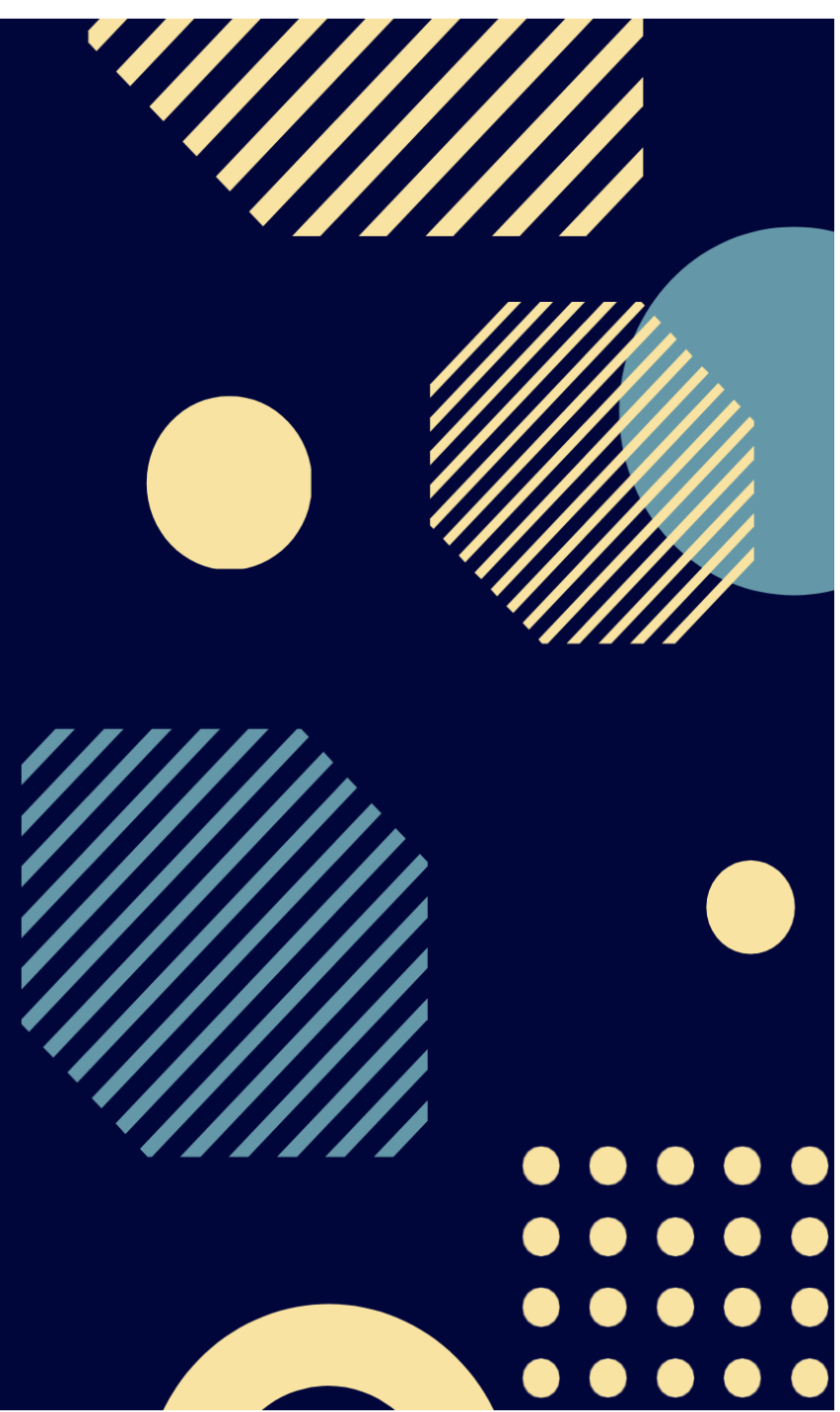


# Acadia

## Yearly Sales Trends Department and Customer Analysis

View Study →

**Findings Report**  
May 2024



# Introduction

Welcome to our *Findings Report* on departmental sales dynamics, examining two years of sales data across different customer segments and profiles. This analysis aims to identify key trends in consumer behavior and the impact of these trends on departmental performance. We will explore shifts in purchasing habits year-over-year and suggest strategic marketing actions to enhance future sales.

Our goal is to provide actionable insights that empower marketing strategies to leverage positive trends and mitigate any challenges. This presentation distills complex data into clear, actionable findings that can inform decision-making and strategic planning, even in the absence of a live presentation.

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# Key Sales Highlights

## Summary

### Overall

- The total sales for all departments combined is \$11,859,508.
- The previous year's total sales amounted to \$7,464,402.
- The current year's total sales are \$4,395,106.
- The overall year-over-year growth is -41.1%, indicating a significant decline in sales performance.

### Observations

- Department **Boots** shows an anomalous YOY growth percentage which is likely a data error.
- Department **Knick Knacks** has experienced a drastic decline in sales with a -65.3% YOY growth.
- Departments **Beachwear**, **Formalwear**, **Misc**, **Knick Knacks**, and **Women's Jeans** all exhibit negative YOY growth, indicating decreased sales compared to the previous year.
- Departments **Boot Accessories**, **Cowboy Hats**, **Shirts**, and **Store Use** show positive YOY growth, indicating improved sales performance.

