

A photograph of a modern, multi-story building with a light-colored facade and large windows, viewed from a low angle looking up. The building is partially obscured by a dark blue rectangular shape on the left and a teal square on the bottom right. The background is a light blue gradient with a small teal circle in the top right and a small teal plus sign in the bottom center.

Annual Sales and Profit Analysis

Analyzing Sales and Profit Performance in 2019 and 2020.

RETAIL ANALYSIS OVERVIEW

Presentation Agenda

Exploring Sales Trends and Profits in Retail: A
Comprehensive Analysis



01

Overall Performance

Comprehensive overview of the retail
business performance.

02

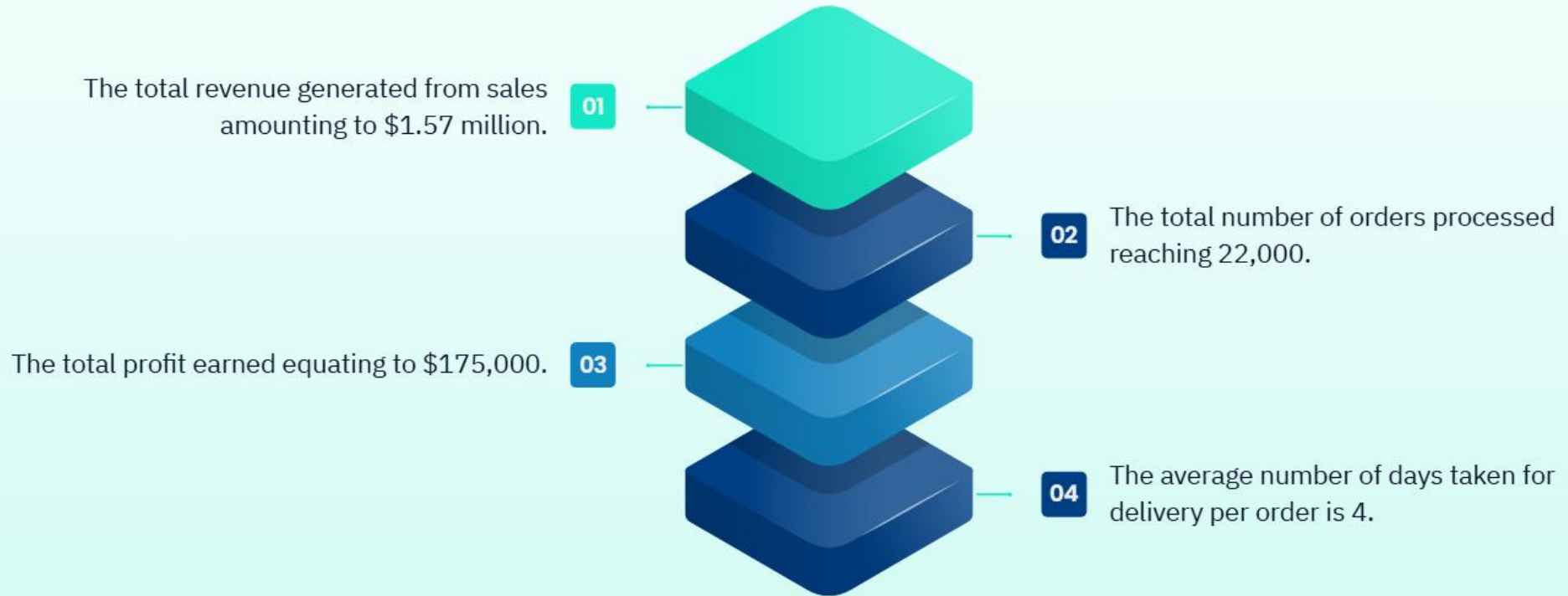
Sales by Category and Segment

Breakdown of sales figures based on
different product categories and market
segments.

FINANCIAL PERFORMANCE OVERVIEW

Overall Performance

Key Metrics Overview



SALES DISTRIBUTION

Sales by Category

Distribution of Sales Across Product Categories

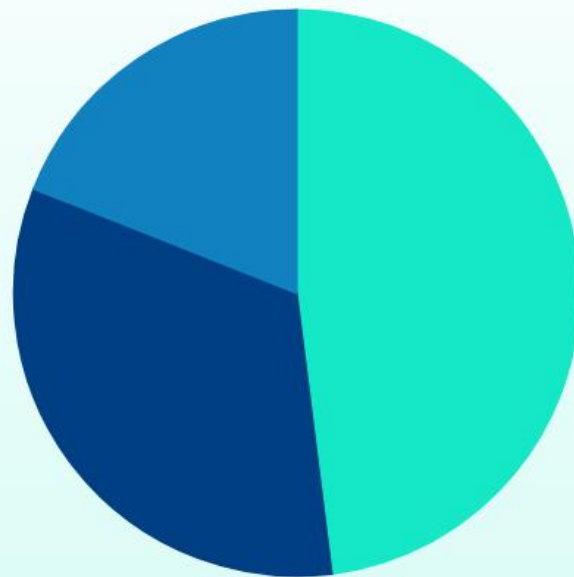
| Product Category | Sales Amount (in Million USD) |
|------------------|-------------------------------|
| Office Supplies | \$0.64M |
| Technology | \$0.47M |
| Furniture | \$0.45M |



