

Take a Tour Of Sales Performance Analysis



OVERVIEW



REGION VIEW



PRODUCT VIEW



PEOPLE VIEW





SUMMERY

REGION

PRODUCT

PEOPLE

Overall Performance



Total Sales
\$2.36M
LM - \$2.99M **-20.88%↓**

Unit Sold
146.99K
LM - 193.40K **-24.00%↓**

Profit
\$1.4M
LM - 1.73M **-19.98%↓**

Total Cost
\$976.6..
LM - 1.25M **-22.13%↓**

Profit %
58.65%
LM - 57.99% **1.14%↑**

T.Custom...
68420
LM - 85.688K **-20.15%↓**

Monthly Sales Overview

● LM Sales ● Total Sales

Date

Sept... ▾

Geo

All ▾

Category

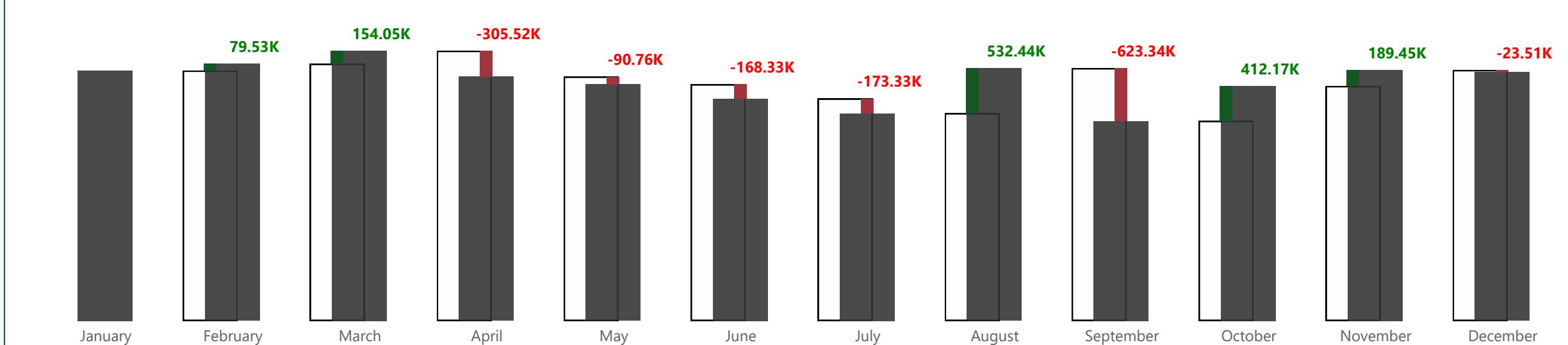
All ▾

Product

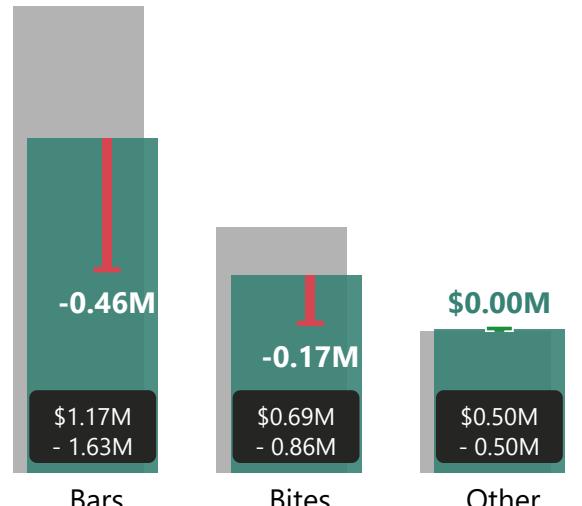
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Team

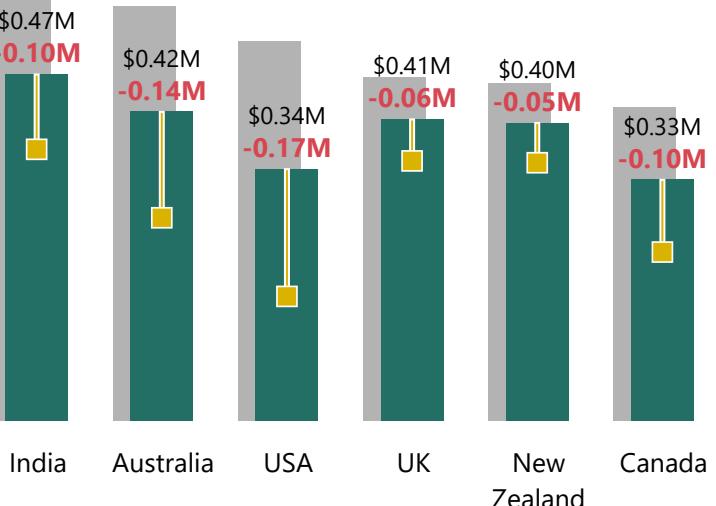
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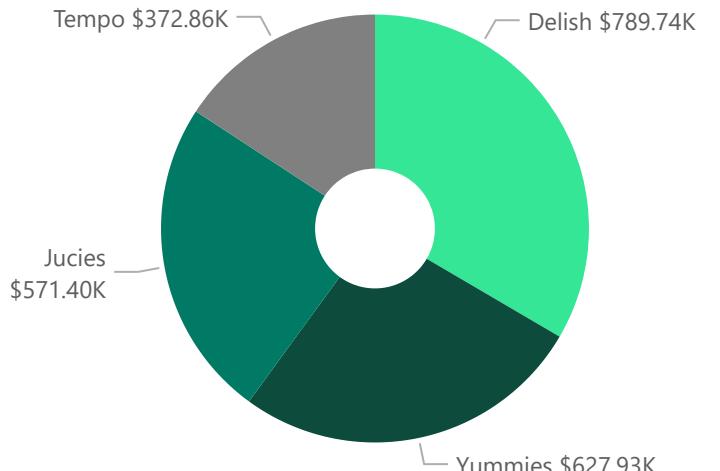
Sales Distribution by Category



