



# Wide World Importers

**Sales and Logistic data Analysis**

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# INTRODUCTION

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Wide World Importers (WWI) operates as a wholesale novelty goods importer and distributor in the San Francisco Bay Area.

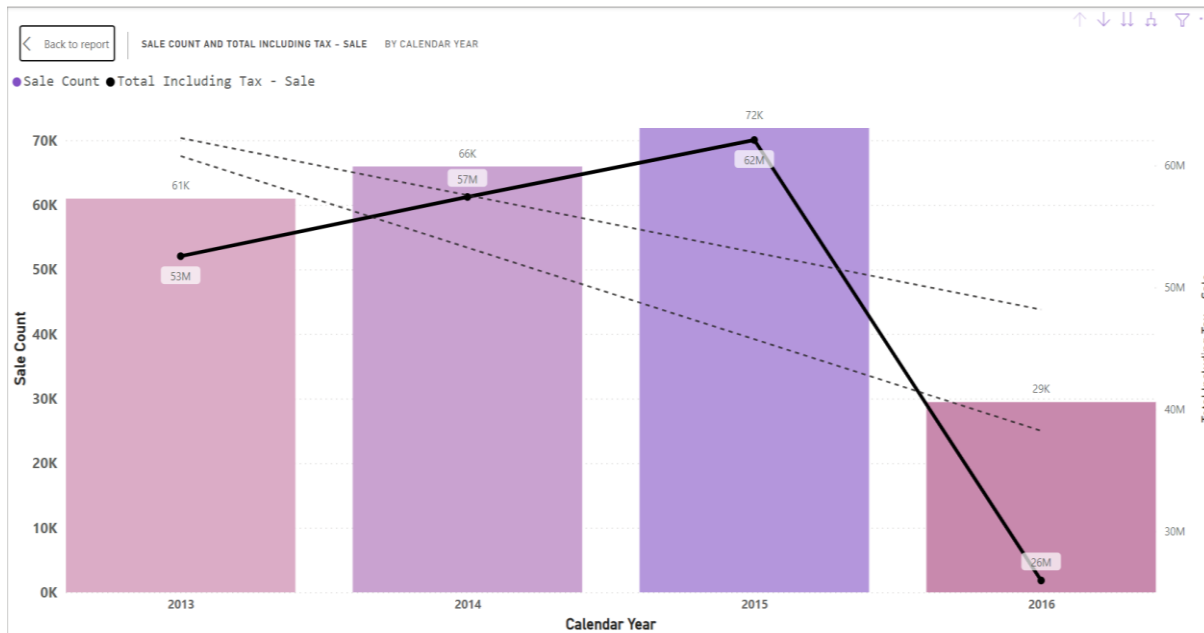
Goals of this analysis are to assess sales performance, identify top-selling items, analyze sales and order trends from 2013 to 2016, optimize delivery performance, and understand stock flow and demand



