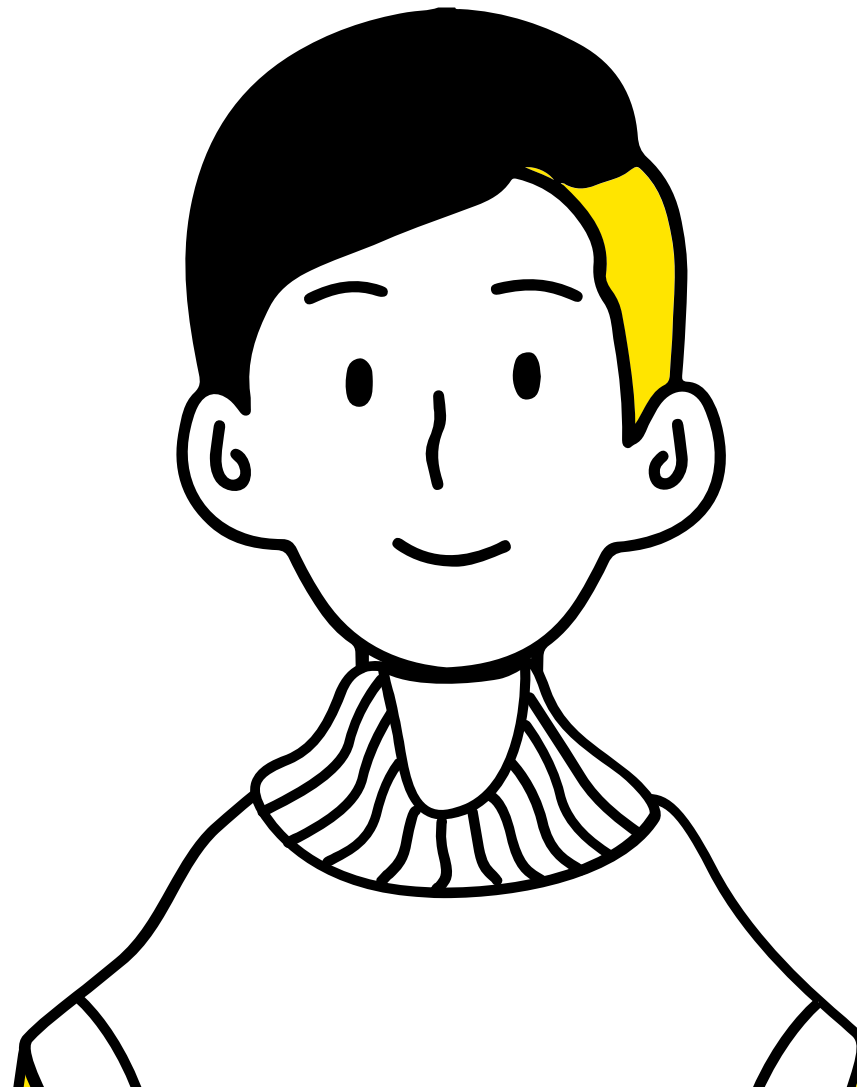


Campaign Strategy for X Company

- 
- Sales Trend/
Growth
 - Companies'
Profits
 - Most
contributed
items on sales



