

# ROBBIN'S COMPANY SALES PERFORMANCE DASHBOARD FOR YEAR 2015 - 2017

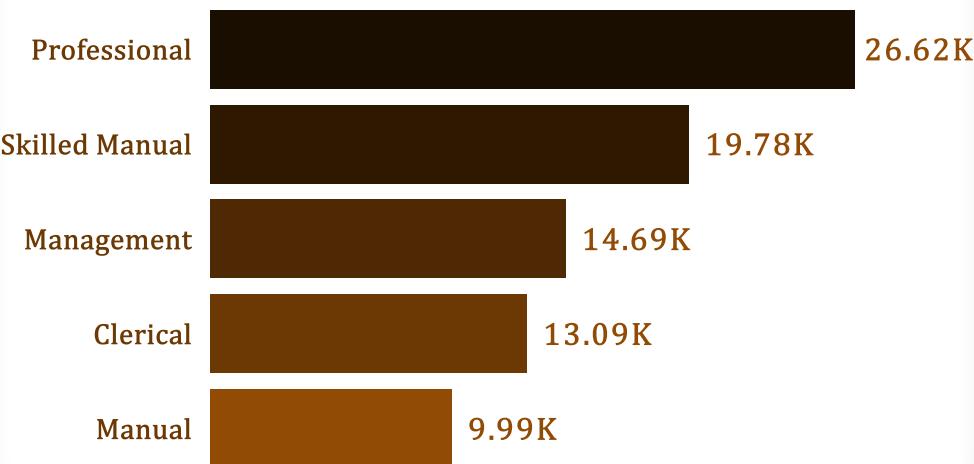
TOTAL REVENUE  
**\$24.91M**

TOTAL PROFIT  
**\$10.46M**

TOTAL RETURN  
**1.83K**

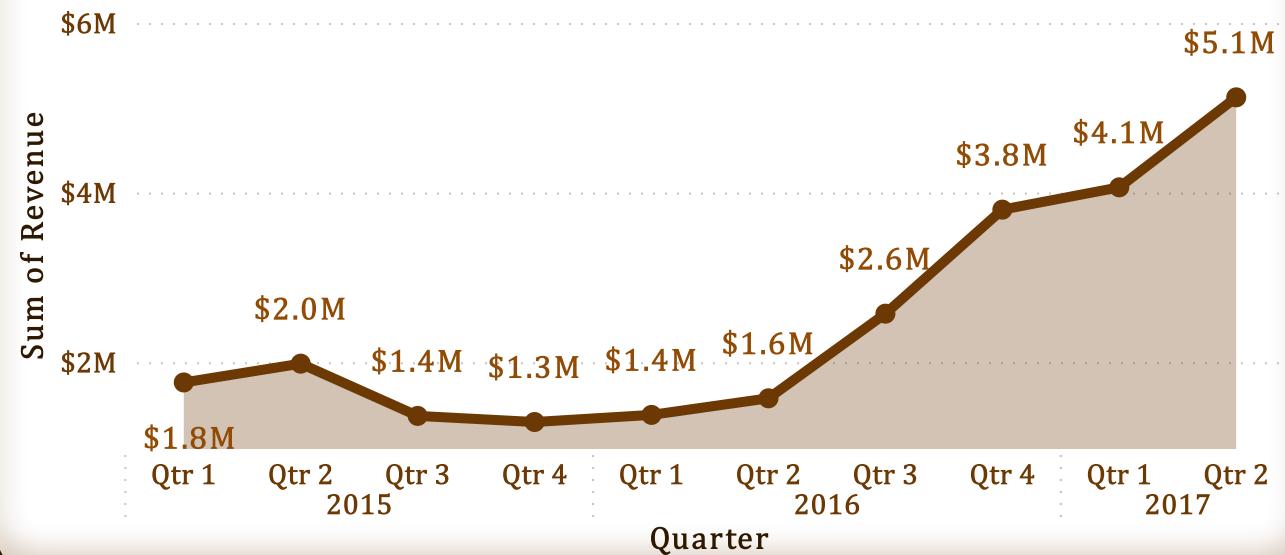
TOTAL QUANTITIES SOLD  
**84.17K**

## TOTAL QUANTITY ORDERED BY OCCUPATION



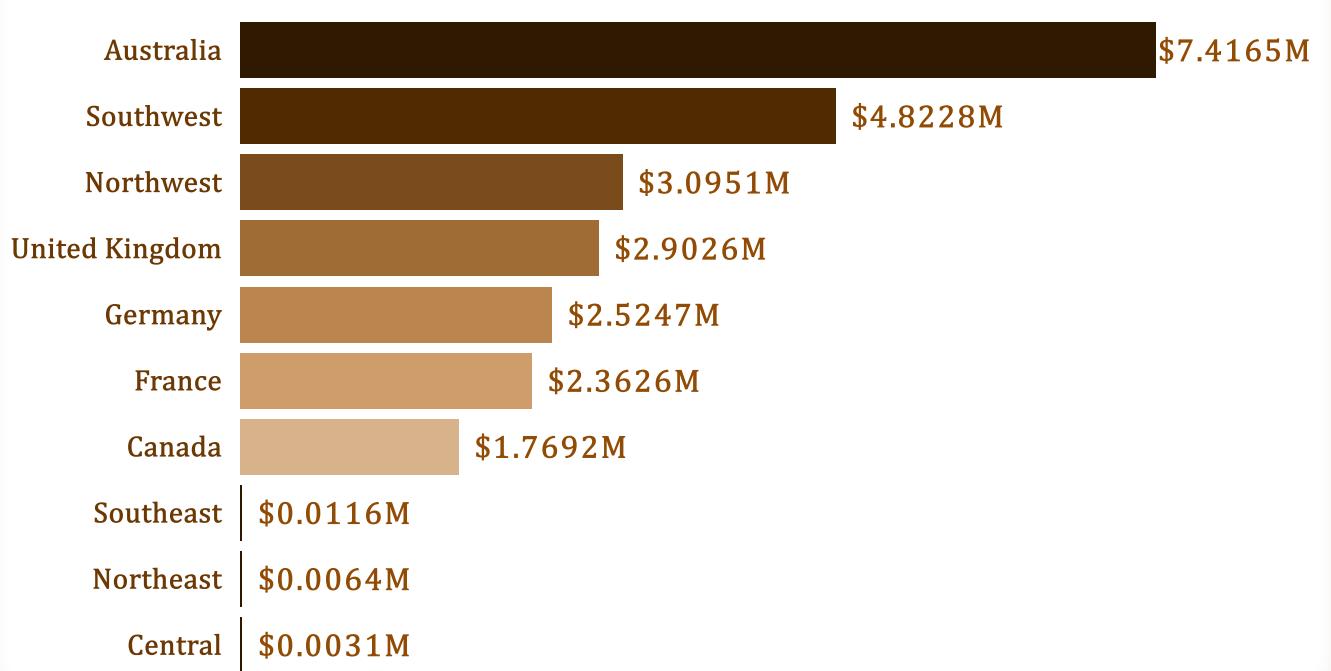
Professional had the largest sum of order quantity at \$26.62K and was 166.41% higher than Manual, which had the lowest sum of order quantity at \$9.99K. Professional accounted for 31.63% of the total order quantity.

## SALES TREND



Between January 2015 and June 2017, the total income trended upward, culminating in a 190.93% rise. The total income began to rise in January 2016, increasing by 271.64% (\$3.7M) in five quarters. The total income increased dramatically between January 2016 and June 2017: from \$1.4M to \$5.1M.

