

Bright Sales

SALES PRESENTATION

NOV 2025

By Fadzai Makanda

Presentation outline

.Data overview

..Key Metrics Analysis

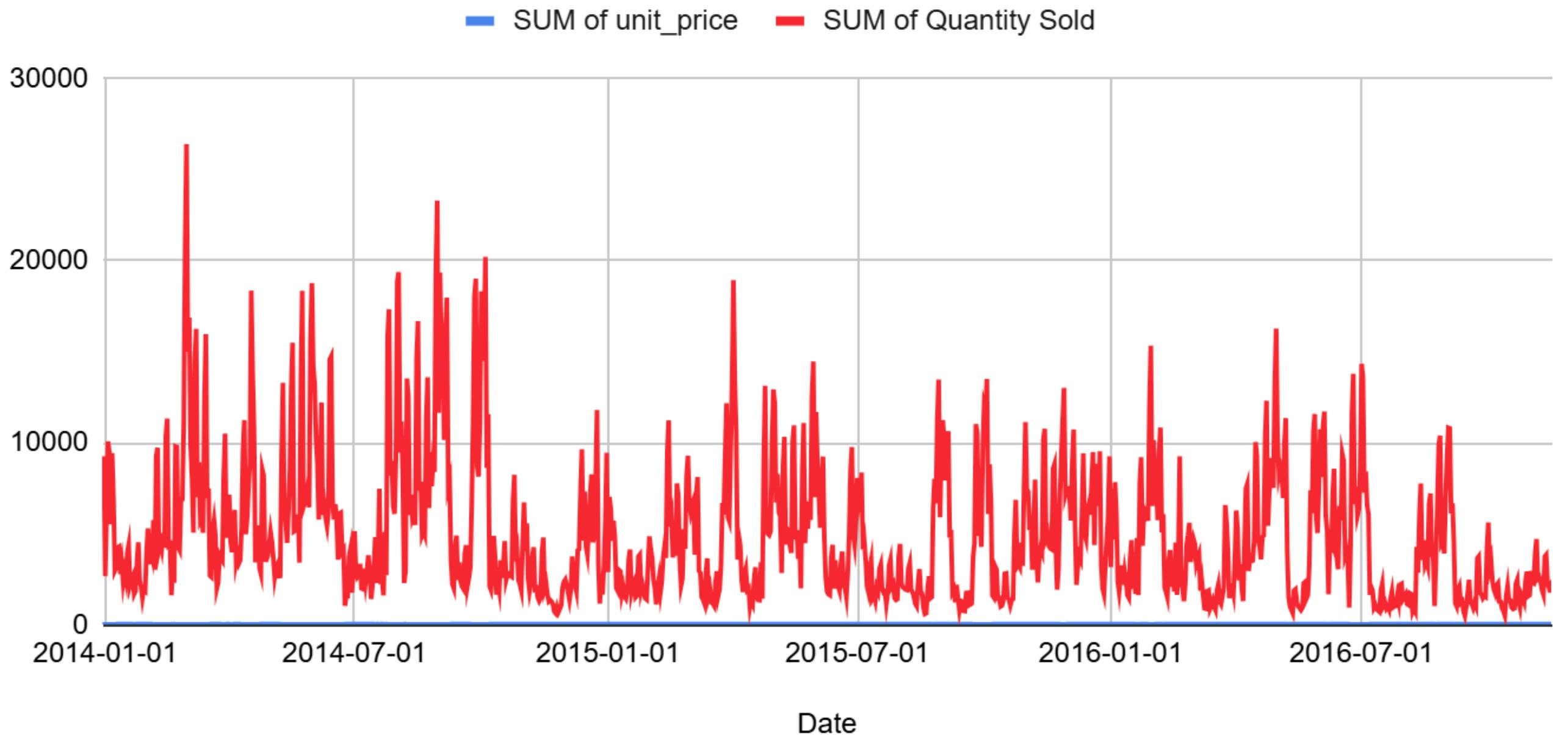
General Performances

.Promotional strategy Conclusion

Sales Distribution overtime|

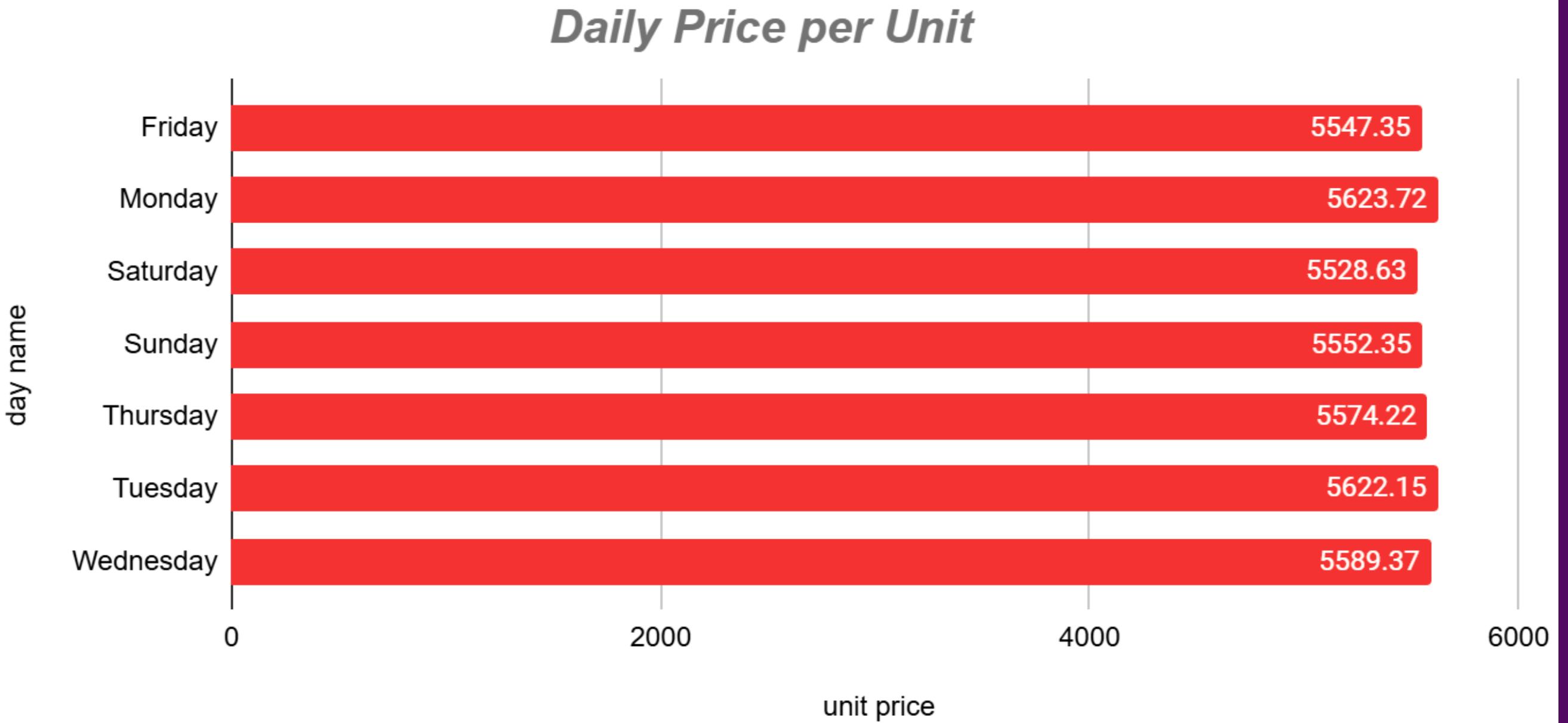
Insights

Yearly Sales Trend by Quantity Sold and Unit Price



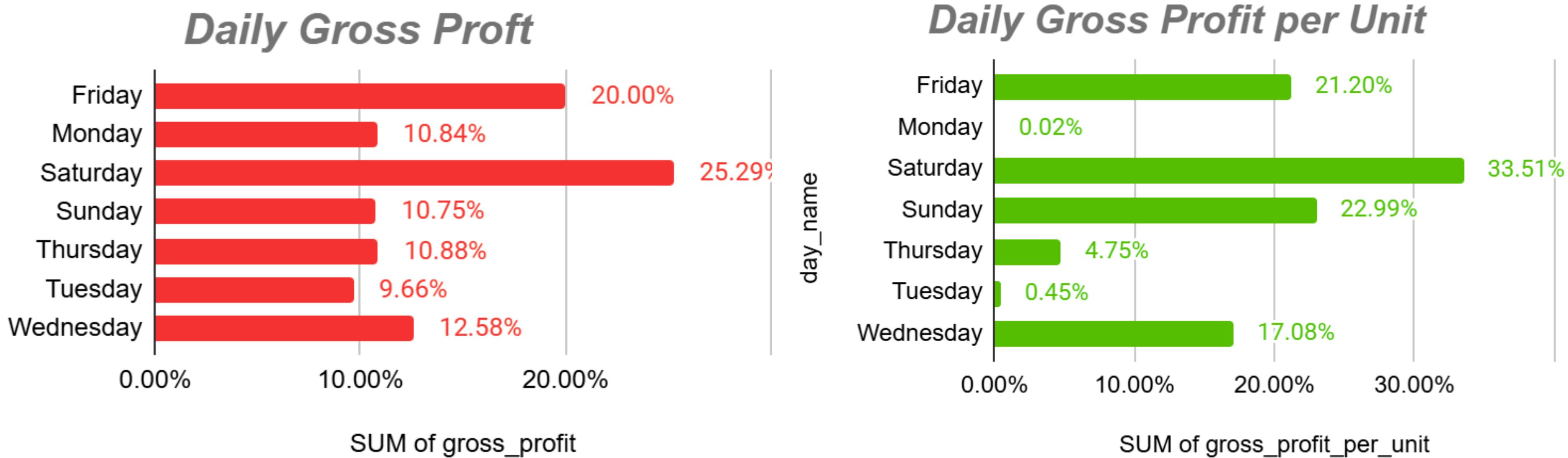
- shows high volatility with frequent spikes, indicating periods of intense sales activity—likely driven by promotions, seasonality, or external demand factors.
- Unit Price remains relatively stable, suggesting consistent pricing strategy or limited price responsiveness to demand.
- The spikes in quantity sold often occur without corresponding drops in unit price, which may imply:
- Promotions were volume-driven (e.g., bundling or limited-time offers) rather than price cuts.
- Recurring peaks in quantity sold around similar months each year suggest seasonal buying behavior.
- These could align with holidays, school terms, or marketing campaigns.
- Ideal for planning targeted promotions or inventory ramp-ups.

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- Wednesday has the highest average unit price at 5589.37, suggesting:
 - Potential peak demand midweek
 - Strategic pricing to capitalize on higher foot traffic or buyer intent
- Saturday shows the lowest unit price at 5528.63, which may indicate:
 - Promotional pricing to attract weekend shoppers
 - Competitive tactics to boost volume during leisure shopping periods
- Weekdays (Mon–Fri) generally have higher prices than weekends (Sat–Sun).
 - This could reflect a premium pricing strategy during business days
 - Weekends may be used for volume-driving promotions
- The price range across days is relatively narrow (~161.34 difference between highest and lowest), indicating:
 - A stable pricing strategy with subtle day-based adjustments

