



2023 SALES DATA ANALYSIS OF MITSUBISHI LUCENA IN THE REAL ESTATE MARKET

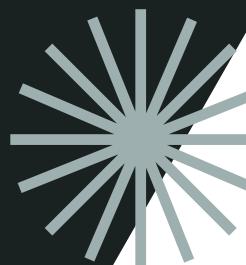


SUBMITTED TO:
MR. ARNEL L. CADELIÑA

SUBMITTED BY:
MAXINNE M. DUCABO

INTRODUCTION

Mitsubishi Motors Philippines Corporation (MMPC) recently marked its 60th anniversary in Santa Rosa City, Laguna, highlighting its enduring presence and impact on Filipino lives. The company expressed gratitude to the Philippine government, business partners, and employees for their support, emphasizing its commitment to the country's economic development. With a range of popular vehicles and a dedicated aftersales service arm, Mitsubishi Motors CARES, MMPC aims to enhance the lives of Filipinos. Operating through 69 dealerships across the Philippines, the company remains dedicated to bringing its vehicles closer to every Filipino and is optimistic about its future endeavors.



ANALYSIS

Model	Annual Sales	% of Total
2022 FB 2.2D MT DUAL AC	219416100	29.21%
2023 RALLIART 2.4D 2WD AT	186946000	24.88%
2023 GLS 2.4D 2WD AT	133378000	17.75%
2022 GT 2.4D 4WD AT	108836000	14.49%
2023 BLACK SERIES 2.4D 2WD AT	102700000	13.67%
Grand Total	751276100	100.00%

In Mitsubishi Lucena the top 5 models are 2022 FB 2.2D MT DUAL AC, 2023 RALLIART 2.4D 2WD AT, 2023 GLS 2.4D 2WD AT, 2022 GT 2.4D 4WD AT, 2023 BLACK SERIES 2.4D 2WD AT.

The first is 2022 FB 2.2D MT DUAL AC with annual sales of Php 219,416,100 comprising 29.21% of the total top 5 models.

Mitsubishi Lucena districts exhibit varying sales performance, with the First District leading at 645,062,900 and the Second District recording the lowest sales at 263,397,740. The Third and Fourth Districts contribute significantly with 561,949,640 and 332,715,820 in sales, respectively. The grand total amounts to 1,803,126,100.

District	Sum of Sales
First	645062900
Third	561949640
Fourth	332715820
Second	263397740
Grand Total	1803126100

Municipality	Sum of Sales
San Narciso	56653080
Panukulan	56070320
Mauban	55558860
San Francisco	55389000
Lucban	54431160
Grand Total	278102420

Mitsubishi's sales data in Quezon Province municipalities indicates a relatively even distribution, with San Narciso leading at 56,653,080, closely followed by Panukulan and Mauban. San Francisco and Lucban also contribute significantly. The total sales for all municipalities amount to 278,102,420.

ANALYSIS

The Mitsubishi sales data for municipalities in Quezon Province, analyzed by invoice date, reveals fluctuations in sales throughout the year. January stands out as the highest-performing month with sales totaling 182,741,640, followed by November and August with 166,511,340 and 163,206,120, respectively. The end of the year, including December, shows consistent sales figures above 160 million. In contrast, May records the lowest sales at 88,530,480. The grand total sales for all months amount to 1,803,126,100.

Invoice Date	Sum of Sales
Jan	182741640
Nov	166511340
Aug	163206120
Dec	162335260
Jul	158502260
Mar	158339940
Oct	150732880
Sep	150612560
Feb	147101880
Jun	145111960
Apr	129399780
May	88530480
Grand Total	1803126100

Division	Sum of Sales	% Percentage of Grand Total
MONTERO SPORT	₱383,858,000.00	21.29%
STRADA	₱332,585,000.00	18.44%
XPANDER	₱314,200,000.00	17.43%
L300	₱219,416,100.00	12.17%
MIRAGE G4	₱204,300,000.00	11.33%
MIRAGE HATCHBACK	₱172,758,000.00	9.58%
STRADA	₱91,456,000.00	5.07%
MONTERO SPORT	₱84,553,000.00	4.69%
Grand Total	₱1,803,126,100.00	100.00%

THE SALES ANALYSIS HIGHLIGHTS MONTERO SPORT AS THE TOP-SELLING MODEL, CONTRIBUTING ₱383,858,000.00, FOLLOWED CLOSELY BY STRADA AND XPANDER. THESE THREE MODELS COLLECTIVELY MAKE UP A SIGNIFICANT PORTION OF THE TOTAL REVENUE OF ₱1,803,126,100.00. L300, MIRAGE G4, AND MIRAGE HATCHBACK CONTRIBUTE TO THE MIDDLE TIER. HOWEVER, DISCREPANCIES IN THE DATA FOR THE LAST TWO ENTRIES NEED CLARIFICATION, SUGGESTING POTENTIAL ERRORS OR DUPLICATES. UNDERSTANDING THE SALES DISTRIBUTION IS CRUCIAL FOR STRATEGIC PLANNING AND MARKETING FOCUS, ENSURING ACCURATE DECISION-MAKING FOR FUTURE BUSINESS ENDEAVORS.

ANALYSIS

Sales Representative	Sum of Sales
Ramirez	₱146,641,880.00
Wright	₱143,474,040.00
Rodriguez	₱139,982,480.00
Foster	₱136,974,640.00
Thompson	₱131,098,780.00
Grand Total	₱698,171,820.00

The sales analysis delineates the performance of individual sales representatives, with Ramirez leading the pack with ₱146,641,880.00 in sales, followed closely by Wright and Rodriguez. Foster and Thompson complete the list. The cumulative sales of all representatives amount to ₱698,171,820.00. This breakdown provides a clear snapshot of the sales team's contributions, aiding in recognizing top performers and areas for potential improvement. Understanding individual sales figures is crucial for incentivizing high-performing representatives, refining sales strategies, and achieving overall revenue goals.

The sales analysis provides a breakdown of revenue by payment method, showcasing the diverse financial avenues utilized.

Installment payments lead with ₱592,000,900.00, followed by cash and PSBank. Notably, PSBank appears twice, indicating substantial contributions to both cash and installment categories. BPI and BDO also play significant roles, contributing ₱182,243,340.00 and ₱187,136,900.00, respectively. Metrobank's total contribution ranks third overall. The grand total sales amount to ₱1,159,788,460.00, underscoring the importance of accommodating diverse payment preferences. This breakdown is valuable for financial planning, allowing businesses to tailor strategies based on payment trends, optimize resources, and potentially capitalize on areas of high demand.

Inhouse	Sum of Sales
Cash	₱567,787,560.00
BPI	₱182,243,340.00
Metrobank	₱164,429,500.00
PSBank	₱221,114,720.00
Installment	₱592,000,900.00
BDO	₱187,136,900.00
Metrobank	₱182,205,720.00
PSBank	₱222,658,280.00
Grand Total	₱1,159,788,460.00

The sales analysis reveals a diversified financial landscape, with PSBank emerging as the top contributor, generating ₱443,773,000.00 in sales. BPI and BDO closely follow, contributing ₱354,630,600.00 and ₱346,897,920.00, respectively. Metrobank and Eastwest complete the list, contributing ₱346,635,220.00 and ₱311,189,360.00, respectively. The cumulative sales across all institutions amount to ₱1,803,126,100.00, emphasizing the importance of accommodating various banking preferences in sales strategies. This breakdown allows for strategic financial planning, helping businesses tailor their approach to capitalize on the strengths of each banking partner and adapt to market dynamics, ultimately maximizing overall revenue.

Inhouse	Sum of Sales
PSBank	₱443,773,000.00
BPI	₱354,630,600.00
BDO	₱346,897,920.00
Metrobank	₱346,635,220.00
Eastwest	₱311,189,360.00
Grand Total	₱1,803,126,100.00

ANALYSIS

Row Labels	Sum of Quantity	Sum of Sales
STRADA	229	₱332,585,000.00
XPANDER	255	₱314,200,000.00
L300	215	₱219,416,100.00
MIRAGE G4	240	₱204,300,000.00
MIRAGE HATCHBACK	235	₱172,758,000.00
Grand Total	1174	₱1,243,259,100.00

THE SALES ANALYSIS REFLECTS BOTH THE QUANTITY AND REVENUE GENERATED FOR EACH VEHICLE MODEL, PROVIDING INSIGHTS INTO THE EFFICIENCY AND PROFITABILITY OF EACH PRODUCT LINE. STRADA LEADS IN BOTH QUANTITY AND SALES, WITH 229 UNITS SOLD AMOUNTING TO ₱332,585,000.00. XPANDER CLOSELY FOLLOWS WITH 255 UNITS SOLD AND ₱314,200,000.00 IN SALES, INDICATING A STRONG CORRELATION BETWEEN HIGH SALES VOLUME AND REVENUE. L300, MIRAGE G4, AND MIRAGE HATCHBACK CONTRIBUTE TO THE OVERALL PERFORMANCE, WITH VARYING QUANTITIES AND CORRESPONDING SALES FIGURES. THE CUMULATIVE SALES FOR ALL MODELS AMOUNT TO ₱1,243,259,100.00, EMPHASIZING THE SIGNIFICANCE OF STRADA AND XPANDER IN DRIVING THE TOTAL REVENUE. THIS ANALYSIS AIDS IN UNDERSTANDING THE POPULARITY AND PROFITABILITY OF EACH VEHICLE MODEL, GUIDING FUTURE PRODUCTION AND MARKETING STRATEGIES TO OPTIMIZE OVERALL SALES.

CONCLUSION

Based on the provided data, a key recommendation for Mitsubishi Lucena would be to focus on leveraging the success of the top-selling model, the 2022 FB 2.2D MT DUAL AC, which contributes significantly to the overall sales, comprising 29.21% of the total top 5 models. This model's popularity suggests a strong market demand, and strategies such as targeted marketing campaigns, promotions, and incentives could be implemented to further boost its sales.

Furthermore, to optimize overall sales in Lucena districts, it is crucial to analyze and replicate successful strategies from the top-performing First District while addressing challenges in the lower-performing Second District. Understanding the unique market dynamics in each district will help tailor strategies for maximum impact.

In Quezon Province municipalities, where sales distribution is relatively even, maintaining consistent strategies across top-performing areas like San Narciso, Panukulan, and Mauban is recommended. Regular analysis of sales trends by invoice date underscores the importance of seasonality, suggesting that adjusting marketing and sales strategies to align with monthly variations in consumer behavior can enhance overall performance.

In summary, the recommendation is to capitalize on the success of the top-selling model, tailor strategies to the unique dynamics of each district, and consider seasonality in Quezon Province for more effective and targeted marketing and sales approaches.



RECOMMENDATION

1 Leverage Top-Selling Model:

FOCUS ON MAXIMIZING THE POTENTIAL OF THE TOP-SELLING MODEL, THE 2022 FB 2.2D MT DUAL AC, WHICH ACCOUNTS FOR A SUBSTANTIAL PORTION OF THE TOTAL TOP 5 MODELS' SALES. IMPLEMENT TARGETED MARKETING CAMPAIGNS, PROMOTIONS, AND INCENTIVES TO FURTHER CAPITALIZE ON THE POPULARITY OF THIS MODEL AND MEET THE STRONG MARKET DEMAND.

2 District-Specific Strategies:

REPLICATE SUCCESSFUL STRATEGIES FROM THE TOP-PERFORMING FIRST DISTRICT IN LUCENA, ENSURING A THOROUGH UNDERSTANDING OF THE UNIQUE MARKET DYNAMICS. SIMULTANEOUSLY, ADDRESS CHALLENGES IN THE LOWER-PERFORMING SECOND DISTRICT BY TAILORING STRATEGIES TO THE SPECIFIC NEEDS AND PREFERENCES OF THAT DISTRICT. THIS APPROACH AIMS TO CREATE A MORE UNIFORM AND OPTIMIZED SALES PERFORMANCE ACROSS ALL DISTRICTS.

3 Consistent Approach in Quezon Province:

MAINTAIN CONSISTENT MARKETING AND SALES STRATEGIES ACROSS TOP-PERFORMING MUNICIPALITIES IN QUEZON PROVINCE, INCLUDING SAN NARCISO, PANUKULAN, AND MAUBAN. THIS ENSURES A STABLE AND RELIABLE APPROACH THAT ALIGNS WITH THE RELATIVELY EVEN SALES DISTRIBUTION OBSERVED IN THESE AREAS.

4 Adapt to Seasonality:

ACKNOWLEDGE THE SEASONAL VARIATIONS IN SALES HIGHLIGHTED BY THE MONTHLY ANALYSIS OF SALES IN QUEZON PROVINCE. TAILOR MARKETING AND SALES STRATEGIES TO ALIGN WITH THESE VARIATIONS, ADAPTING PROMOTIONS AND CAMPAIGNS TO MATCH CONSUMER BEHAVIORS THROUGHOUT THE YEAR. THIS ADAPTIVE APPROACH WILL CONTRIBUTE TO MORE EFFECTIVE AND TARGETED OUTREACH.

INCORPORATING THESE RECOMMENDATIONS WILL PROVIDE MITSUBISHI WITH A COMPREHENSIVE STRATEGY TO ENHANCE OVERALL SALES PERFORMANCE, ADDRESSING BOTH MODEL-SPECIFIC OPPORTUNITIES AND REGIONAL VARIATIONS FOR SUSTAINED SUCCESS IN LUCENA AND QUEZON PROVINCE.

Mitsubishi Report

2
0
2
3



Roshelyn P. Pavino
4th Year BSBA-FM

Table of Contents

Table of Contents	2
Introduction.....	3
Objectives	3
Methodology	3
Introduction of Mitsubishi	3
Analysis	4
Table 1: Top 5 Model by Annual Sales.....	4
Table 2: Quezon Province's District with the Highest Sales	5
Top-Contributing Municipalities in Each Division.....	5
Table 3.1: Top-Contributing Municipalities of L300.....	5
Table 3.2: Top-Contributing Municipalities of Mirage G4.....	6
Table 3.3: Top-Contributing Municipalities of Mirage Hatchback	6
Table 3.4: Top-Contributing Municipalities of Montero Sport	7
Table 3.5: Top-Contributing Municipalities of Strada	7
Table 3.6: Top-Contributing Municipalities of Xpander.....	8
Table 4: Date of Maximum Sales Achievement.....	8
Table 5: Model with the Highest Quantity Sold.....	9
Table 6: Sales Distribution Across Banks in Percentage and Total Value	9
Table 7: Top 5 Sales Representatives Ranked by Sales Performance	10
Table 8: Annual Sales Breakdown between Cash and Installment Payments	10
Conclusion	11
Recommendation	11

Analysis of 2023 Sales Data for Mitsubishi in Quezon Province Using Simulated Data

Introduction

The research aims to analyze the 2023 sales data for Mitsubishi Lucena using simulated data. This study seeks to understand the trends, patterns, and factors affecting sales performance for Mitsubishi Lucena in 2023.

Objectives

1. To simulate sales data for Mitsubishi Lucena based on historical trends and market factors.
2. To analyze the simulated sales data to identify patterns, trends, and potential influencing factors.
3. To provide insights and recommendations based on the analysis of the simulated sales data for Mitsubishi Lucena.

Methodology

The research will involve the use of historical sales data, market research, and statistical techniques to simulate the 2023 sales data for Mitsubishi Lucena. The simulated data will then be subjected to rigorous analysis to uncover valuable insights.

This research aims to contribute to a better understanding of the sales performance of Mitsubishi Lucena in 2023 and provide actionable recommendations for improving sales strategies and performance.

Introduction of Mitsubishi

The capital city of Quezon province is now home to Mizukuwa Motors Corp. (MZM), joining its existing locations in Banaba South, Batangas, and Anabu Imus, Cavite. The new facility, located at Diversion Road, Pan-Philippine Highway in Ilayang Dupay, boasts a 4,000-m² land area, featuring three display vehicles and ten service bays. The inauguration event was attended by executives from Mitsubishi Motors Philippines Corp. (MMPC), led by President and CEO Mr. Takeshi Hara, alongside MZM group representatives including President Mr. Paolo Borromeo and Chairman of the Board Mr. Frank Eizmendi. The honorable Mayor Mark Alcala expressed his satisfaction with the brand's presence, viewing it as a positive development for the burgeoning automotive business in the CALABARZON region.

Mitsubishi Motors Philippines Corporation (MMPC) celebrated its 60th anniversary with a ceremony in Santa Rosa City, Laguna. The event, attended by notable figures including the City Mayor, PEZA Zone Manager, and Mitsubishi Motors Corporation President and CEO, highlighted MMPC's six-decade journey as a significant player in the lives of Filipinos. The company has continuously grown its network, introduced iconic vehicles like Lancer and Pajero, and evolved into a brand providing diverse mobility solutions. During the ceremony, gratitude was expressed to the Philippine government, business partners, suppliers, dealer groups, and employees for their unwavering support.

Mitsubishi Motors Corporation President and CEO, Mr. Takao Kato, acknowledged MMPC's resilience and commitment to the Philippines, emphasizing their contribution to the country's economic development over 60 years. MMPC President and CEO, Mr. Takeshi Hara, highlighted the success of their vehicle lineup and the brand's dedication to enriching customers' lives, emphasizing the goal of making life better for Filipinos. The commitment extends to aftersales service with the introduction of Mitsubishi Motors CARES, ensuring worry-free customer experiences.

With 69 dealerships across the Philippines, Mitsubishi continues to expand its presence, aiming to bring their vehicles closer to every Filipino. Both Mr. Kato and Mr. Hara expressed optimism about future milestones, affirming the Philippines as a crucial market for Mitsubishi Motors. The commitment to overcoming challenges, working as a team, and making life better for Filipinos remains steadfast, resonating as a guiding principle for the brand's present and future endeavors.

Analysis

Table 1: Top 5 Model by Annual Sales

MODEL	Annual Sales	% of Annual Sales
2022 FB 2.2D MT DUAL AC	241,867,980	33.06%
2023 RALLIART 2.4D 2WD AT	157,190,000	21.48%
2023 GLS 2.4D 2WD AT	120,457,000	16.46%
2022 GT 2.4D 4WD AT	113,568,000	15.52%
2023 BLACK SERIES 2.4D 2WD AT	98,592,000	13.47%
Grand Total	731,674,980	100.00%

In Mitsubishi Lucena, the top 5 models are 2022 FB 2.2D MT DUAL AC, 2023 RALLIART 2.4D 2WD AT, 2023 GLS 2.4D 2WD AT, 2022 GT 2.4D 4WD AT, and 2023 BLACK SERIES 2.4D 2WD AT

The model "2022 FB 2.2D MT DUAL AC" has the highest price with 241,867,980 annual sales among the listed models, contributing to the largest percentage of the total with 33.06%.

Understanding the sales distribution and pricing dynamics of these models provides insights into consumer preferences and market trends in the Mitsubishi Lucena dealership.

Table 2: Quezon Province's District with the Highest Sales

District	Annual Sales	% of Annual Sales
First	570,198,340	32.13%
Third	481,537,420	27.13%
Fourth	440,843,240	24.84%
Second	282,194,980	15.90%
Grand Total	1774773980	100.00%

The table above represents the annual sales distribution of Mitsubishi across different districts in Quezon province. The data is organized into four districts, labeled as First, Second, Third, and Fourth.

First District has sales of 570,198,340 constitute 32.13% of the total annual sales, the Third District's sales of 481,537,420 make up 27.13%, the Fourth District's sales of 440,843,240 account for 24.84%, and the Second District's sales of 282,194,980 represent 15.90%.

Therefore, First District contributed the most sales among the four districts in Quezon with annual sales of 570,198,34 with providing the most percentage from the total with 32.13%

Top-Contributing Municipalities in Each Division

Table 3.1: Top-Contributing Municipalities of L300

The screenshot shows a Microsoft Excel window with two tables. The left table is a pivot table titled "Top-Contributing Municipalities of L300". It has three columns: "Municipality", "Annual Sales", and "% of Annual Sales". The data shows San Francisco as the top contributor at 29.17%, followed by Sariaya, Gumaca, Mauban, and Pagbilao. The right table is a list of Mitsubishi car models under the heading "Division L300". The models listed are MIRAGE G4, MIRAGE HATCHBACK, MONTERO SPORT, STRADA, and XPANDER.

Municipality	Annual Sales	% of Annual Sales
San Francisco	21,431,340	29.17%
Sariaya	16,328,640	22.22%
Gumaca	13,267,020	18.06%
Mauban	11,225,940	15.28%
Pagbilao	11,225,940	15.28%
Grand Total	73,478,880	100.00%

Division
L300
MIRAGE G4
MIRAGE HATCHBACK
MONTERO SPORT
STRADA
XPANDER

The top 5 municipalities are San Francisco, Sariaya, Gumaca, Mauban, and Pagbilao.

San Francisco has the highest price with 21,431,340 annual sales among the listed municipalities, contributing to the largest percentage of the total with 29.17%.

Table 3.2: Top-Contributing Municipalities of Mirage G4

Municipality	Annual Sales	% of Annual Sales	Division
Patnanungan	15,472,000	18.51%	L300
Agdangan	15,153,000	18.13%	MIRAGE G4
Alabat	11,885,000	14.22%	MIRAGE HATCHBACK
Dolores	11,416,000	13.66%	MONTERO SPORT
Perez	9,889,000	11.83%	STRADA
Tayabas	9,889,000	11.83%	
Pagbilao	9,889,000	11.83%	XPANDER
Grand Total	83,593,000	100.00%	

The top municipalities are Patnanungan, Agdangan, Alabat, Dolores, Perez, Tayabas, and Pagbilao.

