

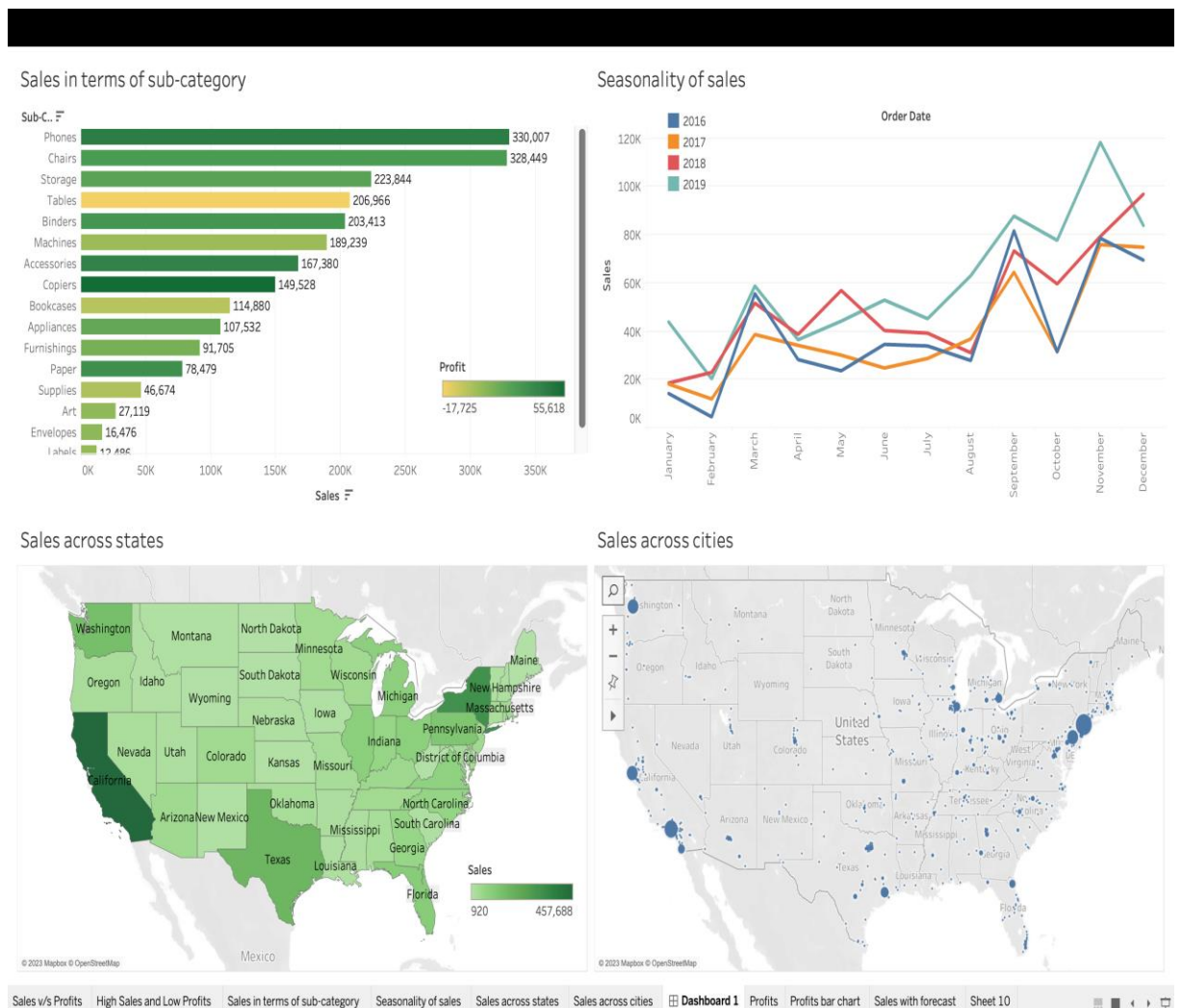
Title: A1- Simulation - Data-Driven Strategic Recommendations and Business Report

