

Outline

- Introduction
- Story of Data
- Data Splitting and Preprocessing
- Pre-Analysis
- In-Analysis
- Post-Analysis and Insights
- Data Visualizations and Charts
- Recommendations and Observations
- Conclusion
- References and Applications

Introduction

REGENCY STORE PERFORMANCE ANALYSIS REPORT FOR THE YEAR 2019

This report shows an in-depth analysis of Regency sales performance for the year 2019. The analysis looks into several operational performance in terms of salesperson, the region with the top and least performed, the customer with the most performed in terms of revenue, the top ship city, the month with the highest performance in terms of revenue generated and also the best product which yield largest revenue.

This analysis report was made to make provisions for actionable insights to ensure informed decision-making processes for the coming year and enhance business performance.

Various charts were designed to represent the impact of each variable on revenue. The dashboard is the representation of the data in a visual format. It shows the trends of revenue generated for each month, and highlights several impacts of each variable and their performance on revenue. The data were separated base on relational basis and entered in pivot table and charts which were later encompasses into the dashboard representation.

Story of Data

Data Source: The data was extracted from the internal database of the company and were arranged in a structured format.

Data Collection Process: The data were gathered through automated scripts which ensured its accuracy, flexibility and easy accessibility.

Data Structure: The data were structured in rows and column manner with the rows representing the various transaction that occurred for the year and the column representing the several variables in which are inputted in different columns.

Important Features and Their Significance: The Data reveals lots of insights through some relevance variables. The sales trend charts helps to review the month in which there was overall top performance for the year which was December. Sales by product category charts helps to indicate which product category performed the most and the category that performed least for the year. Beverages was noted to be the product category that performed best for the year based on revenue generated from its category. Also, there were ratings of the top ten customer for the year, it was seen that Company D top the ratings with total sum of \$67,180.50. Sales rep performance could not be overlooked, after the analysis was been drawn, we realized Nancy Freehafer performed best for the year. And on the other hand, Jan Kotas seems to be the least for the year.

Data Limitations or Biases: Although we spaces existed in some columns but yet, it didn't affect the result of the analysis.

Data Splitting and Preprocessing

Data Cleaning:

- Removal of duplicate entries
- Correction of data entry errors
- Handling of missing values

Data Splitting

This involves segregation of the variables into two different categories which are dependent and independent variables. The dependent variables of the data sets are; Order id, Order date, Zip/Postal code, Ship date, Ship Postal Code, Unit Price Quantity, Revenue, Shipping fee. While the independent variables are as follows; Customer id, Customer name, Address, City, State, Country, Sales person, Region, Shipper name, Ship name, Ship address, Ship Sea, Ship state, Payment type, Product name, Category.

Industry Context

This Dataset belongs to Food and Beverages industry, Al amthal is a supermarket store where Revenue earning is seen as been vital.

Stakeholder

The stakeholders for this Analysis are the Board of Directors

Value of the Industry

This analysis helps the stakeholders provide actionable insights that can help to make inform decision-making processes for the coming year in terms of seeing where loopholes are and making amendments and improving on the standards already built on.

Pre-Analysis

This involved the several questions formed and composed based on observing the data and giving potential insight on what was observed.

Potential Analysis/Question

- The most sold product by quantity
- Best performing state within a country
- Sales person performance based on revenue generated
- Best performing region by revenue generated
- Payment type preferred by region
- Best performing Product Category based on the quantity
- Customer name with the highest quantity purchased
- Analysis of Country's shipping fee
- Best performing State by year
- Analysis of product based on order and ship date
- Analysis of shipping company based on their shipping fee

Potential Insights

- Finetune the highest sold product so we can produce more and not stay out of stock.
- And also put in place some measure taken for the high sold product to the product with medium or low sales in order to dominate the market with all our product.
- Identify the least performing Product to decide either to keep selling or improve measures and strategies.
- Supplying more to the region with highest revenue or quantity sold.
- Building a Store in that region to stay close to customer to reduce shipping expenses.
- We can give discount on countries facing high charges of shipping fee just so to keep them loyal. Also, we can bargain with the shipping company on behalf of the customers or find a low fee shipping company.