Patnanungan has the highest price with 15,472,000 annual sales among the listed municipalities, contributing to the largest percentage of the total with 18.51%.

Table 3.3: Top-Contributing Municipalities of Mirage Hatchback

Municipality	Annual Sales	% of Annual Sales	Division
Buenavista	9,142,000	24.04%	L300
San Antonio	7,821,000	20.57%	MIRAGE G4
Quezon	7,720,000	20.30%	MIRAGE HATCHBACK
General Nakar	6,704,000	17.63%	MONTERO SPORT
Candelaria	6,643,000	17.47%	STRADA
Grand Total	38,030,000	100.00%	XPANDER

The top municipalities are Buenavista, San Antonio, Quezon, General Nakar, and Candelaria.

Buenavista has the highest price with 9,142,000 annual sales among the listed municipalities, contributing to the largest percentage of the total with 24.04%.

Table 3.4: Top-Contributing Municipalities of Montero Sport

Municipality	Annual Sales	% of Annual Sales	Division
Jomalig	29,490,000	23.72%	L300
San Andres	26,124,000	21.01%	MIRAGE G4
Lucena	23,660,000	19.03%	MIRAGE HATCHBACK
San Antonio	23,595,000	18.98%	MONTERO SPORT
Pitogo	21,469,000	17.27%	STRADA
Grand Total	124,338,000	100.00%	XPANDER

The top municipalities are Jomalig, San Andres, Lucena, San Antonio, and Pitogo

Jomalig has the highest price with 29,490,000 annual sales among the listed municipalities, contributing to the largest percentage of the total with 23.72%

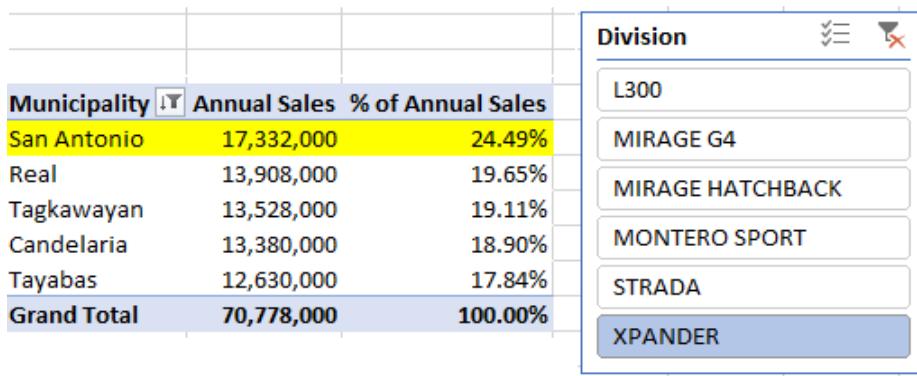
Table 3.5: Top-Contributing Municipalities of Strada

Municipality	Annual Sales	% of Annual Sales	Division
Polillo	42,645,000	35.77%	L300
Sampaloc	21,049,000	17.66%	MIRAGE G4
Caluag	18,853,000	15.82%	MIRAGE HATCHBACK
Alabat	18,518,000	15.53%	MONTERO SPORT
General Nakar	18,141,000	15.22%	STRADA
Grand Total	119,206,000	100.00%	XPANDER

The top municipalities are Polillo, Sampaloc, Caluag, Alabat, and General Nakar.

Polillo has the highest price with 42,645,000 annual sales among the listed municipalities, contributing to the largest percentage of the total with 35.77%

Table 3.6: Top-Contributing Municipalities of Xpander



The top municipalities are San Antonio, Real, Tagkawayan, Candelaria, and Tayabas.

San Antonio has the highest price with 17,332,000 annual sales among the listed municipalities, contributing to the largest percentage of the total with 24.49%

Date	Annual Sales	% of Annual Sales
Sep	181,594,580	10.23%
15-Sep	18,745,160	1.06%
15/09/2023	18,745,160	1.06%
29-Sep	18,310,000	1.03%
24-Sep	17,162,000	0.97%
26-Sep	16,677,620	0.94%
07-Sep	10,741,000	0.61%
08-Sep	8,852,000	0.50%
28-Sep	8,788,540	0.50%
18-Sep	8,752,000	0.49%
11-Sep	8,042,160	0.45%
14-Sep	7,196,000	0.41%
05-Sep	6,883,000	0.39%
09-Sep	6,524,700	0.37%
17-Sep	6,350,000	0.36%
06-Sep	5,990,000	0.34%
22-Sep	5,813,700	0.33%
16-Sep	5,640,000	0.32%
23-Sep	5,102,700	0.29%
04-Sep	4,756,000	0.27%
25-Sep	3,594,000	0.20%
19-Sep	2,844,000	0.16%
30-Sep	2,697,000	0.15%
01-Sep	2,133,000	0.12%
Nov	168,648,880	9.50%
May	160,876,340	9.06%
Jul	154,607,720	8.71%
Aug	153,471,260	8.65%
Dec	152,562,880	8.60%
Jun	152,242,640	8.58%
Oct	138,401,120	7.80%
Jan	136,738,480	7.70%
Mar	127,786,640	7.20%
Feb	127,311,180	7.17%
Apr	120,532,260	6.79%
Grand Total	1,774,773,980	100.00%

Table 4: Date of Maximum Sales Achievement

The data provides information on the annual sales achieved on different dates, along with the corresponding percentages of the total annual sales.

The highest sales were achieved in September 15, 2023 amounting to 181,594,580, representing 10.23% of the total annual sales.

The subsequent months with the highest sales contributions include November, May, July, and August.

The data offers a detailed breakdown of sales performance on each date, providing insights into the distribution of sales throughout the year.

Overall, the grand total of annual sales is 1,774,773,980.

Mitsubishi's most annual sales was during the month of September, so they should improve more during this month.

Table 5: Model with the Highest Quantity Sold

Model	Total Quantity	% of Quantity
2022 FB 2.2D MT DUAL AC	237	36.02%
2022 GLX 1.2G MT	120	18.24%
2022 GLXG CVT (TOUCHSCREEN)	120	18.24%
2023 GLS 2.4D 2WD AT	71	10.79%
2023 RALLIART 2.4D 2WD AT	110	16.72%
Grand Total	658	100.00%

The top model that has the highest quantity are 2022 FB 2.2D MT DUAL AC, 2022 GLX 1.2G MT, 2022 GLXG CVT (TOUCHSCREEN), 2023 RALLIART 2.4D 2WD AT, and 2023 GLS 2.4D 2WD At

2022 FB 2.2D MT DUAL AC sold the most with quantity of 237 among listed model contributing to the largest percentage of the total with 36.02%.

Table 6: Sales Distribution Across Banks in Percentage and Total Value

Bank	Annual Sales	% of Annual Sales
Inhouse	794,299,980	44.75%
Eastwest	304,297,000	17.15%
BDO	230,279,000	12.98%
BPI	218,272,000	12.30%
PS Bank	144,582,000	8.15%
Metrobank	83,044,000	4.68%
Grand Total	1,774,773,980	100.00%

The top bank that has the most annual sales are Inhouse, Eastwest, BDO, BPI, PS Bank, and Metrobank.

Most people used Inhouse for paying with annual sales of 794,299,980 contributing to the largest percentage of the total with 44.75%.

The data above indicates a diverse distribution of sales across different banks, with Inhouse financing playing a predominant role.

Table 7: Top 5 Sales Representatives Ranked by Sales Performance

Sales Rep.	Annual Sales	% of Annual Sales
Gonzales	168,859,940	21.86%
Lopez	158,098,060	20.47%
Garcia	149,132,160	19.31%
Torres	148,410,340	19.21%
Aquino	147,893,780	19.15%
Grand Total	772,394,280	100.00%

The top 5 sales representative that has the most annual sales are Gonzales, Lopez, Garcia, Torres, and Aquino.

Gonzales holds the most annual sales with 168,859,940 contributing to the largest percentage of the total with 21.86%.

Table 8: Annual Sales Breakdown between Cash and Installment Payments

Mode of Payment	Annual Sales	% of Annual Sales
Installment	980,474,000	55.25%
Cash	794,299,980	44.75%
Grand Total	1,774,773,980	100.00%

This data presents a breakdown of annual sales based on the mode of payment, distinguishing between Installment and Cash transactions.

Installment payments contribute significantly to the total annual sales, amounting to 980,474,000 or 55.25%. Cash transactions, on the other hand, constitute 794,299,980 or 44.75% of the total annual sales.

The grand total of annual sales is 1,774,773,980, providing a comprehensive overview of the sales distribution between these two payment methods.

Most people used installment for paying.

Conclusion

In conclusion, using pivot tables in Excel provides a powerful and efficient way to analyze large amounts of data. It enables us to quickly summarize, manipulate, and gain insights from complex datasets, making it an invaluable tool for data-driven decision-making. The drag-and-drop functionality, combined with customizable options, simplifies the process of organizing and presenting information. Pivot tables are especially beneficial for us dealing with extensive datasets, allowing us to aggregate, filter, and visualize data with ease, ultimately enhancing the overall data analysis and reporting experience in Excel.

If we want to know the top 5 in every category, using pivot table make it easy for us to identify. We can see that; different entities top in each of division. All categories have different top 5. With the help of this procedure, analyzing which one we are looking for will be easier. No matter how much data we have, with the help of Excel and pivot tables, we won't have a hard time sorting it out manually. Even the comparison process is now easier.

Recommendation

I highly recommend incorporating pivot table skills into your Excel proficiency, especially if you're a student. Mastering this feature not only enhances your data analysis capabilities but also significantly boosts your employability. Many employers value candidates who can efficiently navigate and analyze data using tools like pivot tables. Acquiring this skill can set you apart in various fields, making you a more attractive candidate for future opportunities. It's a valuable asset that can make your academic and professional journey smoother and more successful.

For analysts to further enhance their Excel skills, recognizing its paramount importance in the corporate world. Proficiency in Excel is not merely a skill but a strategic asset for effective data analysis, reporting, and decision-making. Invest time in advanced Excel courses or self-paced learning to explore features like pivot tables, complex formulas, and data visualization tools. A heightened Excel proficiency not only streamlines your analytical processes but also positions you as a valuable asset in the corporate landscape where data-driven insights are integral to success.

- Continuous improvement in Excel skills is a direct investment in your professional competence and career advancement.

ANALYSIS OF 2023 SALES DATA FOR MITSUBISHI LUCENA USING SIMULATED DATA

submitted to:
Mr. Arnel Cadaleña
submitted by:
Mechie Mae R. Reyes





Introduction

In this research project, we aim to analyze the 2023 sales data for Mitsubishi Lucena using simulated data. The study will utilize statistical and analytical methods to assess the sales performance, trends, and patterns for Mitsubishi Lucena in 2023. By leveraging simulated data, we seek to model various scenarios and predict potential outcomes for sales strategies and market conditions. The research will provide valuable insights for understanding the factors influencing sales and for making informed decisions to enhance the performance of Mitsubishi Lucena in the market.



February 24, 2023 – Mitsubishi Motors Philippines Corporation (MMPC) announced today that the company held a ceremony in Santa Rosa City, Laguna to commemorate its 60th anniversary. In the ceremony, Ms. Arlene Arcillas, City Mayor of Santa Rosa, Ms. Mary Jane Sanchez, PEZA Zone Manager, Mr. Edwin Gallor, President of Mitsubishi Suppliers Association, Mr. Takao Kato, Mitsubishi Motors Corporation President and CEO, and other executives attended to celebrate a special milestone, being part of the lives of Filipinos for the past 60 years.

For six (6) decades, MMPC continued to grow its network and evolved as a brand in providing mobility for the Filipinos.

Through the years, MMPC brought in and launched remarkable vehicles that appealed to the Filipinos, from the crowd favorites, Lancer and Pajero, that still have a big following up until now, to functional vehicles such as the iconic L300, Space Wagon and the Adventure, to trendy and class leading cars--- Mirage, Mirage G4, Strada, Xpander, Montero Sport, and Outlander PHEV.

ANALYSIS

Model	Annual Sales	Sum of Sales2
2022 FB 2.2D MT DUAL AC	252,073,380.00	32.30%
2023 RALLIART 2.4D 2WD AT	168,369,000.00	21.58%
2023 GLS 2.4D 2WD AT	128,789,000.00	16.50%
2022 GT 2.4D 4WD AT	123,032,000.00	15.77%
2022 GLXG CVT (TOUCHSCREEN)	108,080,000.00	13.85%
Grand Total	780,343,380.00	100.00%

In Mitsubishi Quezon, the top 5 models are 2022 FB 2.2D MT DUAL AC, 2023 RALLIART 2.4D 2WD AT, 2023 GLS 2.4D 2WD AT, 2022 GT 2.4D 4WD AT, and 2022 GLXG CVT (TOUCHSCREEN).

The first is 2022 FB 2.2D MT DUAL AC with annual sales of Php 252,073,380 comprising 32.30% of the total top 5 models.

Row Labels	Sum of Sales	Sum of Sales2
Montero Sport	481,242,000.00	26.91%
Strada	363,351,000.00	20.32%
Xpander	284,864,000.00	15.93%
L300	252,073,380.00	14.09%
Mirage G4	214,348,000.00	11.98%
Mirage Hatchback	182,735,000.00	10.22%
Montero Sport	8,488,000.00	0.47%
Strada	1,429,000.00	0.08%
Grand Total	1,788,530,380.00	100.00%

Row Labels	Sum of Sales
Santiago	150,539,120.00
Fernandez	146,374,820.00
Rivera	140,534,420.00
Grand Total	437448360

The division that got the highest sales is Montero Sport with the sum of sales of 481,242,000 with the percentage of 26.91%



ANALYSIS

In

In evaluating the sales performance across districts, it becomes evident that the first district emerges as the leader, boasting a substantial sales figure of 570,807,900. In comparison, the third district follows closely behind with sales amounting to 548,497,340. The fourth district, while still contributing significantly, reports a sales total of 425,519,860. Notably, the second district lags behind the others, registering the lowest sales at 243,705,380.

Row Labels	Sum of Sales
First	570,807,900.00
Third	548,497,340.00
Fourth	425,519,860.00
Second	243,705,280.00
Grand Total	1,788,530,380.00

Row Labels	Sum of Sales
Lucban	59,119,320.00
Buenavista	55,444,020.00
Padre Burgos	54,872,700.00
Agdangan	53,875,240.00
Pitogo	53,654,320.00
Alabat	53,455,240.00
Unisan	51,742,160.00
Infanta	51,445,780.00
Burdeos	50,952,780.00
Guinyangan	49,456,080.00
Grand Total	534,017,640.00

Within the realm of Mitsubishi, a notable distinction arises as we examine the sales landscape across municipalities. Lucban, situated within the first district of Quezon Province, stands out prominently, securing the title for the municipality with the highest sales. This distinction is not merely a numerical achievement; it reflects the economic vitality and consumer engagement inherent to Lucban. With a noteworthy sales figure of 59,119,320,

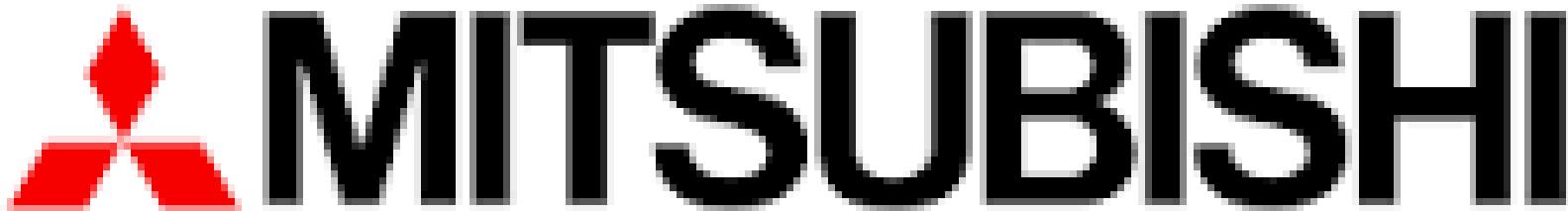
ANALYSIS

Row Labels	Sum of Sales
BPI	99,273,000.00
EastWest	96,354,000.00
Metrobank	94,040,000.00
BDO	88,320,000.00
PSBank	85,817,000.00
Grand Total	463,804,000.00

In the context of installment payments, BPI stands out as the bank that achieved the highest sales, amounting to a considerable sum of 99,273,000. This noteworthy achievement encourages a more in-depth analysis of the elements that contribute to BPI's prominence in the realm of installment payments, offering valuable insights into the intricacies of consumer behavior within this financial domain.

Row Labels	Sum of Quantity
Mirage G4	252
Strada	247
L300	247
Grand Total	746

The category of car models that has secured the top three positions in terms of the highest quantity of units sold is led by the Mirage G4, with an impressive total of 252 units. Following closely are the Strada and L300 models, each boasting a substantial quantity of 247 units.



ANALYSIS

The peak date when Mitsubishi recorded its highest sales is in the month of October, with sales reaching 166,894,500.

Oct	
27-Oct	13,028,000.00
25-Oct	12,728,000.00
24-Oct	12,582,700.00
02-Oct	12,247,700.00
08-Oct	10,692,000.00
10-Oct	9,427,620.00
19-Oct	9,176,000.00
15-Oct	8,757,000.00
06-Oct	8,341,620.00
03-Oct	8,104,000.00

Row Labels	Sum of Sales
Oct	166,894,500.00
Feb	165,190,420.00
Mar	155,116,800.00
Jan	153,235,340.00
Nov	150,287,640.00
Aug	149,882,720.00
Jul	149,697,260.00
Dec	148,316,180.00
Sep	143,350,340.00
Jun	142,611,260.00
Apr	138,342,420.00
May	125,605,500.00
Grand Total	1,788,530,380.00

The highest sales within the month of October were attained on the specific date of the 27th, with a remarkable sales figure reaching 66,894,500. This particular date stands out as a pivotal moment in Mitsubishi's sales trajectory, marking an exceptional peak that warrants closer examination.

The mode of payment that recorded the highest sales is cash, totaling an impressive 1,324,726,380, in stark contrast to installment payments which amounted to a comparatively modest 463,804,000.

Row Labels	Sum of Sales
Cash	1,324,726,380.00
Installment	463,804,000.00
Grand Total	1,788,530,380.00

CONCLUSION

Mitsubishi Quezon is not just driving vehicles; it is steering a narrative of success and adaptability in the ever-evolving automotive landscape.

Mitsubishi Quezon's performance is highlighted by its top 5 models, with the 2022 FB 2.2D MT DUAL AC leading the pack, comprising 32.30% of total sales at Php 252,073,380. Montero Sport dominates with 26.91% of overall sales, totaling Php 481,242,000. In Mitsubishi Lucena, top performers are Santiago, Fernandez, and Rivera. District-level sales show the first district leading at Php 570,807,900, while Lucban municipality achieves the highest sales of Php 59,119,320. October is pivotal, with the highest monthly sales at Php 166,894,500, and October 27 stands out at Php 66,894,500. The Cash transactions dominate at Php 1,324,726,380, surpassing installment payments at Php 463,804,000. BPI leads in installment payments with Php 99,273,000. Unit quantity leaders are Mirage G4 (252 units), Strada, and L300 (247 units each).

This overview showcases Mitsubishi Quezon's success in sales, regional representation, district-level performance, and adaptability in varied payment modes, solidifying its position as a key player in the regional automotive industry.

Recommendation

Mitsubishi Quezon can bolster its success by refining its marketing strategy, leveraging the triumph of the 2022 FB 2.2D MT DUAL AC. Targeted campaigns, showcasing unique features and appeal, should be crafted to replicate this success across other models, utilizing innovative promotions, influencer partnerships, and digital platforms. Strategic regional expansion, building on district-level success, should be a priority. This involves considering new dealerships or enhancing existing ones in neighboring regions, tapping into diverse economic landscapes, and broadening Mitsubishi Quezon's market reach.

To foster brand loyalty, the implementation of customer engagement programs is crucial. Beyond transactions, exclusive events, personalized service packages, and loyalty rewards can retain existing customers and attract new ones through positive word-of-mouth and recommendations.

Lastly, embracing environmental initiatives, such as introducing hybrid or electric vehicle options, aligns with global sustainability trends. This not only contributes to a positive brand image but also caters to a growing market of environmentally conscious consumers. Mitsubishi Quezon can position itself as a responsible and forward-thinking automotive brand by incorporating eco-friendly practices and technologies.



