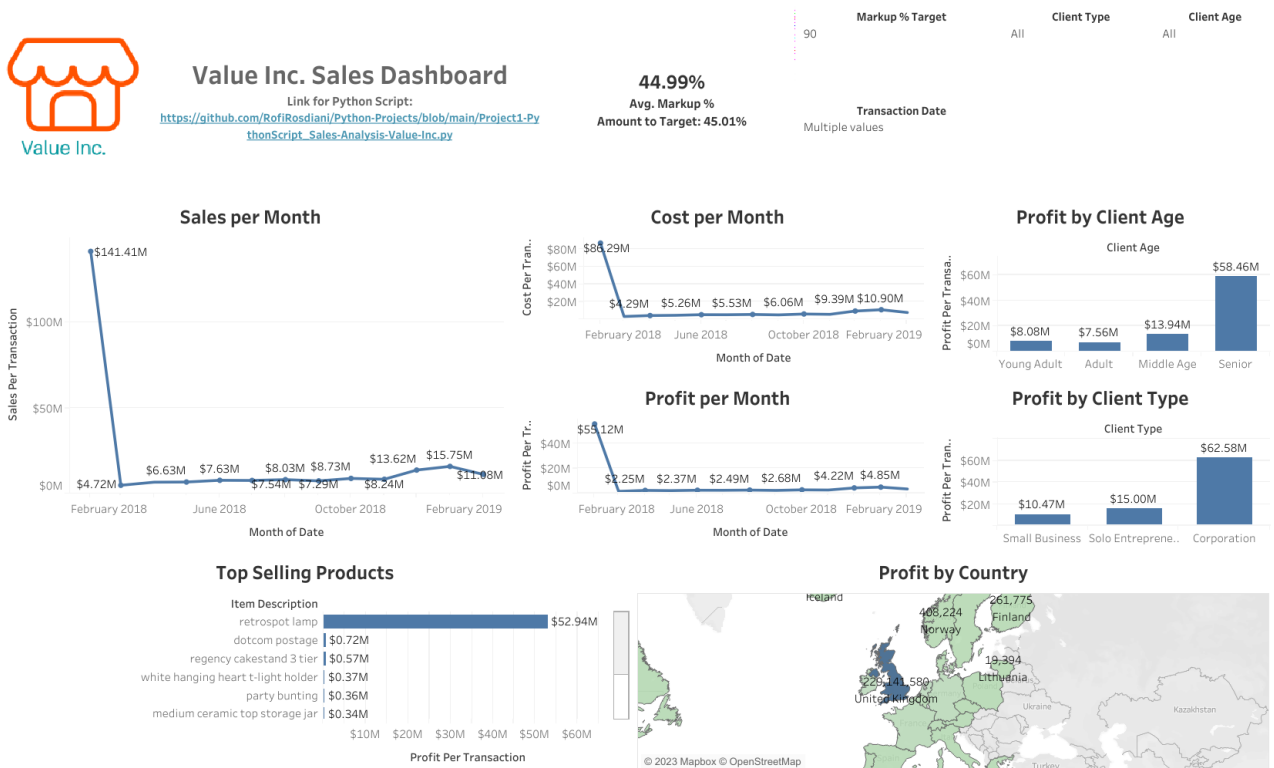
The Sales Manager has:

- No sales reporting but he has a brief idea
- Has no idea of the monthly cost, profit, and top selling products
- He wants a dashboard on this and says the data is currently stored in an excel sheet

