

# Niond Store Sales Analytics (2023)

Overview

Product Info



Sales

\$472.99K

PY \$494.04K  
Vs PY -4.26%

Profit

\$62.02K

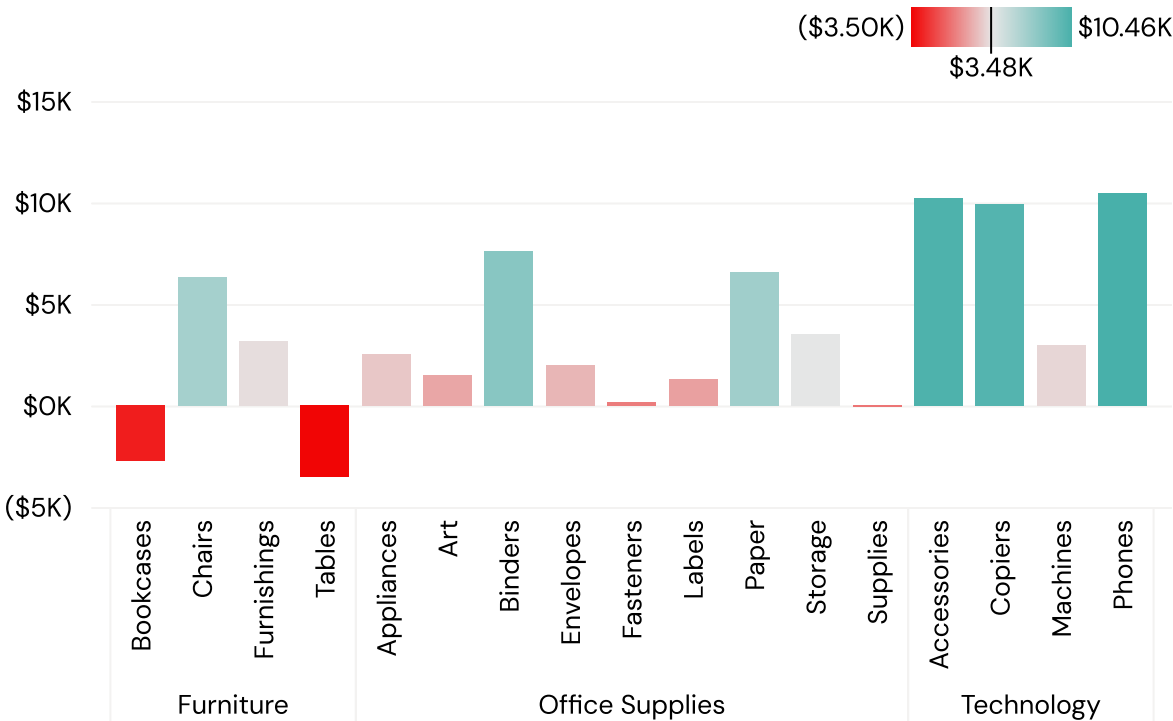
PY \$51.68K  
Vs PY 20.00%

% of Returned Orders

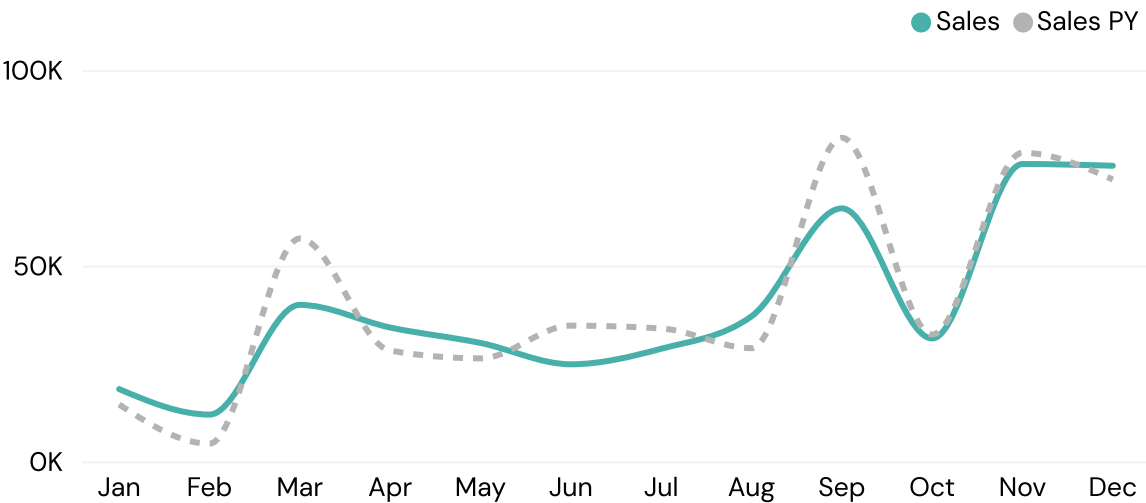
28.11%

PY 29.75%  
Vs PY -1.64%

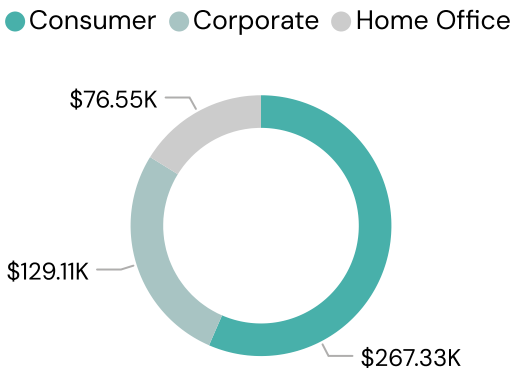
