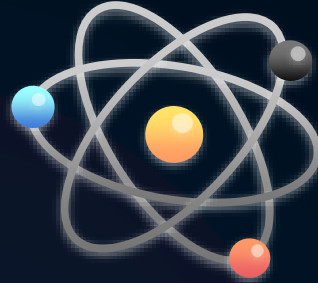


An Insight into



Technotrix Innovations

Presented by Abisola Adewoye

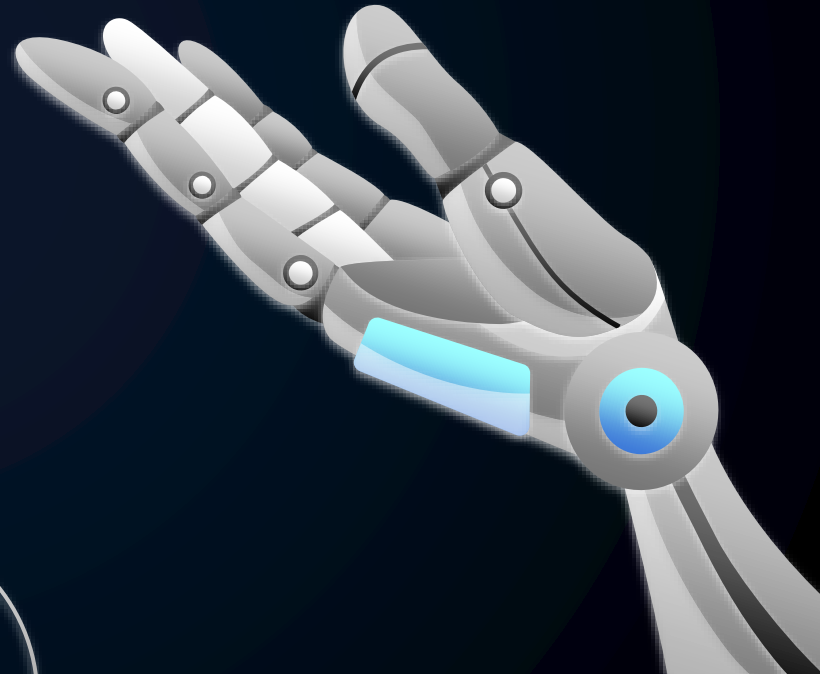


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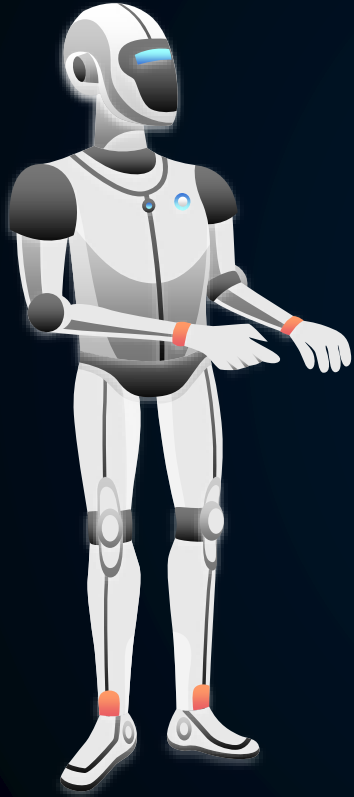
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ability Analysis

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Expansion
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INTRODUCTION

Technotrix Innovations is a lead player in the microchip and robotics industry. However, they are experiencing challenges in streamlining sales strategies, optimize production planning and pursue expansion opportunities

TECHTRONIX || SALES ANALYSIS

\$22,167,002
MTD Revenue

\$4,522,687
MTD Profit

All

Sales Analysis

Customer
Analysis

Profitability
Analysis

Expansion
Analysis

Total Profit

\$53M

Total Qty Sold

501K

Total Revenue

\$252M

Production cost

\$4M

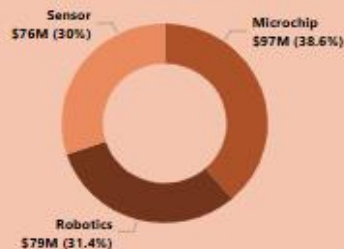
Top 5 Products (Profit)



