

SALES PERFORMANCE ANALYSIS

NorthStar Office Solutions (Fictitious Company, USA)

WIWIT WIDIYANTI



ABOUT THE COMPANY

NorthStar Office Solutions is a fictional company based in the United States, created for analytical and learning purposes. The company operates nationally, offering a range of products including Furniture, Office Supplies, and Technology solutions. It serves three main customer segments: Consumers, Corporate clients, and Home Offices.

This simulated dataset represents four years of historical sales data (2014–2017), providing realistic patterns that mimic actual business scenarios in the retail and office supply industry.



OBJECTIVE

To uncover actionable insights from four years of historical sales data and support data-driven decision-making by evaluating:

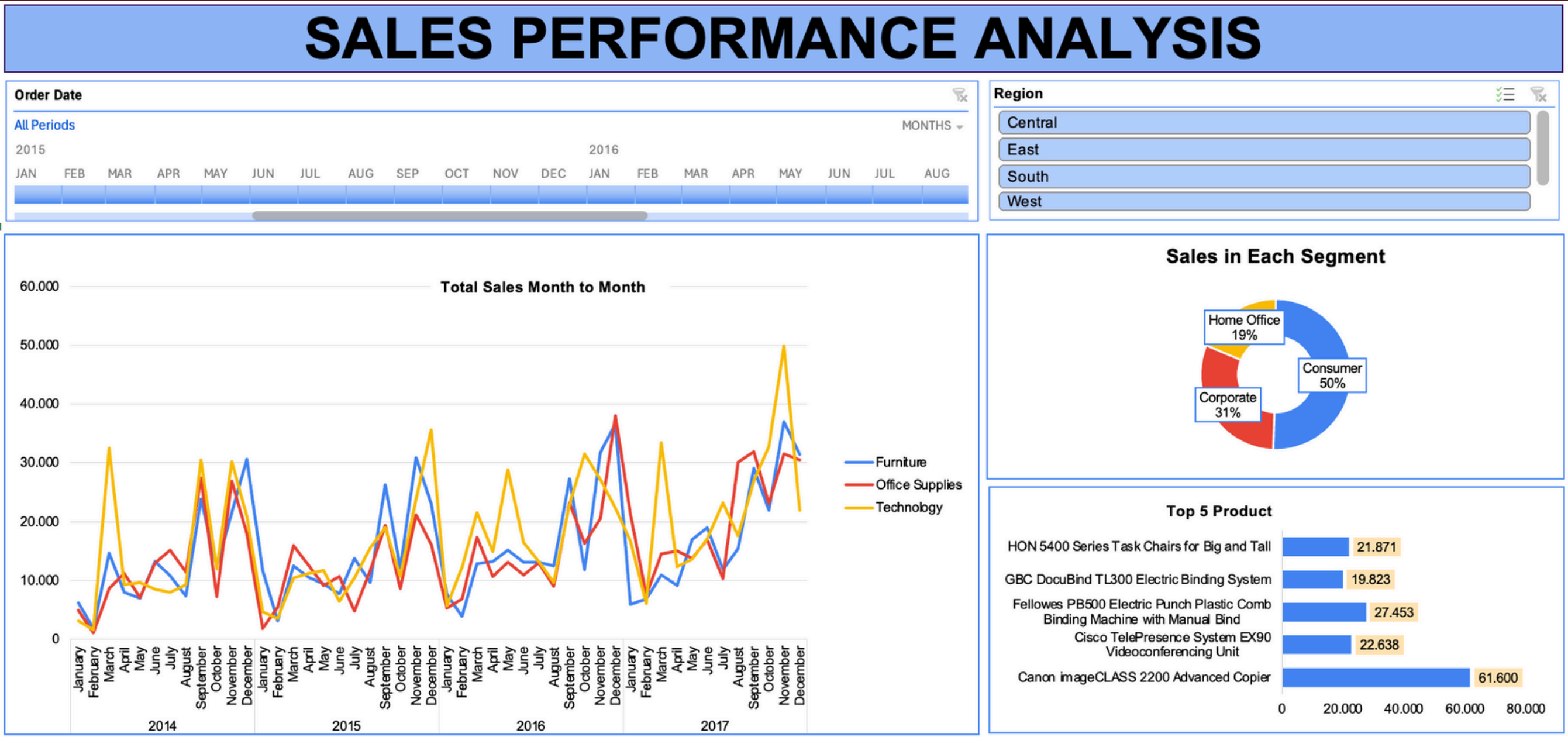
- Sales performance over time
- Segment and regional contributions
- Product category effectiveness
- Commission and incentive structure

This analysis helps improve sales strategies and optimize performance across markets and customer groups.

