**Business Problem Analysis: Drastic decline in Laptop Sales - East Region**

# Summary of the Problem

Sales data shows that laptop sales in the East region dropped by 71% from May to June 2025, resulting in a $24.7million revenue loss. Other regions were also affected, but East remains a critical focus due to its drastic drop in prior months.

# SMART Problem Statement

Laptop sales in the East region dropped significantly by 71% revenue between May and June 2025, causing a loss of $24.7million in revenue. This is negatively impacting regional targets and overall business performance. The goal is to identify the root cause by analysing internal sales data and gathering insights from stakeholders, with findings to be delivered within 5 working days.

# Stakeholders

* East Region Sales Manager
* Marketing Manager
* Supply Chain Lead
* Pricing/Product Manager
* Customer Service Lead

# Key Questions for Stakeholders

1. Did your team notice anything unusual in laptop sales or customer feedback during June?
2. Were there any changes in promotions, advertising, or campaigns between May and June?
3. Did we face any stock shortages or delivery issues for laptops in the East region?
4. Were there any recent changes in laptop pricing, bundles, or competitor pricing?
5. Did you receive any increase in complaints or returns for laptops in June?

# Excel Summary

Based on Excel analysis:

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| --- | --- | --- | --- |
| **Region** | **May Revenue** | **June Revenue** | **Percentage Change** |
| South | $27,910,000.00 | $15,640,000.00 | -43.96% |
| East | $34,660,000.00 | $9,890,000.00 | -71.47% |
| West | $10,030,000.00 | $25,830,000.00 | 157.53% |
| North | $34,280,000.00 | $23,930,000.00 | -30.19% |