

SAN MARTIN STORES SALES ANALYSIS





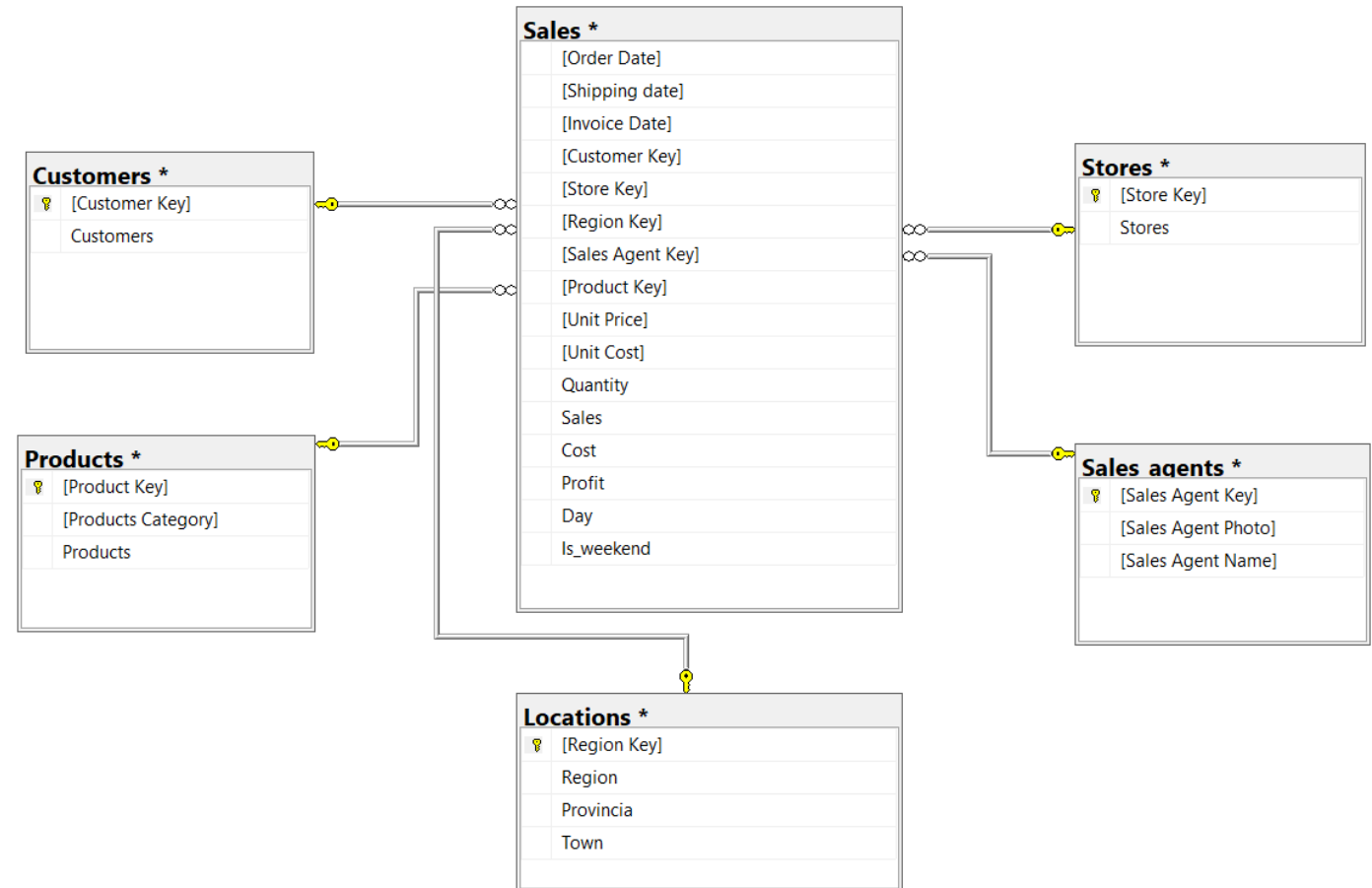
OBJECTIVE

The objective of this project is to comprehensively analyze the sales performance of San Martin stores during January 2021. This analysis will encompass various facets including the assessment of weekly KPIs, understanding geographical variations in sales, and evaluating the effectiveness of sales agents.

Additionally, the project aims to segment customers based on relevant criteria and conduct an in-depth analysis of sales channels, product performance, fulfillment timelines, and associated costs. Through this analysis, insights will be derived to inform strategic decision-making and optimize sales strategies for San Martin stores.

