

SALES REPORT

FOR DTLM RETAIL
JANUARY – MAY 2020

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APRIL 30, 2023



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This report aims to review the company's financial performance from **January to May 2020**. Data was analyzed to obtain revenue and profits, as well as sales performance of products and team members.



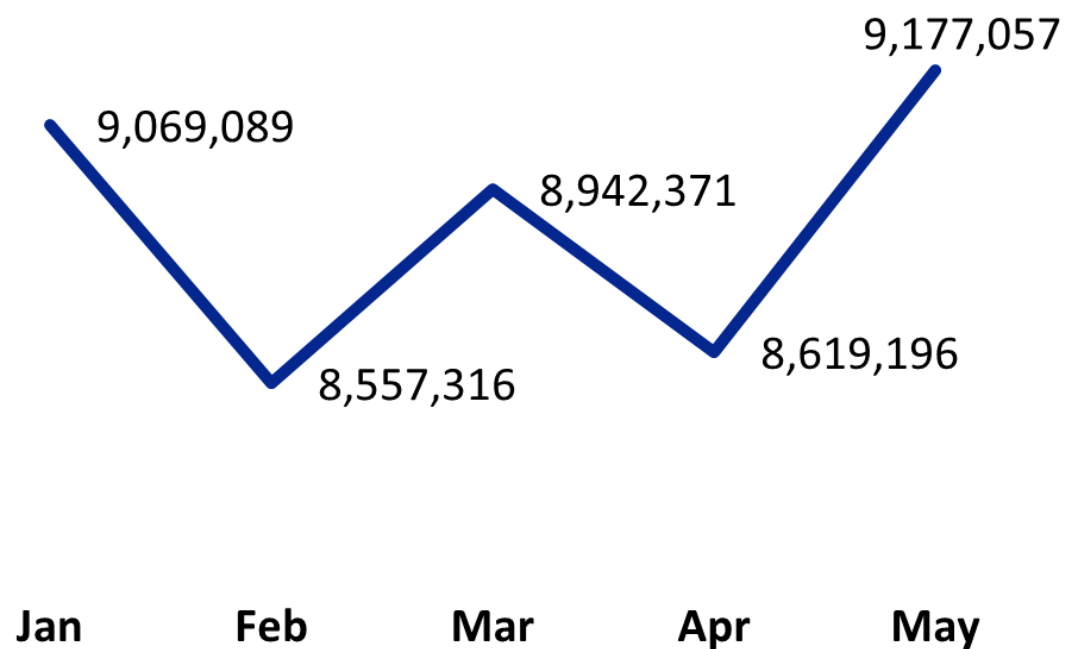
The analysis of this report was achieved using **Microsoft Excel**. Various computations were made to arrive at key business metrics to drive decision making.



Key metrics presented in this report include revenue trend, top 5 products by revenue, and top 10 sales team by revenue.

REVENUE TREND

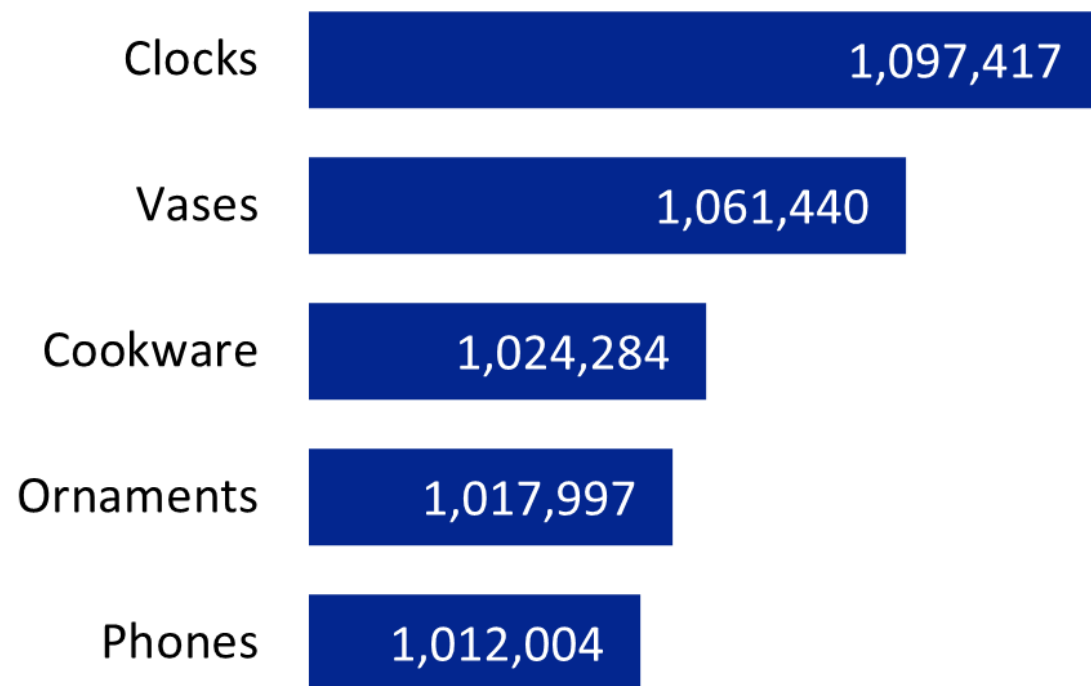
Revenue Trend (USD)



