

Task 6.01.

Level 1.

International sales performance: understanding of the sales pattern by country

International Sales Performance

EUROPE IS LEADING IN TOTAL SALES

Germany and the **UK** generates 41% of total income. In contrast, China and Spain contribute only 1% each

Germany	Sweden	Norw...	Cana...
21 %	15 %		
United Kingdom	Ireland	12 %	12 %
20 %	12 %		

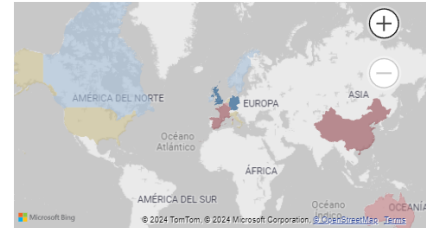
LOW PERFORMANCE DESPITE PRESENCE

Germany leads with 14 sales per company in average, while the Netherlands has 10 companies but only 1 sale each

Germany	United Ki...	Norway	Sw...
14	10		
Canada	Ireland	9	6
11	9		

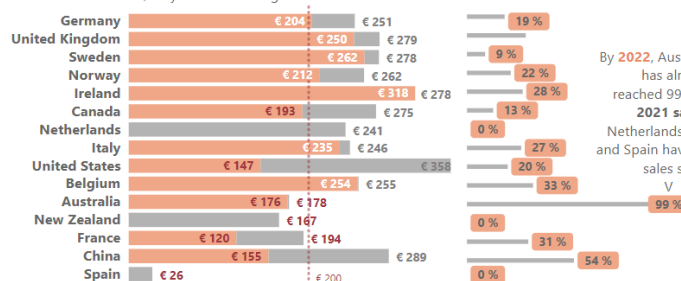
EUROPE IS LEADING IN NUMBER OF TRANSACTIONS

Germany and the **UK** are the most active, while such potentially big market as **China** has only 3 transactions



SALES IN 2022 COMPARED TO 2021

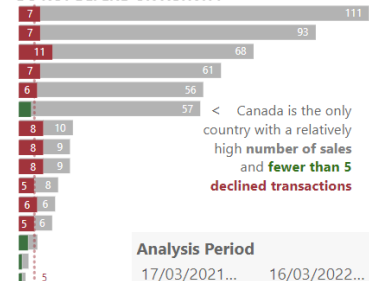
In 2021, **Average Sales** reached the business goal of €200 in most countries. As of 2022, only Ireland shows growth



By 2022, Australia has already reached 99% of 2021 sales; Netherlands, NZ, and Spain have no sales so far

NUMBER OF DECLINED TRANSACTIONS

DO NOT DEPEND ON ACTIVITY



< Canada is the only country with a relatively high number of sales and fewer than 5 declined transactions

Analysis Period

17/03/2021... 16/03/2022...

**** It should be taken into account that we do not have full data for two years. The 2021 starts 16/03 and 2022 ends 15/06. So it can be assumed that we have full financial year but not two calendar. That is way straight comparing years is not correct but we can assess performance for first months of 2022.**

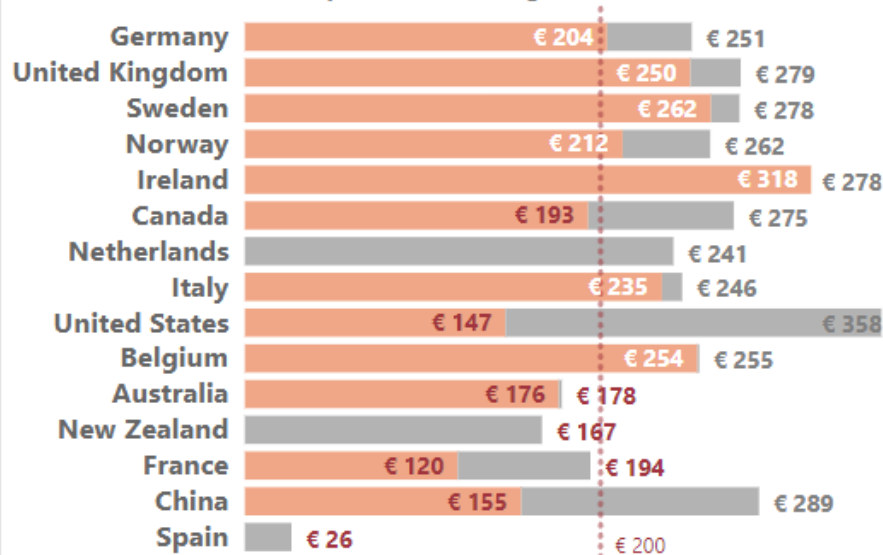
Exercise 1.

