

TURKEY MARKET SALES

Monthly End Sales Report | March 2017

The core business problem is to assess the company's performance at the end of march, to strategize for the upcoming month. The goal is to identify trends, anomalies, opportunities, and areas needing improvement across various facets of the business, including sales, product performance, salesforce effectiveness, geographic sales distribution, and customer demographics. By analyzing these areas, the company aims to optimize resource allocation, enhance product positioning, improve sales strategies, and better understand customer preferences.

By Moiz Zulfiqar (24543) & Umair Ahmed (24377)



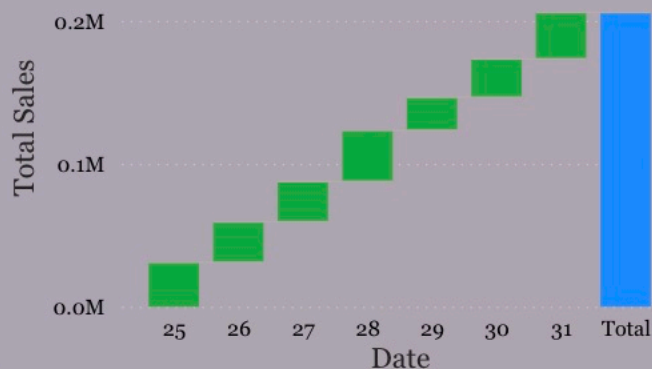
