

Sales & Performance Analytics Report

1 Executive Summary

The dashboard provides a consolidated view of **sales performance, discount strategy, operational efficiency, and salesperson contribution** across channels and regions.

Key findings indicate:

- **Online channel is the primary revenue driver.**
 - **Discount levels significantly exceed target benchmarks.**
 - **Pending sales backlog is rising, particularly in February.**
 - **Sales performance is concentrated among top two salespersons.**
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2 Key Performance Indicators (KPIs)

◆ Total Sales by Channel: 114,500

- Revenue is distributed between **Online and Retail channels**.
- Online sales exceed Retail, indicating stronger digital adoption.

◆ Sales Volume & Discount Index: 135

- Target Discount Benchmark: **0.08**
- Variance: **+160,212.5% above goal**
- Insight: Discounting strategy appears overly aggressive, potentially eroding margins.

◆ Average Discount per Order: 0.08

- Indicates standard markdown level per transaction.
- Needs alignment with overall discount control strategy.

◆ Order Fulfilment Rate: 2.27

- Elevated value suggests potential operational inefficiencies or delays in order completion.
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3 Channel Performance Analysis

❖ Channel Comparison

- **Online channel leads total sales performance.**
- Digital commerce has overtaken physical retail as the dominant revenue stream.

❖ Channel Performance Metrics

- Online channel also leads in completed orders.
 - Retail shows slightly lower order completion performance.
 - Indicates stronger operational throughput in the Online segment.
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4 Product & Regional Discount Analysis

❖ Discount by Product & Region

- Discounts vary significantly across **Laptop, Mobile, and Tab** categories.
- Regional variance observed:
 - Some regions show near-maximum discount levels for specific products.
- Suggests inconsistent pricing strategy across geographies.

❖ Discount Trends (Online vs Retail)

- Discount levels are comparable across channels.
 - Indicates discounting is a company-wide strategy rather than channel-specific.
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5 Pending Sales Overview

■ Pending Sales Distribution

- **January:** 13K (26.8%)
- **February:** 36K (73.2%)

Insight:

- Significant backlog accumulation in February.
- Indicates:
 - Possible operational bottlenecks
 - Capacity constraints
 - Increased demand without matching fulfilment capability

6 Salesperson Performance Analysis

❖ Completed Orders Contribution

Salesperson Orders Contribution

Priya	22	32.35%
Rahul	20	29.41%
Vikram	15	22.06%
Anita	11	16.18%

Insights:

- Priya is the top performer.
- Rahul closely follows.
- Anita shows the lowest contribution and may require support or performance review.
- Sales output is concentrated among top two performers.

❖ Fulfilment by Product & Salesperson

- Performance varies by product.
- Certain salespersons demonstrate stronger efficiency in specific product categories.
- Opportunity exists to align product allocation with individual strengths.

7 Operational Performance Assessment

Strengths

- Strong Online channel dominance.
- High contribution from top-performing salespersons.
- Consistent sales momentum across products.

Weaknesses

- Excessive discount levels impacting margin sustainability.
- February backlog surge.
- Potential fulfilment inefficiencies.

8 Strategic Recommendations

1. **Reassess Discount Strategy**
 - o Implement discount caps.
 - o Introduce region-specific pricing controls.
 - o Monitor margin impact weekly.
 2. **Improve Fulfilment Efficiency**
 - o Investigate February backlog root cause.
 - o Optimize logistics and inventory allocation.
 3. **Balance Salesperson Workload**
 - o Redistribute accounts.
 - o Provide performance coaching to lower contributors.
 4. **Channel-Specific Strategy**
 - o Invest further in online channel growth.
 - o Strengthen Retail differentiation strategy.
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Overall Conclusion

The business demonstrates strong digital sales performance and effective sales leadership from top contributors. However, profitability and operational efficiency risks are emerging due to excessive discounting and rising pending sales. Immediate corrective actions in pricing discipline and fulfilment optimization are recommended to sustain growth momentum.