

OVERVIEW OF PERFORMANCE IN 2022



£963M

Total Revenue in 2022

£529M

Total Cost in 2022

£434M

Total Profit in 2022

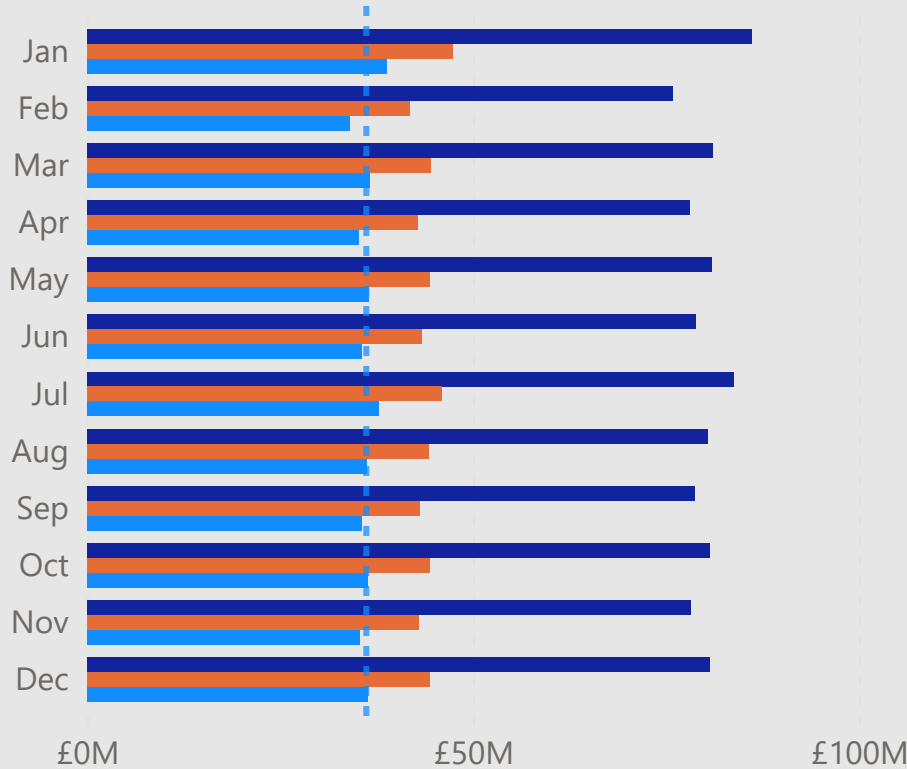
45%

Overall Profit Margin in 2022

Apart from February, which was the weakest month in terms of revenue and profit, Universal Exports had a steady profit throughout 2022. Also, January and July were exceptionally strong months.

Monthly Revenue, Cost, and Profit

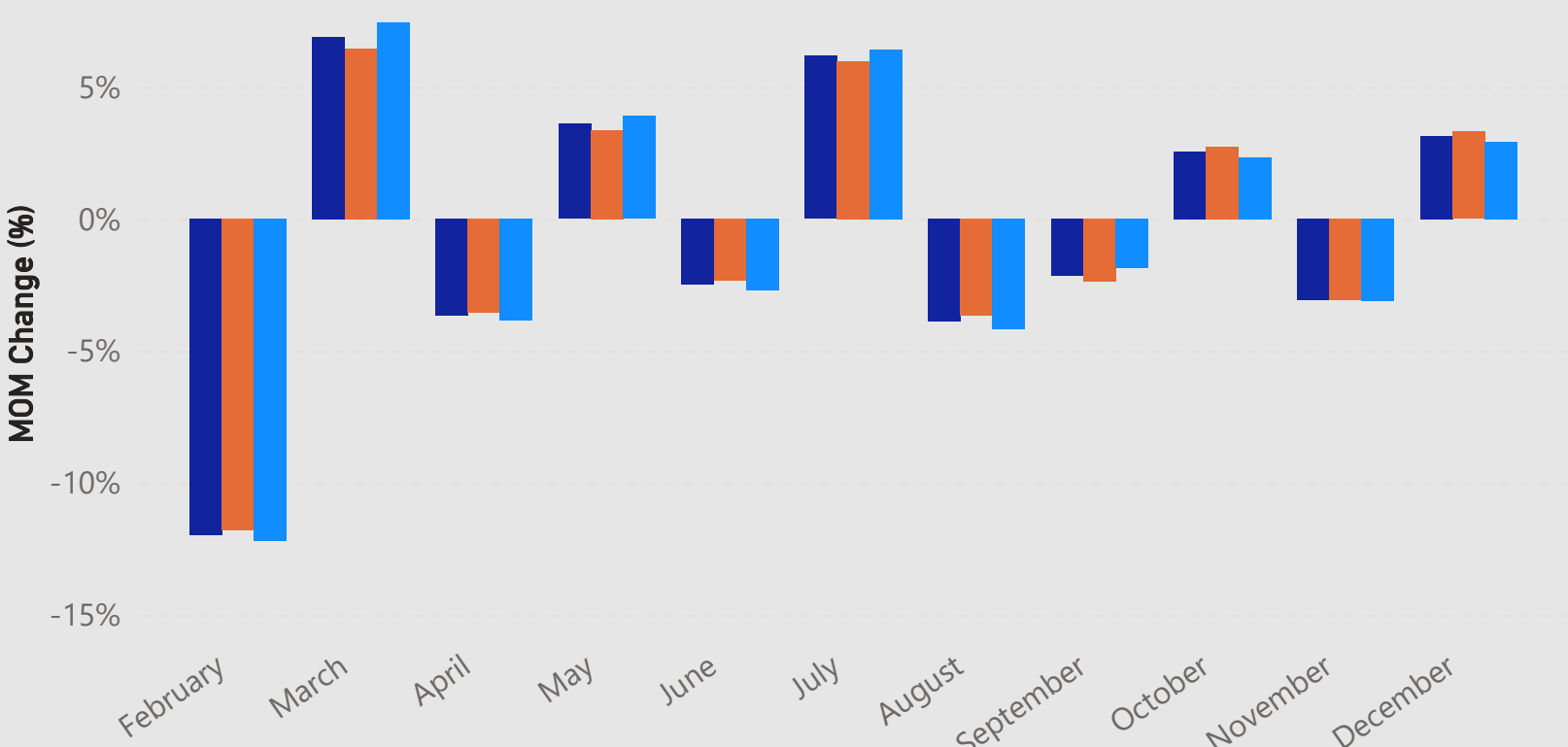
● Revenue ● Cost ● Profit



Revenue, Cost, and Profit (£)

