



Sales Performance Report

- Alaa Hassan -

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Increase Performance
strategies

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Introduction

Problem Statement

“

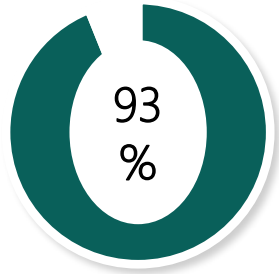
The retail company sells bags, shoes, accessories, and other related products offline in their shop. The company has a record of all the orders in the year 2019, and 2020. The CEO of the company wants to know if the business is going in the right direction or not.

”

Performance Growth Analysis

Performance Increased by

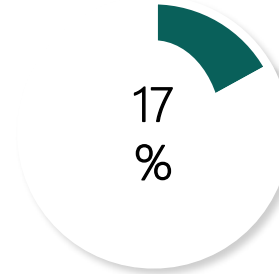
From May to Dec of 2019 and 2020



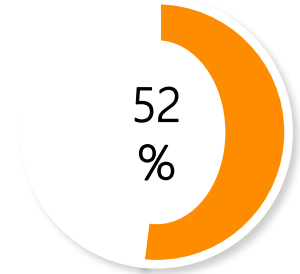
Net Profit
Growth



Order Value
Growth



Customer
Acquisition Rate

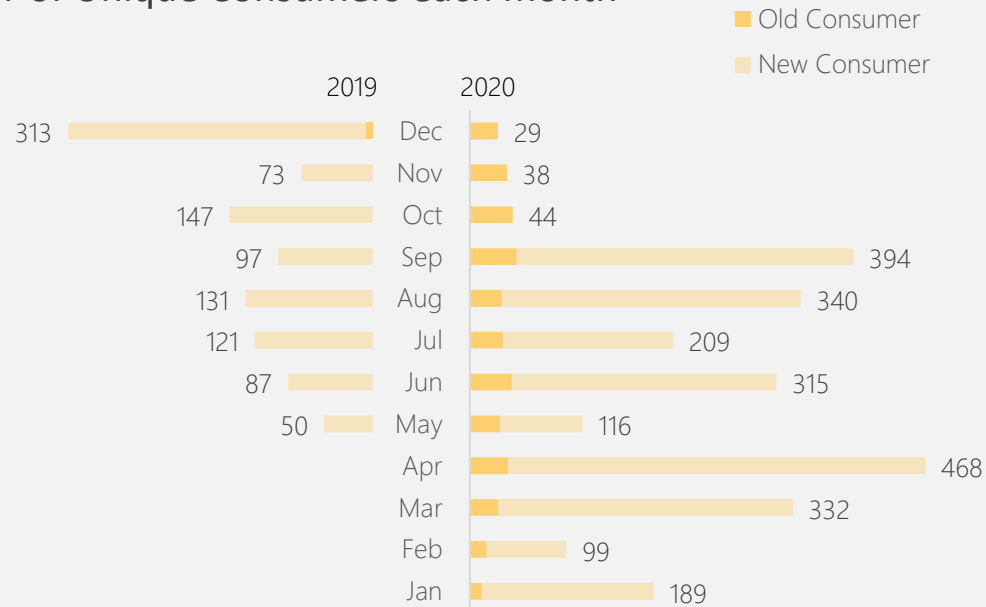


Number of Orders
Growth

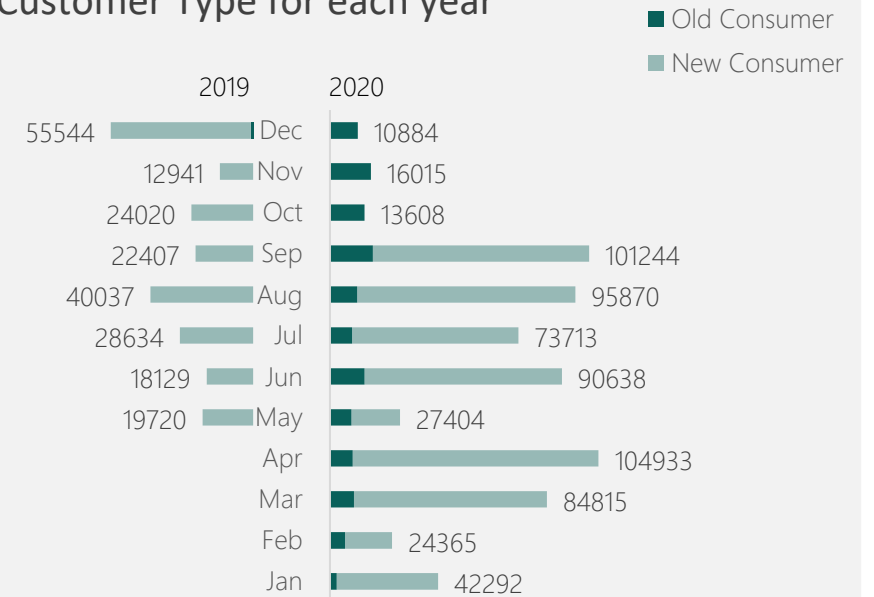
Increase Performance
strategies

More consumers more profit

Number of Unique Consumers each month



Net Profit Per Customer Type for each year



We will answer the following Three Questions:

How to acquire new Consumers?

01

How to retain Consumers?

02

How to increase the loyalty of the Consumers?

03

Based On:



Discounts

Did the discounts make a difference?



Products

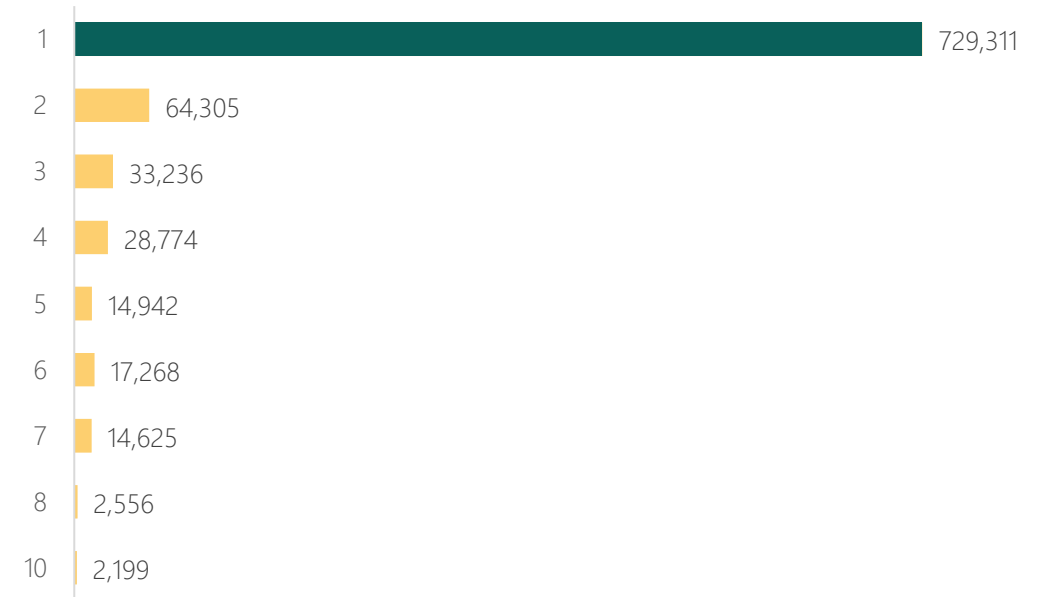
What products attracted them more?

01

How to acquire new Consumers?

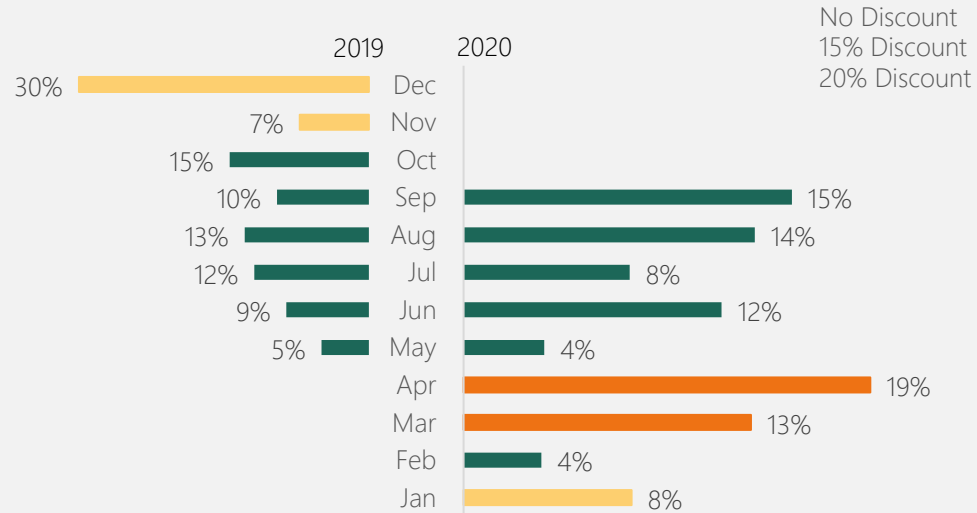
Most of the profits came from
new consumers!!

