



Sales

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Top 10 sellers

Total revenue of the top 10 sellers.

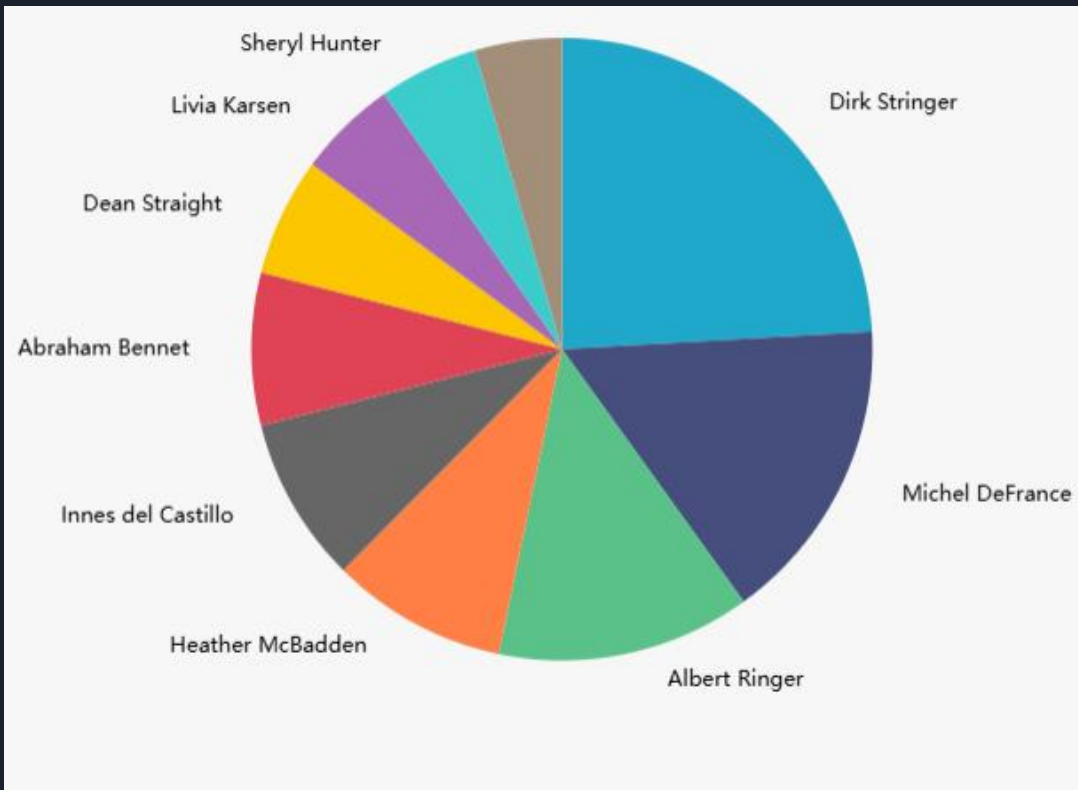
The chart shows that more than half of the total revenue of the top sellers (53.26%) comes from three major sellers.

