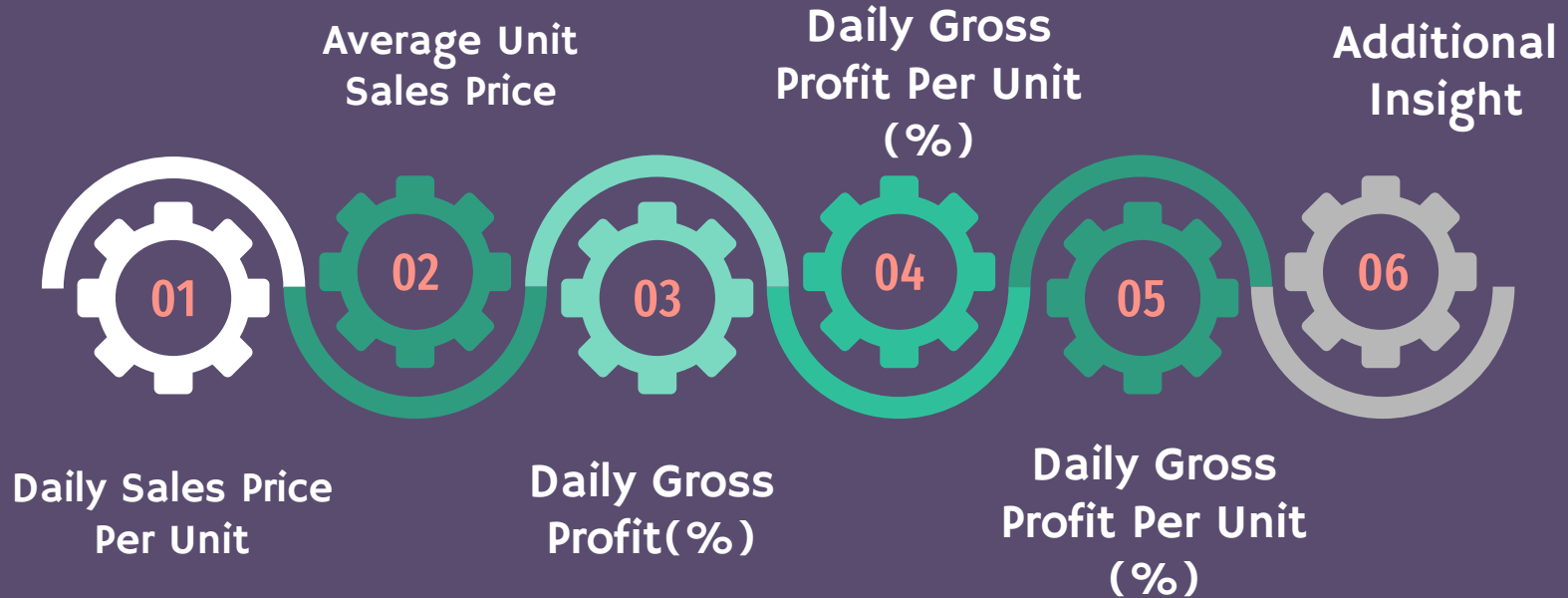




Sales Case Study Presentation

By Siphesande Mnqonywa

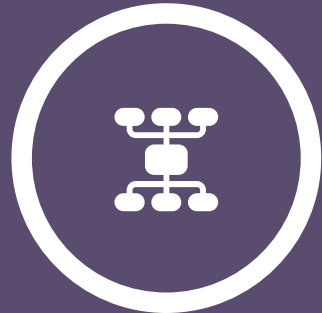
Sales Analysis



Objective



Is to analyze the sales performance of a single product in a retail store using business metrics. The goal is to derive meaningful insights that can help the store make data-driven decisions about pricing, promotions, and profitability

