

# STORE 'S SALES ANALYSIS AND INSIGHTS

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# AGENDA

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1. Overview
2. Data Modeling
3. Key Area
4. Question / Insights
5. Recommendation
6. Dashboard

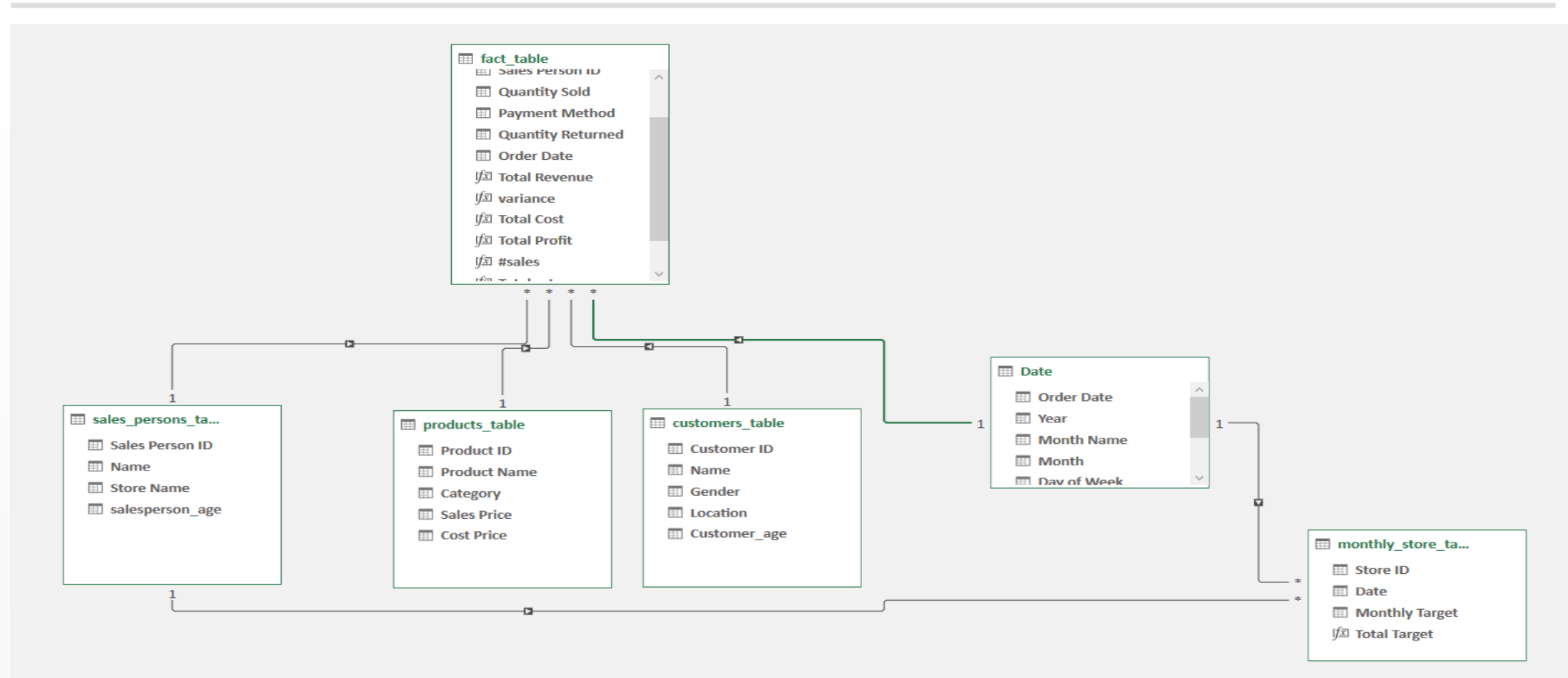
# OVERVIEW

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- Stores faces decrease in sales.
- Analysis made to find failure spots.
- The main scope are branches ,sales teams, products , parts of the year and sales trend per day.
- The analysis is based on different stores 's data , sales staff in different stores,Target sales for every store and products 's data.
- Tools used: Power Query for data cleansing, power pivot for data modeling and dashboard creation.
- The key metrics analyzed include Total Revenue, Profit Percentage, Number of sales ,Total Target,Variance between Revenue and Target.



