KPI Report: Total Revenue from Group Deals

Overview

This report evaluates the financial performance of the company's group deals in comparison to single deals. The key performance indicator (KPI) focuses on total revenue, the number of deals, and average revenue per deal.

Financial Summary

Total Revenue from Group Deals:

The company generated $50,571,869.50 from group deals. This figure highlights the significant income derived from these promotions.

Total Revenue from Single Deals:

In contrast, revenue from single deals amounted to $1,087,920.00. While this is a positive figure, it pales in comparison to the revenue generated from group deals.

Deal Statistics

Single Deals:

Total Deals: 433

Average Revenue per Individual Deal: $2,578.01

Group Deals:

Total Deals: 376,563

Average Revenue per Group Deal: $134.30

Importance of the KPI: Total Revenue from Group Deals

The total revenue generated from group deals is a critical indicator of financial success for the company. Here are key reasons for its importance:

Financial Assessment: This KPI provides insight into how effectively the company is leveraging group deals to drive income.

Strategic Decision-Making: Understanding the revenue generated from group deals allows management to make informed decisions regarding marketing strategies, product offerings, and resource allocation.

Performance Benchmarking: Comparing group deal revenue to single deal revenue helps assess the relative effectiveness of different sales strategies, guiding improvements and innovations in promotional efforts.

SQL Queries Used

Single Deals Revenue Calculation

sql

Copy

SELECT

SUM(original\_price \* quantity) AS net\_sales,

AVG(original\_price \* quantity) AS average\_revenue\_per\_individual\_deal,

COUNT(\*) AS total\_deals

FROM

public.single\_deals

WHERE

status = 'ACTIVE';

Group Deals Revenue Calculation

sql

Copy

SELECT

SUM(o.total\_amount) AS total\_revenue,

COUNT(\*) AS total\_deals,

AVG(o.total\_amount) AS average\_revenue\_per\_group\_deal

FROM

public.orders o

JOIN

public.groups\_carts gc ON o.groups\_carts\_id = gc.id

WHERE

gc.status = 'COMPLETED';

Conclusion

The analysis demonstrates that group deals significantly outperform single deals in terms of revenue and deal volume. This KPI serves as a vital tool for understanding the financial success of group deals and guiding future business strategies.