

Starman Guitars

Financial & Market Expansion Opportunity Report

[Executive Summary](#)[Key Sales Report](#)[Market Comparison](#)[Product Analysis](#)[Financial Risk Mgt](#)

[Click above to navigate to the report](#)

This report contains metrics based on Starman data and approved by the financial leadership. We clean all wrong data for accuracy. Visit the team SharePoint for all raw data. This report is setup to automatically refresh every Monday at 9:00am

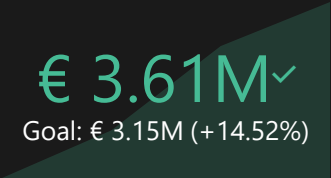
Use filter pane to choose filters to apply to each page.
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Created by Oppong-Agyare Anokye Nkansah

Last Refresh Date : Feb 05, 2024

How do our Key Metrics compare against the last Year?

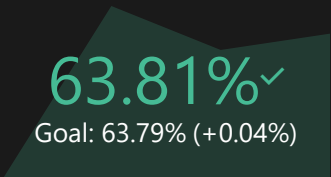
Revenue Change



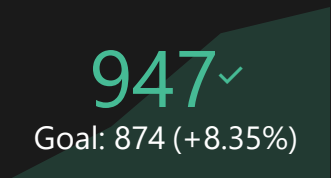
Profit Change



Profit Margin Change

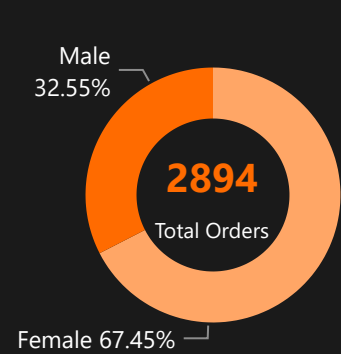


Total Orders Change

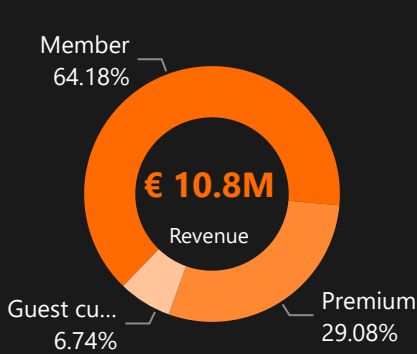


How can we streamline advertisement to our customers and target market for sustainable and improved growth?

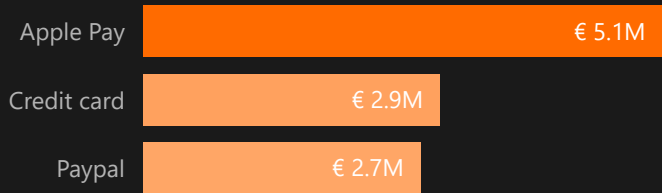
Orders by Gender



Revenue by Customer Type



Revenue by Payment Method



Country Summary

Country	TotalOrders	TotalRevenue	ProfitMargin
France	670	€ 2,864,743.14	65.58%
United Kingdom	1094	€ 3,085,685.17	61.63%
Germany	1130	€ 4,865,080.85	64.08%
Total	2894	€ 10,815,509.16	63.78%

How can we expand market size through introducing/improving existing Products?

Market Size by Country & City



Top 5 Best Performing Products

Product name	TotalOrders	TotalRevenue	ProfitMargin
SM Changes Reflective Edition	271	€ 939,072.00	65.35%
SM Heroes Reflective Edition	1061	€ 4,918,749.64	66.67%
SM Let's Dance Pro Ultimate Edition	602	€ 560,446.52	39.12%
SM Life on Mars Pro Ultimate Edition	353	€ 935,499.00	45.76%
SM Vision Standard Bass Reflective Edition	602	€ 3,446,550.00	68.19%



How do our Key Sales Metrics compare against the last Year for different **Countries**, **Payment Methods**, **Gender** & **Products** etc?