**Prepared By : Hadiyanto
October 2021**

Objectives

1

Define trends of the Company Sales Revenue

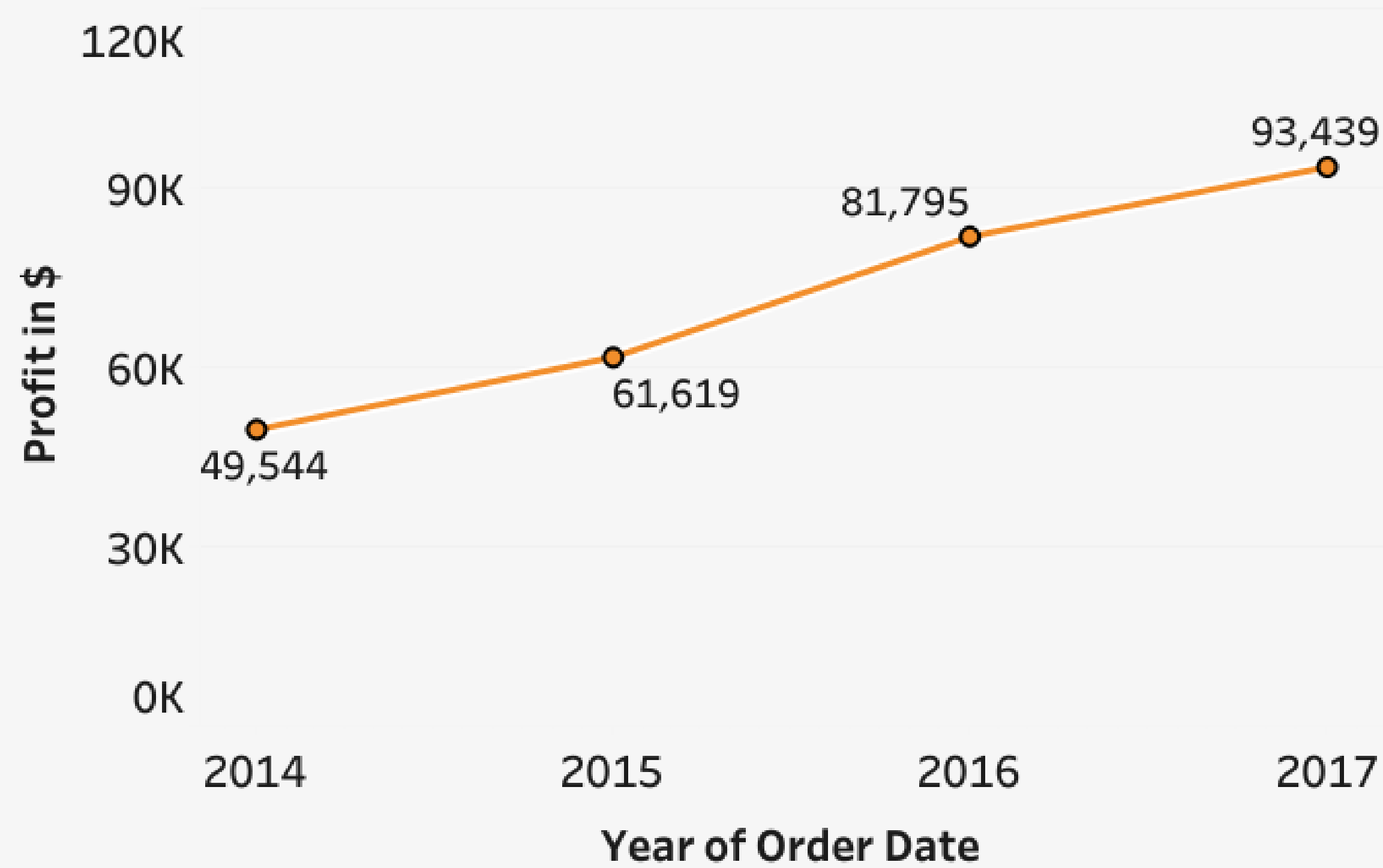
2

Define when the campaign should be focused on

3

Determine which category the campaign should focus on

Profit Sales Over Years

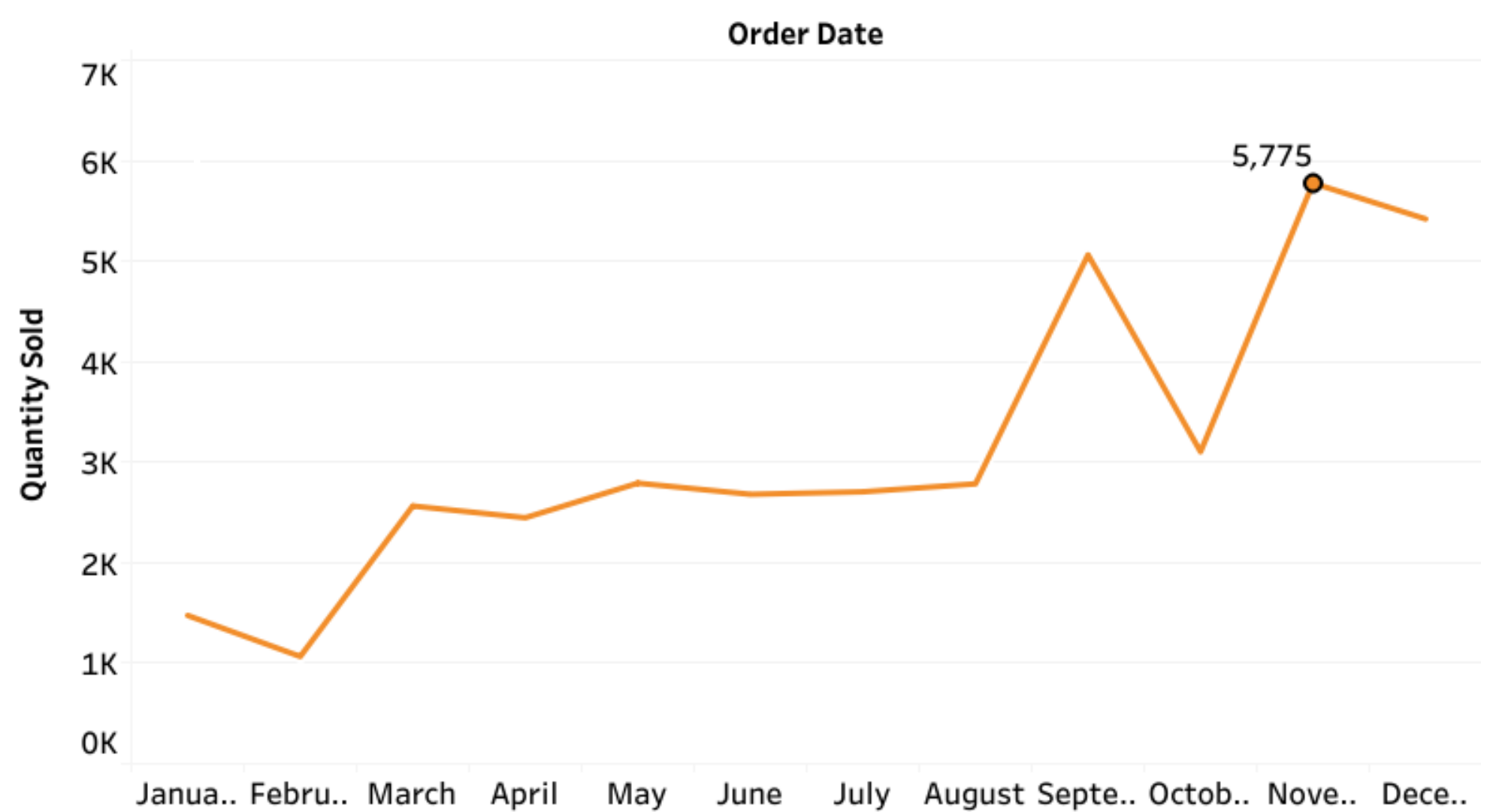


Upward Trend

