SALES ANALYTICS REPORT

REGIONAL AND PRODUCT INSIGHTS

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[*Kaggle Dataset Reference*]

DATASET DESCRIPTION

- This sample sales dataset from Kaggle contains **global distribution transactions** from a hypothetical retail company from **January 2003 to May 2005**.
- Distribution to four territories: **EMEA, America, APAC, and Japan**
- Product lines focused on **automotive and commercial/ mass transit vehicles.**

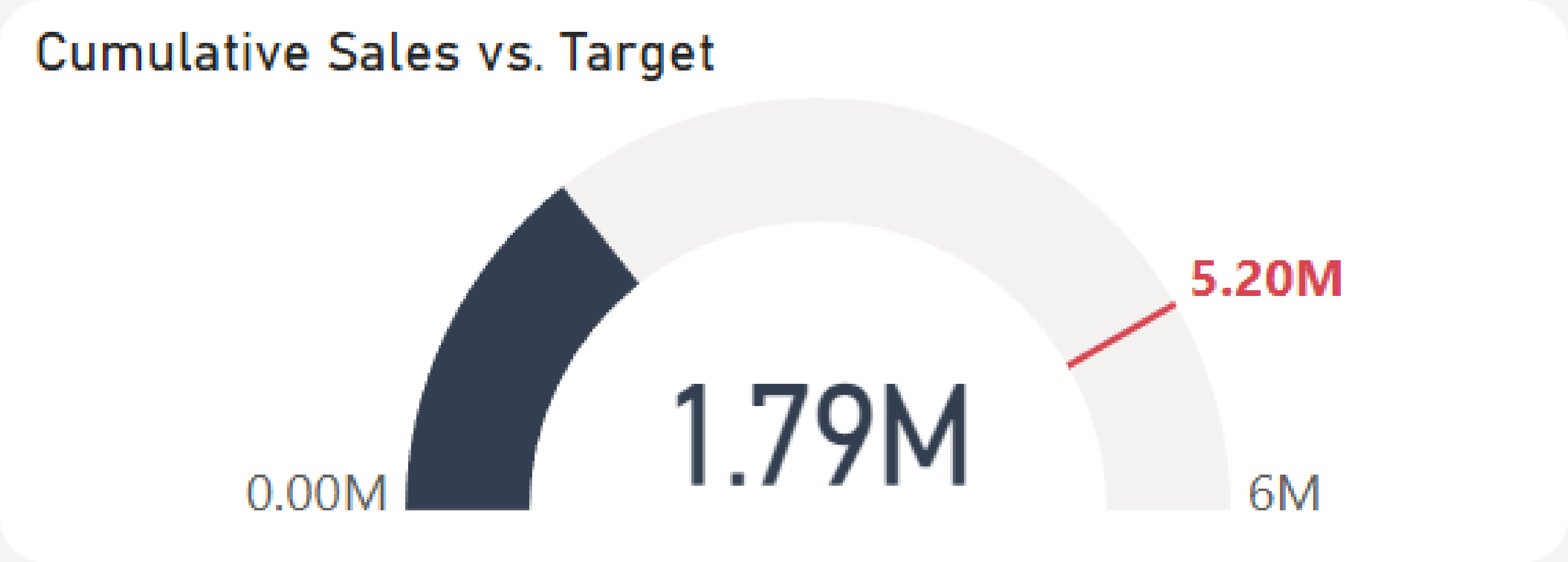
- Sample KPI created: increase total sales by **10% YoY** by end of 2005.

PRESENTATION OVERVIEW

2005 SALES OVERVIEW

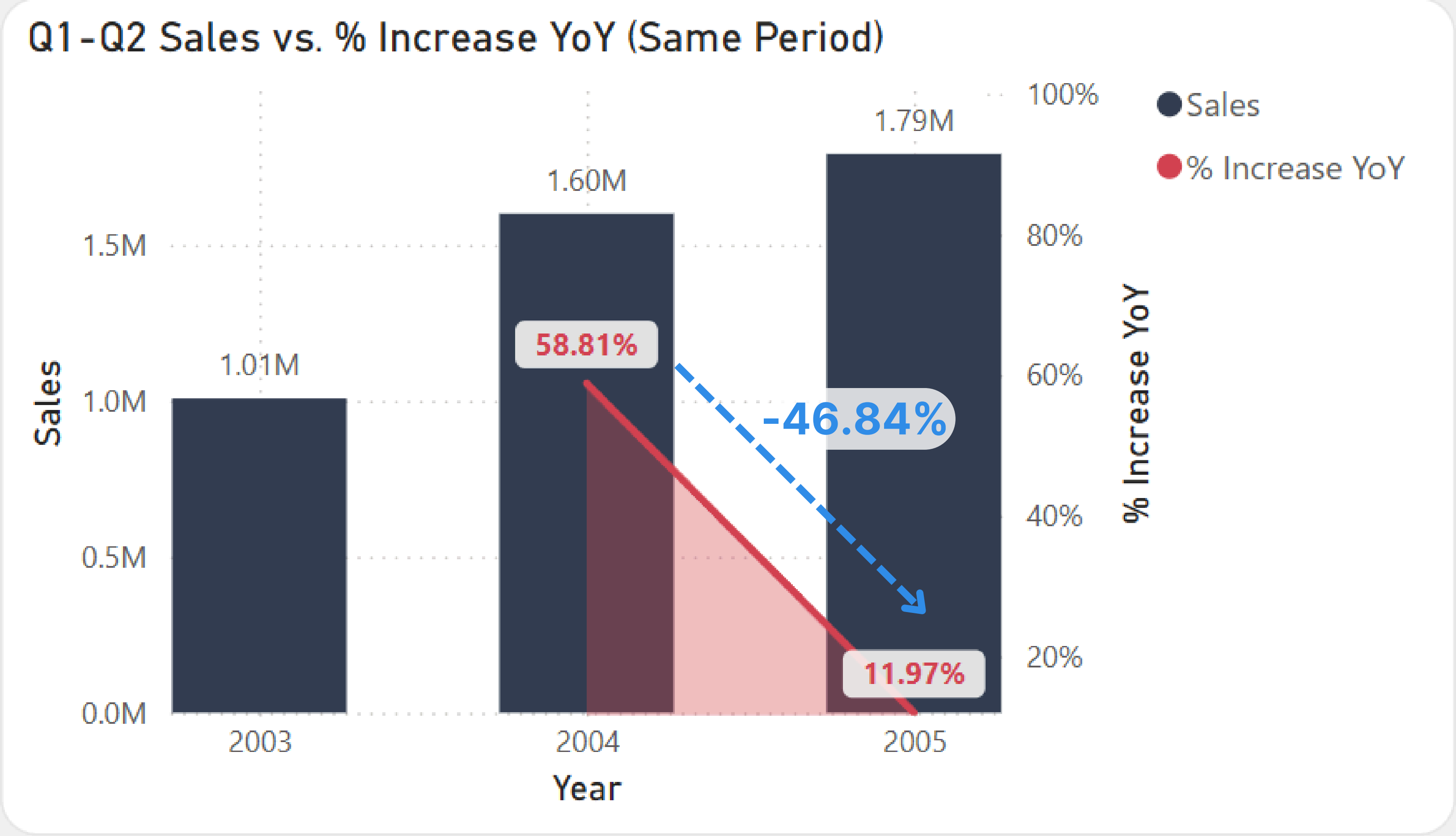
Note: Data is from 2003 to Q2 2005

★ KPI: Increase total sales by 10% YOY by end of 2005



Sales Trends and Current Performance

- **On track with 10% YoY KPI**
  - Total Sales (Q1-Q2, 2005) = **1.79M**
  - **+11.97%** increase over the same period in 2004
- **Decelerated sales growth**
  - YoY growth rate declined to 11.97% from a 58.81% growth rate observed in 2004 → **-46.84% decline**



