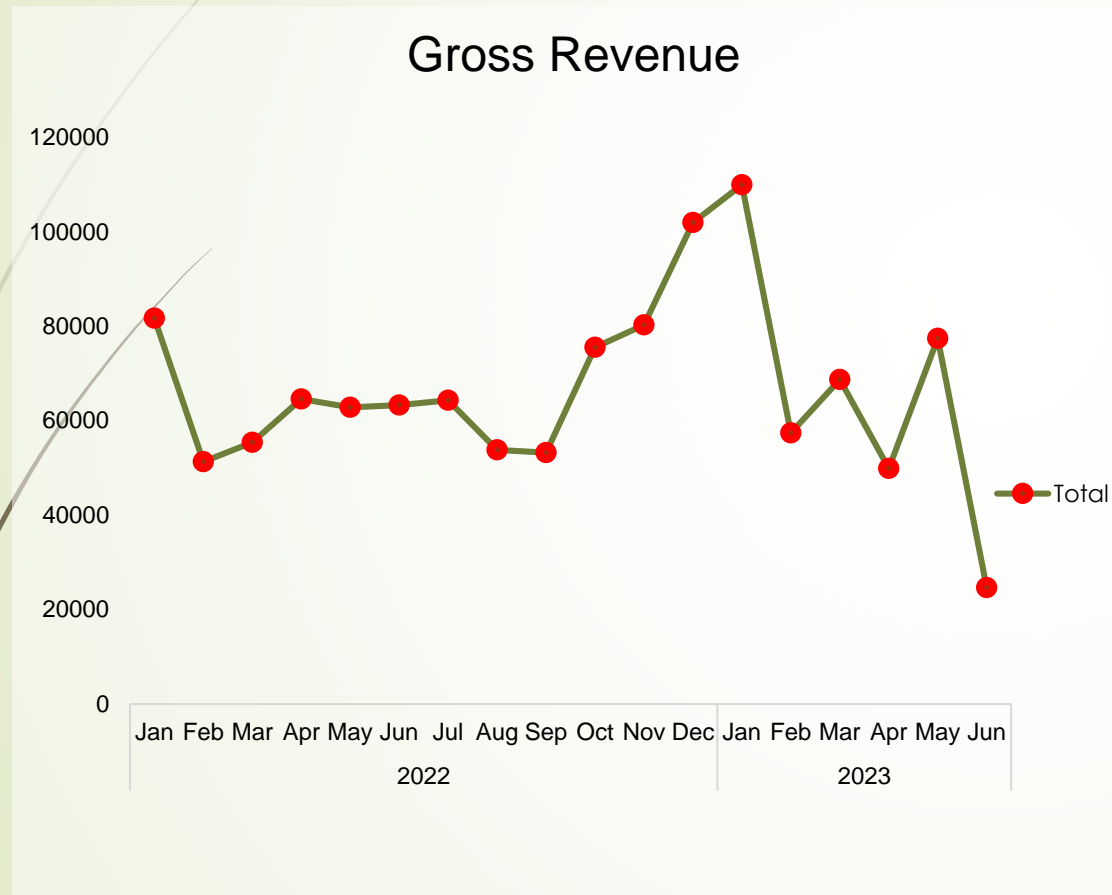# Sales Data Analysis

Performalytics

By,

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Seasonality Chart: Revenue

➤ Time series analysis of gross revenue to invoice month displays a seasonality trend.

Gross Revenue

Findings

- ➥ Peak season: Winter season especially in the month of December and January the gross revenue reaches highest.

- ➥ Trough season: During the spring and summer seasons but the fall of revenue begins in the month of February

- ➥ A seasonality can be identified and a seasonal hike during winter month compared to summer especially in December and January

- ➥ In the year of 2023 March and May shows a small leap but during 2022 demand of items follows a stable pattern from the month of March to September

Seasonality chart - Average Order Value

➢ Time series analysis of Average Order Value to invoice month and year.

Findings

➥ The graph shows no particular seasonality trends

➥ Lowest average revenue is in the month of January 2022

➥ Highest average revenue is visible during the month of March 2023.

