

## **REPORT AFTER ANALYSIS**

This report presents an analysis of sales made for the past year by Innova Electronics.

The objective of this analysis was to:

- Identify the trends in sales
- Most popular products
- Sales pics.

These informations are to be use in other to take strategic commercial decisions for the company.

- **Trends in sales.**

After analysis of the trend in sales of products for the past year, it was noticed that there was an augmentation in each month of the demand of products, which lead to a constant increase in the revenue for each month of the year.

- **Most Popular products.**

After analysis of the products and their units sold, we sorted out the five most sold products for the past year.

- **Sales pics.**

It was noticed that as we approach the end of year our sale is at maximum.

### **Recommendations:**

- At the beginning of each year, Innova Electronic should increase the advertisement of less demanded product to make them well known for them to be purchase by customers.
- At the beginning of each year, Innova Electronic should create Solde on less demanded product for them to have a chance to be bought and make some revenue from there.

### **Conclusion.**

This analysis has helped us to understand the trends of sales of the market of each product, identify the products almost make the wholesale revenue and that help us formulate recommendations to help Innova Electronics increase their units sold of some products and revenue.