# SALES ANALYSIS



## Sales trends over Different time periods



2013

Sales Count : 60968

52.56M



2014

Sales Count : 65941

57.42M



2015

Sales Count : 71898

62.09M



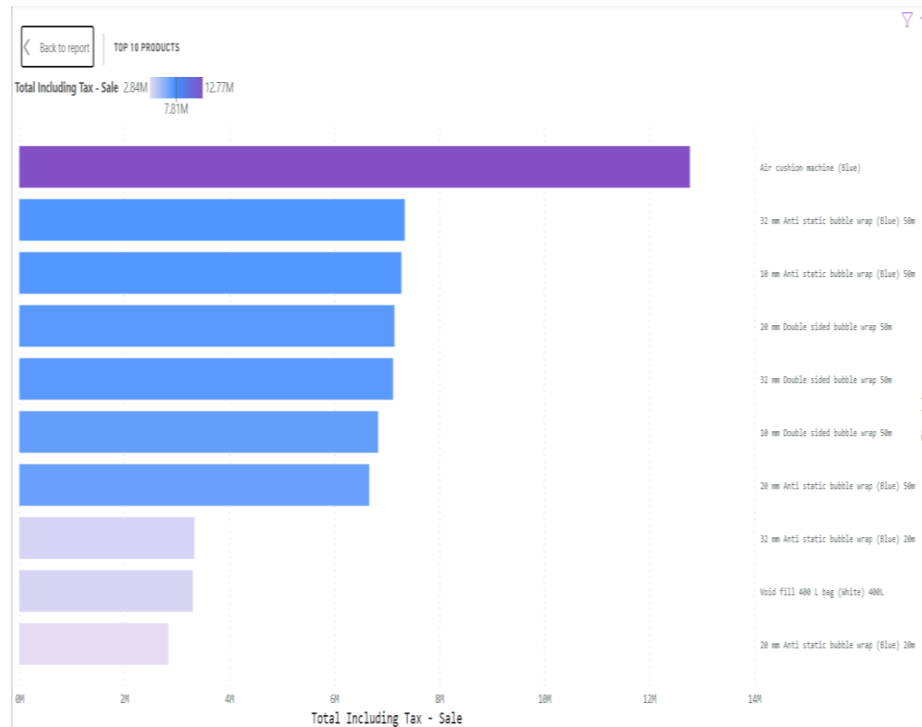
2016

Sales Count : 29458

25.97M



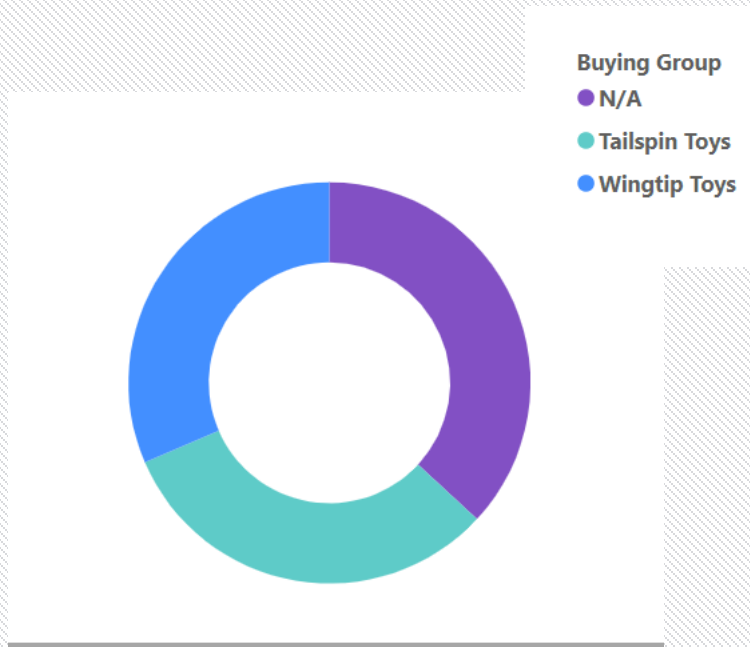
## Top 10 Selling Product Items



Stock Item	Total Including Tax - Sale
Air cushion machine (Blue)	12,773,338.65
32 mm Anti static bubble wrap (Blue) 50m	7,341,600.00
10 mm Anti static bubble wrap (Blue) 50m	7,278,430.50
20 mm Double sided bubble wrap 50m	7,146,468.00
32 mm Double sided bubble wrap 50m	7,118,776.00
10 mm Double sided bubble wrap 50m	6,834,450.00
20 mm Anti static bubble wrap (Blue) 50m	6,664,986.00
32 mm Anti static bubble wrap (Blue) 20m	3,335,184.00
Void fill 400 L bag (White) 400L	3,302,225.00
20 mm Anti static bubble wrap (Blue) 20m	2,839,005.00

# SALES ANALYSIS

## Sales by Customer Buying Categories

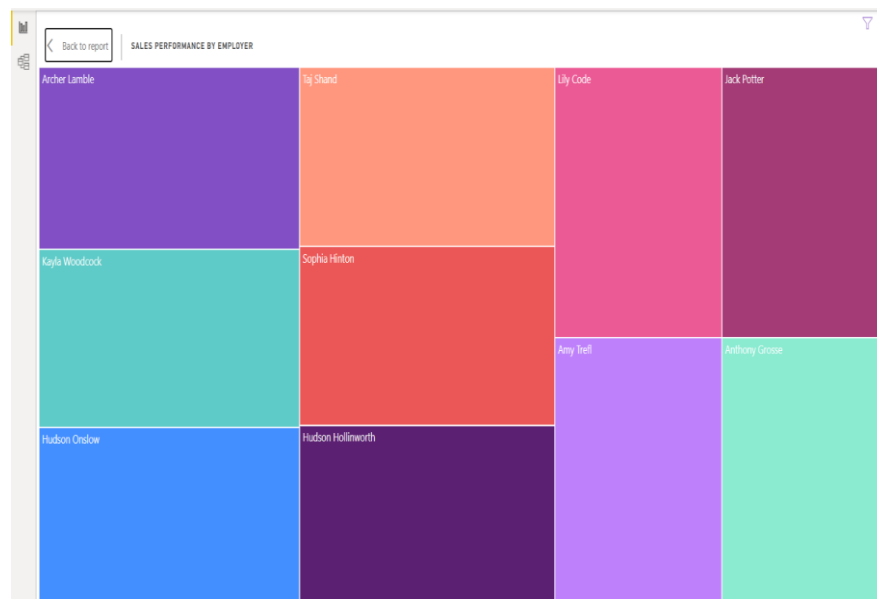


N/A - uncategorized or customers who are not toy sellers 73.037M

Tailspin Toys 62.654M

Wingtip Toys 62.352M

## Sales Performance By Employee



Employee	Total Including Tax - Sale
Archer Lamble	20,629,803.44
Kayla Woodcock	20,197,271.36
Hudson Onslow	19,906,785.93
Taj Shand	19,882,524.15
Sophia Hinton	19,866,023.48
Hudson Hollinworth	19,697,857.73
Lily Code	19,650,933.07
Jack Potter	19,628,351.36
Amy Trefl	19,293,258.55
Anthony Grosse	19,290,630.38



