

# Regional Sales Performance of ABC Electronics

## Analysis of 2022-2024 Performance

01

### Introduction

Context and overview

02

### Overall Sales Report

Revenue and profit metrics

03

### Performance Analysis

Regional and product breakdown

04

### Discount Impact

Pricing strategy effectiveness

05

### Strategic Recommendations

Actionable next steps

Presented by Praveen.A

# Introduction

This comprehensive presentation examines ABC Electronics' sales performance across a critical three-year period spanning 2022, 2023, and 2024. Our analysis provides regional sales managers and senior leadership with data-driven insights into revenue trends, profit margins, and regional performance variations.

Through detailed examination of sales data, discount strategies, and product category performance, we've identified key opportunities and challenges facing our organization. The insights presented here will guide strategic decision-making and resource allocation to strengthen our competitive position.

Our goal is to pinpoint areas of weak performance and provide actionable marketing strategies that drive sustainable growth across all regions and product categories.



## 3-Year Analysis

2022-2024 data



## Strategic Focus

Performance optimization

# Overall Sales Report

₹18.6M

Total Revenue

Achieved across all three years

₹7.4M

Total Profits

Cumulative profit generation

51%→4...

Profit Margin Shift

Decline in 2024 requires attention

Regional Leaders

East and North regions demonstrated the strongest performance, yielding higher profits aligned with sales volumes. These markets represent our most stable revenue streams.

Product Highlight

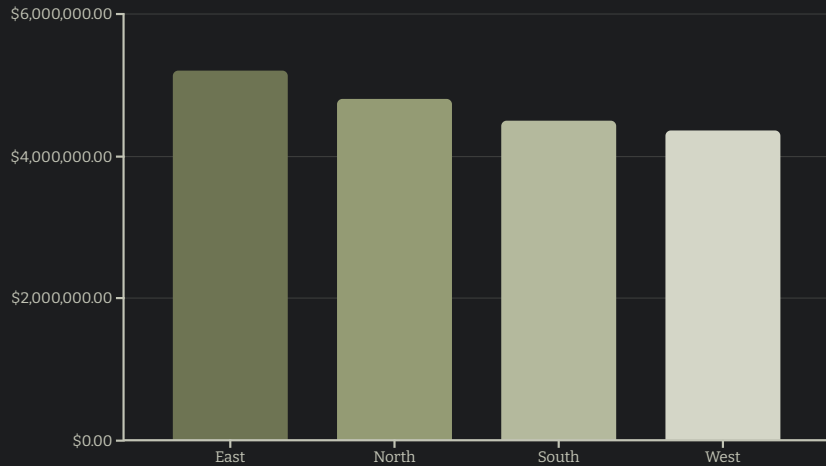
Furniture emerged as the quantity leader across all years, indicating strong consumer demand and successful market penetration in this category.

Critical Alert

The 8-percentage-point decline in profit margin from 2023 to 2024 signals the need for immediate strategic intervention to reverse this trend.



# Performance: Regional Analysis



1

## East Region

Top performer with highest sales and profit margins, demonstrating effective market penetration and operational efficiency.

2

## North Region

Strong second-place performance with consistent revenue generation and solid profit contribution.

3

## South Region

Mid-tier performance with opportunities for improvement through targeted strategies.

4

## West Region

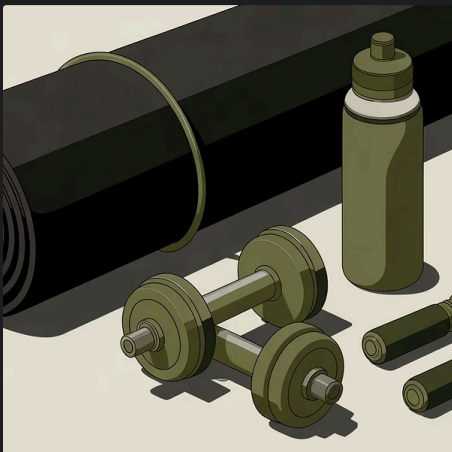
Requires strategic attention to close performance gap with leading regions.

# Performance: Product Category Breakdown



## Furniture

**21,743 units sold** — highest volume category demonstrating strong consumer demand and market leadership position.



## Sports Products

**₹2,29,704.77 profit** — top profit contributor with excellent margin performance despite moderate volume.



## Groceries

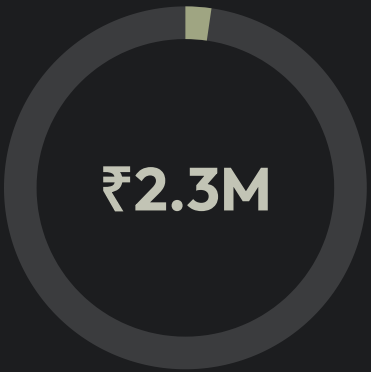
**18,583 units sold** — lowest sales volume with profit of ₹1,81,843.68, presenting improvement opportunities.

## Key Product Insights

While Furniture leads in unit sales, Sports Products deliver superior profitability per unit. This discrepancy suggests opportunities to optimize our product mix and pricing strategies across categories.



Furniture Units



Sports Profit

# Impact of Discount Strategies on Sales

## Overall Average Discount

24.70% across all products and regions

## Furniture Discounting

25.23% highest category discount rate

## Electronics Discounting

24.45% lowest category discount rate

## South Region Premium

25.12% highest regional discount average

## Discount Effectiveness Analysis

### Sweet Spot: 11-20% Range

Sales volumes increase significantly when discounts fall within this optimal range, maximizing both revenue and customer response.

### Underperforming: 1-10% Range

Lower discount rates fail to motivate purchases, resulting in diminished sales performance and missed opportunities.

**Critical Finding:** Our data reveals a clear correlation between discount levels and sales performance. The 11-20% discount range represents the optimal balance between profitability and sales volume stimulation.

The South region's elevated discount rate suggests potential pricing strategy misalignment that may be eroding profit margins without proportional sales gains.

# Strategic Recommendations



## Prioritize High Performers

Increase inventory depth and marketing investment in Clothing and Furniture categories. These top-performing products demonstrate proven market demand and should receive enhanced promotional support and expanded SKU offerings.



## Revitalize Groceries

Implement focused turnaround strategy for the underperforming Groceries category. Consider product assortment optimization, competitive pricing analysis, and targeted promotional campaigns to boost both sales volume and profitability.



## Optimize Furniture Discounting

Review and potentially reduce Furniture category discount rates. Given strong sales performance, test whether current 25.23% discount level is necessary or if lower rates can maintain volume while improving margins.



## Replicate East Region Success

Conduct comprehensive analysis of East region's operational model and sales strategies. Deploy proven tactics to South and West regions, focusing on achieving high sales volumes with lower discount dependency for improved profitability.

- ❑ **Next Steps:** Leadership should convene regional teams within 30 days to develop implementation timelines for these recommendations, with quarterly progress reviews to track impact on sales and profitability metrics.