DATA DESCRIPTION

The dataset comprises six CSV files, namely Sales, Sales Agents, Customers, Products, Stores, and Locations. These files have been imported into MS SQL Server database, resulting in the creation of six individual tables. A visual representation of the relationships between these tables has been constructed in the form of a data model.



NUMBERS AT A GLANCE



Orders	Customers	Products	Stores	Sales Agents
14059	6954	246	150	9



METRICS AT A GLANCE

Quantity

18.34K

Sales

39.20M

Cost

28.07M

Profit

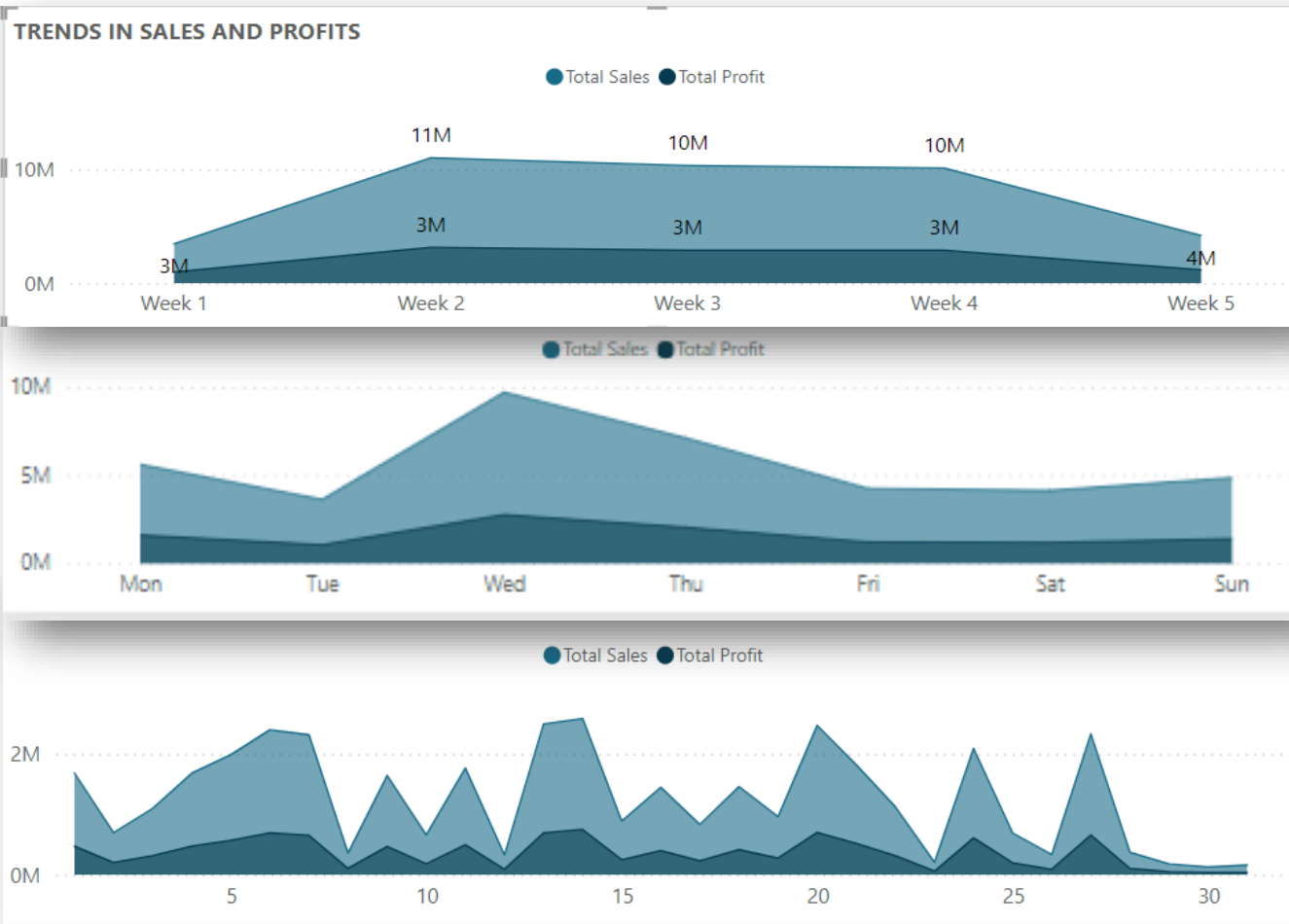
11.13M

Orders

14.06K



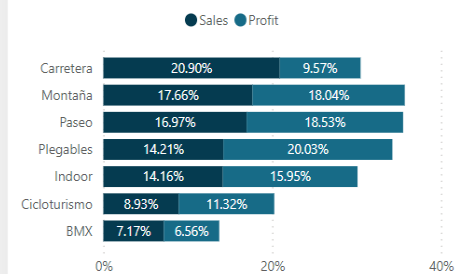
TIME-BASED ANALYSIS



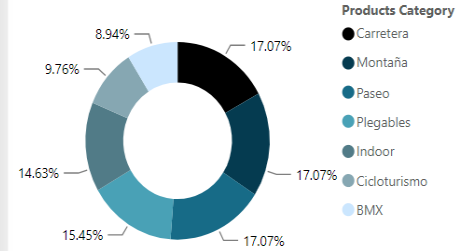
- There's a consistent pattern in the weekly trends, with no notable differences in total sales and profits. However, it's worth noting that while there isn't a significant disparity between total sales and profits for week 1 and week 5, week 1 comprised only three days, whereas week 5 included all days of the week. As a result, the performance in week 1 appears comparatively better.
- When examining the sales and profit trends across the days of the week, it's evident that Wednesday exhibits the highest growth, surpassing the lowest total on Tuesday by 2.7 times.
- An examination of daily total sales and profits reveals a consistent pattern: performance tends to increase notably every 7-8 days. However, in the interim periods, there are fluctuations characterized by both increase and decrease in performance.

