



# **Sales Performance Analysis** (Fiscal Year 2004)

## **Strategies for Sustainable Profit Growth**

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# Objectives

**1. Provide a holistic view on Sales performance in FY 2004.**

**2. Identify areas of concern in Sales data and provide strategies to ensure sustained revenue and profit.**

FY 2004 -

1<sup>st</sup> July 2003 – 30<sup>th</sup> June 2004

# Contents

**1**

**Sales KPIs**



**2**

**Profitability  
challenges**

**(Vendor vs Online Revenue)**



**3**

**Recommendations to  
Enhance Profitability**

**How did FY 2004 look like  
in general?**

# Annual Revenue Increased by 56.72%

Total Revenue

**\$58.3M**

▲56.72%

Total Orders

**23.07K**

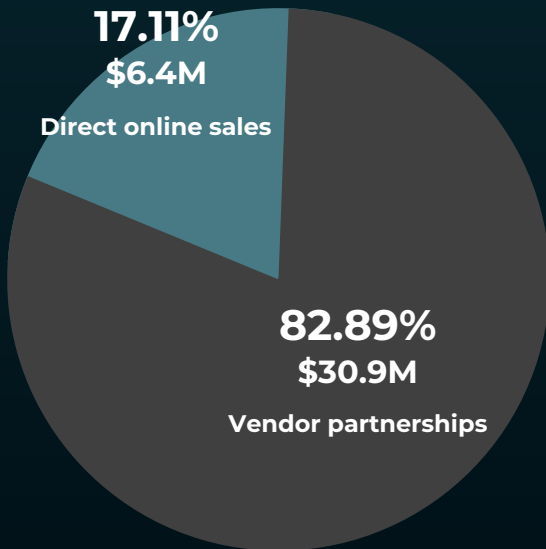
▲415.3%

Monthly Revenue Trend compared to FY 2003

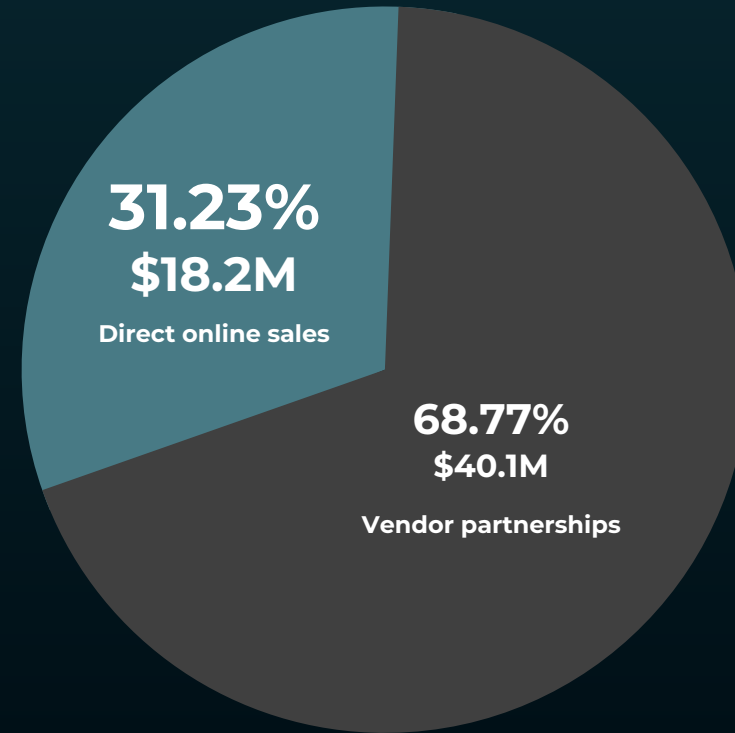


# Online Sales Increased by 184.36%

## Yearly Change in Sales Distribution



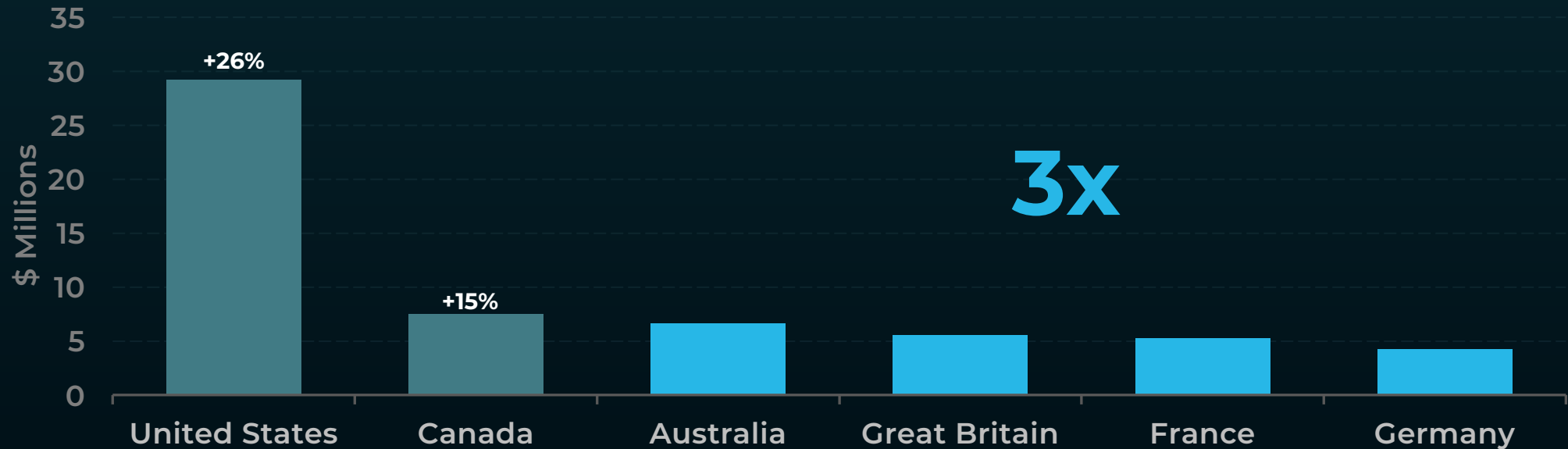
2003



2004

# Growing Online Sales Reveal Potential in More Markets

United States remained market leader, however, North American regions have witnessed modest growth rates compared to other regions that tripled their growth on average.