➥ Analyzing this Seasonality chart with the previous slide, these charts follows an opposite pattern.

Average Gross Revenue
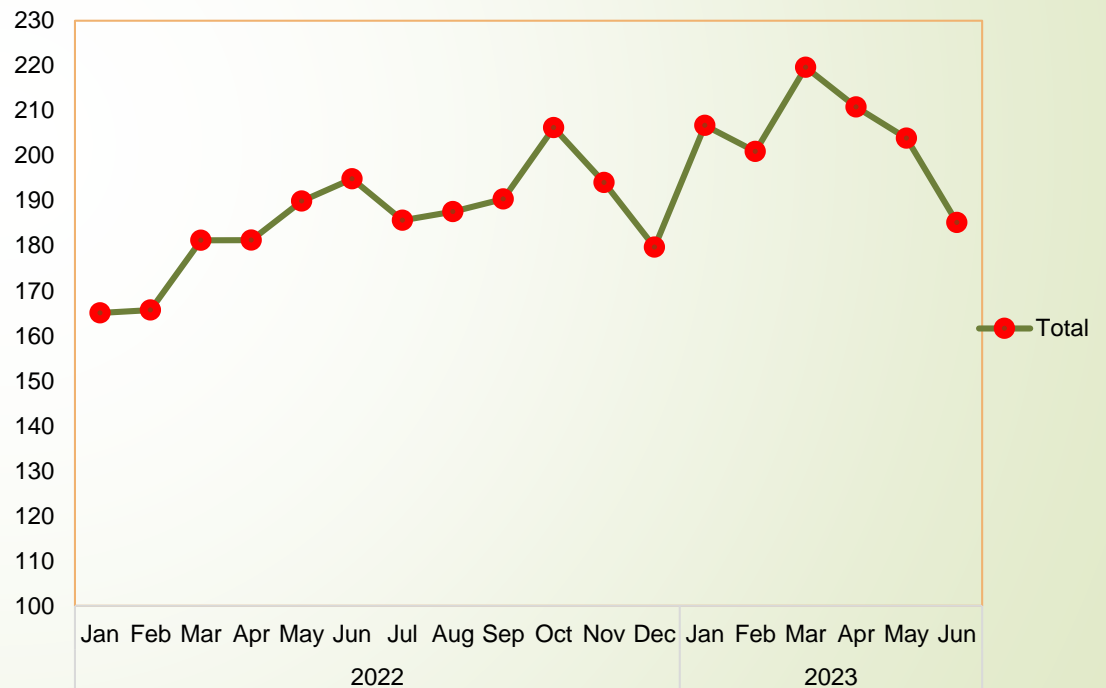
Recommendations to client