In-Analysis

This was carried out while the analysis was taken place, therefore showcasing the literal observation and insights from the individual charts. Pivot Tables were used throughout the whole analysis.

In Analysis Observation

- Nancy Freehafer had an outstanding performance for year, surpassing others and had a grossing revenue of \$104,242.34.
- Jan Kotas Performed least for the year with gross revenue of \$16,350.50.
- Company D performs really well for the year having made \$67,180.50 and surpassing others
- We were able to deduce that the month with the highest sale is December.
- It is obvious that the North performed extremely well making the region the highest revenue made. With total revenue of \$141,660.34, North performs best for the year.
- The product with the best performance for the year is beverages with a revenue of \$110,577.11.
- New York Tops the Chart on overall revenue generated for the year and revenue generated based on shipped city.

In Analysis Insight

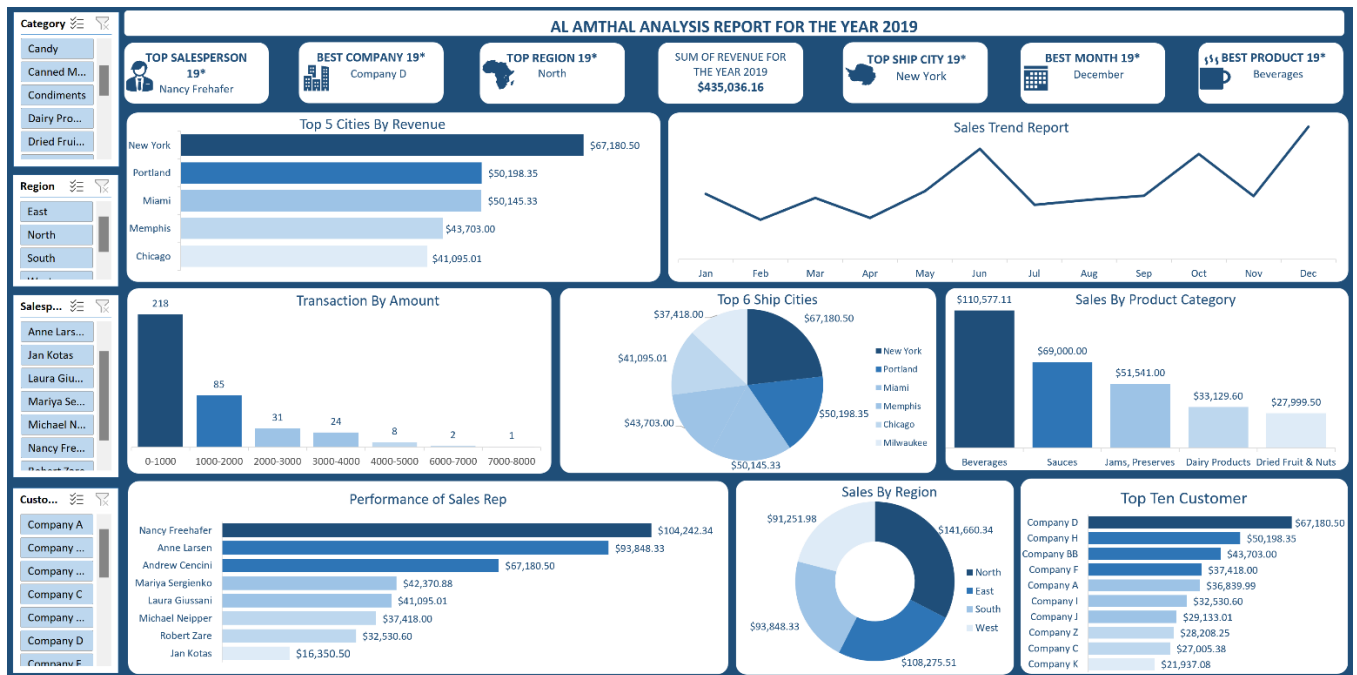
- Nancy Freehafer performed best for the year, i recommend he gets compeciated inoder to increase his motivation to perform far more better.
- Jan Kotas performed least for the year, i recommend sending him to study leave majoring on sales and customer management.
- Make available discount for Company D, so they can stay loyal and patronise more product for the coming years. You can also recognise and appreciate their loyalty by giving them award of the best customer for the year.
- we can implement the measures that made us such sales in December for the following months to come.1
- 5.Since Southern region performance was the least. we want to make sure we implement measures taken by the Northern region in the southern region after several considerations in terms of weather and Culture which might have affected the purchase amount.

