



BUSINESS REPORT

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1.0 EXECUTIVE SUMMARY

- The overall sales trend data over three years shows no significant growth, with the daily revenue being extremely volatile, where it hit peaks and fell back to the lowest sales floor, which shows no sales expansion, and the sales growth is strongly stagnant.
- Customer registration rates have been decreasing since 2020, and initiatives to increase engagement have to be made to encourage customer retention.
- There are differences in sales contribution across employees with various roles, which suggests the need to conduct skill development and performance-based incentives to boost motivation.
- Power Drill, Ladder, and Hammer contribute the highest profit, but their profit margins remain at 33.33%, indicating high volume purchase but low profits per ringgit of sales, likely due to high production costs or competitive pricing.
- Top products are at low levels, creating the immediate stockout risk. The strong dependency on one supplier might lead the company to financial risk and operational disruption.

2.0 KEY FINDINGS

2.1 BUSINESS OVERVIEW DASHBOARD

2.1.1 SUMMARY OF BUSINESS OVERVIEW FOCUSING ON EACH YEAR

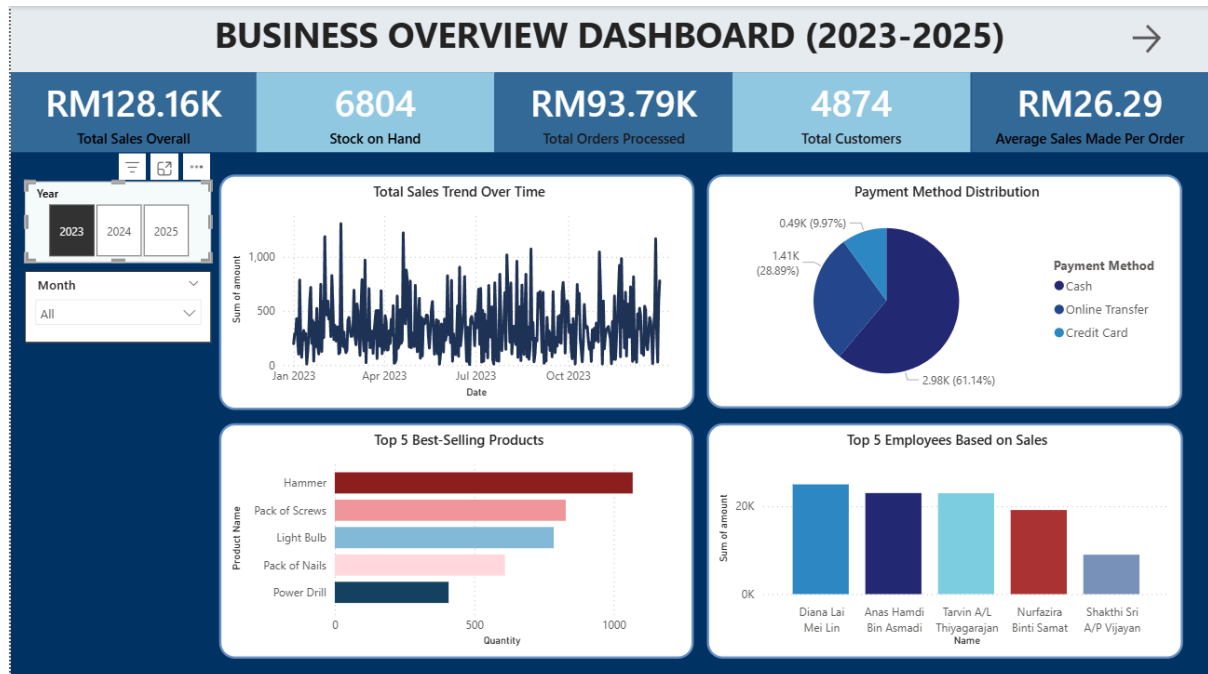


Figure 1: Business Performance for 2023.

