

# SALES PERFORMANCE



## OVERVIEW

In analyzing the sales performance across various dimensions such as channels, products, brands, promotions, and geographical distribution, we observe significant insights that can guide strategic decisions to optimize overall revenue and market presence.

# REPORT



## SALES OVERVIEW

SALES OVERVIEW Cont.

REGIONAL ANALYSIS

Product Category

All

State

- ☐ Abia
- ☐ Adamawa
- ☐ Akwa Ibom
- ☐ Anambra
- ☐ Bauchi

## SALES PERFORMANCE REPORT

Select Date to View

12/06/2011

31/12/2014

Select Year

2011

2012

2013

2014

Total Sales

23.80M

LY 17.09M | ▲ 39%

Total Profit

21.94M

LY 15.73M | ▲ 39%

Order Qauntity

251K

Total Products

1690

Monthly Sales Trend



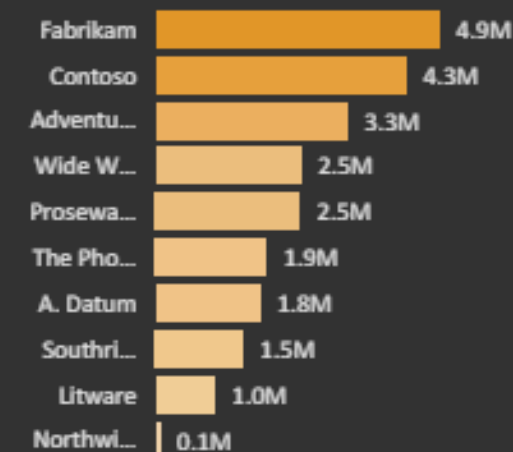
Total Sales by Channel Name



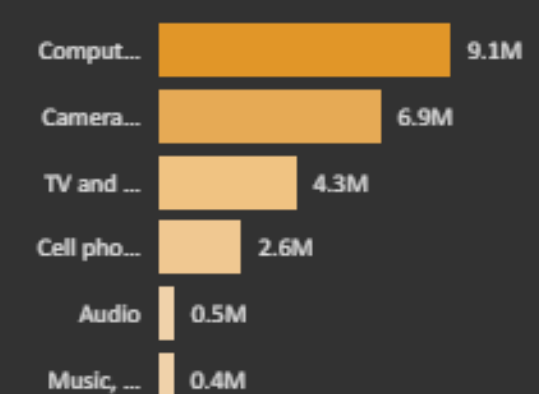
Top 10 Products

ProductName	Order Qty	Total Sales
Contoso Projector 1080p X980 Black	197	192460.65
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Proseware Projector 1080p DLP86 Silver	147	129982.81
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Adventure Works Desktop PC1.80 ED180 White	452	108241.98
Adventure Works 42" LCD HDTV M55 Black	264	107370.29
Proseware Projector 1080p LCD86 White	186	102195.33

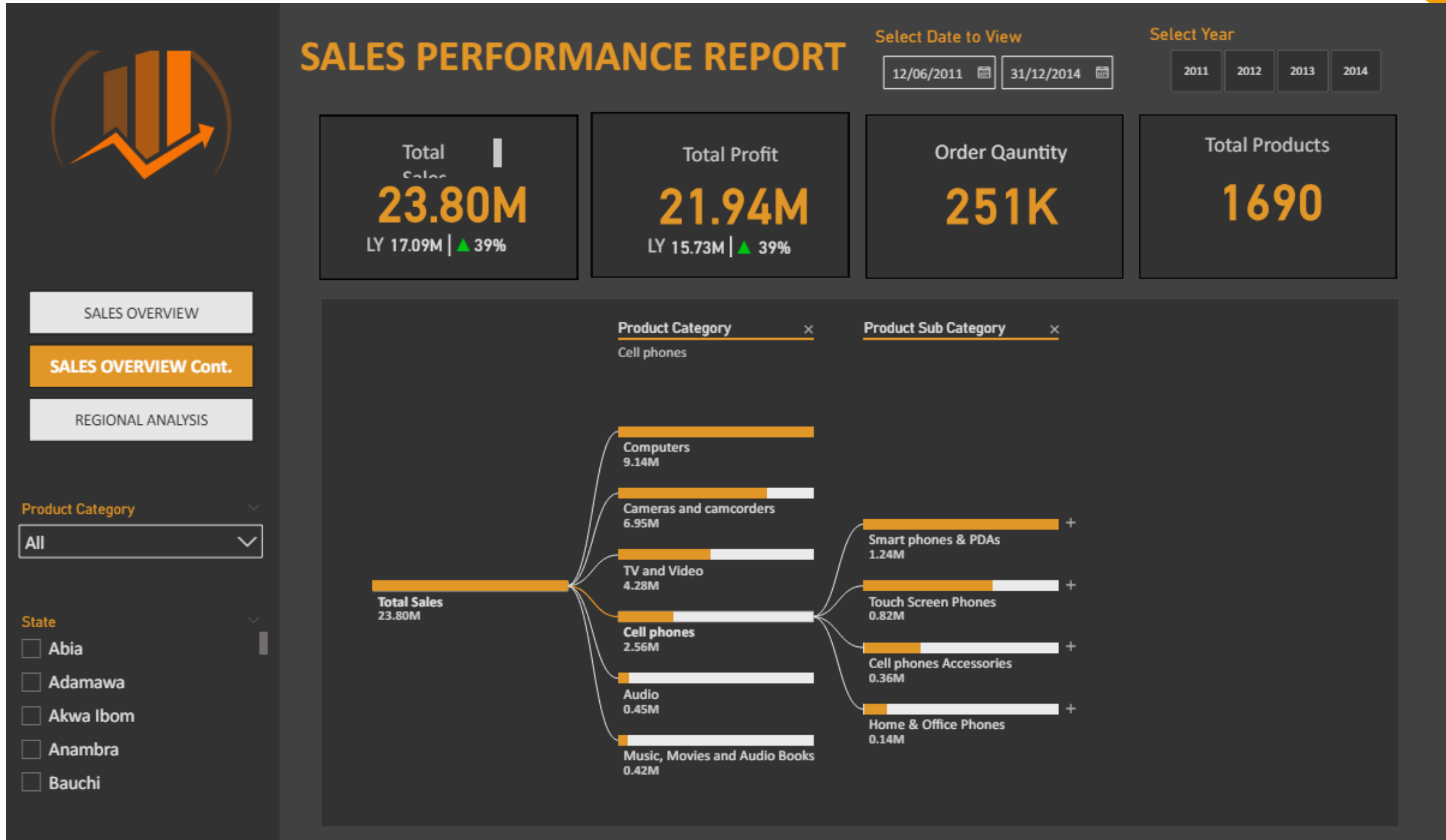
Total Sales by Brand Name



Total Sales by Product Category



# REPORT



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SALES OVERVIEW

SALES OVERVIEW Cont.

