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# SALES ANALYSIS

BY MUHAMMAD HASBI



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# BUSINESS UNDERSTANDING

## Objective

This analysis was created to understand more about our selling products, monitor each store's performance, and improve member retention in retail stores.

## Goals

In the competitive retail industry, retaining loyal customers is essential for long-term success. Our organization **needs to understand member retention patterns** in order to **optimize marketing strategies and enhance customer loyalty**.

## Scope

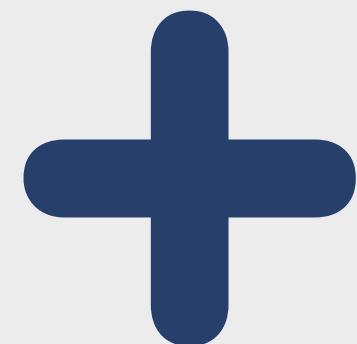
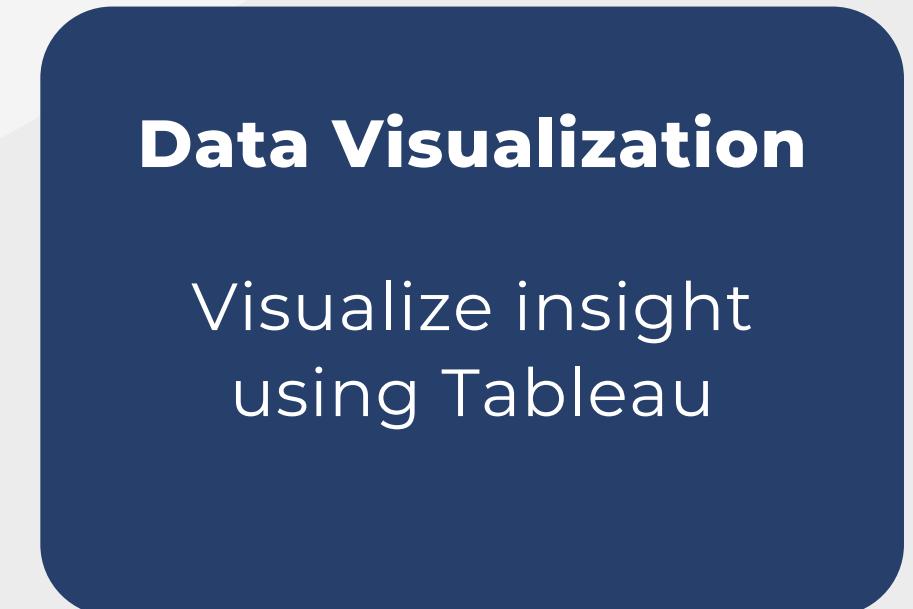
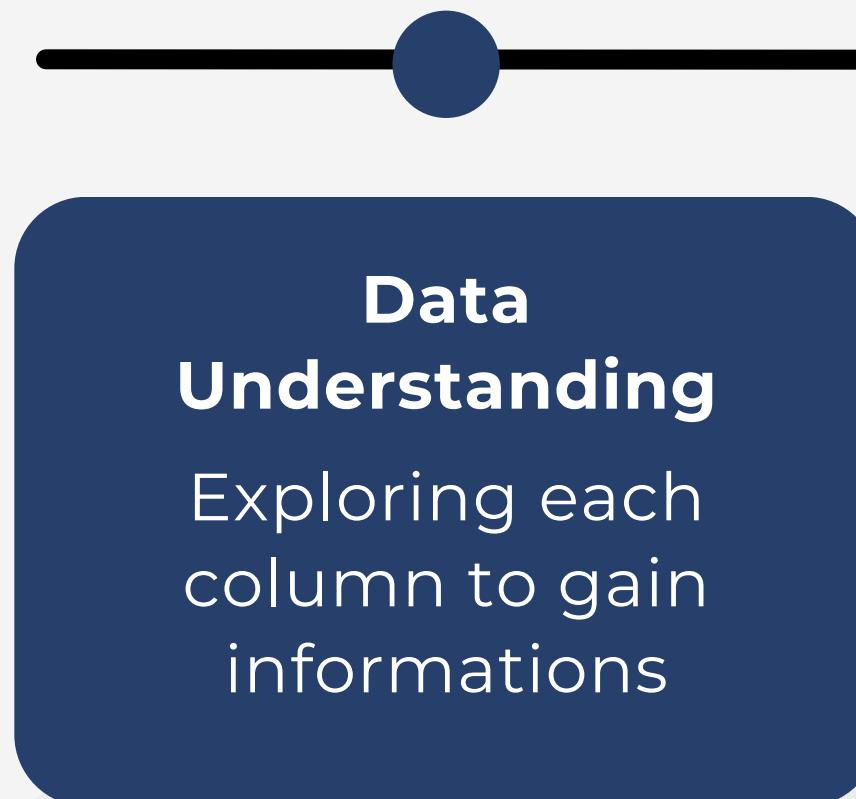
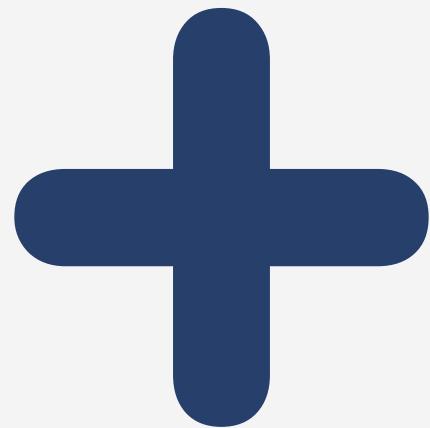
Covers member's retention data for Q1 - Q4 2020 and Q1 2021 across two branches