PRODUCT PERFORMANCE ANALYSIS

PRODUCT CATEGORY CONTRIBUTION



PRODUCT CATEGORY DISTRIBUTION

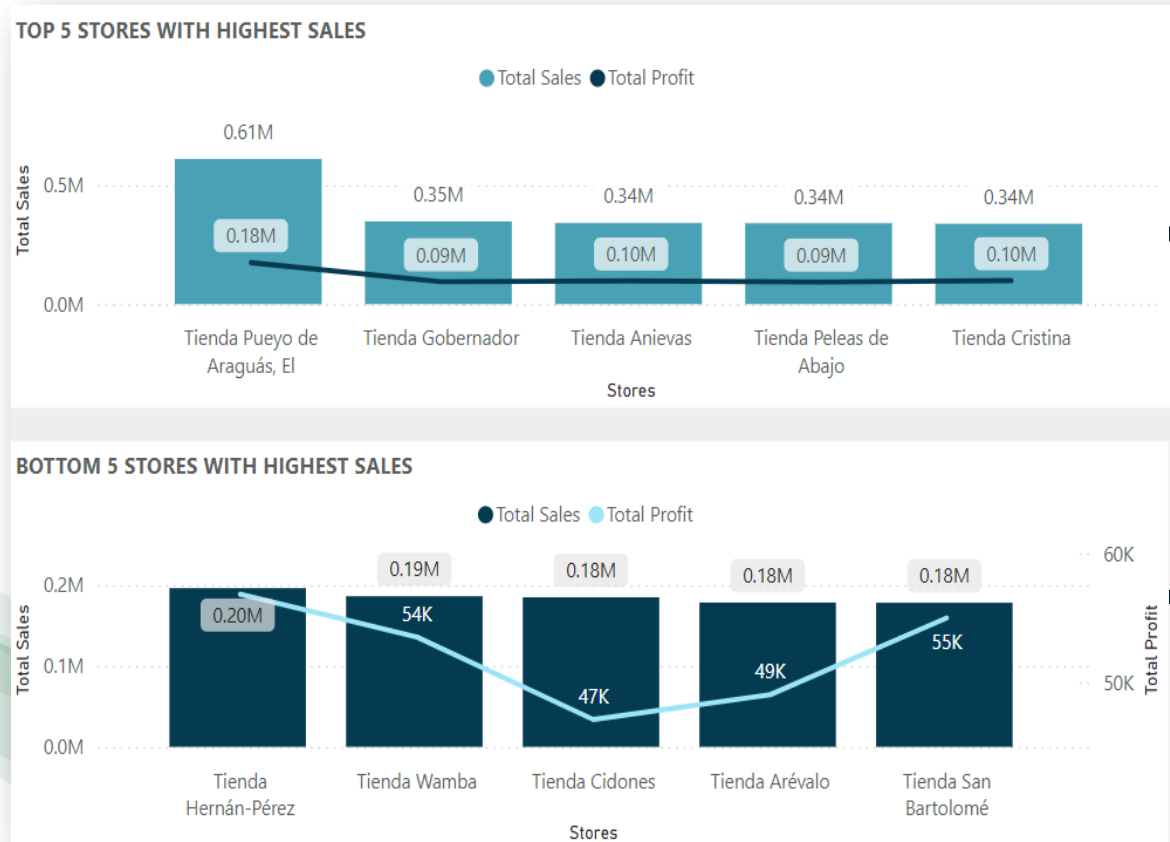


- Of all the product categories, there's the category called Carretera which contributed highest to the total sales, but stands second last in profit contribution. there's one more category, called BMX whose profit contribution is less than sales contribution.
- In terms of product categories, Carretera stands out for its significant contribution to total sales, yet it ranks second to last in terms of profit contribution.
- Additionally, BMX, another category, demonstrates a scenario where its sales contribution exceeds its profit contribution.
- Regarding the distribution of product categories, Carretera, Montaña, and Paseo each contribute equally, comprising 17.07% of the total. Meanwhile, BMX holds the smallest share.

- When analyzing individual product performance, it becomes evident that a higher sales contribution does not always translate to a higher profit percentage. Notably, the product with the highest sales contribution does not hold the highest profit contribution, and even products ranked third and fourth exhibit marginal differences in sales contribution but significant disparities in profit percentage distribution.
- Upon observing the product contribution margins, it becomes apparent that numerous products exhibit similar percentages, ranging from the highest at 40% to the lowest at 13%.

Products	Sales Contribution	Profit Contribution	Product Contribution Margin	Avg Order Processing Time
BICICLETA CICLISMO INDOOR FFITTECH FUN	1.52%	1.71%	32.00%	1.54
BICICLETA MERIDA CROSSWAY 10 2021	1.48%	1.87%	36.00%	1.50
BICICLETA MONTY 301 2020	1.32%	1.21%	26.00%	1.64
BICICLETA PLEGABLE MONTY SOURCE 2020	1.30%	1.83%	40.00%	1.51
BICICLETA MONTY SWING 2021	1.23%	1.34%	31.00%	1.55
BICICLETA INDOOR INXIDE XS08	1.21%	1.36%	32.00%	1.32
BICICLETA ORBEA CARPE 15 2021	1.20%	1.31%	31.00%	1.63
BICICLETA DAHON MARINER D8 PLATA	1.13%	1.59%	40.00%	1.47