REGIONAL ANALYSIS

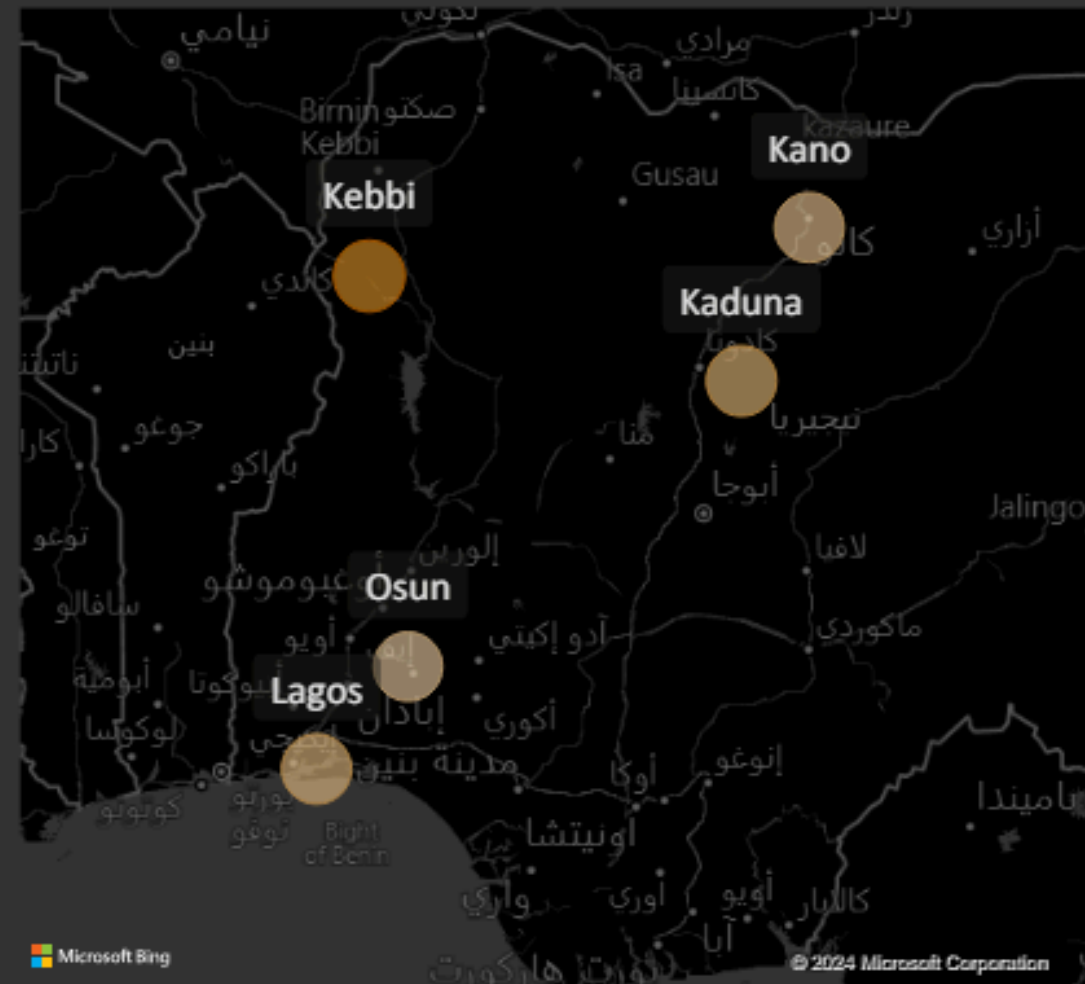
Product Category

All

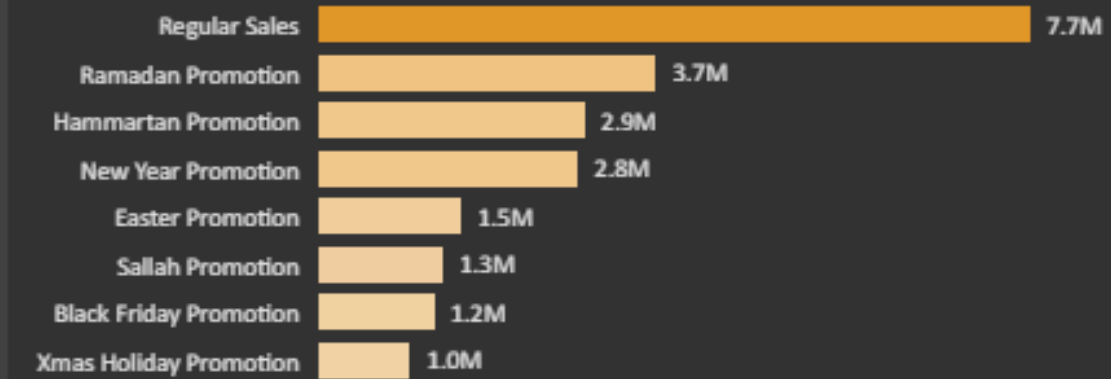
State

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Sales by State



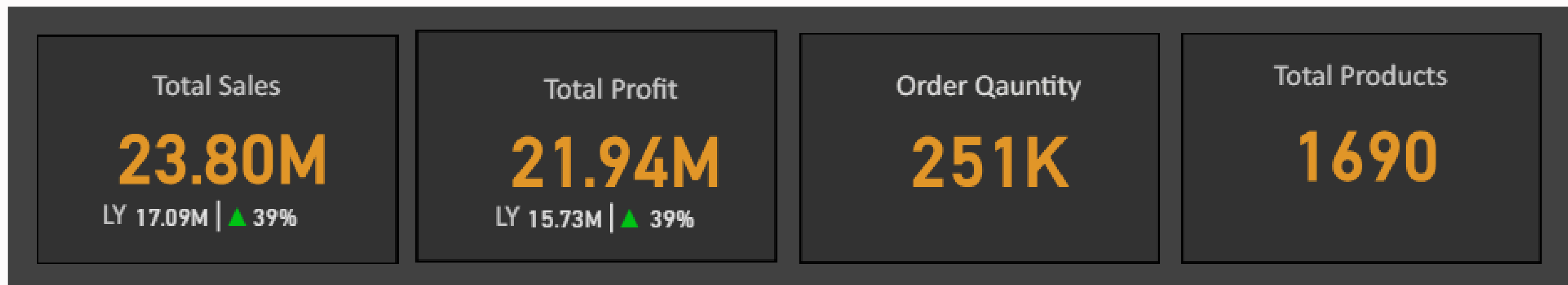
Total Sales by PromotionName



Total Sales by Promotion Type



## KPIS



- Current Year: **\$23.80M**
- Last Year: **\$17.09M**
- Growth: **39%**

- Current Year: **\$21.94M**
- Last Year: **\$15.73M**
- Growth: **39%**

- Current Year: **251K** orders

- Current Year: **1690** products

## KPIS INSIGHTS

- 01** Total Sales insight: A significant increase in total sales by 39% indicates successful sales strategies, product popularity, or effective marketing campaigns.
- 02** Total Profit insight: Matching growth rates in both sales and profit suggest that the cost structure has remained stable, and the increase in sales has directly translated into increased profits. This is a positive sign of efficient cost management and high-margin products.
- 03** Order Quantity insight: The total number of orders gives an idea of the business's volume.
- 04** Total Products insight: Offering 1690 products indicates a broad product range. Understanding the performance of these products (e.g., bestsellers vs. slow movers) can help in inventory and marketing strategy.

# MONTHLY SALES TREND ANALYSIS





# MONTHLY SALES TREND ANALYSIS

## Peak Sales Months:

- October: **\$2.4M**
- November: **\$2.3M**
- **Insight:** November and October are the peak sales months. This could be due to seasonal trends, special promotions, or product launches during these months.

## Lowest Sales Month:

- February: **\$1.5M**
