

# BRIGHT SALES

PRESENTED BY ODION  
OKONOFUA

# OBJECTION

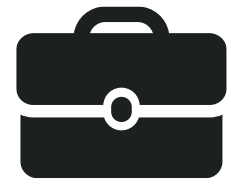
**To develop metrics  
and derive  
subsequent insights**



# REVENUE

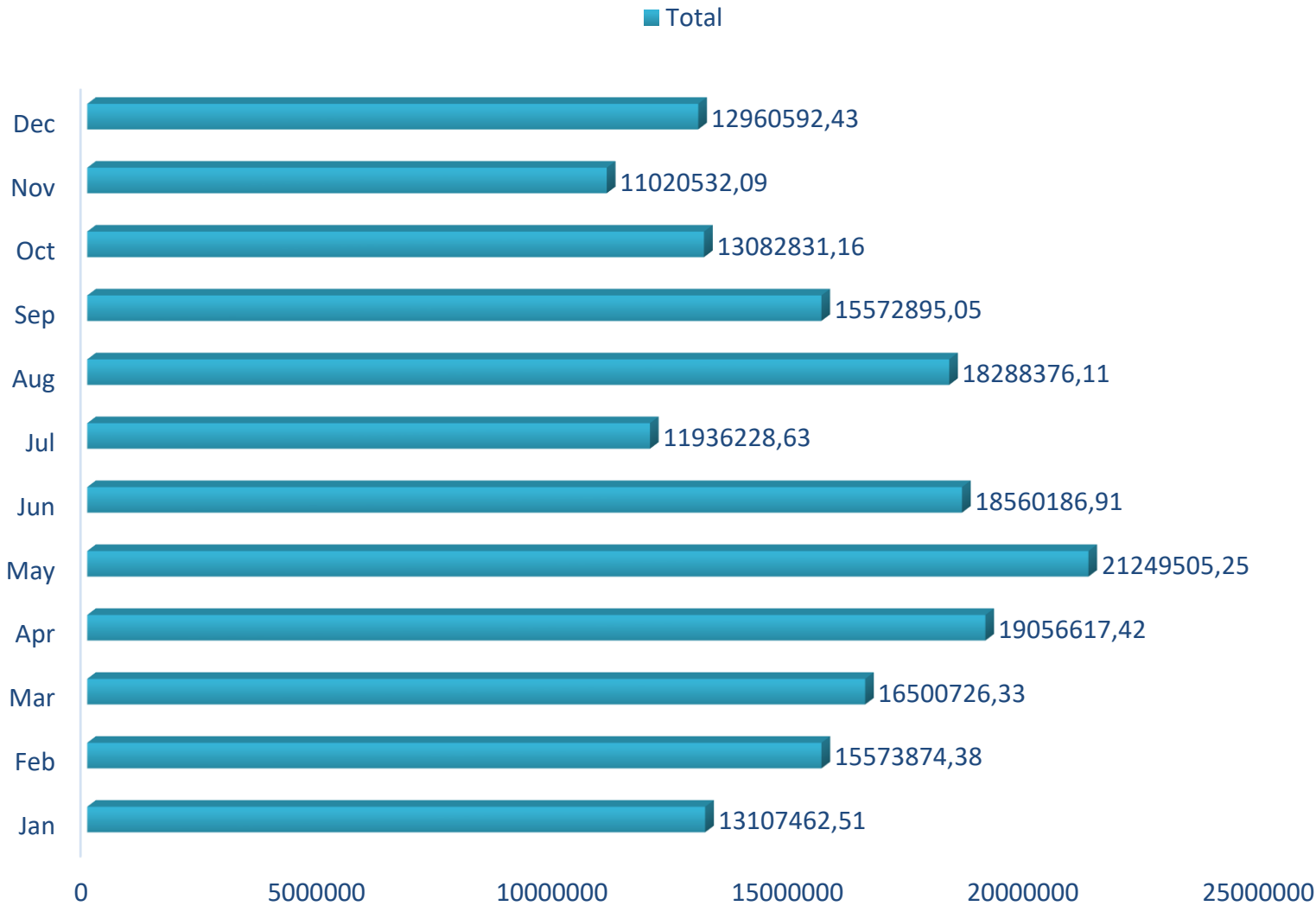


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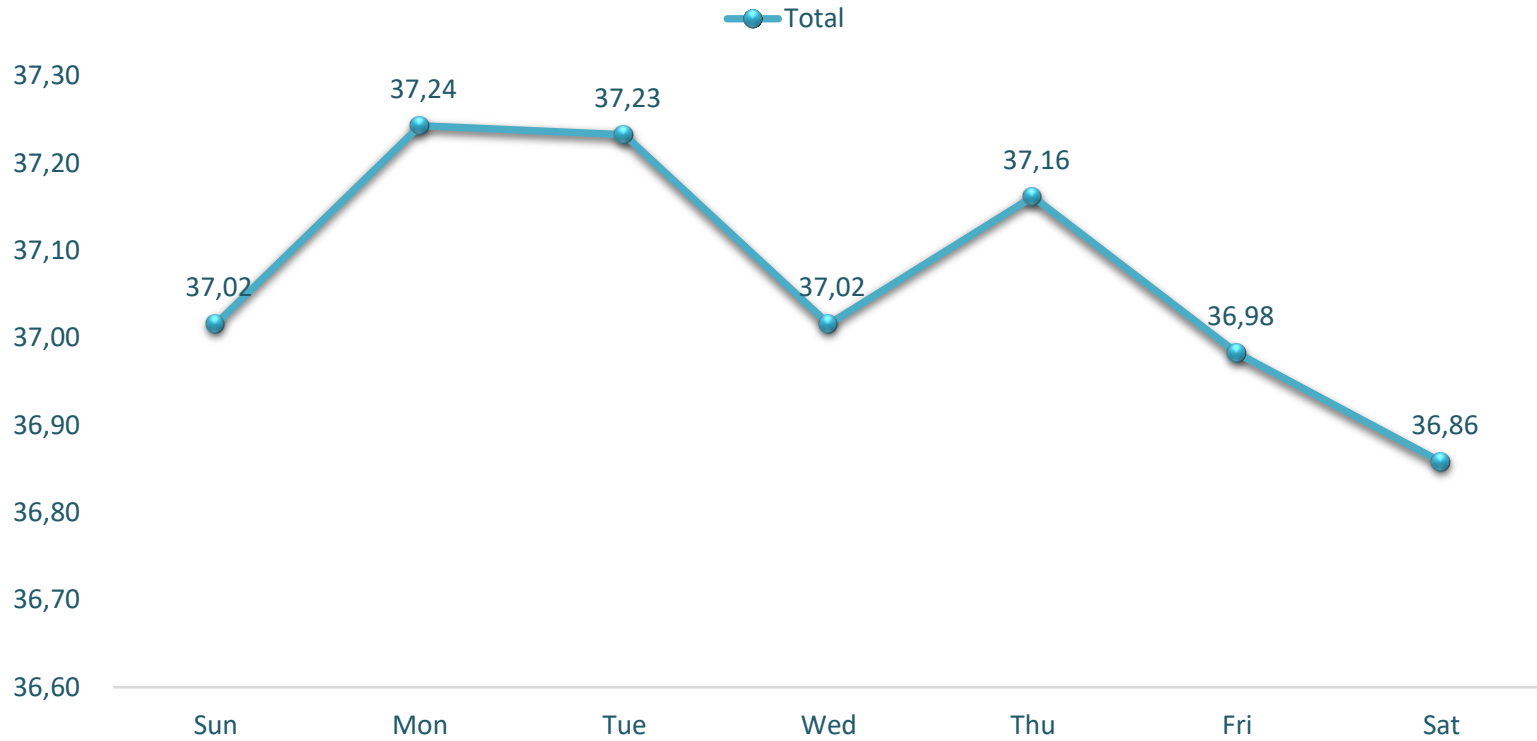


