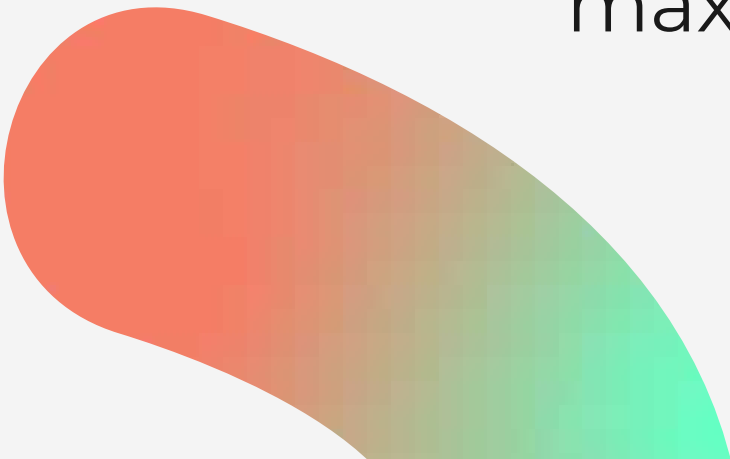# DIVINE FOODS INC.

Sales Performance

Agenda

- **Introduction**
- **Overview**
- **Data Sources**
- **Key Metrics**
- **Best-Selling Cookie**
- **Profitable Cities**
- **Effect of Sales Prices on Profit**
- **Conclusion**
- **Recommendations**

INTRODUCTION

- As a leading innovator in the confectionery industry, Divine Foods Inc. has been delighting customers with delectable range of cookies for over 3 years.
- This presentation aims to better understand sales figures, products and customers in order to optimise business strategies.
- By delving into key areas we can identify trends, target high-performing products and ultimately make data-driven decisions to maximize sales and growth.

OVERVIEW

OBJECTIVES	STAKEHOLDERS	DATA SOURCES
Throughout this report, we will examine key sales metrics, including revenue trends, product performance and regional insights.	Vice President of Sales Vice president of Marketing Chief Finance Officer	The data used in this analysis was collected from multiple sources to provide a comprehensive view of Divine Foods Inc.'s sales performance over the past few months.

Data Sources

- Internal Sales Records: Our internal sales records serve as the foundation for this analysis, providing detailed information on sales transactions, including product types, quantities sold, and revenue generated

- Point-of-Sale (POS) Systems: Data from our point-of-sale systems is used to track sales at our retail locations and online store. This data includes information such as sales volume and product popularity.

