



Graduation Project

# Sales Analysis

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

by:

**Hager Salah Ramadan**

**Dina Abdelrahman Azaim**

**Asmaa Mohamed Elballat**

**Team 3**



# KEY INSIGHTS

## CARDS HIGHLIGHTS ACROSS DASHBOARDS

Total Sales	Total Cost	Total Profit	Total Orders	Total Quantity
8.34bn	3.55bn	\$5bn	2M	37M

- 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.

Total Sales	Total Orders	Total Quantity	EmployeeCount	Total Stores
\$8M	2K	33K	11K	306

- 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.

Total Clicks	Max Discount % Promotion	Active Promotions	Average Clicks per Day
26M	20%	--	25K

- 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

RLS roles

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, B@abc.com

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

ProductCategory	ProductSubcategory	Total Orders
TV and Video	Car Video	71695
TV and Video	Home Theater System	127334
TV and Video	Televisions	58959
TV and Video	VCD & DVD	30900

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



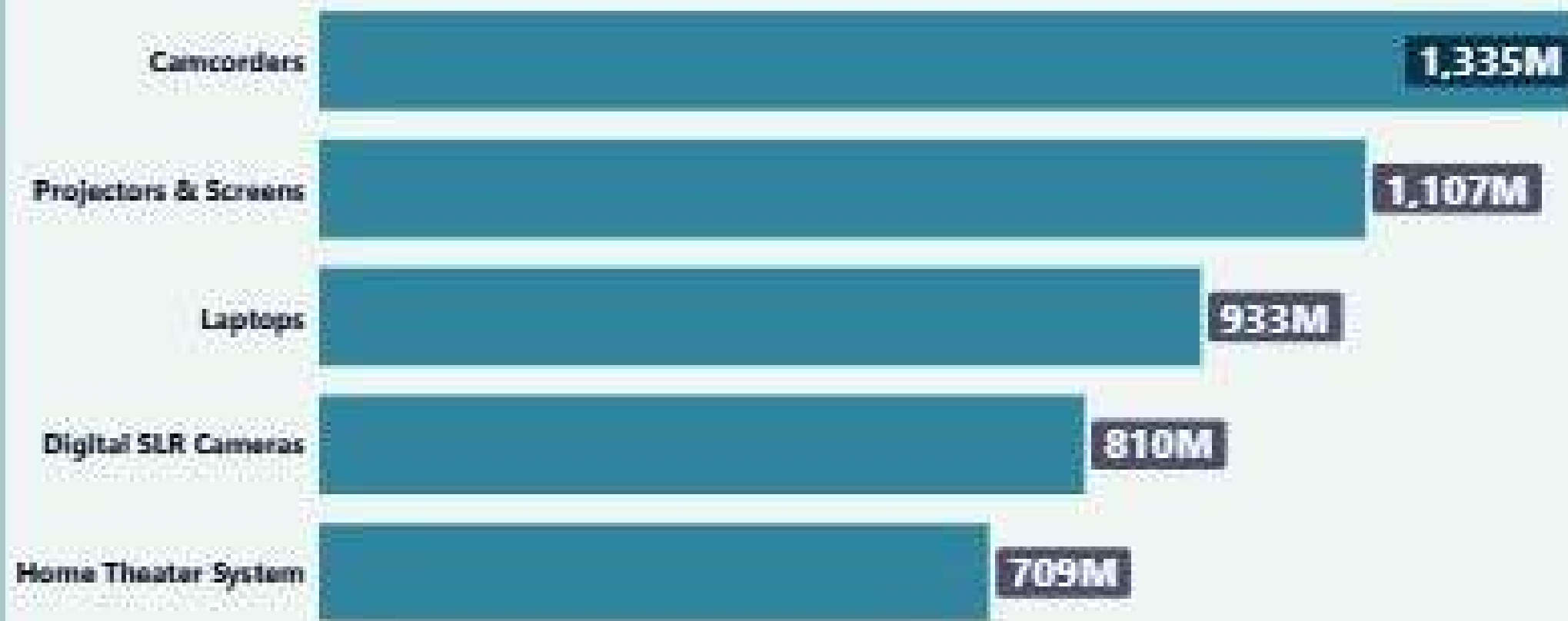
# Top Subcategories

## Dashboard 1 :C-Level Executive

Q:5

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

Top 5 Subcategories From Common Categories by Sales



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



# KPI Performance

Dashboard 1 :C-Level Executive

Q:10

KPI Achievements vs Missed Targets

				Overachieving	Underachieving
					3
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%		

				Overachieving	Underachieving
				7	3
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

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.