- **Insight:** February has the lowest sales. This could indicate a seasonal dip, which may be an opportunity to introduce promotions or marketing campaigns to boost sales during this period.

## Consistent Sales Performance:

- Sales are relatively stable around **\$1.8M** to **\$2.1M** in most months, showing steady demand.

## Notable Increases:

- April sees a significant increase from February (**\$1.5M** to **\$2.4M**).
- **Insight:** These increases may be due to specific events or campaigns. Identifying and replicating the factors contributing to these spikes can help boost sales in other months.

# MONTHLY SALES TREND ANALYSIS

## Boost Low Sales Months

Implement targeted promotions and marketing campaigns in February to boost sales.

## Leverage Peak Months

Capitalize on the peak sales months by increasing stock, offering bundled deals, or launching new products.

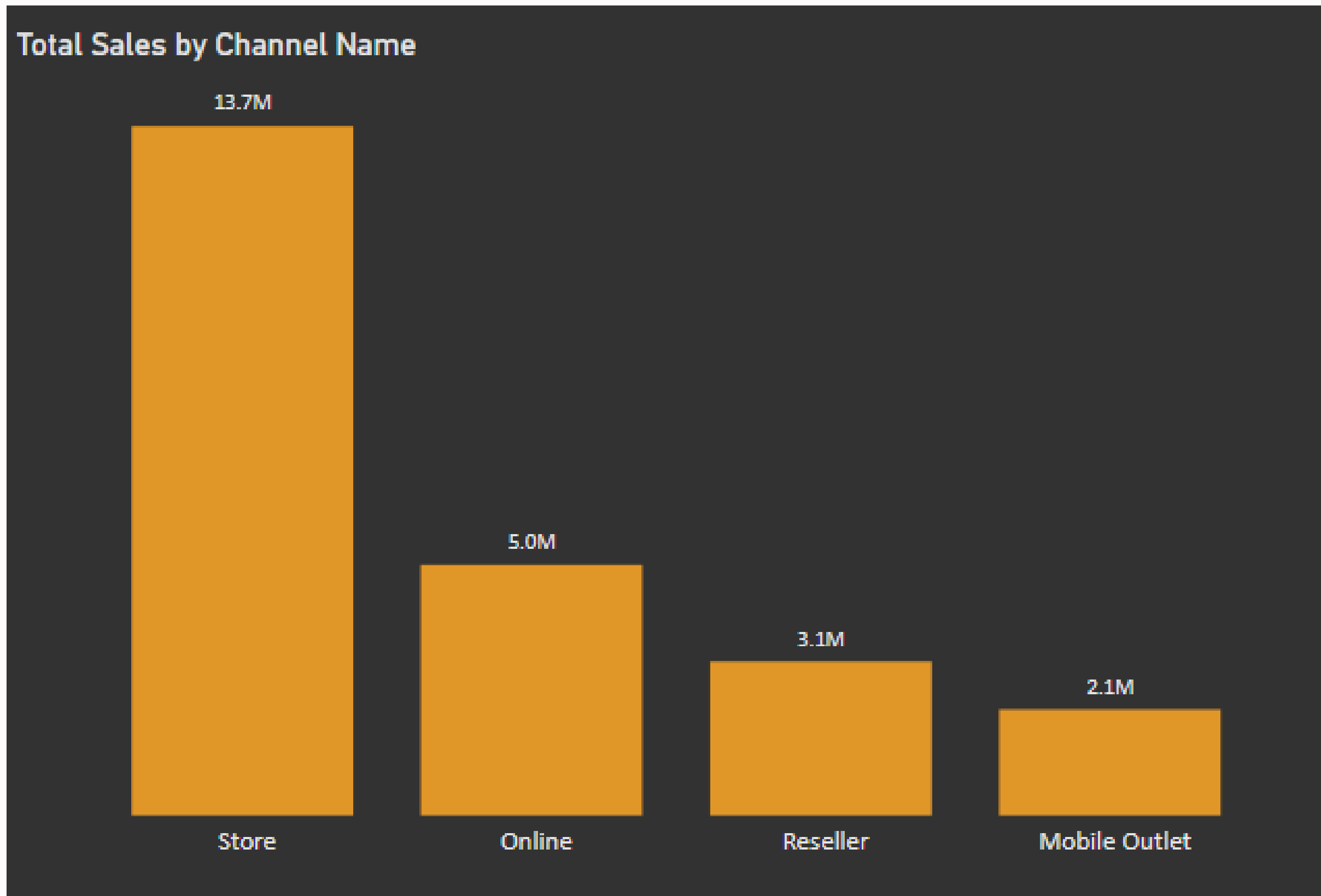
## Consistency

Maintain the steady sales performance seen in most months by ensuring a consistent product and service quality.



**STRATEGIES FOR  
IMPROVEMENT**

# TOTAL SALES BY CHANNEL ANALYSIS



# TOTAL SALES BY CHANNEL ANALYSIS

## Dominant Channel:

- Store: **\$13.7M**
- **Insight:** The physical store is the dominant sales channel, contributing the largest share of total sales. This indicates a strong preference for in-person shopping among your customers or a significant presence of physical retail locations.

## Significant Online Sales:

- Online: **\$5.0M**
- **Insight:** Online sales represent a significant portion of total sales, indicating a robust e-commerce platform. This channel's performance suggests a good digital presence and effective online marketing strategies.

