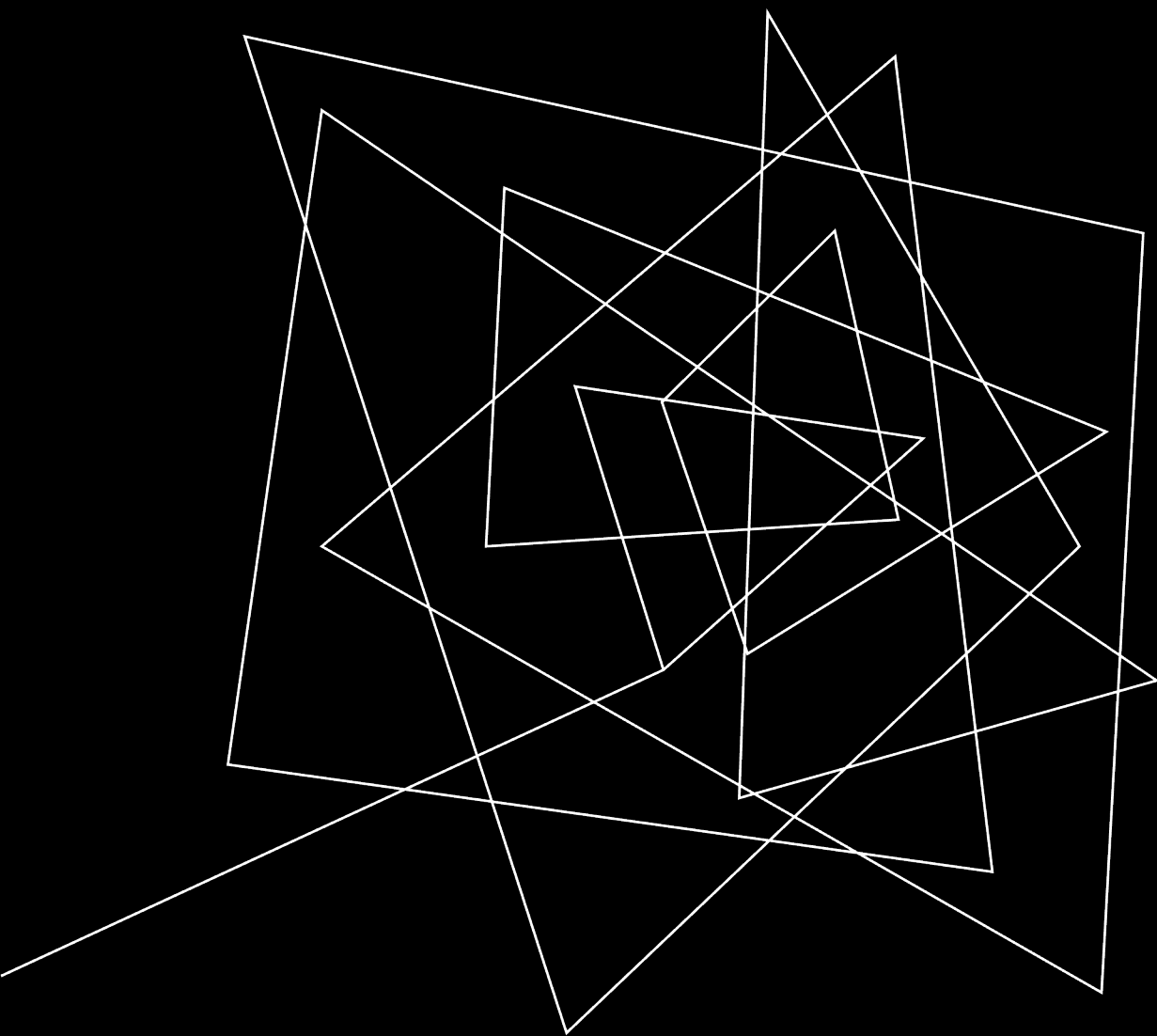# SALES TARGET ANALYSIS

Created by   : Sanjay Kannan

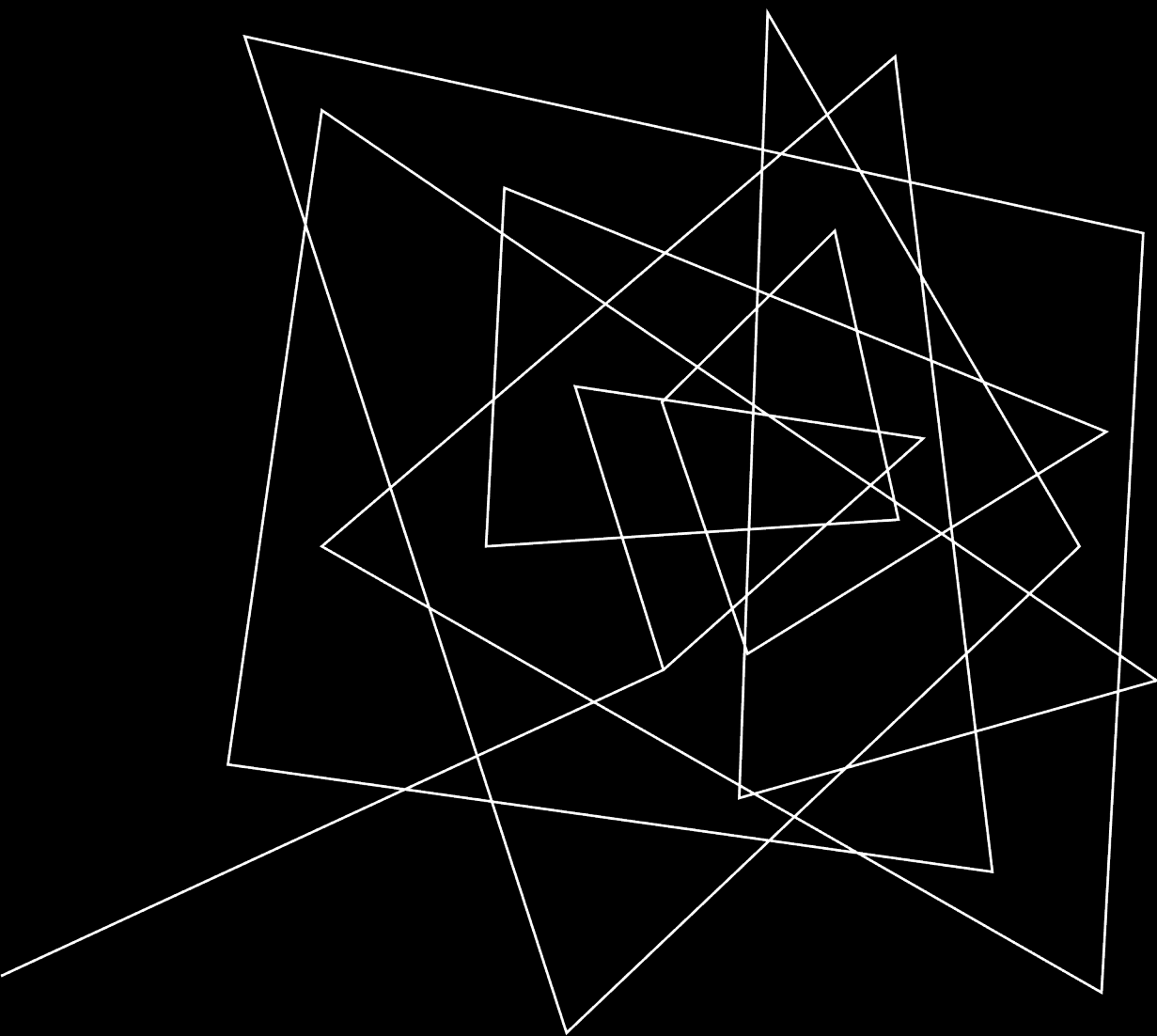Last Updated : 16 November, 2023

AGENDA

➢ **Business Problem**

➢ **Understanding the Data**

➢ **Sales Over Time**

➢ **Product Analysis**

➢ **Manager Analysis**

➢ **Location Analysis**

➢ **Target Analysis**

➢ **Conclusion**

BUSINESS PROBLEM

- In order to strategically optimize sales performance, **ABC Company** seeks to leverage three years' worth of comprehensive sales data, encompassing details of companies and their lines of business.

- The dataset includes dimensions such as company details and product categories.

- Alongside this, the company possesses targeted sales data.

- The objective is to conduct a thorough analysis of the sales landscape from 2017 to 2019, identifying **patterns, trends,** and **areas of improvement.**

- Through this analysis, ABC Company aims to gain actionable insights that will guide informed decision-making and aid in setting realistic and achievable sales targets moving forward."

UNDERSTANDING
THE DATA

In our analysis, we have five crucial datasets: Dimensions, Sales 2017, Sales 2018, Sales 2019, and Targets.

- **Dimensions Dataset:**

  - Provides structural insights with tables for Customers, Products, Product Groups, Salespersons, and Dates.

  - Offers a foundational understanding of customers, products, sales teams, and temporal aspects.

- **Sales 2017, Sales 2018, Sales 2019 Datasets:**

  - Essential for detailed sales performance analysis.

  - Transaction details, customer information, sales team performance, product details, and

    overall sales metrics are captured.

  - Enables in-depth exploration of sales dynamics, customer behavior, product

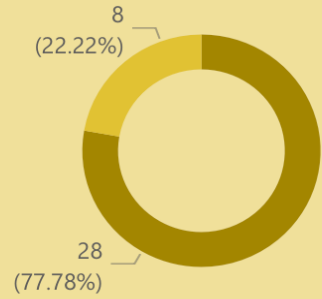   performance, and sales team effectiveness.

- **Target Dataset:**

