

BRIGHT SALES

PRESENTED BY ODION
OKONOFUA



OBJECTION

**To develop metrics
and derive
subsequent insights**

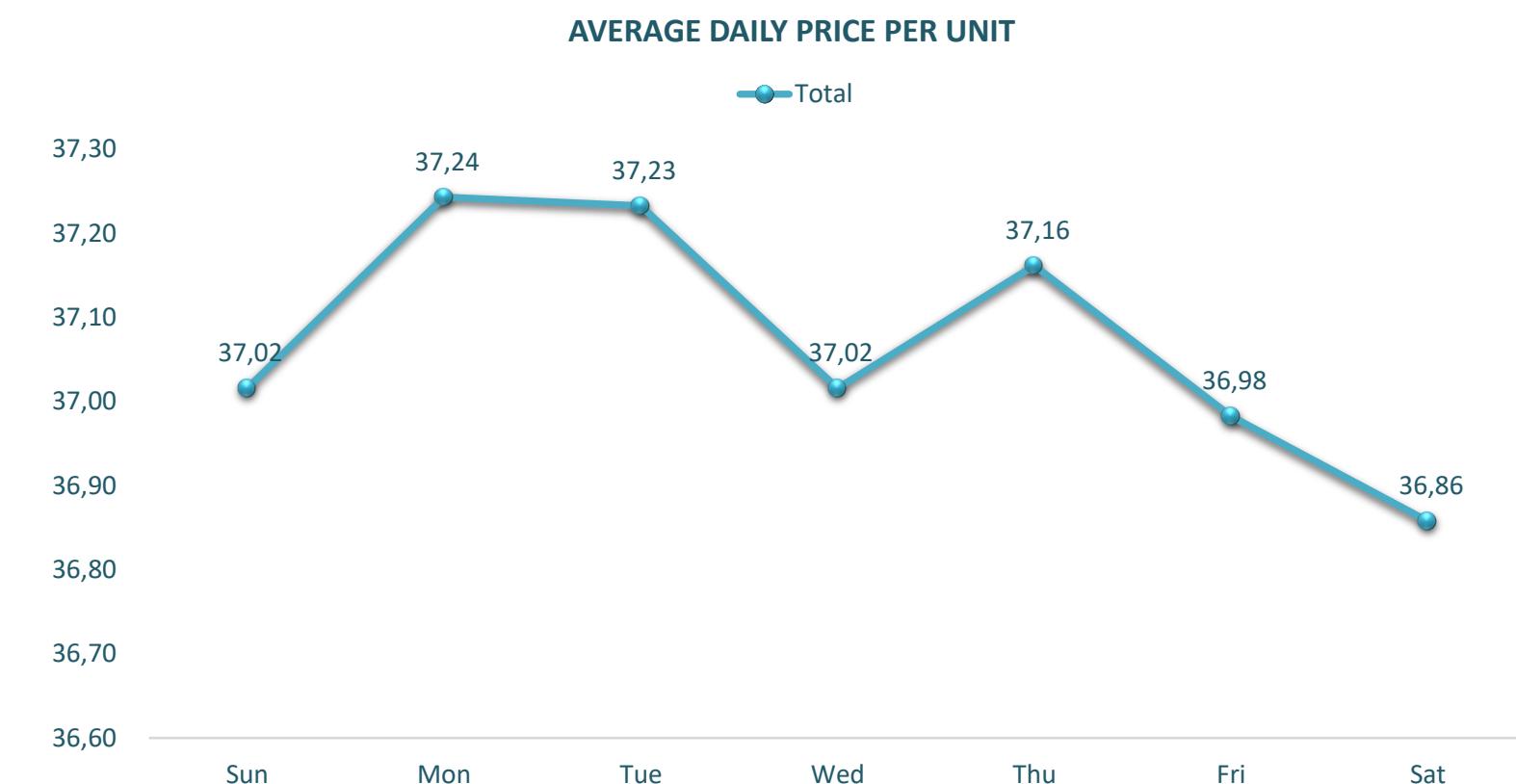
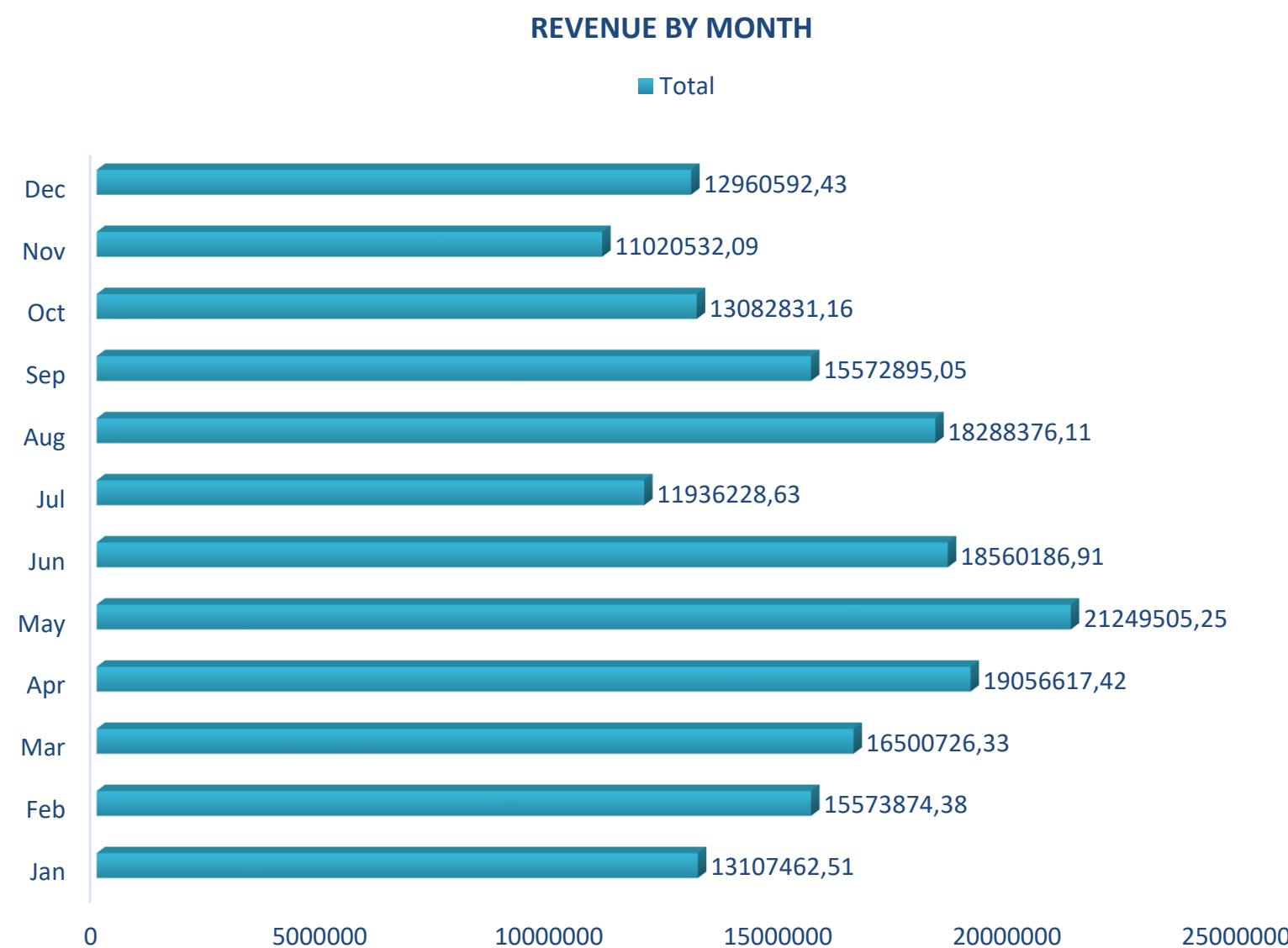
REVENUE