## Data Sources

Using two primary data sources:

- Master store
- Transaction data

# **DATA PROCESSING**



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# KPI'S SUMMARY

## Revenue (Net)

Rp 2.735.115.128

## Product Sold (Qty)

221.364

## Active Members

7.585

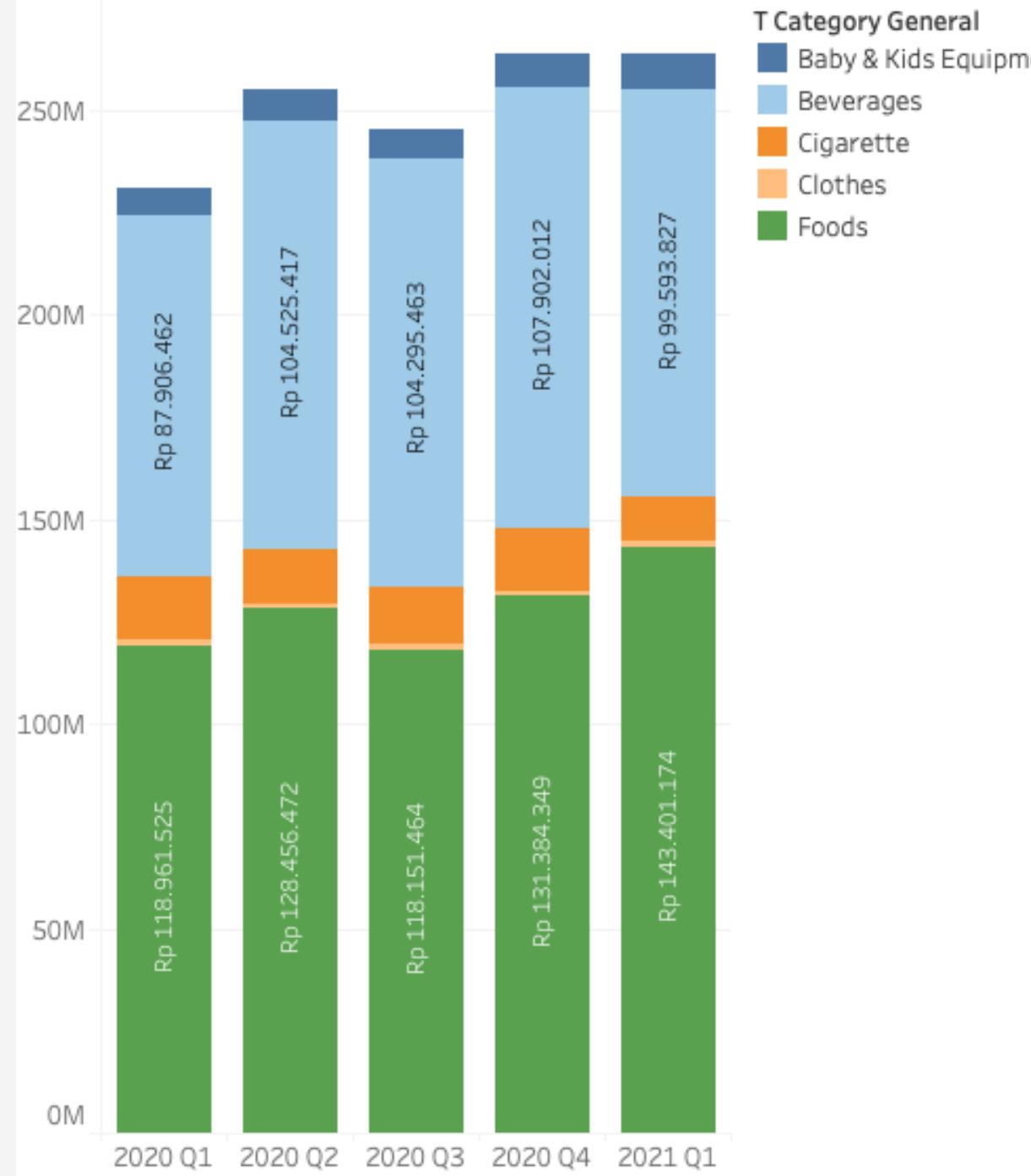
In the past 2020 and Q1 2021, we already got revenue > Rp 2,7T and the product sold > 200k and active member > 7,5k

