

# Sales in the Era of Ceaseless Preference:

*The 2019-2022 ABC Ltd's Export Sales Performance Report*



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## Supplementary Materials

- **Data Sources:** The data utilized in this analysis was sourced from Kaggle.com, accessible via [link](#).
- **Python Script:** The analysis was conducted using Python, and the corresponding code can be found at [github.com/TemidayOlowoyeye](https://github.com/TemidayOlowoyeye)

## Conflicts of Interest

- The author declares no conflicts of interest.

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# Executive Summary

## Overview

From uncovering emerging trends to adapting marketing strategies based on diverse perspective, this analysis positions ABC Ltd to make informed decisions that align with the ceaseless changing FMCG industry. Also, this report is a data-centric exercise and a strategic initiative designed to empower ABC Ltd with the intelligence needed to navigate the challenges and capitalize on the global market opportunities.



## Key Findings

- Between 2019 and 2022, the company operated across 30 countries, engaging 54 distributors, facilitating 7,701 orders, and exporting 351 products.
- The top countries for total export sales were Iraq, Azerbaijan, Afghanistan, Bahrain, and Pakistan, collectively representing 92% of total sales.
- Average Export sales vary significantly across regions, with notable performance in Iraq (\$60142), Azerbaijan (\$45,780), and Afghanistan (\$42,847).
- Average annual export sales show consistent growth, peaking between 2021-2022 with a 46% increase from 2019.
- The quarterly sales review indicates a consistently high performance in Azerbaijan and Iraq, with challenges identified in China, Australia, and the Russian Federation.
- The top 10 products collectively accounted for approximately 53% of the total products exported.
- Top distributors contribute significantly to export orders, with the top 10 collectively accounting for approximately 78.89% of total orders.
- The top 10 products supplied collectively accounted for approximately 53% of the total products exported, while the top 10 frequently ordered products contributed around 26% of orders.
- Products in Category 7 contribute significantly (23%) to export sales, while Category 4 showed high performance with a 56.69% change in export sales.
- Azerbaijan, the Russian Federation, and Djibouti are identified as high-potential markets with growth rates of 20.99%, 7.28%, and 6.97%, respectively.
- Key variables impacting export sales performance include Product quantity, Price, Order timing, No of distributors, Export countries, and Product type.

## Conclusion

The analysis highlights the need for strategic measures to enhance export sales performance. The company can optimise its competitiveness and achieve sustainable growth by focusing on market diversification, pricing adjustments, distributor empowerment, seasonal offerings, inventory management, and targeted entry into high-potential markets. Continuous monitoring and analysing of key variables will facilitate informed decision-making and strategic adjustments.



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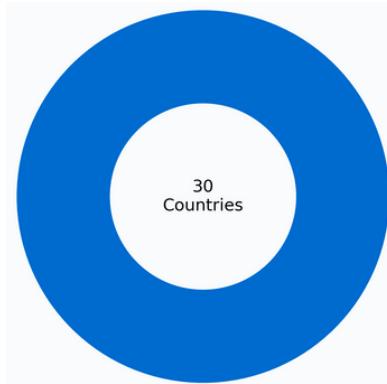
# 1. Introduction

## 1.1 Overview

ABC Ltd is one of the leading companies in the Fast-Moving Consumer Goods (FMCG) industry as the world tilts towards dynamic consumer preferences, global connectivity, and intense market competition. Well-known for its commitment to quality and innovation, ABC Ltd has constantly expanded its footprint across international borders. This introductory chapter sets the stage for a deep dive into export sales analysis, shedding light on data-driven decision-making's role in sustaining and enhancing the company's global market presence.

## 1.2. Background

The FMCG sector, known for its rapid product turnover and consumer-driven dynamics, demands a strategic and adaptive approach. ABC Ltd, as a strong player in this sector with a presence in 30 countries, recognizes that success in the global market is intricately linked to a distinct understanding of export sales. The ability to harness data effectively is not merely an advantage but a necessity in navigating the difficulties of international trade, cultural diversity, and evolving market trends.



## 1.4. Objectives

This report aims to provide a comprehensive and actionable roadmap for ABC Ltd's continued success in this competitive landscape by;

- Exploring Country Market Dynamics
- Evaluating Product Distribution Network
- Examining Export Sales Trends Overtime
- Analysing Export sales potential and performance
- Conducting advanced Analysis for export sales insight

## 1.3. Significance of Export Sales Analysis

Export sales analysis is not just a retrospective examination of past performance but a forward-looking compass that guides through the technicalities of global commerce. Delving into this is essential for the company to gain the insights needed to craft agile strategies that resonate with diverse markets. From uncovering emerging trends to adapting marketing strategies this analysis positions ABC Ltd to make informed decisions that align with the ever-evolving FMCG industry. Also, this report is a data-centric exercise and a strategic initiative designed to empower ABC Ltd with the intelligence needed to navigate the challenges and capitalize on the global market's opportunities.



# Chapter 2: Country Market Dynamics

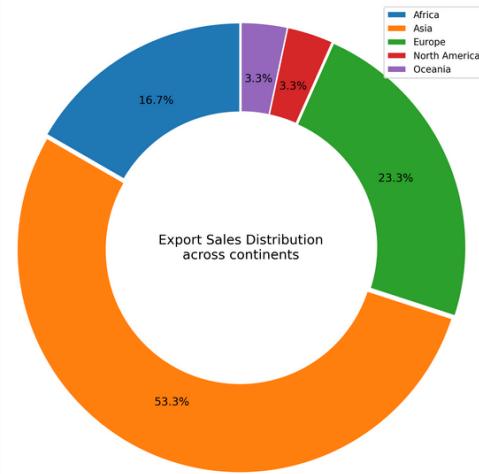
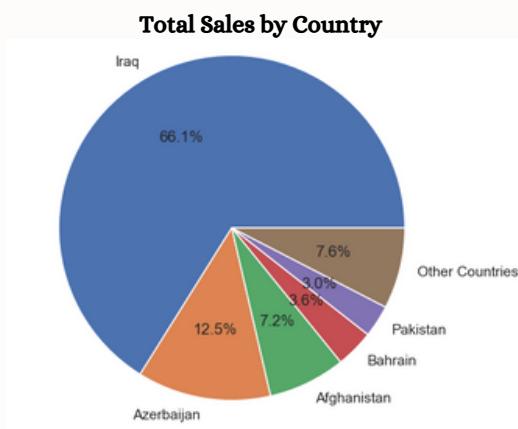
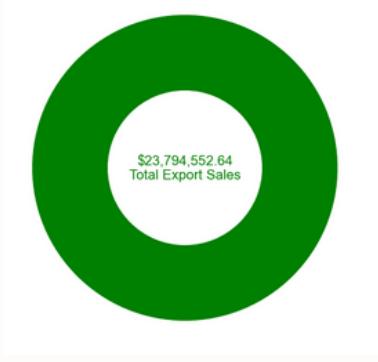
**Goal:** To explore how export sales work in different countries and what influences Export sales and market trends

## 2.1. Sales Performance

With a total export sales value of \$23,794,552.64, ABC Ltd's sales vary significantly across regions and thus indicate diverse market conditions and consumer preferences globally.

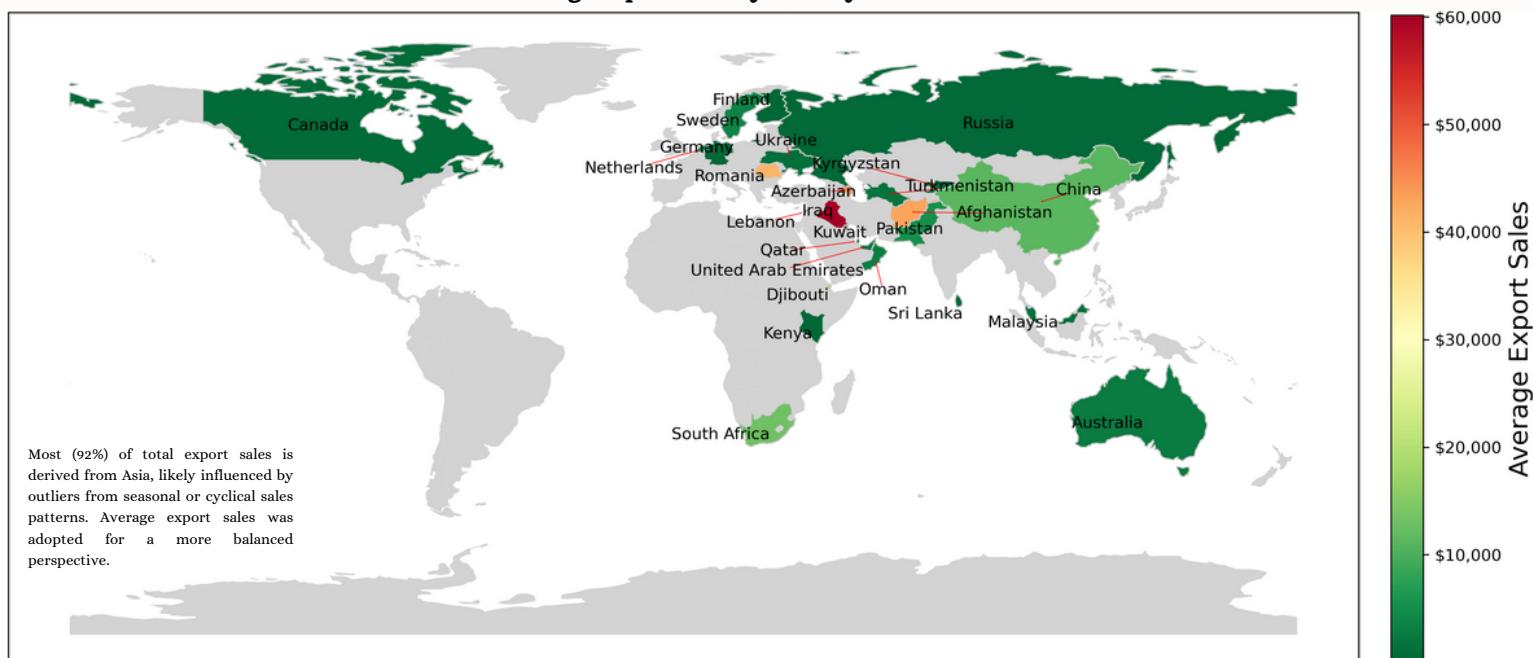
The top 5 countries with the highest total sales are Iraq, Azerbaijan, Afghanistan, Bahrain, and Pakistan, collectively representing around 92% of the total sales. The remaining sales from other countries contribute approximately 8% to the total export sales.