## Reseller and Mobile Channels:

- Reseller: **\$3.1M**
- Mobile: **\$2.1M**
- **Insight:** Reseller and mobile sales contribute to the overall revenue but are comparatively lower than store and online sales. The mobile sales indicate that customers are engaging with your brand via mobile devices, possibly through an app or a mobile-friendly website.

# TOTAL SALES BY CHANNEL ANALYSIS

## Enhancing Online and Mobile Channels

Given the strong performance of the online channel, further investments in enhancing the user experience, optimizing the website for conversions, and expanding digital marketing efforts could increase sales.

## Leveraging Store Strength

The store channel is performing exceptionally well. Continue leveraging this by enhancing in-store customer experiences, offering exclusive in-store promotions.

## Growing Reseller Channel

Reseller sales are notable but have room for growth. Building stronger relationships with resellers, offering better margins, and providing them with marketing support could help increase sales through this channel.



# STRATEGIC INSIGHTS

## TOP 10 PRODUCTS ANALYSIS

### Top 10 Products

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Proseware Projector 1080p LCD86 White	186	102195.33
Proseware Projector 1080p DLP86 White	92	90789.27
Proseware Projector 720p DLP56 Silver	167	89356.19

# TOP 10 PRODUCTS ANALYSIS

## Top-Selling Product by Total Sales:

- Contoso Projector 1080p X980 Black:
  - Order Qty: **197**
  - Total Sales: **\$192,460.65**
- **Insight:** This projector has the highest total sales, indicating it's a high-value product with significant demand.

## Top-Selling Product by Order Quantity:

- Adventure Works Desktop PC1.80 ED182 White:
  - Order Qty: **580**
  - Total Sales: **\$142,367.64**
- **Insight:** This desktop PC has the highest order quantity, showing strong demand and popularity among customers.

## Consistent Performers:

- Proseware Projectors:
  - Multiple Proseware projector models appear in the **top 10**, highlighting a strong presence and preference for this brand's projectors.

# TOP 10 PRODUCTS ANALYSIS

## Inventory Management

Ensure sufficient stock of top-selling products to meet demand and avoid stockouts, particularly for the Contoso Projector 1080p X980 Black and the Adventure Works Desktop PC1.80 ED182 White.

## Promotional Strategies

Highlight the top-performing products in marketing campaigns to attract more customers. Consider offering bundled deals or discounts on these items to further boost sales.

## Product Development

Analyze customer feedback on these top products to identify features that drive sales. Use these insights to inform the development of new products or enhancements to existing ones.