MOM Changes in Revenue, Cost, and Profit

● Revenue ● Cost ● Profit



# PRODUCT CATEGORY PERFORMANCE COMPARISON IN 2022



58M

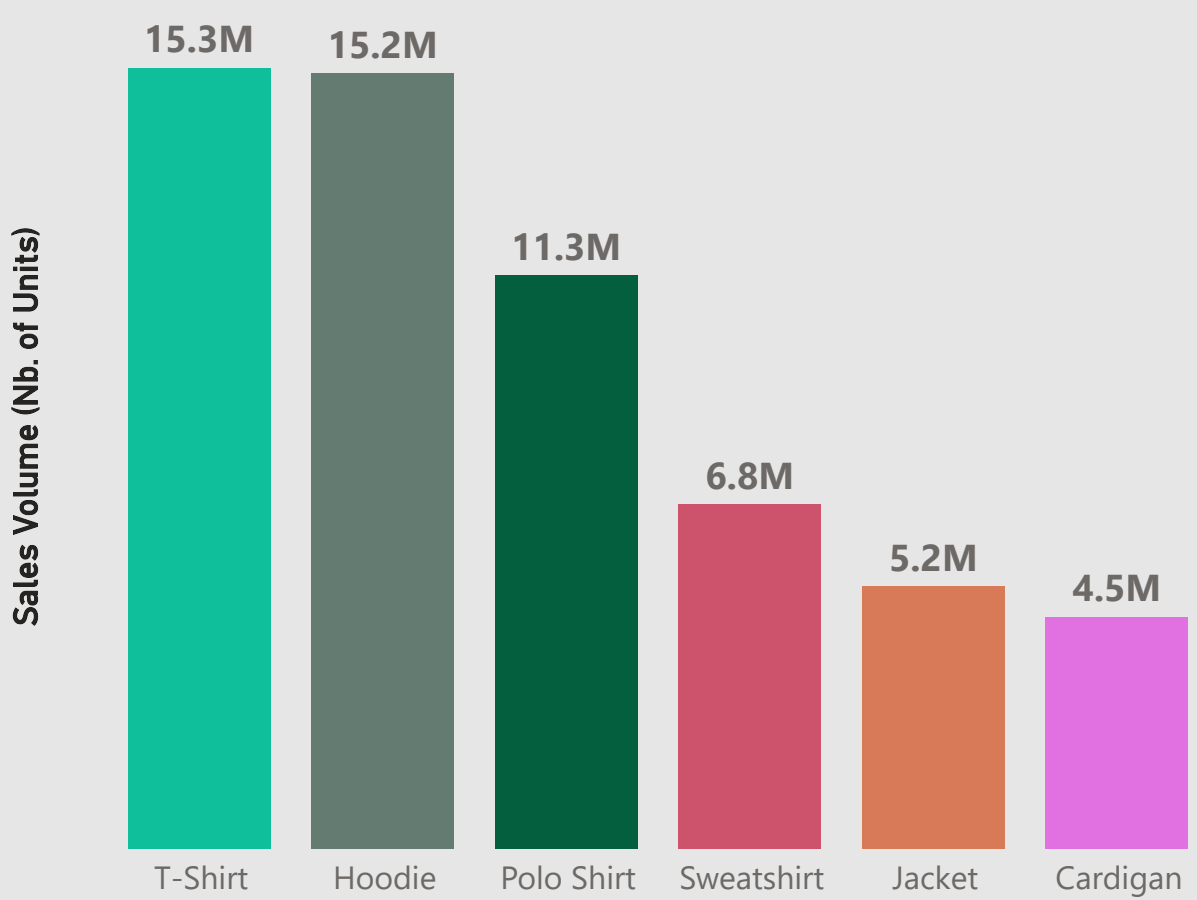
Total Units Sold in 2022

45%

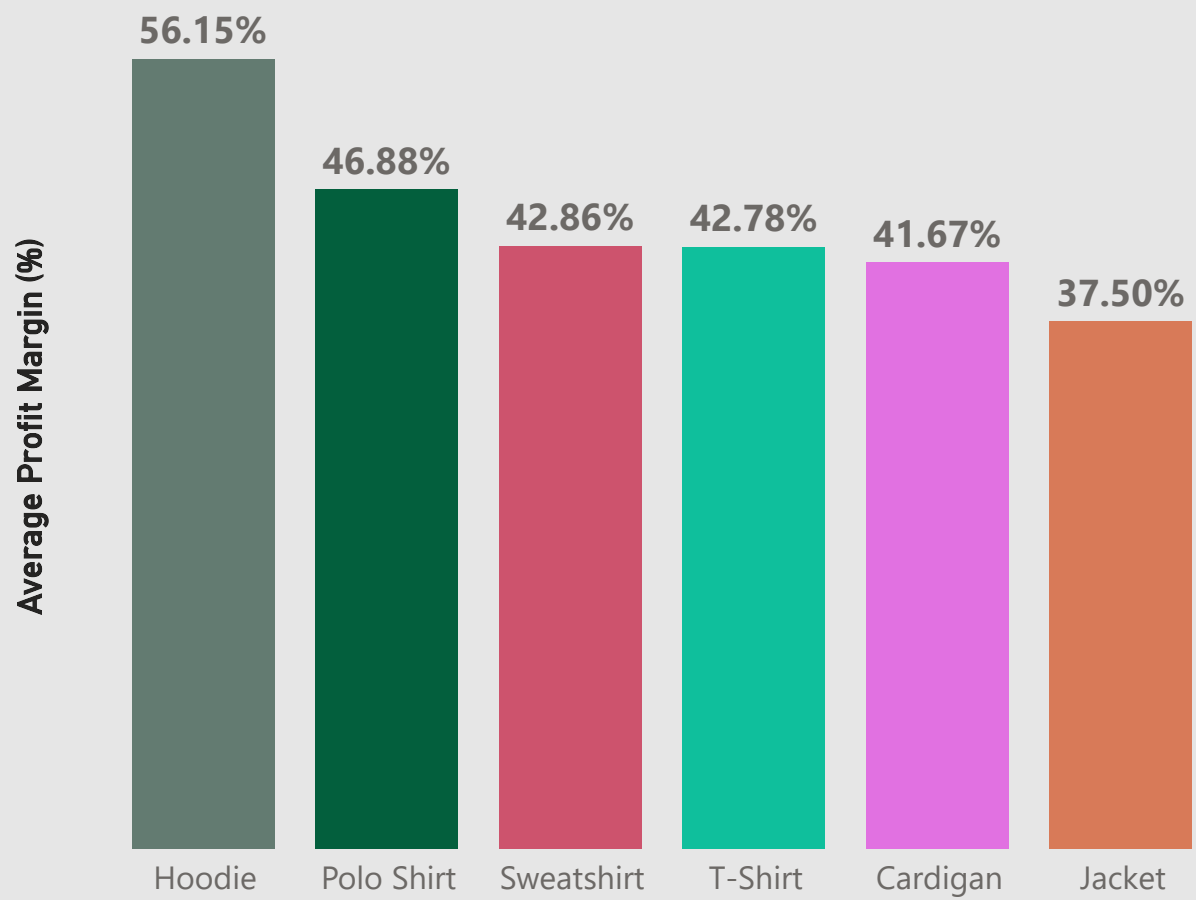
Overall Profit Margin in 2022

T-shirts, which have a below-average profit margin, outsold the high-profit margin Hoodies in 2022 by more than 100,000 units. Polo Shirts, which have the second highest profit margin, sold 4 million units less than T-Shirts.

