



# sales Trends Analysis for Business Optimization



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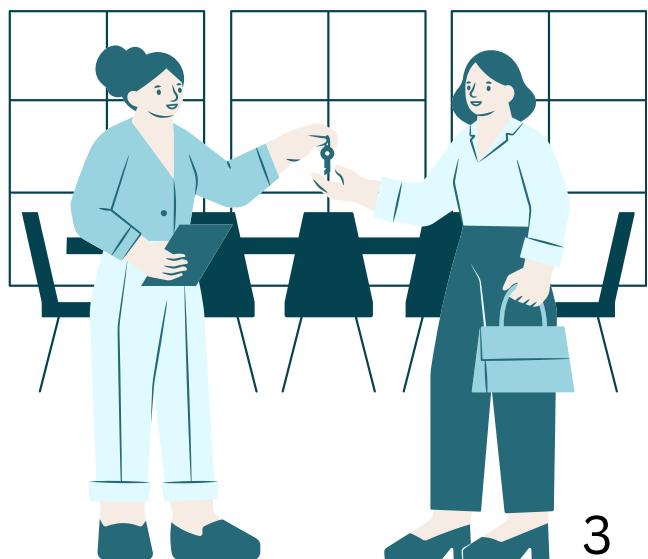
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# Executive Summary

The goal of this report is to analyze the global sales data to uncover insights that can drive business decisions. By leveraging advanced data cleaning, transformation techniques, and business intelligence methods, this analysis will highlight key trends, product performance, customer behavior, and other important factors affecting profitability and operational efficiency.