Created Dashboard of Monthly Sales Report

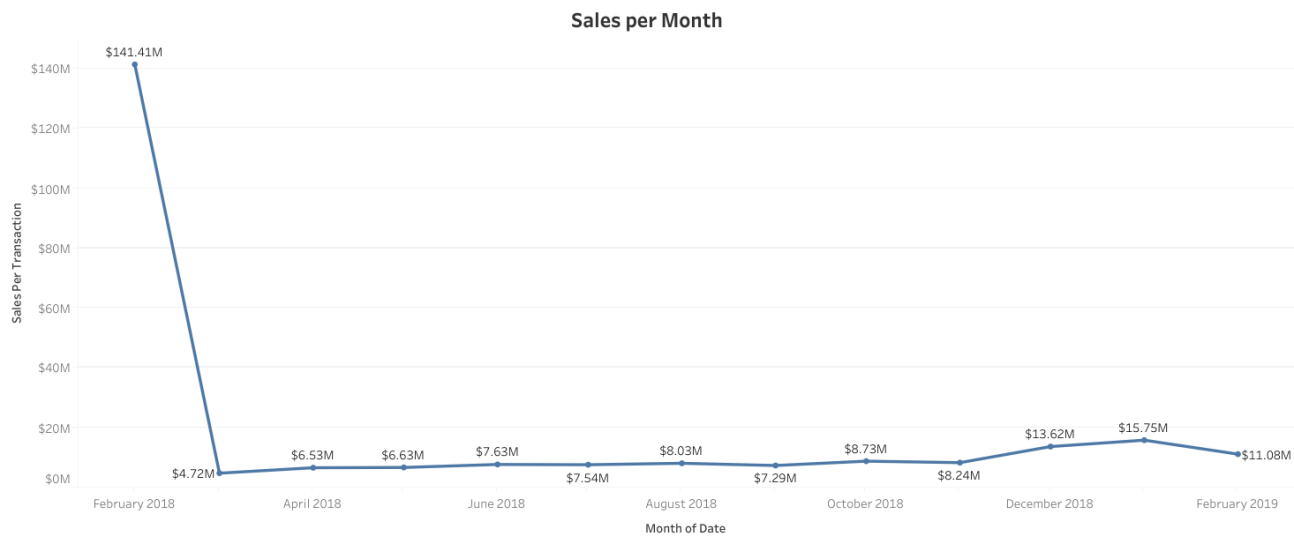
Tableau Visualization link:

https://public.tableau.com/app/profile/rofi5279/viz/ValueInc_SalesDashboard_16741936564660/ValueInc_SalesDashboard_1



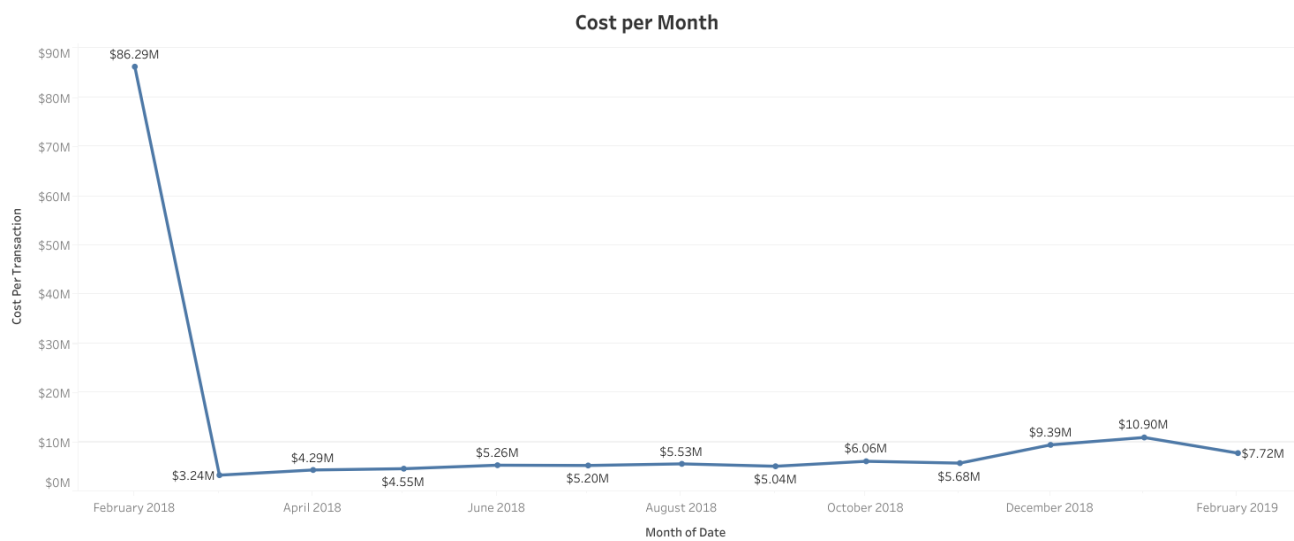
Sales Reporting Analysis

- Total Sales per Month



Based on the line chart above, in February 2018 Value Inc. generated sales of \$141.41 M but experienced a significant decline in May 2018 with the percentage decrease reaching 96.67% with an amount of \$4.72 M. After the decrease, in the following months of April 2018 to February 2019 there is a potential for an average increase of 8.81%.

