



ANALYSIS REPORT FOR WEEKLY SALES

*Your business runs on what you know
and not just how much you hold*

PRESENTED TO

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INTRODUCTION

Konga-Gro Mart is a fast-growing retail chain in Nigeria, serving the masses with affordable groceries, household essentials, and consumer products. With more than 45 store locations nationwide, the company has established itself as a key player by prioritizing customer convenience, product availability, and competitive pricing.

This report provides a comprehensive analysis of weekly sales trends, evaluates the effectiveness of promotional markdowns, examines the impact of seasonal and holiday periods, and explores how external economic factors, including the Consumer Price Index (CPI), unemployment rates, fuel prices, and temperature variations, influence retail performance. Through a combination of exploratory data analysis and dynamic dashboard visualizations, the project aims to equip decision-makers at KongaGro Mart with the intelligence required to optimize operations, tailor marketing efforts, and enhance overall profitability.



PROJECT OBJECTIVE

The primary objectives of this project are as follows:

- ANALYZE WEEKLY SALES TRENDS
- IDENTIFY THE HIGHEST AND LOWEST-PERFORMING STORES BY TOTAL REVENUE, AND HIGHLIGHT DIFFERENCES IN REGIONAL PERFORMANCE.
- DETERMINE THE IMPACT OF MARKDOWNS ON WEEKLY SALES.
- QUANTIFY THE DIFFERENCE IN SALES PERFORMANCE DURING RECOGNIZED HOLIDAY WEEKS COMPARED TO REGULAR WEEKS.
- EXPLORE CORRELATIONS BETWEEN EXTERNAL ECONOMIC VARIABLES (CPI, UNEMPLOYMENT, FUEL PRICES, TEMPERATURE) AND WEEKLY SALES OUTCOMES TO EVALUATE EXTERNAL SENSITIVITY.
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- DEVELOP INTERACTIVE DASHBOARDS: BUILD A POWER BI DASHBOARD THAT ENABLES STAKEHOLDERS TO MONITOR KEY METRICS, ANALYZE TRENDS, AND EXPLORE PERFORMANCE DRIVERS USING FILTERS AND INTERACTIVE VISUALS.
- INFORM STRATEGIC RECOMMENDATIONS: PROVIDE ACTIONABLE RECOMMENDATIONS BASED ON ANALYTICAL FINDINGS TO HELP IMPROVE PRICING, MARKETING TIMING, AND INVENTORY DECISIONS.





DATA STANDARDIZED

Source: Internal Sales systems exported as CSV files. from January to December 2024

DATA COLLECTION

Fields Included:

- Weekly Sales
- Store
- CPI (Consumer Price Index)
- Unemployment Rate
- Fuel Price
- Temperature
- Markdowns (1 to 5)
- Holiday Indicator

DATA CLEANING & PREPARATION

- Removed duplicates and null values.
- Formatted data types for analysis.
- Aggregated markdowns and economic indicators by week.
- Labeled holiday and non-holiday weeks for comparison.