# DATA MODELING





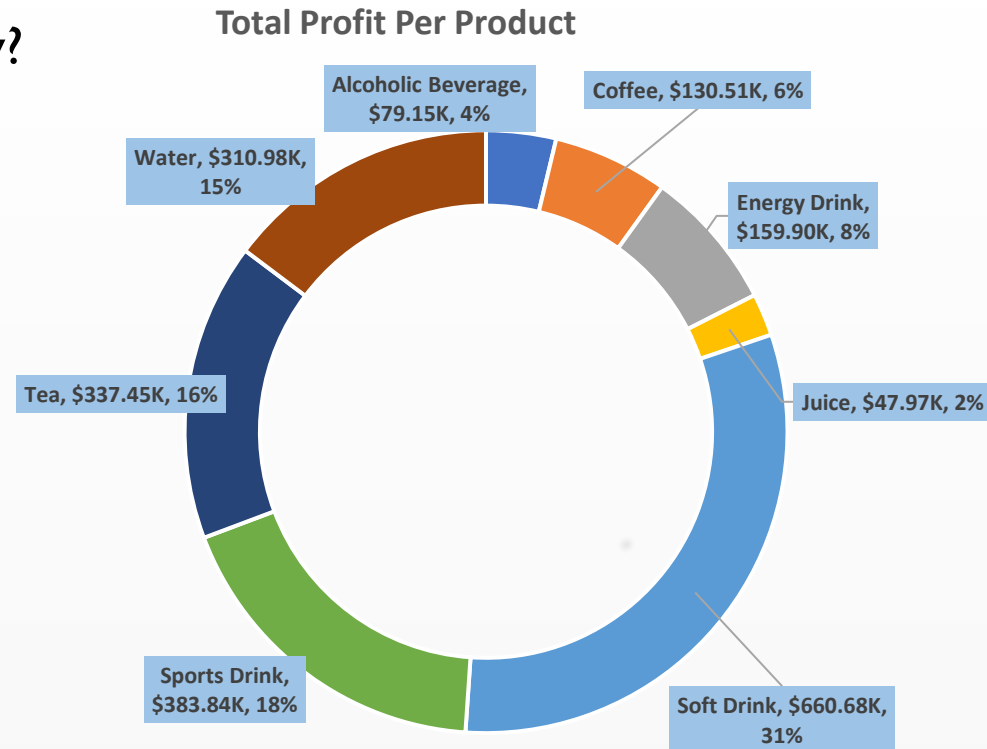
# KEY AREA

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# QUESTIONS / INSIGHTS

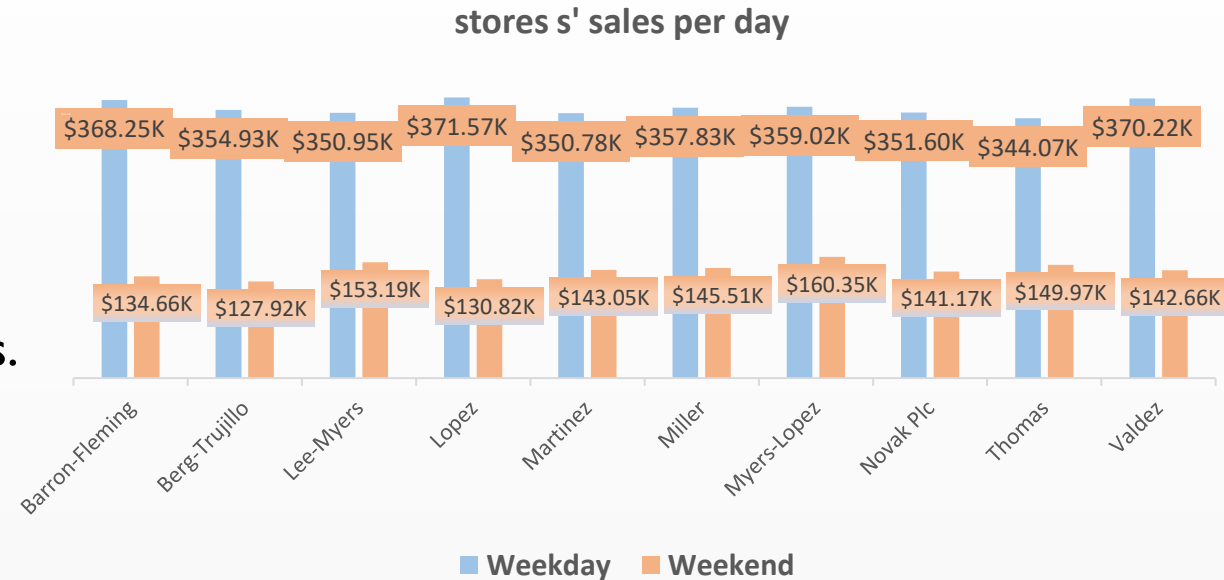
- How do sales vary by product category?
- Insights:
  1. Soft drinks has the best effect.
  2. Juice has the minimum sales.



# QUESTIONS / INSIGHTS

- Which stores are performing the best and worst?
- Insights:
- Lopes store is the best seller in weekdays.
- Myers-Lopes is the best seller in weekends.
- Berg-Trujillo is the worst seller in weekends.
- Thomas is worst seller in weekdays but it

Achieve the target.



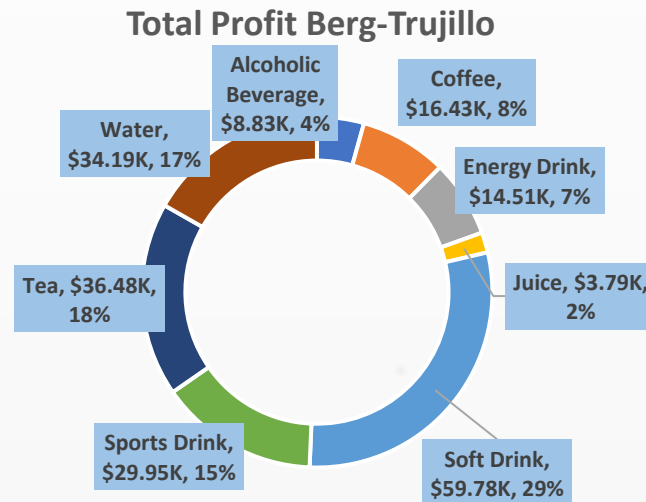
# QUESTIONS / INSIGHTS

- As long as Berg-Trujillo is the worst in weekends does is achieve the target?