BICICLETA DAHON MARINER D8	1.11%	1.57%	40.00%	1.56
BICICLETA MERIDA CROSSWAY 20 2021	1.08%	1.37%	36.00%	1.48
BICICLETA MERIDA CROSSWAY 40 2021	1.02%	1.29%	36.00%	1.51

STORE PERFORMANCE ANALYSIS



Tienda Pueyo de Araguás, El store holds the top position with the highest sales and profit figures. The remaining top four stores exhibit similar total sales and profit numbers, showing no significant differences among them.

The bottom five stores demonstrate a lack of significant difference in total sales. However, there is an inconsistent pattern among their total profits.



- The decomposition tree visualization above illustrates the distribution of total orders completed across each store, further delineating into product categories and sales agents. It is evident that the highest number of orders were processed through the Tienda Pueyo de Araguás, El store.
- Within this store, the Carretera product category stands out as the top-selling item, with the highest sales attributed to two sales agents, Evelia Cazorla Girona and Juanito Pacheco Quintero.

REGIONAL PERFORMANCE ANALYSIS












From the map visualization, it is apparent that darker shades indicate higher sales amounts, while lighter shades signify lower sales.

- This visual depicts the performance of each region across various metrics, including the number of stores, products, and total quantity sold within each region, as well as the total sales and profit generated by each region, both in absolute numbers and as a percentage of the whole.
- Furthermore, it is evident that the region leading across all metrics is Castilla y León, contributing 26.83% to total sales and 26.75% to total profits. Additionally, this region boasts the highest number of stores, resulting in a larger customer base and consequently more quantity supplied.
- We can observe a consistent trend wherein the abundance of stores within a region directly influences its customer base, consequently impacting the quantity of goods supplied and, consequently, the total sales and profits generated.