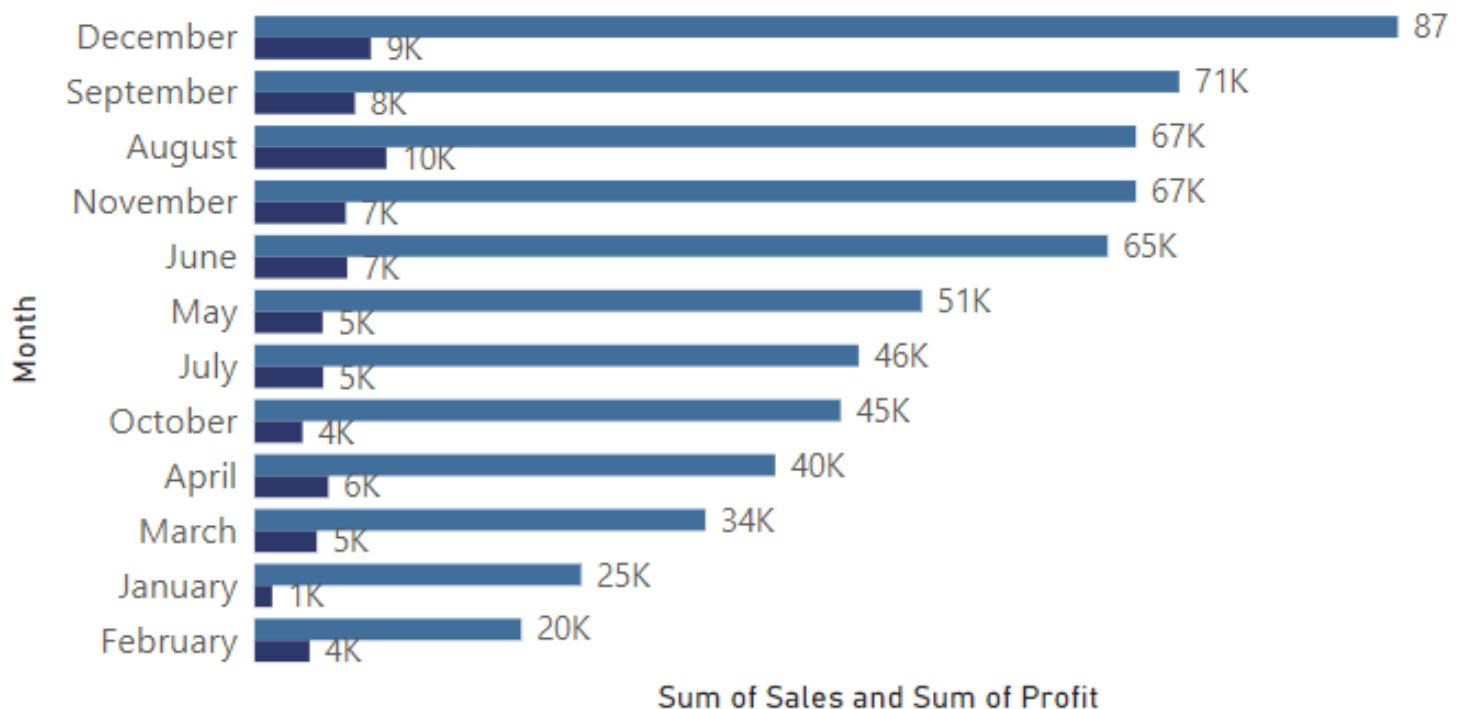
# Sales & Profit Trends



- Which months have the highest and lowest sales and profit?

## Monthly Sales and Profit Performance

- Sum of Sales ● Sum of Profit



## Key Takeaways from the Sales and Profit Chart:

- December is the best month: **Highest sales and profits.**
- February is the worst month: **Lowest sales and profits.**
- August is surprisingly profitable: High profits despite average sales.

## Recommendations:

- Maximize December: Focus on sales and marketing efforts.
- Improve February: Develop strategies to boost sales and profits.
- Analyze August: Identify factors contributing to high profits.

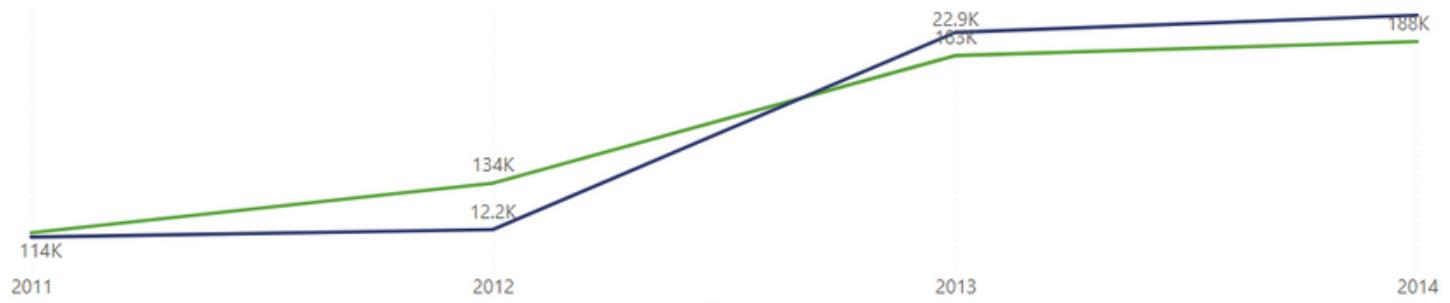
# Sales & Profit Trends



- How have sales and profits trended over the years, and what factors might be driving these trends?

Sales and Profit Trends Over Time

● Sum of Sales ● Sum of Profit



## Key Findings:

- Consistent Growth: Sales and profit have steadily increased from 2011 to 2014.
- Significant Growth Period: The period between 2012 and 2013 saw a notable surge in both sales and profit.