THE DASHBOARD

[Click here to view Microsoft Excel file](#)

INTERACTIVE
FILTERS:
Order Date

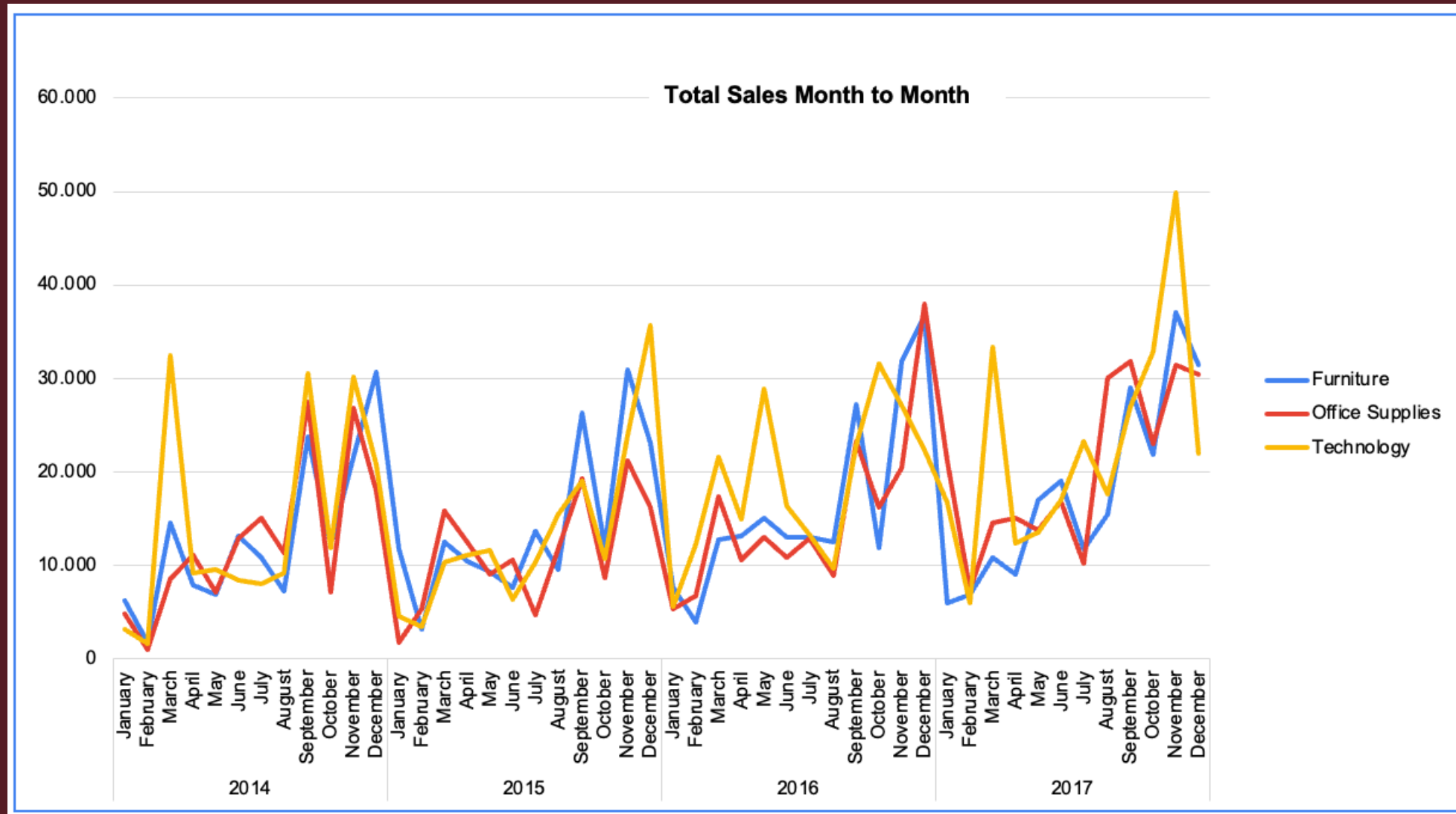


INTERACTIVE
FILTERS:
Region

MAIN VISUALS:

