

Sales Growth Analysis

Data-Driven Insights & Recommendations

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Overview

Metrics

- **Total Number of Orders:** 51K
- **Total Sales:** \$13M
- **Average Profit:** \$28.64 per order

Insights & Recommendations:

- High order volume → Continue expanding product lines.
- Impressive total sales → Focus on high-margin products.
- Profit per order can improve → Optimize costs (shipping, discounts).

Sales Performance Analysis



Key Trends:



Consistent growth in sales.



Significant spike in 2014 (\$4.3M sales).



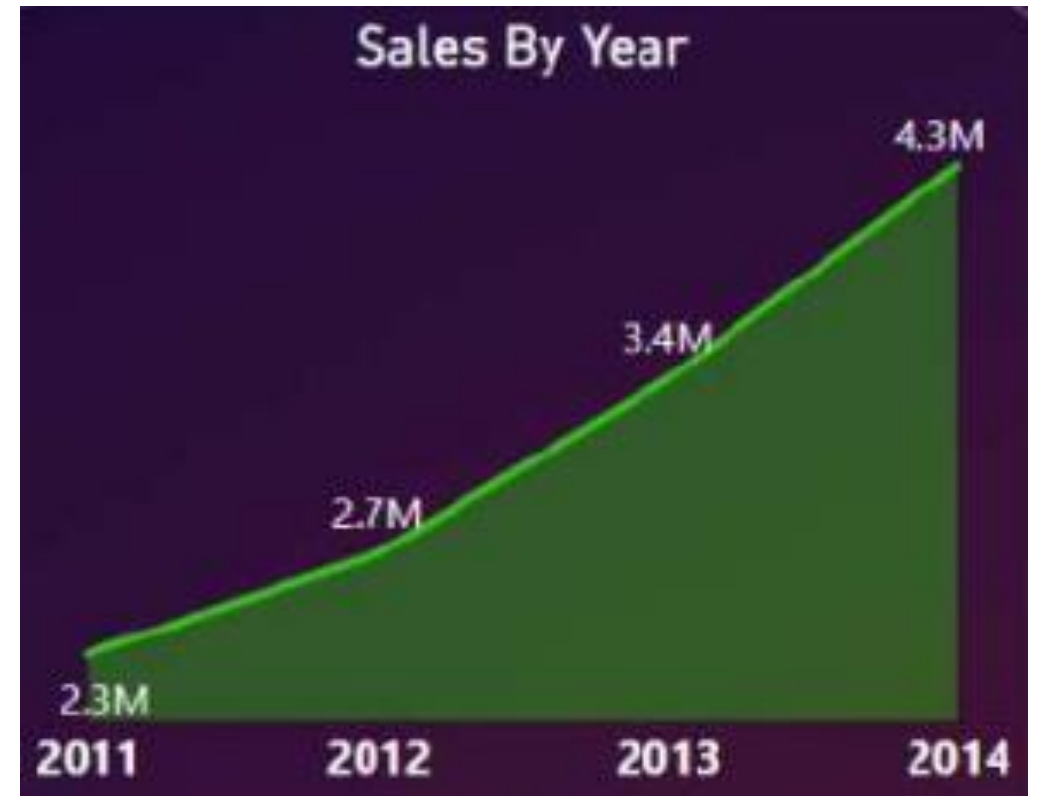
Insights & Recommendations:



Leverage peak sales periods with marketing.



Analyze 2014 strategies for future replication.