## Profit By Product



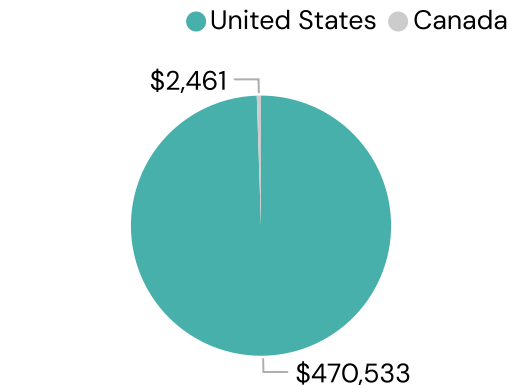
## Sales Vs Previous Sales Over Time



## Sales By Segment



## Sales By Region



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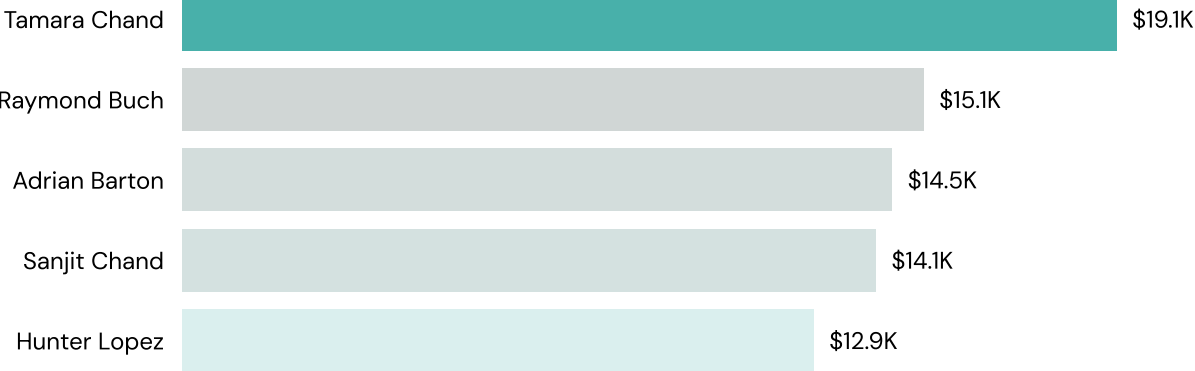
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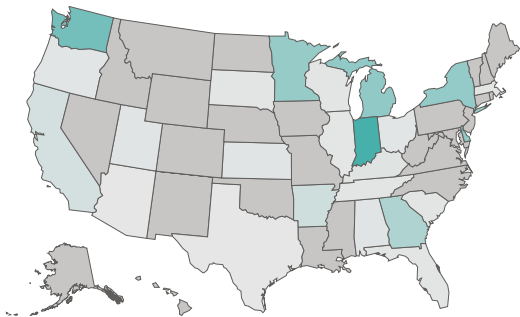