BUSINESS INSIGHTS

Note: Data is from 2003 to Q2 2005

2005 Sales Overview

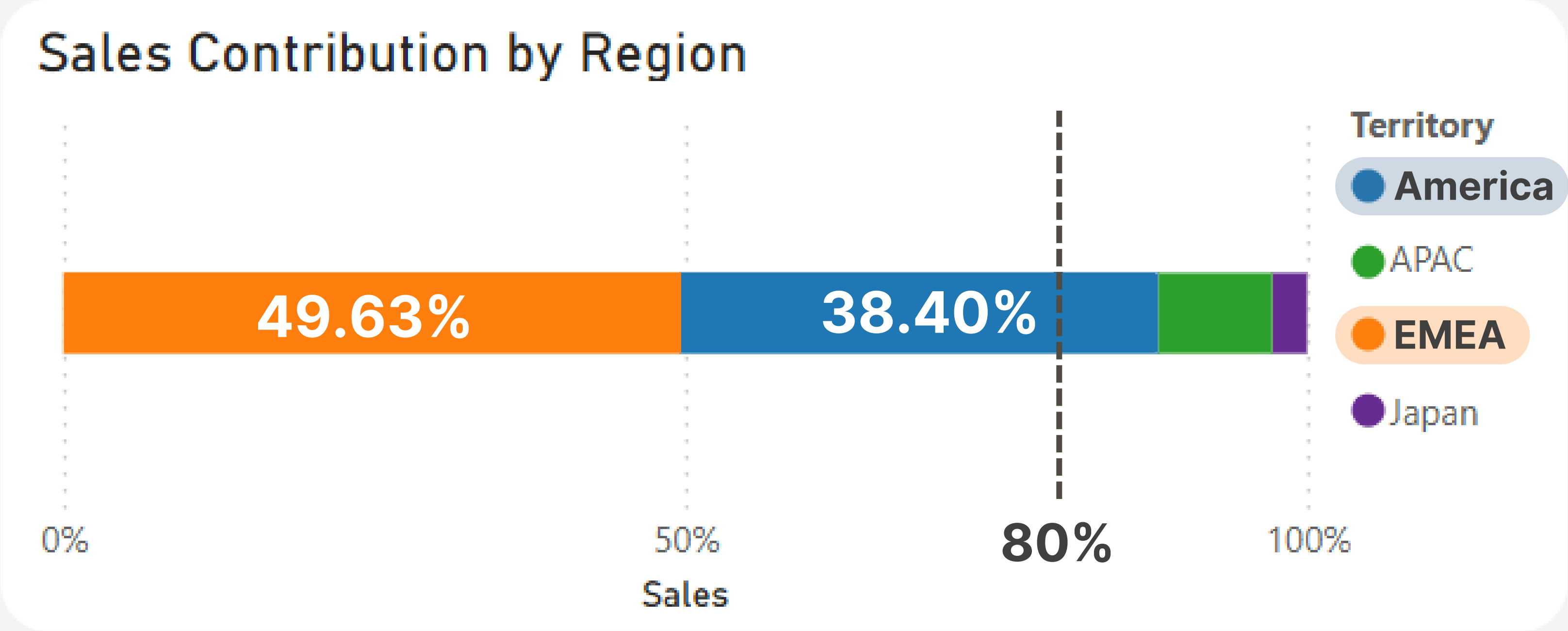
- **Growth has slowed significantly despite meeting YoY KPI**
    - while the 10% YoY growth for Q1 Q2 has been achieved, growth has decelerated compared to prior years
    - may signal market saturation or weakening demand

REGIONAL PERFORMANCE

Note: Data is from 2003 to end of Q2 2005

Sales Contribution by Region

- **EMEA and America are the largest sales contributors**
  - account for over 80% of overall sales
  - continuous rise in sales since 2003