Key Metrics

TOTAL PROFIT 2023

24.35K

TOTAL PROFIT 2024

14.31K

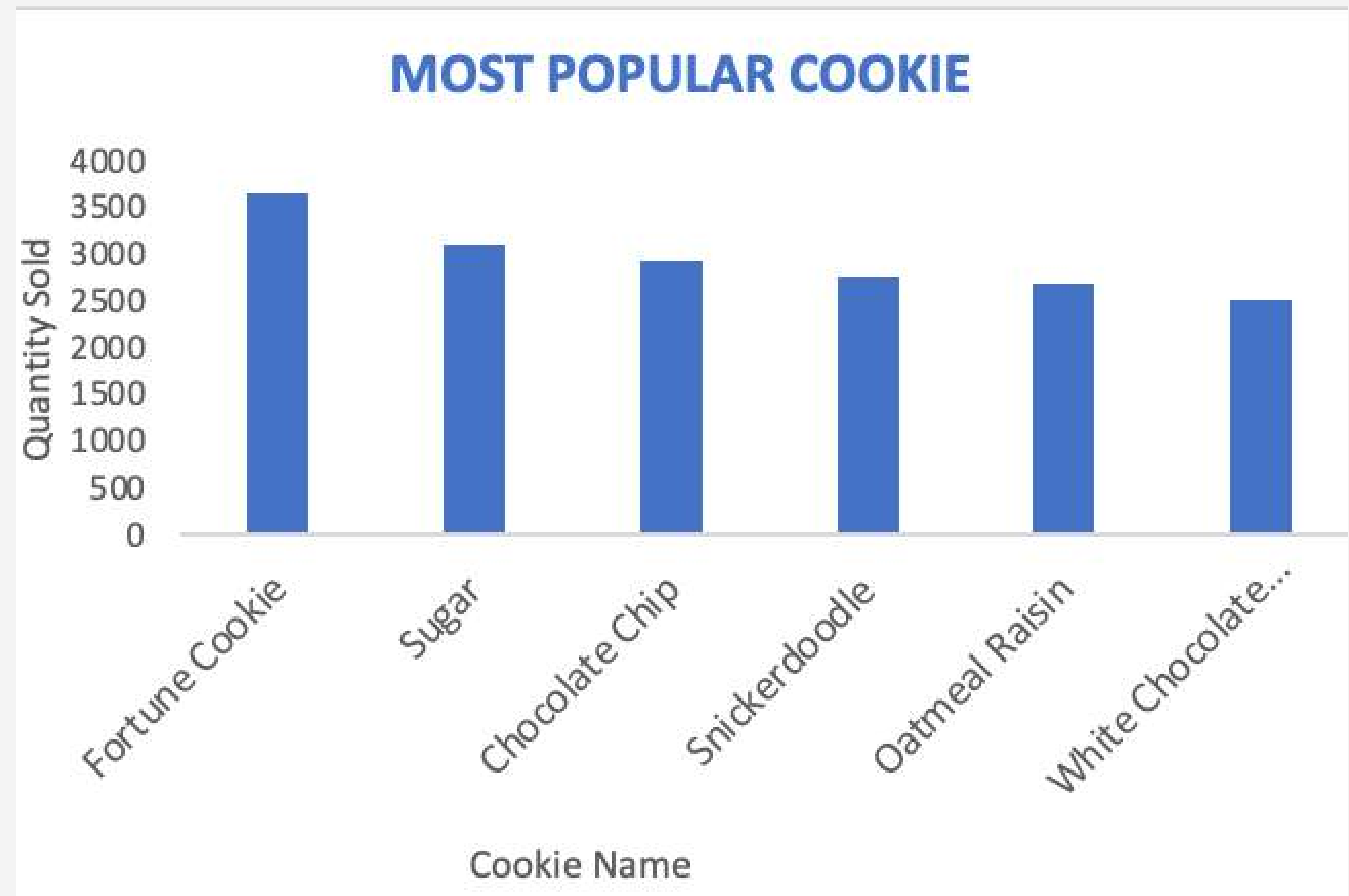**TOTAL NUMBER OF SALES 2023**

11.53K

TOTAL NUMBER OF SALES 2024

6.13K

BEST-SELLING COOKIE

- **Our best-selling cookie is Fortune Cookie**
- Customers tend to buy more fortune cookies than others