  - Specifies sales targets for each month in 2017 and 2018.

  - Serves as a benchmark for setting and measuring performance.

Dimensions

Our Products
● Food ● Drinks

8 (22.22%)
28 (77.78%)

Team Distribution

Team	Members
Retail	6
Distributors	3
Online	3

Total customers
1411

Cities
28

Line of Business
22

Our customers in different Cities

City	Number of Companies
Winthrop	389
Port Hadlock	151
Badger	128
Oso	113
Roslyn	94
Burlington	92
Yoman	86
Hatton	81
Morton	43
Adna	23
Manson	21
Rockford	21
Holly	20
Pine Lake	19
Cedar Falls	17
Littlerock	15
Taholah	14
Ardenvoir	13
Trentwood	12
Aeneas	11
Sunnyslope	11
Longbranch	10
Lacey	8
Skamokawa	8
Leland	7
West Richland	2
Longview	1
Wallula	1

SALES OVER TIME
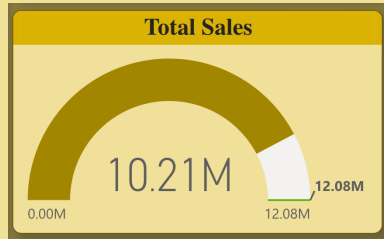
Sales Distribution
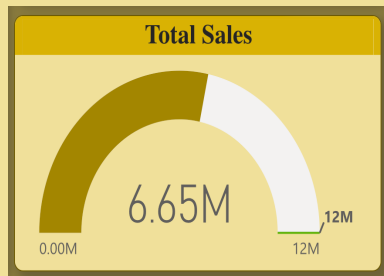
- Food
- Drinks

6 (26.09%)

17 (73.91%)

- **Product Category Dynamics:**
  - The analysis reveals that sales of Food products surpassed those of Drinks, emphasizing the stronger market demand for Food items throughout the observed period.

Total Sales
10.21M
0.00M   12.08M   12.08M

- **Overall Sales Performance:**
  - The total sales for the period under consideration amounted to an impressive **$17.91 million**, showcasing a substantial revenue stream for ABC Company.

- **Quantity Sold:**
  - In addition to revenue, the company achieved a notable sales quantity of **6,381,172 units**, indicating a robust market presence and significant consumer engagement.

Total Sales
6.65M
0.00M   12M   12M

- **Sales Trend Implications:**
  - The preference for Food products aligns with consumer trends and demands, suggesting potential opportunities for targeted marketing and product expansion in this category.

- **Strategic Insights:**
  - Understanding the quantity sold alongside revenue provides insights into both market share and profitability, aiding in strategic decision-making for future sales initiatives.