- A total revenue of 44.3 million USD was achieved within the 5-month period.
- February had the lowest revenue of 8.5 million USD, while May the highest revenue of 9.1 million USD.

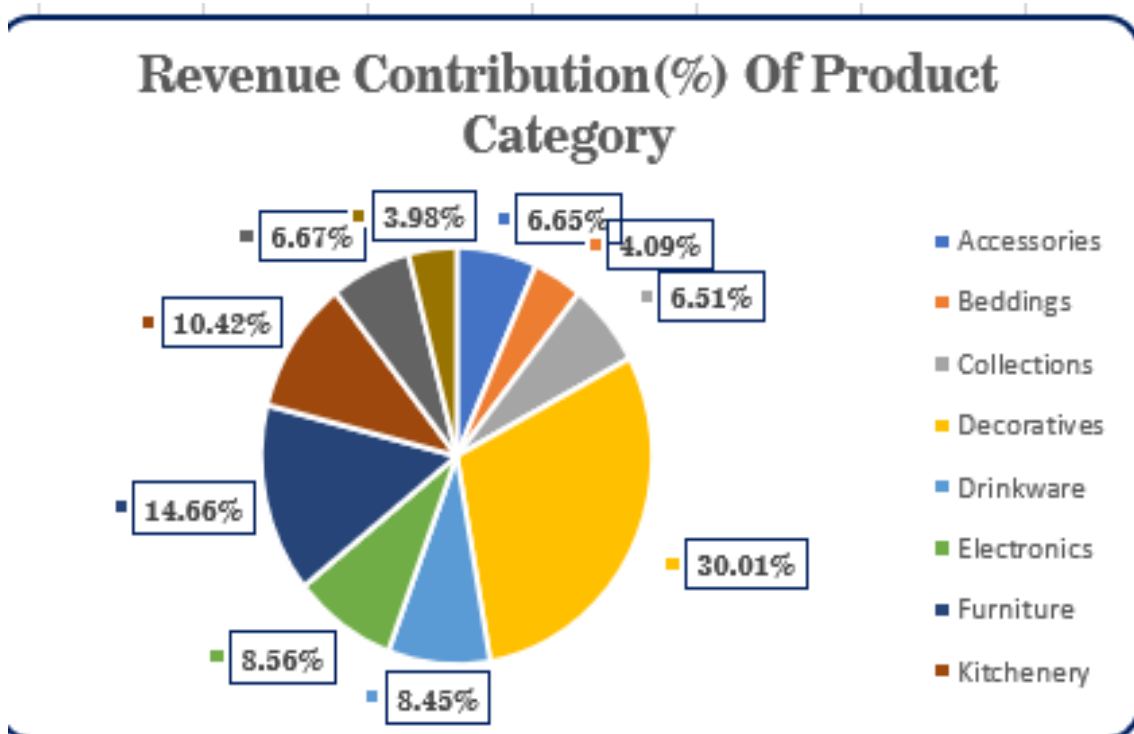
TOP 5 PRODUCTS BY REVENUE

Top 5 Products by Revenue (USD)



- There were 47 products which were subdivided into 10 categories like Accessories, Beddings, Collections, etc.
- Clocks, Vases, Cookware, Ornaments, and Phones were the top 5 products by revenue amounting to 12% of the total revenue.

