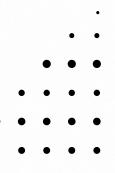
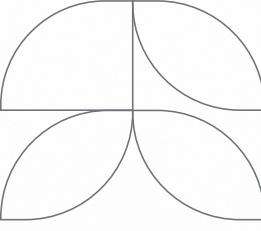


# SALES ANALYSIS



An overview to guide strategy and highlight progress.





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**01** Monthly Sales trend

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**02** Promotional Months  
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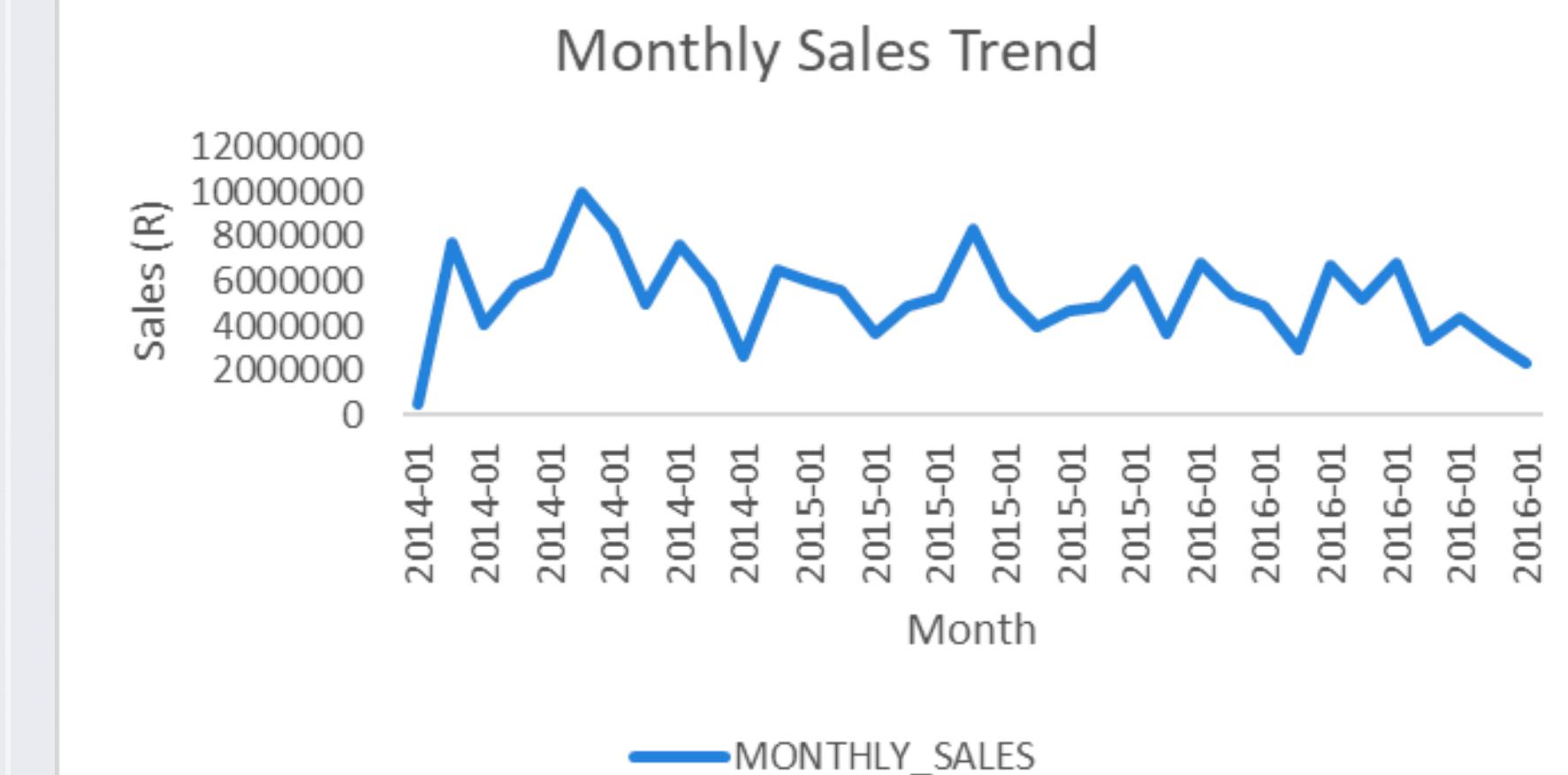




## Key Insight

Sales rose from R1.2M in January 2014 to R8.4M in March 2014. Sales shot up dramatically in early 2014, reaching the highest peak around May–June 2014. After this surge, sales declined and stabilized at lower levels throughout 2015, before dropping again in early 2016. Overall, the trend shows an early high-growth period followed by gradual weakening in sales performance. The business had its best performance in 2014 but could not sustain that momentum.