Sales Volume by Product Category



Average Profit Margin by Product Category



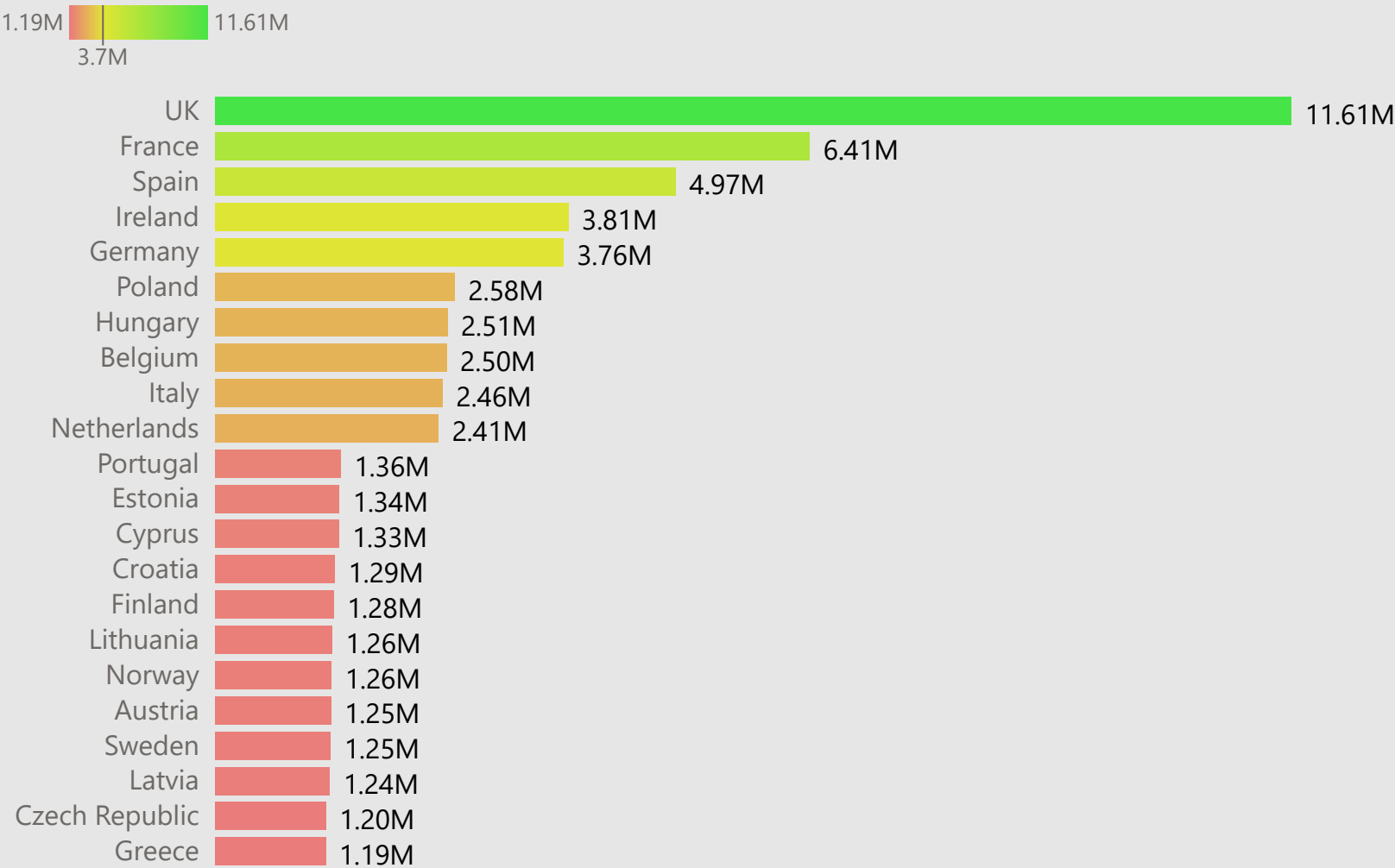


Universal  
Exports

# SALES VOLUME COMPARISON BY COUNTRY IN 2022

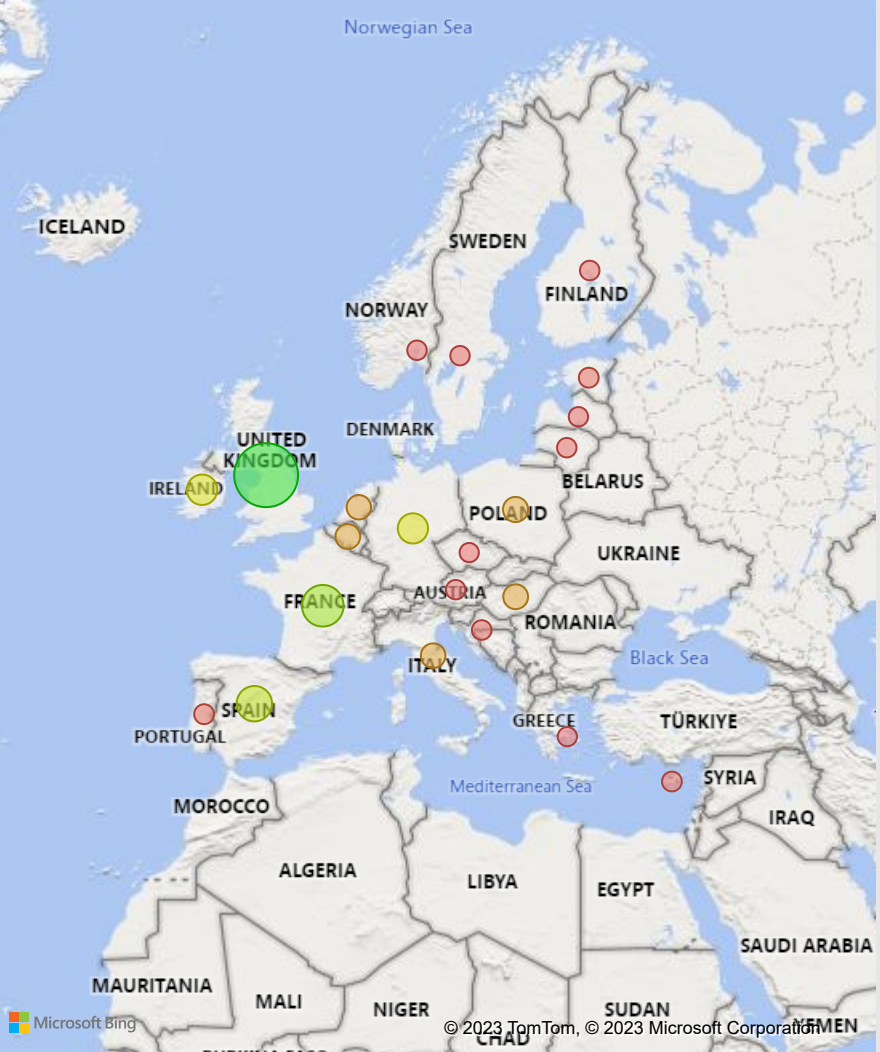
Domestic sales were dominant in 2022, with international clients being exclusively part of the European Union. Interestingly, Ireland, which is the closest client country, only ranked 4th in sales. Other countries in close proximity to the UK, such as France, Spain, and Germany were among the top international clients.

Total Sales Volume by Client Country



Sales Volume (Nb. of Units)

Total Sales Volume by Client Country



# SALES VOLUME BY PRODUCT CATEGORY IN TOP 10 CLIENT COUNTRIES - 2022

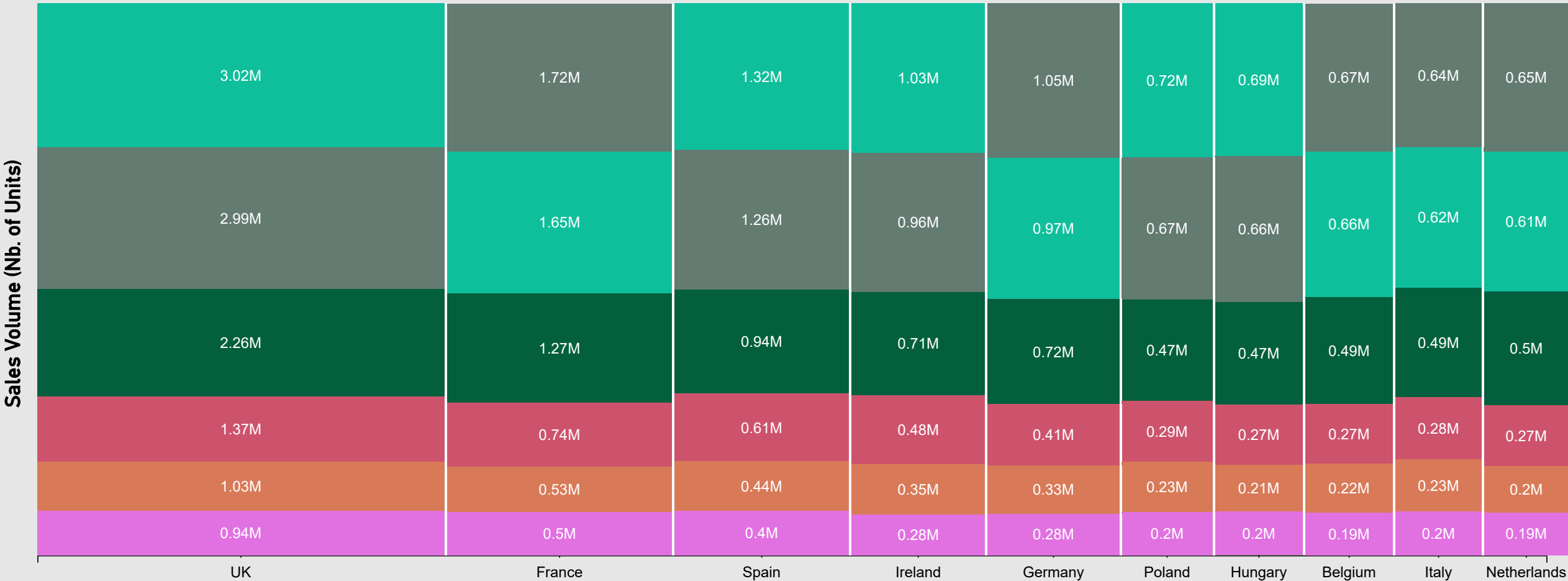


WITH SALES VOLUME PER COUNTRY EXCEEDING 2 MILLION UNITS

Looking at the sales in Top 10 countries, it is evident that T-Shirts, which have an average profit margin, closely compete in sales with the high-profit Hoodies. Domestic and other key clients based in Spain and Ireland purchase more T-Shirts than Hoodies. On the other hand, France-based clients, which rank 2nd overall, purchase more Hoodies than T-shirts.

