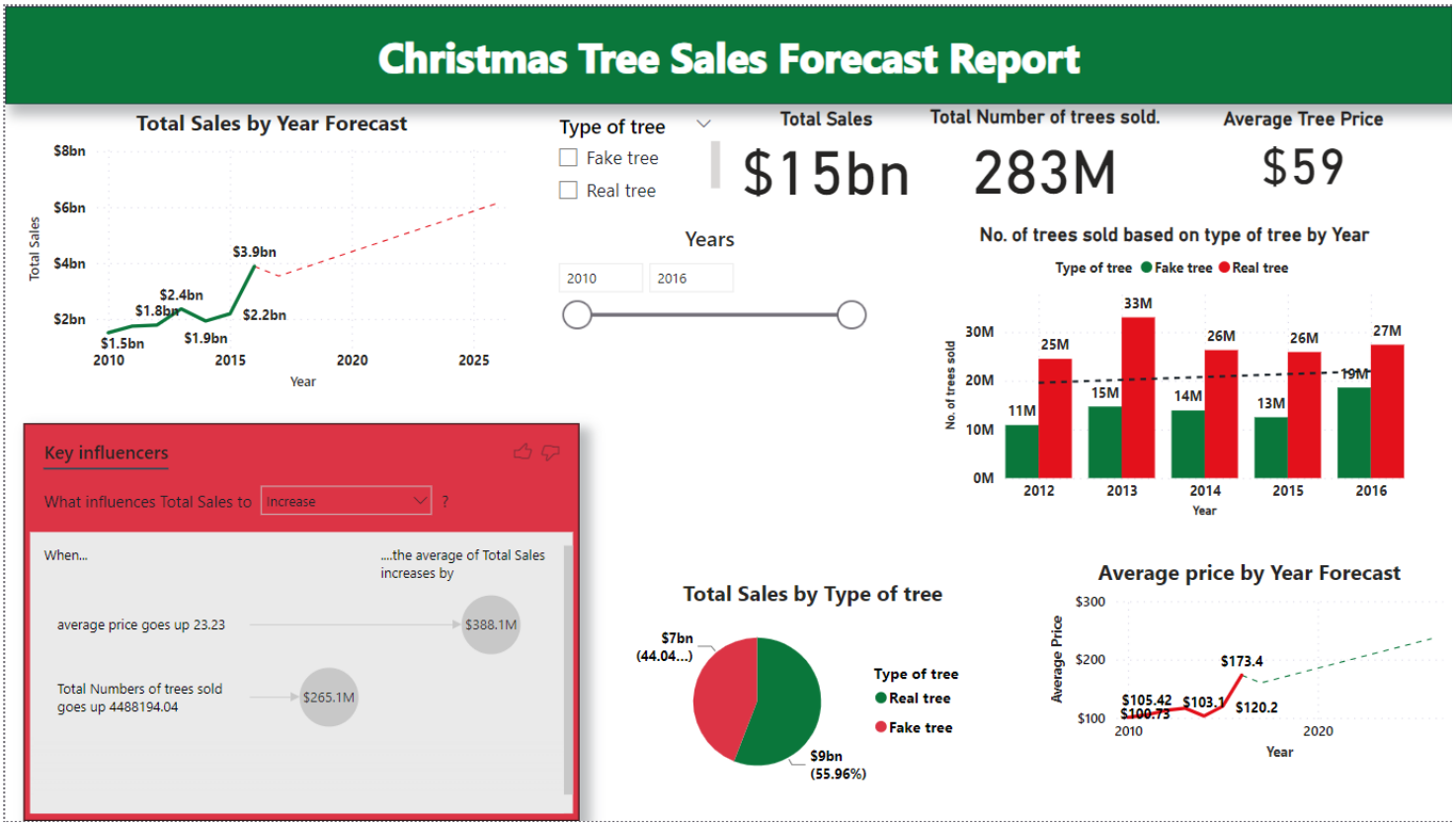
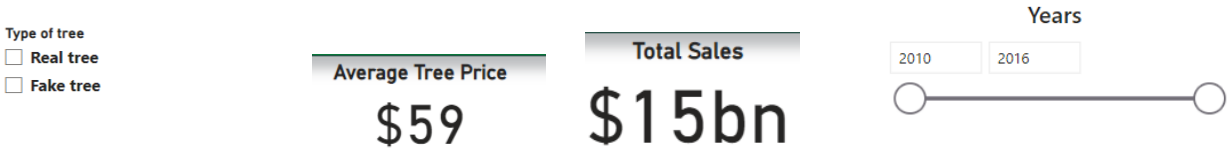
Christmas Tree Sales Forecast Report

Scenario: An XYZ company is famous for selling Christmas trees. The company sells two types of trees: Fake trees and Real trees. The company requested a report on total sales from the year 2010 to 2016. The company also wants to forecast total sales for the upcoming years.