Key Sales Report

Navigation Pane



Country

- ☐ France
- ☐ Germany
- ☐ United Kingdom

Payment Method

- ☐ Apple Pay
- ☐ Credit card
- ☐ Paypal

Gender

- ☐ Female
- ☐ Male

Product Name

- ☐ SM Changes Reflective Edition
- ☐ SM Heroes Reflective Edition
- ☐ SM Let's Dance Pro Ultimate Ed...
- ☐ SM Life on Mars Pro Ultimate E...
- ☐ SM Space Oddity Pro Ultimate ...
- ☐ SM Vision Standard Bass Reflec...

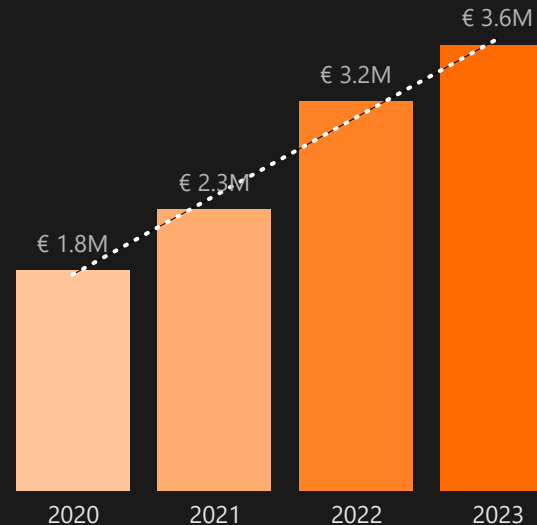
Revenue Change Year on Year

€ 3.61M✓

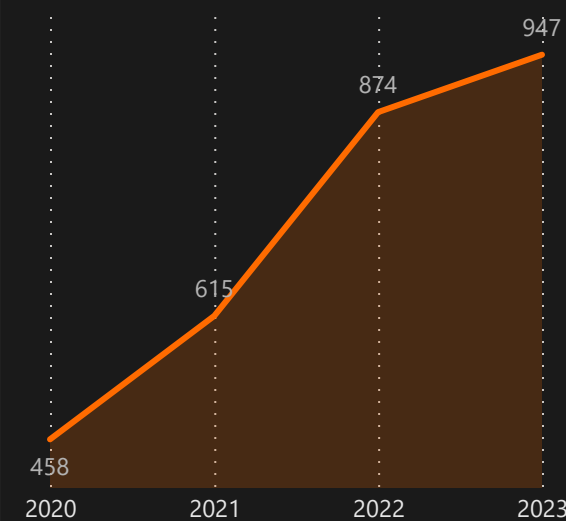
Goal: € 3.15M (+14.52%)

StartYear	Revenue YoY%
2021	27.75%
2022	38.45%
2023	14.52%

Revenue per Year



Orders per Year



Total Orders Change Year on Year

947✓

Goal: 874 (+8.35%)

