



Graduation Project

# Sales Analysis

OVERVIEW OF SALES, OPERATIONS, AND MARKETING DASHBOARDS WITH KEY RECOMMENDATIONS.

by:

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Team 3



# KEY INSIGHTS

## CARDS HIGHLIGHTS ACROSS DASHBOARDS



- At the executive level, the company achieved 8.34B in sales with a solid 60% profit margin, showing strong financial health and efficient cost control.



- On the operational side, performance was driven by 2,000 orders generating \$8M in sales, with 33,000 units sold across 306 stores supported by 11,000 employees.



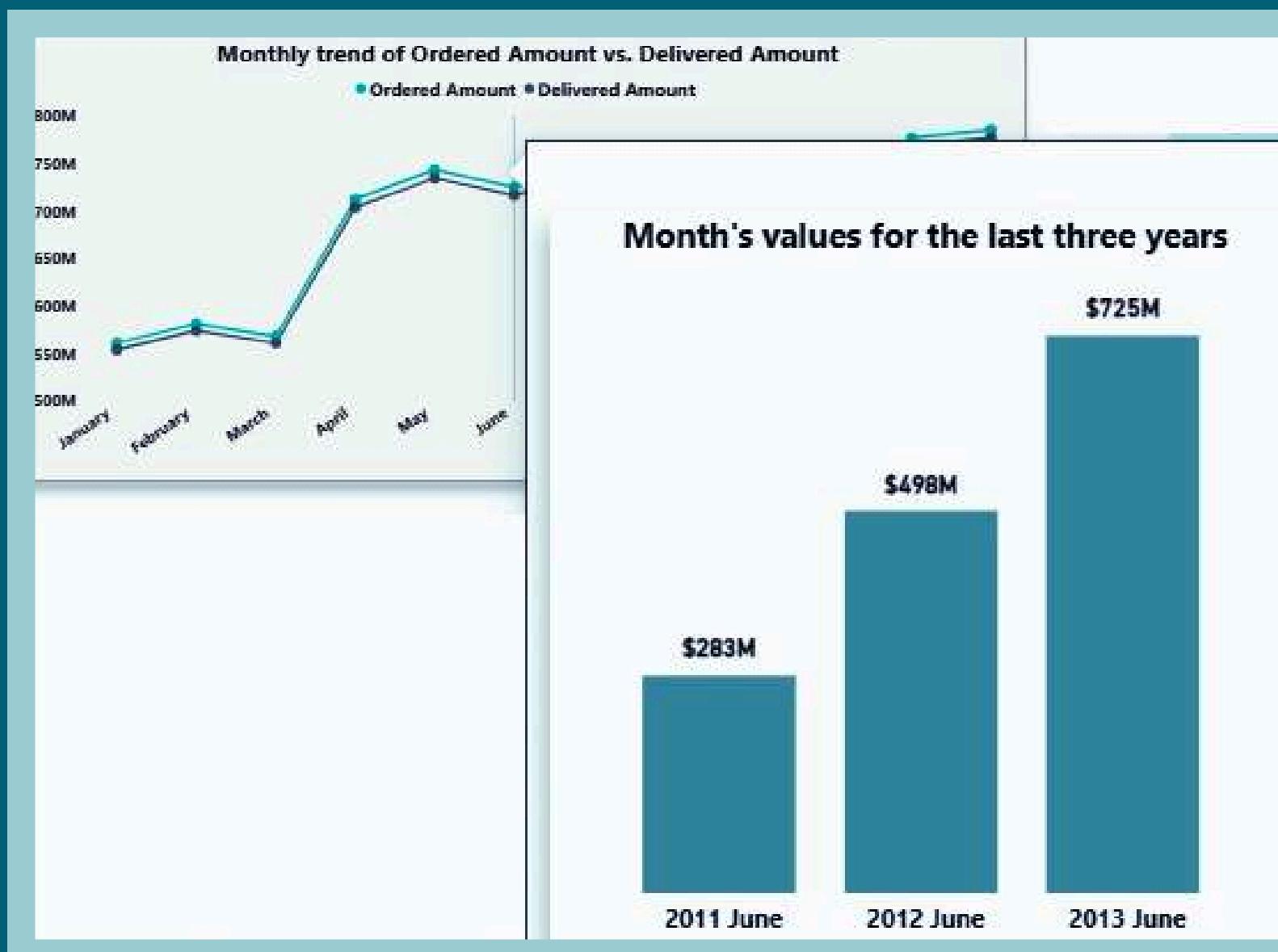
- From the marketing perspective, digital engagement reached 26M clicks, supported by promotions with discounts up to 20%.