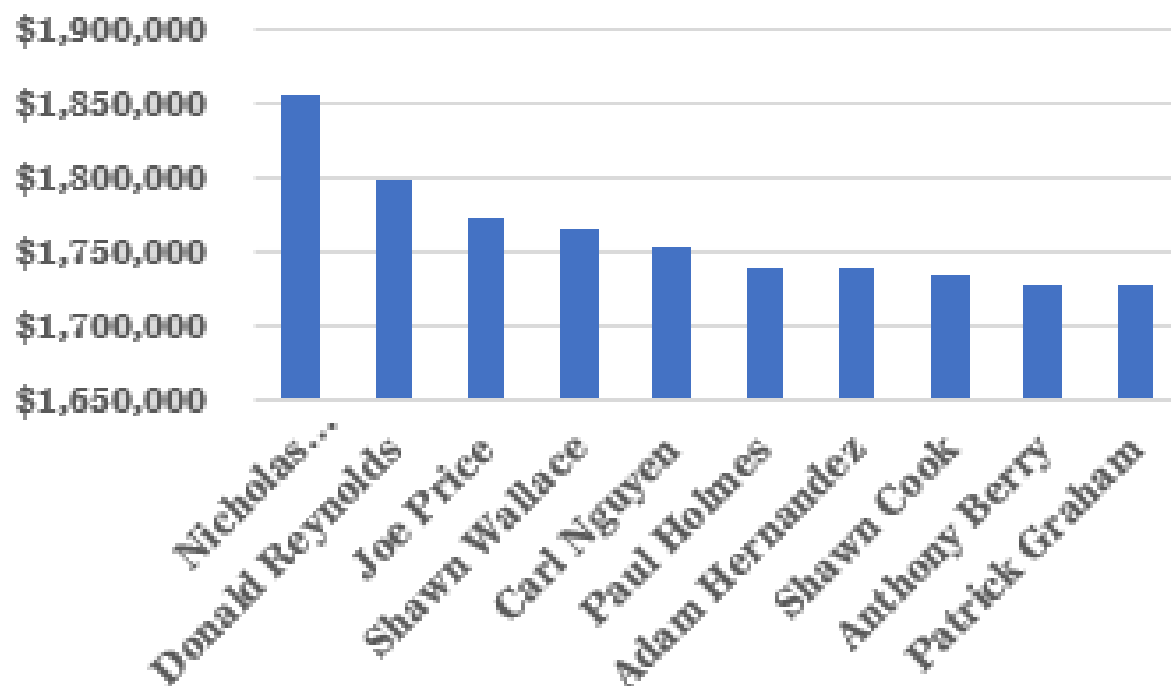
REVENUE CONTRIBUTION (%) OF PRODUCT CATEGORY



- The highest product that was a contributed revenue was Decoratives as 30% of this product was given without any returns in exchange. The smallest contributed was Kitchenery.