Bottom 5 Products (Loss)



Total Revenue by ProductCategory



Total Revenue by Month



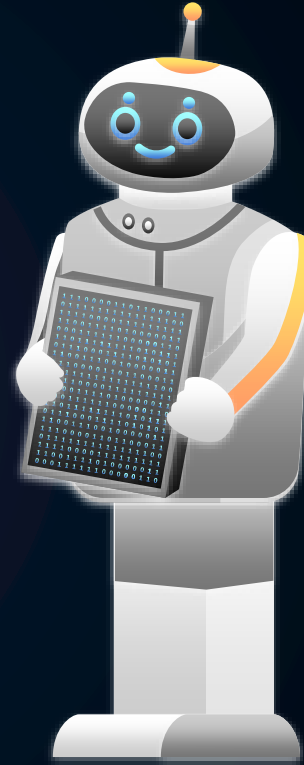
Total Revenue by Country



Sales Analysis

Insights/Recommendations

- At \$23,164,538, April had the highest Total Revenue and was 23.87% higher than May, which had the lowest Total Revenue at \$18,700,756.
- Apr accounted for 9.18% of Total Revenue.
- Product 1412 generated the most revenue and Product 1446 gave the most loss.
- The company made a revenue of \$252million, out of which \$53million was recorded as profits.
- USA generated 21% of the total Revenue @ \$52,149,698.
- The microchip category generated the most revenue at 38.6% of the total amount – Revenue from the categories are a close match
- Strong revenue generation, being able to sell over 500k units at over \$500+
- Company should focus on the products incurring loss
- Ensure that production cost is kept at a minimal level.
- Channel Sales and Marketing strategies to product categories with the least revenue.



TECHTRONIX || CUSTOMER ANALYSIS

\$22,167,002
MTD Revenue

\$4,522,687
MTD Profit

Total Customers

500

Total Profit

\$53M

Total Revenue

\$252M

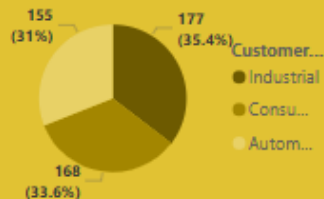
Sales Analysis

Customer Analysis

Profitability Analysis

Expansion Analysis

Total Customers || Sector



CustomerSector ×

Industrial

ProductCategory ×

Microchip

Region ×

Europe

Country

Total Revenue
\$252,380,483

Industrial
\$89,372,466

Consumer Electronics
\$84,184,034

Automotive
\$78,823,983

Microchip
\$34,297,514

Robotics
\$28,609,553

Sensor
\$26,465,399

Europe
\$12,784,750

Asia-Pacific
\$11,208,947

North America
\$10,303,817

China
\$3,009,576

USA
\$2,782,582

Germany
\$2,676,195

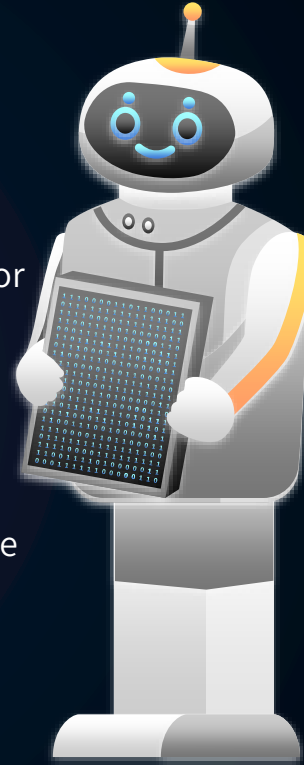
South Korea
\$2,422,892

Japan
\$1,893,505

Customer Insights

Insights/Recommendations

- The company has a total of 500 customers, 177 are Industrial, 168 are consumer electronics and 155 are automotive.
- The customer sector with the most Revenue is the Industrial, with the Microchip category generating the most revenue of \$34m accounting for about 35.4% of the total revenue.
- China is the leading market in terms of revenue from customers in the industrial sector as they contribute to about 23.5% of the revenue from that region (Europe).
- Focus should be given to Automotive sector, improvement can be done to increase customer engagement across the markets.
- Customer Engagement strategies should be developed to engage the Japan customers while extending this to the other markets as well.
- Company should explore new markets to reach a broader segments/regions



