

Sales Performance Report – Nova Mart

Prepared by: Abdelrahman Farag

Date: July 18, 2025

Report Type: Quarterly Sales Analysis (Q1 2023)

Executive Summary

This report summarizes the sales performance of Nova Mart for Q1 2023. It includes analysis of key metrics such as total revenue, number of orders, top-performing regions, categories, and products, as well as recommendations based on the insights derived from the data.

Objectives

- Analyze Nova Mart's sales performance
- Identify top and bottom-performing regions, categories, and products
- Understand customer behavior and payment preferences
- Provide actionable insights to guide business decisions

Data Overview

The dataset was extracted from Nova Mart's internal sales records. It contained multiple quality issues such as:

- Missing values in key fields (e.g., Unit Price, Customer Name)
- Typographical errors in categories and regions

These issues were addressed using Excel cleaning techniques before being analyzed in Power BI.

Key Metrics & Insights

- **Total Revenue:** 30,400\$
- **Total Orders:** 100
- **Average Order Value(AOV):** 304\$
- **Average Items Per Order:** 2 Items
- **Top Regions by Revenue:** Cairo and Mansoura
- **Top Regions by Order Count:** Cairo and Giza
- **Top Category by Orders:** Technology
- **Top Products by Revenue:** Laptop and Mouse
- **Lowest Performing Regions, Categories, and Products:** Tanta , Furniture and Desk Chair
- **Most Used Payment Method:** Credit Card
- **Average Order Value:** 304\$
- **Average Items per Order:** 2 Items

Recommendations

♦ Technology Category

- **Capitalize on peak months (January)** by launching targeted campaigns and increasing inventory to meet high demand.
- **Expand top-performing products** like [Mouse and Laptop] through bundling or premium versions.
- **Maintain strong presence in high-revenue regions** such as [Mansoura and Cairo] by optimizing delivery and local promotions.
- **Monitor low-performing products** like [Printer] and consider repositioning or phasing out.

♦ Office Supplies Category

- **Align marketing with seasonal demand**, especially during months like [March], to boost sales.
- **Introduce bundle offers** combining popular items (Laptop) to increase average order value.
- **Focus on high-performing regions** like [Cairo and Giza] by improving stock availability and delivery speed.
- **Review underperforming items** and assess customer feedback for potential improvements.

♦ Furniture Category

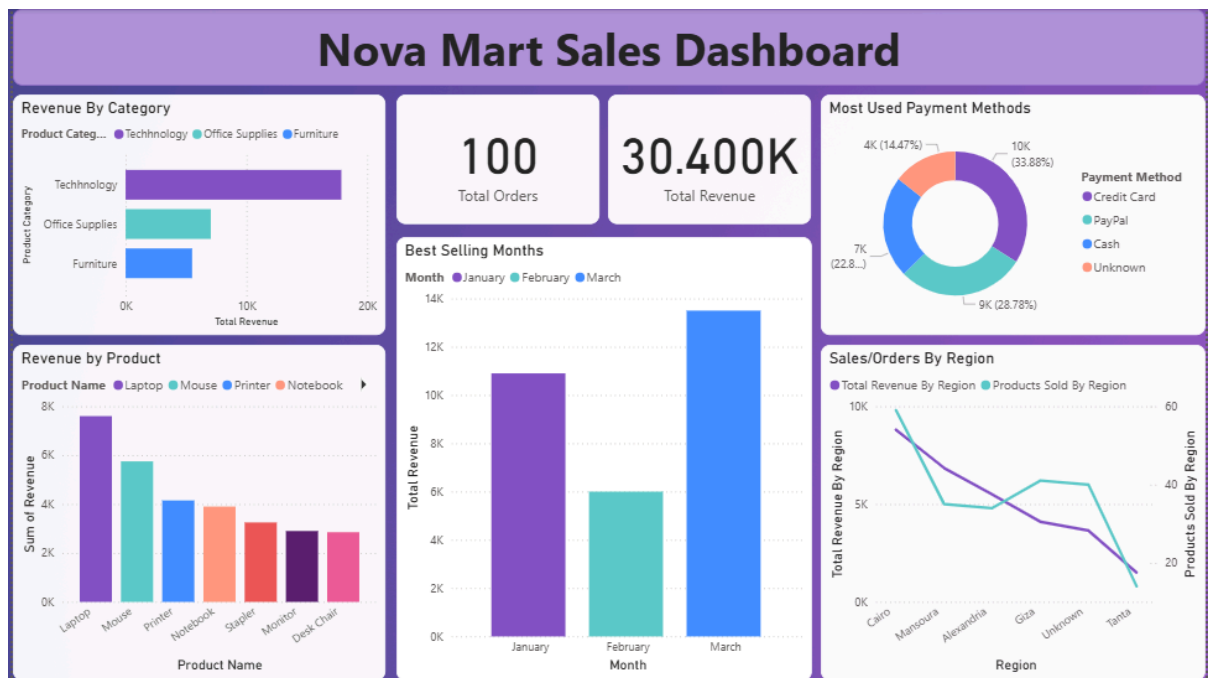
- **Enhance visibility of best-selling items** such as [Printer] through ergonomic-focused campaigns.
- **Launch clearance or discount campaigns** during low-demand months (February) to stimulate purchases.
- **Improve logistics in top regions** like [Alexandria and Cairo] to reduce delivery time and increase satisfaction.
- **Reevaluate weak products** like [Desk Chair and Notebooks] and consider replacing them with more relevant alternatives.



General Recommendations

- **Use seasonal insights** to build a promotional calendar that aligns with customer behavior.
- **Optimize inventory allocation** based on regional and monthly performance to reduce waste.
- **Leverage bundling strategies** across categories to boost sales of low-performing items.
- **Implement product lifecycle tracking** to identify when items need updates, replacements, or removal.

Power BI Dashboard



Appendix

[Final Version.xlsx](#)