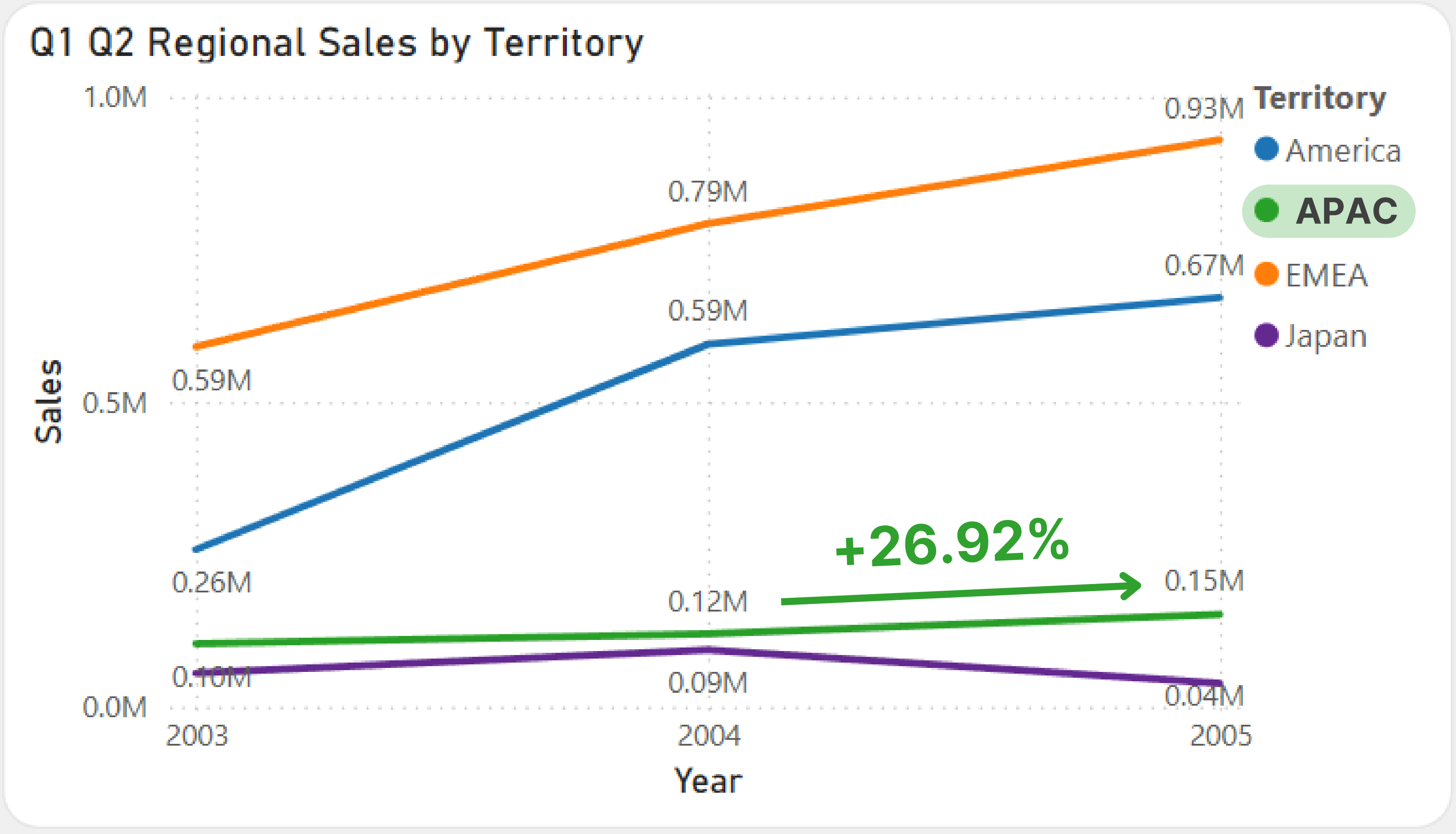


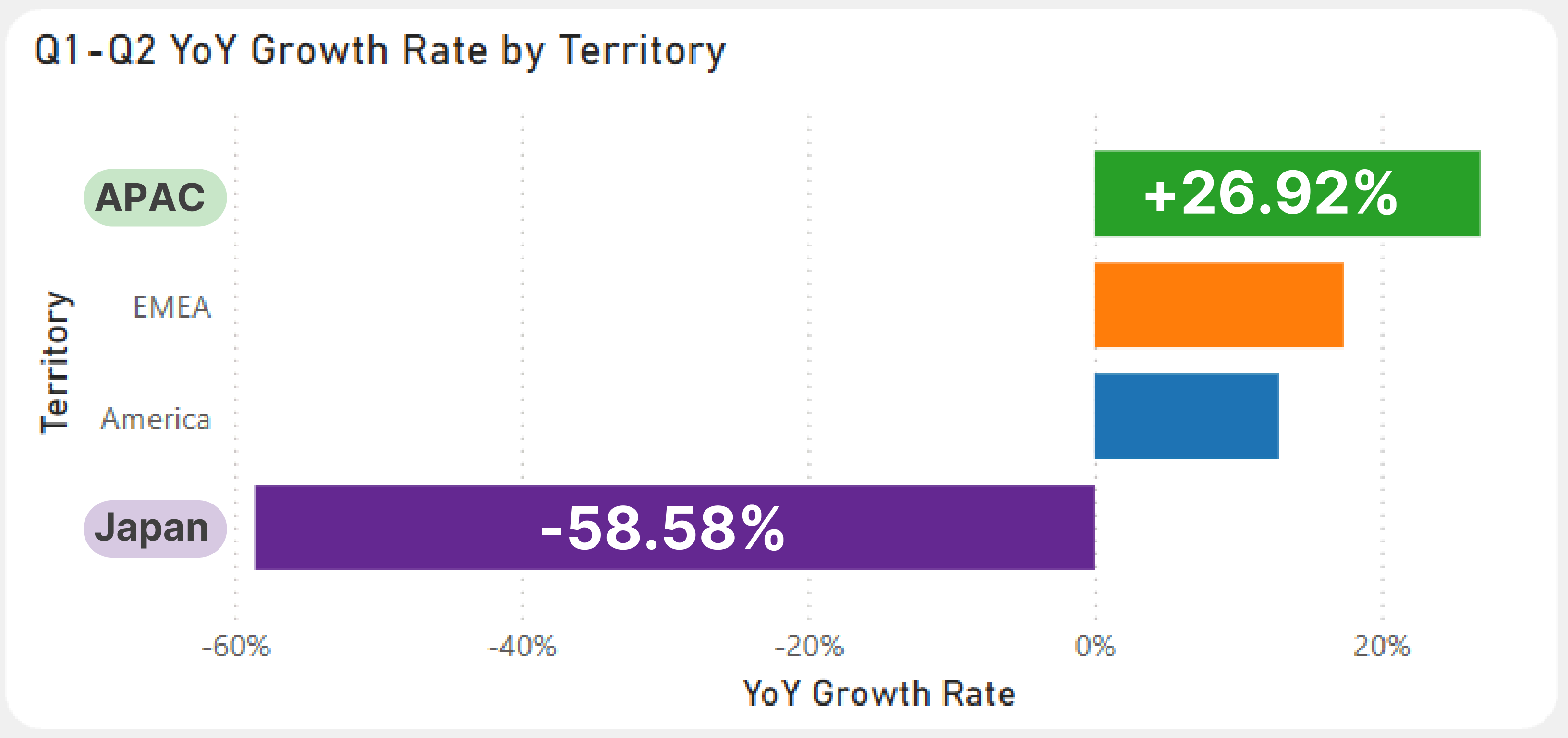
REGIONAL PERFORMANCE

Note: Data is from 2003 to end of Q2 2005

Sales Trend by Region

- **APAC recorded the highest YoY growth rate (as of Q2 2005)**
  - APAC leads in YoY growth of ***+26.92%*** (Q1-Q2)
- **Significant sales decline in Japan (Q1-Q2)**
  - ***-58.58%*** decrease in sales over the same period in the previous year
  - ongoing declining trend since 2003





BUSINESS INSIGHTS

Note: Data is from 2003 to Q2 2005

Regional Performance

- **High concentration of sales in core markets (EMEA and America)**
  - more than 80% of sales are from EMEA and America, signifying a heavy dependence on these regions to drive sales
  - ***Recommendation:***
    - ***diversify regional risk by exploring potential expansion in other territories to mitigate risk***

- **APAC experienced the highest Q1-Q2 YoY growth rate**
  - large growth potential and untapped markets
  - ***Recommendation:***
    - ***develop possible expansion efforts in this region to leverage momentum***

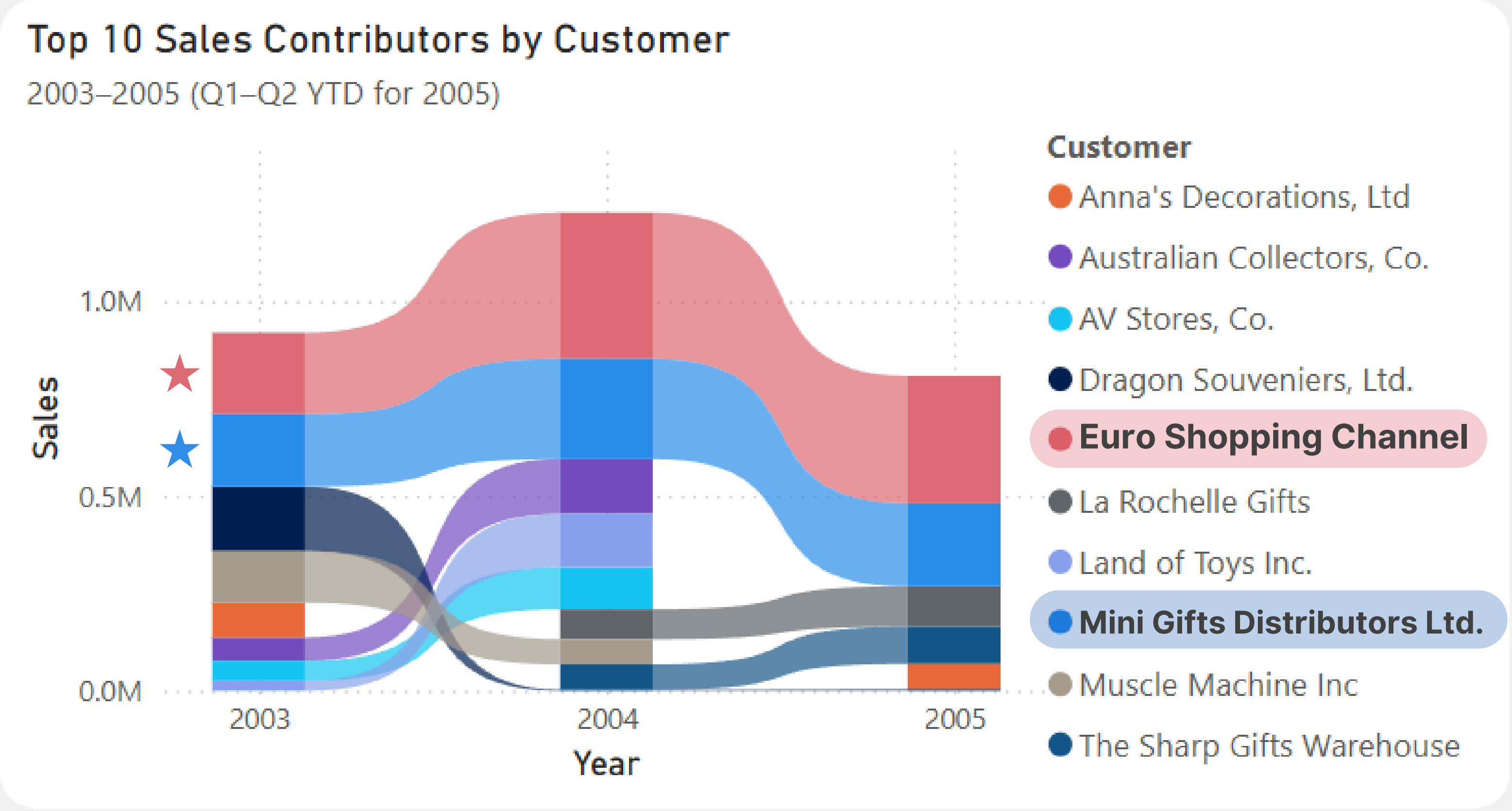
- **Steep sales decline in Japan**
  - consistent downward sales trend indicate a persistent issue
  - ***Recommendation:***
    - ***investigate root causes of this issue and reevaluate market strategy in this region***