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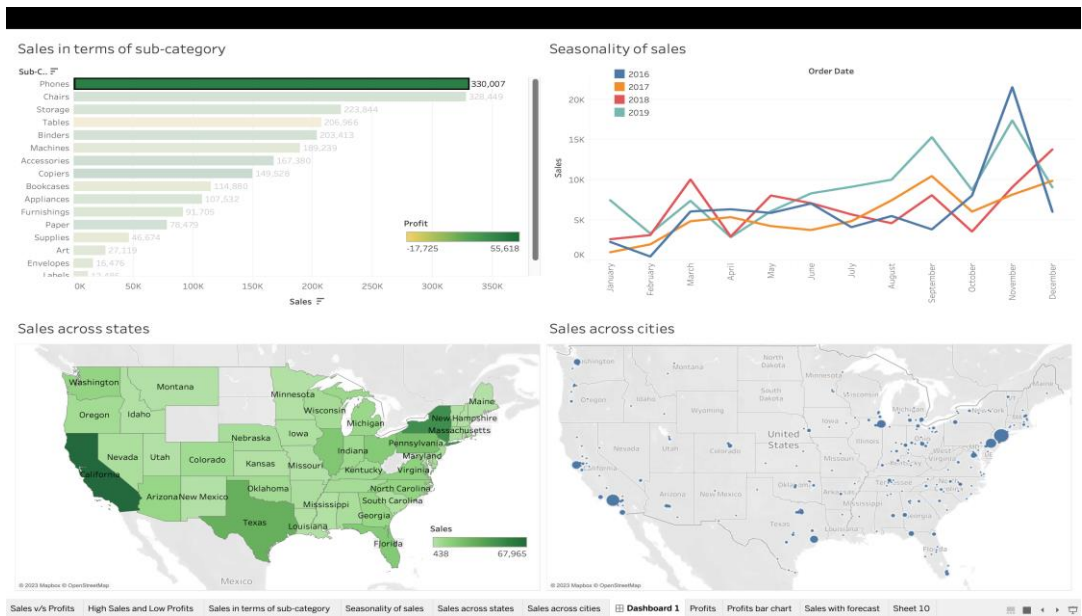
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Subject: Data Visualization & Analysis

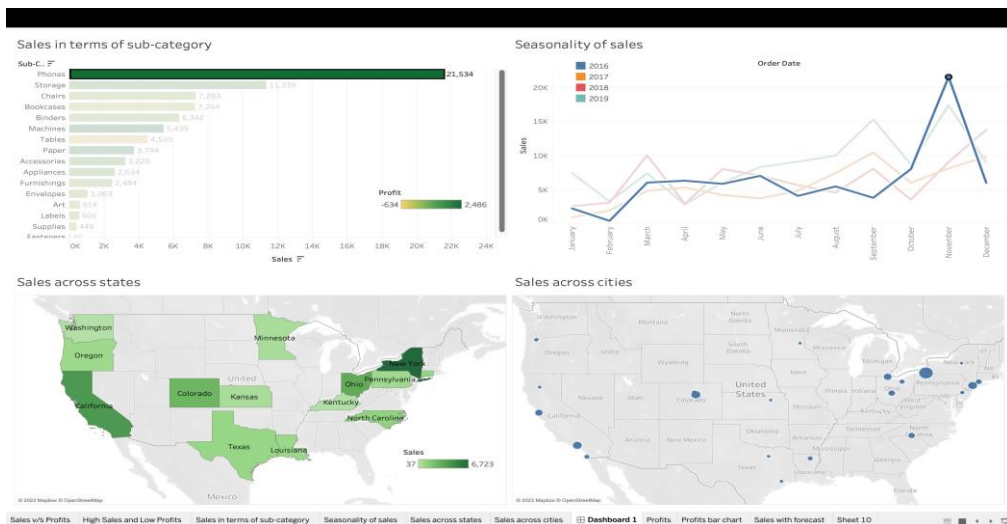
Boosting Sales of Sub-Categories to Maximize ROI