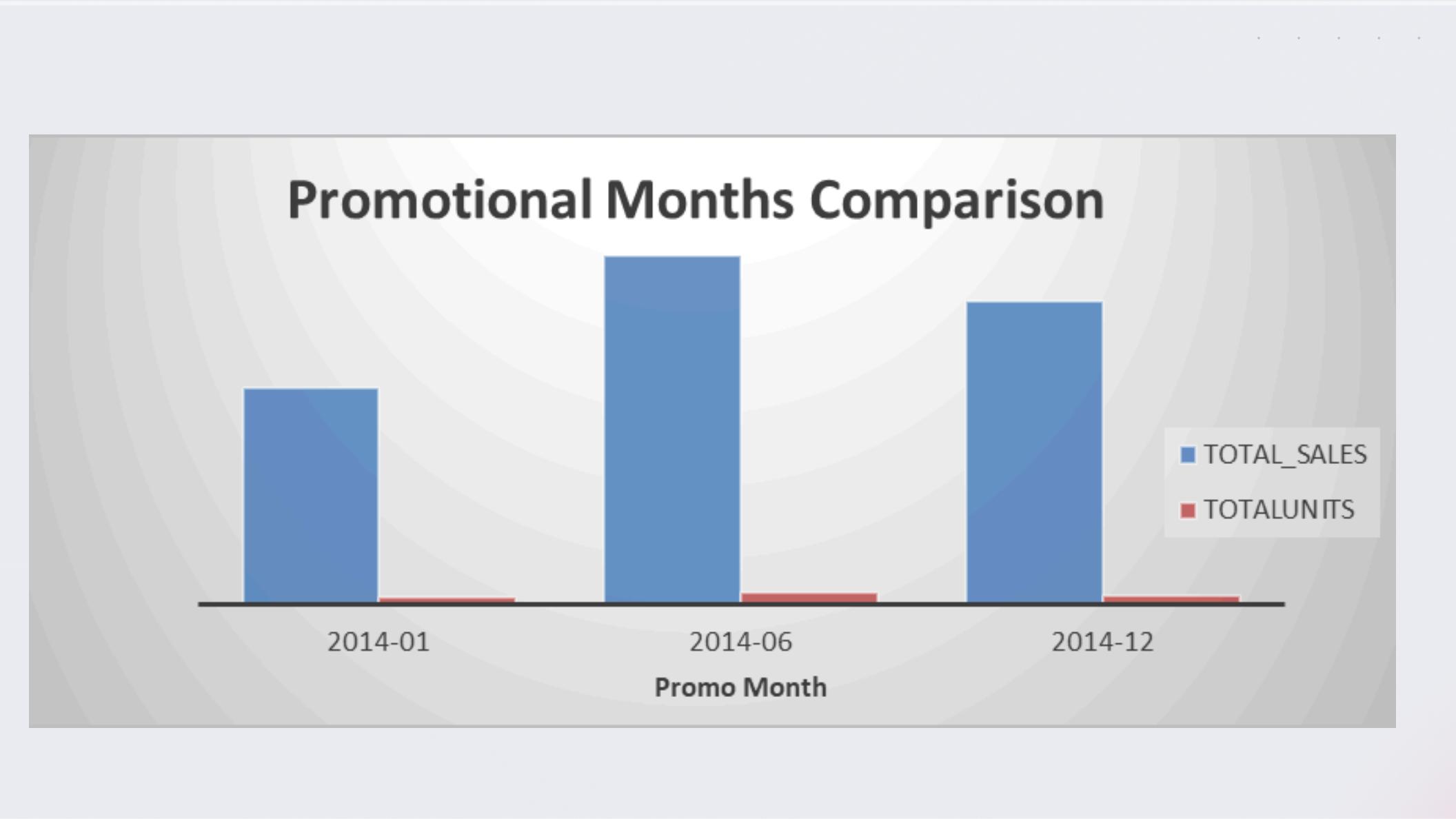
Monthly Sales Trend





## key insight

Across the three promotional months, June 2014 delivers the highest demand at the lowest average price, making it the most effective promotion period. December 2014 shows the highest price with the lowest units sold, confirming weak performance. January 2014 performs moderately. Overall, promotional success is strongly tied to aggressive pricing