Sales Distribution by Geo



Total sales by Team





SUMMERY

REGION

PRODUCT

PEOPLE

Region Performance



Total Sales
\$33.97M



LM - - - not available

Unit Sold
2.16M



LM - - - not available

Profit
\$19.9M



LM - - - not available

Total Cost
\$14.0M



LM - - - not available

Profit %
58.73%



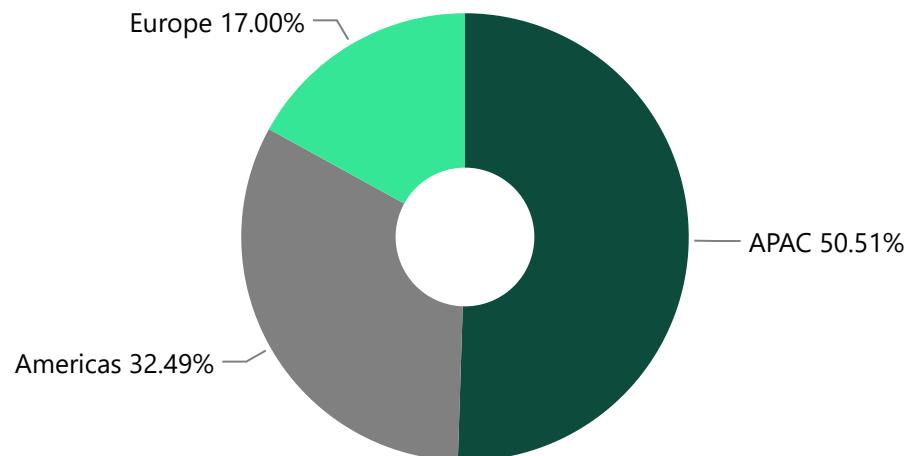
LM - - - not available

T.Customer...
963585

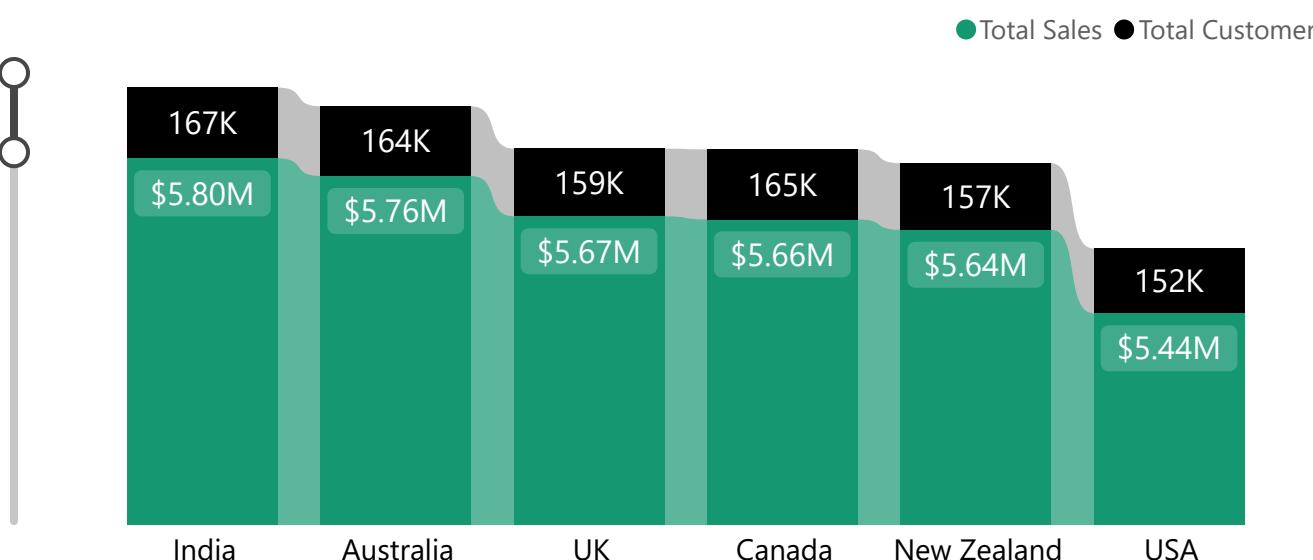


LM - - - not available

Profit margin contribution % by Region

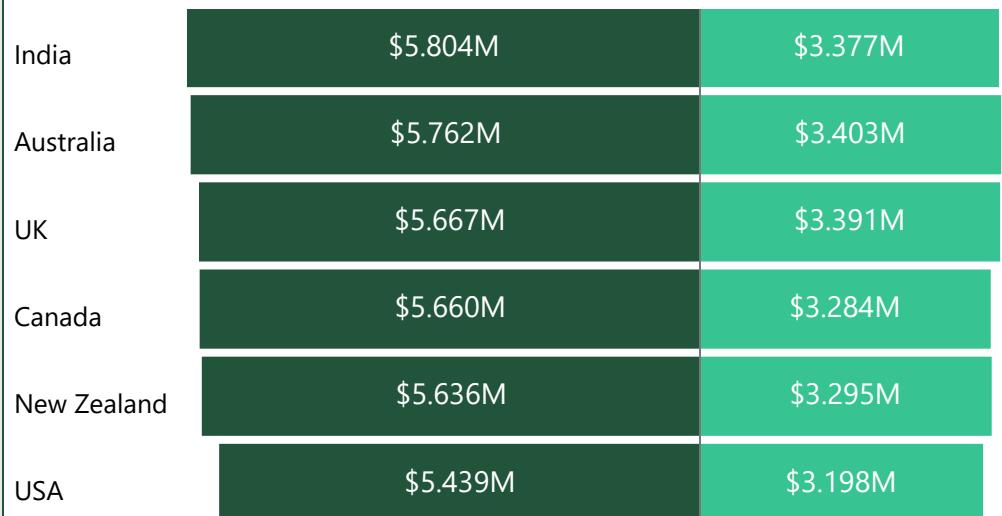


Total Customers and Sales by Geo



Geo	Total sales	Total box	Amount per Box	Shipment	Amount per ship
Australia	\$5.76M	368.05K	15.66	998	5,773.87
India	\$5.80M	368.83K	15.74	1012	5,735.01
UK	\$5.67M	353.60K	16.03	1001	5,661.75
Canada	\$5.66M	363.93K	15.55	1000	5,660.07
New Zealand	\$5.64M	361.22K	15.60	1003	5,618.81
USA	\$5.44M	346.62K	15.69	983	5,533.11
Total	\$33.97M	2162.24K	15.71	5997	5,664.22

