Contoso Analysis Report

Prepared by: Akala Pelumi, Data Analyst

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Introduction

Introducing a comprehensive analysis of Contoso's business performance, this report leverages data analytics to enhance strategic decision-making. Akala Pelumi, a Data Analyst, developed detailed dashboards to monitor sales, orders, customer profiles, and geographic performance.

Background

Establishing a strong presence with 307 physical stores and online channels, Contoso distributes products through stores, online platforms, resellers, and catalogs. Data is collected via standardized templates to analyze key performance indicators (KPIs), supporting sales and marketing teams.

Industry Type of Data

Retail / Sales Analytics

Stakeholders of the Analysis

- Sales Representatives
- Team Managers / Regional Sales Managers
- Marketing Team
- Sales Executives / Leadership Team

Value to Stakeholders

Providing real-time insights, the dashboards enable stakeholders to track performance metrics, identify trends, make informed decisions, and align operational strategies with business objectives.

Data Limitations or Biases

None

Sales Overview

- Total Revenue: $12bn
- Average Unit Price: $320.5
- Total Profit: $7bn
- Sales Trend Over Time: Steady growth with seasonal peaks.

- Sales by Channel: Store (55.93%), Online (21.57%), Reseller (13.82%), Catalog (8.68%).
- Top 5 Selling Products:
    - Contoso Washer & Dryer: $0.40bn
    - NT Washer & Dryer: $0.40bn
    - Contoso Home Theater System: $0.38bn
    - Litware Home Theater System: $0.33bn
    - Litware Washer & Dryer: $0.27bn

Order Performance

- Total Orders: 3M
- Return Rate: 0.93%
- Average Order Value: $3.64K
- Order Quantity Trend: Steady growth with seasonal fluctuations.
- Top 5 Orders by Store:
    - Contoso Unassigned Store: 0.80M
    - Contoso North America Online Store: 0.24M
    - Contoso Catalog Store: 0.19M
    - Contoso Ashgabat No.1 Store: 0.01M
    - Contoso Shanghai No.1 Store: 0.01M
- Discounted vs Non-Discounted Orders: 52.64% Discounted, 47.36% Non-Discounted

Geographic Analysis

- Sales by Region: $12bn
- Total Stores: 307
- Average Sales per Store: $40.4M
- Sales Trend by Store Open Date: Shows seasonal peaks and troughs.
- Top 5 Cities by Sales:
    - Beijing: $1.47bn
    - North Harford: $1.08bn
    - Bethesda: $0.98bn
    - Berlin: $0.81bn
    - Seattle: $0.67bn

Customers Profile

- Total Customers: 19K
- Customer Lifetime Value: $658K
- Average Yearly Income: $260.2K
- Customer Sales by Gender: M (52.32%), F (47.68%)

- Top 6 Customers:

FirstName	Total Sales	Total Quantity	Total Order	Average Order Value
Brent	$1,495,978,817	6507599	386054	$3,875.05
Jon	$1,495,978,817	6507599	386054	$3,875.05
Tabitha	$1,495,978,817	6507599	386054	$3,875.05
Clayton	$1,496,006,278	6505119	386062	$3,875.04
Kristi	$1,498,204,301	6515930	385711	$3,884.27
Alisha	$1,476,615,529	6430101	378150	$3,904.84

- Sales by Customer Education:
    - Partial College: $5.1bn
    - Partial High School: $4.8bn
    - Bachelors: $3.7bn
    - Graduate Degree: $3.4bn
    - High School: $3.4bn

Summary

Summarizing Contoso's strong performance, the business recorded $12bn in total sales revenue across more than 3 million orders. The average order value stood at $3.64K, demonstrating steady customer purchasing power and consistency across the portfolio. While the overall return rate remained low at 0.93%, indicating operational efficiency and customer satisfaction, discounts emerged as a significant driver of performance. More than 52.64% of all orders were placed with discounts, reflecting both the effectiveness of promotional strategies and the degree to which sales volumes depend on them. From a geographic perspective, North America led sales performance, supported by a strong footprint of 307 physical stores and online channels, averaging $40.4M in sales per store. Key metropolitan areas and flagship stores contributed disproportionately to revenue, with Beijing standing out as the single best-performing city by sales at $1.47bn. Outside of North America, regions such as Europe and Asia also contributed meaningfully, with growing adoption of online channels and reseller partnerships. Channel performance highlighted clear customer preferences. Store and online channels collectively captured a major share of sales, with stores at 55.93% and online at 21.57%, benefiting from convenience and accessibility. Reseller (13.82%) and catalog (8.68%) sales, while still relevant, trailed behind in contribution, pointing to the ongoing shift toward digital and partner-driven models. This multichannel performance underlines Contosos adaptability to evolving customer expectations. Trends over time showed steady sales growth with identifiable seasonal peaks, offering opportunities to optimize inventory, staffing, and promotional timing to fully capture demand surges. The balance of high order volumes, controlled returns, and targeted discounting helped sustain growth, but also revealed opportunities to refine discount strategies to protect margins without compromising demand. Looking ahead, the insights from this analysis highlight several priorities:

- Leveraging high-performing regions and stores, such as Beijing and Contoso Unassigned Store (0.80M orders), as benchmarks for expansion.
- Continuing to grow store and online channels where customer engagement is strongest.
- Optimizing discount strategies to strike a balance between volume growth and profitability.

- Strengthening customer retention initiatives given the large share of orders influenced by promotions.

In summary, Contosos performance reflects a healthy, growing business with strong geographic coverage and channel diversity. By refining pricing and promotional strategies, and capitalizing on top-performing regions and channels, the business is well-positioned for sustained future growth.