Total Sales
1.05M
0.00M   2.09M
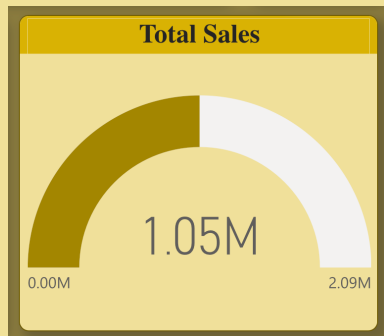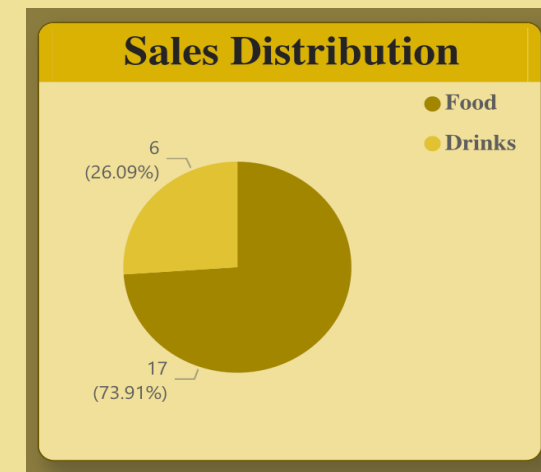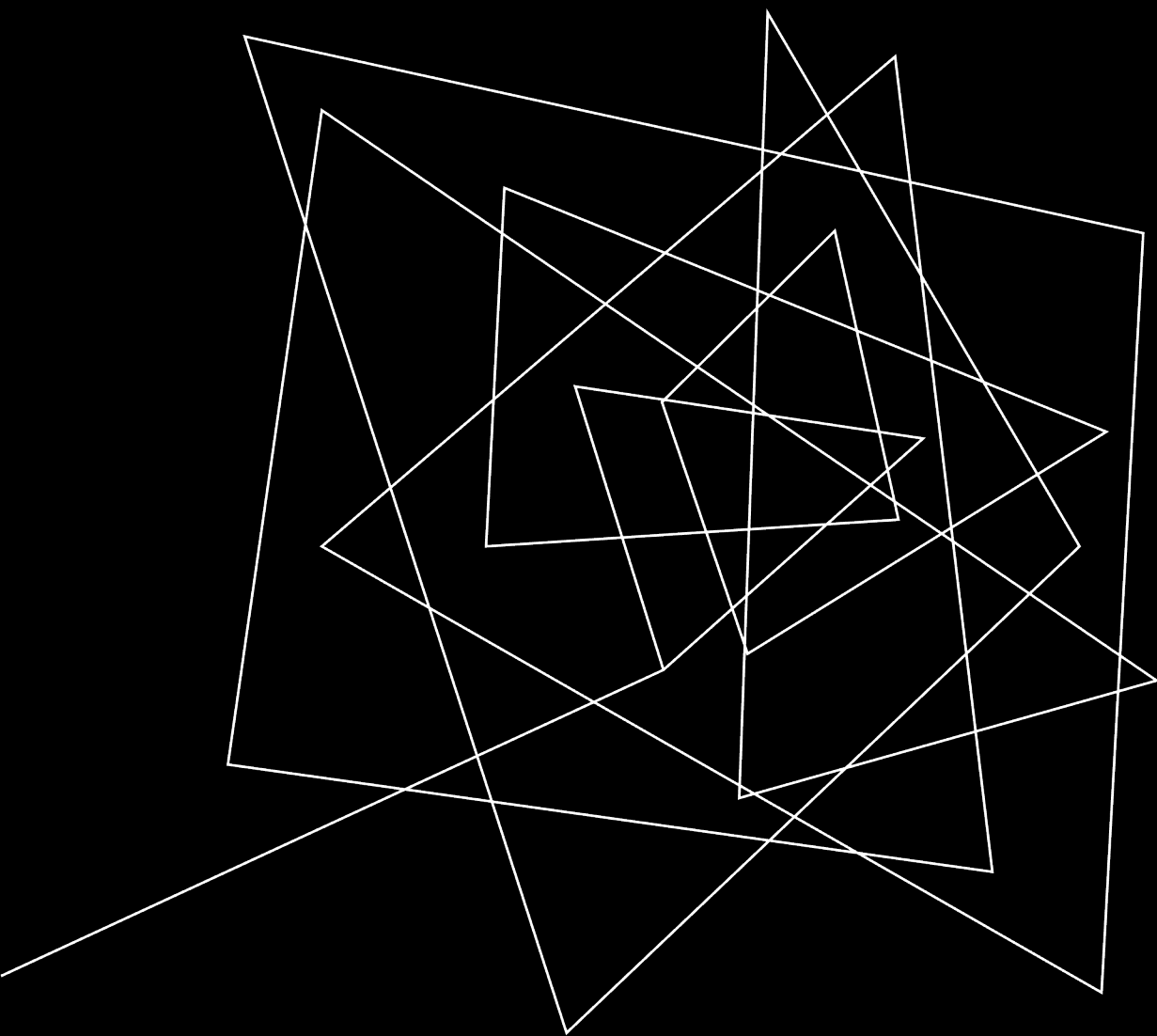
PRODUCT ANALYSIS

- **Top Selling Food Products:**
  - Within the Food category, the top three selling products were identified as **Yeast, Wheat flours,** and **Oil**. These products demonstrated consistent popularity and demand, contributing significantly to the overall Food sales.
- **Top Selling Drinks:**
  - In the Drinks category, the leading products were **Red Dry Wine, Sugarcane Liquor,** and **Red Sweet Wine**. These items emerged as the preferred choices within the Drinks segment, indicating consumer preferences and potential market trends.

2017

Top Selling Food	
By Quantity	
Yeast	- 593K
Wheat Flour	- 562K
Oil	- 529K

Top Selling Drinks	
By Quantity	
Red Dry Wine	- 30K
Sugarcane Liquor	- 9K
Red Sweet Wine	- 3K