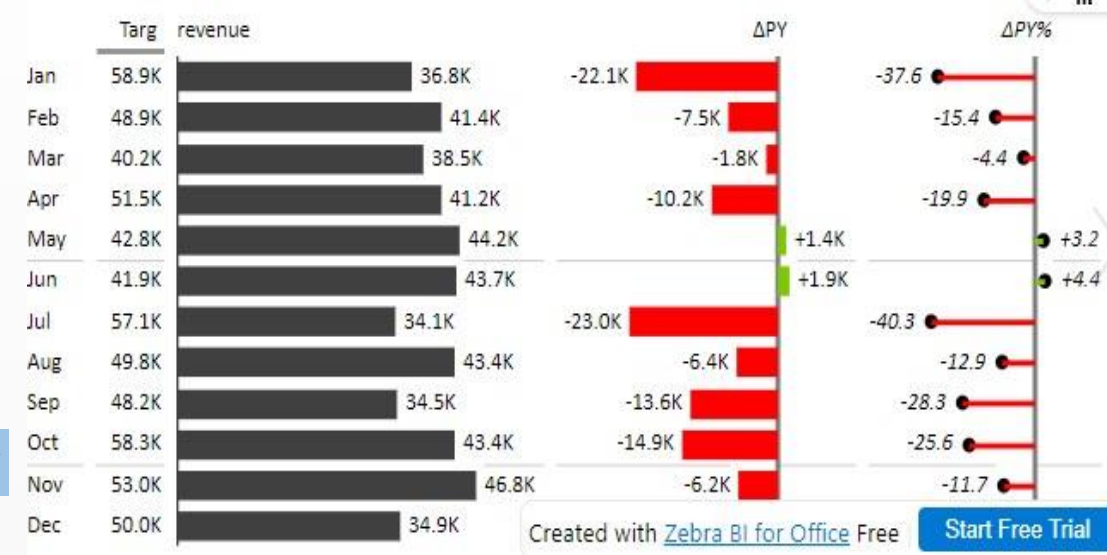
- Insights:

- There is an issue with Berg-Trujillo

Especially with juice



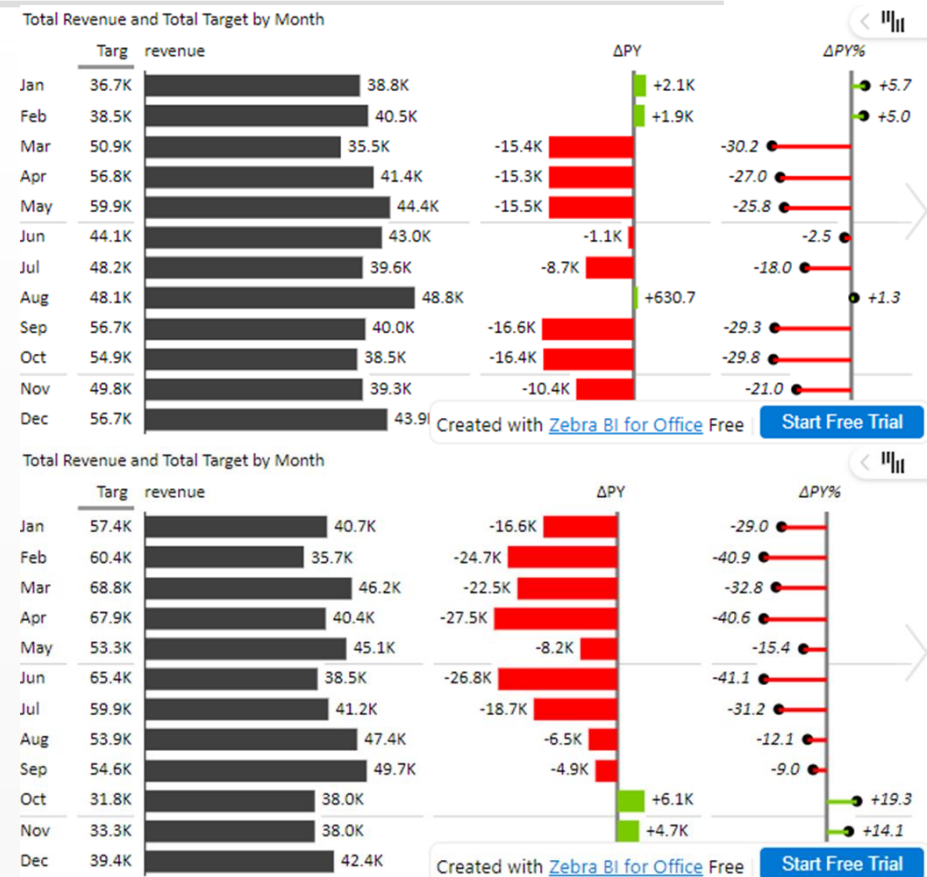
Total Revenue and Total Target by Month





# QUESTIONS AND INSIGHTS

- Which else does not achieve the target?
- Novak Plc is the worst store with 30% under target.
- Miller is the second worst store with 22.09% under target.
- Berg-Trujillo is the third worst store with 19.59% under target.
- Martinez is the fourth worst store with 17.87% under the target.
- Insights:
- Novak Plc, Miller, Berg-Trujillo and Martinez has a terrible impact on the sales.



