BPL

Sales Performance Analysis

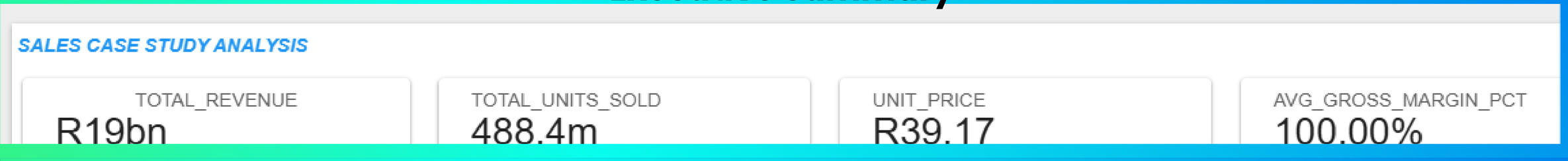
BPL Sales Case Study

• : Introduction & Project Background

- Content:
- Brief overview: "This case study analyzes sales performance data for BPL Gglooker, a high-volume retail/product business generating R19 billion in revenue from 488.4 million units."
- Business context: "The dataset covers daily sales transactions, including price, quantity, margins, and time patterns — sourced from raw CSV files."
- Objective / Problem Statement: "The goal is to uncover trends in pricing, profitability, demand elasticity, and weekly seasonality to identify optimization opportunities and support data-driven decisions."
- Why it matters: "In a competitive market, understanding these patterns can help protect margins amid declining prices and boost revenue through targeted promotions."
- Visual: Timeline icon or simple flowchart (CSV → Snowflake → Looker → Insights), or a world map/sales funnel graphic.

Brenda Moyo
Junior Analyst
15/01/2026

Executive Summary



- Total Revenue: R19bn
- Total Units Sold: 488.4m
- Average Unit Price: R39.17
- Average Gross Margin: 100% (normalized/high profitability)

Strong overall performance with massive scale, but declining unit prices and weekly seasonality present clear opportunities for pricing and demand optimization.

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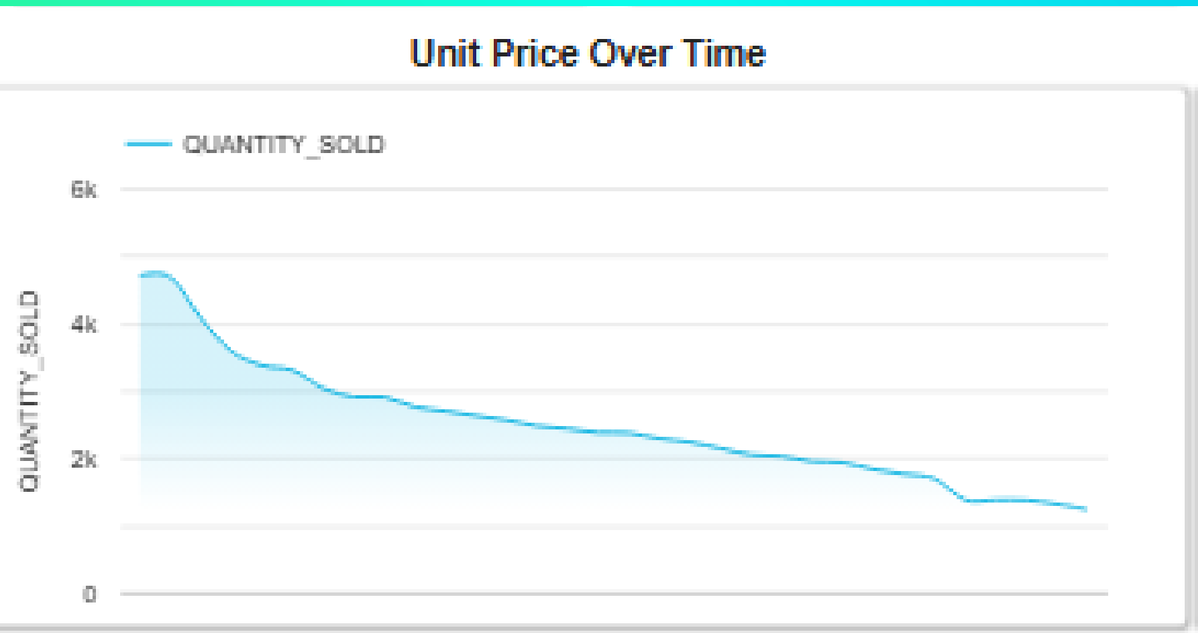
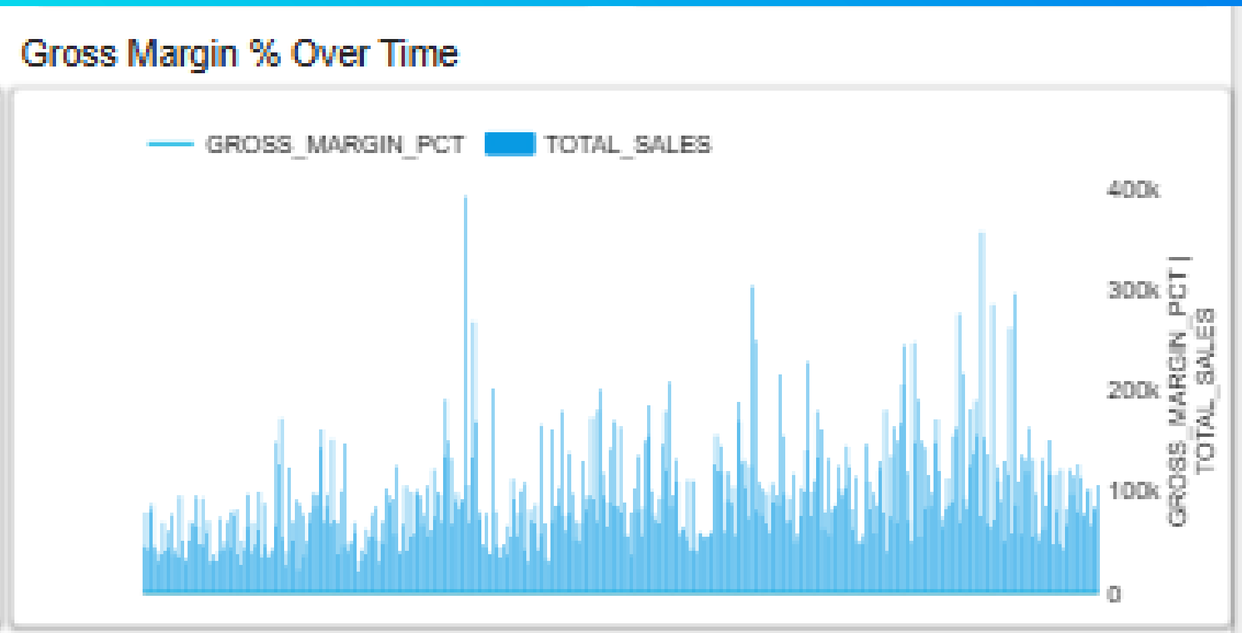