StartYear	Orders YoY%
2021	34.28%
2022	42.11%
2023	8.35%

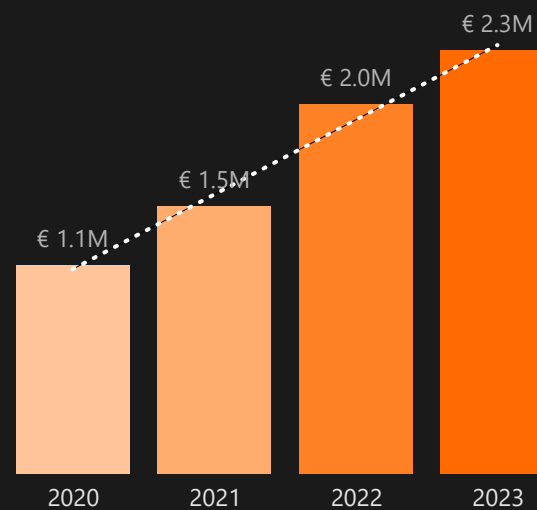
Profit Change Year on Year

€ 2.30M✓

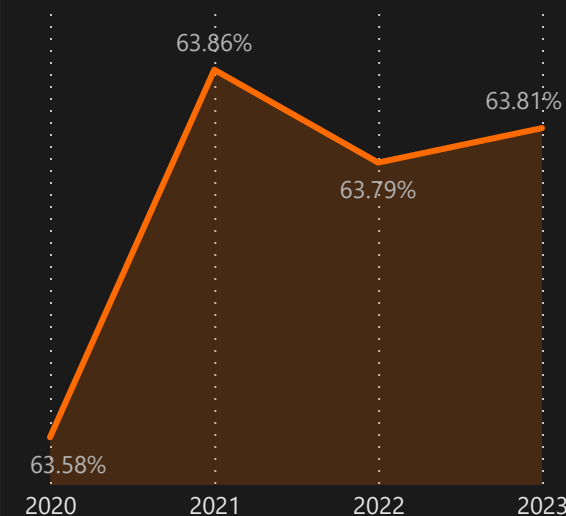
Goal: 2.01M (+14.56%)

StartYear	Profit YoY%
2023	14.56%
2021	28.30%
2022	38.30%

Profit per Year



Profit Margin Change Year on Year



Profit Margin Change Year on Year

63.81%✓

Goal: 63.79% (+0.04%)

StartYear	Margin YoY%
2021	0.43%
2022	-0.11%
2023	0.04%



How do our current operating markets compare against eachother? Are there huge differences between them?

Market Comparison

Navigation Pane



Quantities Sold YTD



358!

Top Country: 698 (-48.71%)

€ Revenue YTD

€ 979.60K!

Top Country: 1.64M (-40.37%)

€ Profit YTD

€ 641.84K!

Top Country: 1.05M (-39.07%)

Quantities Sold YTD



698✓

Top Country: 698 (+0%)

€ Revenue YTD

€ 1.64M✓

Top Country: 1.64M (+0%)

€ Profit YTD

1.05M✓

Top Country: 1.05M (+0%)

Quantities Sold YTD



543!

Top Country: 698 (-22.21%)

€ Revenue YTD

€ 985.72K!

Top Country: 1.64M (-39.99%)

€ Profit YTD

€ 607.22K!

Top Country: 1.05M (-42.36%)

StartMonth	TotalRevenue YTD	Profit YTD
January 2023	€ 277,341.99	€ 173,233.95
February 2023	€ 564,090.06	€ 357,095.21
March 2023	€ 898,738.35	€ 570,289.76
April 2023	€ 1,149,327.43	€ 730,589.52
May 2023	€ 1,416,095.19	€ 898,303.76
June 2023	€ 1,778,537.98	€ 1,129,073.59
July 2023	€ 2,169,889.79	€ 1,380,502.33
August 2023	€ 2,506,637.90	€ 1,596,300.96
September 2023	€ 2,772,661.54	€ 1,766,522.56
October 2023	€ 3,044,288.97	€ 1,937,638.34
November 2023	€ 3,330,974.16	€ 2,124,373.02
December 2023	€ 3,608,005.75	€ 2,302,436.99
Total	€ 3,608,005.75	€ 2,302,436.99

Country

- ☐ France
- ☐ Germany
- ☐ United Kingd...

City

- ☐ Berlin
- ☐ Brest
- ☐ Caen
- ☐ Cambridge
- ☐ Dijon
- ☐ Edimbourg
- ☐ Frankfurt
- ☐ Glasgow
- ☐ Hambourg
- ☐ Liverpool
- ☐ London
- ☐ Lyon



How best can we introduce our products to new markets based on past periods and potential entry time?