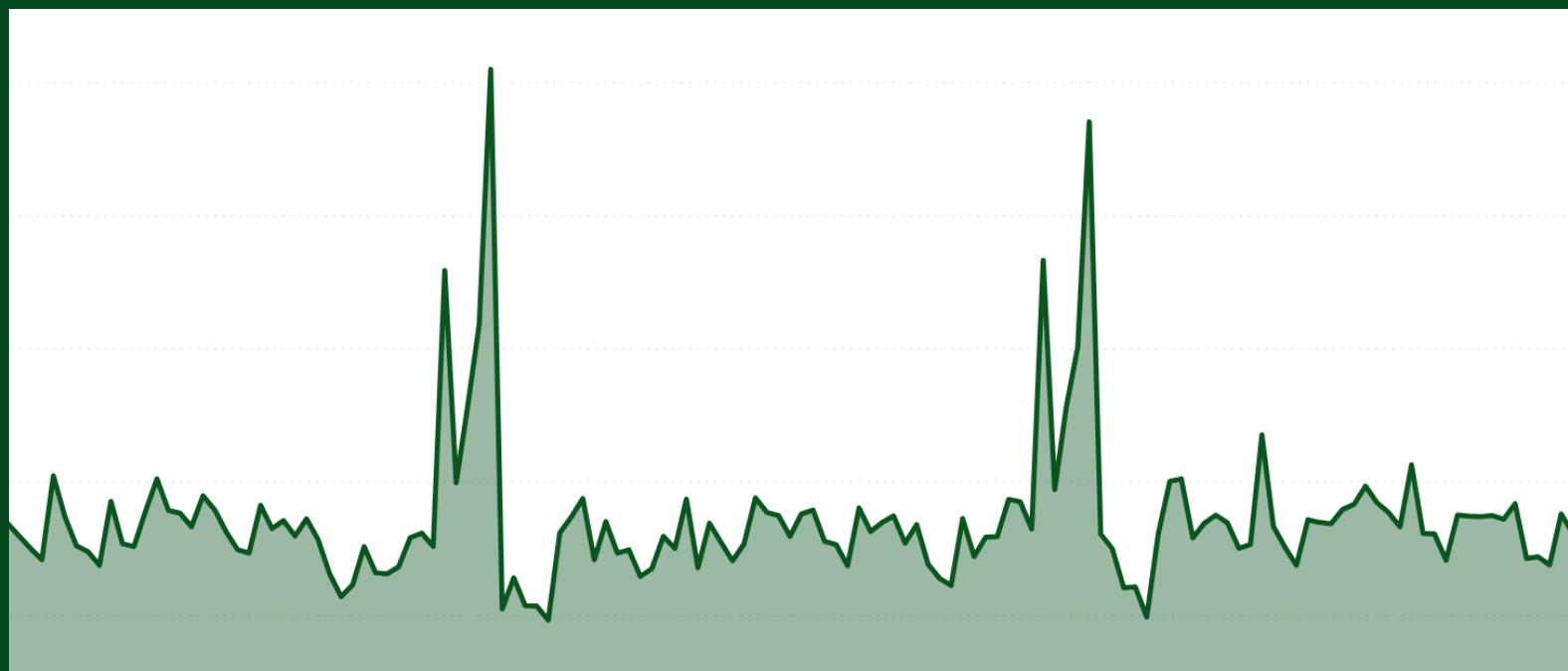


EXPLORATORY ANALYSIS

Sum of weekly sales: \$6.74 Billion

1. What is the overall trend in sales over time?

- Analysis reveals a clear seasonal pattern in sales, characterized by a significant spike during major holiday periods, particularly during Christmas and end-of-year celebrations. These periods reflect increased consumer spending driven by festive shopping behaviors, weather, and promotional campaigns. amongst many other elements
- However, following the conclusion of Q1, a noticeable and gradual decline in sales is observed. The drop suggests a seasonal downturn, possibly due to reduced purchasing power, seasonal change, and lower promotional activity. It shows the importance of aligning promotion efforts and inventory management with anticipated consumer behavior during peak off-season





