RoyaltyMart Home Appliances

5-Years Sales Performance Analysis

2019 – 2024 Business Intelligence Report

Prepared for Executive Leadership

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Date: July 2025

Executive Summary

This comprehensive analysis covers RoyaltyMart's sales performance across 5 branches, 8 product categories, and 6 sales team members over a 5-year period. Key findings reveal significant growth opportunities and operational insights to drive strategic decision-making.

*P.S. This is a fictional dataset generated by ChatGPT and does not represent the data of any company I work for.

Business Overview & Key Metrics

₦716.38M
Total Sales Revenue

2,771
Total Units Sold

₦257.32K
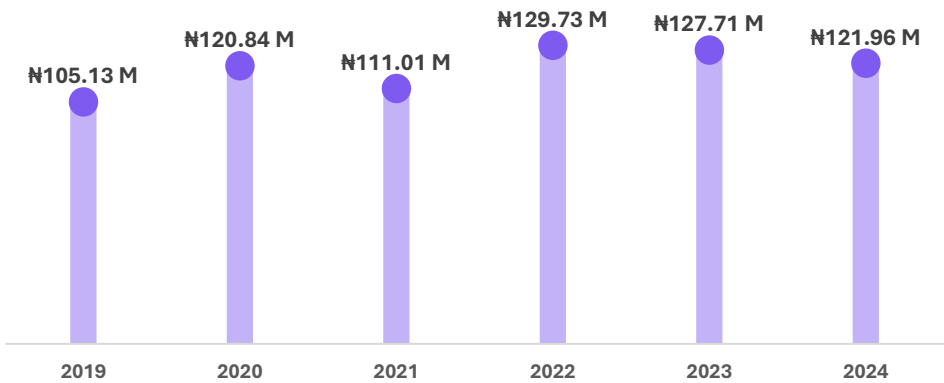Average Unit Price

550
Total Transaction

Business Scope

▶ 5 Strategic Branches across Nigeria

▶ 8 Product Categories

▶ 4 Major Brand Partners

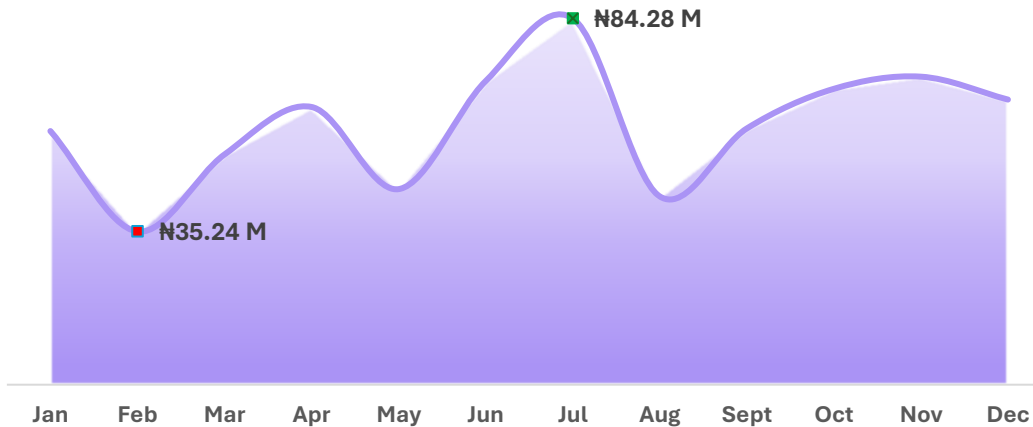▶ 6-Person Sales Team

▶ 5-Year Performance Period

Market Position

▶ Leading home appliance retailer

▶ Multi-branch presence

▶ Diverse product portfolio

▶ Premium to mid-range pricing
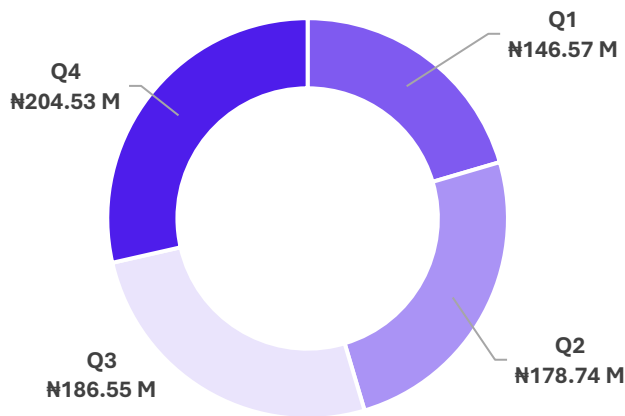
▶ Strong regional coverage