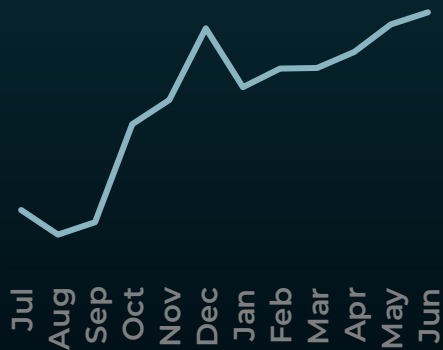


# Profit Growth Reached **589.97%**!

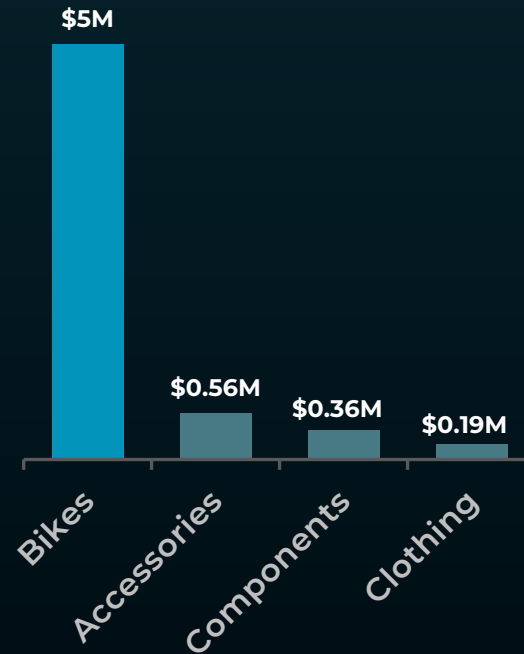
## Total Profit

**\$6.1M**

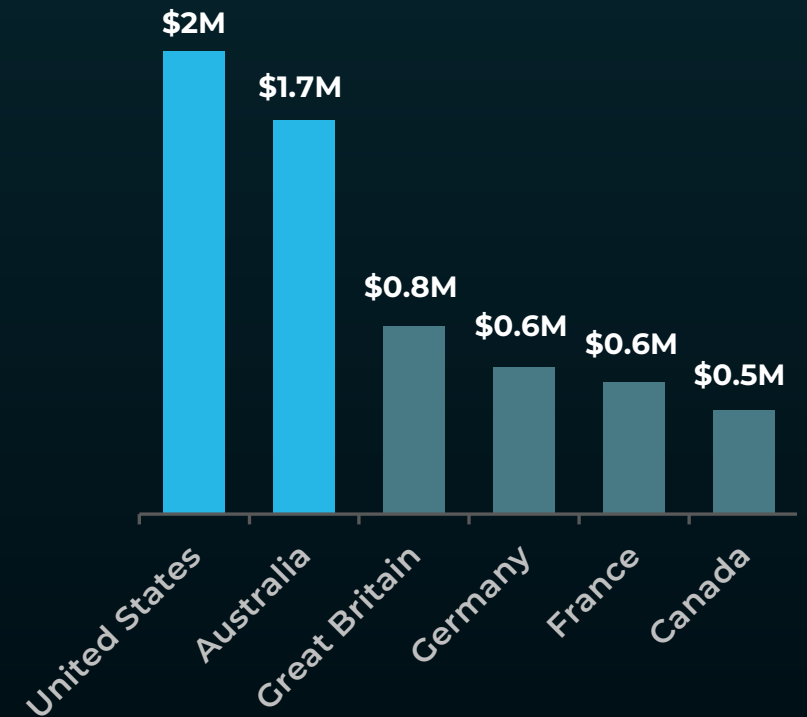
**▲584.62%**



## Profit by Product Category



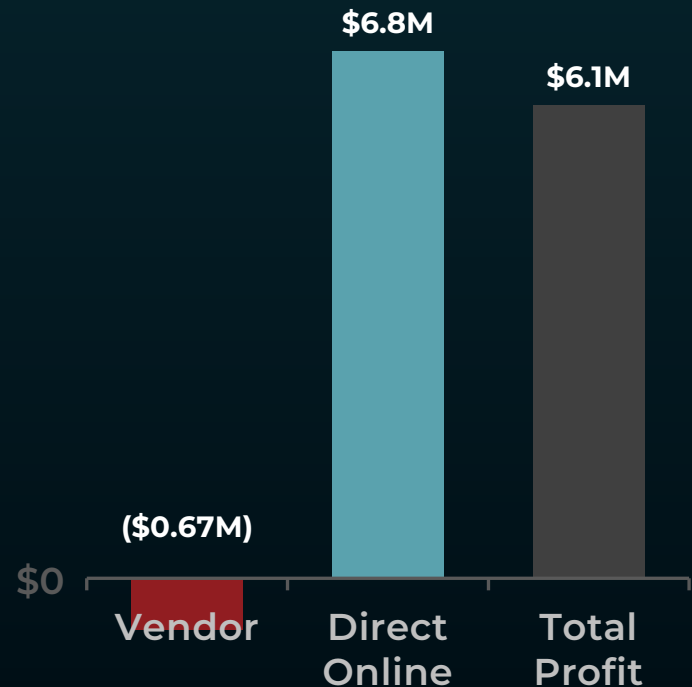