Sales VS Profit by Geo



Total Sales
\$33.97..
LM - - - not available

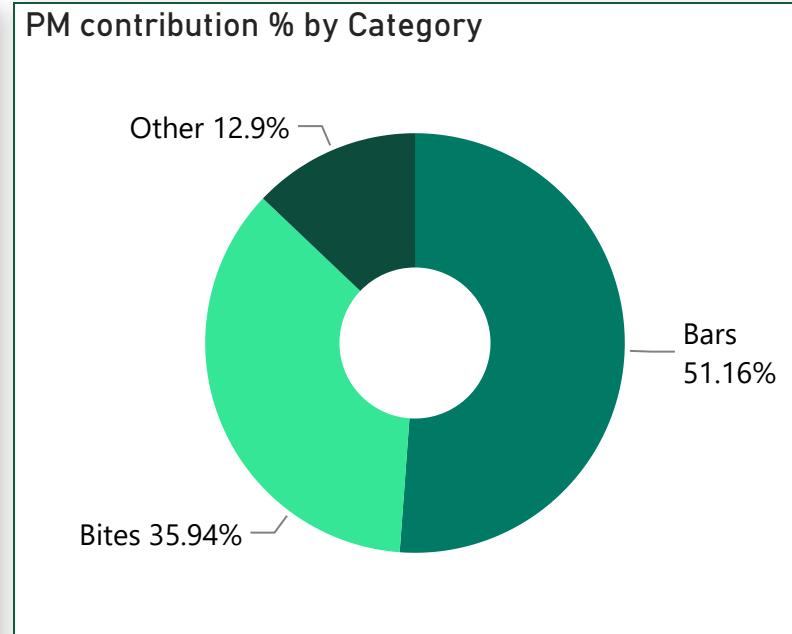
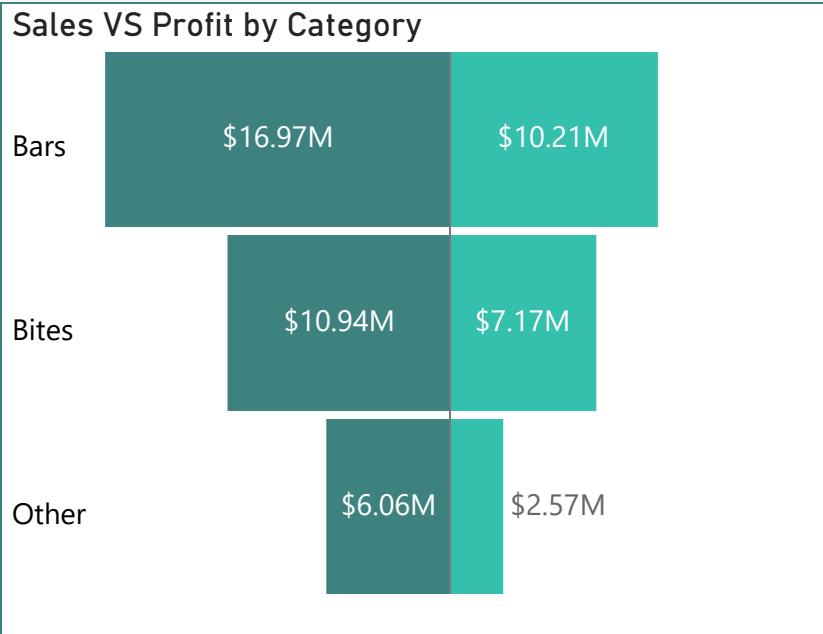
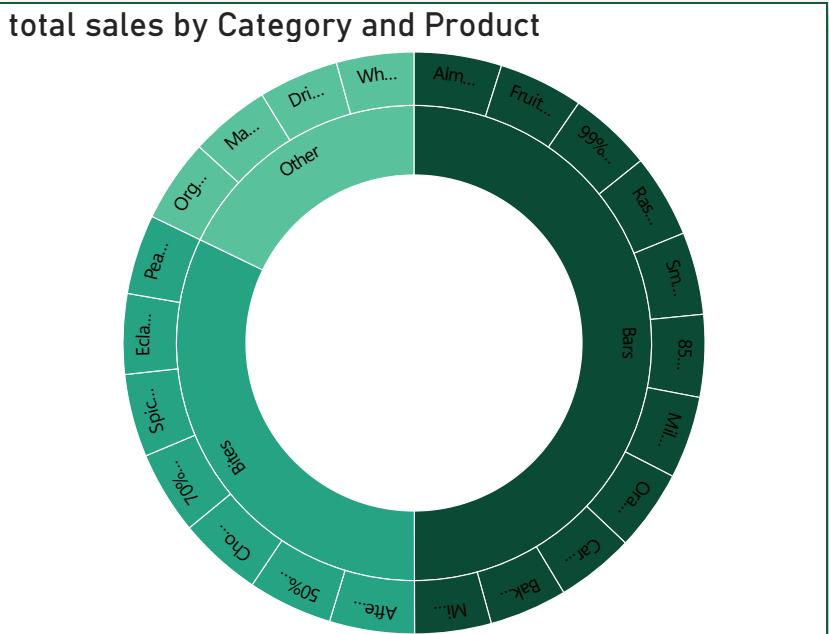
Unit Sold
2.16M
LM - - - not available

Profit
\$19.9M
LM - - - not available

Total Cost
\$14.0M
LM - - - not available

Profit %
58.73%
LM - - - not available

T.Custom...
963585
LM - - - not available



Category

Product

Product	Total Sales	Total Cost	Total Box	Shipment	Amount per Box	Profit %
Peanut Butter Cubes	\$1.51M	\$0.18M	67239	276	22.39	88.16%
Smooth Sliky Salty	\$1.56M	\$0.26M	95038	276	16.37	83.14%
Choco Coated Almonds	\$1.58M	\$0.33M	98041	265	16.13	79.42%
Raspberry Choco	\$1.57M	\$0.35M	91092	278	17.23	77.65%
Fruit & Nut Bars	\$1.60M	\$0.44M	93121	278	17.19	72.42%
Mint Chip Choco	\$1.44M	\$0.49M	84894	269	17.02	66.38%
Milk Bars	\$1.55M	\$0.52M	99666	278	15.57	66.23%
Almond Choco	\$1.65M	\$0.57M	110750	278	14.92	65.47%
70% Dark Bites	\$1.57M	\$0.55M	109747	274	14.29	64.73%

Top Products ↑ Bottom Products

Almond Choco \$1.65M	50% Dark Bites \$1.60M	Organic C... \$1.57M	Raspberry... \$1.57M	70% Dark... \$1.57M
After Nines \$1.60M	Choco Coated Almonds \$1.58M			
Fruit & Nut Bars \$1.60M	99% Dark & Pure \$1.58M	Spicy Special Slims \$1.57M		



