RKY MEGA STORE(RMS) SALES PERFORMANCE ANALYSIS REPORT

PREPARED FOR: RMS STAKEHOLDERS

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SUMMARY

This report presents an in dept analysis of RMS Sales Performance from 2009 to 2012, focusing on identifying key trends, customer insights, and operational efficiencies. Using advanced Excel techniques such as Pivot Tables, Charts, and Lookup Functions, I derived critical analysis to support decision making.

PROBLEM STATEMENT

RMS faced challenges in understanding its sales distribution, customer behavior, and operational costs. The management required actionable insights on:

- Which product category drive the most revenue.
- Regional sales performance and areas needing improvement.
- Identifying high value and low value customers.
- Optimizing shipping methods to reduce costs.
- Developing strategies to enhance overall profitability.

KEY FINDINGS:

- The best-selling product category was Technology, generating total sales of £ 5,984,248 pounds.
- The Top 3 Regions in sales were West, Ontario, and Prairie, while the bottom 3 regions were Yukon, Northwest Territories, and Nunavut.
- Total sales of Appliances in Ontario amounted to £ 3,063,212.48**.**
- The bottom 10 customers contributed the least revenue, with strategies recommended to improve engagement.
- The costliest shipping method was Delivery Truck, incurring £ 51,972 in costs.

DATA ANALYSIS PROCESS

Step 1: Data preparation

- Cleaned and structured the dataset.
- Checked for missing or incorrect values to ensure accuracy.
- Converted the raw data into an Excel Table for easy reference.

Step 2: Pivot Table and Chart Analysis

- Sales Performance: I used Pivot Table to analyse sales trends by product category, region, and customer segment.
- Customer Insights: Identified high value customer and their purchasing behavior.

- Shipping Cost Analysis: Assessed shipping method efficiency based on costs and order priority.
- Profitability Analysis: Ranked the most profitable customer and product segments.

Step 3: Dashboard Creation

I developed an interactive Excel dashboard featuring:

- Key Performance Indicators (KPIs): Total Sales, Total Profit, Top Category, and Best Shio Method.
- Pivot Charts: Sales Trends, regional distribution, and customer segmentation.
- Slicers: Allowing dynamic filtering for quick insights.

RECOMMENATIONS

1. Focus on Best Selling Categories: Increase stocks and marketing effort for Technology, which contributes the highest revenue.
2. Improve Performance in Low Sale Regions: Target the bottom performing regions with promotions and localized marketing.
3. Engage Bottom 10 Customers: Offer personalized discounts, loyalty programs, or product recommendations to increase sales.
4. Optimize Shipping Method: Reduce reliance on costly shipping methods like Delivery Trucks and encourage customers to choose cost effective options for bulk orders.
5. Strengthen Relationships with High Value Customers: Provide exclusive offers and priority services to most valuable customers.

CONCLUSION

This analysis provides RMS stakeholders with data driven insights to optimize sales, enhance customer relationships, and improve operational efficiency. By implementing the outlined recommendations, RMS can achieve higher profitability and strategic growth.