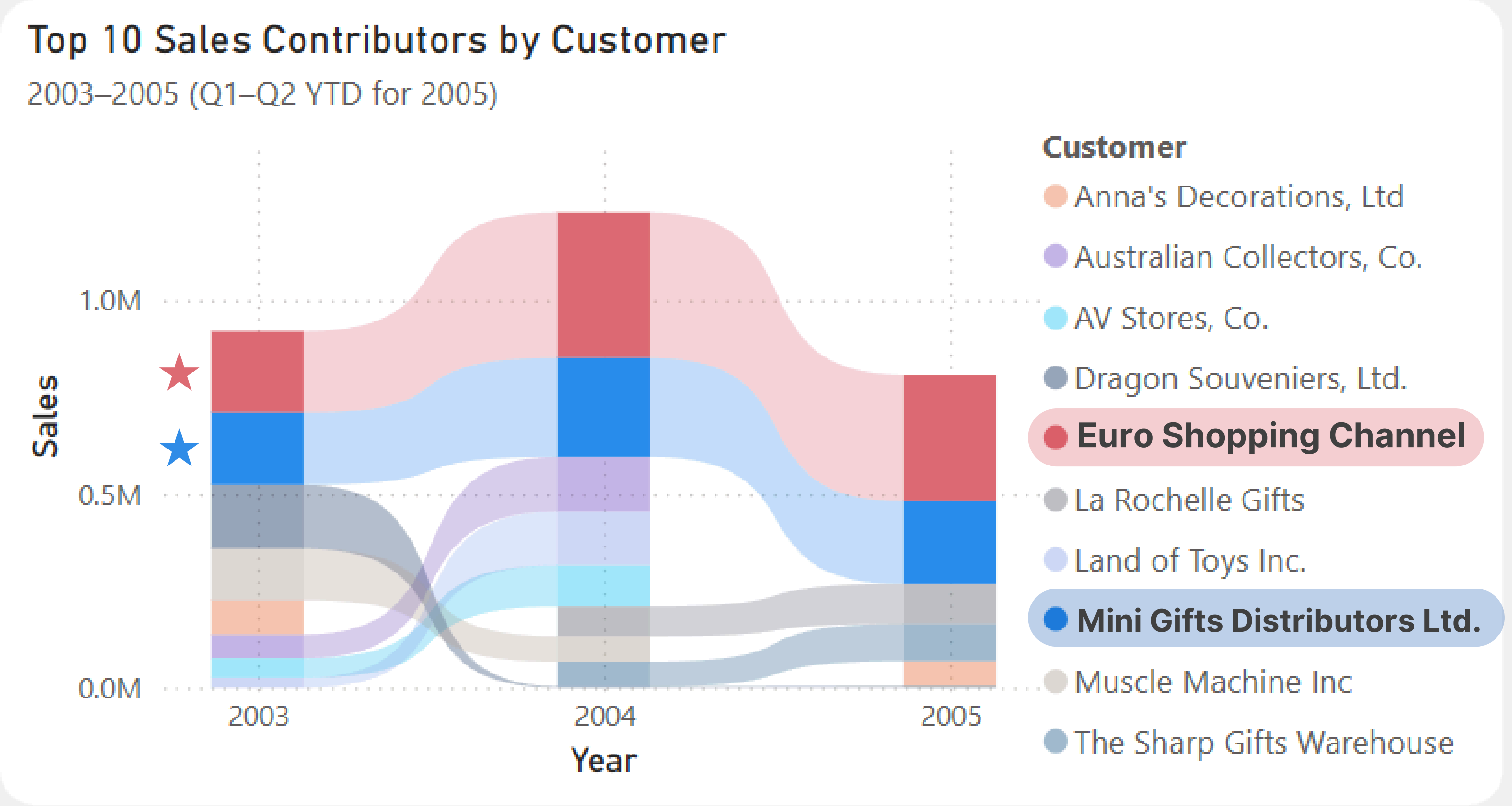
CUSTOMER SEGMENTATION

Note: Data is from 2003 to Q2 2005

Sales Contribution by Customer

- **Euro Shopping Channel and Mini Gifts Distributors Ltd. consistently lead in sales**
  - account for a combined ***22.97% of total sales*** (contributing 13.37% and 9.6% respectively)
  - based in EMEA and America territories, aligning with the company's highest performing regions





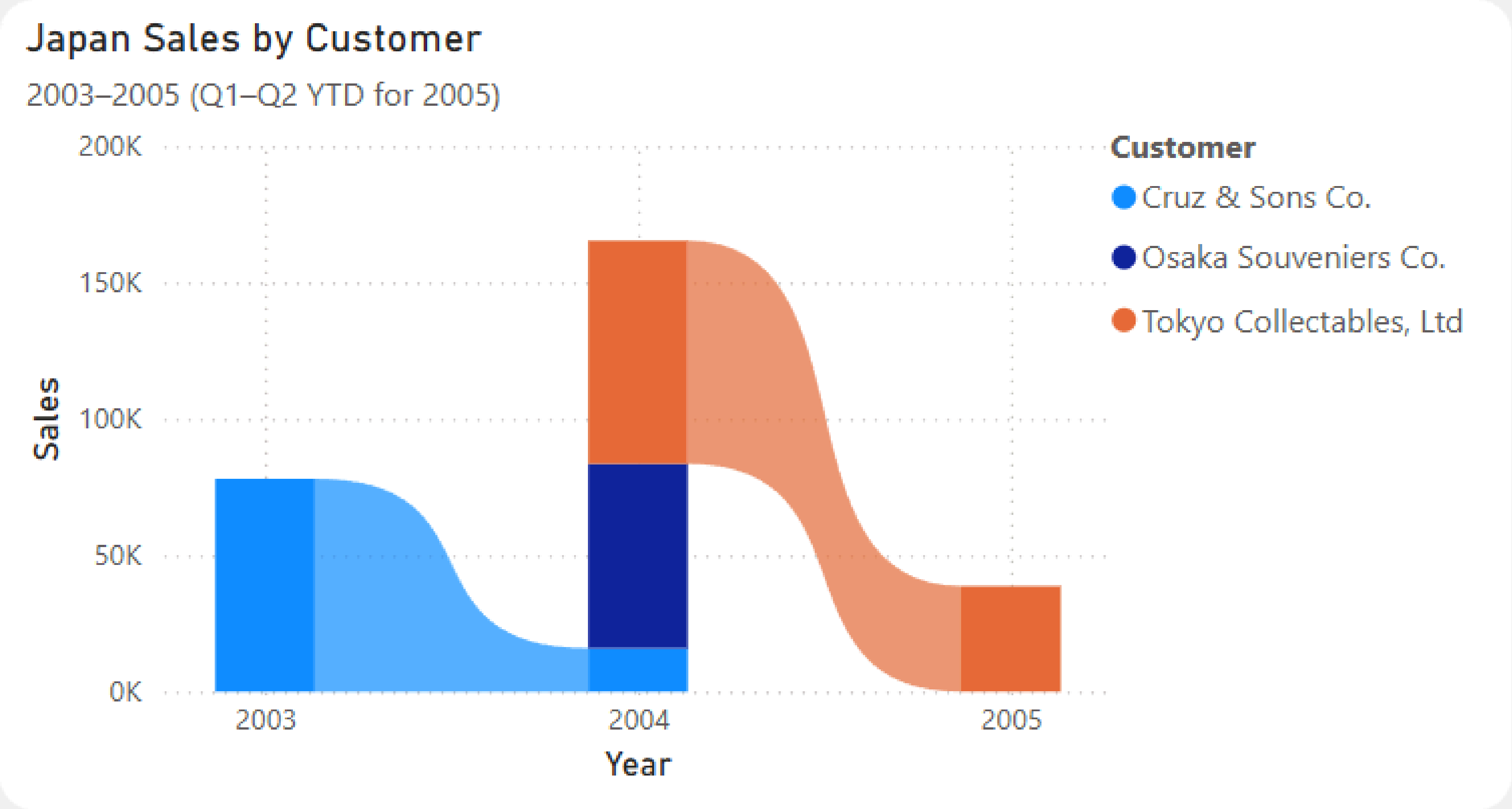
CUSTOMER SEGMENTATION

Note: Data is from 2003 to Q2 2005

Sales Contribution by Customer

Note: Based on regional performance, Japan was the only territory with a consistent decline in sales since 2003

- **Customer-level data in Japan shows that initial large orders are often followed by a steep decline the following year**
    - while this trend may be influenced by external circumstances, this warrants further investigation



BUSINESS INSIGHTS

Note: Data is from 2003 to Q2 2005

Customer Segmentation

- **Top 2 customers responsible for almost a quarter of sales**
  - Euro Shopping Channel and Mini Gifts Distributors Ltd. contribute 22.97% of overall sales,
  - both are based in EMEA and America, the top-performing regions
  - ***Recommendation:***
    - ***prioritize nurturing relationships with these customers further to encourage repeat business***

- **Japan shows signs of customer churn**
  - steep decline in order size after the initial purchase indicate potential customer dissatisfaction or unmet expectation
  - possible shift in customer preferences or unique social and economic trends in Japan
  - ***Recommendation:***
    - ***investigate root causes of churn through customer feedback and order history analysis***
    - ***reasses marketing strategy to attract new customers and successfully retain existing ones***