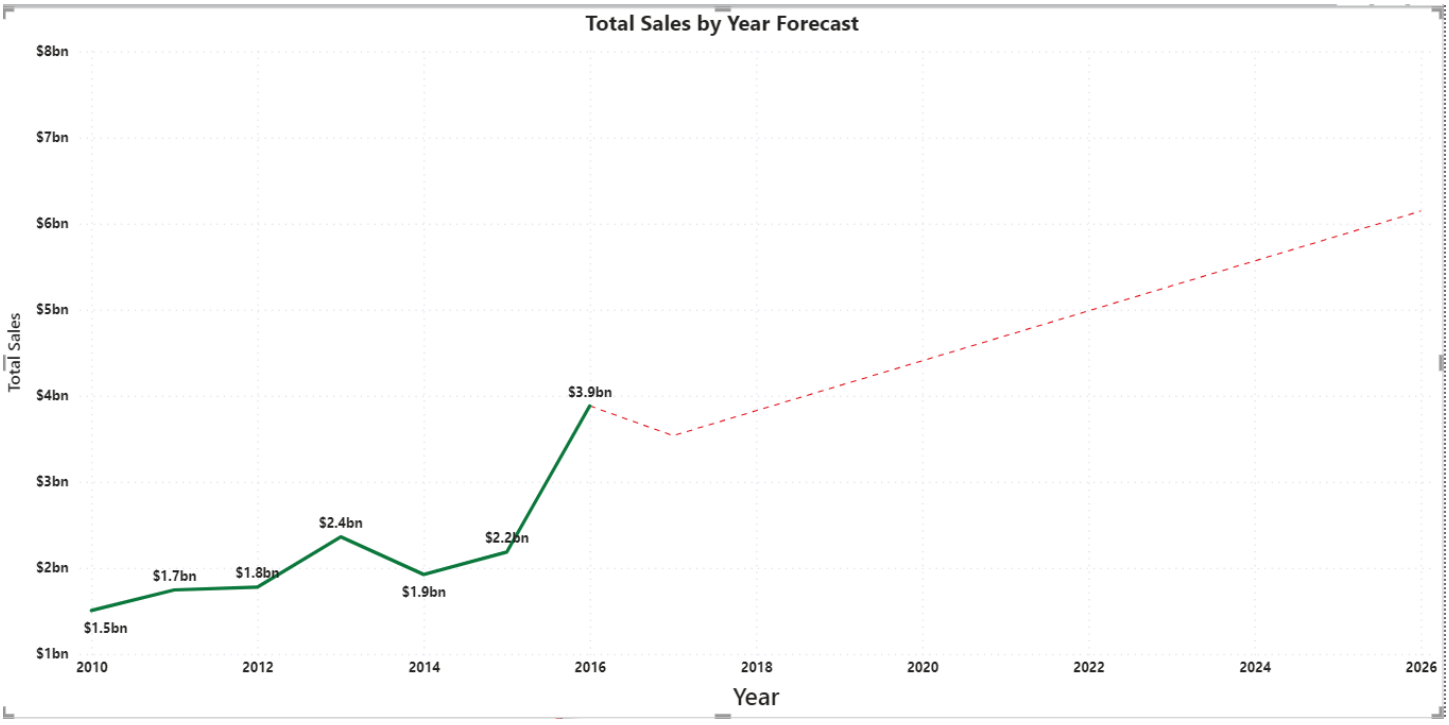
The average price of the tree is about $59, Total sales for the years 2010 to 2016 is $15 Billion and the total number of trees sold so far is 283 Million.

There is a Slicer that requires selection if the company wants to know the total sales, average price, and total number of trees sold individually. The years are also added as a slicer to display desired years.