# Monthly Trend

Dashboard 1 :C-Level Executive

Q:1

Line chart showing the monthly trend of Ordered Amount vs. Delivered Amount, with a Tooltip on hover that displays this month's values for the last three years of the selected year



- Orders stable Apr–Nov, December peak (holiday effect).
- Weak Q1 every year → seasonal challenge.

# Access restrictions

Q:3

**Access restrictions in dashboard's data as follows:**

- a. User A: Can access all TV and Video Category Data
- b. User B: Can access specific category in TV and Video.



Now viewing as: User Access, A@abc.com

ProductCategory	ProductSubcategory	Total Orders
TV and Video	Car Video	71695
TV and Video	Home Theater System	127534
TV and Video	Televisions	58869
TV and Video	VCD & DVD	30800

Selected Category

**TV and Video**

Selected SubCategory

**NULL**

ProductCategory	ProductSubcategory	Total Orders
TV and Video	Car Video	71695

Selected Category

**TV and Video**

Selected SubCategory

**Car Video**

- RLS: User A → All TV & Video
- User B → Specific Category only

# Yearly Target Achievement

Dashboard 1:C-Level Executive

Q: 4  
KPI Actual vs. Target

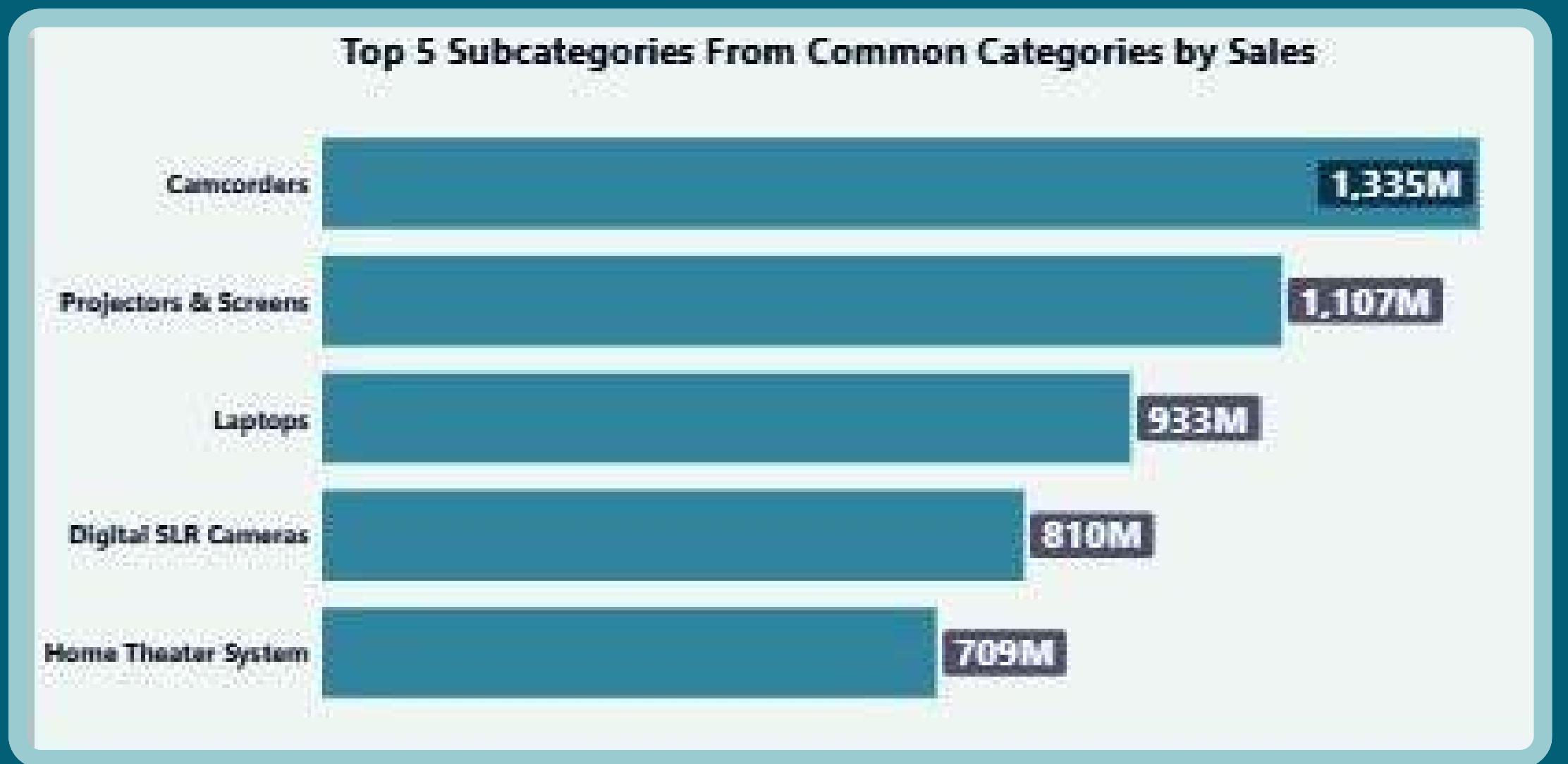


- **2011:** 102% of target (excellent).
- **2012:** 76% (-16% YoY drop).
- **2013:** 88% (slight recovery but still weak).