Improve sales and marketing strategies

Strategy in pricing

- Opposite patterns between AOV and Gross revenue suggests that changes in pricing strategies or promotions created an impact on increase in gross revenue but lower individual order value.
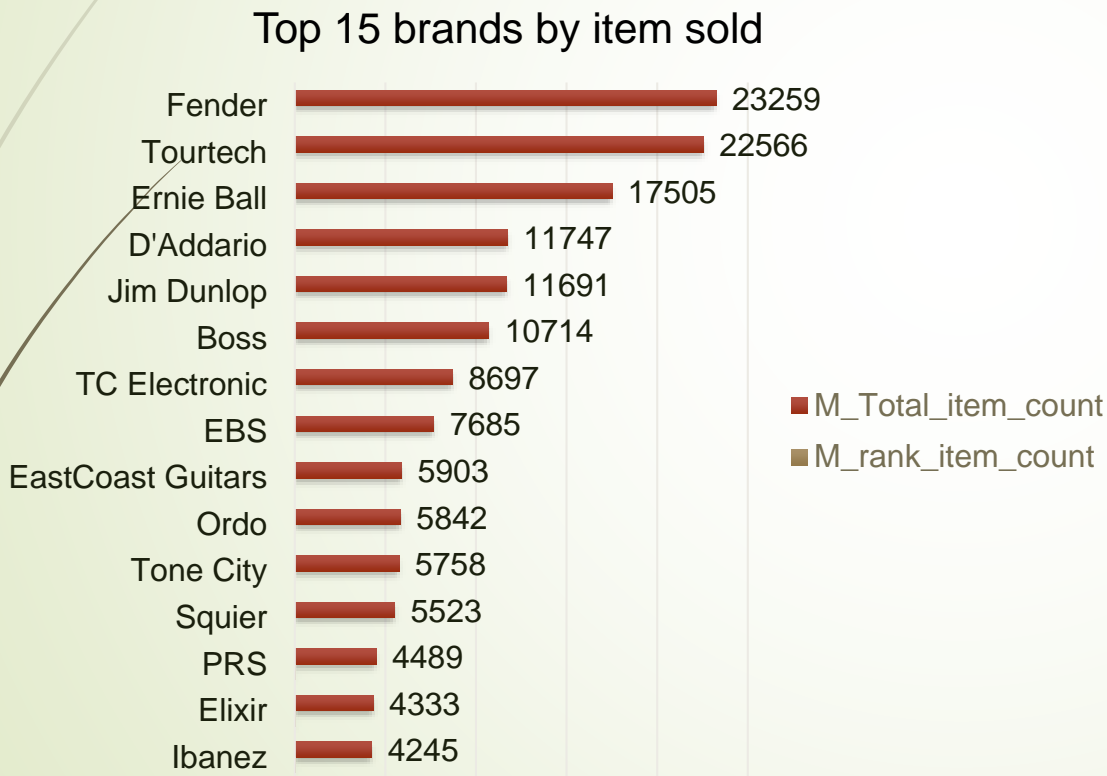
Conditions in market

- Market conditions like economic downturns or reduced consumer confidence may force them to buy products with less price or to opt discounted items.

Mixing the products with different price range

- Various ranges of products can be introduced with improved features and innovation to mix up with the lower priced items or
- Try to include lower priced items with more specification can be promoted.

Ranking of sales by brands

➤ RANKX method is used to find the ranking of brands considering the total number of items sold.

Top 15 brands by item sold

Brand	Count
Fender	23259
Tourtech	22566
Ernie Ball	17505
D'Addario	11747
Jim Dunlop	11691
Boss	10714
TC Electronic	8697
EBS	7685
EastCoast Guitars	5903
Ordo	5842
Tone City	5758
Squier	5523
PRS	4489
Elixir	4333
Ibanez	4245

■ M_Total_item_count
■ M_rank_item_count

Findings

➡ Fender is the brand that comes in the first position while considering the total number items sold.

➡ Tourtech is at the second position with a small difference of sold item count from Fender.

➡ Maintaining quality of the products and adaptability to market trends help the brands to improve the number of sales.

Other visualisation: Sales type Analysis

Sales type analysis focus on the preference of customer in purchasing type.

Findings

- 81% of the customers have chosen web purchase over store purchase.

- The number of store purchase is 47003 and it is only 19% of the total sales.

- Convenience in payment and door to door delivery system encourage customers to select web purchase over store purchase.

- Effective marketing strategies through various websites can improve the number of web sales.
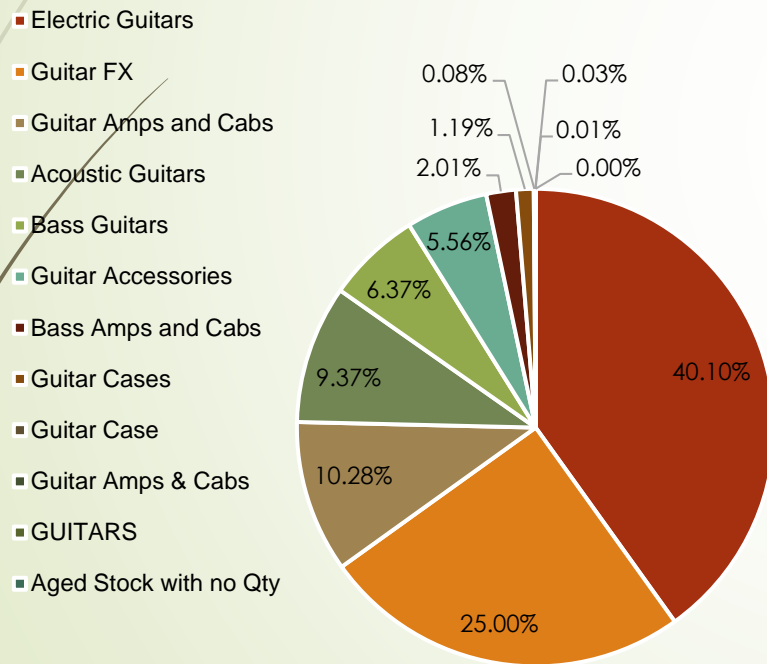
Customer preference of sales type