- Total Cost per Month



Based on the line chart, Value Inc. issued the largest cost of \$86.29 M in February 2018 but experienced a significant decline in costs in May 2018 with a percentage decline of 96.24% with an amount of \$3.24 M, this downward trend is the same as the decline in sales that occurred in the same month. After the decline, in the next months of April 2018 to February 2019 there is a potential for a balanced increase in total sales per month.

● Total Profit per Month

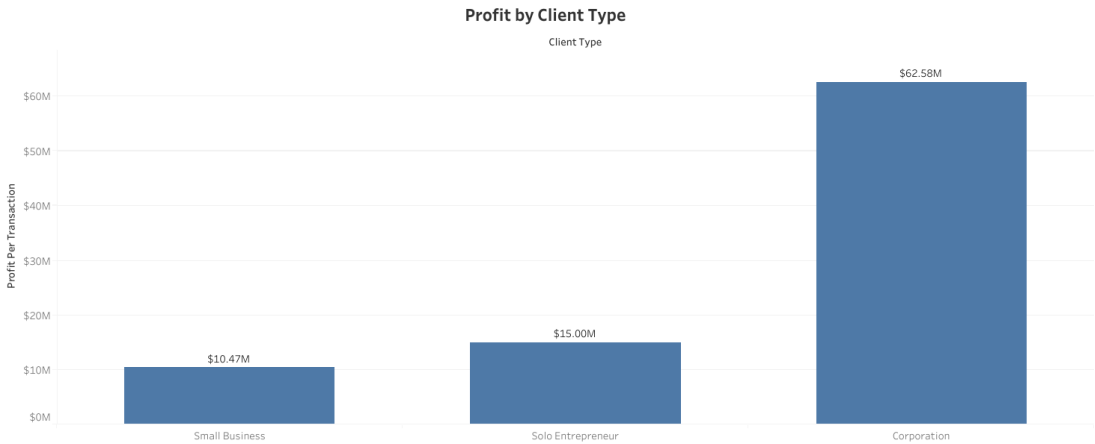


Based on the line graph of profit per month, the trend of decline and increase is the same as the graph of total sales and total costs because both variables affect the profit obtained by the company.

