

Sales Analysis Report for Mustafa Company

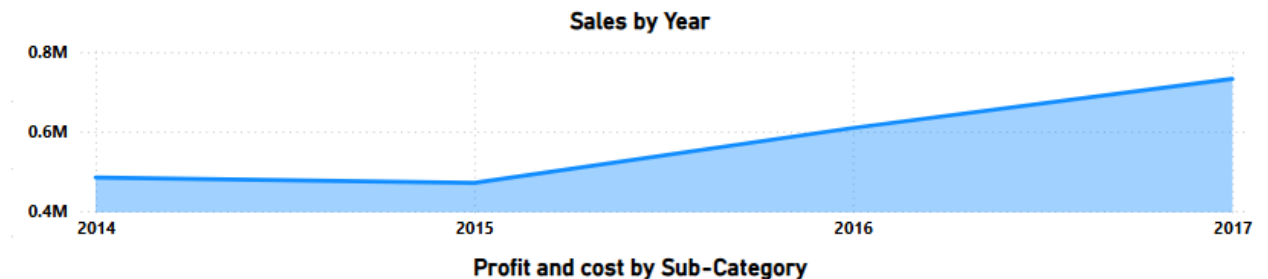
Prepared by: Mustafa Ashraf

Introduction:

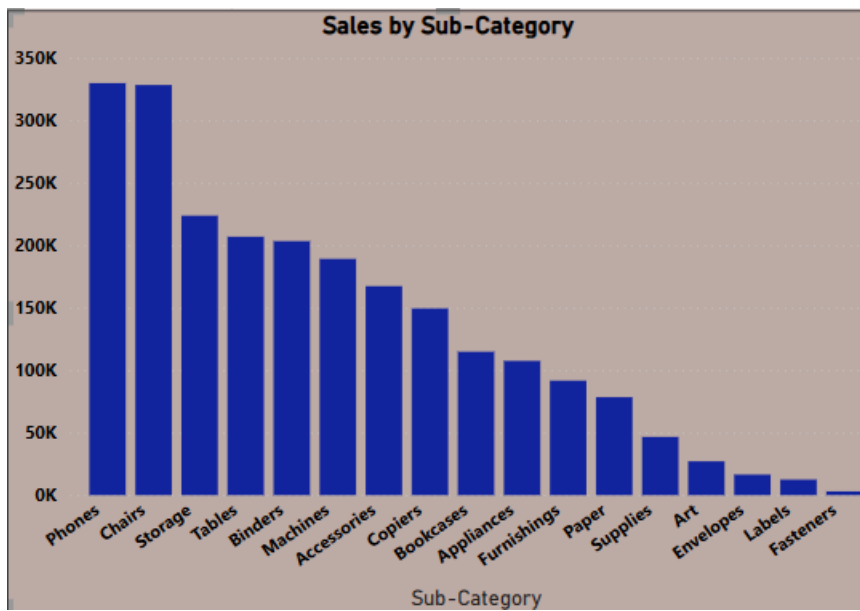
This report aims to analyze sales data for Mustafa Company over the past four years, focusing on the challenges faced due to losses in certain products and markets.

Strengths:

- **Sales improvement** after a period of decline, with clear increases in profits for some products.



The best-selling products :

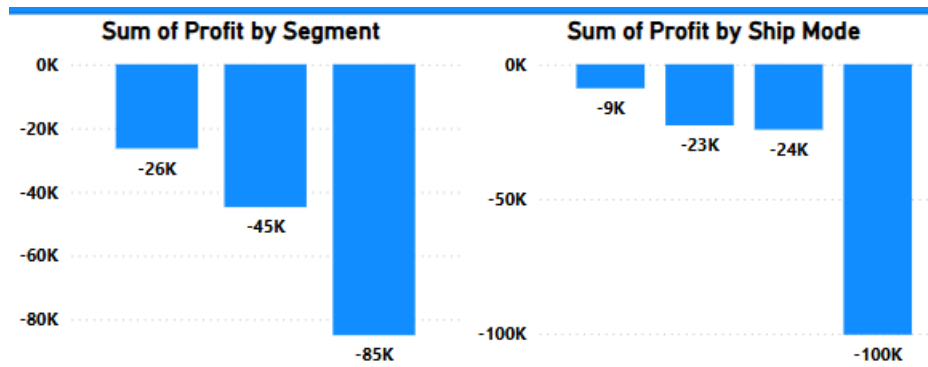


Weaknesses:

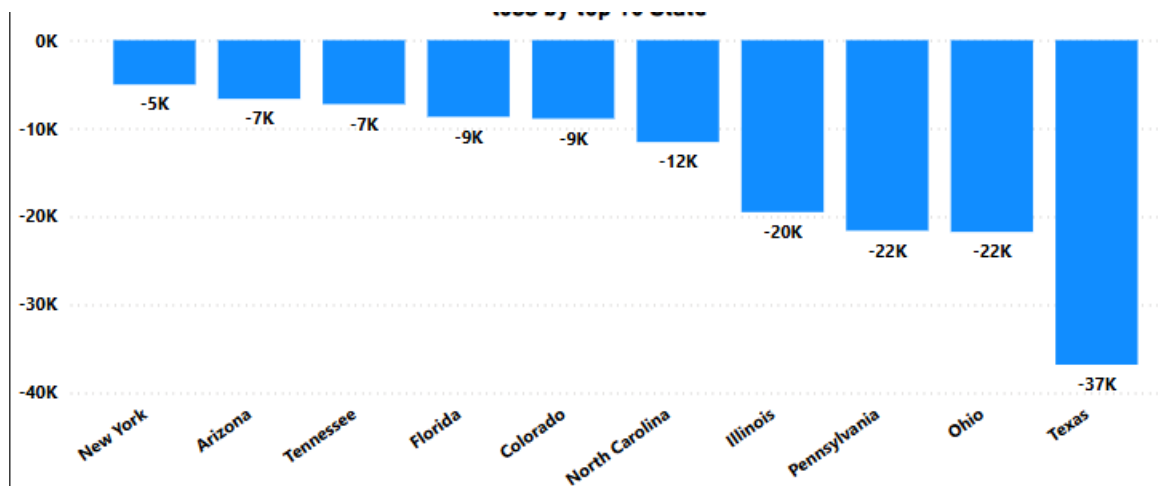
- Some products and markets recorded **significant losses** (negative profit) over the years.
- Some products are being sold at a loss, leading to overall profit decline.

	Sub-Category	Quantity	Profit
5	Fasteners	55	-33.1952
0	Accessories	330	-930.6265
10	Supplies	110	-3015.6219
9	Storage	569	-6426.3038
6	Furnishings	597	-6490.9134
8	Phones	476	-7530.6235
1	Appliances	235	-8629.6412
4	Chairs	876	-9880.8413
3	Bookcases	422	-12152.2060
7	Machines	157	-30118.6682
11	Tables	757	-32412.1483
2	Binders	2456	-38510.4964

Losses may be due: ship mode or segment



Don't forget that some states also have high losses, such as Texas



Recommendations:

- **Reevaluate loss-making products** consistently, focusing on improving margins or reducing inventory.
- **Focus on pricing strategies:** Pricing may be too high compared to competitors, affecting customer purchasing behavior.
- **Improve sales strategies in loss-making markets:** Work on boosting sales in states showing losses.

Conclusion:

The data indicates significant challenges in certain product categories and markets. A review of sales strategies and product offerings is necessary to reduce losses and increase profitability.