Average export sales across continents show the company's global reach and diversified market portfolio, spanning regions from Asia to Europe to Africa and North America. This reflects ABC Ltd's efforts to capitalize on diverse market opportunities and mitigate risks associated with regional economic fluctuations.

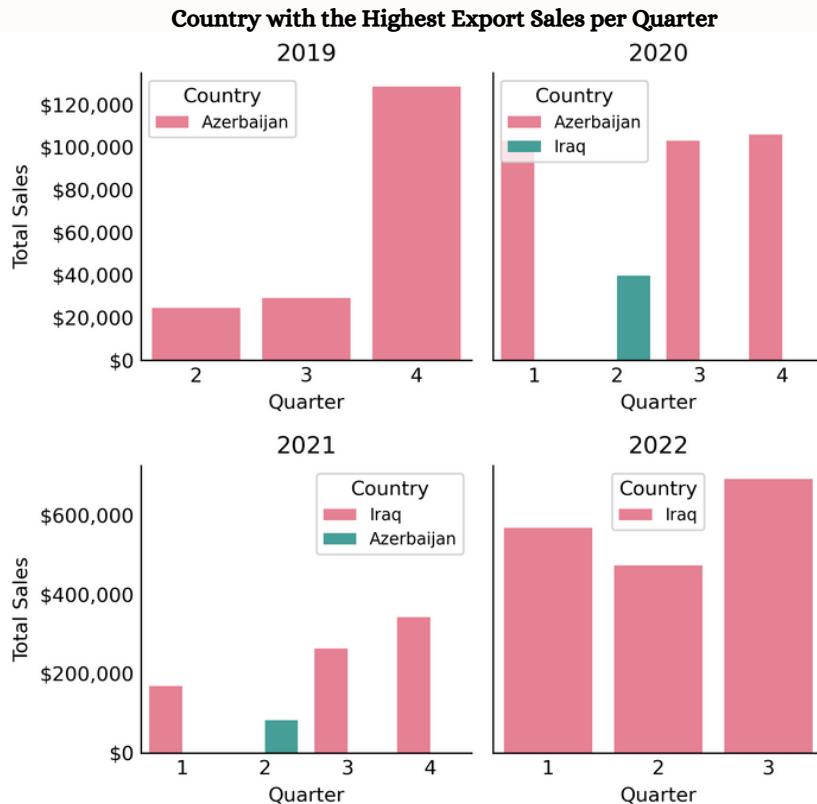


On average, Iraq (\$60142), Azerbaijan (\$45,780), and Afghanistan (\$42,847) top the list, highlighting successful market penetration and high demand for the company's products. These regions reflect the company's strong presence and significant revenue generation. On the other hand, Countries like Canada, Finland, and Germany are of concern as they show relatively lower export sales. Strategies to increase market share and enhance brand visibility in these regions could unlock untapped potential for ABC Ltd.

Average Export Sales by Country

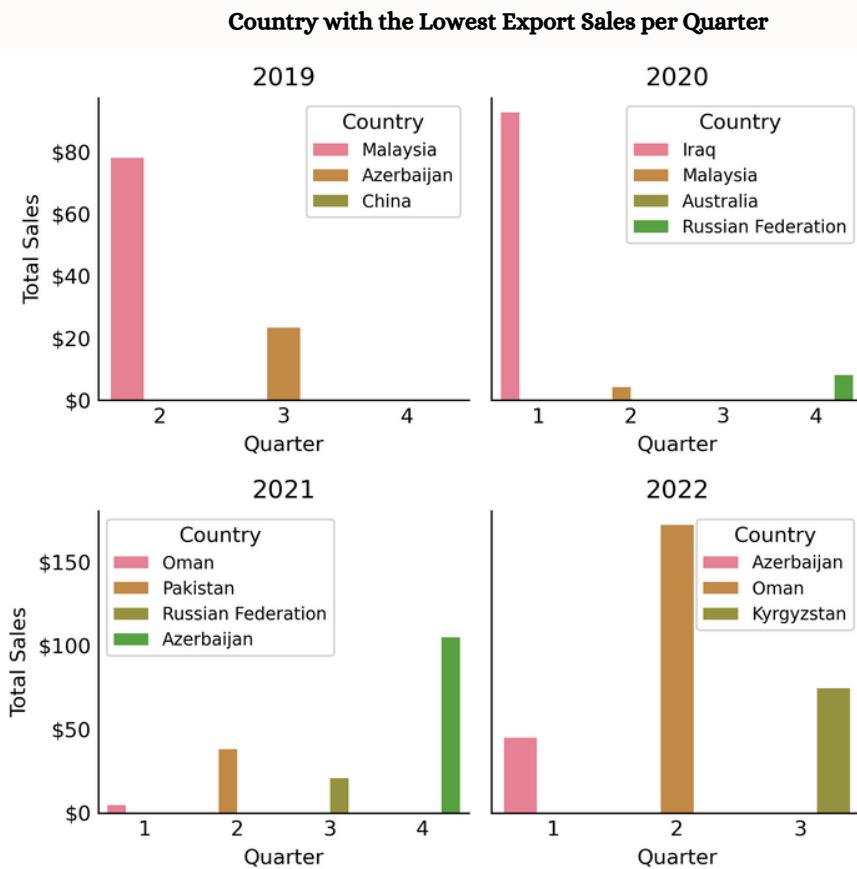


## 2.2. Quarterly Sales Review



The quarterly analysis of country export sales provides significant insights into ABC Ltd's international operations. Azerbaijan and Iraq emerged as crucial export destinations, consistently demonstrating high sales performance across various quarters. The sales figures endorse the effectiveness of the company's market strategies and the presence of strong consumer demand, resulting in successful market penetration and sustained supply.

The analysis also identifies countries with low export sales. China, Australia, and the Russian Federation have instances of low or no sales in specific quarters. This observation signifies operational challenges or market-specific factors impacting sales performance, thereby highlighting areas for improvement and adjustments. It could also indicate a potential temporary decline in market activity and thus calls for a prompt investigation of underlying reasons.