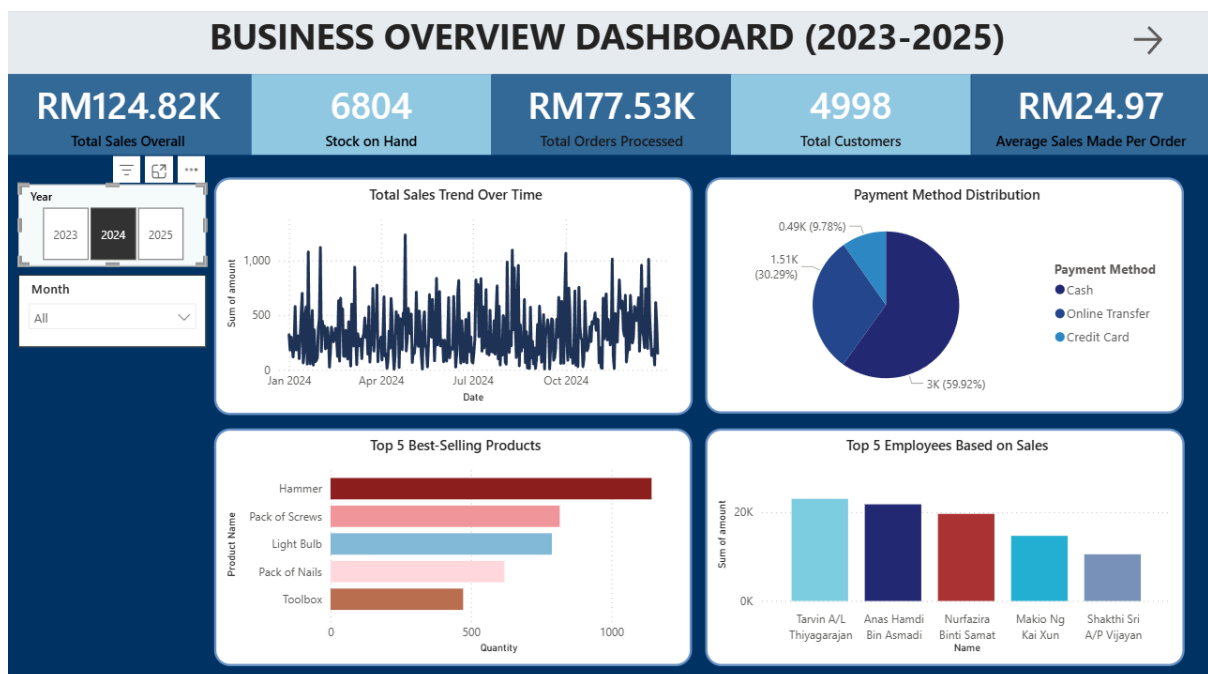


Figure 2: Business Performance for 2024.

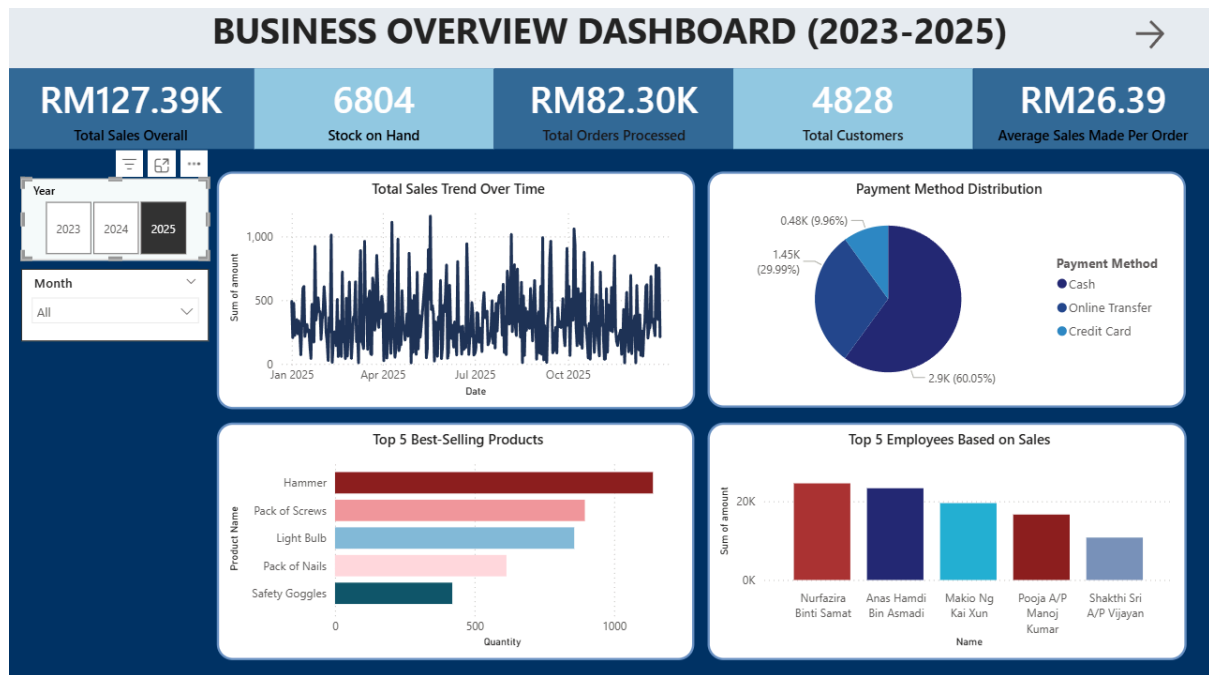


Figure 3: Business Performance for 2025.

Metric	Year	Value/Key	Insights
Total sales overall	2023	- RM128.15k	<ul style="list-style-type: none"> Reflects the company's sales performance for the representative year.
	2024	- RM124.82k	
	2025	- RM127.39k	
Total orders processed	2023	- RM93.79k	<ul style="list-style-type: none"> The total number of sales transactions made. High value indicates strong product demand.
	2024	- RM77.53k	
	2025	- RM82.30k	
Total customers	2023	- 4874 persons	<ul style="list-style-type: none"> Include both registered and unregistered customers. Helps the company to measure the market reach and customer base size.
	2024	- 4998 persons	
	2025	- 4828 persons	
Average sales made per order	2023	- RM26.29	<ul style="list-style-type: none"> Helps the company to identify the average spending patterns of customers. Improvise and
	2024	- RM24.97	
	2025	- RM26.39	