REPORT OVERVIEW

End of Month Report | March 2017

Filters

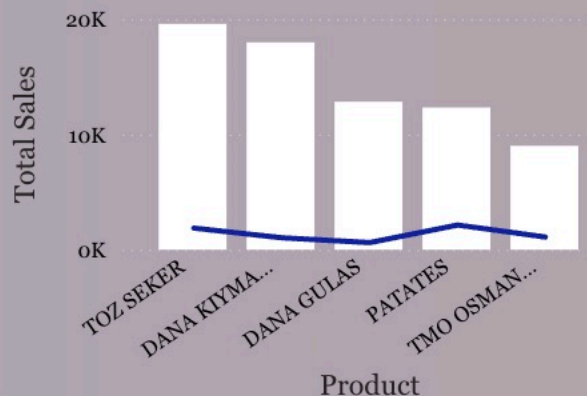
Last Seven Days of Sales

● Increase ● Decrease ● Total

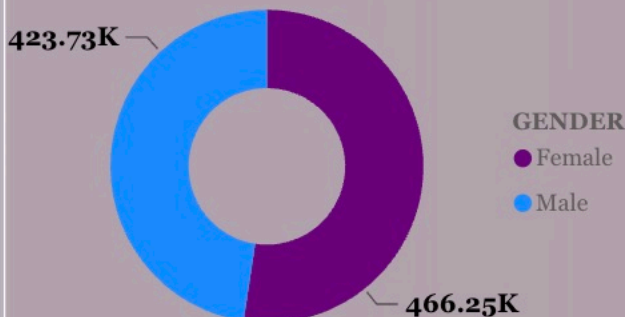


Top 5 Selling Products Sale & Order Count

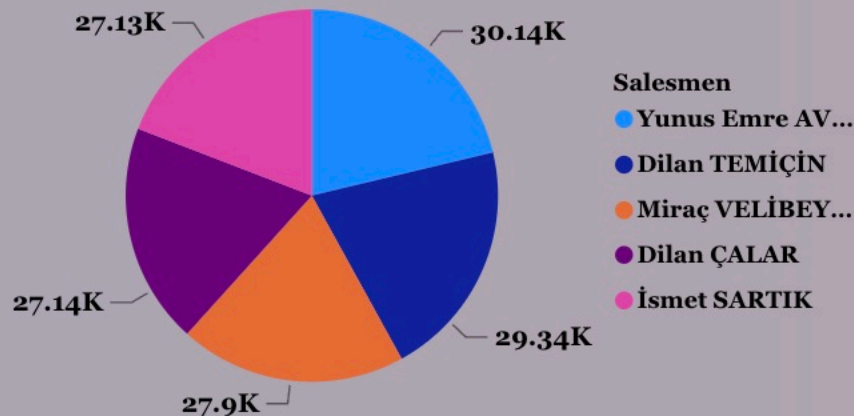
● Total Sales ● Total Orders



Total Sales by GENDER

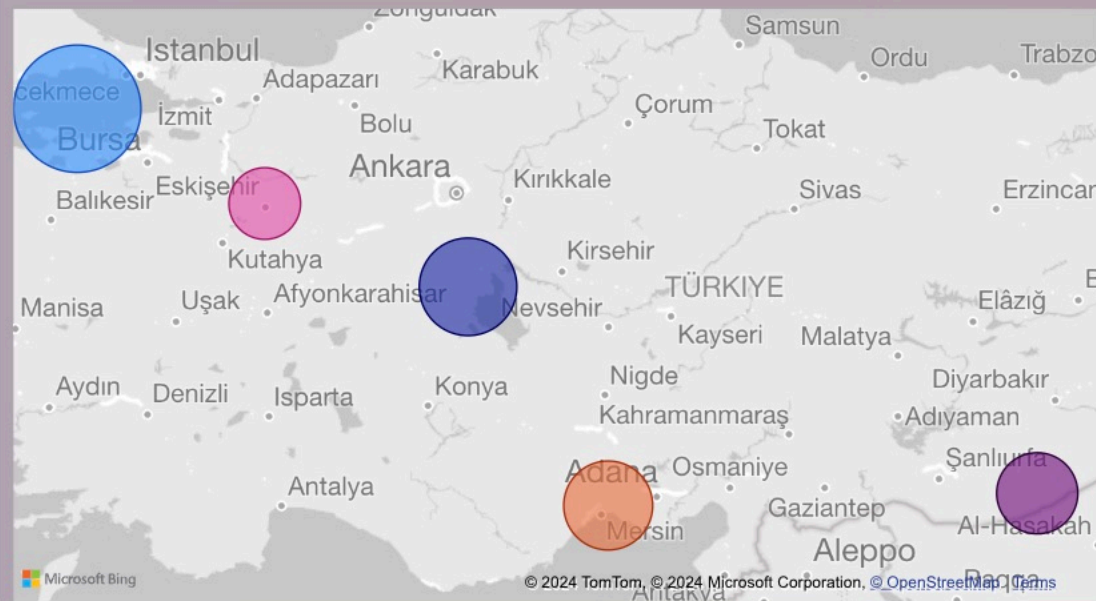


Top 5 Salesmen by Total Sales



Total Sales by Region

REGION ● Marmara ● İç Anadolu ● Akdeniz ● Güneydoğu Anadolu ● Doğu Anadolu





SALES ANALYSIS

End of Month Report | March 2017

Filters

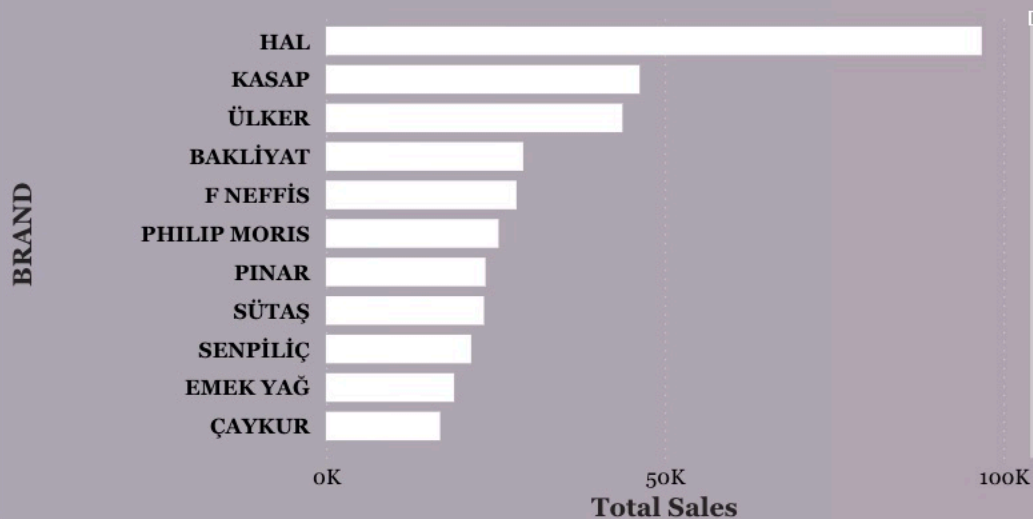
Total Increase in Sales From Previous Month

