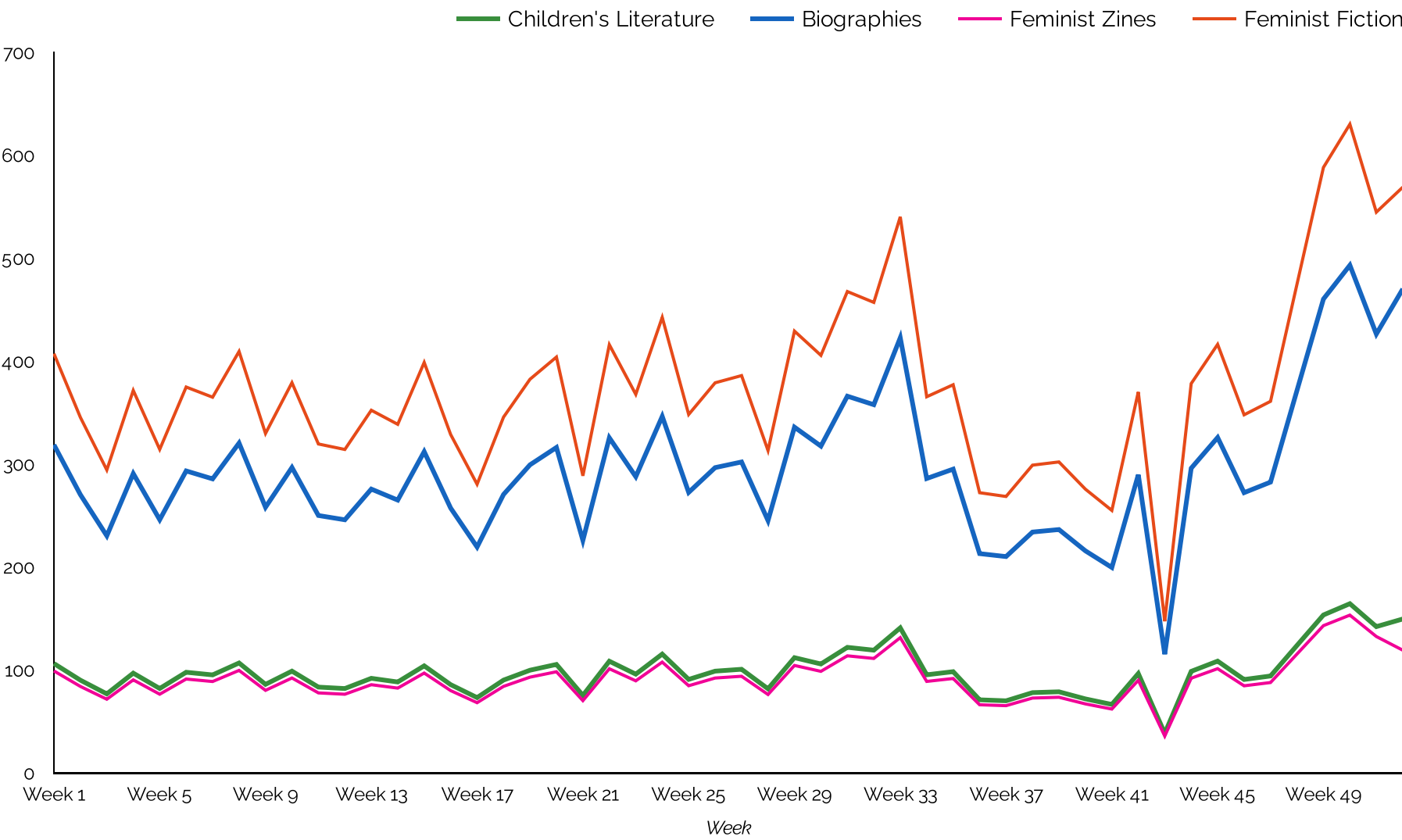


BENNY'S SALES REPORT FOR 2021



Sales Per Week across all Genres



Feminist Fiction

19,540.49

Biographies

15,317.37

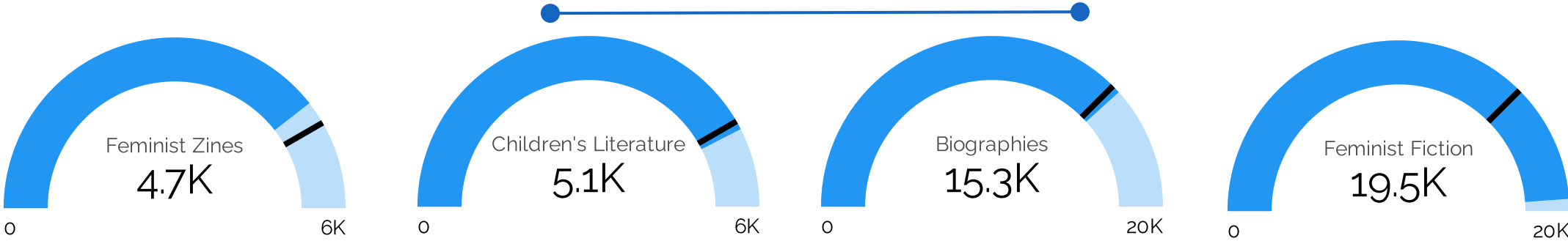
Children's Literature

5,098.62

Feminist Zines

4,733.9

The Different Genres and how they fared against their yearly target



Benny's is a bookstore that specializes in sales of two genres; Feminist Fiction and Biographies. In the year, 2021, they decided to improve their book offerings. by adding two new genres; Feminist Zines and Children Literature.

The marketing and sales department set a target of \$5,000 for the new genres and \$15,000 for the existing genres with a possible expectation of hitting \$6,000 and \$20,000 respectively

All the genres crossed their target except for the Feminist Zines Genre. This is particularly shocking because the highest-grossing Genre is Feminist Fiction. A further look shows that the readers could be less interested in all forms of non-fiction and this also includes Biographies

We see that there was a sharp decline in sales in Week 43 across all Genres.

We also observe an increase in sales towards the end of the year. This could likely be as a result of the holidays which meant that people had extra time on their hands and more time indoors

Recommendation & Further Action:

Benny's should explore more genres that are not 'non-fiction'

The marketing and sales team should take advantage of the holiday season to scale revenue generated

Further investigation should be carried out to ascertain the cause of the sharp decline in sales in Week 43.

A survey on past customers can also be carried out to understand the types of genres they are most interested in