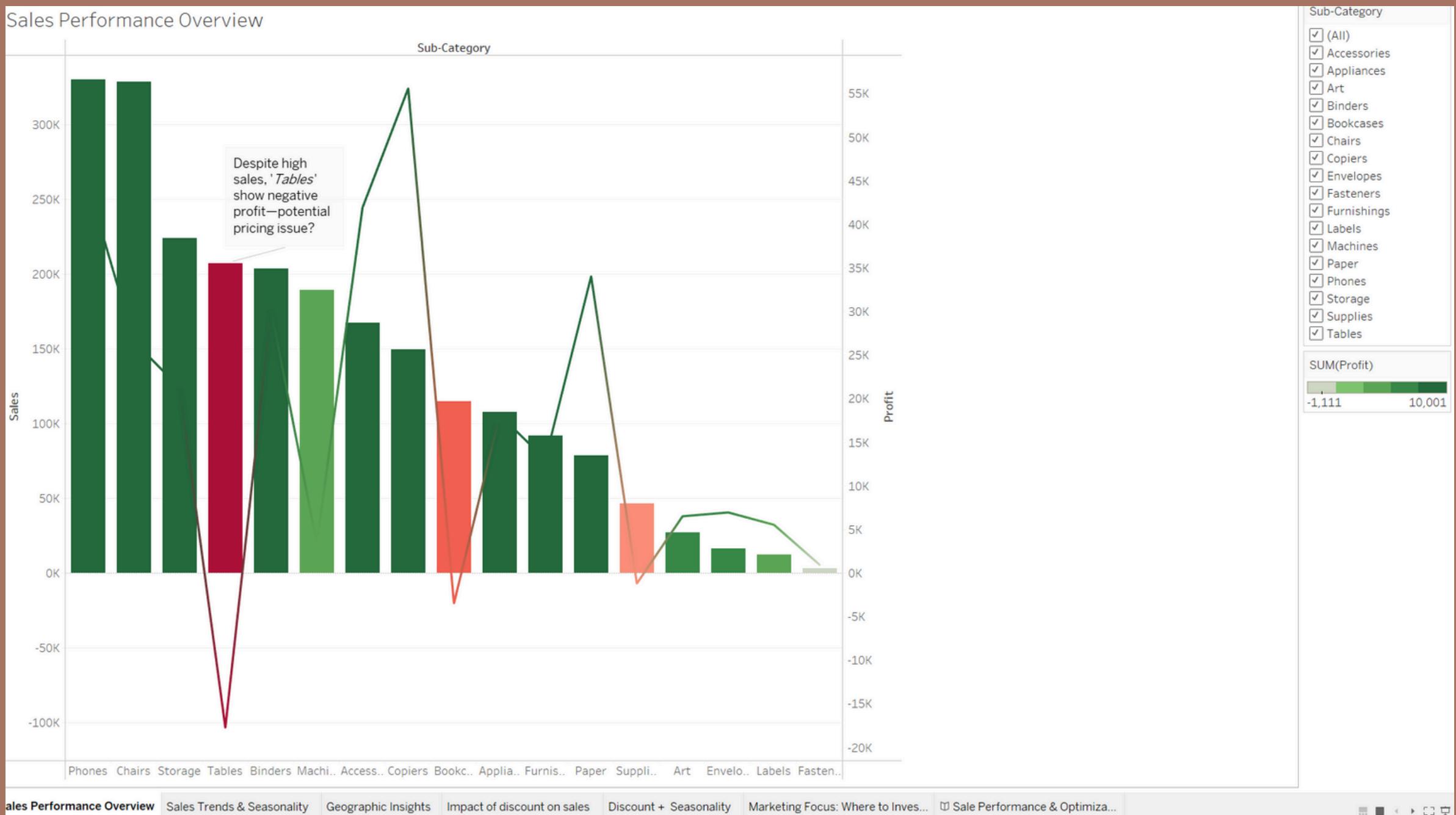


Sales Performance & Optimization Insights

*A data-driven approach to optimizing
marketing and pricing strategies*

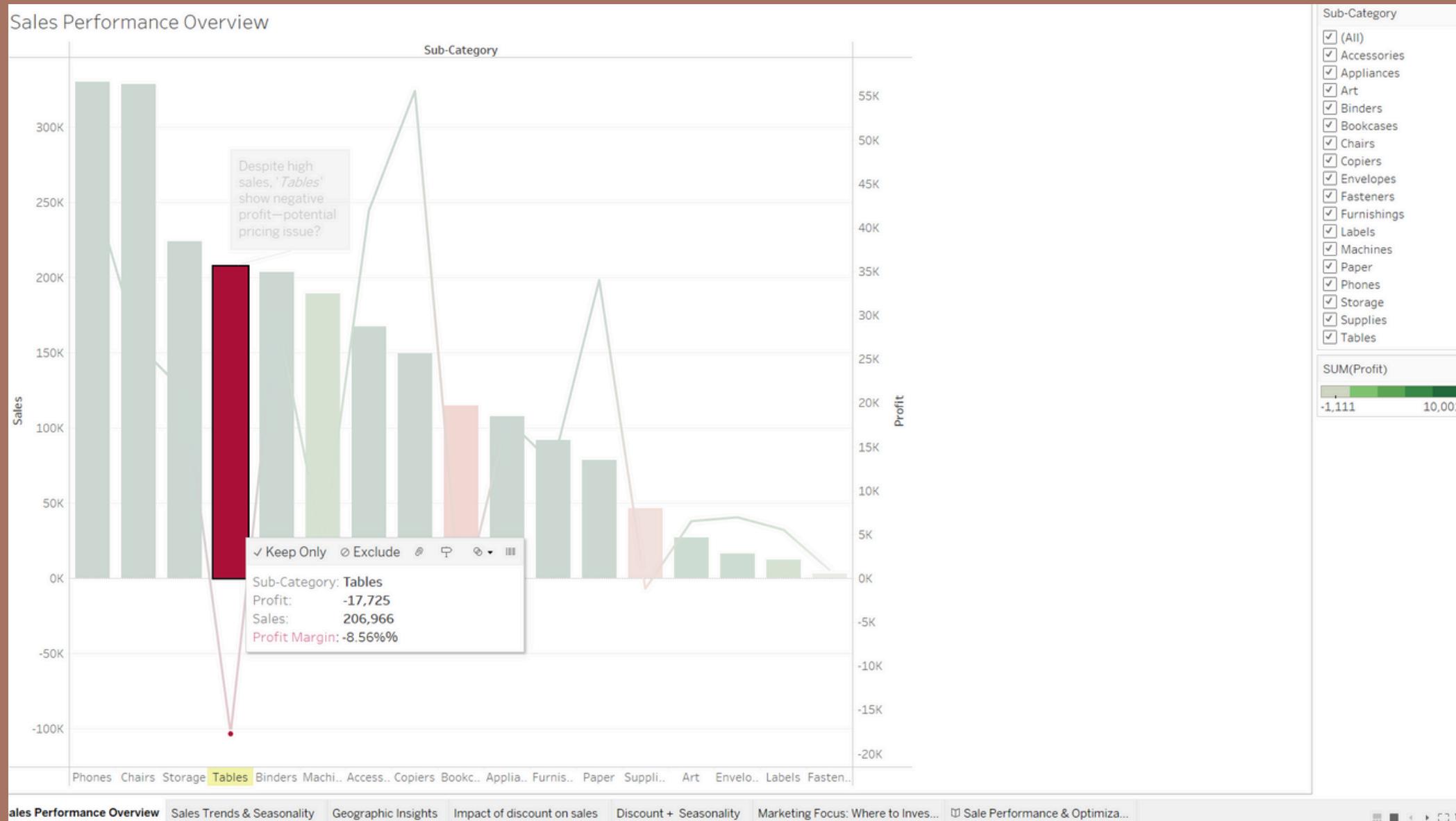


Sales Performance Insights



*Levels of sales and profitability
across different product
categories*