## Profit by Region



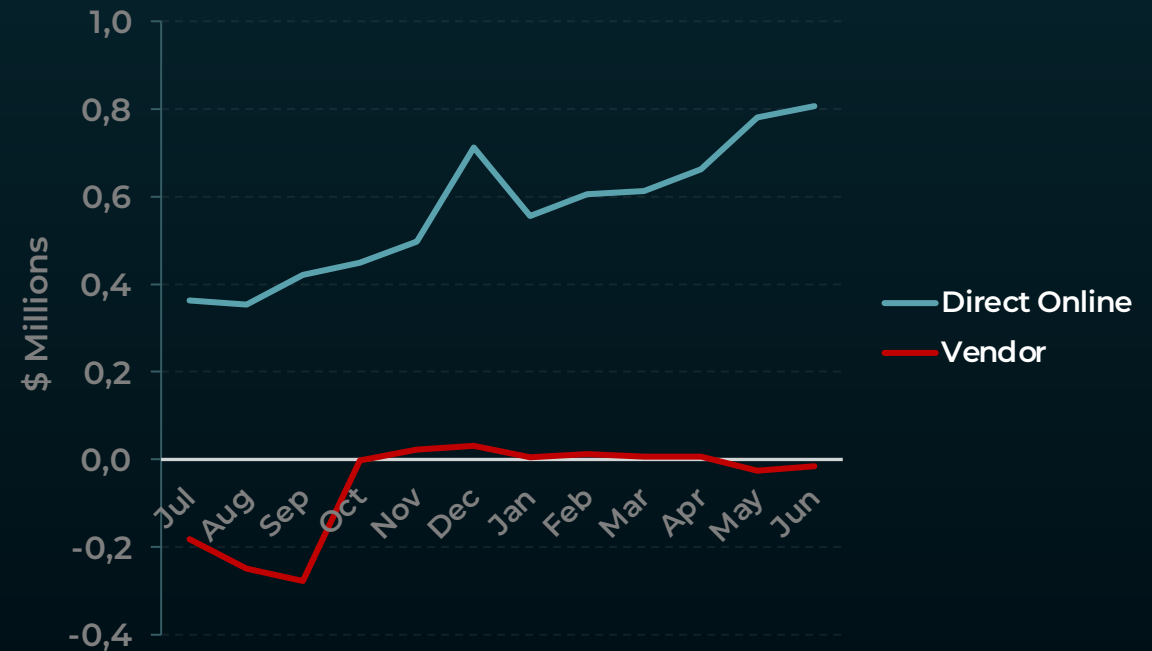


# Vendor Profit was **Negative**

## Yearly Total Profit Distribution



## Monthly Profit Distribution



Total Profit

**\$6.1M**



Doesn't look right...