SUMMERY

REGION

PRODUCT

PEOPLE

People Performance


Total Sales
\$3.04M

 LM - \$2.96M **2.69%↑**
Unit Sold
186.50K

 LM - 181.08K **2.99%↑**
Profit
\$1.8M

 LM - 1.77M **1.76%↑**
Total Cost
\$1.2M

 LM - 1.19M **4.08%↑**
Profit %
59.29%

 LM - 59.83% **-0.91%↓**
T.Customer...
84073

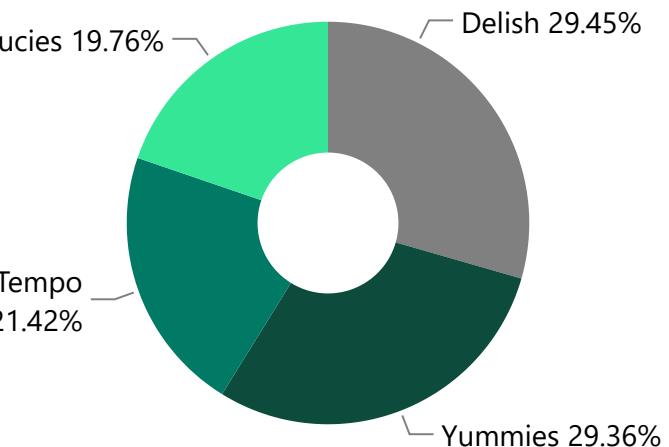
 LM - 80.749K **4.12%↑**

Sales by Team and Region

Region ● Americas ● APAC ● Europe



PM Contribution % by Team

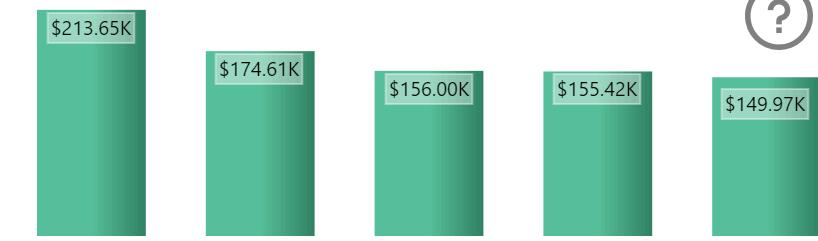


Top Performer

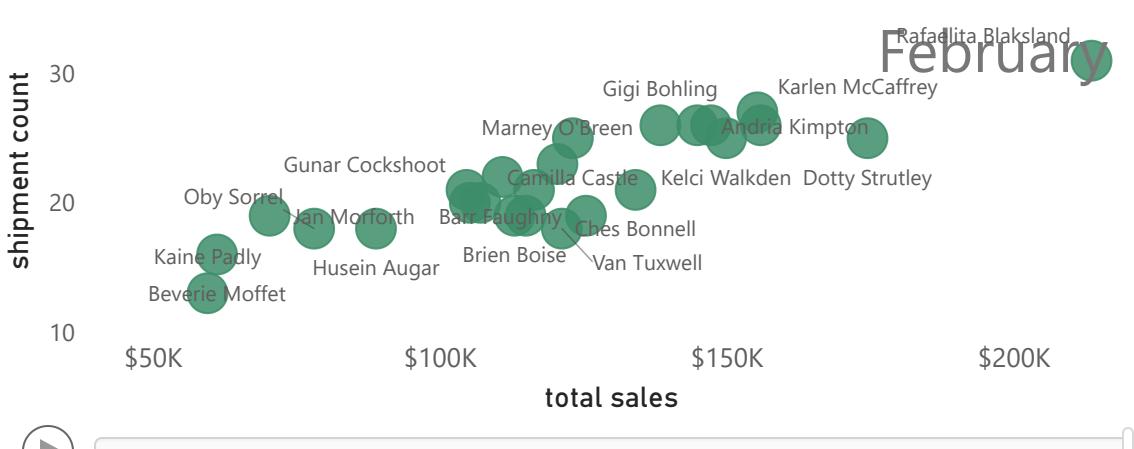


Bottom Performer

Top 5 Salesperson



Sales & Shipment by Sales Person



Salesperson

Salesperson	Total Sales	T.customer	total box	Amount per Box	Profit %	Amount per shipment	APS Target Achieved
Rafaelita Blaksland	\$0.21M	4946	12.02K	17.77	64.58%	6,892	👍
Dotty Strutley	\$0.17M	4722	10.83K	16.12	60.34%	6,984	👍
Jehu Rudeforth	\$0.16M	4018	8.03K	19.43	64.91%	6,000	👍
Karlen McCaffrey	\$0.16M	4149	10.23K	15.19	57.90%	5,756	👍
Kelci Walkden	\$0.15M	4243	7.48K	20.05	62.47%	5,999	👍
Roddy Speechley	\$0.15M	4075	9.59K	15.36	46.57%	5,667	👍
Andria Kimpton	\$0.14M	3650	10.04K	14.43	58.52%	5,575	👍
Gigi Bohling	\$0.14M	3297	8.52K	16.27	58.34%	5,328	👎
Ches Bonnell	\$0.13M	3668	8.64K	15.53	58.76%	6,390	👍



INSIGHTS FROM THE PROJECT

Overview of Financial Performance:

- **Total Sales:** Achieved \$33.97 million, supported by a notable increase in units sold by 2.16 million.
- **Profit:** The year concluded with a total profit of \$19.9 million.
- **Costs:** Witnessed a significant increase in total costs by \$14 million.
- **Profit Percentage:** There was a considerable decrease in profit percentage by 58.73% over the year.
- **Customer Growth:** Totalling 307,318 customers by year-end, with January having the lowest count at 20,814 and December the highest at 31,596.

