

DETAILED REPORT OF THE ANALYSIS FROM THE POWER BI DASHBOARDS AND THE PREDICTIVE MODEL REGION-WISE

1. Sub-Saharan Africa Sales Performance:

- **Total Units Sold (2011-2018):** 183,000 units
- **Contribution to Total Sales:** 35%
- **Profitability Analysis:**
 - **Total Profit (2011-2018):** \$12.18 million
 - **Profit Percentage:** 27%
- **Item Type Analysis:**
 - **Most Sold Item Type:** Fruits
 - **Highest Profit Item Type:** Household Items
- **Predictive Analysis for 2024:**
 - **Projected Units Sold:** 14,868 units
 - **Projected Profit:** \$989,558
- **Recommendations:**
 - Expand Product Range: Focus on increasing the variety of fresh produce.
 - Focus on Household Items: Capitalize on high-profit margins in this category.
 - Optimize Supply Chain: Ensure robust logistics to meet demand.

2. Europe Sales Performance:

- **Total Units Sold (2011-2018):** 98,000 units
- **Contribution to Total Sales:** 19%
- **Profitability Analysis:**
 - **Total Profit (2011-2018):** \$11.08 million
 - **Profit Percentage:** 25.09%
- **Item Type Analysis:**
 - **Most Sold Item Type:** Cosmetics
- **Predictive Analysis for 2024:**
 - **Projected Units Sold:** 2,410 units
 - **Projected Profit:** \$556,263
- **Recommendations:**
 - Analyze Market Trends: Address reasons behind declining sales and profitability.
 - Revamp Marketing Strategies: Target the cosmetics category more effectively.
 - Cost Management: Implement strategies to reduce expenses and improve margins.

3. Australia and Oceania Sales Performance:

- **Total Units Sold (2011-2018):** 68,325 units
- **Contribution to Total Sales:** 13.32%
- **Profitability Analysis:**
 - **Total Profit (2011-2018):** \$4.72 million
 - **Profit Percentage:** 10%

- **Item Type Analysis:**
 - **Most Sold Item Type:** Beverages
 - **Highest Profit Item Type:** Cosmetics
- **Predictive Analysis for 2024:**
 - **Projected Units Sold:** 3,385 units
 - **Projected Profit:** \$1,181,551
- **Recommendations:**
 - Market Trends Analysis: Investigate declining sales and profitability.
 - Optimize Product Range: Introduce high-demand products to improve market performance.
 - Customer Engagement: Boost loyalty and repeat purchases through enhanced engagement initiatives.

4. Asia Sales Performance:

- **Total Units Sold (2011-2018):** 59,967 units
- **Contribution to Total Sales:** 11.69%
- **Profitability Analysis:**
 - **Total Profit (2011-2018):** \$6.11 million
 - **Profit Percentage:** 13.84%
- **Item Type Analysis:**
 - **Most Sold Item Type:** Clothes
 - **Highest Profit Item Type:** Household Supplies
- **Predictive Analysis for 2024:**
 - **Projected Units Sold:** 5,919 units
 - **Projected Profit:** \$1,242,922
- **Recommendations:**
 - Expand Product Range: Focus on popular categories like clothes and household supplies.
 - Supply Chain Optimization: Ensure product availability and minimize stockouts.

5. Middle East Sales Performance:

- **Total Units Sold (2011-2018):** 49,000 units
- **Contribution to Total Sales:** 9.49%
- **Profitability Analysis:**
 - **Total Profit (2011-2018):** \$6.11 million
 - **Profit Percentage:** 13%
- **Item Type Analysis:**
 - **Most Sold and Most Profitable Item Type:** Cosmetics
- **Predictive Analysis for 2024:**
 - **Projected Units Sold:** 2,410 units
 - **Projected Profit:** \$5,562
- **Recommendations:**
 - Market Analysis: Address declining sales and profitability.
 - Marketing Strategies: Reinvigorate sales in the cosmetics category.

- Cost Management: Implement strategies to reduce expenses and improve margins.

6. Central America and Caribbean Sales Performance:

- **Total Units Sold (2011-2018):** 35,771 units
- **Contribution to Total Sales:** 6.97%
- **Profitability Analysis:**
 - **Total Profit (2011-2018):** \$2.85 million
 - **Profit Percentage:** 6.45%
- **Item Type Analysis:**
 - **Most Sold and Most Profitable Item Type:** Household Items
- **Predictive Analysis for 2024:**
 - **Projected Units Sold:** 21,224 units
 - **Projected Profit:** \$2,620,602
- **Recommendations:**
 - Expand Product Range: Focus on household items to leverage high demand.
 - Marketing Strategies: Develop targeted campaigns to boost sales.
 - Customer Engagement: Enhance initiatives to increase loyalty and repeat purchases.

7. North America Sales Performance:

- **Total Units Sold (2011-2018):** 19,000 units
- **Contribution to Total Sales:** 3.73%
- **Profitability Analysis:**
 - **Total Profit:** \$1.46 million
 - **Profit Percentage:** 3.3%
- **Item Type Analysis:**
 - **Most Sold and Most Profitable Item Type:** Personal Care
- **Predictive Analysis for 2024:**
 - **Projected Units Sold:** 4,839 units
 - **Projected Profit:** \$1,169,379
- **Recommendations:**
 - Expand Product Range: Focus on personal care items to leverage high demand.
 - Marketing Strategies: Develop targeted campaigns to boost sales.
 - Customer Engagement: Enhance initiatives to increase loyalty and repeat purchases.

OVERALL SALES TRENDS:

- **Total Units Sold (2011-2017):** 494,063 units
- **Total Profit (2011-2017):** \$43.05 million
- **Average Annual Growth Rate:** Varied significantly by region and product category.

CONCLUSION:

This sales analysis provides valuable insights into regional performance, profitability, and future projections. By examining key metrics from 2011 to 2018 and leveraging predictive models for 2024, critical areas for improvement and growth opportunities have been identified. Recommendations range from market trend analysis to product range expansion and customer engagement initiatives.