Dashboard 2 :Sales Operations

## 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

Q:7  
Table visual showing each country's Sales amount %  
of the total sales amount of the continent



ContinentName	RegionCountryName	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

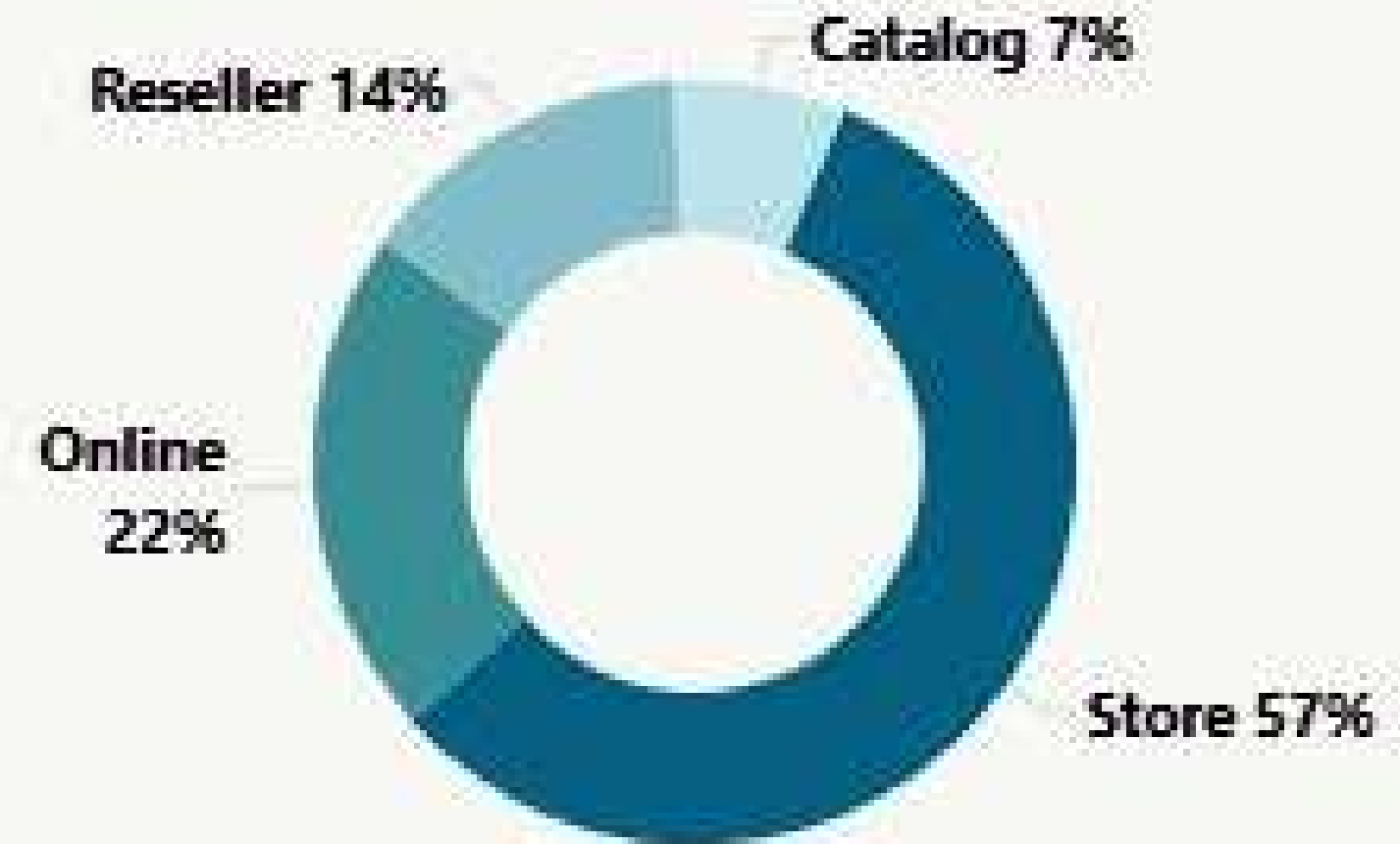
Q:13

Donut chart that displays Total Sales by StoreType



Dashboard 2 :Sales Operations

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.