Sales Volume by Product Category in Top 10 Client Countries

T-Shirt Hoodie Polo Shirt Sweatshirt Jacket Cardigan



# SALES VOLUME BY PRODUCT CATEGORY IN OTHER CLIENT COUNTRIES - 2022

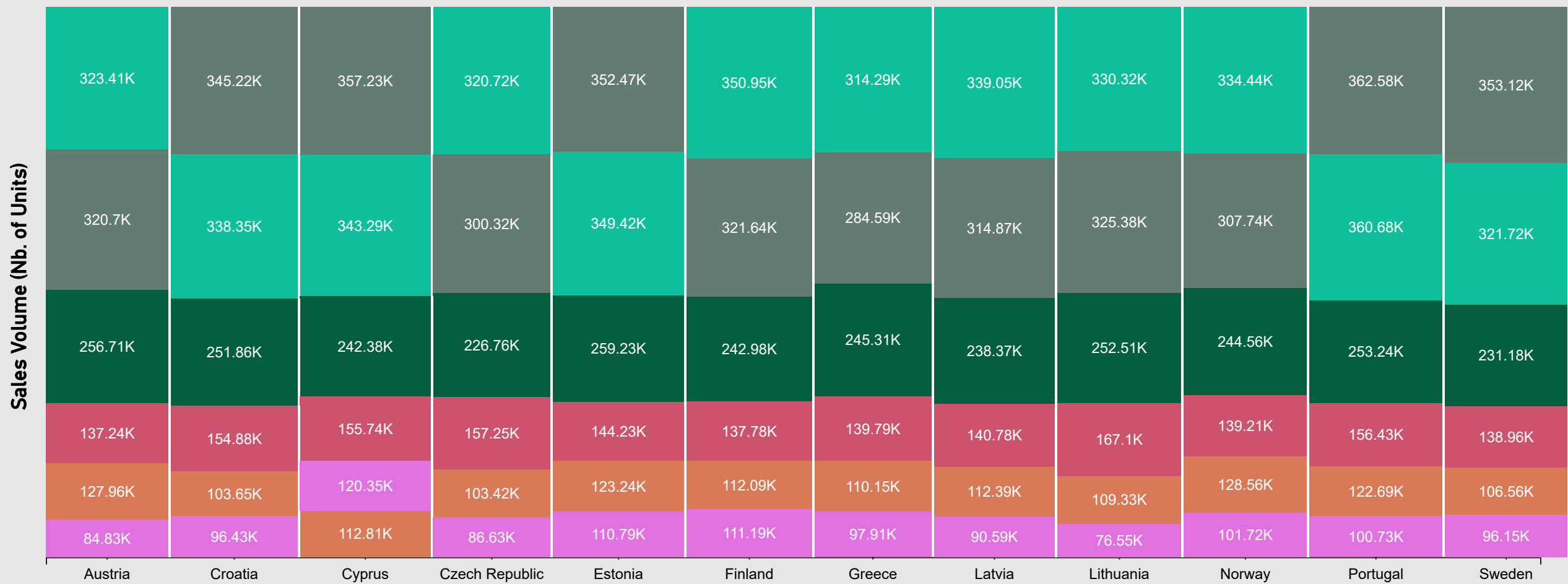


WITH SALES VOLUME PER COUNTRY BELOW 2 MILLION UNITS

Purchases from clients based in the remaining countries also follow a similar pattern to that observed in the Top 10 countries. High-profit Hoodies and average-profit T-shirts are the top sellers.

## Sales Volume by Product Category in Other Client Countries

● T-Shirt ● Hoodie ● Polo Shirt ● Sweatshirt ● Jacket ● Cardigan



# THE ADOPTION OF EXCLUSIVE AIR SHIPMENT BEFORE AND AFTER THE DECISION TO REDUCE ITS USE FROM JULY 1, 2022



Universal  
Exports

Average Number of Exclusive Air Shipments per Month

724

Before the July 2022 Decision

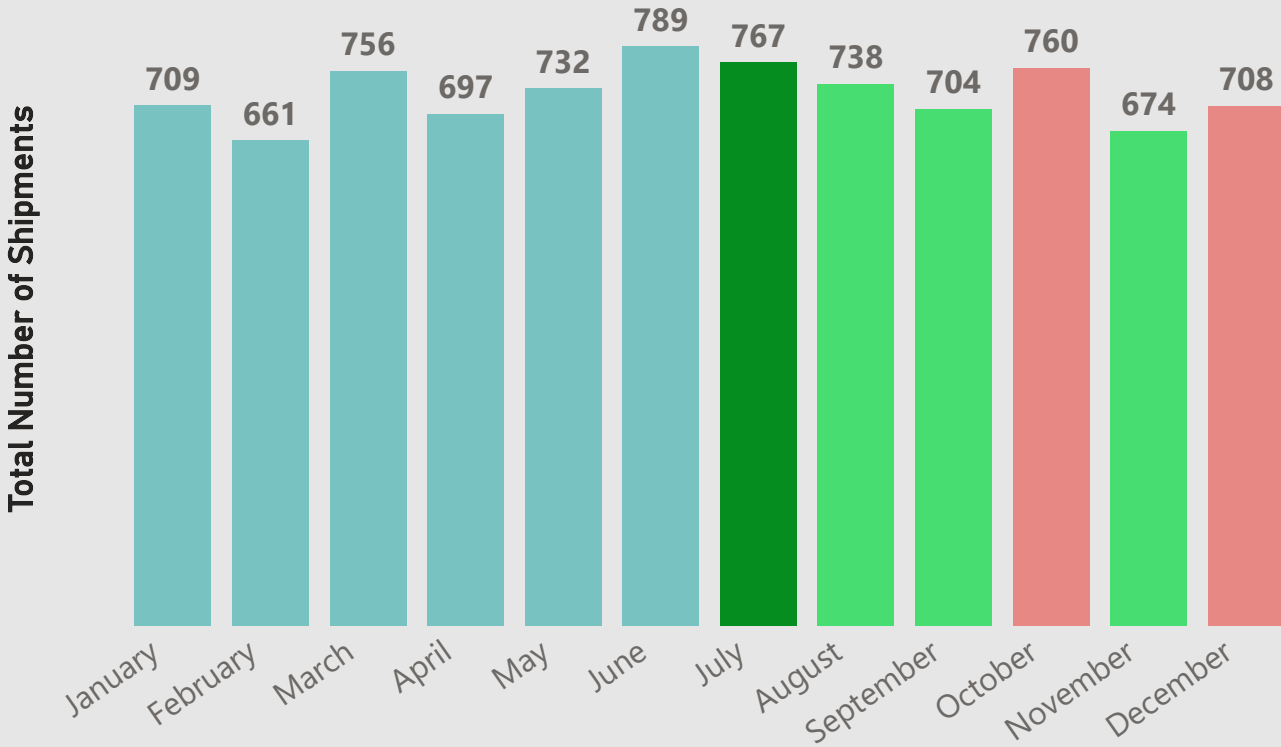
725

After the July 2022 Decision

Overall, the average number of exclusive air shipments per month almost stayed the same after the July 2022 decision. The increases in the number of exclusive air shipments in October and December cancelled out the gains made between July and September as well as in November.

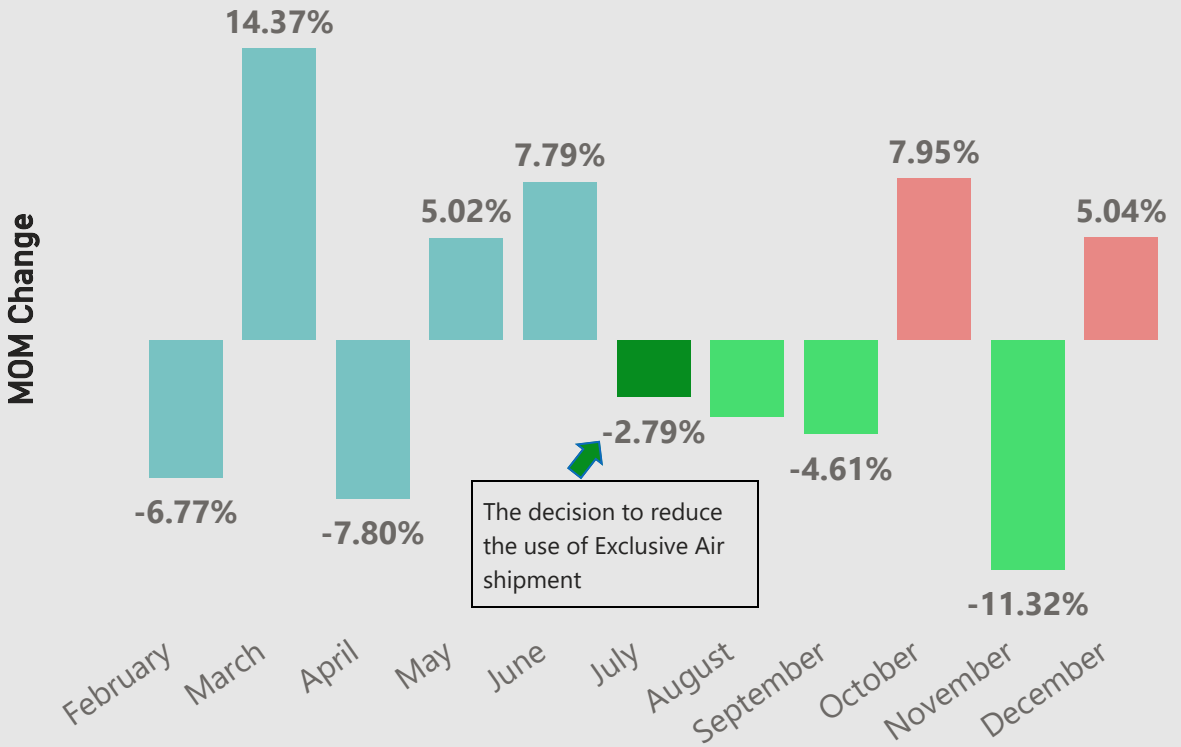
## Total Number of Monthly Exclusive Air Shipments

