

Bright Sales

# SALES PRESENTATION

NOV 2025

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# Presentation outline

.Data overview

.Key Metrics Analysis

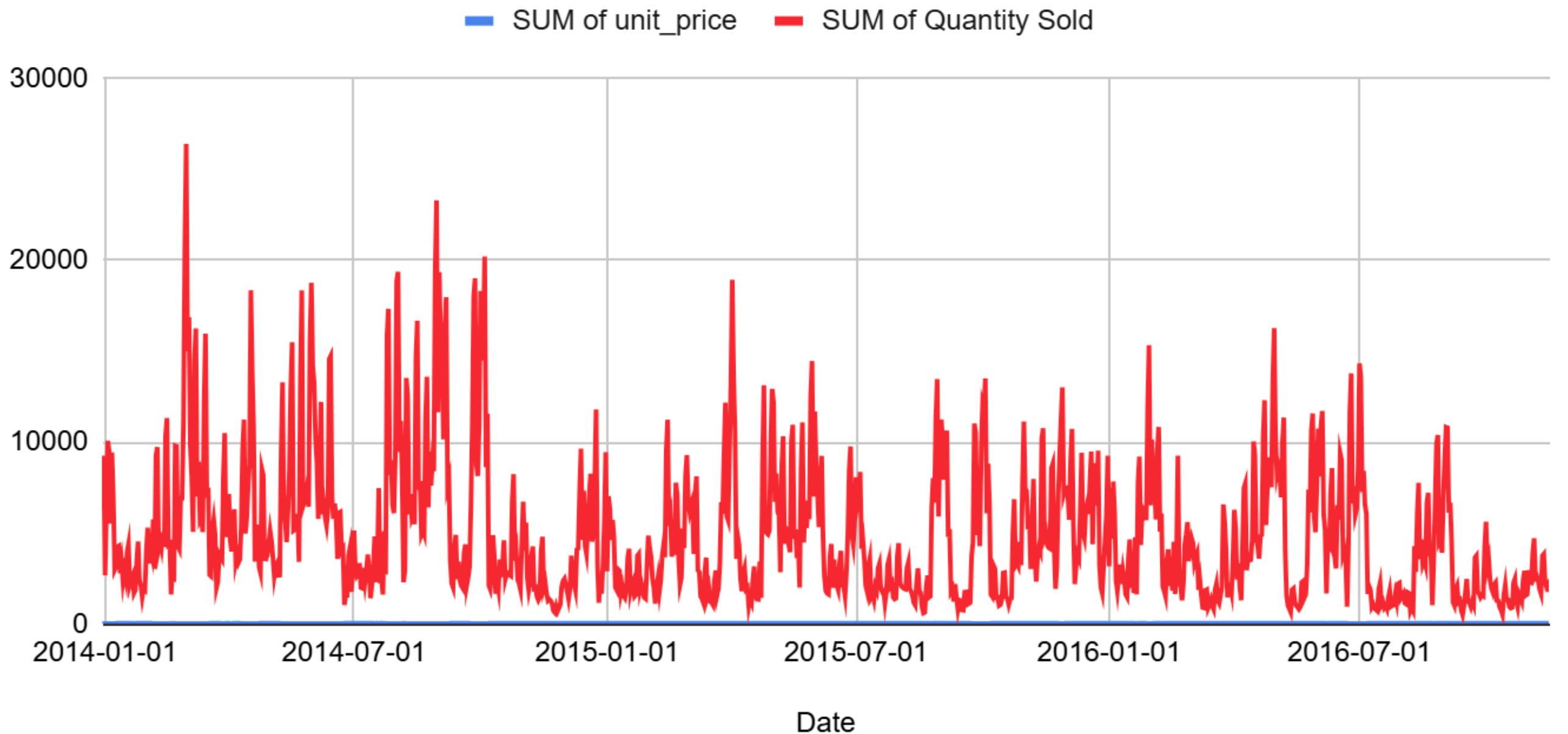
.General Performances Analysis

.Promotional strategy Conclusion

# Sales Distribution overtime|

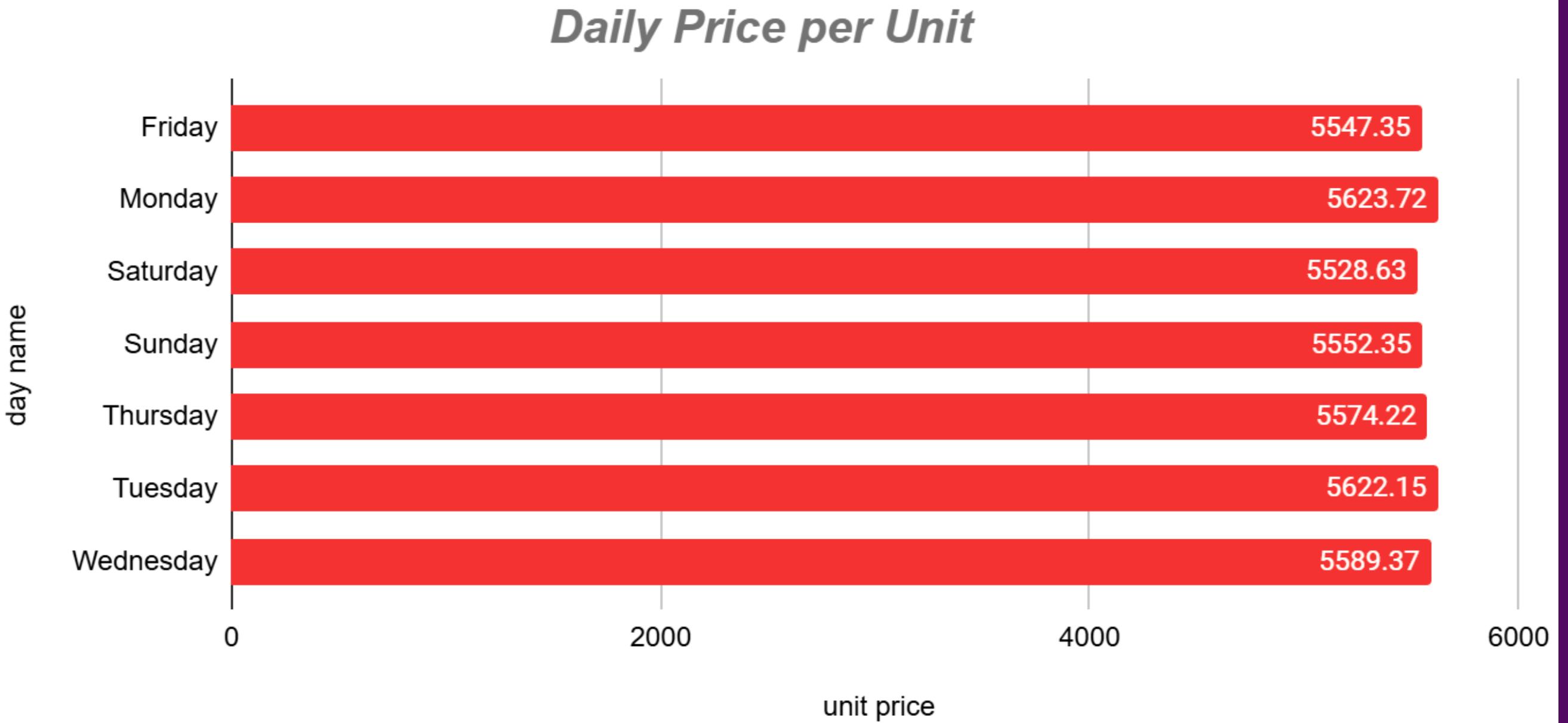
## Insights

*Yearly Sales Trend by Quantity Sold and Unit Price*



