Barb-Bar LLC

Presented by:
Barbara Carmody
Last updated:
December 2025

TABLE OF CONTENT
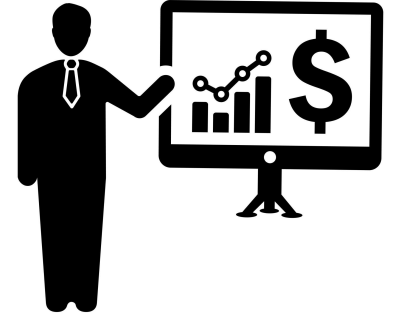
Project Purpose

Data source

Methodology

Key insights

Business Recommendation

Limitations

Project Purpose

This analysis focuses on:

- Evaluating total sales performance over time
- Comparing revenue across sales channels (Shopify Vs Square)
- Identifying differences in Monthly performance and understanding the decline in sales during 2024
- Providing insights and recommendations to guide Strategic decisions for the 2026 rebranding, including where the business should focus its efforts.

Data Source

Shopify (Online sales)

Square (In person sales)

Date	Customer Name	Channel	Orders	Product Name	Gross sales	Discounts	Returns	Net sales	Taxes	Shipping charges	Total sales	Items Sold	Price	DATE BY MONTH	% Of Monthly Sales
3/1/2023	Alisson Sharp	Shopify	2	Soaps	56	0	0	56	0	18	74	6	9	2023-03	8.33%
11/1/2023	Fernanda Aragon	Shopify	3	Soaps	534.5	0	0	534.5	4.68	9	548.18	59	9	2023-11	40.23%
12/1/2023	Thomas Francis	Shopify	2	Soaps	73	-6.8	0	66.2	3.68	18	87.88	7	9	2023-12	9.74%
2/1/2024	Ixiana Jhonson	Shopify	5	Soaps	202	0	0	202	2.22	9	213.22	22	9	2024-02	40.67%
3/1/2024	Dayanna Castillo	Shopify	1	Soaps	51	0	0	51	0	0	51	6	9	2024-03	14.09%
4/1/2024	Jesus Pastrana	Shopify	1	Soaps	59.5	0	0	59.5	3.57	0	63.07	7	9	2024-04	16.86%
6/1/2024	Adriana Quintero	Shopify	2	Soaps	78	0	-52	26	1.56	9	36.56	3	9	2024-06	10.52%
8/1/2024	Veronica Smith	Shopify	1	Soaps	39	-3.9	0	35.1	2.12	0	37.22	4	9	2024-08	10.69%
11/1/2024	Peter Thompson	Shopify	3	Soaps	202	-40.4	0	161.6	9.71	0	171.31	18	9	2024-11	35.51%
12/1/2024	Kim Carter	Shopify	1	Soaps	54	0	0	54	3.24	0	57.24	6	9	2024-12	15.54%
2/1/2025	Liam Bennet	Shopify	1	Soaps	8	0	0	8	0.48	10	18.48	1	9	2025-02	15.77%
4/1/2025	Isabella Rivera	Shopify	4	Soaps	273	-22.8	0	250.2	9.18	0	259.38	28	9	2025-04	72.43%
1/1/2023	Events	Square		Soaps	768.33	0	0	768.33	46.1	0	814.43	85	9	2023-01	100.00%
2/1/2023	Events	Square		Soaps	768.33	0	0	768.33	46.1	0	814.43	85	9	2023-02	100.00%
3/1/2023	Events	Square		Soaps	768.33	0	0	768.33	46.1	0	814.43	85	9	2023-03	91.67%
4/1/2023	Events	Square		Soaps	768.33	0	0	768.33	46.1	0	814.43	85	9	2023-04	100.00%
5/1/2023	Events	Square		Soaps	768.33	0	0	768.33	46.1	0	814.43	85	9	2023-05	100.00%
6/1/2023	Events	Square		Soaps	768.33	0	0	768.33	46.1	0	814.43	85	9	2023-06	100.00%
7/1/2023	Events	Square		Soaps	768.33	0	0	768.33	46.1	0	814.43	85	9	2023-07	100.00%
8/1/2023	Events	Square		Soaps	768.33	0	0	768.33	46.1	0	814.43	85	9	2023-08	100.00%
9/1/2023	Events	Square		Soaps	768.33	0	0	768.33	46.1	0	814.43	85	9	2023-09	100.00%
10/1/2023	Events	Square		Soaps	768.33	0	0	768.33	46.1	0	814.43	85	9	2023-10	100.00%
11/1/2023	Events	Square		Soaps	768.33	0	0	768.33	46.1	0	814.43	85	9	2023-11	59.77%
12/1/2023	Events	Square		Soaps	768.33	0	0	768.33	46.1	0	814.43	85	9	2023-12	90.26%
1/1/2024	Events	Square		Soaps	293.5	0	0	293.5	17.61	0	311.08	33	9	2024-01	100.00%
2/1/2024	Events	Square		Soaps	293.5	0	0	293.5	17.61	0	311.08	33	9	2024-02	59.33%
3/1/2024	Events	Square		Soaps	293.5	0	0	293.5	17.61	0	311.08	33	9	2024-03	85.91%
4/1/2024	Events	Square		Soaps	293.5	0	0	293.5	17.61	0	311.08	33	9	2024-04	83.14%

