

Q1 2024

# FAUCET GARDEN SUPPLIES

## 2024 SALES REPORT

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# 01

## INTRODUCTION

The Faucet Garden Supplies Sales Dashboard project aims to provide insights into garden supplies sales data, focusing on identifying trends, improving sales strategies, and optimizing inventory management. This report details the methodology, analysis, findings, and recommendations based on the sales data.

## OBJECTIVE

The objective of this project is to analyze garden supplies sales data to:

- Identify sales trends and patterns.
- Analyze sales performance across different customer segments.
- Determine top-performing garden supplies categories.
- Provide actionable recommendations to optimize sales strategies and inventory management.

## 02

## ANALYSIS AND FINDINGS

### Sales Trends:

- Analysis: Analyzed monthly sales data to identify peak sales months and declining trends.
- Findings: Peak sales occurred in February, whereas the lowest sales occurred in March

### Customer Analysis:

- Analysis: Compared sales performance across different age groups and genders.
- Findings: Age groups 25-34 and 35-44 showed higher sales performance compared to other age groups. Gender analysis revealed that males had a higher distribution of sales.

### Top-Performing Product Categories:

- Analysis: Identified the best-selling garden supplies categories based on total sales.
- Findings: Garden Hoses and Pruning Shears were the top-performing products.

## 03

## RECOMMENDATIONS

Based on the analysis and findings, the following recommendations are proposed:

### Inventory Management:

- Adjust inventory based on sales trends and high-demand products.
- Increase stock of top-performing categories during peak sales months.

### Targeted Marketing:

- Implement targeted marketing campaigns in age groups with lower sales.
- Focus on promoting top-performing products to increase revenue.

### Sales Strategy:

- Develop sales strategies that leverage peak sales periods.
- Offer promotions and discounts during declining sales periods to boost sales.

# CONCLUSION

The Faucet Garden Supplies Sales Dashboard successfully provided insights into key sales metrics, helping to identify trends and issues in sales performance. By implementing the proposed recommendations, the company can optimize its sales strategies, enhance inventory management, and improve overall sales performance.



## Faucet Garden Supplies - Sales Dashboard 2024

FILTERS:

Purchase Month

January

February

March

Purchase Channel

In-store

Online

Gender

Female

Male

Non-binary

TOTAL SALES

\$986,747

TOTAL PROFIT

\$296,024

TOTAL UNITS SOLD

51,499



PAYMENT TYPE

The total of each payment type used for purchases

Age Group	Sales	Profit	Number of Customers
18-24	\$129,495	\$38,848	37
25-34	\$242,507	\$72,752	62
35-44	\$172,983	\$51,895	65
45-54	\$144,744	\$43,423	51
55-64	\$136,360	\$40,908	45
65+	\$160,657	\$48,197	64
Grand Total	\$986,747	\$296,024	324