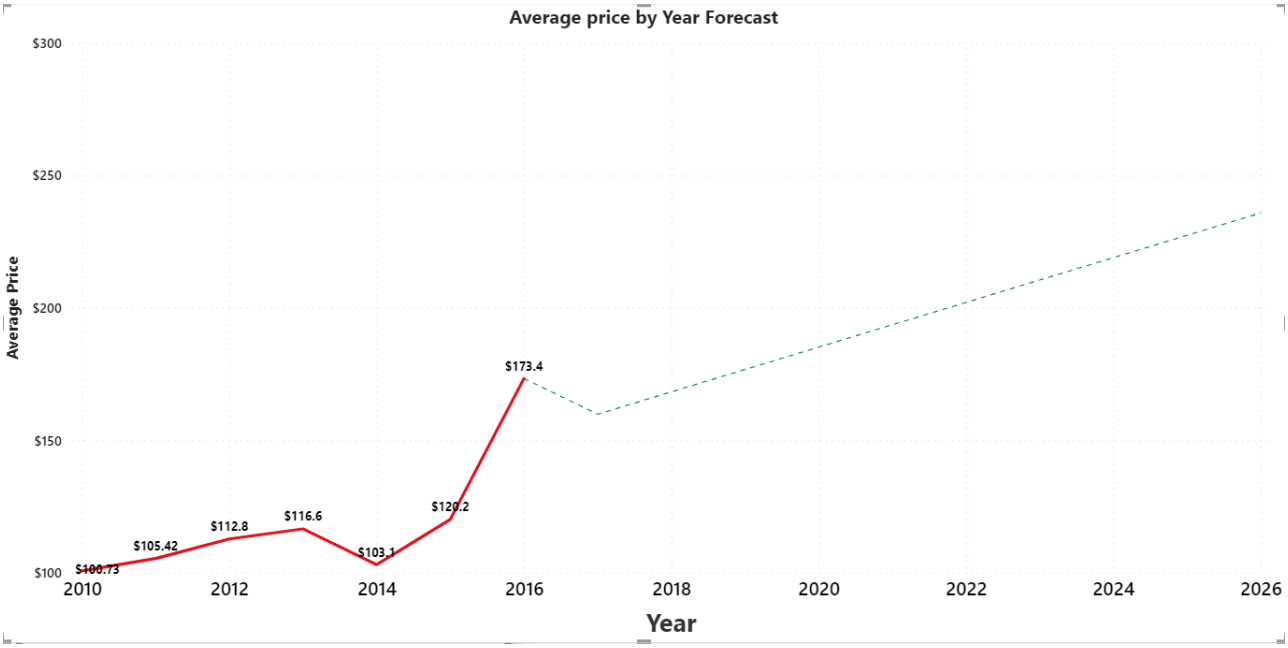


The topmost left report indicates the total sales from 2010 to 2016. This report also predicts the total sales for upcoming years as well from 2017 to 2025. With this forecast, the company can estimate the total sales for the upcoming years.

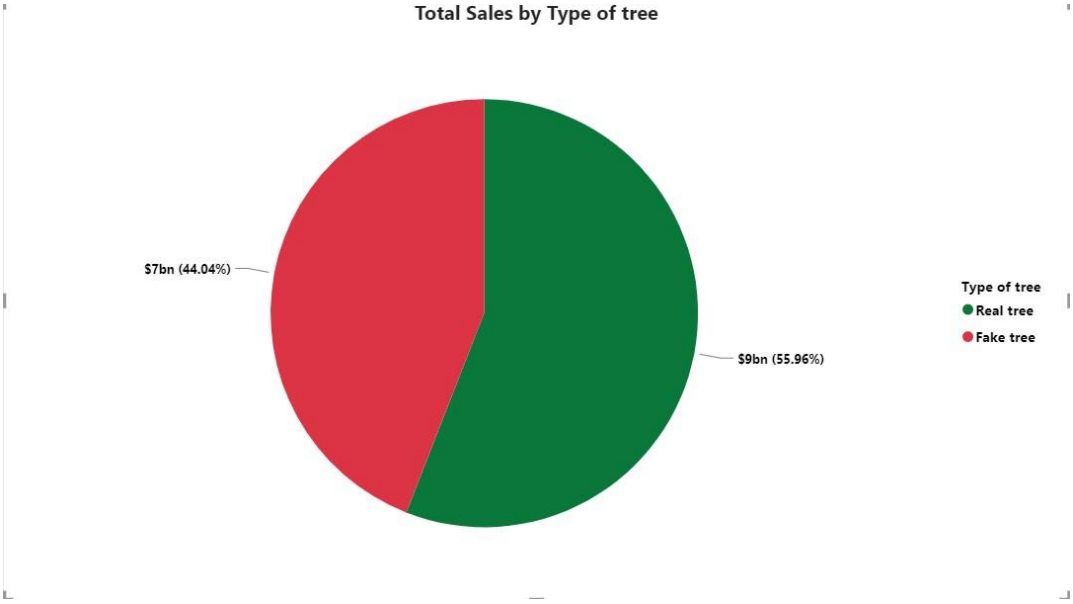
The above report forecasts the total sales from 2017 to 2025. The forecast predicts that the total sales will increase in the upcoming years. The solid line in “Green” represents the total sales for the years 2010 to 2016. The dashed line in red is the forecast line for the years 2017 to 2025.