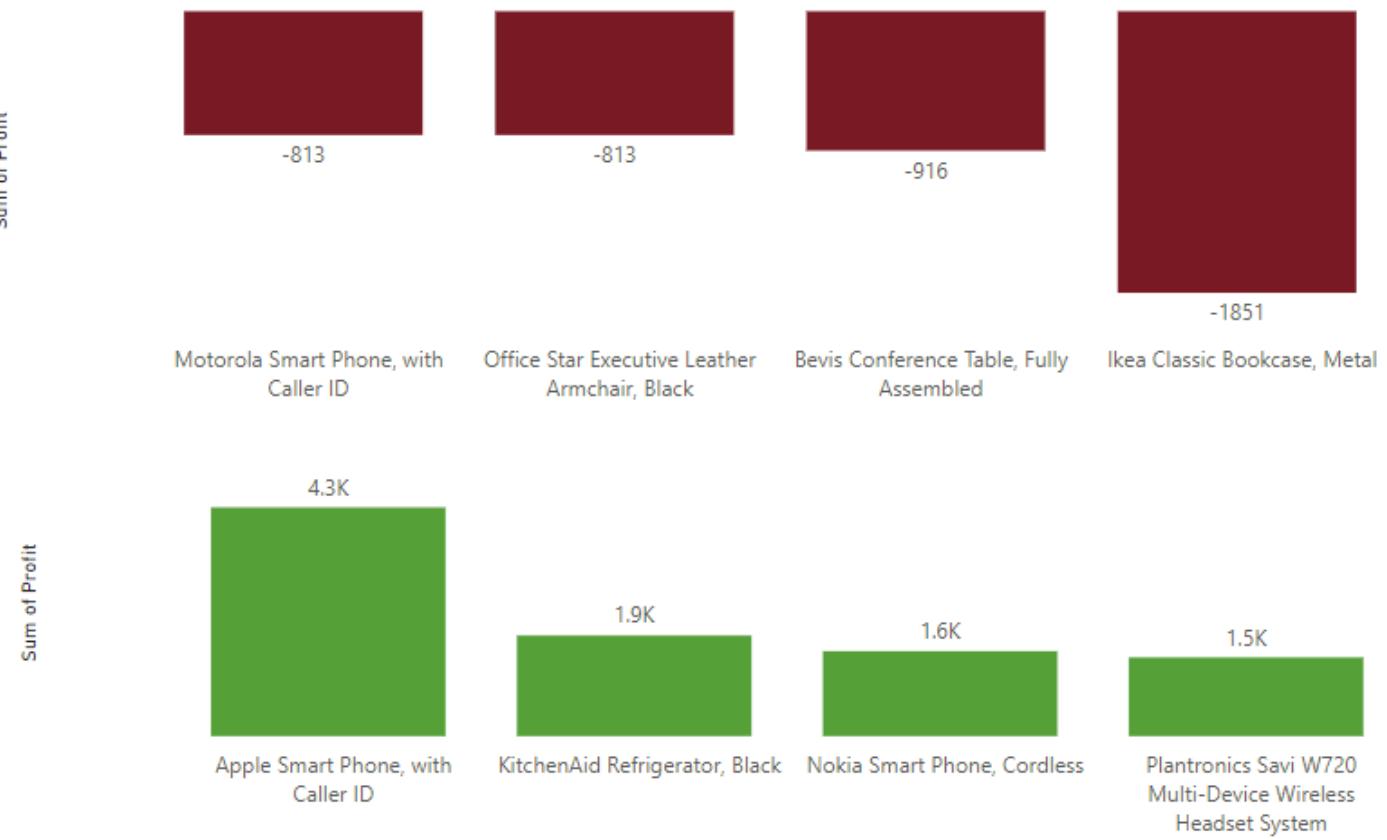
## Potential Drivers:

- Effective marketing and sales strategies
- Product innovation and launch
- Favorable economic conditions

# Sales & Profit Trends



- Which products are driving the **most** profit, and which ones are **underperforming**?



## Top Performers:

- Ikea Classic Bookcase, Metal Assembled
- Bevis Conference Table, Fully Assembled
- Office Star Executive Leather Armchair, Black
- Motorola Smart Phone, with Caller ID

## Bottom Performers:

- Apple Smart Phone, with Caller ID
- KitchenAid Refrigerator, Black
- Nokia Smart Phone, Cordless
- Plantronics Savi W720 Multi-Device Wireless Headset System

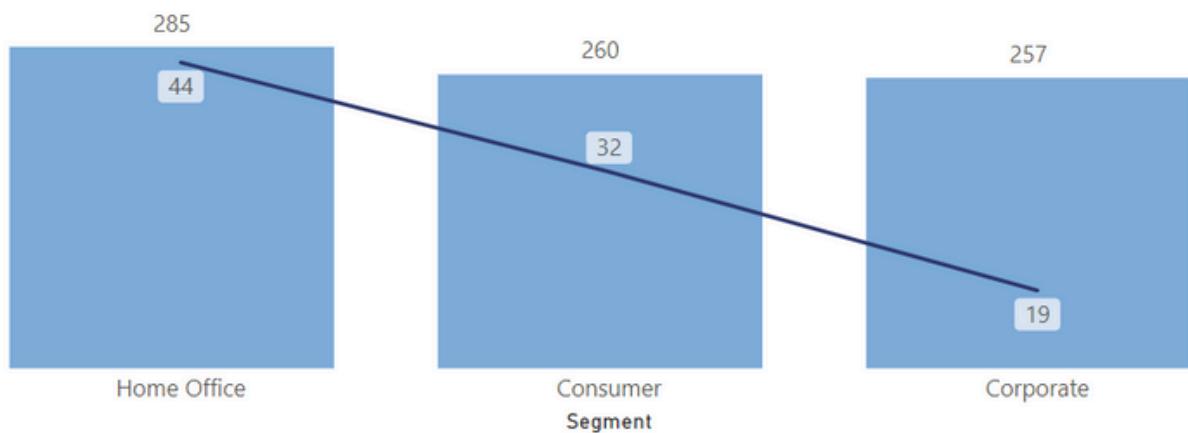


# Customer Segmentation

- How do different customer segments impact sales and profit?