## TOTAL REVENUE BY REGION

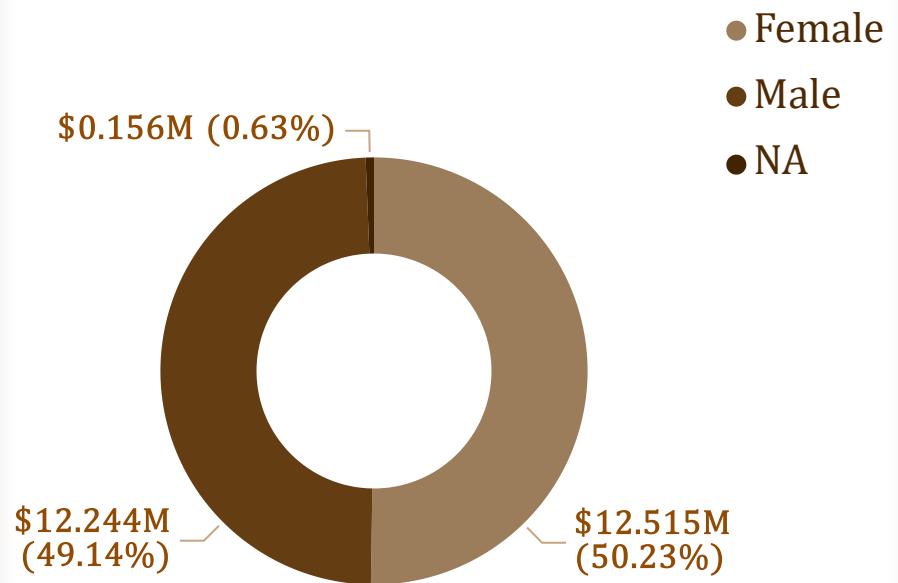


Australia had the most total revenue with \$7.4165M, which was 235,862.89% more than Central, which had the lowest total revenue with \$3.143K.

Australia also accounted for 29.77% of Sum of Revenue.

Over the years, Central (\$3.143K), Northeast (\$6.401K), and Southeast (\$11.585K) have all underperformed, and their contribution to the total revenue is significantly low compared to other regions.

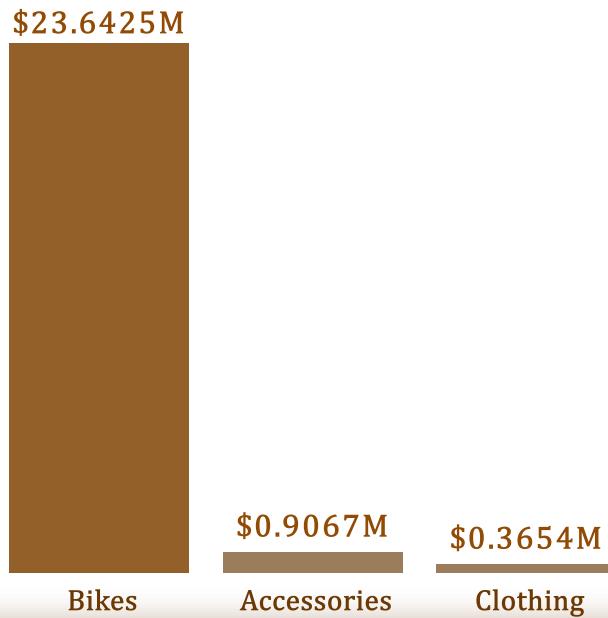
## TOTAL REVENUE BY GENDER



Females generated the most revenue (\$12.515M), followed by males (\$12.244M) and NAs (\$0.156M).

50.23% of the total revenue came from females.

## TOTAL REVENUE BY PRODUCT CATEGORY



Bikes generated the most revenue (\$23.6425M), followed by accessories (\$0.9067M) and clothing (\$0.3654M).

Bikes had a total revenue that was 6,369.98% greater than clothing, which had the lowest total revenue.

94.89% of the total revenue came from bike sales.

## KEY RECOMMENDATIONS

- 1. Customer Segmentation:** Begin by categorising the customer base in the regions that are underperforming. Recognise the unique demands and preferences of distinct clientele groups.
- 2. Customer profiling:** Create meticulous customer profiles that include demographics and purchasing behaviours. This assists sales teams in learning more about their target audience.
- 3. Listen to Customers:** Actively solicit client feedback via surveys, interviews, and social media. Use this input to find areas for improvement.
- 4. Personalisation:** Tailor your sales and marketing communications to certain markets or consumer categories. Show that you are prepared to address their specific demands and that you are aware of them.
- 5. Customer support:** Offer outstanding customer service, including timely responses to inquiries, easy return processes, and resolution of problems. Make sure that customers can contact you through a variety of means.
- 6. Follow-up:** Keep up with customers after a transaction to ensure they are satisfied and gather feedback for future improvements.