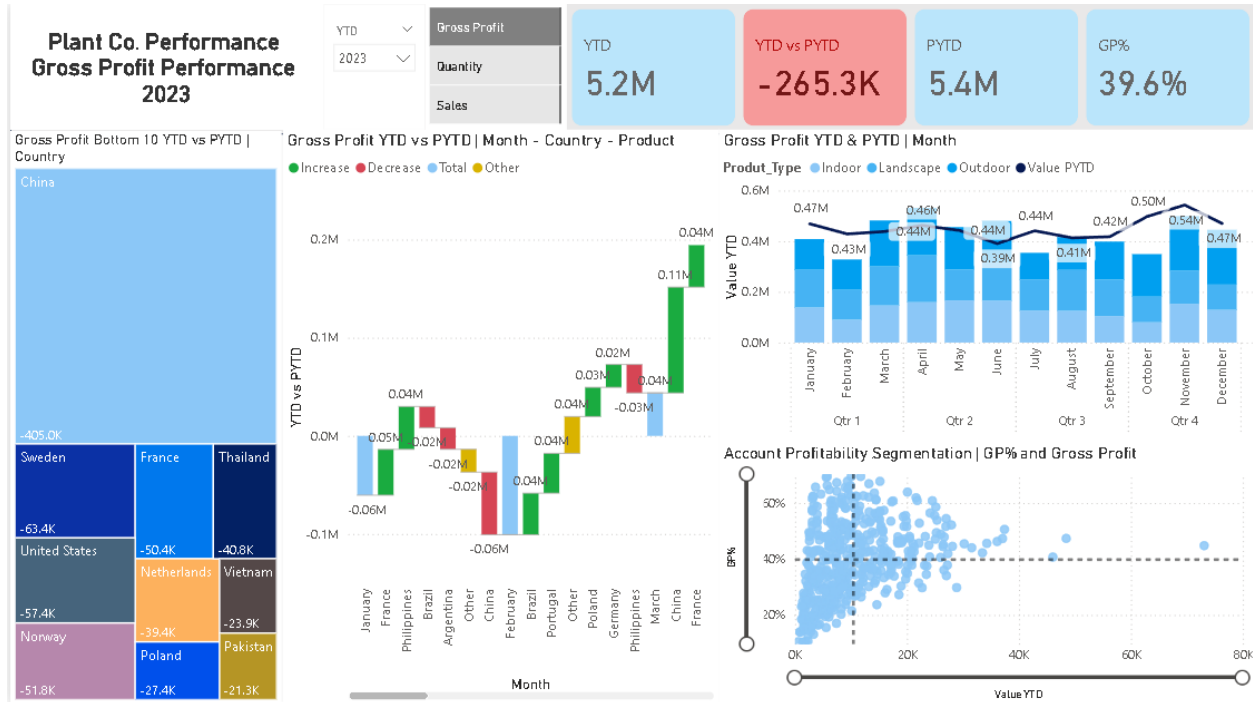


Analysis of Plant Co.'s Performance Using Power BI

Objective: The main goal of this project is to delve into Plant Co.'s year-to-date (YTD) performance by assessing sales, gross profit, and account profitability across various countries and product categories. This report aims to highlight essential performance metrics, offering actionable insights and promoting data-driven decisions at Plant Co.



Executive Summary

This comprehensive analysis focuses on Plant Co.'s performance throughout 2023, paying special attention to sales and gross profit trends in different regions and among diverse product categories. Key findings reveal a YTD sales total of \$13M and a gross profit of \$5.2M, with a gross profit margin (GP%) of 39.6%. Despite experiencing a slight YTD dip in performance compared to the previous year, this report extracts crucial insights to pinpoint both high-performing and underperforming areas, suggesting strategic moves to boost profitability.

Detailed Analysis and Key Discoveries

1. Overview of Sales

- YTD Sales Amount: \$13M, marking a decrease of \$512.3K or 3.8% compared to the previous year (\$13.5M).
- Peak Performance: Notable increases in sales during March (\$0.09M), April (\$0.22M), and November (\$0.09M).
- Underperforming Regions:

- China: Decline of \$760.4K, the steepest drop observed.
- Sweden: Down by \$240.1K.
- France: Lower by \$149.8K.
- Norway: Decrease of \$118.7K.
- **Product Category Sales:**
 - Indoor Products: Led sales with high points in January (\$1.19M) and October (\$1.38M).
 - Landscape and Outdoor Products: Showed stability but lagged behind Indoor Products.

2. Gross Profit Analysis

- **YTD Gross Profit:** Stood at \$5.2M, a reduction of \$265.3K from the previous year (\$5.4M).
- **Monthly Performance:**
 - Highest Gains: Observed in March and April at \$0.04M each.
 - Declines Noted: In August and December, down by \$0.05M and \$0.03M respectively.
- **Regional Gross Profit Trends:**
 - Significant losses in China amounting to -\$405.0K, with other notable declines in Sweden (-\$63.4K) and France (-\$50.4K).
 - Noteworthy positive results in France, with a final increase of \$0.04M and in the Philippines.

3. Profitability by Account

- **Distribution of GP%:** Analysis shows most accounts cluster between 30%-50% in profitability.
- **High vs. Low Performance:**
 - High-performing segments include accounts with YTD sales above \$50K and a GP% over 40%.
 - Accounts underperforming are those with sales below \$20K and a GP% less than 30%, signaling areas for improvement or strategic withdrawal.

Strategic Insights and Actionable Recommendations

1. Amplify Focus on High-Yield Areas

- Action: Increase resource allocation and marketing efforts towards Indoor Products, consistently the top performers in sales and growth.

- Expected Outcome: Anticipated growth increase of around 5% through strategic reallocation from poorer performing sectors.

2. Revamp Strategy in Lagging Markets

- Action: Develop and apply targeted strategies to rejuvenate sales in China, Sweden, and France, which are currently witnessing the most significant downturns.
- Expected Outcome: A potential 10% improvement in these critical regions could help recoup the \$512.3K YTD sales shortfall, stabilizing overall company performance.

3. Segment Accounts for Better Profitability

- Action: Strategically categorize accounts by profitability percentage and value to distinguish growth-focused accounts from those suitable for cost reductions or strategic reevaluation.
- Expected Outcome: Focusing on high-profitability accounts could boost overall GP% by approximately 3%-5%, pushing it from 39.6% to potentially 42%.

Skills Highlighted

- **Data Handling and DAX Calculations:** Employed for crafting YTD comparisons, growth analyses, and profitability assessments.
- **Dynamic Dashboards:** Interactive visualizations crafted with slicers and conditional formatting enhance deep-dive analyses across multiple metrics.
- **Strategic Insight Development:** Insights generated from segmentation analyses spotlight potential growth avenues and necessary strategic adjustments for Plant Co.

Conclusion

This detailed examination sheds light on both the strengths and areas for improvement in Plant Co.'s sales and profitability across different markets and products. Leveraging these insights, Plant Co. can refine its strategies to capitalize on promising areas while addressing underperforming sectors. These recommendations aim to elevate profitability and establish a durable foundation for sustained growth.