TECHTRONIX || INVENTORY/PROFITABILITY ANALYSIS

\$22,167,002
MTD Revenue

\$4,522,687
MTD Profit

Profit Margin

21%

Search

Q X

Sales
Analysis

Customer
Analysis

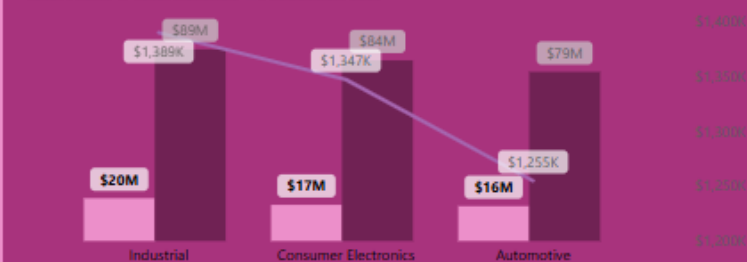
Profitability
Analysis

Expansion
Analysis

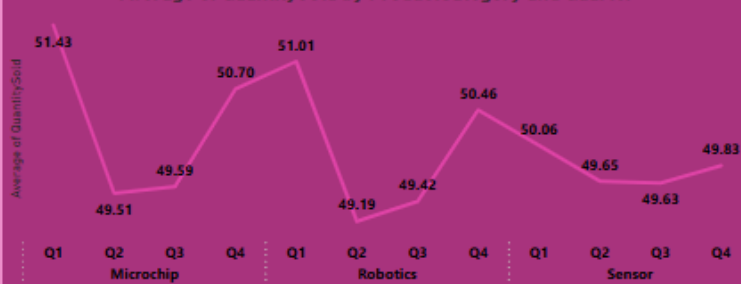
ProductName	Q1	Q2	Q3	Q4	Total
Product_1013	64%	51%	67%	29%	59%
Product_1481	13%	56%	33%	91%	57%
Product_1178	51%	20%	59%	65%	54%
Product_1486	39%	41%	69%	51%	54%
Product_1239	67%	84%	-406%	50%	53%
Total	19%	21%	23%	21%	21%

Total Profit/Total Revenue/Production cost by CustomerSector

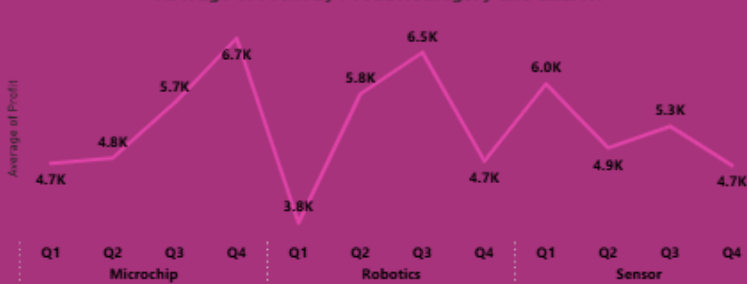
● Total Profit ● Total Revenue ● Production cost



Average of QuantitySold by ProductCategory and Quarter



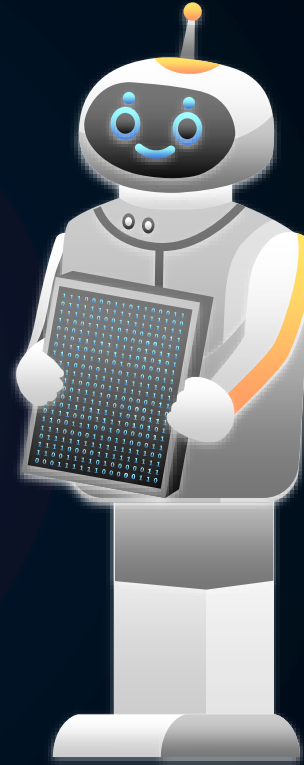
Average of Profit by ProductCategory and Quarter