Inconsistent performance + Q1 always weak

# Top Subcategories

Dashboard 1:C-Level Executive



- Camcorders (\$1.34M) and Projectors (\$1.11M) lead sales.
- Home Theater weak → need strategic review.

Q: 5

Bar chart showing the top 5 Subcategories for the category that has the most sales amount as this month's values for the last three years of the selected year



# KPI Performance

Dashboard 1:C-Level Executive

Q:10

KPI Achievements vs Missed Targets

A smartphone interface displays two cards: 'Overachieving' and 'Underachieving'. The 'Overachieving' card shows three KPIs with green checkmarks. The 'Underachieving' card shows three KPIs with red exclamation marks.

KPI Name	Target	Actual Value	Achievement %
Avg Discounts	0.02	0.02	76%
Profit Growth %	0.10	0.00	0%
Revenue Growth %	0.10	0.00	0%

A dashboard interface shows two cards: 'Overachieving' and 'Underachieving'. The 'Overachieving' card has a green checkmark icon. The 'Underachieving' card has a red exclamation mark icon.

KPI Name	Target	Actual Value	Achievement %
Net Sales	3000000000.00	8117367263.23	271%
Profit Margin %	0.55	0.56	102%
Quantity Sold	1000000.00	36900410.00	3690%
Return Rate %	0.01	0.01	116%
Total Cost	1500000000.00	3552407480.39	237%
Total Profit	1700000000.00	4662102935.75	274%
Total Revenue	3200000000.00	8341224364.83	261%

- Overachieving KPIs: Strong performance in Sales, Profit, Revenue & Quantity (well above targets).
- Underachieving KPIs: Weak Growth (0%) & limited Discount impact.

# Sales by Country

# Dashboard 2 :Sales Operations

**Q: 6**

## Column chart analyze each country's Sales, create drill through in this chart



- U.S.: \$4.7M (dominant).
  - China: \$1.0M, Canada: \$0.6M.
  - Weak markets < \$0.2M (Russia, Germany, France).

# Future Delivery Pipeline Analysis

Dashboard 2 :Sales Operations

Q:8

**Bar chart that displays the number of orders scheduled for delivery within the next 1 week, 15 days, 1 month, and 6 months.**



- Insight: Forecast shows a steady upward trend, with stronger volumes in the long term compared to the short term.

# Store Closures

Q:12

**Column chart that displays Stores by Close Reason**



- Insight: 83% of closures were relocations, only 17% were actual closures.

# Country Sales % by Continent

Dashboard 2 :Sales Operations

Q:7

Table visual showing each country's Sales amount % of the total sales amount of the continent