919.32K

Total Increase in Orders From Previous Month

226K

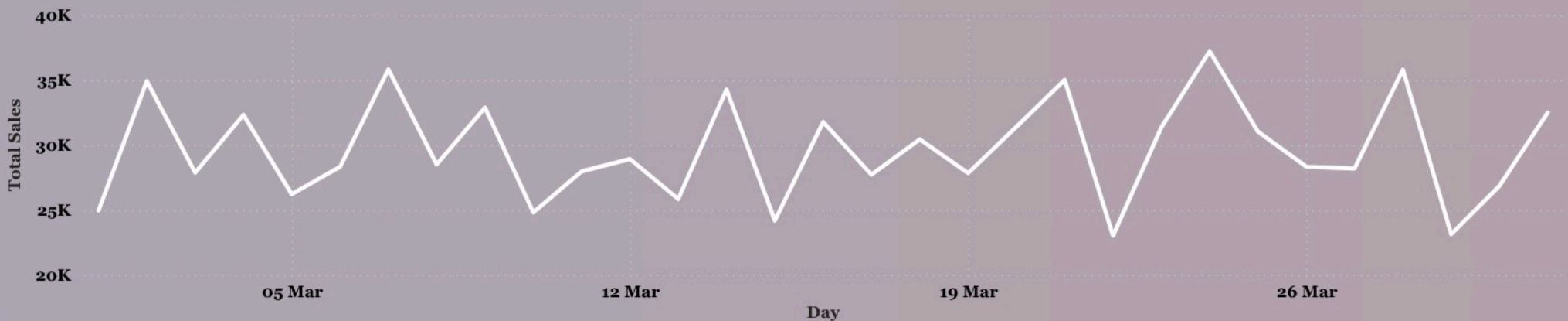
Total Sales by Brand



Daily Order Counts

March 2017						
Sun	Mon	Tue	Wed	Thu	Fri	Sat
			1 6312	2 8239	3 7353	4 7998
5 6812	6 7021	7 8905	8 6893	9 7911	10 6582	11 7116
12 7162	13 6590	14 8643	15 5946	16 7635	17 7039	18 7454
19 7105	20 7665	21 8750	22 5778	23 7413	24 7124	25 7516
26 6930	27 6905	28 8757	29 5639	30 6326	31 7990	