1. Dirk Stringer - 24.1% (\$4.93 billion)

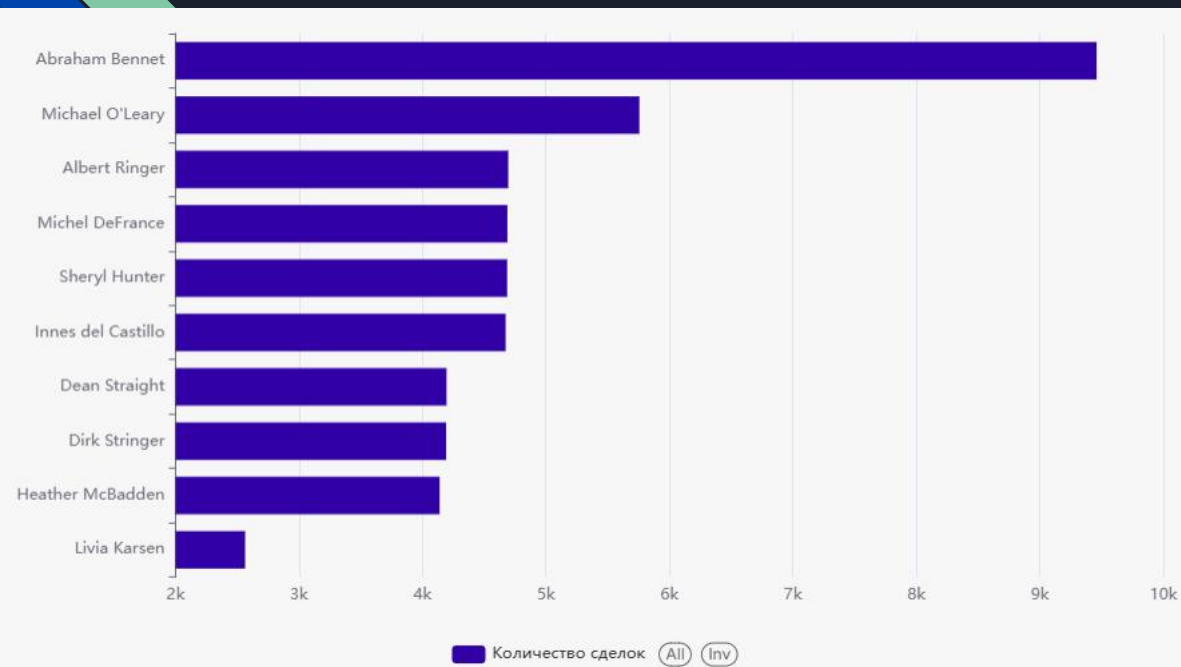
2. Michel DeFrance - 15.95% (\$3.26 billion)

3. Albert Ringer - 13.21% (\$2.7 billion)

Total revenue of all 10 sellers: \$20,435,804,951.



Top 10 sellers



The number of transactions for the top sellers:

The highest number of transactions:

Abraham Bennet - 9,460

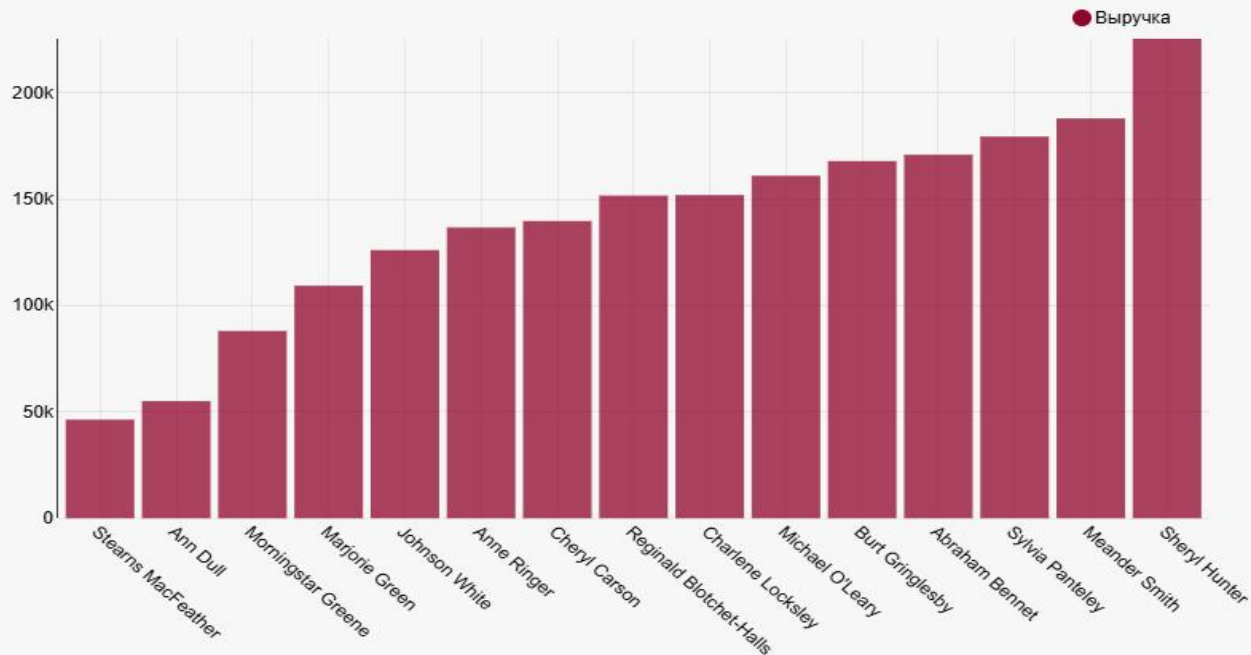
The lowest number of transactions:

Livia Karsen - 2,564

The average number of transactions among the top sellers is: 4,905.

Low revenue

The chart shows sellers with reported average revenue below the overall average revenue of all sellers.

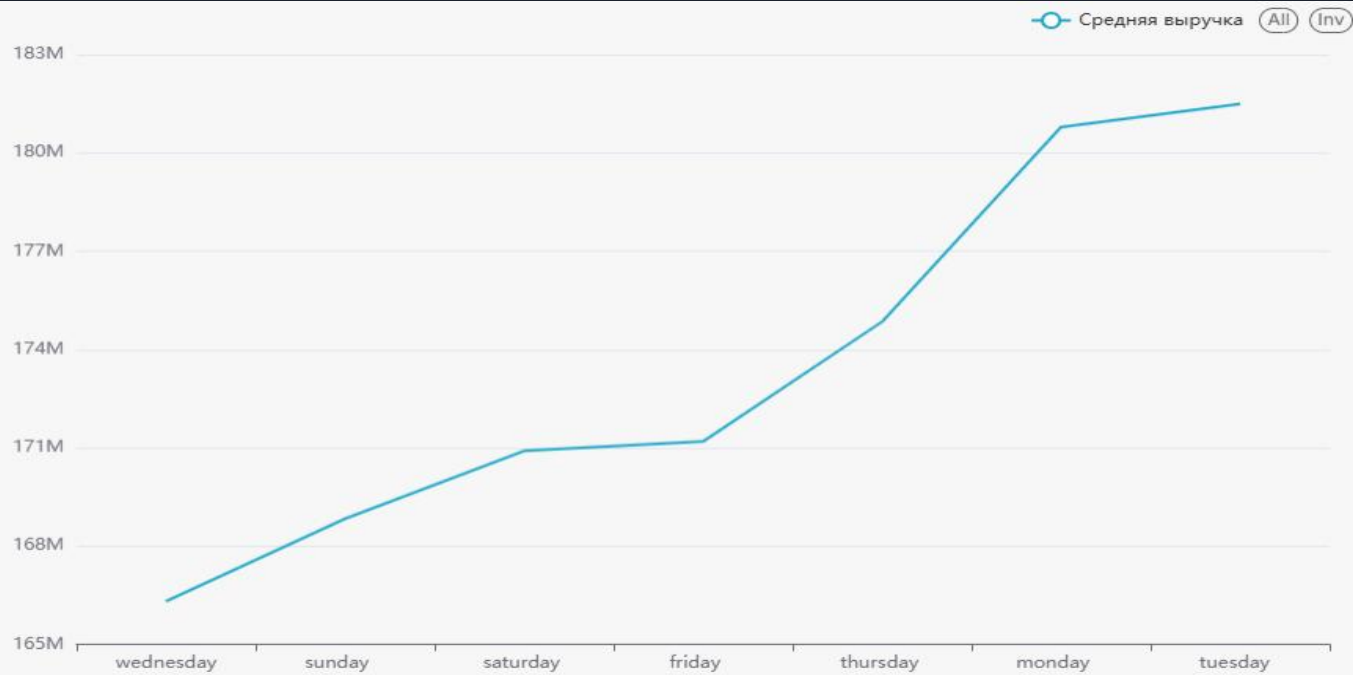


The 3 sellers with the lowest average revenue:

1.Stearns MacFeather - 46,407

2.Ann Dull - 55,090

3.Morningstar Greene - 88,124



Revenue by week.