Post-Analysis and Insights

1. Nancy Freehafer, even though he performed best, had a very low sales and revenue in November. We can deduce that all the sales person in the North did not not perform well at November
2. Anne Larsen who happens to be the only sales person in the South, had an overall second best by revenue for the year. He singles handedly made highest revenue at November while other sales persons performed low in other regions
3. Andrew Cencini and Laura Giussani also performed low at November, they both represent the East, therefore showing the same result as the North in recording a very low sales during November
4. Michael Neipper, just like every other sales person did not make good sale in November, he represents the North just like Nancy Freehafer
5. Although Mariya Sergienko was among the top 4 best sales person for the year based on revenue, he recorded low revenue in November also.
6. Jan Kotas performed least for the year; he also recorded a very low revenue in November just like some others from other regions
7. Robert Zare was among the least performed for the year based on revenue although he had a remarkable sale in November. He also represents in the North Region but we can see he had a distinguished result thereby differentiating him from another North Sales Person.
8. The North region performed best for the year with Nancy Freehafer and Michael Neipper been the sales persons. They were able to pull out sales to four customers who are also part of the top ten customers for the year.
9. The East Region performed second best with Andrew Cencini and Laura Giussani been the sales person. They were also able to pull out three customers who are the top ten customers for the year.
10. The South region with Anne Larsen been the only sales person in the region. Perfomed superbly by pulling sales to three customers who are among the top ten customers for the year.
11. Even though the West Region had the highest number of sales person, from Mariya Sergienko, Robert Zare, Jan Kotas , yet they performed least for the year based on regional sales to different customers of five
12. New York city performed best for the year, thanks to Andrew Cencini who pulled out just a single customer from the city and yet made the city top and best for the year.
13. Portland is the second-best city for the year. This was made possible with Nancy Freehafer been the only sales person and was still able to pull the city to the second best for the year with sales record of \$50,198.35.
14. Memphis and Miami were the next best top cities for the year, thanks to Anne Larsen who managed these two cities in the south region.

