

Retail Sales Analysis



Period: 30 Dec '13 – 16 Nov '16

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Sales Report Presentation

Summary

R187M Total Sales

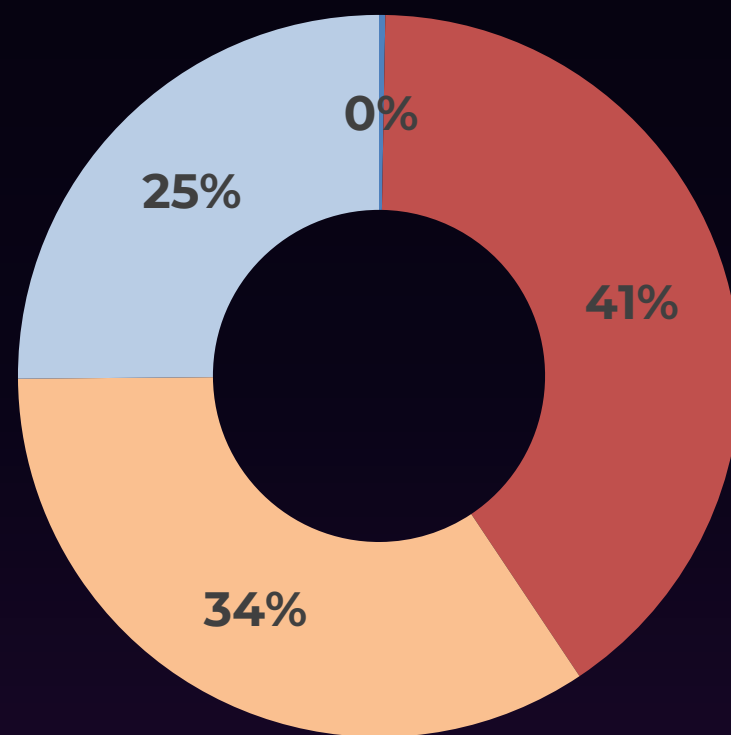
R37.07 Ave Selling Price

5M Total Units Sold



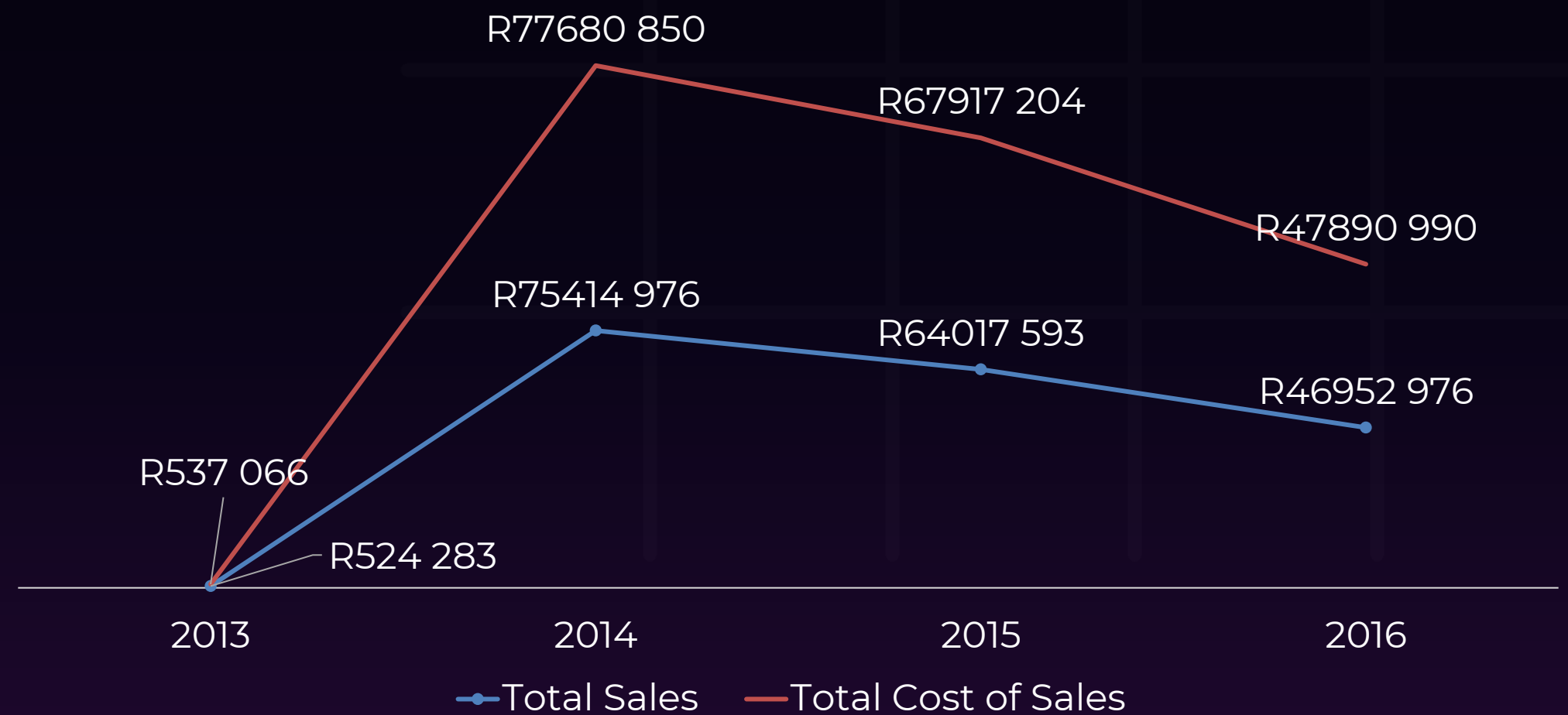
Sales Trend

