**Report - Customer sales insight**

This report is for sales director at Matcore Company, to show the sales insights from Sep. 2017 to Aug. 2020, in three different marketing zones: North, Central and South India. Three KPIs will be utilized to measure the sales performance: **revenue**, **sales growth yty**, and **average sales per zone**.

1. **Executive Summary**

Three insights are discussed and corresponding risk / opportunity and suggestions are provided.

1. **Key Insights**

* Revenue

From Sep. 2017 to Aug. 2020, the total revenue was around £193.5 billion, where North zone contributed around 50% and Central zone contributed around 35%. However, since Year 2018, the total revenue has shown a decreasing trend from £37 billion in Quarter 1 2018 decreased to £8.6 billion in Quarter 2 2020.

In most quarters, North zone has the highest revenue, while in quarter 4 2019, South zone has the highest revenue of £10 billion, which is around twice the amount than North zone has.

Each zone has a main customer who contributes the majority of revenue. For North zone, it is Electricalsara Stores with a total revenue £64 billion. For Central zone, it is Premium Stores contributed £28.3 billion. For South zone, it is Surge Store contributed £16.3 billion.

For all three zones, the main product type is Own Brand, and the main customer type is Brick & Mortar. 60% of the total revenue is from Own Brand products compared to Distribution. 76.3% of the total revenue is from offline stores. Most of the products sold in South zone are offline.

* Sales growth

From year 2018 to 2019, there are four significant monthly growths, which happened in Feb. 2018, Jan., Aug., and Nov. 2019. The growths are all above 100% from the last month.

* Average revenue and average sales amount per zone

South zone has the highest average revenue per customer, £3.6M and the highest average sales quantity, 49.27. South zone has the lowest total revenue and total sales quantity while the highest average ones, which indicates South zone has a loyal but small customer base. It also means that North and Central zones have large customer bases.

1. **Risks and Opportunities / Suggestions**

* The total revenue shows a decreasing trend from 2018, especially in North and Central zones. It is suggested that detailed reasons should be further explored.
* North zone has wild product types and customer types. It is suggested South and Central zones take the same strategy.
* Significant total revenue increase happened in Feb. 2018, Jan., Aug., and Nov. 2019, as well as 2019 Quarter 4 in South zone. It is suggested that reasons should be explored to see if they are one-time reasons or long-term reasons, and if such reasons could be duplicated.
* South zone has a loyal but small customer zone, so they can focus on enlarging the customer base. North and Central zones have a large customer base, so the strategies should focus on increasing customer loyalty, such as the reward programme.