Number of Unique Consumers Per Total Number of Orders



Discounts

Number of New Consumers each month



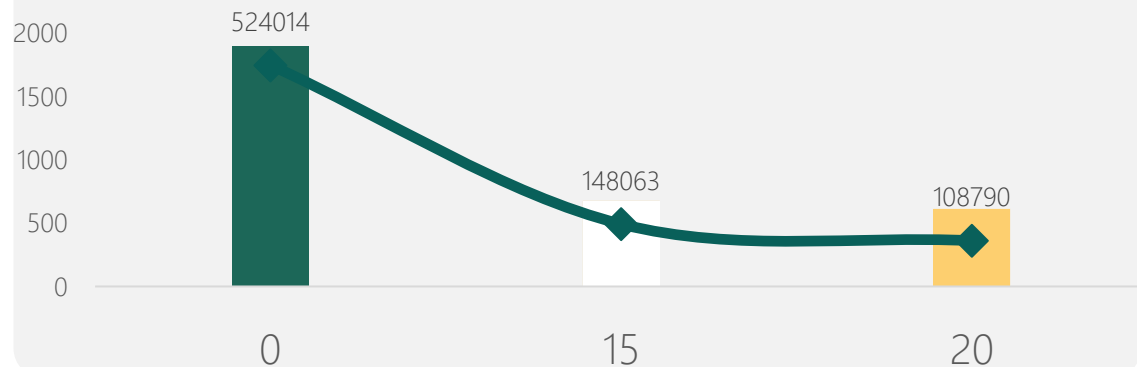
01

Overall, it doesn't seem that discounts are very effective at attracting more new consumers.

02

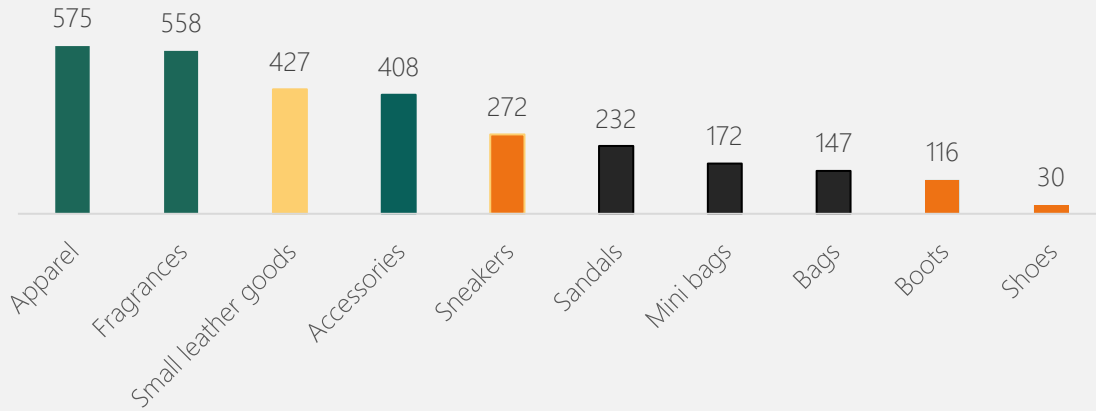
Most of the profit was generated from non-discounted orders.