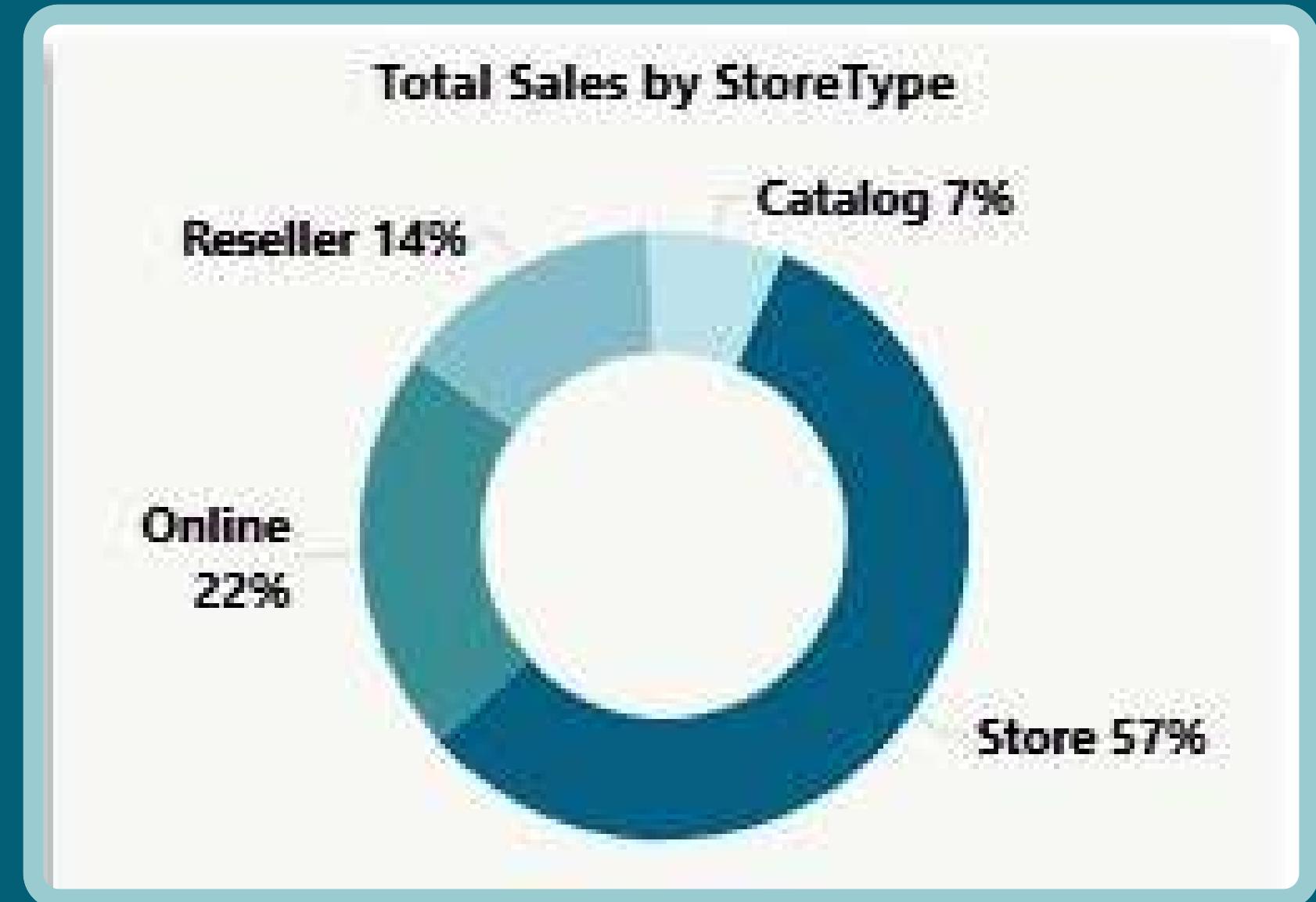
ContinentName	Region	CountryName	Ordered Amount	% of Continent Sales
North America		United States	4,756,351,263	96%
Asia		China	1,063,856,269	60%
Europe		Germany	662,755,182	41%
Europe		France	433,928,267	27%
Europe		United Kingdom	220,900,594	14%
Asia		Japan	163,473,756	9%
Asia		Australia	79,166,590	4%
Asia		India	77,873,899	4%
Europe		Russia	70,604,855	4%
North America		Canada	175,942,753	4%
Europe		Italy	55,579,051	3%
Asia		Iran	52,360,462	3%
Asia		Turkmenistan	51,536,297	3%
Total			8,341,224,365	100%

- U.S. leads North America, China drives Asia, Europe balanced with Germany & France on top.

# Total Sales by StoreType

Q:13

Donut chart that displays Total Sales by StoreType



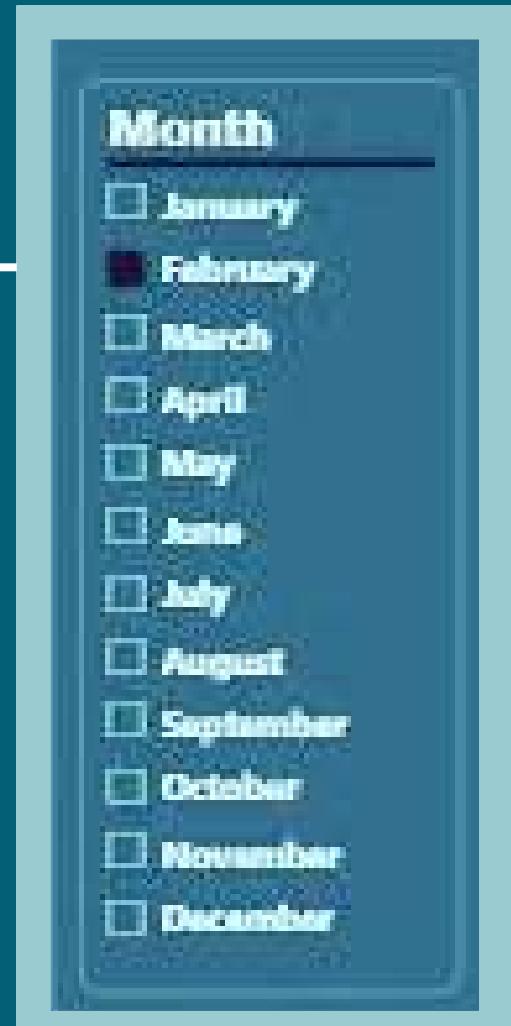
- Stores: 57% (dominant).
- Online: 22% (growth opportunity).
- Resellers: 14%, Catalogs: 7% (weak).

