

Sales Report Overview

Introduction

This report provides a comprehensive analysis of the company's sales performance across different products, market segments, and countries. The report highlights total sales, cost of goods sold (COGS), and profit trends over the period. Data insights are derived from Power BI dashboards to inform decision-making on product performance, market potential, and profitability.

Problem Statement

The company has experienced fluctuations in sales and profits across various product lines and customer segments. Although overall sales seem healthy, some products and market segments are underperforming in comparison to others. The challenge lies in identifying specific areas of improvement to enhance profitability, optimize discounts, and target key segments for future growth.

Insight and Analysis

- ❖ **Total Profit by Product:** Paseo leads the product category with the highest profit of \$4.8M. Other top-performing products include VTT and Amarilla, with Carretera being the lowest-performing product at \$1.8M.
- ❖ **Profit by Segment:** The Government segment contributed \$11.4M in profit, making it the most profitable segment, followed by Small Business with \$4.1M. The Enterprise segment, however, recorded a loss of \$0.6M, signaling a potential concern regarding enterprise sales strategies or costs.
- ❖ **Sales and Profit Trends by Month:** Profit peaked in October at \$3.4M, with a corresponding spike in sales units. December saw a smaller peak in both profit (\$2.7M) and sales units. Seasonal sales spikes in October and December indicate opportunities for promotional campaigns during these months.

- ❖ **Total Sales and Profit by Country:** The United States leads with \$25M in sales and \$3M in profit, followed closely by Canada, France, and Germany. The performance in Mexico is lower, with \$20.9M in sales and \$2.9M in profit, suggesting potential for growth in this market.
- ❖ **Sales by Discount Band:** Products sold with high discounts accounted for 245 units (35%), medium discounts for 242 units (34.57%), low discounts for 160 units (22.86%), and no discounts for 53 units (7.57%).

Recommendations

- ❖ **Focus on Underperforming Products:** Products like Carretera and Montana, which show lower profit margins, should undergo pricing or marketing strategy reviews to improve profitability.
- ❖ **Improve Enterprise Sales Performance:** Review and restructure sales strategies for the Enterprise segment, which recorded a loss. Focus on adjusting cost structures or identifying better sales approaches in this market.
- ❖ **Capitalize on Seasonal Trends:** Implement targeted marketing campaigns in October and December to further capitalize on the seasonal sales spike.
- ❖ **Expand in the Mexican Market:** Given the relatively lower sales and profit in Mexico, this market has potential for expansion. Invest in localized marketing and sales efforts to tap into the growing customer base.