

Turing College Sprint 2 Project

Google Sheets Business Analytical Insights



What drove sales?

Let's have a look at some analytics and visualizations to determine:

- I. What drove sales,
- II. who had most sales,
- III. which countries had most sales,
- IV. which sales methods had most sales,
- V. which reasons drove sales, and,
- VI. which months had most sales.

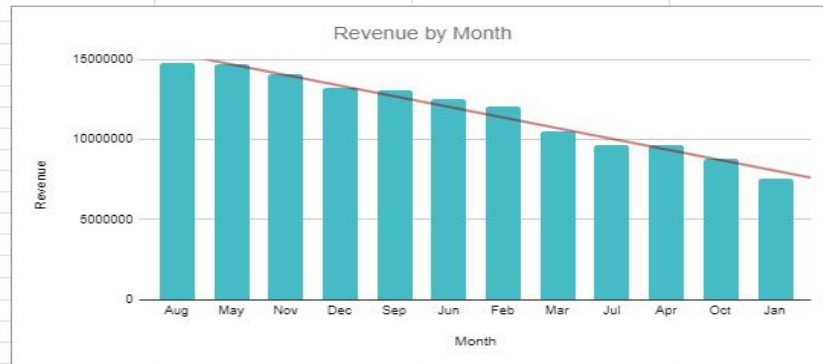


Sales By Month

Monthly Sales Trend by Year.

OrderDate - Month	Total Revenue
Aug	\$14,814,981.40
May	\$14,727,040.75
Nov	\$14,078,799.34
Dec	\$13,225,993.12
Sep	\$13,078,530.07
Jun	\$12,531,674.65
Feb	\$12,043,641.05
Mar	\$10,527,489.15
Jul	\$9,691,938.06
Apr	\$9,670,590.09
Oct	\$8,786,536.62
Jan	\$7,530,370.53
Grand Total	\$140,707,584.82

OrderYear All



Overall (all the years) August was the top performing month with January being the poorest performing month. Slicing the data by year gives more insights monthly performance each year. In 2001, November performed the best with the least performing month being July. In 2002, August performed the best with the least performing month being January. In 2003, August performed the best with the least performing month being January. In 2004, June performed the best with the least performing month being July.

The slicing also reveals that the data is incomplete for the years 2001 and 2004, as they miss some months.

Non Online Versus Online Sales

Retail versus Online Sales

RetailOrOnlineSale	Total Revenue
Retail	\$ 108,266,245.70
Online	\$ 32,441,339.12
Grand Total	\$ 140,707,584.82

RetailOrOnlineSale	Count of Sales
Online	27659
Retail	3806
Grand Total	31465



While analyzing Retail versus Online sales, I found out that while online sales had the highest sales count, Retail sales had the highest sales by revenue.

A closer look at the data revealed that since the business deals with cycles and cycle spare part, most cycles were sold via retail (they cost more) while most cycle spares were sold online (they cost less), hence the above finding.



Delivery Performance Trend

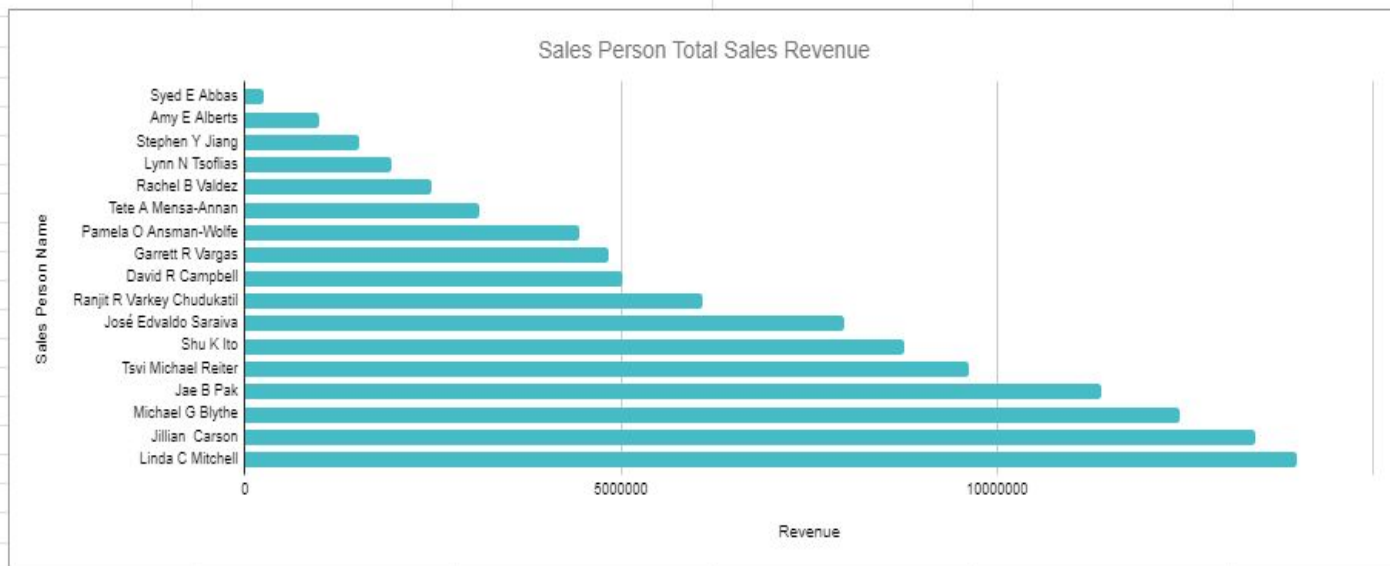
Delivery Performance Trend (orderdate & Shipdate lag)					
ShipDateLag	Count of Sales				
7.00	31456				
8.00	9				
Grand Total	31465				
OrderDate	ShipDateLag				
2/29/2004	8.00				
3/31/2004	8.00				
4/30/2004	8.00				
5/31/2004	8.00				