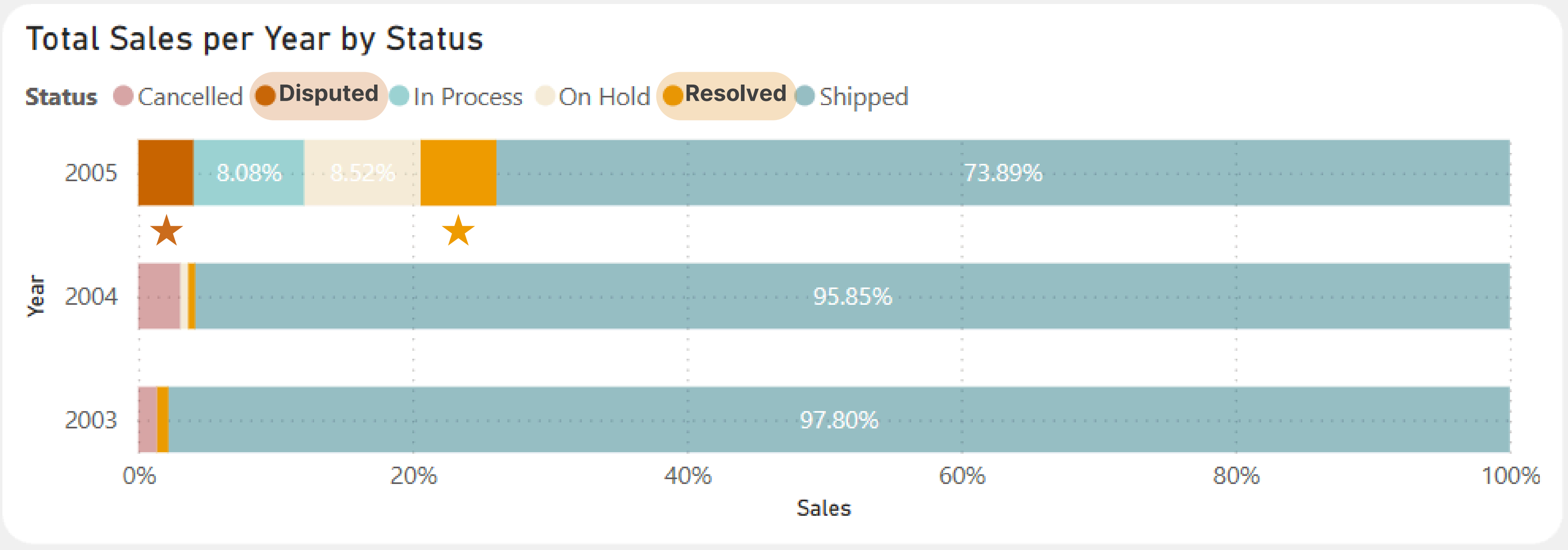
OPERATIONAL AND FULFILLMENT PATTERNS

Note: Data is from 2003 to Q2 2005

Order Status Breakdown

- **Notable increase in Disputed and Resolved orders in 2005**
  - account for 4.03% and 5.48% of 2005 YTD sales
  - significant increase as no customers reported issues in 2003 and 2004

Note: Resolved orders are included because their presence indicates that an issue was raised in the first place, even if it was eventually addressed.



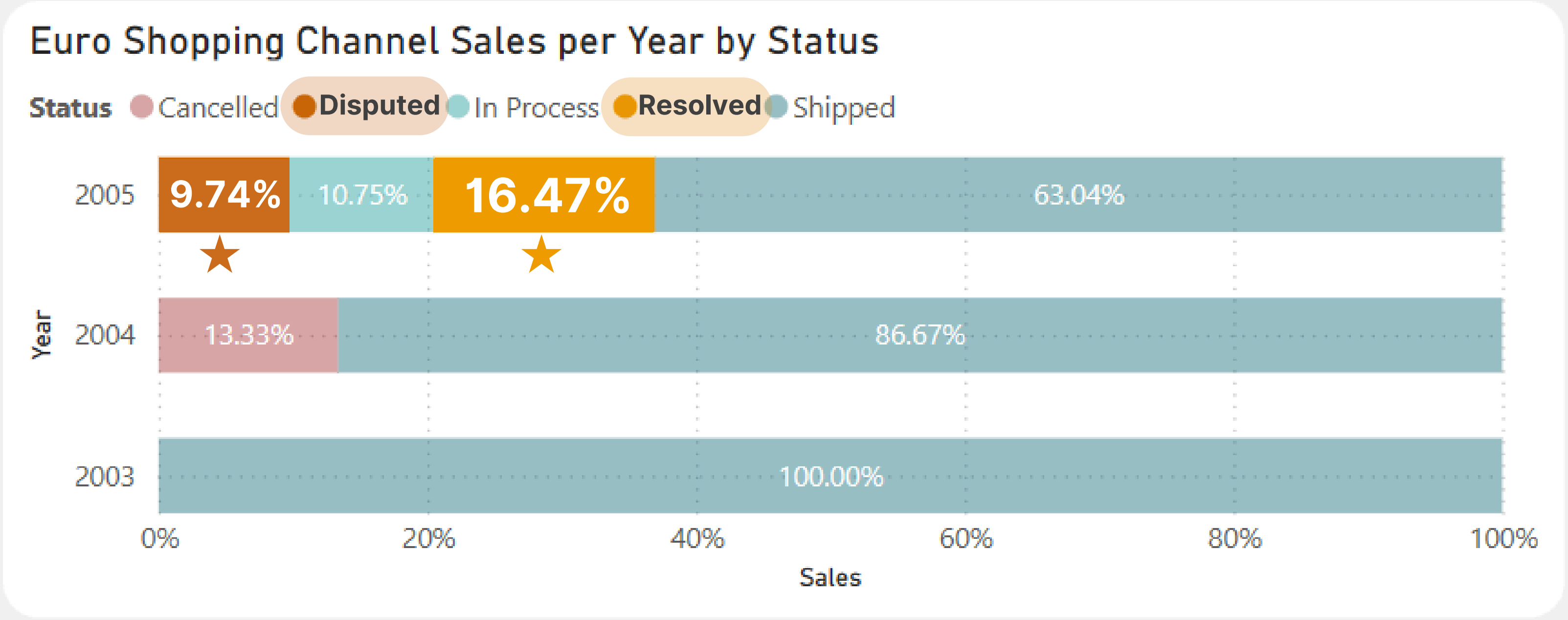
OPERATIONAL AND FULFILLMENT PATTERNS

Note: Data is from 2003 to Q2 2005

Order Status Breakdown

- **Rising Order Issues with Key Customer: Euro Shopping Channel in 2005**
  - Euro Shopping Channel was most affected in terms of both number of orders and sales impact
  - being the top sales driver, these issue trends are highly concerning
  - ***2 out of 9 orders in 2005 had issues*** (1 disputed, 1 resolved) amounting to ***$85,637.62*** or ***26.21% of 2005 YTD sales***
  - ***No issues in 2003–2004***, despite similarly high order volume

Customers	Disputed	Resolved	Total
Euro Shopping Channel	31,821.90	53,815.72	**85,637.62**
Toys4GrownUps.com		44,273.36	**44,273.36**
Danish Wholesale Imports	26,012.87		**26,012.87**
Australian Collectables, Ltd	14,378.09		**14,378.09**
Total	**72,212.86**	**98,089.08**	**170,301.94**

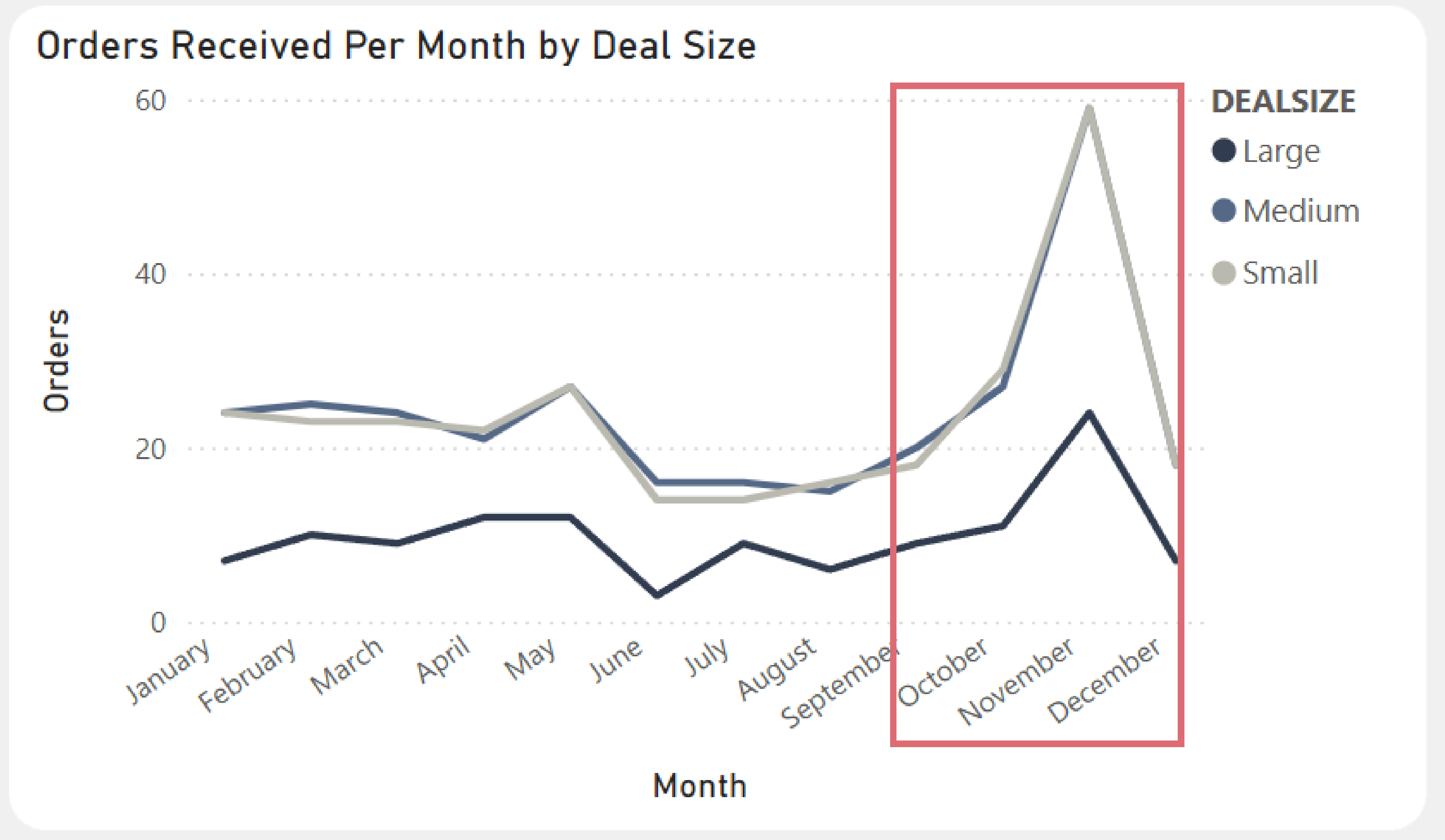


OPERATIONAL AND FULFILLMENT PATTERNS

Note: Data is from 2003 to Q2 2005

Seasonality

- **Orders spike during Q4**
  - indicates strong seasonal demand towards the end of the year
  - trend seen across deal sizes