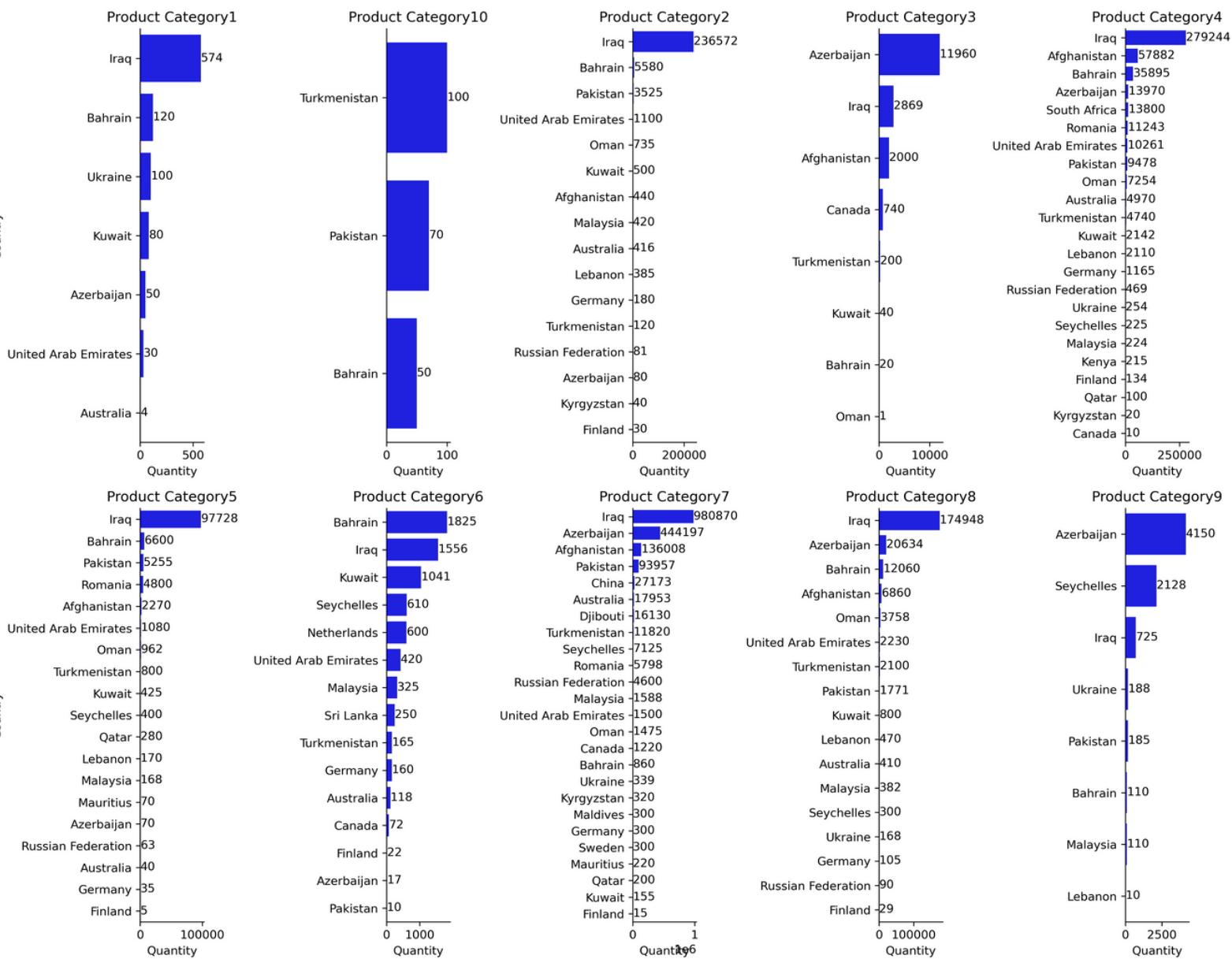


Key takeaways include the importance of market focus on high-performing countries, the need for market diversification to mitigate risks, the significance of ongoing export analysis to inform decision-making, and the importance of strategic adjustments such as refining product offerings to address challenges and stimulate growth in underperforming countries.

## 2.3. Product Distribution Gap

Central to ABC Ltd's export sales strategy are countries such as Iraq, Bahrain, Azerbaijan, Turkmenistan, the United Arab Emirates, Afghanistan, and Pakistan, where products are consistently distributed. This diversified distribution enhances export sales performance and strengthens the company's market position in these regions. However, despite the company's product presence in some countries, the quantity supplied to them is relatively low. Several factors could be responsible for this, including market size, potential demand, distribution challenges, market penetration and awareness, and competitive landscape.

**Product Distribution across Countries**



While focusing on countries with dominant products will aid in streamlining export strategies and allocating resources effectively. There is a need to conduct comprehensive market research to understand the underlying factors influencing demand and supply dynamics in some countries where the quantity supplied is low and identify market opportunities, consumer preferences, and potential growth areas.

## 2.4. Price Variation

Pricing strategy plays a crucial role in shaping market positioning and competitiveness. By targeting a wider range of consumers with competitive pricing, ABC's products might have captured a larger market share, resulting in higher export sales volumes and increased market penetration, particularly in the top five countries with the highest export sales. However, while positioning its products as high-quality or luxury offerings, the company's premium pricing strategies may appeal to a niche segment of consumers, potentially limiting the market reach and export sales volume in certain countries (see countries with low or no export sales per quarter).

**Product Price Variation across Countries**



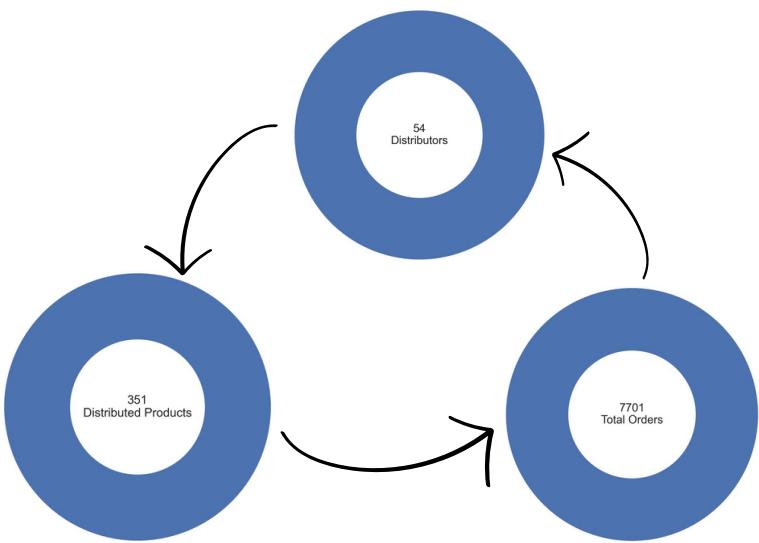
The observed correlation between product pricing and export sales performance emphasizes the critical role of pricing strategy in ABC Ltd's international success. Continuous monitoring and analysis are vital to optimizing pricing strategies to align with market conditions and consumer preferences. They can effectively capture market share and maintain competitiveness by segmenting markets based on price sensitivity and adapting product offerings accordingly. Also, regular market analysis and timely adjustments to strategies will enable the company to stay ahead of evolving trends and competitive pressures.

### 3. Distributors Performance Review

**Goal:** Review distribution performance to optimize strategies and maximize revenue

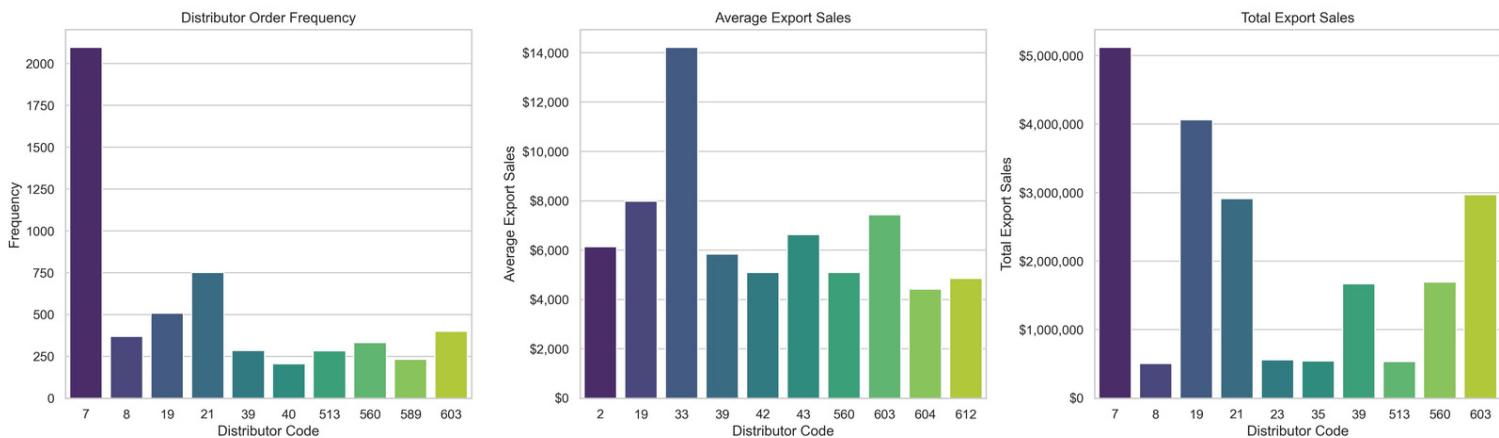
#### 3.1. Frequency of Orders

- Between 2019 and 2022, 54 distributors were involved in the export distribution process
- 7,701 orders have been placed and 351 products have been exported through these distributors.



Significant contributions of ABC Company's top distributors were observed. The top 10 distributors collectively account for approximately 78.89% of total orders placed. Distributor code "7" stands out with an impressive 2,098 orders, marking it as the distributor with the highest frequency of export orders and Total export sales of over \$5 million. Similarly, Distributor code "33", with an average sales of \$14,221.54, is the distributor with the highest average export sales.