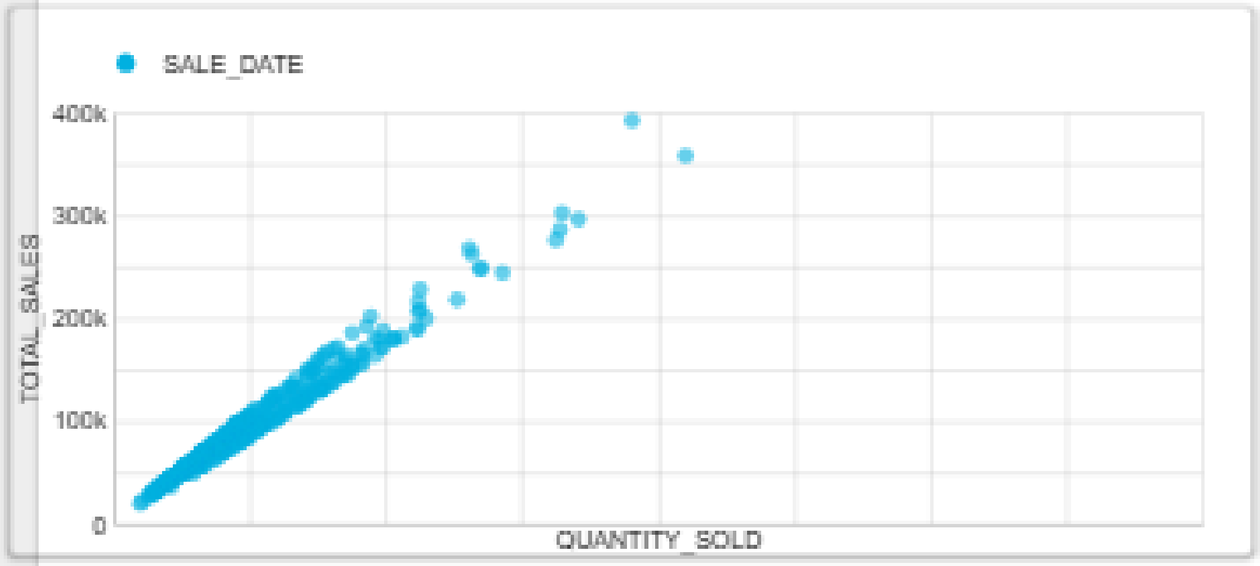
Unit Price Trend Over Time

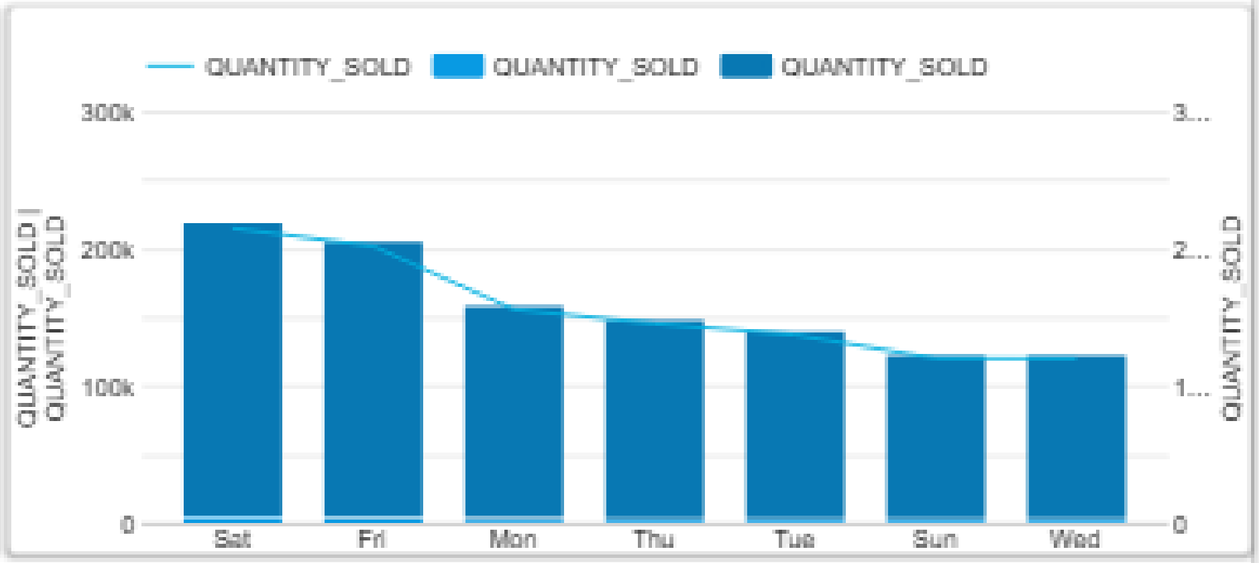
chat shows

- Caption: "Steady decline in average unit price over the period — likely driven by promotions, increased competition, product mix changes, or market pressure. Continuous monitoring is essential to safeguard long-term margins."

Gross Margin % Over Time

- Dual-axis line chart (Gross Margin % in one color/line, Total Sales in another).
- Caption: "Margins remain exceptionally high on average (~100%), with notable peaks (>300% on high-demand days), indicating strong pricing power or low variable costs. Fluctuations tie closely to volume and price dynamics."





Price vs Quantity Sold (Elasticity Analysis)

- Scatter plot (Price on X, Quantity on Y).
- Caption: "Positive correlation observed: Higher unit prices often coincide with higher sales volumes. This suggests inelastic or even reverse-elastic demand in certain periods — possibly due to premium perception, seasonal peaks, or bundled promotions.

Average Sales by Day of Week

- Bar chart (e.g., Sat/Fri highest, mid-week lowest).
- Caption: "Distinct weekend peaks (Saturday & Friday lead in quantity/revenue), with a clear mid-week dip (Tuesday–Thursday lowest). Opportunity exists to run targeted mid-week promotions to smooth demand and increase overall weekly performance."

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Strengths & Performance Highlights

- Massive scale: R19bn revenue from 488m+ units.
- Exceptional profitability: High/consistent gross margins.
- Apparent demand resilience: Positive price-volume relationship.

Challenges & Patterns

- Declining unit price trend → potential margin erosion risk.
- Weekly seasonality → uneven demand distribution.
- High margin variability → sensitivity to pricing/volume shifts.

Recommendations & Next Steps

- Action-oriented bullets:
  - Investigate root causes of unit price decline (e.g., analyze product mix, discount levels, competitor pricing).
  - Experiment with dynamic/targeted pricing strategies to capitalize on inelastic demand periods.
  - Implement mid-week marketing/promotions (e.g., flash sales, bundles) to balance weekly load and lift total revenue.
  - Deepen analysis: Segment by product category, customer type, or region; build forecasting models.

Conclusion

- Key wrap-up: "BPL glooker exhibits robust sales volume and profitability at scale. By addressing the observed price decline and optimizing weekly demand patterns through targeted interventions, further sustainable growth is achievable."
- Final thought: "Data-driven pricing and promotion strategies represent high-impact levers for future performance.

Thank You

Q&A

- "Thank you for your attention!"
- Your Name | Brenda Moyo
- Questions?