

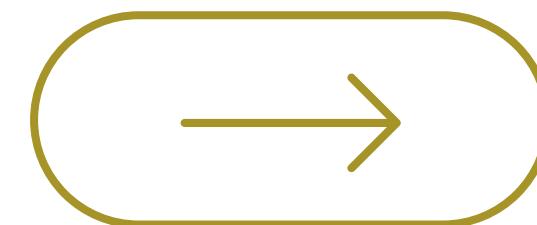


■ PRESENTED TO
Bright Light

■ PRESENTED BY
Mudau Tshilidzi

SALES REPORT

Brightlight sales report and
descriptive analysis.





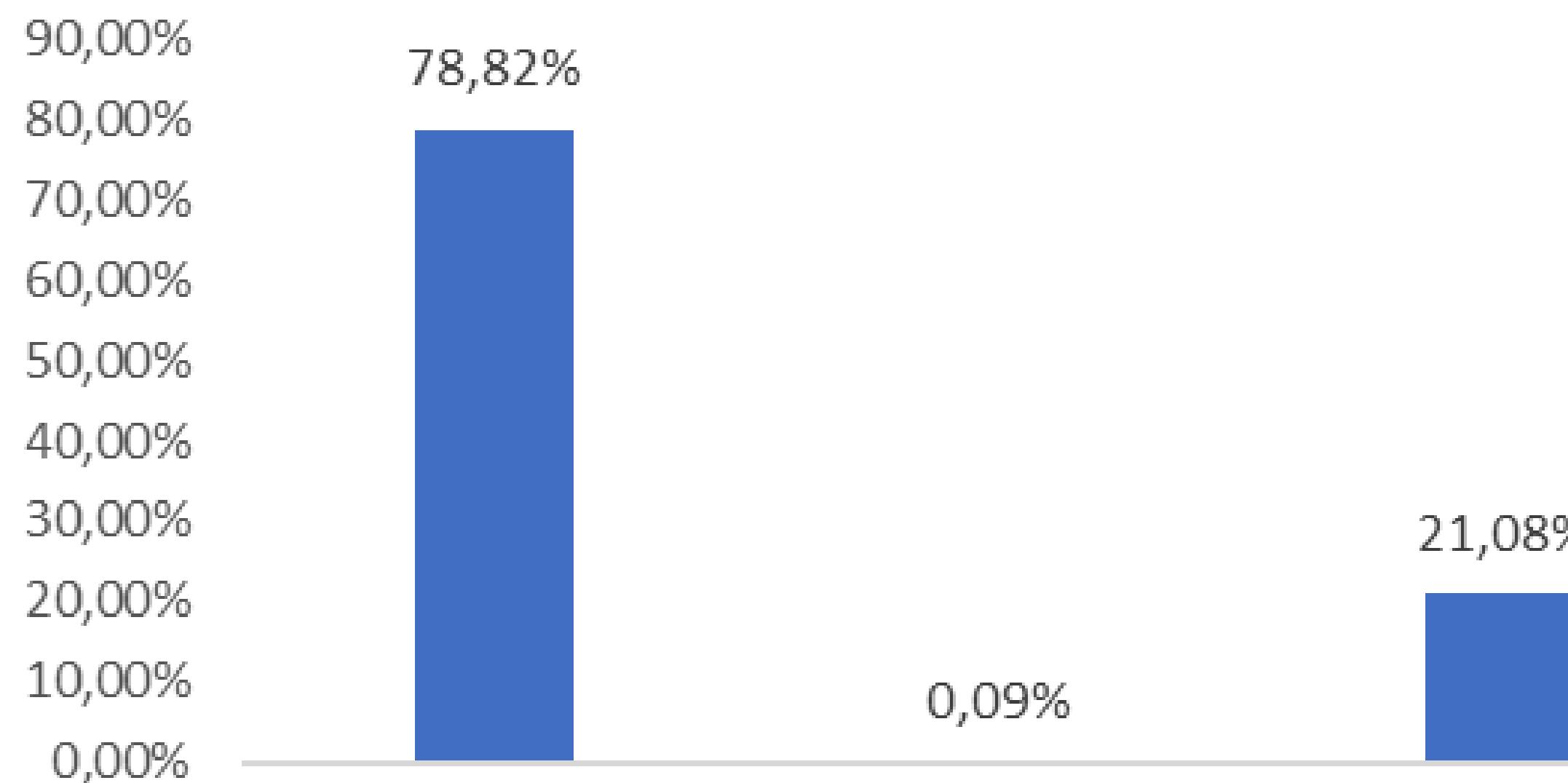
INTRODUCTION

-This report provides a brief descriptive analysis of bright light's sales performances across daily , monthly and yearly periods .It examines sales ,cost of sales ,unit price , gross profit and promotional activity to highlight key patterns and understand how pricing and promotions influence overall revenue. Offering insights into historical sales behaviour and informing strategic decision-making for pricing ,promotion and overall business performances.