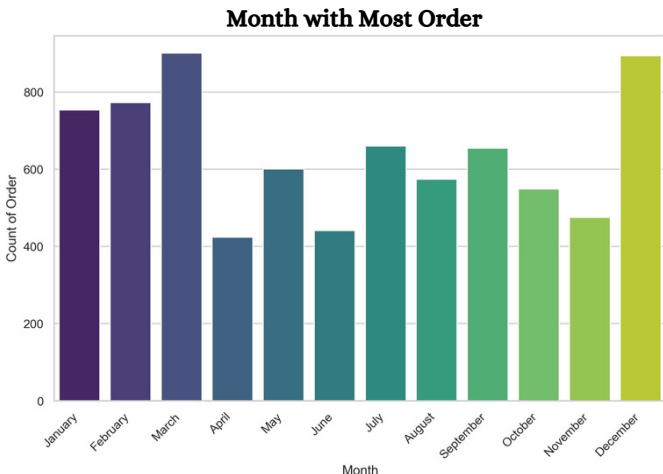
**Top 10 Distributors**  
Distributor Order Frequency vs Average Export Sales vs Total Export Sales



Despite their high order frequency, the absence of some distributors from the top 10 lists by average export sales suggests that frequency does not guarantee significant export sales. This absence could be attributed to various external factors such as product price, seasonality, marketing efforts, geographic considerations, and product portfolio. Looking into this could create opportunities for improvement in maximizing the value of each order.

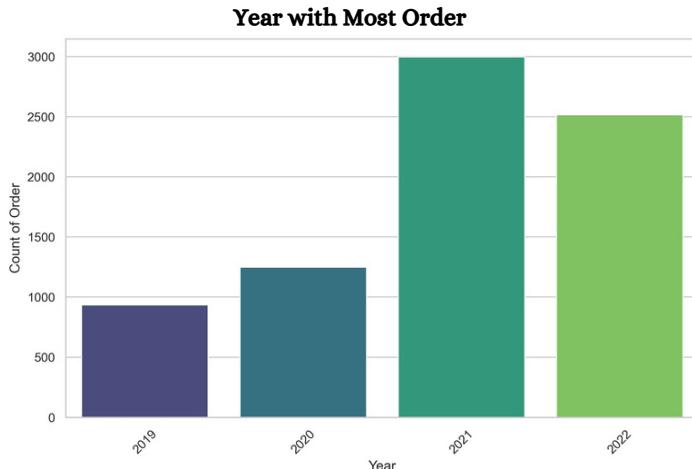
Although, four distributors (Code 19, 39, 560, and 603) appear in both Top 10 lists, indicating excellence in order frequency and average sales performance. These distributors play crucial roles in the Company's distribution network, contributing significantly to order volume and revenue generation. Their success affirms the importance of balancing order frequency and sales performance to maximize export effectiveness.

## 3.2. Product Order Trends



Further analysis reveals a pattern where distributors tend to place more orders in March and December, closely followed by February and January. These trends align with specific market dynamics, seasonal demands, or promotional activities. The surge in orders during March may be attributed to end-of-quarter purchases, increased demand associated with the spring season, or the implementation of marketing campaigns. Similarly, December, being a holiday season, typically witnesses heightened consumer spending, which explains the significant number of orders observed during this month.

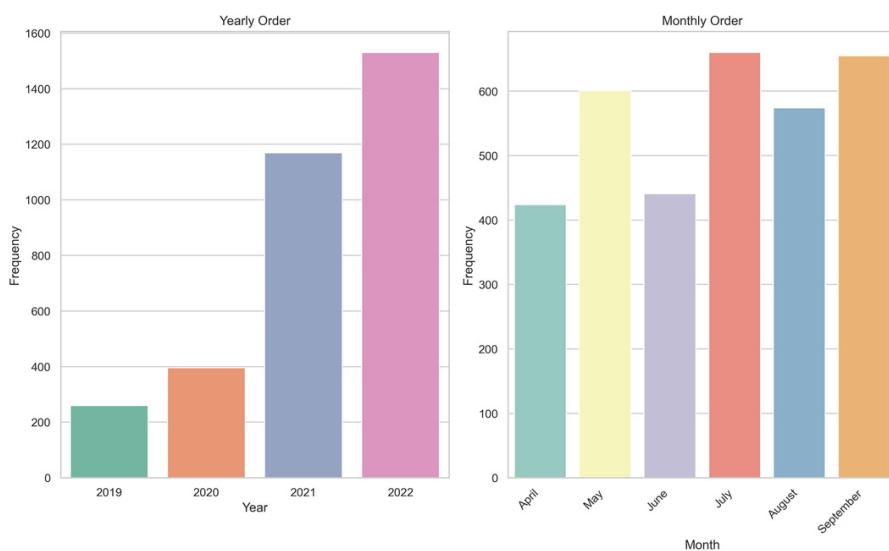
Additionally, there was a consistent increase in orders from 2019 to 2021, although a slight decline was noted in 2022. Upon further investigation, it was discovered that three months of data were missing for 2019 and 2022. This absence of information could encompass peak sales periods, potentially impacting the overall order for the year i.e., if the omitted data covers high-demand seasons or promotional periods like the holiday season, it could lead to an underestimation of the total order for the year.



Further Same Period analysis for Order indicated the following:

- There is a clear upward trend in yearly orders from 2019 to 2022, indicating consistent growth in sales volume over this period as opposed to a decline observed due to missing data in 2022
- A 195% increase in yearly orders from 2020 to 2021 and a 30% increase from 2021 to 2022 signifies a significant improvement in market demand, sales performance, or both.

**Same Period Order Frequency**  
**Yearly Order Trend vs Monthly Order Trend**



- The increase in orders from 2020 to 2021 could be due to shifts in consumer behavior during the COVID-19 pandemic, such as increased reliance on e-commerce.
- The surge in orders in 2022 correlates with the highest revenue, suggesting a direct impact on revenue.
- Consistent growth in yearly orders reflects successful efforts to expand market reach and attract more customers, indicating positive brand recognition and customer satisfaction.

## 4. Export Sales Trends

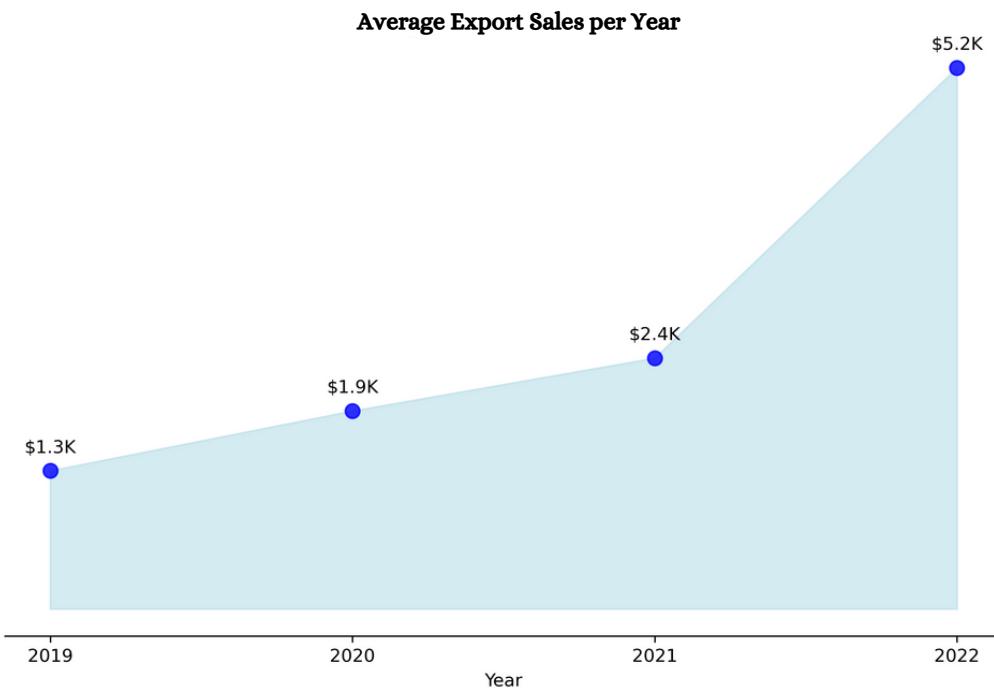
**Goal:** To observe export sales trends over time, discerning patterns that can inform Inventory management.

### 4.1. Annual Sales Performance

The average annual export sales have shown a notable upward trend from 2019 to 2022, indicating consistent and significant growth in ABC Ltd's export trade performance. In 2019, the average export sales stood at \$1319.87, reflecting a baseline level of export activity possibly driven by market penetration efforts, product launches, and initial market expansion strategies.

Subsequently, in 2020, there was a substantial increase in average export sales, reaching \$1891.46, suggesting expanded market presence, increased consumer demand, and effective marketing strategies.

