
Half yearly review

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Agenda



- 01. June Success and way Forward
- 02. State Wise Performance
- 03. Segment Wise Product Performance
- 04. Quantity-Based Revenue and Profit Analysis
- 05. Salesman Performance Analysis
- 06. Managers Performance Analysis

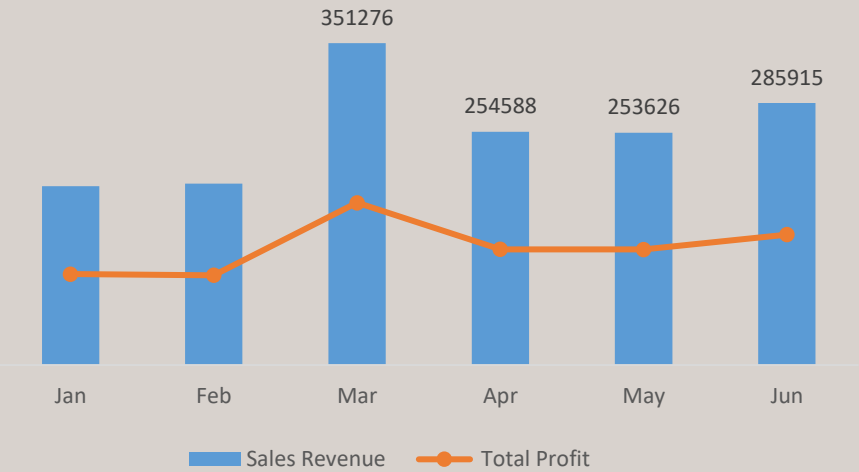
June Success:

13%

Month-on-Month Growth with Increased Profits and Reduced Losses.

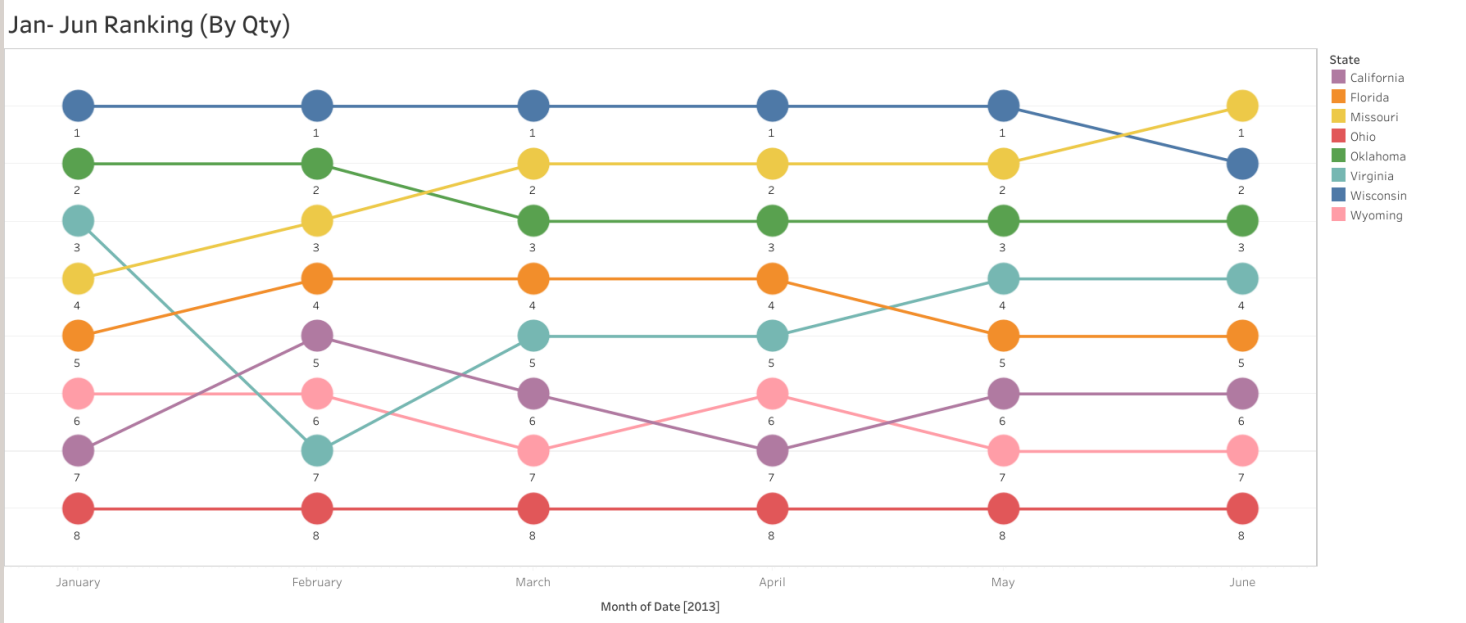
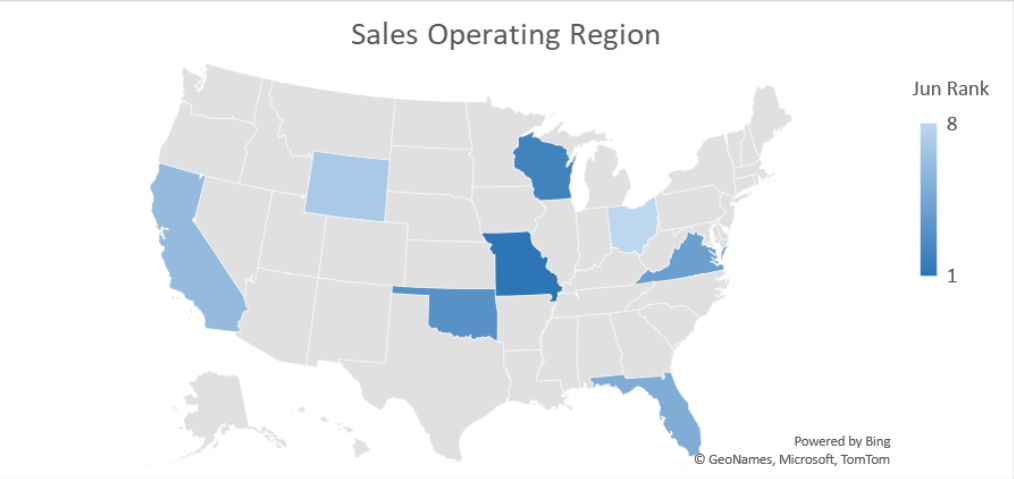
Key Insights:

