

DATE: June 7th, 2022

TO: The Executive Board

FROM: OMSBA 5145 – Jomaica Alfiler

SUBJECT: re: Sales Revenue Analysis

To the Executive Board,

Thank you for tasking me with this project. Using our data warehouse, I created three general reports and two comparative reports relating to sales for my analysis. The goal of this project was to find any relevant information within the data warehouse whether to increase or decrease the funding necessary for it.

My key findings in this project relate to the trial and error of our promotions along with the demographics of our sales customers. These new insights revealed a significant disparity in the success percentages of our internet sales promotions and reseller sales promotions. 72 % of all 32 internet sales promotions and 21 % of all 254 reseller sales promotions increased average monthly revenue for the products to which they were assigned over the same products without promotions.

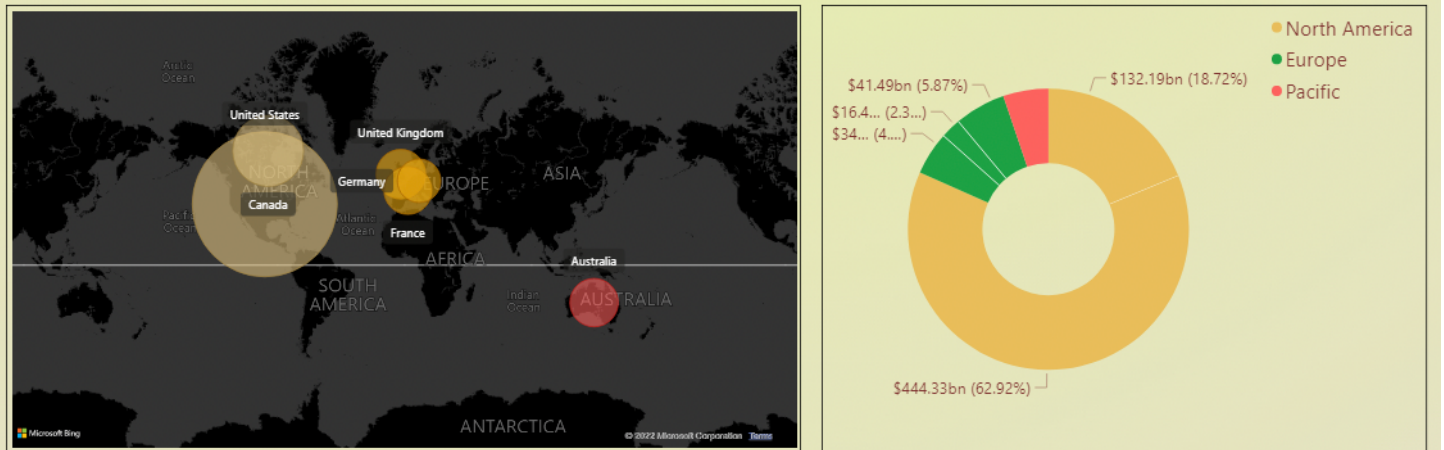
Perhaps, if another promotion is to be implemented then pricing experiment should be considered to claim lost profits from recent sales and promotions that were unsuccessful. In addition, if we want to increase the number of promotions offered to customers, it would be beneficial to understand what our target demographic should be. The top four countries with the highest total sales are the United States, United Kingdom, Canada, and Australia, which would be a good geographic location to consider since there is clear evidence that Over 1000 of our customers reside in these countries with more than 5000 orders, respectively.

Moreover, it would be prudent to keep our data warehouse in order to compare these findings and analyses with our current sales and promotional data to see if these trends persist and to devise effective promotions for our resellers and customers.

Best,

Jomaica Alfiler

Figure 3. Total Sales by Territory.



SalesTerritory	Country	InternetSales	ResellerSales	TotalSales
Europe	France	\$9,333,382,532	\$25,608,695,843	\$34,942,078,374
Europe	Germany	\$5,322,640,390	\$11,159,932,710	\$16,482,573,100
Europe	United Kingdom	\$11,938,826,983	\$29,550,834,957	\$41,489,661,939
North America	Canada	\$22,634,456,602	\$109,559,793,045	\$132,194,249,647
North America	United States	\$105,362,939,187	\$338,971,891,690	\$444,334,830,877
Pacific	Australia	\$15,521,494,002	\$21,276,405,603	\$36,797,899,603
<b>Total</b>		<b>\$170,113,739,696</b>	<b>\$536,127,553,848</b>	<b>\$706,241,293,540</b>