**Edwards Consults Analysis**

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# Executive Summary

This report provides a combined insight from the Power BI dashboard and Edwards Consults Analysis prepared in June 2025. While total sales appear strong ($119M), profitability is undermined by excessive discounting, product imbalance, and operational inefficiencies such as delivery delays and inconsistent risk tagging. The report highlights key metrics, uncovers root causes, and outlines data-backed recommendations to improve profit margins, customer experience, and regional sales performance.

# Key Metrics Overview

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| Metric | Value |
| Total Sales | $119M |
| Cost of Goods Sold | $102M |
| Total Profit | $17M |
| Top-Selling Product | Paseo ($33M) |
| Most Discounted Region | USA ($2.24M) |
| Top Discount Band | Medium (32.68%) |
| Peak Sales Month | October ($21.7M) |
| Least Performing Products | Carrera, Montana |

# What’s Wrong (Problems)

* High-Selling, Low-Margin Products – Products like Paseo dominate sales but may yield thin margins.
* Discounting Eroding Profit – Medium to high discount bands account for over 60% of sales activity.
* Uneven Product Sales Distribution – Heavy reliance on a few products; the bottom 3 products generate less than half of Paseo’s revenue.
* Inconsistent Sales Patterns Across Months – Sales spikes in October and drop-offs in April–August indicate poor pacing of promotions.
* Delivery & Risk Gaps – Average delivery time of 5.7 days. Risk tagging not predictive — 30% of high-risk orders are fulfilled successfully.

# Why It’s Happening (Root Causes)

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| Issue | Root Cause |
| Low profitability | Over-discounting of high-volume items |
| Delivery delays | Bottlenecks with underperforming shipping partners |
| Regional underperformance | Lack of marketing focus in states like Kaduna |
| Poor risk classification | Manual or unclear assignment logic |

# Recommendations

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| Action Item | Data Insight |
| Cap Discounts on Low-Margin Products | USA & Canada: over $4M in discounts; printers sold at a loss |
| Evaluate Shipping Partner Performance | Avg delivery > 6 days in some cases |
| Boost Underperforming Regions | Kaduna: ₦78K sales vs Kano: ₦400K |
| Balance Product Push | Velo, Carrera underperforming by 50%–60% |
| Redesign Risk Classification Logic | 30% of high-risk orders still delivered |

# Forecasted Business Impact

* +10–15% increase in profit by optimizing discounts
* Shorter delivery time, better customer satisfaction
* Improved regional penetration with targeted campaigns
* Fewer returns & cancellations via better risk tagging

# Monitoring Plan

* Monthly dashboard reviews via Power BI
* Add profit margin analysis by product
* Set regional sales benchmarks
* Automate shipping/vendor tracking
* Refine discount thresholds over time