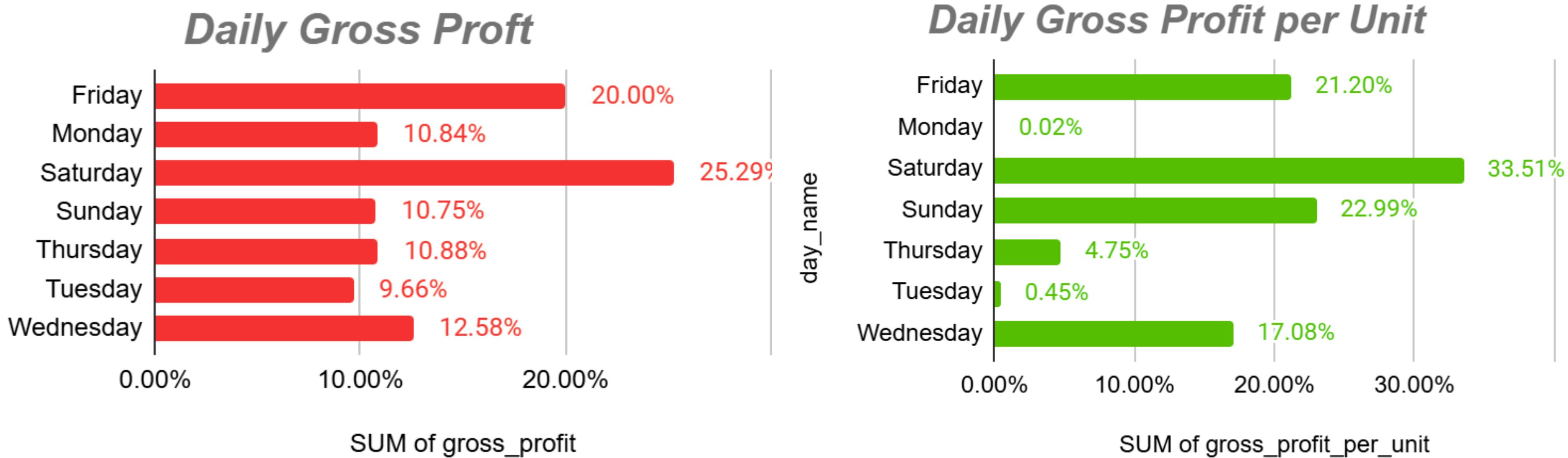
- shows high volatility with frequent spikes, indicating periods of intense sales activity—likely driven by promotions, seasonality, or external demand factors.
- Unit Price remains relatively stable, suggesting consistent pricing strategy or limited price responsiveness to demand.
- The spikes in quantity 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