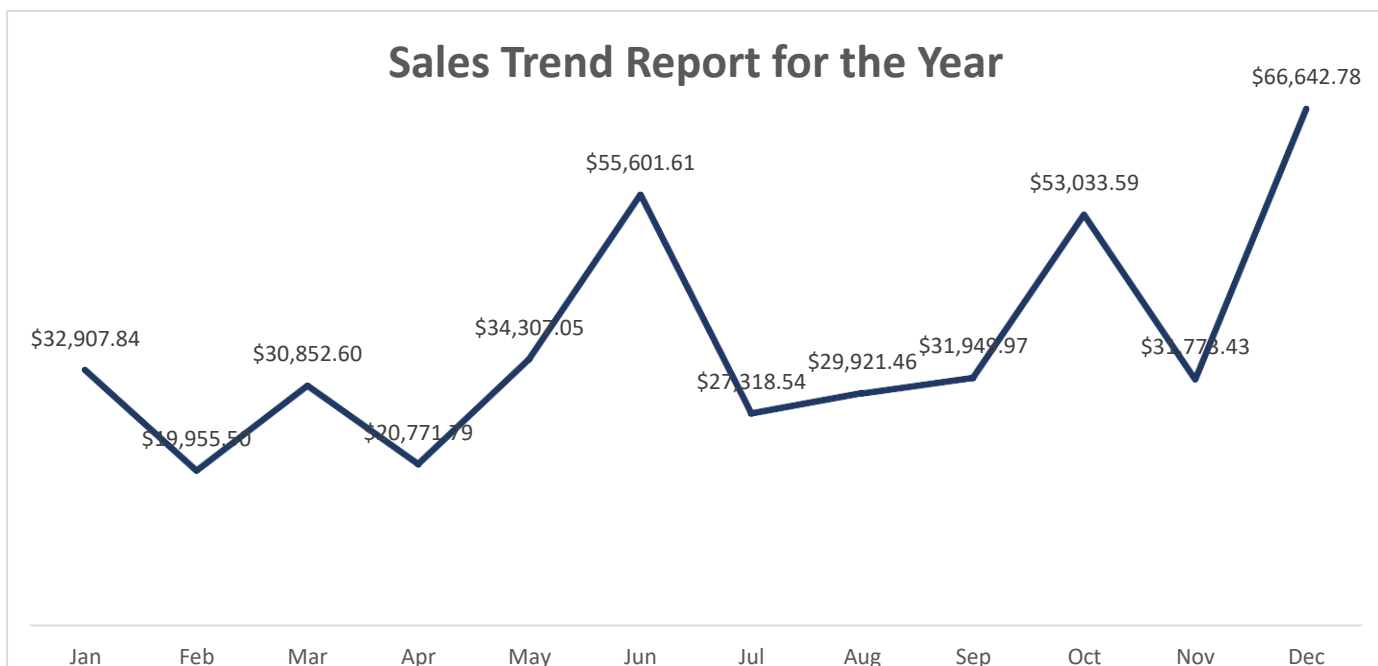
Data Visualizations & Charts

The dashboard encompasses all charts in a single representation and presents multiple visualization charts with each representing specific analytical purpose.



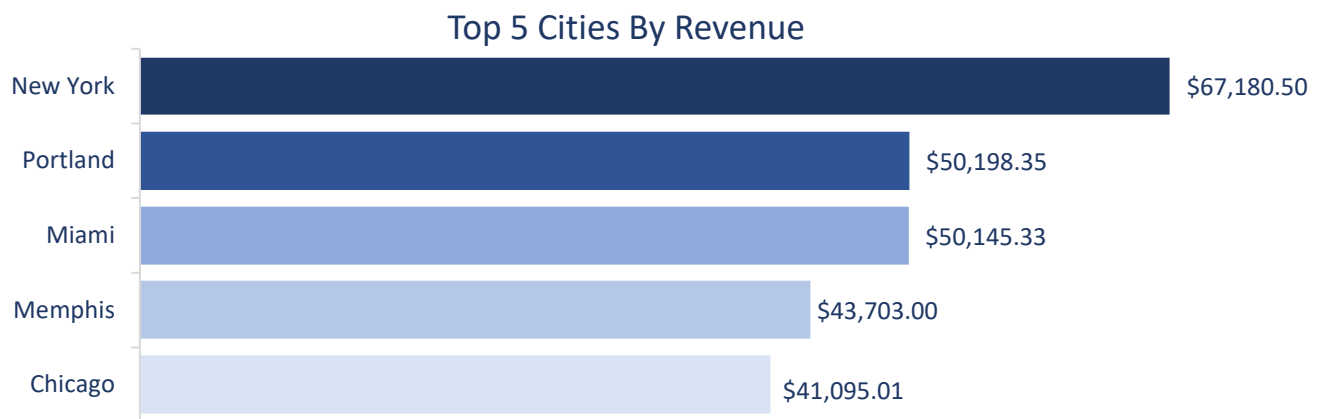
The dashboard encompasses eight charts with each serving significant purpose. And they are:

