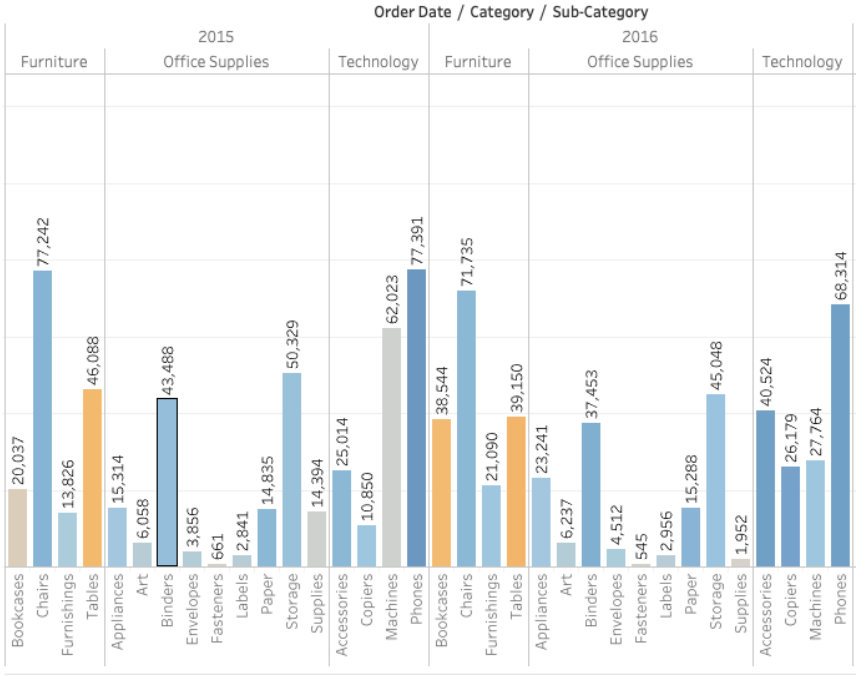
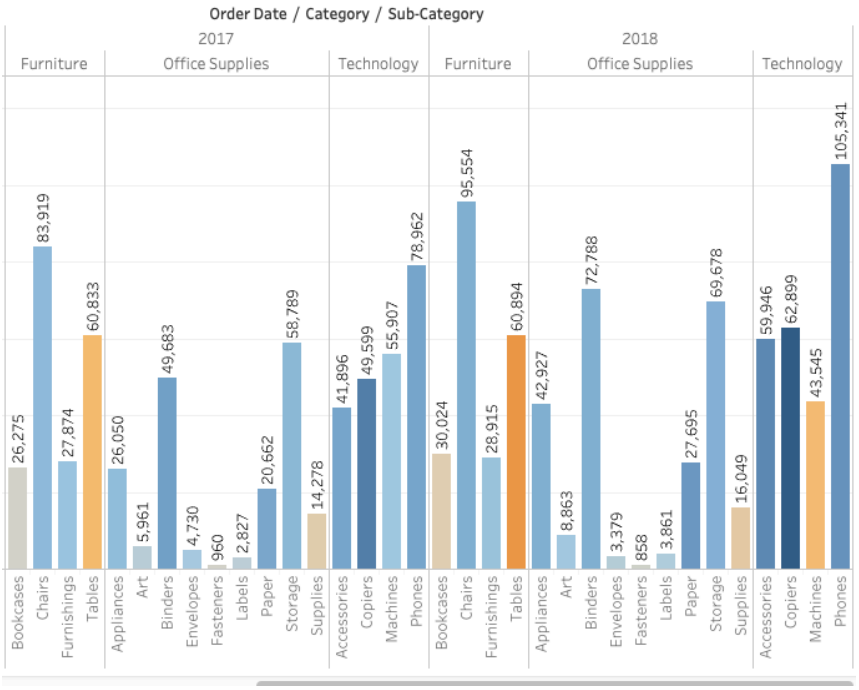
Sales Performance By Region And Month Report