2018

Top Selling Food	
By Quantity	
Wheat Flour	- 1278K
Yeast	- 968K
Oil	- 853K

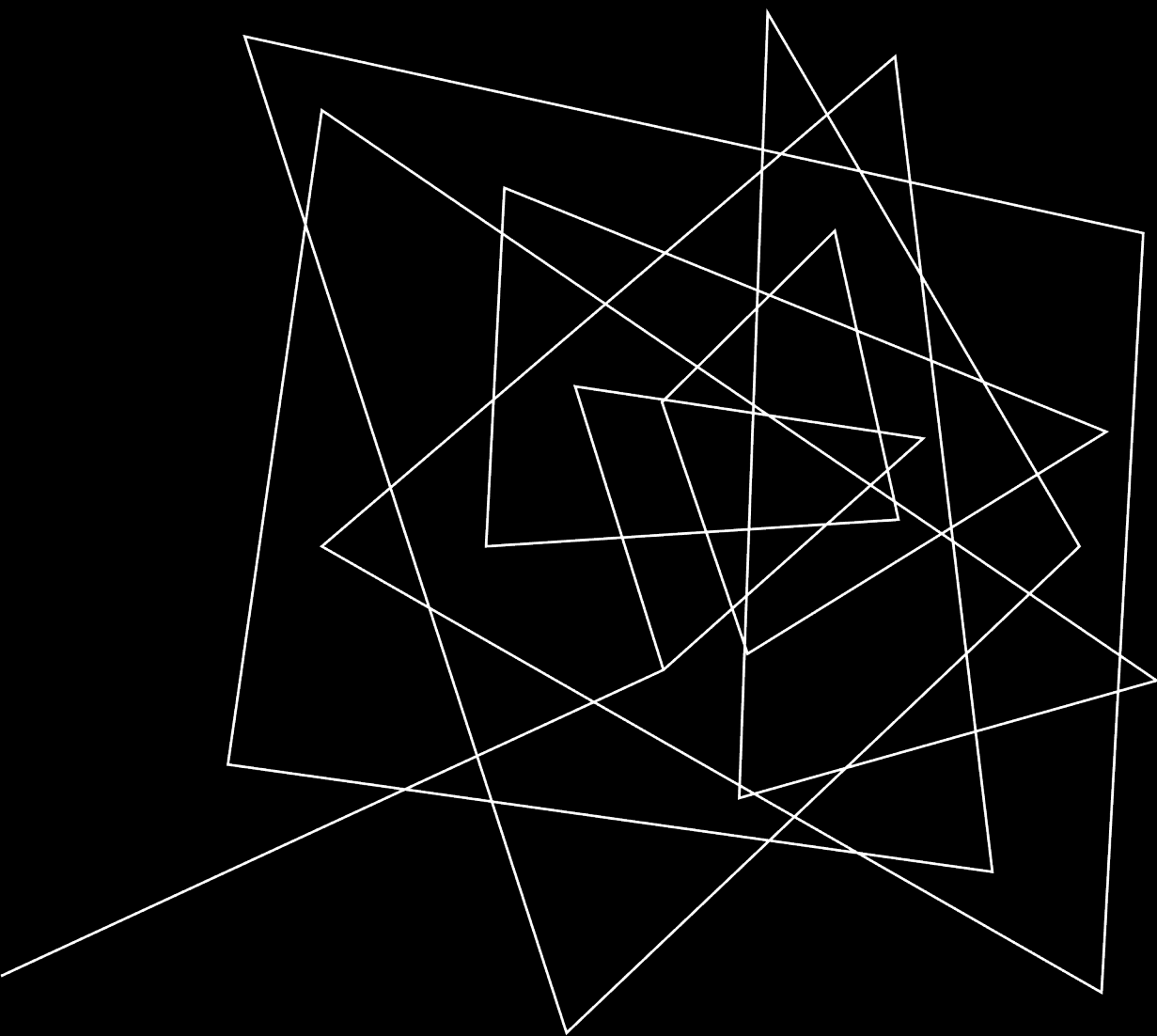| Top Selling Drinks	
By Quantity	
Red Dry Wine	- 62K
Sugarcane Liquor	- 14K
Red Sweet Wine	- 6K

- **Revenue Contribution:**
  - The prominence of these top-selling products highlights their significant contribution to overall revenue. Focused marketing strategies and inventory management for these key products can further enhance profitability.
- **Diversification Opportunities:**
  - Identifying and understanding the top-selling products allows for strategic diversification efforts.
  - Exploring complementary products or variations of these best-sellers can tap into existing consumer preferences and expand the product portfolio.
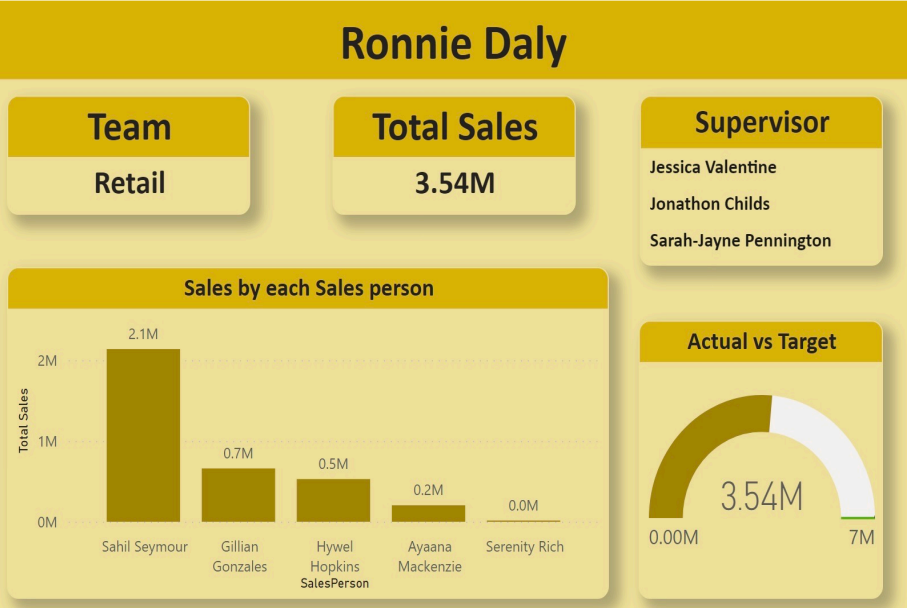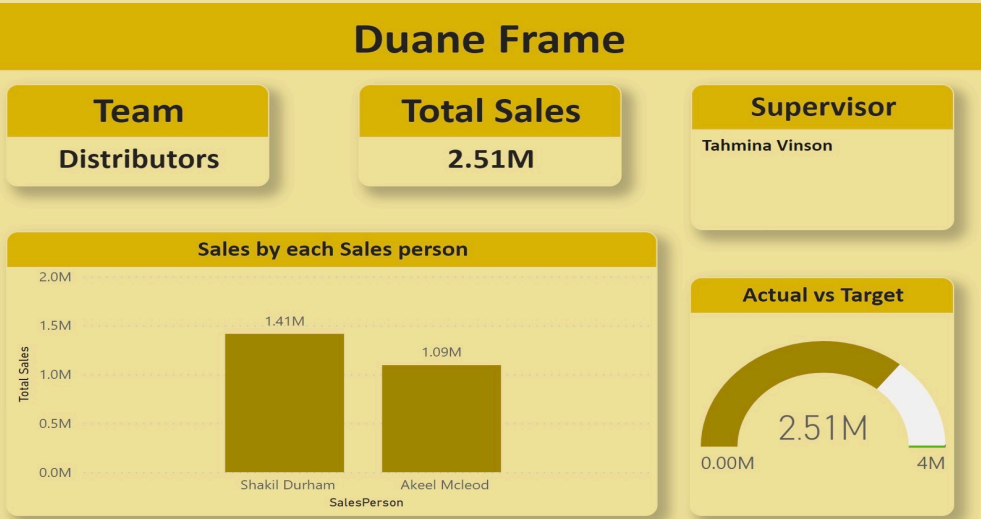- **Inventory Optimization:**
  - Efficient inventory management and supply chain strategies can be devised by concentrating efforts on the most popular products, ensuring adequate stock levels to meet consumer demand while minimizing excess inventory costs.

