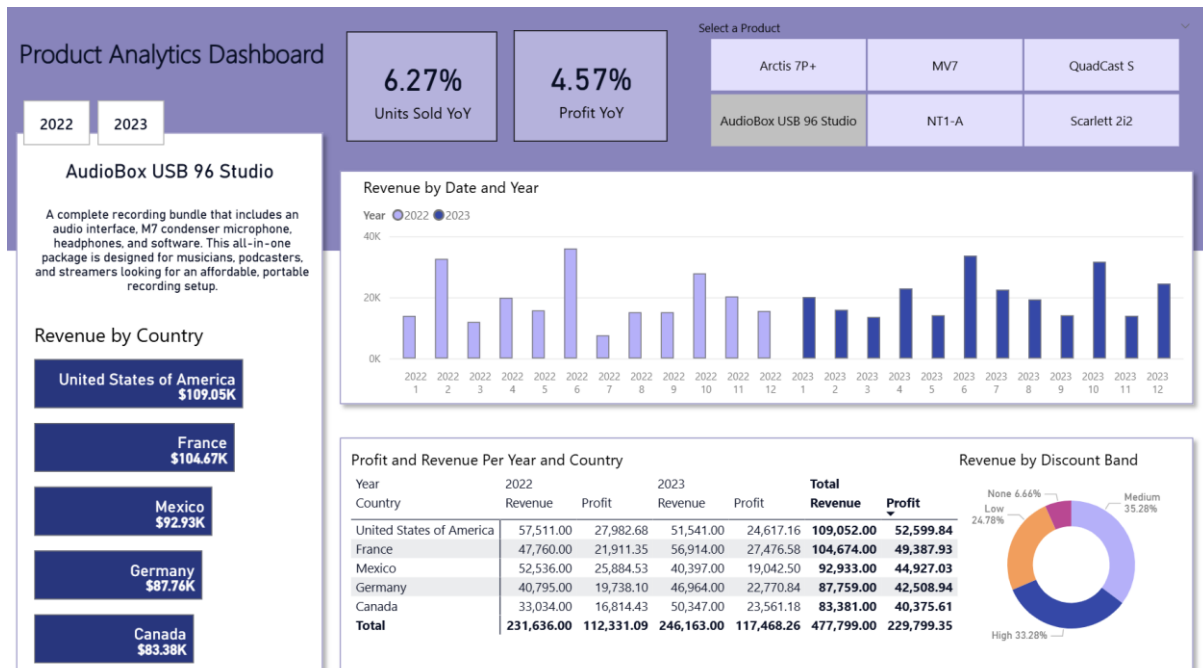


# Product Analysis Sound Project – Report / Almog Miron

This report summarizes insights from the **Product Analytics Dashboard** created using **SQL** and **Power BI**. The goal of this analysis is to identify **performance trends** across revenue, profit, sales, and discount strategies, to support **strategic decision-making**.

The report highlights revenue performance across countries, compares year-over-year (YoY) growth, and examines how discounts affect profitability. Screenshot of the project:



## Revenue by Country

- **Top-Performing Regions:** Canada and the USA consistently generate the highest revenue. For each product, one of these two regions leads in both revenue and profit.
- **Underperforming Regions:** Germany has the lowest revenue, more than 50k below Canada (the top performer).

### Recommendation:

Reinforce high-performing regions with tailored marketing strategies while exploring targeted initiatives to improve performance in underperforming markets.

## Revenue by Date and Year

- **Trend Observation:** Revenue shows recurring seasonal patterns, with peaks in June and October, likely tied to promotions or holiday sales.
- **Comparative Insights:** Overall revenue grew year over year. However, certain anomalies exist: February 2022 showed unusually high revenue not repeated in February 2023, while December 2022 was relatively weak compared to a much stronger December 2023.

### Recommendation:

Plan campaigns and allocate stock around recurring peak months. Investigate the causes of anomalies, such as the spike in February 2022 and the weak December 2022, to determine whether they were due to market conditions, promotions, or reporting inconsistencies.

## Profit and Unit Sales (YoY Change)

- Growth Areas: Most products and regions show positive YoY growth in both unit sales and profit. The MV7 is the most profitable product overall.
- Declines: QuadCast is the only product showing a decline in both unit sales and profit, though the decrease is modest (about 0.5% in profit and 2.5% in units sold). The decline appears to be linked to discounting, where medium-to-high discounts led to significant reductions in both profit and sales volume.

### *Recommendation:*

Reassess QuadCast's pricing and discounting strategy to stabilize sales and protect margins.

## Revenue Breakdown by Discount Band

- High Discount Bands: Discounts increase sales volume but substantially reduce margins, particularly for products like QuadCast.
- Low/No Discount Bands: Across the portfolio, no discount or medium discount levels are the most profitable. High and very low discounts tend to increase purchases but reduce overall profitability.

### *Recommendation:*

Optimize discounting by limiting deep discounts where demand remains strong. Apply discounts more selectively in price-sensitive segments to preserve profitability.

## Detailed Table View

The tabular breakdown provides country- and year-level insights into revenue and profit. This view enables management to compare regional performance and monitor profitability alongside growth trends.

## Conclusion

The dashboard and analysis present a comprehensive view of product performance across countries, years, and discount categories.

### Key takeaways:

- Revenue growth is concentrated in a few countries and specific seasonal periods.
- Discount strategies need to be tailored to product type and sensitivity to price.
- YoY trends demonstrate the importance of balancing sales volume growth with profit margin protection.

### *Final Recommendation:*

Leverage these insights to guide strategic pricing, regional prioritization, and campaign timing, ensuring sustainable revenue growth while maintaining profitability.