This upward trajectory continued in 2021, with average export sales rising to \$2396.66, indicating sustained success and momentum. In 2022, the average export sales reached the highest level at \$5168.51 (46% increase), highlighting ABC Ltd's remarkable performance, possibly driven by effective growth initiatives and optimized operational efficiency.



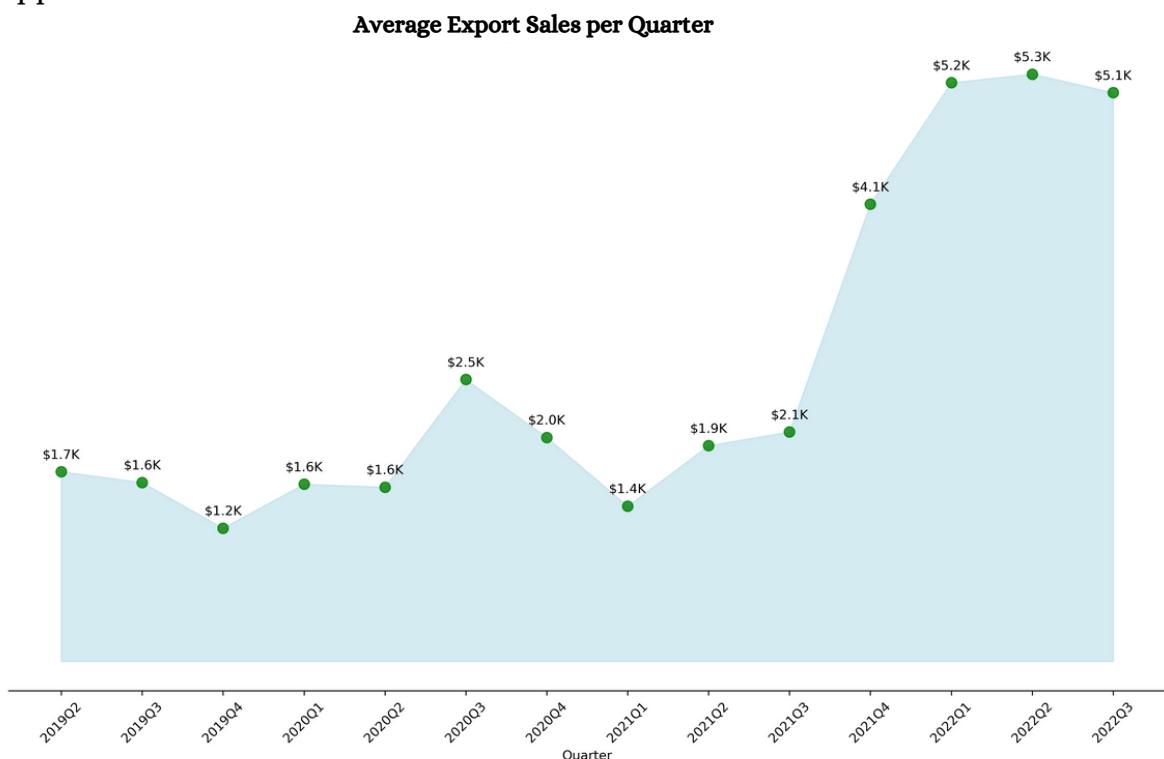
The steady growth trajectory in average export sales during the years in view signifies ABC Ltd's resilience and ability to capitalize on market opportunities, enhancing its long-term sustainability and competitiveness. Successful market expansion to different countries and penetration strategies might have contributed to the company's growth trajectory, including entering new markets and forging strategic partnerships. Monitoring market dynamics, economic conditions, and geopolitical developments is crucial to sustain this growth momentum and mitigate risk associated with global markets.

## 4.2. Sales Seasonality Patterns

Understanding seasonal variations and fluctuations in demand quarterly is important for effective inventory management, resource allocation, and sales forecasting.

The average export sales trends show fluctuations across quarters, reflecting varying levels of sales performance throughout the year. In the earlier quarters of 2019 (Q2-Q4) and 2020 (Q1-Q2), average sales figures remain relatively stable, indicating a consistent level of export activity during these periods. However, notable increases in average sales are observed in certain quarters, particularly in 2020 Q3 and 2021 Q4, where sales figures experience significant spikes (52%), suggesting periods of heightened demand.

Despite fluctuations, average export sales have a clear growth trend over time. The data reveals a remarkable uptick in average sales from 2021 Q4 onwards, with successive quarters in 2022 (Q1-Q3) demonstrating substantial increases compared to previous years. This consistent growth pattern affirms that ABC Ltd expanded its export sales volume and capitalized on market opportunities.



To leverage fluctuations in average export sales across quarters, the company can capitalize on seasonal or trend-driven product opportunities in the following ways.

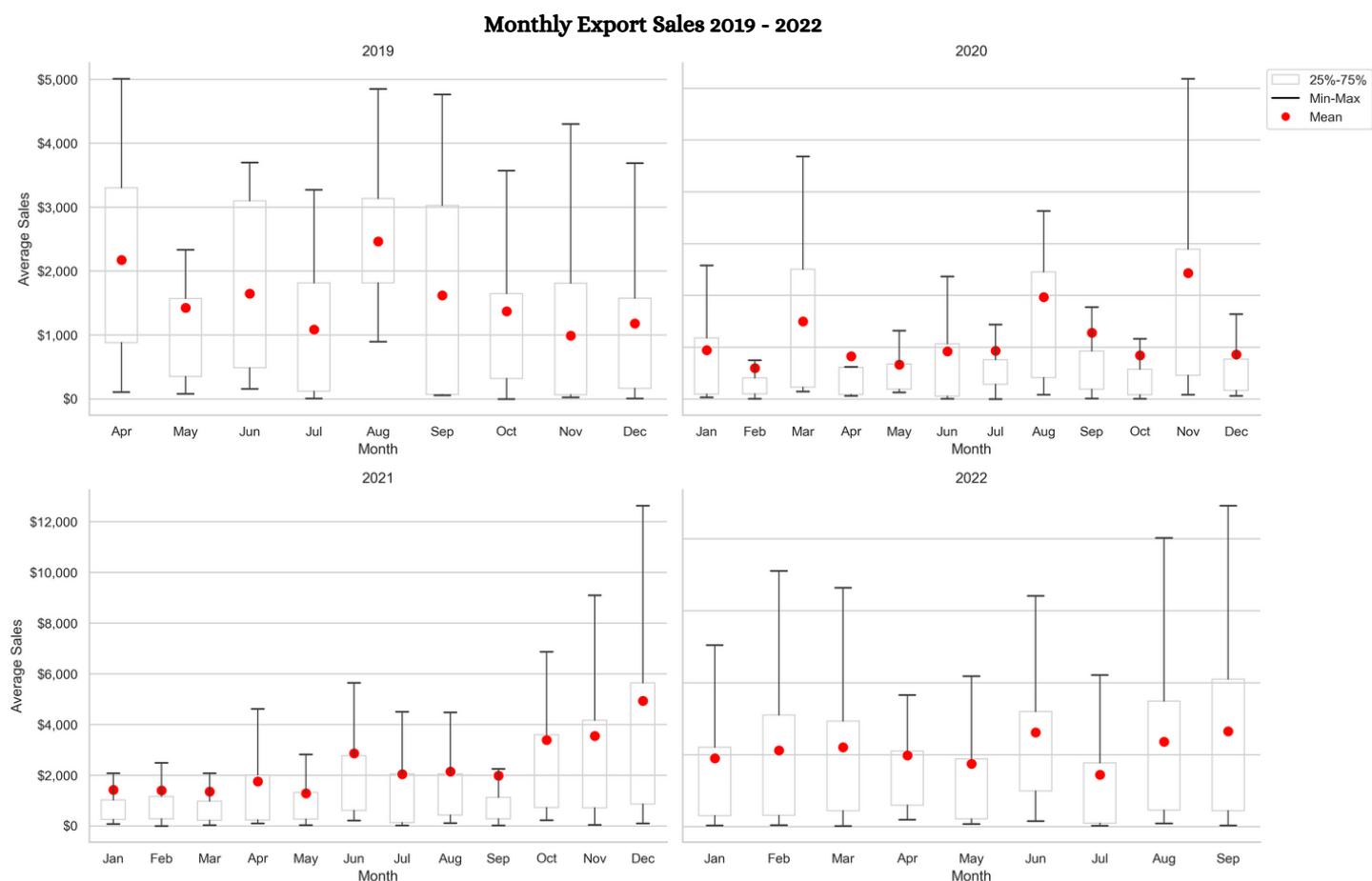
- Adjusting the product mix and developing seasonal product lines or limited-time promotions to align with consumer preferences during peak seasons.
- Strategic timing of marketing campaigns and offers would stimulate consumer interest and drive sales, enhancing brand visibility and attracting new customers.
- Adjusting inventory levels and implementing agile supply chain practices will ensure seamless operations during peak demand.
- Prioritizing entry into new markets or intensifying marketing efforts in regions with aligned seasonal demand further enhances sales growth and market expansion opportunities.

