

ANALYST

Angie aragon sogamoso

GOAL

This report provides a detailed analysis of the profitability and cost structure of canine sports accessories over a two-year period (2022-2023). The primary goal is to assess the contribution margins of each product category, with a special focus on the impact of discounts on product profitability. Through this analysis, key insights into sales performance, pricing strategies, and opportunities for improvement have been identified. The findings offer a clear perspective on which products are performing well and where adjustments may be necessary to optimize overall profitability.

METHODOLOGY

The analysis focused on the period from 2022 to 2023 to visualize the performance during these years and to get a general overview of the store's operations.

DATA ANALYZED

- Units sold by year and products

In 2022, the products with the highest sales were the Canicross Harness and Dog Running Shoes. Other products, such as the Agility Tunnel, Canicross Belt, Canicross Leash, and Hiking Leash had moderate sales. Meanwhile, products like the Agility Jump Set, Hiking Collar, Hiking Dog Backpack, Hiking Harness, and Agility Weave Poles had fewer units sold.

Meanwhile, in 2023, most products did not experience significant sales growth, except for the Dog Running Shoes, which continued to perform well.

- Units sold by category

In the period of 2022 and 2023, the category with the highest sales was Canicross, followed by Senderismo and Agility.

- Impact of discounts on product prices

The discount on some products was 10% and 5%. This decision could moderately affect the contribution margin, but it also might not be profitable for the store.

<https://public.tableau.com/app/profile/angie.aragon.sogamoso/viz/Caninesportsaccessories/Dashboard1>

RECOMMENDATIONS

1. Perform detailed analysis by months and weeks

It is recommended to conduct a more detailed analysis of sales by month and week to better understand sales fluctuations and patterns over time.

2. Adjust product discounts

It's important to review and adjust discounts on certain products. The current discounts of 5% and 10% have had a moderate impact on sales and contribution margin, but improvements can be made to enhance profitability without sacrificing sales.

3. Review the marketing campaign

A thorough review of the marketing campaign is suggested, especially for products with lower sales, such as the Agility Tunnel and Hiking Collar, to apply more targeted strategies for each category.

CONCLUSION

The store needs a more detailed analysis to uncover additional insights that will allow for better decision making regarding sales.