			optimize the pricing and sales strategy.
Sales trend over time	2023	- Highest: RM1306.80 - Lowest: RM3.00	<ul style="list-style-type: none"> Shows no specific seasonal growth. The sales trend throughout the year is relatively consistent. During the low-sales days, the data shows minor fluctuations in daily revenue.
	2024	- Highest: RM1234.40 - Lowest: RM4.00	
	2025	- Highest: RM1159.30 - Lowest: RM7.80	
Payment method distribution	2023	- Cash (61.14%) - Online transfer (28.89%) - Credit card (9.97%)	<ul style="list-style-type: none"> Cash is the most preferred by customers. Helps the company to improve payment options.
	2024	- Cash (59.92%) - Online transfer (30.29%) - Credit card (9.78%)	
	2025	- Cash (60.05%) - Online transfer (29.99%) - Credit card (9.96%)	
Top 5 best-selling products	2023	- Hammer - Pack of screws - Light bulb - Pack of nails - Power drill	<ul style="list-style-type: none"> Top revenue contributors by product. The company can focus on optimizing marketing or inventory strategy.
	2024	- Hammer - Pack of screws - Light bulb - Pack of nails - Toolbox	
	2025	- Hammer - Pack of screws - Light bulb - Pack of nails - Safety goggles	
Top 5 employees based on sales	2023	- Diana Lai Mei Lin: RM24964.30 - Anas Hamdi Bin Asmadi: RM22995.50 - Tarvin A/L Thiyagarajan:	<ul style="list-style-type: none"> Identify the top performers. Employee performance

		RM22956.00 - Nurfazira Binti Samat: RM19137.00 - Shakthi Sri A/P Vijayan: RM8967.00	<p>evaluation and incentives.</p> <ul style="list-style-type: none"> Helps the company to improve the training programme for the worst performer.
	2024	- Tarvin A/L Thiyagarjan: RM23024.30 - Anas Hamdi Bin Asmadi: RM21780.70 - Nurfazira Binti Samat: RM19632.30 - Maio Ng Kai Xun: RM14680.10 - Shakthi Sri A/P Vijayan: RM10518.10	
	2025	- Nurfazira Binti Samat: RM24563.00 - Anas Hamdi Bin Asmadi: RM23315.20 - Makio Ng Kai Xun: RM19534.30 - Pooja A/P Manoj Kumar: RM16626.70 - Shakthi Sri A/P Vijayan: RM10775.60	

Table 1: Metrics, Values and Insights with Respective of Year.

2.1.2 SUMMARY OF BUSINESS OVERVIEW (2023-2025)

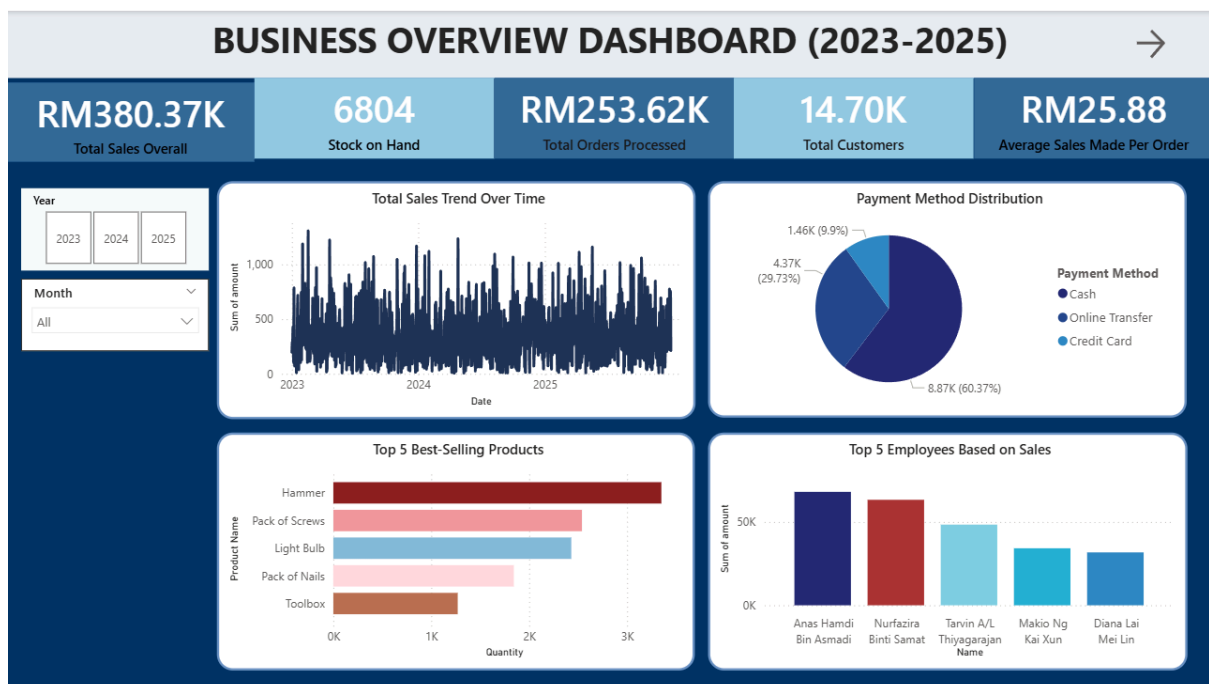


Figure 4: Business Performance Overview.