MANAGER ANALYSIS

- **Top Performing Managers:**
  - ***Duane Frame,*** managing Distribution and Online sales, emerged as the best-performing manager with a remarkable sales achievement of **$9.21 million.**
  - ***Ronnie Daily,*** overseeing the Retail segment, closely followed with an impressive sales contribution of **$8.70 million.**

Duane Frame

Team	Total Sales	Supervisor
Distributors	2.51M	Tahmina Vinson

Sales by each Sales person

Actual vs Target — 2.51M (0.00M – 4M)

Ronnie Daly

Team	Total Sales	Supervisor
Retail	3.54M	Jessica Valentine, Jonathon Childs, Sarah-Jayne Pennington

Sales by each Sales person

Actual vs Target — 3.54M (0.00M – 7M)

- **Sales Breakdown by Segment:**
  - Within the Retail segment, ***Sahil Seymour*** demonstrated outstanding performance by generating sales of approximately ***$4.71 million out of the total segment sales of $8.70 million.***
  - In the Distributors segment, ***Sahil Durham*** played a key role, contributing around ***$3.30 million out of the total segment sales of $6.10 million.***
  - In the Online segment, ***Dominykas Bird*** excelled with sales of approximately ***$1.68 million out of the total segment sales of $3.11 million.***

Continued on next page

- **Implications for Performance Recognition:**

  - Recognizing and rewarding **top-performing managers** and **salespersons** is essential for boosting morale and fostering a culture of excellence.

  - It encourages healthy competition and motivates the team to achieve and surpass sales targets.

- **Strategic Decision-Making:**

  - Identifying top-performing managers and salespersons provides valuable insights for strategic decision-making.

  - It enables the company to allocate resources effectively, tailor training programs, and implement targeted incentives to further enhance overall sales performance.

- **Potential for Knowledge Transfer:**

  - High-performing individuals can serve as **mentors or trainers**, sharing best practices and strategies with other team members.