Revenue Trend 2023-2025

The business was declining in sales during the years showing a significant downward trend between 2023 and 2025

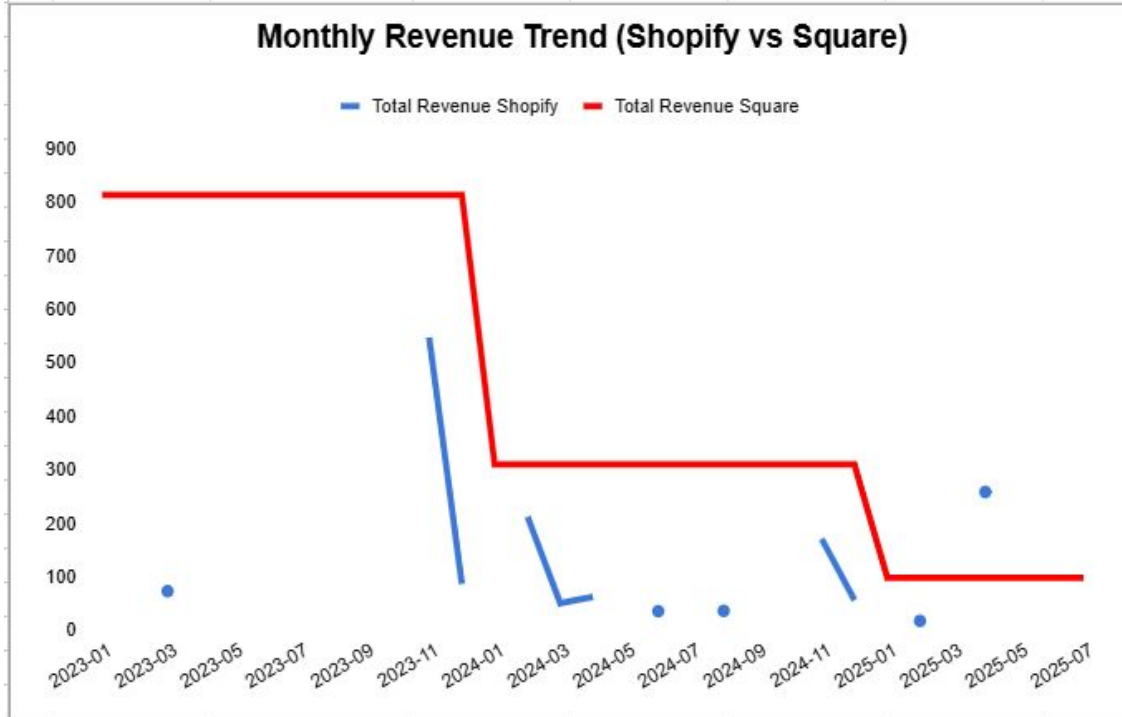|	
Shopify Reve	$1,617.54
Square Rever	$14,197.23
Total Ordes	26
Total Items So	1653
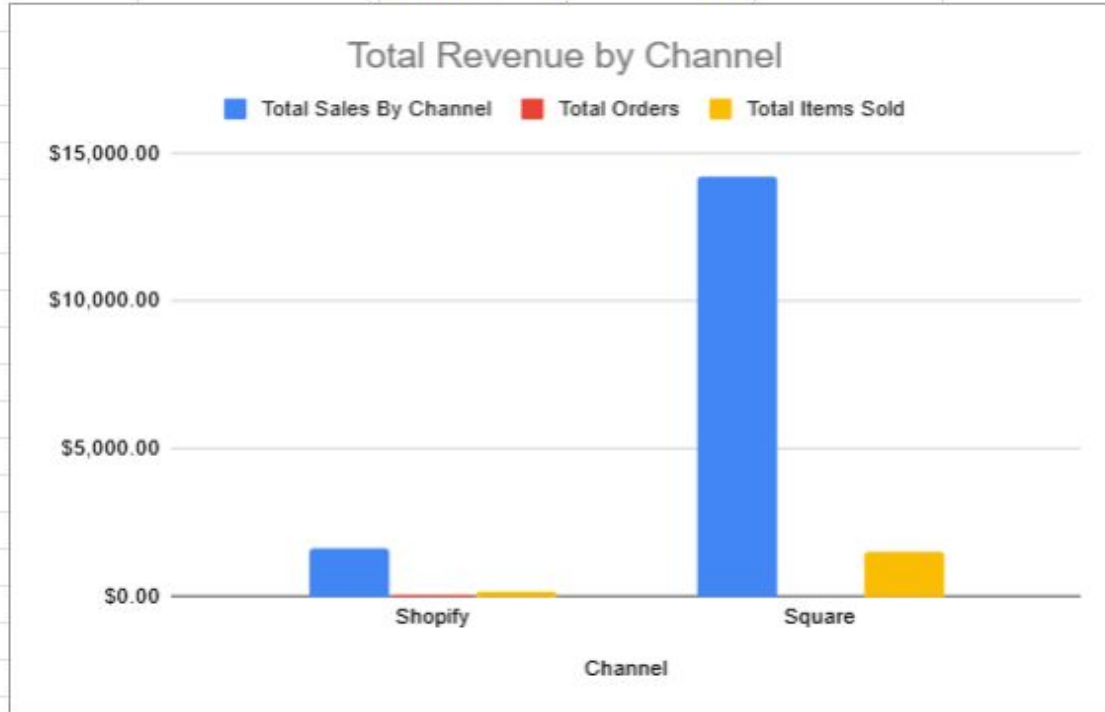
The principal revenue came from Square (Events and markets) specially for peak season like Christmas, Shopify generated very low revenue during the years with small increases in December.