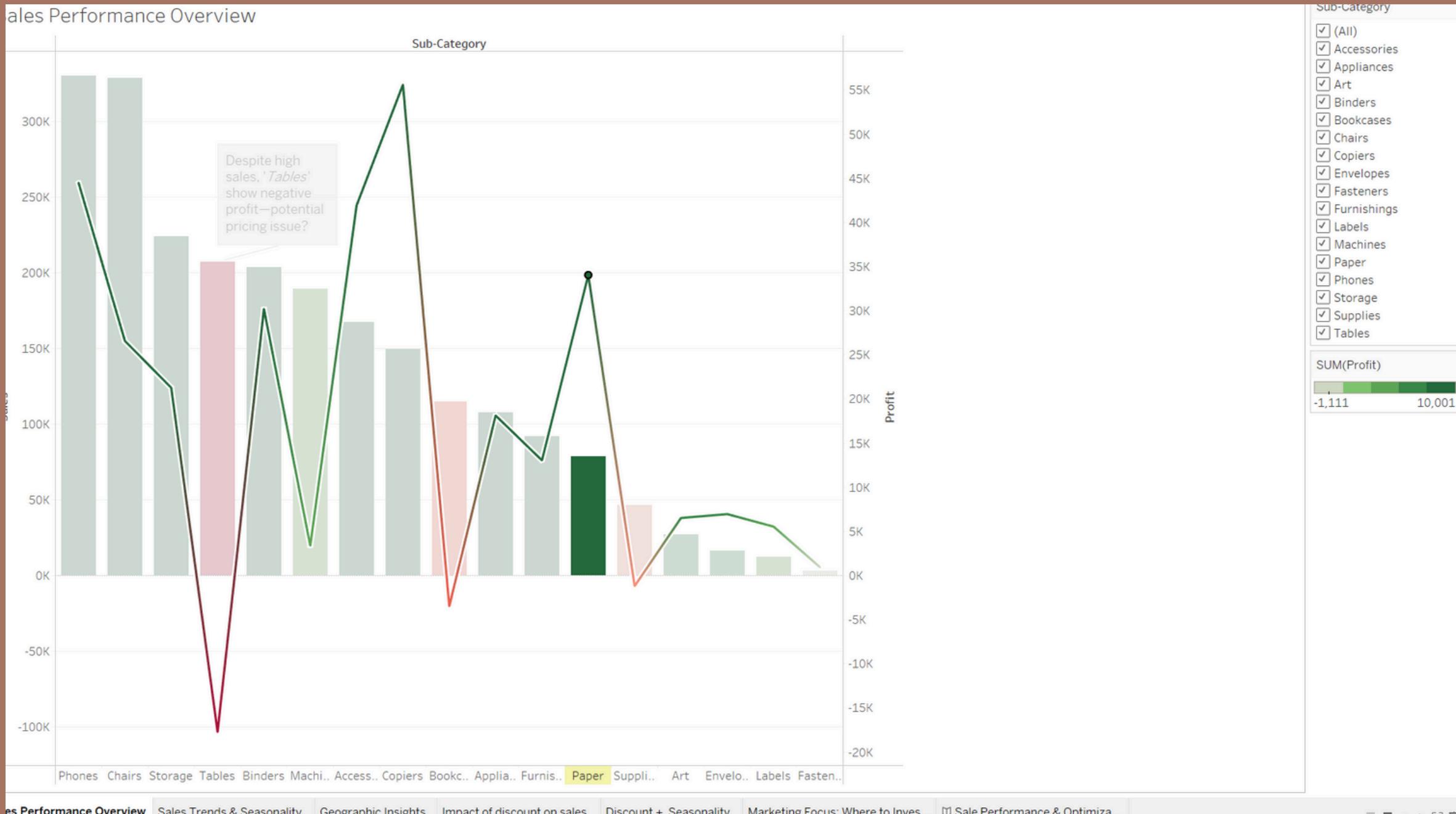
Sales Performance Insights



High Sales with Low Profitability

Certain categories, such as Tables, exhibit high sales but low or even negative profitability. This suggests that while these products are popular, they might have underlying cost or pricing issues.