# Promotions by Month

Dashboard 3 : Marketing & Promotions

Q:2  
Month Selection Highlighting

Q:9  
A Column chart showing the number of promotions available in any month, from 2011 to 2014.

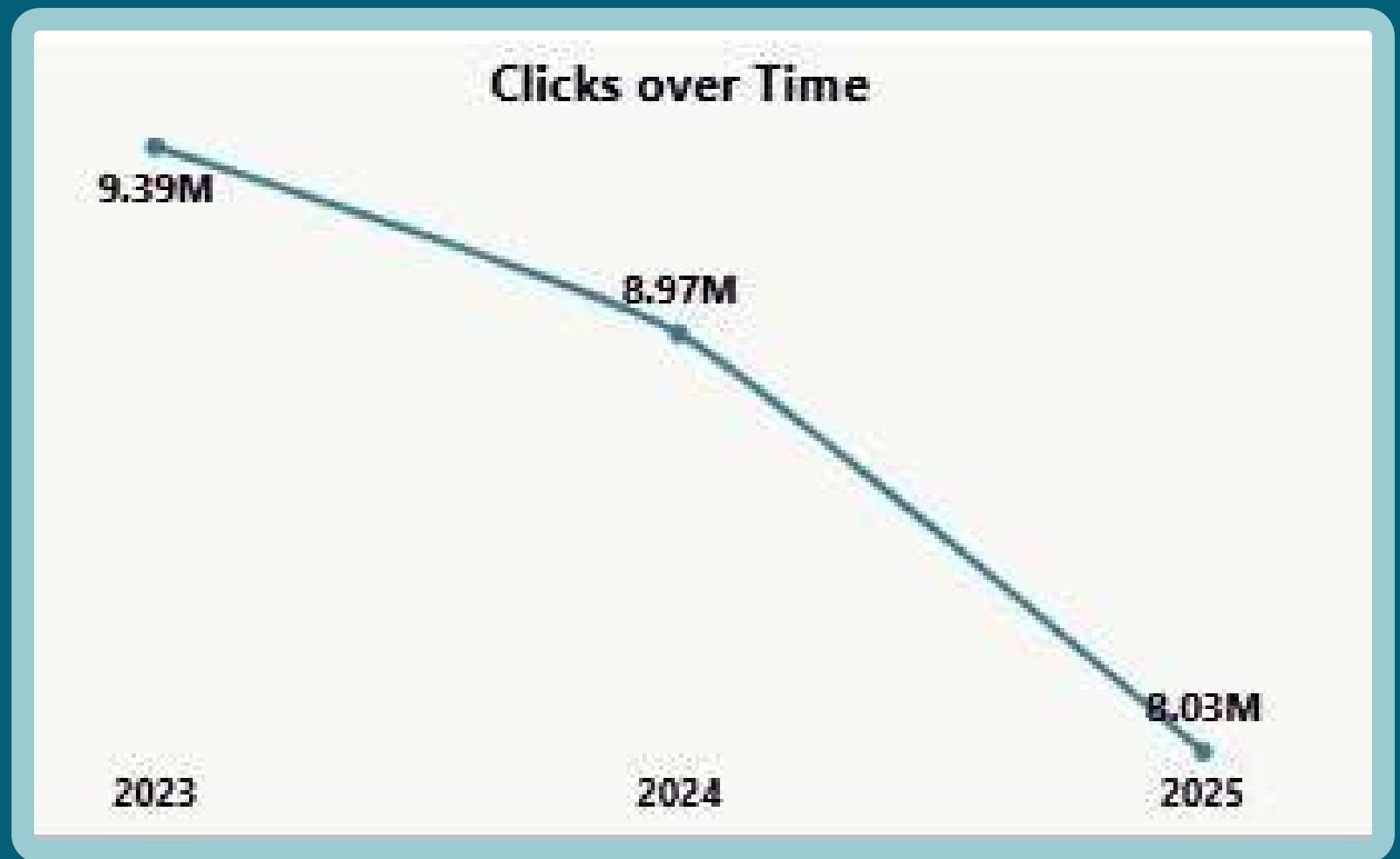


- Promotional activity starts strong but drops sharply and remains minimal throughout the year, with limited marketing engagement likely impacting sales and customer interaction.