Average sales broken down by country and year.

The business objective is set at € 200, average sales under this value are pointed.

SALES IN 2022 COMPARED TO 2021

In 2021, **Average Sales** reached the business goal of €200 in most countries. As of 2022, only Ireland shows growth



In 2021, most countries achieved the business goal of € 200 in average sales. Key observations:

+ **Strong performance:** The US and China in general had the highest amount of individual sales.

- **Underperformance:** France narrowly missed the target, Australia, New Zealand, and especially Spain had lower sales.

For the first 2.5 months of 2022, the situation highlights key trends:

+ **Growth** in Ireland and stable sales in Belgium and Sweden

- **Decline** in big countries like the US, Canada, and China

- **No sales** in Spain, the Netherlands, and New Zealand

Recommendations:

- **Immediate Focus:** Address the lack of sales in Spain, Netherlands, and NZ. Investigate causes and potential solutions.
- **Strategic Planning:** Develop targeted initiatives to stabilize sales in potentially big markets (USA, Canada, China).

- **Leverage Success:** Capitalize on Ireland's growth and replicate successful strategies in other regions. Maintain efforts in Belgium and Sweden to ensure continued stability.

Exercise 2.

Overview of the transactions carried out by each country: **the percentage of sales by country.**

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Germany and the UK dominate sales, contributing 41% of total revenue (20% each). Sweden, Norway, Ireland, and Canada collectively contribute another 40%.

Spain generates the least income, with only 3 selling companies. France and China also show low sales performance.

There is some link between income generation and the number of active companies: leading countries have more than 7 active companies. However, there is also “underperformance despite presence”: Netherlands has 10 companies, but activity level is very low, with only 1 transaction per company on average, which indicate inefficiency.

Recommendations:

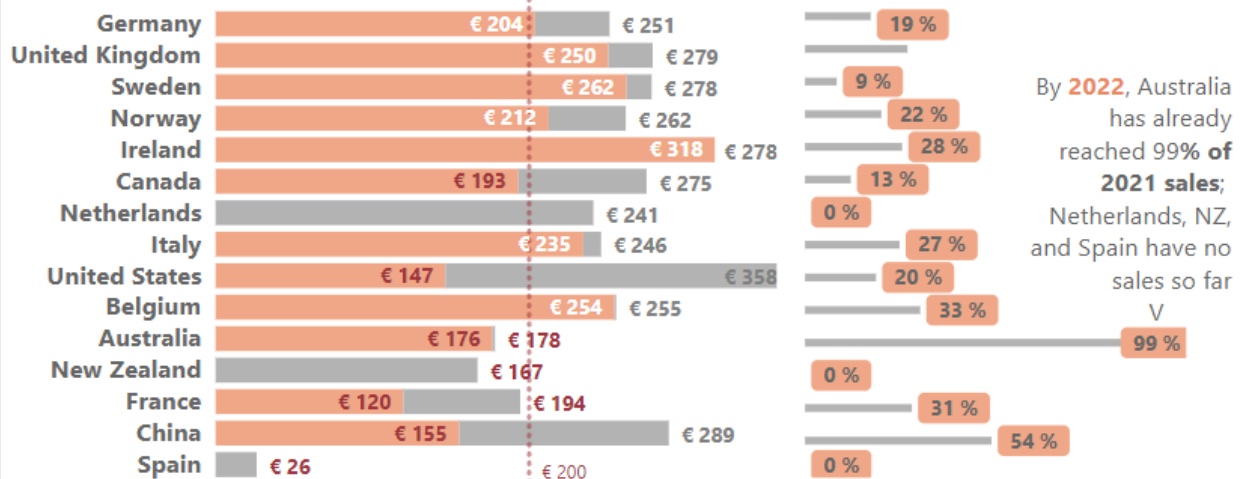
- Focus on enhancing market presence in Spain, China, and France by expanding selling companies or improving engagement.
- Investigate the lack of activity in the Netherlands to identify and address barriers.
- Capitalize on Germany and the UK's success by exploring additional growth opportunities in these markets.
- Strengthen moderate-performing markets (e.g., Sweden, Ireland) to diversify income streams.