Total Net Profit Versus Discount Percentage



Products

New Consumer's Order Count Per Product



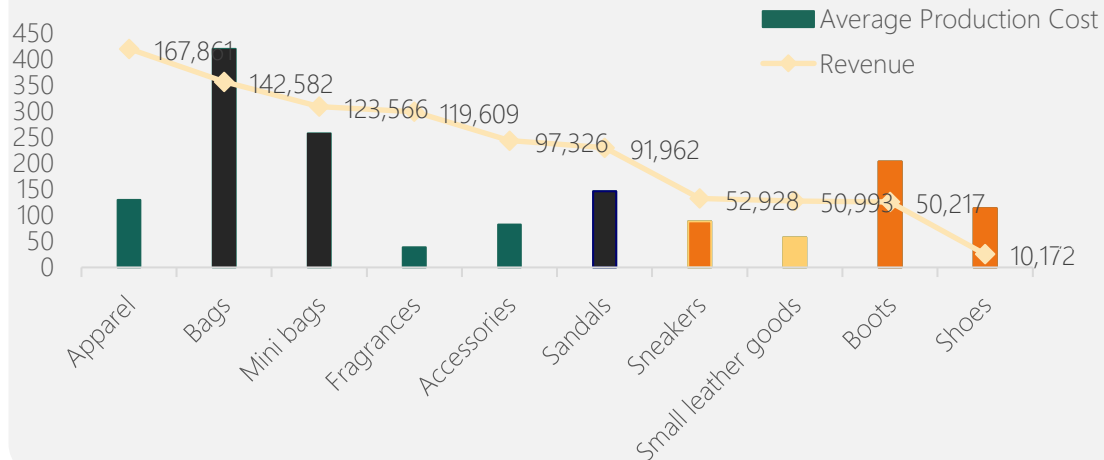
01

Apparel, Fragrances, Small Leather goods, and Accessories were the most popular.

02

Apparel, Bags, Mini Bags, Fragrances, and Sandals were the most profitable.

New Consumer's Net Profit Versus Product Cost



03

Although Small Leather goods were very popular, they weren't very profitable.

04

Although Sandals, Mini Bags, and Bags weren't very popular, they were very profitable.

02

How to retain Consumers?

Problem!!

The customer retention rate is decreasing drastically!!

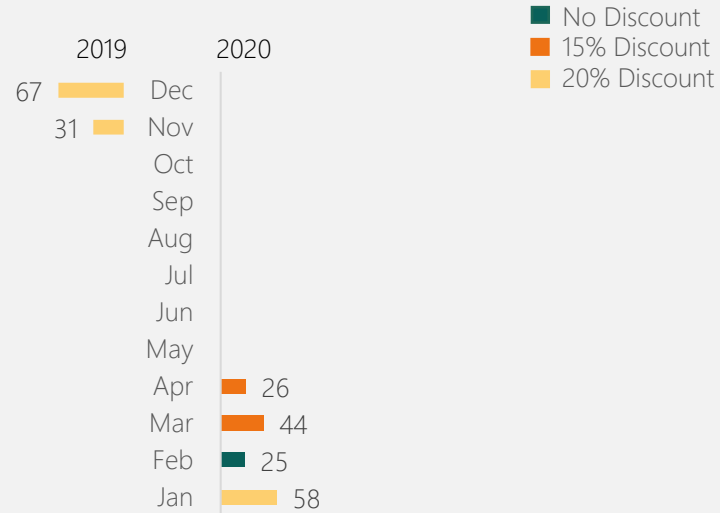
-100 %

Customer Retention Rate

From Nov to Dec of 2019 and 2020: -6.85

Discounts

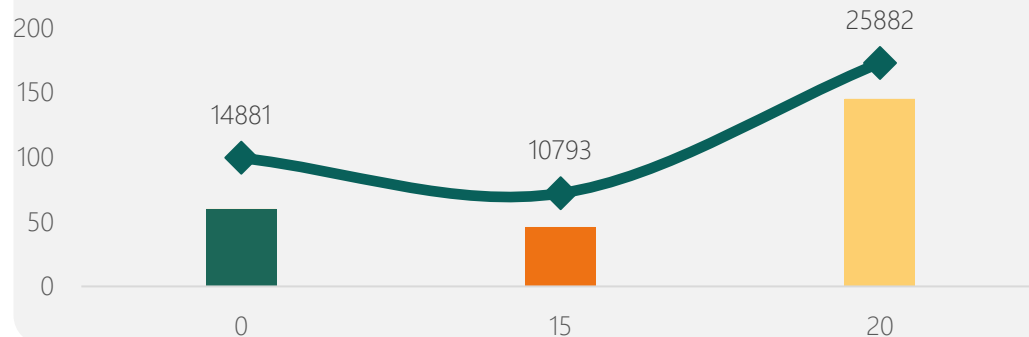
Number of Consumers Retained each month



01

Most of the retained consumers came from the months that had discounts.