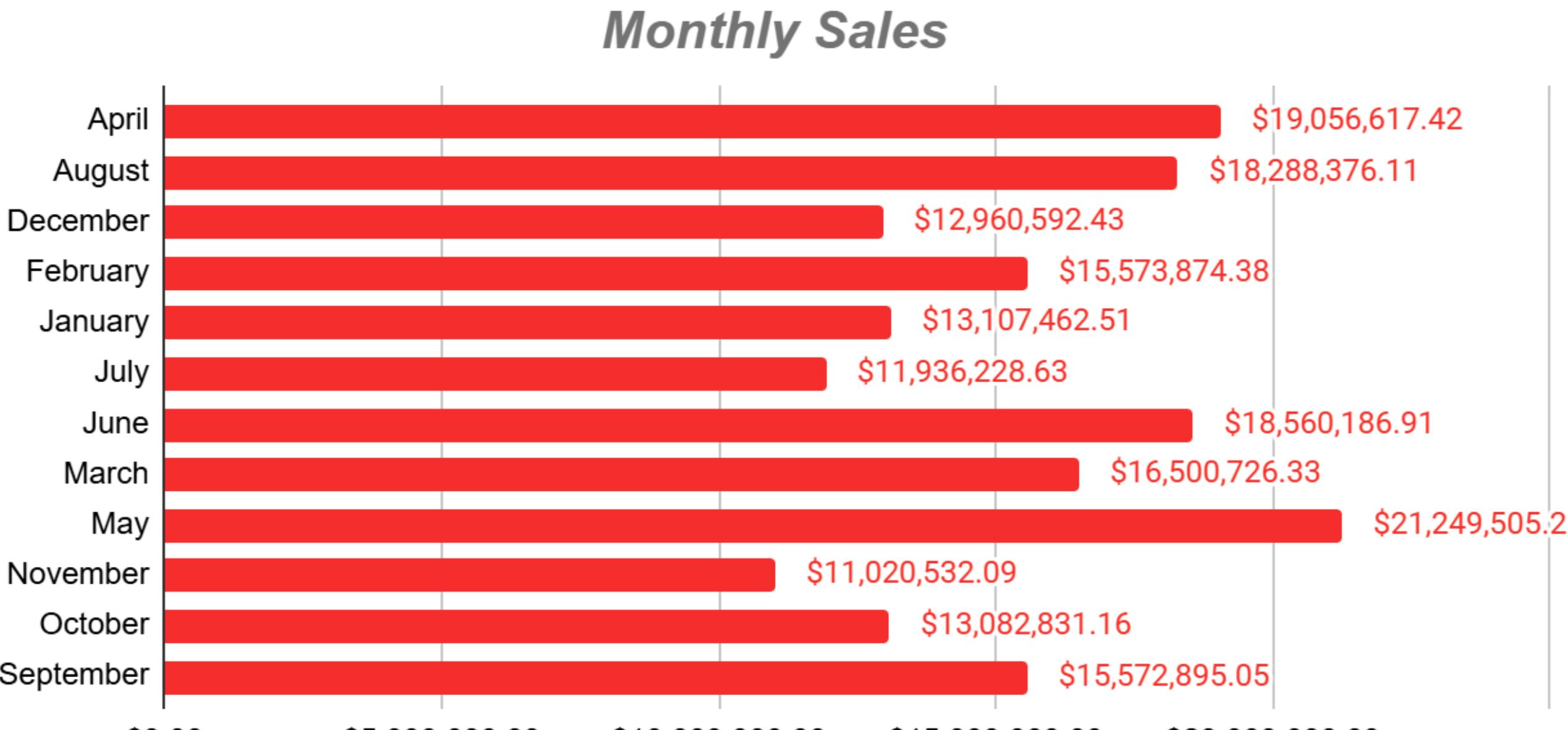
Saturday stands out as the most profitable day both in total and per unit. This suggests strong weekend demand paired with efficient pricing or cost control.