Check All Data

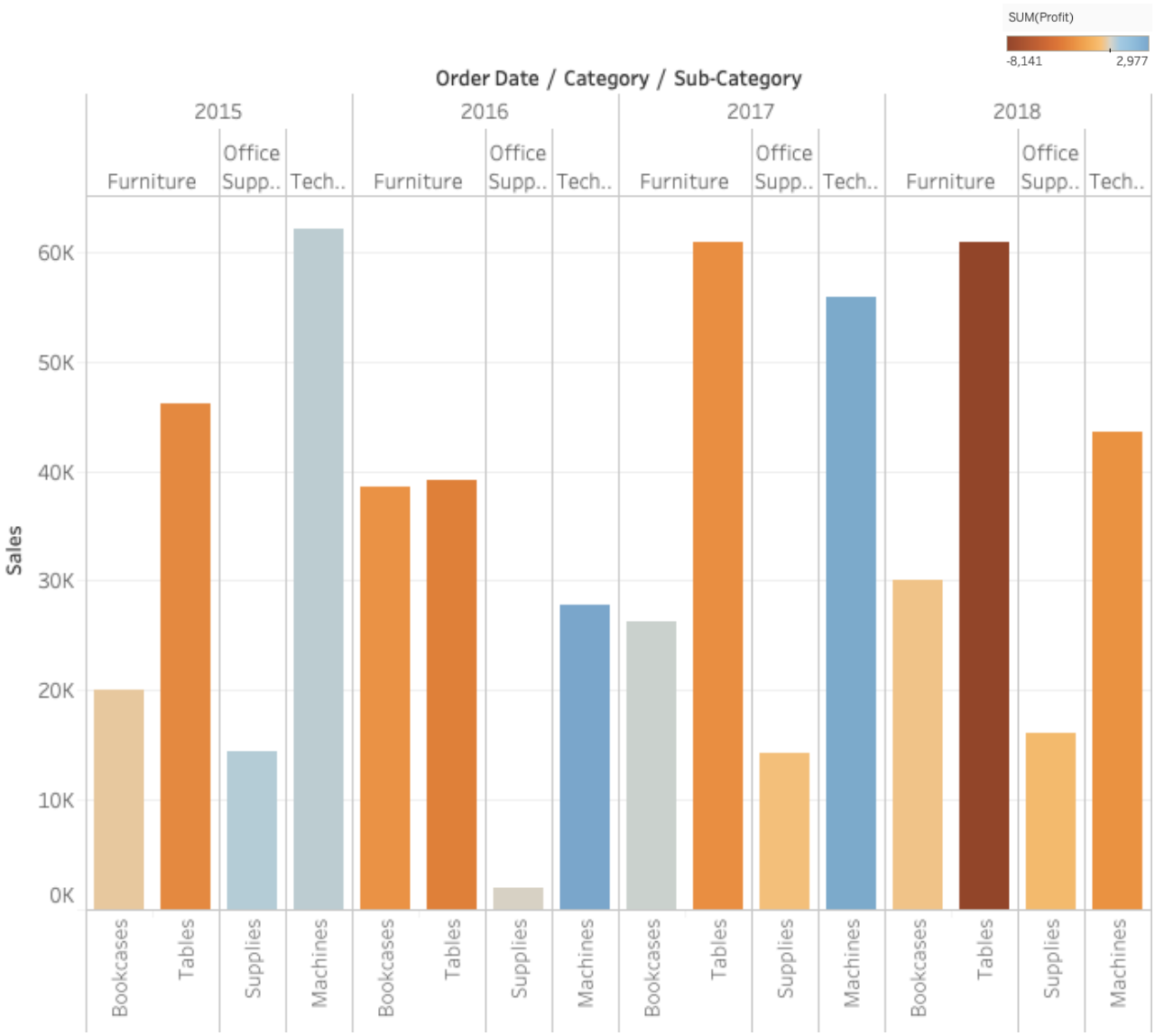
From 2015-2018, view of sales by category and sub-category we can see that bookcase, machine, tables, supplies are always losing money.





Sales And Profit Analysis

From 2015-2018, we took out all the loss-making items for an analysis.
We can found that tables and bookcases from the 2015 beginning deficit, I suggest stop selling this item or cut inventory.
We can found that supplies from 2016 beginning deficit, I suggest stop stocking, cut inventory or stop selling this item.
We can found that machines were profitable in 2015-2017, but started to lose money in 2018. We need to find out the reason why machines start losing in 2018. Maybe because of changing the sales plan or other reasons? Do we need to change the sales plan or stop-sale this item in the area?



