

SALES PERFORMANCE EVALUATION AND MANAGERIAL IMPACT ANALYSIS ACROSS U.S. CITIES

Using EXCEL

BY

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INTRODUCTION

- In today's competitive retail environment, understanding what drives sales performance across different cities, products, and time periods is crucial
- This project analyzes regional sales data to understand how different products, customer demand, and sales management influence total revenue across cities in the U.S. It combines transactional data on sales with management control for purposes of examining trends, top-performing areas, and sales strategies. The objective is to evaluate sales management, assess sales trends, present data-based insights for the purpose of improving the efficiency of sales, product targeting, and decision-making

DATA COLLECTION PROCESS

- The data was collected from two internal sources:
- **Dataset 1:** Transactional sales data including Order ID, Product, Quantity, Unit Price, Customer, Location, and Date of Sale.
- **Dataset 2:** Mapping of Cities to Sales Managers for regional performance analysis.
- Time-based fields such as Week, Month and Year of Sale were generated for trend analysis.

OBJECTIVES

1. **ANALYZE Product Demand and Profitability:**

- Analyze which products generate the highest sales volume and revenue. done
- Track product performance over time.

2. **Sales Manager Impact Analysis:**

- Link cities to sales managers and compare performance under different managers.
- Identify managerial styles or strategies correlating with high sales.

3. **Weekly Sales Trend Analysis**

- Analyze how sales fluctuate **week by week**.

4. **Sales Seasonality Detection**

- Identify **seasonal patterns**:
- When do sales spike (e.g., holidays)
- (Helps with **inventory planning and marketing timing**.)

DATA CLEANING AND TRANSFORMATION PROCESS

- Check for and handle missing values, duplicates, or invalid data.
- Standardize column formats (e.g., dates, numbers).
- Format the unit price and total sales column into currency (\$) with 2 decimal places
- Extracted Week of Sale and Year of Sale from transaction dates.
- Merged Dataset 1 and 2 using the City field to associate sales with managers.
- Standardized date formats and corrected inconsistent product labels.

DATA MODELLING PROCESS

- Built calculated fields (e.g., Total Sales = Quantity × Unit Price)
- Using a lookup function referencing the data in DATASET 2, created a column named "Sales Manager"
- Created **Pivot Tables** to model:
 - Total Sales by City, Product, and Managers
 - Weekly contribution to annual sales
 - Manager-wise performance
 - Product demands and products performance
 - Analyze how sales fluctuate
 - Identify best selling periods
 - Highest buying Customer

DATA ANALYSIS

- Identified top-performing products and cities.
- Tracked weekly, monthly and yearly sales patterns.
- Measured **customer frequency**, identifying repeat vs. one-time buyers.
- Compared sales performance across different managers and cities.
- Identify top performing managers at the end of the year