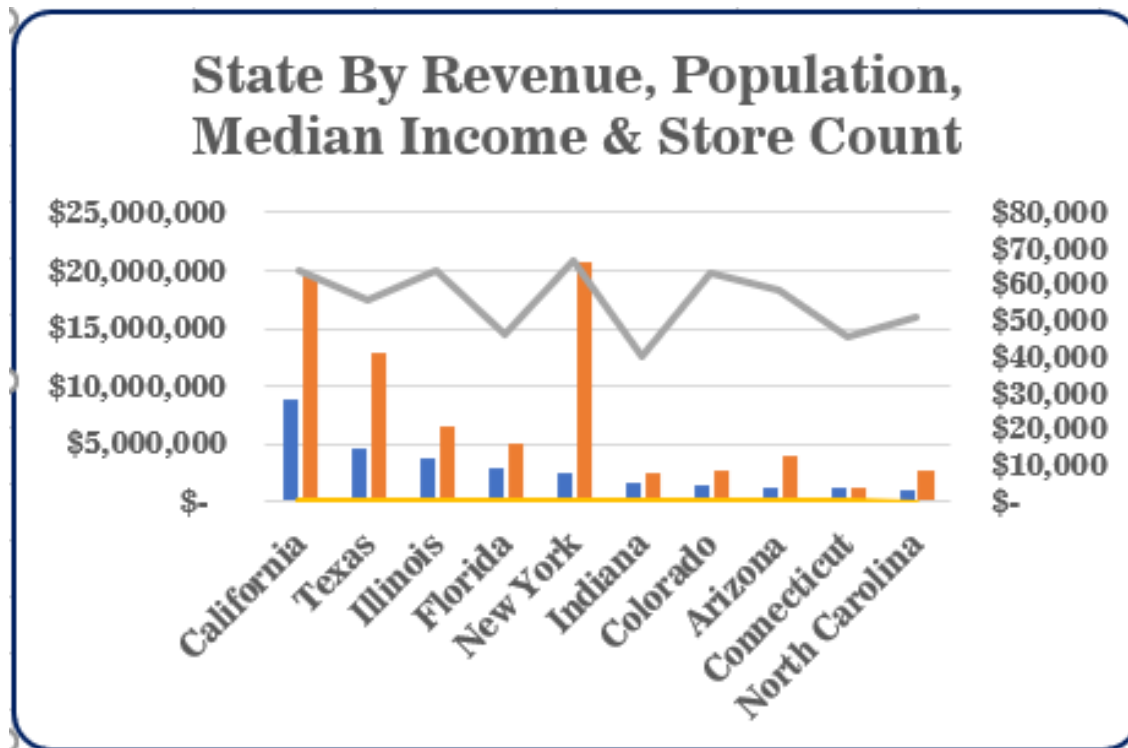
TOP 10 SALES TEAM BY REVENUE

Top 10 Sales Team By Revenue



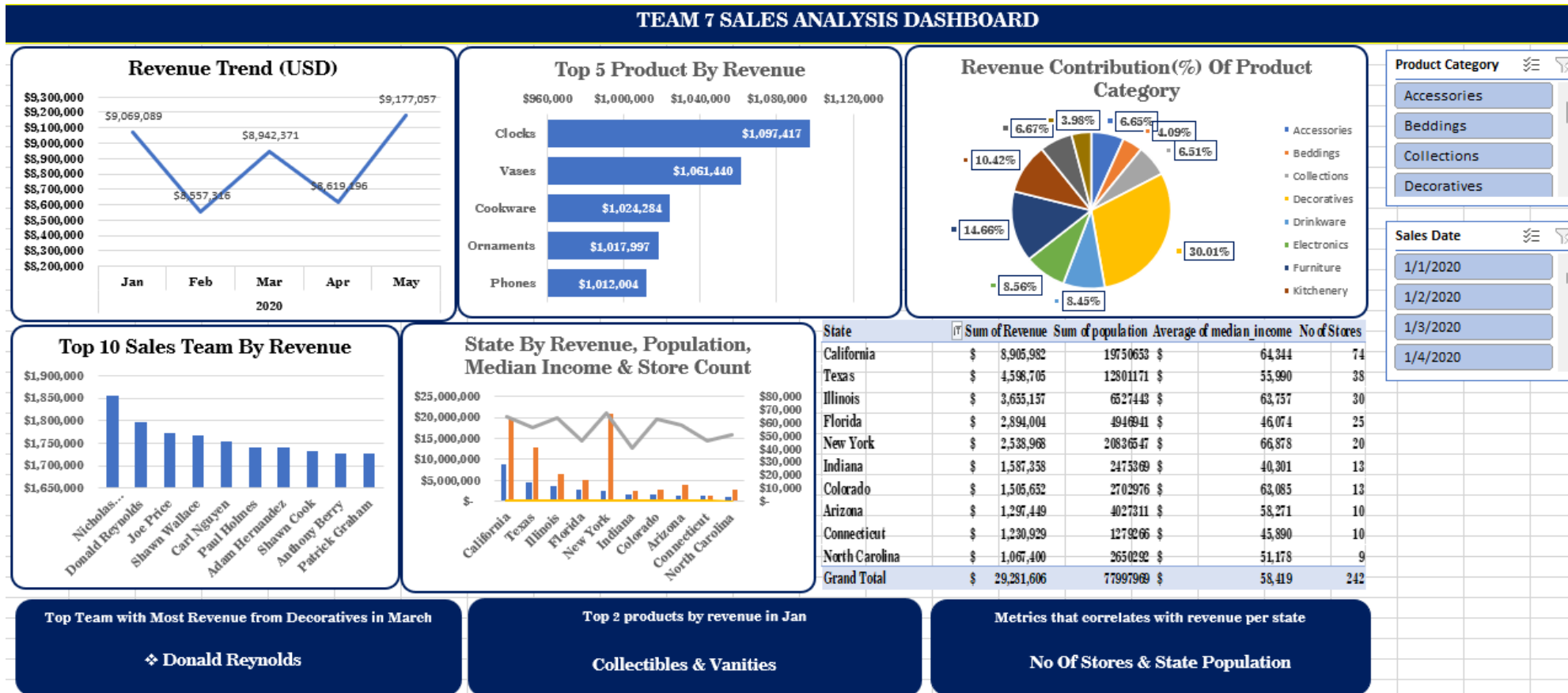
- Out of 28 persons in the Sales team, these 10 people achieved the highest revenue.
- Total revenue from this top 10 amounts to 17.6 million USD, which is over 40% of the total revenue from all sales.