Total Sales by Day

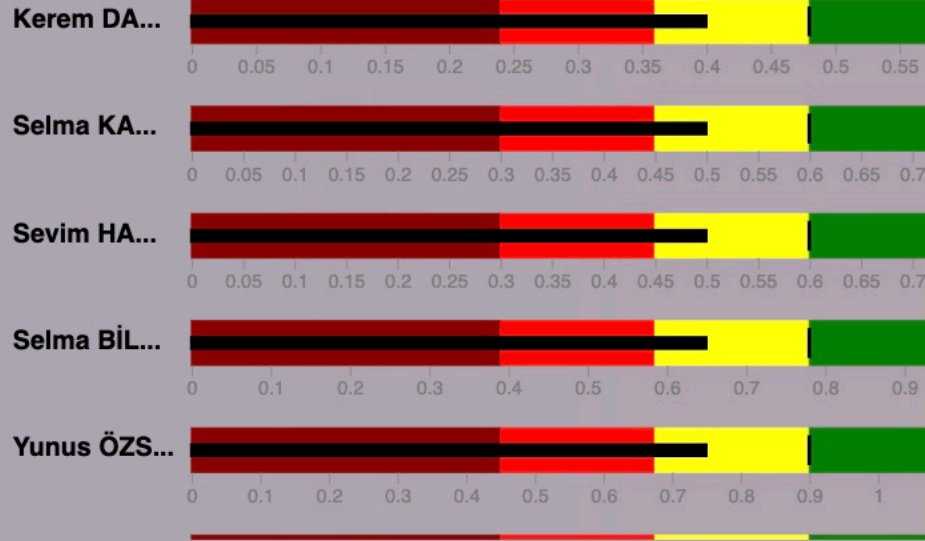


SALESMEN PERFORMANCE

End of Month Report | March 2017

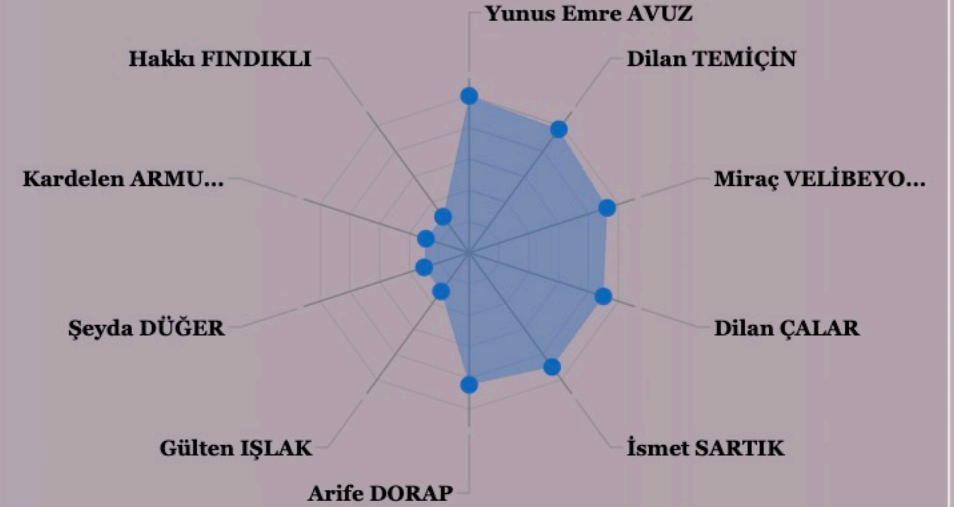
Filters

Salesmen Progress Comparison

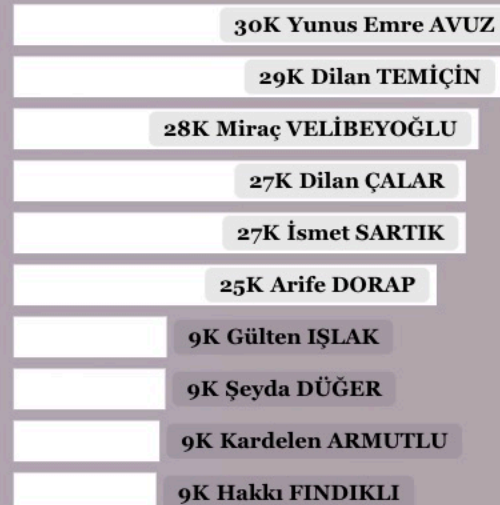
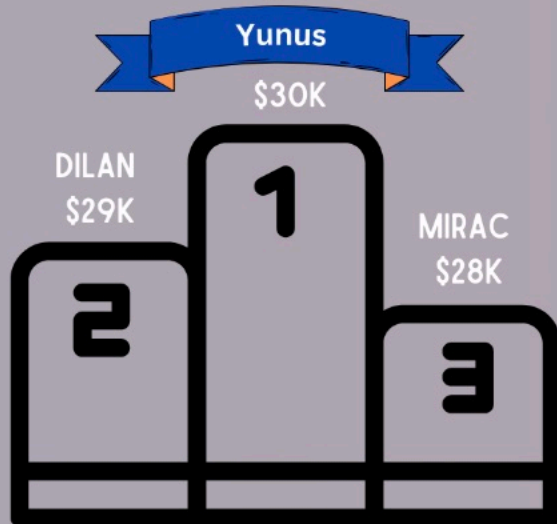