While analyzing the delivery performance trend by the orderdate and shipdate lag, I found that delivery usually takes place within 7 days.

However, during the end month, the delivery usually take 8 days. A closer look also revealed that this was limited to Germany only and the 7 days delivery remained constant for all other countries.

SalesPerson Sales by Count and Revenue

SalesPersonName	Total Revenue
Linda C Mitchell	\$ 13,975,741.46
Jillian Carson	\$ 13,434,509.55
Michael G Blythe	\$ 12,433,502.84
Jae B Pak	\$ 11,384,512.99
Tsvi Michael Reiter	\$ 9,629,926.90
Shu K Ito	\$ 8,761,727.29
José Edvaldo Saraiva	\$ 7,967,768.80
Ranjit R Varkey Chuduk	\$ 6,083,690.96
David R Campbell	\$ 5,029,846.91
Garrett R Vargas	\$ 4,840,689.25
Pamela O Ansman-Wol	\$ 4,453,081.88
Tete A Mensa-Annan	\$ 3,110,529.58
Rachel B Valdez	\$ 2,476,530.47
Lynn N Tsofilias	\$ 1,943,016.45
Stephen Y Jiang	\$ 1,513,435.24
Amy E Alberts	\$ 985,641.93
Syed E Abbas	\$ 242,093.22
Grand Total	\$ 108,266,245.70

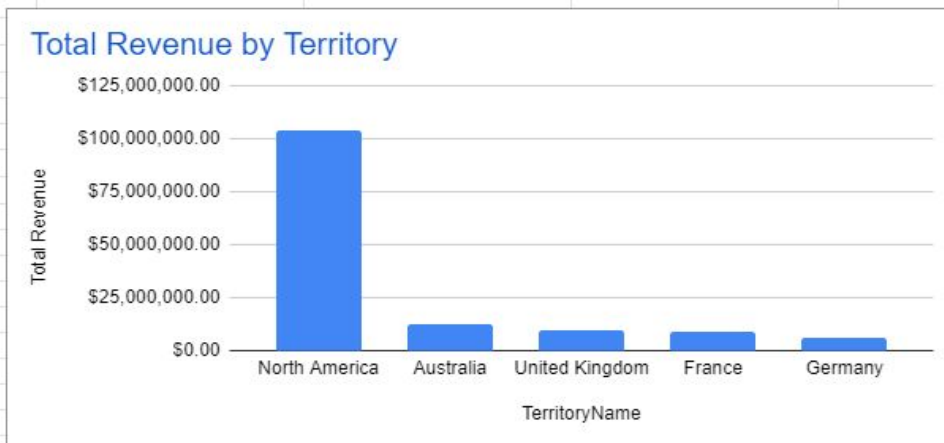


Analyzing Sales Person sales by count and by revenue revealed that while Jillian Carson had the highest sales by count, Linda C Mitchel had the highest sales by revenue.

Also, Syed E Abbas had the lowest sales by both count and by revenue. A closer look at Syed's situation revealed that while Jillian and Linda were sales representatives, Syed was a sales manager. Thus, due to the nature of his role, he had the lowest sales as his role was a supervisory role.