Before and After the Decision to Reduce the Use of Exclusive Air Shipments



## MOM Change in Number of Exclusive Air Shipments

Before and After the Decision to Reduce the Use of Exclusive Air Shipments



COMPARISON OF OVERALL SALESPEOPLE PERFORMANCE

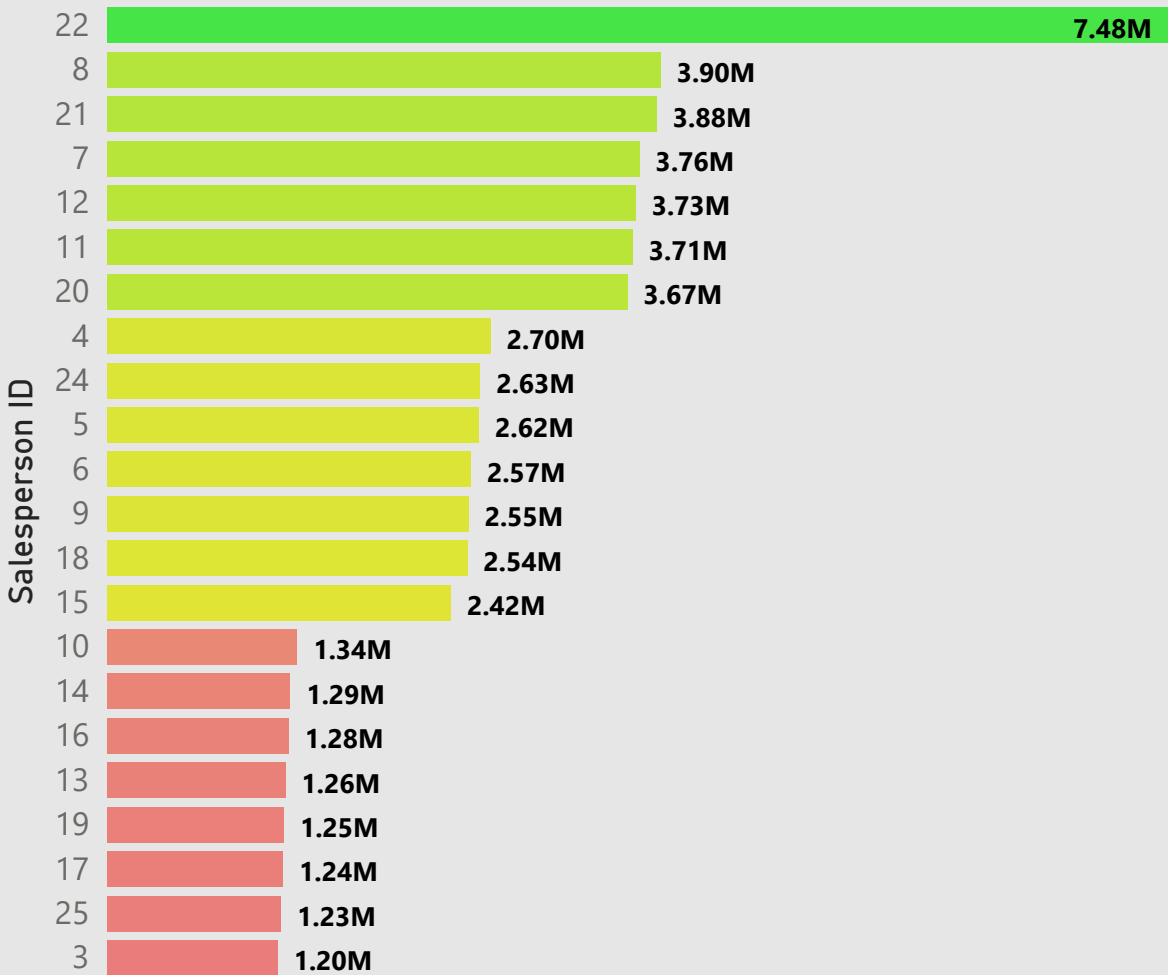


Evidently, salesperson ID #22 was dominant in 2022 and solely accounted for almost 13% of the firm's total revenue in that year. Apart from that, the top seven salespeople generated more than half of the total revenue in 2022.

£963M

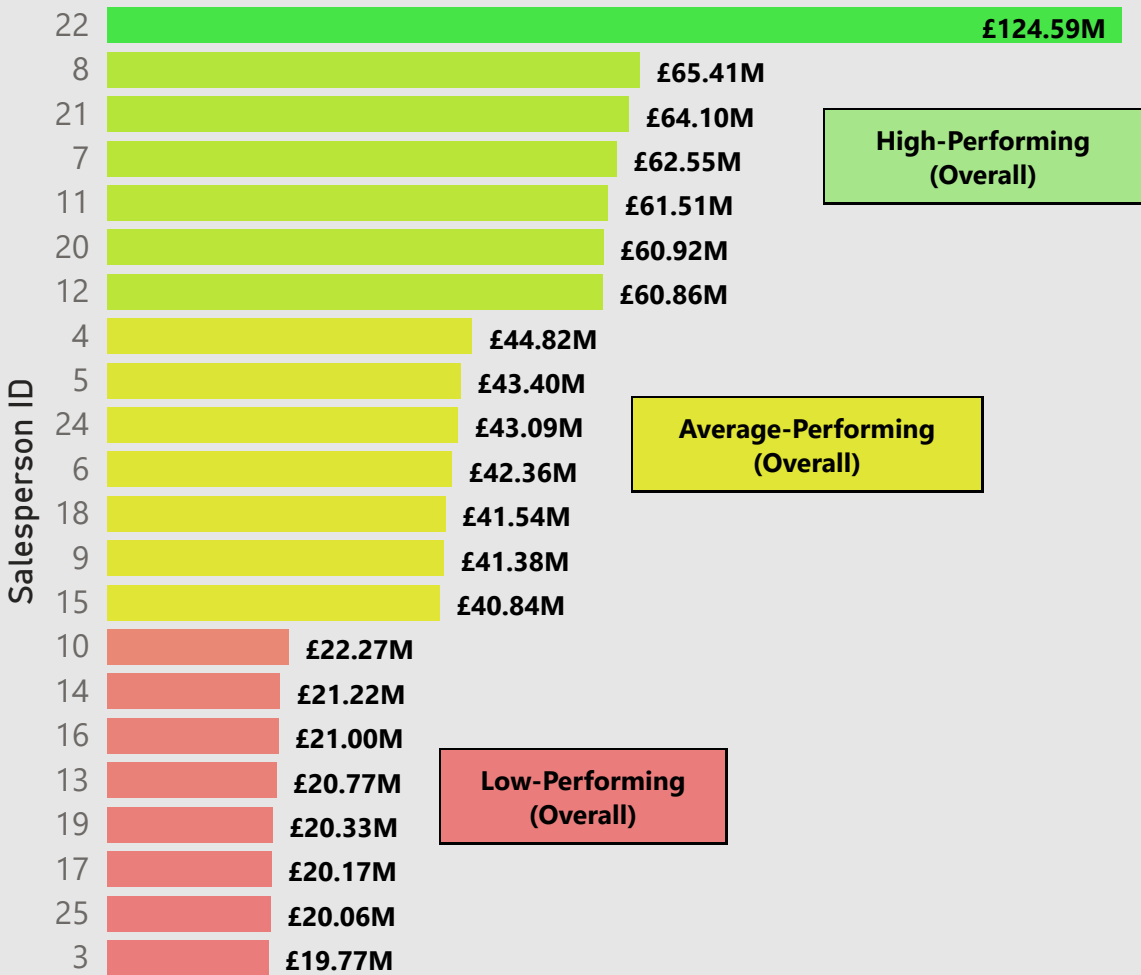
Total Revenue in 2022

Total Sales Volume Generated by Salesperson ID



Sales Volume (Nb. of Units)

Total Revenue Generated by Salesperson ID



Revenue (£)

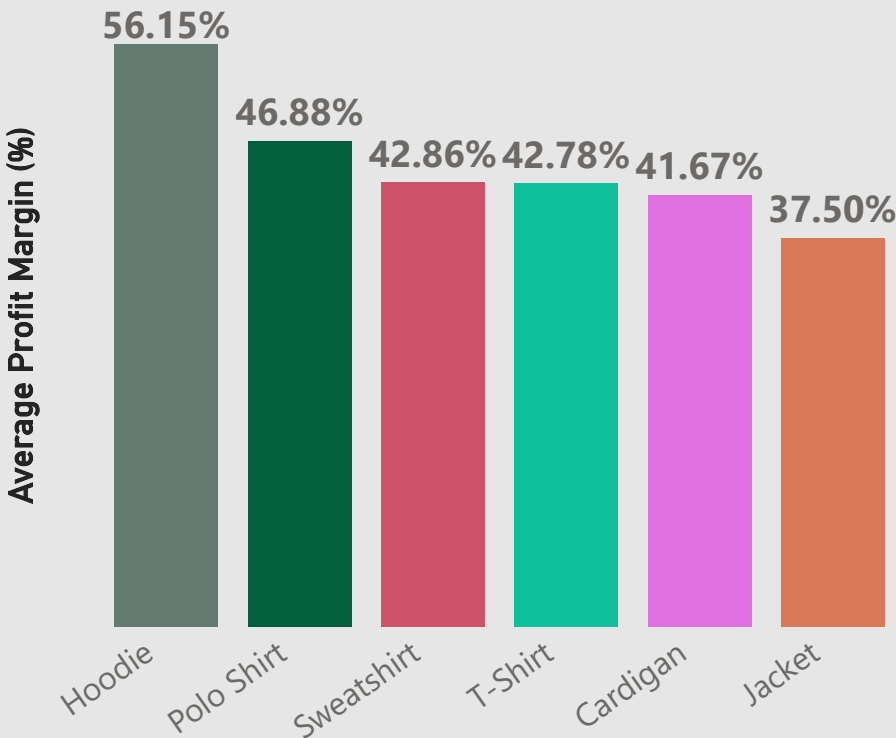
# COMPARISON OF PRODUCT CATEGORY SALES BETWEEN OVERALL HIGH-PERFORMING SALESPEOPLE