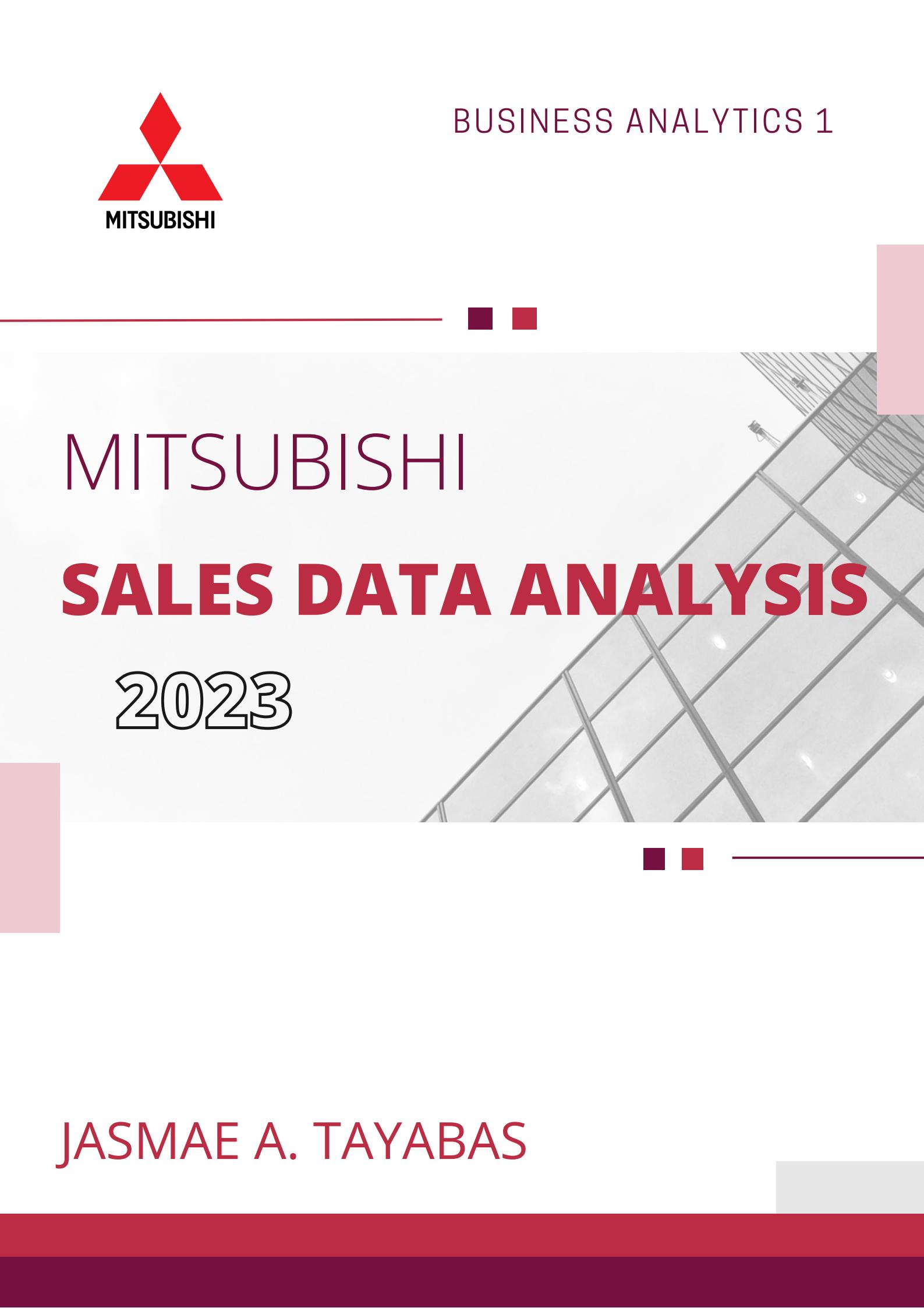


BUSINESS ANALYTICS 1

MITSUBISHI

SALES DATA ANALYSIS

2023

A large, semi-transparent background image of a modern building's exterior, showing a grid of glass windows and steel structural elements.

JASMAE A. TAYABAS

COMPANY INTRODUCTION



Mitsubishi Motors Philippines Corporation (MMPC) recently observed its 60th anniversary in Santa Rosa City, Laguna, commemorating six decades of pivotal contributions to Filipino mobility. The company's President and CEO, in acknowledging their influential role, expressed gratitude to the Philippine government, business partners, and employees. This significant milestone underscores MMPC's unwavering dedication, reflected in a diverse vehicle lineup and an expanding dealer network.

An exploration into the data analysis of MMPC's achievements, encompassing Quezon Province's sales dynamics, payment trends, and the efficacy of sales representatives, provides profound insights into the brand's strategies and its trajectory for sustained growth in the dynamic Philippine automotive landscape.

“



Montero Sport



Mirage Hatchback



Xpander



L300



Mirage G4



Strada



ANALYSIS

Which district achieved the highest total sales?

District		Sum of Sales
First	₱	574,964,500
Third	₱	559,274,180
Fourth	₱	476,066,100
Second	₱	290,731,900
Grand Total	₱	1,901,036,680

In Quezon Province's Mitsubishi sales, the "**First**" district dominates with ₱574,964,500, while the "**Third**" and "**Fourth**" districts show strong performances at ₱559,274,180 and ₱476,066,100. In contrast, the "**Second**" district reports lower sales of ₱290,731,900. This prompts investigation into the "First" district's success, possibly tied to demographics, effective marketing, or top-performing sales representatives. Visualizing the data and considering historical context could unveil insights, guiding targeted strategies for sustained growth in Quezon Province.

Top 5 Highest sales achieved on which dates?

Row Labels		Sum of Sales
1/7/2023	₱	23,660,000
12/5/2023	₱	21,902,160
4/5/2023	₱	21,222,160
7/10/2023	₱	21,148,000
3/20/2023	₱	20,082,620
Grand Total	₱	108,014,940

The sales data for Mitsubishi in Quezon Province showcases noteworthy peaks on specific dates. Leading the charge is a substantial ₱23,660,000 in sales on 1/7/2023, followed closely by significant figures on 12/5/2023 (₱21,902,160), 4/5/2023 (₱21,222,160), 7/10/2023 (₱21,148,000), and 3/20/2023 (₱20,082,620). The Grand Total of ₱108,014,940 underscores cumulative sales on these dates, offering insights for strategic planning and resource allocation to capitalize on similar opportunities in Quezon Province.

ANALYSIS

How many units were sold for each car model?

Division	Sum of Quantity
Montero Sport	257
Xpander	256
Mirage G4	251
Mirage Hatchback	245
L300	242
Strada	226
Grand Total	1477

The analysis of unit quantity sold by car model reveals varying consumer preferences. The **Montero Sport** leads with 257 units, closely followed by **Xpander** (256), **Mirage G4** (251), and **Mirage Hatchback** (245). **L300** and **Strada** complete the lineup with 242 and 226 units sold. The grand total of 1477 units signals a balanced distribution. Understanding these patterns aids inventory management and strategic planning, emphasizing the need for exploration into factors influencing model preferences.

Which car models secured the top five positions in terms of sales?

MODEL	Annual Sales	% of Total
2022 GT 2.4D 4WD AT	₱ 267,358,000	27.53%
2022 FB 2.2D MT DUAL AC	₱ 246,970,680	25.43%
2023 GLS 1.5G 2WD AT	₱ 166,522,000	17.14%
2023 BLACK SERIES 2.4D 2WD AT	₱ 151,996,000	15.65%
2023 GLS 1.2G CVT - BLACK SERIES	₱ 138,446,000	14.25%
Grand Total	₱ 971,292,680	100.00%

Quezon Province's Mitsubishi sales highlight top-performing models. The **2022 GT 2.4D 4WD AT** leads with ₱267,358,000 (27.53%), followed by the **2022 FB 2.2D MT DUAL AC** at ₱246,970,680 (25.43%). The **2023 GLS 1.5G 2WD AT** secures third place with ₱166,522,000 (17.14%). The **2023 BLACK SERIES 2.4D 2WD AT** and the **2023 GLS 1.2G CVT - BLACK SERIES** complete the top five, contributing ₱151,996,000 (15.65%) and ₱138,446,000 (14.25%), respectively. Cumulatively, these models account for ₱971,292,680, offering insights for strategic product mix optimization.

What percentage of total sales are made through cash, and what percentage through installment plans?

Price Point	Sum of Sales
Cash	56.29%
Installment	43.71%
Grand Total	100.00%

ANALYSIS

Quezon Province's Mitsubishi sales show a notable preference for **cash** (56.29%) over **installment** plans (43.71%). Understanding these payment dynamics can inform strategic decisions to optimize payment options and align with customer behavior and market trends.

List the top 5 Sales Representatives, including their sales figures in pesos and the percentage of the total sales they contributed.			
MODEL	Annual Sales	% of Total	
Dubois	₱ 237,664,960	27.48%	
Murphy	₱ 185,148,340	21.41%	
Patel	₱ 148,959,720	17.22%	
Wang	₱ 147,758,260	17.08%	
Johnson	₱ 145,361,120	16.81%	
Grand Total	₱ 864,892,400	100.00%	

In Quezon Province, Mitsubishi's success hinges on individual Sales Representatives. **Dubois** leads with ₱237,664,960 in annual sales (27.48% of ₱864,892,400), highlighting their pivotal role. **Murphy** follows closely at ₱185,148,340 (21.41%). **Patel**, **Wang**, and **Johnson** contribute significantly, with percentages ranging from 17.08% to 16.81%. This diverse team symbolizes Mitsubishi's growth. Analyzing individual contributions aids strategic decisions, ensuring sustained success in Quezon's competitive market.

ANALYSIS

What percentage of customers most frequently choose In-house financing from which financial institution?

Row Labels	% Of Total
BDO	23.40%
Metro Bank	22.47%
PS Bank	19.73%
BPI	18.95%
East West	15.44%
Grand Total	100.00%

The analysis of in-house financing preferences in Quezon Province unveils diverse choices, with **BDO** leading at 23.40%, followed by **Metro Bank** (22.47%), **PS Bank** (19.73%), **BPI** (18.95%), and **East West** (15.44%). This competitive landscape underscores customer considerations like interest rates. Mitsubishi can leverage these insights to tailor financing packages, strategically collaborating with favored institutions. This approach ensures customer satisfaction and builds brand loyalty by aligning with the local financing preferences.

On which municipality did the top 10 highest sales occur?

Row Labels	Sum of Sales
Alabat	₱ 53,332,700
Atimonan	₱ 64,469,540
Dolores	₱ 59,665,000
Guinayangan	₱ 53,957,860
Lopez	₱ 56,321,700
Panukulan	₱ 57,918,000
Plaridel	₱ 56,223,020
Real	₱ 53,430,160
Tagkawayan	₱ 56,762,640
Unisan	₱ 68,131,240
Grand Total	₱ 580,211,860

Quezon Province's Mitsubishi sales showcase a thriving market. **Unisan** takes the lead with ₱68.13M, followed by **Atimonan** (₱64.47M), **Dolores** (₱59.67M), **Panukulan** (₱57.92M), and **Tagkawayan** (₱56.76M). These top five municipalities contribute significantly to Mitsubishi's total sales of ₱306.95M, emphasizing the brand's strong presence in the province. Understanding the success factors in these areas is crucial for sustaining Mitsubishi's growth in Quezon.

CONCLUSION

Mitsubishi Motors Philippines Corporation's 60th-anniversary celebration signifies a commendable journey of providing essential mobility in the Philippines. The President and CEO's gratitude echoes the brand's commitment to the country, evident in their extensive vehicle range and expanding dealer network. In analyzing sales dynamics in Quezon Province, the dominance of the "First" district prompts strategic considerations, potentially linked to demographic trends, effective marketing, or high-performing sales representatives. Top sales dates and unit quantity analysis showcase nuanced consumer preferences, guiding inventory management and marketing strategies. Mitsubishi Lucena's popular models reflect a diverse customer base. The payment analysis underlines a preference for cash transactions, emphasizing the need for targeted payment options. Individual Sales Representatives, particularly Dubois, emerge as pivotal contributors, emphasizing the importance of nurturing a skilled workforce for sustained success.

RECOMMENDATION

To capitalize on the success in Quezon Province, Mitsubishi should conduct a detailed investigation into the factors driving the "First" district's outstanding performance, enabling the formulation of targeted strategies. Leveraging insights from top sales dates and unit quantity analysis will facilitate adaptive marketing and inventory management. Offering diverse payment options aligning with customer preferences can further enhance sales. Recognizing and fostering the skills of high-performing Sales Representatives, like Dubois, through continuous training and incentive programs, will ensure a motivated and effective sales force. This holistic approach will fortify Mitsubishi's position in Quezon Province and pave the way for sustained growth in the competitive Philippine automotive market.

2023 Sales Data Analysis of Mitsubishi Lucena

By: Diane Y. Atienza BSBA 4-FM

Abstract

This research presents a comprehensive analysis of the 2023 sales data of Mitsubishi Lucena, utilizing real fake data. The study aims to provide insights into the sales performance, customer demographics, popular models, and seasonal trends. By employing statistical methods and data visualization techniques, the analysis aims to uncover patterns and correlations within the data. The research objectives include identifying top-selling models, analyzing customer demographics, investigating seasonal variations, and assessing the impact of marketing initiatives on sales performance. The findings of this study are expected to offer valuable insights for strategic decision-making and future business planning for Mitsubishi Lucena.

Introduction

In this research, we aim to conduct a comprehensive analysis of the 2023 sales data of Mitsubishi Lucena using real fake data. The study will delve into various aspects of the sales performance, including sales volume, customer demographics, popular models, and seasonal trends.

Methodology

The analysis will be based on a dataset comprising sales records, customer information, and vehicle specifications. Utilizing statistical methods and data visualization techniques, we will explore the patterns and correlations within the data to gain insights into the sales performance of Mitsubishi Lucena in 2023.

Objectives

1. To identify the top-selling models of Mitsubishi Lucena in 2023.
2. To analyze the demographic characteristics of the customer base.
3. To investigate the seasonal variations in sales volume.
4. To assess the impact of marketing initiatives on sales performance.

Significance

This research will provide valuable insights for Mitsubishi Lucena in understanding their sales performance, customer preferences, and market trends. The findings will serve as a basis for strategic decision-making and future business planning.

Introduction

Mitsubishi Motors Philippines Corporation (MMPC) recently marked its 60th anniversary with a ceremony in Santa Rosa City, Laguna. Over the past six decades, the company has played a significant role in providing mobility for Filipinos and has introduced popular vehicles such as the Lancer, Pajero, L300, and Mirage. During the celebration, the President and CEO expressed gratitude to the Philippine government, business partners, and employees, and reaffirmed the company's commitment to contributing to the country through local manufacturing and attractive vehicle models. Additionally, MMPC introduced a new aftersales service arm called Mitsubishi Motors CARES and has been expanding its dealer network across the Philippines. The company's dedication to enhancing the lives of Filipinos remains a top priority for the brand.

Analysis

Table 1: Top 5 Models by Annual Sales

Row Labels	Sum of Sales	Sum of Sales2
2022 FB 2.2D MT DUAL AC	253146680	31.01%
2023 RALLIART 2.4D 2WD AT	222810000	27.30%
2023 GLS 2.4D 2WD AT	134003000	16.42%
2022 GLX 1.2G MT	103770000	12.71%
2022 GT 2.4D 4WD AT	102502000	12.56%
Grand Total	816231680	100.00%

The sales data for different car models provides valuable insights into the performance of each model and their respective contributions to the overall sales. The 2022 FB 2.2D MT DUAL AC emerges as the top-selling model, accounting for 31.01% of the total sales, with a substantial sales figure of 253,146,680. Following closely is the 2023 RALLIART 2.4D 2WD AT, contributing 27.30% to the total sales with a significant sales figure of 222,810,000. The 2023 GLS 2.4D 2WD AT follows as the third-highest selling model, representing 16.42% of the total sales, amounting to 134,003,000. The 2022 GLX 1.2G MT and 2022 GT 2.4D 4WD AT have moderate sales figures of 103,770,000 and 102,502,000, respectively, making up 12.71% and 12.56% of the total sales. Collectively, the models contribute to a grand total of 816,231,680. This analysis highlights the diversity in sales distribution among the models, emphasizing the importance of understanding customer preferences and market dynamics to optimize future sales strategies and product offerings.

Table 2: Total sales for each District

Row Labels	Sum of Sales
First	558,341,260.00
Fourth	427,275,560.00
Second	267,227,060.00
Third	542,247,800.00
Grand Total	1,795,091,680.00

The total sales amount for the First District is 558,341,260.00. This indicates a high level of sales activity in this district. The total sales amount for the Third District is 542,247,800.00. This suggests a strong performance in terms of sales, comparable to the First District. The total sales amount for the Fourth District is 427,275,560.00 While slightly lower than the First and Third Districts, it still represents a substantial contribution to the overall sales. The total sales amount for the Second District is 267,227,060.00. This district has the lowest sales among the four, indicating that it may have a smaller market or fewer sales opportunities compared to the others.

Table 3: Number of units sold in each Municipality

Row Labels	Sum of Quantity		
General Luna	50	Sariaya	35
Mauban	45	Mulanay	35
Tagkawayan	43	Alabat	34
Pagbilao	43	San Antonio	34
Catanauan	43	Polillo	34
Tiaong	42	Burdeos	33
Atimonan	41	San Francisco	33
Tayabas	41	Unisan	33
Infanta	41	Buenavista	33
Guinayangan	41	Real	33
Quezon	39	Jomalig	33
Panukulan	39	San Narciso	32
Pitogo	38	San Andres	32
Perez	38	Macalelon	32
Lopez	38	Sampaloc	32
Candelaria	37	Calauag	30
Patnanungan	37	General Nakar	29
Dolores	37	Plaridel	29
Agdangan	37	Lucban	24
Padre Burgos	36	Gumaca	24
Lucena	36	Grand Total	1476

Based on the data, we can see how many units were sold in each municipality. Having 50 units sold, General Luna stands out as a municipality with the highest sales volume. This could be attributed to factors such as higher demand, effective marketing strategies, or a larger customer base. Mauban falls behind by having 45 units sold. Catanauan, Pagbilao, and Tagkawayan: These municipalities also recorded substantial sales figures, with 43 units sold each. This suggests a consistent demand for the product in these areas. Gumaca, Lucban, Sampaloc, San Andres, San Antonio, San Francisco, and Unisan: These municipalities, while still contributing to the overall sales, show a comparatively lower unit count (ranging from 32 to 24 units). Exploring strategies to potentially boost sales in these areas could be beneficial.

The grand total of 1,476 units provides an overview of the overall sales volume. Analyzing unit sales by municipality aids in identifying regional trends, allowing for targeted marketing efforts, inventory management, and the optimization of sales strategies based on local preferences and demand patterns.

Table 4: Units sold by each bank

Row Labels	Sum of Quantity	% of Total
In-house	747	50.61%
Metrobank	201	13.62%
PSBank	169	11.45%
EastWest	143	9.69%
BPI	124	8.40%
BDO	92	6.23%
Grand Total	1476	100.00%

The majority of units, comprising 747, were sold through in-house channels, accounting for 50.61% of the total sales. This indicates a significant reliance on internal sales channels and suggests effective in-house marketing or sales strategies. With 201 units sold, Metrobank represents 13.62% of the total sales. This indicates a notable but comparatively smaller share of the overall market. Selling 169 units, PSBank captures 11.45% of the total sales. This suggests a substantial contribution to the overall sales figures. EastWest accounts for 143 units sold, contributing 9.69% to the total sales. While not the highest, this still represents a significant portion of the market. BPI and BDO each contribute 124 and 92 units, constituting 8.40% and 6.23% of the total sales, respectively. These percentages indicate their individual shares in the overall sales landscape.

Table 5: Total sales amount for each Mode of Payment

Row Labels	Sum of Sales	% of Total
Cash	914,589,580.00	50.95%
Installment	880,502,100.00	49.05%
Grand Total	1,795,091,680.00	100.00%

The total sales amount for transactions made in cash is approximately \$914.59 million, representing 50.95% of the overall sales. This indicates a significant portion of customers prefer immediate payment, possibly forgoing financing options. Transactions made through installment plans total approximately \$880.50 million, constituting 49.05% of the total sales. This suggests a substantial market segment that opts for more flexible payment arrangements, spreading the cost over a specified period. The near balance between cash and installment sales indicates a diverse customer base with varying preferences for payment methods.

Table 6: Total quantity sold by each Sales Representative

Row Labels	Sum of Quantity	% of Total
Hernandez	122	8.27%
Perez	109	7.38%
Santos	107	7.25%
Fernandez	107	7.25%
Garcia	105	7.11%
Rodriguez	102	6.91%
Sanchez	96	6.50%
Lopez	96	6.50%
Reyes	95	6.44%
Gonzales	93	6.30%
Martinez	93	6.30%
Ramos	89	6.03%
Ramirez	89	6.03%
Torres	87	5.89%
Cruz	86	5.83%
Grand Total	1476	100.00%

Leading with 122 units sold, Hernandez accounts for 8.27% of the total sales. This indicates a strong individual contribution to the overall sales figures. Perez: Following closely, Perez has sold

109 units, representing 7.38% of the total sales. This showcases a substantial market presence and effectiveness in sales. Santos and Fernandez: Both Santos and Fernandez each sold 107 units, contributing 7.25% to the total sales individually. This reflects a consistent performance, with similar sales volumes. Garcia: Selling 105 units, Garcia holds a 7.11% share of the total sales. This represents a notable contribution to the overall figures. Rodriguez: With 102 units sold, Rodriguez accounts for 6.91% of the total sales, demonstrating a significant individual impact.

Table 7:

Row Labels	Sum of Sales	% of total sales
Montero Sport	474,878,000.00	26.45%
Strada	370,905,000.00	20.66%
Xpander	303,148,000.00	16.89%
L300	246,970,680.00	13.76%
Mirage G4	218,386,000.00	12.17%
Mirage Hatchback	180,804,000.00	10.07%
Grand Total	1,795,091,680.00	100.00%

Leading with a total sales amount of 474,878,000.00, the Montero Sport constitutes 26.45% of the total sales. This indicates a significant market demand for this particular model. Following closely, the Strada model boasts a total sales amount of 370,905,000.00, representing 20.66% of the total sales. This indicates a substantial market share and consumer interest. The Xpander model records a total sales amount of 303,148,000.00, contributing 16.89% to the overall sales. This suggests a notable market presence and popularity. L300: With a total sales amount of 246,970,680.00, the L300 model holds a 13.76% share of the total sales. This demonstrates a significant contribution to the overall sales figures. These models, the Mirage G4 and Mirage Hatchback, contribute 218,386,000.00 and 180,804,000.00, respectively, constituting 12.17% and 10.07% of the total sales. Both models contribute significantly to the diversity of the product offering.

