**AIC Co. Sales Analytics Dashboard Report**

**Prepared by:** Ezekiel **Ebuetse**

1. **Introduction**

This report provides a detailed analysis of AIC Co.'s sales performance for 2023-2024. My goal is to uncover sales trends, customer acquisition patterns, service profitability, and regional performance to offer actionable business insights. By doing so, I aim to identify growth opportunities, optimize marketing strategies, and improve customer retention.

1. **Dataset Description**

**Data Source:** The dataset includes sales transaction records from AIC Co.'s internal sales management system for 2023 and 2024.

**Data Structure:** Key information in the dataset includes:

* Sales transactions with monetary values (GBP)
* Customer information (new vs. repeat customers)
* Geographic data (sales by city in UAE)
* Customer acquisition channels (Ads, Organic, Walk-in)
* Service categories (SEO, Web Dev, Ads, App Dev, Social Media)
* Department performance metrics
* Margin data across different business segments

**Key Metrics:**

* Total Sales: £3,054,204
* Total Margin: £931,584.75
* Average Margin: 30.50%
* Customer Counts: 182 new customers, 298 repeat customers

1. **Methodology**

**Data Collection:** Sales data was extracted from Kaggle Dataset Repository covering January 2023 to December 2024.

**Data Cleaning and Preparation:** I removed duplicate transactions, corrected inconsistencies, standardized currency formats, and ensured consistent categorization. Customers were segmented into new and repeat categories, and sales data was aggregated by service type, region, and time period. This was done also using VBA , Python and Excel.

**Analysis Approach:** My analysis included time-series analysis of monthly sales trends, comparative analysis of customer acquisition channels, segmentation analysis of service types, geographic distribution analysis of sales performance, and margin analysis across departments.

**Dashboard Creation:** I created an interactive dashboard using VBA, and Excel, allowing for year-based comparisons and providing a comprehensive view of key performance indicators.

1. **Dashboard Explanation**

**Key Performance Indicators (KPIs):** The top section displays critical metrics such as Total Sales (£3,054,204), Total Margin (£931,584.75), Average Margin (30.50%), and Customer Composition (182 new vs. 298 repeat customers).

**Sales Trend Analysis:** The line chart shows monthly sales performance from January 2023 to December 2024, revealing a significant sales increase in mid-2024, with peak values around £200,000 per month. Seasonal patterns show consistent performance in 2023 followed by substantial growth in 2024, with a notable upward trajectory beginning in September 2024.

**Customer Source Distribution:** Horizontal bar charts compare customer acquisition channels. In 2023, Ads (35.91%), Organic (33.05%), and Walk-in (31.04%) were the main channels. In 2024, Walk-in (38.95%) and Organic (38.05%) surpassed Ads (23.00%), indicating a shift from paid advertising to organic and walk-in customers.

**Geographic Performance:** The donut chart displays sales distribution across UAE cities, with Dubai (30%) and Abu Dhabi (26%) dominating the market. Ajman (16%), Al Ain (15%), and Sharjah (13%) represent secondary markets.

**Service Type Analysis:** The bar chart ranks service categories by sales volume, with SEO services generating the highest revenue (approximately £800,000), followed by Web Development (approximately £650,000). Advertising, App Development, and Social Media services follow in descending order.

**Department Margin Contribution:** The pie chart illustrates margin distribution across departments, with the middle segment contributing the highest margin (47%), followed by the light segment (31%) and the dark segment (22%).

**New vs. Repeat Sales Comparison:** The line chart compares the performance of new and repeat customers, showing that repeat sales consistently outperform new sales throughout both years, with substantial growth in 2024. New sales demonstrate steady but modest growth.

**Top 10 Customers:** The horizontal bar chart identifies the company's most valuable clients, with Vantoro Enterprises, Synergenix Labs, and InfiNova Technologies being the top three customers. The top 10 customers represent a significant concentration of revenue.

1. **Findings & Insights**

**Sales Performance:** Sales have shown remarkable improvement in 2024, particularly in the latter half of the year, with monthly figures nearly doubling compared to 2023. The business experiences cyclical patterns with stronger performance in mid-year and year-end periods.

**Customer Dynamics:** With 298 repeat customers versus 182 new customers, the business demonstrates strong retention capabilities, suggesting high customer satisfaction. There has been a significant shift from paid advertising to organic and walk-in customer sources, indicating improved brand recognition and word-of-mouth referrals.

**Regional Performance:** Dubai and Abu Dhabi account for 56% of total sales, indicating a strong urban market presence. Smaller markets like Sharjah (13%) may present growth opportunities with targeted marketing initiatives.

**Service Portfolio:** SEO services are the clear revenue leader, suggesting the company's strong reputation in this domain. Lower-performing services like Social Media present opportunities for growth and expanded market share.

**Profitability Insights:** The average margin of 30.50% indicates a financially healthy business model. The middle department (47% margin contribution) demonstrates exceptional efficiency and should be examined for best practices.

**Customer Concentration Risk:** The concentration of revenue among top clients like Vantoro Enterprises and Synergenix Labs presents both an opportunity and a risk. The significant gap between top customers and others suggests potential for developing secondary accounts into primary ones.

1. **Business Recommendations**

**Sales Strategy:** Increase investment in the middle department given its superior margin contribution (47%). Allocate additional resources during peak seasons identified in the sales trend analysis. Implement a loyalty program to further enhance retention rates.

**Marketing Initiatives:** Capitalize on the shift towards organic and walk-in customer sources by enhancing website SEO and in-store experience. Develop targeted campaigns for Sharjah, where market share (13%) lags behind other regions. Create bundled offerings that pair high-performing SEO services with underperforming Social Media services.

**Operational Improvements:** Analyze and replicate the success factors of SEO services across other service lines. Implement a key account acquisition strategy to reduce dependence on top customers. Consider expanding presence in Al Ain and Ajman to capture greater market share.

**Financial Management:** Closely monitor cost structures to maintain the healthy 30.50% average margin. Direct resources toward departments with higher margin contributions. Use the established growth patterns to develop more accurate financial projections.

1. **Conclusion & Future Scope**

AIC Co. has demonstrated strong sales performance with significant growth in 2024, particularly driven by repeat customers and SEO services. The business maintains healthy margins while successfully shifting customer acquisition to more cost-effective channels.

**Key success factors include:**

* Strong customer retention
* Dominance in SEO services
* Effective operations in the middle department
* Solid presence in major UAE markets

**Future Scope for Analysis:**

* Customer Lifetime Value Analysis: Conduct deeper analysis of customer profitability over time to inform acquisition spending.
* Service Bundle Effectiveness: Evaluate the performance of different service combinations to optimize offerings.
* Predictive Analytics: Implement forecasting models to anticipate market shifts and customer needs.
* Competitive Benchmarking: Incorporate competitor data to contextualize performance metrics.
* Churn Prediction: Develop early warning systems for at-risk customer relationships.

This analysis provides a foundation for strategic decision-making, highlighting both immediate opportunities and long-term growth potential for AIC Co. By focusing on customer retention, service optimization, and geographic expansion, the company is well-positioned to continue its positive growth trajectory.