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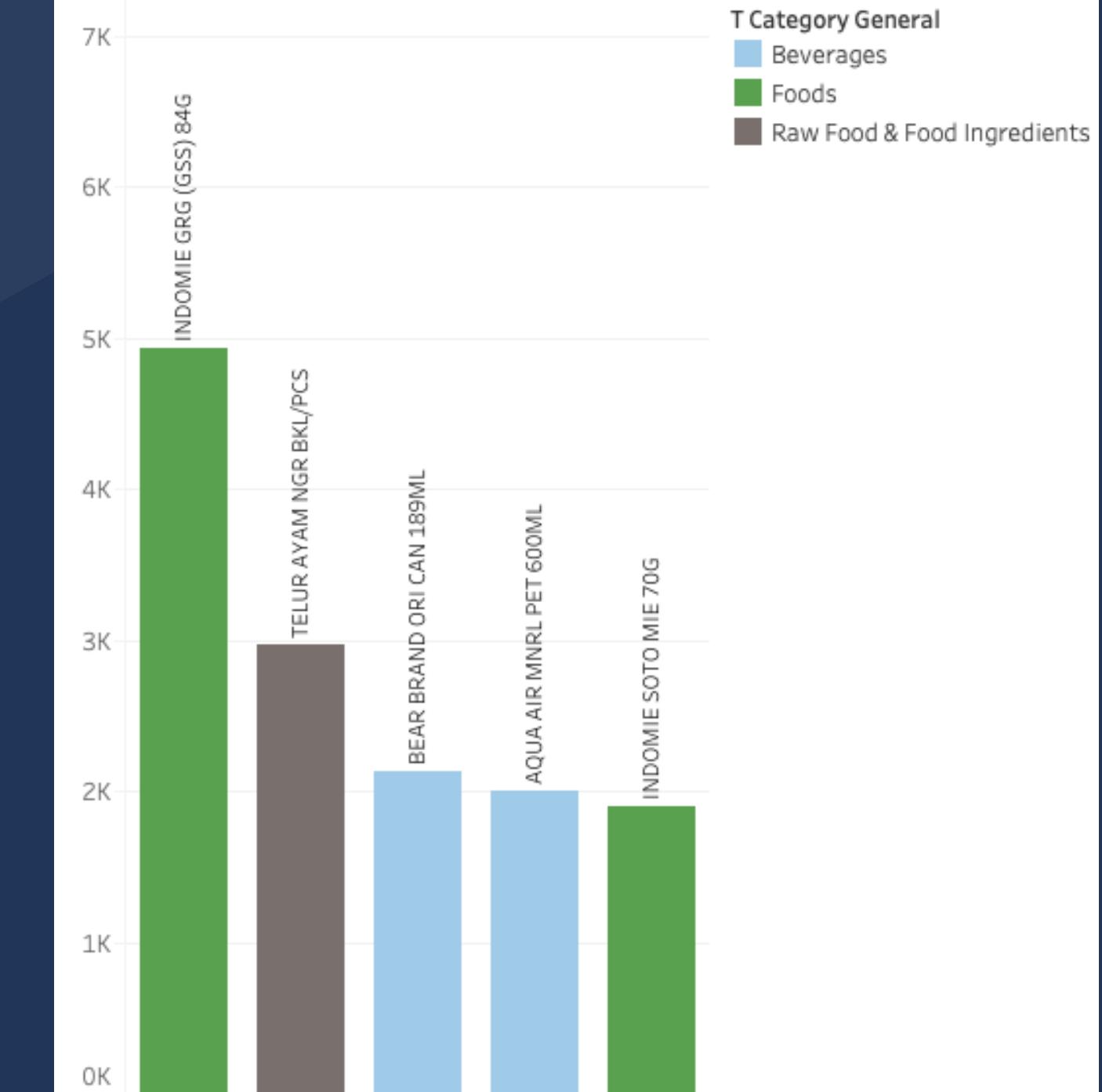
# TOP 5 SALES