Average of Sales and Average of Profit by Segment

● Average of Sales ● Average of Profit



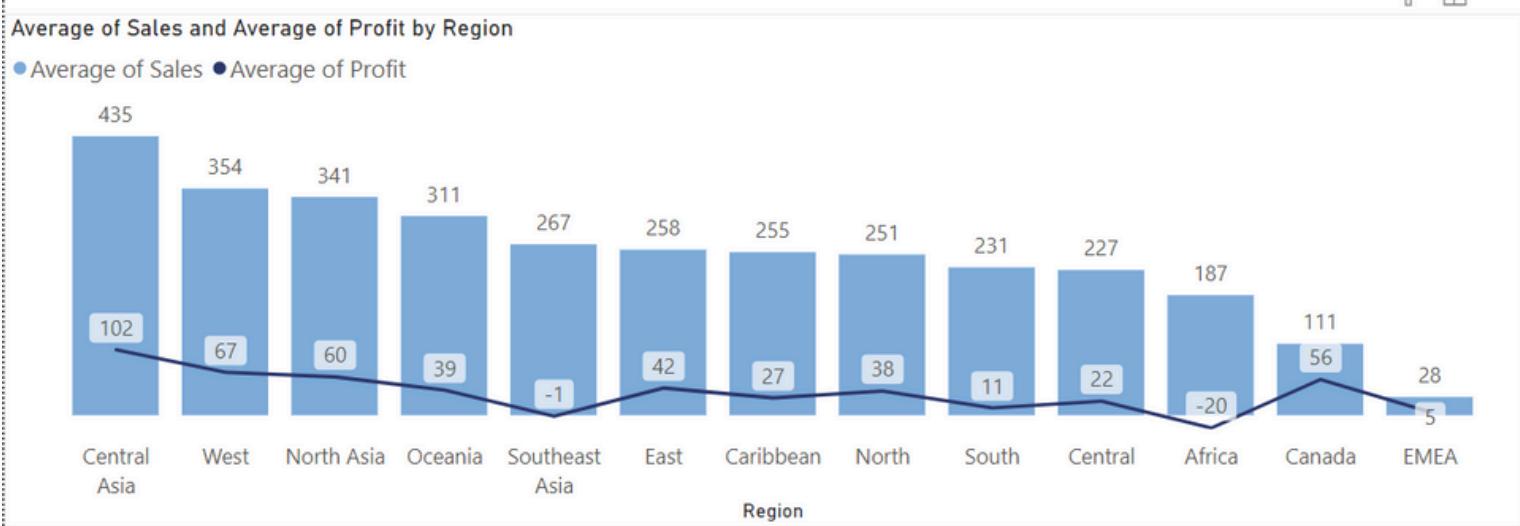
## Key Findings:

- **Home Office: Highest average sales and profit.**
- **Corporate: Lowest average sales and profit.**
- **Consumer: Moderate average sales and profit.**

# Regional Performance Analysis



- How do regions impact sales and profit?