- Provides the company's overall performance trend over three years, focusing on sales, inventory status, employees' contribution, and customer base.
- Total sales overall reached RM380,374.90, and total orders processed reached RM253,615.00, reflecting a positive sales performance and market demand, with a total of 14,700 customers over three years of business performance.
- The revenue made an average of RM25.88 per sales order.
- The current inventory level has 6804 units of stock available. It gives insight into the company if the supply matches the demand.
- The sales transacted through cash accounted for 60.37% of the total payment method, while online transfer and credit card each accounted for 29.73% and 9.9% respectively.
- The top 5 best-selling products over three years show the strong customer demands for basic hardware, which are hammer, pack of screws, light bulb, pack of nails, and toolbox.
- The top 5 employees contribute to most of the revenue, showing a strong reliance on a few employees.

2.2 SALES ANALYSIS

2.2.1 SALES ANALYSIS OVERALL (2023-2025)

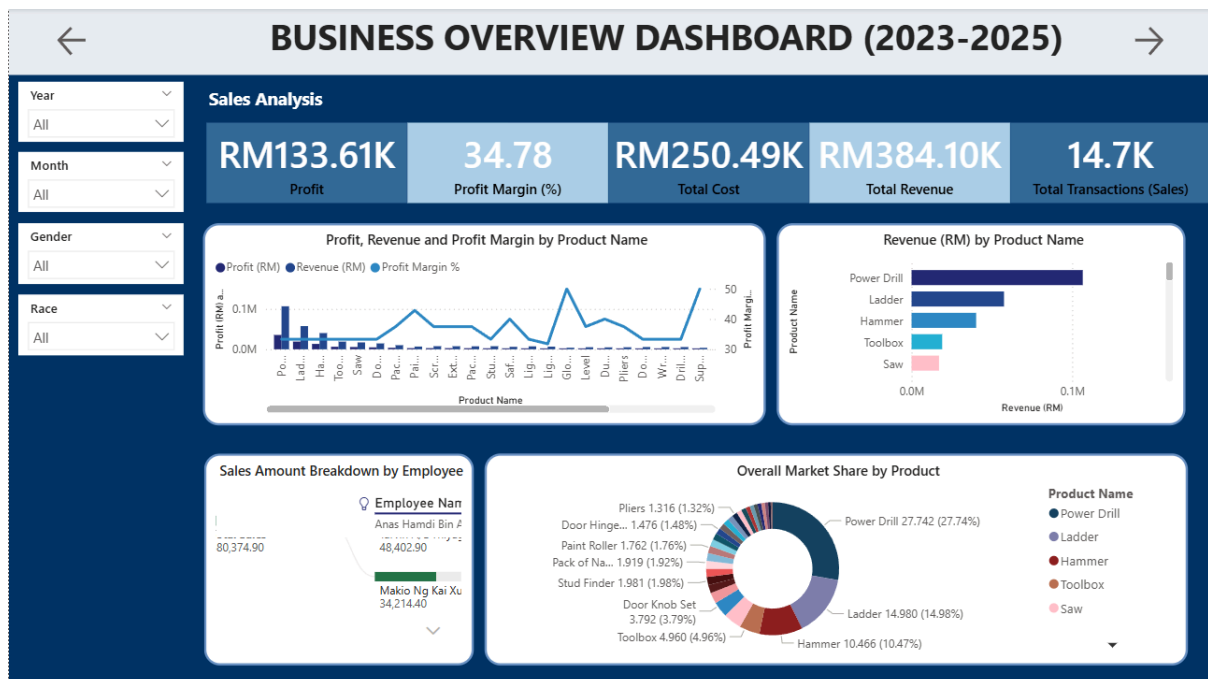


Figure 5: Sales Analysis (2023-2025)

- The figure above shows insights into the company's sales and financial performance. The analysis focuses on the efficiency of the company to turn sales into profit based on these key metrics, consisting of the total profit

earned, profit margin percentage, total cost, total revenue, and total transactions made by customers.

- The profit, revenue, and profit margin line and clustered column chart, the overall market share chart and revenue (RM) by product chart highlight the performance of the products. Generally, the top products which contributed to high revenue and profit, like a power drill, ladder, and hammer, have the lowest profit margin percentage (%), hovering around the 33.33% range. This indicates that the company made less profit per ringgit of sales, even though the total sales amount and market demand are high for these top products compared to the other products, especially the product that has a high profit margin percentage when its market share demand is low. This shows the pricing inefficiency, high costs, or discounts affecting the company from maximizing profitability per sale.