- Monthly Sales Trend
- Sales by Segment
- Top 5 Products by Sales

MONTHLY SALES TREND



Insight:

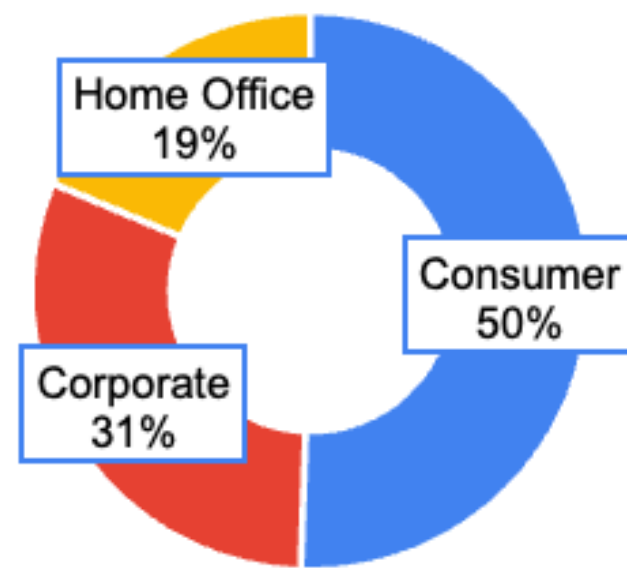
- Sales consistently peak during Q4, especially in November and December
- Seasonal trend observed across all product categories

Recommendation:

- Launch targeted campaigns in Q4 to capitalize on high demand
- Ensure inventory and logistics readiness ahead of peak months

SEGMENT DISTRIBUTION

Sales in Each Segment



Insight:

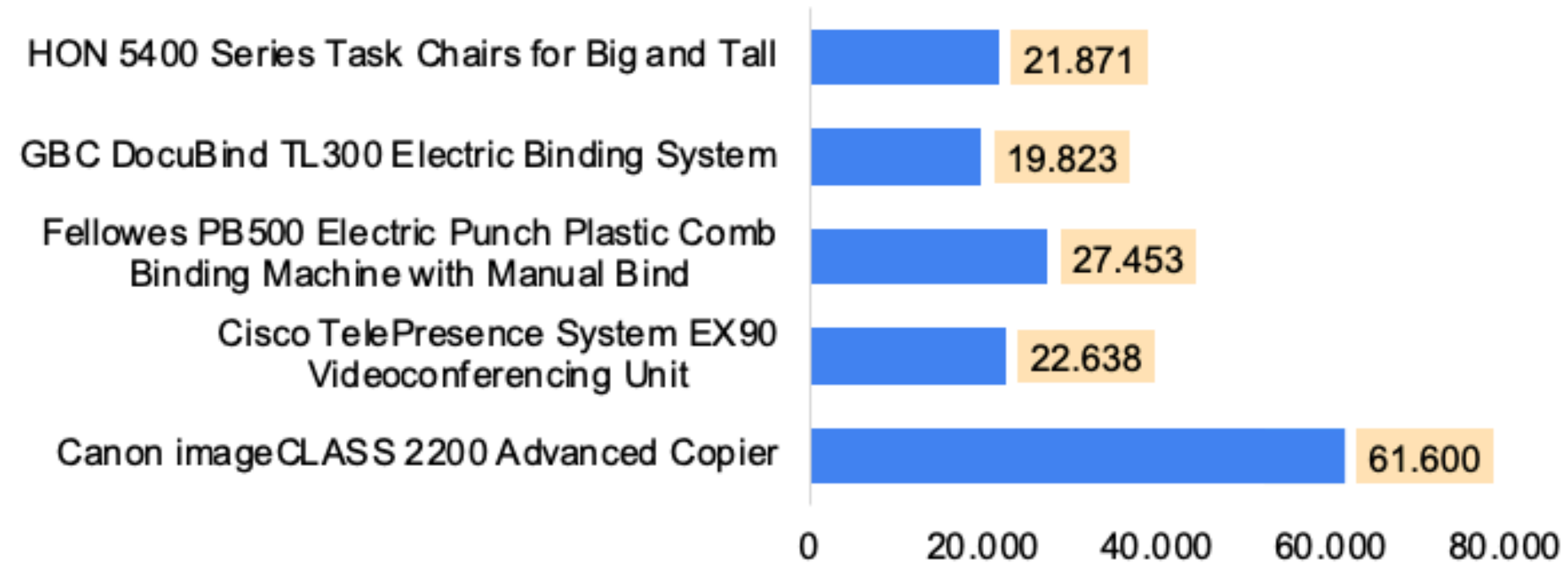
- The Consumer segment contributes half of all sales
- Home Office is the smallest segment with < 20% share