# Clicks Over Time

Q:14

**Line chart that displays the number of Clicks by Years (2023, 2024, 2025)**



- Clicks fell from 9.39M (2023) → 8.03M (2025), showing a 14% cumulative drop in engagement.

# Store Closures

Q:15

**Column chart that displays Total Promotions by Discount Percent**



- Most promotions used 10% & 20% discounts, while 5% & 15% were limited, and 0% offers were rare.

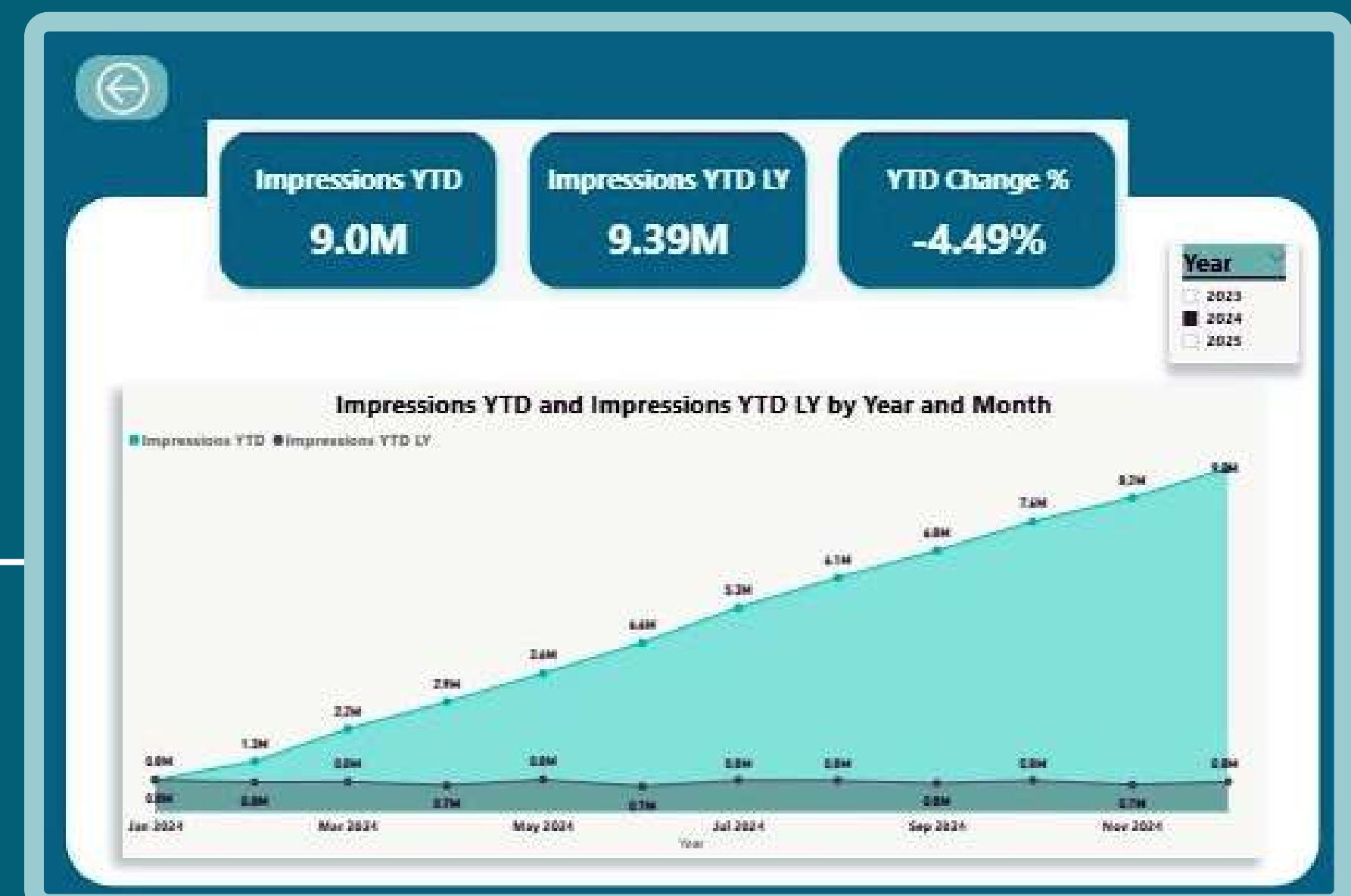
# Date Selection with Buttons



- Impressions fell 4.5% YTD, mainly due to last year's unusual spikes, though monthly growth this year is solid.