Daily Sales Profits



Key highlights

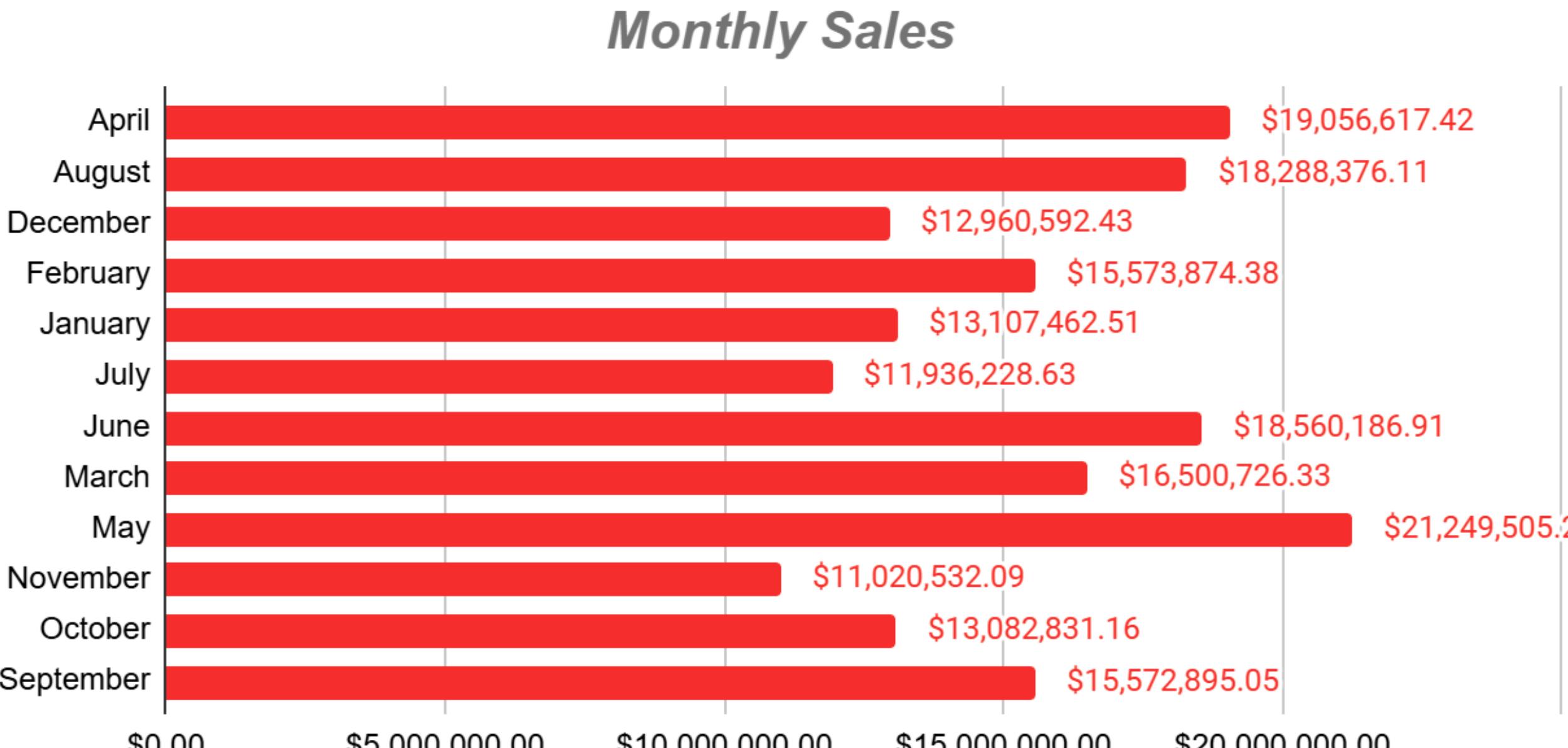
Saturday stands out as the most profitable day both in total and per unit. This suggests strong weekend demand paired with efficient pricing or cost control.

Friday has a high total gross profit (20.00%) but very low per-unit margin (0.02%). Indicates high sales volume but thin margins—possibly driven by bulk discounts or aggressive pricing. Tuesday 9.66% total, 0.45% per unit and Thursday show the lowest profitability.

Monday and Sunday have low total gross profit (~10.8%) but high per-unit margins (21–23%). Suggests fewer sales but better pricing discipline.