1. Line Chart: Sales Trend Report



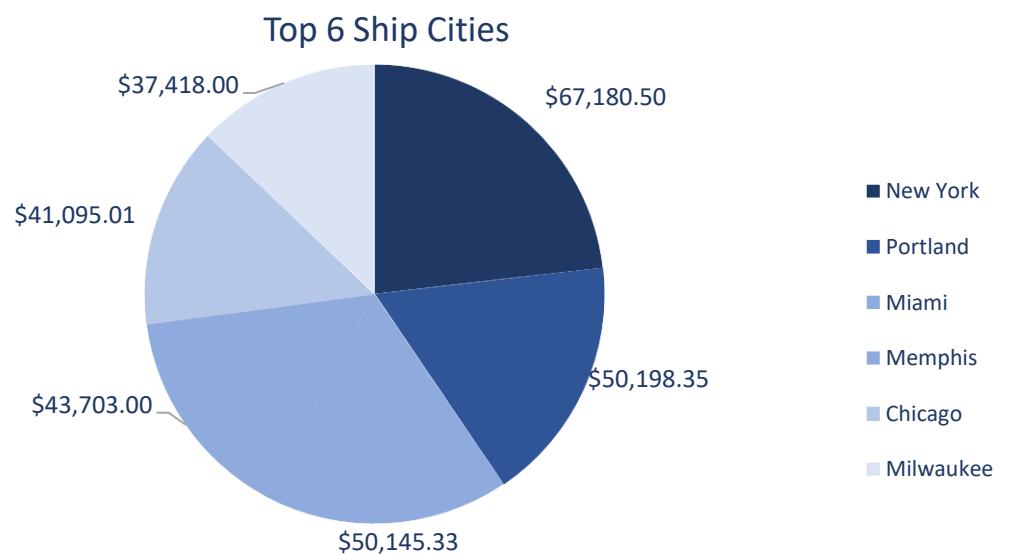
The charts displayed how much revenue were made across months of the year. Its obvious that December was the most revenue made with overall of \$66,642.78

2. Bar Chart: Top 5 Cities by Revenue



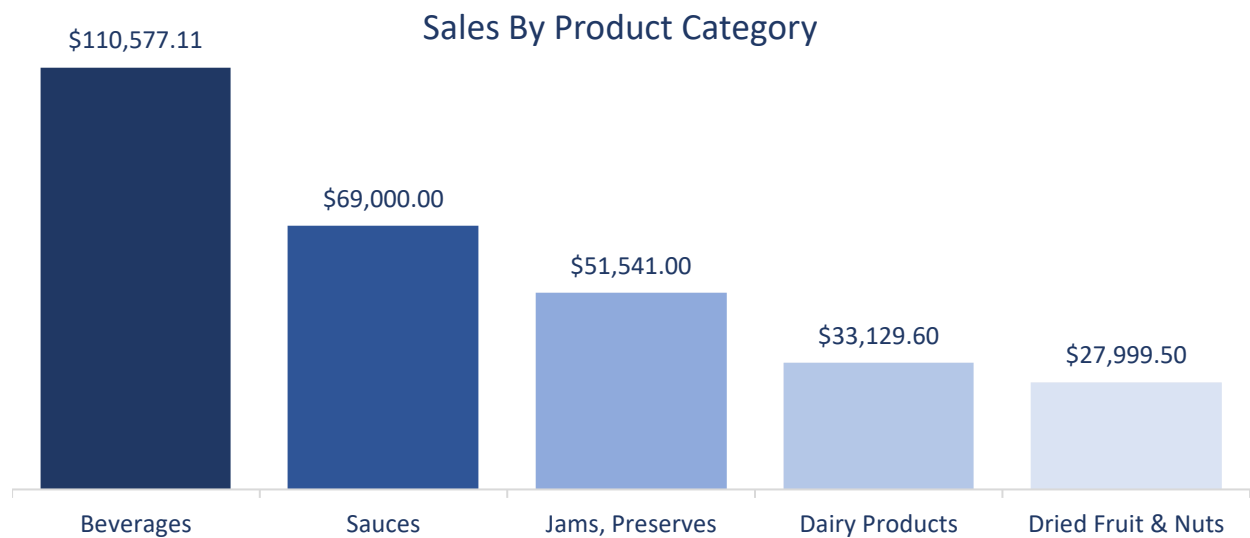
The charts displayed the top 5 cities that performed the best based on revenue generated from such cities. Its obvious that New York is the city we made the largest for the year.