Product Category and Sales Insights:

- **Categories:** Bars led the sales with \$17.0 million, whereas the 'Other' category recorded the lowest at \$6.1 million.
- **Top Selling Products:** Almond Choco was the highest-selling product at \$1.65 million, followed by Mint Chip Choco at \$1.44 million. Organic Choco Syrup incurred the highest cost at \$1.22 million.

Geographical Sales Performance:

- **India vs. USA:** India emerged as the top market with sales of \$5.80 million, in contrast to the USA with lower sales of \$5.44 million.
- **Regional Contributions:** The APAC region significantly contributed to the profit margin with 50.51%, whereas Europe contributed only 17.00%.

Team and Individual Performance:



Recommendations and Strategic Outlook

****Optimizing Cost and Pricing Strategies:**** The increase in costs and decrease in profit percentages suggest a need for a thorough review of our cost structure and pricing strategies to enhance profitability.

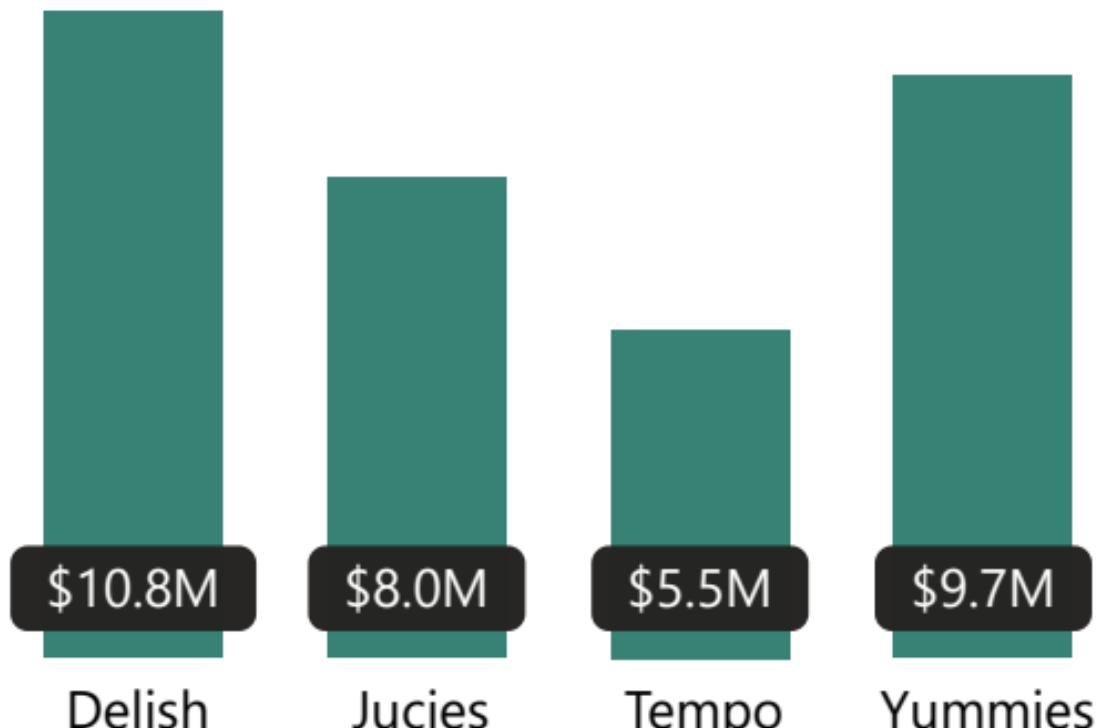
****Product and Category Focus:**** Given the success of the Bars category and the underperformance of the 'Other' category, a strategic focus on high-performing categories while reassessing or innovating in the lower-performing ones could be beneficial.

****Market Expansion and Penetration:**** With India as a strong market and the USA showing lesser sales, targeted marketing and expansion strategies in high-performing regions, along with a reevaluation in underperforming markets, could yield better results.

