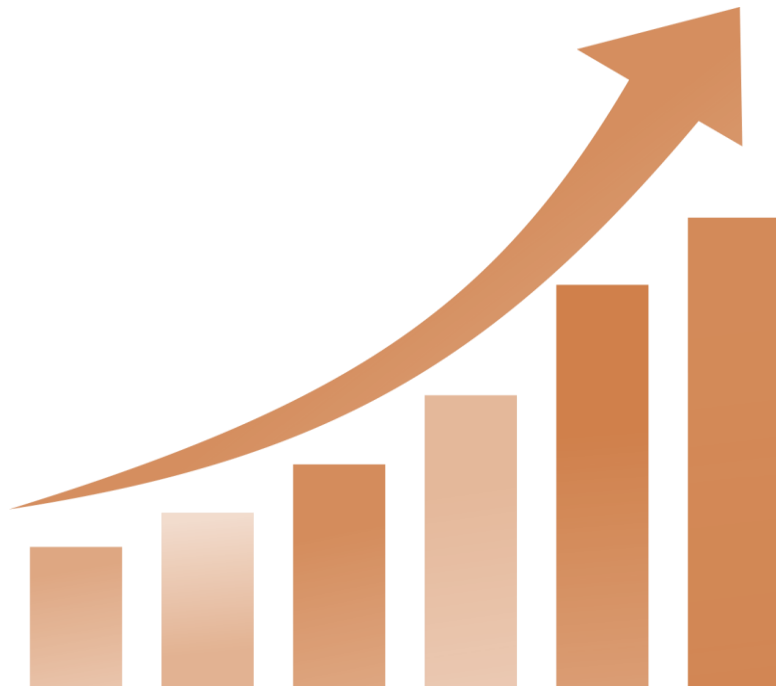# SALES PERFORMANCE ANALYSIS REPORT

JANUARY – DECEMBER 2020

Towards Growth and Expansion

The company did well in terms of the sales volume and the growth rate when compared to the industry averages.

Thus, certain opportunities were identified and we have made strategic proposal for

growth and expansion.

1 Facts

- Objectives
- 2020 Summary
- Lagos State
- Osun State
- Ogun State
- Oyo State
- Ondo State
- Ekiti State

2 Insights

- Branches
- Brands
- Models
- Trends
- Gender
- Age
- Population
- Economic Power

3 Recommendations

- Growth and Expansion
- Ekiti
- Lagos
- Brands
- Models
- Trends
- Team

1

Facts

Objectives:

➢ Analyze the **performance** of the branches across different states.

➢ Identify areas with the highest sales volumes.

➢ Compare sales performance across branches.

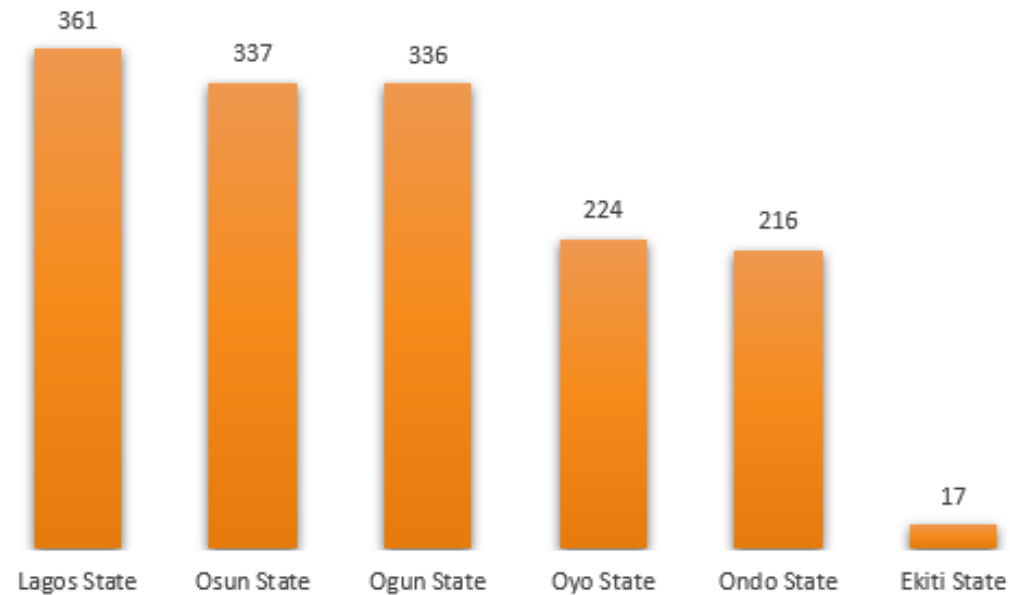➢ Understand regional preference or market trends.