Top 5 Sales by Category



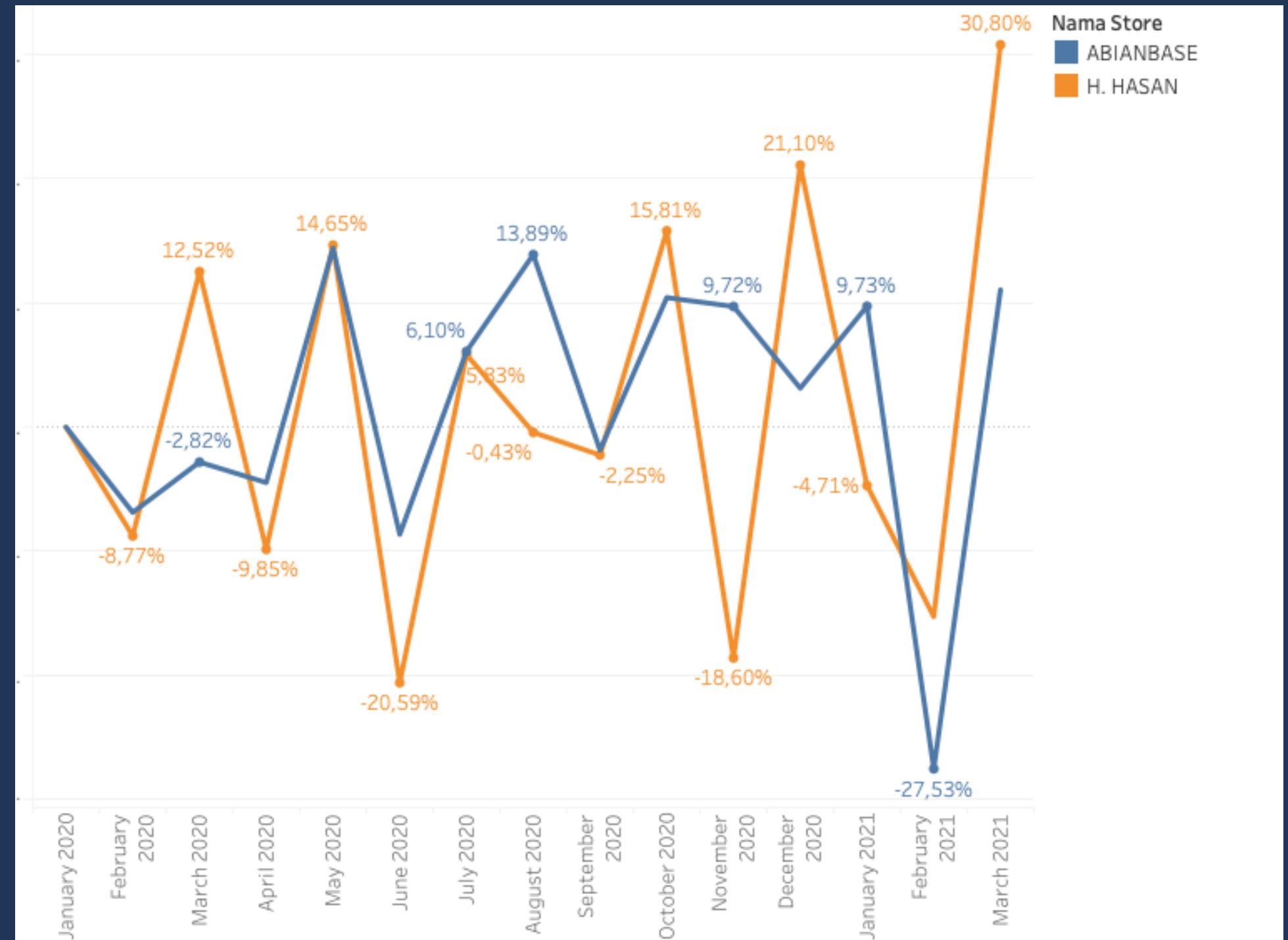
Sales by Category dominated by Foods & Beverages