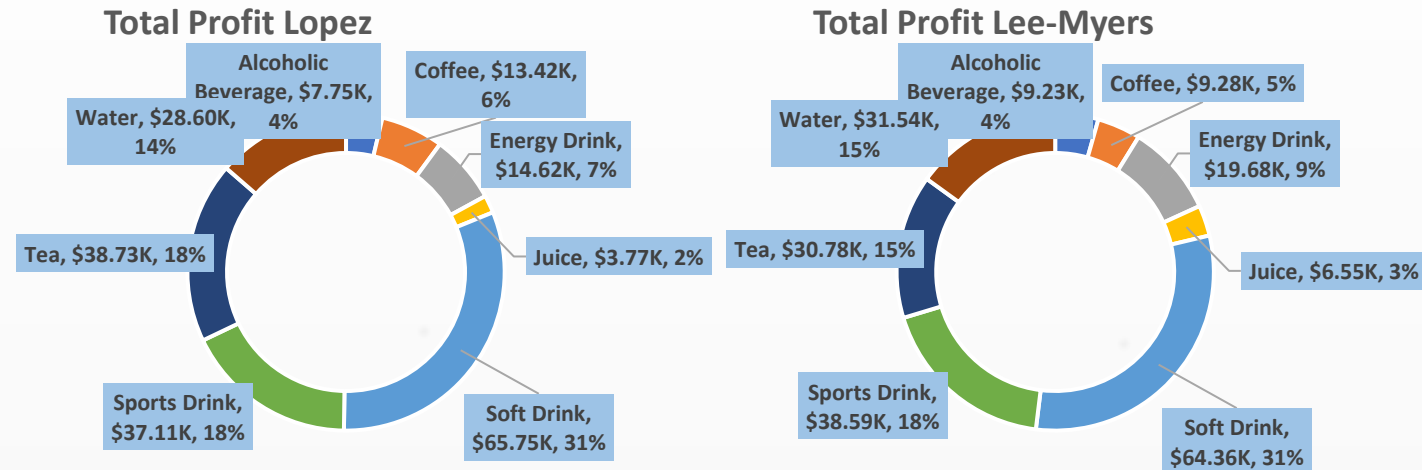
# QUESTION / INSIGHTS

- As long as I have a problem with Juice Sales , then is this a common issue?
- By making filtration on each store it seems it is a common issue, even in the best stores

Like Lee-Myers and Lopez

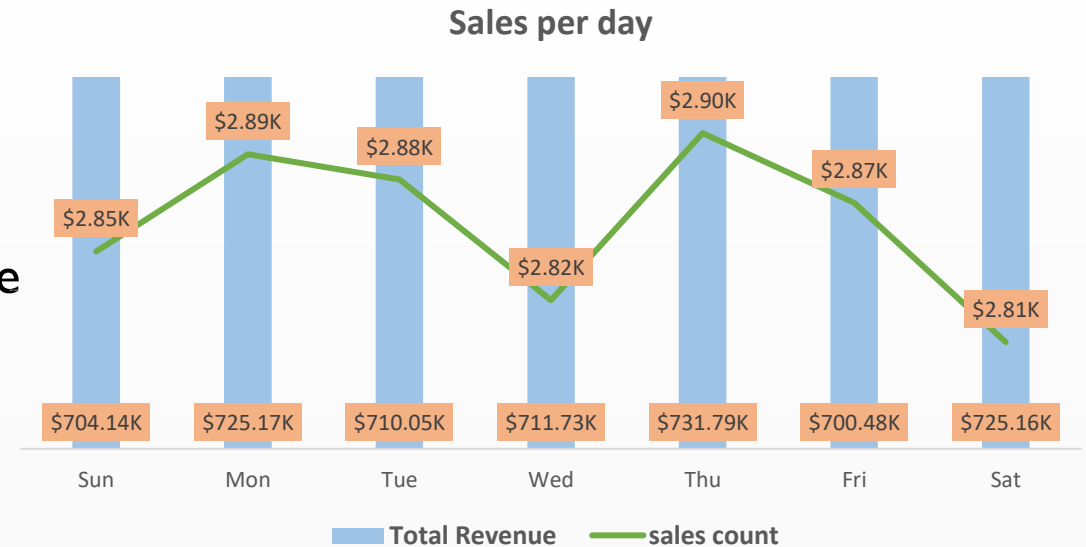
Insights:

- Juice is really a big issue



# QUESTIONS / INSIGHTS

- What is the sales trend per day
- Insights:
  1. The best performance is on Thu.
  2. The worst performance is on Sun, although the Quantity sold is good.