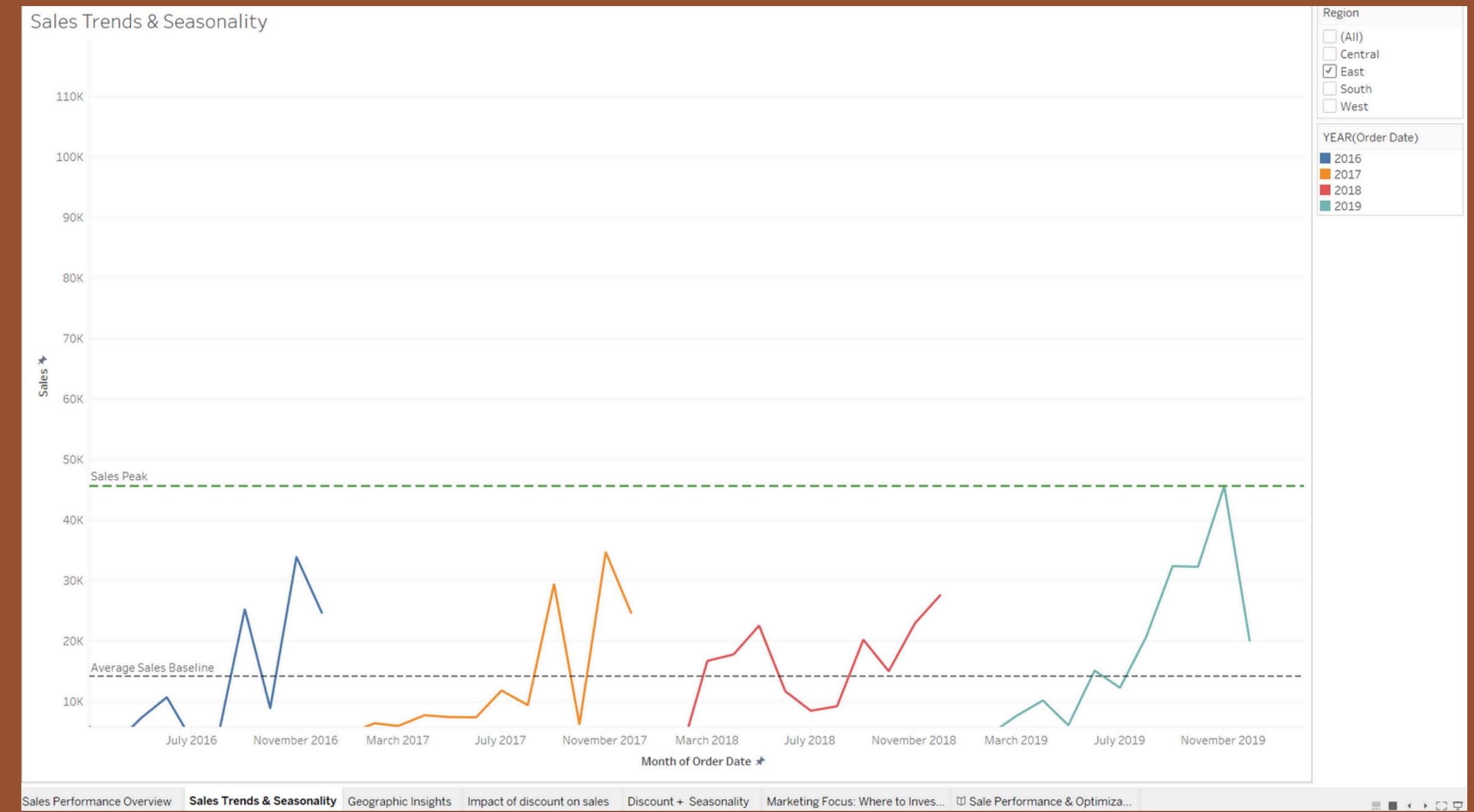
Sales Performance Insights



Low Sales, High Profitability

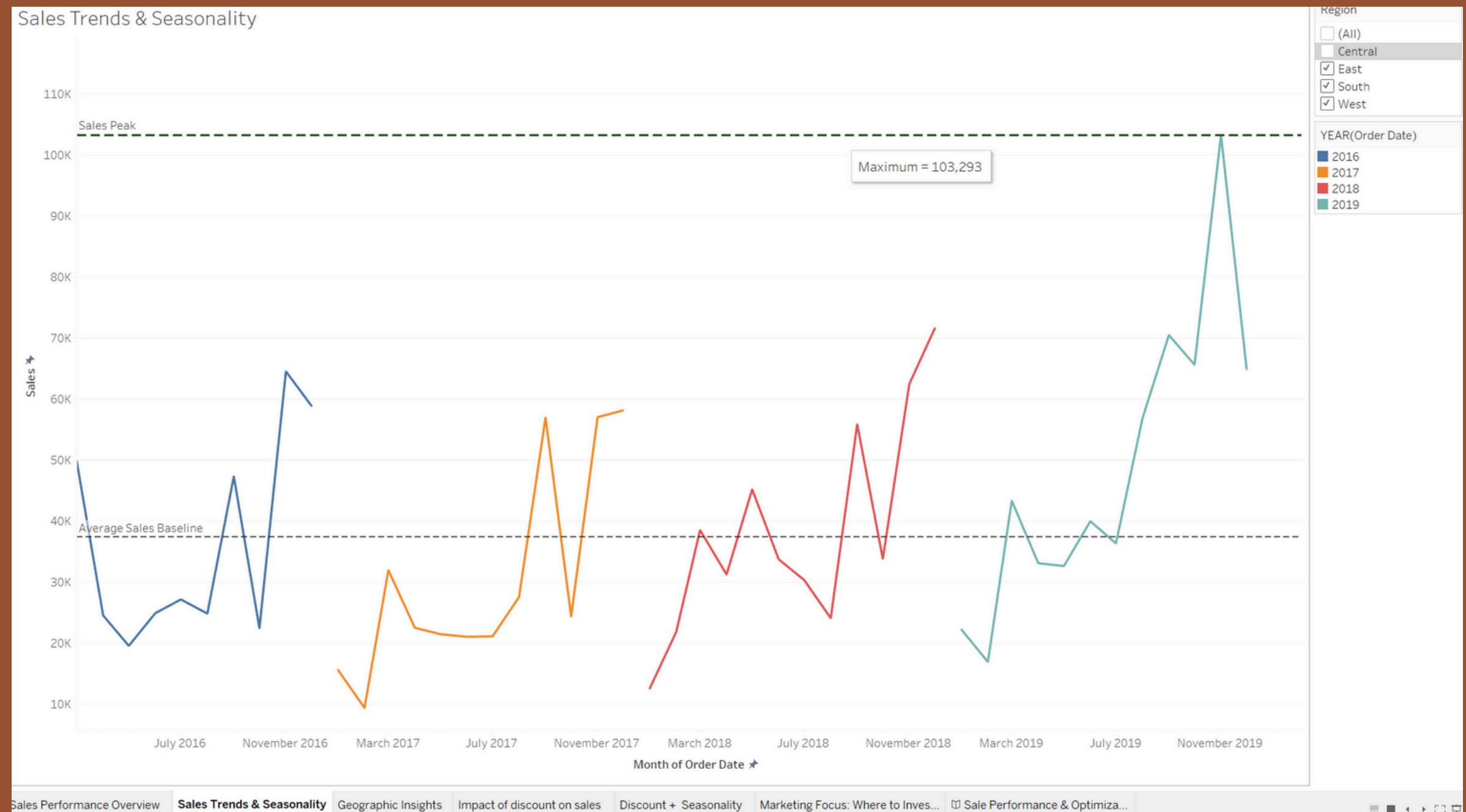
On the other hand, there are categories I found with low sales but high profitability. These categories require strategic marketing efforts, as discounting alone won't be effective in improving sales

