
Sales Analysis

based on Data Gathered
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The four main objectives of a business

While every business might have specific goals according to their specific industry, team, product, financial standing, business objectives often fall into four main categories:

- Economic
 - Human
 - Organic
 - Social
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Economic objectives

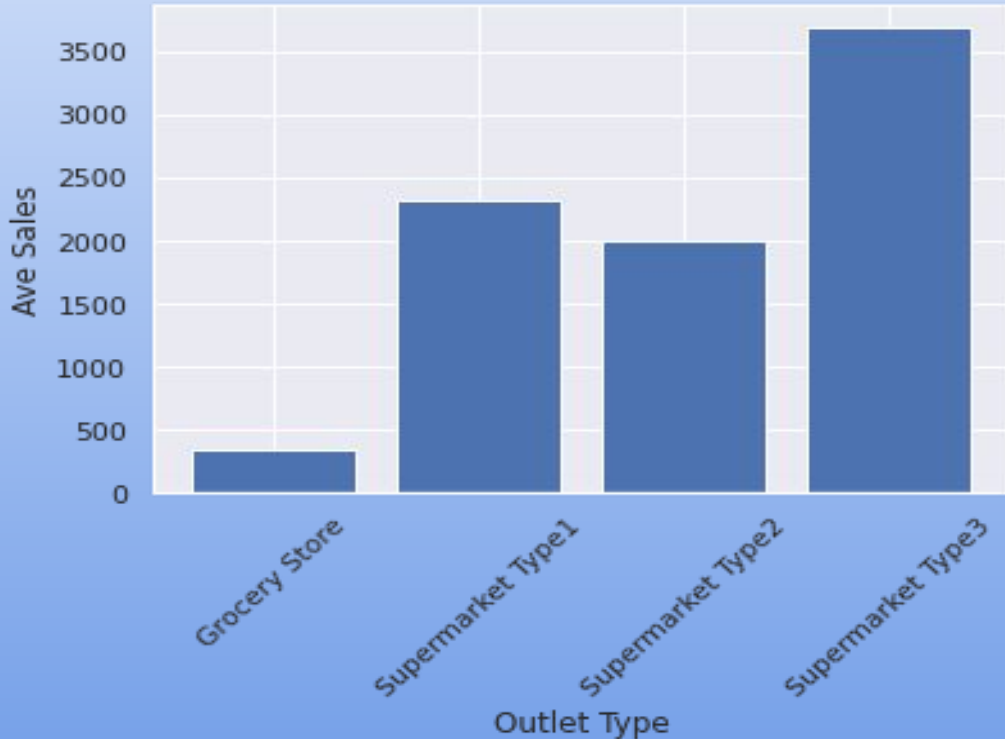
Most businesses cite financial growth as an overarching goal or business objective, but depending on your business's unique financial needs, your economic objective could be:

- **Survival:** While the ultimate goal is to make enough money to pay for all overhead costs and also make a profit, small businesses or new businesses might be focused on simply making enough revenue to cover the costs so that they can stay in business.
 - **Profit earning:** Beyond business survival, owners want to earn enough to have a salary and/or be able to grow the business.
 - **Growth:** Most business owners consider growth: how they will grow, what actions they will take when demand outpaces production and how short- and long-term growth will affect their business.
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With Data Gathered,

- Explore and analyze data to determine business profitability
 - Compare revenues based on Outlet Size and Outlet Type
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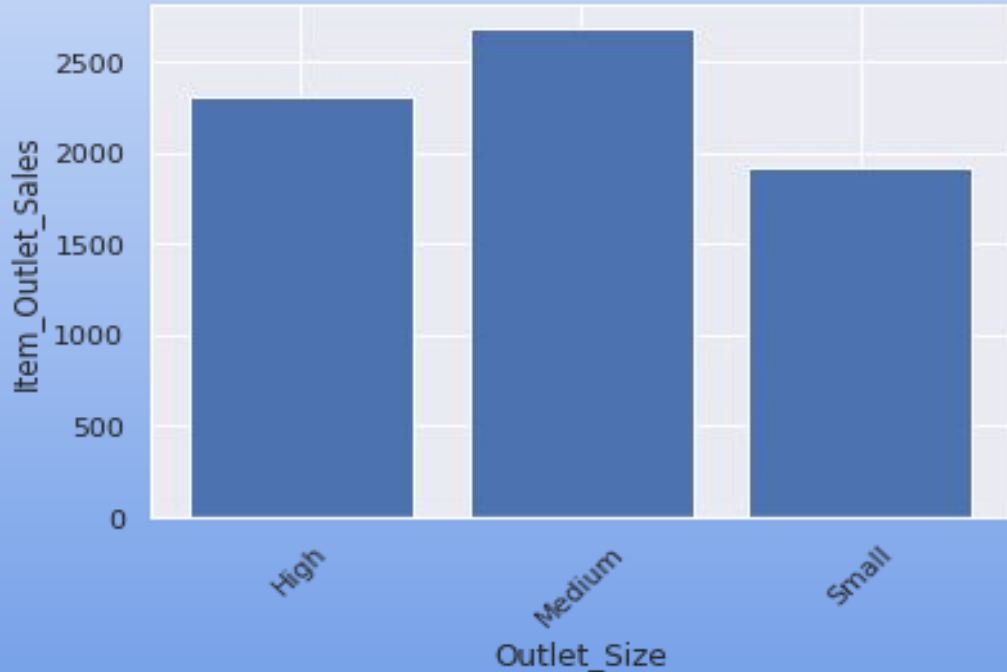
Which outlet type generates more sales?



-Outlet has 4 types

- Supermarket Type 3 generates more sales

Do outlet size relate to more sales/revenue?



- Outlet has 3 sizes: Small, medium, and high
- Medium outlet size generates more sales compared to small and high outlet size.
- “Does size really matter?”

In conclusion:

To be able to achieve business objectives :

- Continue/improve market/sales strategy on Supermarket Type 3s and apply these strategies on Grocery Type, Supermarket Type 1 and 2.**
- Implement/incorporate sales targets and strategies on Small and High Outlet Size comparable to Medium Outlet Size market to meet or top sales/profitability.**

END

Thank you.

Sources:

1) <https://www.indeed.com/career-advice/career-development/business-objectives>