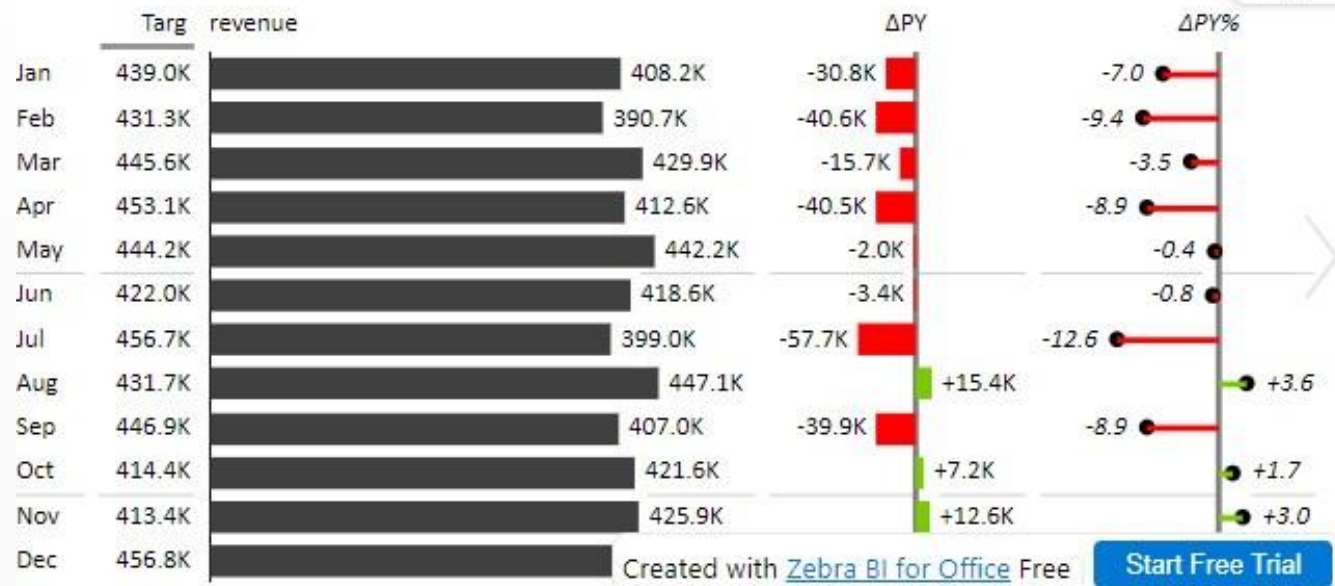


# QUESTIONS / INSIGHTS

- What is the sales status per month?
- Insights:
- We only achieved the target in 3 months.

So, it is a continuous issue.

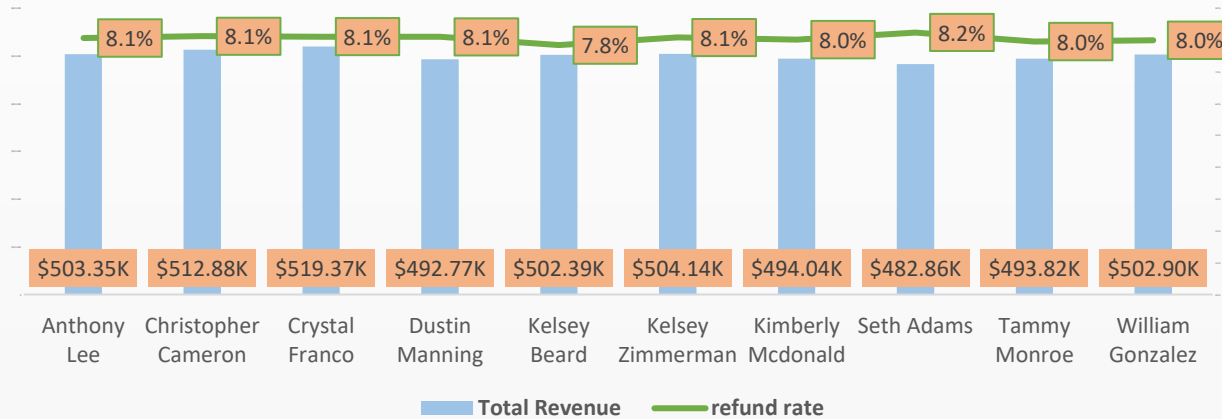
Total Revenue and Total Target by Month



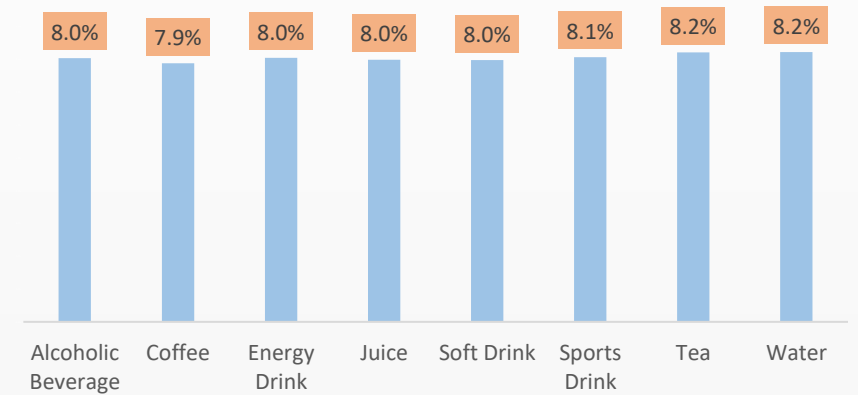
# QUESTIONS / INSIGHTS

- Are there any products with high return rates?
- Insights:
- The return rate is too high generally

sales person performance



Refund rate by category





# RECOMMENDATION

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- We need to consider having juice products with better qualities and also we need to find a good way to market having these high-quality juice products.
- There is a clear issue with Novak Plc store we need to consider an effective marketing plan soon as it is a big reason for us not achieving the target.
- We need to consider making a marketing plan and add new goods with high quality in the stores Martinez, Berg-Trujillo and Miller.
- Sales should be high on weekends, but it is not for some reasons I can not identify from the data.



# RECOMMENDATION

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- The refund rate is too high in all of our stores which is a big issue, I recommend adding to the analysis data the difference days between having the goods and selling them to figure out how long it takes to sell these goods.
- Maybe we need to consider having goods from different providers.
- I recommend recording the provider that goods come from to track this issue.
- I recommend studying the reasons for Barron-Fleming , Lee-Myers, Lopez and Myers-Lopez having great performance and using these techniques to increase the productivity of the other stores.