Sales Trends & Seasonality



East region is the lowest in profit generation

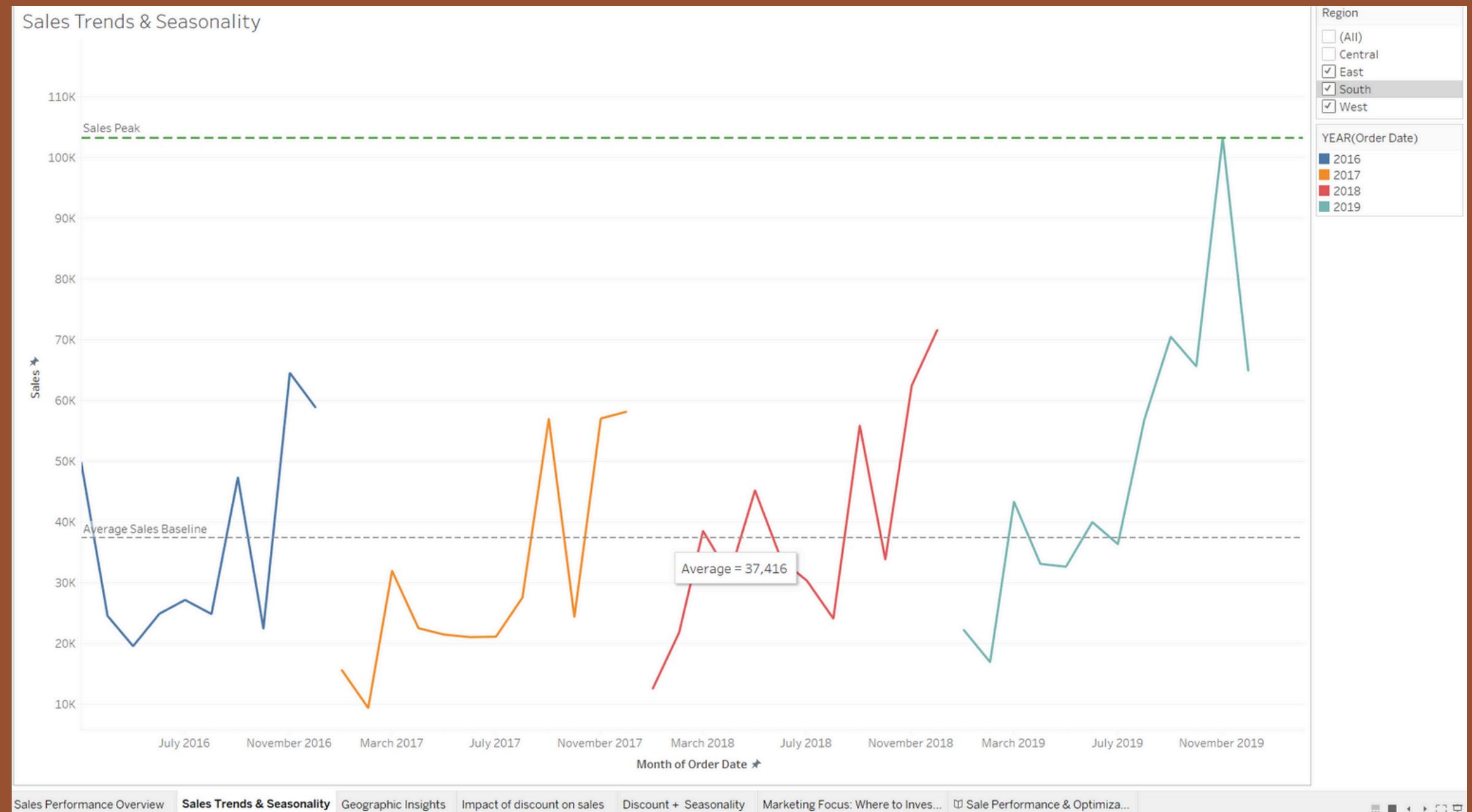
Sales Trends & Seasonality



Seasonal Peaks

- Strong sales spikes are observed in Q4, indicating that holiday-driven demand is a significant contributor to overall sales. However, the growth is not equally distributed across all quarters.

