



Role

Data analyst at a retail company

Background

The company wants to optimize its supply chain operations, enhance customer targeting, and improve sales performance.

My task is to analyze the sales and supply chain data to identify key patterns, trends, and actionable insights that could help the company make informed decisions regarding marketing, inventory management, and regional sales strategies.



Quick Question



Do you feel that your current sales strategy is fully optimized for regional and seasonal trends?



Are you aware of the key factors driving sales performance in different regions?

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Retail Sales Performance & Profitability Analysis

Insights, Trends, and Strategic Recommendations

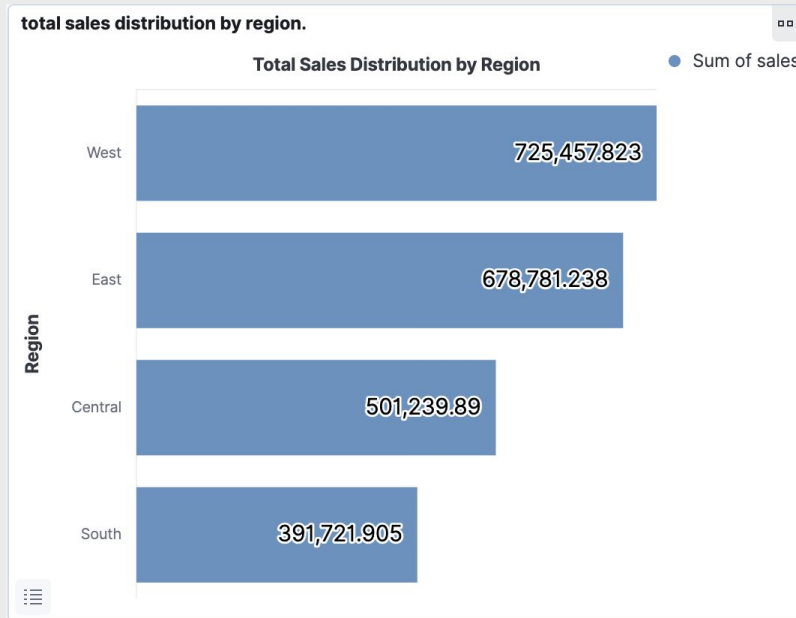


Objectives

- Analyze retail sales performance and profitability
- Identify seasonal trends and product preferences
- Study the impact of geographic and temporal factors on sales



\$Region Sales Performance



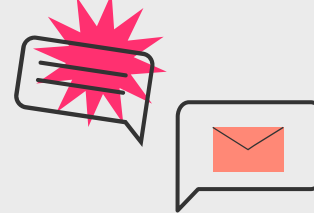
West Region: Highest Sales

- Strong market demand and active customer base
- Effective marketing and distribution strategies
- Products are well-aligned with regional needs

South Region: Lowest Sales

- Possible causes:
 - Lack of product awareness
 - Distribution limitations
 - Mismatch with local preferences or purchasing power
 - Stronger competition

Sales & Profit Growth Over 4 Years



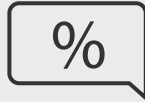
total sales and total profit by year

484,247.498 2014 - Sum of sales	470,532.509 2015 - Sum of sales	609,205.596 2016 - Sum of sales	733,215.253 2017 - Sum of sales
49,543.974 2014 - Sum of profit	61,618.604 2015 - Sum of profit	81,795.174 2016 - Sum of profit	93,439.27 2017 - Sum of profit

Steady Growth: Sales and profits have grown consistently

Key Focus Areas for Continued Success:

- Strengthen high-performing regions and products
- Optimize pricing and marketing strategies
- Improve customer retention (loyalty programs, personalized services)

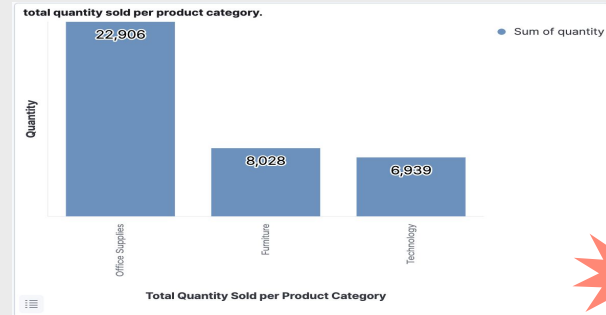


Product Trends



Office Supplies Lead Sales:

- High demand and regular purchases
- Risk of over-reliance on one category (potential margin issues)



Staples: Consistent Revenue Source:

- Frequently sold products indicating steady demand
- Opportunity to boost sales through bundling, subscriptions, and cross-selling

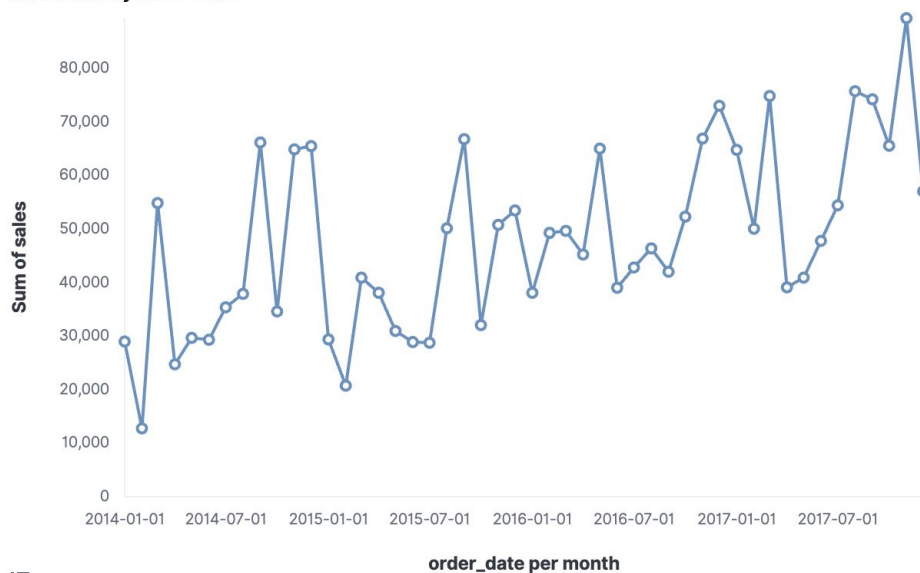




Seasonal Sales Peaks



sales trend by order date.



September and November: Strong Sales Peaks

- These peaks indicate that customers tend to make large purchases around these months, possibly due to planned events or sales campaigns.



Conclusion

Sales Growth: Steady sales and profit increase, with strong performance in the West and consumer segment.

Opportunities for Improvement:

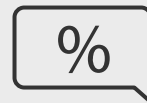
- Focus on the South region to address bottlenecks and increase awareness.
- Optimize marketing, diversify products, and capitalize on seasonal demand.

Next Steps:

- Implement targeted strategies for each region, segment, and product category.



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THANK



you
For Your Attention