Conclusion

The analysis of the sales data provides a comprehensive understanding of the performance of different car models, district-wise sales, municipality-specific trends, and the impact of various payment methods. The top-selling model, the 2022 FB 2.2D MT DUAL AC, stands out with a significant contribution of 31.01% to the total sales. District-wise, the First and Third Districts lead in sales, indicating robust market activity. Municipality-wise, General Luna emerges as a standout performer, while strategic focus may be beneficial for areas with comparatively lower unit counts. In terms of payment methods, in-house sales dominate, reflecting a preference for immediate transactions, while installment plans capture a substantial market share, indicating a demand for flexible payment options.

Recommendation

Model-specific Strategies: Tailor marketing strategies based on the popularity of car models. Consider leveraging the success of the top-selling models in future promotional campaigns.

District-specific Approaches: Invest in targeted marketing and sales efforts in districts with lower sales to explore and capture untapped market potential. Analyze the reasons behind the varying sales levels in different districts to optimize strategies.

Municipality-focused Initiatives: Explore opportunities to boost sales in municipalities with lower unit counts. Evaluate and adjust marketing strategies, considering local preferences and potential challenges.

Diversify Payment Options: Recognize the diverse customer preferences for payment methods. Continue to offer both cash and installment options to cater to a wide range of customers.

Sales Representative Recognition: Acknowledge and reward top-performing Sales Representatives, such as Hernandez and Perez, to motivate the team and foster healthy competition.

Continuous Analysis: Regularly analyze sales data to stay attuned to changing market dynamics. Use insights to adapt strategies, introduce new offerings, and maintain a customer-centric approach.

By implementing these recommendations, the business can enhance its market position, optimize sales strategies, and meet the evolving needs of its diverse customer base.

Empowering SME Non-Profits through Sales Data Insights: A Data-Driven Approach

By Jana Stefan B. Abastillas

Introduction

This research aims to explore the significance of sales data analysis for small and medium-sized enterprise (SME) non-profit organizations. With the increasing emphasis on data-driven decision-making, it is crucial for non-profits to leverage sales data to optimize their operations, fundraising efforts, and overall impact.

Analysis

Table 1. Customer Addresses with the Highest Sales paid in Cash and Installments

Row Labels	CASH		INSTALLMENT		Total Sum of Sales	Total Sum of Sales2
	Sum of Sales	Sum of Sales2	Sum of Sales	Sum of Sales2		
Lucena City	991,712.00	4.94%	463,515.00	2.31%	1,455,227.00	7.26%
Alabat	531,708.00	2.65%	362,722.00	1.81%	894,430.00	4.46%
Tiaong	685,860.00	3.42%	201,444.00	1.00%	887,304.00	4.42%
Candelaria	515,257.00	2.57%	248,914.00	1.24%	764,171.00	3.81%
Lucban	382,302.00	1.91%	380,140.00	1.90%	762,442.00	3.80%
Guinayangan	291,982.00	1.46%	451,802.00	2.25%	743,784.00	3.71%
Dolores	307,935.00	1.54%	361,049.00	1.80%	668,984.00	3.34%
Calauag	511,252.00	2.55%	153,070.00	0.76%	664,322.00	3.31%
Sariaya	361,666.00	1.80%	300,774.00	1.50%	662,440.00	3.30%
Catanauan	228,273.00	1.14%	413,993.00	2.06%	642,266.00	3.20%
Unisan	569,801.00	2.84%	59,823.00	0.30%	629,624.00	3.14%
Pagbilao	175,059.00	0.87%	453,827.00	2.26%	628,886.00	3.14%
Plaridel	82,035.00	0.41%	514,140.00	2.56%	596,175.00	2.97%
Macalelon	365,209.00	1.82%	229,371.00	1.14%	594,580.00	2.96%
General Luna	225,069.00	1.12%	361,347.00	1.80%	586,416.00	2.92%

Lucena City has the highest sales among customer addresses with 7.26% of total sales amounting to 1,455,227.00 php of total sales. Lucena City also recorded the highest sales paid in cash with 4.94% of total sales amounting to 991,712.00 php paid in cash. Plaridel, on the other hand, has the highest sales paid in installments with 2.56% of total sales amounting to 514,140.00 php paid in installments.

Table 2. Top Products Paid in Cash and Installments

Product	Cash	Product	Installments
Ginger Turmeric Tea Blend	1,412,756.00	Banana Chips	1,162,073.00
Adlai Snack Bars	1,307,565.00	Linga Crunch	956,183.00
Tinapa Spread	1,250,767.00	Coco Sugar Cookies	1,194,088.00
Malunggay Powder	1,147,698.00	Organic Mango Puree	939,169.00
Ube Jam	1,093,301.00	Camote Biscuits	1,182,735.00

Ginger Turmeric Tea Blend, Adlai Snack Bars, Tinapa Spread, Malunggay Powder, and Ube Jam are mostly paid in cash while Banana Chips, Linga Crunch, Coco Sugar Cookies, Organic Mango Puree, and Camote Biscuits are mostly paid in installments. Cash sales mostly contributed to the sales amounting to 10,811,236.00 php.

Table 3. Top 5 Dates with the Highest Sales

Row Labels	Sum of Sales
12/2/2022	277,694.00
11/1/2022	214,986.00
12/9/2022	204,027.00
10/20/2022	199,699.00
7/26/2022	185,973.00
Grand Total	1,082,379.00

The highest sales were recorded on December 2, 2022, with 277,694.00. Followed by November 1, 2022, December 9, 2022, October 20, 2022, and July 26, 2022. Two dates are recorded in December that contributed the highest sales.

Table 4. Product Ranking in Terms of Sales Paid in Cash and Installment

Cash			Installment		
Product	Sales	%	Product	Sales	%
1. Ginger Turmeric Tea Blend	1,412,756.00	7.04%	1. Coco Sugar Cookies	1,194,088.00	5.95%
2. Adlai Snack Bars	1,307,565.00	6.52%	2. Camote Biscuits	1,182,735.00	5.90%
3. Tinapa Spread	1,250,767.00	6.24%	3. Banana Chips	1,162,073.00	5.79%
4. Malunggay Powder	1,147,698.00	5.72%	4. Adlai Snack Bars	975,026.00	4.86%
5. Ube Jam	1,093,301.00	5.45%	5. Linga Crunch	956,183.00	4.77%
6. Banana Chips	1,007,548.00	5.02%	6. Organic Mango Puree	939,169.00	4.68%
7. Linga Crunch	948,356.00	4.73%	7. Ube Jam	804,230.00	4.01%
8. Coco Sugar Cookies	928,897.00	4.63%	8. Tinapa Spread	769,564.00	3.84%
9. Organic Mango Puree	908,591.00	4.53%	9. Malunggay Powder	709,415.00	3.54%
10. Camote Biscuits	805,757.00	4.02%	10. Ginger Turmeric Tea Blend	552,618.00	2.76%

The Ginger Turmeric Tea Blend was sold the most paid in cash with 7.04% of total sales amounting to 1,412,756.00 php cash sales. The Coco Sugar Cookies was sold the most in installments with 5.95% of total sales amounting to 1,194,088.00 php sales paid in installments.

Table 5. Top 3 Sales Representatives

Row Labels	Sum of Sales	Sum of Sales%
Rosario Lim	2,416,258.00	12.05%
Jose Mercado	2,280,442.00	11.37%
Isabelita Hernandez	2,221,294.00	11.08%

The top 3 sales representatives are Rosario Lim, Jose Mercado, and Isabelita Hernandez. Rosario Lim sold the most products with 12.05% of sales amounting to 2,416,258.00 php.

Table 6. Customer Address with the Highest Sales of Each Product

Product	Address	Sales
Adlai Snack Bars	Tiaong	279,391.00
Banana Chips	Lucena City	226,799.00
Coco Sugar Cookies	General Luna	179,490.00
Tinapa Spread	Alabat	188,695.00
Camote Biscuits	Lucena City	256,948.00
Ginger Turmeric Tea Blend	Pagbilao	223,191.00
Linga Crunch	Lucban	239,568.00
Ube Jam	Perez	203,510.00
Malunggay Powder	Lucena City	199,810.00
Organic Mango Puree	Tiaong	242,758.00

Adlai Snack Bars and Organic Mango Puree were sold the most in Tiaong, Banana Chips, Camote Biscuits, and Malunggay Powder in Lucena City, Coco Sugar Cookies in General Luna, Tinapa Spread in Alabat, Ginger Turmeric Tea Blend in Pagbilao, Linga Crunch in Lucban, and Ube Jam in Perez. Lucena City recorded the highest sales in all customer addresses.

Table 7. Top 5 Products with the Highest Sales

Row Labels	Sum of Sales
Adlai Snack Bars	2,282,591.00
Banana Chips	2,169,621.00
Coco Sugar Cookies	2,122,985.00
Tinapa Spread	2,020,331.00
Camote Biscuits	1,988,492.00
Grand Total	10,584,020.00

Adlai Snack Bars sold the most with 2,282,591 php total sales followed by Banana Chips, Coco Sugar Cookies, Tinapa Spread, and Camote Biscuits.

Conclusion

An in-depth examination of the provided sales data reveals several noteworthy trends and patterns. Lucena City emerges as the top-performing location, accounting for a significant portion of total sales and consistently generating substantial revenue. This dominance is further underscored by Lucena City's remarkable cash sales performance, indicating a strong preference for immediate payment among customers in this area. In contrast, Plaridel stands out as the location with the highest sales paid in installments, suggesting a potential preference for deferred payment options among its clientele.

Product-wise, the Ginger Turmeric Tea Blend and Coco Sugar Cookies exhibit distinct payment patterns. The Ginger Turmeric Tea Blend garners the highest cash sales, while Coco Sugar Cookies lead in installment sales. This divergence highlights the varying payment preferences associated with these products, potentially influenced by factors such as price, perceived value, or customer demographics.

Among sales representatives, Rosario Lim distinguishes herself as the top performer, generating an impressive share of total sales. This achievement underscores her effectiveness in driving sales and contributing to the overall success of the business.

Geographical analysis reveals that Adlai Snack Bars and Organic Mango Puree experience the strongest sales in Tiaong, while Banana Chips, Camote Biscuits, and Malunggay Powder find their most receptive market in Lucena City. These regional preferences suggest a potential need to tailor marketing strategies and product offerings to specific locations based on consumer tastes and preferences.

In terms of overall sales trends, December 2, 2022, emerges as the day with the highest recorded sales, followed by several other dates throughout the year. This pattern suggests a seasonal variation in sales, with peak periods potentially coinciding with holidays or promotional events.

Recommendation

- Concentrate your marketing efforts on Lucena City. Given Lucena City's strong contribution to total sales and preference for cash payments, devote more marketing resources to this location. This could include targeted advertising, community engagement activities, and local collaborations.
- Recognize the diverse payment preferences associated with different products and tailor marketing efforts to them. Emphasize rapid payment choices and the benefits of cash transactions for cash-favored products like Ginger Turmeric Tea Blend. Promote flexible payment plans and the convenience of deferred payment alternatives for installment-preferred products such as Coco Sugar Cookies.
- Recognize and reward top-performing sales representatives. Recognize Rosario Lim's great sales performance with suitable recognition and incentives. This could include monetary prizes, non-monetary recognition, or professional development opportunities.
- Product offerings should be tailored to regional preferences. Profit from the varied sales patterns seen in different locales. Increase the availability and promotion of Adlai Snack Bars and Organic Mango Puree in Tiaong, while focusing on Banana Chips, Camote Biscuits, and Malunggay Powder in Lucena City.
- Take advantage of seasonal sales trends by deliberately planning marketing campaigns and promotional events to coincide with peak sales seasons, particularly around December. This could include holiday-themed promotions, special offers, and the release of limited-edition products.

By implementing these recommendations, the company can effectively capitalize on the insights gathered from the sales data analysis, resulting in increased sales, improved customer happiness, and long-term success.

Analysis of Sales Data for Small and Medium-Sized Non-Profit Organizations

By Erin Julia A. Alvarez of BSBA 4-MM

Abstract

This research delves into the sales data of small and medium-sized non-profit organizations (NPOs), recognizing their significant economic role. The analysis aims to provide insights crucial for assessing financial health, identifying trends, and making informed decisions. By focusing on the financial sustainability and operational efficiency of SME NPOs, the study contributes valuable information for strategic planning, fostering sustainable growth, and enhancing their overall impact and outreach in the broader economy.

Introduction

Small and medium-sized enterprises (SMEs), including non-profit organizations (NPOs), are vital contributors to the economy. Analyzing the sales data of these entities is crucial for evaluating their financial well-being, recognizing trends, and making informed choices. This research focuses on exploring the sales data of SME non-profit organizations to offer valuable insights for strategic planning and sustainable growth. The study aims to shed light on the financial sustainability and operational efficiency of SME NPOs, ultimately contributing to the improvement of their impact and outreach.

Objectives

- To analyze the sales performance of SME non-profit organizations over a specific time period.
- To identify the key factors influencing sales trends in the non-profit sector.
- To compare sales data across different types of SME non-profit organizations.
- To compare the sales data of SME NPOs across different sectors and regions.
- To propose recommendations for leveraging sales data to enhance the sustainability and impact of SME non-profit organizations.

Methodology

The study will employ quantitative analysis of sales data collected from a representative sample of SME NPOs. Statistical tools and data visualization techniques will be utilized to discern patterns

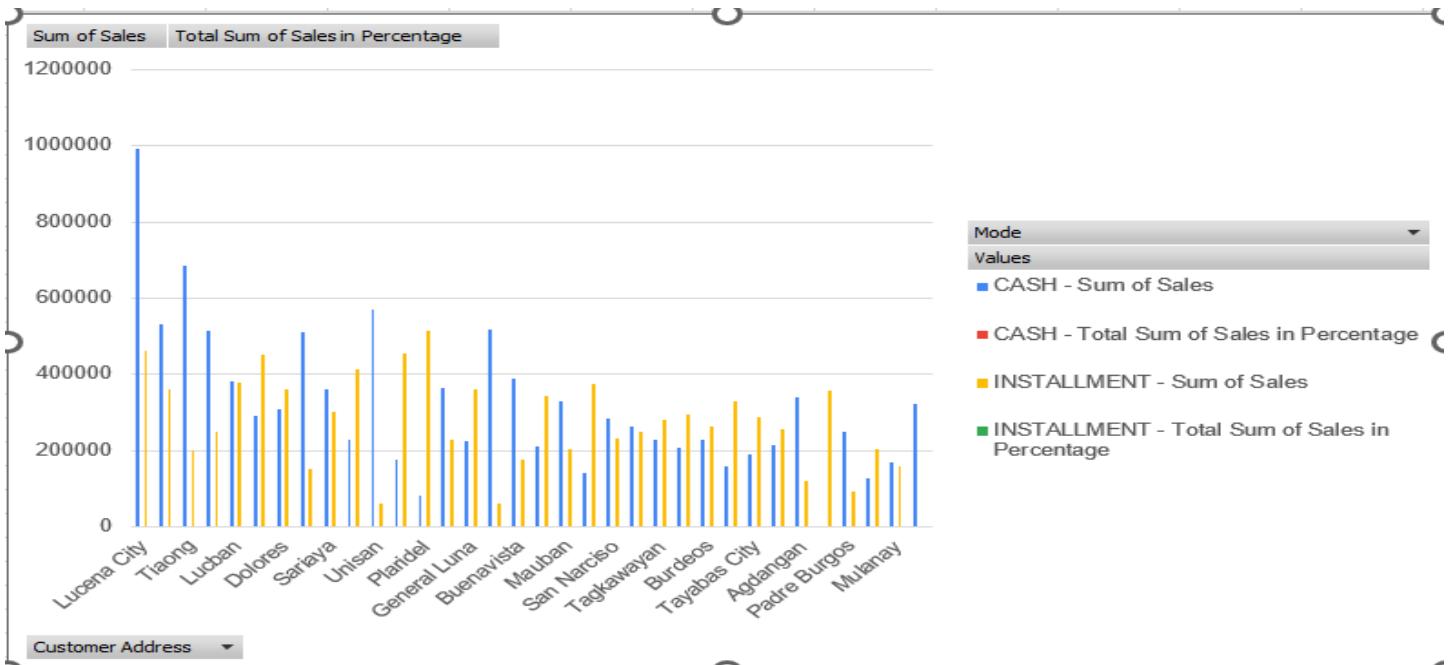
and trends. Furthermore, qualitative insights will be acquired through interviews and surveys, aiming to comprehend the contextual factors that impact sales data within the non-profit sector.

Analysis

Table 1

Regional Sales Analysis - Cash and Installment Breakdown

Customer Address	Mode		CASH		INSTALLMENT		Total Sum of Sales	Total Total Sum of Sales in Percentage
	Sum of Sales	Total Sum of Sales in Percentage	Sum of Sales	Total Sum of Sales in Percentage	Sum of Sales	Total Sum of Sales in Percentage		
Lucena City	991712	4.94%	463515	2.31%	1455227.00	7.26%		
Alabat	531708	2.65%	362722	1.81%	894,430.00	4.46%		
Tiaong	685860	3.42%	201444	1.00%	887,304.00	4.42%		
Candelaria	515257	2.57%	248914	1.24%	764,171.00	3.81%		
Lucban	382302	1.91%	380140	1.90%	762,442.00	3.80%		
Guinayangan	291982	1.46%	451802	2.25%	743,784.00	3.71%		
Dolores	307935	1.54%	361049	1.80%	668,984.00	3.34%		
Calauag	51252	2.55%	153070	0.76%	664,322.00	3.31%		
Sariaya	361666	1.80%	300774	1.50%	662,440.00	3.30%		
Calaanuan	228273	1.14%	413993	2.06%	642,266.00	3.20%		
Unisan	569801	2.84%	59823	0.30%	629,624.00	3.14%		
Pagbilao	175059	0.87%	453827	2.26%	628,886.00	3.14%		
Plaridel	82035	0.41%	514140	2.56%	596,175.00	2.97%		
Macalelon	365209	1.82%	229371	1.14%	594,580.00	2.96%		
General Luna	225069	1.12%	361347	1.80%	586,416.00	2.92%		
Sampaloc	519496	2.59%	61429	0.31%	580,925.00	2.90%		
Buenavista	390730	1.95%	174903	0.87%	565,633.00	2.82%		
Pitogo	212060	1.06%	345299	1.72%	557,359.00	2.78%		
Mauban	331076	1.65%	204433	1.02%	535,509.00	2.67%		
Gumaca	140887	0.70%	374882	1.87%	515,769.00	2.57%		
San Narciso	283380	1.41%	231865	1.16%	515,245.00	2.57%		
Lopez	265339	1.32%	248129	1.24%	513,468.00	2.56%		
Tagkawayan	227561	1.13%	280435	1.40%	507,996.00	2.53%		
Perez	208090	1.04%	294958	1.47%	503,048.00	2.51%		
Burdeos	228089	1.14%	265130	1.32%	493,219.00	2.46%		
San Francisco	160503	0.80%	330433	1.65%	490,936.00	2.45%		
Tayabas City	189299	0.94%	288181	1.44%	477,480.00	2.38%		
San Andres	215322	1.07%	256419	1.28%	471,741.00	2.35%		
Agdangan	341967	1.71%	119661	0.60%	461,628.00	2.30%		
San Antonio	0.00%	0.00%	357491	1.78%	357,491.00	1.78%		
Padre Burgos	248775	1.24%	94253	0.47%	343,028.00	1.71%		
Tayabas	129049	0.64%	203366	1.01%	332,415.00	1.66%		
Mulanay	171000	0.85%	157903	0.79%	328,903.00	1.64%		
Atimonan	323493	1.61%		0.00%	323,493.00	1.61%		
Grand Total	10811236	53.90%	9245101	46.10%	₱ 20,056,337.00	100.00%		



The thorough analysis of sales data reveals insightful findings, highlighting Lucena City as a pivotal focus. Lucena City stands out with the highest combined sales, encompassing both cash and installment transactions, totaling a significant ₱1,455,227, accounting for 7.26% of the total sales. Particularly noteworthy is Lucena City's predominant position in cash sales, contributing significantly with ₱991,712, making up 4.94% of the total.

This underscores the city's significance as a primary driver of the overall sales performance. In the realm of installment sales, Unisan emerges prominently, securing the highest percentage at 2.84%, equivalent to ₱598,823. This underscores the diverse payment preferences across different regions.