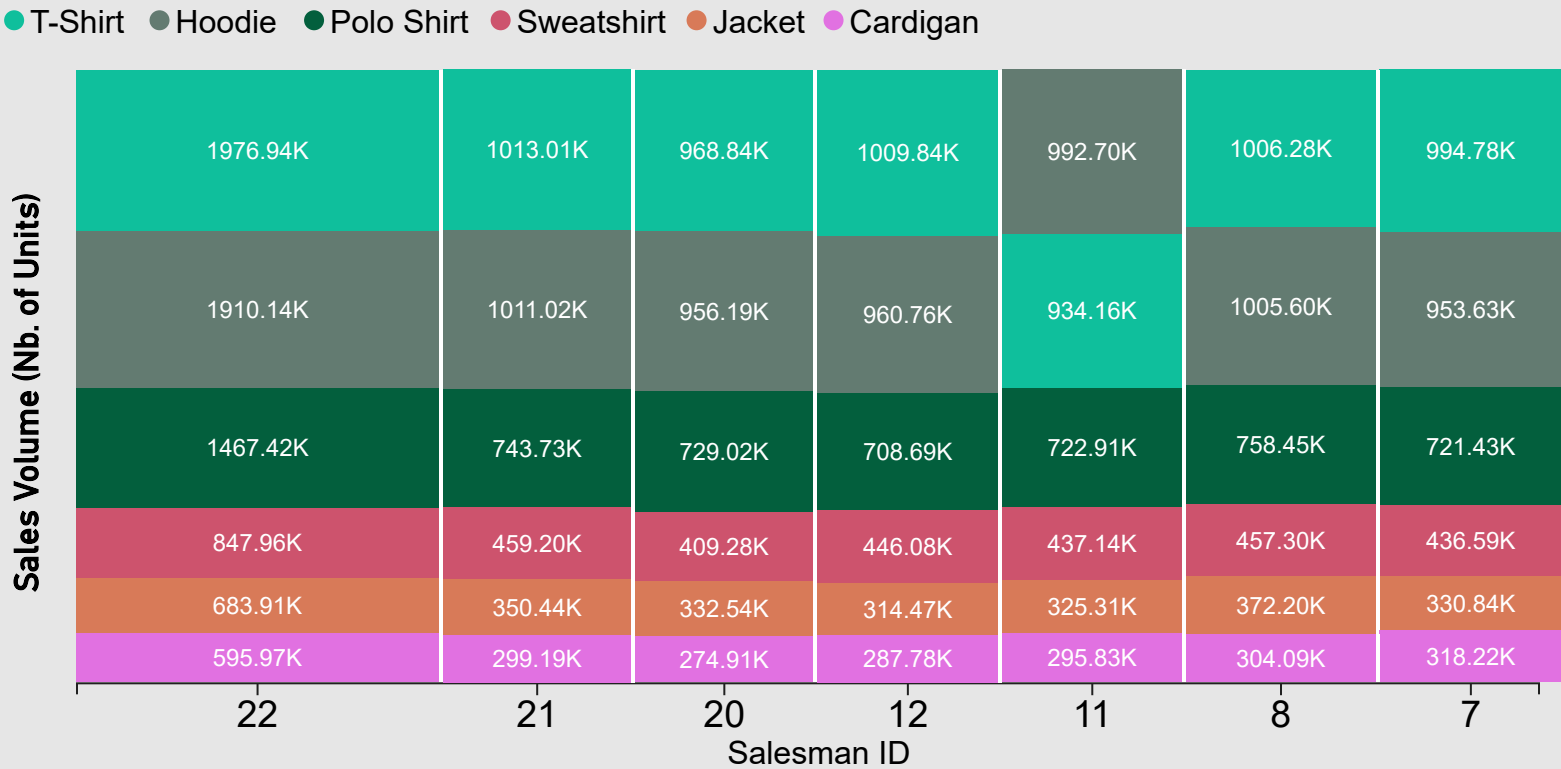
With the exception of Salesperson ID #11, all high-performing salespeople sold less of the two most profitable products, Hoodies and Polo Shirts, than the average-profit T-Shirts. This shows that the majority of high-performing salespeople did not make the most use of the firm's product profit margins.

45%  
Overall Profit Margin in 2022

Average Profit Margin by Product Category



Sales Volume by Product Category Generated by High-Performing Salespeople





# COMPARISON OF PRODUCT CATEGORY SALES BETWEEN OVERALL AVERAGE-PERFORMING SALESPEOPLE

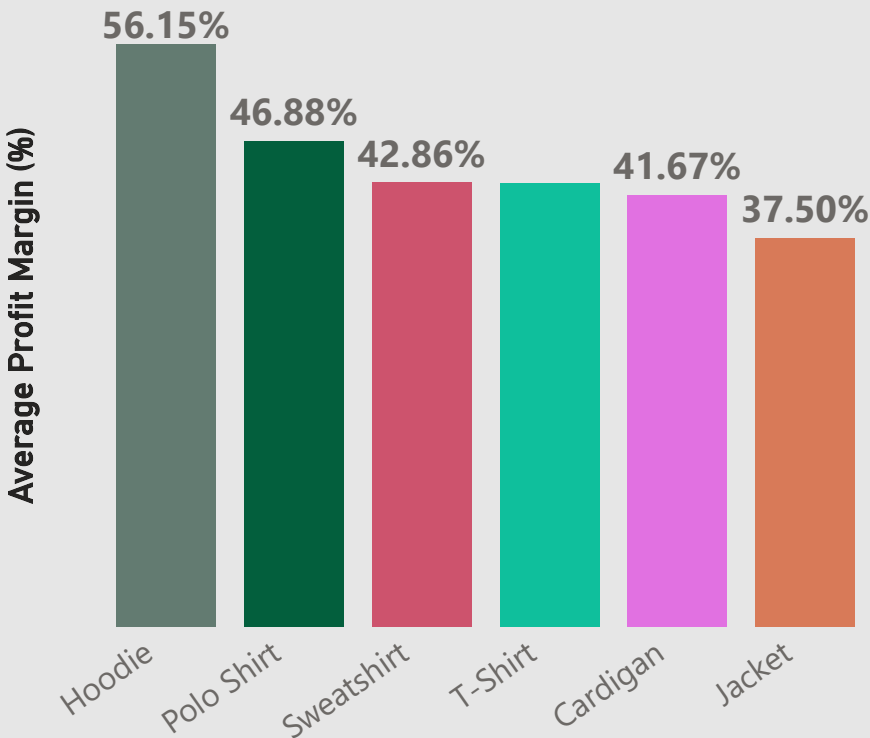


In contrast to the top-performing salespeople, more than half of the average-performing salespeople sold more of the high-profit Hoodies than the average-profit T-shirts. Thus, it is evident that average performing salespeople had a better understanding of the company's product profit margins.