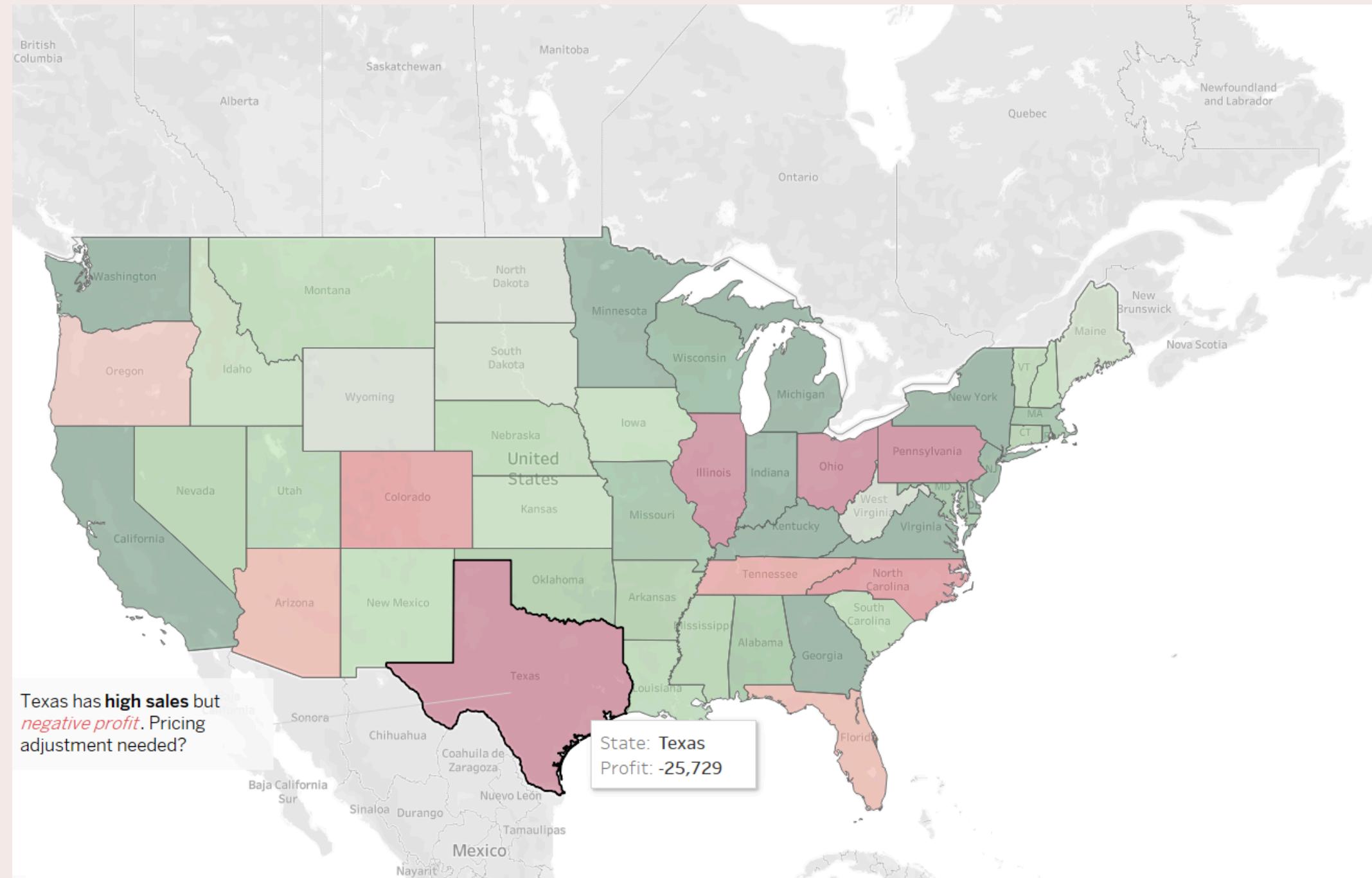
Sales Trends & Seasonality



Year-over-Year Growth

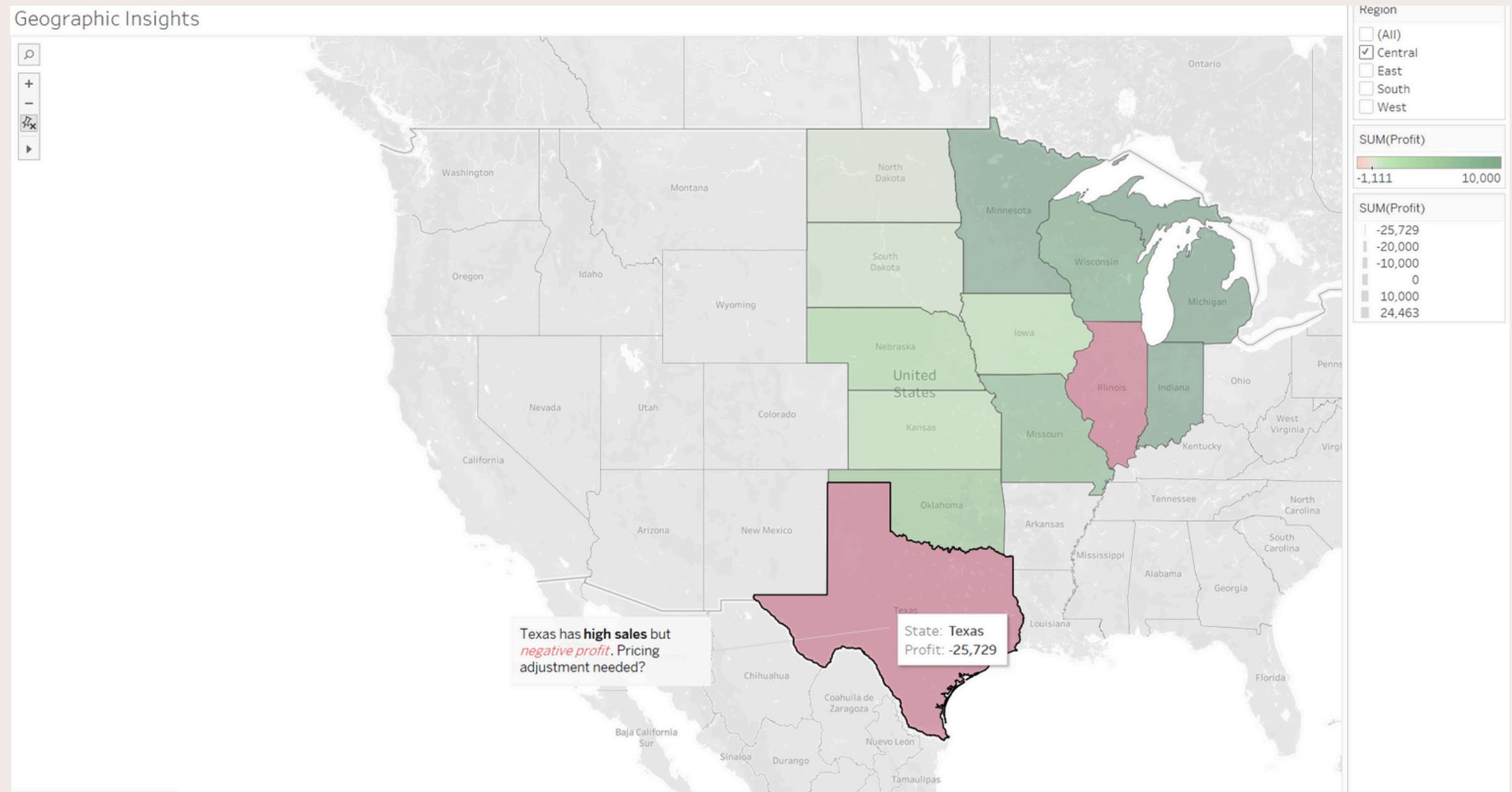
- Q4 consistently delivers growth, while other quarters show mixed results in terms of sales performance.