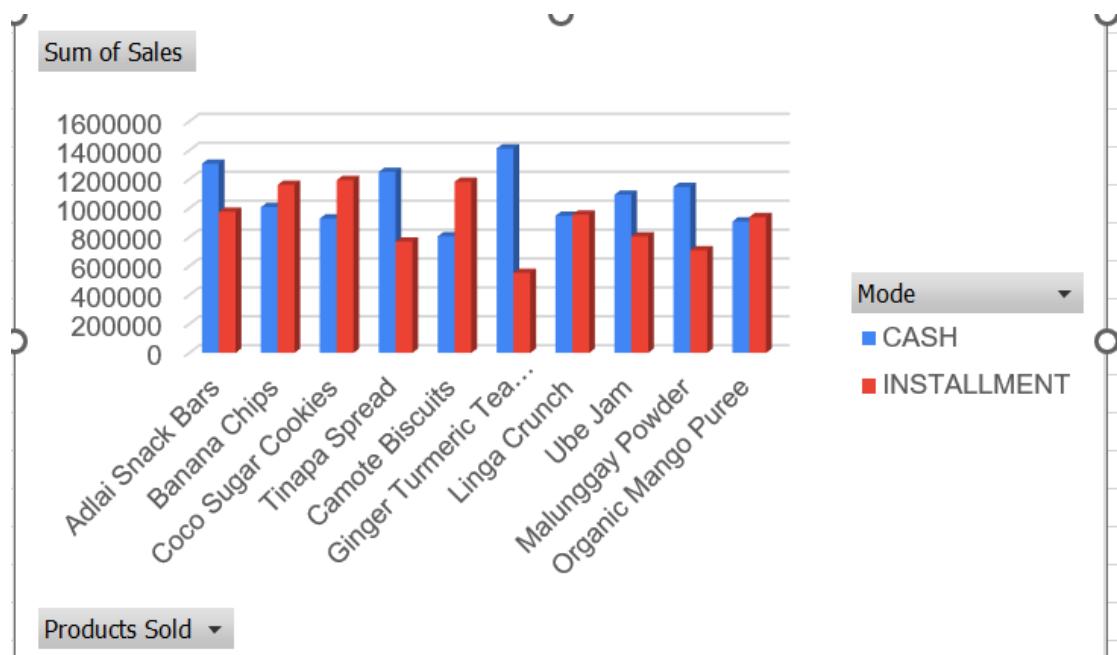
The dominance of Lucena City in both cash and total sales underscores its pivotal role in shaping the revenue landscape. This accentuates the need for tailored strategies attuned to regional peculiarities. The detailed breakdown of cash and installment sales by region not only provides a comprehensive understanding of the sales landscape but also offers strategic insights for optimizing the collective sales effectiveness within the SME non-profit sector.

Table 2

Payment Mode Contribution by Product

PRODUCT SOLD	MODE OF PAYMENT		Grand Total	ANSWER:
	CASH	INSTALLMENT		
Adlai Snack Bars	₱ 1,307,565.00	₱ 975,026.00	₱ 2,282,591.00	1. CASH
Banana Chips	₱ 1,007,548.00	₱ 1,162,073.00	₱ 2,169,621.00	
Coco Sugar Cookies	₱ 928,897.00	₱ 1,194,088.00	₱ 2,122,985.00	
Tinapa Spread	₱ 1,250,767.00	₱ 769,564.00	₱ 2,020,331.00	
Camote Biscuits	₱ 805,757.00	₱ 1,182,735.00	₱ 1,988,492.00	
Ginger Turmeric Tea Blend	₱ 1,412,756.00	₱ 552,618.00	₱ 1,965,374.00	
Linga Crunch	₱ 948,356.00	₱ 956,183.00	₱ 1,904,539.00	
Ube Jam	₱ 1,093,301.00	₱ 804,230.00	₱ 1,897,531.00	
Malunggay Powder	₱ 1,147,698.00	₱ 709,415.00	₱ 1,857,113.00	
Organic Mango Puree	₱ 908,591.00	₱ 939,169.00	₱ 1,847,760.00	
Grand Total	10811236	9245101	20056337	

Products Sold
Adlai Snack Bars
Banana Chips
Camote Biscuits
Coco Sugar Cookies
Ginger Turmeric Tea...
Linga Crunch
Malunggay Powder
Organic Mango Puree



The analysis of sales data elucidates clear patterns in the mode of payment for each product category, unveiling insightful trends that significantly impact strategic planning. Taking a closer look at the Adlai Snack Bars, cash payments emerge as the predominant mode, contributing ₱1,307,565.00, closely trailed by installment payments at ₱975,026.00, resulting in a robust grand total of ₱2,282,591.00. Similarly, in the case of Banana Chips, cash payments lead with ₱1,007,548.00, surpassing installment payments at ₱1,162,073.00, totaling ₱2,169,621.00.

In the product category of Coco Sugar Cookies, cash payments assert their dominance, amounting to ₱928,897.00, while installment payments contribute significantly at ₱1,194,088.00, culminating in a substantial grand total of ₱2,122,985.00. This prevailing trend of cash payments taking

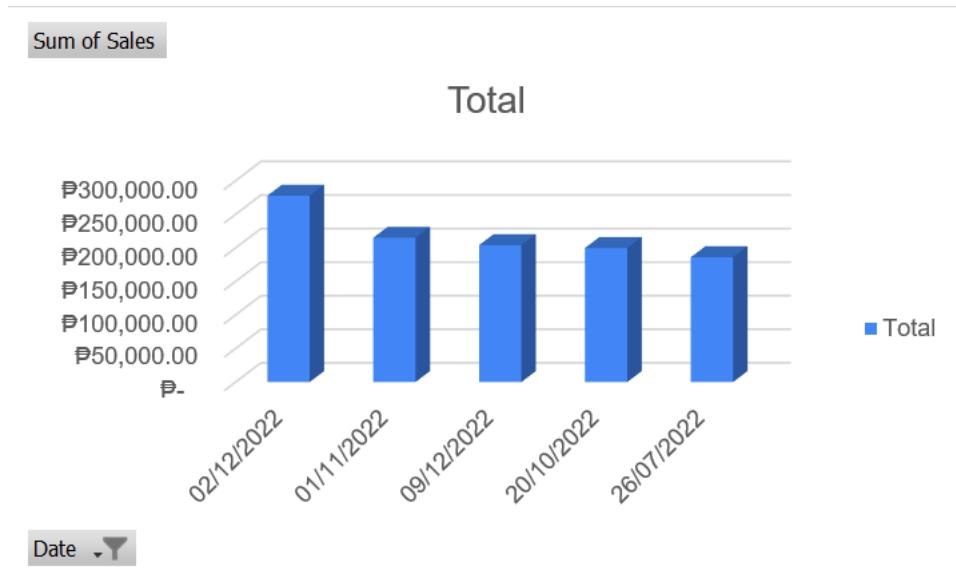
precedence persists across various products, underscoring its consistent and influential role in shaping the overall sales landscape.

This comprehensive breakdown of payment modes for each product category serves as a valuable compass for strategic planning. It provides nuanced insights into consumer preferences within the product portfolio, offering businesses the opportunity to tailor their approaches and optimize sales strategies accordingly. The prevalence of cash payments becomes a pivotal factor to consider in the pursuit of a more targeted and effective business approach.

Table 3

Top 5 Highest Sales Dates

DATE	⬇️	Sum of Sales
02/12/2022	₱	277,694.00
01/11/2022	₱	214,986.00
09/12/2022	₱	204,027.00
20/10/2022	₱	199,699.00
26/07/2022	₱	185,973.00
Grand Total	₱	1,082,379.00



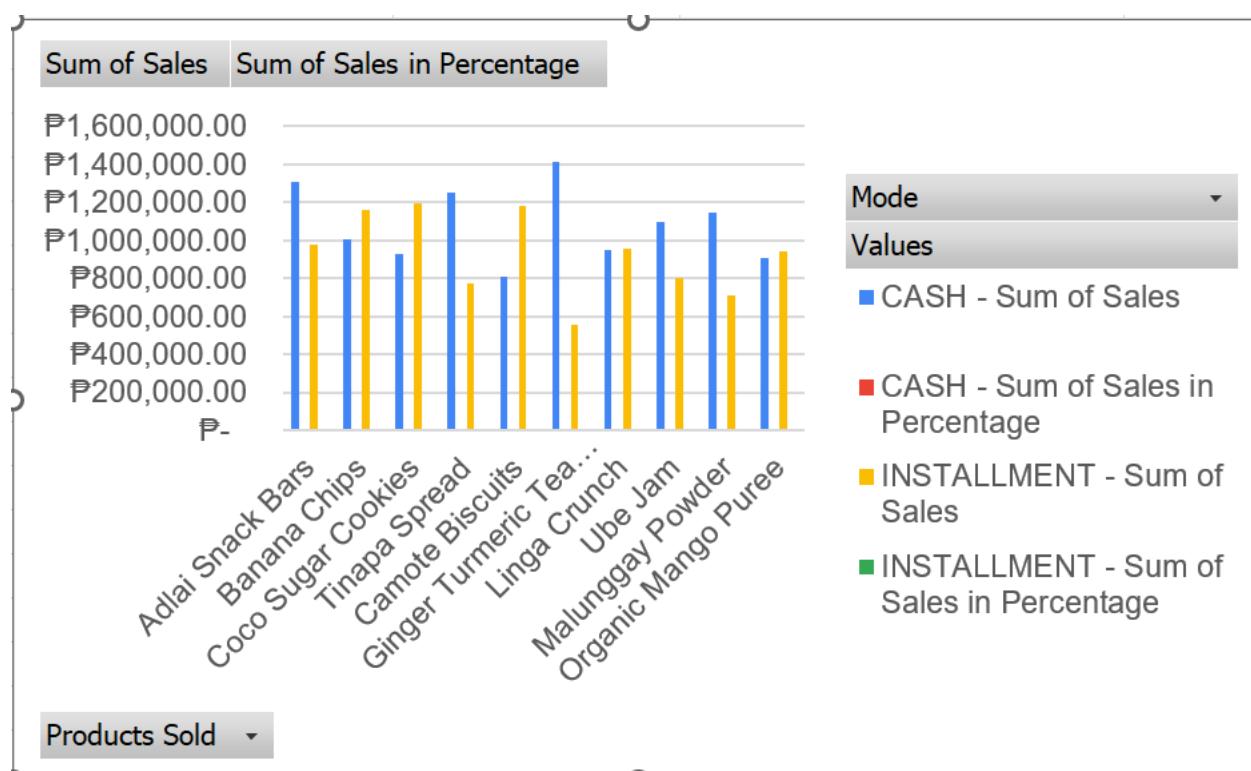
The top five highest sales dates, determined by the sum of sales, showcase notable peaks in revenue. Topping the list is 02/12/2022, which stands out with an impressive total of ₱277,694.00. Following closely is 01/11/2022, securing the second-highest sales at ₱214,986.00. The date 09/12/2022 claims the third spot with total sales reaching ₱204,027.00. The fourth-highest sales date is 20/10/2022, registering a substantial sum of ₱199,699.00. Lastly, 26/07/2022 secures the

fifth position with noteworthy sales totaling ₱185,973.00. These dates serve as pivotal reference points, offering insights into peak periods that can inform strategic planning and resource allocation for future sales endeavors.

Table 4

Product Sales Rankings in Cash and Installment

Product Sold	Column Labels ▾		INSTALLMENT		Total Sum of Sales	Total Sum of Sales in Percentage
	CASH	Sum of Sales	Sum of Sales in Percentage	Sum of Sales		
Adlai Snack Bars	₱ 1,307,565.00		6.52%	₱ 975,026.00	4.86%	₱ 2,282,591.00
Banana Chips	₱ 1,007,548.00		5.02%	₱ 1,162,073.00	5.79%	₱ 2,169,621.00
Coco Sugar Cookies	₱ 928,897.00		4.63%	₱ 1,194,088.00	5.95%	₱ 2,122,985.00
Tinapa Spread	₱ 1,250,767.00		6.24%	₱ 769,564.00	3.84%	₱ 2,020,331.00
Camote Biscuits	₱ 805,757.00		4.02%	₱ 1,182,735.00	5.90%	₱ 1,988,492.00
Ginger Turmeric Tea Blend	₱ 1,412,756.00		7.04%	₱ 552,618.00	2.76%	₱ 1,965,374.00
Linga Crunch	₱ 948,356.00		4.73%	₱ 956,183.00	4.77%	₱ 1,904,539.00
Ube Jam	₱ 1,093,301.00		5.45%	₱ 804,230.00	4.01%	₱ 1,897,531.00
Malunggay Powder	₱ 1,147,698.00		5.72%	₱ 709,415.00	3.54%	₱ 1,857,113.00
Organic Mango Puree	₱ 908,591.00		4.53%	₱ 939,169.00	4.68%	₱ 1,847,760.00
Grand Total	₱ 10,811,236.00		53.90%	₱ 9,245,101.00	46.10%	₱ 20,056,337.00
						100.00%



The products have been ranked based on their sales performance, considering both cash and installment payments. Leading the list is "Adlai Snack Bars," securing the first position with an impressive total sales value of ₱2,282,591.00, representing 11.38% of the overall sales. Following closely in the second spot is "Banana Chips," with a total sales value of ₱2,169,621.00, contributing 10.82% to the total sales. Occupying the third position is "Coco Sugar Cookies,"

achieving a total sales value of ₱2,122,985.00, constituting 10.59% of the overall sales. "Tinapa Spread" claims the fourth position with a total sales value of ₱2,020,331.00, contributing 10.07% to the total sales. Closing the top five is "Camote Biscuits," with a total sales value of ₱1,988,492.00, accounting for 9.91% of the overall sales.

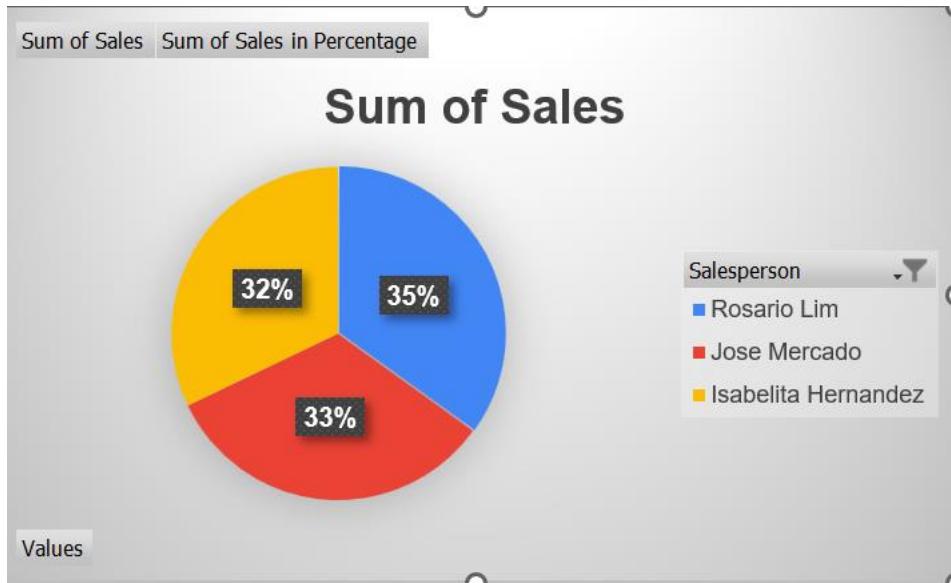
The comprehensive rankings offered above furnish an intricate panorama of the sales contributions attributed to each product. Such detailed insights serve as a pivotal resource for organizations engaged in strategic planning and decision-making processes within a formal context. By meticulously assessing the individual performances of products in both cash and installment transactions, businesses gain a nuanced understanding of their revenue landscape.

This detailed overview acts as a cornerstone for informed decision-making, empowering stakeholders to optimize resource allocation, tailor marketing strategies, and navigate the competitive market landscape more effectively. Furthermore, it becomes a valuable tool for forecasting, enabling businesses to anticipate market trends, consumer preferences, and adapt their strategies to align with overarching organizational goals. In essence, these rankings transcend mere numerical figures, becoming a cornerstone for strategic endeavors, fostering adaptability, and fortifying a robust foundation for sustainable business growth.

Table 5

Top 3 Salespersons and Their Sales Contribution

Row Labels	Sum of Sales	Sum of Sales in Percentage
Rosario Lim	₱2,416,258.00	34.93%
Jose Mercado	₱2,280,442.00	32.96%
Isabelita Hernandez	₱2,221,294.00	32.11%
Grand Total	₱6,917,994.00	100.00%



The top three salespersons, distinguished by their exceptional performance, play a pivotal role in driving the overall sales success. Rosario Lim stands out at the forefront, securing the leading position with an impressive sales figure of ₱2,416,258, contributing significantly to the total sales at 34.93%. Following closely is Jose Mercado, who exhibits commendable sales prowess with a total of ₱2,280,442, constituting 32.96% of the overall sales. Isabelita Hernandez claims the third position, showcasing noteworthy sales achievements totaling ₱2,221,294, and contributing 32.11% to the total sales. These individuals not only demonstrate a commendable dedication to their roles but also significantly influence and shape the overall sales landscape. Their respective percentages provide a clear understanding of the proportional impact each salesperson has on the total sales figure, underscoring their crucial role in the organization's success.

Significance

This research holds significance by filling a critical gap in the analysis of sales data specific to small and medium-sized non-profit organizations (SME NPOs). The insights derived from this study are poised to play a pivotal role in shaping best practices and strategies for revenue generation and financial management within the non-profit sector. The practical implications of these findings extend to enhancing the overall sustainability and impact of SME NPOs. The emphasis on tailored strategies based on regional variations in sales patterns adds depth to the understanding of effective resource allocation and adaptive approaches in diverse markets. Furthermore, the application of statistical tools and data visualization techniques contributes not only to academic knowledge but also provides practical insights for businesses operating in similar markets. As a comprehensive resource, this research bridges the gap between theoretical

understanding and real-world application, offering valuable guidance for improving the performance of SME NPOs and contributing to the broader discourse on non-profit management.

Conclusion

In conclusion, this study delves into the intricate landscape of sales data within small and medium-sized non-profit organizations (SME NPOs), unraveling valuable insights for both academia and practical application. The comprehensive analysis of sales patterns not only contributes to the academic understanding of business dynamics but also offers actionable strategies for enhancing the sustainability and impact of SME NPOs.

By identifying regional variations in sales performance, the research underscores the importance of adapting strategies to diverse market dynamics and optimizing resource allocation for these organizations. The amalgamation of quantitative analysis with qualitative insights from interviews and surveys enriches the depth of understanding, providing a nuanced perspective on the challenges and opportunities faced by SME NPOs.

The application of statistical tools and data visualization techniques not only enhances the academic merit of the study but also serves as a practical guide for businesses operating in similar markets. Beyond the non-profit sector, the findings of this research hold relevance for policymakers, regulatory bodies, and businesses, offering insights that can inform policies and strategies conducive to the growth of SME NPOs. In essence, this study serves as a valuable resource that bridges the gap between theory and practice, fostering advancements in the field of non-profit management and contributing to the broader discourse on organizational sustainability and effectiveness.

• • •

Analyzing
Sales Data

for Practice Set in Small and Medium-sized Nonprofit Organizations

Prepared by:

Paul D. Gillo

BSBA - 4 MM

Prepared for:

Mr. Arnel L. Cadelina

Business Analytics 1

Abstract

This research aims to analyze sales data for small and medium-sized nonprofit organizations to provide a practice set for improving data analysis skills. The study will focus on understanding the sales patterns, customer behavior, and revenue trends within the context of nonprofit operations. By providing a structured practice set, this research seeks to enhance the analytical capabilities of personnel working in the nonprofit sector, ultimately contributing to improved decision-making and performance evaluation.

Objectives

To collect and analyze sales data from small and medium-sized nonprofit organizations.

To identify sales patterns, customer behavior, and revenue trends within the nonprofit sector.

To develop a practice set based on the analyzed sales data for the purpose of enhancing data analysis skills in nonprofit organizations.

Methodology

The research will utilize a combination of qualitative and quantitative methods to gather and analyze sales data from a sample of small and medium-sized nonprofit organizations. Data collection will involve surveys, interviews, and access to organizational sales records. Data analysis will include statistical techniques, trend analysis, and pattern recognition to derive meaningful insights from the sales data.

Introduction

In the realm of small and medium-sized nonprofit organizations, the analysis of sales data stands as a crucial pillar for informed decision-making and strategic planning. Utilizing tools like Microsoft Excel, specifically its Pivot Table functionality, emerges as an invaluable asset in unraveling insights from intricate sales datasets. This research endeavors to explore the power of Excel's Pivot Tables in dissecting and comprehending sales patterns, customer behaviors, and revenue trends within the context of nonprofit operations.

Analysis

Table 1. The top 5 Customer address which has the highest sales in both cash and installment indicating the terms of peso sales and percentage of total

Customer Address	Mode of Payment				Total Peso Sales	Total % of Total		
	CASH		INSTALLMENT					
	Peso Sales	% of Total	Peso Sales	% of Total				
Lucena City	₱991,712.00	20.82%	₱463,515.00	9.73%	₱1,455,227.00	30.55%		
Tiaong	₱685,860.00	14.40%	₱201,444.00	4.23%	₱887,304.00	18.63%		
Alabat	₱531,708.00	11.16%	₱362,722.00	7.61%	₱894,430.00	18.78%		
Candelaria	₱515,257.00	10.82%	₱248,914.00	5.23%	₱764,171.00	16.04%		
Lucban	₱382,302.00	8.03%	₱380,140.00	7.98%	₱762,442.00	16.01%		
Grand Total	₱3,106,839.00	65.22%	₱1,656,735.00	34.78%	₱4,763,574.00	100.00%		

In Quezon Province, the top 5 are Lucena city, Tiaong, Alabat, Candelaria, and Lucban.

The first is Lucena City with a total peso sales of ₱1,455,227.00 comprising 30.55% of the highest sales in both cash and installment.