The chart shows the average revenue by week.

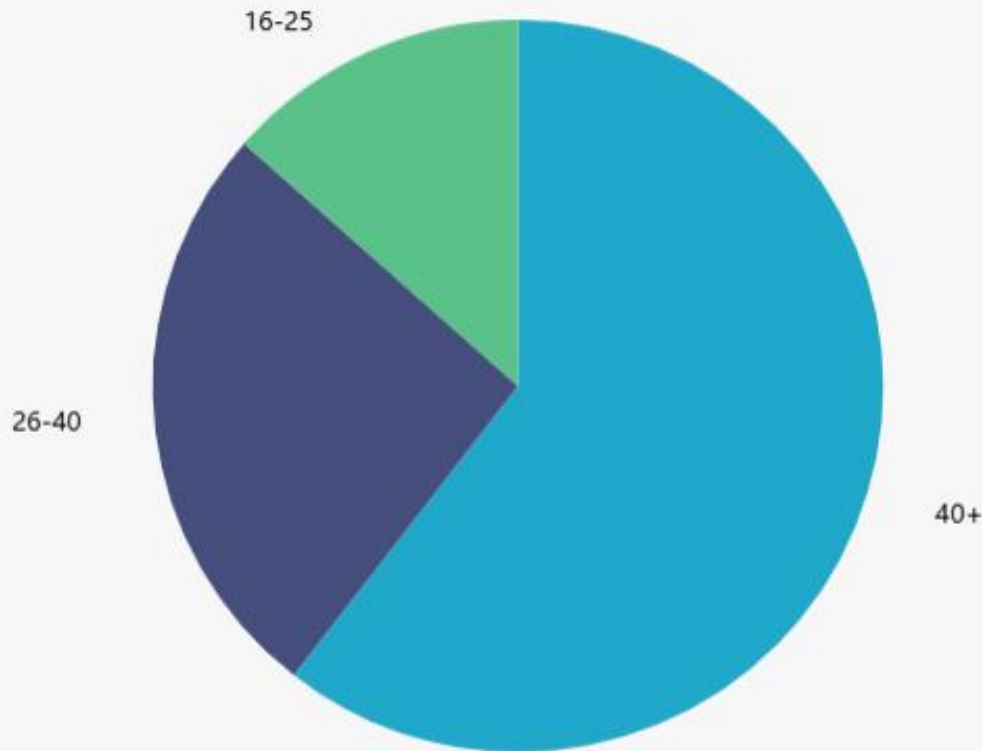
It can be observed that the growth in average revenue does not follow a consistent pattern throughout the days of the week, and sales significantly decline by Wednesday.

Thus, the day with the lowest average revenue is Wednesday (\$166 million), while the day with the highest average revenue is Tuesday (\$181 million).

Age groups

The pie chart shows the number of customers in different age groups.