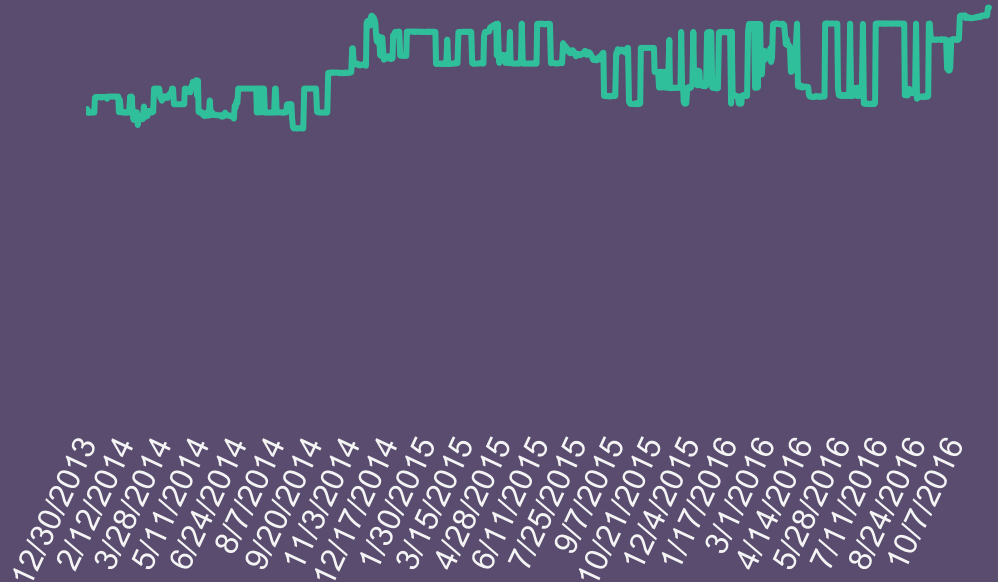


Average of Daily Sales

01

The daily unit price has been fluctuating because of Promotions, discounts and other external factors however it went up from R32.80 in 2013 to R43.81 in 2016. The upward trend suggests that despite fluctuations, the overall pricing strategy allowed for an increase in unit sales price

Average of Daily Sales Price Per Unit by Date



Average Unit Sales Price

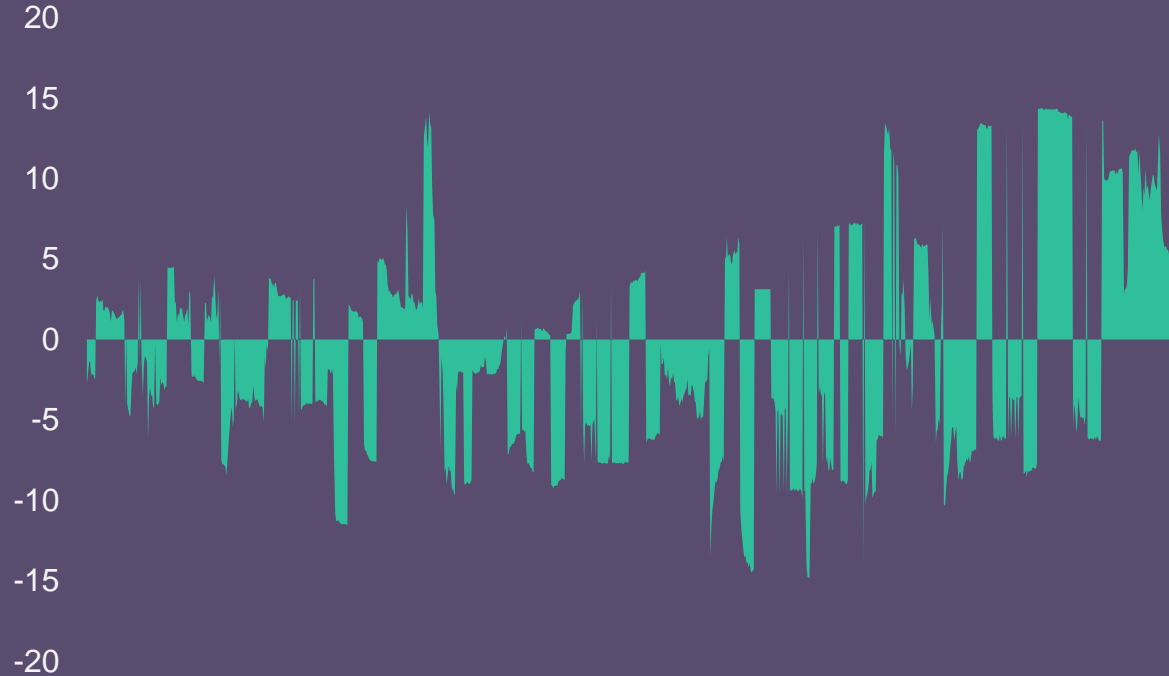


Average Unit Sales Price

The AVG is 37.07 close to the median .This statement suggests that the distribution of the data is fairly symmetric, since the mean and median are close in value