2.2.2 SALES ANALYSIS FOCUSING ON EACH YEAR

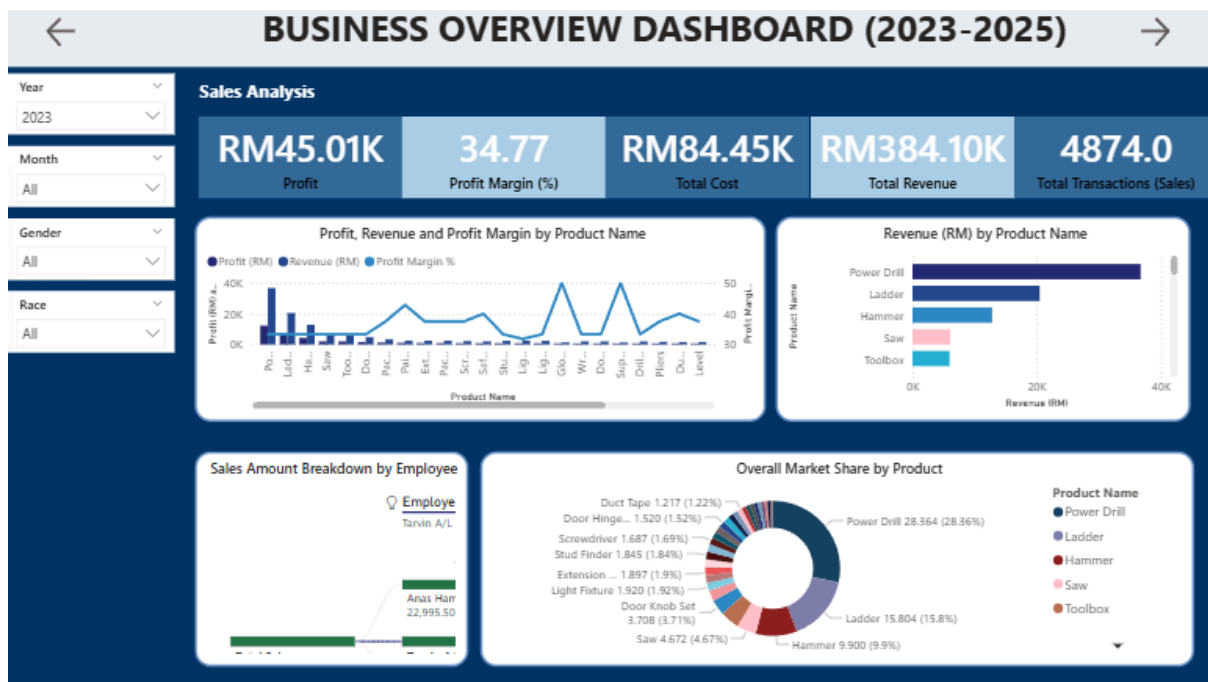


Figure 6: Sales Analysis 2023



Figure 5: Sales Analysis 2024

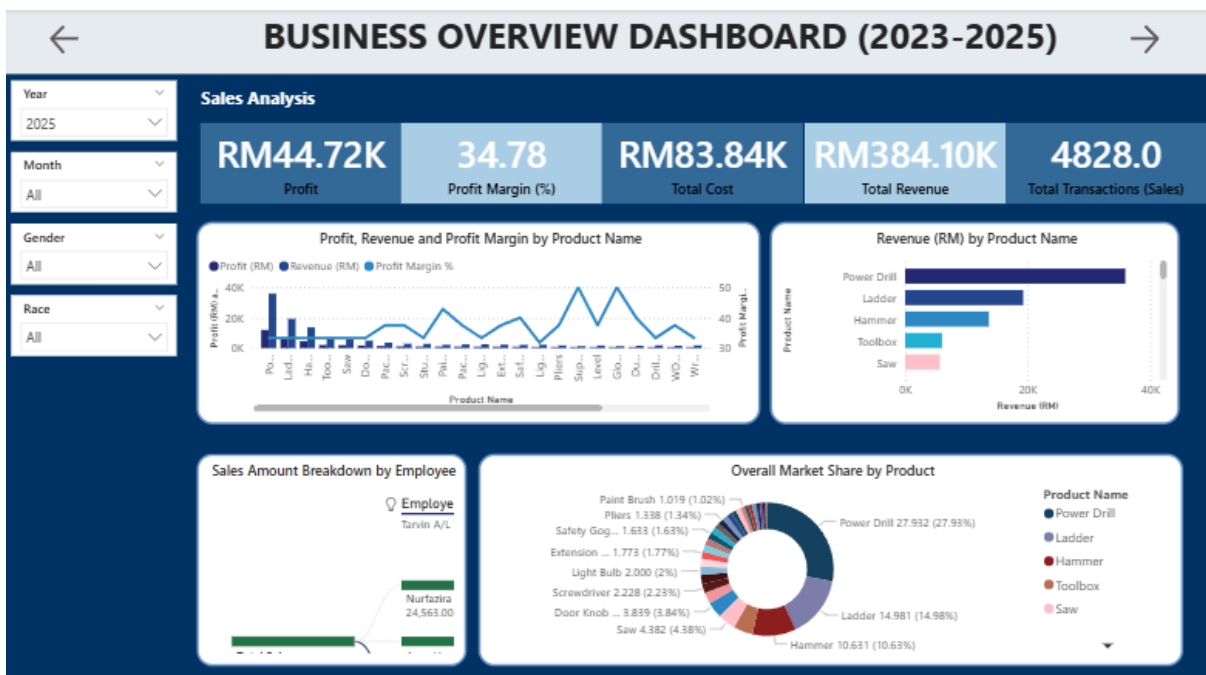


Figure 6: Sales Analysis 2025

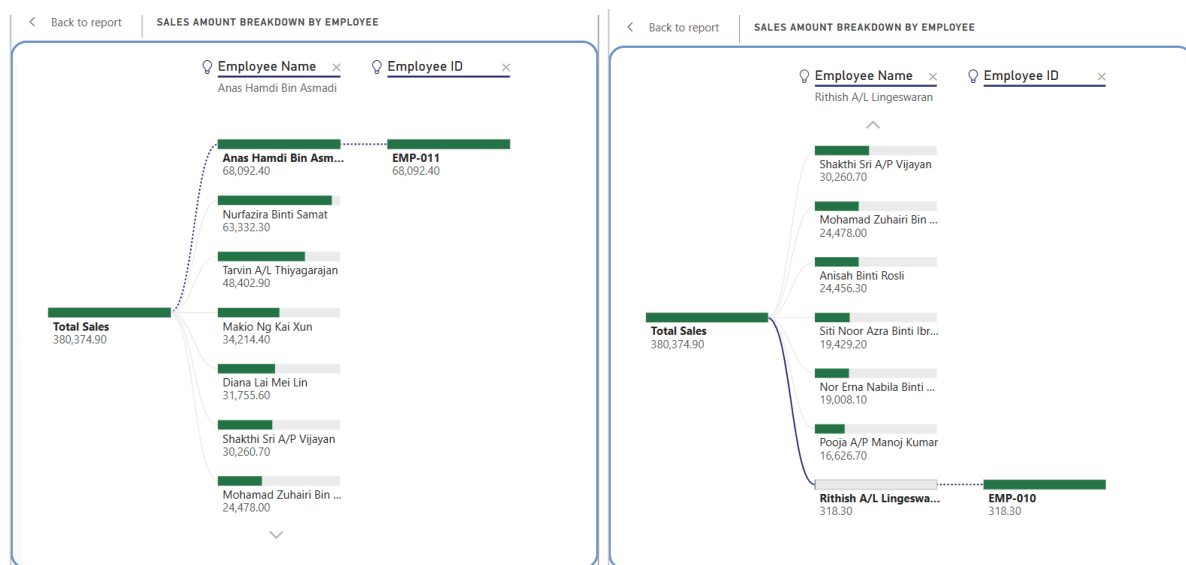
- The sales performance for the years 2023, 2024, and 2025 shows no significant and sustained growth over the 3-year timeframe.
- The profit margin (%) remained extremely stable around 34.77%-34.80% for each year, highlighting the stagnant state of growth.
- Even though the total transaction for 2024 is slightly higher compared to the years 2023 and 2025, the total profit accumulated is lower compared to those years. However, the profit margin recorded marginally higher than year 2023, and 2025 accounted for 34.80% This shows that there might be inefficiency in

managing the cost or pricing strategies, which the increased sales volume did not contribute to higher overall profit.

2.2.3 SALES ANALYSIS BREAKDOWN

YEAR	GENDER (HIGHEST CONTRIBUTOR HIGHLIGHTED)	TOTAL SALES BREAKDOWN
2023	Female	RM 73 845.70
	Male	RM 54 312.40.
2024	Female	RM 57 994.30
	Male	RM 66 829.40
2024	Female	RM 73 028.90
	Male	RM 54 364.40.
Overall (2023-2025)	Female	RM 204 868.90
	Male	RM 175 506.00

Table 2: Sales Amount Breakdown By Employees' Gender for 2023, 2024, and 2025.



Figures 7-8: Overall Sales Amount Breakdown By Employee (2023-2025)

- Overall, female employees contributed the largest amount of total sales over the three three-year sales performances.
- Top performance employees by gender show a higher dependency for the top 3 male employees, as they accounted for larger shares of total sales made. Meanwhile, the sales made by female employees were

more diversified as they succeeded in distributing across a larger pool of contributors.

- This highlights potential risk in revenue if the top-performing employees decide to resign.
- The data show that the top-performing employee, Anas Hamdi, alone contributed RM68,092.40 in revenue, while the worst-performing employee only contributed RM318.30 in revenue. This addresses the imbalance between workload and incentives received by each employee.