Sales Performance & Trends

📈 Yearly Sales Trend

- 2019: ₦105.13 M
- 2020: ₦120.84 M
- 2021: ₦111.01 M
- 2022: ₦129.73 M
- 2023: ₦127.71 M
- 2024: ₦121.96 M

📈 Sales by Month

- ₦84.28 M
- ₦35.24 M

Jan Feb Mar Apr May Jun Jul Aug Sept Oct Nov Dec

📈 Sales by Quarter

- Q1 ₦146.57 M
- Q2 ₦178.74 M
- Q3 ₦186.55 M
- Q4 ₦204.53 M

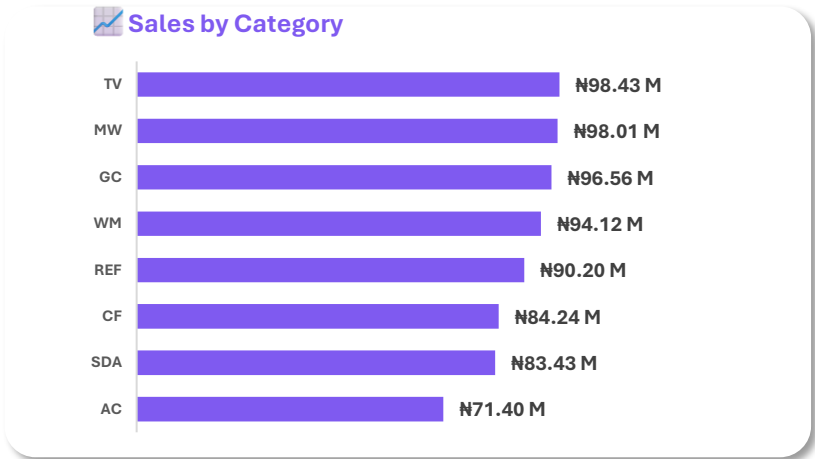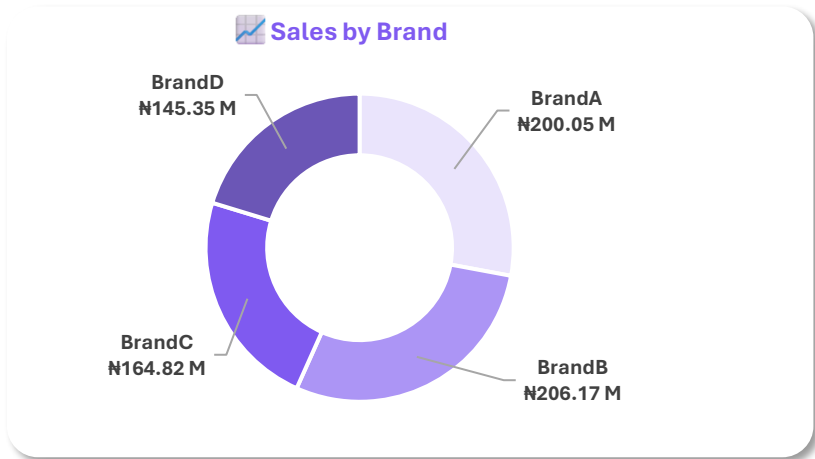## Key Performance Insight

▶ Consistent quarterly performance with minimal variation

▶ Strong growth trajectory over 5-year period

▶ Seasonal patterns indicate optimization opportunities

Product Category & Brand Performance

📈 **Sales by Brand**

BrandD
₦145.35 M

BrandA
₦200.05 M

BrandC
₦164.82 M

BrandB
₦206.17 M

📈 **Sales by Category**

TV	₦98.43 M
MW	₦98.01 M
GC	₦96.56 M
WM	₦94.12 M
REF	₦90.20 M
CF	₦84.24 M
SDA	₦83.43 M
AC	₦71.40 M

Category	Revenue	Units	Avg Price
AC	₦71.40 M	267	₦254.06 K
SHA	₦83.43 M	331	₦254.03 K
CF	₦84.24 M	331	₦246.06 K
REF	₦90.20 M	339	₦275.85 K
WM	₦94.12 M	409	₦242.27 K
GC	₦96.56 M	363	₦254.25 K
MW	₦98.01 M	371	₦265.14 K
TV	₦98.43 M	360	₦268.80 K

