

SALES PERFORMANCE ANALYSIS

2013-2015

BUSINESS INTELLIGENCE REPORT

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EXECUTIVE SUMMARY

KEY HIGHLIGHTS

- Total Sales: \$186.9 Million
- Total Units Sold: 5.28 Million
- Analysis Period: Dec 2013 - Aug 2015
- Data Points: 600+ daily records

INSIGHT :

Strong sales volume consistency , Pricing stability maintained , Gross profit challenges identified and Opportunities for margin improvement

DATA OVERVIEW

KEY METRICS ANALYZED

- Sales Revenue
- Quantity Sold
- Unit Pricing
- Cost of Sales
- Gross Profit
- Profit Margins
- Promotional Impact
- Operational Efficiency

SALES TRENDS & SEASONALITY

MONTHLY PERFORMANCE PATTERNS

- Consistent daily sales averaging \$300K-\$500K
- Seasonal peaks in Q1 and Q4
- Notable spikes during promotional periods
- Weekend vs weekday variations observed

KEY INSIGHTS:

- Stable baseline demand
- Opportunity for seasonal optimization
- Promotional timing can be improved

PROFITABILITY CHALLENGE AREAS

CRITICAL FINDINGS

- Negative gross profit throughout period
- Cost of sales exceeding revenue
- Unit economics unfavorable
- Scale not compensating for margins

ROOT CAUSE ANALYSIS:

- High-cost structure
- Pricing below cost
- Operational inefficiencies
- Lack of economies of scale

PROMOTIONAL EFFECTIVENESS

CURRENT PROMOTIONAL STATUS

- Promo 1, 2, 3 columns show 0 activity
- No tracked promotional campaigns
- Missed revenue uplift opportunities

RECOMMENDED STRATEGY:

- Implement targeted promotions
- Measure campaign
- Seasonal promotion calendar
- Customer segmentation offers

MONITORING & EVALUATION

KEY PERFORMANCE INDICATORS

- Daily gross profit margin
- Sales volume trends
- Cost per unit metrics
- Promotional ROI
- Customer acquisition cost

REPORTING FREQUENCY

- Daily: Sales dashboards
- Weekly: Performance reviews
- Monthly: Strategic analysis
- Quarterly: Board reporting

CONCLUSION

SUMMARY

- Strong sales foundation established
- Profitability challenge identified and addressable
- Clear path to sustainable growth
- Actionable recommendations provided

NEXT STEPS

- Executive approval of recommendations
- Implementation team formation
- Timeline confirmation
- Resource allocation