

Task 10: Executive Summary

Write 5–7 bullet points answering:

- What's working well?
- What's underperforming?
- Where should the business focus?

What is working well?

Based on the insights this is where I saw high sales, strong growth and clear leads.

Insights:

- Total sales: R2.25 million
- The strongest YoY growth in 2017 with +31.43%
- West and East regions perform best
- Technology categories are the top performer
- Consumer segment generates the most amount of revenue

Bullets:

- The business performance overall is strong generating R2.25 million in total sales across 4916 orders.
- Technology products especially Phones and Electrical chairs, contributes the largest share of category -level-sales. With Chairs bringing in over R322000.00 and Phones over R326400.00.
- Sales show positive year-over-year growth, especially in 2017 and 2018, indicating successful expansion and improving market performance.

What is underperforming?

Refers to where sales are low, weak or inefficient.

Insights:

- Sub-categories like Fasteners, Labels, Envelopes perform poorly
- South region has the lowest sales
- Early-year months are consistently weak

Bullets:

- Sub-categories like Fasteners, Labels, and envelopes generate very low sales, suggesting limited demand or poor product-market fit.
- The South region records the lowest total sales and customer revenue, indicating underperformance compares to other regions.
- Monthly Sales show seasonal dips early in the year, particularly in January and February, which may impact cash flow stability.

Where the business should focus

The actions that can be implemented based of the information that was gathered from the data.

From analysis:

- Focus on high-performing categories
- Reduce or review weak products
- Invest in top regions
- Use seasonality for planning
- Leverage Consumer segment volume

Bullets:

- The business should focus on expanding high-performing categories, particularly Technology and Furniture, to maximise revenue growth.
- Marketing and inventory strategies should be strengthened in the West and East regions, while investigating targeted improvements for the South.
- Low-performing products and sub-categories should be reviewed for discontinuation or repositioning to improve overall profitability.
- Sales planning should account for seasonal peaks , particularly November and December, to optimise stock levels and promotional activity.
- Customer-focused strategies targeting the Consumer segment could further increase revenue, given its high contribution to total sales.