

# **REVAUTOS SALES PERFORMANCE AND TREND**

**TOOL USED: EXCEL**



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# Business Overview

Rev Autos is a mid-sized automobile dealership operating across multiple states in the U.S., offering a diverse portfolio of car brands and models to meet varying customer preferences and budgets. The company is committed to delivering a seamless car-buying experience through flexible financing options, extended warranty packages, and comprehensive after-sales support, all designed to maximize customer satisfaction and long-term loyalty.



# Business Problem

Rev Autos is facing challenges in managing and analysing its sales data due to inconsistencies and unstructured records. Issues such as duplicate customer entries, inconsistent sales reporting, and incorrect data formatting have led to inaccurate revenue tracking, unreliable customer satisfaction metrics, and limited ability to make informed, data-driven decisions. These inefficiencies hinder operational performance and strategic planning.



# Project Aim

The primary goal of this project is to enhance the integrity and usability of Rev Autos' sales data and empower data-driven decision-making.

This involves:

- Identifying and addressing data quality issues such as missing values, duplicates, and inconsistent entries
- Standardizing and cleaning data to ensure accuracy and reliability
- Creating interactive visualizations to monitor key performance indicators, including sales performance, revenue trends, and customer satisfaction
- Developing a dynamic dashboard that highlights insights on revenue growth, top-performing sales representatives, and best-selling car brands



# SALES PERFORMANCE DASHBOARD

YKF  
Insightful Analysis



RevAuto



DASHBOARD



ANALYSIS



DATASET

in

Yinka Faniyi

## Sales Performance Dashboard

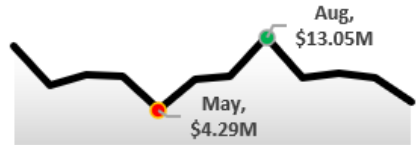
East

Midwest

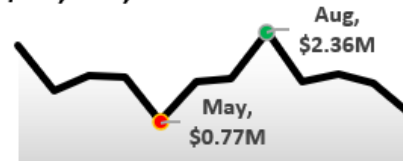
South

West

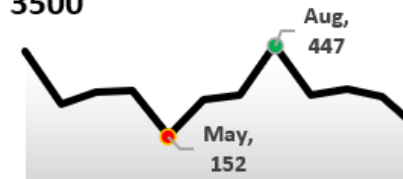
Total COGS  
\$100,110,460



Total Profit  
\$18,144,540



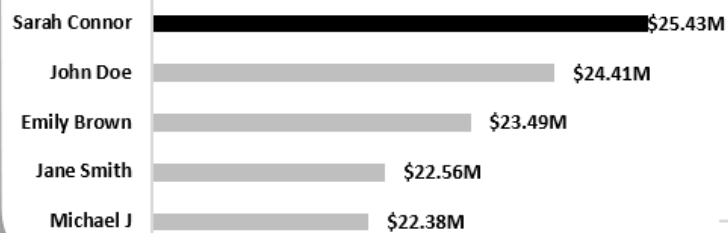
Total Orders  
3500



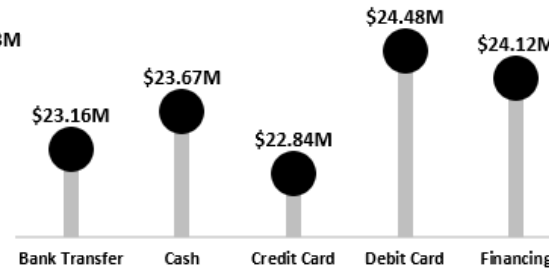
Customer Satisfaction Rating  
8.53



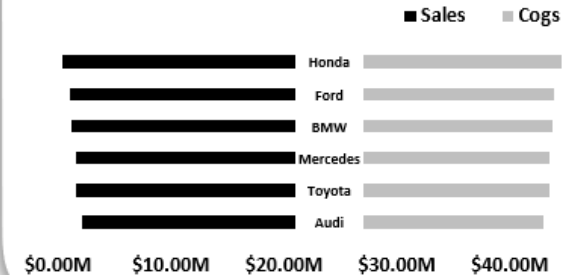
### Performance: Sales By Sales Person



### Sales By Payment Method



### Car Brand: Sales vs COGS



### Sales By State



### Monthly Sales Performance



## INSIGHTS

### 1. Sales Performance & Trends

- **Total Revenue:** \$12,590 across three years with a slight dip from 2024 (\$4,664) to 2026 (\$3,454).
- **Top Sales Month:** August showed the highest sales at \$1,220, while November had the lowest at \$783 — indicating possible **seasonal dips**.
- **Top Products:** Muffin, Cappuccino, and Iced Tea are the best-selling items, each generating over \$2,200 in revenue.

### 2. Customer Demographics

- **Age Group with Highest Sales:** Young Adults (25%) and Adults (27%) drive the majority of sales.
- **Ratings:** Most customers rated their experience a 4 or 5, indicating strong satisfaction and loyalty potential.



## INSIGHTS

### 3. Employee Performance

- **Top Performer:** Megan White leads with \$11,095 in sales, followed closely by Elizabeth Johnson and William Harris.
- There's a notable performance gap between top and lower-ranked employees, which may point to training or motivation issues.

### 4. Stock Management

- **Stock Shortages:** Items like Muffin Mix (-79), Croissant Dough (-74), and Juice Concentrate (-66) are in critical deficit.
- **Overstocked:** Sugar and Sandwich Bread have excess inventory, risking waste or obsolescence.



# RECOMMENDATIONS

## Sales & Marketing

- Launch **targeted promotions** during low-sales months like November to boost revenue (e.g., holiday discounts, combo deals).
- Create **bundle offers** around top products (Muffin + Cappuccino) to drive more sales and cross-selling.

## Customer Engagement

- Develop **loyalty programs** aimed at Young Adults and Adults, who are the most lucrative customer segments.

Collect additional feedback from customers rating 1–3 to address dissatisfaction and improve service quality.



# RECOMMENDATIONS

## Inventory Optimization

- Implement a **demand forecasting model** to better predict stock needs and avoid understocking critical items like Muffin Mix and Juice Concentrate.
- Redistribute or discount overstocked items like Sugar and Sandwich Bread to free up storage and reduce holding costs.

## Employee Management

- Recognize and reward top performers (e.g., Megan White, Elizabeth Johnson) to boost morale and set performance benchmarks.
- Conduct training sessions or performance reviews for lower-performing staff to close the gap and improve overall team output.





**THANK YOU**