Year Over Year Growth Analysis

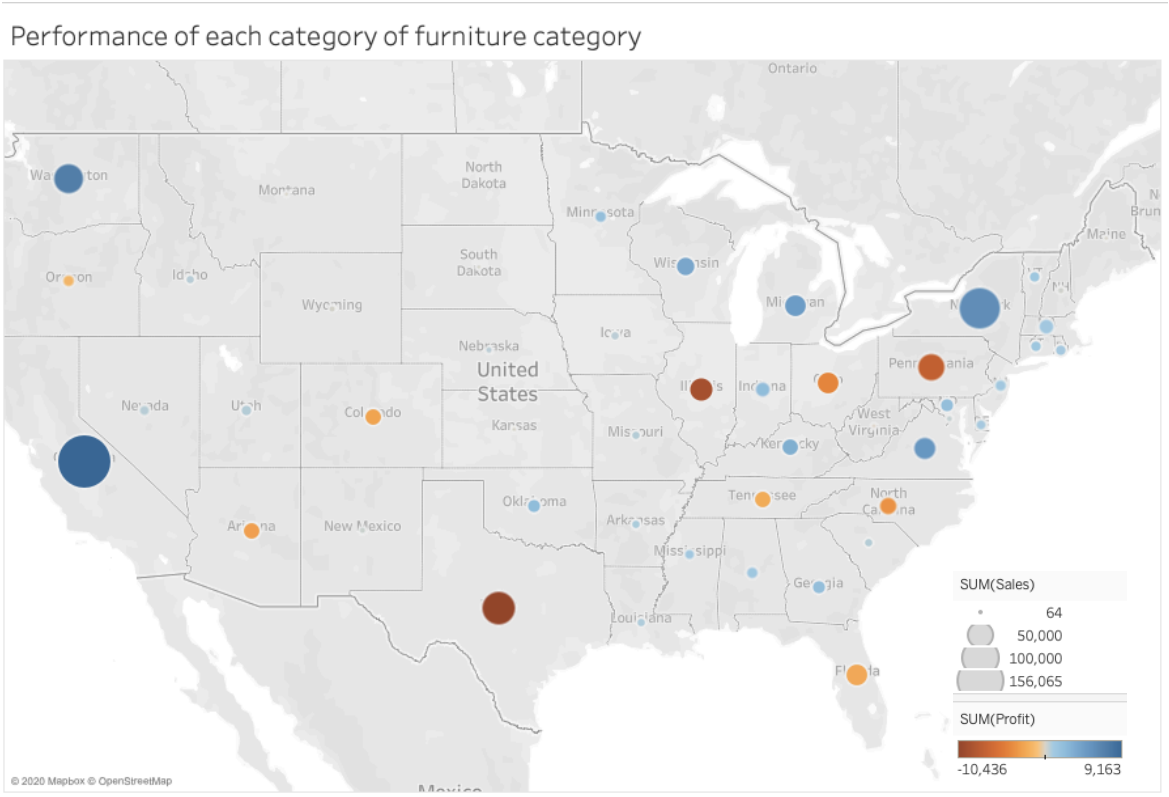
We can clear to see 2018 Nov. our sales volume higher than 2017 Nov., the sales volume rate higher 52%. We can see from 2018 the sales volume in August is much higher than the 2015-2017. We need to find out why we increase so much in 2018? Special in 2018 August and November, why we increase too much? Which part did we change to help sales volume?

From 2015-2018 year over year growth rate

Year of Ord..	Central	East	South	West
2015				
2016	-0.93%	21.49%	-31.28%	-5.35%
2017	43.31%	15.58%	31.18%	33.95%
2018	-0.22%	17.93%	31.30%	33.42%

Performance Furniture Category

We want from out data to know which states has good profit， we can clear to see several markets for furniture seem to have the same problem of deficit (Red and orange).
We can found out Illinois, Ohio,Pennsylvania, North Carolina, Florida, Texas are negative profit.
What happened about this big state? Do we need change our sales plan? Do we need merge the warehouse to cut our cost? Do we need stop stocking, cut inventory?