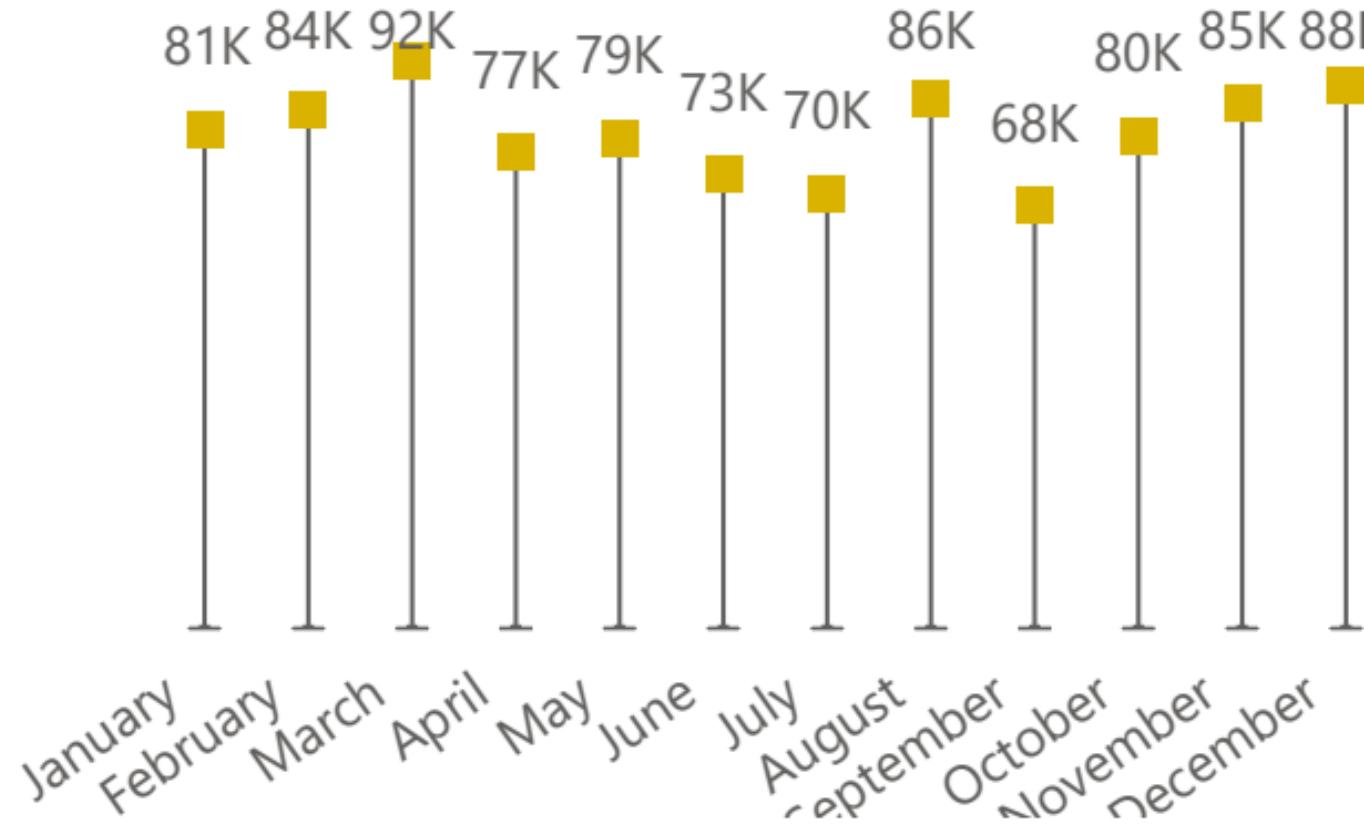
****Operational Efficiency and Seasonality:**** Acknowledging the seasonal impact on sales could guide better inventory and marketing strategies to ensure consistent performance throughout the year.

****Leveraging High Performing Teams:**** Understanding and replicating the strategies and practices of high-performing teams like Delish could enhance overall