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



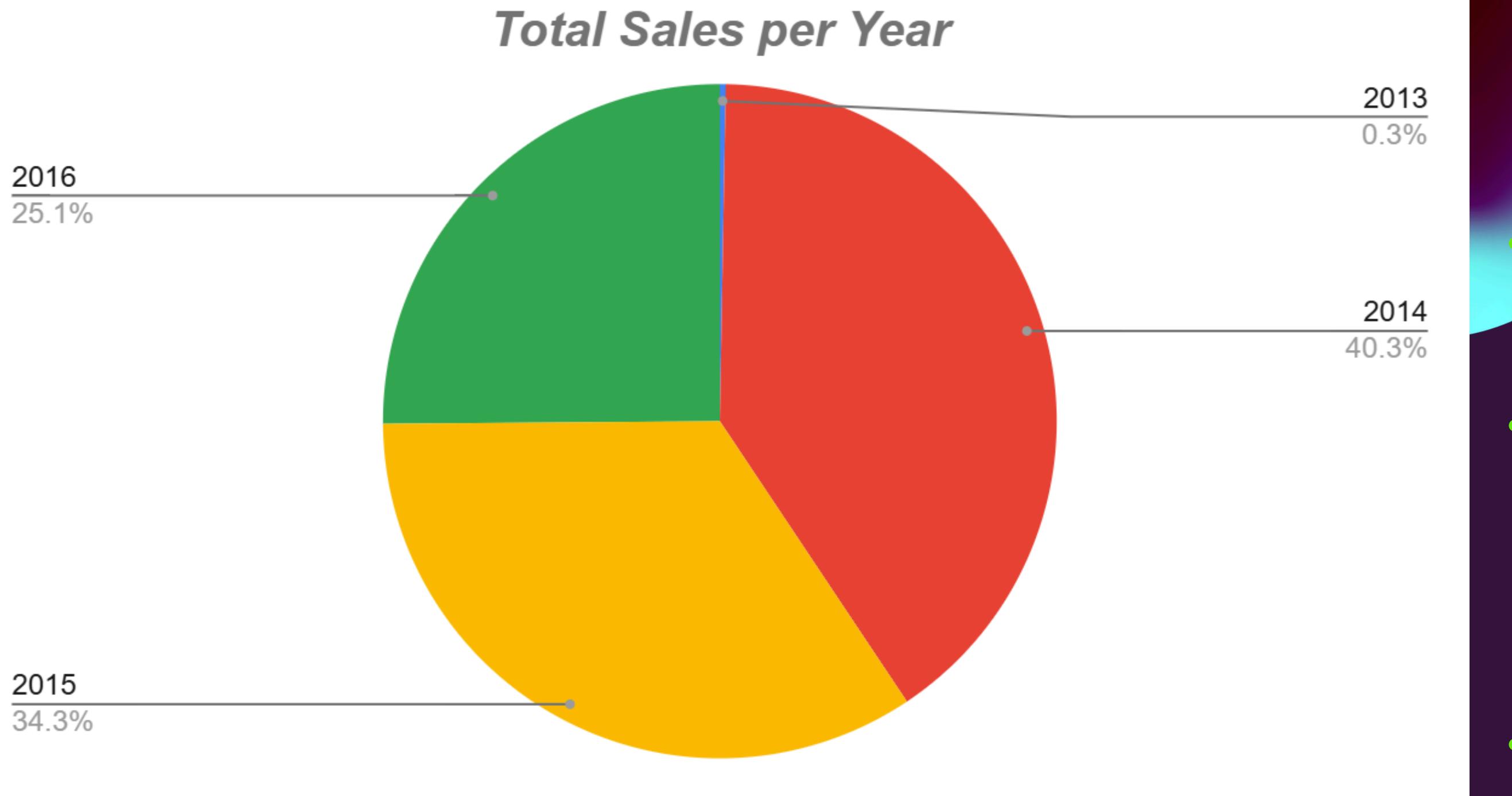
- May leads with \$21.25M, indicating a peak in performance. This could be tied to seasonal campaigns, product launches, or strategic promotions.
- April 19.06M, June 18.56M, August 18.29M are also top performers, showing consistently high sales, suggesting a strong Q2 and Q3 momentum.
- November has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