Profit Sales for Online Business have been increased in 4 years

Source : sales recorded in United States from 2014-2017 for X online business

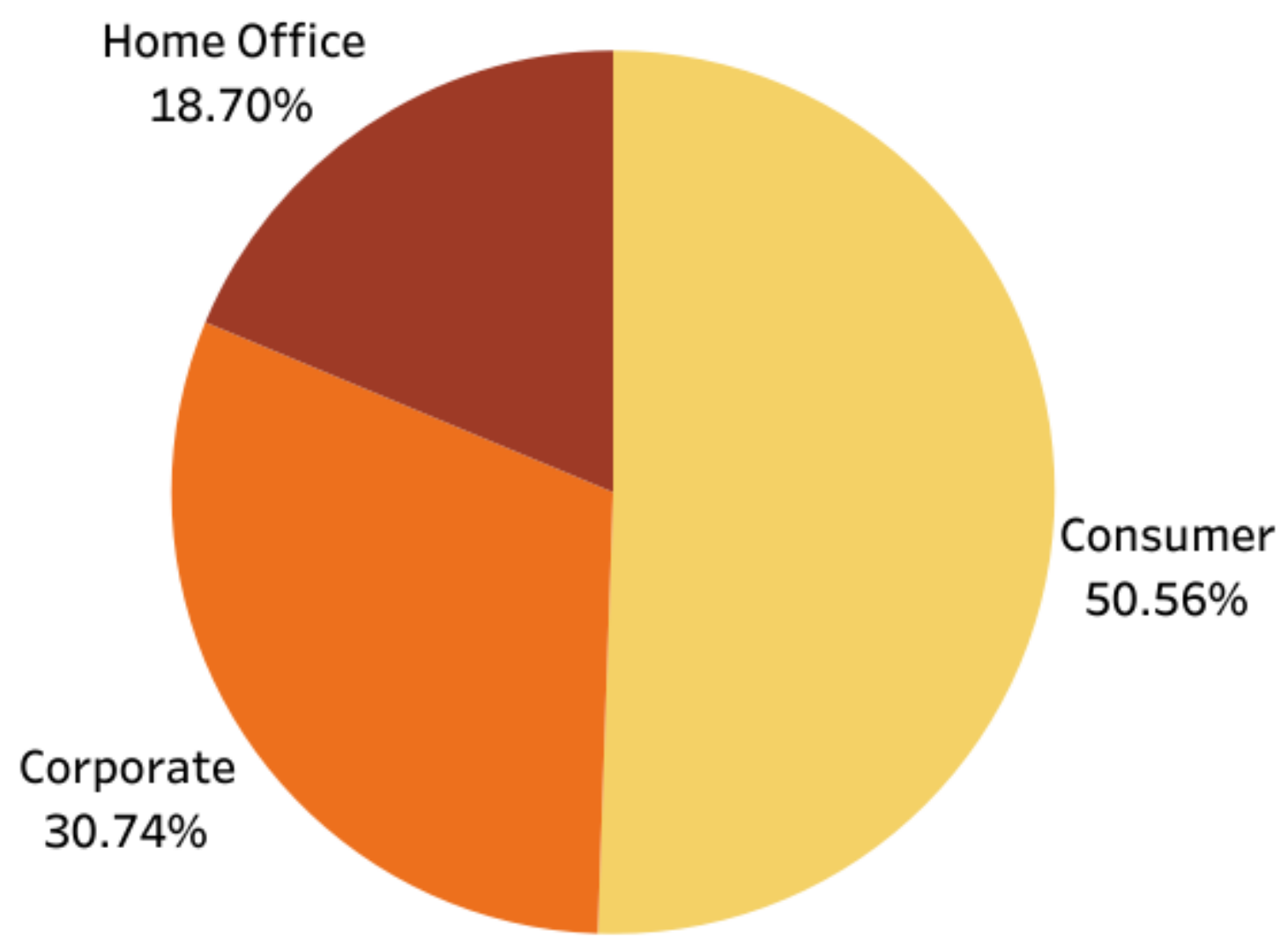
Quantity Sold per Month



Sales Rocketing on Winter

Average Quantity sold reach it's peak on November 2014 - 2018

Sales per Segment with Total Sales \$ 2.297.201