- This bulk of transactions at this average unit price occurred in 2014 , followed by a significant decline in 2015 and a moderate increase in 2016.
- This sharp drop in 2015 shows a lower sales activity , a pricing change while 2016 recovers in average unit price compared to 2015 but still belows 2014.

Yearly Average Unit Price

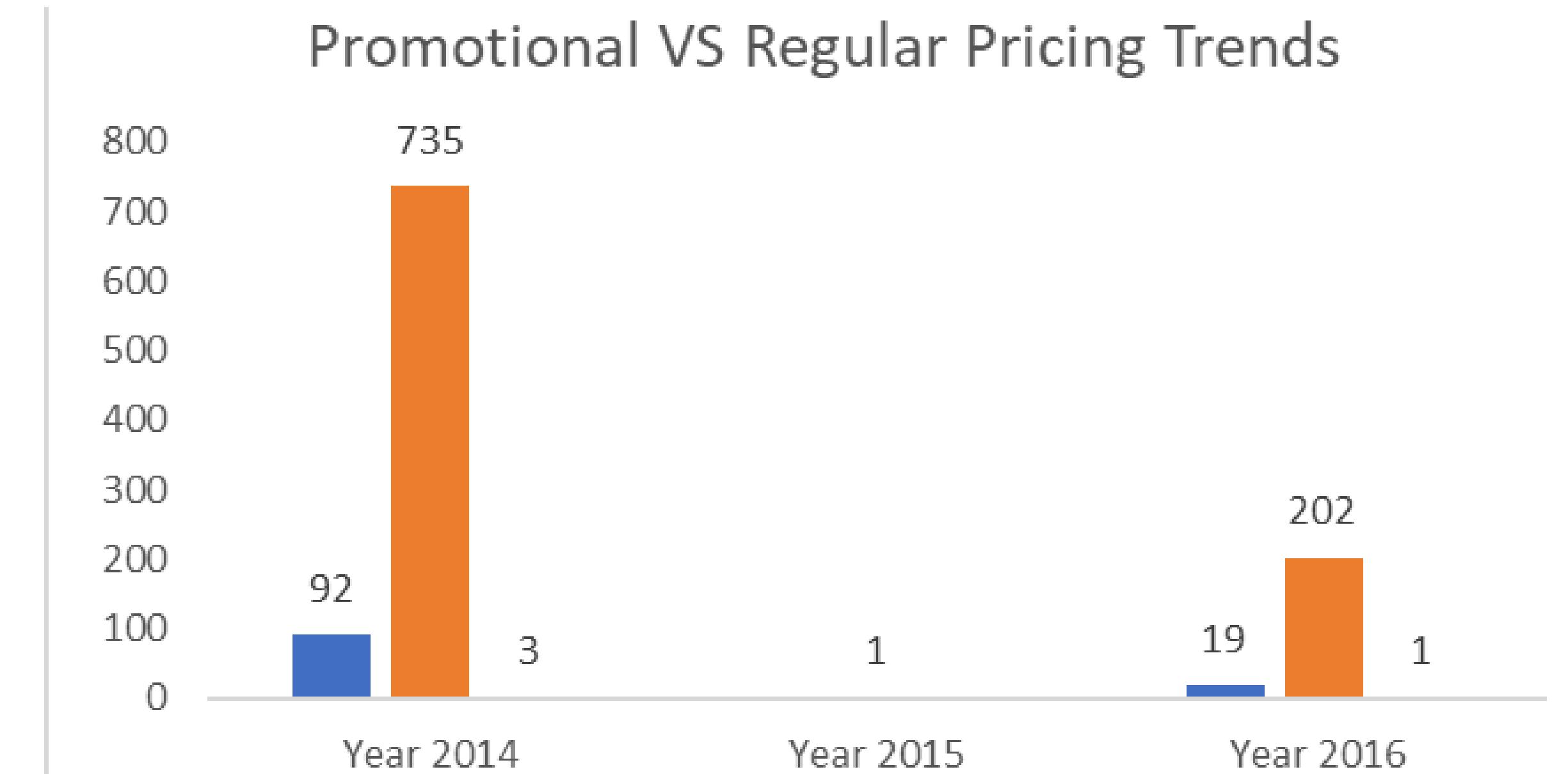




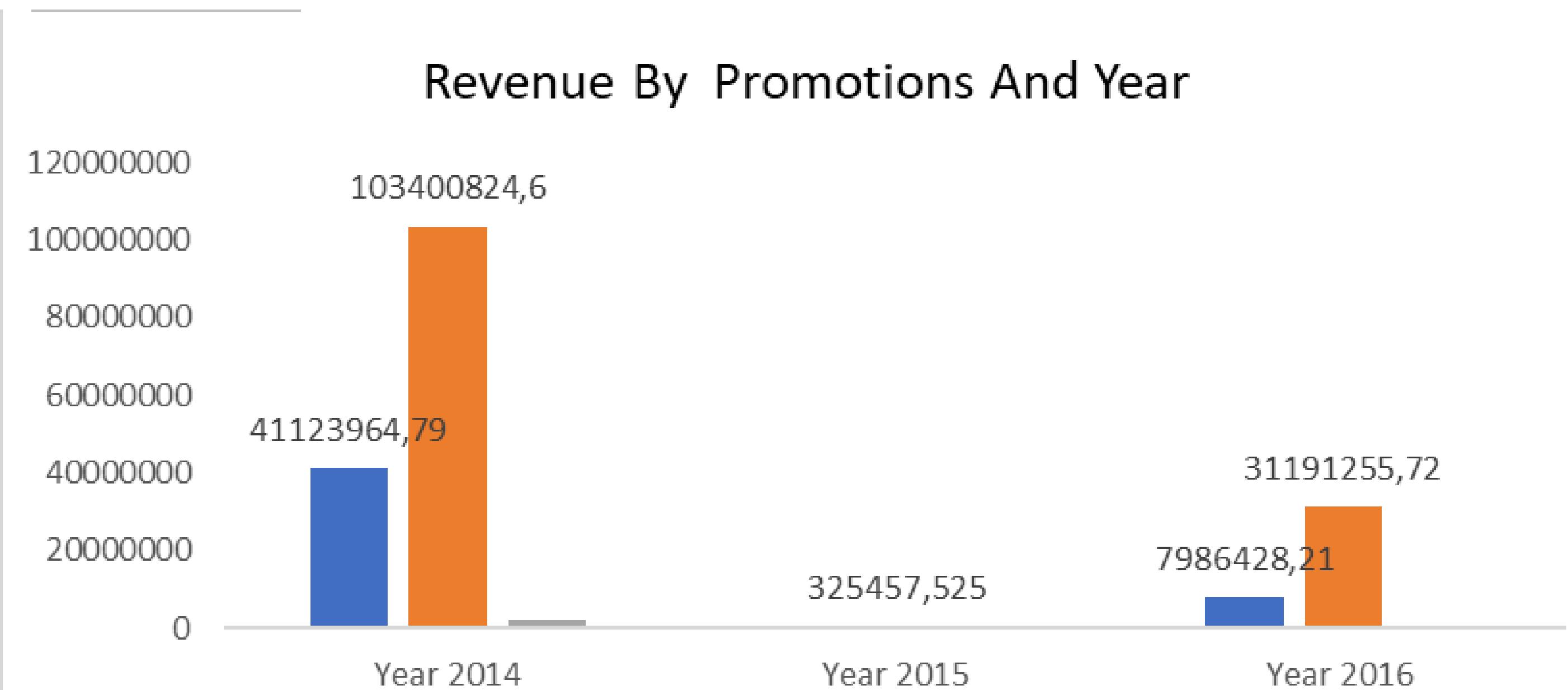
DISTRIBUTION OF GP PER UNIT ACROSS PROMOTION TYPES

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- Medium promo level consistently show the highest counts across all the years ,this suggest that medium level promotion are the most effective at driving daily sales or gross profit per unit.
- High or Very high promo are rare and may not provide consistence results possibly only for special campaigns or clearence ,2014 & 2016 shows significant activity and can be used as a benchmarrks for planning future promotions.