3. Pie Chart: Top 6 Ship Cities



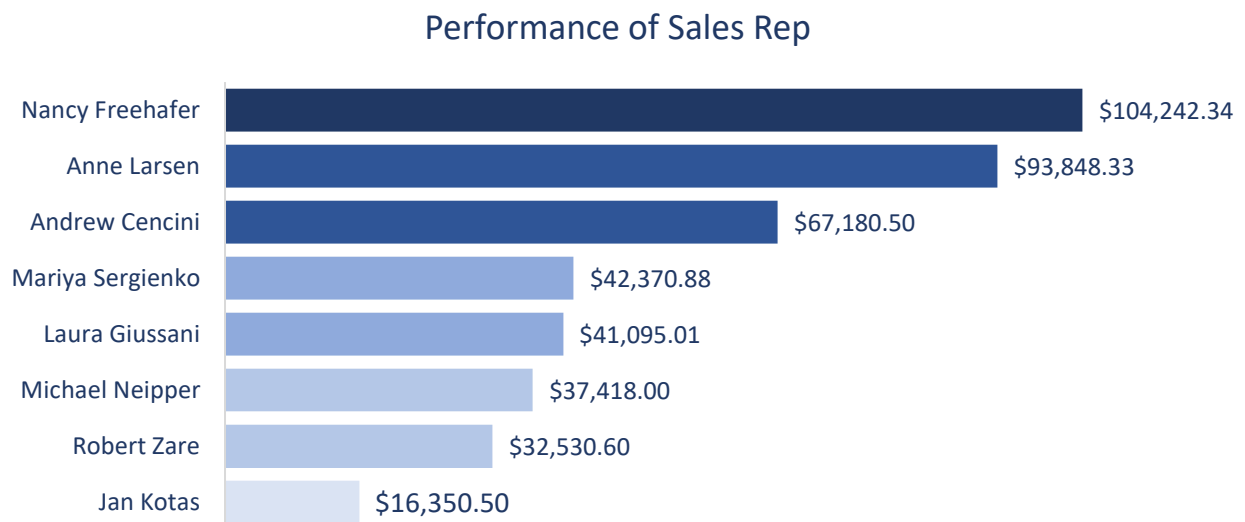
This chart present the top cities we ship product to the most. New York being the most performed state is no doubt also the most ship city based on product shipped to the city

4. Column Chart: Top Sales by Product Category



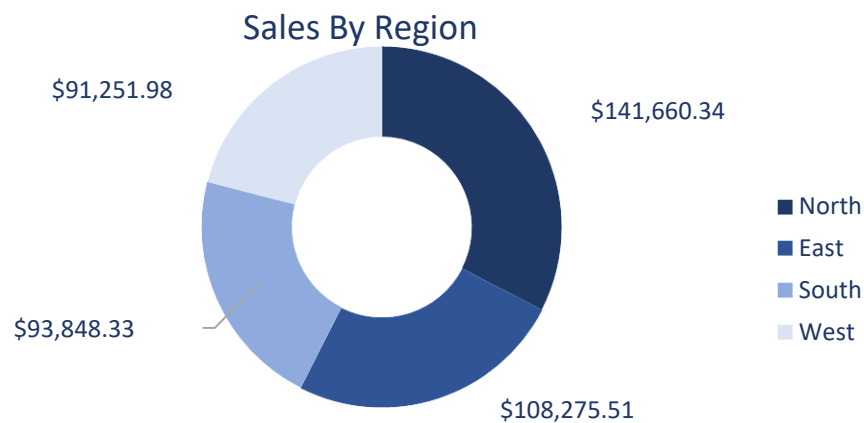
This chart also just like every others provide the visuals on the top 5 product category. Beverages top the chart after the visualization was done. We can observe that revenue earned from beverages makes it top the chart which is \$1100,577.11.