TOTAL SALES
2024
\$4,689,065.06

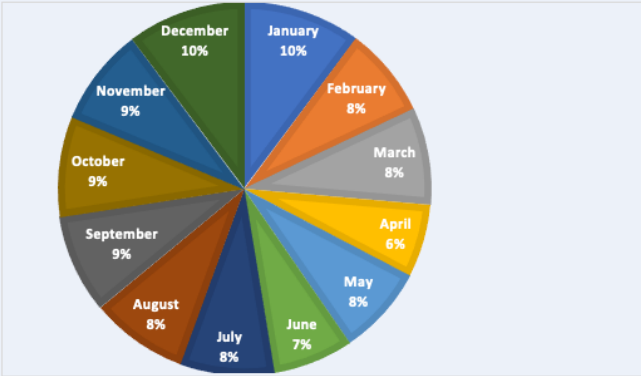
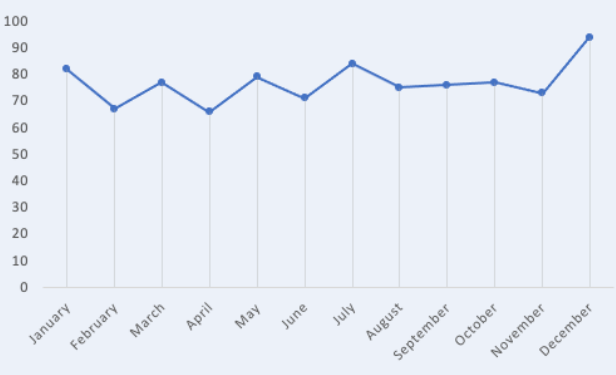
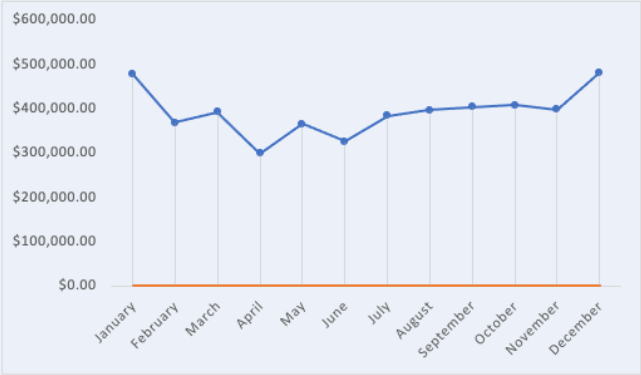
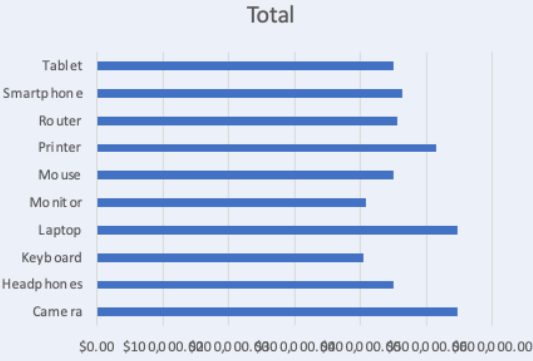
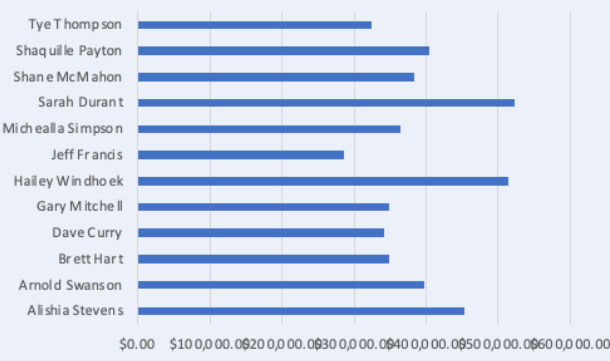
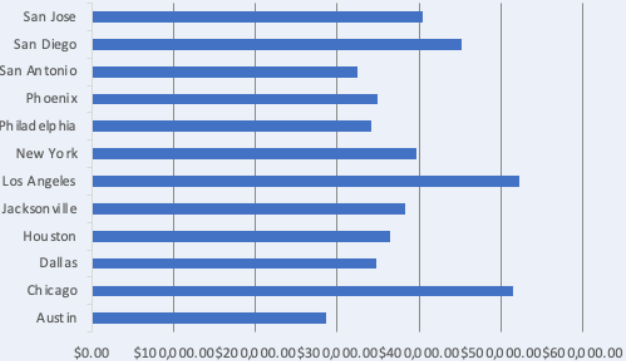
BEST PERFORMING
MANGER
Sarah Durant
\$522,262.62

BEST PERFORMING CITY
Los Angeles
\$522,262.62

HIGHEST GROSING
PRODUCT
Camera
\$547,475.19

BEST SELLING PRODUCT
Laptop
104

HIGHEST SPENDING
CUSTOMER
Emily Davis
\$110,841.51



KEY INSIGHTS

- CERTAIN WEEKS (E.G., WEEK 1-5, 37-39, 49-51) SHOW CONSISTENT SALES SPIKES.
- SALES ARE PRETTY HIGH DURING THE HOLIDAYS (BEGINNING OF THE YEAR, END OF THE YEAR AND SUMMER HOLIDAYS)
- LAPTOP, CAMERA AND PRINTER ACCOUNT FOR OVER 30% OF ANNUAL REVENUE.
- AUSTIN COULDN'T OUTPERFORM LOS ANGELES DESPITE HAVING HIGHEST NUMBER OF CUSTOMERS.
- SARAH DURANT CONSISTENTLY DELIVERS HIGHER SALES.
- REPEAT CUSTOMERS TEND TO BUY WITHIN 4-WEEK INTERVALS.



RECOMMENDATIONS

- TARGET HIGH-PERFORMING WEEKS FOR MAJOR PROMOTIONS AND LAUNCHES.
- INVEST IN BEST-SELLING PRODUCTS' INVENTORY DURING HIGH-DEMAND PERIODS.
- ALSO TARGET HOLIDAY PERIODS (WHICH SEEM TO BE THE HIGHEST SELLING PERIODS) WITH PROMOTIONAL OFFERS
- REWARD TOP-PERFORMING SALES MANAGERS IN ORDER TO INFLUENCE OTHER MANAGERS TO DO BETTER
- REPLICATE STRATEGIES USED BY TOP-PERFORMING SALES MANAGERS.
- REALIGN SALES STRATEGIES IN UNDERPERFORMING CITIES—REVIEW LOCAL MARKET CONDITIONS
- ENCOURAGE LOYALTY PROGRAMS BY GIVING OUT GIFTS TO BEST CUSTOMERS TO INCREASE REPEAT CUSTOMER BEHAVIOR.