Month

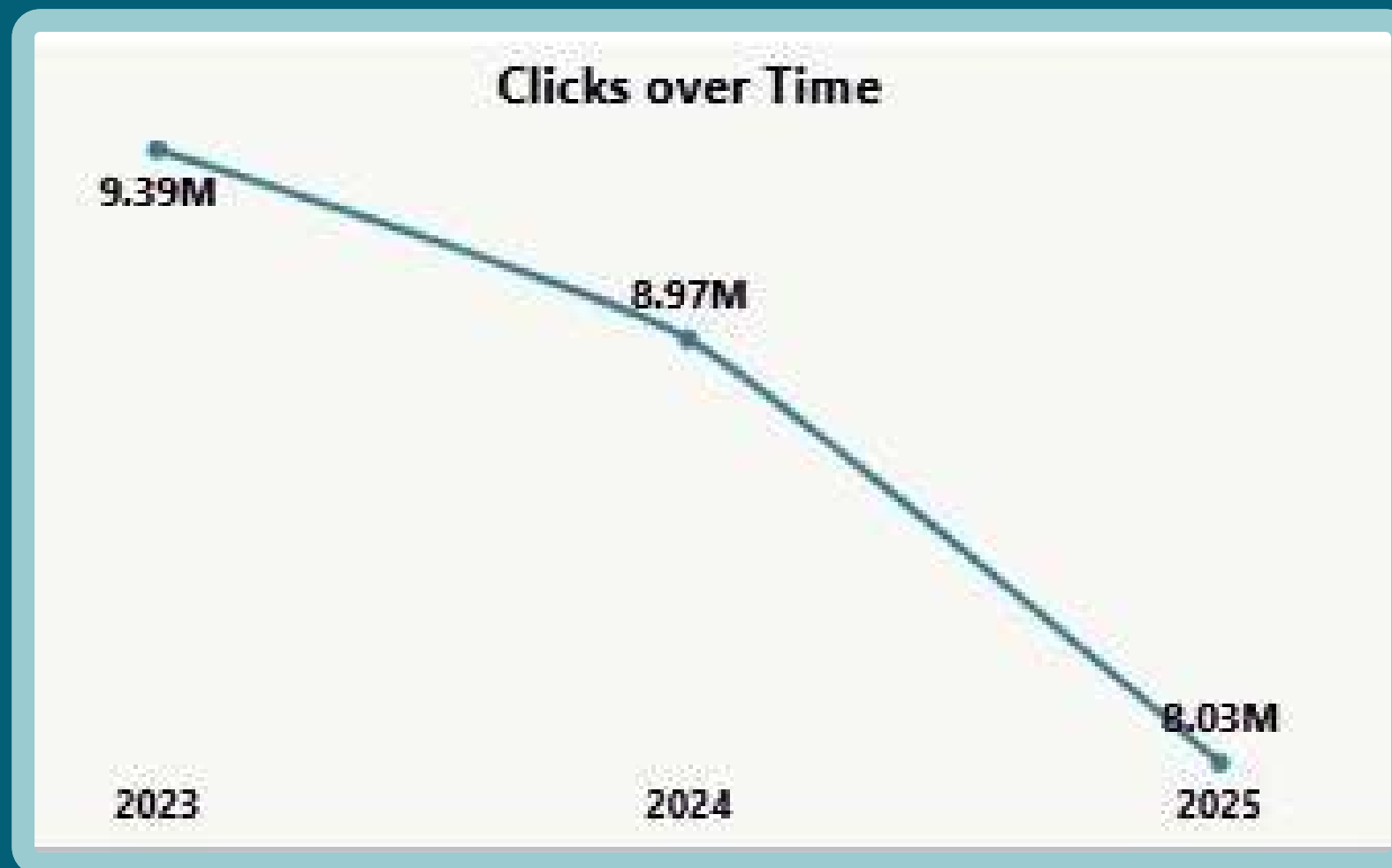
- ☐ January
- ☒ February
- ☐ March
- ☐ April
- ☐ May
- ☐ June
- ☐ July
- ☐ August
- ☐ September
- ☐ October
- ☐ November
- ☐ December

- 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.