2.3 SUPPLIES, PRODUCTS, AND INVENTORY (STOCK)

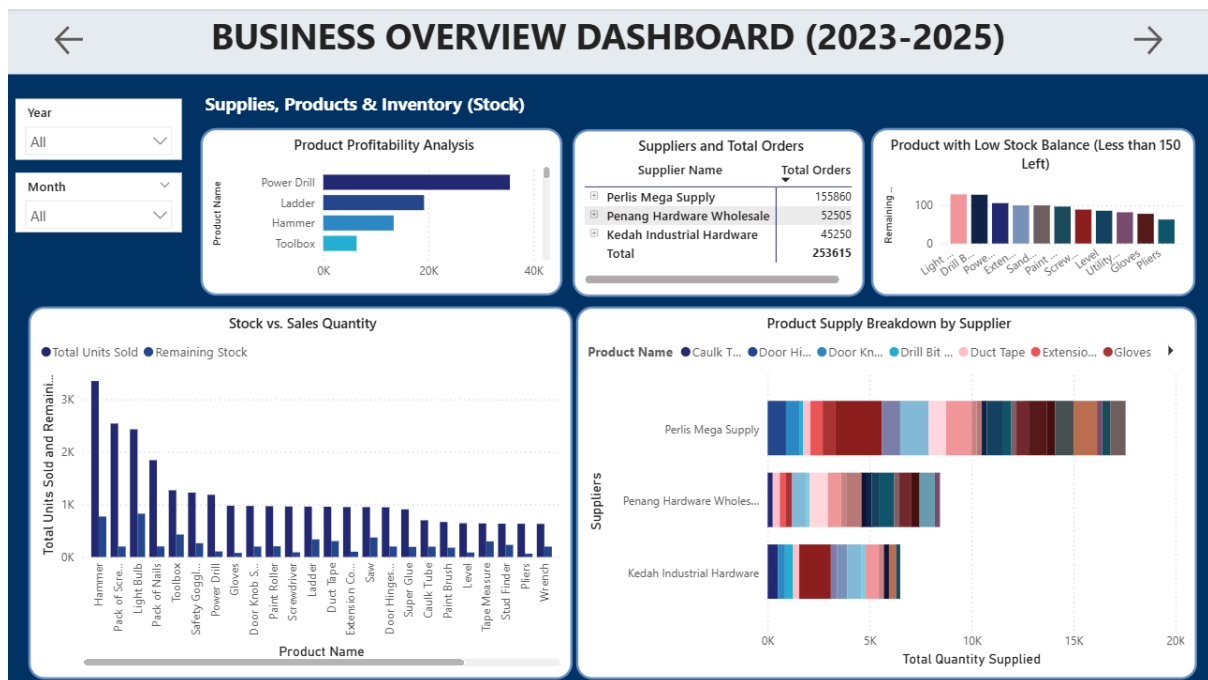


Figure 9: Supplies, Products, and Inventory (2023-2025)

Suppliers	Total Orders (Units)	Percentage of Total Supply Shares
Perlis Mega Supply	155 860	61.46%
Penang Hardware Wholesale	52 505	20.70%
Kedah Industrial Hardware	45 250	17.84%

Table 3: Percentage Of Total Supply By Each Supplier (2023-2025)

- Power drill, ladder, hammer, and toolbox are the top products in terms of profitability over the three-year performance.
- Products with a low supply level (less than 150), especially top products that largely contribute to revenue, should be alert to potential supply risk,

highlighting the potential loss of revenue due to poor and inadequate inventory planning.

- Perlis Mega Supply shows dominance, having accumulated 61.46% of total product supply, especially for the top four high-profitability products, making it the main supplier for high-demand products, such as power drills and also for low-stock products, such as wrenches. The huge dominance of product supply will create a potential risk exposure, such as financial risk if the supplier decides to increase unnecessary costs for the product or operational risk if the main supplier faces internal issues like logistics failure and more.
- To maintain stock continuity and resilience, especially for the high-demand products that are currently in low supply, like hammers and power drills, diversifying suppliers needs to be done immediately.

2.4 EMPLOYEES AND CUSTOMERS INSIGHTS

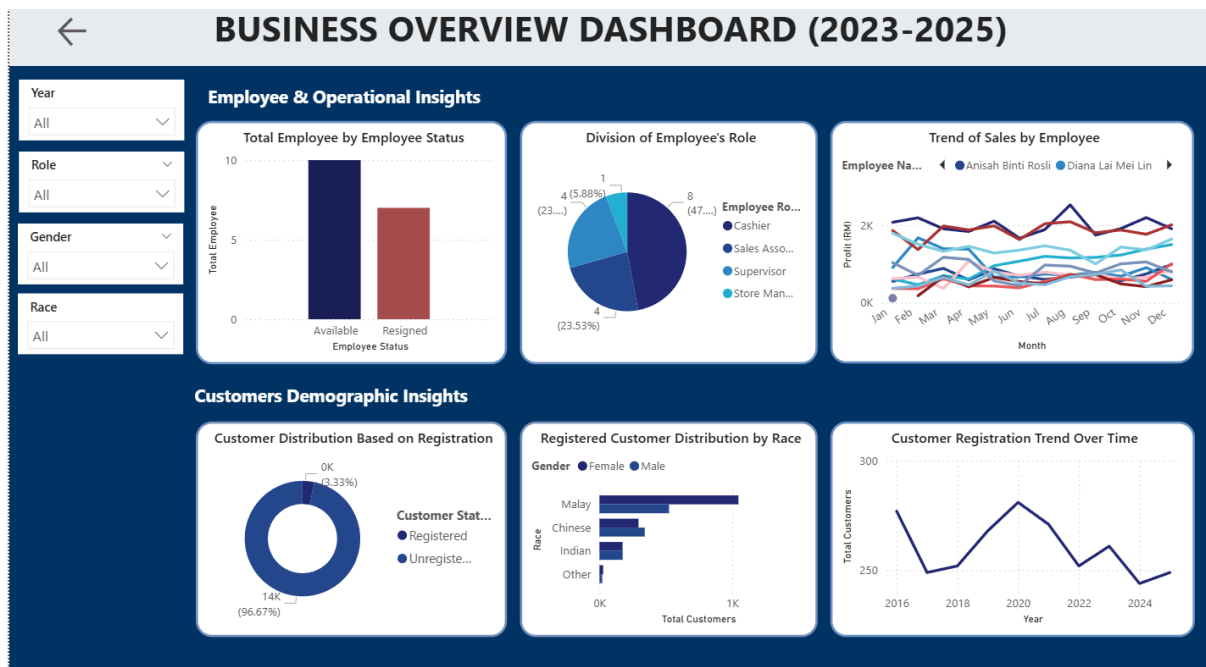


Figure 10: Overview for Employee & Operational and Customer Demographic Insights (2023-2025)

2.4.1 EMPLOYEE & OPERATIONAL INSIGHTS

- The data shows only 10 employees available, and 7 employees have already resigned. This indicates a high turnover with an extreme staff resignation rate of 41.18% over three years.
- This might be due to an inconducive work environment and incentive issues.
- The workforce is distributed inefficiently. The cashiers have a high percentage of distributions with 40%, followed by the supervisor at 30% while the sales associate and store manager each acquired 20% and 10%, respectively. This means that 70% of the workforce is only

focusing on the transaction process and not on the main concern, which is selling the product.