Product Analysis & Decomposition

Navigation Pane

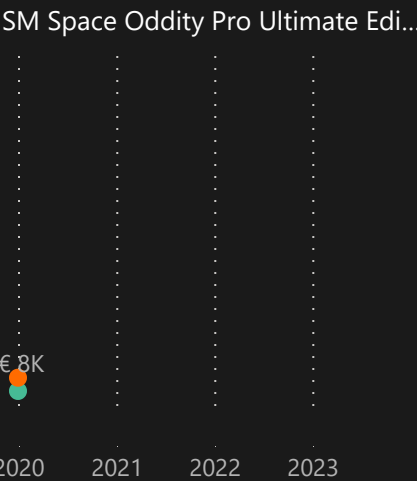
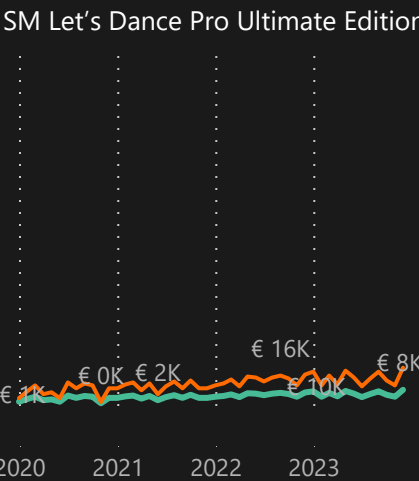
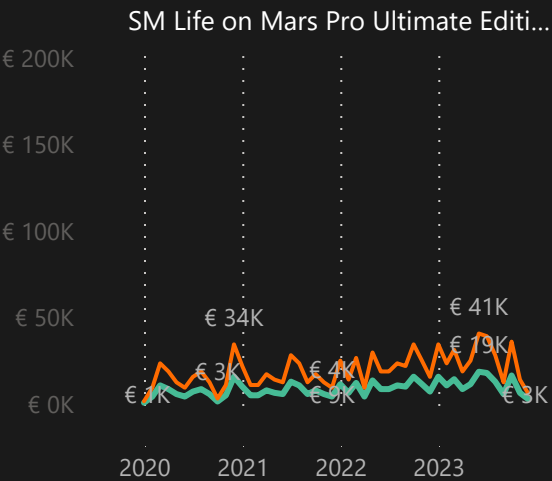
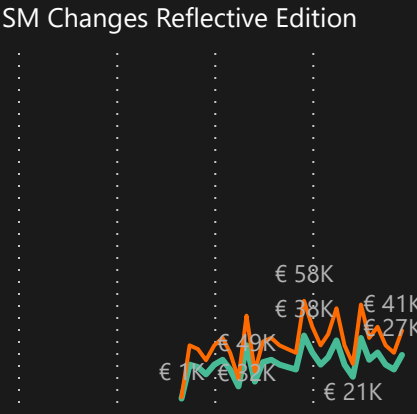
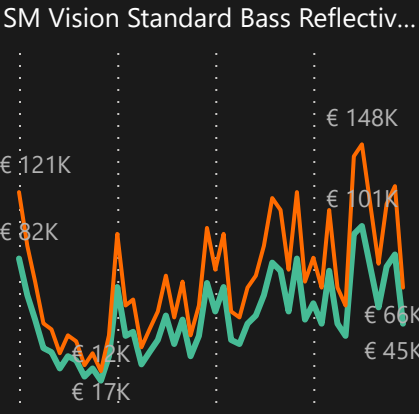
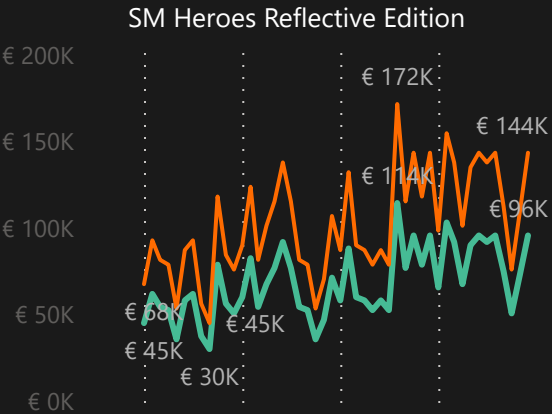