  - This knowledge transfer can contribute to the overall skill development and success of the entire sales team.
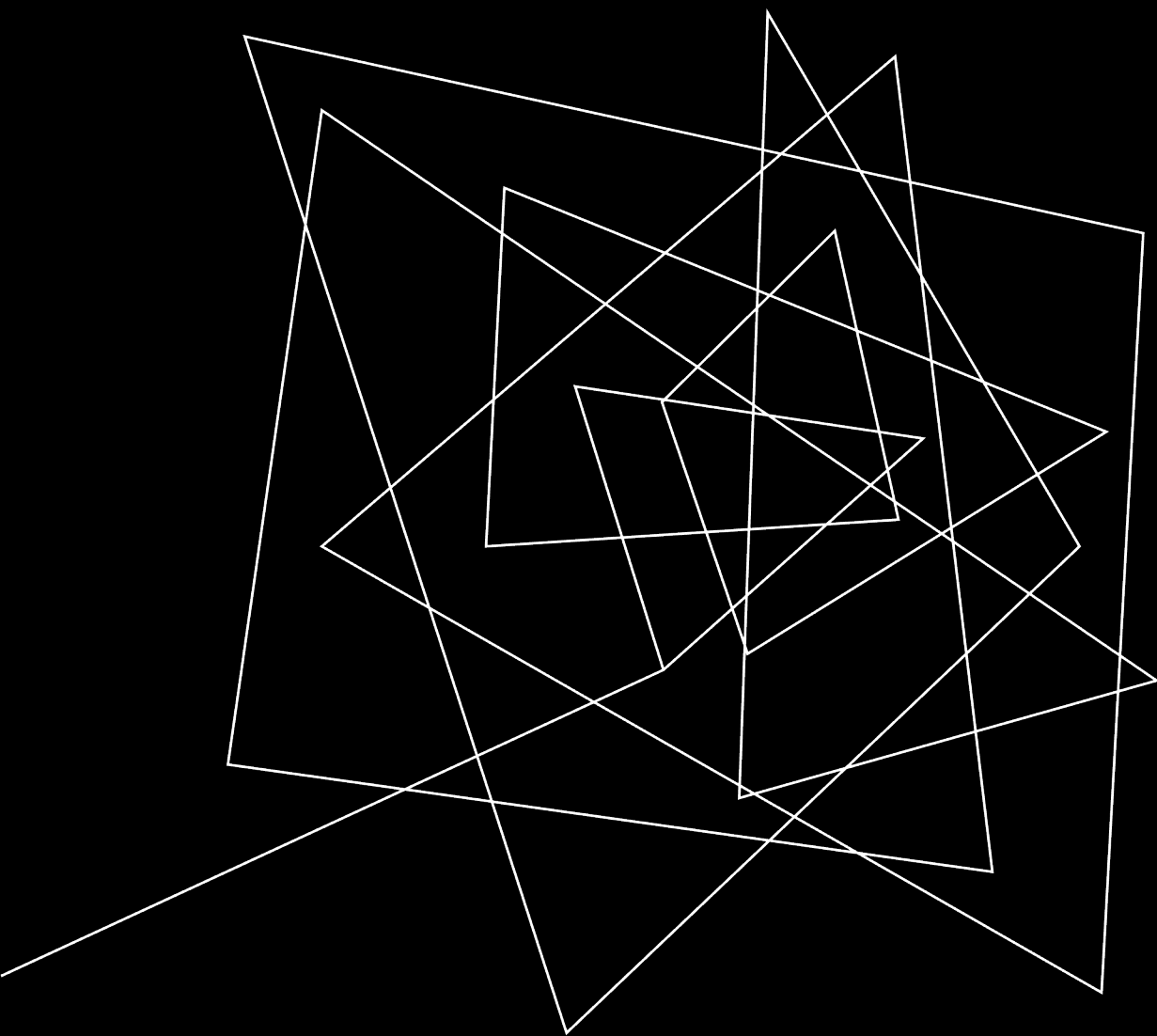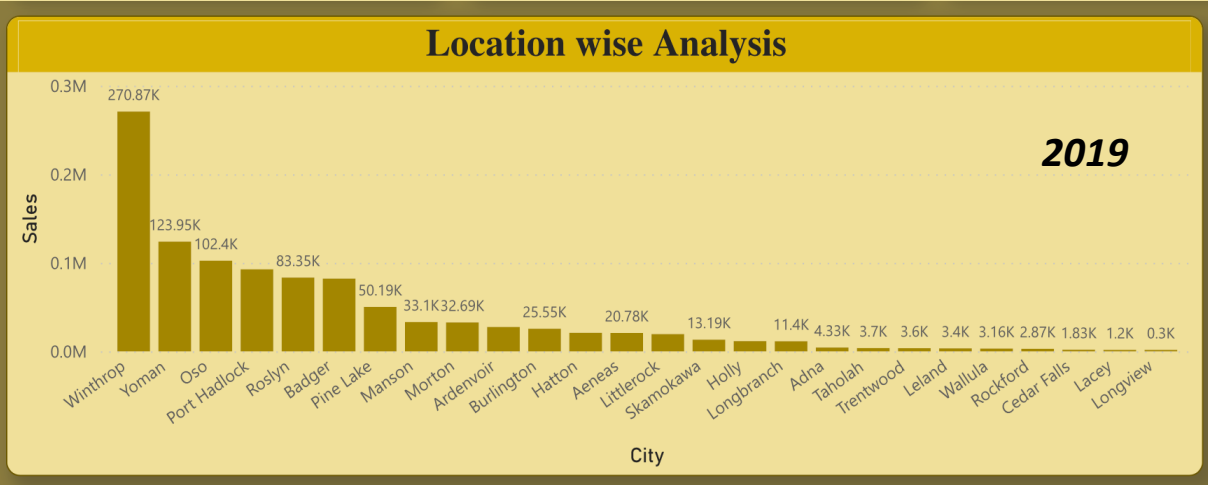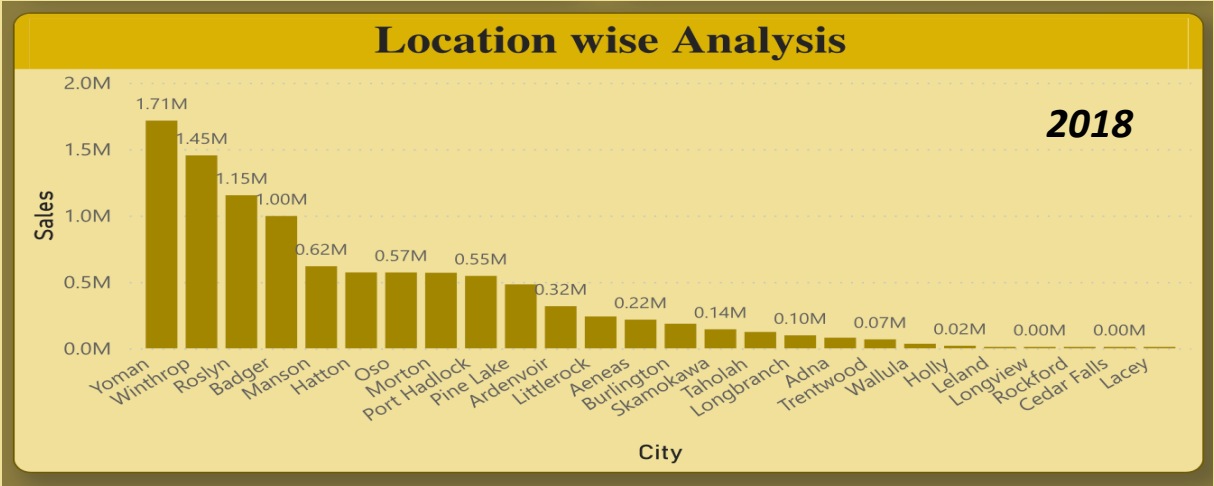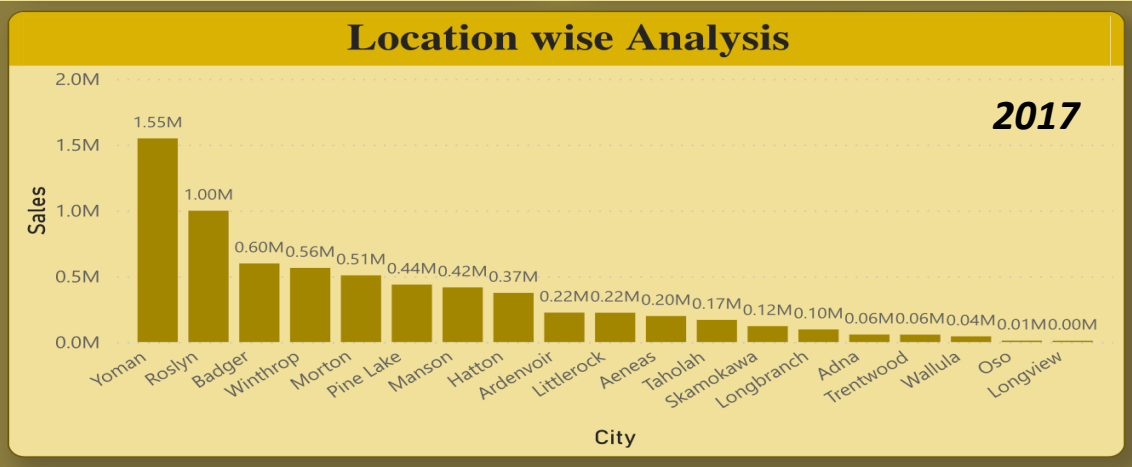
LOCATION ANALYSIS

- **Top Sales Locations:**
  - The analysis reveals the top six sales locations, each contributing significantly to the overall revenue:
    1. Yoman - $3.39 million
    2. Winthrop - $2.29 million
    3. Roslyn - $2.23 million
    4. Badger - $1.68 million
    5. Morton - $1.11 million
    6. Manson - $1.07 million