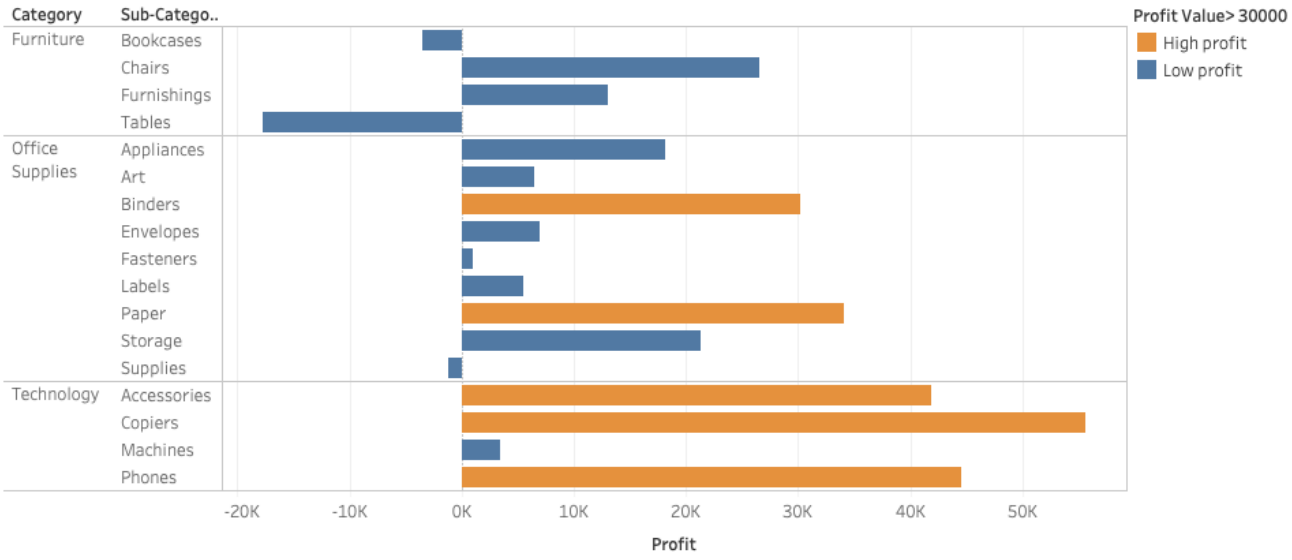


Four-year performance

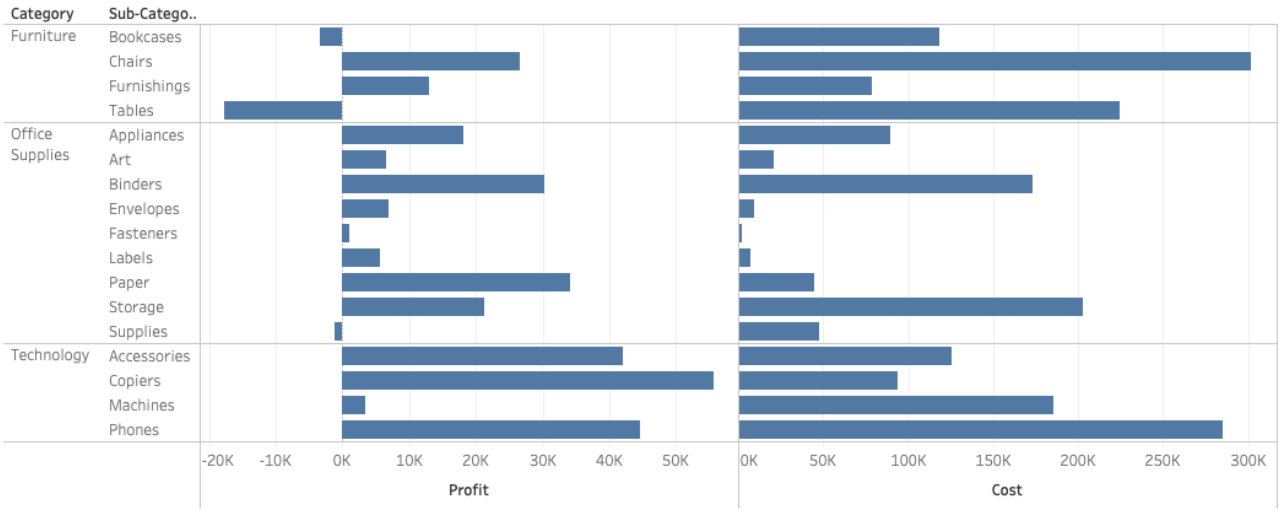
	Region			
Year of Ord..	Central	East	South	West
2015	103,838	128,680	103,846	147,883
2016	102,874	156,332	71,360	139,966
2017	147,429	180,686	93,610	187,480
2018	147,098	213,083	122,906	250,128

Vigorous Performance Of Different Commodities

We can see the vigorous performance of different commodities in the jurisdiction. Profits of more than $30,000 are orange, and those with less than $30,000 are blue.