SALES DISTRIBUTION

Sales by Segment

Distribution of Sales Across Different Customer Segments



- 48% Consumer
- 33% Corporate
- 19% Home Office

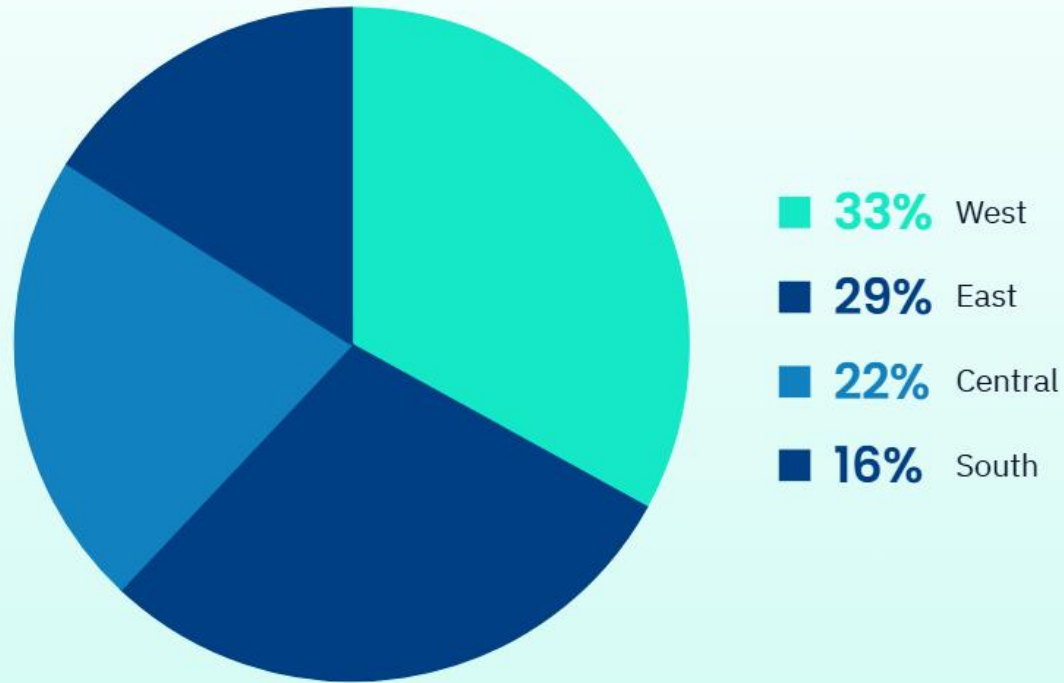
Retail Sales Report, 2021



SALES DISTRIBUTION

Sales by Region

Distribution of Sales Percentage by Region



SALES PERFORMANCE BY STATE

Top 10 States by Sales

Revenue Generated by Top States

| State | Sales Amount |
|--------------|--------------|
| California | \$0.34M |
| New York | \$0.19M |
| Texas | \$0.12M |
| Washington | \$0.09M |
| Pennsylvania | \$0.08M |
| Ohio | \$0.07M |
| Illinois | \$0.06M |

SALES DISTRIBUTION

Sales by Ship Mode

Analyzing Revenue Distribution by Shipping Modes

| Ship Mode | Sales in Million \$ |
|----------------|---------------------|
| Standard Class | \$0.33M |
| Second Class | \$0.11M |
| First Class | \$0.08M |
| Same Day | \$0.03M |

SALES PERFORMANCE ANALYSIS

Top 3 Sub-Categories by Sales

Examining the Highest Performing Sub-Categories in Sales



Phones: \$0.20M

Phones emerged as the top-selling sub-category, generating \$0.20M in revenue.



Chairs: \$0.18M

Chairs secured the second position in sales, contributing \$0.18M to total revenue.



Binders: \$0.17M

Binders ranked third in sales performance, accounting for \$0.17M in revenue.