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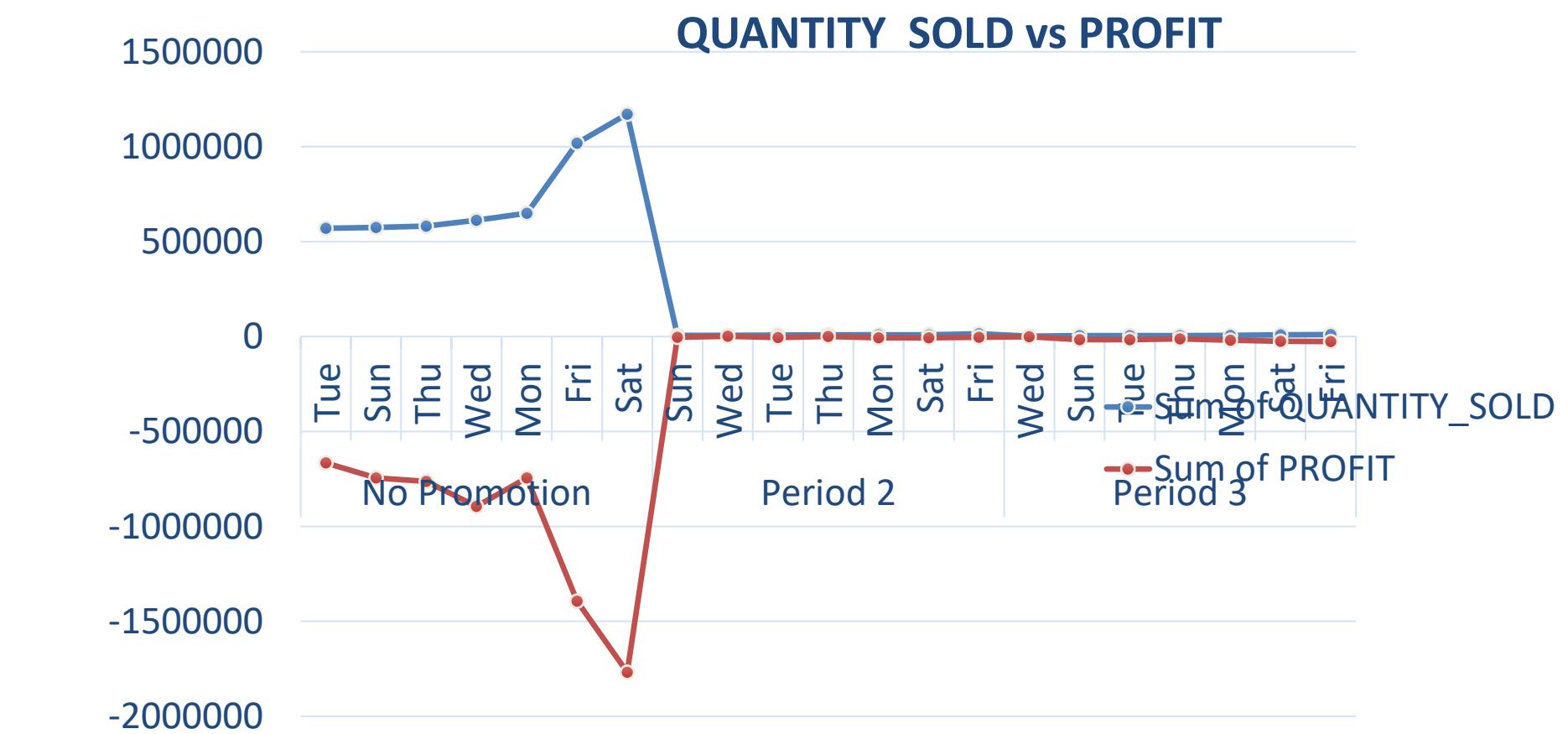
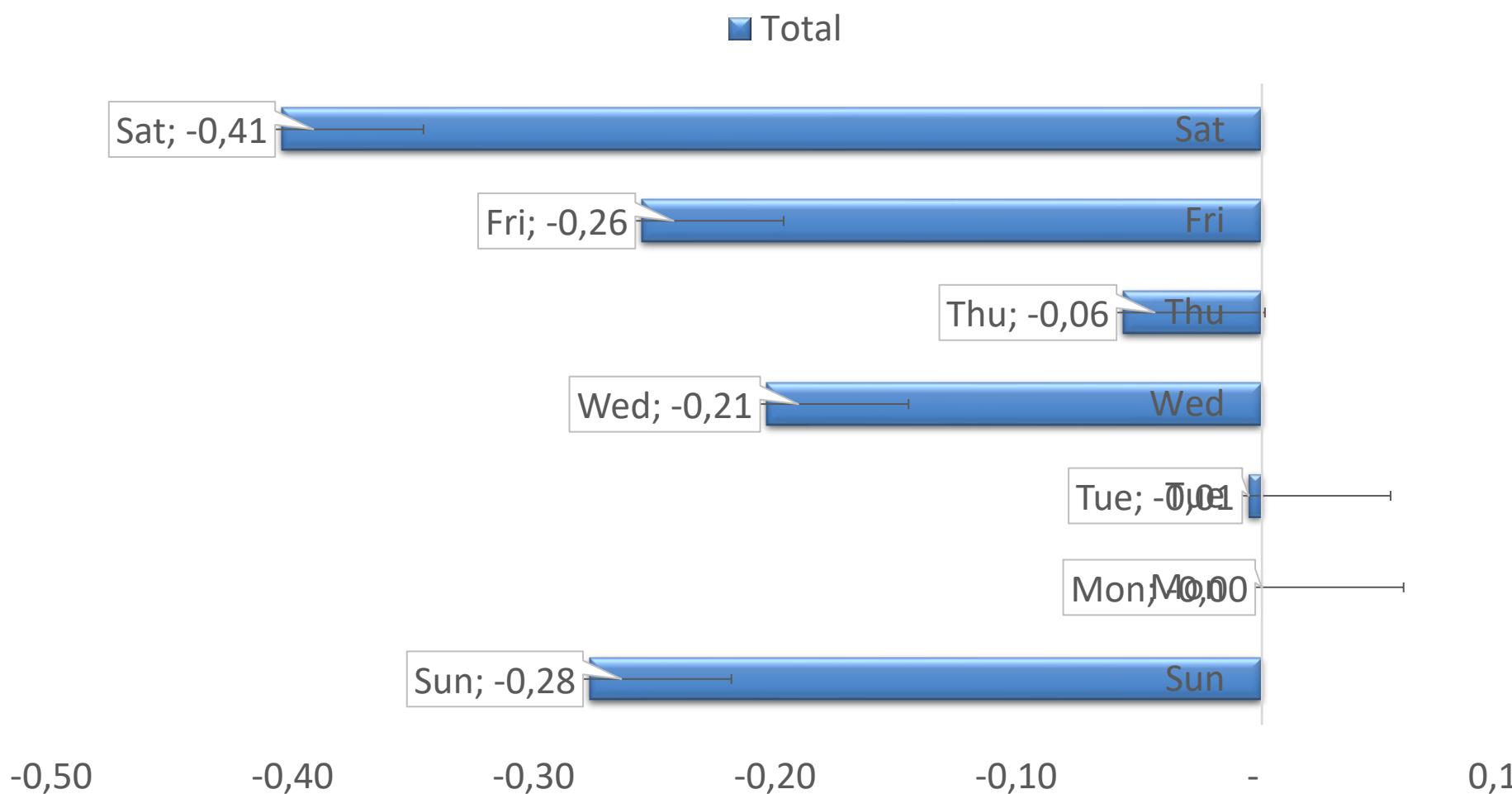
TOTAL REVENUE



PRICE ELASTICITY OF DEMAND

The relationship between demand and supply

Average Daily Profit per Unit





PURCHASE AMOUNT OVER TIME

Key Findings:

- Winter spike- during winter, due to seasonal demand.
- Lower activity in the spring as per customer engagement

RECOMENDATIONS

- Target winter promotions to increase revenue
- Utilize spring sales for clearance sales.



PRODUCT CATEGORY POPULARITY

Key Findings:

- Some categories show very low purchase counts while other show strong trends.

RECOMENDATIONS

- Allocate more stock to high performing categories
- Discontinue low performing categories
- Increase and promote mid to high range categories to increase revenue

**Thank you
very much!**

PRESENTED BY HELENE PAQUET