MOST POPULAR COOKIE

Profitable Cities

PROFITABLE CITIES

$4,966.00
$10,021.90
$6,009.30
$8,515.70
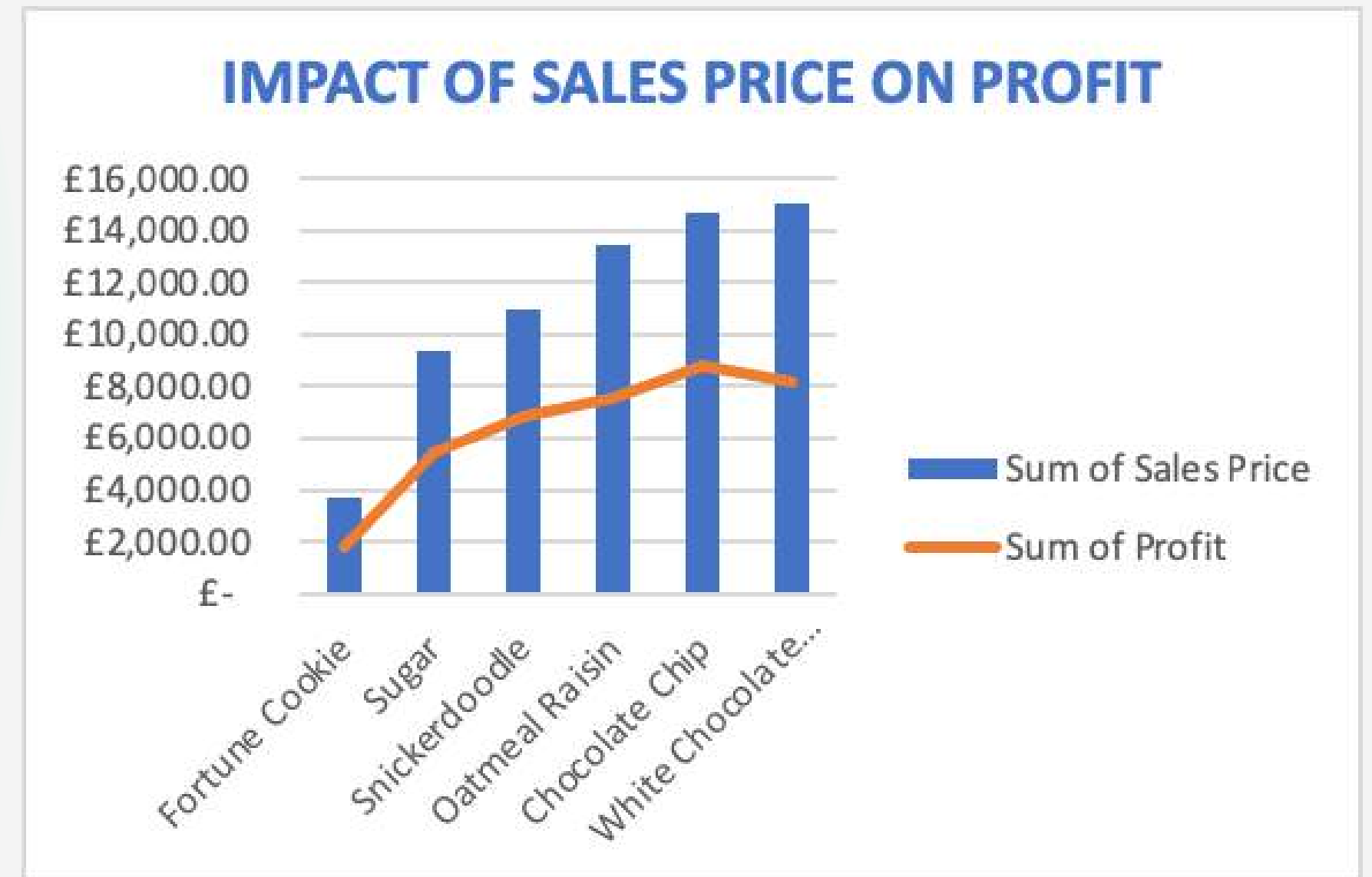$9,145.15