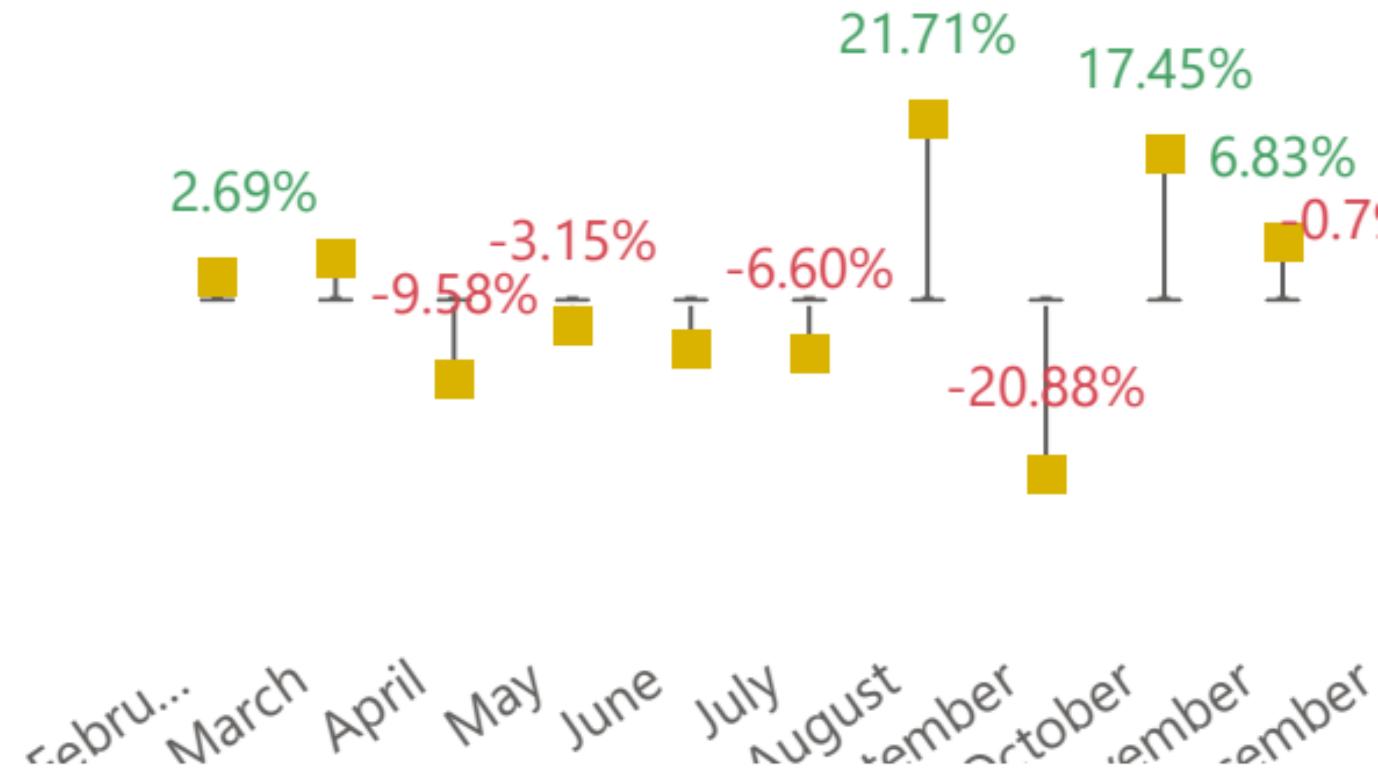
vs LM Comparison



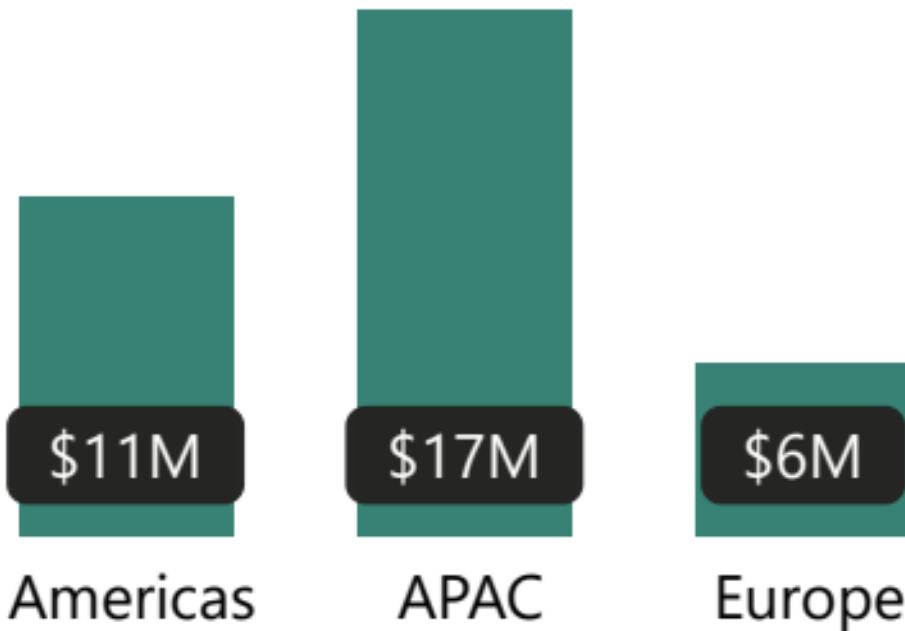
Total Customers