TOTAL REVENUE

REVENUE BY MONTH



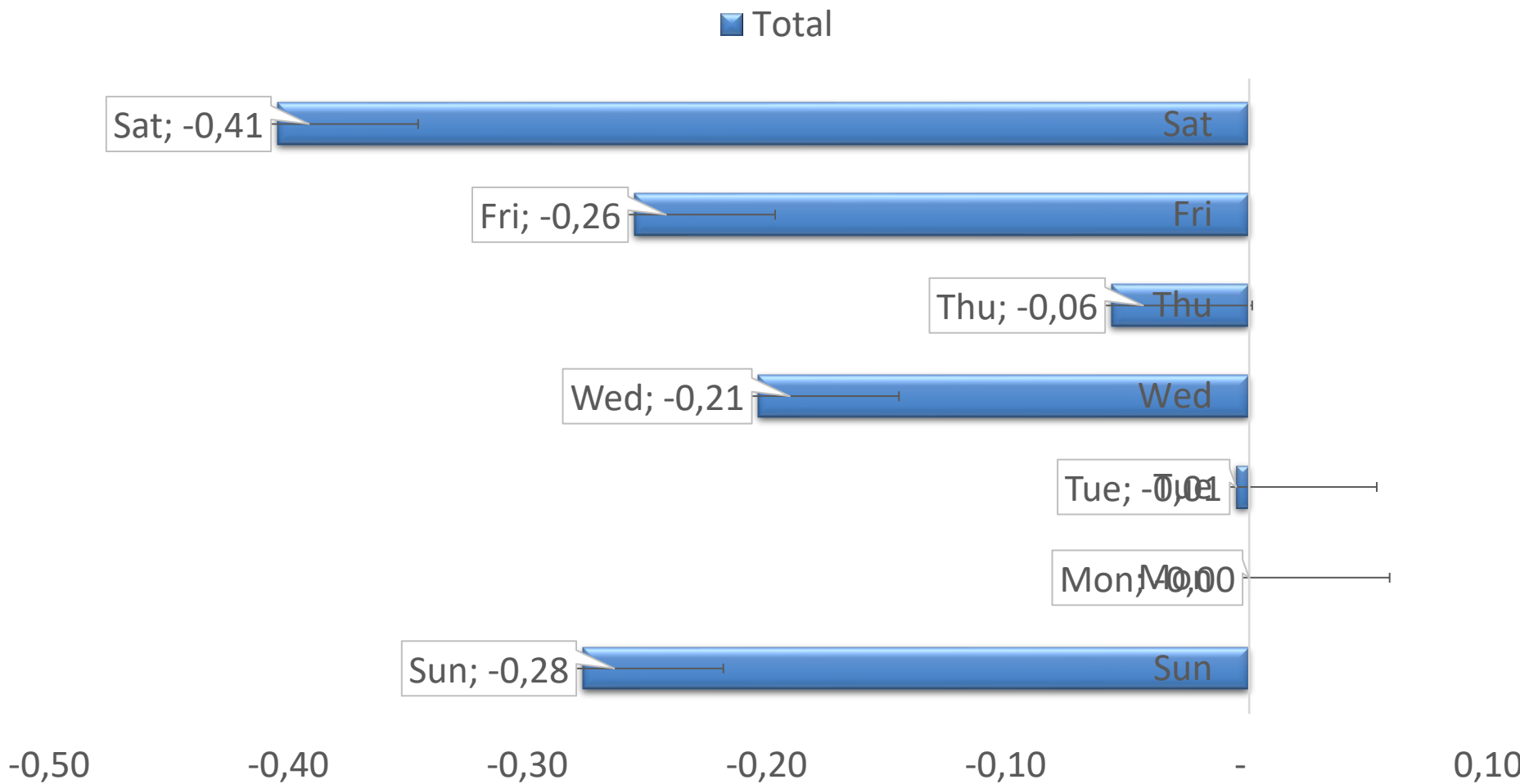
AVERAGE DAILY PRICE PER UNIT



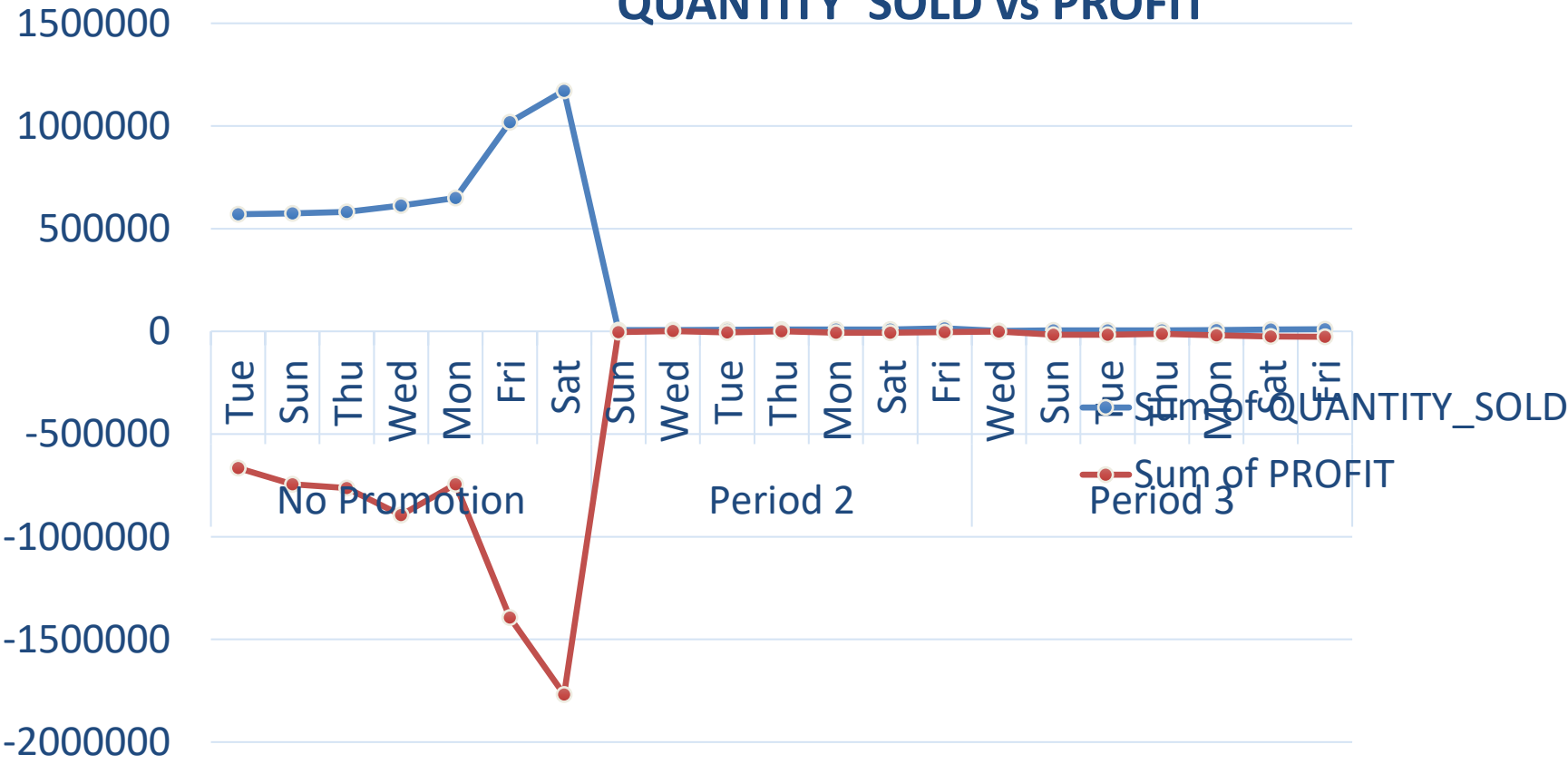
# PRICE ELASTICITY OF DEMAND

The relationship between demand and supply

Average Daily Profit per Unit



QUANTITY SOLD vs PROFIT





## 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