Customer Segmentation

- **Customer Breakdown:**

Consumer: 27K customers

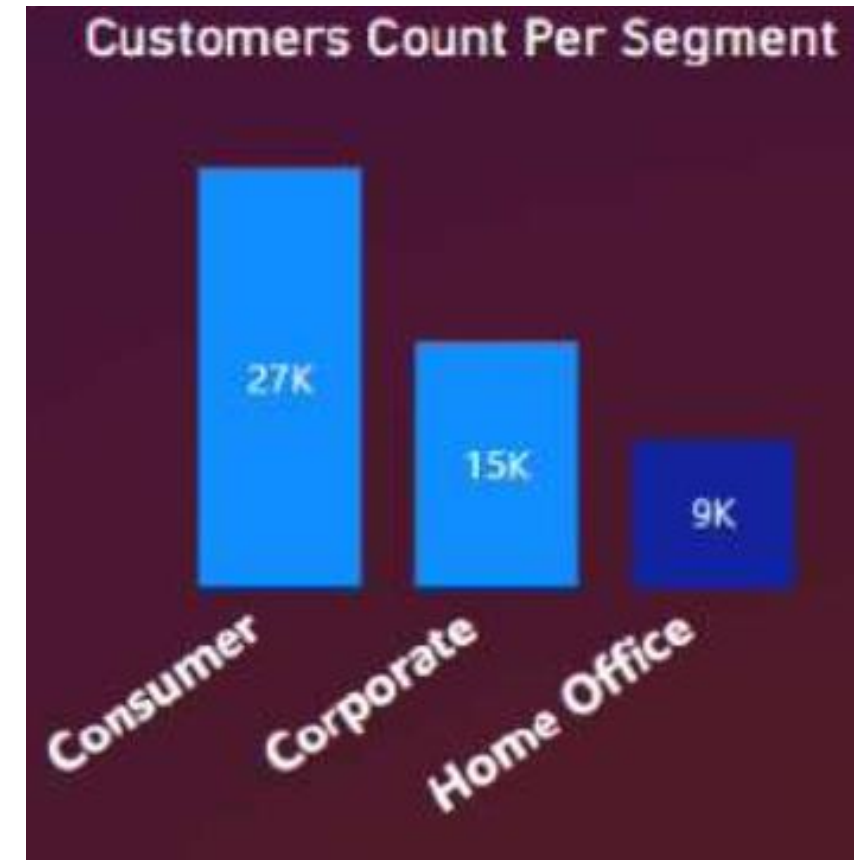
Corporate: 15K customers

Home Office: 9K customers

- **Insights & Recommendations:**

Targeted promotions for Consumer segment.

Engage Corporate & Home Office segments for higher sales.



Shipping and Order Management

Key Insights:

- **Same Day Shipping** → Fastest but costly.
- **Standard Class** → Cost-effective but slower.
- **Second Class** → Delays (avg. 3.23 days).

• Recommendations:

- Incentivize Standard Class for cost savings.
- Optimize logistics to reduce shipping costs.
- Automate order processing to cut delays.

Profitability and Cost Analysis

Profit Margins by Category:

- **Technology:** Highest sales (\$4.7M) & strong margins.
- **Furniture & Office Supplies:** Significant sales, but lower profits.

Insights & Recommendations:

- Promote high-margin Technology products.
- Reduce discounts on Office Supplies.
- Optimize costs in high-expense regions (US, Australia).



Global Sales/Product Quantity Overview

Key Insights:

- **Top Countries:** USA, Australia, France, China.

Recommendations:

- Expand in underperforming regions (Brazil, India).
- Localized promotions based on market demands.



State-Level Category Exploration

Key Insights:

- **Top States:** California, England, New York, Texas.
- **Popular Categories:** Technology & Furniture.

Recommendations:

- Expand product offerings in top-performing states.
- Address unmet demand in underperforming states.



Regional Sub-Category Analysis

Key Insights:

- **Central Region:** Strong in Office Supplies & Furniture.
- **West & North Regions:** Varying preferences.

Recommendations:

- Region-specific marketing & promotions.
- Promote Office Supplies in Central & Furniture in North.



Conclusion & Next Steps

Key Takeaways:

- Focus on high-margin products & cost optimization.
- Improve shipping efficiency & reduce delays.
- Use predictive analytics for better decision-making.

Next Steps:

- Implement targeted strategies for different customer segments & regions.
- Continuously monitor sales trends & adjust business strategies.



Thank You!

Q&A Session

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