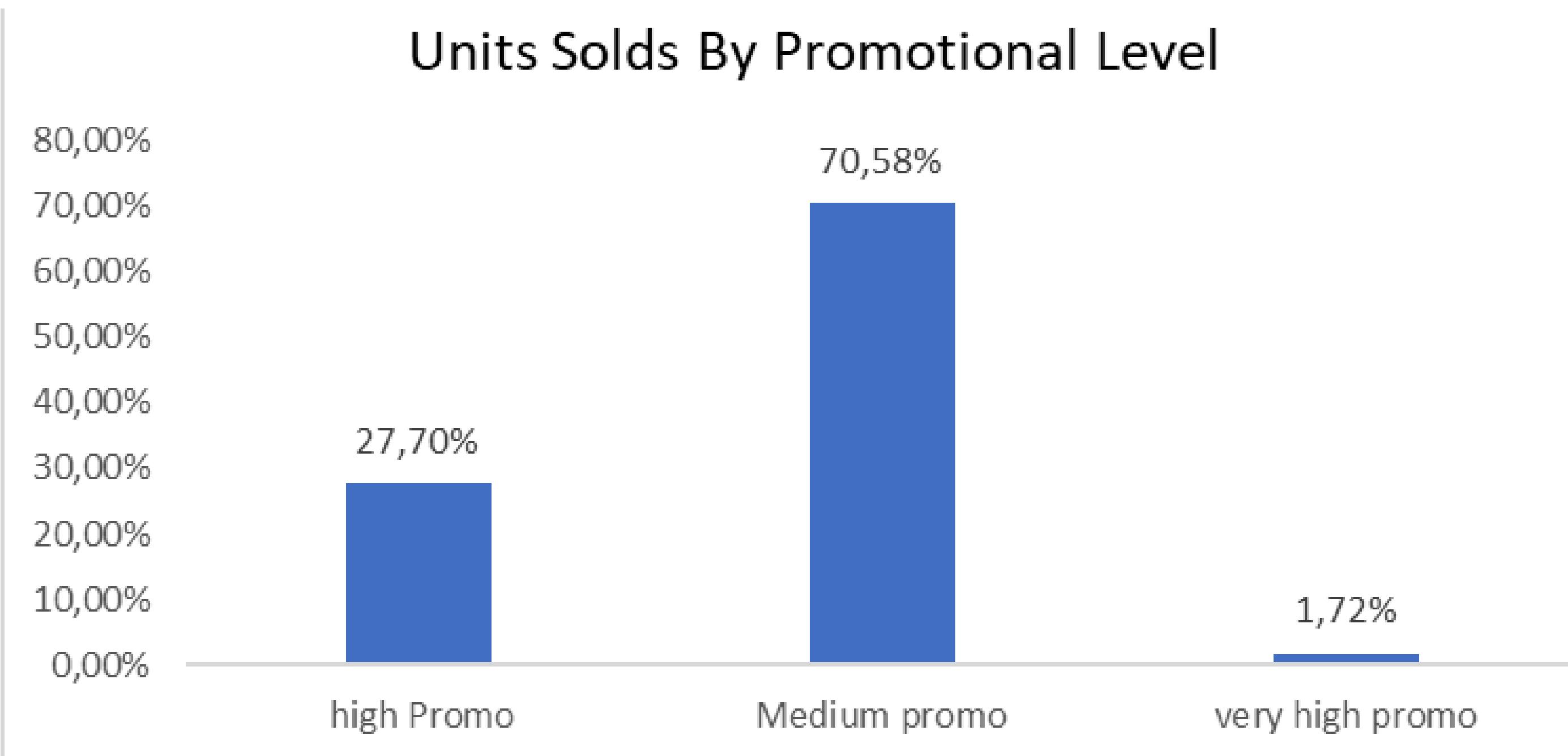


- 2014 have the highest revenue overall (146,7 m) with medium promo achieving the best balance between volume and profitability.
- Medium promo drives highest revenue with moderate pricing suggesting inelastic or moderately elastic demand ,very high promo boosts volume slightly but reduce Gp per unit price-less effective.



≡ QUANTITY SOLD BY PROMOTION TYPE

- The product performs best during medium promotions which maximize quantity sold ,revenue and gross profit .
- High promotions are moderately effective and very high promotions are rarely used and have minimal impact .



- The analysis of sales data from 2014-2016 demonstrates that medium-level promo are the most effective strategy for this product .They, consistently account for the highest quantity sold(71%), the largest share of revenue (72%) and maintain strong gross profit per unit price . High promo contributes moderately to sales and profitability ,while very high promo are rare and have minimal impact , suggesting aggressive discounting is generally ineffective.
- Overall, the product performs best when promotional campaigns are focused on Medium-level discounts, balancing volume, revenue, and profitability.
- Strategic use of High promotions can complement this approach during special campaigns, but Very High promotions should be avoided for routine sales.



- Focus on Medium-level Promotions :These drive the highest sales volume (~71%) and revenue (~72%) while maintaining strong gross profit.
- Use High Promotions Strategically :Apply High promotions occasionally for special events or seasonal campaigns.
 - Avoid Very High Promotion for Routine Sales :Rarely effective (~2% of sales) and may reduce profitability.Reserve only for clearance or exceptional circumstances
- Monitor Profitability and Price Elasticity: Track gross profit per unit and % margin during promotions.
- Yearly and Seasonal Planning :Use past years (2014 to 2016) as benchmarks to schedule promotions during high-demand periods.





BRIGHTLIGHT

Thank You

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THANK YOU