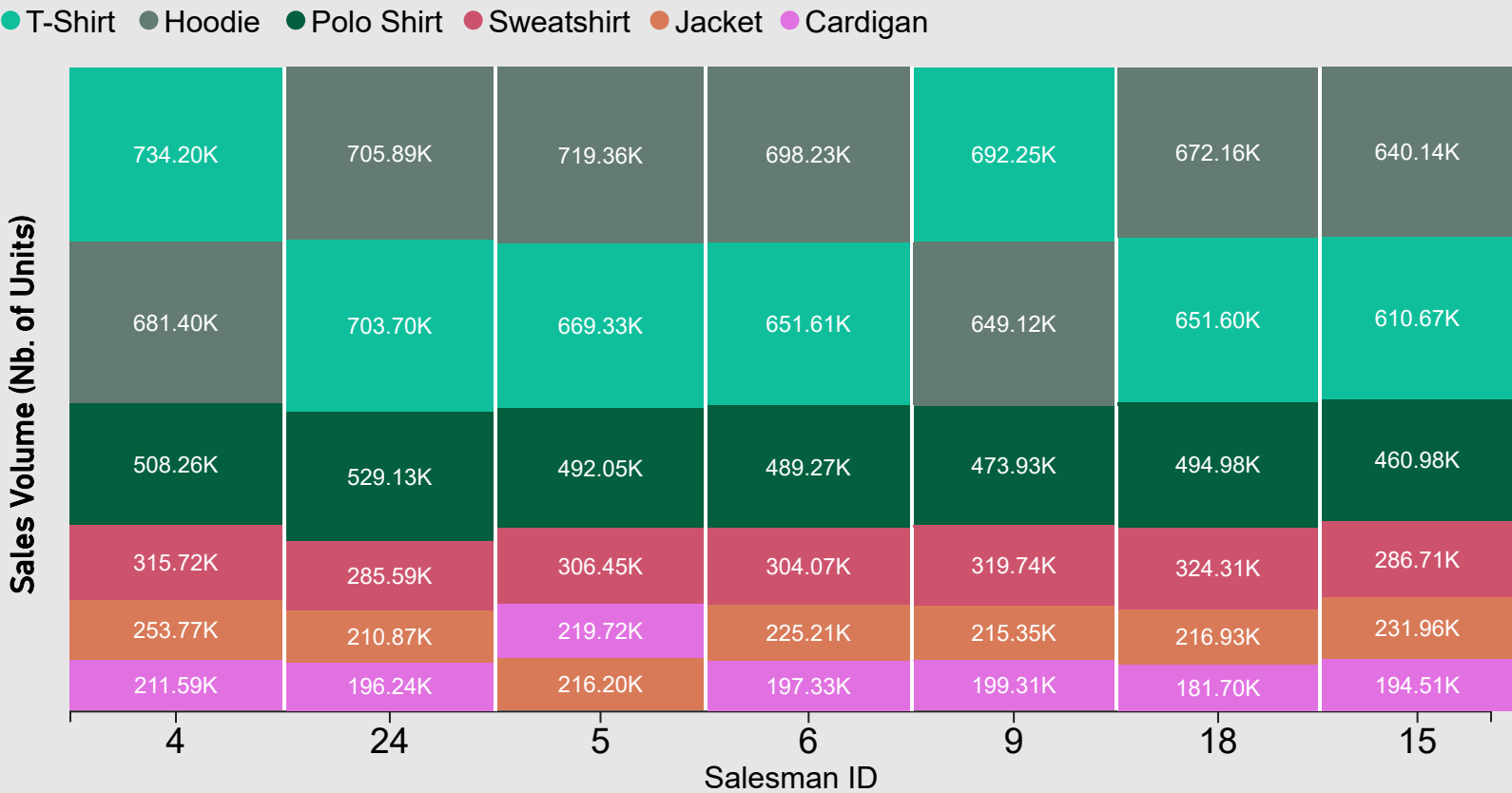
45%

Overall Profit Margin in 2022

Average Profit Margin by Product Category



Sales Volume by Product Category Generated by Average-Performing Salespeople



# COMPARISON OF PRODUCT CATEGORY SALES BETWEEN OVERALL LOW-PERFORMING SALESPEOPLE

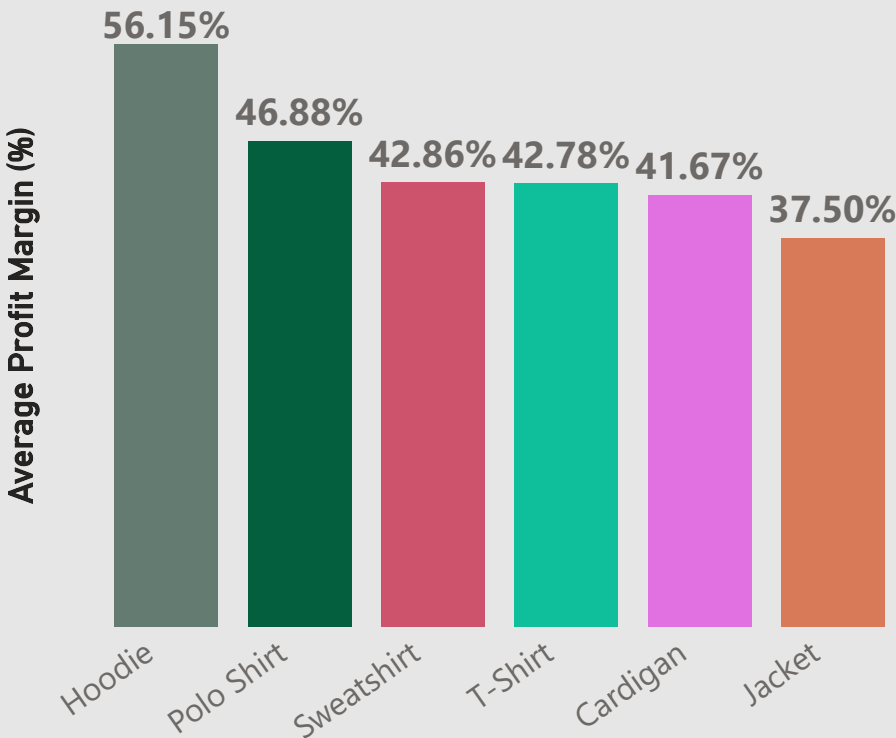


Similar to the average-performing salespeople, half of the low-performing salespeople still sold more of the high-profit hoodies than the average-profit T-shirts. Therefore, it is evident that average- and low-performing salespeople made better use use of the firm's products' strengths than the high-performing salespeople.