- March: Remarkable Growth, Followed by a Dip in Revenue and Profit
- June: Back on Track with a 13% Growth - Now Our Focus is Sustaining It!



Month	Revenue Gr(%)	Profit Gr(%)
Feb	1%	-1%
Mar	77%	81%
Apr	-28%	-29%
May	0%	0%
Jun	13%	13%

State Wise Performance



Key Insights:

- **Missouri: A Rising Star**, Ranked 4th in January. Overtakes Wisconsin in June in Sellout Contribution
- **Wisconsin: The Ultimate Leader** and ends as the Top State. Contributes 22% of Total Sales
- **Oklahoma: Impressive Sales**, with Growth Potential. Contributes a Solid 16% of Total Sales and Opportunities for Further Improvement
- **Ohio: A Challenge**, Performs at the Lowest Rank. Contributes Only 5% of Total

State	Jan-Jun Cont. %	Jun %	-/+
Wisconsin	22%	18%	-4%
Missouri	18%	20%	+2%
Oklahoma	16%	16%	0%
Virginia	12%	14%	+2%
Florida	11%	11%	0%
California	9%	8%	0%
Wyoming	8%	8%	0%
Ohio	5%	5%	-1%

Segment Wise Product Performance

Above 50 and 40 to 50 Segments (Cash Cows):

- These segments, labeled as "Cash Cows," contribute around 60% of both profit and revenue.
- Hence, they deserve increased focus and expansion efforts

20 to 30 Segment (Stars):

- This segment is the most sellable in terms of both revenue and quantity.
- However, focusing on too many items here may not be advisable.

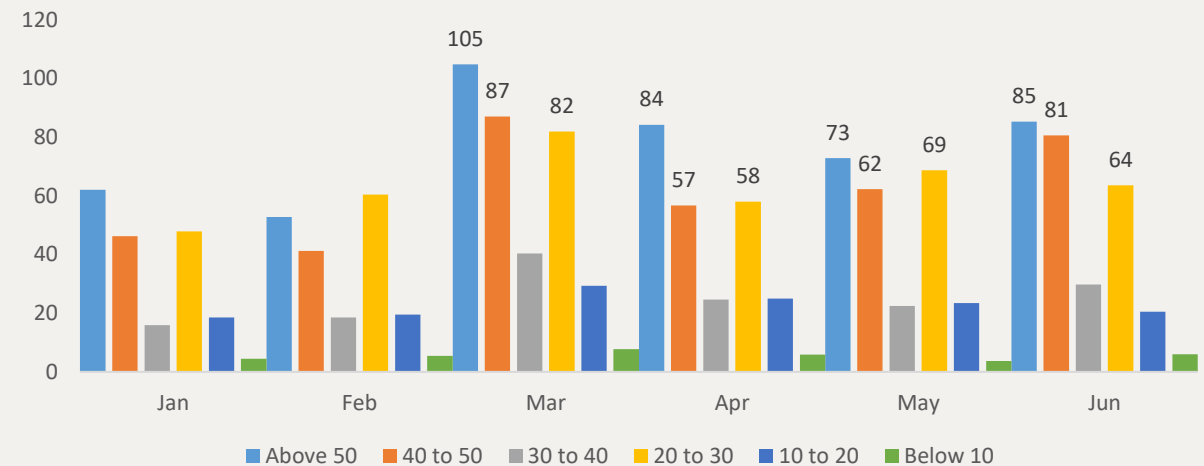
30-40 Segment (Poor Performer):

- This segment is the least popular one, with revenue contributing only 10% and quantity contributing 7%.
- It can be considered an "Underperformer" and may require a reduction in the number of items to focus on higher-performing segments.