Exercise 3.

The difference in sales between 2022 and 2021 in each country.

SALES IN 2022 COMPARED TO 2021

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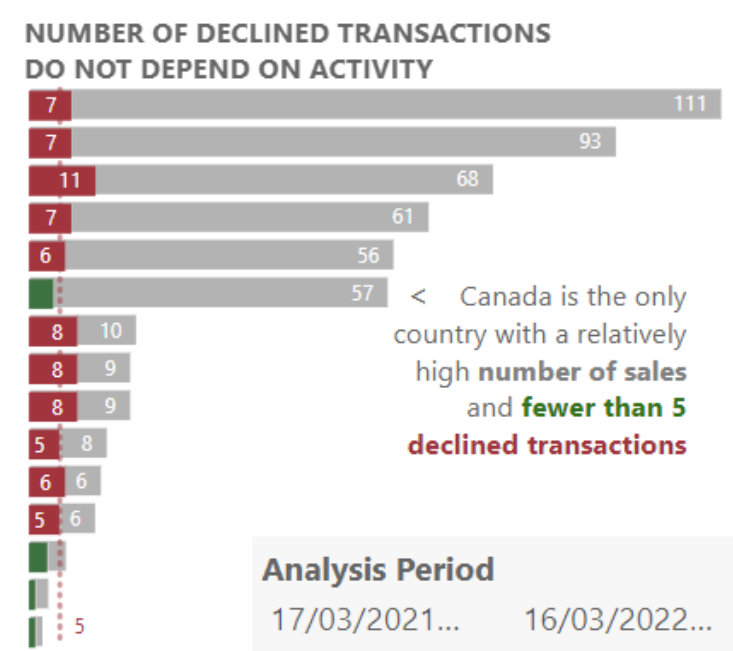
In the first 2.5 months of 2022, no country has reached its full 2021 sales yet.

+ **Positive Trends:** Australia reached 99% of 2021 sales, and China already achieved 54%. This suggests a strong upward trend and potential for higher sales in 2022 compared to the previous year.

- **Challenges:** Netherlands, NZ, and Spain have no sales so far, indicating potential market challenges and requiring urgent attention.

Exercise 4.

The number of rejected transactions in each country. Business objective is to have **less than 5 declined transactions** per country.



Most countries have more than 5 declined transactions, regardless of the total number of valid transactions. Canada stands out with only 2 declined transactions out of 57 valid ones, demonstrating highly effective operations. Countries with a high volume of valid transactions (e.g., Sweden) and those with fewer than 20 valid transactions still show rejection rates of 5-11. Sweden recorded 11 declines despite 68 valid transactions.

Recommendations:

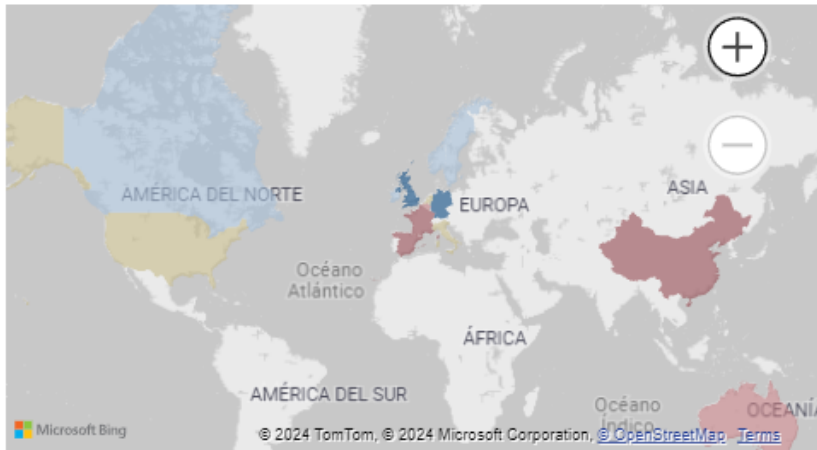
- *Learn from Canada:* Canada's low decline rate suggests strong sales processes, setting it apart from other markets. Study and replicate the processes or strategies used in Canada to achieve low decline rates.
- *Targeted Interventions:* Focus on countries with high rejection numbers, especially those with a high volume of transactions, like Sweden. Investigate common reasons for transaction declines and implement corrective measures to ensure smoother operations globally.