Top 5 Selling Products by Quantity



The most ordered product by members is Indomie and the rest is represent the alignment with top 5 sales by category

# MONTH-OVER-MONTH GROWTH ANALYSIS



- Past Trends

Our MoM Growth is consistently doing ups and downs, especially for H. Hasan Store for the past years.

- Current Trends

In February 2021 both stores experienced a peak decline. But, the next month we successfully made an improvement, and H. Hasan store reach their peak at 30,80% growth from the previous month.

# **MONTH-OVER-MONTH (MOM) GROWTH**

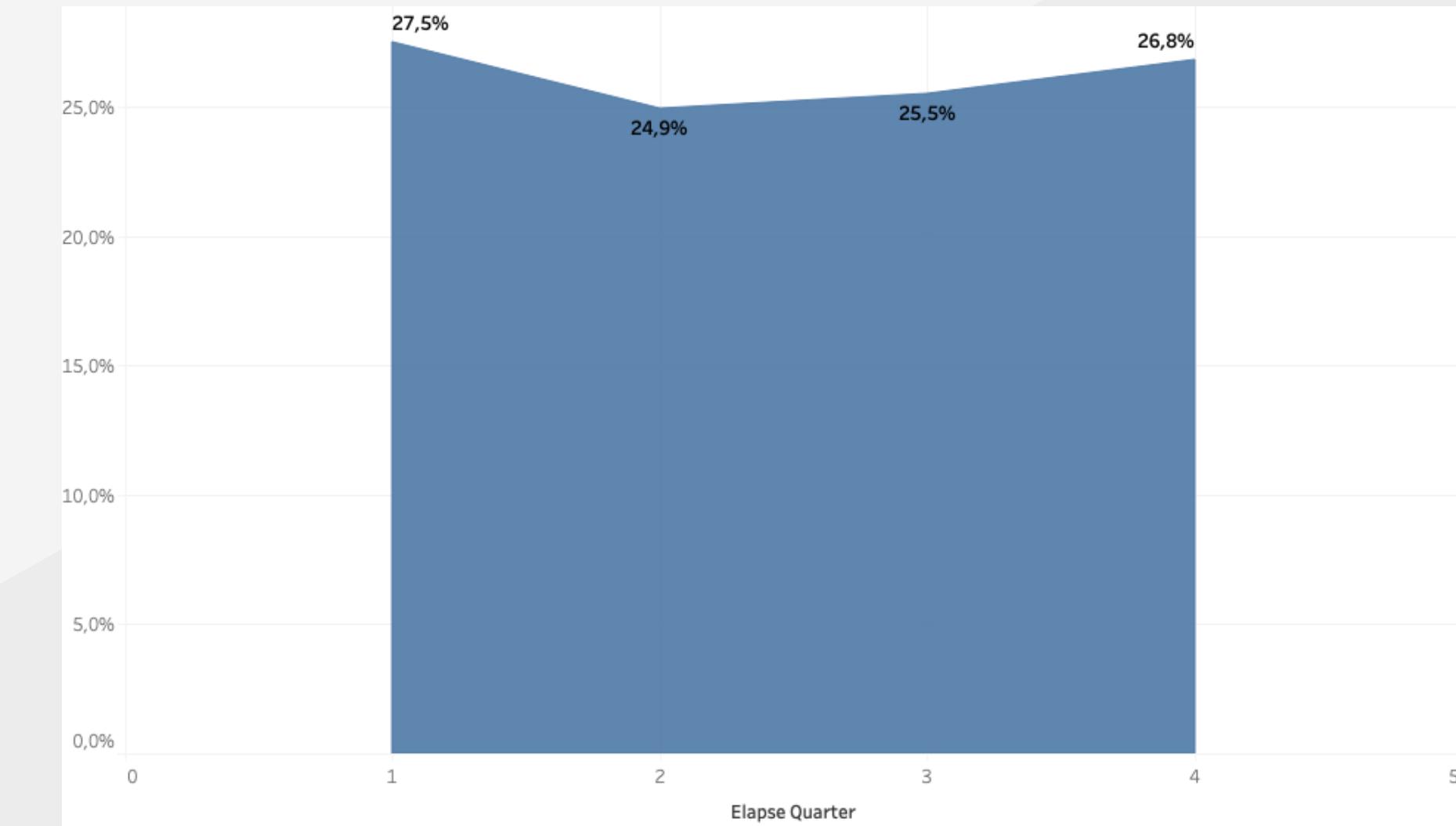
Based on the chart we saw that we have inconsistent fluctuation over the year. It leads us to dig deeper into the underlying factors that influence our business performance. The potential factors may come from **Economic conditions due to COVID-19 PPKM regulation, competitive landscape, marketing campaigns not, and Product or Service Releases.**