## 4.3. Sales-Specific Temporal Trends

Identifying peak months will ensure the proper allocation of resources efficiently, ramp up production capacity, and ensure sufficient inventory levels to meet possible increased demand.

The average export sales per month exhibit significant variations across different years. In 2019, sales demonstrated relatively stable performance, ranging from around \$990 to \$2464 monthly, with a noticeable peak in August indicating potentially higher demand. In 2020, sales showed more variability, with peaks in January, March, August, and November, reaching approximately \$3000 per month in March.

Similarly, in 2021, sales fluctuated with peaks in June, October, and December, with December recording the highest average sales at \$4935 monthly. While data for 2022 is incomplete, an increasing trend in average sales is evident, with notable peaks in March, June, August, and September, with June closing at \$5000 per month.



Across all years, variations in average sales from month to month suggest seasonal or cyclical patterns in export activity. For example, in 2019, April, August, and October stand out with relatively higher average sales, while February, May, and November exhibit lower averages. Similarly, 2020, March, August, and November demonstrated higher average sales, while February and May showed lower averages.

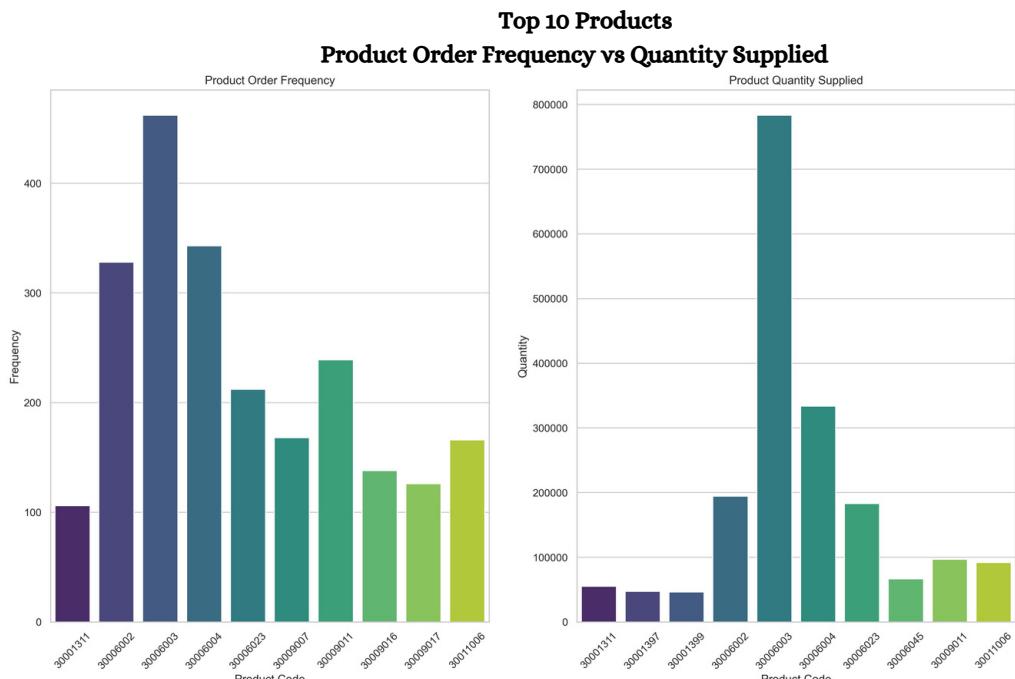
The patterns in 2021 and 2022 follow a similar trend, with certain months consistently recording higher average sales than others. These fluctuations affirm the importance of understanding and adapting to seasonal trends in export sales to optimize performance throughout the year.

# 5. Export Sales Performance and Potential

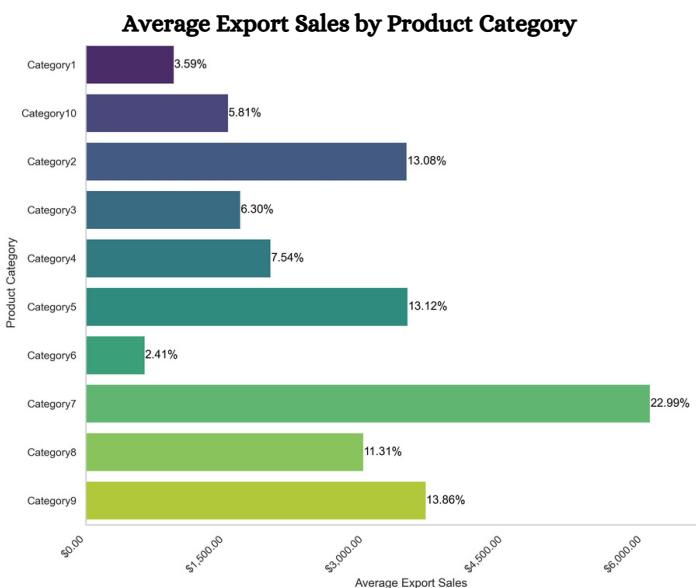
**Goal:** To Assess the potential for export sales growth and analyze product performance

## 5.1. Product Performance Analysis

Between 2019 and 2022, 2,842,573 products were exported to 30 countries. The top 10 products supplied collectively accounted for approximately 53% of the total products exported by the company. This concentration of export volume within a few products highlights their significant role in driving the company's export sales volume and revenue generation. Similarly, the top 10 frequently ordered products contributed around 26% of orders, with seven of these products also among the top 10 products supplied. This indicates consistent demand and large quantities sold for these products, emphasizing their importance as key sales drivers.



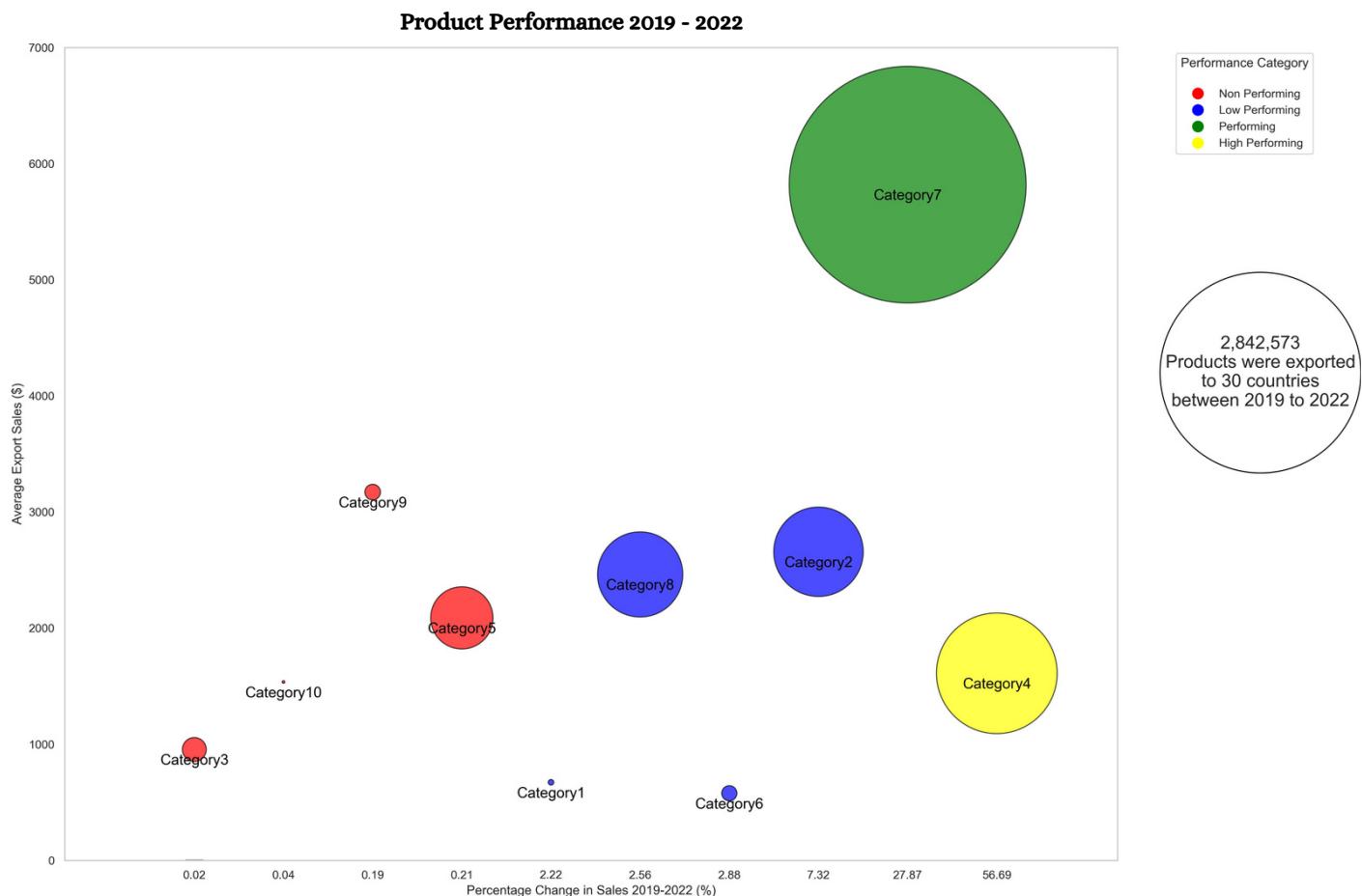
Although products with codes 30009011 and 30009016 are frequently ordered but requested in smaller quantities, products with codes 30006045 and 30001399 are requested in larger quantities despite having lower order frequencies, contributing significantly to the total product supplied despite fewer orders. This highlights the diverse dynamics within the company's product portfolio, where order frequency and quantity sold are crucial in determining overall export sales performance and revenue generation.