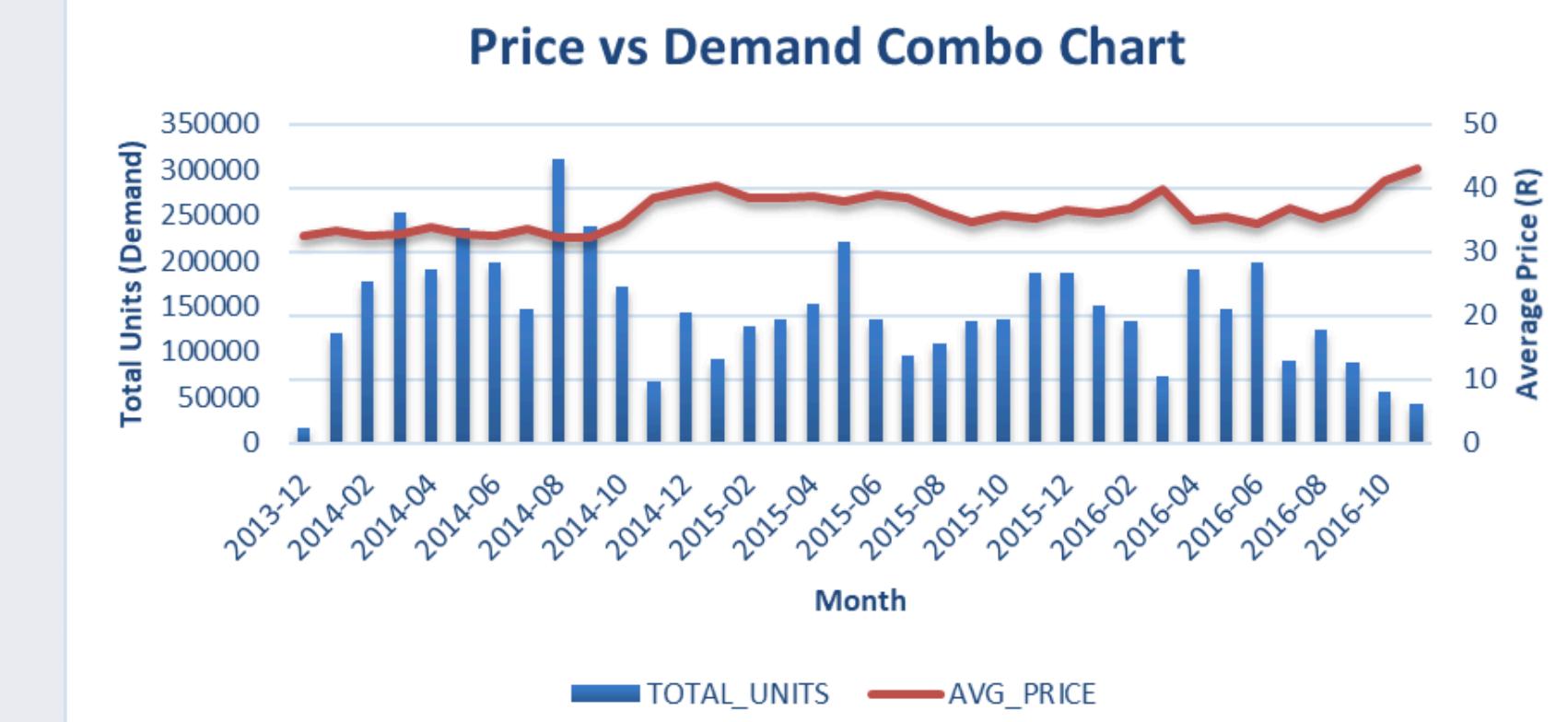
# Insights & Next Steps

Lower prices drive higher demand. Higher prices reduce unit sales. Customers are highly price sensitive.

## Next Steps

Use strategic price drops in slow months, avoid price increases during demand dips, replicate mid year promo tactics, and test price elasticity to find optimal pricing.

Price vs Demand Combo





# Insights & Next Steps

Demand rises sharply mid-year (May–July 2014), creating the strongest peak. A smaller mid-year peak appears again in 2015, but demand steadily declines through 2016, with the lowest activity seen from July–October 2016. Overall, the trend shows strong seasonality followed by a gradual downturn.