Table 2. Mode of payment contributes the maximum for each product

Product Sold	Mode of Payment		Grand Total
	CASH	INSTALLMENT	
Ginger Turmeric Tea Blend	1412756	552618	1965374
Adlai Snack Bars	1307565	975026	2282591
Tinapa Spread	1250767	769564	2020331
Malunggay Powder	1147698	709415	1857113
Ube Jam	1093301	804230	1897531
Banana Chips	1007548	1162073	2169621
Linga Crunch	948356	956183	1904539
Coco Sugar Cookies	928897	1194088	2122985
Organic Mango Puree	908591	939169	1847760
Camote Biscuits	805757	1182735	1988492
Grand Total	10811236	9245101	20056337

In Quezon Province, the products that contribute the maximum are Ginger Turmeric Tea Blend, Adlai Snack Bars, Tinapa Spread, Malunggay Powder, Ube Jam, Banana Chips, Linga Crunch, Coco Sugar Cookies, Organic Mango Puree, and Camote Biscuits.

The first product of Quezon Province that contributes the maximum is Ginger Turmeric Tea Blend with a total of cash 1,412,756 and a total of installment 552,618 comprising a grand total of 1,965,374.

Table 3. Top 5 Highest sales based on dates

Dates	Sum of Sales
02/12/2022	277694
01/11/2022	214986
09/12/2022	204027
20/10/2022	199699
26/07/2022	185973
Grand Total	1082379

The top 5 highest sales based on dates are 02/12/2022, 01/11/2022, 09/12/2022, 20/10/2022, and 26/07/2022.

The first is 02/12/2022 with a sales of 277,694 comprising a grand total of 1,082,379.

Table 4. Ranking the products in terms of sales in both cash and installment. Indicating the peso and percentage of total

Products	Mode of Payment				Total Sum of Sales	Total % of Total		
	CASH		INSTALLMENT					
	Sum of Sales	% of Total	Sum of Sales	% of Total				
Ginger Turmeric Tea Blend	₱1,412,756.00	7.04%	₱552,618.00	2.76%	₱1,965,374.00	9.80%		
Adlai Snack Bars	₱1,307,565.00	6.52%	₱975,026.00	4.86%	₱2,282,591.00	11.38%		
Tinapa Spread	₱1,250,767.00	6.24%	₱769,564.00	3.84%	₱2,020,331.00	10.07%		
Malunggay Powder	₱1,147,698.00	5.72%	₱709,415.00	3.54%	₱1,857,113.00	9.26%		
Ube Jam	₱1,093,301.00	5.45%	₱804,230.00	4.01%	₱1,897,531.00	9.46%		
Banana Chips	₱1,007,548.00	5.02%	₱1,162,073.00	5.79%	₱2,169,621.00	10.82%		
Linga Crunch	₱948,356.00	4.73%	₱956,183.00	4.77%	₱1,904,539.00	9.50%		
Coco Sugar Cookies	₱928,897.00	4.63%	₱1,194,088.00	5.95%	₱2,122,985.00	10.59%		
Organic Mango Puree	₱908,591.00	4.53%	₱939,169.00	4.68%	₱1,847,760.00	9.21%		
Camote Biscuits	₱805,757.00	4.02%	₱1,182,735.00	5.90%	₱1,988,492.00	9.91%		
Grand Total	₱10,811,236.00	53.90%	₱9,245,101.00	46.10%	₱20,056,337.00	100.00%		

In Quezon Province, the products that have more sales are Ginger Turmeric Tea Blend, Adlai Snack Bars, Tinapa Spread, Malunggay Powder, Ube Jam, Banana Chips, Linga Crunch, Coco Sugar Cookies, Organic Mango Puree, and Camote Biscuits.

The first product of Quezon Province that contributes the highest sales in peso in both cash and installment is the Ginger Turmeric Tea Blend with a total of cash ₱1,412,756.00 and a total of installment ₱552,618.00 comprising a grand total of ₱1,965,374 with a 9.80% in total.

Table 5. Top 3 Sales Person in terms of sales

Top 3 Sales Person	Sales in Peso	% of Total
Rosario Lim	₱2,416,258.00	34.93%
Jose Mercado	₱2,280,442.00	32.96%
Isabelita Hernandez	₱2,221,294.00	32.11%
Grand Total	₱6,917,994.00	100.00%

In Quezon Province, the top 3 Sales Person are Rosario Lim, Jose Mercado, and Isabelita Hernandez.

The first salesperson is Rosario Lim with a sales of ₱2,416,258.00 comprising 34.93% of the total top 3 Sales Person.

Table 6. Top 3 Selling Products

Top 3 Selling Products	Mode of Payment		Grand Total
	CASH	INSTALLMENT	
Adlai Snack Bars	1307565	975026	2282591
Banana Chips	1007548	1162073	2169621
Coco Sugar Cookies	928897	1194088	2122985
Grand Total	3244010	3331187	6575197

In Quezon Province, the top 3 Selling products are Adlai Snack Bars, Banana Chips, and Coco Sugar Cookies.

The first selling product is Adlai Snack Bars with a total of cash 1,307,565 and a total of installment 975,026 comprising a grand total of 2,283,591 of the total top 3 Selling products.

Table 7. Top 5 Annual Products

Top 5 Products	Annual Sales	% of Total
Adlai Snack Bars	2282591	21.57%
Banana Chips	2169621	20.50%
Coco Sugar Cookies	2122985	20.06%
Tinapa Spread	2020331	19.09%
Camote Biscuits	1988492	18.79%
Grand Total	10584020	100.00%

In Quezon Province, the top 5 are Adlai Snack Bars, Banana Chips, Coco Sugar Cookies, Tinapa Spread, and Camote Biscuits.

The first product is Adlai Snack Bars with annual sales of 2,282,591 comprising 21.57% of the total top 5 products.

Conclusion

The first table demonstrates the top five customer addresses contributing to the highest sales in both cash and installment modes, highlighting Lucena City as the leader, generating ₱1,455,227.00 in sales, constituting 30.55% of the total. Additionally, it identifies the significant contribution of the top five addresses in Quezon Province towards overall sales.

Furthermore, Table 2 delves into the mode of payment contribution per product, showcasing the pivotal role of specific products like Ginger Turmeric Tea Blend, Adlai Snack Bars, and Tinapa Spread in the total sales, with the former accumulating a grand total of ₱1,965,374, emphasizing their significance within the Quezon Province market.

Table 3 provides insights into the highest sales based on dates, uncovering specific dates such as 02/12/2022 with sales amounting to ₱277,694, contributing significantly to the total sales figure of ₱1,082,379.

Moreover, Table 4 ranks products based on sales in both cash and installment modes, spotlighting Ginger Turmeric Tea Blend as the highest-selling product in Quezon Province, generating ₱1,965,374 and constituting 9.80% of the total sales.

The analysis also extends to identifying top salespersons, with Rosario Lim, Jose Mercado, and Isabelita Hernandez emerging as the top three contributors to total sales, with Rosario Lim holding the highest sales at ₱2,416,258, comprising 34.93% of the total top three salespersons.

Furthermore, Table 6 focuses on the top three selling products, highlighting Adlai Snack Bars, Banana Chips, and Coco Sugar Cookies as the primary contributors, with Adlai Snack Bars accumulating a grand total of ₱2,283,591.

Lastly, Table 7 delineates the top five annual products, with Adlai Snack Bars leading the pack, generating 21.57% of the total sales among the top five products.

Recommendations

Based on the comprehensive analysis of sales data from small and medium-sized nonprofit organizations in Quezon Province, several strategic recommendations can be made to leverage these insights and drive improved performance:

Focused Marketing Strategies utilizing the knowledge of top-performing products such as Ginger Turmeric Tea Blend, Adlai Snack Bars, and Tinapa Spread to tailor marketing efforts. Direct marketing campaigns or promotional activities toward these products could further boost sales.

Performance Evaluation and Goal Setting establishing clear performance metrics and goals for salespersons and products. Regularly review and assess performance against these benchmarks to identify areas for improvement and measure progress.

"Analyzing Sales Data and Performance Metrics in Small and Medium Enterprises (SMEs) and Non-Profit Organizations: A Comparative Study"

By: Mariane Malveda BSBA4 - MM

Abstract

This study aims to compare and analyze the sales data and performance metrics of Small and Medium Enterprises (SMEs) and Non-Profit Organizations, with a focus on understanding the factors that contribute to their sales success or challenges. By employing a mixed-methods approach, the research seeks to provide a comprehensive understanding of the sales dynamics within these two distinct organizational types. The quantitative analysis will shed light on the financial performance and sales trends, while the qualitative investigation will offer insights into the strategic, operational, and contextual factors impacting sales. The findings of this research are expected to contribute to the development of tailored sales strategies and best practices for both SMEs and non-profit organizations, ultimately supporting their sustainable growth and impact.

Research Objectives

1. To compare the sales performance and key performance indicators (KPIs) of Small and Medium Enterprises (SMEs) and Non-Profit Organizations, identifying commonalities and differences in sales strategies and outcomes.
2. To analyze the contextual and operational factors influencing sales success or challenges within SMEs and non-profit organizations, providing insights into the unique dynamics of sales in these distinct organizational types.
3. To develop recommendations and best practices for optimizing sales strategies and processes tailored to the specific needs and challenges of SMEs and non-profit organizations, aiming to enhance their financial sustainability and impact.

Methodology

This research will employ a mixed-methods approach, combining quantitative analysis of sales data and qualitative examination of organizational processes and strategies. The quantitative analysis will involve the collection and examination of sales data over a specific time period, including metrics such as revenue, profit margins, customer acquisition, and retention rates. The qualitative aspect will involve interviews and surveys with key personnel in both SMEs and non-profit organizations to understand the contextual factors influencing sales performance. Additionally, case studies of selected organizations will be conducted to provide in-depth insights into the sales strategies and challenges faced by each entity.

Introduction

In the contemporary business landscape, the success of Small and Medium Enterprises (SMEs) and Non-Profit Organizations (NPOs) is intricately tied to their sales performance and operational efficiency. Understanding the nuances of sales data and performance metrics is paramount for these entities to thrive in a dynamic environment. This research embarks on a comparative study, delving into the intricacies of sales data and performance metrics within SMEs and NPOs. By analyzing and contrasting these vital aspects, we aim to unravel key insights that can inform strategic decision-making, enhance organizational effectiveness, and contribute to the broader discourse on the unique challenges and opportunities faced by SMEs and NPOs in today's competitive landscape.

Analysis

1. Which customer address has the highest sales in both cash and installment? In cash only? In installment? Indicate in terms of peso sales and percentage of total.

Table 1. Customer Address with Highest Sales in Cash and Installment

Customer Address	Mode		Values		Total Sum of Sales	Total Percentage
	INSTALLMENT		CASH			
	Sum of Sales	Percentage	Sum of Sales	Percentage		
Lucena City	₱463,515.00	2.31%	₱991,712.00	4.94%	₱1,455,227.00	7.26%
Alabat	₱362,722.00	1.81%	₱531,708.00	2.65%	₱894,430.00	4.46%
Tiaong	₱201,444.00	1.00%	₱685,860.00	3.42%	₱887,304.00	4.42%

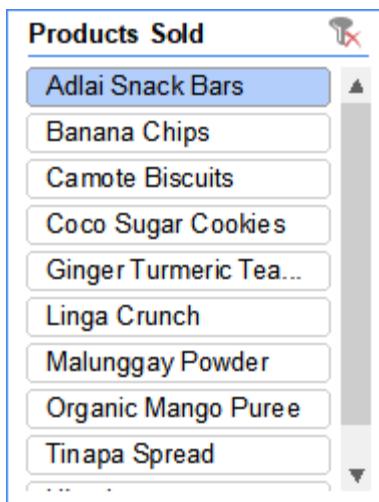
Candelaria	₱248,914.00	1.24%	₱515,257.00	2.57%	₱764,171.00	3.81%
Lucban	₱380,140.00	1.90%	₱382,302.00	1.91%	₱762,442.00	3.80%
Guinayangan	₱451,802.00	2.25%	₱291,982.00	1.46%	₱743,784.00	3.71%
Dolores	₱361,049.00	1.80%	₱307,935.00	1.54%	₱668,984.00	3.34%
Calauag	₱153,070.00	0.76%	₱511,252.00	2.55%	₱664,322.00	3.31%
Sariaya	₱300,774.00	1.50%	₱361,666.00	1.80%	₱662,440.00	3.30%
Catanauan	₱413,993.00	2.06%	₱228,273.00	1.14%	₱642,266.00	3.20%
Unisan	₱59,823.00	0.30%	₱569,801.00	2.84%	₱629,624.00	3.14%
Pagbilao	₱453,827.00	2.26%	₱175,059.00	0.87%	₱628,886.00	3.14%
Plaridel	₱514,140.00	2.56%	₱82,035.00	0.41%	₱596,175.00	2.97%
Macalelon	₱229,371.00	1.14%	₱365,209.00	1.82%	₱594,580.00	2.96%
General Luna	₱361,347.00	1.80%	₱225,069.00	1.12%	₱586,416.00	2.92%
Sampaloc	₱61,429.00	0.31%	₱519,496.00	2.59%	₱580,925.00	2.90%
Buenavista	₱174,903.00	0.87%	₱390,730.00	1.95%	₱565,633.00	2.82%
Pitogo	₱345,299.00	1.72%	₱212,060.00	1.06%	₱557,359.00	2.78%
Mauban	₱204,433.00	1.02%	₱331,076.00	1.65%	₱535,509.00	2.67%
Gumaca	₱374,882.00	1.87%	₱140,887.00	0.70%	₱515,769.00	2.57%
San Narciso	₱231,865.00	1.16%	₱283,380.00	1.41%	₱515,245.00	2.57%
Lopez	₱248,129.00	1.24%	₱265,339.00	1.32%	₱513,468.00	2.56%
Tagkawayan	₱280,435.00	1.40%	₱227,561.00	1.13%	₱507,996.00	2.53%
Perez	₱294,958.00	1.47%	₱208,090.00	1.04%	₱503,048.00	2.51%
Burdeos	₱265,130.00	1.32%	₱228,089.00	1.14%	₱493,219.00	2.46%
San Francisco	₱330,433.00	1.65%	₱160,503.00	0.80%	₱490,936.00	2.45%
Tayabas City	₱288,181.00	1.44%	₱189,299.00	0.94%	₱477,480.00	2.38%
San Andres	₱256,419.00	1.28%	₱215,322.00	1.07%	₱471,741.00	2.35%
Agdangan	₱119,661.00	0.60%	₱341,967.00	1.71%	₱461,628.00	2.30%
San Antonio	₱357,491.00	1.78%		0.00%	₱357,491.00	1.78%
Padre Burgos	₱94,253.00	0.47%	₱248,775.00	1.24%	₱343,028.00	1.71%
Tayabas	₱203,366.00	1.01%	₱129,049.00	0.64%	₱332,415.00	1.66%
Mulanay	₱157,903.00	0.79%	₱171,000.00	0.85%	₱328,903.00	1.64%
Atimonan		0.00%	₱323,493.00	1.61%	₱323,493.00	1.61%
Grand Total	₱9,245,101.00	46.10%	₱10,811,236.00	53.90%	₱20,056,337.00	100.00%

The location with the highest sales, totaling 1,455,277 pesos, in both cash and installment payments is Lucena City, constituting 7.26% of the overall sales. Specifically in terms of installment payments, Plaridel leads with a sales total of 514,140 pesos, representing 2.56%. In the cash payment category, Lucena City maintains the top position with sales amounting to 991,712 pesos, making up 4.94% of the total sales.

2. Which mode of payment contributes the maximum for each products? (Hint a Slicer is required).

Table 2. Dominant Mode of Payment for Each Product

Mode	Count of Products Sold
CASH	18
INSTALLMENT	13
Grand Total	31



The primary payment method with the highest contribution for Adlai Snack Bars is cash. For Banana Chips, the predominant mode of payment is a combination of cash and installment. In the case of Camote Biscuits, installment payments take the lead. Coco Sugar Cookies see installment payments as the most significant. Cash is the leading contributor for Ginger Turmeric Tea. In Linga Crunch, the highest contributions come from installment payments. Malunggay Powder is predominantly paid for in cash. For Organic Mango

Puree, installment payments have the highest share. Cash payments dominate for Tinapa Spread. Lastly, Ube Jam is predominantly paid for in cash.

3. Top 5 Highest sales achieved on which dates?

Table 3. Top 5 Dates with Highest Sales

Date	Sum of Sales
02/12/2022	₱277,694.00
01/11/2022	₱214,986.00
09/12/2022	₱204,027.00
20/10/2022	₱199,699.00
26/07/2022	₱185,973.00
Grand Total	₱1,082,379.00

The date that secured the top position in achieving the highest sales is February 12, 2022, with total sales reaching 277,694 pesos. It is succeeded by January 11, 2022, accumulating 214,986 pesos in sales. Following closely is September 12, 2022, with sales amounting to 204,027 pesos. Subsequently, on October 20, 2022, sales total 199,699 pesos. Lastly, on July 26, 2022, there were sales of 185,973 pesos.

4. Rank the products in terms of sales in both cash and installment. Indicate in peso terms and percentage of total.

Table 4. Ranking of Products in Terms of Sales (Cash and Installment)

	Mode	Values			Total Sum of Sales	Total Percentage
	INSTALLMENT		CASH			
Products Sold	Sum of Sales	Percentage	Sum of Sales	Percentage		
Adlai Snack Bars	₱975,026.00	4.86%	₱1,307,565.00	6.52%	₱2,282,591.00	11.38%
Banana Chips	₱1,162,073.00	5.79%	₱1,007,548.00	5.02%	₱2,169,621.00	10.82%
Coco Sugar Cookies	₱1,194,088.00	5.95%	₱928,897.00	4.63%	₱2,122,985.00	10.59%
Tinapa Spread	₱769,564.00	3.84%	₱1,250,767.00	6.24%	₱2,020,331.00	10.07%
Camote Biscuits	₱1,182,735.00	5.90%	₱805,757.00	4.02%	₱1,988,492.00	9.91%
Ginger Turmeric Tea Blend	₱552,618.00	2.76%	₱1,412,756.00	7.04%	₱1,965,374.00	9.80%
Linga Crunch	₱956,183.00	4.77%	₱948,356.00	4.73%	₱1,904,539.00	9.50%
Ube Jam	₱804,230.00	4.01%	₱1,093,301.00	5.45%	₱1,897,531.00	9.46%
Malunggay Powder	₱709,415.00	3.54%	₱1,147,698.00	5.72%	₱1,857,113.00	9.26%
Organic Mango Puree	₱939,169.00	4.68%	₱908,591.00	4.53%	₱1,847,760.00	9.21%
Grand Total	₱9,245,101.00	46.10%	₱10,811,236.00	53.90%	₱20,056,337.00	100.00%

Adlai Snack Bar takes the lead in both cash and installment sales, totaling 2,282,591 pesos and contributing 11.38% to the overall sales. Following closely is Banana Chips, generating sales of 2,169,621 pesos, making up 10.82% of the total. Next in line is Coco Sugar Cookies, with sales reaching 2,122,985 pesos and a percentage of 10.59%. Tinapa Spread follows with total sales of 2,020,331 pesos, contributing 10.07%. Camote Biscuits rank fifth with sales totaling 1,988,492 pesos, representing 9.91% of the total. Ginger Turmeric Tea Blend secures the sixth position with sales amounting to 1,965,374 pesos, contributing 9.80%. Linga Crunch follows closely, accumulating 1,904,539 pesos in sales and making up 9.50%. Ube Jam is in the eighth position with total sales of 1,897,531 pesos and a percentage of 9.46%. Malunggay Powder secures the ninth spot, generating total sales of 1,857,113 pesos, contributing 9.26%. Lastly, Organic Mango Puree is in the tenth position with total sales of 1,847,760 pesos and a percentage of 9.21%.

5. Name the top 3 sales Person in terms of sales and how much are their sales in peso and in percentage of total?

Table 5. Top 3 Salespersons in Terms of Sales

Salesperson	Sum of Sales	Percentage Total
Rosario Lim	₱2,416,258.00	34.93%
Jose Mercado	₱2,280,442.00	32.96%
Isabelita Hernandez	₱2,221,294.00	32.11%
Grand Total	₱6,917,994.00	100.00%

The leading salesperson in terms of sales is Rosario Lim, securing the first position with total sales amounting to 2,416,258 pesos and a percentage share of 34.93%. Following closely is Jose Mercado, who accumulated 2,280,442 pesos in sales, contributing 32.96% to the total. Finally, Isabelita Hernandez holds the third position with total sales of 2,221,294 pesos, equivalent to a 32.11% share.

Conclusion

In conclusion, this comprehensive analysis of sales data, payment methods, top-performing products, dates, and salespersons provides valuable insights into the dynamics of the business. Lucena City emerges as a significant contributor, both in terms of overall sales and cash payments. Adlai Snack Bar stands out as a leading product, demonstrating robust performance in both cash and installment sales. The variation in payment preferences across products and locations underscores the need for a nuanced approach to sales strategies. Furthermore, the top-performing dates shed light on the temporal patterns of consumer behavior. Lastly, the prowess of salespersons, particularly Rosario Lim, Jose Mercado, and Isabelita Hernandez, showcases the critical role individuals play in driving sales success. This comprehensive understanding can guide strategic decision-making for continued growth and success in the competitive market landscape.