Region	Number of Stores	Number of Products	Total Quantity	Number of customers	Total Sales	Sales %	Total Profit	Profit %
Castilla y León	41	243	4968	3103	10.52M	26.83%	2.98M	26.75%
Aragón	22	244	2719	1837	5.95M	15.17%	1.68M	15.05%
Cataluña	16	244	1972	1365	4.19M	10.69%	1.19M	10.66%
Andalucía	14	241	1725	1213	3.72M	9.48%	1.06M	9.52%
Castilla - La Mancha	11	240	1316	984	2.80M	7.14%	0.79M	7.12%
Extremadura	10	233	1226	892	2.60M	6.64%	0.75M	6.75%
Comunitat Valenciana	9	229	1148	828	2.46M	6.29%	0.70M	6.31%
Galicia	5	203	605	454	1.29M	3.29%	0.36M	3.26%
Cantabria	4	185	522	379	1.13M	2.88%	0.32M	2.88%
Navarra, Comunidad Foral de	4	184	472	361	1.03M	2.64%	0.30M	2.66%
País Vasco	4	183	455	356	0.94M	2.41%	0.28M	2.48%
Canarias	3	153	365	278	0.78M	1.98%	0.22M	2.01%
Madrid, Comunidad de	3	152	372	274	0.77M	1.97%	0.22M	1.96%
Rioja, La	2	130	254	188	0.53M	1.36%	0.15M	1.33%
Asturias, Principado de	1	72	117	87	0.25M	0.65%	0.08M	0.68%
Balears, Illes	1	75	108	86	0.23M	0.59%	0.06M	0.58%

SALES AGENT PERFORMANCE ANALYSIS

	NAME	TOTAL SALES	TOTAL PROFIT
	Juanito Pacheco Quintero	7,795,632.23	2,208,681.17
	Ricardo Amat Casals	5,890,232.38	1,667,330.66
	Evelia Cazorla Girona	4,762,350.45	1,332,926.06
	Josefa Estevez Abella	4,503,907.05	1,290,823.79
	Natalia Arellano Gil	4,234,075.92	1,195,846.57
	Toño Prado-Arco	4,050,928.40	1,153,281.26
	Teobaldo Peña Tejero	3,166,977.62	913,617.66
	Aureliano Cabezas Sola	2,847,288.08	801,560.72
	Eduardo del Azcona	1,950,936.94	566,932.32

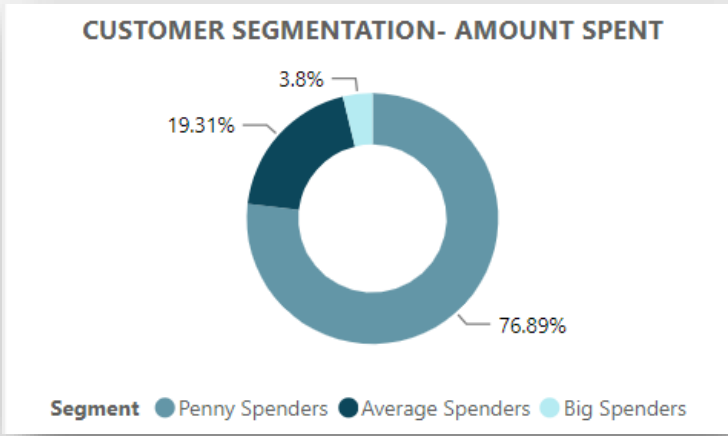
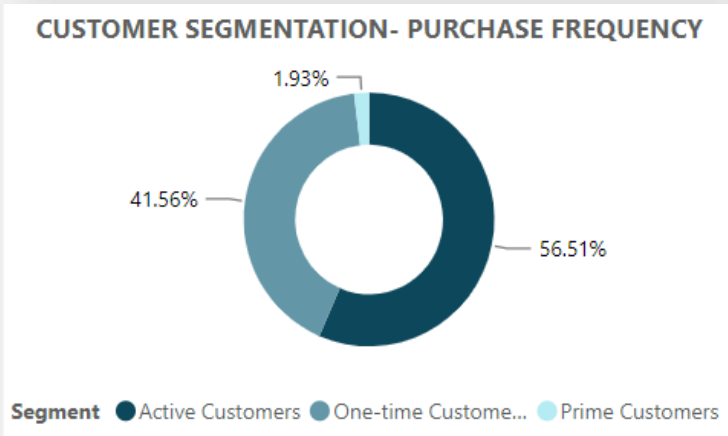
BEST-PERFORMING SALES AGENTS

During the analysis of sales agents' performance, a clear pattern emerges: those who achieved higher sales also attained higher profits.