## Total Sales by Department

Department	Total	Previous Year	Current Year	YoY	Trend
Knick Knacks	\$6,520,808.64	\$4,839,808.64	\$1,681,000.00	-65.3%	<div></div>
Cowboy Hats	\$1,958,057.49	\$976,847.52	\$981,209.97	0.4%	<div></div>
Misc	\$836,815.97	\$451,348.19	\$385,467.78	-14.6%	<div></div>
Women's Jeans	\$783,844.41	\$422,703.67	\$361,140.74	-14.6%	<div></div>
Beachwear	\$696,204.97	\$356,220.97	\$339,984.00	-4.6%	<div></div>
Shirts	\$327,264.54	\$159,296.30	\$167,968.24	5.4%	<div></div>
Formalwear	\$295,588.83	\$152,392.20	\$143,196.63	-6.0%	<div></div>
Boots	\$221,196.13	\$0.20	\$221,195.93	110597865.0%	<div></div>
Boot Accessories	\$148,469.47	\$70,552.21	\$77,917.26	10.4%	<div></div>
Store Use	\$71,257.50	\$35,231.94	\$36,025.56	2.3%	<div></div>
Total	\$11,859,507.95	\$7,464,401.84	\$4,395,106.11	-41.1%	<div></div>

# Notable Shifters

## Sales by Customer Trends

### Overall

- The data shows a general decline in sales across all segments, even where there was growth in customer numbers. This suggests a possible reduction in average spending per customer.
- The significant sales decrease in high-value customer segments (Elite and Core Customers) is particularly troubling as these typically drive the majority of revenue.

### Best Performing Segment

- **New Customers:** Exhibited the best growth in numbers with a 9.1% increase, indicating successful customer acquisition. However, their spending decreased by 27.1%, suggesting they are not yet fully leveraged in terms of sales

### Worst Performing Segments

- **Core Customers:** Faced the most significant downturn with a 4.2% drop in numbers and a 52.2% fall in sales, highlighting severe retention and spending issues.
- **Power Shoppers:** Sales decreased drastically by 48.7%, despite stable customer numbers, indicating a major reduction in purchase frequency or spending.

## Total Customers by Segment

Segment	Cumulative	Previous Year	Current Year	YoY	Trend
New Customers	199,163	95,234	103,929	9.1%	▲
Infrequent Customers	172,955	85,789	87,166	1.6%	▲
Power Shoppers	160,429	80,018	80,411	0.5%	▲
Core Customers	198,614	101,420	97,194	-4.2%	▼
Elite Customers	239,697	123,817	115,880	-6.4%	▼
Total	970,858	486,278	484,580	-0.3%	▼

## Total Sales by Segment

Segment	Cumulative	Previous Year	Current Year	YoY	Trend
New Customers	\$2,604,751.98	\$1,506,835.16	\$1,097,916.82	-27.1%	▼
Elite Customers	\$3,019,731.15	\$1,869,370.18	\$1,150,360.97	-38.5%	▼
Infrequent Customers	\$2,006,478.92	\$1,254,541.23	\$751,937.69	-40.1%	▼
Power Shoppers	\$1,765,981.36	\$1,166,957.65	\$599,023.71	-48.7%	▼
Core Customers	\$2,462,564.54	\$1,666,697.62	\$795,866.92	-52.2%	▼
Total	\$11,859,507.95	\$7,464,401.84	\$4,395,106.11	-41.1%	▼

# Strategies

## Departments Observations

### Knick Knacks (-65.3% YOY Growth)

**Issue:** Significant decline in sales.

**Strategy:** Investigate the root cause of the decline. Conduct surveys or focus groups to understand customer dissatisfaction or changing preferences. Adjust the product mix or pricing strategy based on insights.

### Boot Accessories (+10.4% YOY Growth)

**Strategy:** Increase inventory and marketing efforts for this department. Highlight these products in promotional campaigns and consider bundling with other related items.

### Boots (110597865.0% YOY Growth)

**Issue:** Anomalous growth likely due to a data error.

**Strategy:** Verify and correct the data. If legitimate, analyze the factors contributing to this growth and replicate the strategy across other departments.

## Segments Observations

### Focus on Core and Elite Customers

The core and elite customer segments have seen a significant decrease in both the number of customers and total sales. These segments are crucial as they typically represent higher spending customers. Efforts should be made to retain and re-engage these customers through targeted marketing, personalized offers, and loyalty programs.

### Investigate Declining Sales

A detailed analysis should be conducted to understand the reasons behind the sharp decline in sales, particularly among high-value segments. Factors such as changes in customer preferences, economic conditions, or increased competition could be contributing to this trend.

### Customer Retention Programs

Implement or strengthen customer retention programs to improve customer loyalty and lifetime value. This can include personalized communication, exclusive deals, and enhanced customer service.



# Acadia

## Thank you

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