Monthly Sales Trend

Key Highlights



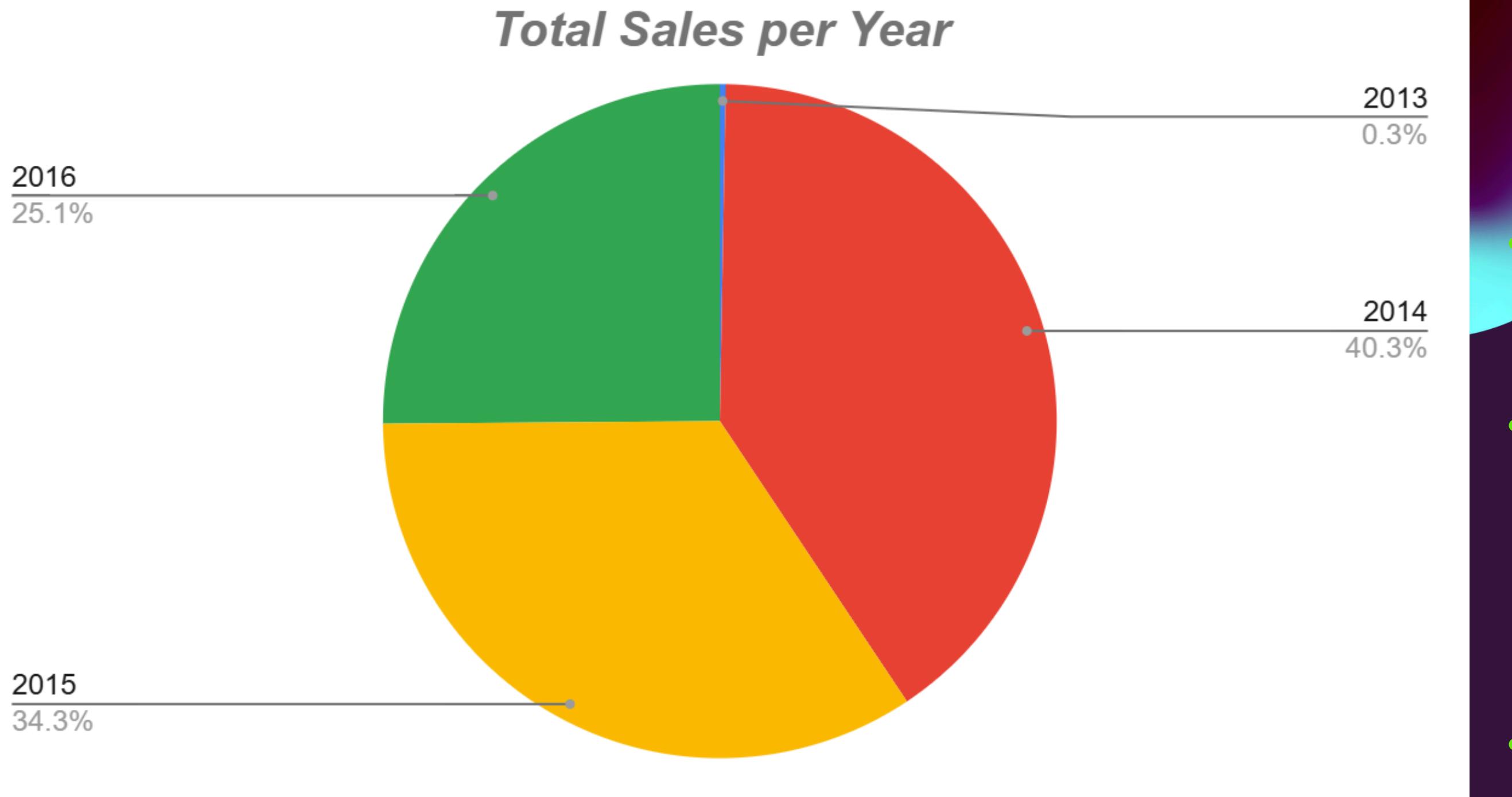
- May leads with \$21.25M, indicating a peak in performance. This could be tied to seasonal campaigns, product launches, or strategic promotions.
- April 19.06M, June 18.56M, August 18.29M are also top performers, showing consistently high sales, suggesting a strong Q2 and Q3 momentum.
- November has lowest sales trails with \$11.02M, possibly due to pre-holiday lulls or delayed consumer spending.

Strategic Recommendations

Replicate Q2 Success, Apply those learnings to Q4.

With December at \$12.96M and November lagging, there's room to optimize holiday campaigns. Consider early-bird promotions or bundling strategies.

Yearly Sales Trends



Insights

- 2014 was a breakout year: With over 40% of total sales, this year likely saw major product traction, aggressive marketing or expansion. It's worth dissecting what worked—channel mix, influencer strategy, or seasonal timing.
- 2015 held steady: A 6-point drop from 2014 but still robust. This suggests retention and brand loyalty were strong even if growth slowed.
- 2016 decline signals a pivot point: A 9-point drop from 2015 could indicate increased competition, reduced campaign effectiveness, or internal restructuring. It's a cue to revisit segmentation, messaging, or product-market fit.
- 2013 is foundational: The 0.3% slice implies either a late-year launch or minimal activity. It's not a performance year but sets the baseline.

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Recommendations

- Audit 2014–2015 success drivers: What channels, creatives, or offers drove conversions? Replicate or evolve them for future campaigns.
- Re-engage 2016 audience: If churn or fatigue set in, consider reactivation campaigns, loyalty programs, or refreshed branding.
- Layer in CVM or cohort analysis: Segment by acquisition year to see if 2014 users had higher lifetime value or engagement. This could inform retention strategy for newer cohorts.

Thank you