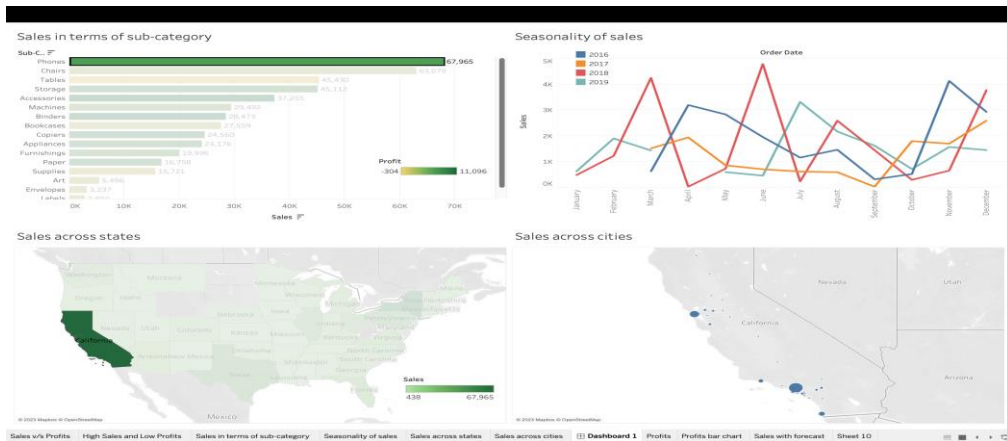
Main Dashboard



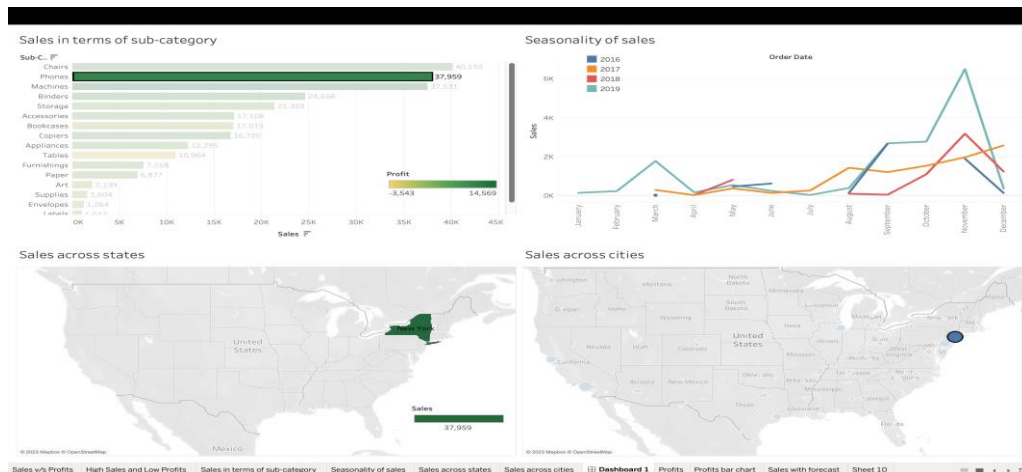
Study on sub-category having highest sales and highest profits



Study on highest seasonality of sales



Study on sales across the sales



Study on sales across the cities

Introduction:

As Marketing Analytics lead, I performed comprehensive sales analysis to identify opportunities to maximize our advertising budget and drive sales growth. This report focuses on providing insights into their sales performance over different time periods and locations. By leveraging these results, we can efficiently allocate our advertising investments and generate a higher return on investment (ROI).

1. Sales analysis by subcategory:

Phones and armchairs are among the best-selling sub-categories, indicating strong market demand for these products. Phones have the highest sales, followed by chairs, storage, and furniture.

2. Sales season:

Trends in selling phones and chairs show relative consistency over several years. Understanding these seasonal trends allows us to strategically plan our advertising campaigns to take advantage of peak sales periods.

3. Phone Sub-category Sales:

a) In 2016, November had the highest phone sales, with a total of 330,007 phones sold in California and New York. Targeting these placements for the same time period in future marketing campaigns presents a significant opportunity.

b) In 2019, Massachusetts and New York City had the highest phone sales, with a total of 17,407 phones sold. Tailoring our advertising efforts to these regions can capture a larger share of sales in these regions.

4. Sales of Chairs subcategory:

a) In 2019, October became the month with the highest chair sales in New York. Focusing our advertising campaigns on special chairs during this time can lead to increased sales.

5. US Interstate Sales:

California and New York are the states with the highest sales overall. Targeting these states with our advertising efforts allows us to reach lucrative markets and increase sales.

6. Sales across US cities:

New York, Los Angeles and San Francisco have the highest sales of any city. Focusing our advertising campaigns on these cities will expand our reach and increase the visibility of our products.

Conclusion:

Based on an analysis of subcategory sales, seasonality, and geographic trends, a portion of the advertising budget should be allocated to promote phones and chairs. By targeting specific regions and time periods, we can increase brand awareness, engage leads, and drive sales growth.

Recommended advertising strategy:

1. Launch targeted digital campaigns:

Use online platforms, social media, and search engine marketing to reach potential customers interested in phones and chairs. Tailor your message to highlight the unique selling points and benefits of our products.

2. Partnering with influencers:

Partner with influencers who have a strong following and are relevant to our target audience. Ask them to endorse our phones and chairs, highlighting their features and positive customer experiences.

3. Promotions and Discounts:

Offer limited-time promotions or discounts on phones and chairs during peak sales. Create a sense of urgency to encourage immediate purchase decisions.

4. Location-based advertising:

Prioritize advertising efforts in California, New York, Massachusetts, and major cities like New York, Los Angeles, and San Francisco. Use local media channels, billboards, and targeted placements to increase brand visibility.

5. Seasonal campaign:

Create campaigns themed around defined high sales periods for phones and chairs. Leverage seasonality insights to create compelling messages and images that resonate with potential customers. Implementing these strategies and leveraging insights from our sales data can effectively maximize advertising ROI and drive sales.