● Profit by Client Age



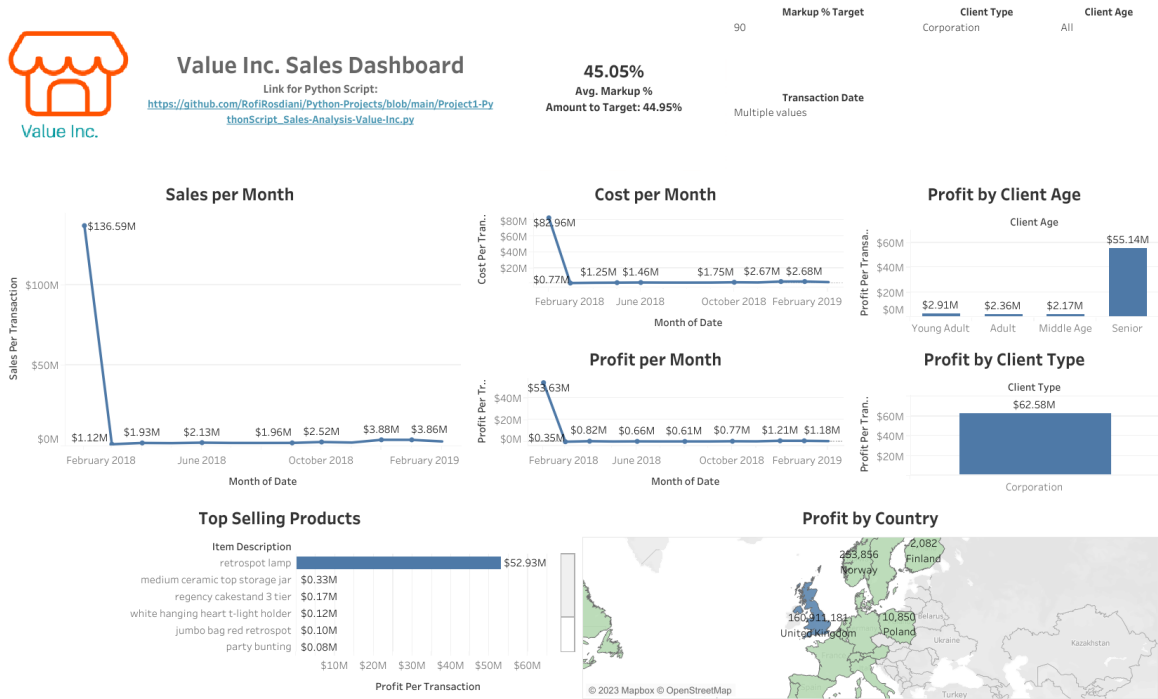
● Profit by Client Type



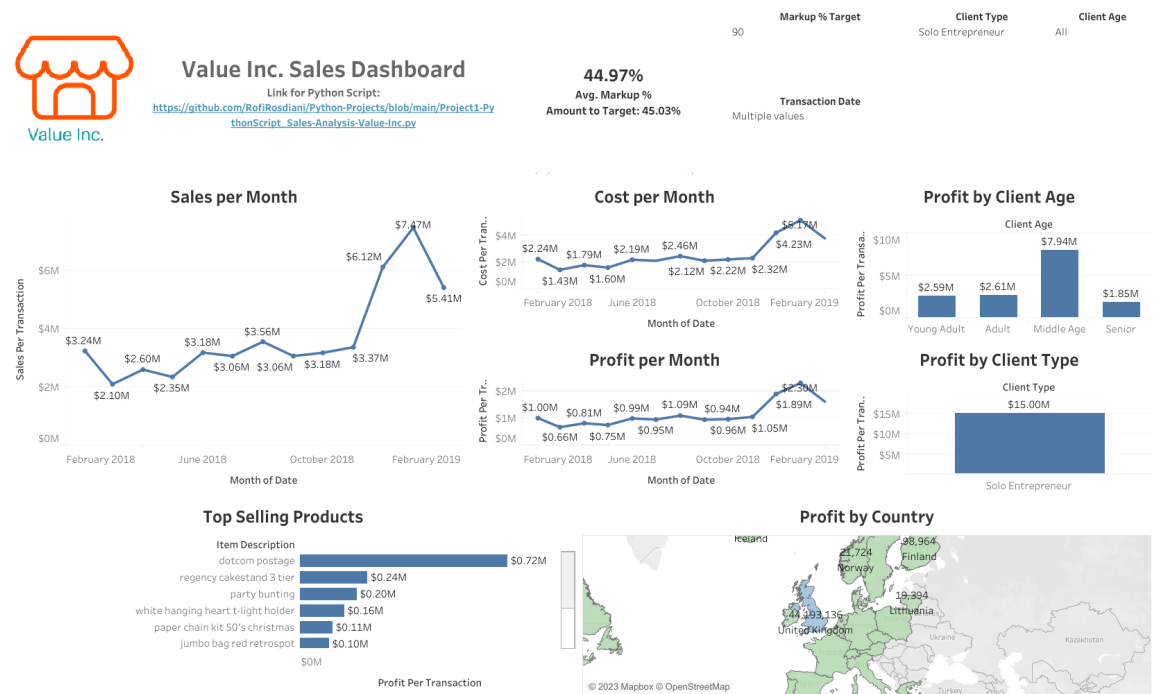
Based on the bar chart, it can be concluded that Value Inc has 4 age categories of clients, namely Young Adult, Adult, Middle Age, and Senior. Seniors are the client age that generates the most profit. On the other hand, there are 3 types of corporate clients, namely small business, solo entrepreneur, and corporation. Among the three types of clients, the Corporation occupies the highest position, which gives the company a huge profit.

If you filter from each type of client, you can see the difference in terms of sales trends and the most sold products. To see the difference it is shown in the chart below.