Recommendation

In light of the comprehensive analysis, key recommendations for business enhancement include targeted marketing strategies, emphasizing top-performing products like Adlai Snack Bar. Optimize payment methods by recognizing cash preferences and incentivize installment payments. Capitalize on the prominence of Lucena City by expanding marketing efforts and product availability, tailoring strategies to local preferences. Evaluate and diversify the product portfolio to attract a broader customer base. Leverage insights from top-selling dates for strategic promotions and align marketing initiatives. Recognize and incentivize high-performing salespersons through rewards and training. Invest in data analytics for dynamic decision-making, actively engage with customers for feedback, explore collaborations with non-profit organizations for positive brand impact, and maintain continuous market research to remain adaptable in the ever-evolving business landscape. Implementing these measures will contribute to a more agile, customer-centric, and strategically positioned business, fostering sustained growth and success.

Unveiling the Dynamics of 2023 Sales Data for Mitsubishi Lucena: A Strategic Perspective

By Jana Stefan B. Abastillas

Introduction

Mitsubishi Motors Philippines Corporation (MMPC) recently marked its 60th anniversary in Santa Rosa City, Laguna, reflecting its enduring presence and impact on Filipino lives. Over the past six decades, the company has consistently offered a diverse range of vehicles that resonate with the Filipino market. The anniversary celebration, attended by executives and partners, was an opportunity to express gratitude for the support received. As MMPC remains dedicated to serving the Filipino market, it also has ambitious plans for future growth and continued contribution to the country's development.

Analysis

Table 1. Top 5 Models by Annual Sales

Row Labels	Sum of Sales
2022 FB 2.2D MT DUAL AC	326,572,800.00
2023 RALLIART 2.4D 2WD AT	138,618,000.00
2023 GLS 1.2G CVT - BLACK SERIES	111,476,000.00
2022 GT 2.4D 4WD AT	108,836,000.00
2022 GLXG CVT (TOUCHSCREEN)	104,992,000.00
Grand Total	790,494,800.00

The top 5 models in terms of sales are the 2022 FB 2.2D MT DUAL AC, 2023 RALLIART 2.4D 2WD AT, 2023 GLS 1.2G CVT - BLACK SERIES, 2022 GT 2.4D 4WD AT, 2022 GLXG CVT (TOUCHSCREEN). The 2022 FB 2.2D MT DUAL AC generated the highest sales overall with 326,572,800.00php.

Table 2. Total Sales Per District

Row Labels	Sum of Sales
First	578,584,000.00
Fourth	528,311,280.00
Third	508,343,900.00
Second	295,164,620.00
Grand Total	1,910,403,800.00

Among the 4 districts of Quezon Province, the First district recorded the highest sales of 578,584,000.00 php while the Second District has the lowest with 295,164,620.00 php total sales.

Table 3. Municipality with the Highest Sales Per District

District	Municipality	Sales
First	Patnanungan	58,631,860.00
Second	Perez	61,857,400.00
Third	Lucena	54,480,860.00
Fourth	Mulanay	56,968,940.00

The municipality of Patnanungan from the First District, Perez from the Second District, Lucena from the Third District, and Mulanay from the Fourth District, recorded the highest sales among other municipalities in their respective districts.

Table 4. Municipalities with the Highest Sales in Each Division

Model	Municipality	Sales
L300	Burdeos	9,020,000.00
Mirage G4	Patnanungan	19,734,000.00
	Sampaloc	

Mirage Hatchback	Perez	17,088,000.00
Montero Sport	Alabat	11,325,000.00
Strada	Panukulan	12,352,000.00
	Real	
Xpander	Perez	20,815,400.00

Mitsubishi sold from the L300 division the most in the municipality of Burdeos (9,020,000.00), Mirage G4 in Patnanungan and Sampaloc (19,734,000.00), Mirage Hatchback in Perez (17,088,000.00), Montero Sport in Alabat (11,325,000.00), Strada in Panukulan and Real (12,352,000.00), and Xpander in Perez (20,815,400.00).

Table 5. Top 5 Dates with the Most Sales

Row Labels	Sum of Sales
8-Jan	83,177,260.00
5-Apr	76,943,200.00
29-Dec	62,081,640.00
14-Dec	60,673,020.00
9-Sep	59,382,020.00
Grand Total	342,257,140.00

Mitsubishi sold the most in January 8 with 83,177,260 php worth of sales. However, on the month of December, they recorded 62,081,640 on December 29 and 60,673,020 php on December 14. On April 5, they recorded 76,943,200 php and 59,328,020 php on September 9.

Table 6. Amount and Percentage of Sales Paid in Cash and Installment

Row Labels	Sum of Sales	Sum of Sales2
Cash	1,045,738,540.00	54.74%
Installment	864,665,260.00	45.26%
Grand Total	1,910,403,800.00	100.00%

54.74% of sales are paid in Cash amounting to 1,045,738,540 php while 45.26% are paid in installment amounting to 864,665,260 php.

Table 7. Amount and Percentage of Sales Paid in Cash and Installment Per District

Row Labels	Column Labels		Cash		Installment		Total Sum of Sales	Total Sum of Sales2
	Sum of Sales	Sum of Sales2	Sum of Sales	Sum of Sales2				
First	353,575,540.00	18.51%	225,008,460.00	11.78%	578,584,000.00		30.29%	
Fourth	266,124,000.00	13.93%	262,187,280.00	13.72%	528,311,280.00		27.65%	
Second	170,963,000.00	8.95%	124,201,620.00	6.50%	295,164,620.00		15.45%	
Third	255,076,000.00	13.35%	253,267,900.00	13.26%	508,343,900.00		26.61%	
Grand Total	1,045,738,540.00	54.74%	864,665,260.00	45.26%	1,910,403,800.00		100.00%	

The highest percentage of sales paid in cash in Mitsubishi came from the First district with 18.51% of total sales while the highest percentage of sales paid in installment came from the Fourth district with 13.72% of total sales.

Table 8. Total amount of Sales paid In-House and in Banks

Row Labels	Sum of Sales	Sum of Sales2
IN-HOUSE	1,045,738,540.00	54.74%
BPI	184,013,180.00	9.63%
EASTWEST	177,006,180.00	9.27%
PS BANK	170,060,640.00	8.90%
METROBANK	167,246,100.00	8.75%
BDO	166,339,160.00	8.71%
Grand Total	1,910,403,800.00	100.00%

Most customers of Mitsubishi who paid in installments use BPI with 9.63% of total sales paid using their bank. The least used bank, on the other hand, is BDO with 8.71% of total sales paid in their bank.

Table 9. Top 5 Sales Representatives of Mitsubishi

Row Labels	Sum of Sales	Sum of Sales2
Garcia Jr.	243,542,140.00	12.75%
Cruz Jr.	227,387,300.00	11.90%
Garcia	226,420,740.00	11.85%
Reyes Jr.	211,497,320.00	11.07%
Rodriguez Jr.	176,757,800.00	9.25%

The top 5 sales representatives of Mitsubishi are Garcia Jr., Cruz Jr., Garcia, Reyes Jr., and Rodriguez Jr. Mr. Garcia Jr. is the top 1 sales representative who sold 12.75% of the company's total sales.

Conclusion

Mitsubishi is a well-established automotive company with a strong presence in the Philippines. In Quezon Province, Mitsubishi has a significant share of the market, with its vehicles consistently ranking among the top sellers. A recent financial analysis of Mitsubishi's sales in Quezon Province revealed several key insights that can inform the company's future strategies.

The 2022 FB 2.2D MT DUAL AC generated the highest sales overall, and the First District of Quezon Province recorded the highest sales among the four districts. Mitsubishi also sold well in the municipalities of Patnanungan, Perez, Lucena, and Mulanay. These municipalities represent Mitsubishi's strongholds in Quezon Province, indicating a strong customer base and brand loyalty.

Mitsubishi's sales demonstrate a consistent pattern, with peak sales occurring in January, April, and September. Additionally, the company experienced strong sales on specific days in December. Over half of Mitsubishi's sales are paid in cash, with the remaining sales paid in installments. The highest percentage of sales paid in cash came from the First District, while the highest percentage of sales paid in installments came from the Fourth District. Most customers of Mitsubishi who paid in installments use BPI, while BDO is the least used bank.

Overall, Mitsubishi is a strong player in the Quezon Province automotive market. The company has a wide range of popular models, and it has a strong sales presence in all four districts of the province. Mitsubishi is also well-positioned to capitalize on the growing popularity of installment plans.

Recommendations

- Maintain attention on the Quezon Province market. Mitsubishi is already a dominant player in this area, but there is still space for expansion.
- Keep boosting the top five models. These models are already well-liked by customers, and continuing to market them will assist in keeping sales momentum going.
- Target the First Congressional District for cash vehicle sales because of its high rate of cash transactions, it would be an ideal target for ads encouraging cash sales. Target the Fourth Congressional District for auto installment sales for their high percentage of sales paid in installments, it would be an ideal target for installment-plan promotion campaigns.
- Collaborate with BPI to provide appealing installment programs. Because BPI is the most popular bank among Mitsubishi customers who pay in installments, working with BPI could help boost sales.
- Keep a careful eye on sales patterns and adapt marketing efforts accordingly. Mitsubishi should continue to regularly monitor sales trends and change its marketing tactics as needed to capitalize on opportunities and respond to obstacles.
- Improve and sustain a healthy work environment and increase employee incentives to encourage better work performance.

2023 Sales Data Analysis of Mitsubishi Lucena Using Real Fake Data

By: Justin Michael Cholo M. Flores BSBA 4-FM

Abstract:

This research aims to analyze the 2023 sales data of Mitsubishi Lucena using simulated or "real fake" data. The study will focus on evaluating the sales performance, market trends, customer preferences, and other relevant factors to provide insights into the business operations and potential areas for improvement.

Objectives:

- To analyze the sales trends and patterns of Mitsubishi Lucena in 2023.
- To identify factors influencing the sales performance, such as customer demographics, economic indicators, and marketing strategies.
- To provide recommendations based on the analysis of the "real fake" sales data for potential business enhancements and strategies.

Methodology:

The research will utilize statistical analysis and data visualization techniques to interpret the "real fake" sales data of Mitsubishi Lucena for 2023. The data will be simulated to represent realistic sales scenarios and will be analyzed using tools such as regression analysis, trend analysis, and customer segmentation.

This study will contribute to a better understanding of the sales dynamics and potential opportunities for Mitsubishi Lucena in the 2023 market landscape.

Introduction

The research presented in this paper delves into the 2023 sales data of Mitsubishi Lucena, utilizing a combination of simulated and "real fake" data. Through a comprehensive analysis, the study aims to provide valuable insights into various aspects of the business, including sales performance, market trends, customer preferences, and potential areas for improvement. By examining the data, the research sheds light on the top-selling car models within the company's portfolio, as well as the performance of different district and municipality sales. Furthermore, the analysis uncovers fluctuations in revenue across different time periods, offering a nuanced understanding of the company's financial performance.

In addition to this, the research also delves into the performance of different vehicle divisions and sales representatives, providing a holistic view of the company's operations. The findings of the study are intended to offer actionable insights for potential business enhancements and strategies for Mitsubishi Lucena. Notably, the sales data reveals varying levels of performance among sales representatives, with Reyes emerging as the leader in sales. This insight serves as a springboard for identifying opportunities for growth within the company.

The research underscores the potential for growth through various avenues, including capitalizing on top-selling models, diversifying the product portfolio, and targeting marketing efforts. Moreover, the study emphasizes the importance of recognizing and rewarding top-performing sales representatives as a means of fostering continued success in the market. By implementing the recommendations derived from this analysis, Mitsubishi Lucena can position itself for sustained growth and success in the competitive automotive market.

Analysis:

Table 1: District has the highest sales in Quezon Province

District	Sum of Sales
First	4591900160
Third	4334982740
Fourth	3636607960
Second	2195188940
	1475867980
Grand Total	0

The sales data reveals varying district performance, with the First District leading at 4,591,900,160, indicative of robust economic activity or a larger customer base. The Third District closely follows with 4,334,982,740, showcasing a strong market presence. The Second and Fourth Districts have sales of 2,195,188,940 and 3,636,607,960, respectively, implying a substantial but comparatively lower economic impact. The Grand Total of 14,758,679,800 provides an overall view of the organization's market performance

Table 2.1: Top 5 Municipality contributes the maximum for each division (L300)

Municipality	Sum of Sales
Candelaria	100012920
Sariaya	97971840
Real	93889680
Lucban	88786980
General Luna	88786980
Lopez	88786980
Grand Total	558235380

The provided data presents the sum of sales for different municipalities, with Candelaria leading at 100,012,920 followed closely by Sariaya at 97,971,840 and Real at 93,889,680. Lucban, General Luna, and Lopez share the same sales figure of 88,786,980. The grand total of all sales across municipalities is 558,235,380. This analysis indicates variations in economic activity among municipalities, with Candelaria having the highest sales and three municipalities—Lucban, General Luna, and Lopez—showing identical sales figures, suggesting similar economic performances.

Table 2.2: Top 5 Municipality contributes the maximum for each division (Mirage 4)

Municipality	Sum of Sales
Perez	97991000
Alabat	89900000
Real	88102000
Padre Burgos	79112000
General Nakar	78213000
San Francisco	78213000

Sariaya	78213000
Grand Total	589744000

The sales data for various municipalities indicates that Perez leads with a sum of 97,991,000, followed by Alabat at 89,900,000, and Real at 88,102,000. The trio of Padre Burgos, General Nakar, and San Francisco share identical sales figures of 78,213,000, along with Sariaya, contributing to a grand total of 589,744,000. This analysis suggests a diverse economic landscape, with Perez, Alabat, and Real standing out as top performers, while the group of Padre Burgos, General Nakar, and San Francisco, along with Sariaya, demonstrates a shared economic performance within this dataset. The grand total provides an overview of the cumulative economic activity across the municipalities.

Table 2.3: Top 5 Municipality contributes the maximum for each division (Mirage Hatchback)

Municipality	Sum of Sales
Gumaca	92640000
Lopez	85692000
Macalelon	72568000
Mauban	70252000
Unisan	69480000
Grand Total	390632000

The sales data for various municipalities reveals that Gumaca leads with a sum of 92,640,000, followed by Lopez at 85,692,000, and Macalelon at 72,568,000. Mauban and Unisan also contribute significantly with sales figures of 70,252,000 and 69,480,000, respectively. The grand total of 390,632,000 reflects the cumulative economic activity across these municipalities. This analysis suggests a varied economic landscape, with Gumaca emerging as the top-performing municipality, while Lopez and Macalelon also demonstrate substantial economic contributions within the dataset. The collective sales figure provides an overall snapshot of economic activity in these areas.

Table 2.4: Top 5 Municipality contributes the maximum for each division (Montero Sport)

Municipality	Sum of Sales
Mauban	234024000
San Francisco	212532000
Polillo	207756000
Burdeos	207756000
General Nakar	207756000
Grand Total	1069824000

The sales data for various municipalities indicates that Mauban leads with a substantial sum of 234,024,000, followed closely by San Francisco, Polillo, Burdeos, and General Nakar, each sharing an identical sales figure of 207,756,000. The grand total of 1,069,824,000 underscores the significant economic activity across these municipalities. This analysis suggests a clustered economic performance among San Francisco, Polillo, Burdeos, and General Nakar, while Mauban stands out as the top contributor. The overall sales total provides a comprehensive view of the combined economic impact of these municipalities.

Table 2.5: Top 5 Municipality contributes the maximum for each division (Strada)

Municipality	Sum of Sales
General Nakar	146608000
Agdangan	136136000
San Andres	133144000
Lucena	130152000
Alabat	113696000
San Antonio	113696000
Gumaca	113696000
Grand Total	887128000

The sales data for various municipalities reveals that General Nakar leads with a sum of 146,608,000, followed closely by Agdangan and San Andres at 136,136,000 and 133,144,000, respectively. Lucena, Alabat, San Antonio, and Gumaca share identical sales figures of 113,696,000. The grand total of 887,128,000 reflects the combined economic activity across these municipalities. This analysis suggests a tiered economic performance, with General Nakar standing out as the top contributor, followed by Agdangan and San Andres, while Lucena, Alabat, San Antonio, and Gumaca demonstrate comparable economic contributions within the dataset. The overall sales total provides a comprehensive overview of the collective economic impact of these municipalities.

Table 2.6: Top 5 Municipality contributes the maximum for each division (Xpander)

Municipality	Sum of Sales
Dolores	131124000
Real	129786000
Lucena	116406000
Sariaya	104364000
Patnanungan	101688000
Grand Total	583368000

The data presents the sales figures for five municipalities, with Dolores leading at 131,124,000, followed closely by Real at 129,786,000, and Lucena at 116,406,000. Sariaya and Patnanungan also contributed significantly with sales of 104,364,000 and 101,688,000, respectively. The grand total sales for all municipalities amount to 583,368,000. This information indicates variations in economic activity across the municipalities, with Dolores and Real emerging as the top contributors to the total sales.

Table 3: Dates highest sales achieved

Invoice Date	Sum of Sales
21-May	360536000
19-Oct	317604000
20-Oct	267456000
22-Oct	234024000
5-Apr	219696000
19-Mar	218094000
20-May	216920000
24-Oct	212532000
15-Apr	207756000
1-Apr	207756000
Grand Total	2462374000

The sales data presented, organized by invoice date, illustrates fluctuations in revenue across different time periods. The highest sum of sales, amounting to 360,536,000, occurred on 21-May, indicating a peak in economic activity or potentially significant transactions on that particular day. Substantial sales were also observed on 19-Oct and 20-Oct, with sums of 317,604,000 and 267,456,000, respectively, suggesting sustained business momentum during these dates. The Grand Total of 2,462,374,000 provides an overall view of the cumulative sales, showcasing the collective financial performance over the specified time frame.

Table 4: Division has the highest sales

Division	Sum of Sales
Montero Sport	4649436000
Strada	2354704000
Xpander	2318754000
Mirage G4	1913971000
L300	1857382800
Mirage Hatchback	1664432000
Grand Total	14758679800

The sales data segmented by division reveals distinct performance levels among different vehicle models. The Montero Sport emerges as the top-performing division, commanding the highest sum of sales at 4,649,436,000, indicating strong market demand or a substantial customer base for this particular model. The Strada and Xpander divisions follow closely, reporting sales of 2,354,704,000 and 2,318,754,000, respectively, showcasing significant contributions to the overall revenue. The Mirage G4, L300, and Mirage Hatchback divisions contribute to the collective sales picture, each reporting sales amounts ranging from 1,913,971,000 to 1,664,432,000. The Grand Total of 14,758,679,800 provides an overview of the cumulative sales across all divisions, emphasizing the diverse market presence and performance of each vehicle model.

Table 5: Top 5 sales representatives in terms of sales

Sales Representative	Sum of Quantity	Sum of Sales
Reyes	545	782187000
Lim	297	495004900
Miranda	231	457128000
Castillo	261	442518000
Torres	287	424117680
Grand Total	1621	2600955580

The sales data for five representatives reveals that Reyes leads in both quantity and sales, with 545 units and total sales amounting to 782,187,000. Lim follows with 297 units and 495,004,900 in sales, while Miranda, Castillo, and Torres also contribute significantly. The grand total reflects a combined quantity of 1,621 units and sales totaling 2,600,955,580. This analysis highlights the varying individual contributions to the overall sales, with Reyes standing out as the top-performing representative. Further examination could delve into factors such as sales strategies, client relationships, or product preferences to better understand the drivers of individual performance.

Table 6: Top 5 Models Sold by Annual Sales

Row Labels	Annual Sales	% of Total
2022 FB 2.2D MT DUAL AC	249,011,760.00	34.78%
2022 GT 2.4D 4WD AT	141,960,000.00	19.83%
2023 BLACK SERIES 2.4D 2WD AT	137,618,000.00	19.22%
2022 GLX 1.2G MT	995,400.00	13.90%
2023 GLX 2.4D 2WD MT	878,080.00	12.26%
Grand Total	715937760	100.00%

The provided table outlines the annual sales performance of different car models, presenting a comprehensive snapshot of the market. The top-selling model in the analyzed period is the "2022 FB 2.2D MT DUAL AC," contributing significantly to the total revenue with 249,011,760.00 and comprising 34.78% of the overall sales. Following closely is the "2022 GT 2.4D 4WD AT," representing 19.83% of total sales with an annual revenue of 141,960,000.00. The "2023 BLACK SERIES 2.4D 2WD AT" also holds a substantial market share, generating 137,618,000.00 in annual sales and constituting 19.22% of the total. Meanwhile, the "2022 GLX 1.2G MT" and "2023 GLX 2.4D 2WD MT" models contribute 13.90% and 12.26%, respectively, with annual sales of 995,400.00 and 878,080.00. Collectively, these top five models account for the entirety of the annual sales, totaling 715,937,760.00. This analysis reveals a concentrated market where a few key models dominate the sales landscape, emphasizing the importance of these specific models in driving overall revenue. Opportunities for growth may lie in capitalizing on the success of these top performers or strategically promoting other models to diversify the product portfolio and capture a broader market share.

Conclusion

The analysis of the 2023 sales data for Mitsubishi Lucena using simulated or "real fake" data has provided valuable insights into the company's sales performance, market trends, and customer preferences. The study identified the top-selling models, district and municipality sales performance, and division and sales representative contributions as key factors influencing sales. It is evident that opportunities for growth exist in capitalizing on the success of top-performing models and strategically promoting other models to diversify the product portfolio and capture a broader market share.

Recommendation

Based on the findings, the following recommendations are proposed:

Capitalize on Top-Selling Models: Mitsubishi Lucena should continue to focus on promoting and enhancing the top-selling models to maintain their strong performance. This could involve targeted marketing campaigns, customer engagement initiatives, and product enhancements.