- Mobile
- Salt Lake City
- Green Bay
- Huntington
- Seattle

- Mobile City is the most profitable city

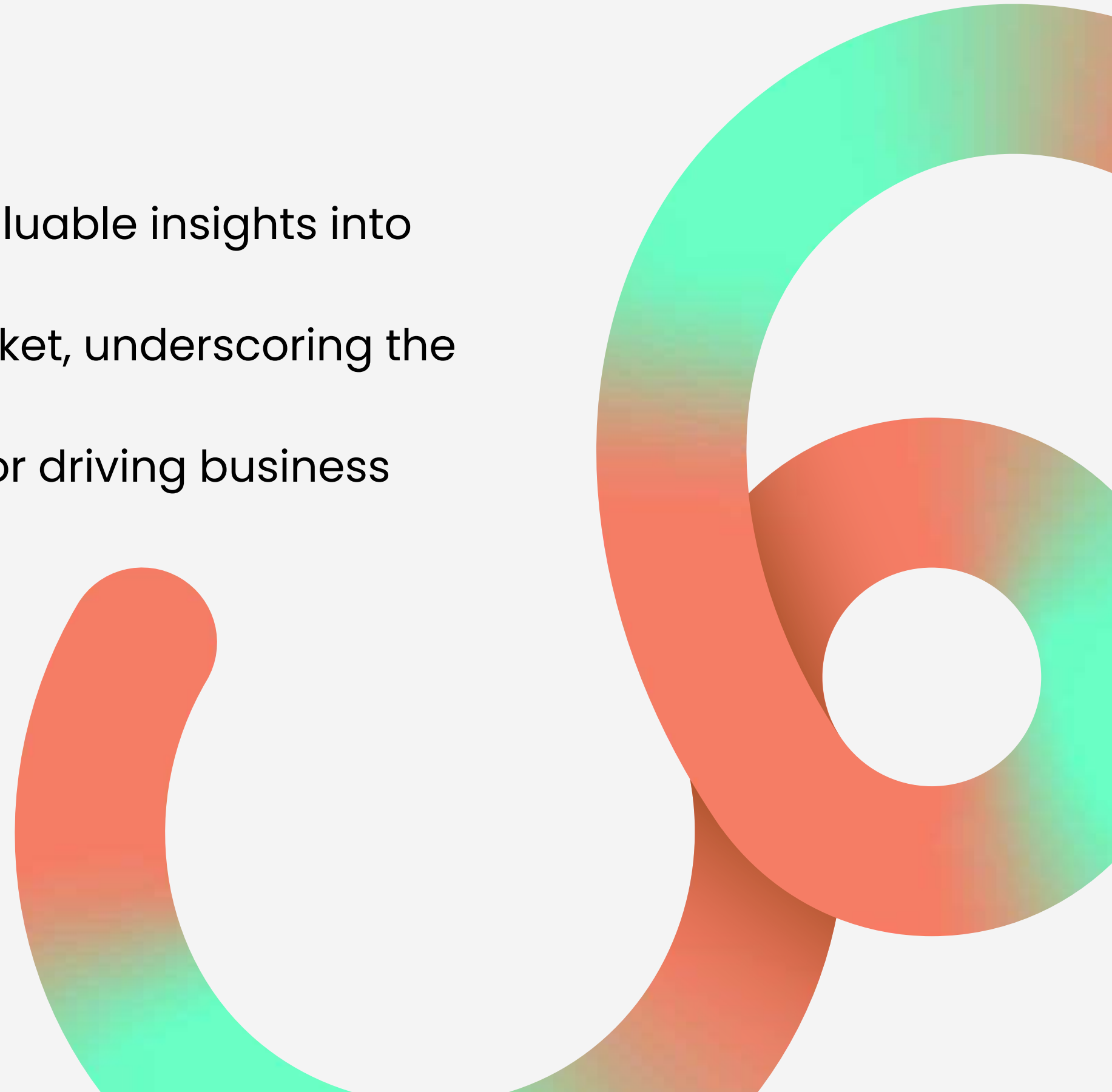- Seattle is the less profitable city

HIGHER SALES PRICES LEAD TO HIGHER PROFIT

- Our data suggests a positive relationship between cookie price and profit indicating that higher-priced cookies tend to yield higher profits.
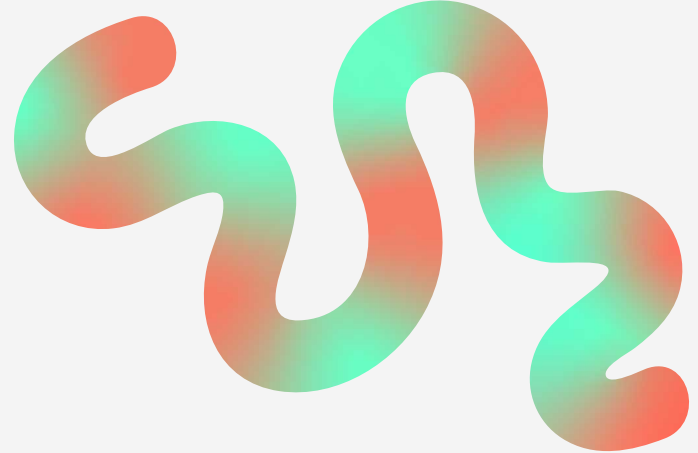

IMPACT OF SALES PRICE ON PROFIT

Conclusion

The analysis of the cookie sales data has revealed valuable insights into consumer behavior,
product performance and profitability within our market, underscoring the importance of strategic
decision-making informed by data-driven analysis for driving business success.

Recommendations

- I would recommend adjusting pricing strategies to optimize profitability while maintaining customer satisfaction.

- I suggest by focusing on Mobile City and implementing targeted marketing and sales initiatives, we can further capitalize on the opportunities presented in this lucrative market.

- I would recommend signaling potential areas for improvement or marketing efforts to boost sales of the less popular products. This could involve conducting market research to identify consumer preferences and trends.

- I suggest by carefully managing product costs and pricing strategies, we can optimize revenue generation and enhance overall profitability.

THANK YOU