Total Net Profit Versus Discount Percentage

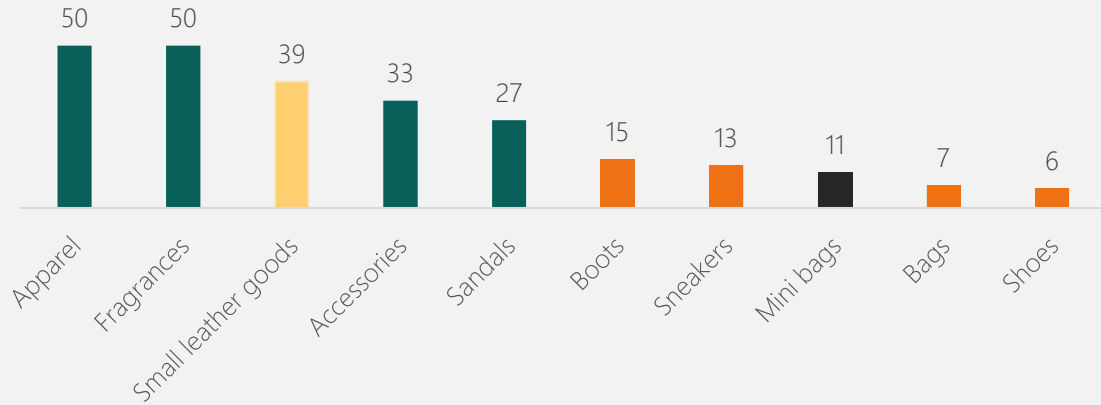


02

Most of the profit was generated from retained consumers who placed discounted orders.

Products

Retained Consumer's Order Count Per Category



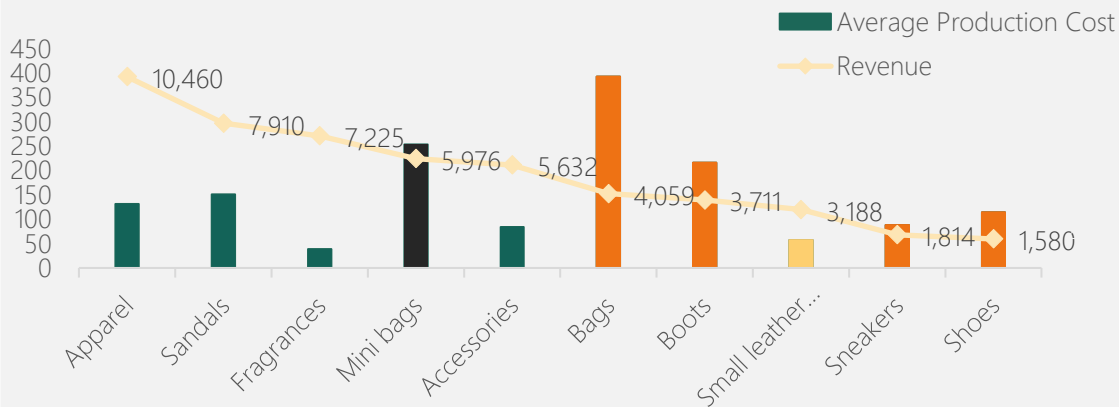
01

Apparel, Fragrances, Small Leather goods, Accessories, and Sandals were the most popular.

02

Apparel, Sandals, Fragrances, Mini Bags, and Accessories were the most profitable.

Retained Consumer's Net Profit Versus Product Cost



03

Although small leather goods were very popular, they weren't very profitable.

04

Although Mini bags weren't very popular, they were very profitable

03

How to increase the loyalty of the Consumers?

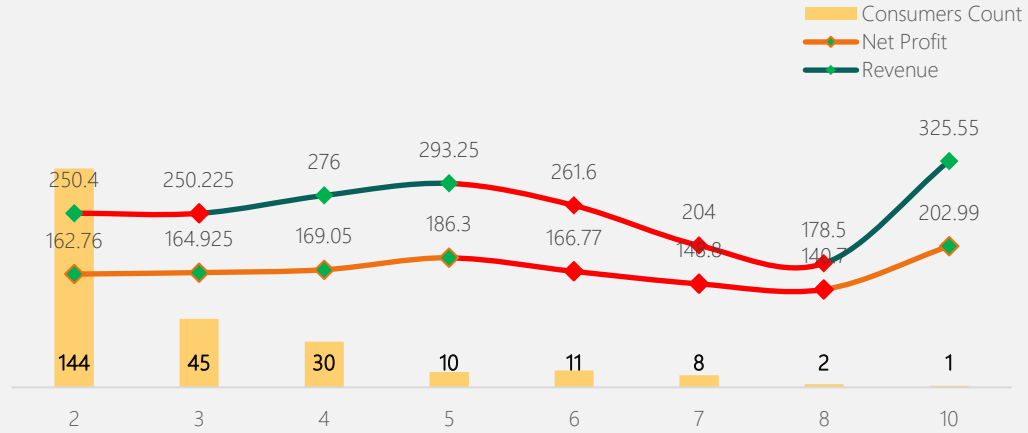
How to keep consumers loyal?