Sales Distribution by Top 10 Salesmen

Axis ● Total Sales



Top 10 Salesmen



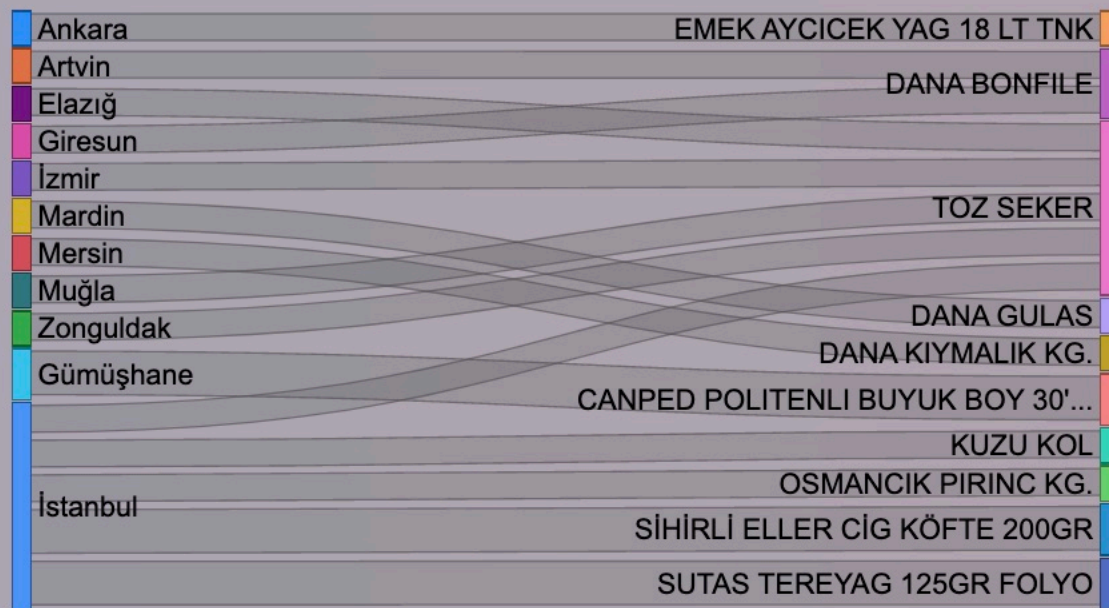
SALESMAN	Total Orders	Total Sales
Abdullah BENGİN	337	1,263.25
Abdulsamet TACİM	1887	7,730.12
Abdurrahman ÇAVDARLI	131	434.79
Adil ONDIN	451	1,689.06
Adnan YAGIZ	1769	6,957.45
Aleyna ÇUKUREL	255	1,142.57
Aleyna ERÇETİN	197	730.42
Aleyna KASALAK	153	739.91
Ali Eymen GÖKÇESU	13	85.02
Ali İLTEKİN	88	279.42
Aliye ÇUKURÇAYIR	93	399.95
Aliye GÖKDOĞAN	943	4,029.45
Aliye KÖZEN	57	211.55
Alper FETTAHOĞLU	101	619.40
Alper İNELBARS	260	1,103.09
Alper İZMİRLİ	614	2,258.24
Alya BARAN	180	710.70
Total	225509	919,317.12