Exercise 5.

The geographic distribution of sales.

EUROPE IS LEADING IN NUMBER OF TRANSACTIONS

Germany and the **UK** are the most active, while such potentially big market as **China** has only 3 transactions



Top performers are in Europe: Germany and the UK have the highest transaction numbers, driving the strongest sales.

In North America Canada outperforms the USA significantly, with 61 transactions compared to 17.

Oceania: Australia and NZ are smaller markets with limited transaction volumes.

Asia is presented by China with only 3 transactions recorded, despite its potential as a large market.

Recommendations:

- *Asia and Oceania: invest in marketing and sales strategies to expand presence in countries like China, Australia and NZ*
- *Europe: analyse the factors contributing to the success in Germany, and UK to apply similar strategies in weaker regions (for example, Spain and France is underperforming compared to other European countries)*
- *North America: enhance efforts in the USA to unlock its potential, leveraging Canada's performance as a benchmark*

Exercise 6.

Analysis of Sales Patterns, Transaction Activity, and Market Distribution

Key Objectives

- Understand sales trends across countries in 2021 and early 2022.
- Identify high-performing and underperforming markets.
- Evaluate transaction efficiency and identify growth opportunities.
- Provide actionable recommendations to improve global sales performance.

Average Sales by Country (2021 vs. 2022)

2021 Success: Most countries met the €200 goal. USA and China performed best; Spain, NZ, and Australia underperformed.

2022 Concerns: No sales in Netherlands, NZ, or Spain so far; declines in USA, Canada, and China.

Actions:

Focus on recovering momentum in large markets and activating non-performing regions.

Sales Percentage by Country

Germany and UK dominate, contributing 41% of total sales.

Smaller contributions from China, Spain, and France.

Actions:

Strengthen efforts in underperforming regions like China and Spain.

Replicate success from Germany and the UK in other markets.

Market Activity by Country

Germany leads with 14 sales per company, indicating strong engagement.

Netherlands has 10 companies but averages only 1 sale per company.

Actions:

Investigate low efficiency in the Netherlands.

Increase activity levels in underperforming markets.

Sales Growth (2022 vs. 2021)

Australia achieved 99% of 2021 sales in just 2.5 months; China reached 54%.

No sales in Spain, Netherlands, or NZ.

Actions:

Support high-growth markets (Australia, China).

Address gaps in regions with no 2022 sales.

Rejected Transactions by Country

Canada has only 2 rejected transactions out of 57, meeting the goal. Most countries exceed the target of fewer than 5 rejections; Sweden has the highest (11).

Actions:

Investigate Canada's processes to reduce rejection rates globally.

Focus on reducing declines in countries with high sales volumes, such as Sweden.

Geographic Distribution of Sales

Germany and UK lead in transactions.

Canada outperforms the USA (61 vs. 17 transactions).

China, Spain, and France have small contributions.

Actions:

Expand successful strategies from Germany, UK, and Canada to weaker regions.

Invest in untapped potential markets, like the USA and China.

Key Takeaways:

High Performers: Germany, UK, and Canada are leading markets.

Underperformers: Spain, Netherlands, and China need focused attention.

Opportunities: Early growth in Australia and China suggests strong potential for 2022.

Action Plan:

- Reinforce high-performing markets.
- Address inefficiencies and low engagement in underperforming regions.

- Monitor growth trends in promising markets for strategic investments.

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Next Steps

- Implement region-specific strategies to boost performance.
- Regularly monitor sales and rejection trends for dynamic adjustments.
- Share best practices across markets to improve efficiency and results globally.