Category	Region	Sales	Sales_PY	Sales PY	YoY Growth (%)
Technology	South	\$37,013.37	34,013.42	<div></div>	↑ 8.82%
	East	\$45,739.73	24,039.79	<div></div>	↑ 90.27%
	Central	\$18,459.93	17,499.95	<div></div>	↑ 5.49%
	West	\$20,239.86	959.98	<div></div>	↑ 2008.35%
Office Supplies	Central	\$32,085.85	21,799.15	<div></div>	↑ 47.19%
	West	\$24,500.95	19,416.99	<div></div>	↑ 26.18%
	East	\$24,140.98	19,297.24	<div></div>	↑ 25.10%
	South	\$20,568.96	14,630.22	<div></div>	↑ 40.59%
Furniture	Central	\$6,939.70	6,939.70	<div></div>	↓ 0.00%
	West	\$3,925.49	3,925.49	<div></div>	↓ 0.00%
	East	\$8,201.47	3,785.29	<div></div>	↑ 116.67%
	South	\$2,803.92			

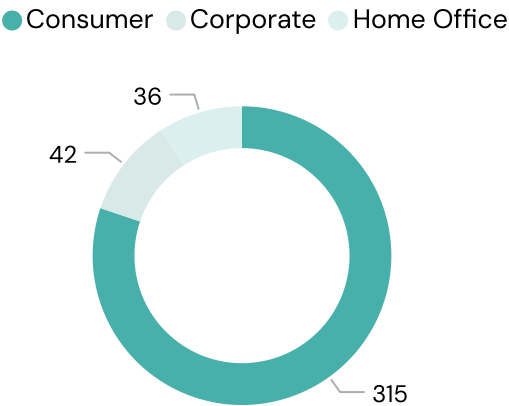
## Top 5 Customers By Sales



## Top Profitable States

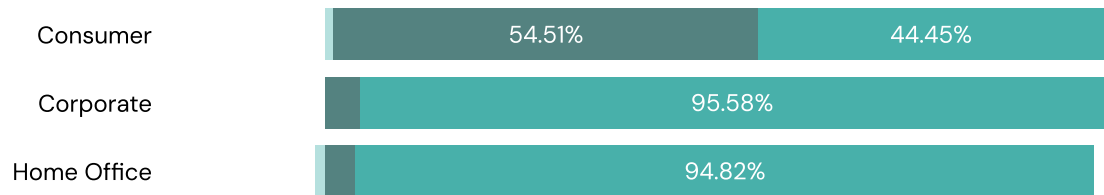


## Segments By Quantity Sold



## Segment and Category That Generated The Most Profit

● Furniture ● Office Supplies ● Technology



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## Pre Analysis Board

### Project Objective

This analysis aims to evaluate business performance through key metrics such as Sales, Profit, and Percentage of Returned Orders, with a focus on measuring percentage change versus the previous year. It compares sales performance over time to uncover trends and patterns, identifies the most profitable and least profitable products to guide strategic decisions, and pinpoints the location generating the highest profit. Additionally, it breaks down sales by segment to understand customer or market contributions, enabling more targeted and effective business strategies.