PRODUCT INSIGHTS

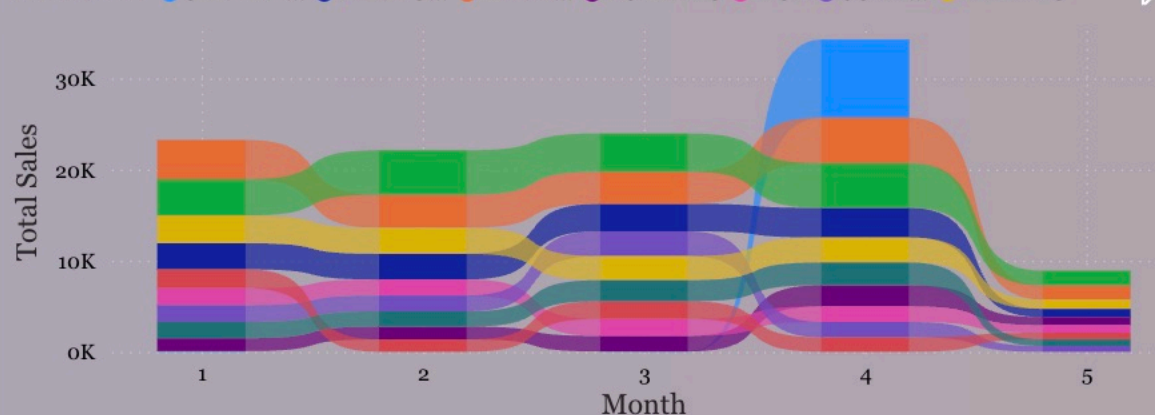
End of Month Report | March 2017

Top Profitable Products in Major Cities



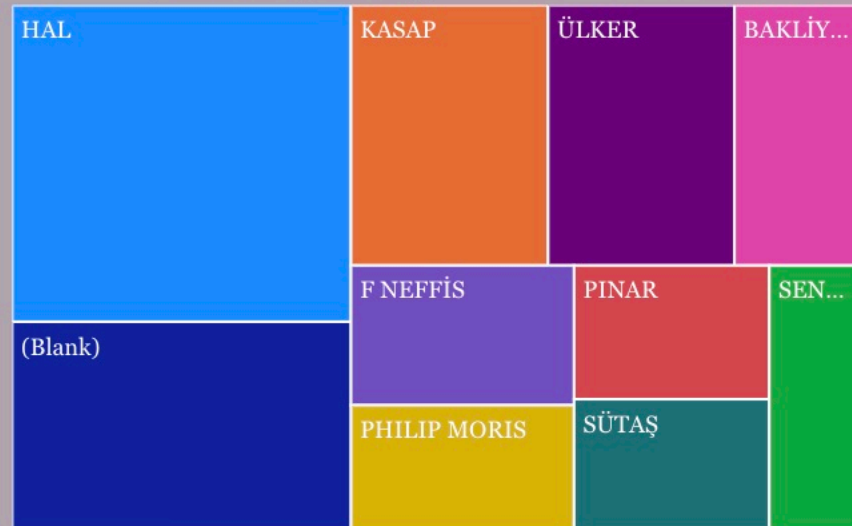
Trend of Top 10 Selling Products by Week