- **Strategic Focus Areas:**
  - Identifying and prioritizing these top sales locations provides insights for strategic planning and resource allocation.
  - Focusing marketing efforts and sales initiatives on these high-performing locations can yield optimal returns.
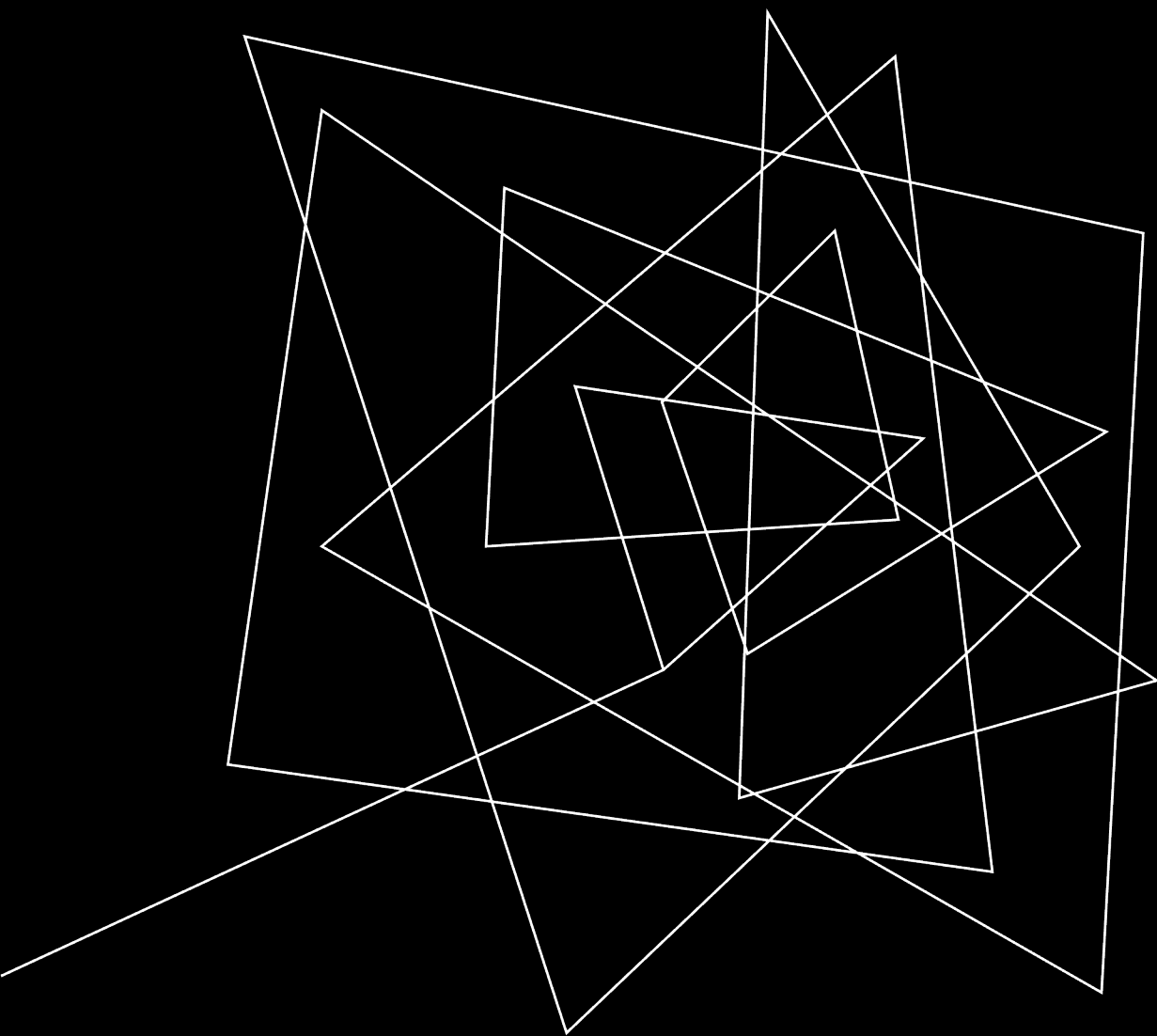- **Regional Dynamics:**
  - Understanding the regional dynamics, including demographics and consumer behavior, can inform localized marketing strategies.
  - Tailoring promotions and product offerings to meet the preferences of each location can enhance market penetration.
- **Opportunities for Expansion:**
  - Recognizing top sales locations presents opportunities for targeted expansion.
  - Exploring neighboring areas or similar markets can leverage the success of these locations and contribute to overall business growth.
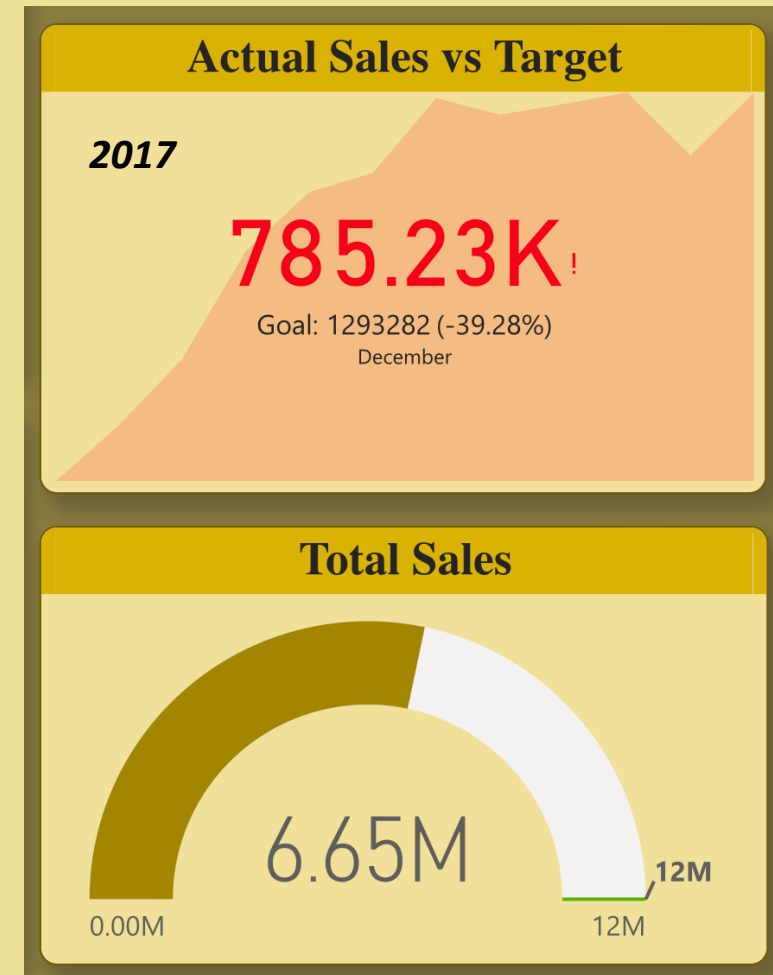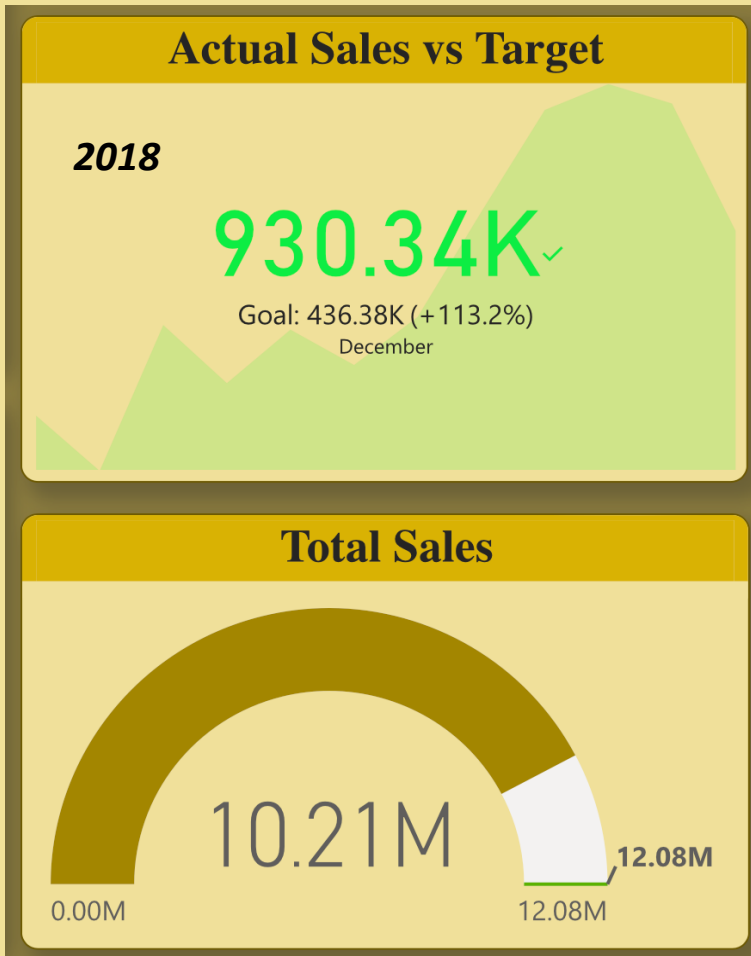- **Performance Benchmarking:**
  - These top-performing locations serve as benchmarks for evaluating the success of sales initiatives.
  - Regular performance assessments can identify trends, capitalize on successes, and address challenges to maintain and improve overall regional performance.