Number of Unique Consumers Per Total Number of Orders



Discounts

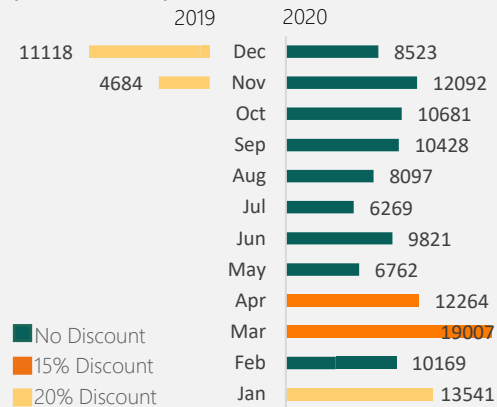
Average Discounted Order Value Per Total Orders Number



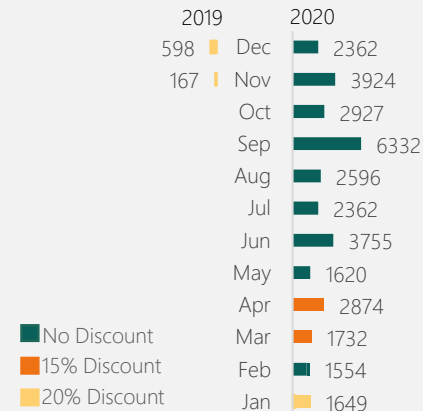
01

Discounted Order Value tends to increase with the total number of orders from 2 to 5 total orders

Net Profit for Consumers (2 to 5,10)



Net Profit for Consumers (6,7,8)



02

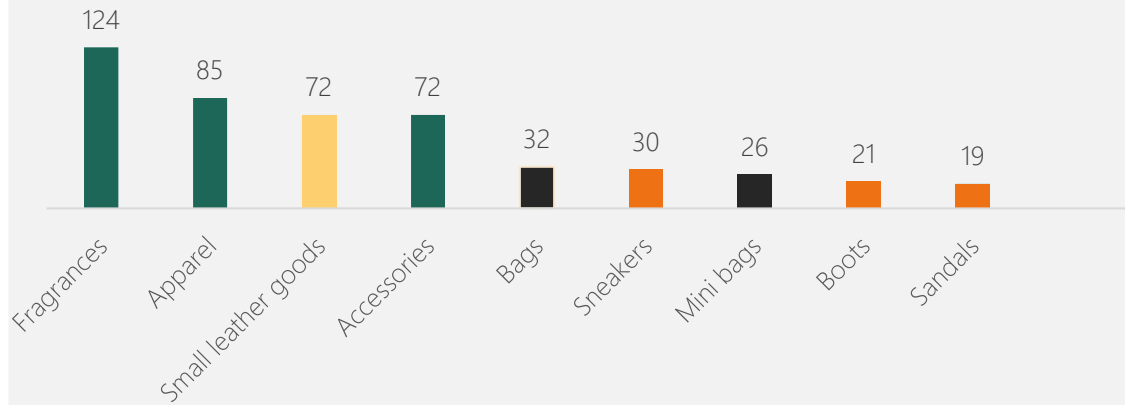
Consumers with a total number of orders starting from 2 to 5 and 10 tend to place more orders in the months containing the discounts.

03

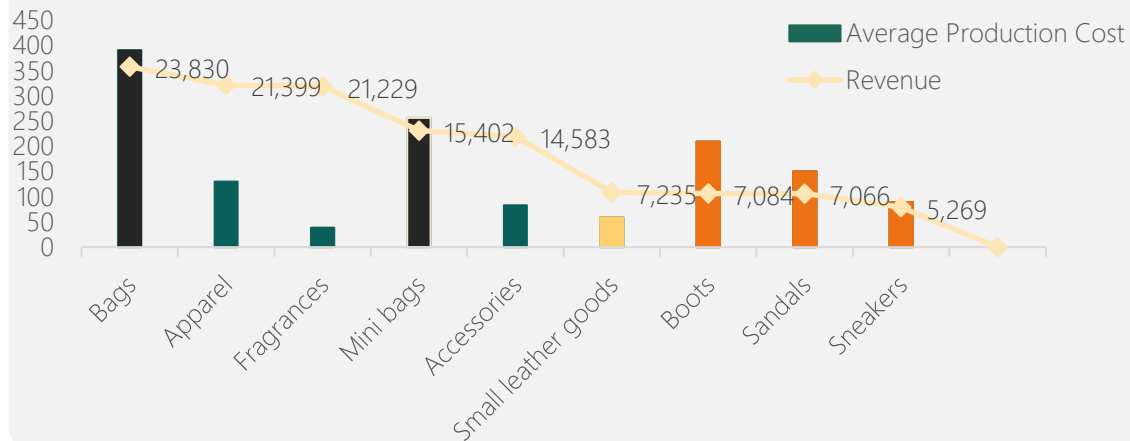
Consumers with a total number of orders equal to 6,7,8 tend to place more orders in the last 7 months (no discounts) compared to months that contained discounts.