Geographic Insights



Revenue per state

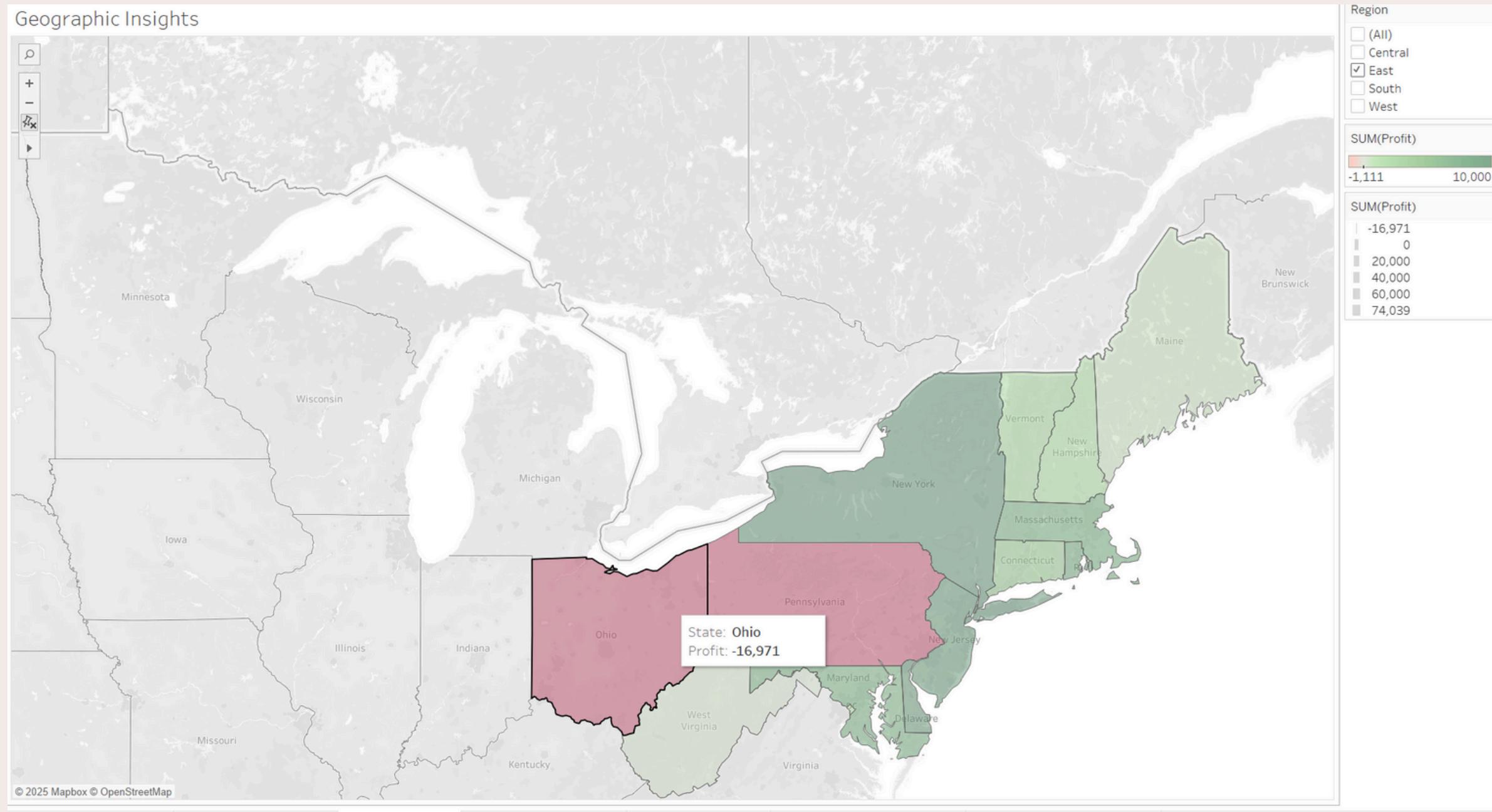
Geographic Insights



Central region

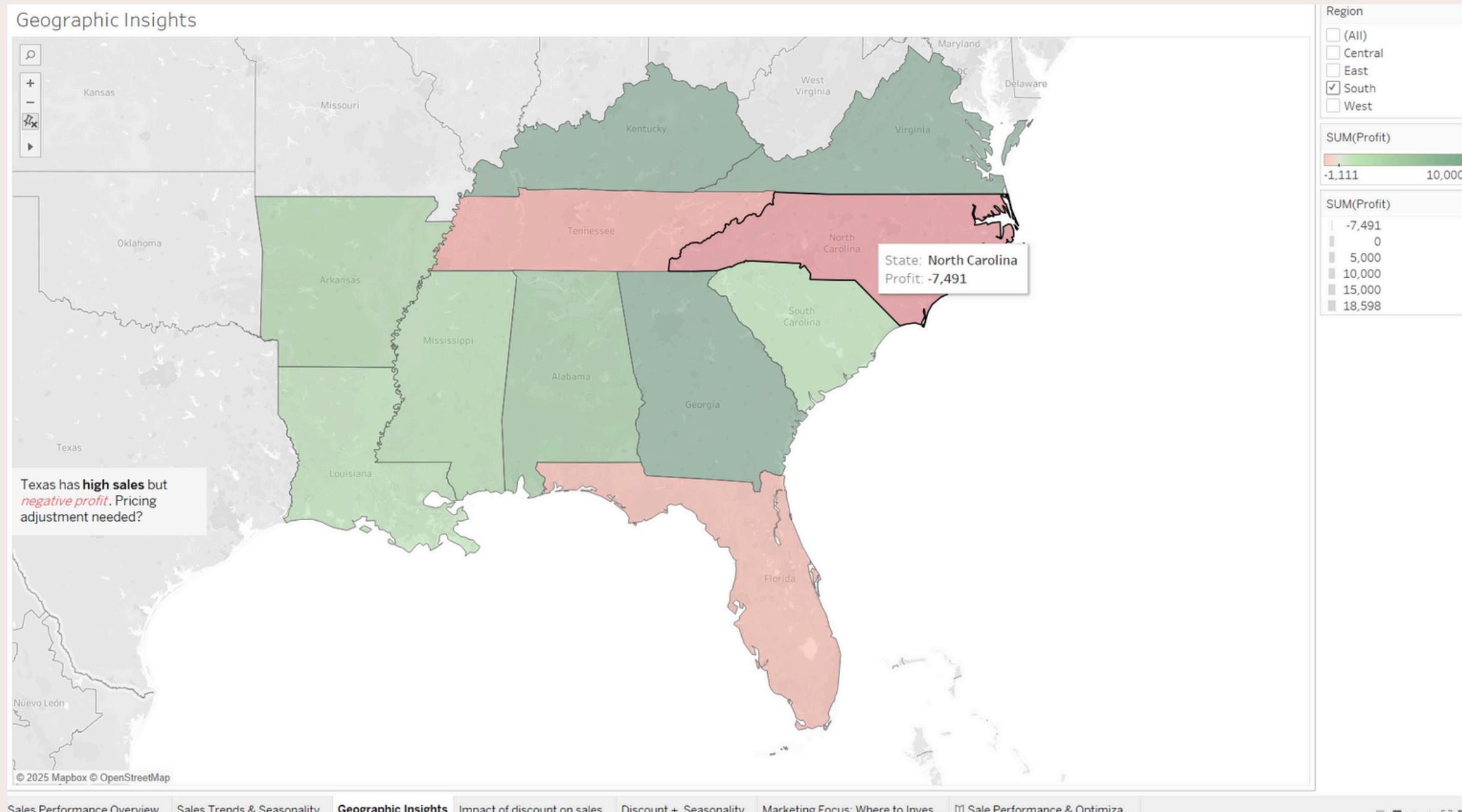
Texas generates significant revenue, but its profitability is lower than expected, indicating a need for better pricing or cost control measures.