Online Sales Revenue

**\$18.2M**

Online Sales Profit

**\$6.8M**

Vendor Partnerships  
Revenue

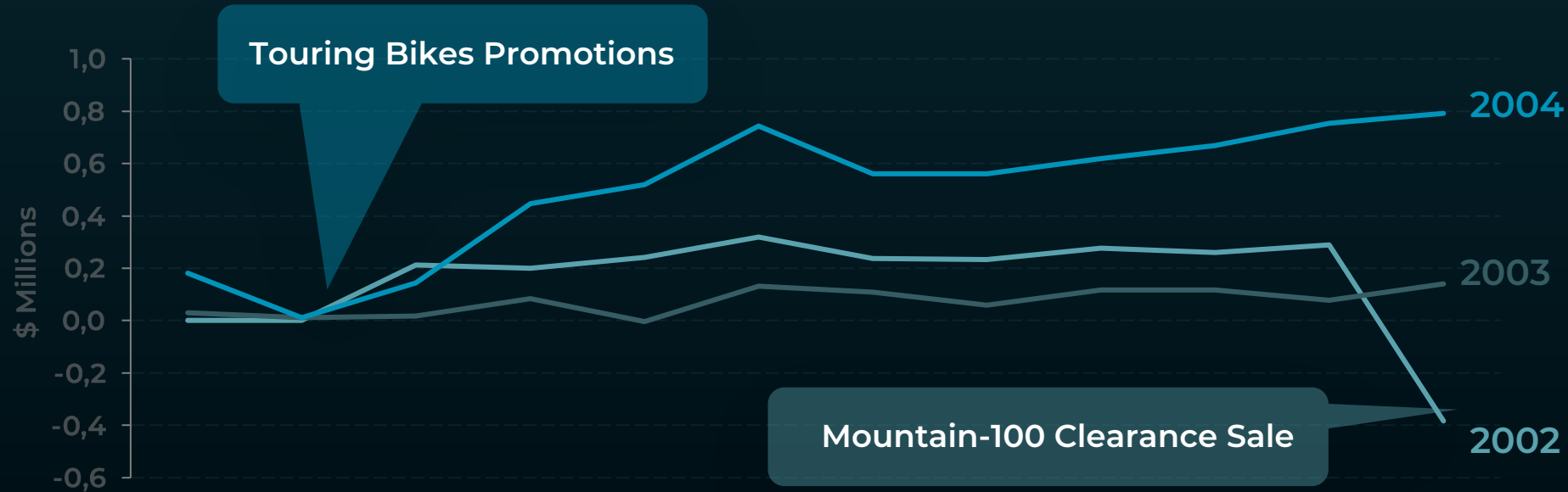
**\$40.1M**

Vendor Partnerships  
Profit

**(\$0.67M)**

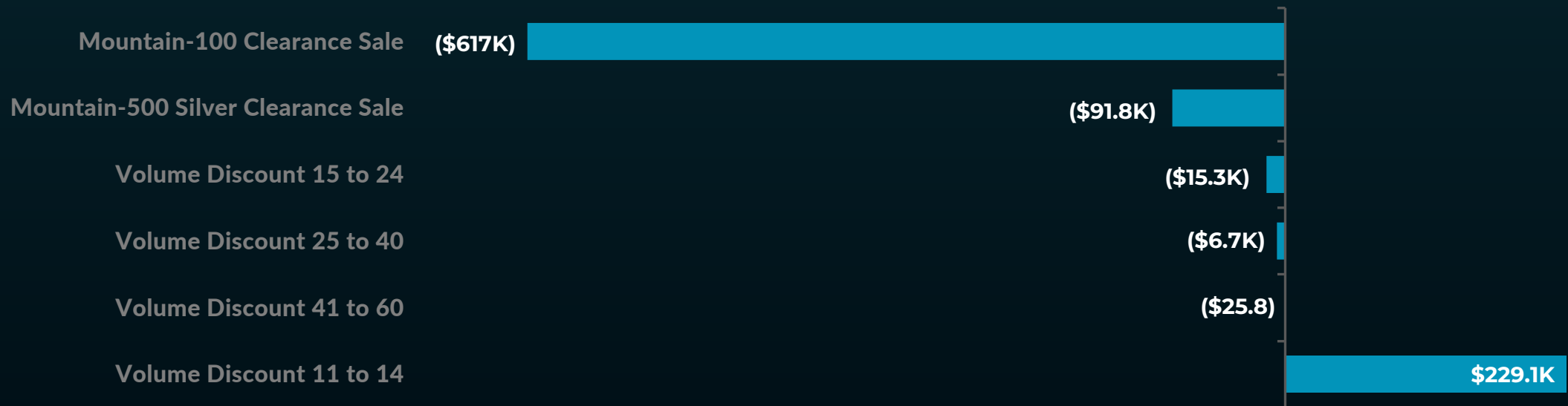
# Stock Clearances Cleansed Profits too...

FY 2004 Q1 unveiled a recurring pattern of decreased profits associated with promotional deals and stock clearances, pointing to overstock issues.



# Product Pricing Contributed to Profit Loss

The data indicates a significant loss from special offer sales such as promotions and higher volume discounts. These findings suggest a weak pricing model.



# Resolving Profitability Challenges



## Mitigating Overstock Issues

Collaborate with heads of departments to overlook inventory management processes and develop measures to manage overstock more efficiently.



## Adjust Pricing Models and Product diversity

Implement measures to optimize pricing strategies and maximize profitability. Re-evaluate product diversity to rely less on bikes and balance profits between other product categories.



## Leverage Online Sales and Potential Markets

Consider long-term strategies to capitalize on the increasing growth potential of direct online sales, as well as forge partnerships with vendors in growing markets such as Australia.



# Thank You

For Your Attention

Further Questions are Welcome!