# Dashboard

Gender

Female

Male

Total Revenue

\$5.01M

Total Profit %

42.1%

# Sales

20.00K

Total Target

\$5.25M

Variance %

▼-4.69%

Refund Rate

8.05%

Category

Alcoholic Beverage

Coffee

Energy Drink

Juice

Soft Drink

Sports Drink

Tea

Water

Total Revenue and Total Target by Month

	Targ	revenue	ΔPY	ΔPY%
Jan	439.0K	408.2K	-30.8K	-7.0
Feb	431.3K	390.7K	-40.6K	-9.4
Mar	445.6K	429.9K	-15.7K	-3.5
Apr	453.1K	412.6K	-40.5K	-8.9
May	444.2K	442.2K	-2.0K	-0.4
Jun	422.0K	418.6K	-3.4K	-0.8
Jul	456.7K	399.0K	-57.7K	-12.6
Aug	431.7K	447.1K	+15.4K	+3.6
Sep	446.9K	407.0K	-39.9K	-8.9
Oct	414.4K	421.6K	+7.2K	+1.7
Nov	413.4K	425.9K	+12.6K	+3.0
Dec	456.8K			

stores s' sales per day

Store	Weekday	Weekend
Barron-Fleming	\$368.25K	\$134.66K
Berg-Trujillo	\$354.93K	\$127.92K
Lee-Myers	\$350.95K	\$153.19K
Lopez	\$371.57K	\$130.82K
Martinez	\$350.78K	\$143.05K
Miller	\$357.83K	\$145.51K
Myers-Lopez	\$359.02K	\$160.35K
Novak Plc	\$351.60K	\$141.17K
Thomas	\$344.07K	\$149.97K
Valdez	\$370.22K	\$142.66K

Month Name

Jan

Feb

Mar

Apr

May

Jun

Jul

Aug

Sep

Oct

Nov

Dec

Quarter

Q-1

Q-2

Q-3

Q-4

Store Name

Barron-Fleming

Berg-Trujillo

Lee-Myers

Lopez

Martinez

Miller

Myers-Lopez

Novak Plc

Thomas

Valdez

sales person performance

Salesperson	Total Revenue	refund rate
Anthony Lee	\$503.35K	8.1%
Christopher Cameron	\$512.88K	8.1%
Crystal Franco	\$519.37K	8.1%
Dustin Manning	\$492.77K	8.1%
Kelsey Beard	\$502.39K	7.8%
Kelsey Zimmerman	\$504.14K	8.1%
Kimberly McDonald	\$494.04K	8.0%
Seth Adams	\$482.86K	8.2%
Tammy Monroe	\$493.82K	8.0%
William Gonzalez	\$502.90K	8.0%

Total Profit Per Product

Product	Revenue	Profit %
Soft Drink	\$660.68K	31%
Tea	\$337.45K	16%
Water	\$310.98K	15%
Sports Drink	\$383.84K	18%
Alcoholic Beverage	\$79.15K	4%
Coffee	\$130.51K	6%
Energy Drink	\$159.90K	8%
Juice	\$47.97K	2%

Sales per day

Day	Total Revenue	sales count
Sun	\$704.14K	\$2.85K
Mon	\$725.17K	\$2.89K
Tue	\$710.05K	\$2.88K
Wed	\$711.73K	\$2.82K
Thu	\$731.79K	\$2.90K
Fri	\$700.48K	\$2.87K
Sat	\$725.16K	\$2.81K

Gender

Female

Male

Total Revenue

\$492.77K

Total Profit %

43.3%

# Sales

1.97K

Total Target

\$711.27K

Variance %

▼-30.72%

Refund Rate

8.10%

Category

Alcoholic Beverage

Coffee

Energy Drink

Juice

Soft Drink

Sports Drink

Tea

Water

Total Revenue and Total Target by Month

	Targ	revenue		ΔPY	ΔPY%
Jan	63.8K	37.8K	-26.0K	-40.7	
Feb	64.3K	39.3K	-25.0K	-38.8	
Mar	60.8K	43.5K	-17.4K	-28.5	
Apr	55.1K	35.3K	-19.8K	-35.9	
May	54.7K	39.1K	-15.5K	-28.4	
Jun	51.6K	37.4K	-14.2K	-27.6	
Jul	63.6K	41.6K	-22.0K	-34.6	
Aug	59.0K	40.6K	-18.5K	-31.3	
Sep	69.7K	44.9K	-24.8K	-35.6	
Oct	54.2K	44.6K	-9.6K	-17.8	
Nov	53.0K	46.4K	-6.6K	-12.5	
Dec	61.6K				

