**Student Name:** Robert Ndoro Chaka

**Course Name:** Data Analytics-DAM-PT3

**Assignment:** Sales Performance Analysis with Power BI

**Case Study**: SA GlobalMart Limited

**GlobalMart Sales Performance Analysis**

**1. Introduction**

This report summarizes the key insights derived from the analysis of GlobalMart's sales data using Power BI. The dataset covers order details including dates, regional performance, product categorization, and profitability. The objective is to extract meaningful patterns and deliver strategic recommendations that improve sales, profit, and operational efficiency.

**2. Sales Performance Summary**

* **Year-over-Year Growth**: Total sales for year 2022 was 18,635.99, peaking at 834,144.21 in 2023 with a drop in 2024 at 227,382.86.
* **Regional Contributions**:

West-723,225.79 contributing 66.96%

South-128,442.32 contributing 11.89%

Central-122,689.78 contributing 11.36%

East-105,805.17 contributing 9.8%

* **Seasonality**: Sales peak in **Q4**, indicating strong year-end performance, likely influenced by holidays and promotions. Aggregated sales indicated that Q4 was 616,744.48 and Q1 was lowest with 105,147.68.
* **Sales by Month**: Clear patterns reveal top months for revenue; this can inform planning for campaigns and stock. December 2023 had the highest sales at 517,897.99.

**3. Profitability Analysis**

* **Profit Distribution**: Profitability is uneven across categories and regions. The **Technology** category drives the most profit, while **Office Supplies** sees reduced margins.
* **Discount Impact**: Products with high discounts often underperform in terms of profit. There’s an inverse correlation between discount level and profit margin.
* **Loss Leaders**: Some products are sold frequently but generate minimal or negative profits due to aggressive discounting or shipping costs.

**4. Product-Level Insights**

* **Category Leaders**: Subcategories like **Phones**, **Chairs**, and **Binders** generate the highest revenues.
* **80/20 Rule**: Approximately 20% of the products contribute to 80% of total sales and profits.
* **Underperforming Products**: Several subcategories have low turnover but occupy significant shelf or inventory space.

**5. Regional Performance**

* **West Region**: The top performer in both sales and profit. Efficient operations and customer responsiveness likely contribute to its success.
* **Central & South Regions**: Lagging regions with potential for growth. Sales volumes are lower, and profit margins are thinner.
* **Shipping Efficiency**: Shipping delays correlate with underperformance. The **Ship Date vs. Order Date** analysis shows that longer delivery times negatively impact customer satisfaction and repeat business.

**6. Recommendations**

Based on the findings above, the following actions are recommended:

**Sales and Marketing**

* **Invest in top-performing regions**: Especially the West and East, to capitalize on proven revenue streams.
* **Targeted campaigns** in Central and South regions using localized offers, improved logistics, and customer incentives.

**Product Strategy**

* **Focus on high-margin, high-volume subcategories** like Phones and Chairs.
* **Phase out or reposition low-performing products** with poor margins and low demand.
* **Review discount strategies**, especially for subcategories where high discounts reduce profit disproportionately.

**Operational Improvements**

* **Optimize shipping logistics** in low-performing regions to improve delivery times and customer satisfaction.
* **Monitor shipping delays** closely as a KPI for performance and retention.

**7. Conclusion**

The Power BI-driven analysis of GlobalMart's sales data reveals actionable insights to improve revenue, profit margins, and regional performance. By focusing on top-performing products, optimizing discounts, improving logistics, and leveraging region-specific strategies, GlobalMart can drive sustained growth and competitive advantage.