Sales by Year



■ 2013 ■ 2014 ■ 2015 ■ 2016

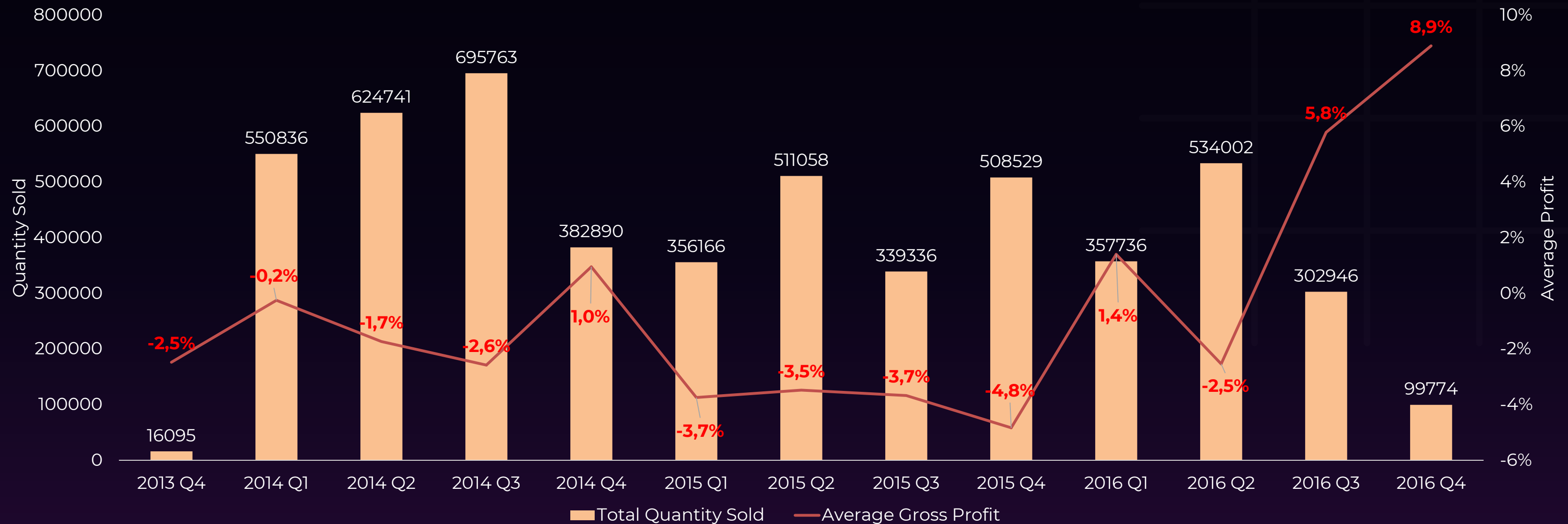
Sales vs Cost of Sales Overtime



Sales and cost of sales both increase and decrease in tandem, suggesting stable operational scaling. In some years, the gap between sales and costs is narrower, indicating lower profitability.