Recommendation:

- Explore growth opportunities in the Home Office segment
- Conduct segment-specific promotions to improve balance and reduce reliance on one group

TOP 5 PRODUCTS BY SALES

Top 5 Product



Insight:

- A few products generated much higher sales than the rest, with the Canon imageCLASS 2200 Copier being the top seller
- Technology products dominate the top 5

Recommendation:

- Focus marketing and bundling strategies around top-performing SKUs
- Consider expanding high-margin product lines within Technology

REGIONAL SALES ACHIEVEMENT

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Year	Region	Target	Total Sales	%Total Sales	Badge	%Commission	Commission
2014	Central	\$ 160.000	\$ 103.838	65%	Bronze	5%	\$ 5.192
2014	East	\$ 200.000	\$ 128.680	64%	Bronze	6%	\$ 7.721
2014	South	\$ 150.000	\$ 103.846	69%	Bronze	4%	\$ 4.154
2014	West	\$ 180.000	\$ 147.883	82%	Silver	8%	\$ 11.831
2015	Central	\$ 160.000	\$ 102.874	64%	Bronze	5%	\$ 5.144
2015	East	\$ 200.000	\$ 156.332	78%	Bronze	6%	\$ 9.380
2015	South	\$ 150.000	\$ 71.360	48%	No Badge	0%	\$ -
2015	West	\$ 180.000	\$ 139.966	78%	Bronze	5%	\$ 6.998
2016	Central	\$ 160.000	\$ 147.429	92%	Silver	7%	\$ 10.320
2016	East	\$ 200.000	\$ 180.686	90%	Silver	9%	\$ 16.262
2016	South	\$ 150.000	\$ 93.610	62%	Bronze	4%	\$ 3.744
2016	West	\$ 180.000	\$ 187.480	104%	Gold	11%	\$ 20.623
2017	Central	\$ 160.000	\$ 147.098	92%	Silver	7%	\$ 10.297
2017	East	\$ 200.000	\$ 213.083	107%	Gold	12%	\$ 25.570
2017	South	\$ 150.000	\$ 122.906	82%	Silver	6%	\$ 7.374
2017	West	\$ 180.000	\$ 250.128	139%	Gold	11%	\$ 27.514

Calculations were performed using Excel formulas:

- IF() to define badge tiers based on target achievement
- SUMIF() to calculate total sales per region-year
- VLOOKUP() and INDEX-MATCH to map badge levels to commission percentages

INSIGHTS & RECOMMENDATIONS

– REGIONAL PERFORMANCE

Insights:

- The West region consistently exceeded targets, earning multiple Gold badges and the highest commissions
- The South region underperformed in several years, often missing target thresholds
- The badge and commission system helped visualize performance levels effectively

Recommendations:

- Study and apply strategies from top-performing regions like West
- Provide training or strategic support to low-performing regions
- Continue leveraging formula-based automation for fair and scalable incentive calculation

THANK YOU ! LET'S CONNECT



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