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# RETENTION RATE ANALYSIS

Our retention rate (cohort) is < 50% after users sign up as a member and it consistently drop over the quarter. The possible causes may include **changes in customer preferences, competitive pressures, or gaps in our product or service offering.**

Quarter ..	Custo..	2020 Q1	2020 Q2	2020 Q3	2020 Q4	2021 Q1
2020 Q1	2733	100,0%	35,5%	31,4%	29,5%	26,8%
2020 Q2	1299		100,0%	23,6%	19,9%	17,1%
2020 Q3	1291			100,0%	20,3%	16,3%
2020 Q4	1150				100,0%	21,0%
2021 Q1	1112					100,0%



Retention rate cumulatively by elapse quarter shows a consistent improvement over the quarter. This graph shows our campaign or strategy is effectively implemented and fighting back the decline in the third quarter (**successfully increasing 1,9% since the third quarter**).

# **RETENTION RATE**

Based on the chart we saw that we had a churn after members made a transaction in the next quarter. The potential factors may come from **Unsatisfied with the services, lack of a loyalty program, can't fulfill their needs, change in customer preferences, competitive pressure, or gap in our services.**

# **RECOMMENDATION FOR FUTURE PLAN**

## **Competitive Analysis**

Conduct deep analysis to compare competitiveness among competitors, so we can know our position on the market share.

## **Marketing Strategy**

Perform an evaluation of the previous marketing strategy and align it with consumer behavior patterns to create an optimal marketing strategy for the next quarter. For example, send push notifications when there is a new campaign that follows market trends.

## **Market Needs Analysis**

Conduct a market analysis to see how the purchase patterns by the customers every quarter and continue efforts to monitor and adapt to market dynamics.

# **RECOMMENDATION FOR FUTURE PLAN**

## **Funnel Analysis**

The Funnel analysis is used to understand user behavior. Additionally, the Funnel is also used to identify user types who make repeat purchases, at which stage users drop off in the process, what causes the decline, and what actions users take when they switch to other activities.

## **Treat for Loyal Member**

Considering the relatively low retention rate, we can implement special treatments for those members. For example, we can introduce a loyalty rewards program where long-term members receive different campaigns and benefits compared to new accounts.