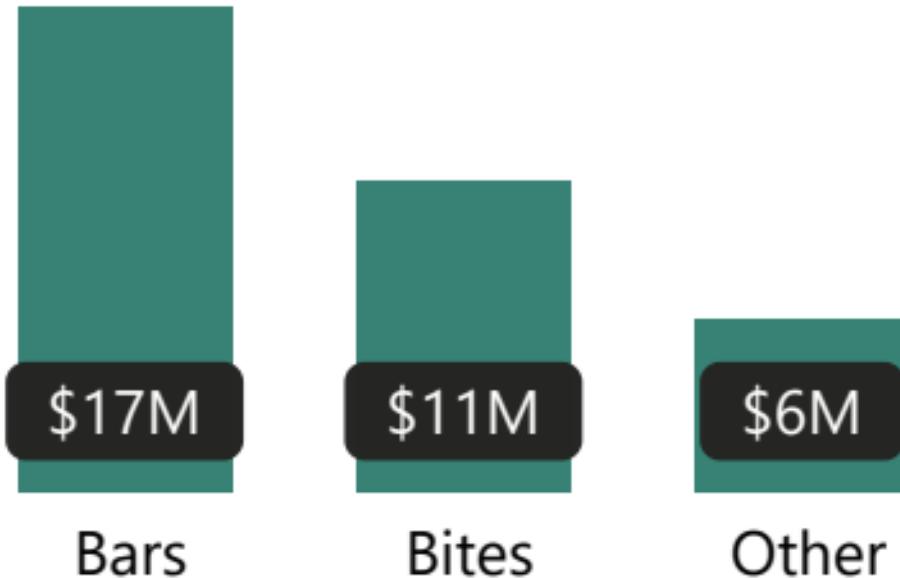
Sales Growth %



vs LM Sales Comparison



vs LM Comparison





APS Target Achieved