### Key Metrics to be Examined

Sales, Profit, Previous year Profit, Previous year sales, % of Returned Orders, Year-over-Year (YoY) Growth for Sales and Profit

### Dimensions

- Custom Date Table using DAX, with columns such as Month Name, Month Number, Start of the month and Year.
- Then, we have the Orders table with columns such as City, Category, Sub-Category, Country/Region, etc.
- And finally, we have the Returns table with Unique Order ID

## Potential Challenges or Limitations

- **Returns Data Granularity:** The 'Returns' sheet only includes returned Order IDs without specific product-level details, which may limit product-level return analysis.
- **Time Range:** All data appears to be from the year 2020 to 2023, so YoY comparisons may be limited unless older data is added.
- **Missing Customer Demographics:** No age, income, or gender data is available, limiting customer behavior insights.
- **High Discounts Impacting Profit:** Some entries show unusually high discounts (e.g., 80%), which could distort profitability analysis.

## Potential Questions

- What are the total Sales, Profit, and Percentage of Returned Orders, and how have they changed compared to the previous year?
- How has sales performance evolved over time compared to the previous year?
- Which product generates the highest profit, and which product incurs the greatest loss?
- Which region or city contributes the most to the overall profit?
- How do sales differ across customer segments, and which segment performs best?

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## In Analysis Board (Observations)

### Overall Performance Summary

From 2020 to 2023, total sales reached \$2.33 million, marking a robust 47.16% increase compared to \$1.58 million in the previous year. Profit also saw a strong boost, growing by 48.85% from \$196.37K to \$292.30K. Additionally, the return rate of orders declined from 8.74% to 5.79%, a 2.95% improvement, indicating better product quality, customer satisfaction, or improved return management processes.

### Sales vs Previous Year Over Time

Monthly sales trends show steady improvement across the year, with significant spikes in March, September, and November. Throughout the period, current-year sales consistently exceeded previous-year figures, suggesting strong year-over-year momentum and the success of ongoing sales strategies or seasonal campaigns.

### Profit by Product

The Technology category was the most profitable, led by Copiers (\$56K), Phones (\$45.08K), and Accessories (\$42K). In contrast, Tables and Supplies posted losses of (\$17.75K) and (\$10.17K) respectively, indicating underperformance and potential inefficiencies. These negative returns highlight a need for cost review, pricing adjustments, or product reevaluation in these segments.

### Sales by Segment

The Consumer segment is the clear revenue leader, contributing \$1.17 million in sales, followed by the Corporate segment at \$0.72 million and the Home Office segment at \$0.44 million. This emphasizes the Consumer segment's role as the primary revenue driver for the business.

### Sales by Region

### Sales Performance by Category and Region

In the Furniture category, the Central region remained stagnant with 0.00% YoY growth, while the East region surged with a 116.67% increase. Office Supplies performed well across all regions, particularly in the Central region with \$32,085.45 in sales and a 47.19% YoY growth. The Technology category saw extraordinary growth, particularly in the West where sales skyrocketed from \$959.88 to \$20,236.89—an exceptional 2008.35% increase, possibly linked to new product launches or market expansion.

### Top 5 Customers by Sales

The top five customers, led by Tamara Chand with \$19.1K in sales, contribute a significant portion of overall revenue. Following closely are Raymond Buch (\$15.1K), Adrian Barton (\$14.5K), Sanjit Chand (\$14K), and Hunter Lopez (\$12.9K). This concentration suggests a reliance on key accounts, which may require dedicated retention strategies and relationship management.

### Segment and Category That Generated the Most Profit

The Technology category emerged as the most profitable across segments, particularly in Corporate and Home Office, where it contributed 95.68% and 94.82% of profits, respectively. In the Consumer segment, Furniture led with 54.51% of profits, showing a more balanced distribution between Furniture and Technology.

### Segments by Quantity Sold

The Consumer segment is the largest contributor by quantity sold, making up 80.15% of total units. Corporate and Home Office lag behind with 10.69% and 9.16%, respectively. While smaller in volume, these segments may offer better margins and thus strategic opportunities for targeted growth.

### Top Profitable States

Geographic data indicates strong profitability in specific U.S. states, particularly in the West and Northeast. Washington and Indiana top the list with profits of \$6.7K and \$6.28K

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## In Analysis Board (Recommendations)

### Drive Growth in Underperforming Regions

Given the stark difference in sales between the U.S. and Canada, it's essential to develop a market penetration plan for Canada. This could include localized marketing, partnerships, or region-specific product bundles to unlock growth in this underutilized market.