- This indicates the company is hiring too many staff for support roles compared to the main focus. Besides, the strong pressure on the small number of sales associates given the prior finding that the top sales performer who shows consistent performance is a male employee, Anas. This limits the company's ability to increase and improve sales velocity and profit from the high revenue peaks.

2.4.2 CUSTOMER DEMOGRAPHIC INSIGHTS

- Customer base analysis shows a huge gap in registered and unregistered customers. Only 3.33% of total customers are registered while another 96.67% of the customers are unregistered. This shows that the company strongly depends on transactional sales and is unable to leverage the benefits of customer loyalty and targeted marketing. This indicates the extreme non-loyal customer base.
- Malay customers show the highest number of registrations for both female and male customers compared to Chinese, Indian and other customers. The registration trend over time shows a worrying decrease in customer registration. This limits the opportunities for the company to establish a loyal base of customers.

3.0 RECOMMENDATIONS

Based on the analysis displayed, there are some recommendations which may be considered to improve overall sales, better stock management, employees' productivity and attracting more customers:

3.1 SALES

- Create a time-limit competition or contest (*peraduan*) by setting a minimum purchase (e.g. RM50 minimum purchase) to encourage repeat transactions, broaden the revenue diversification, and improve customer retention.
- Introduce promotional discounts for products with low sales to boost sales in the short-term.
- Promote a bundle of high-selling items and low-selling items (e.g. Power Drill, Drill Bit Set and Super Glue) with relevance to balance the inventory turnover.
- Encourage online payment methods (e.g., FPX, DuitNow) for easier cashflow tracking, improving financial accuracy, and ensuring sales reflect revenue.

3.2 SUPPLIES, PRODUCTS AND INVENTORY (STOCKS)

- Monitor low stock items, especially the high-demand items such as Light Bulb and Drill Bit Set, to prevent lost sales.
- Review all suppliers' performance by evaluating pricing and reliability in logistics delivery to ensure consistency.
- Reduce overreliance on a single supplier (Perlis Mega Supply) by diversifying regional distributors to reduce the risk of stock disruption.
- Utilize the inventory turnover ratio formula to accurately measure the operational efficiency and sales performance. (Thieuleux, 2025)

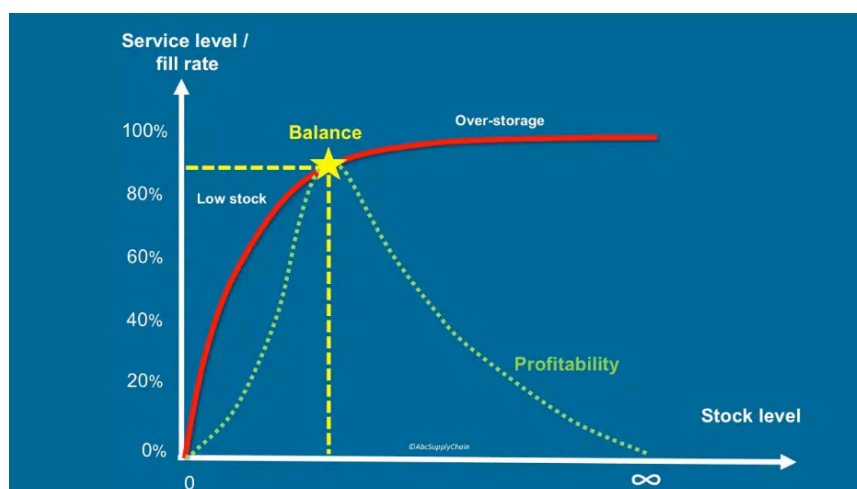


Figure 11: Graph of turnover ratio based on formula. (Thieuleux, 2025)

3.3 EMPLOYEES

- Recognize and reward top employees to sustain motivation.
- Provide sales and marketing training to underperform staff and set mentor-mentee initiatives with top sellers to increase staff efficiency.
- Set general, realistic KPIs for employees which align with sales objectives and provide additional support during high-demand periods.
- Encourage transparency through regular feedback and check-ins with employees to decrease turnover rates. (O'Reilly, 2025)
- Rebalance distribution of employees to increase work productivity and ensure better resource allocation.

3.4 CUSTOMERS

- Understand customers' needs by running surveys and gathering first-party data. (*How to Increase Sales: 16 Effective Marketing Strategies* | Brame | *BRAME Blog*, n.d.)
- Create promotions and product recommendations based on popular demographics, such as race and gender.
- Introduce loyalty card incentives and provide discounts based on purchase amount to encourage repeat purchases and establish trust for customers.
- Leverage digital marketing platforms (e.g. social media, Google Ads) to attract new customer segments, encourage brand visibility, and overall increase market reach.

4.0 LIMITATIONS/ASSUMPTIONS

- Incomplete employee records where some employees have null "date_left" values, which may affect the turnover rate.
- There are minor differences between sales and revenue (RM3729.10), which are most likely due to data rounding or transaction timing.
- The dataset is static, meaning no shift in market or price change, which realistically could happen due to inflation or global issues.
- Insights are fully made from transactions recorded in the dataset; there is no qualitative feedback available.

5.0 REFERENCES

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