Profitability Analysis

Insights/Recommendations

- All sectors are highly profitable.
- The company profit margin is 21.03% - Considering the production cost, this is a good one and will have potentials for investment.
- There was a downward shift in profit margin from Q3 to Q4
- Inconsistencies in the profit generated between quarters, from 19% to 21%.
- The products might be a luxury or premium brand, but could also seem overpriced which can cause market shifts or increase competition.
- There might be a need to consider lower priced version of their products to reach a broader market.
- There is a need to check the consistency of the profitability of some of the products . Example the dive in Product 1013, Product 1239
- Cost Optimization



\$22,167,002
MTD Revenue

\$4,522,687
MTD Profit

Sales
Analysis

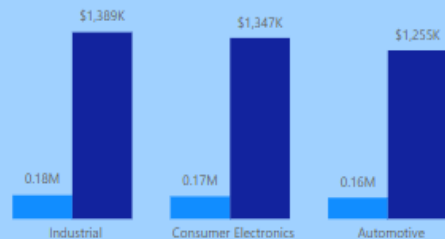
Customer
Analysis

Profitability
Analysis

Expansion
Analysis

Total Qty Sold/ Production cost by CustomerSector

● Total Qty Sold ● Production cost



Total Profit by Region and ProductCategory

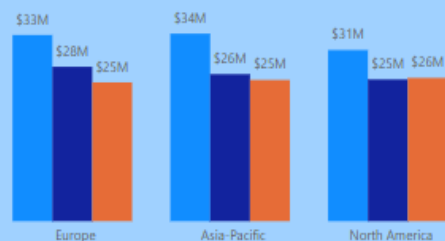
● Microchip ● Robotics ● Sensor



TECHTRONIX DASHBOARD- EXPANSION ANALYSIS

Total Revenue by Region and ProductCategory

● Microchip ● Robotics ● Sensor

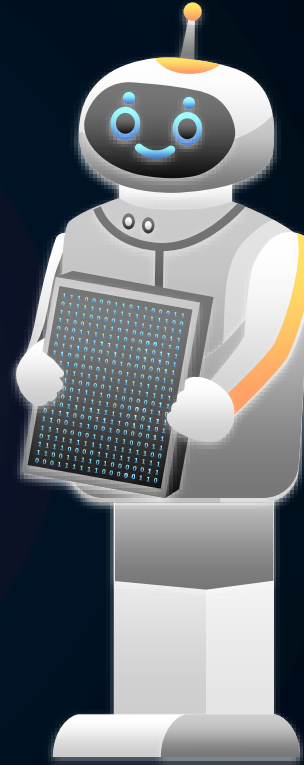


Country	Total Transaction	Total Revenue	Total Profit
China	2015	\$51,019,012	\$10,048,317
Germany	1981	\$49,765,026	\$9,728,177
Japan	2012	\$50,212,839	\$9,971,786
South Korea	1952	\$49,233,908	\$11,063,286
USA	2040	\$52,149,698	\$12,282,749
Total	10000	\$252,380,483	\$53,094,315

Market Expansion Opportunities

Insights/Recommendations

- Comparing Germany and South Korea, Germany had more transactions (1981) than South Korea (1952) but the latter (\$11,063,286) generated more profit from its sales than the former (\$9,728,177).
- All the categories are doing well so strategies, marketing mix and sales promotions should be targeted to all.
- Revenue diversification – consider licensing or service add ons.
- Explore new markets/lower priced versions of products.
- Benchmarking



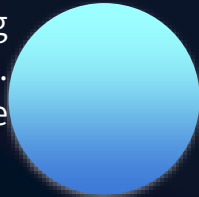
Summary

Company should keep its production cost at the minimum, consider outsourcing some of its services



Focus should be placed on countries/Region like Germany with low revenue and profits. Marketing should be targeted at this areas and pricing should be checked.

Diversification of its products and exploring new markets and over version of it products.
Inclusion of after service



Focus should be given to Automotive sector, improvement can be done to increase customer engagement across the markets.



THANK YOU!