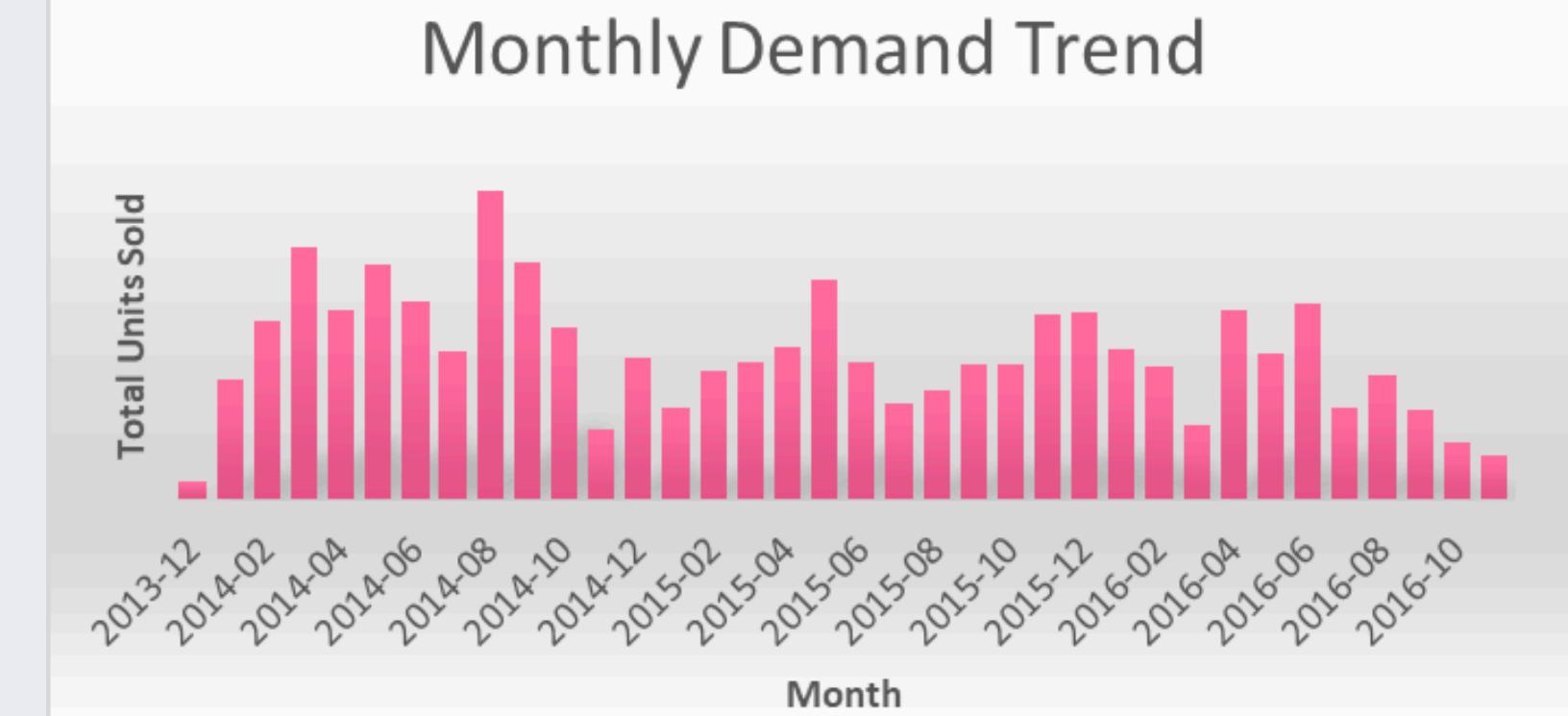
## Key Insight

Demand shows a strong mid-year seasonal peak during 2014 and 2015

A gradual decline begins after the 2014 high point

Clear weakening of demand through late 2015 and into 2016, indicating reduced customer engagement over time

Monthly Demand Trend





# RECOMENDATIONS

Run a short Jan promotion targeted to lapsed buyers using personalized discount codes.

Publish a “mid-year preview” on site & email to prime customers for upcoming June promos.

Fix any inventory mismatches for high-demand Stock keeping unit



Summary Highlights

Our data shows profitable opportunity: demand is highly price-sensitive and peaks predictably mid-year, but overall momentum has weakened since 2014. I recommend an immediate program of targeted, measured price tests and tactical promotions in low months to stabilize revenue, combined with a repeatable mid-year promo playbook (modelled on June 2014) and Stock keeping unit-level pricing rules informed by elasticity. Parallel diagnostics must identify the cause of the 2016 decline. With focused inventory planning, cohort retention work, and an analytics dashboard to monitor elasticity and promo ROI, we can restore growth, smooth seasonality, and improve long-term margin.



# Thank You



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