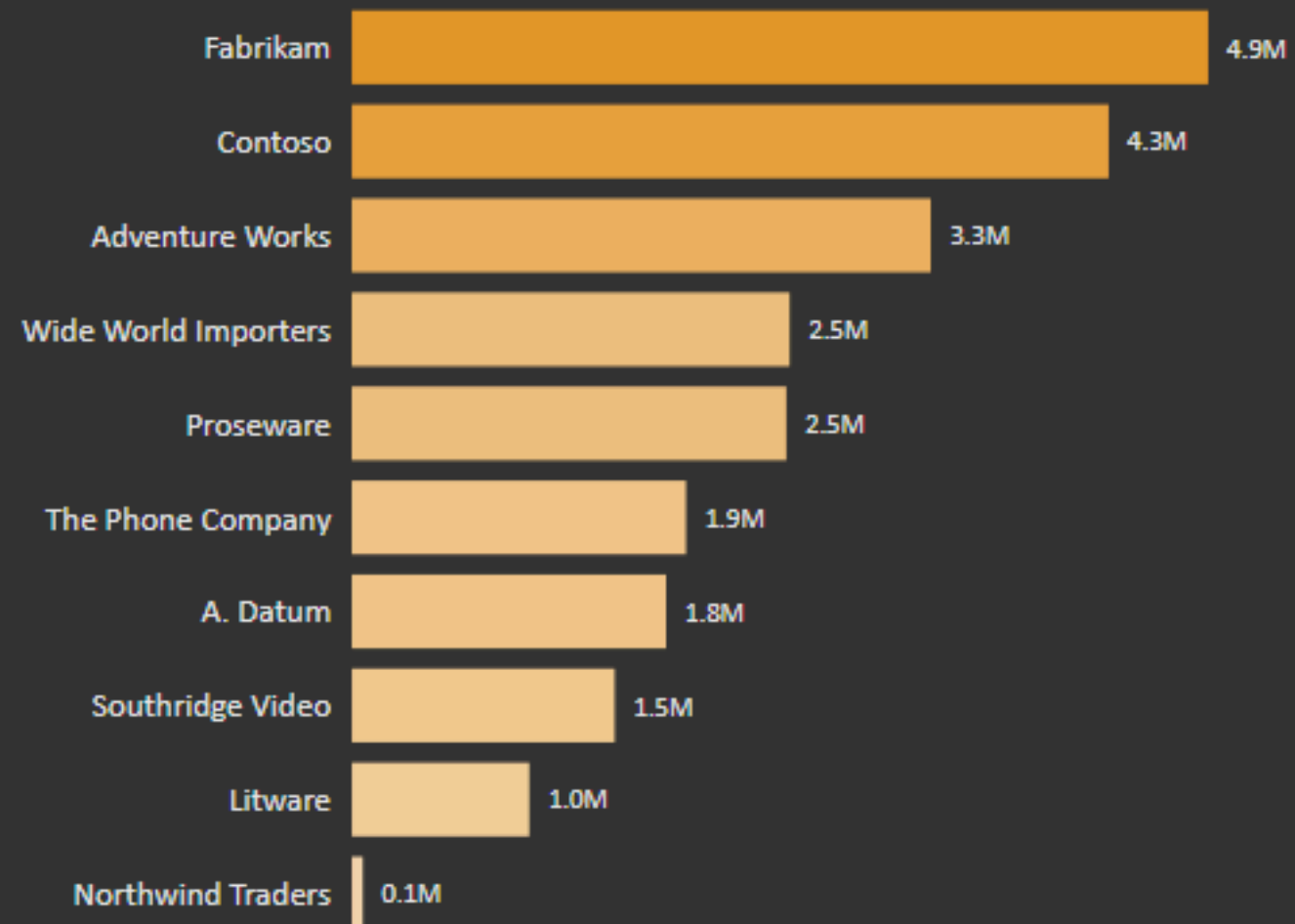


# STRATEGIC RECOMMENDATIONS

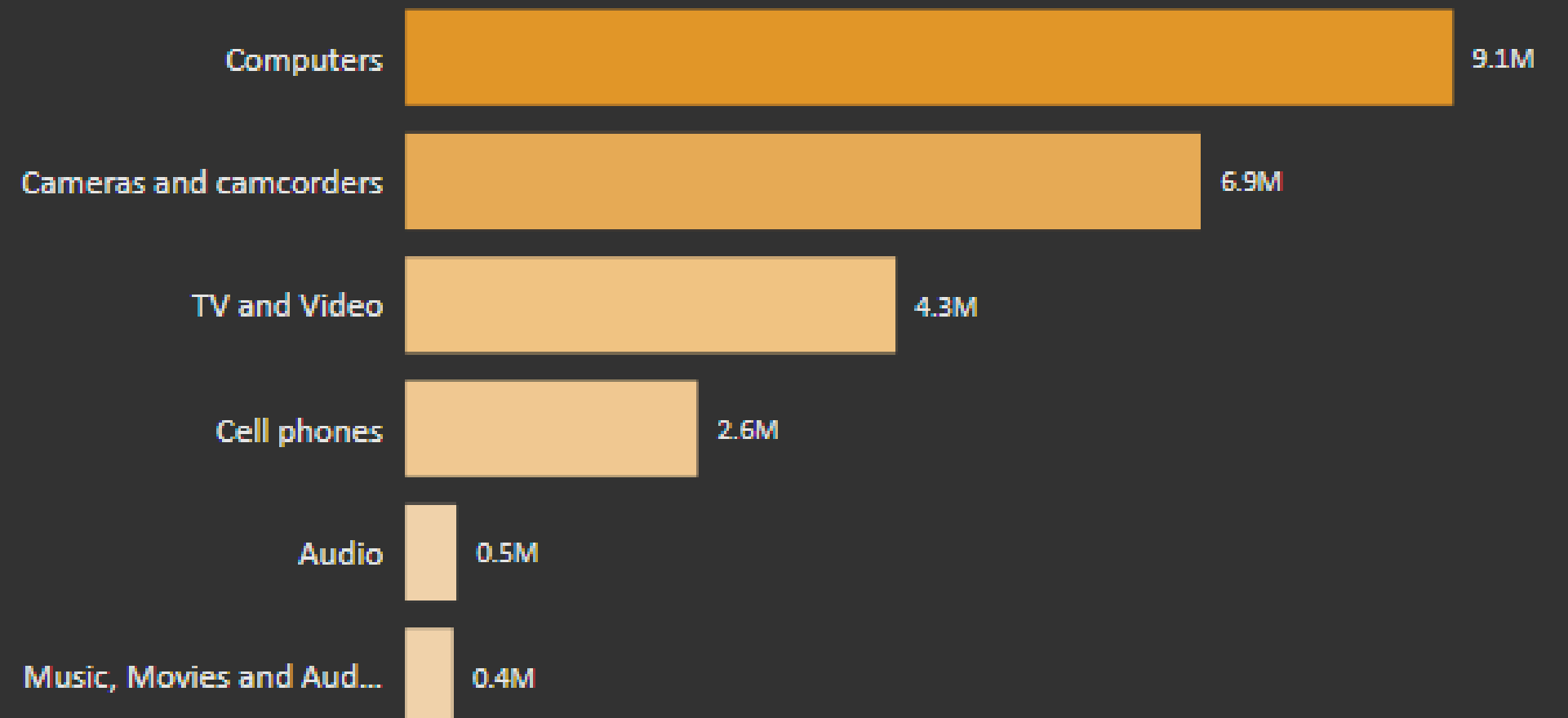


# TOTAL SALES BY BRAND NAME & PRODUCT CATEGORY

Total Sales by Brand Name



Total Sales by Product Category



# TOTAL SALES BY BRAND NAME

## Top Brands:

- Fabrikam: **\$4.9M**
- Contoso: **\$4.3M**
- Adventure: **\$3.3M**
- **Insight:** Fabrikam and Contoso are the leading brands, with Adventure closely following. This indicates a strong customer preference and market presence for these brands.

## Mid-Tier Brands:

- Wide World and Proseware: Both have **\$2.5M** in sales, indicating moderate popularity and market share.
- **Insight:** These brands have a stable customer base but may benefit from increased marketing efforts to boost sales.

## Lower-Tier Brands:

- The Phone Co., A. Datum, Southridge, Litware, and Northwind have relatively lower sales.
- **Insight:** These brands have room for growth and may need strategic initiatives to increase their market penetration.

# TOTAL SALES BY PRODUCT CATEGORY

## Top Categories:

- Computers: **\$9.1M**
- Cameras & Photography: **\$6.9M**
- TV and Home Theater: **\$4.3M**
- **Insight:** Computers and Cameras & Photography are the leading categories, indicating high demand and customer interest in these areas.

## Mid-Tier Categories:

- Cell Phones: **\$2.6M**
- **Insight:** Cell phones have moderate sales, suggesting potential for growth through targeted marketing and product innovation.

## Lower-Tier Categories:

- Audio: **\$0.5M**
- Music, Movies & Audio Books: \$0.4M
- **Insight:** These categories have the lowest sales and might need more promotional efforts or a reevaluation of the product offerings.

# TOTAL SALES BY BRAND NAME & PRODUCT CATEGORY

## Enhance Marketing for Top Brands

Focus marketing efforts on top brands like Fabrikam, Contoso, and Adventure to further strengthen their market position.