ITEMNAME CANPED ... DANA G... DANA ... DOMATES MUZ OSMA... PATATES



Filters

Sales by Brand, Categories & Products



Sales by Top 10 Selling Products

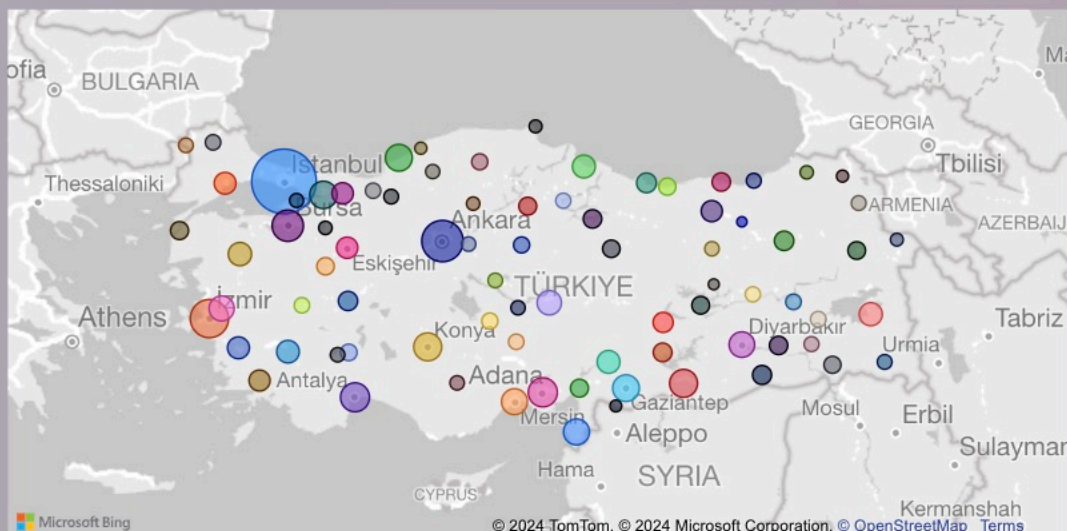


GEOGRAPHIC ANALYSIS

End of Month Report | March 2017

Sales and Brand Performance by City

CITY İstanbul Ankara İzmir Bursa Adana Antalya Konya Şanlıurfa Kocaeli

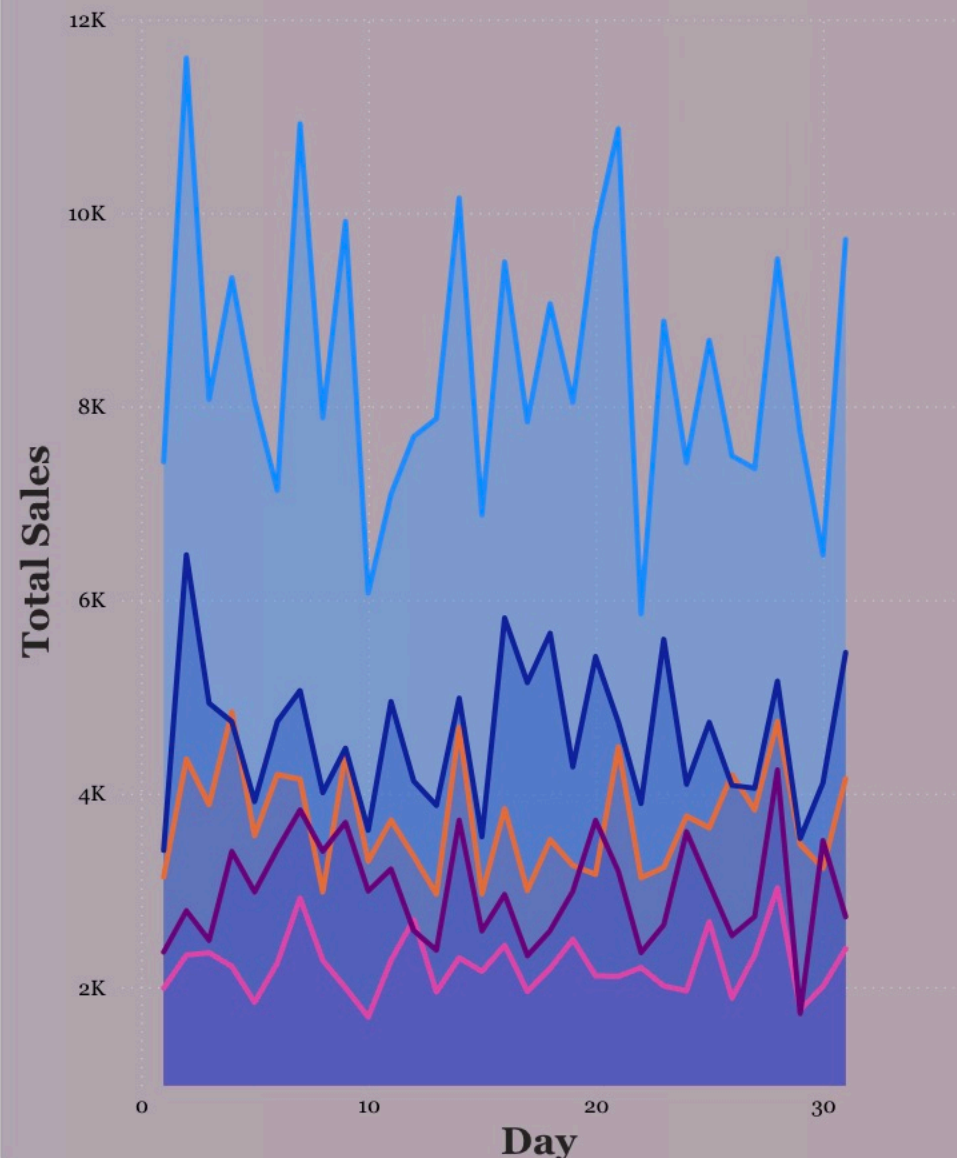


REGION	Active Products	Active Salesmen	Total Orders	Total Sales
▣ Akdeniz	28389	28389	28389	115,157.13
▣ Adana	6235	6235	6235	25,191.18
▣ Antalya	6167	6167	6167	24,897.98
▣ Burdur	819	819	819	3,096.76
▣ Hatay	4682	4682	4682	18,647.58
Hatay Subesi	4682	4682	4682	18,647.58
▣ Isparta	1234	1234	1234	5,067.94
▣ Kahramanmaraş	3107	3107	3107	13,188.26
Kahramanmaraş Subesi	3107	3107	3107	13,188.26
▣ Mersin	4601	4601	4601	18,601.42
▣ Osmaniye	1544	1544	1544	6,466.01
▣ Doğu Anadolu	16959	16959	16959	68,773.06
▣ Ege	32832	32832	32832	133,247.39
▣ Güneydoğu Anadolu	22996	22996	22996	92,747.19
▣ İç Anadolu	34909	34909	34909	142,618.30
▣ Aksaray	1243	1243	1243	4,545.32
Total	225509	225509	225509	919,317.12