## Key Findings:

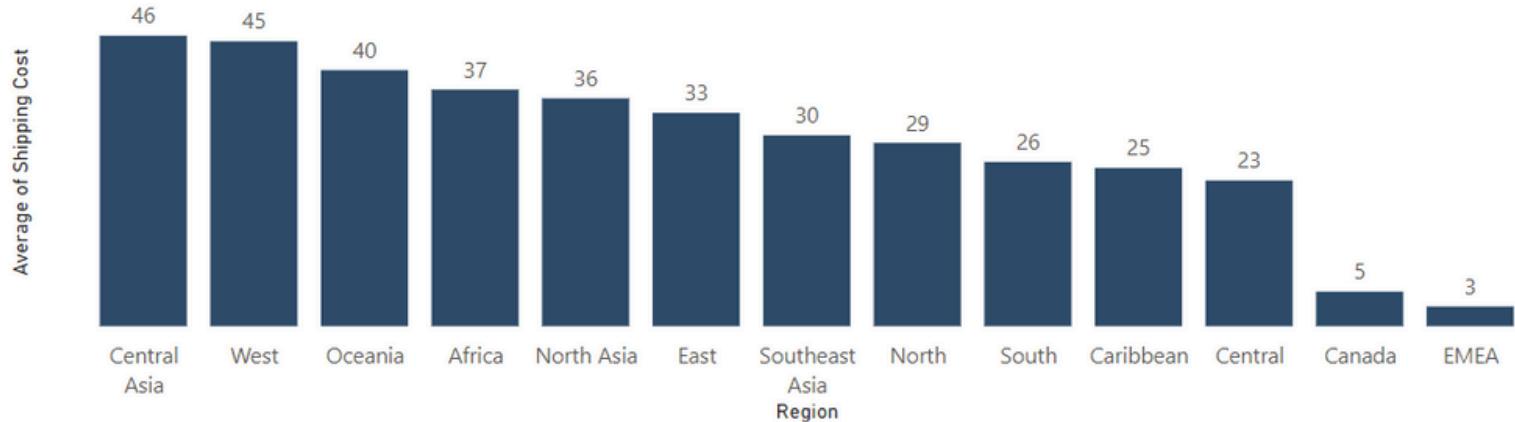
- **Central Asia:** Highest average sales and profit.
- **EMEA:** Lowest average sales and profit.
- **Mixed Performance:** Other regions show varying levels of performance.

# Regional Shipping Cost Analysis



- Are there any regions with notably high shipping expenses?

Average of Shipping Cost by Region



## Key Findings:

- **Central Asia: Highest average shipping cost, likely due to geographic challenges, infrastructure limitations, customs complexities, and potential political instability.**
- **EMEA: Lowest average shipping cost, suggesting efficient logistics, favorable shipping rates, or economies of scale.**
- **Mixed Performance: Other regions exhibit varying levels of shipping costs, influenced by factors such as distance, infrastructure, market size, and trade policies.**

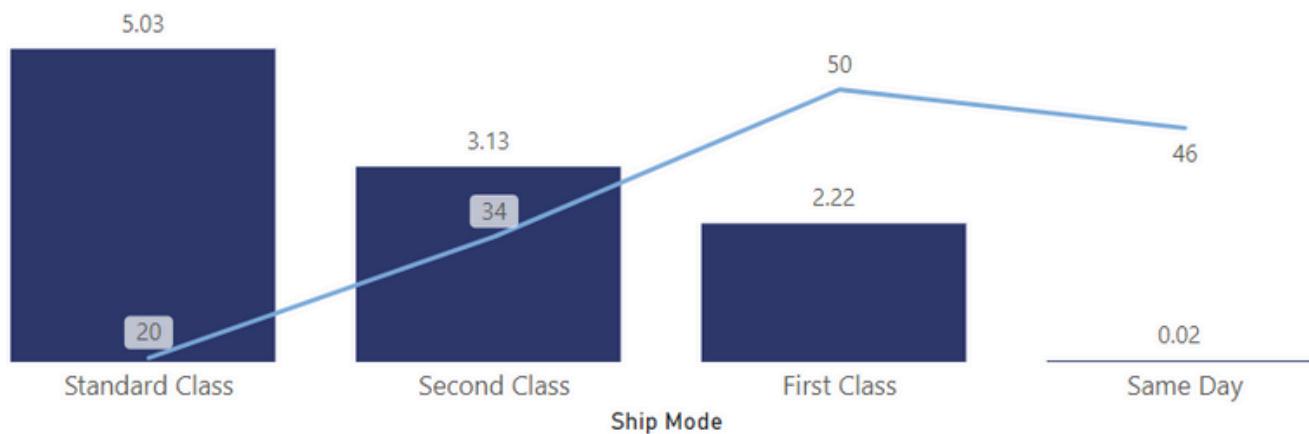
# Analyzing Shipping Mode Performance



- How do different shipping modes affect delivery time and cost?