Q:11

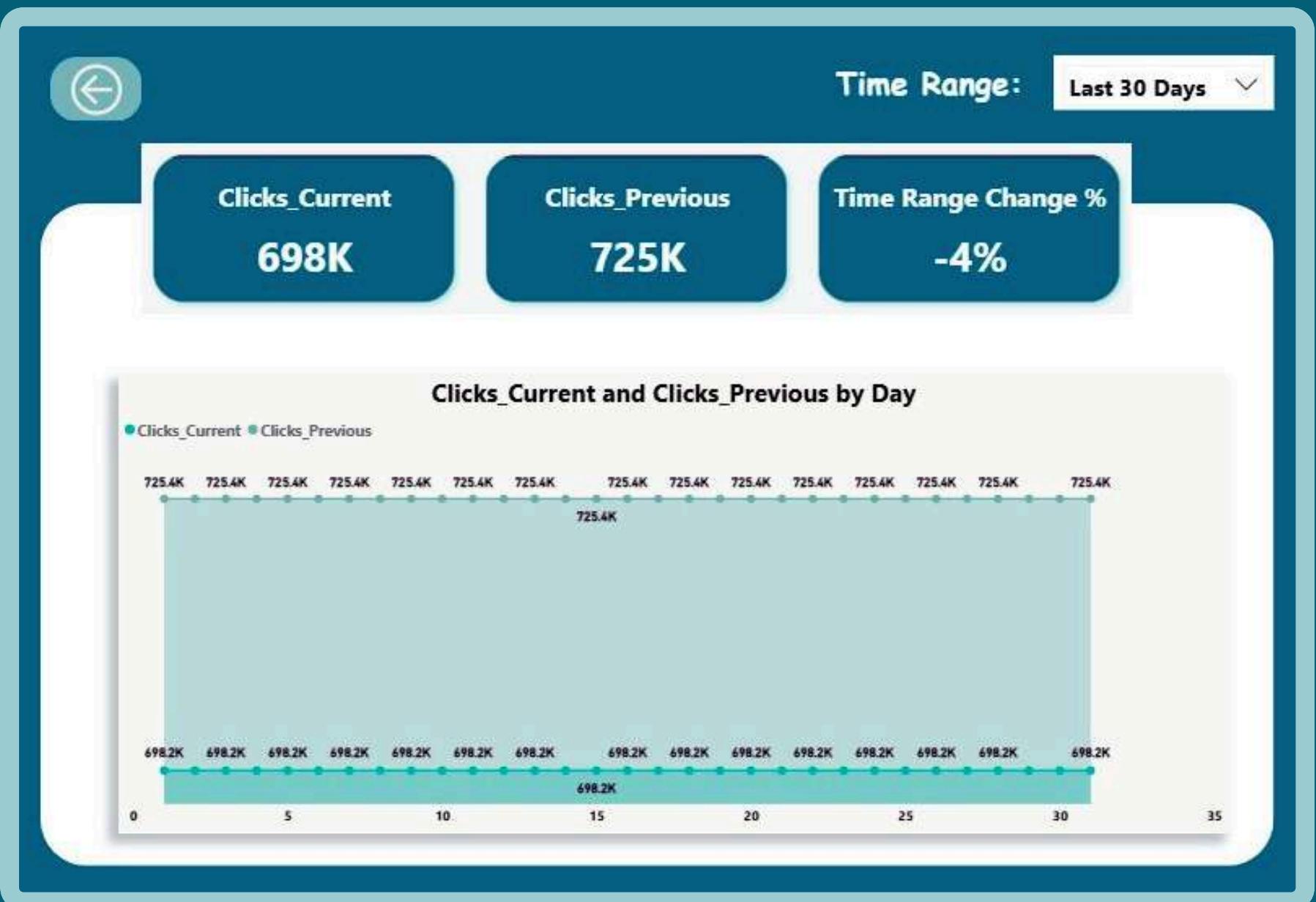
a. YTD Selection:  
display the Impressions YTD, Impressions YTD LY, and Change % comparison