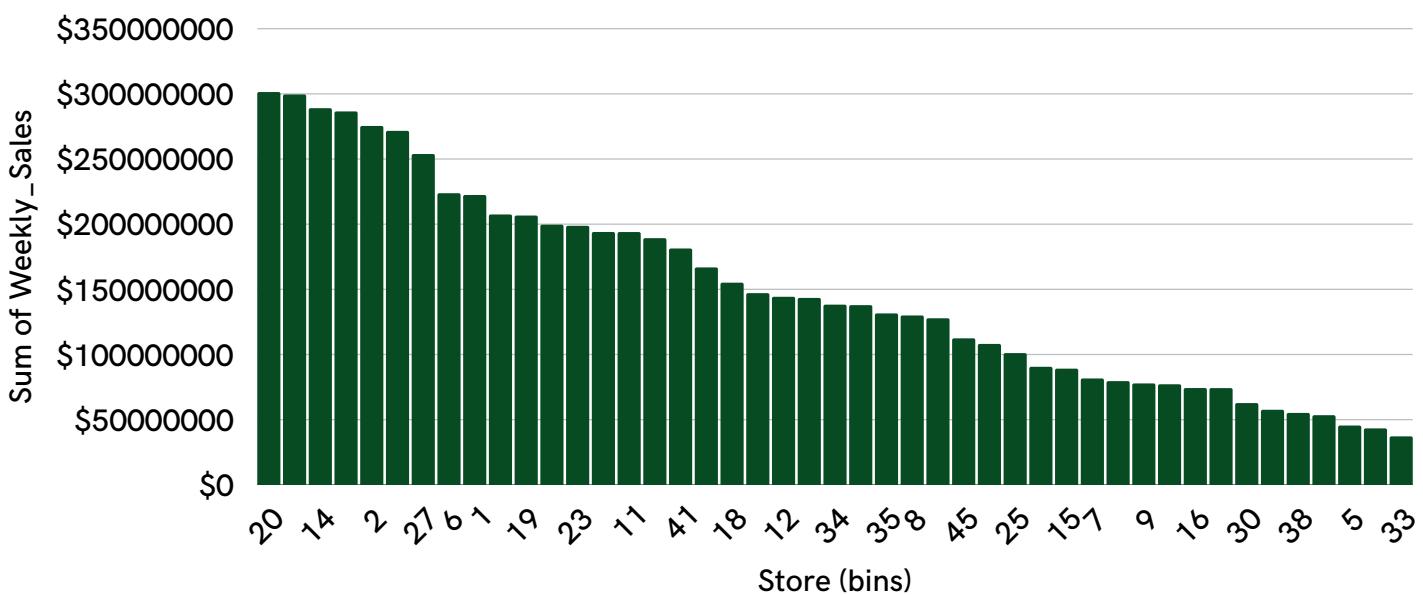
EXPLORATORY ANALYSIS

Top performing store: Store 20

2. Sales performance by Store

TOP-PERFORMING STORE: STORE 20 WITH \$301,397,792 IN TOTAL SALES.

LOWEST-PERFORMING STORE: STORE 33 WITH \$37,160,222 IN TOTAL SALES.



3. Economic Factors

CPI AND UNEMPLOYMENT HAD A WEAK NEGATIVE CORRELATION WITH SALES.

FUEL PRICE ALSO SHOWED A NEGATIVE RELATIONSHIP, ALBEIT WEAK.

TEMPERATURE HAD A POSITIVE INFLUENCE, INDICATING SEASONAL PRODUCT PREFERENCES (E.G., SUNGLASSES IN SUMMER, COATS IN WINTER).



EXPLORATORY ANALYSIS

4. How do markdowns affect weekly sales?

- Markdowns positively influence weekly sales. First of all, in our analysis, we calculated the mean value for all markdowns based on the holiday period represented as False and the Non-Holiday period represented as True.
- It was discovered that Markdown 2 and Markdown 3 have the highest mean value during Non-Holiday sales.
- As Markdown1 and Markdown5 have stronger mean values during the holidays. A linear regression model was built to test the correlation of each markdown to weekly sales, all have a slight positive relationship, as all correlations are less than 0.1.





EXPLORATORY ANALYSIS

HOLIDAY SALES: \$505.3 Million, a
Non-Holiday \$6.23 Billion

Sales during the Holiday vs sales during Non-Holiday

An analysis of sales performance across holiday and non-holiday periods shows:

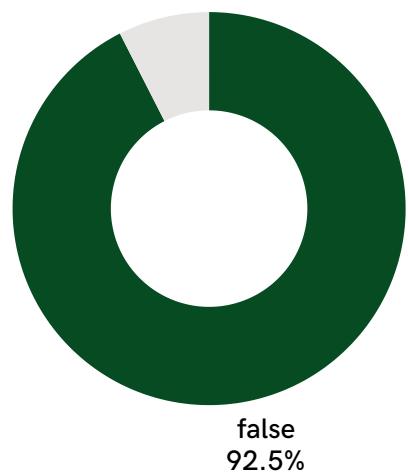
- Holiday weeks: \$505.3 million in total sales.
- Non-Holiday weeks: \$6.23 billion in total sales.

This contrast underscores the importance of year-round promotional planning. Although holidays represent a surge in sales volume, non-holiday periods cumulatively account for a far larger share of overall revenue, indicating that consistent customer engagement strategies are vital beyond festive seasons.

● false ● true

true
7.5%

false
92.5%





BUSINESS INSIGHT

01

**STRATEGIC MARKDOWNS: CAN
EFFECTIVELY BOOST SALES, ESPECIALLY
AROUND HOLIDAYS**

02

**ECONOMIC INDICATORS: WHILE WEAKLY
CORRELATED, THEY OFFER CONTEXT FOR
EXTERNAL SALES CONDITIONS.**

03

**HIGH SALES PERIODS: NOVEMBER AND
DECEMBER SAW THE HIGHEST ACTIVITY.**



RECOMMENDATION

- Apply strategic markdowns during both holiday and high-temperature periods.
- Focus inventory planning around Q4 and the summer months.
- Monitor external economic trends, especially temperature.





CONCLUSION

This report offers a fundamental insight into the weekly sales dynamics of KongaGro Mart. The observed patterns indicate a significant seasonal influence, along with minor yet pertinent external factors. By implementing strategic pricing and inventory decisions informed by these insights, higher performance can be achieved.



QUESTIONS? CONTACT US.



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