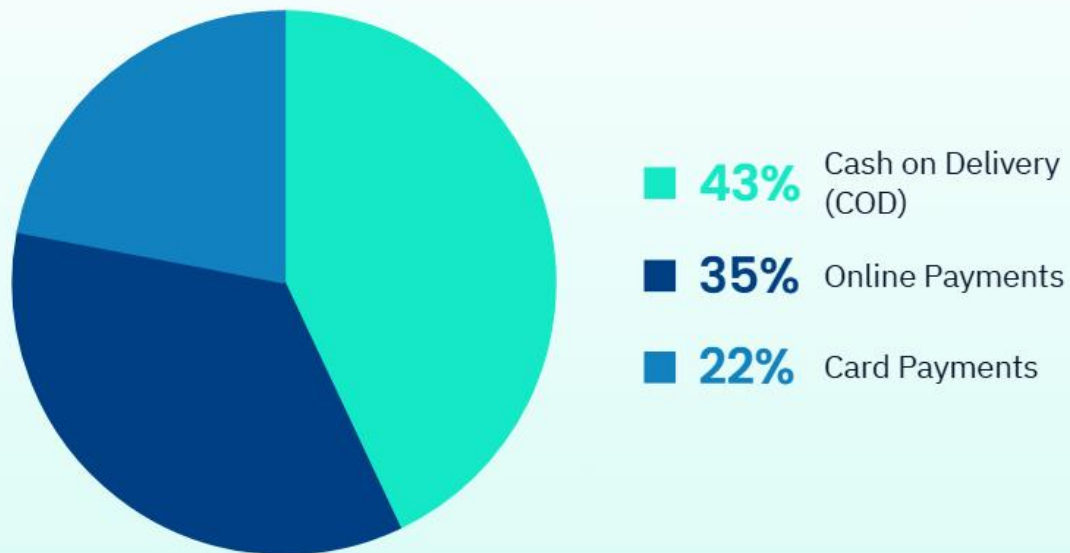




SALES PAYMENT METHODS

Payment Mode Preferences

Analyzing Customer Payment Choices in Retail



Retail Sales Data Analysis, 2019-20



SALES COMPARISON BY MONTH

Year-over-Year Sales Performance (2019 vs 2020)

Monthly Sales Comparison

| Month | Sales in 2019 (\$M) | Sales in 2020 (\$M) |
|----------|---------------------|---------------------|
| January | 0.02 | 0.05 |
| February | 0.02 | 0.05 |
| March | 0.05 | 0.06 |
| April | 0.04 | 0.05 |

PROFIT COMPARISON

Year-over-Year Profit Performance (2019 vs 2020)

Monthly Profit Comparison

| Month | 2019 Profit (\$) | 2020 Profit (\$) |
|----------|------------------|------------------|
| January | 3000 | 7000 |
| February | 5000 | 5000 |
| March | 4000 | 15000 |
| April | 3000 | 3000 |
| May | 9000 | 6000 |

SALES AND PROFIT COMPARISON

Monthly Sales and Profit Comparison

Comparison of Sales and Profits from August to December

| Month | Sales (\$M) | Profit (\$M) |
|-----------|-------------|--------------|
| August | \$0.03M | \$0.03M |
| September | \$0.07M | \$0.12M |
| October | \$0.04M | \$0.09M |
| November | \$0.08M | \$0.13M |
| December | \$0.08M | \$0.17M |

SALES PERFORMANCE

Sales and Profit Trends

2020 Performance Overview

01

February 2020

Notable growth observed compared to previous year.

02

March 2020

Decrease in sales likely due to early impact of COVID-19.

03

April 2020

Significant increase in sales performance.

04

May 2020

Continued positive sales trend.

05

December 2020

Remarkable growth marking the end of the year.

FINANCIALS

Profit Margin Variations

Understanding the Fluctuations in Sales and Profits



SALES PERFORMANCE ANALYSIS

Resilience and Adaptation

Navigating Challenges and Achieving Growth



**Strong
Recovery
Post
Challenges**



**Effective
Adaptation
Strategies**



**Consistent
Growth
Momentum**



**Market
Conditions
Response**



REGIONAL ANALYSIS

Regional Performance Analysis

Exploring Regional Sales and Profit Dynamics

West Leads in Sales

The West region demonstrates the highest sales percentage among all regions.

01

02

Profit Contribution Analysis

Analyzing profit contributions by region could offer deeper insights into regional efficiency.



01

High Percentage of COD Payments

Indicates a need to encourage online and card payments for better cash flow.

02

Implement Online Payment Incentives

Offer discounts or loyalty points to drive online payment adoption.

03

Enhance Security Measures for Online Transactions

Build customer trust by ensuring secure online payment processes.

04

Diversify Payment Methods

Provide multiple payment options to cater to various customer preferences.



FINANCIALS

Payment Preferences and Strategies

Understanding Customer Payment Behavior for Enhanced Financial Planning

SALES PERFORMANCE ANALYSIS

Sales Forecast

Analyzing Sales Trends and Profit Performance in Retail

Fluctuating Sales Performance

The sales forecast indicates fluctuations, with a peak in October, a dip in November, and a slight recovery in December.

October Peak

The sales reached its highest point in October.





01

Office Supplies Lead in Sales

Office Supplies category holds the top position in sales.





DRIVE GROWTH

Call to Action

Implementing Strategies for Growth