Total Revenue by Channel

Legend: Total Sales By Channel (blue), Total Orders (red), Total Items Sold (yellow)

Y-axis values: $0.00, $5,000.00, $10,000.00, $15,000.00

X-axis: Channel — Shopify, Square

Shopify Revenue	$1,617.54
Square Revenue	$14,197.23

Monthly Revenue Trend (Shopify vs Square)

— Total Revenue Shopify — Total Revenue Square

The principal revenue came from Square (Events and markets) specially for peak season like Christmas, Shopify generated very low revenue during the years with small increases in December.

Business Recommendations

To improve overall performance We recommend Barb-Bar LLC increase online presence and digital marketing including ads, more content creation and social media campaigns.

Encourage community engagement online to build customer loyalty and repeat purchases.

Improve inventory tracking and record sales with product level detail to support future analysis.

Participate in more in-person events, especially during the high-sales season.
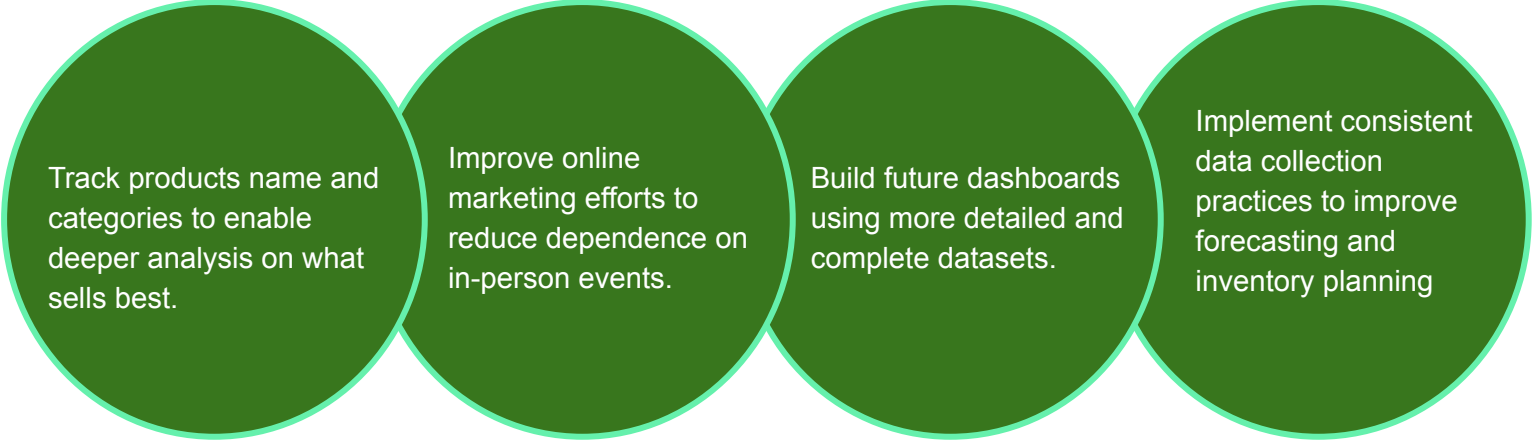
Limitations

Square only reports annual totals. Monthly values were estimated by dividing evenly across 12 months to estimate monthly averages and the study was made with data from January 2023 to July 2025 so data is incomplete for the year of 2025.

Square does not collect customer names preventing analysis of customer behavior (repeat customer loyalty patterns).

Square does not provide detailed transaction-level information, so items sold could not be analyzed.

Conclusion

This analysis highlights general sales in Barb-Bar LLC to help to understand how to improve and find opportunities for improvement. By applying these insights to Barb-Bar LLC, the company can strengthen online sales, enhance user behavior, products that bring more revenue, improve product features, and have better marketing campaigns.

Track products name and categories to enable deeper analysis on what sells best.

Improve online marketing efforts to reduce dependence on in-person events.

Build future dashboards using more detailed and complete datasets.

Implement consistent data collection practices to improve forecasting and inventory planning