

Data-Driven Storytelling Presentation

Product Sales Trend & Performance Metrics

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Introduction

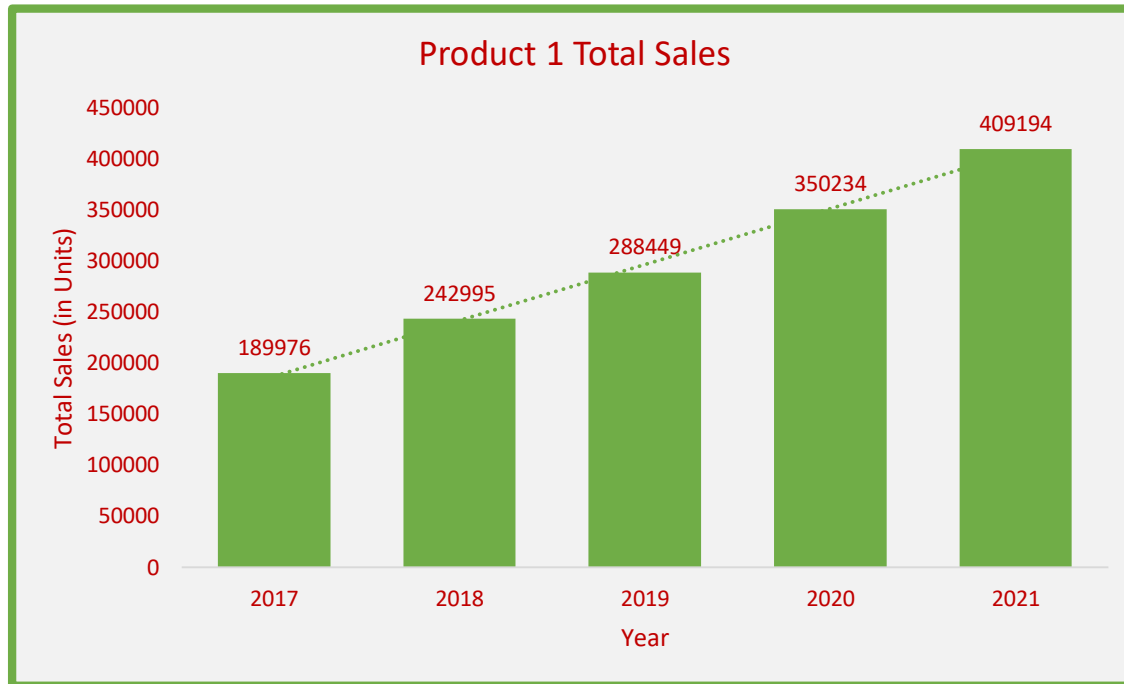
- ✓ JP Morgan Chase & Co. is a leading global firm offering worldwide financial services.
- ✓ The company looks forward to analyze its performance over the last 5 years (2017-2021) and draw insights to address the contributing factors for the CAGR (Compound Annual Growth Rate).

Questions Addressed:

- What is the total unit sales for each year?
- What are the 5 year unit sales achieved by different account types?
- What percentage of the average 5 year CAGR is contributed by the different account types?
- Which top 5 high performing accounts?

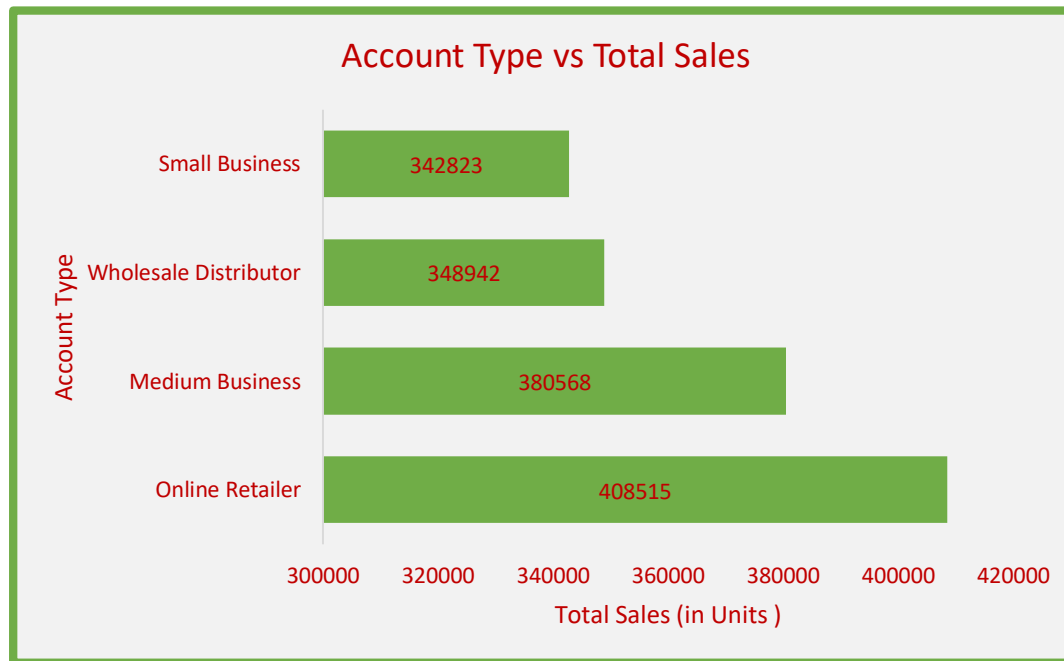
Data Visualization

Over the past five years, the firm has achieved a cumulative sales volume of 1,480,848 units, with continuous improvements in performance metrics observed each year.