- ABC's products are classified into ten (10) main Categories: 1, 2, 3, 4, 5, 6, 7, 8, 9, and 10.
- Category 7 contributes significantly to export sales, constituting approximately 23%. This indicates that products within this category command higher prices or are sold in larger quantities.
- Categories 2, 5, and 9 are closely behind, each contributing more than 13% to the company's export sales, highlighting their impact.
- Products in Category 6 and 1 at 2.39% and 3.59% have a relatively lower contribution than others, indicating potentially lower market demand or lower-priced products within this category, thus suggesting potential improvement areas.

Products in Category 7 and 4 are the most exported products with similar performance metrics. Category 4 products were categorized as "High Performing," with a 56.69% change in export sales, indicating successful market penetration and widespread consumer acceptance. Conversely, Category 7 products were classified as "Performing", with a percentage change in export sales of 27.87%, highlighting their significant growth potential and the effectiveness of ABC Company's marketing strategies.

However, despite moderate export volumes, products in Category 2 and Category 8 were identified as "low-performing," alongside those in Category 6 and Category 1, due to relatively lower percentage changes in export sales. Additionally, products in Category 5, despite having a moderate export volume, were categorized as "Non-Performing," signaling potential issues with market positioning and strategy effectiveness. Moreover, products in Category 3, Category 9, and Category 10, characterized by low export volumes, raised concerns about their market viability and the need to reassess ABC Company's strategies.



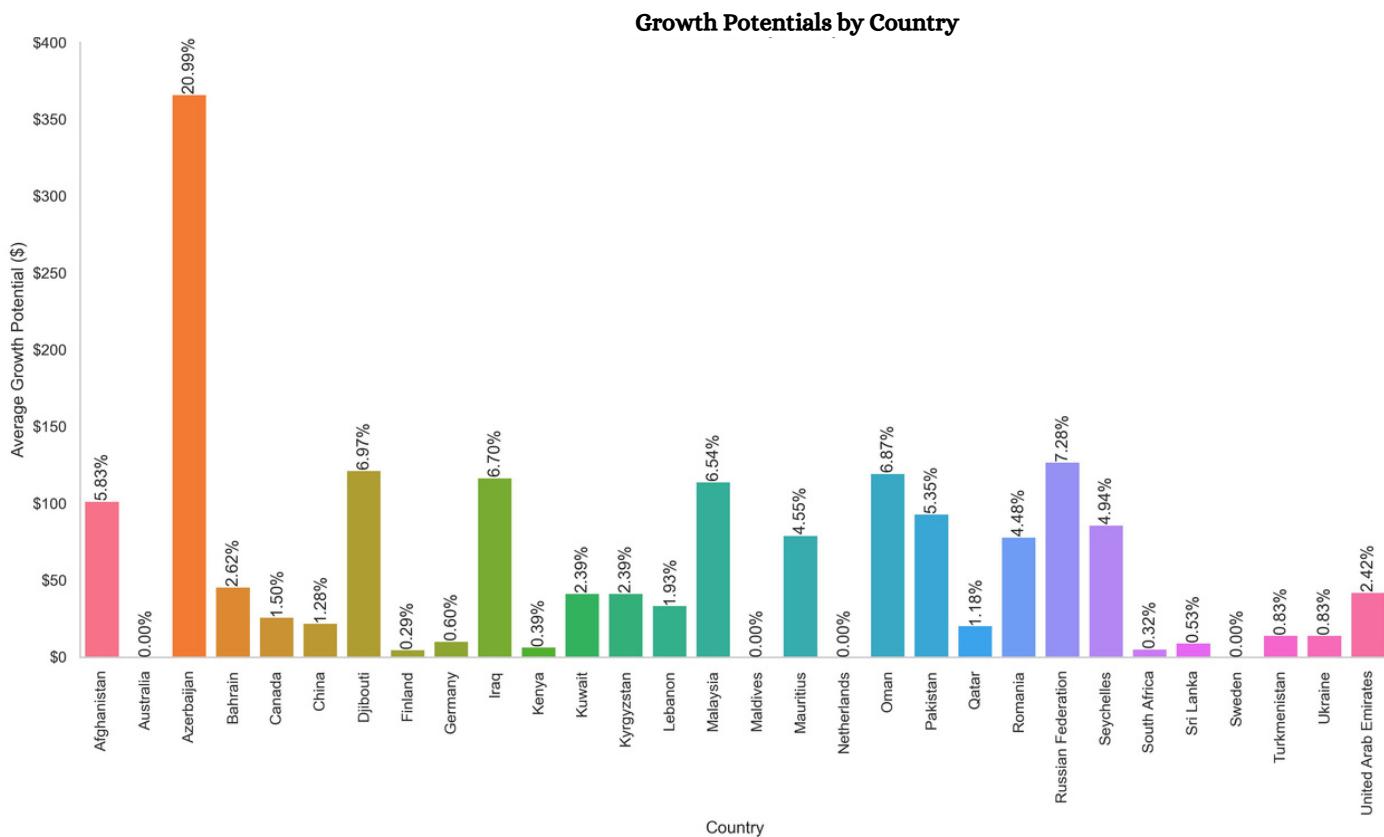
The company would benefit from implementing several strategic initiatives to enhance export sales performance across its product range. Optimizing inventory management processes is crucial to ensuring products are available when and where they are in demand, minimizing stockouts, and maximizing sales opportunities.

Additionally, adopting a dual-focused approach, which targets both high-performing products and those with low export volumes, is essential. By leveraging the strengths of top-performing products and actively working to increase sales performance for products with lower export volumes, ABC LTD can maximize its overall export sales potential and strengthen its competitive position in the market. This balanced strategy allows the company to capitalize on its existing strengths while addressing areas for improvement.

## 5.2. Identifying High-Potential Markets

Based on the growth potential analysis conducted using 2019-2020 sales data, the average export sales potential for ABC Ltd's products in each country is a vital indicator for projecting estimated export sales value and offers valuable insights into market opportunities. Notably, countries like Azerbaijan, the Russian Federation, Djibouti, Oman, and Iraq have high average export sales potential, with growth rates of 20.99%, 7.28%, 6.97%, 6.87%, and 6.70%, respectively. These countries could be prioritized as the primary targets for expansion. This observation plays a crucial role in market prioritization and resource allocation strategies. Directing efforts towards countries with higher export sales potential can bring competitive advantages.

Additionally, countries with a 0.00% growth rate, such as Australia, Maldives, Netherlands, and Sweden, maintain their export sales level and may require different strategic approaches. Moreover, the company can develop targeted market entry strategies by tailoring products to local preferences, navigating regulatory requirements, capturing market share, and fostering brand loyalty. Additionally, it could aid in demand forecasting, enabling ABC Ltd to adjust production levels and manage inventory effectively to meet market demand while minimizing holding costs and improving cash flow.



Furthermore, supply chain optimization could be facilitated as the company can streamline distribution channels and logistics operations based on market-specific requirements, reducing lead times and improving customer satisfaction. This could also promote production flexibility and adaptability as production processes and capacities to meet changing market demand while maintaining competitiveness in varying market environments.