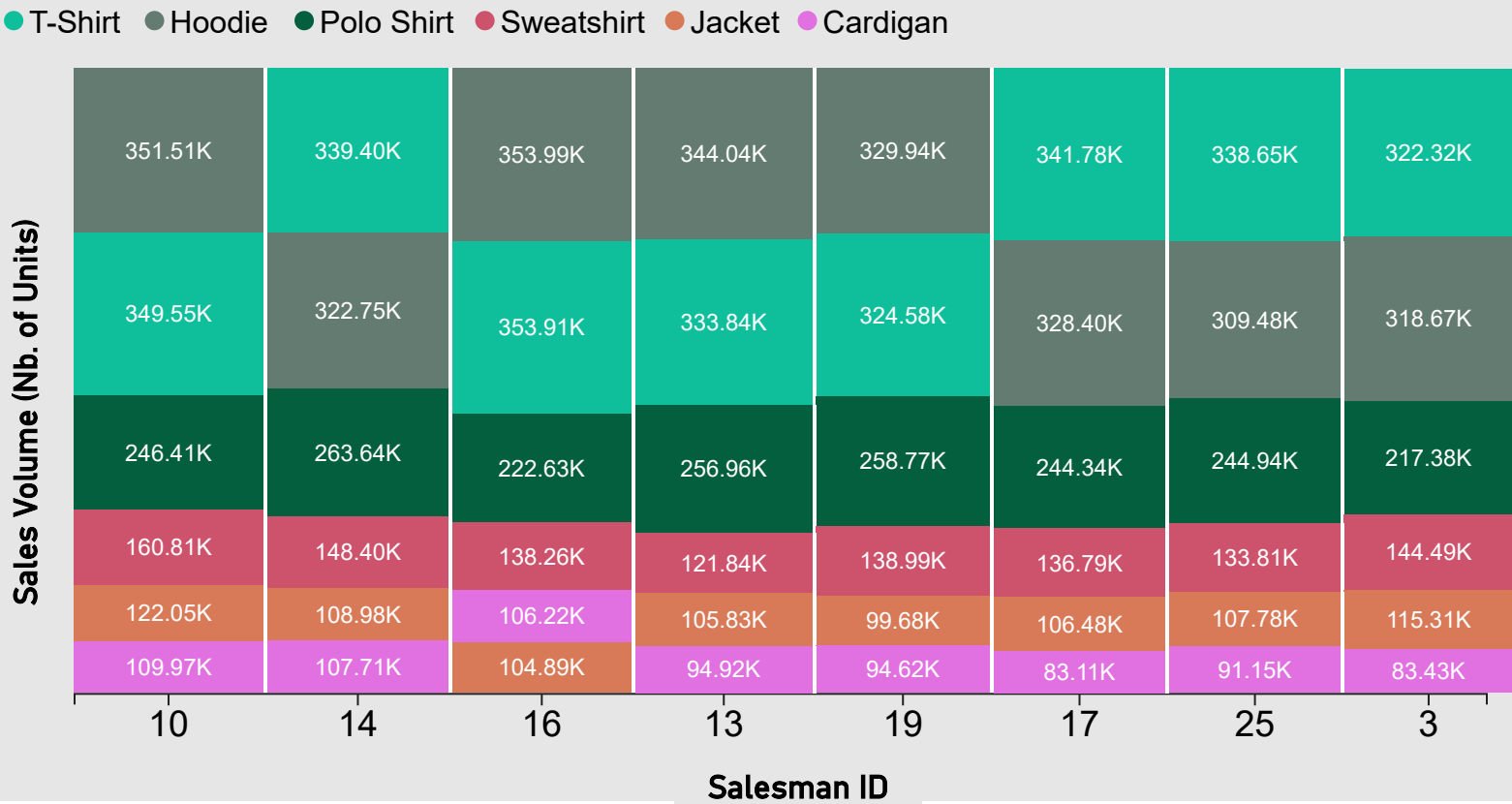
45%

Overall Profit Margin in 2022

Average Profit Margin by Product Category



Sales Volume by Product Category Generated by Low-Performing Salespeople



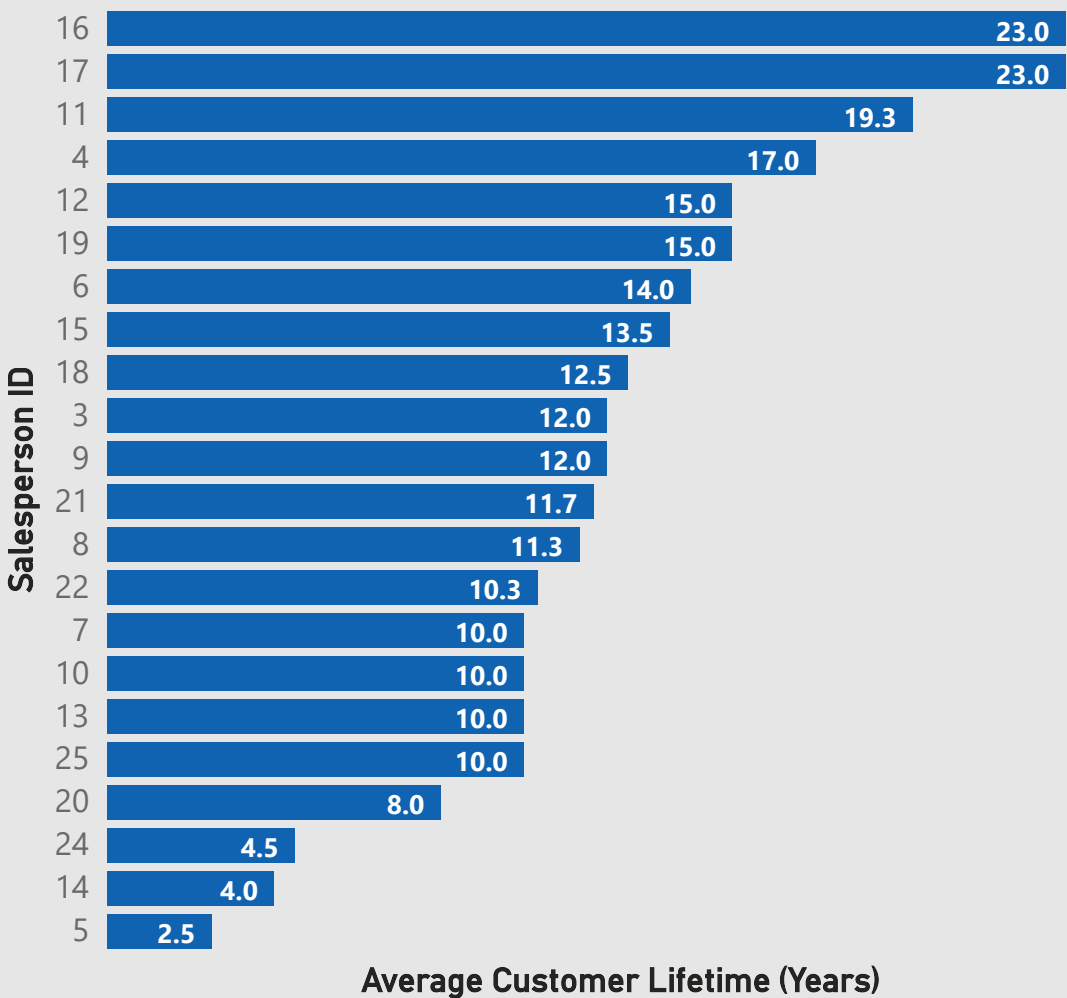
# COMPARISON OF AVERAGE CUSTOMER LIFETIME VALUE BY SALESPERSON ID

(BASED ON THE SALES IN 2022).

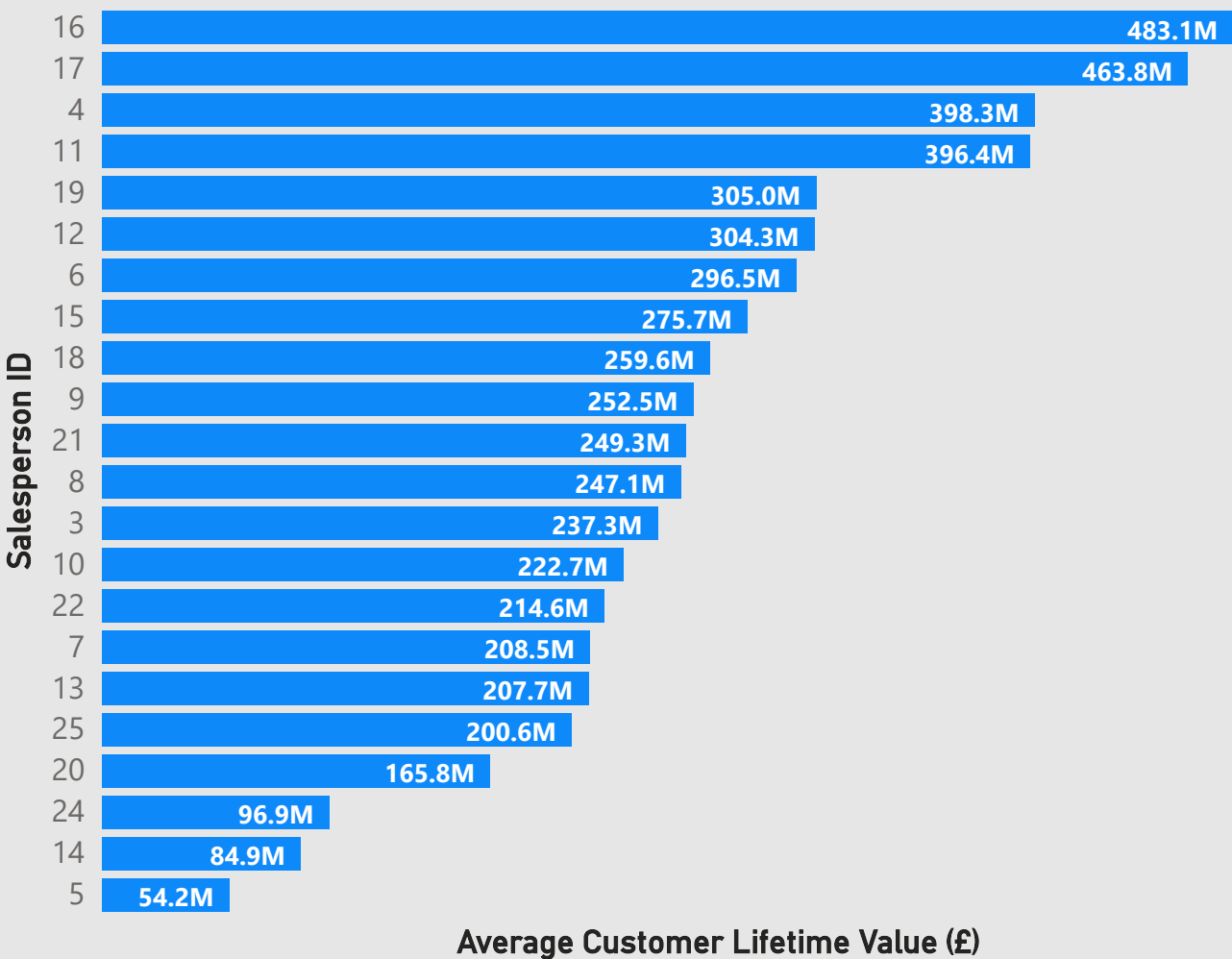


Salespeople with IDs 16 and 17 are expected to generate the highest revenue from existing customers, who have been doing business with them for 23 years, throughout their lifetime.

Average Customer Lifetime by Salesperson ID



Average Customer Lifetime Value by Salesperson ID



# COMPARISON OF SALES FROM NEW 2022 CUSTOMERS BY SALESPERSON ID



Universal  
Exports

Salesperson ID#12 did not generate any sales from their new customer in 2022. Even though the revenue generated by salesman ID #4 from their new customer hit some troughs throughout the year, they not only outperformed colleagues for two-thirds of the year, but also achieved the highest total revenue from new customers. On the other hand, while Salesperson ID# 9 only ranked 2nd, they have proven to be more consistent throughout the year.

## Revenue Generated from New Customers in 2022

Salesman ID	Corresponding New Customer ID	Total Revenue (£)
4	39	21.4M
9	15	20.3M
20	28	19.5M
12	47	0.0M

## Monthly Revenue Generated from New Customers by Salesperson ID