BUSINESS INSIGHTS

Note: Data is from 2003 to Q2 2005

Operational and Fulfillment Patterns

- **Rising order issues in 2005**
  - sharp increase in order issues within the first half of 2005
  - largest impact on highest sales contributor: Euro Shopping Channel
  - ***Recommendation:***
    - ***conduct root cause analysis of order issues to prevent similar issues from occurring repeatedly***

- **Strong seasonal demand in Q4**
  - consistent spike in orders during Q4 indicating seasonal demand at the end of the year
  - ***Recommendation:***
    - ***given the existing 10% rise in sales in only the first half of the year, appropriate aggregate demand planning must be made to prepare for the seasonal demand in Q4***

SALES COMPOSITION: DEALS AND PRODUCTS

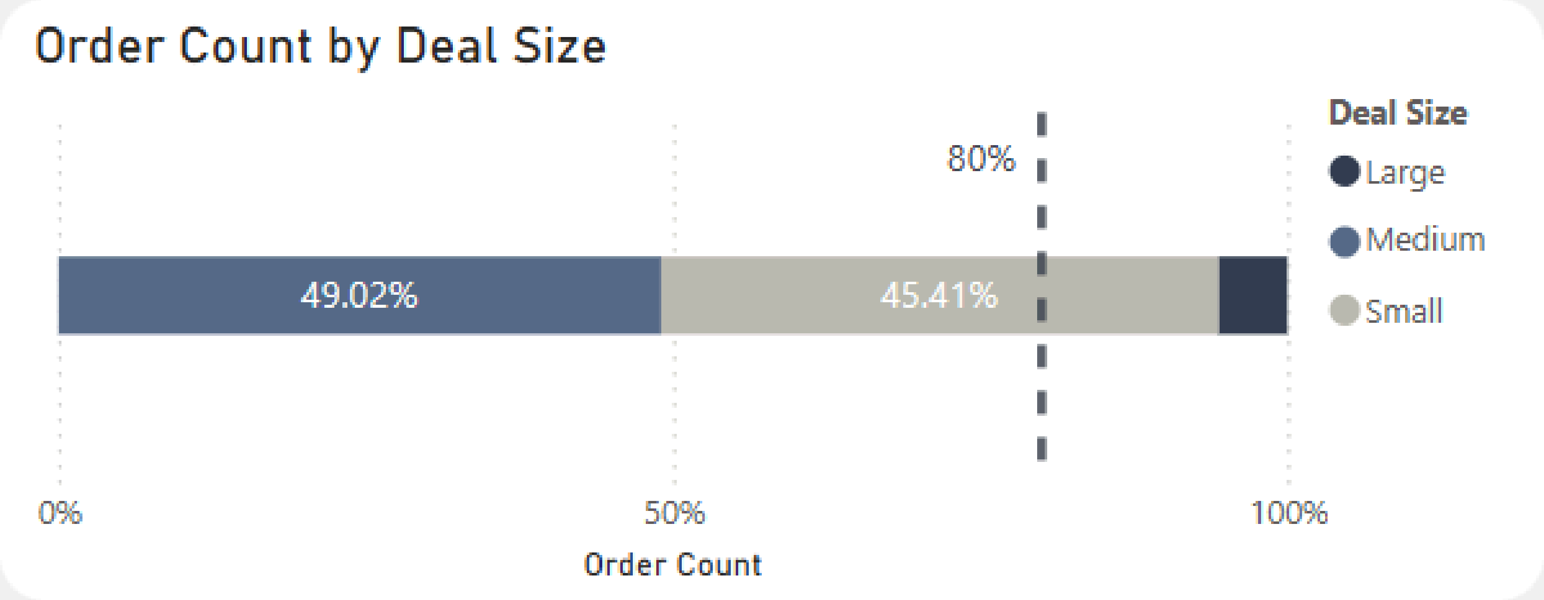
Note: Data is from 2003 to Q2 2005

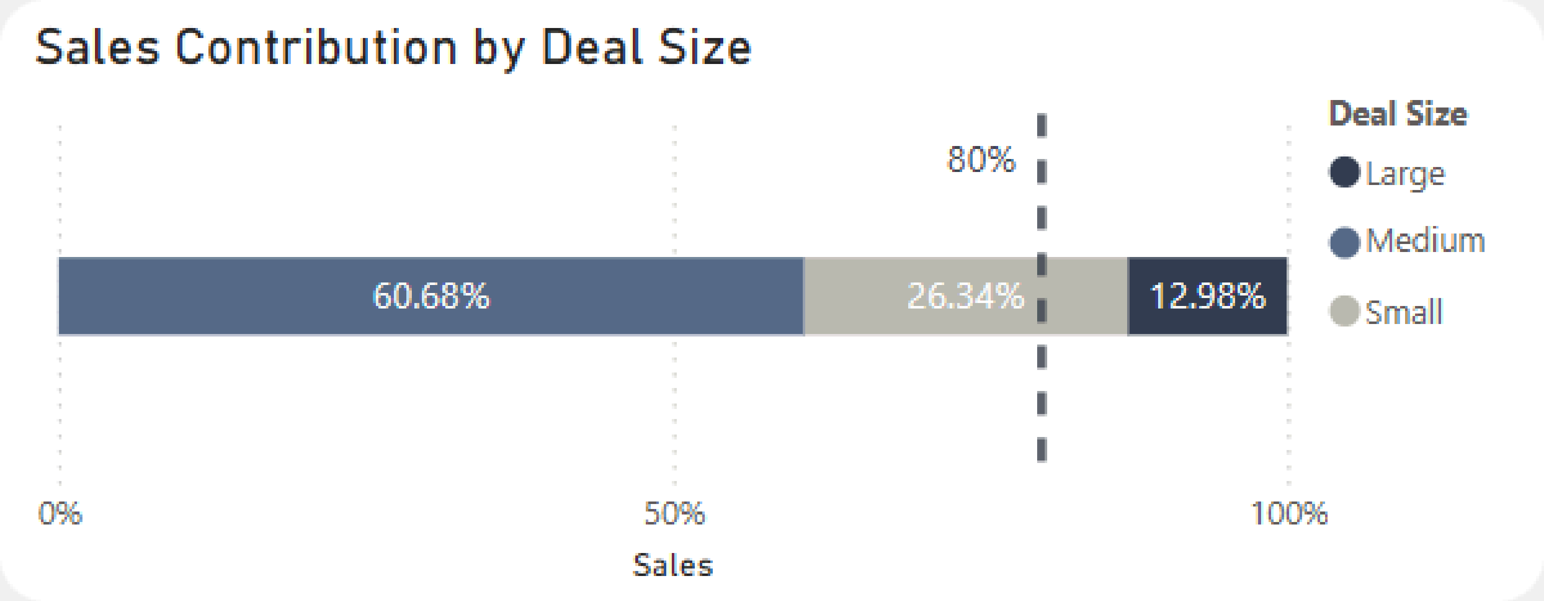
Deal Size Distritbution

- **The majority of orders are composed of medium and small-sized deals**
  - Medium: 49.02%
  - Small: 45.41%
- **Medium-sized deals drive sales**
  - contribute to 60.68% of sales due to higher valued orders compared to small sized deals despite similar order volume

Note: Deal size refers to the quantity of a product ordered not the overall order size

As a result, each product in an order would be classified individually based on quantity ordered (deal size)