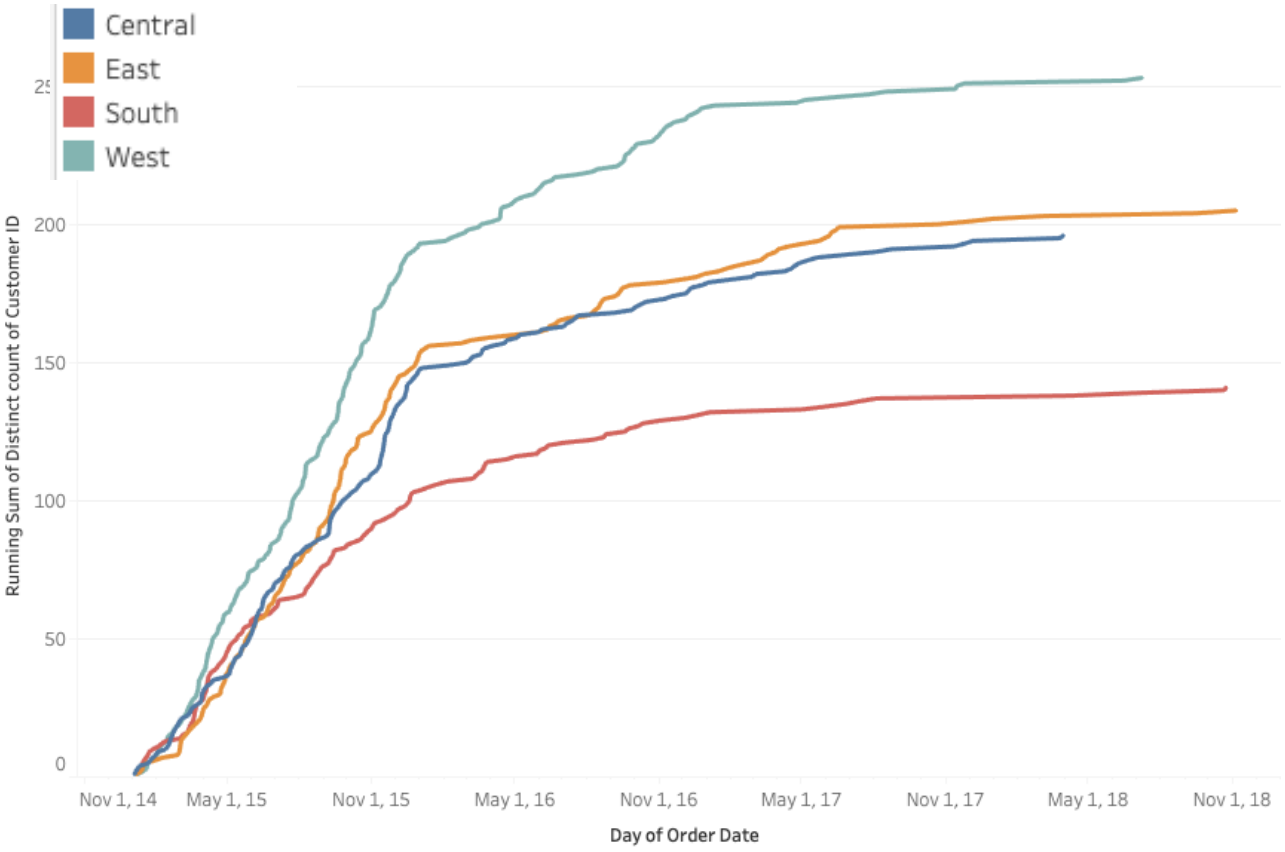
We also found out the Copiers are our most profitable goods. Chairs are the least profitable goods