Average of Days Difference and Average of Shipping Cost by Ship Mode

● Average of Days Difference ● Average of Shipping Cost



## Key Findings:

- **Standard Class:** Longest delivery time, moderate shipping cost.
- **Second Class:** Faster than Standard Class, slightly higher shipping cost.
- **First Class:** Faster than Standard and Second Class, higher shipping cost.
- **Same Day:** Fastest delivery, highest shipping cost.

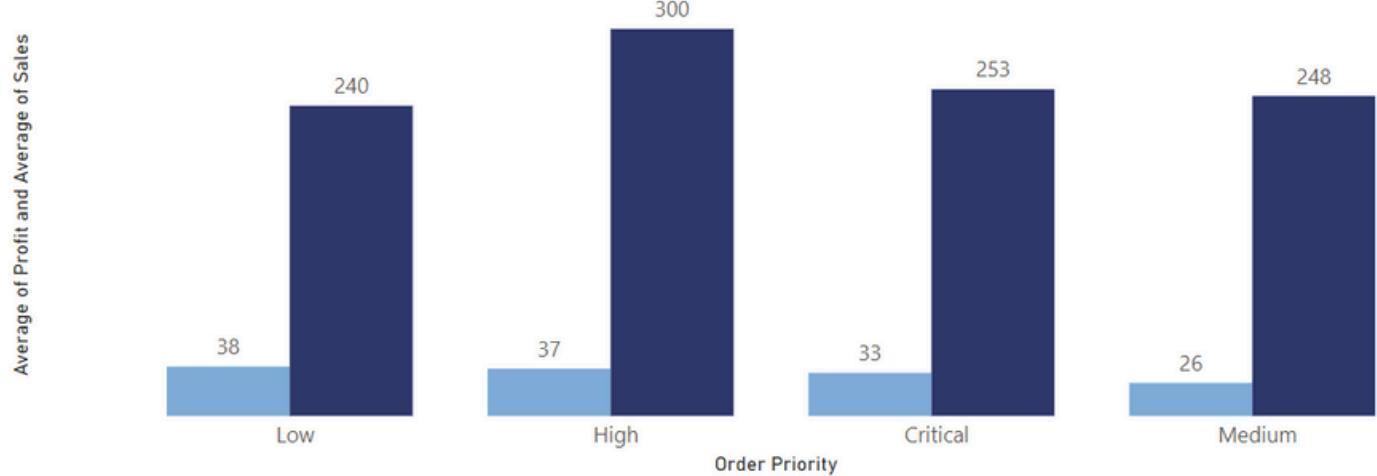
# Impact of Order Priority on Sales and Profit



- How do different order priorities affect average sales and profit?

Average of Profit and Average of Sales by Order Priority

● Average of Profit ● Average of Sales



## Key Findings:

- **High Priority:** Highest average sales and profit.
- **Low Priority:** Lowest average profit, but still contributes to sales.
- **Critical and Medium:** Moderate average sales and profit.

# Key Performance Indicators (KPIs)



## 1. Operational Efficiency:

4

avg days of shipping

Average Days of Shipping: 4 day

- **Interpretation:** This indicates efficient order fulfillment and timely delivery to customers.
- **Recommendation:** Continuously monitor and strive to reduce shipping times

# Key Performance Indicators (KPIs)



## 2. Customer Behavior:

3

Purchase Frequency~

780

Count of Customer ID

264

Average Order Value (AOV)

### 1. Customer Count: 780 customers

- **Interpretation:** The company has a solid customer base.

### 2. Purchase Frequency: 3 purchases per customer

- **Interpretation:** Customers are making repeat purchases, indicating customer satisfaction.

### 3. Average Order Value (AOV): \$264

- **Interpretation:** The average order value suggests customers are making substantial purchases

# Key Performance Indicators (KPIs)



## 3. Financial Performance

**619.30K**

Total Revenue

**70.63K**

Total profit

**11.41%**

Profit Margin

1. Total revenue: \$619,300

- **Interpretation:** The company has generated significant revenue.

2. Total Profit: \$70,630

- **Interpretation:** The company has a healthy profit margin.

3. Profit Margin: 11.41%

- **Interpretation:** This indicates strong profitability.

# Next Steps & Recommendations



# Priority Action List

- High Priority: Increase December marketing efforts.
- Medium Priority: Improve February sales.
- Low Priority: Focus on logistics optimization in high-cost regions like Central Asia.



# Contact



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LINKEIN





# Thank you!