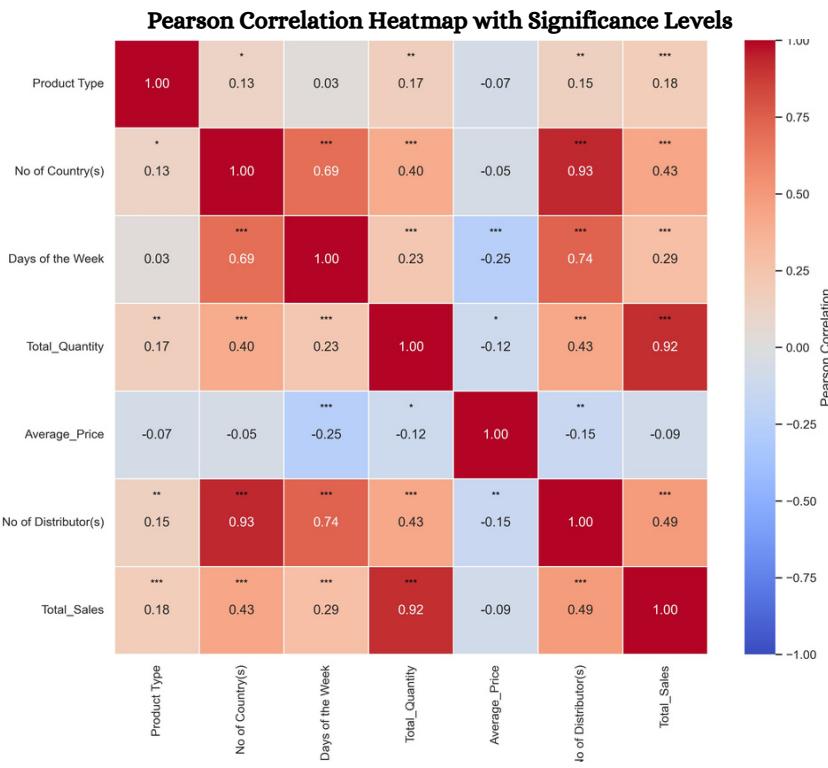
Although high average export sales potential presents promising opportunities, ABC must consider factors like market volatility, regulatory hurdles, and competitive dynamics when entering each market. Adopting this approach allows ABC to assess risks accurately and make informed decisions to maximize success.

# 6. Factors Impacting Export Sales Performance

**Goal:** To identify and analyze key factors influencing export sales performance for strategic decision-making

## 6.1. Analysis of key variables

Pearson Correlation was adopted to analyze a comprehensive overview of the relationships between key variables impacting the company's export sales performance. This analysis, in detail in the table below, explains how variables such as Product variety, order timing, Product quantity, No of distributors, and pricing influence total sales revenue. Examining these relationships engrains valuable insights for strategic decision-making, enabling the company to optimize its export sales strategies effectively. This informed approach aims to enhance market performance and profitability.



\*10%, \*\*5%, \*\*\*1% significant level respectively

	Featured Variable	Interpretation	Impact	Key Drivers
Export countries	<ul style="list-style-type: none"> <li>Product</li> <li>Order Day</li> <li>Distributor</li> <li>Total Quantity</li> <li>Total Sales</li> </ul>	<ul style="list-style-type: none"> <li>Certain products are distributed across some countries than others.</li> <li>Expanding into new markets leads to increased revenue opportunities.</li> <li>More countries result in an increased quantity ordered and more distributors</li> <li>As the number of countries increases, orders tend to be spread across more days.</li> </ul>	<span style="color: red;">+</span> LOW <span style="color: green;">+</span> HIGH <span style="color: green;">+</span> HIGH <span style="color: orange;">+</span> MEDIUM	<ul style="list-style-type: none"> <li>Expansion</li> <li>Product Availability</li> <li>Inventory</li> <li>Product Preference</li> </ul>
Product Quantity	<ul style="list-style-type: none"> <li>All Variables</li> </ul>	<ul style="list-style-type: none"> <li>Certain product may have slightly higher quantities demanded compared to others.</li> <li>Fluctuations in quantity ordered may depend slightly on the day of the week.</li> <li>Changes in the average price may slightly decrease the total quantity ordered.</li> <li>Increase in quantity ordered leads to an increase in total sales.</li> </ul>	<span style="color: red;">+</span> LOW <span style="color: red;">+</span> LOW <span style="color: red;">-</span> LOW <span style="color: green;">+</span> HIGH	<ul style="list-style-type: none"> <li>Product Availability</li> <li>Price Sensitivity</li> <li>Product Preference</li> <li>Inventory</li> </ul>
Price Variation	<ul style="list-style-type: none"> <li>Total Quantity</li> <li>Order Day</li> <li>Distributor</li> </ul>	<ul style="list-style-type: none"> <li>Changes in the average price may slightly decrease the total quantity ordered.</li> <li>Changes in the average price significantly affect the day of the week when orders are placed and overall demand for products among distributors.</li> </ul>	<span style="color: green;">-</span> HIGH <span style="color: red;">-</span> LOW	<ul style="list-style-type: none"> <li>Promotions</li> <li>Price Sensitivity</li> </ul>
Total Sales	<ul style="list-style-type: none"> <li>Order Day</li> <li>Distributor</li> <li>No of Country</li> <li>Total Quantity</li> <li>Product</li> </ul>	<ul style="list-style-type: none"> <li>Orders placed on different days of the week may lead to fluctuations in total sales.</li> <li>Expanding the product offerings to additional countries and expanding the distributor network leads to a higher increase in total sales.</li> <li>An increase in the quantity supplied leads to a rise in total sales.</li> <li>Certain product may contribute slightly more to the total sales compared to others.</li> </ul>	<span style="color: red;">+</span> LOW <span style="color: green;">+</span> HIGH <span style="color: green;">+</span> HIGH <span style="color: red;">-</span> LOW	<ul style="list-style-type: none"> <li>Promotions</li> <li>Price Sensitivity</li> <li>Expansion</li> <li>Product preference</li> </ul>

## 7. Key Findings and Recommendations

### Key Findings

- Between 2019 and 2022, the company operated across 30 countries, engaging 54 distributors, facilitating 7,701 orders, and exporting 351 products.
- The top countries for total sales were Iraq, Azerbaijan, Afghanistan, Bahrain, and Pakistan, collectively representing 92% of total sales.
- Average Export sales vary significantly across regions, with notable performance in Iraq (\$60142), Azerbaijan (\$45,780), and Afghanistan (\$42,847).
- Average annual export sales show consistent growth, peaking between 2021-2022 with a 46% increase from 2019.
- The quarterly sales review indicates a consistently high performance in Azerbaijan and Iraq, with challenges identified in China, Australia, and the Russian Federation.
- The top 10 products collectively accounted for approximately 53% of the total products exported.
- Top distributors contribute significantly to export orders, with the top 10 collectively accounting for approximately 78.89% of total orders.
- The top 10 products supplied collectively accounted for approximately 53% of the total products exported, while the top 10 frequently ordered products contributed around 26% of orders.
- Products in Category 7 contribute significantly (23%) to export sales, constituting approximately 23%, while Category 4 showed high performance with a 56.69% change in export sales.
- Azerbaijan, the Russian Federation, and Djibouti are identified as high-potential markets with growth rates of 20.99%, 7.28%, and 6.97%, respectively.
- Key variables impacting export sales performance include Product quantity, Price, Order timing, Export countries, and Product type.

### Recommendations

- Focus on market diversification to capitalise on opportunities in high-potential markets while addressing challenges in underperforming regions.
- Implement strategic adjustments in pricing strategies to optimise market positioning and competitiveness, considering both product demand and consumer preferences.
- Enhance distributor performance through targeted training programs, incentives, and support to maximise order frequency and sales performance.
- Develop seasonal product lines and promotional campaigns to align with consumer preferences and capitalise on seasonal demand fluctuations.
- Optimise inventory management processes to ensure product availability, minimise stockouts, and meet fluctuating market demand effectively.
- Prioritise entry into high-potential markets identified through export sales potential analysis, tailoring products and marketing strategies to local preferences and market dynamics.
- Continuously monitor and analyse key variables impacting export sales performance to identify trends, opportunities, and areas for improvement, facilitating informed decision-making and strategic adjustments.

# 8. Summary and Conclusion

## Summary

- Between 2019-2022, the company operated across 30 countries, engaging 54 distributors, facilitating 7,701 orders, and exporting 351 products.
- Analysis of export sales data revealed key correlations between product types, sales quantities, average prices, and total sales.
- Recommendations include optimizing distribution strategies, targeting emerging markets, and refining product offerings based on demand trends.
- leveraging data-driven insights is crucial for sustaining growth and maintaining a competitive edge in the export market.

## Conclusion

Based on the comprehensive analysis of the company's export performance between 2019 and 2022, it is evident that strategic measures must be taken to optimize market penetration and capitalize on emerging opportunities while addressing challenges. The company can enhance its export sales performance with a focused approach to market diversification, strategic pricing adjustments, distributor empowerment, seasonal product offerings, inventory management optimization, and targeted entry into high-potential markets. By continuously monitoring and analyzing key variables, the company can make informed decisions and strategic adjustments to maintain competitiveness and sustainable growth in the global market.

## ABOUT THE AUTHOR



Temidayo Olowoyeye is a distinguished professional with a dual master's in Environmental Engineering and Agricultural Economics. With over 5+ years of experience, he is a proficient Data/Business Analyst dedicated to assisting individuals and organisations in translating data into actionable insights.

His expertise includes building compelling KPIs and target dashboards with PowerBI or Tableau, modifying and exploring data in relational databases using SQL, analysing big data and building models using Python or R, and preparing reports with key findings and recommendations capable of increasing business efficiency.

His unwavering commitment to excellence and passion for data-driven insights make him an asset to any organization seeking a seasoned Analyst with a diverse skill set.

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