The total number of 🚗 sold across the 6 branches

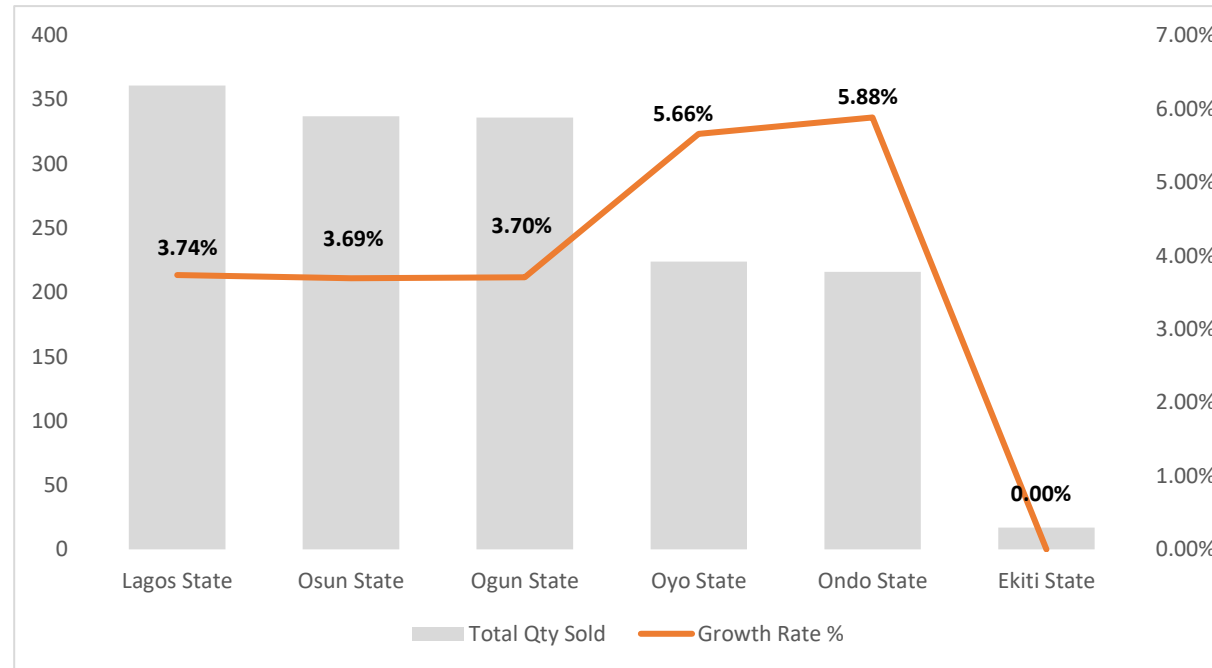between 📅 January 1st – 31st December 2020 was

1,491

and the average monthly growth rate (GR) was

4.27%

In terms of **DEMAND,** the Lagos branch generated the highest sales volume with 361 cars, while Ekiti branch made the lowest sales with 17 cars.

Considering growth as one of the company's objective, Ondo state branch had the highest GR of 5.88% followed by Oyo state branch with a GR of 5.66%.

Branch	• Lagos State
Sales Volume	• 361
Growth Rate	• 3.74%
No. 1 Car	• Ford Fiesta (45%)
Gender	• Female (75%)
Age	• 31-35 years (39%)

Branch	• Osun State
Sales	• 337
Growth Rate	• 3.69%
No. 1 Car	• Toyota Corolla (46%)
Gender	• Female (83%)
Age	• 26-30 years (43%)

Branch	• Ogun State
Sales Volume	• 336
Growth Rate	• 3.70%
No. 1 Car	• Honda Civic (37%)
Gender	• Male (81%)
Age	• 26-30 years (39%)

Branch	• Oyo State
Sales Volume	• 224
Growth Rate	• 5.66%
No. 1 Car	• Hyundai Sonata (56%)
Gender	• Male (65%)
Age	• 26-30 years (36%)