LEAST-PERFORMING SALES AGENTS

CUSTOMER SEGMENTATION

Customers have been categorized into three groups according to their purchase frequency and total spending. Notably, Active customers and Average Spenders dominate their respective segments, comprising the majority of the pie chart.



Customers	Segment
Aar3n Blanco Rossell3	Active Customers
Aar3n Caballero-Marquez	One-time Customers
Aar3n Carrera Iglesias	Active Customers
Aar3n Catal3n Mart3nez	Active Customers
Aar3n de Sanabria	One-time Customers
Aar3n Ignacio Pi Salom	One-time Customers
Aar3n Manuel Galiano	One-time Customers
Aar3n Mar3n Casta3eda	One-time Customers
Aar3n Salvador Cases Casta3eda	Active Customers
Aar3n Zamorano Requena	One-time Customers
Abel Alc3zar Botella	Active Customers
Abel Boix	One-time Customers
Abel Carrillo-Trujillo	One-time Customers
Abel del Arenas	One-time Customers
Abel Lozano	One-time Customers
Abel Menendez Porras	Active Customers
Abel Moles	One-time Customers
Abel Quiroga Vega	One-time Customers
Abel Sabas Gutierrez Zamorano	Active Customers
Abel Villegas Mendiz3bal	Active Customers
Abigail Alberdi R3os	Active Customers
Abigail Asensio Quesada	Active Customers
Abigail Barrio Alfaro	Active Customers
Abigail Colom-Colomer	One-time Customers

These two visuals illustrate samples of customer segments categorized based on each criterion.

Customers	Segment
Aar3n Blanco Rossell3	Penny Spenders
Aar3n Caballero-Marquez	Penny Spenders
Aar3n Carrera Iglesias	Penny Spenders
Aar3n Catal3n Mart3nez	Penny Spenders
Aar3n de Sanabria	Penny Spenders
Aar3n Ignacio Pi Salom	Average Spenders
Aar3n Manuel Galiano	Penny Spenders
Aar3n Mar3n Casta3eda	Penny Spenders
Aar3n Salvador Cases Casta3eda	Penny Spenders
Aar3n Zamorano Requena	Penny Spenders
Abel Alc3zar Botella	Penny Spenders
Abel Boix	Penny Spenders
Abel Carrillo-Trujillo	Penny Spenders
Abel del Arenas	Penny Spenders
Abel Lozano	Penny Spenders
Abel Menendez Porras	Average Spenders
Abel Moles	Penny Spenders
Abel Quiroga Vega	Penny Spenders
Abel Sabas Gutierrez Zamorano	Average Spenders
Abel Villegas Mendiz3bal	Penny Spenders
Abigail Alberdi R3os	Average Spenders
Abigail Asensio Quesada	Penny Spenders
Abigail Barrio Alfaro	Penny Spenders
Abigail Colom-Colomer	Penny Spenders

STORE SALES ANALYSIS: KEY TAKEAWAYS

- The San Martins Store recorded sales of 39.2 million and profits of 11.1 million, boasting a margin of 28.4%. Throughout the period, a total of 18.3K units were sold.
- Wednesday experienced the highest total sales at 9.7 million, representing a significant 168.29% increase compared to Tuesday, which had the lowest total sales at 3.6 million.
- Plegables products boast a profit margin of 40%, whereas Carretera products, despite achieving the highest sales at 8.2M, only have a profit margin of 13%. Consequently, each product sold from the Plegables category contributes more significantly to the company's bottom line (Net Profit) compared to other products.
- Juanito Pacheco Quintero emerges as the top performer, generating sales totaling 7.8 million. The majority of these sales stem from the Carretera product category and the Tienda Mas de la Matas store.
- The region leading across all metrics is Castilla y León, contributing 26.83% to total sales and 26.75% to total profits. Additionally, this region boasts the highest number of stores, resulting in a larger customer base and consequently more quantity supplied.
- The highest number of orders were processed through the Tienda Pueyo de Araguás, El store. Within this store, the Carretera product category stands out as the top-selling item.

**THANK YOU
FOR WATCHING**