### Revamp Loss-Making Product Lines

Products like Tables and Supplies have shown negative profits. Conduct a root-cause analysis on pricing, supply chain inefficiencies, or demand issues. Either optimize these products for cost-effectiveness or consider phasing them out if they consistently underperform.

### Capitalize on High-Performing Products and Categories

Double down on high-margin items like Copiers, Phones, and Accessories within the Technology category. Promote these products through targeted campaigns, and consider bundling them with lower-performing items to boost overall profitability.

### Enhance Customer Retention for High-Value Clients

Since a small group of customers accounts for a large share of revenue, implement a loyalty program, exclusive deals, or account-based marketing strategies to nurture these relationships and avoid potential revenue loss from churn.

### Expand the Consumer Segment While Growing Corporate/Home Office Profitability

With the Consumer segment contributing the most volume and Technology driving profit in Corporate and Home Office segments, maintain broad engagement strategies for consumers while designing premium, high-margin offers for B2B customers.

### Maximize Seasonal Sales Opportunities

Capitalize on observed spikes in March, September, and November with well-planned promotions and inventory readiness. These months appear to be peak periods and should be treated as strategic focal points in the sales calendar.

### Explore Growth Opportunities in Profitable States

Washington and Indiana are high-profit states. Consider allocating more marketing and sales resources to these regions to deepen customer engagement and expand share. Conversely, investigate issues in Florida to address its underwhelming profit performance.

### Improve Return Rate Even Further

Though return rates have improved, continued focus on customer satisfaction, clear product descriptions, and reliable delivery can help lower the return percentage further, enhancing net profit.

### Leverage Regional Category Growth Trends

Encourage inter-regional strategy transfer. For instance, replicate the West region's successful Technology product strategies in other regions, and analyze what drove East region's Furniture growth for possible adaptation elsewhere.

### Track Segment-Level KPIs Regularly

Because profitability and quantity sold vary significantly across segments, monitor segment-level KPIs closely to inform marketing, inventory, and pricing strategies for each segment's specific behavior.

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## Final Observations

### Significant Year-over-Year Growth

Sales rose by 47.16% to \$2.33M, while profit increased by 48.85% to \$292.3K, demonstrating overall business health and growth momentum.

### Decline in Return Rates

Returned orders dropped from 8.74% to 5.79%, reflecting improved customer satisfaction and operational efficiency.

### Uneven Regional Sales

The United States generated \$2.29M in sales, compared to just \$29.33K from Canada—highlighting a major disparity in market reach.

### Technology Category Drives Profit

Copiers and Phones emerged as top-performing products, contributing significantly to profitability.

### High Dependency on Top Customers

Five major customers contributed over \$80K in revenue, indicating reliance on a small group of high-value clients.

### Consumer Segment Leads in Volume

This segment accounted for 80.15% of all units sold, reaffirming its role as the primary market driver.

### Furniture Underperforms in Central Region

While the East saw 116.67% YoY growth, the Central region experienced zero growth in Furniture sales.

## Final Recommendations

### Expand Canadian Market Efforts

Implement localized marketing and distribution strategies to tap into the underperforming Canadian market.

### Optimize or Phase Out Low-Profit Products

Reassess product lines like Tables and Supplies for cost, pricing, and market relevance.

### Scale What Works Regionally

Apply the West region's successful Technology strategies to other markets to drive uniform growth.

### Strengthen High-Value Customer Retention

Introduce loyalty programs, personalized communication, and tailored offers for key accounts.

### Diversify Segment Strategy

Enhance offerings in Corporate and Home Office segments while maintaining volume in the Consumer segment.

### Address Stagnant Sales in Central Region

Investigate regional factors impacting Furniture sales and deploy corrective strategies.

### Leverage Seasonal Peaks

Capitalize on high-sales periods like March, September, and November with targeted campaigns.

### Continuously Monitor Return Rate Trends