Filters

Distribution of Daily Sale by Region

REGION Akdeniz Doğu Anadolu Güneydoğu Anadolu İç Anadolu Marmara



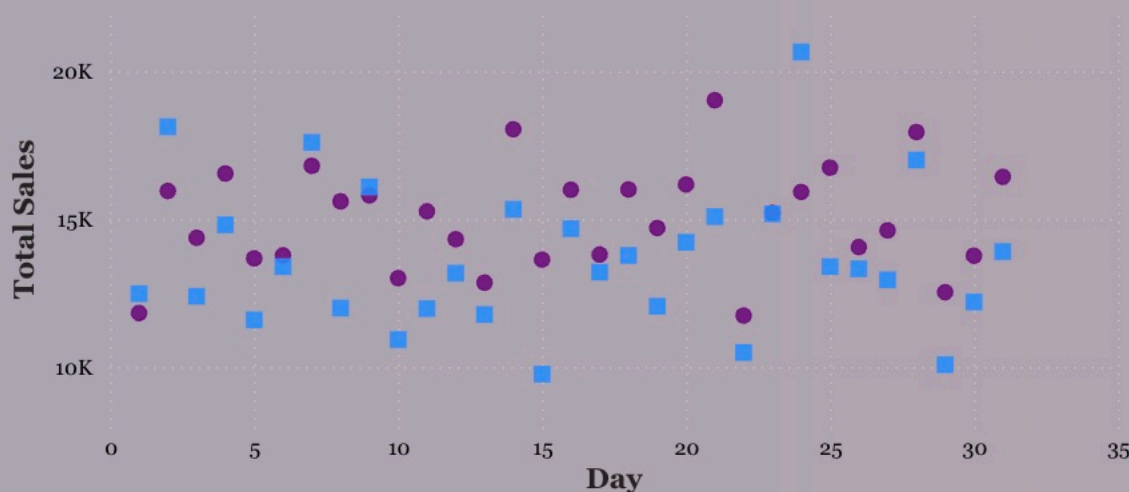
CUSTOMER DEMOGRAPHICS

End of Month Report | March 2017

Filters

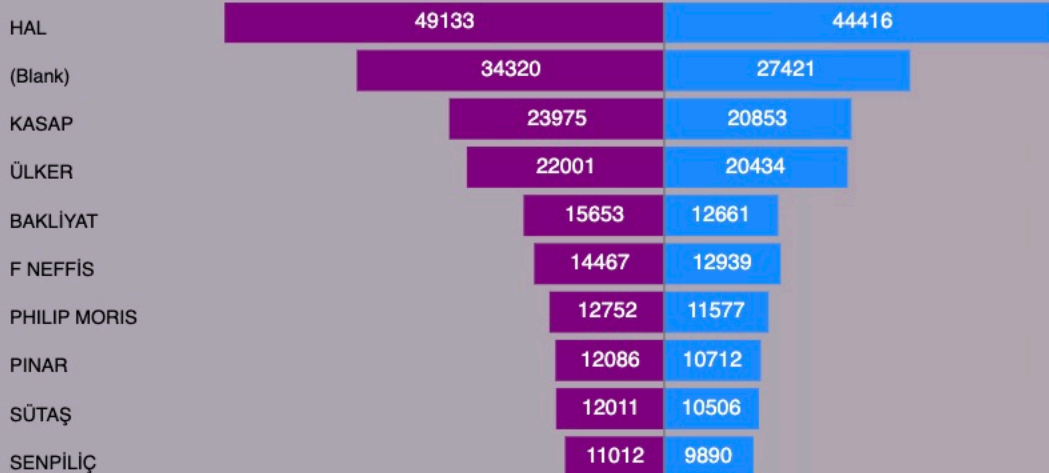
Daily Sales Distribution by Gender

GENDER ● Female ■ Male



Brand Wise Order Count by Each Gender

● Female ■ Male



Region Wise Order Count by Each Gender

GENDER ● Female ■ Male