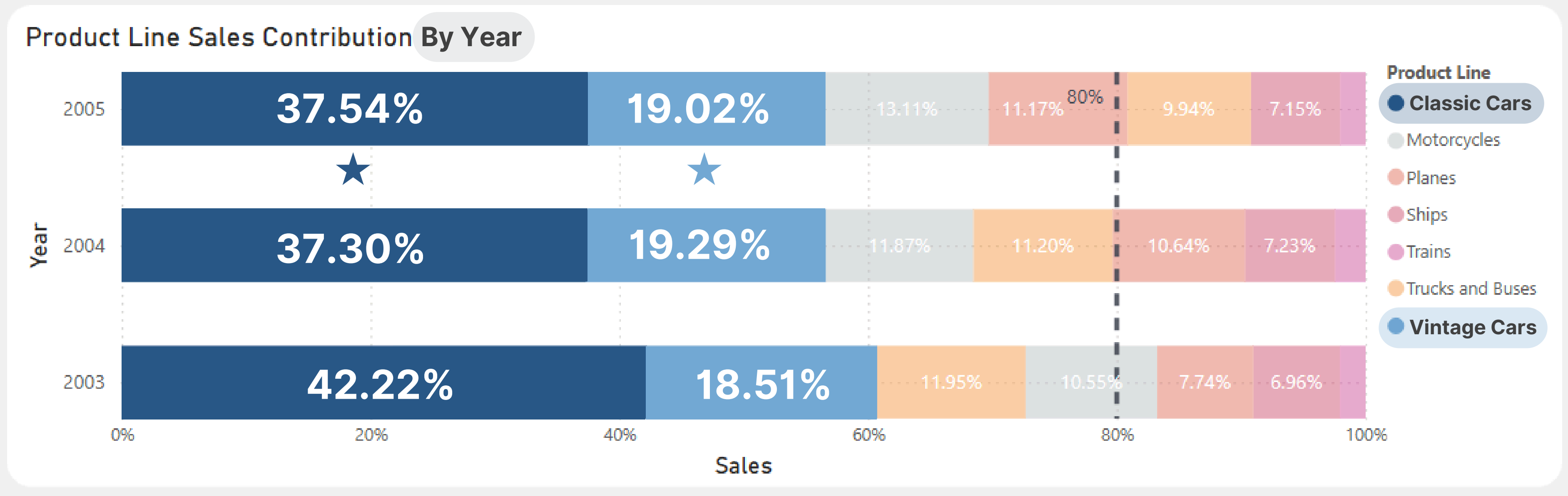


SALES COMPOSITION: DEALS AND PRODUCTS

Note: Data is from 2003 to Q2 2005

Product Distribution

- **Top 2 product lines account for 58.04% of sales**
  - Classic cars and vintage cars are the most popular

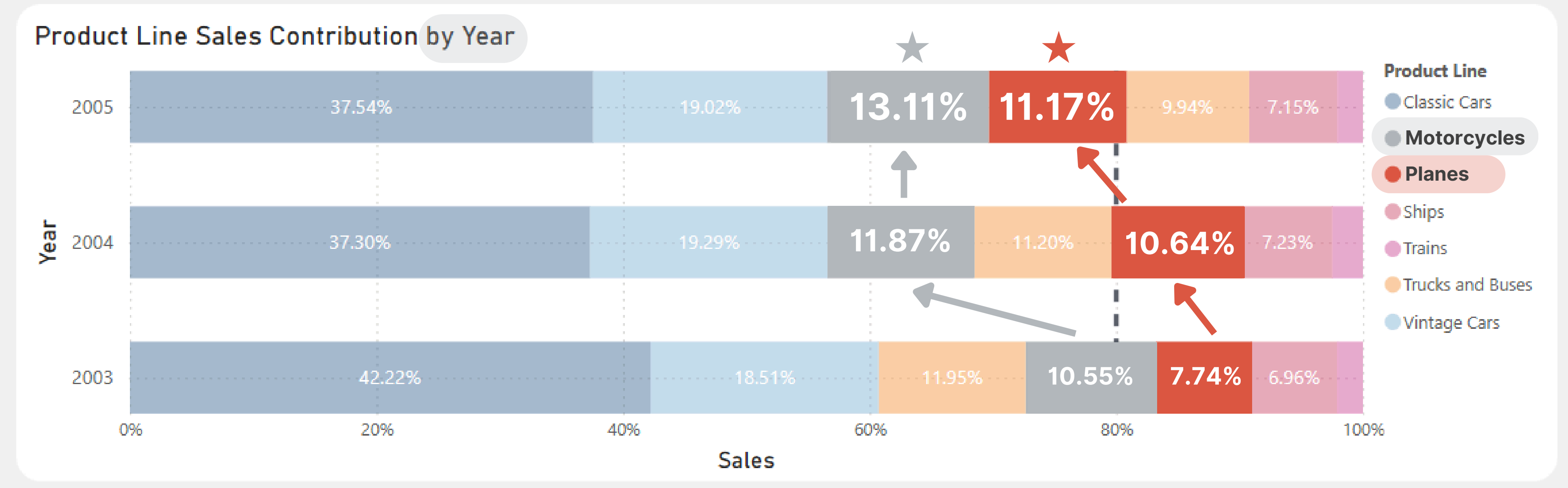


SALES COMPOSITION: DEALS AND PRODUCTS

Note: Data is from 2003 to Q2 2005

Product Distribution

- **Notable shifts in customer preferences**
  - Planes and Motorcycles have seen consistent increases in yearly market sales share since 2003