5. Bar Chart: Top 8 Salespersons Performance



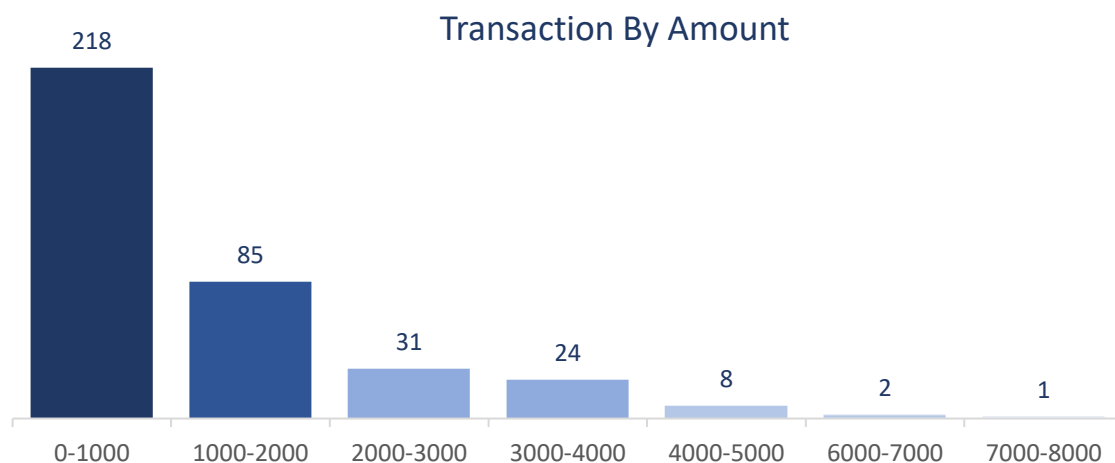
This chart presents the analysis and visualization of the best eight salespersons with the outstanding performance in terms of revenue generated. Nancy Freehafer top the and is the most performed of them all while Jan Kotas is the least among the top eight sales persons.

6. Donut Chart: Sales by Region



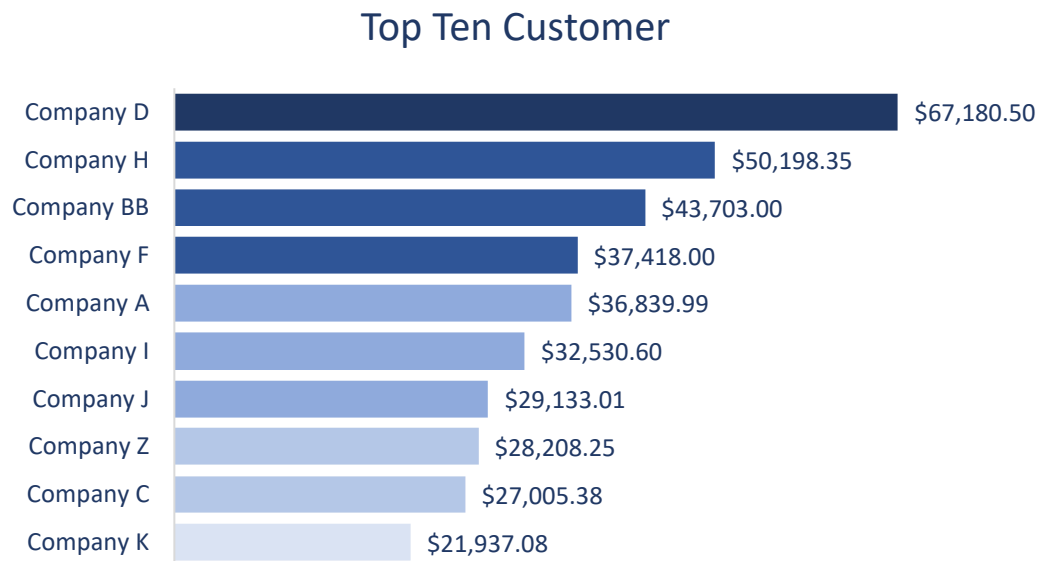
This chart presents the performance of various regions. The region with the top most performance is the North with revenue sourced of \$141,660.34 while the region with the least performance is the West with revenue sourced of \$91,251.98.