Web, 203223, 81%

Store, 47003, 19%

Store
Web
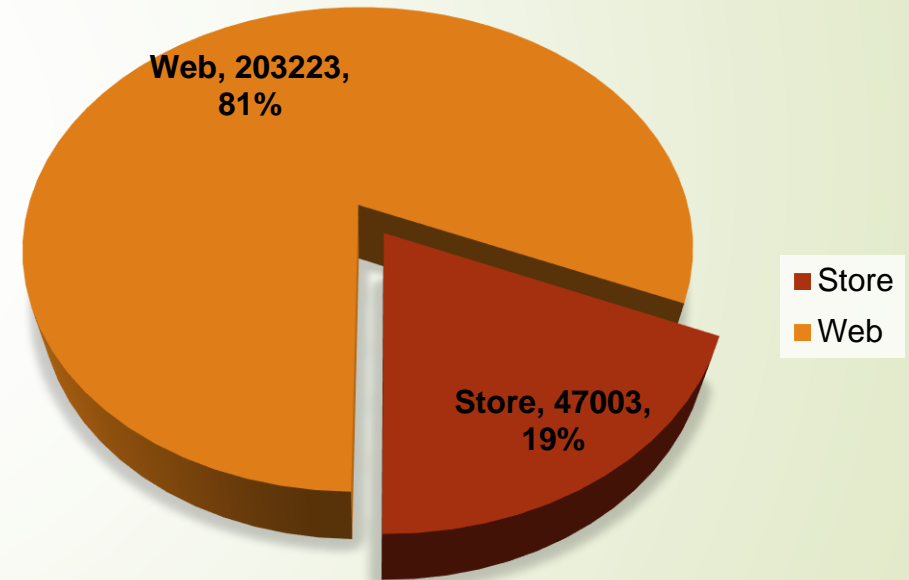
Other findings : Item sub category analysis

Pie chart shows the percentage of contribution in total paid gross by various item sub categories.

Sales charts of item sub category

- Electric Guitars
- Guitar FX
- Guitar Amps and Cabs
- Acoustic Guitars
- Bass Guitars
- Guitar Accessories
- Bass Amps and Cabs
- Guitar Cases
- Guitar Case
- Guitar Amps & Cabs
- GUITARS
- Aged Stock with no Qty

0.08%   0.03%
1.19%   0.01%
2.01%   0.00%
5.56%
6.37%
9.37%
40.10%
10.28%
25.00%

Findings

- Electric guitars are the most selling product which contributes 40.1 % of the total paid gross.

- Guitar FX is the second item which gives 25% of the total paid gross.

- Guitar amps and cabs is the third highest contributor to the total revenue with 10.28 % of the total revenue.

Recommendations to the client

- Enhancing the top brands by using various marketing strategies

- By promoting the brand consistency, innovation and customer engagement services helps to improve the sales.

- Maintaining a user friendly websites for online purchase will improve the customer purchase preference.

- Flexibility in purchasing products through different methods like buy online and pick up in store, door to door delivery services will improve the number of sales.

- Promotion of top selling sub category items through various methods like incorporating musical contest will attract the customers to the store.

- Provide exceptional customer service to hold the current customers.

Thank you