## **Customer Survey**

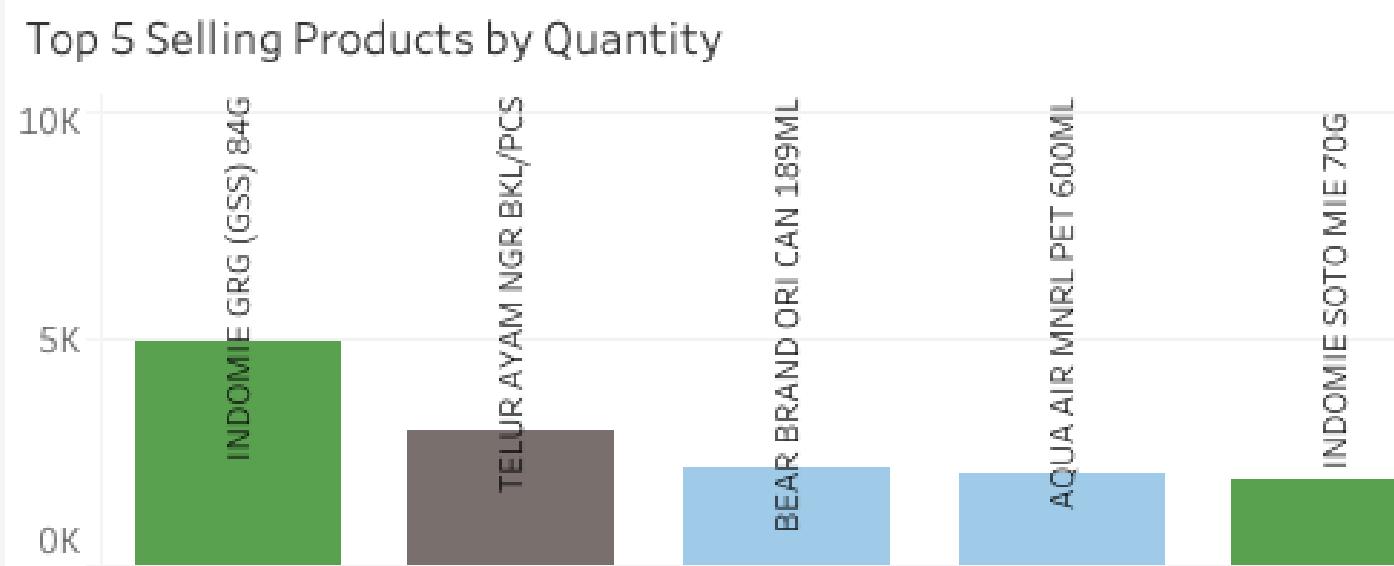
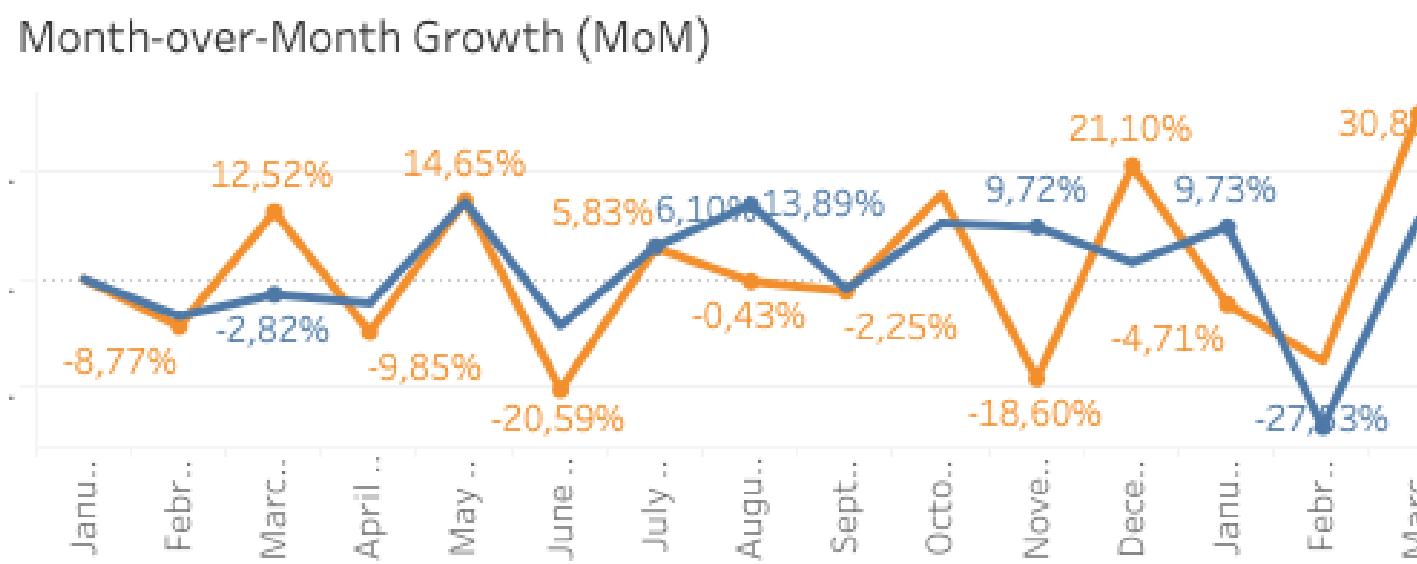
Due to our low retention rate, it's also essential to directly identify member pain points and concerns through in-depth surveys and feedback analysis. This way, we can pinpoint areas for improvement more accurately.