Data Visualization

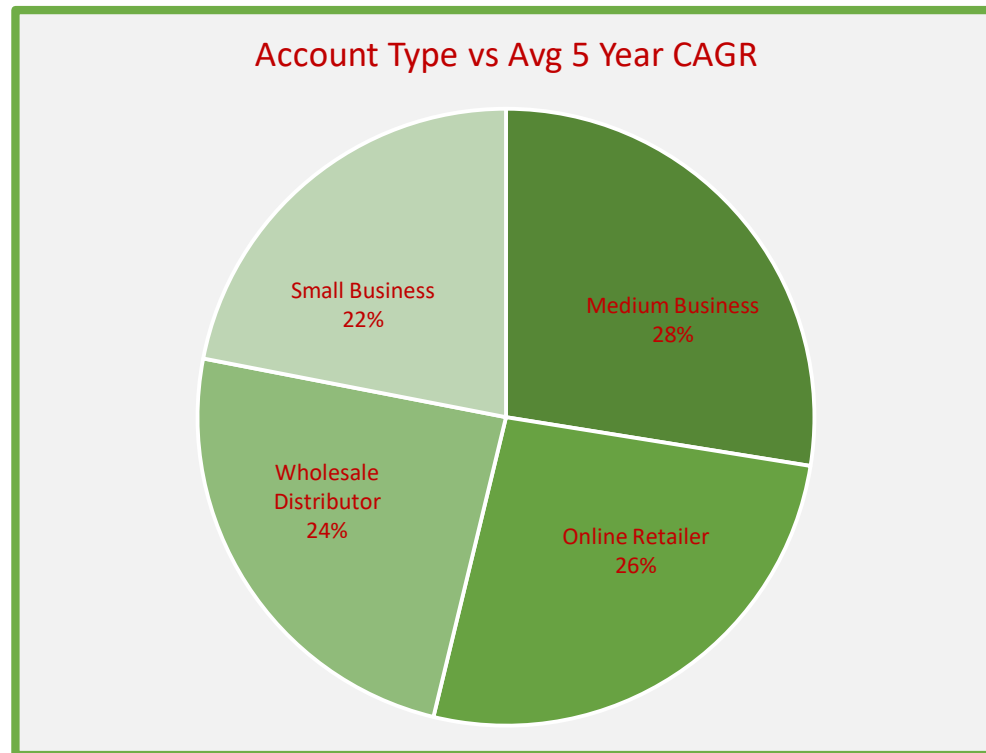
Online retailers have demonstrated exceptional performance relative to other account types, while small business owners have shown notable improvements in their sales figures.



Data Visualization

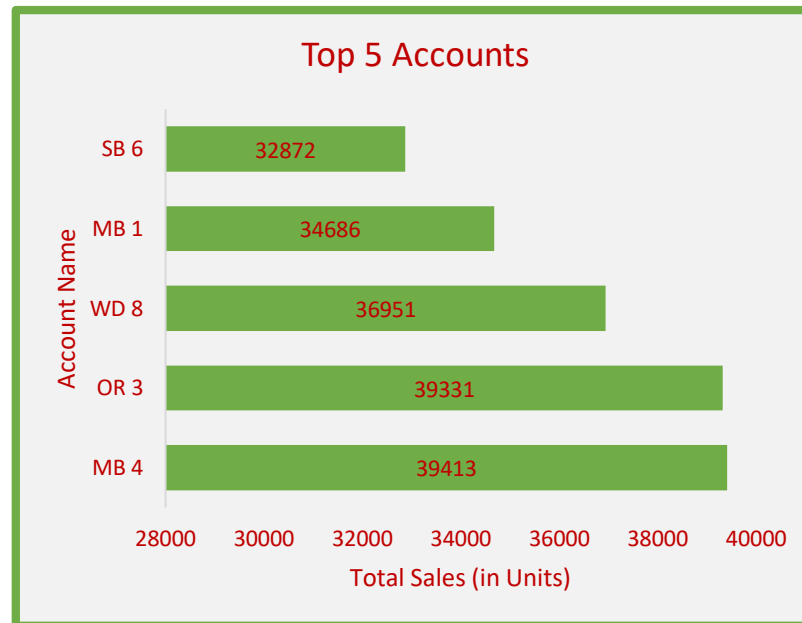
Online retailers contribute to 26% of the total 5 Year CAGR generating a total sales of 4,08,515 units.

On the other hand, medium business contributes to 28% of the total 5 Year CAGR generating 3,80,568 unit sales in total.



Data Visualization

The highest performing account is MB 4 which has achieved an impressive total sales of 39,413 units.



Summary

- The current sales performance is satisfactory, however, there is room for further improvement.
- It is essential to closely monitor high-performing accounts to sustain consistent profitability and prevent any sales decline.
- Underperforming accounts should be assessed for potential removal, while high-potential online retailer accounts can be encouraged with initiatives to enhance their performance.