The Growth Rate Of New Customers

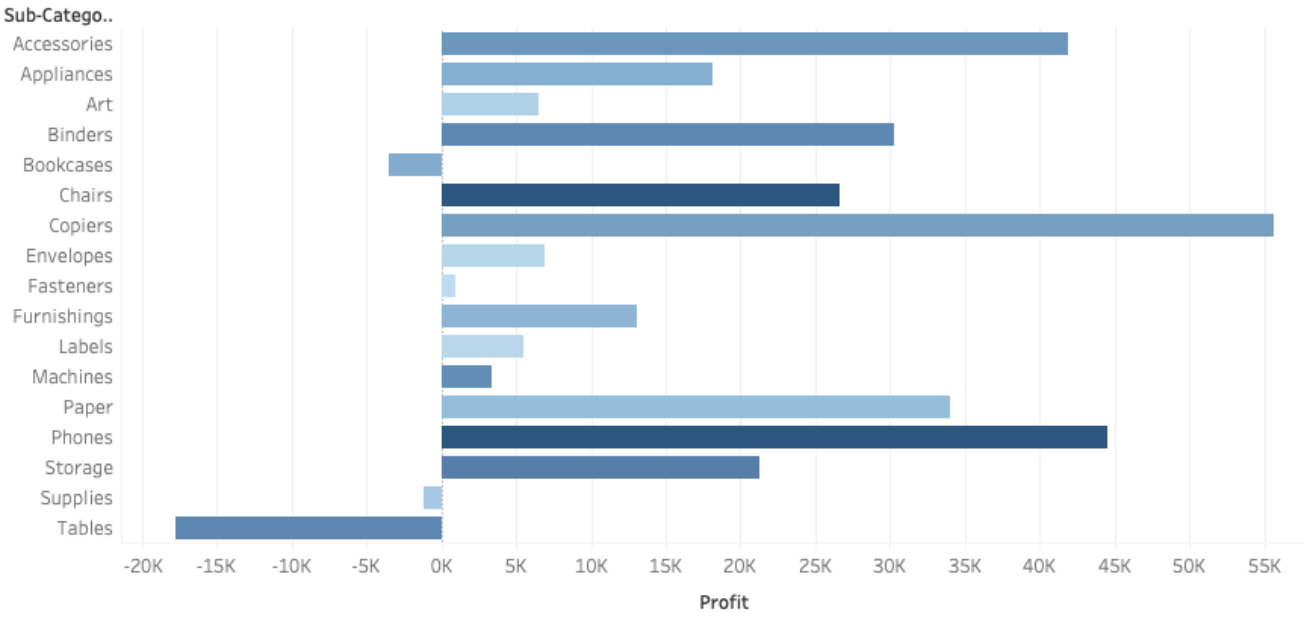
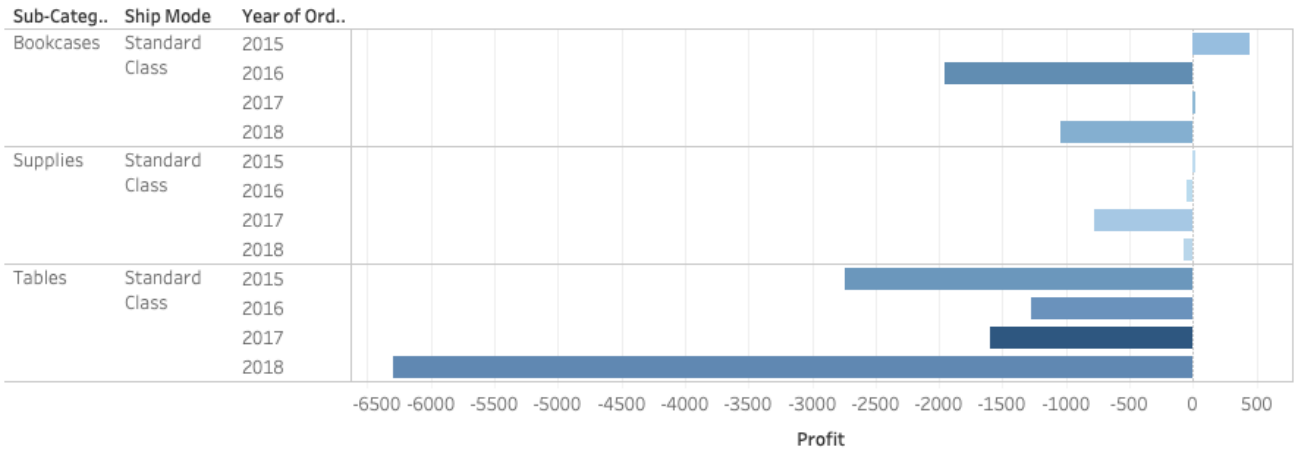
The number of daily new customer acquisitions by marketers in each region and the effectiveness of the organization in expanding new business. When performance is slow, marketing activities are needed to increase potential users.

Trend graph of the number of daily new customer acquisitions in each region. Each region has been slow to grow since 2016. We need to find out the why 2015-2016 growth rate growth to fast? Why 2017-2018, not growing too much? Not enough advertising or a decrease in market share?



Sales Level

We need to know whether sales volume and profit are a positive rate， all sales higher and the company ’s profit performance is better. We found out the sales of tables are high but the profit is very low. If we still sell tables the more money lost, we need to know what's happened and how to solve this problem.



we can clear to see from 2015-2018, tables’s low profit because of shipping mode, we need to change shipping mode or increase freight.