## Growth Opportunities for Mid-Tier Brands and Categories

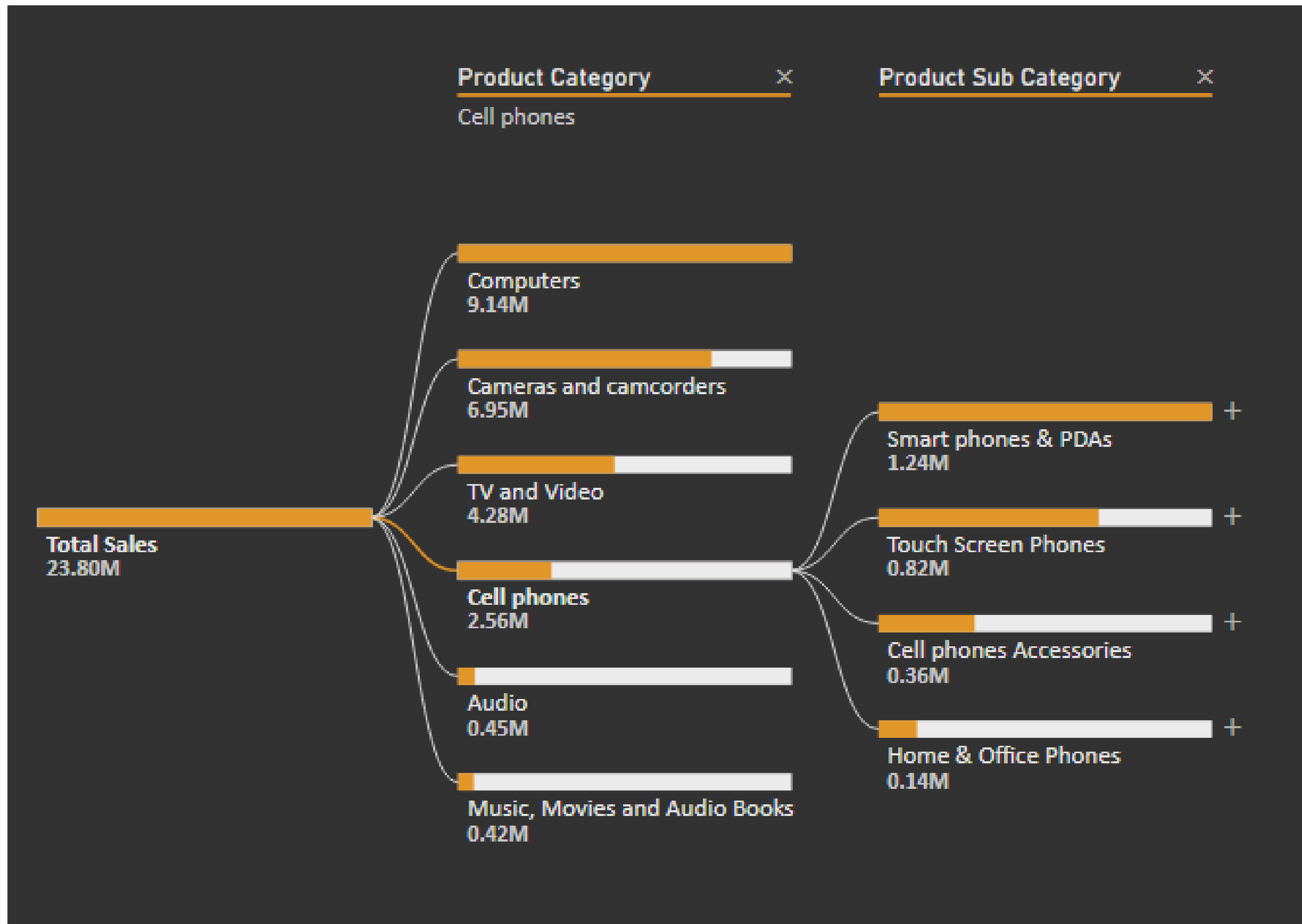
Invest in marketing and product development for mid-tier brands (Wide World, Proseware) and categories (Cell Phones) to increase their market share.

## Revitalize Lower-Tier Brands and Categories

Conduct market research to understand the lower sales of brands like Northwind and categories like Audio and Music, Movies & Audio Books.

# STRATEGIC RECOMMENDATIONS

# DECOMPOSITION TREE ANALYSIS



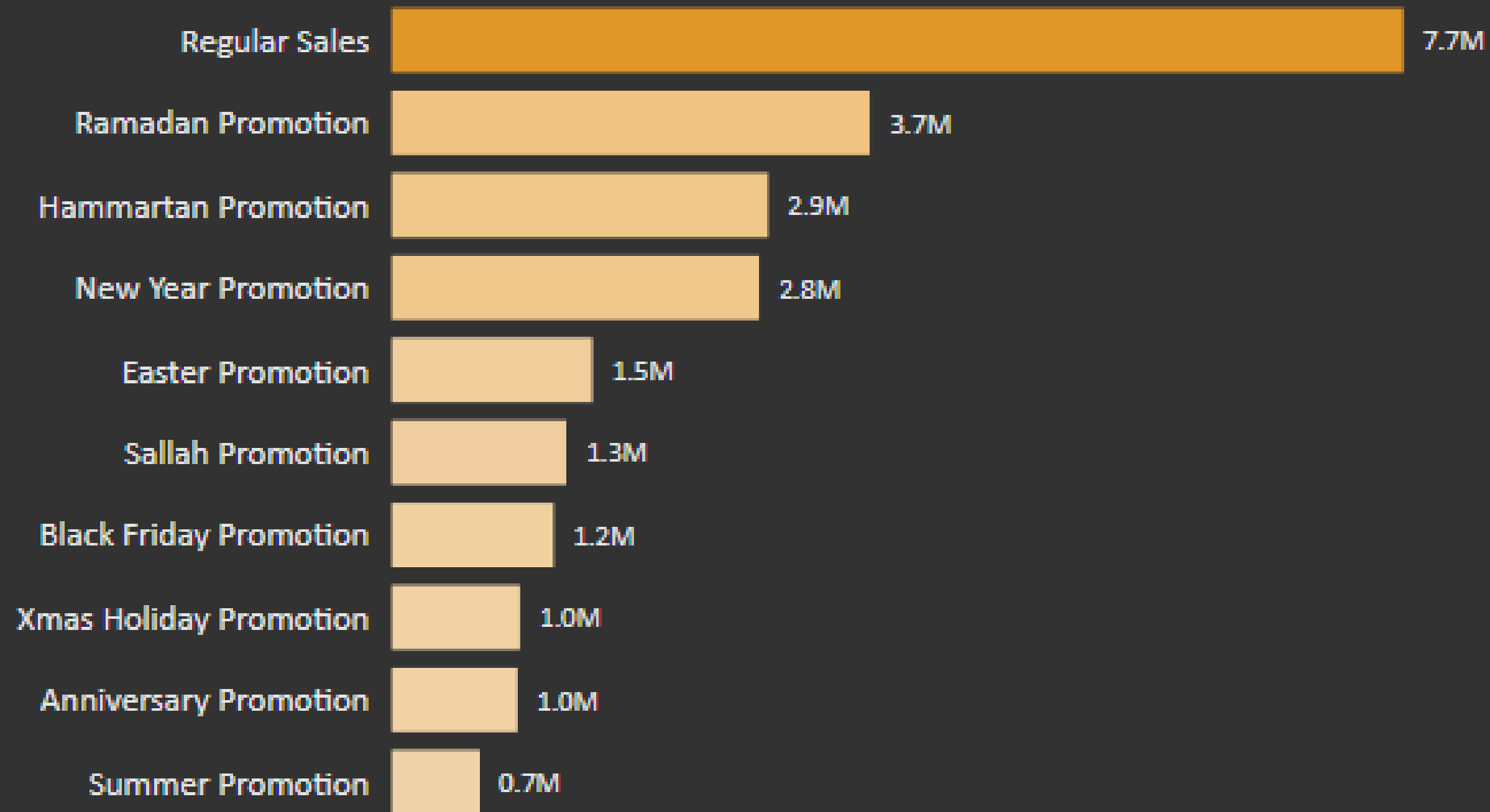
# DECOMPOSITION TREE ANALYSIS

Using a decomposition tree to analyze sales performance brings several strategic advantages, enhancing overall business efficiency and effectiveness:

- **Focused Strategic Planning:** With a clear breakdown of sales by category, you can prioritize resources and efforts on the most profitable areas, ensuring maximum impact on revenue growth.
- **Enhanced Marketing and Promotion Strategies:** By identifying top-performing products and categories, you can tailor marketing campaigns to target these areas specifically, leading to more effective promotions and higher sales.
- **Improved Product Development:** Insights into consumer preferences and demand trends guide the development and enhancement of products, aligning them better with market needs and increasing customer satisfaction.
- **Optimal Inventory Management:** Understanding which products are in high demand allows for better inventory control, reducing the risk of overstocking or stockouts, thereby improving cash flow and reducing storage costs.
- **Targeted Growth Opportunities:** The analysis reveals underperforming areas with growth potential, enabling the formulation of targeted strategies to tap into these markets and uncover new revenue streams.

# TOTAL SALES BY PROMOTION NAME

Total Sales by PromotionName





# TOTAL SALES BY PROMOTION NAME

## Dominant Sales Source:

- Regular Sales: **\$7.7M**
- **Insight:** Regular sales constitute the largest portion of total sales, indicating consistent customer purchasing behavior outside of promotional periods.

## Top Promotions:

- Ramadan Promotion: **\$3.7M**
- Hammartan Promotion: **\$2.9M**
- New Year Promotion: **\$2.8M**
- **Insight:** These three promotions significantly boost sales, highlighting their effectiveness and customer engagement during these periods.

## Mid-Tier Promotions:

- Easter Promotion: **\$1.5M**
- Sallah Promotion: **\$1.3M**
- **Insight:** These promotions have a moderate impact on sales and could potentially be optimized further for greater effectiveness.

## Lower-Tier Promotions:

- Black Friday Promotion: **\$1.2M**
  - Xmas Holiday Promotion: **\$1.0M**
  - **Insight:** Despite being popular shopping periods, these promotions have relatively lower sales, suggesting an opportunity for improvement in promotion strategies.
- 



# TOTAL SALES BY PROMOTION NAME

## Enhance Successful Promotions

Ramadan, Hammartan, and New Year Promotions: Given their high sales impact, continue to invest in and possibly expand these promotions. Consider analyzing what specifically drives their success and replicate these factors in other promotions.

## Optimize Mid-Tier Promotions

Easter and Sallah Promotions: Explore ways to enhance the effectiveness of these promotions. This could include increased marketing efforts, better deals, or more engaging promotional activities.

## Revitalize Lower-Tier Promotions

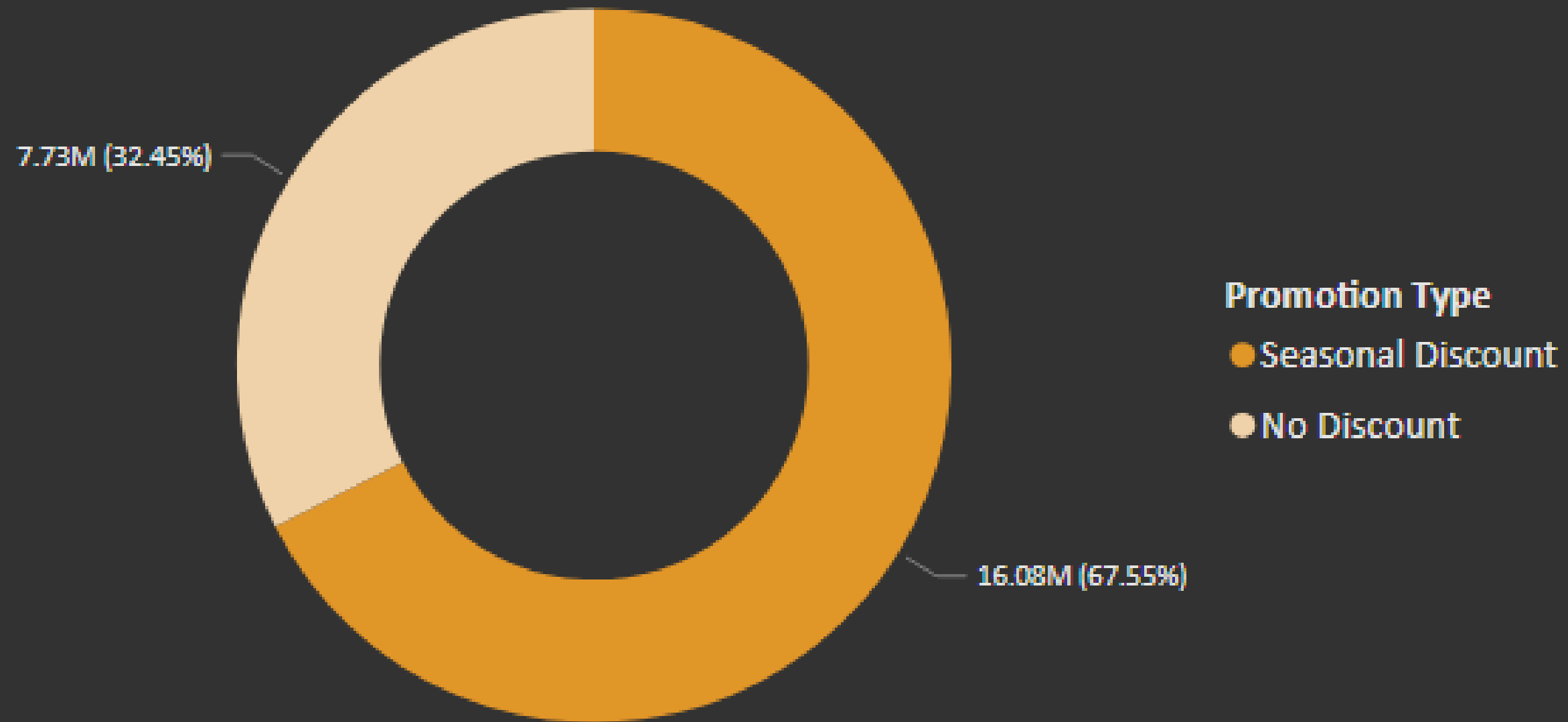
Black Friday and Xmas Holiday Promotions: Given their lower sales compared to expectations, analyze potential reasons (e.g., competition, marketing effectiveness, product offerings) and adjust strategies accordingly. This could involve earlier promotion announcements, exclusive deals, or improved marketing campaigns.