Geographic Insights



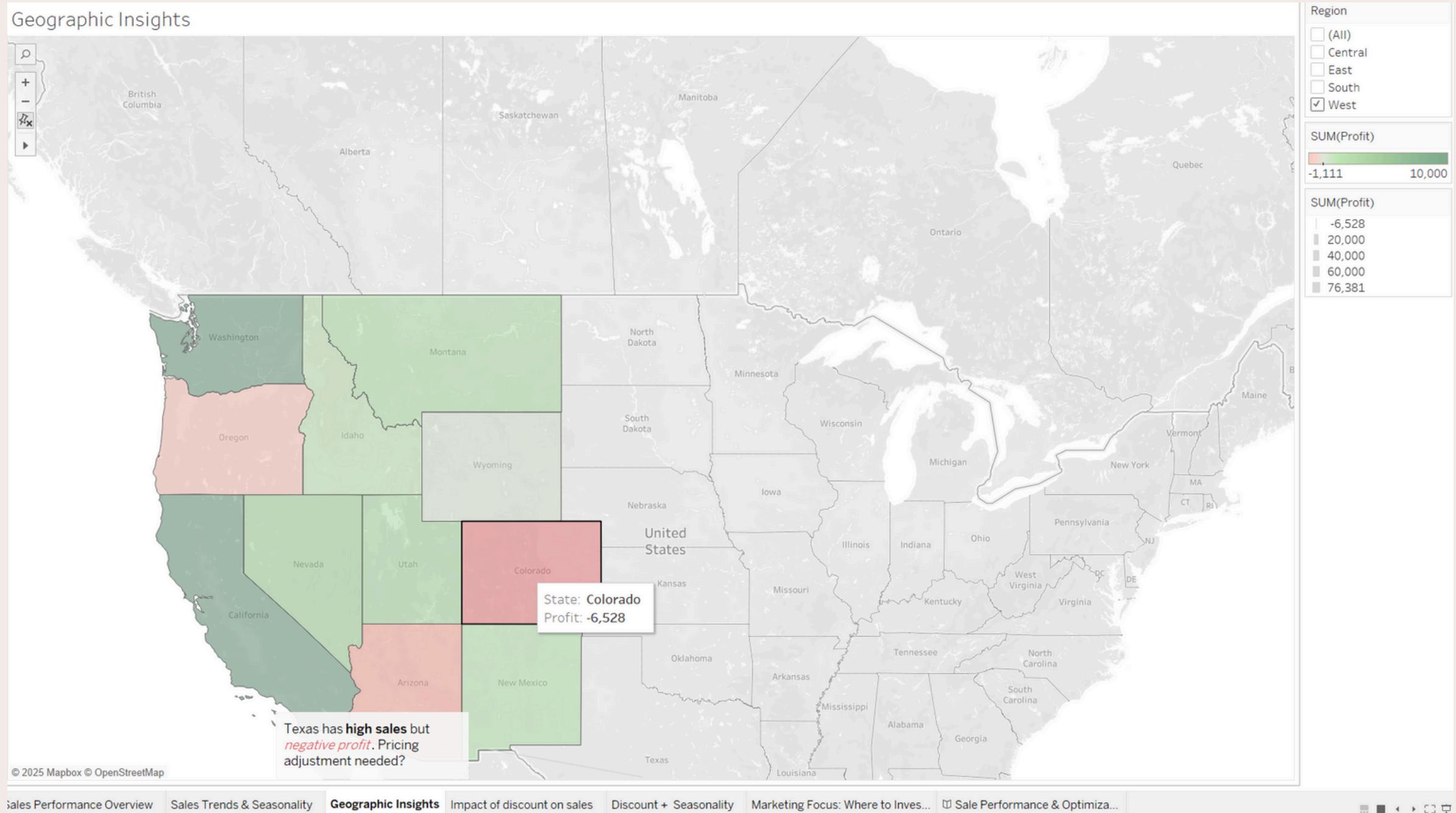
East region

Geographic Insights



South region

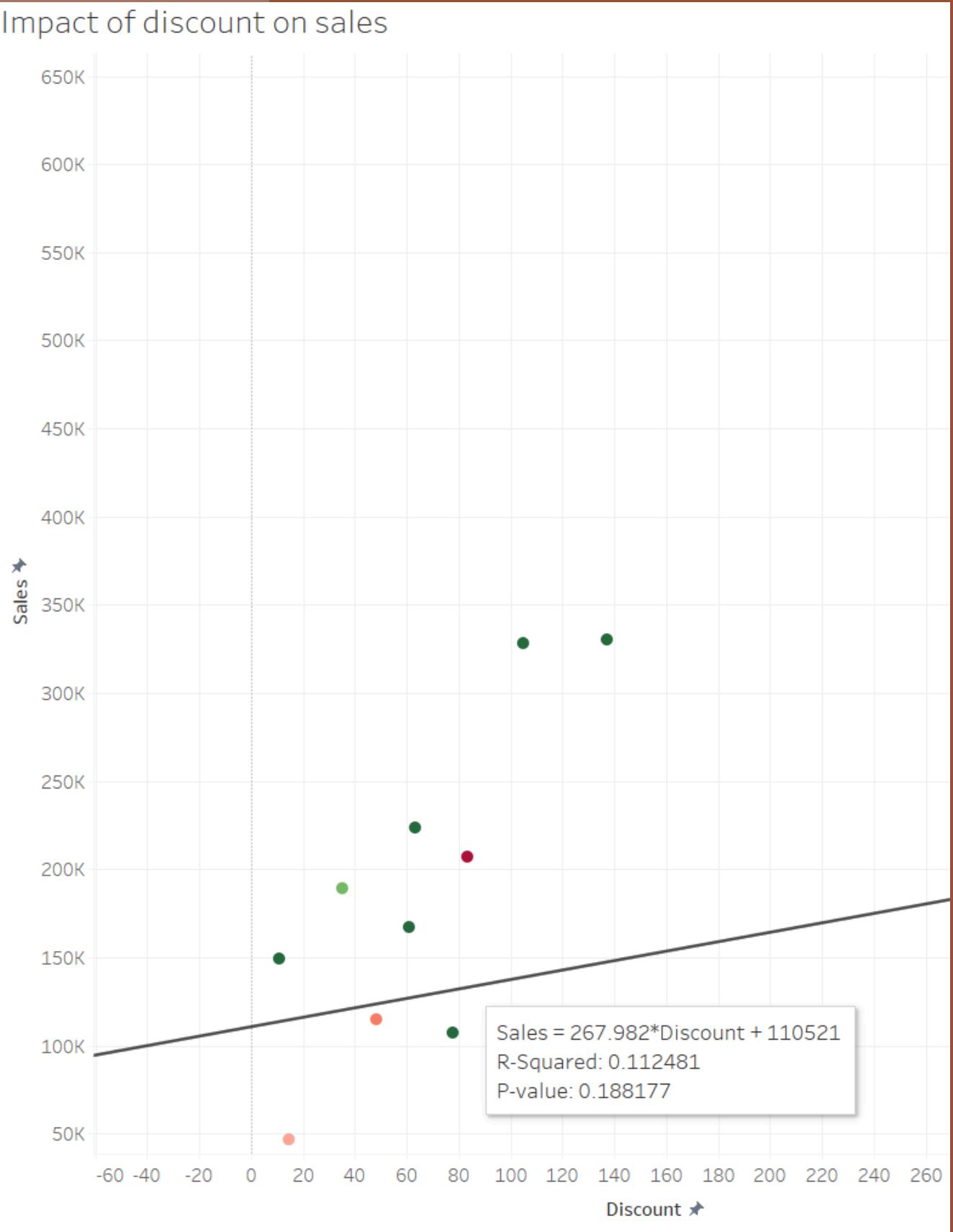
Geographic Insights



West Region

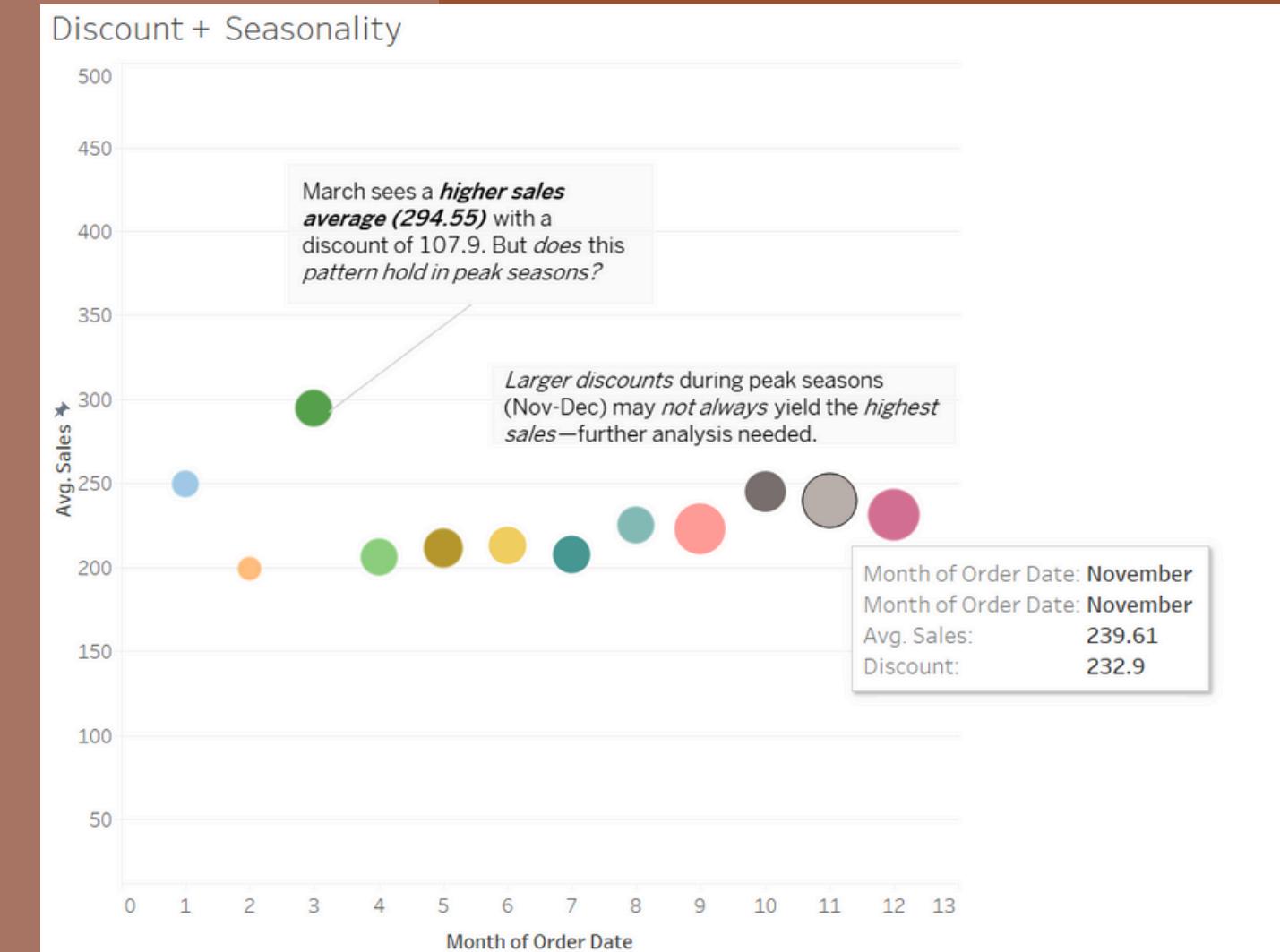
Impact of Discount on Sales

While discounts do increase sales, they do not have a strong relationship with profitability, with an R² value of only 0.112. This suggests that discounting alone is not a reliable strategy for driving long-term revenue growth.



Discounts & Seasonality

By incorporating seasonality, the correlation between discounts and sales improved slightly. This indicates that discounts offered during peak months (e.g., Q4) have a higher return on investment compared to off-peak periods.



Strategic Recommendations & Next Steps



Short-term Actions

Optimize pricing for low-margin, high-sales categories like Tables

Strategic Recommendations & Next Steps



Short-Term Actions

- Launch targeted advertising campaigns in regions with lower sales performance.
- Reduce over-reliance on discounting and focus on more sustainable promotional strategies.

Strategic Recommendations & Next Steps



Mid-to-Long-Term Actions (6-12 months & beyond):

- Develop a data-driven seasonal pricing strategy to align pricing with demand cycles.
- Implement region-specific pricing models to improve profitability in diverse markets.

THANK YOU



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