Products

Old Consumer's Order Count Per Product



Old Consumer's Net Profit Versus Product Cost



01

Fragrances, Apparel, Small Leather goods, and Accessories were the most popular.

02

Bags, Apparel, Fragrances, Mini Bags, and Accessories were the most profitable.

03

Although small leather goods were very popular, they weren't very profitable.

04

Although Bags, and Mini bags weren't very popular, they were very profitable

05

No Old Consumer has ever bought shoes.

Conclusion

Conclusion

Discounts

Offering discounts regularly can be an effective way to increase both consumer retention and loyalty. However, It is crucial to offer discounts in a way that is both profitable for the business and does not negatively impact the brand image.

Improving products like Shoes, Sneakers, and Shoes. Especially Shoes which no old consumer ever bought!
Improve design and quality. Consider offering deals and discounts.

Unpopular and unprofitable Products



Popular Products

Fragrances, Apparel, Small Leather goods, and Accessories were the most popular.
Identify common factors and apply them to unpopular products.

Apparel, Fragrances, and Accessories were **very** popular, **very** profitable, **low** production costs. Bags, Mini Bags, and Sandals were **unpopular**, **very** profitable, **high** production costs.
Increase product price/ lower production cost with affecting quality.

Profitable Products

Problem !!

Net Profit has decreased drastically in the last three months

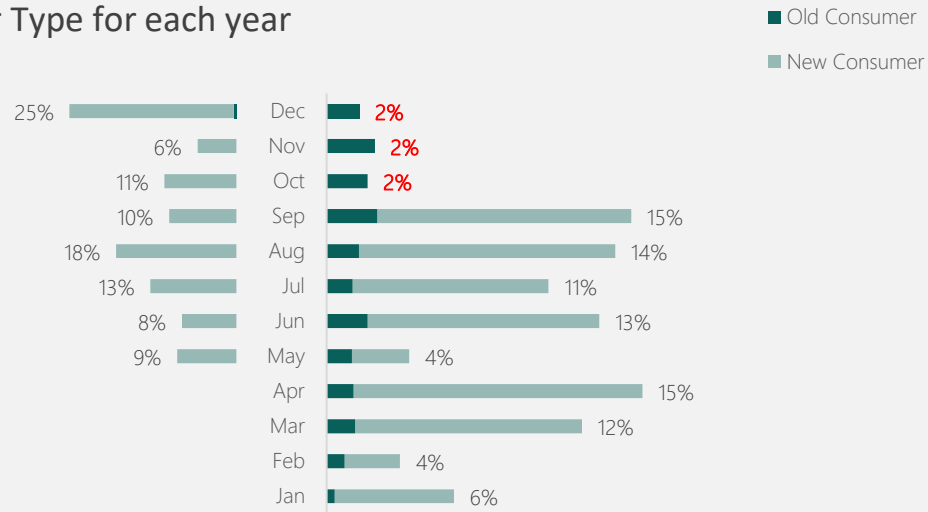
Net Profit has decreased in the last three months!!

01 No New Consumers!!

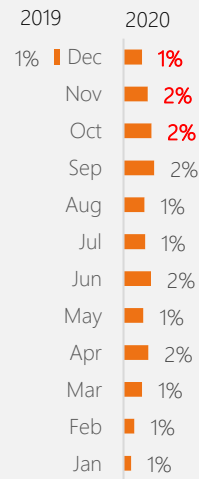
02 The number of Old Consumers didn't change.