# SALES ANALYSIS



**\$ 198.04M**

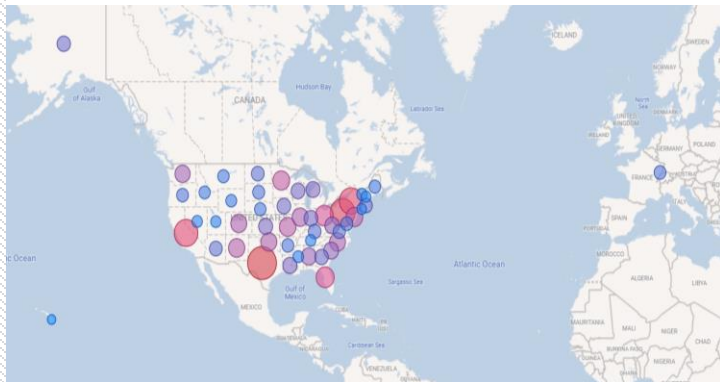
Total Sales Amount



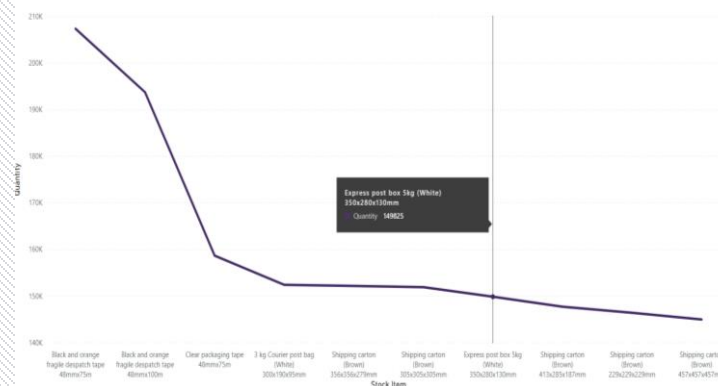
**\$ 85.73M**

Total Profit

Sales By Region



Quantity by stock Item



- Analysis says total of 198.04M total sales were earned from 2013 to 2016 time and the profit earned by them is about 85.73M
- Texas, Pennsylvania, California, New York and Florida are the top 5 states which show higher sales amount as well as highest sales count.
- There is a high demand for packaging materials such as despatch tape, shipping carton, courier post bags etc.



# LOGISTIC ANALYSIS

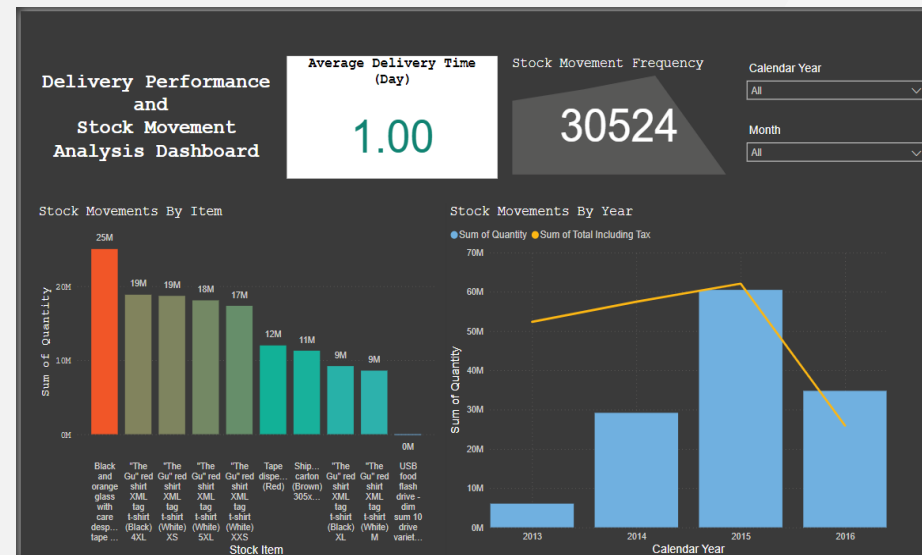
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The average delivery time is low at 1 day, indicating highly efficient logistics and delivery processes

There was a significant increase in stock movements from 2013 to 2015, peaking in 2015. A noticeable decline is observed in 2016.

The Black and orange fragile despatch tape 48mmx75m has the highest movement, indicating it is in high demand.

## Logistic analysis





# RECOMMENDATIONS

Conduct an analysis to investigate the cause behind the decline of sales, orders in 2016

Ensure continuous supply of top-selling items like Air Cushion Machine, Bubble Wraps, and Black and Orange Fragile Despatch Tape.

Consider promoting above top selling items.



Develop a tailored marketing strategies considering the buying groups and their behavior to increase sales.

Regularly analyze employee performance to identify strengths and weaknesses and reward top performers to make them motivated.



Consider expanding the business to European countries, as there are few countries in European region who operate WWI business.



# CONCLUSION

This analysis provides a comprehensive analysis of the WWI Data Warehouse using Power BI and SQL server analysis service, highlighting key areas for improvements.

Recommendations provided will guide WWI to increase its overall sales performance and ensure continuous improvement across the sales team



THANK  
YOU

ANALYSIS