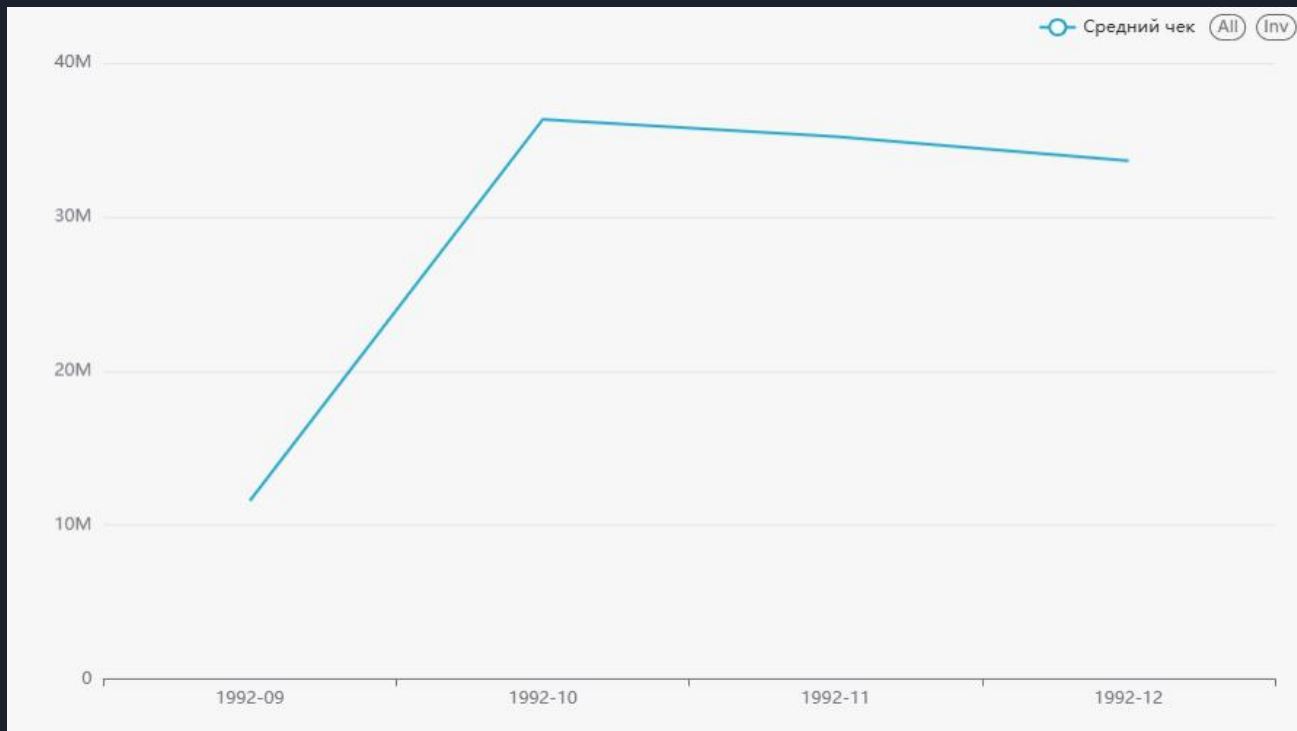
- The most frequent customers are individuals aged 40 and over, making up 60.51% (12k).
- The middle group consists of people aged 26 to 40, accounting for 26.01% (5.14k).
- The smallest group includes individuals aged 16 to 25, representing 13.48% (2.66k)



Revenue by month

The chart displays the average check by month. It shows that the check increased sharply from September to October, and then gradually began to decline.

The average check over all months is 29,262,417.9. The chart displays the average check by month. It shows that the check increased sharply from September to October, and then gradually began to decline. The average check over all months is 29,262,417.9.