Product Strategy Recommendation

➢ Focus Inventory Investment on TV, WM, MW, & GC
➢ Consider Promotional campaigns for AC
➢ Explore premium pricing opportunities in REF segments

Branch Performance Analysis

📈 **Sales by Branch**

Branch D
₦158.62 M

Branch B
₦141.95 M

Branch A
₦123.53 M

Branch C
₦158.78 M
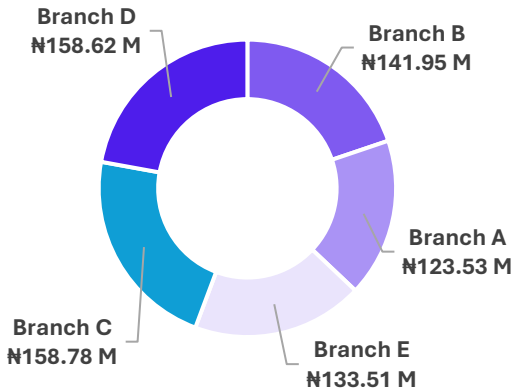
Branch E
₦133.51 M

Branch C
Top Performing Branch

₦158.78M
Branch C Revenue

Branch	Revenue	Units	Avg Price	%Contr
Branch C	₦158.78 M	613	₦253.62 K	22.16%
Branch D	₦158.62 M	612	₦259.30 K	22.14%
Branch B	₦141.95 M	547	₦268.04 K	19.81%
Branch E	₦133.51 M	506	₦260.57 K	18.64%
Branch A	₦123.53 M	493	₦244.32 K	17.24%

Key Performance Insight

▶ Branch C & D drive over 44% of total revenue

▶ Balanced performance across all branches

▶ Branch B shows strong unit sales volume

Sales Team Performance

🧑‍💼 Top Salespersons (Leaderboard)

SalesMan	UnitsSold	AVG TTSales	TotalSales
Samuel	🟢	511	₦1.50 M	₦134.98 M
Grace	🟢	480	₦1.42 M	₦130.49 M
Amaka	🟢	487	₦1.36 M	₦129.19 M
Timothy	🟢	483	₦1.22 M	₦125.44 M
Jane	🟢	468	₦1.15 M	₦106.72 M
Alex	🔴	342	₦1.16 M	₦89.57 M
Total		2,771	₦1.30 M	₦716.38 M

Team Performance Insight

▶ Branch C & D drive over 44% of total revenue

▶ Balanced performance across all branches

▶ Branch B shows strong unit sales volume

Salesperson	Total Sales	Units Sold	Avg Sales	TT Transaction	Performance
Samuel	₦134.98 M	511	₦266.73 K	90	Excellent
Grace	₦130.49 M	480	₦276.41 K	92	Excellent
Amaka	₦129.19 M	487	₦261.10 K	95	Strong
Timothy	₦125.44 M	483	₦246.57 K	103	Strong
Jane	₦106.72 M	468	₦232.98 K	93	Average
Alex	₦89.57 M	342	₦262.63 K	77	Needs Improvement

Team Development Recommendations

➤ Implement mentorship program with Samuel leading
➤ Provide additional training for bottom performers
➤ Create performance-based incentive structure
➤ Regular performance reviews and coaching sessions

Strategic Insights & Recommendations

Key Business Insights

Market Opportunities

- TV category dominates with 13.74% revenue contribution
- Premium categories show higher profit margins
- Branch C & D drive 44% of revenue
- Consistent quarterly performance indicates stability

Areas for Improvement

- Over 45% performance gap between top and bottom salesperson
- AC, SHA, & CF underperforming
- Optimize inventory for low selling categories

Strategic Recommendations

Immediate Actions (Next 90 Days)

- Implement sales training program
- Ensure Stock availability for top-performing categories
- Launch targeted promotions in underperforming categories

Long-term Strategy (6-12 Months)

- Expand successful categories in top-performing branches
- Develop branch-specific strategies
- Create performance-based compensation structure
- Implement advanced analytics for demand forecasting

Expected Business Impact

- 15-20% revenue growth through optimization
- Improved inventory turnover by 25%
- Enhanced team performance consistency
- Better customer satisfaction scores
- Reduced operational costs
- Stronger market position