TOP 10 STATES BY REVENUE SHOWING POPULATION, MEDIAN INCOME, AND STORE COUNT BY STATE



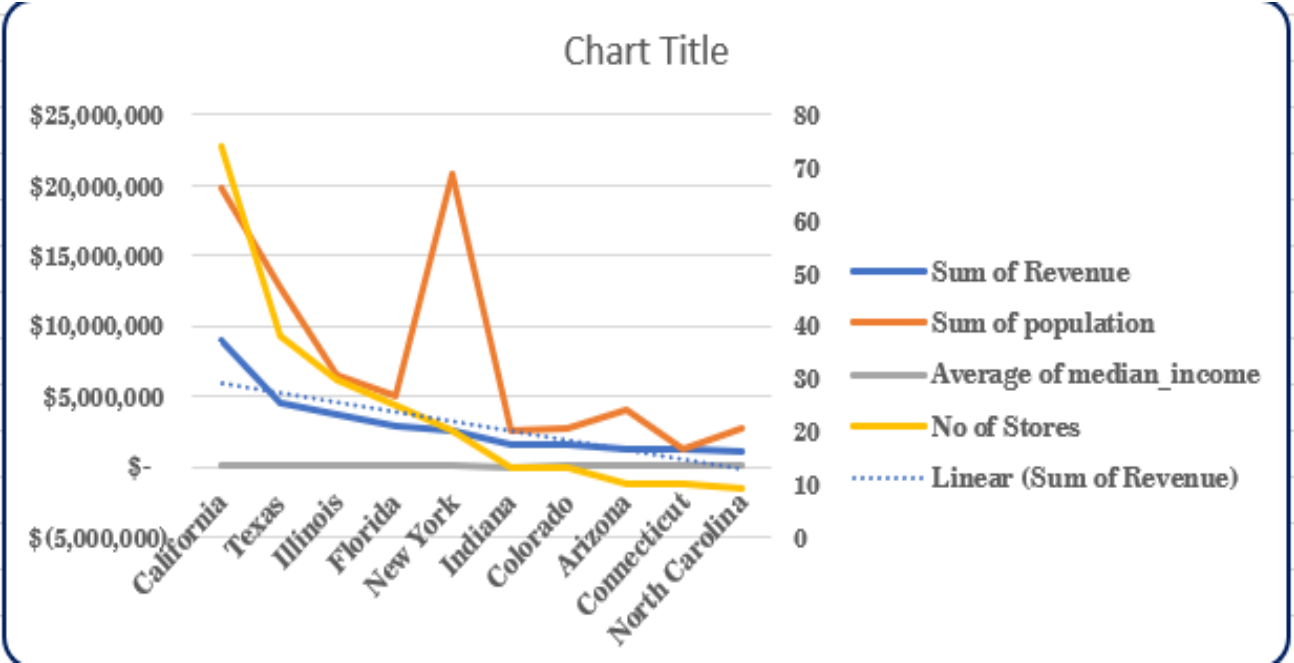
- These 10 states achieved the highest revenue, with population, median income, and store count by state as the parameters in consideration.

DASHBOARD



Dashboard with textbox showing the 2 top revenue products in January, the sales team with the most revenue from Decoratives in March, and the metric(s) that correlate with revenue per state.

METRICS THAT SHOWS CORRELATION



- Metrics that correlate with revenue per state are Number of Stores and State Population.

CONCLUSION

- A total revenue of 44.3 million USD was achieved within the 5-month period.
- There were 47 products which were subdivided into 10 categories like Accessories, Beddings, Collections, etc.



Discounts and Promos could be run on seasons like Valentine, Easter, etc. to get more revenue from sales.



There should be rewards for top performing salespersons to motivate the team.



More marketing campaigns should be carried out on low-performing products.

THANK YOU