# SALES DASHBOARD

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# Sales Dashboard

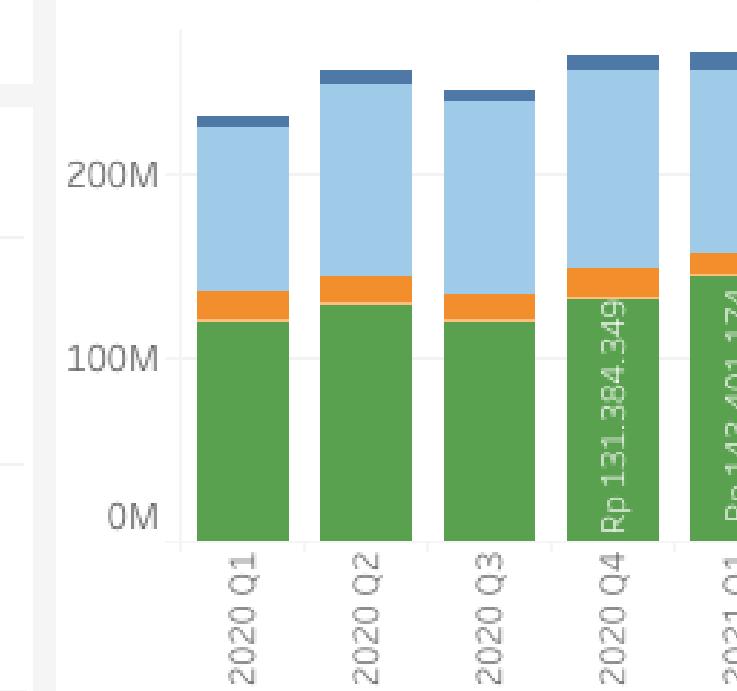
Revenue (Net)	Product Sold (Qty)	Active Members
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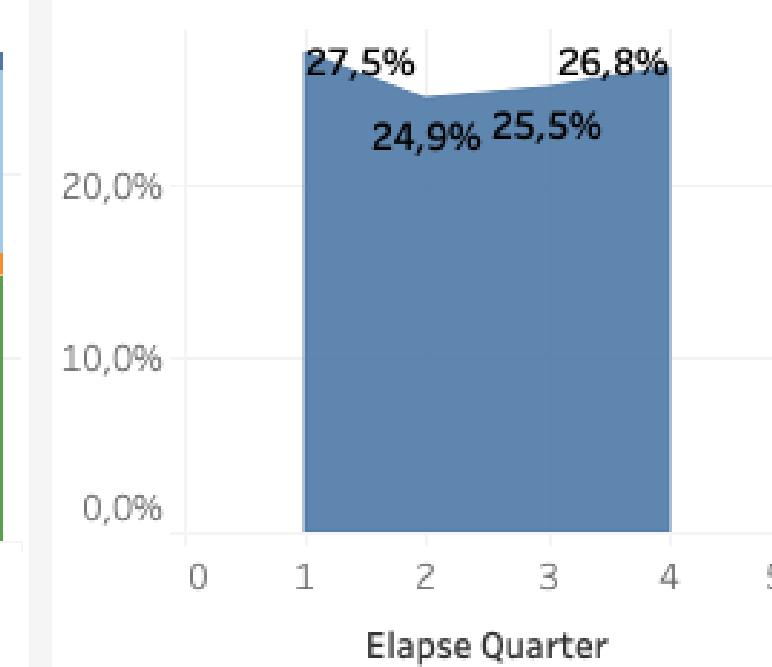
## Retention Rate per Quarter

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## Top 5 Sales by Category



## Cumulative Retention Rate



## Filter Nama Store

## Retention Rate



16,3% 100,0%

T	Category	General
	Baby & Kids Eq..	
	Beverages	
	Cigarette	
	Clothes	
	Foods	



# THANK YOU