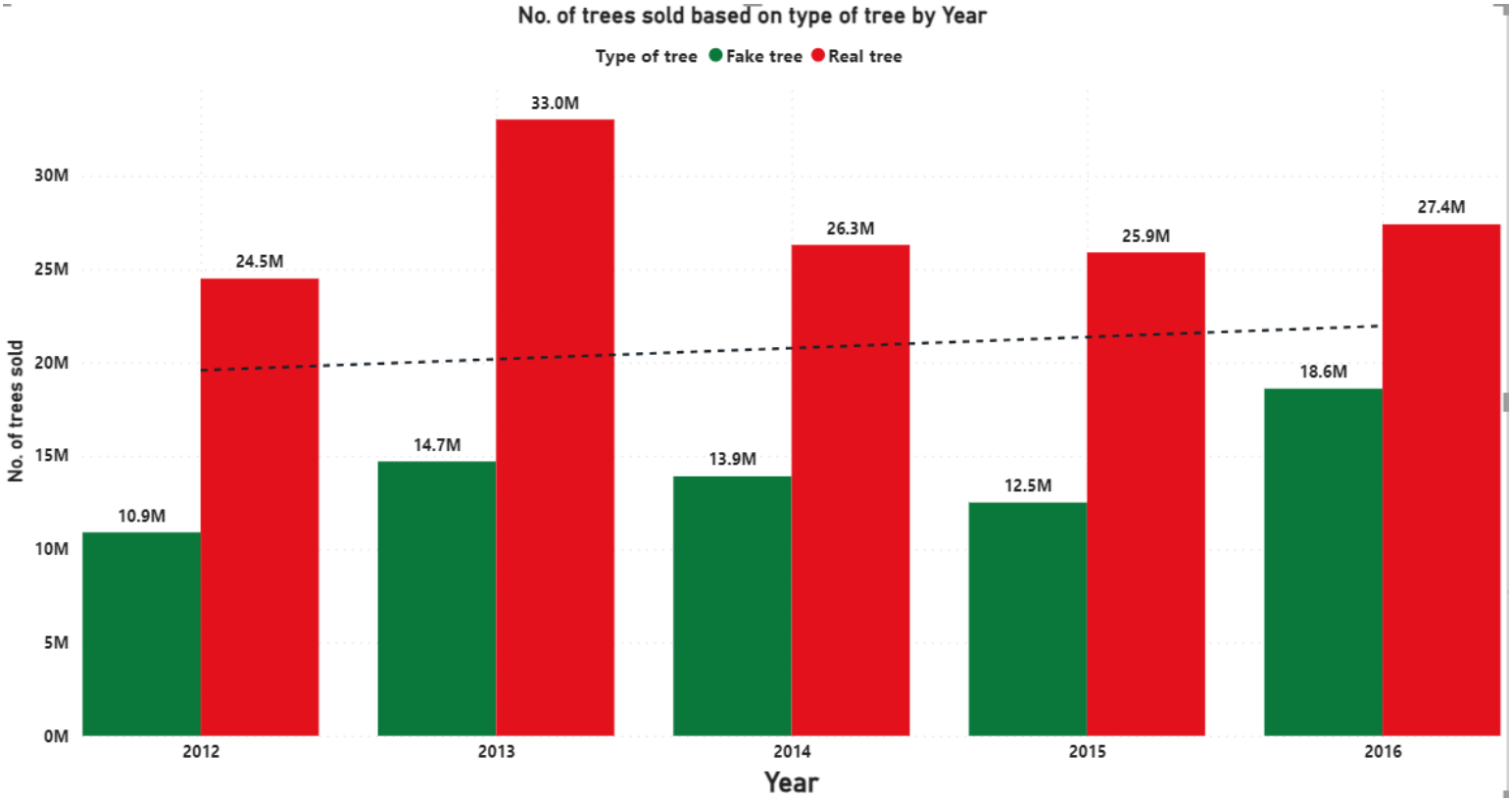
The bottom right report indicates average prices from 2010 to 2016. The line chart also shows the forecast of average prices for the years 2017 to 2026 in the “Green” dashed line. The solid line in “Red” represents the average price for the years 2010 to 2016.