Dashboard 3 : Marketing & Promotions

# 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

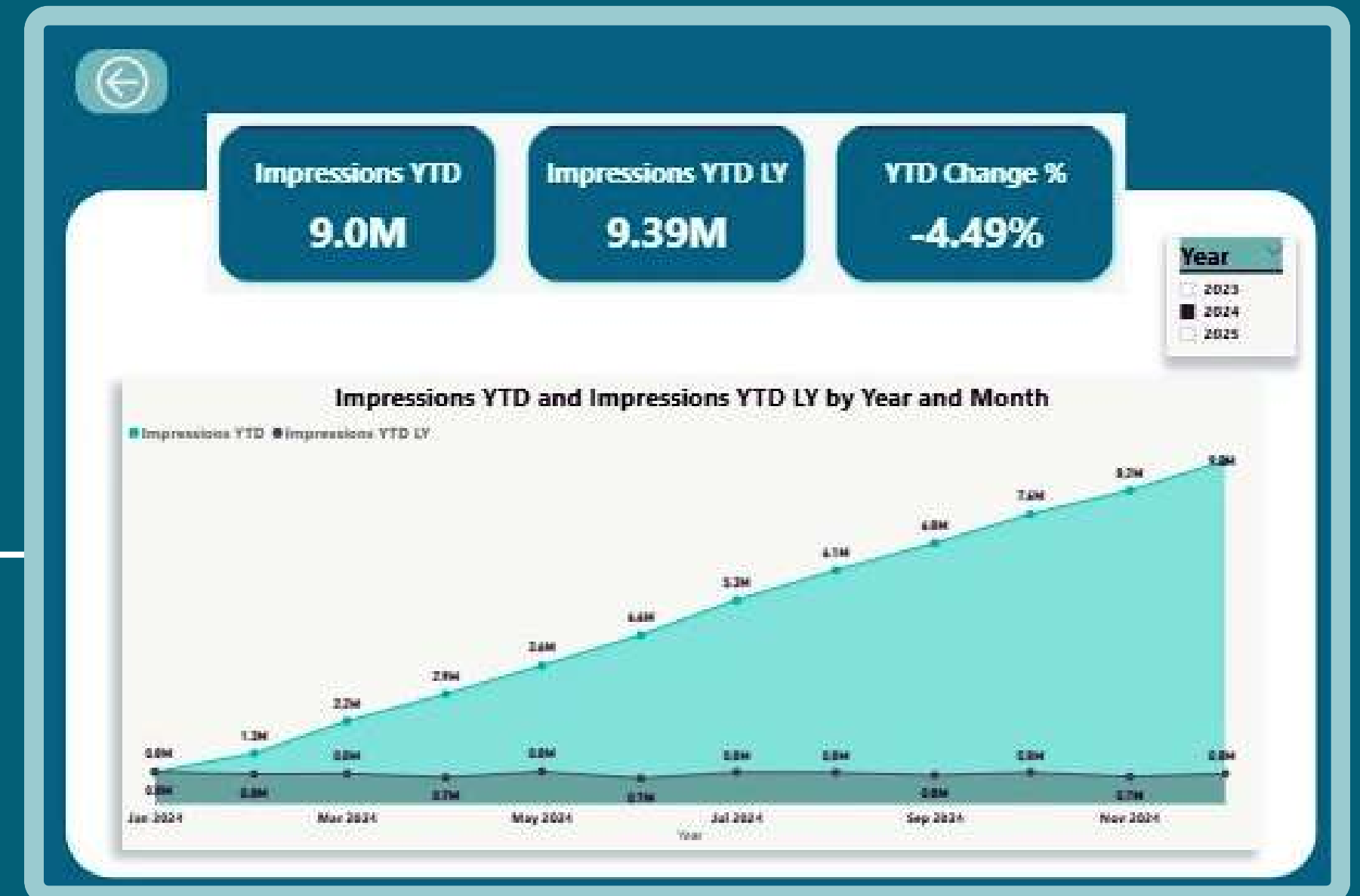
## Dashboard 3 : Marketing & Promotions

Q:11

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



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



# Date Selection with Buttons

## Dashboard 3 : Marketing & Promotions

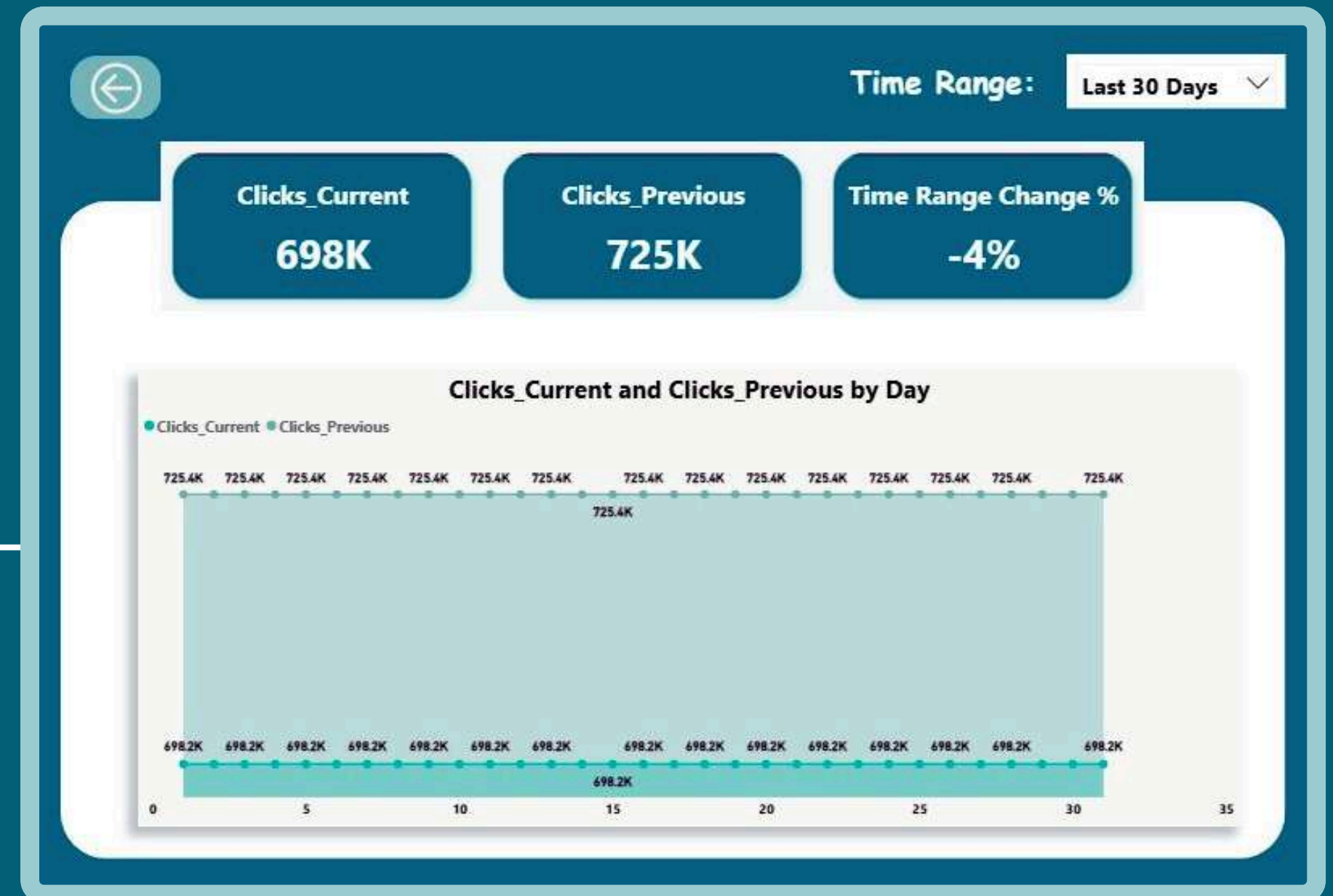
Q:11

b. Time Range Selection:

Provide options to select Last 15 days, Last 30 days, or Last 45 days (from today)



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



# Date Selection with Buttons

## Dashboard 3 : Marketing & Promotions

Q:11

C. Manually Selected Periods:

Allow the user to manually select Period 1 and Period 2.  
Display the % comparison between these periods



- 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.







# Thank You