Branch	• Ondo State
Sales Volume	• 216
Growth Rate	• 5.88%
No. 1 Car	• Nissan Rogue (69%)
Gender	• Male (68%)
Age	• 36-40 years (37%)

Branch	• Ekiti State
Sales Volume	• 17
Growth Rate	• 0.00%
No. 1 Car	• Nissan Rogue (69%)
Gender	• Male (88%)
Age	• 31-35 years (65%)

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Insights

Branches ⇩▼	Total Quantity Sold	% Filtered Branch
Lagos State	361	24.2%
Osun State	337	22.6%
Ogun State	336	22.5%
Oyo State	224	15.0%
Ondo State	216	14.5%
Grand Total	**1474**	**98.9%**

Approximately **99%** of the total sales volume came from 5 branches (Lagos, Osun, Ogun, Oyo and Ondo States).
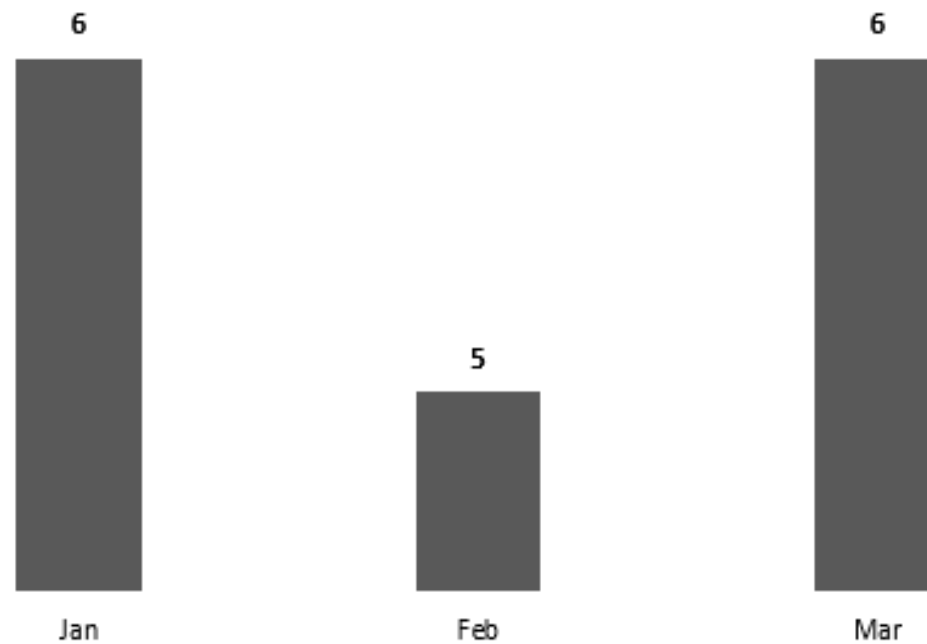
The dataset revealed that **Ekiti State branch** has not been operational since April.
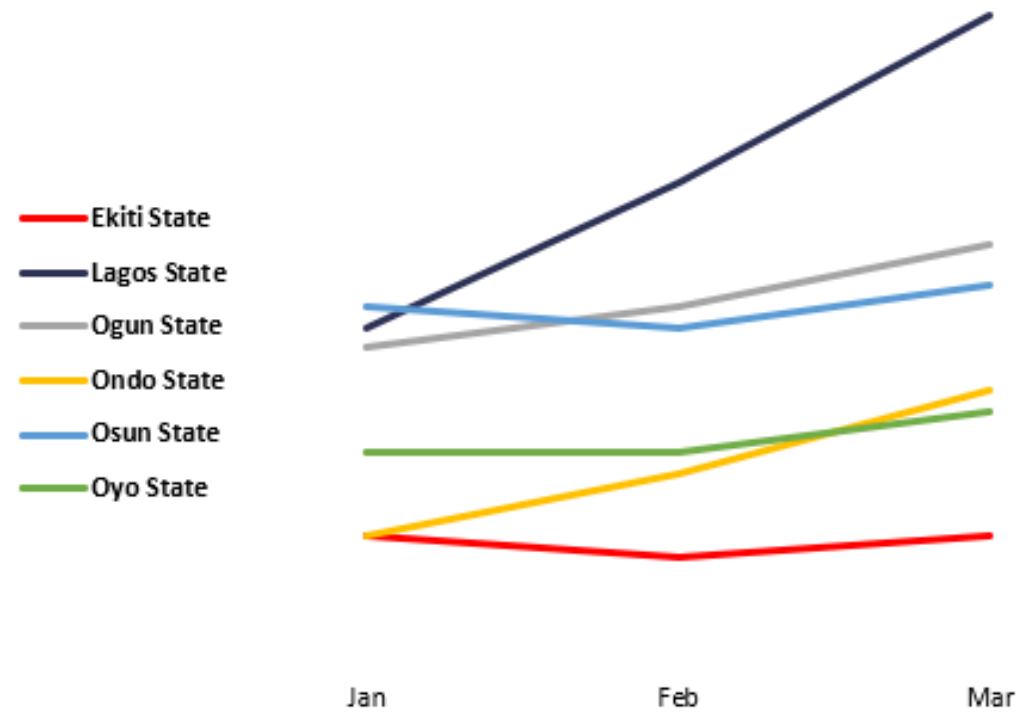
During the 1st quarter when **Ekiti branch** was operational, their performance was low relative to other branches.