TARGET ANALYSIS

Actual Sales vs Target

2017

785.23K !

Goal: 1293282 (-39.28%)

December

Total Sales

6.65M

0.00M · 12M · 12M

- **Yearly Target Growth:**
  - A comparative analysis between 2017 and 2018 reveals a substantial *30% increase* in the yearly sales target.
  - This upward adjustment signifies an ambitious strategic approach, indicating confidence in the company's growth potential.

Actual Sales vs Target

2018

930.34K ✓

Goal: 436.38K (+113.2%)

December

Total Sales

10.21M

0.00M · 12.08M · 12.08M

- **Monthly Target Achievements in 2017:**

  - In 2017, the *Retail* and *Distributors* teams demonstrated commendable performance by achieving the monthly sales target in *May, August, and September.*

  - While the achievement was limited to three months, it underscores the strategic importance of these teams in meeting or surpassing set targets.

- **Monthly Target Achievements in 2018:**

  - The sales teams exhibited notable improvement in 2018, achieving the monthly sales target in *seven* out of *twelve months.*

  - This enhanced performance indicates a more consistent and sustained effort in meeting the set targets, reflecting increased efficiency and strategic alignment.

- **Product Sales Growth:**

  - A noteworthy observation is the doubling of sold products when comparing 2017 and 2018.

  - This substantial increase in product sales signifies not only improved market demand but also the company's ability to scale and meet growing customer expectations.

- **Limited Insights for 2019:**
  - The analysis of 2019 is constrained by the availability of only three months' worth of data. With limited insights, it becomes challenging to draw conclusive observations.
  - However, this period can be considered for early trend analysis and initial performance assessment.
- **Implications for Strategic Planning:**
  - The consistent achievement of monthly targets in 2018 suggests improved strategic planning and execution.
  - This success can be attributed to refined sales strategies, enhanced team collaboration, and a responsive approach to market dynamics.
- **Performance Metrics for Evaluation:**
  - The target analysis serves as a critical performance metric, offering insights into the effectiveness of sales strategies and the adaptability of teams.
  - Regular evaluations can leverage these insights to refine future target-setting processes and align them with evolving business objectives.

CONCLUSION

- **Successful Target Growth:** Achieved a remarkable *30% increase* in yearly targets from 2017 to 2018, indicating strategic resilience and confidence in business expansion.

- **Team Performance Optimization:** Recognized top-performing managers and sales teams, showcasing their pivotal role in meeting and surpassing monthly targets.

- **Product and Location Insights:** Identified *top-selling products* and *key sales locations*, enabling targeted marketing efforts for continued success.

- **Data-Driven Decision-Making:** Utilized detailed sales data for strategic decision-making, leading to improved performance, increased sales, and enhanced market penetration.

- **2019 Trend Analysis:** Limited insights due to only three months of data; however, serves as an *early indicator for trend analysis* and potential strategic adjustments.

- **Holistic Approach to Analysis:** Combined dimensions, sales, manager, product, location, and target analyses to form a comprehensive understanding of the sales landscape.

- **Market Responsiveness:** Adapted strategies based on changing market dynamics, resulting in consistent **monthly target achievements** in 2018.

- **Strong Product Portfolio:** Diversified and expanded product offerings, capitalizing on the popularity of top-selling items for increased revenue.

- **Regional Expansion Opportunities:** Identified high-performing sales locations as potential areas for targeted expansion and market growth.

- **Continuous Improvement:** Utilized performance metrics for regular evaluations, fostering a culture of continuous improvement and adaptability.

THANK YOU

Sanjay Kannan