

GreenMarket Sales Performance Analysis

A Data-Driven Approach to Understanding Product Sales, Market Trends, and Revenue Distribution

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1. Introduction

At **GreenMarket**, we are all about bringing fresh, high-quality fruits and vegetables to customers while making data-driven decisions to improve sales and distribution. This report dives into our sales data, breaking down **total revenue, average sales, and performance across different countries and product categories**.

By analyzing key trends, we gain a better understanding of which products are driving the most sales, how different markets respond to our offerings, and where opportunities for growth lie. The insights reveal that fruits make up a larger share of total sales, with bananas leading the pack, while vegetables still hold a strong presence in select regions.

With the help of **interactive slicers**, this report also allows for dynamic data exploration—giving us the flexibility to dig deeper into specific products, regions, and categories. These findings will help shape future strategies for pricing, inventory, and marketing to maximize sales and meet customer demand more effectively.

2. Sales Overview

2.1 Total and Average Sales

- A total of 213 products were sold across all regions.
 - The total revenue generated amounted to \$1,029,734.
 - The average sales per product stood at \$4,834.
 - These figures indicate a moderate price range across products, with certain items outperforming others in terms of revenue generation.
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3. Sales Performance by Country

3.1 Total Sales Breakdown by Country

- United States recorded the highest sales at \$267,133, contributing approximately 26% of total sales.
- United Kingdom followed with \$173,137.
- Germany generated \$155,160, showing strong performance.
- France contributed \$141,056 in total sales.
- Australia recorded \$131,713, followed by Canada at \$94,745.
- New Zealand had the lowest sales at \$66,782, indicating a smaller market presence.

3.2 Key Observations

- The United States, United Kingdom, and Germany are the strongest markets.
 - New Zealand represents an untapped opportunity for market expansion.
 - France, Canada, and Australia show moderate performance, suggesting potential for targeted marketing efforts.
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4. Sales Distribution by Category

4.1 Category-Wise Sales Distribution

Sales are divided into Fruits and Vegetables, with the following revenue contributions:

- Fruits generated \$693,069, accounting for 67% of total sales.
- Vegetables contributed \$336,665, making up 33% of total revenue.

4.2 Key Observations

- Fruits dominate sales, indicating a higher demand and profitability in this category.
 - The vegetable market, while smaller, still presents a significant revenue stream.
 - Expanding vegetable sales could help balance product distribution and increase revenue diversity.
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5. Product Performance Analysis

5.1 Total and Average Sales by Product

- Banana led sales with \$340,295, averaging \$4,793 per unit.
- Apple followed with \$191,257, averaging \$4,761 per unit.
- Cabbage generated \$142,439, with the highest average sales per unit at \$5,276.
- Orange recorded \$104,438 in sales, averaging \$4,352.
- Beans and Mango had total sales of \$57,281 and \$57,079, with average sales per unit of \$4,406 and \$5,189, respectively.

5.2 Key Observations

- Banana is the top-selling product, highlighting its popularity and market demand.
- Cabbage and Mango command higher average sales per unit, suggesting premium pricing.

- Beans show the lowest total revenue, potentially requiring promotional efforts to boost sales.
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6. Country-Wise Product Sales Count

6.1 Breakdown of Fruits and Vegetables Sold per Country

- United States sold 42 fruits and 15 vegetables, making it the largest consumer.
- Germany had the highest vegetable sales, selling 20 vegetables and 13 fruits.
- United Kingdom displayed an even distribution, selling 17 fruits and 17 vegetables.
- France, Canada, and Australia leaned towards fruit sales with a minimal vegetable contribution.
- New Zealand recorded the lowest vegetable sales, with only 1 vegetable sold.

6.2 Key Observations

- The United States dominates fruit sales, indicating a strong preference for fruits in the region.
 - Germany excels in vegetable sales, making it a key market for expanding vegetable distribution.
 - New Zealand's low vegetable sales suggest limited demand or insufficient market penetration.
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7. Interactive Data Exploration with Slicers

To enhance analytical flexibility, the dashboard includes slicers that allow users to filter data based on:

- Category: Fruits vs. Vegetables.
- Country: Sales distribution across different regions.
- Product: Performance of specific products.

These filters provide a dynamic and customizable view of the sales data, enabling deeper insights and targeted decision-making.

8. Conclusion & Recommendations

8.1 Summary of Key Insights

- The United States is the top revenue-generating country, contributing 26% of total sales.
- Fruits account for 67% of total sales, significantly outperforming vegetables.
- Banana leads total sales, while Cabbage and Mango command the highest average sales per unit.
- Germany is a strong vegetable market, while New Zealand has minimal vegetable sales.
- The United Kingdom maintains a balanced distribution of fruit and vegetable sales.

8.2 Business Recommendations

- Optimize pricing and promotions for high-performing products like Banana, Apple, Cabbage, and Mango.
- Expand vegetable sales in fruit-dominated markets to balance product distribution.
- Leverage high-revenue markets (United States, United Kingdom, Germany) for targeted marketing and supply chain strategies.
- Develop campaigns for New Zealand and Canada to boost sales and market penetration.

9. Next Steps

To further improve sales performance and market reach, the following actions are recommended:

- Conduct customer preference analysis to identify demand trends.
- Examine seasonal sales patterns to optimize pricing and inventory management.
- Develop region-specific marketing strategies to enhance brand engagement and increase profitability.

End of Report

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