1/1/2020

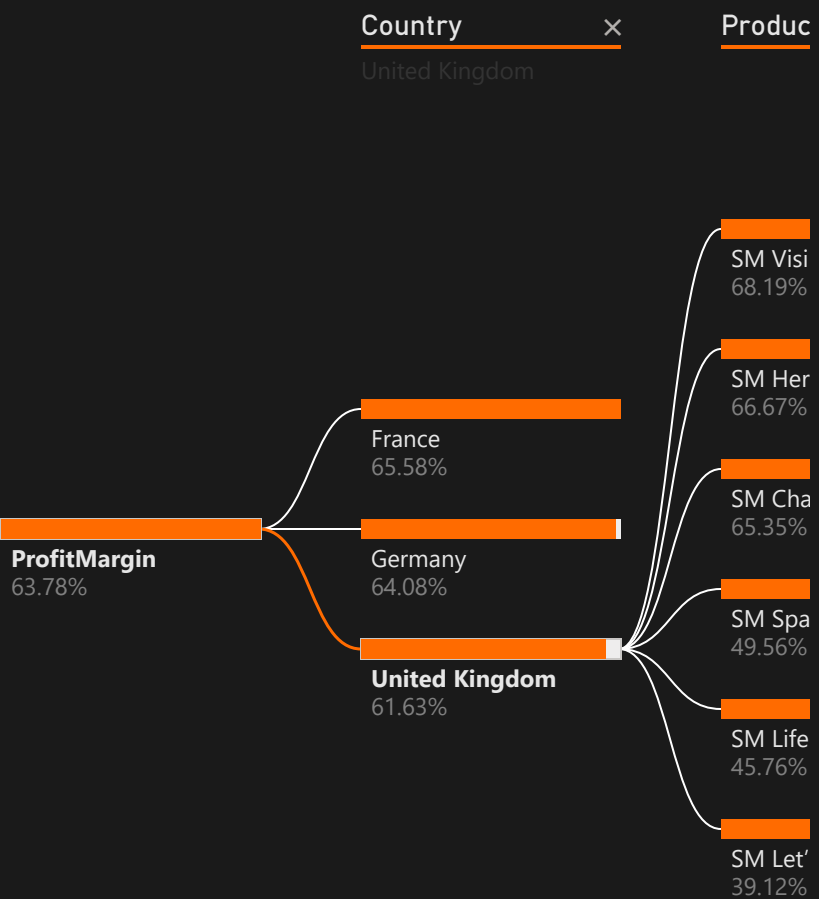
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Revenue & Profit by Product

Profit TotalRevenue



Profit Margin Decomposition





How do we reduce risk by **highlighting** and **investigating** performance drop-off in real time?

FINANCIAL RISK MANAGEMENT

Bookmark pane

Current Year

All Time

Navigation Pane



Total Orders Tracker

73✓

Goal: 71 (+2.82%)

Worst Performing Months

April 2023
April 2022
March 2022
November 2020
September 2020
June 2020

StartMonth	# of Orders	Previous Month	Orders %
December 2023	73	71	3%
November 2023	71	78	-9%
October 2023	78	77	1%
September 2023	77	78	-1%
August 2023	78	92	-15%
July 2023	92	80	15%

Profit Tracker

€ 178.06K!

Goal: € 186.73K (-4.64%)

Worst Performing Month

April 2023
March 2022
August 2021
November 2020
September 2020
August 2020

StartMonth	Profit	PreviousMonth	Profit %
December 2023	€ 178,063.97	€ 186,734.68	-5%
November 2023	€ 186,734.68	€ 171,115.78	9%
October 2023	€ 171,115.78	€ 170,221.60	1%
September 2023	€ 170,221.60	€ 215,798.63	-21%
August 2023	€ 215,798.63	€ 251,428.74	-14%
July 2023	€ 251,428.74	€ 230,769.83	9%

Revenue Tracker

€ 277.03K!

Goal: € 286.69K (-3.37%)

Worst Performing Months

April 2023
March 2022
August 2021
November 2020
September 2020
August 2020

StartMonth	Revenue	PreviousMonth	Revenue %
December 2023	€ 277,031.59	€ 286,685.19	-3%
November 2023	€ 286,685.19	€ 271,627.43	6%
October 2023	€ 271,627.43	€ 266,023.64	2%
September 2023	€ 266,023.64	€ 336,748.11	-21%
August 2023	€ 336,748.11	€ 391,351.81	-14%
July 2023	€ 391,351.81	€ 362,442.79	8%

Profit Margin Tracker

64.28%!

Goal: 65.14% (-1.32%)

Worst Performing Months

March 2022
January 2022
October 2021
December 2020
July 2020
March 2020

StartMonth	ProfitMargin	PreviousMonth	ProfitMargin%
December 2023	64.28%	65.14%	-1.3%
November 2023	65.14%	63.00%	3.4%
October 2023	63.00%	63.99%	-1.5%
September 2023	63.99%	64.08%	-0.1%
August 2023	64.08%	64.25%	-0.3%
July 2023	64.25%	63.67%	0.9%