Brands	Total Quantity Sold	% Filtered Brand
Ford	368	24.7%
Toyota	362	24.3%
Honda	203	13.6%
Nissan	201	13.5%
Hyundai	198	13.3%
Grand Total	1332	**89.3%**

About 90% (Approx.) of the total sales volume came from 5 major brands (Ford, Toyota, Honda, Nissan and Hyundai).

Top 5 brands

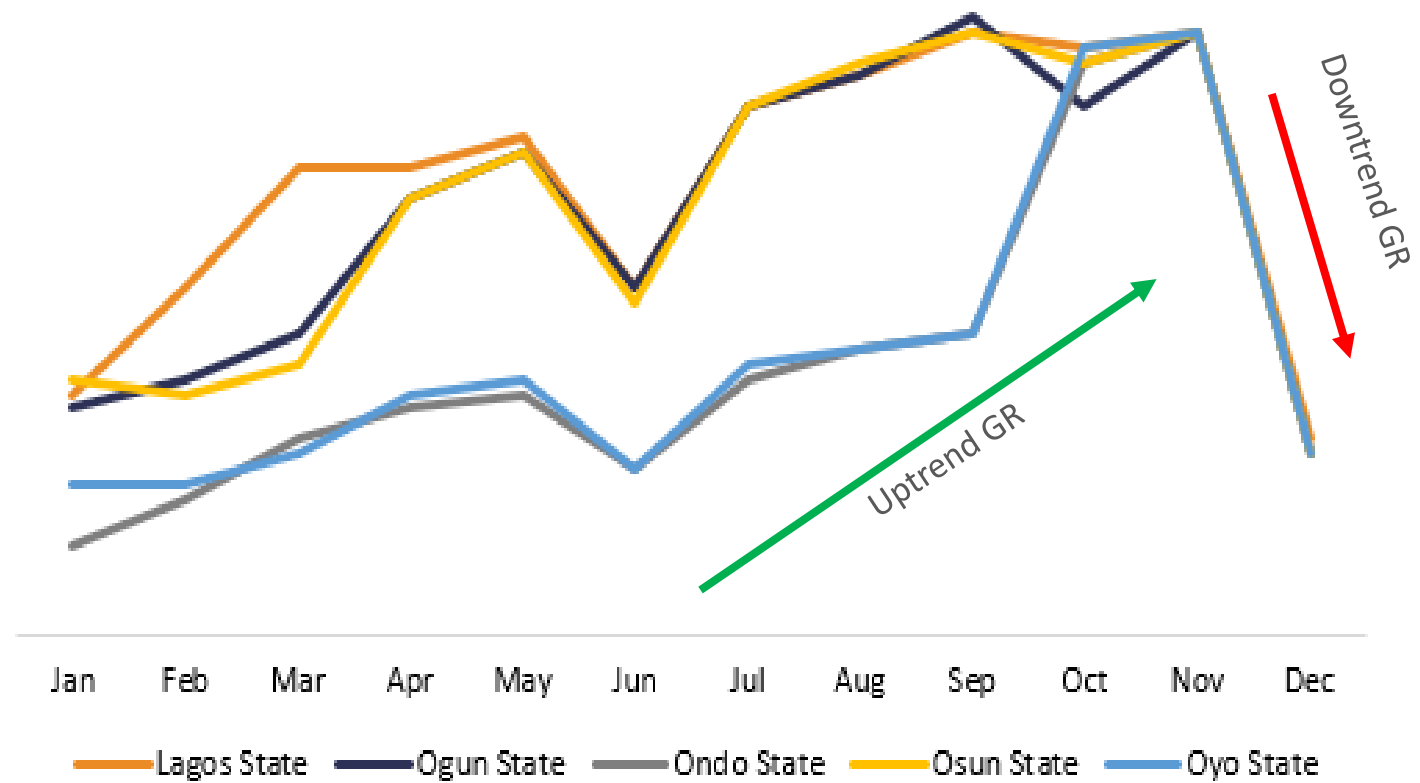(Ford, Corolla, Honda, Nissan, Hyundai)