The Pie chart represents the total % of sales of both Fake and Real trees so far. As per the report, Real tree sales are high when compared to Fake tree sales.



The column chart represents the top 5 years in which the maximum number of trees are sold.

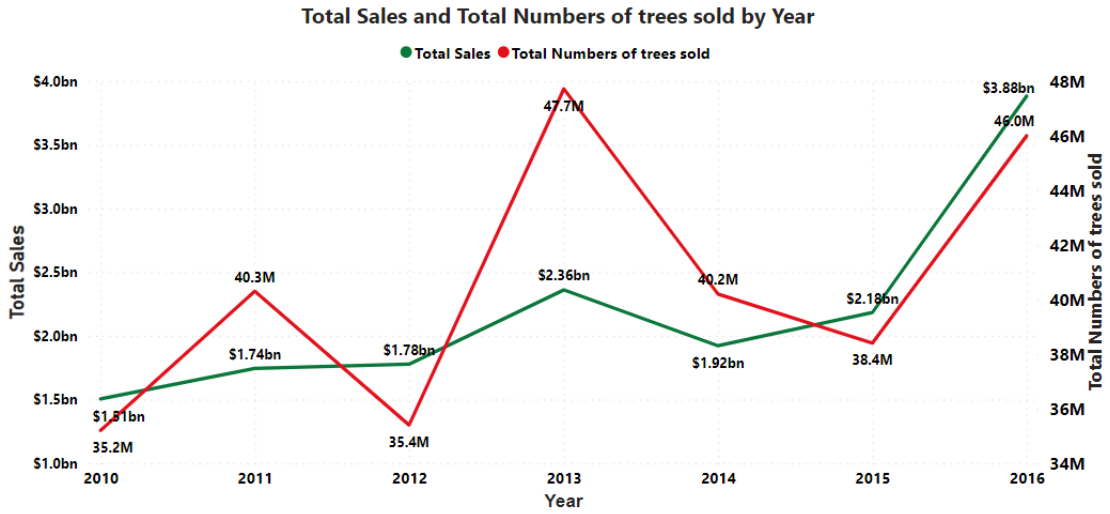


As per my analysis, I've found 2 key influences that impact the sales growth moving forward.

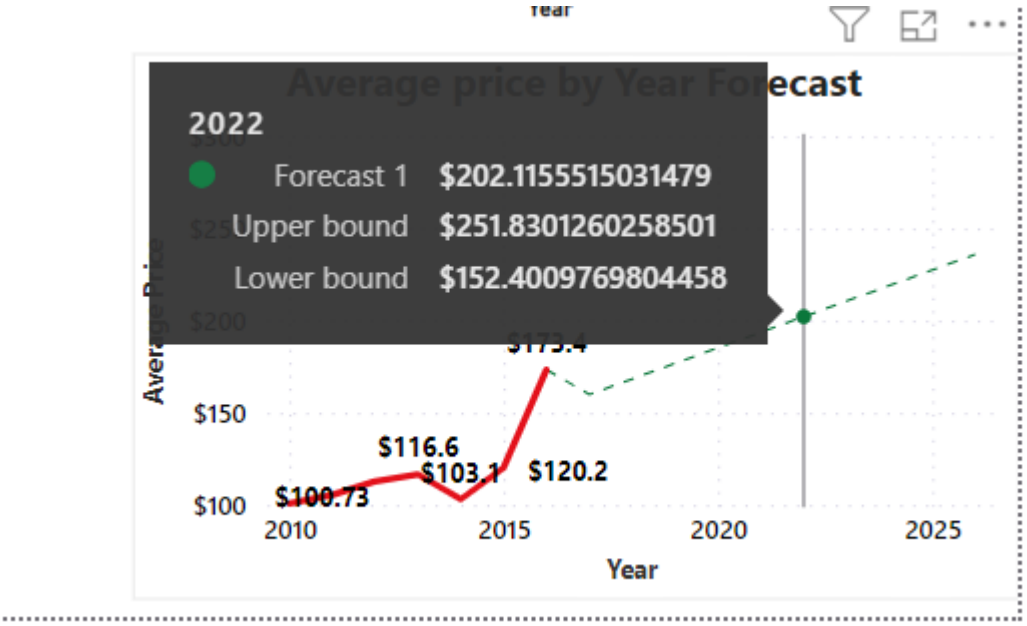
1. Average tree price
2. Number of trees sold.