Level 2

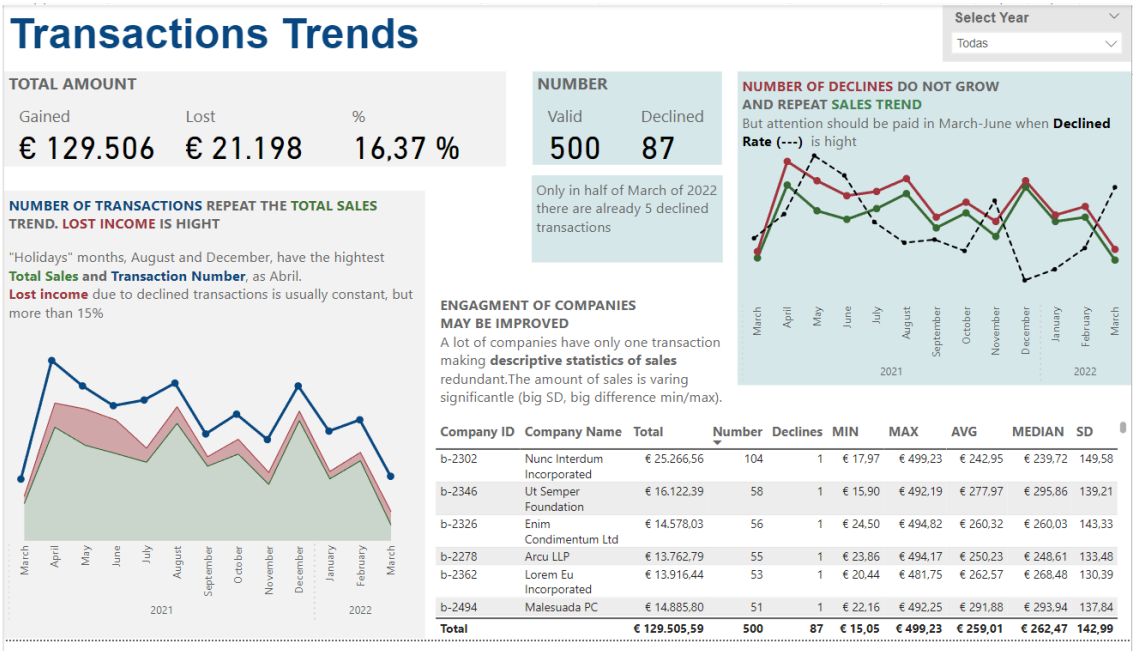
Analysis of Transactions, considering the time factor

Exercise 1

Implementation of an interactive filter that allows to select the sales for each year.

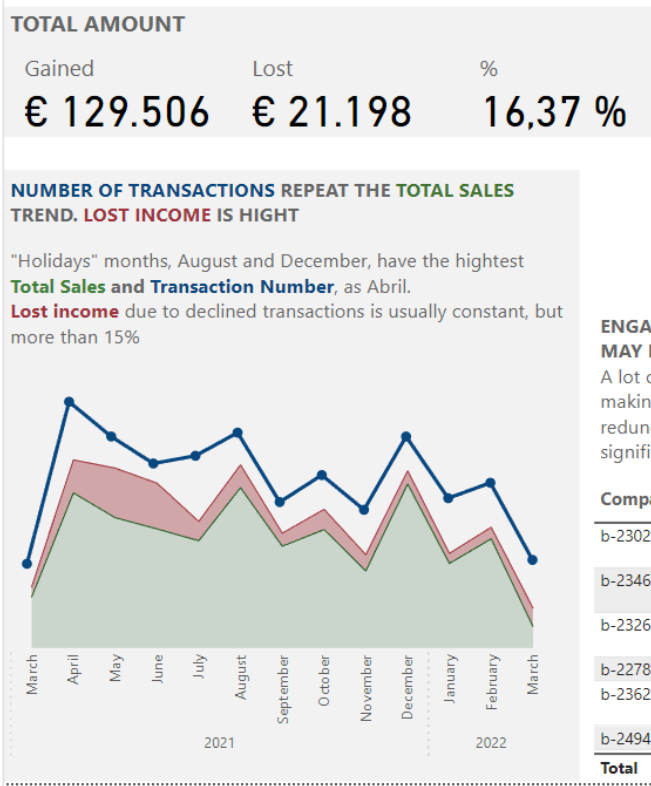
Exercise 2

Implementation of adjustments to display the information by month.