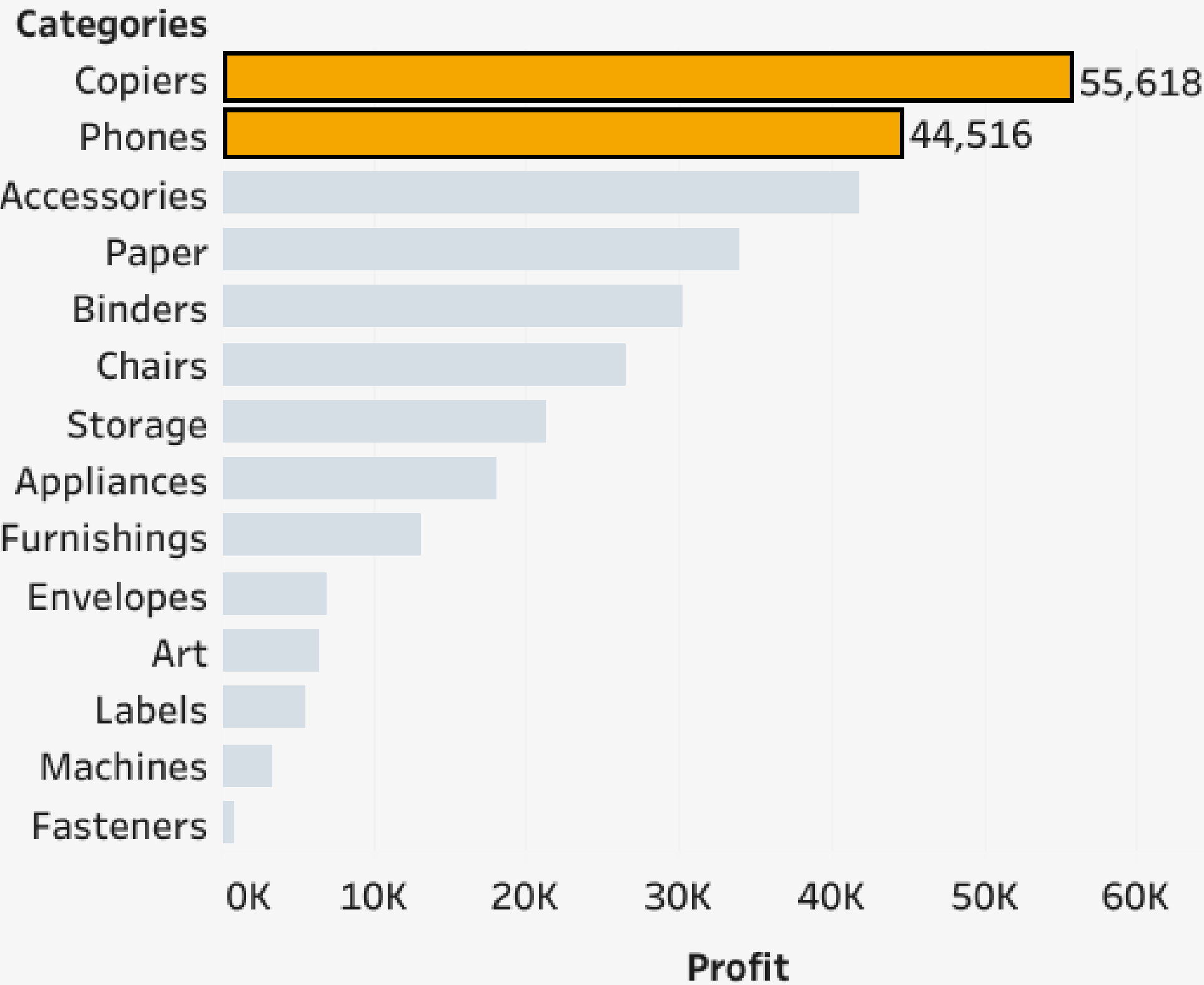


Consumer dominate segment

Consumer contribute over \$ 1 million towards X companies' sales

Source : sales recorded in United States from 2014-2017 for X online business

Total Profits out of 14 Categories



80/20 Pareto principle

Roughly, 80% of total sales comes from 20% of the most contributes categories which are Copiers and Phones

Source : sales recorded in United States from 2014-2017 for X online business

In Summary

1

Profit sales of X Companies' increase every year since 2014

2

Campaign should be focused on first 3 Months of the calendar year as the first phase

3

The Campaign should focus on Phone and Copiers category based on 80/20 rule principle