10-20 and Below 10 Quantity Segments (Question Marks):

- These segments contribute around 35-40% of the quantity sold but only 10% of the revenue.
- Consideration should be given to reducing or optimizing items within these segments due to their inefficiency.

Month Wise Sales Revenue (K value)



Segment	Item Count	Rev			Qty		
		TTL Cont. %	Jun	-/+	TTL Cont. %	Jun	-/+
Above 50	7	30%	30%	0%	14%	14%	0%
40 to 50	7	24%	28%	4%	14%	16%	2%
30 to 40	6	10%	10%	1%	7%	8%	1%
20 to 30	14	25%	22%	-2%	26%	24%	-2%
10 to 20	6	9%	7%	-2%	15%	12%	-3%
Below 10	10	2%	2%	0%	23%	25%	2%

Quantity-Based Revenue and Profit Analysis

Key Insights:

- While June witnessed an overall increase in sales, revenue, and profit, a noteworthy observation is the **decline of 2% in both revenue per quantity sold and profit per quantity sold during the same month.**
- Upon a deeper dive into segment-wise analysis, it becomes evident that the **30 to 40 and 20 to 30 segments have experienced a loss of momentum.**
- While the numbers aren't alarming, it's crucial to address this issue promptly.
- Notably, the 20-30 segment holds a significant position as its our star segment. To regain momentum, we should consider running **targeted campaigns and offering strategic discounts in this segment to maximize sellout.**

Revenue and Profit Per Qty:

Month	Rev per Qty	Profit per Qty	MOM Gr % Rev Per	MOM Gr % Profit Per
Jan	27.1	13.8		
Feb	25.5	12.6	-6%	-8%
Mar	28.0	14.1	10%	12%
Apr	27.2	13.5	-3%	-4%
May	28.2	14.0	3%	4%
Jun	27.7	13.8	-2%	-2%

Segment Wise Revenue analysis (May Vs Jun):

Segment	May Rev. Per Qty	Jun Rev. Per Qty	Gap
Above 50	57	57	0.45
40 to 50	48	48	0.11
30 to 40	37	37	-0.43
20 to 30	26	26	-0.38
10 to 20	16	16	0.02
Below 10	2	2	0.13

Salesman Performance Analysis

Kelly's Performance:

- Kelly continues to lead in sales, and a reduction of one working day has significantly boosted his performance.

Amy Apple's Improvement:

- Amy Apple, previously the lowest performer, has now risen to the 3rd position.
- Notably, her performance improved after her working days were adjusted in March, incorporating a day off after her workdays.

Wendel and Benny's Performance:

- Wendel, who was previously in 2nd place, has dropped to 3rd, while Benny's position remains unchanged.
- Both Wendel and Benny work two days straight in a week, so it's recommended to give them a day off after a workday to enhance sales performance, as demonstrated with Amy.

Sally Summer's Review:

- Sally's performance has significantly declined, moving from the 2nd position to the last.
- It's advisable to provide Sally with sales training to improve his performance and maximize returns.

Jan-Feb Working Day:

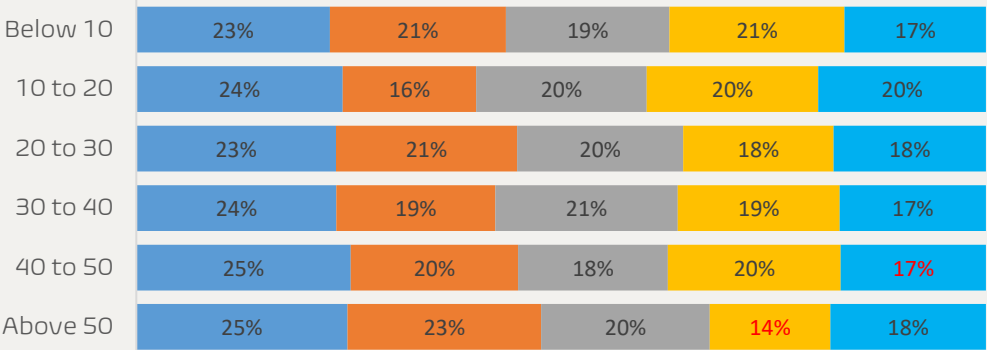
Name	Sun	Mon	Tue	Wed	Thu	Fri	Sat	Working Days	Jan-Feb Avg Sales Rev(K val)	Rank
Kelly Clark	✓	✓		✓	✓	✓		5	47	1
Amy Apple	✓	✓		✓				3	32	5
Wendel W.		✓	✓		✓			3	40	3
Benny B.			✓		✓	✓	✓	4	35	4
Sally Summer			✓		✓		✓	3	42	2