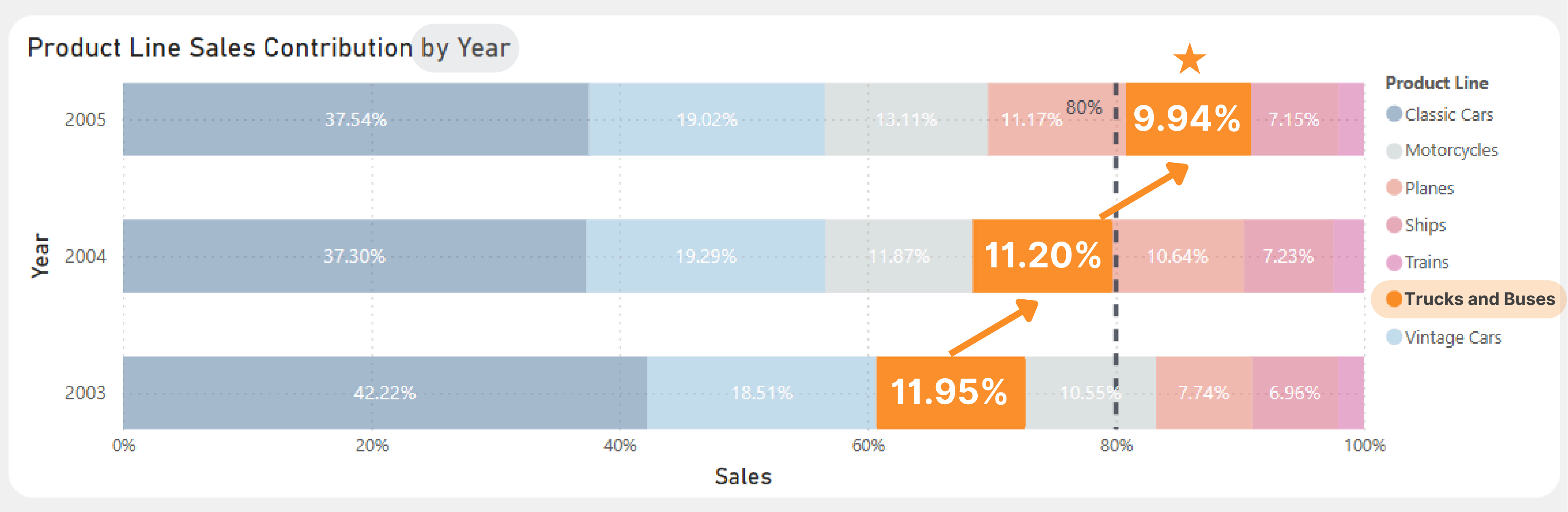


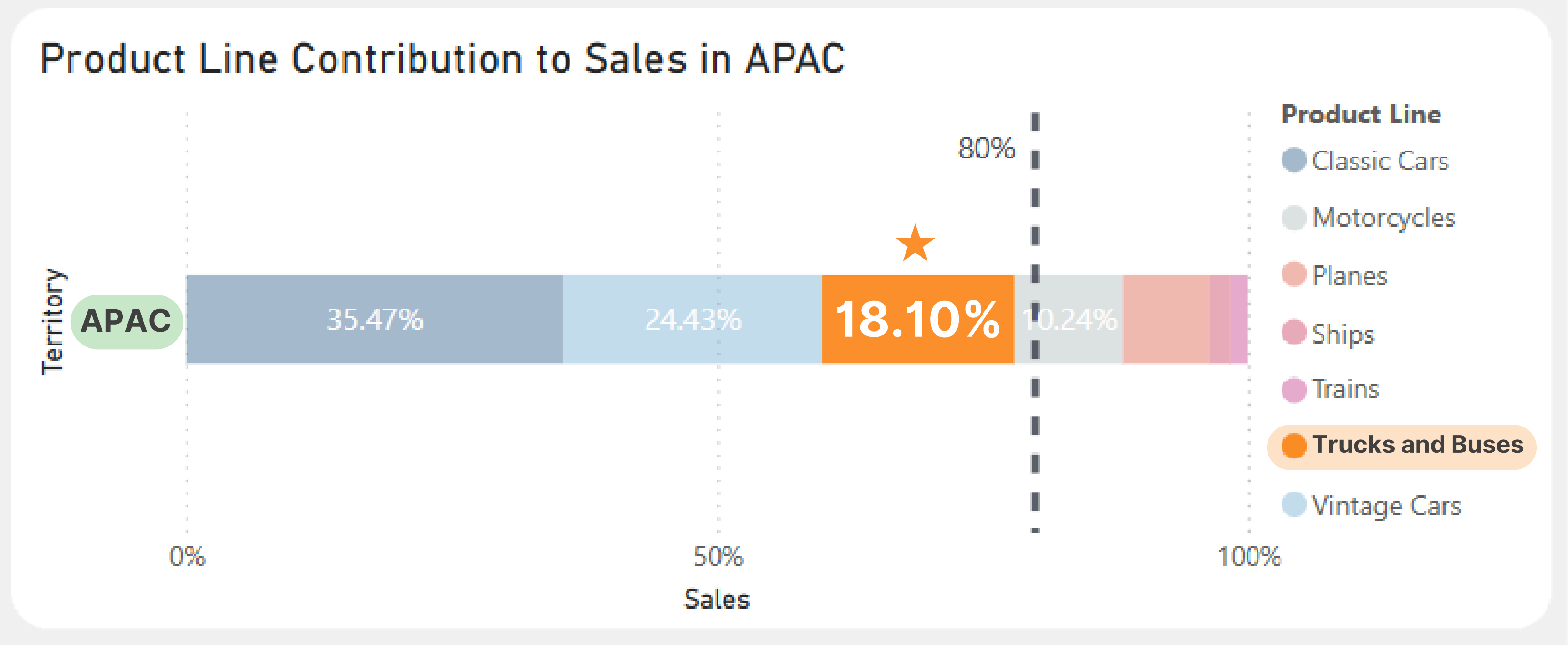
SALES COMPOSITION: DEALS AND PRODUCTS

Note: Data is from 2003 to Q2 2005

Product Distribution

- **Notable shifts in customer preferences**
  - Trucks and Buses have been declining since 2003
    - Note that trucks and buses remain significant in the APAC region as the third top sales driver contributing to ***18.10%*** of regional sales



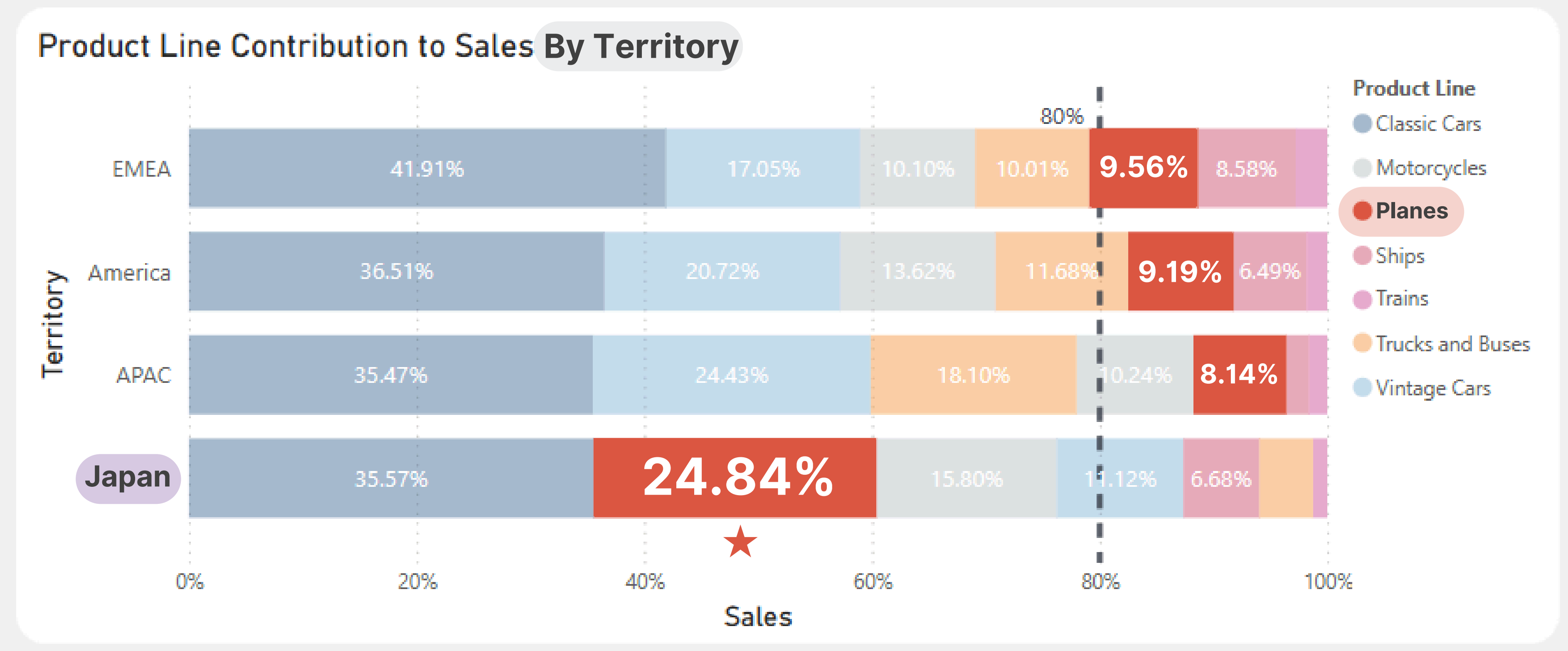


SALES COMPOSITION: DEALS AND PRODUCTS

Note: Data is from 2003 to Q2 2005

Product Distribution

- **Similar product distribution across teritorries with the exception of Japan where Planes are more popular**
  - significant differences in preferences compared to other territories with planes contributing ***24.84% of*** sales



BUSINESS INSIGHTS

Note: Data is from 2003 to Q2 2005

Sales Composition: Deals and Products

- **Most product orders are composed of medium and small-sized deals**
  - ***Recommendation:***
    - ***use promotions and discounts to upsell small sized product orders into medium sized orders to increase revenue contribution***

- **Shifting customer preferences of product lines**
  - classic and vintage cars remain top sold product lines
  - plane and motorcycles show consistent growth since 2003
  - trucks and buses are declining in overall sales but remain significant in the APAC region
  - In Japan, planes are very popular, the second highest sold product line, unlike in other regions
  - ***Recommendation***
    - ***ensure steady supply of classic and vintage cars***
    - ***prepare inventory for growing demand in planes and motorcycles***
    - ***given the declining sales in Japan and the popularity of planes in the region (differing from the trend in other regions) , look further into potential issues within product distribution in the region***

SUMMARY OF RECOMMENDATIONS

- **Sales Strategy**
  - Prepare demand forecasts and ***aggregate planning*** for ***expected Q4 surge*** in seasonal sales

- **Regional Expansion and Risk Management**
  - ***Leverage sales momentum in APAC region*** to diversify heavy sales concentration in EMEA and America regions
  - Investigate ***declining sales in Japan*** and reposition market strategy accordingly

- **Customer Management**
  - Deepen ***customer relationships with top customers*** (Euro Shopping Channel and Mini Gifts Distributors Ltd.) to encourage loyalty
  - Assess ***customer churn in Japan*** through customer feedback and order history analysis

- **Product Strategy**
  - Maintain ***supply focus*** on top selling product lines: classic and vintage cars
  - ***Scale production*** for ***growing product lines*** such as planes and motorcycles

- **Operational Improvements**
  - Identify root causes of ***rising order issues in 2005***, especially those affecting major customers
  - Utilize promotions and discounts to ***upsell small deals*** into medium sized orders to maximize revenue

THANK YOU

Sales Analytics Report

Name	Antonio Jose Maria A. Lorenzo
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Github Source	https://github.com/antonlorenzo03/Sales-Dashboard-PowerBi-Analytics-Report
Dataset	https://www.kaggle.com/datasets/kyanyoga/sample-sales-data?resource=download