Performance

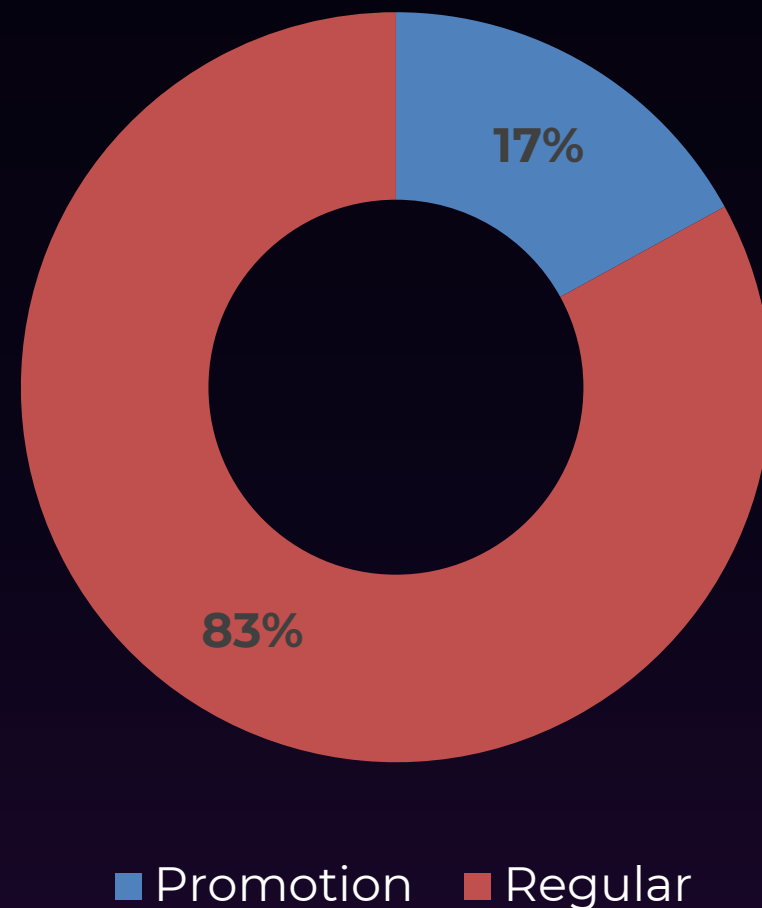
Total Quantity Sold vs Daily Profit



Periods with more quantities sold, the percentage gross profit was lower. This suggests that the product performs well when not in promotion.