Month Name

Jan

Feb

Mar

Apr

May

Jun

Jul

Aug

Sep

Oct

Nov

Dec

Quarter

Q-1

Q-2

Q-3

Q-4

Store Name

Barron-Fleming

Berg-Trujillo

Lee-Myers

Lopez

Martinez

Miller

Myers-Lopez

Novak Plc

Thomas

Valdez

sales person performance

	Total Revenue	refund rate
Dustin Manning	\$492.77K	8.1%

stores s' sales per day

	Weekday	Weekend
Novak Plc	\$351.60K	\$141.17K

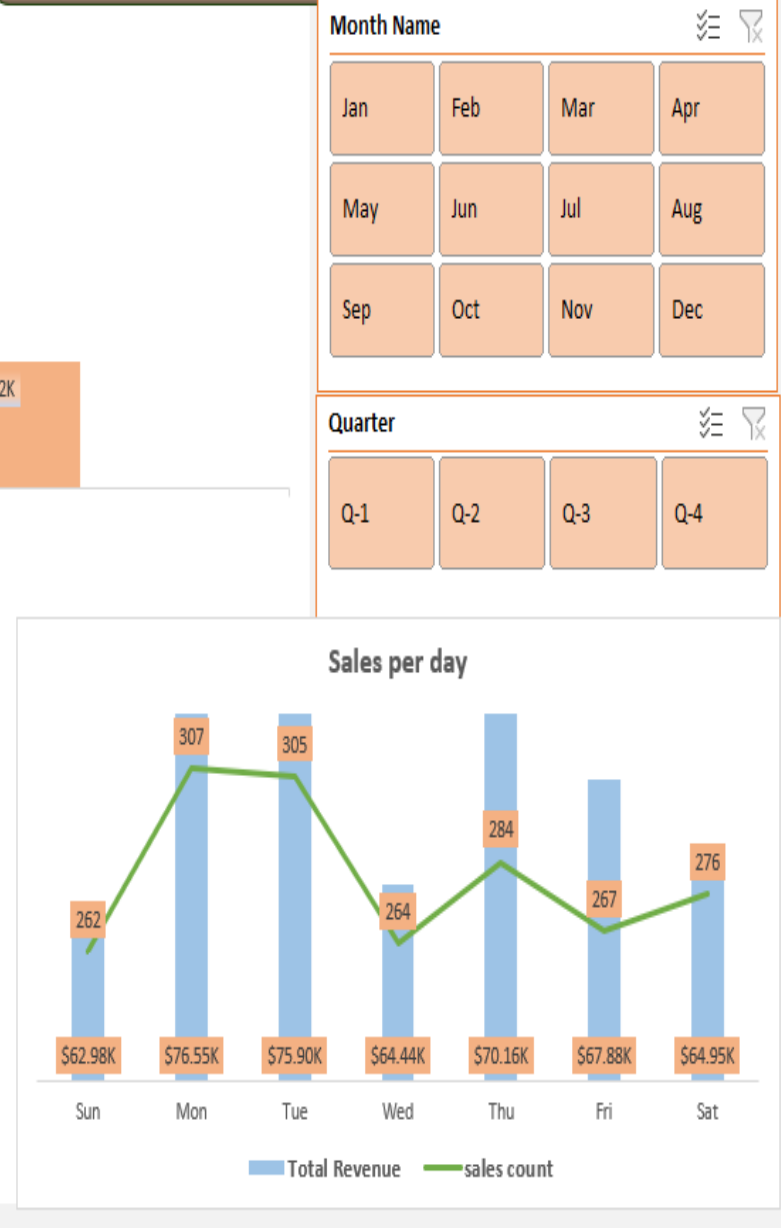
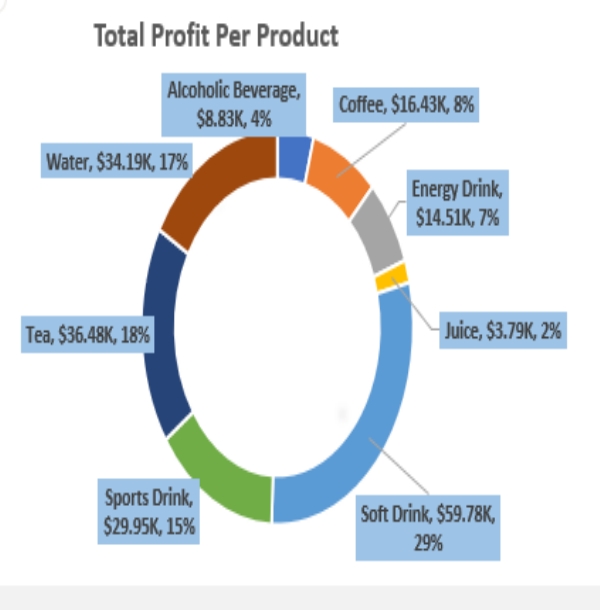
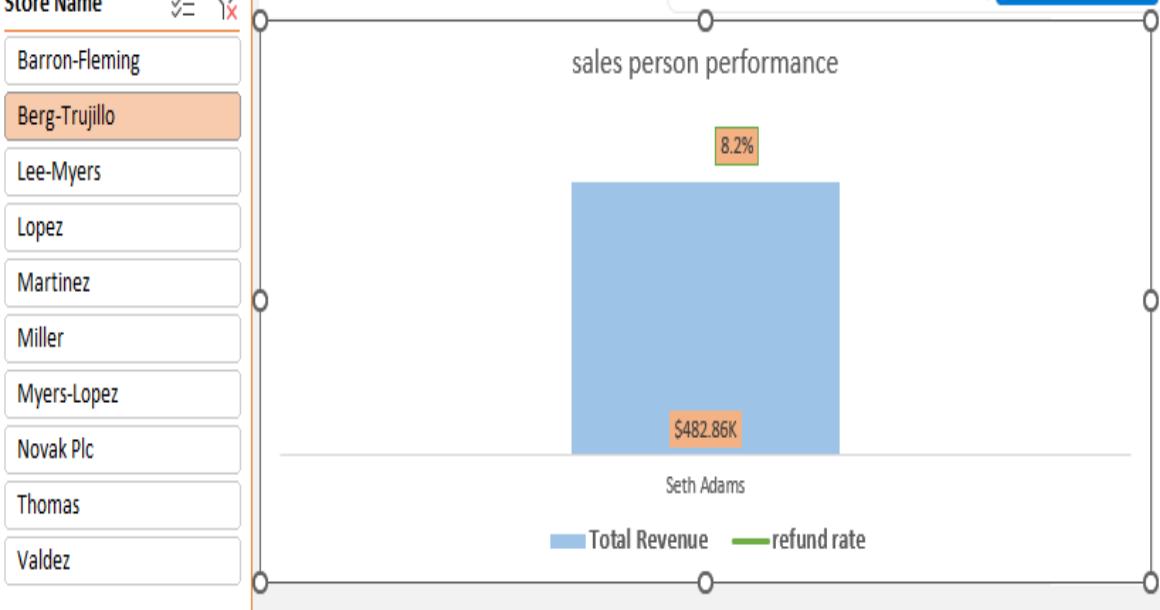
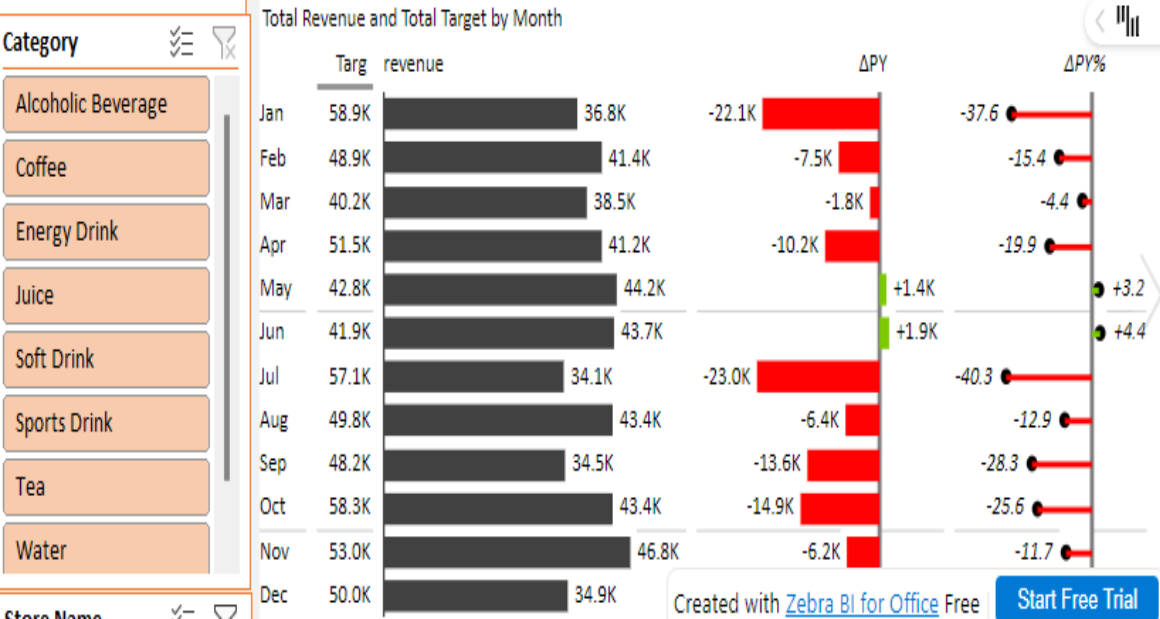
Total Profit Per Product