This means that if there are a greater number of trees sold and the average price is increased, then the sales growth is likely to increase.

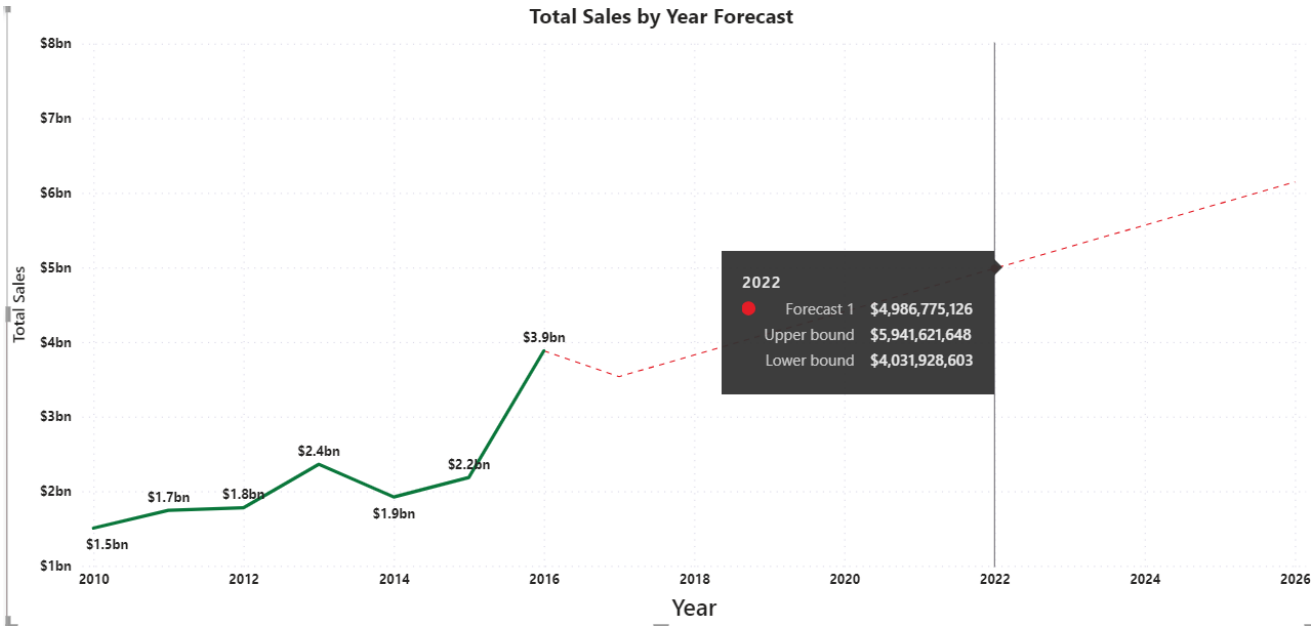
According to the visual, the total sales were high when the number of trees sold was high.



For example: In 2022, the average price predicted is about $202 as shown in the line chart.