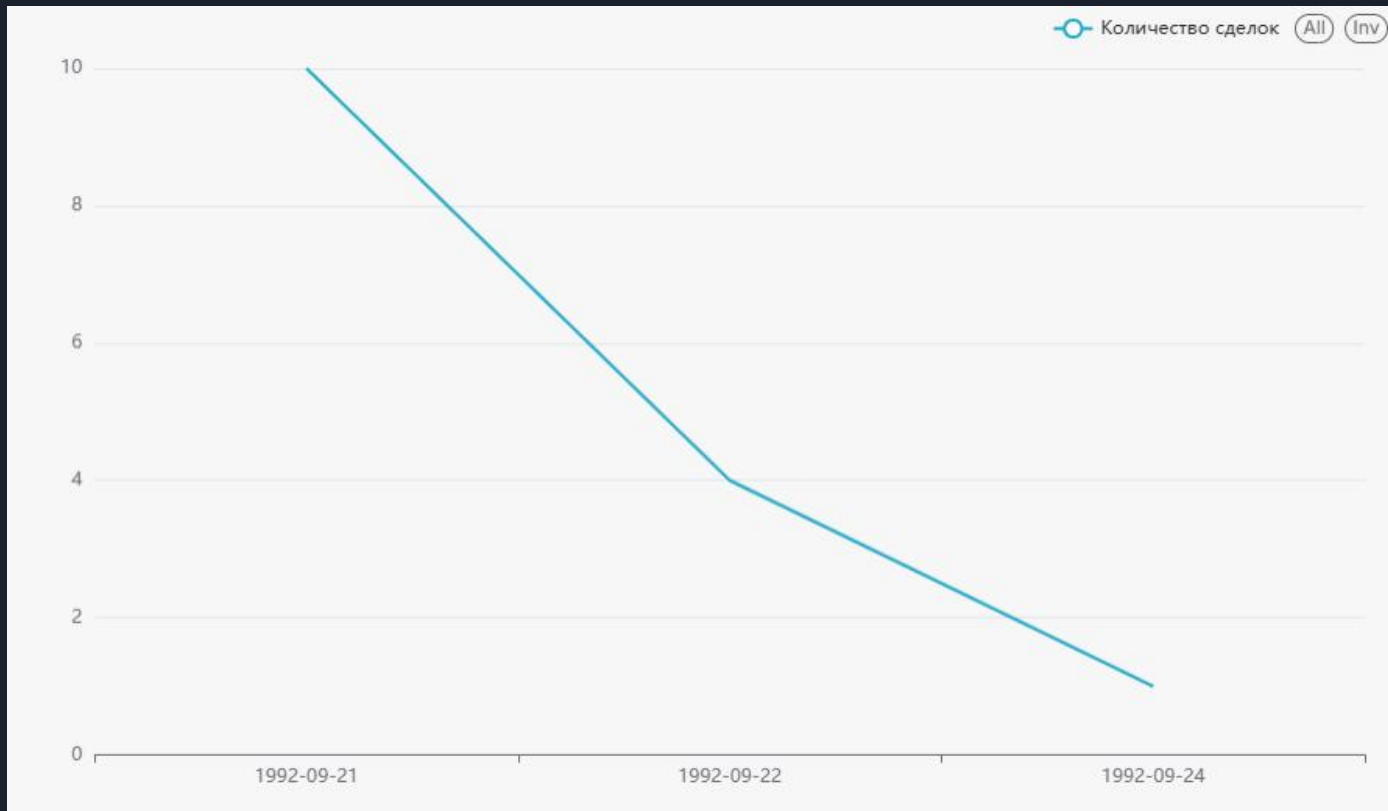


Promotions

The chart shows the number of sales where the first transaction occurred during a promotion.

From the 21st to the 24th, the number of first purchases during the promotion drops from 10 to 1 and then goes to 0.

This suggests that either the promotions have stopped or the customers are no longer interested in them.



General recommendations.

Best Sellers.

Slide 3 presents quantitative sales metrics. It shows that some sellers conduct fewer transactions than the average, yet these sellers are among the top 10. Therefore, it would be prudent to try to increase the number of transactions for these sellers to boost overall revenue.

Low Revenue.

The analysis identified sellers with the lowest average revenue. Further individual analysis is needed to uncover the reasons for their low performance.

Revenue by Weeks.

Slide 5 features a chart of revenue by days of the week. It is evident that revenue significantly drops on Wednesdays and Saturdays. A deeper analysis should be conducted to determine the reasons for the decline on these days.

Age Groups.

It can be noted that the smallest age group of customers is those aged 16 to 25. Efforts should be made to attract younger customers.

Revenue by Months.

The monthly chart on slide 7 shows a sharp increase from September to October. It's important to investigate this event to understand its causes and see if there is an opportunity to replicate it.

Promotions.

From the 21st to the 24th, the number of first purchases during the promotion drops from 10 to 1 and then to 0. This may indicate that either promotions have ceased or customers are no longer interested in them. If it's the latter, it's essential to find out why promotions are no longer appealing to customers.



Dashboard

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