

COMPREHENSIVE SALES ANALYSIS

A Data-Driven Approach to Enhance Employee and Product Performance

Introduction:

In my pursuit of optimizing sales and profitability, I conducted a thorough analysis of the sales data. The dataset, encompassing key metrics such as Salesperson, Geography, Product, Amount, Units, Cost per Unit, and Cost, provided a solid foundation for the insights. The analysis aimed to answer critical business questions and identify actionable insights. Here's the story of my findings, structured to highlight quick statistics, exploratory data analysis, and detailed insights on sales performance.

1. Quick Statistics:

I began our analysis with the analyzation of key statistics to understand the overall performance:

Total Sales Amount: \$1,240,869.

Total Units Sold: 45,660units

Average Cost per Unit: \$4,136.23

Maximum amount: \$16,184

Maximum units: \$525

Total Profit: \$801,165

These statistics provided an immediate overview of our sales performance, highlighting areas of strength and potential improvement.

2. Sales by Country Using Pivot Tables:

I Utilized pivot table; I segmented sales by geography:

- i. Top Performing Countries: Countries like India, Canada and New Zealand emerged as top performers.
- ii. Sales Trends: I noticed seasonal trends and regional preferences, with Eclairs performing exceptionally well in India and Mint Chip Choco in Canada.

3. Top 5 Products by \$ Per Unit:

Analyzing product performance based on revenue per unit:

- Top Products: The top 5 products by dollar per unit were 85% Dark Bars, Baker's Choco, Chips, Fruit & Nut Bars and Raspberry Choco. These products had the highest average sale prices, indicating strong market demand and perceived value

4. Best Salesperson by Country:

Identifying the top-performing salespersons:

Country-Specific Leaders: In Australia, Gigi Bohling led the sales charts, while in New Zealand, Ches Bonnell outperformed others. Overall Top Performer: Gigi Bohling emerged as the overall top performer, with the highest sales across multiple regions.

5. Profits by Product Using the Profit Table:

Calculating profits to identify the most profitable products:

High-Profit Products: Baker's Choco Chips, Eclairs, Choco Coated and Almonds generated the highest profits.

Low-Profit Products: Products like Organic Choco Syrup, 50% Dark Bites and Almond Choco despite high sales volumes, had lower profit margins, indicating a need for cost reduction or price adjustment.

6. Which Products to Discontinue?

Identifying underperforming products to optimize the product line:

Discontinuation List: Based on profit and sales data, products such as Almond Choco, 50% dark Bites and organic Choco Syrup were recommended for discontinuation. A slicer is provided to provide the worst performing product in a chosen country.

Reallocation of Resources: Discontinuing these products would free up resources to focus on higher-performing items, enhancing overall profitability.

CONCLUSIONS AND RECOMMENDATIONS.

My comprehensive sales analysis has provided invaluable insights into our performance across different dimensions. Key recommendations include:

- i. **Focusing on High-Performing Products:** Prioritize marketing and sales efforts on products with high profit margins.
- ii. **Optimizing Sales Strategies by Geography:** Tailor strategies to regional preferences and trends.
- iii. **Supporting Top Salespersons:** Provide additional resources and incentives to top performers to drive further growth.
- iv. **Streamlining Product Line:** Discontinue underperforming products to optimize inventory and improve profitability.

By leveraging these insights, we can make informed decisions to drive growth, enhance efficiency, and maximize profitability. The next steps involve implementing these recommendations and continuously monitoring performance to ensure sustained success.