3 models per branch

Bottom 4 brands

(Chevrolet, Mercedes, Kia, Volkswagen)

1 model per branch

All the top 5 branches experienced the same sales trend in;
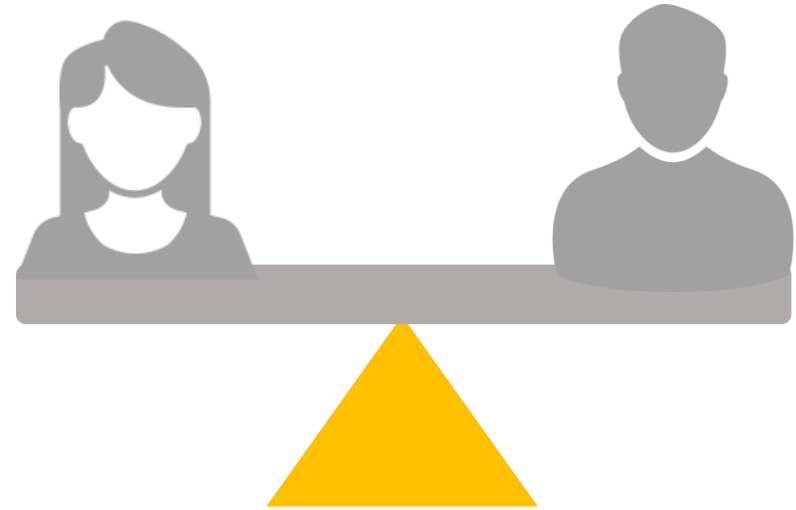June, July, August and December respectively

The **average age** does not have significant effect on the sales volume per branch.

The most active age range across branches is **26-48 years.**

The gender effect on the sales volume is specific **ONLY** to the branches and not to all the branches.

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Recommendation

IMPORTANCE OF THE SOLUTION

➢ **Growth and Expansion:** Decision making should be based on a data-drive approach towards selecting and managing branch locations.

➢ **Resource Allocation:** Better allocation of resources should focus on high potential brands, models and periods.

➢ **Market Insights:** This provides avenues for further insights into geographical preferences and market trends that inform future business decisions and strategies

1. **REVIEWING OF EXISTING BRANCH**
   - Conduct a full performance assessment of all existing branches with consideration to their respective local market conditions.
   - You can consider either relocating or closing underperforming branches.
   - **Close down Ekiti State branch**

2. **BRANCH EXPANSION**
   - The R &D department should conduct a comprehensive market research analysis and ensure that selection of a new branch falls within the favourable demographics and purchasing power.
   - **Open a second (2nd) branch in Lagos State**

3. RESOURCE ALLOCATION

➤ The top five (5) car brands should be in all the branches, all year round and should be showcased at the front of the car stands.

Ford, Toyota, Honda, Nissan, Hyundai

➤ All the branches should have at least 3 models of each of the top 5 car brands.

➤ Each state has their niches for the top performing models, this should be explored.

4. TREND ANALYSIS

➤ Further industry analysis should be done to uncover the reasons behind the steep sales drops in **June** and **December**, and the sharp increase in **July** and **August.**

➤ The R & D, marketing and Sales teams should develop strategies that will ensure consistent increase in sales all year. E.g Advanced CRM and targeted marketing can help track customer interactions and boost growth, leverage the successful strategy from our team members in Ondo state. etc

? LET'S TALK ABOUT DATA

Q & A

Thank you

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