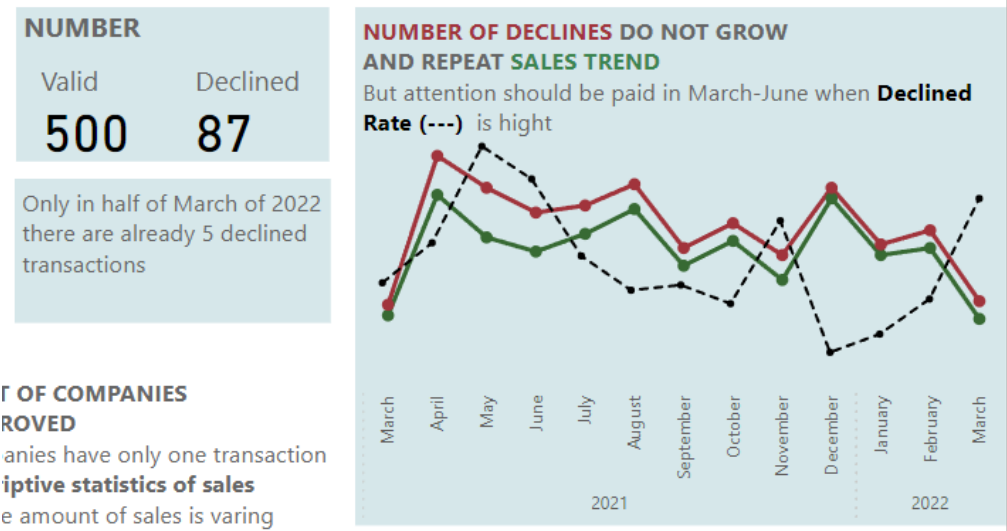
Exercise 3.

Total sales and the number of transactions made.



Exercise 4

The number of sales made and the number of rejected transactions.



OF COMPANIES

ROVED

anies have only one transaction

iptive statistics of sales

e amount of sales is varying

Exercise 5

Descriptive statistics of the companies that made transactions.

ENGAGEMENT OF COMPANIES MAY BE IMPROVED		<div><div>March</div><div>April</div><div>May</div><div>June</div><div>July</div><div>August</div><div>September</div><div>October</div><div>November</div><div>December</div><div>January</div><div>February</div><div>March</div></div> <div>20212022</div>											
A lot of companies have only one transaction making descriptive statistics of sales redundant. The amount of sales is varying significantly (big SD, big difference min/max).													
Company ID	Company Name	Total	Number	Declines	MIN	MAX	AVG	MEDIAN	SD				
b-2302	Nunc Interdum Incorporated	€ 25.266,56	104	1	€ 17,97	€ 499,23	€ 242,95	€ 239,72	149,58				
b-2346	Ut Semper Foundation	€ 16.122,39	58	1	€ 15,90	€ 492,19	€ 277,97	€ 295,86	139,21				
b-2326	Enim Condimentum Ltd	€ 14.578,03	56	1	€ 24,50	€ 494,82	€ 260,32	€ 260,03	143,33				
b-2278	Arcu LLP	€ 13.762,79	55	1	€ 23,86	€ 494,17	€ 250,23	€ 248,61	133,48				
b-2362	Lorem Eu Incorporated	€ 13.916,44	53	1	€ 20,44	€ 481,75	€ 262,57	€ 268,48	130,39				
b-2494	Malesuada PC	€ 14.885,80	51	1	€ 22,16	€ 492,25	€ 291,88	€ 293,94	137,84				
Total		€ 129.505,59	500	87	€ 15,05	€ 499,23	€ 259,01	€ 262,47	142,99				

Level 3

Transaction pattern by user and product

Exercise 1

Characteristics of the users who participate in the transactions, as well as the products sold.

- Personal information of users.
- number of transactions made and rejected. The company expects each user to have **at least 10 transactions per year**, and to have **less than 2 declined transactions** per year.
- Identification of the cheapest and most expensive product purchased by each user, along with its price.
- Geographical distribution of users.
- Average purchases made.

The user have the option to select if they wish to view the information of one year only.