03 Number of Orders From Old Consumer didn't change.

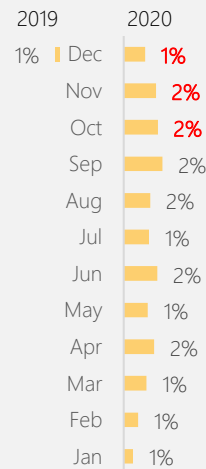
Net Profit Per Customer Type for each year



Number of Old Unique Consumers



Old Consumer's Order Count



Why there were no new Consumers?

What is the difference between Sep and October 2020?



Discounts

The two months didn't have discounts.

(no difference)

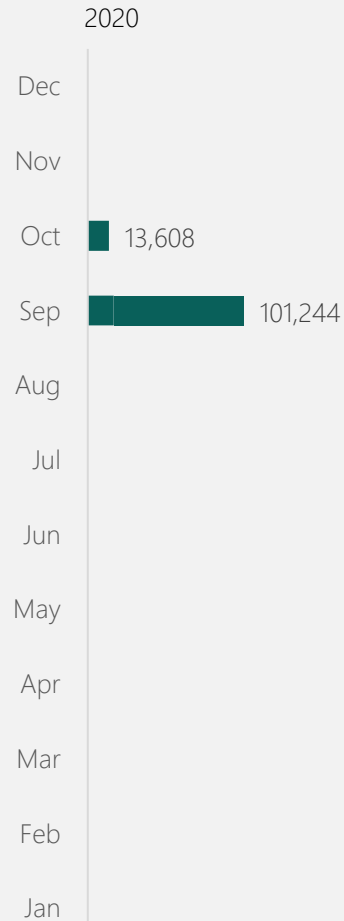


Products

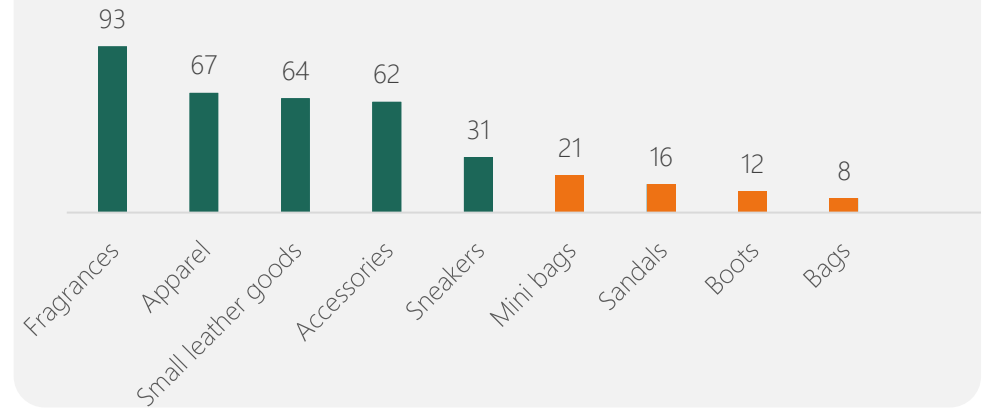
Almost no change in the popular products.

(no difference)

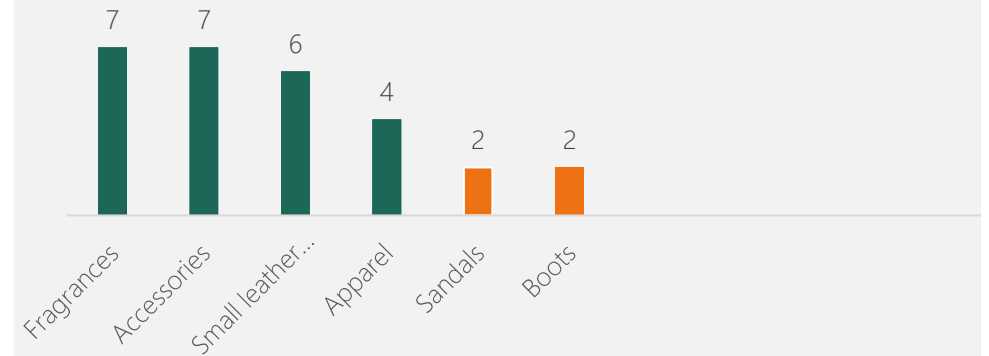
Net Profit for Sep and Oct



Order Count Per Product (Sep)



Order Count Per Product (Oct)



**Then What
To Do ?!**

Search for other Reasons



Increased competition



Changing consumer preferences



Lack of Visibility



Poor customer service



Location issues



Quality problems with products



THANK YOU