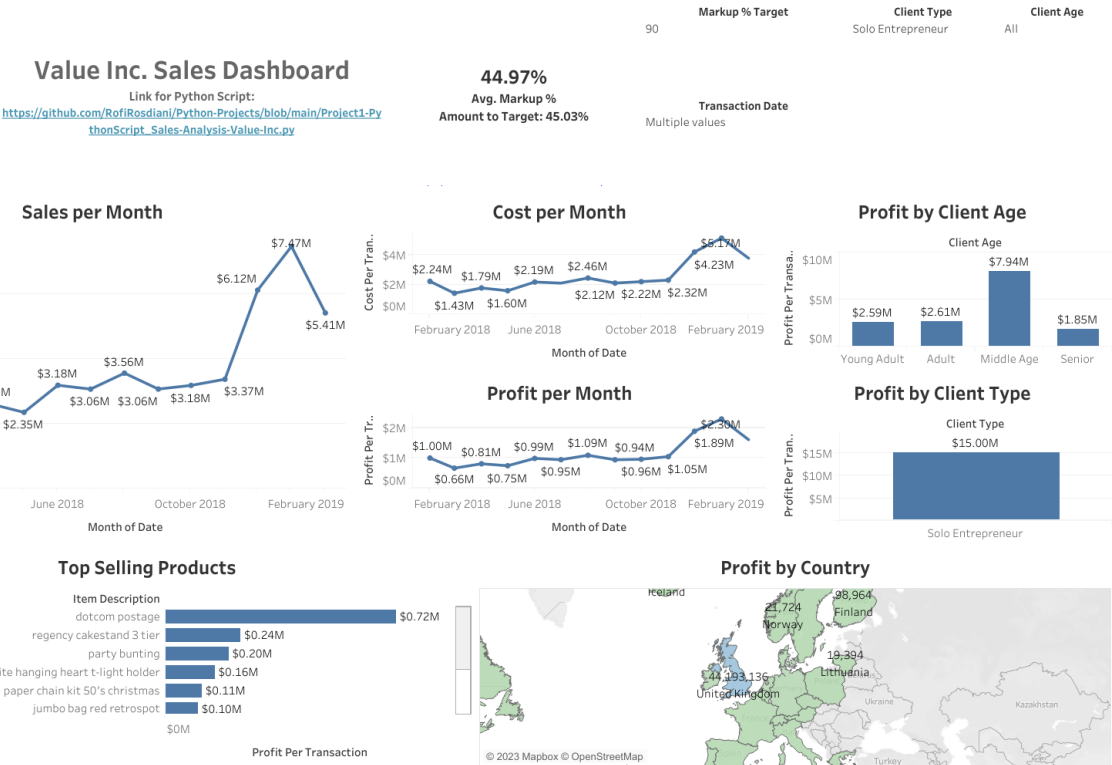
● Profit by Client Type: Corporation



● Profit by Client Type: Solo Entrepreneur

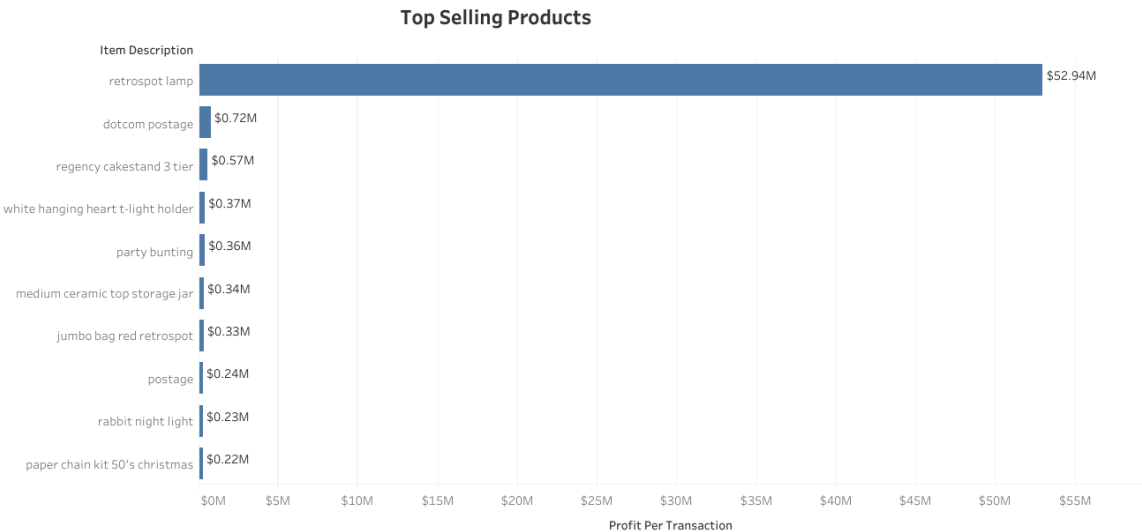


● Profit by Client Type: Small Business



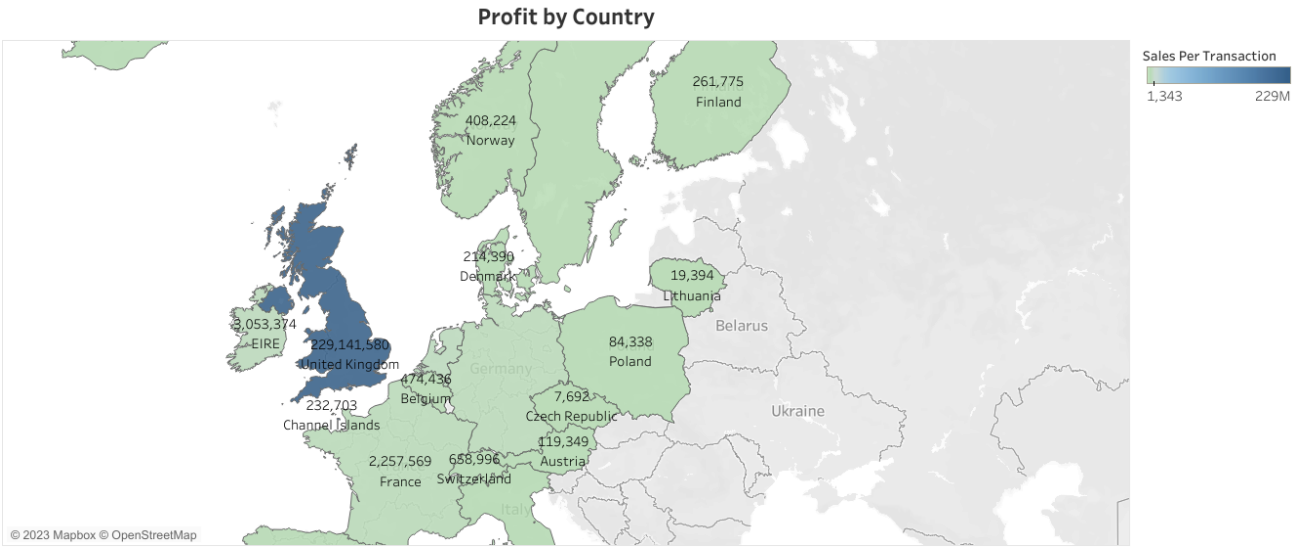
According to the three line graphs above which are filtered by client type, it can be concluded that each client has a difference in purchasing the most products resulting in different costs, sales and profits each month.

● Top Selling Product



Based on the bar chart above, of the many products produced by Value Inc. it can be concluded that the above 10 products are the most widely sold products by the company.

- Profit by Country



Value Inc. currently sells its products to 37 countries that are the company's destination. United Kingdom occupies the position of the country that generates the most profit for the company.

Conclusion – Recommendation

Based on the results of this analysis, it can be concluded that Value Inc. currently has expanded to 37 destination countries that provide benefits for the company. United Kingdom is a country that provides significant returns of \$229.41M, but not all countries provide significant profits, therefore Value Inc. must further maximize product differentiation in each country in order to provide maximum results. If seen based on the Profit by Client chart, Corporation clients contribute the most to profits, so Value Inc. must be able to maintain good relations with the Corporation in order to produce a good working relationship in the long term. For clients with the Small Business and Solo Entrepreneur types, it is necessary to re-examine why the profit difference is so significantly different from the Corporation. If this suggestion is carried out, it is hoped that it will maximize company sales which will have a good impact on company profits. With the existence of a monthly sales report that is visualized in the form of a dashboard, it will make it easier for Companies / Managers to carry out evaluations and analyzes that are useful for the development of the company in the future.