Top Performing Countries By Percentage

TerritoryName	Total Revenue
North America	\$103,927,153.74
Australia	\$12,197,515.53
United Kingdom	\$9,506,447.59
France	\$9,136,704.47
Germany	\$5,939,763.50
Grand Total	\$140,707,584.82

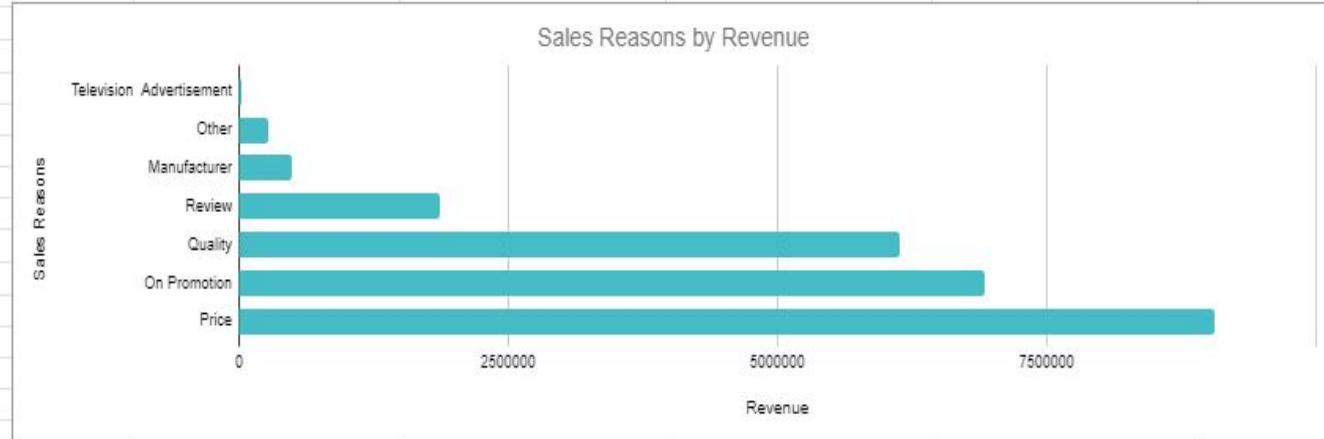


Analyzing top performing countries by sales count and by sales revenue revealed that North America had the highest sales by both sales count and by sales revenue. Germany on the other hand, had the lowest sales both by sales count and by sales revenue.

More so, all other countries (Australia, UK, France, & Germany) had very low sales compared to North America. Thus, it is recommended that more efforts are done in these countries to increase their revenue. To include more Retail options in these countries is highly recommended.

Percentage of Sales for each Sales Reason

SalesReasonName	Total Revenue
Price	\$ 9,057,881.53
On Promotion	\$ 6,926,301.87
Quality	\$ 6,132,636.01
Review	\$ 1,872,844.63
Manufacturer	\$ 494,335.40
Other	\$ 274,574.14
Television Advertisement	\$ 26,722.48
Grand Total	\$ 24,785,296.06



Analyzing sales reasons revealed that product pricing drove the most sales by revenue. It was closely followed by on promotion and quality of the product.

Television advertisement performed very poorly when driving sales revenue. It could be probably because most people don't watch TV anymore or much nowadays. Online Ads, SMM (Social Media Marketing) could work much better as compared to Television Advertisements.



What can be done? (Recommendations)

- I. More promotions, marketing and advertising should be done during months that have the lowest sales such as January. Since Price drove sales by the highest percentage, price reductions could be ideal in this scenario.
- II. Television Advertisements should be replaced with online advertising methods such as Ads, SMM (Social Media Marketing), SEO (Search Engine Optimization), etc as most people no longer watch TV.
- III. For Sales Persons, incentives can be ideal to motivate low performing sales people (those who are not sales managers) to deliver more sales.
- IV. Retail sales should be expanded if not already established in poorly performing countries in terms of sales such as Germany, France, UK. and Australia as they drove most sales by revenue.
- V. Since Pricing proved itself to be a major factor that influence customers buying power and willingness, more efforts and strategies should go to product pricing so as to drive more sales.
- VI. Also, complete cycles should be available online if not already available as complete products drove more revenue as compared to cycle spare parts.
- VII. As a suggestion analysis should be done on products to see which products had the most sales and the least and why. These insights could guide business strategy to drive more sales.