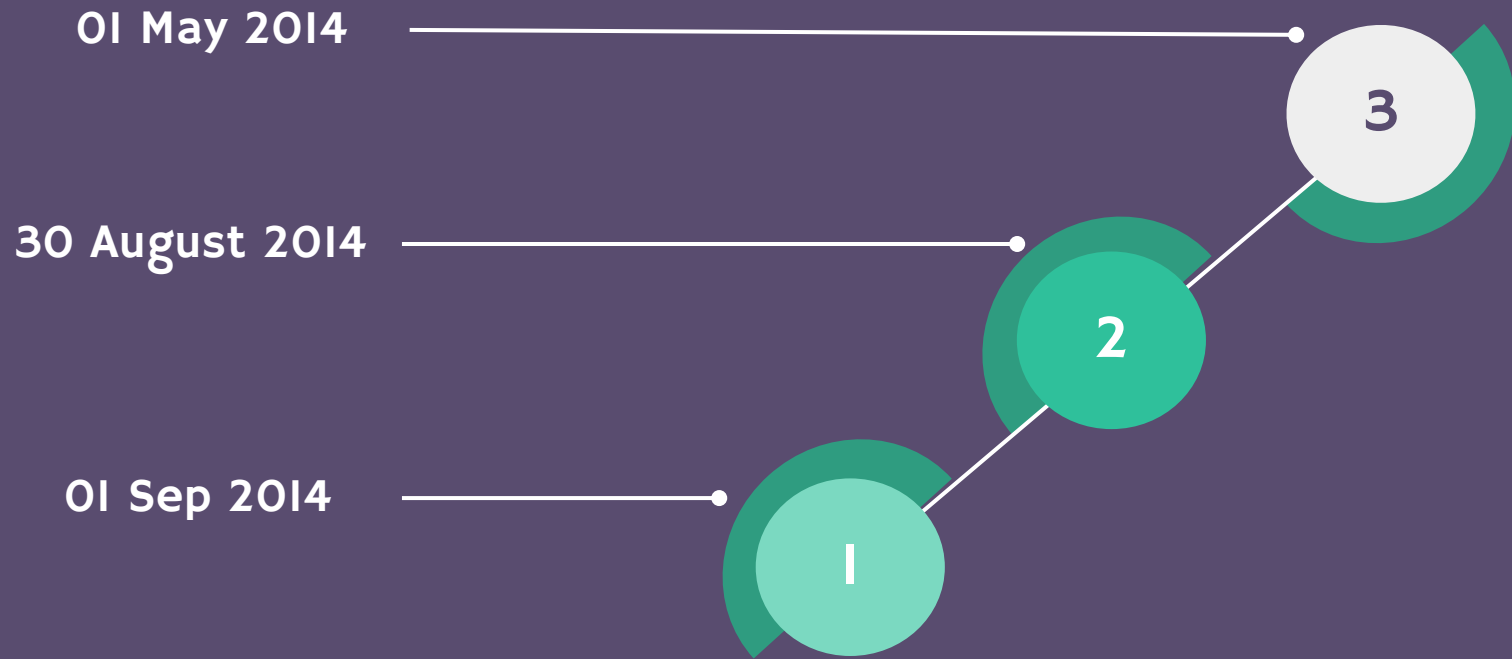
Daily Gross Profit(%)

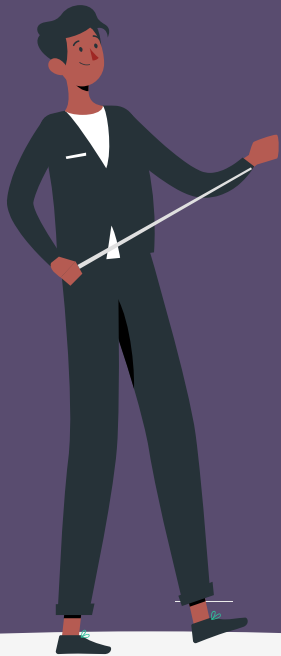
Daily gross profit



Daily gross profit changed significantly over the days, even showing a quite number of negative values which is not good for the business. This usually happens due to excessive discounts, cost price increases, or operational inefficiencies

3 Periods with Promotion





To be continued



Thanks!

