Sales Report

HAGAR ABDELSALAM

Agenda

1-KPI's Requirement

2-Charts Requirement

3-Sales Analysis Dashboard – Questions & Insights

5-Final Recommendations

Problem Statement

KPI's Requirement:

1-Total Number of Orders

This KPI counts the total number of orders placed within a given period. It helps in tracking sales performance and demand trends.

2-Sales per Salesperson

Evaluates the efficiency of the sales team by measuring the average revenue generated per salesperson.

3-Average Order Value (AOV)

This KPI measures the average revenue generated per order. It helps in understanding customer spending behavior and optimizing pricing strategies.

Problem Statement

KPI's Requirement:

4-Order Fulfillment Rate

This KPI measures the percentage of customer orders that have been successfully processed and completed out of the total orders placed. It indicates the efficiency and reliability of a business's supply chain and order management system.

Why is this KPI important?

•**Measures efficiency:** Shows how well your business fulfills customer orders.

•**Improves operations:** A low rate may indicate logistical issues.

Problem Statement

Charts Requirement:

1- Total Sales by City and Country

1.Visualization :Horizontal Bar Chart

2.Description: This chart displays the **total sales** across different **cities and countries**. The horizontal bars represent the **sales volume**, allowing for an easy comparison between locations. Countries are grouped, and each city within a country has its own bar, showing regional differences in sales performance.

Problem Statement

Charts Requirement:

2- Total Sales Over Time (2018–2024)

Visualization: Line Chart

Description: This chart presents total sales trends from 2018 to 2024. The x-axis represents years, while the y-axis represents total sales. The declining trend in sales over time indicates potential business challenges, such as market shifts, reduced customer demand, or operational issues.

3- Sales per Salesperson

Visualization: KPI Metric

Description: This metric highlights the average sales per salesperson, providing insight into individual performance. A lower value may suggest the need for better training or sales strategies, while a higher value could indicate an efficient sales team.

Problem Statement

Charts Requirement:

4- Distribution of Orders by Country and Money Transfer Method

Visualization: Treemap Chart

Description: This chart visualizes the distribution of orders across different countries and payment methods. The size of each block represents the volume of orders for a particular country and payment method. This helps identify preferred payment methods and key markets for the business.

5- Total Sales by Product Category Group

Visualization: Bar Chart

Description: This chart displays total sales across various product categories. The length of each bar represents the total revenue generated by that category, allowing for quick identification of best-selling and underperforming product segments.

Problem Statement

Charts Requirement:

6- Distribution of Orders by Product Price Range

Visualization: Bubble Chart

Description: This chart represents the distribution of orders based on different price ranges. The size of each bubble indicates the number of orders placed in that price segment, helping businesses understand customer purchasing behavior and adjust pricing strategies accordingly.

Sales Analysis Dashboard – Questions & Insights

1. Total Sales by City and Country (Bar Chart)

Question: Which cities contribute the most to total sales within each country?

Insights:

1-**Medina (Saudi Arabia)** and **Mosul (Iraq)** show the highest total sales among cities.

- 2-**Cairo (Egypt)** also performs strongly compared to other cities in the region.

- Some cities like **Najaf and Hama** have relatively lower sales.

- Understanding the top-performing cities can help **target future sales campaigns** in high-potential regions.

Sales Analysis Dashboard – Questions & Insights

2. Total Sales Over Time (2018–2024) (Line Chart)

Question: How has total sales changed over the years?

Insights:

1-There is a **steady decline** in sales from **204.7K in 2018** to **9.3K in 2024**.

- 2-This downward trend suggests potential market challenges, economic factors, or operational issues.

- A strategy should be implemented to **revive sales**, possibly through better marketing or product diversification.

Sales Analysis Dashboard – Questions & Insights

3. Sales per Salesperson (KPI Metric)

Question: What is the average sales performance per salesperson?

Insights:

1-Each salesperson generates an average of **513.9** in total sales.

2-This metric helps evaluate **sales team efficiency** and determine if hiring/training is needed.

3-If this number is declining, it may indicate **low motivation or ineffective sales strategies**.

Sales Analysis Dashboard – Questions & Insights

4. Distribution of Orders by Country and Money Transfer Method (Treemap Chart)

Question: Which countries and payment methods contribute the most to orders?

Insights:

1-Saudi Arabia, Syria, and Iraq have significant order volumes.

2-A diverse mix of money transfer methods is used.

3-Understanding country-wise sales helps **optimize logistics and marketing strategies**.

Sales Analysis Dashboard – Questions & Insights

5. Total Sales by Product Category Group (Bar Chart)

Question: Which product categories generate the highest revenue?

Insights:

1-Some product categories significantly outperform others.

2-Focusing on top-selling categories can **maximize revenue and profitability.**

3-Low-selling categories might need **promotional strategies** or be **phased out**.

Sales Analysis Dashboard – Questions & Insights

6. Distribution of Orders by Product Price Range (Bubble Chart)

Question: How do orders distribute across different price ranges?

Insights:

1-Certain price ranges have **high sales density,** indicating preferred price points.

2-A **large concentration of orders** exists in a mid-range pricing bracket.

3-Adjusting pricing strategies based on demand can **optimize profitability.**

Final Recommendations

1. **Boost Sales in Declining Cities** – Implement targeted marketing in low-performing regions.

2. **Investigate Sales Decline (2018–2024)** – Identify external/internal factors affecting sales.

3. **Optimize Pricing Strategy** – Focus on high-performing price ranges for better sales.

4. **Enhance Sales Team Performance** – Training programs to improve salesperson efficiency.

5. **Leverage Top-Selling Products** – Allocate more resources to high-demand product categories.