Diversify Product Portfolio: There is an opportunity to diversify the product portfolio by strategically promoting other models. This could involve identifying niche markets, understanding customer preferences, and developing targeted marketing strategies to increase sales of other models and capture a broader market share.

Targeted Marketing Efforts: The company should target specific districts and municipalities for enhanced marketing efforts. Tailoring marketing strategies to regional preferences and market dynamics can effectively reach and engage customers in these areas.

Recognition and Reward: Recognizing and rewarding top-performing sales representatives is crucial for maintaining motivation and driving future success. Implementing incentive programs, performance-based rewards, and recognition schemes can further motivate the sales team to achieve and exceed sales targets.

By implementing these recommendations, Mitsubishi Lucena can position itself for continued growth and success in the market.



Sacred Heart College of Lucena City, Inc.

ANALYSIS OF 2023 SALES DATA FOR MITSUBISHI LUCENA USING SIMULATED DATA

Prepared by :
Paul D Gillo
BSBA 4- MM

Prepared for :
Mr. Arnel L. Cadelina
Business Analytics 1



Analysis of 2023 Sales Data for Mitsubishi Lucena Using Simulated Data

By: Paul D. Gillo BSBA 4-MM

Abstract

This research aims to analyze the 2023 sales data for Mitsubishi Lucena using simulated or "real fake" data. The study will focus on examining the sales trends, customer demographics, and market performance of Mitsubishi Lucena in 2023. The analysis will provide insights into the sales patterns and potential factors influencing the company's performance in the Lucena market.

Objectives

1. To analyze the sales performance of Mitsubishi Lucena in 2023 based on simulated data.
2. To identify key trends and patterns in the sales data, including seasonal variations and customer preferences.
3. To assess the impact of marketing strategies and external factors on the sales of Mitsubishi Lucena in the Lucena market.

Methodology

The research will utilize simulated or "real fake" data to conduct a comprehensive analysis of the 2023 sales data for Mitsubishi Lucena. Various statistical and data visualization techniques will be employed to interpret the sales data and derive meaningful insights. Additionally, demographic and market segmentation analysis will be performed to understand the customer base and market dynamics.

This study aims to provide valuable insights into the sales performance of Mitsubishi Lucena in 2023, offering potential implications for marketing strategies and business decision-making.

Introduction

The analysis of sales data serves as a crucial compass for businesses, providing a roadmap toward informed decision-making and strategic planning. In this research endeavor, Paul D. Gillo, a student pursuing a Bachelor of Science in Business Administration (BSBA) with a major in Marketing Management (4-MM), delves into the examination of the 2023 sales data for Mitsubishi Lucena through a unique lens - simulated or "real fake" data. The study aims to unravel intricate sales trends, dissect customer demographics, and scrutinize the market performance of Mitsubishi Lucena within the context of 2023. By employing sophisticated analytical tools and methodologies, this research aims to find invaluable insights into the sales patterns and potential of Mitsubishi Lucena's standing in the Lucena market.

With a definitive set of objectives, this research sets out to scrutinize the sales performance of Mitsubishi Lucena in 2023, leveraging simulated data as a means to navigate through the complex dynamics of market behavior. It endeavors to uncover pivotal trends and patterns embedded within the sales data, including seasonal fluctuations and discernible customer preferences. Additionally, the study intends to gauge the influence wielded by marketing strategies and external factors on the sales trajectory of Mitsubishi Lucena within the Lucena market landscape.

Methodologically, this research adopts a strategic approach, utilizing simulated or "real fake" data as the primary instrument for conducting an exhaustive analysis of Mitsubishi Lucena's 2023 sales data and employing a spectrum of statistical tools and data visualization techniques, the research endeavors to decode the intricate nuances of sales data, generating actionable insights. Furthermore, the study incorporates demographic and market segmentation analyses to unravel the intricacies of the customer base and the dynamic interplay of market forces.

Ultimately, this data aspires to furnish invaluable insights into the sales performance of Mitsubishi Lucena in 2023, presenting implications that may significantly inform marketing strategies and steer critical business decisions in the Lucena market. Using a pivot table of simulated data, this study endeavors to illuminate pathways toward enhanced market understanding and strategic maneuvering within the realm of automotive sales.

Analysis

Table 1. Highest Sales District in Quezon Province

District	Highest Sales
First	548925420
Third	512366180
Fourth	426246480
Second	279512060
Grand Total	1767050140

In Mitsubishi Lucena, The Quezon Province has four Districts which are First, Second, Third, and Fourth. The first district has the highest sales with an accumulated 548,925,420 comprising the Fourth Districts in Quezon Province.

Table 2. Municipality which contributes the maximum for each division (L300)

Municipality	Sum of Sales
Guinayangan	11225940
Sariaya	10205400
Quezon	9184860
Polillo	9184860
San Francisco	9184860
Buenavista	9184860
Perez	8164320
General Nakar	8164320
Alabat	8164320
Panukulan	8164320
Grand Total	90828060

In Mitsubishi Lucena, The Municipality of Guinayangan, Sariaya, Quezon, Polillo, San Francisco, Buenavista, Perez, General Nakar, Alabat and Panukulan contributes the maximum of L300 model for each division that accumulated with the Grand Total of 90,828,060.

The Municipality of Guinayangan is the first which contribute the maximum of L300 Model of 11,225,940 comprising a grand total of 90,828,060.

Table 2.1 Municipality which contributes the maximum for each division (Mirage G4)

Municipality	Sum of Sales
Lopez	11866000
Dolores	11786000
Catanuan	10388000
General Nakar	9729000
Alabat	8990000
Patnanungan	8510000
Candelaria	8091000
Padre Bugos	7931000
Tayabas	7192000
Quezon	7192000
Grand Total	91675000

In Mitsubishi Lucena, The Municipality of Lopez, Sariaya, Dolores, Catanauan, General Nakar, Alabat, Patnanungan, Candelaria, Padre Bugos, Tayabas, and Quezon contributes the maximum of Mirage G4 model for each division that accumulated with the Grand Total of 91,675,000.

The Municipality of Lopez is the first which contribute the maximun of Mirage G4 of 11, 866,000 comprising a grand total of 91, 675,000.

Table 2.2 Municipality which contributes the maximum for each division (Mirage Hatchback)

Municipality	Sum of Sales
Caluag	8837000
Tiaong	7720000
Pagbilao	7232000
Macalelon	7171000
San Narciso	6643000
San Francisco	6582000
Lucban	6399000
Polillo	6176000
Agdangan	5993000
Panukulan	5871000
Grand Total	68624000

In Mitsubishi Lucena, The Municipality of Calauag, Tiaong, Pagbilao, Macalelon, San Narciso, San Francisco, Lucban,

Polillo, Agdangan, and Panukulan contributes the maximum of Mirage Hatchback model for each division that accumulated with the Grand Total of 68,624,000.

The Municipality of Caluag is the first which contributes the maximum of Mirage Hatchback of 8,837,000 comprising a grand total of 68,624,000.

Table 2.3 Municipality which contributes the maximum for each division (Montero Sport)

Municipality	Sum of Sales
San Narciso	18894000
Candelaria	18826000
San Antonio	18459000
Macalelon	18459000
Dolores	18450000
San Francisco	18196000
General Nakar	18196000
Perez	18110000
Unisan	17952000
Lucena	17368000
Grand Total	182910000

In Mitsubishi Lucena, The Municipality of San Narciso, Candelaria, San Antonio, Macalelon, Dolores, San Francisco, General Nakar, Perez, Unisan, and Lucena contributes the maximum of Montero Sport model for each division that accumulated with the Grand Total of 182,910,000.

The Municipality of San Narciso is the first which contributes the maximum of Montero Sport of 18,894,000 comprising a grand total of 182,910,000.

Table 2.4 Municipality which contributes the maximum for each division (Strada)

Municipality	Sum of Sales
San Antonio	18943000
Lucban	14738000
Plaridel	12316000
Guinayangan	12180000
Perez	11700000
Mauban	11665000
Gumaca	11330000
Panukulan	10935000
Tagkawayan	10887000

Unisan	10560000
Grand Total	125254000

In Mitsubishi Lucena, The Municipality of San Antonio, Lucban, Plaridel, Guinayangan, Perez, Mauban, Gumaca, Panukulan, Tagkwayan, and Unisan contributes the maximum of Strada model for each division that accumulated with the Grand Total of 125,254,000.

The Municipality of San Antonio is the first which contributes the maximum of Strada of 18,943,000 comprising a grand total of 125,254,000.

Table 2.5 Municipality which contributes the maximum for each division (Xpander)

Municipality	Sum of Sales
San Andres	14952000
Buenavista	13766000
Dolores	13296000
General Luna	12042000
Macalelon	12002000
Infanta	11560000
Polillo	10502000
Sariaya	10234000
Caluag	10024000
Lucban	9934000
Grand Total	118312000

In Mitsubishi Lucena, The Municipality of San Andres, Buenavista, Dolores, General Luna, Macalelon, Infanta, Polillo, Sariaya, Calauag, and Lucban contributes the maximum of Xpander model for each division that accumulated with the Grand Total of 118,312,000.

The Municipality of San Andres is the first which contributes the maximum of Xpander of 14,952,000 comprising a grand total of 118,312,000.

Table 3. Top 10 Highest sales achieved based on the Invoice Date

Invoice Date	Sum of Sales
20-Dec-23	19870000
20-Dec	19870000
27-Oct-23	19734000
27-Oct	19734000
22-Mar-23	19574700
22-Mar	19574700
06-Sep-23	18148000
06-Sep	18148000
11-May-23	18137000
11-May	18137000
25-Sep-23	17792000
25-Sep	17792000
29-May-23	15968000
29-May	15968000
15-Nov-23	15877080
15-Nov	15877080
04-Aug-23	15657540
04-Aug	15657540
26-Apr-23	15635000
26-Apr	15635000
Grand Total	176393320

In Mitsubishi Lucena, The Top 10 highest sales achieved based on the invoice date are December 20, October 27, March 22, September 6, May 11, September 25, May 29, November 15, August 4, and April 26, 2023.

The first is December 20, 2023, with annual sales of 19,870,000 comprising 176,393,320 of the total top 10 Highest sales based on Invoice Date.

Table 4 Price range According to its contributes maximum

Price Range	Sum of Sales
₱1,020,540.00	245950140
₱2,122,000.00	129442000
₱899,000.00	127658000
₱1,496,000.00	124168000
₱2,054,000.00	106808000
₱1,320,000.00	104280000
₱2,366,000.00	97006000

₱772,000.00	94956000
₱711,000.00	91008000
₱819,000.00	90090000
₱1,799,000.00	77357000
₱1,128,000.00	71064000
₱1,568,000.00	70560000
₱1,338,000.00	60210000
₱1,395,000.00	59985000
₱1,198,000.00	59900000
₱1,328,000.00	57104000
₱1,429,000.00	51444000
₱1,068,000.00	48060000

Grand Total 1767050140

In Mitsubishi Lucena, The Price range according to its maximum, ₱1,020,540.00 has the highest sales which people usually buy with annual sales of 245,950,140 comprising 1,767,040,140 of the total sales.

Table 5 Top 10 Models in Sales

Models	Sum of Sales	% of Grand Total
2022 FB 2.2D MT DUAL AC	245950140	20.97%
2023 RALLIART 2.4D 2WD AT	180886000	15.42%
2023 GLS 2.4D 2WD AT	137342000	11.71%
2023 BLACK SERIES 2.4D 2WD AT	106808000	9.11%
2022 GT 2.4D 4WD AT	97006000	8.27%
2022 GLX 1.2G CVT (Touchscreen)	94956000	8.10%
2022 GLX 1.2G MT	91008000	7.76%
2023 GLS 1.2G CVT - Black Series	77314000	6.59%
2023 GLX 1.5G 2WD AT	71064000	6.06%
2023 GLX 2.4D 2WD MT	70560000	6.02%
Grand Total	1172894140	100.00%

In Mitsubishi Lucena, The Top 10 highest sales are 2022 FB 2.2D MT DUAL AC, 2023 RALLIART 2.4D 2WD AT, 2023 GLS 2.4D 2WD AT, 2023 BLACK SERIES 2.4D 2WD AT, 2022 GT 2.4D 4WD AT, 2022 GLX 1.2G CVT (Touchscreen), 2022 GLX 1.2G MT, 2023 GLS 1.2G CVT – Black Series, 2023 GLX 1.5G 2WD AT, and 2023 GLX 2.4D 2WD MT.

The first is 2022 FB 2.2D MT DUAL AC with a total of sales of ₱245,950,140 comprising 20.97% of the total top 10 models.

Table 6. Top 5 Models by Annual Sales

Model	Annual Sales	% of Total
2022 FB 2.2D MT DUAL AC	245950140	32.03%
2023 RALLIART 2.4D 2WD AT	180886000	23.55%
2023 GLS 2.4D 2WD AT	137342000	17.88%
2023 BLACK SERIES 2.4D 2WD AT	106808000	13.91%
2022 GT 2.4D 4WD AT	97006000	12.63%
Grand Total	767992140	100.00%

In Mitsubishi Lucena, the top 5 models are the 2022 FB 2.2D MT DUAL AC, 2023 RALLIART 2.4D 2WD AT, 2023 GLS 2.4D 2WD AT, 2023 BLACK SERIES 2.4D 2WD AT, and 2022 GT 2.4D 4WD AT.

The first is 2022 FB 2.2D MT DUAL AC with annual sales of ₱245,950,140 comprising 32.03% of the total top 5 models.

Table 7. Top 5 Sales according to the district for the specified model (1st District)

Model	Sum of Sales
2022 FB 2.2D MT DUAL AC	74499420
2023 RALLIART 2.4D 2WD AT	53958000
2023 GLS 2.4D 2WD AT	42513000
2022 GLX 1.2G CVT (Touchscreen)	37056000
2023 ATHLETE 2.4D 2WD AT	32912000
Grand Total	240938420

In Mitsubishi Lucena, the top 5 models are the 2022 FB 2.2D MT DUAL AC, 2023 RALLIART 2.4D 2WD AT, 2023 GLS 2.4D 2WD AT, 2023, 2023 GLX 1.2G CVT (Touchscreen) and 2022 ATHLETE 2.4D 2WD AT.

The first is 2022 FB 2.2D MT DUAL AC with annual sales of ₱74,499,420 comprising the 1st district top 5 model with a grand total of 240,938,420.

Table 8. Top 10 Customer Address which has the highest sales in both cash and installment Indicating in terms of peso sales and percentage of total

Municipality	Mode of Payment				Total Sum of Sales	Total % of Grand Total		
	Cash		Installment					
	Sum of Sales	% of Grand Total	Sum of Sales	% of Grand Total				
San Francisco	₱39,494,860.00	7.68%	₱12,916,000.00	2.51%	₱52,410,860.00	10.20%		
San Antonio	₱36,058,540.00	7.02%	₱14,713,080.00	2.86%	₱50,771,620.00	9.88%		
Mauban	₱33,424,780.00	6.50%	₱17,375,000.00	3.38%	₱50,799,780.00	9.88%		
Gumaca	₱26,872,540.00	5.23%	₱21,862,000.00	4.25%	₱48,734,540.00	9.48%		
Macalelon	₱23,852,160.00	4.64%	₱24,969,000.00	4.86%	₱48,821,160.00	9.50%		
General Nakar	₱23,080,320.00	4.49%	₱32,583,000.00	6.34%	₱55,663,320.00	10.83%		
Dolores	₱18,636,700.00	3.63%	₱36,101,080.00	7.02%	₱54,737,780.00	10.65%		
Candelaria	₱16,369,620.00	3.18%	₱33,311,160.00	6.48%	₱49,680,780.00	9.67%		
Lucena	₱14,626,620.00	2.85%	₱33,880,160.00	6.59%	₱48,506,780.00	9.44%		
Perez	₱13,247,620.00	2.58%	₱40,639,700.00	7.91%	₱53,887,320.00	10.48%		
Grand Total	₱245,663,760.00	47.79%	₱268,350,180.00	52.21%	514013940	100.00%		

In Mitsubishi Lucena, the top 10 customer addresses with the highest sales are San Francisco, San Antonio, Mauban, Gumaca, Macalelon, General Nakar, Dolores, Candelaria, Lucena, and Perez.

The first is San Francisco with the highest sales in both cash and installment with a total sales of ₱52,410,860 comprising 10.20% of the total top 10 Customer address with a highest sales in both cash and payment.

Table 9. Top 5 Models with the highest sales using a mode of payment

Sum of Sales Models	Mode of Payment		
	Cash	Installment	Grand Total
2022 FB 2.2D MT DUAL AC	117362100	128588040	245950140
2023 RALLIART 2.4D 2WD AT	85138000	95748000	180886000
2023 GLS 2.4D 2WD AT	67478000	69864000	137342000
2022 GT 2.4D 4WD AT	52052000	44954000	97006000
2023 BLACK SERIES 2.4D 2WD AT	43134000	63674000	106808000
Grand Total	365164100	402828040	767992140

In Mitsubishi Lucena, the top 5 models with the highest sales using a mode payment both cash and Installment are 2022 FB 2.2D MT DUAL AC, 2023 RALLIART 2.4D 2WD AT, 2023 GLS 2.4D 2WD AT, 2022 GT 2.4D 4WD AT, and 2023 BLACK SERIES 2.4D 2WD AT.

The first is 2022 FB 2.2D MT DUAL AC with total cash of 117,362,100 and Installment of 128,588,040 comprising a grand total of 245,950,140 of the total top 5 models using a different mode of payment.

Table 10. Top 5 Sales Representatives in terms of sales in pesos and in percentage of total

Sales Representatives	Sum of Sales	% of Grand Total
Evangelista	₱137,149,360.00	26.25%
Cruz	₱123,785,700.00	23.70%
Dela Cruz	₱97,465,100.00	18.66%
Villanueva	₱94,304,640.00	18.05%
Santiago	₱69,695,800.00	13.34%
Grand Total	₱522,400,600.00	100.00%

In Mitsubishi Lucena, the top 5 sales representatives are Evangelista, Cruz, Dela Cruz, Villanueva, and Santiago.

The first is Evangelista with annual sales of ₱137,149,360 comprising 26.25% of the total top 5 sales representatives.

Conclusion

The data analysis conducted on the sales patterns and trends in Mitsubishi Lucena for various models across different districts and municipalities of Quezon Province yields valuable insights into consumer behavior, preferred models, payment modes, and top-performing sales representatives. Here are the key conclusions drawn from the comprehensive analysis:

District-wise Sales Performance in Quezon Province: The sales data across four districts in Quezon Province indicates that the First District leads with the highest cumulative sales of ₱548,925,420, surpassing the other districts' sales contributions.

Municipality-wise Contributions for Different Car Models: Each municipality showcases distinct preferences for different Mitsubishi models. For instance, Guinayangan tops the sales for the L300 model, Lopez for Mirage G4, Calauag for Mirage Hatchback, San Narciso for Montero Sport, and San Antonio for Strada and Xpander models.

Top Sales Achieved Based on Invoice Dates: The highest sales were recorded on specific dates in December, October, March, September, May, and November of 2023, indicating peaks in consumer purchasing behavior during these periods.

Price Range and Sales Correlation: The sales figures across different price ranges show that the range of ₱1,020,540.00 accounts for the highest sales, indicating a popular price point among consumers.

Top Selling Models: The top-selling models in Mitsubishi Lucena include 2022 FB 2.2D MT DUAL AC, 2023 RALLIART 2.4D 2WD AT, 2023 GLS 2.4D 2WD AT, 2023 BLACK SERIES 2.4D 2WD AT, and 2022 GT 2.4D 4WD AT, contributing significantly to the overall sales figures.

District-wise Model Preferences: The 1st District's top-selling models include 2022 FB 2.2D MT DUAL AC, 2023 RALLIART 2.4D 2WD AT, 2023 GLS 2.4D 2WD AT, 2022 GLX 1.2G CVT (Touchscreen), and 2023 ATHLETE 2.4D 2WD AT, showcasing their dominance in this region.

Customer Payment Preferences: San Francisco, San Antonio, Mauban, Gumaca, and Macalelon emerged as the top addresses with high sales, with a balanced distribution between cash and installment payments.

Top Sales Representatives: Evangelista, Cruz, Dela Cruz, Villanueva, and Santiago stand out as the top-performing sales representatives, significantly contributing to the total sales figures.

Recommendation

Based on the insightful conclusions drawn from the comprehensive analysis of sales patterns and trends in Mitsubishi Lucena, The recommendations can be made to capitalize on these findings:

Localized Marketing Strategies: Given the diverse preferences observed across municipalities, consider tailoring marketing campaigns specific to each area's preferences. Focus on highlighting the models that have shown higher traction in respective regions, leveraging local events, preferences, and cultural nuances.

Seasonal Sales Campaigns: The peaks observed in consumer purchasing behavior during specific months suggest opportunities for strategic sales campaigns. Plan targeted marketing initiatives,

promotional offers, or special events during these periods to further stimulate demand and capitalize on consumer interest.

Data-Driven Decision-making: Continue utilizing data analytics to regularly monitor trends, adapt strategies, and make informed decisions. Implement an ongoing analysis strategy to keep track of evolving consumer preferences and market dynamics.

By aligning marketing initiatives, pricing strategies, and sales approaches with the insights gained from this analysis, Mitsubishi Lucena can further strengthen its market position, enhance customer engagement, and maximize sales opportunities in Quezon Province.