

# Performance analysis (Sales and Sales person)

## Introduction:

The Power BI dashboard, presented in the "Performance Analysis Report," provides a comprehensive overview of product sales, team contributions, and shipment metrics. It highlights key insights into top-performing and underperforming products, profit margins, and sales trends over time. With a total sales figure of \$547.88K and a profit margin of 65.3%, the report offers valuable data to optimize product strategies and team performance. This analysis serves as a foundation for making data-driven decisions to enhance overall efficiency and profitability.

## Key Highlights:

### 1. Overall Metrics:

- Sales: \$547.88K
- Profit: \$357.86K (Profit margin: 65.3%)
- Shipments: 91 shipments, with 13 categorized as low-box shipments.

### 2. Top Products (by Sales and Change):

- Positive Performers:
  - *85% Dark Bars*: 33K (+193%)
  - *Organic Choco Syrup*: 42K (+186%)
  - *Raspberry Choco*: 33K (+166%)
  - *Smooth Silky Salty*: 37K (+55%)
  - *50% Dark Bites*: 28K (+104%)
- Declining Performers:
  - *Peanut Butter Cubes*: 23K (-74%)
  - *Spicy Special Slims*: 32K (-47%)
  - *Fruit & Nut Bars*: 30K (-40%)

### 3. Product Category Sales:

- Categories include *Bars*, *Bites*, and *Other*.
- The report highlights a significant variance in sales trends across these categories.

#### 4. Team Performance:

- Teams are identified as *Delish*, *Jucies*, *Tempo*, and *Yummies*.
- Sales contributions are visualized, though exact team-wise values need detailed extraction.

#### 5. Weekly Trends:

- Sales trends are tracked from March 2023 to January 2024, showcasing fluctuations with noticeable peaks and troughs.

#### 6. Geographic and Personnel Analysis:

- Geographic trends and salesperson contributions are hinted at but lack detailed data in this snapshot.

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### Insights:

- High Growth Products: Products like 85% Dark Bars and Organic Choco Syrup are experiencing exponential growth and could benefit from further marketing and increased production.
- Declining Products: Products such as Peanut Butter Cubes require investigation into causes like market saturation, pricing issues, or competition.
- Profitability: With a profit margin of 65.3%, maintaining and optimizing the product mix will be critical.
- Shipment Efficiency: The low-box shipment count of 13 indicates a minor inefficiency but may require optimization to ensure cost-effectiveness.

### Recommendations:

- Enhance Marketing for High Performers: Leverage the growth trends of top products for targeted campaigns.
- Address Declines in Key Products: Conduct root cause analysis for underperforming products.
- Optimize Logistics: Analyze low-box shipments for potential cost savings.
- Expand Team Performance Analysis: Dig deeper into individual team and salesperson metrics for tailored interventions