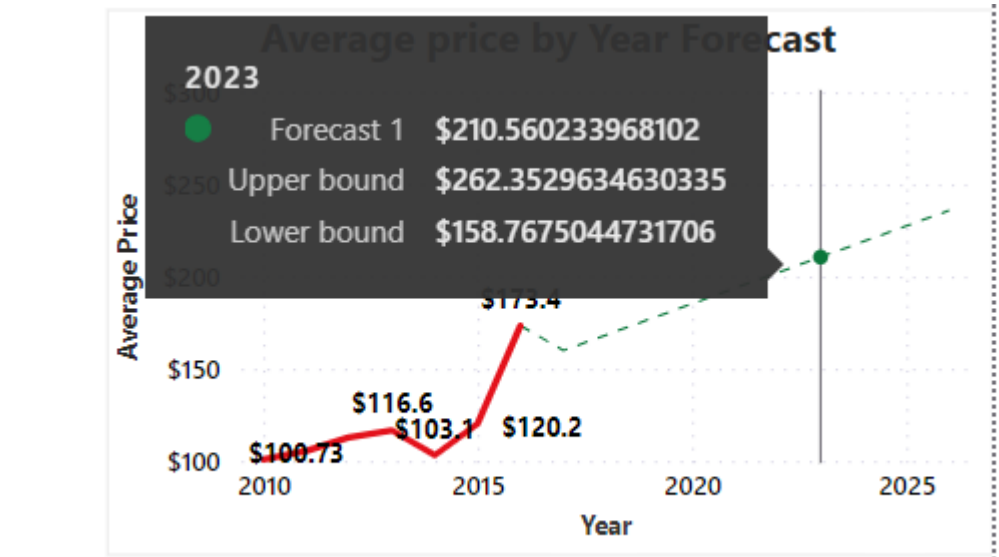


The total sales increase predicted is $4.9 billion.

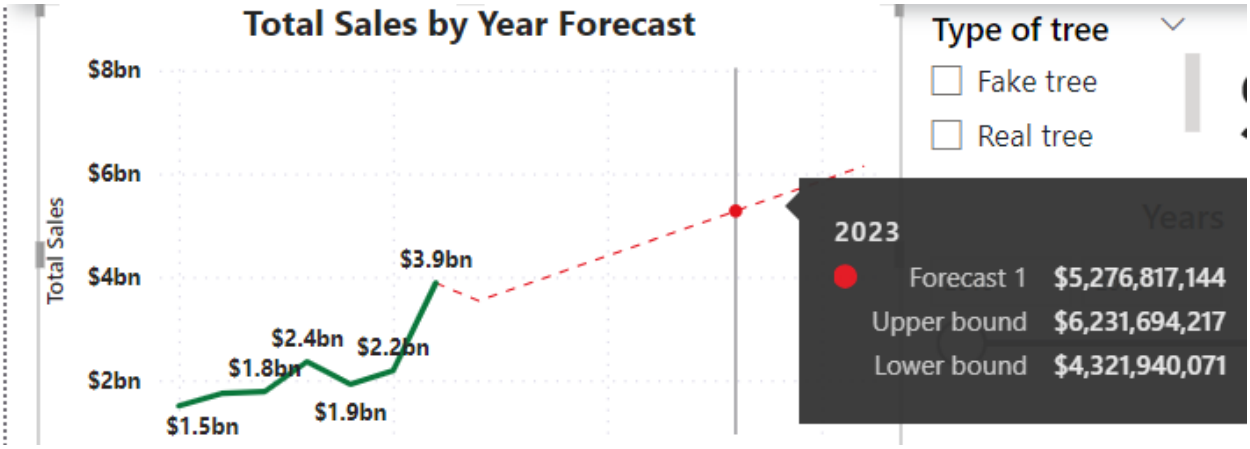


Now, let's consider 2023.

The average price increased from $202 in 2022 to $210 in 2023.



Then, the total sales also increased up to $5.3 billion.



Hence, as per the predicted average price and total sales, it is evident that the sales growth increases, if the average price increases provided the number of trees sold is high.

How does this analysis report help the XYZ company to improve its business process?

As per the report created above, the following questions can be answered.

- The company can determine the prices of the trees and optimize them accordingly.
- Understand which type of trees are sold more and increase their production.
- Determine their profit or loss based on the forecasted sales data.
- The predicted values of total sales of the upcoming year say 2017, can be taken into account, and can be compared with the real value of total sales at the end of the year 2017.
- Accordingly, the company improves its business process and expands its company growth thereby boosting its revenue and value simultaneously.