# STRATEGIC RECOMMENDATIONS

# TOTAL SALES BY PROMOTION TYPE

Total Sales by Promotion Type



# TOTAL SALES BY PROMOTION TYPE

## Dominance of Seasonal Discounts:

- Seasonal Discount: **\$16.08M (67.55%)**
- **Insight:** Seasonal discounts account for a significant majority of total sales, indicating that promotional events drive substantial customer purchases. This highlights the effectiveness of discount strategies in boosting sales volumes.

## Regular Sales Without Discounts:

- No Discount: **\$7.73M (32.45%)**
- **Insight:** A notable portion of sales still occurs without discounts, reflecting a stable customer base that purchases at regular prices. This suggests that while discounts are effective, there is also consistent demand for products at their standard prices.

# TOTAL SALES BY PROMOTION TYPE

## Maximize Seasonal Discount Effectiveness

Continue leveraging seasonal discounts as a key sales strategy. Analyze which specific promotions within the seasonal discount category are most effective and replicate their successful elements across other promotions.

## Strengthen Regular Sales

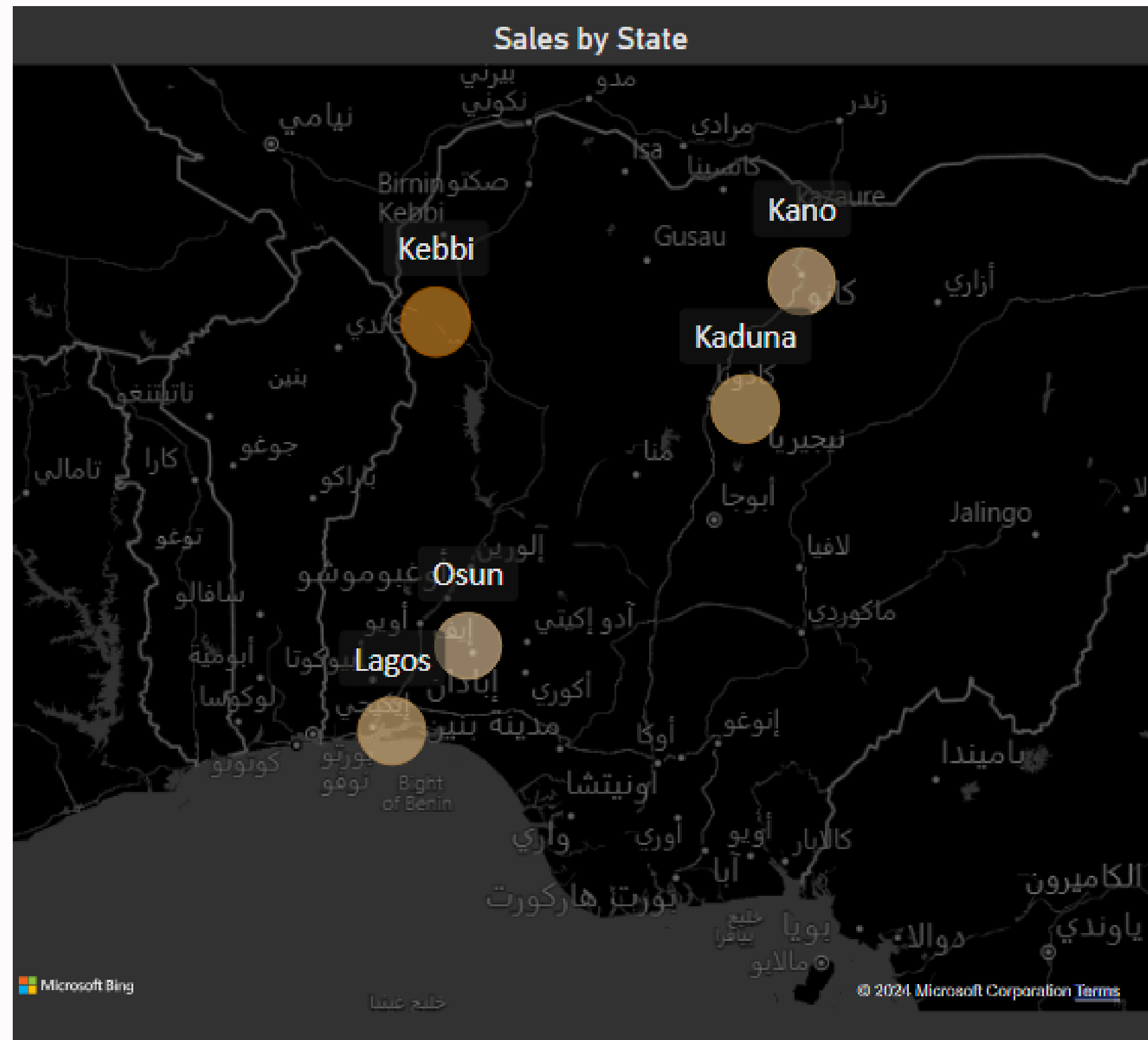
Maintain and possibly enhance strategies that drive sales without discounts. This could include emphasizing product quality, brand value, customer service, and loyalty programs.

## Balance Between Discount and No Discount

Strive for a balanced approach that leverages the strengths of both discount and no-discount sales. This ensures a robust revenue stream that is not overly dependent on promotional periods.

# STRATEGIC RECOMMENDATIONS

# TOP 5 STATES ANALYSIS



# TOP 5 STATES ANALYSIS

## Top Performing State:

- Kebbi: **\$775.91K**
- **Insight:** Kebbi has the highest sales, indicating it is a major market. This could be due to its large population, higher urbanization, and better economic activities.

## Mid-Tier Performing States:

- Kaduna: **\$744.59K**
- Lagos: **\$736.11K**
- **Insight:** Both Kaduna and Lagos show strong sales, suggesting a significant customer base and market potential in these regions.

## Lower-Tier Performing States:

- Kano: **\$722.29K**
- Osun: **\$712.78K**
- **Insight:** These states have lower sales compared to others. This may indicate either smaller markets or less effective sales strategies in these regions.

## TOP 5 STATES ANALYSIS

### Focus on Kebbi

Given its leading sales figures, continue to invest in marketing and sales efforts in Kebbi. Consider launching exclusive promotions, expanding product lines, and enhancing distribution networks to capitalize on the high demand.

### Strengthen Presence in Kaduna and Lagos

Explore opportunities to increase market share in Kaduna and Lagos. This could involve targeted marketing campaigns, partnerships with local businesses, and enhancing the availability of popular products.

### Boost Sales in Kano and Osun

Investigate the reasons for lower sales in Kano and Osun. This might involve market research to understand customer preferences and potential barriers to sales.

## STRATEGIC RECOMMENDATIONS

# Have questions? Reach out.



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