Growth

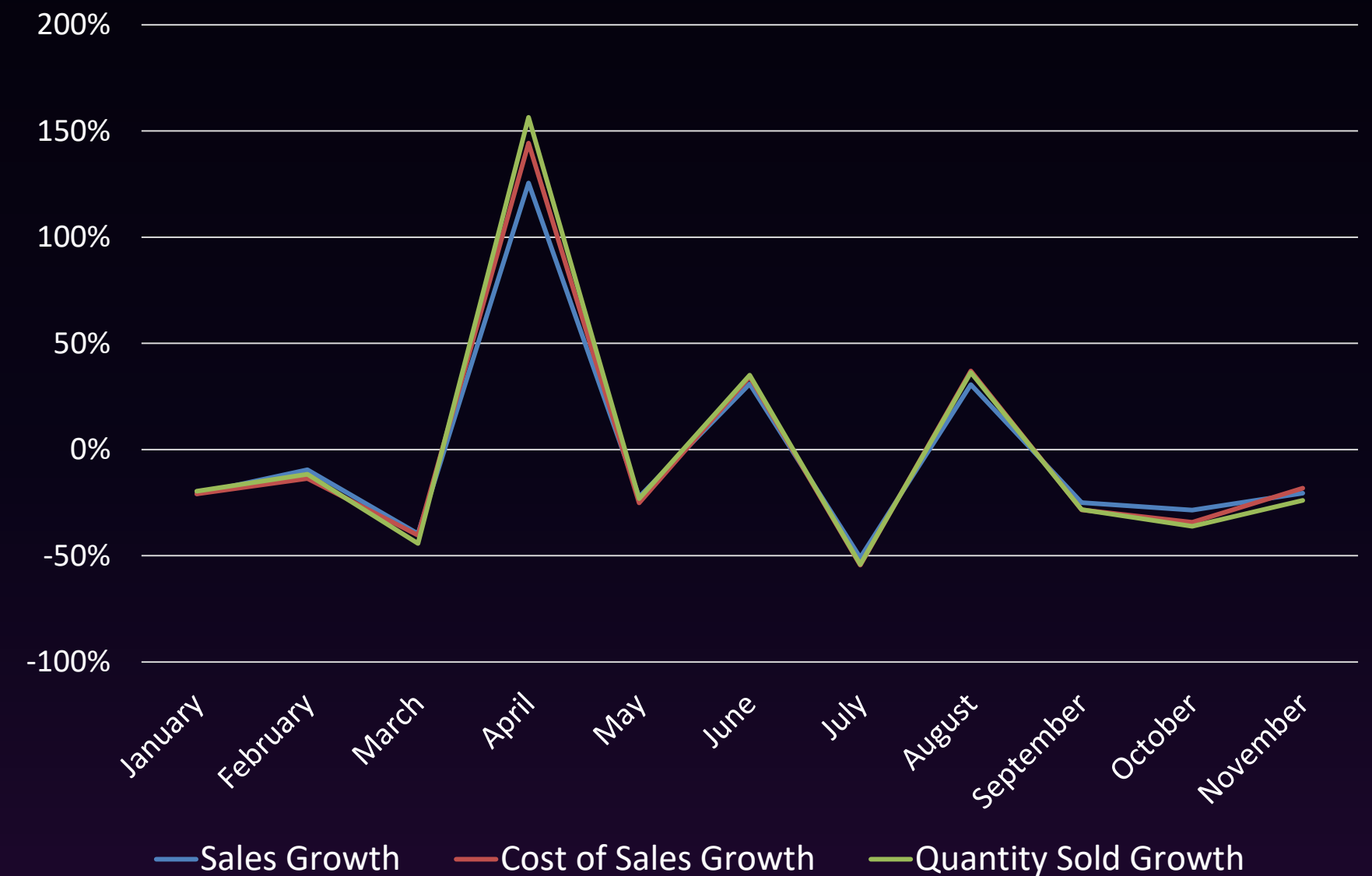
Total Sales per Sales_Type



A

More sales was made under regular sale basis. Promotion sales makes **17%** of the total sales made during the period.

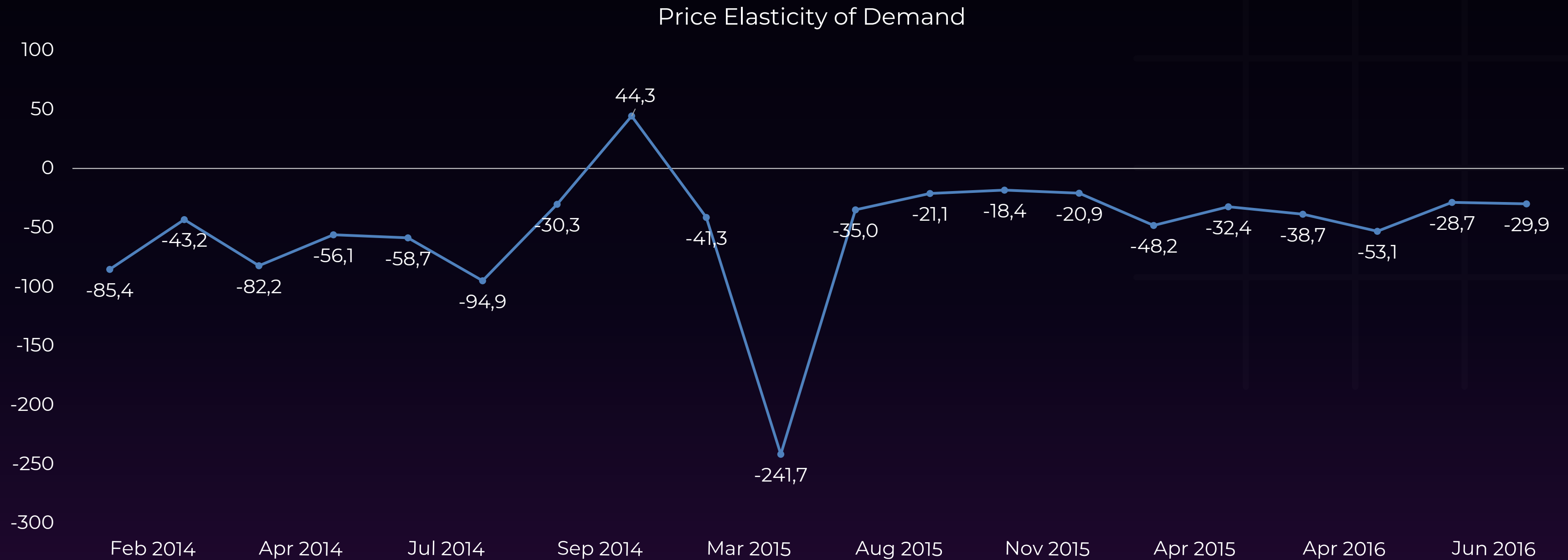
Month-on-month Growth



B

The month-on-month growth in 2016 was followed the same trend for sales, cost of sales and quantity sold.

PED



May 2015 has a very extreme value (-241.7). That might be due to a promotion, seasonal factor, or data issue. In general, the product is price sensitive.



THANK YOU