# Date Selection with Buttons



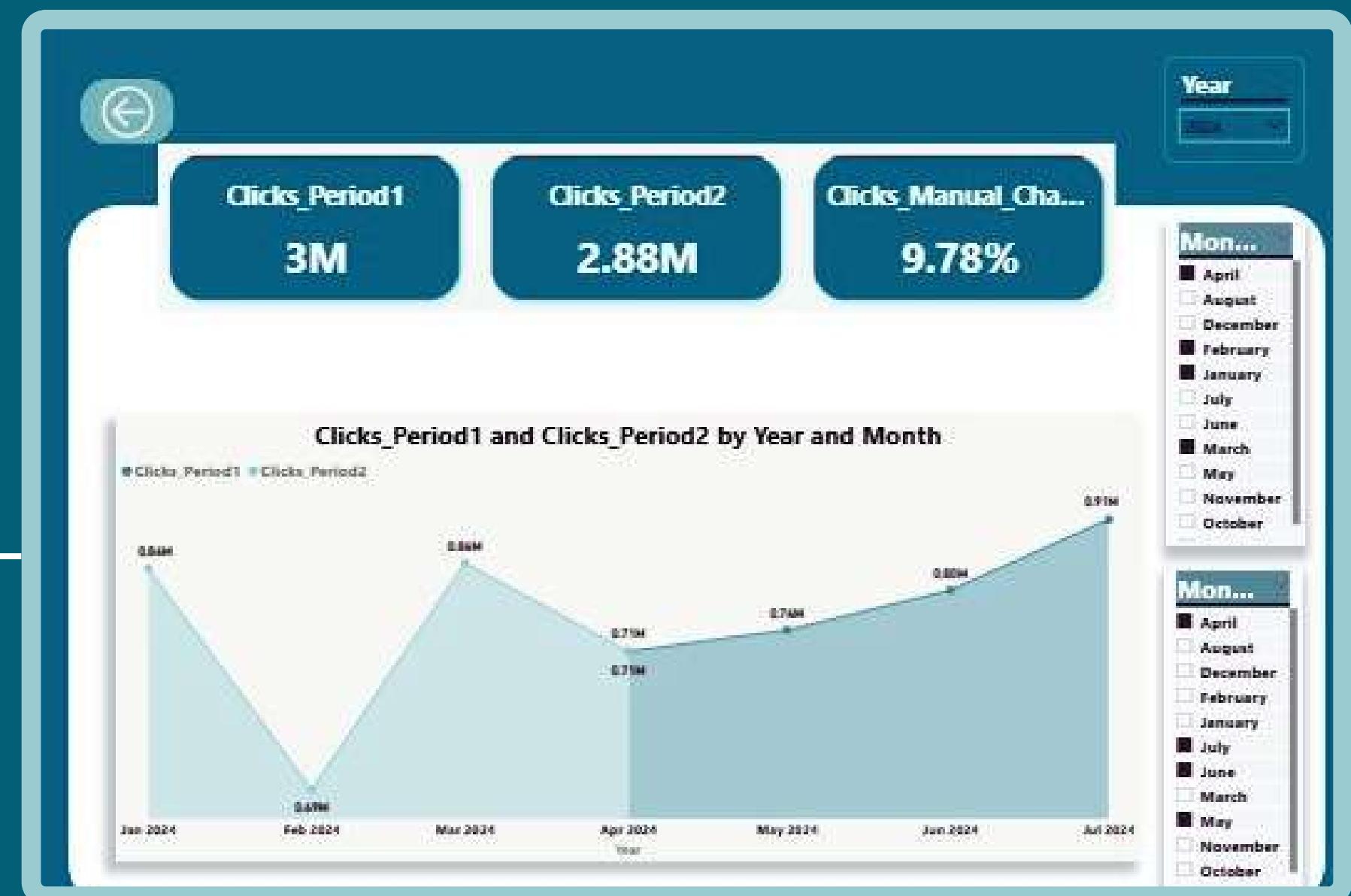
- Clicks decreased by 4% ( $725K \rightarrow 698K$ ) compared to the previous period, with flat daily performance across both periods.



# Date Selection with Buttons



- Clicks rose by 9.78%, showing steady growth from March 2024 and peaking at 0.91M in July 2024.



# KEY TAKEAWAYS

**Strong profitability but weak Q1 every year.**

**U.S. dominates sales,  
China/Canada = growth markets.**

**Stores remain main channel,  
online = big opportunity.**

**Promotions not diversified (too focused on 10–20%).**

**Marketing activity inconsistent → clicks & engagement declining.**

# Recommendations

- Improve demand forecasting & stock planning.
- Expand in promising markets (China, Canada).
- Rethink weak channels (catalogs) & monitor store closures.
- Focus on top performers: Camcorders & Projectors.
- Reposition Home Theater Systems with enhanced features.
- Target new customer segments via social media campaigns.
- Launch seasonal campaigns & revive mid-range discounts.
- Use short-term flash deals for engagement.
- Enhance digital UX/UI to boost clicks and conversions.



A photograph of a group of people working at desks in an office setting. There are several laptops and papers on the desks. The background shows office cubicles and windows.

# Thank You