Product	Revenue	Profit %
Soft Drink	\$72.52K	34%
Sports Drink	\$42.33K	20%
Water	\$29.43K	14%
Tea	\$30.93K	14%
Alcoholic Beverage	\$8.79K	4%
Coffee	\$12.32K	6%
Energy Drink	\$13.19K	6%
Juice	\$3.84K	2%

Sales per day

Day	Total Revenue	sales count
Sun	\$72.84K	281
Mon	\$67.30K	289
Tue	\$61.37K	269
Wed	\$70.22K	275
Thu	\$80.33K	291
Fri	\$72.38K	289
Sat	\$68.33K	271





Gender

Female

Male

Total Revenue

\$493.82K

Total Profit %

41.0%

# Sales

1.98K

Total Target

\$601.31K

Variance %

▼-17.87%

Refund Rate

7.95%

Category

Alcoholic Beverage

Coffee

Energy Drink

Juice

Soft Drink

Sports Drink

Tea

Water

Total Revenue and Total Target by Month

	Targ	revenue	ΔPY	ΔPY%
Jan	36.7K	38.8K	+2.1K	+5.7
Feb	38.5K	40.5K	+1.9K	+5.0
Mar	50.9K	35.5K	-15.4K	-30.2
Apr	56.8K	41.4K	-15.3K	-27.0
May	59.9K	44.4K	-15.5K	-25.8
Jun	44.1K	43.0K	-1.1K	-2.5
Jul	48.2K	39.6K	-8.7K	-18.0
Aug	48.1K	48.8K	+630.7	+1.3
Sep	56.7K	40.0K	-16.6K	-29.3
Oct	54.9K	38.5K	-16.4K	-29.8
Nov	49.8K	39.3K	-10.4K	-21.0
Dec	56.7K	43.9K		

stores s' sales per day

\$350.78K

\$143.05K

Martinez

Weekday Weekend

Month Name

JanFebMarApr

MayJunJulAug

SepOctNovDec

Quarter

Q-1Q-2Q-3Q-4

Store Name

Barron-Fleming

Berg-Trujillo

Lee-Myers

Lopez

Martinez

Miller

Myers-Lopez

Novak Plc

Thomas

Valdez

sales person performance

\$493.82K

8.0%

Tammy Monroe

Total Revenue refund rate

Total Profit Per Product

Alcoholic Beverage, \$9.08K, 5%

Coffee, \$14.22K, 7%

Energy Drink, \$16.55K, 8%

Juice, \$5.23K, 3%

Soft Drink, \$59.23K, 29%

Sports Drink, \$35.26K, 17%

Tea, \$28.88K, 14%

Water, \$34.05K, 17%

Sales per day

\$65.40K\$74.69K\$70.48K\$67.86K\$70.95K\$66.80K\$77.65K

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Total Revenue sales count

**Thank You**