Post Feb Working Day:

Name	Sun	Mon	Tue	Wed	Thu	Fri	Sat	Working Days	Mar-Jun Avg Sales Rev(K val)	Rank
Kelly Clark	✓		✓		✓		✓	4 ↓	141	1
Amy Apple	✓		✓				✓	3	117	3 ↑
Wendel W.	✓	✓		✓				3	118	2 ↑
Benny B.		✓			✓	✓		3 ↓	103	4
Sally Summer		✓		✓		✓		3	95	5 ↓

✓- Needs to review their workday

Sales Performance by Product Mix



■ Kelly Clark ■ Wendel Westborne ■ Amy Apple ■ Sally Summer ■ Benny Bernanke

Managers Performance Analysis

John Jones's Growth:

- John Jones started January with a 49% revenue contribution, but he quickly experienced significant growth in his contribution.
- His performance **continued to thrive after his workdays were revised post-February.**

Mary's Performance:

- Mary began as the top performer in January but then had inconsistent performance.
- Notably, in June, she achieved a remarkable **33% growth in sales revenue compared to May**.

Manager Workday Revision:

- Like the sales team, we revised the workdays for managers post-February.
- However, the current report reveals that **this change resulted in an average loss of 234 units sold** and only a marginal revenue gain of 1k.
- This indicates **a loss in market share volume and insignificant revenue improvement**. Therefore, a review of the workday revision is necessary.

These observations highlight both positive and negative trends in performance and suggest the **need for a reevaluation of the workday revision for managers.**

Jan-Feb Working Day:

Name	Sun	Mon	Tue	Wed	Thu	Fri	Sat	Working Days	Jan-Feb Avg Sales Rev(K val)
John Jones	✓	✓	✓					3	121
Mary M.				✓	✓	✓	✓	4	75

Post Feb Working Day:

Name	Sun	Mon	Tue	Wed	Thu	Fri	Sat	Working Days	Mar-Jun Avg Sales Rev(K val)
John Jones	✓	✓					✓	3	172
Mary M.			✓	✓	✓	✓		4	115

- ✓- Workday changes

Workday change showing **negative** impact

Day	Revenue (K Val)			Qty		
	Jan-Feb Avg	Post Feb Avg	Gap	Jan-Feb Avg	Post Feb Avg	Gap
Tue	50	29	-21	1946	1007	-938
Sat	28	50	22	1076	1780	705
1						-234

Month Wise Managers Performance (K val)

Name	Jan	Feb	Mar	Apr	May	Jun	TTL
John Jones	96	147	211	152	161	162	929
Mary Mansfield	100	51	140	103	93	124	610
TTL	195	198	351	255	254	286	1539
John Cont%	49%	74%	60%	60%	63%	57% <div>▲</div>	60%
Mary Cont%	51%	26%	40%	40%	37%	43% <div>▼</div>	40%

Summary

Our business is in good shape

Profits are up in MOM growth by 13%

June saw growth but 2% decline in per-quantity revenue/profit, hence needs to offer campaign and discount offer in 20-30 segment

State Performance

Missouri rose to prominence. Wisconsin led with a 22% sales contribution, while Ohio facing challenges, contributing only 5% to total sales

Profit and revenue

"Cash Cow" segments (above 50 and 40 to 50) generated 60% of profit and revenue

"Question Mark" segments (10-20 and Below 10 Quantity) contributing 35-40% of quantity but only 10% of revenue, suggesting optimization.

Sales Team Dynamics

Kelly's performance boost and Amy's rise due to adjusted workdays

Recommendations for Wendel and Benny include providing a day off after two consecutive workdays

Manager Workday Revision

workday revisions showed a marginal revenue gain but a potential market share loss, requiring a review

Striking a Balance

Effective changes and reviews can yield positive and sustainable growth.

Closing

I want to express my appreciation for providing me with this valuable business case, which offers the opportunity to analyze sales trends, generate insights, and formulate actionable steps.

I'm genuinely excited about the prospect of collaborating with your company and contributing to its success.

Thank you for this opportunity, and I look forward to our future endeavors.

Kazi

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