7. Column Chart: Transactions by Amount



This chart presents the number of transactions made based on ranges of revenue. The dispersed ranges indicate which figure range dominated the largest amount and which was least in terms of counts.

8. Bar Chart: Top 10 Customers



This chart displays the performance of the top ten customers who performed better than other customers in terms of the revenue generated from each of them. It is obvious that Company D performs the best for the year with an accumulation of \$67,180.50 worth of revenue generated from them.

Recommendations and Observations

Based on the comprehensive analysis, the following strategic recommendations emerge:

1. Nancy Freehafer's performance is tremendous; he had very low sales and revenue in November with only two customers, but recorded a shocking sale by December, increasing his sales from \$5,086.18 to \$16,173.56. Giving such personnel recognition for his hard work can create morale and show that his effort is noticed and appreciated.
2. Anne Larsen, who happens to be the only sales person in the South, had an overall best sale by revenue for the year. He pulled three customers single-handedly, and customers purchased products of 0-1000 at his region. He would perform better if he has a partner who can handle the city and the customers. Thus, he can approach other companies in the region.
3. Andrew Cencini can be given more customers to manage. Seeing that there were two sales persons in the region with three customers, but he was able to record a high sale with his one customer over the other sales person. He should be able to pull more sales if he handles more accounts.
4. Since we were able to make lots of sales in New York City, which performed best for the year, we can also introduce some of our products there as well in order to dominate the other market.

5. November seems to be odd for all regions except the South and Salt Lake City which is part of East. We should implement measures taken in the areas to betterment the issues faced by the areas that performed least in November
6. Product ranges from 4000-8000 should be given good advertising, marketing and sales promotion to ensure awareness.
7. New York been the top ship city should be studied closely and building a branch at the city would bring us close to the customer. Thus, reducing stress and cost of shipping.
8. Since Condiment is toping the largest product category sold in Chicago, we should make some measures and introduce it to New York customers as well since they are both in the East.
9. We can also increase the awareness measures for jams, preserves to Chicago, seeing that it top the largest amount sold in East even though it is sold only in New York with just one customer.
10. Strong informed measures should be made for beverages to be introduced in Portland. The sales trend of Portland was on average for the year with overall sum of \$50,198.35 and rated as the second city with largest revenue made.
11. Since Nancy is the same salesperson managing Portland, Seattle and Boise, the same measures taken for product categories toping each region should be adopted all around indoor to dominate the market.
12. Effective measure should be taken on Dried Fruits to increase it sales. Mariya is the only salesperson with this product category, therefore it should implement the measures taken on sauces on the Dried fruits also.

Conclusion

The analysis of Al Amthal's sales performance for the year 2019 provides valuable insights into the company's revenue trends, salesperson effectiveness, regional performance, and product category success. By leveraging data preprocessing, in-depth analysis, and visualization techniques, key findings were identified, such as the best-performing sales representatives, the most profitable regions and cities, and the top-selling product categories.

The report highlights actionable strategies to optimize sales performance, including targeted marketing efforts, inventory management improvements, sales personnel training, and region-specific growth strategies. Notably, enhancing operations in high-performing cities like New York and Portland, recognizing top-performing employees, and addressing underperforming regions through data-driven interventions can significantly improve overall business outcomes.

By implementing these insights and recommendations, Al Amthal can drive more efficient sales strategies, strengthen customer relationships, and enhance revenue growth for the upcoming years. This data-driven approach will ensure sustained business success while addressing potential challenges in sales performance and regional market penetration.

References & Appendices

Vephla University Mentor (Dr. DevRichard)

Microsoft Excel (Pivot Table and Chart)