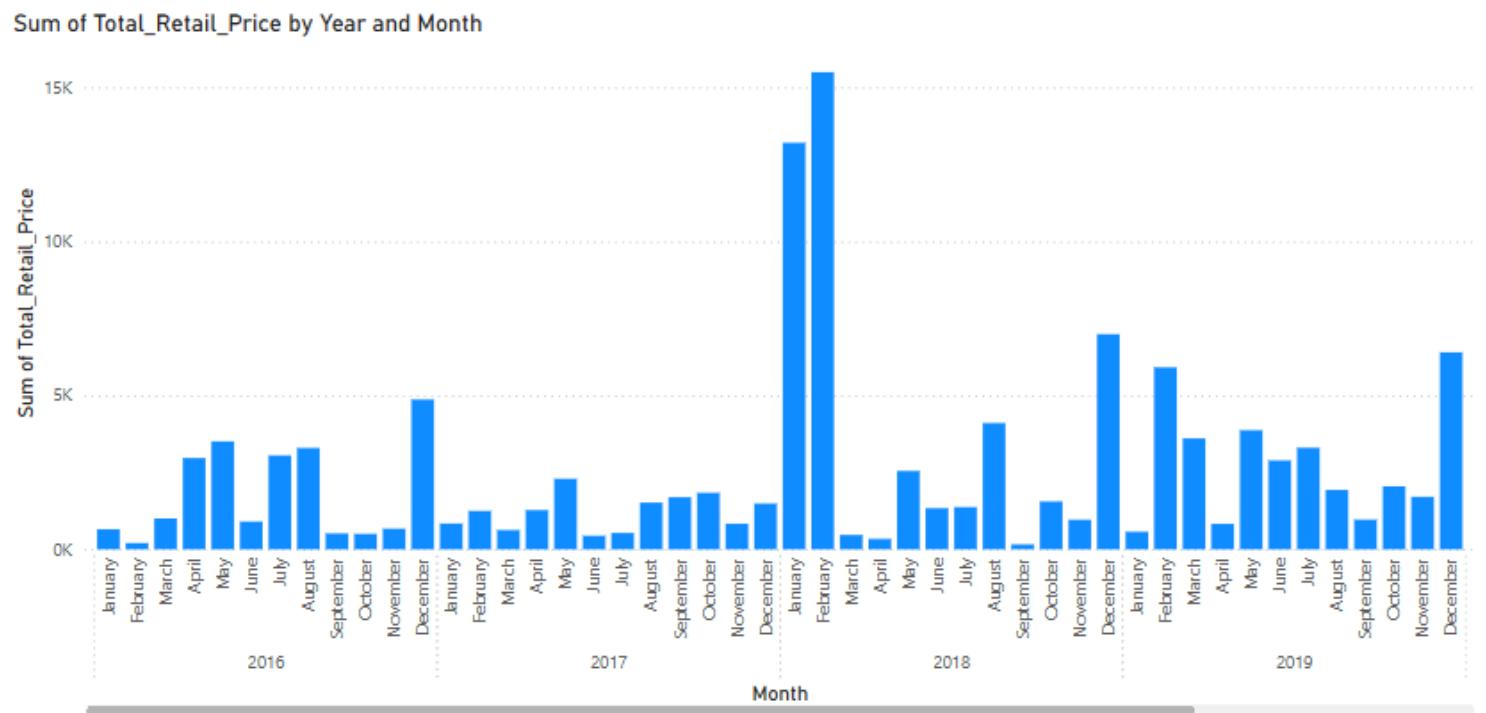


# **COMMUNICATION SKILLS**

**QUINN, 24011941**

## 1st chart - total sales by month



brief explanation:

- This graph provides an overview of monthly retail revenue across a four-year span (2016–2019).
- The x-axis represents the months in a year, while the y-axis shows the total retail revenue for each month.

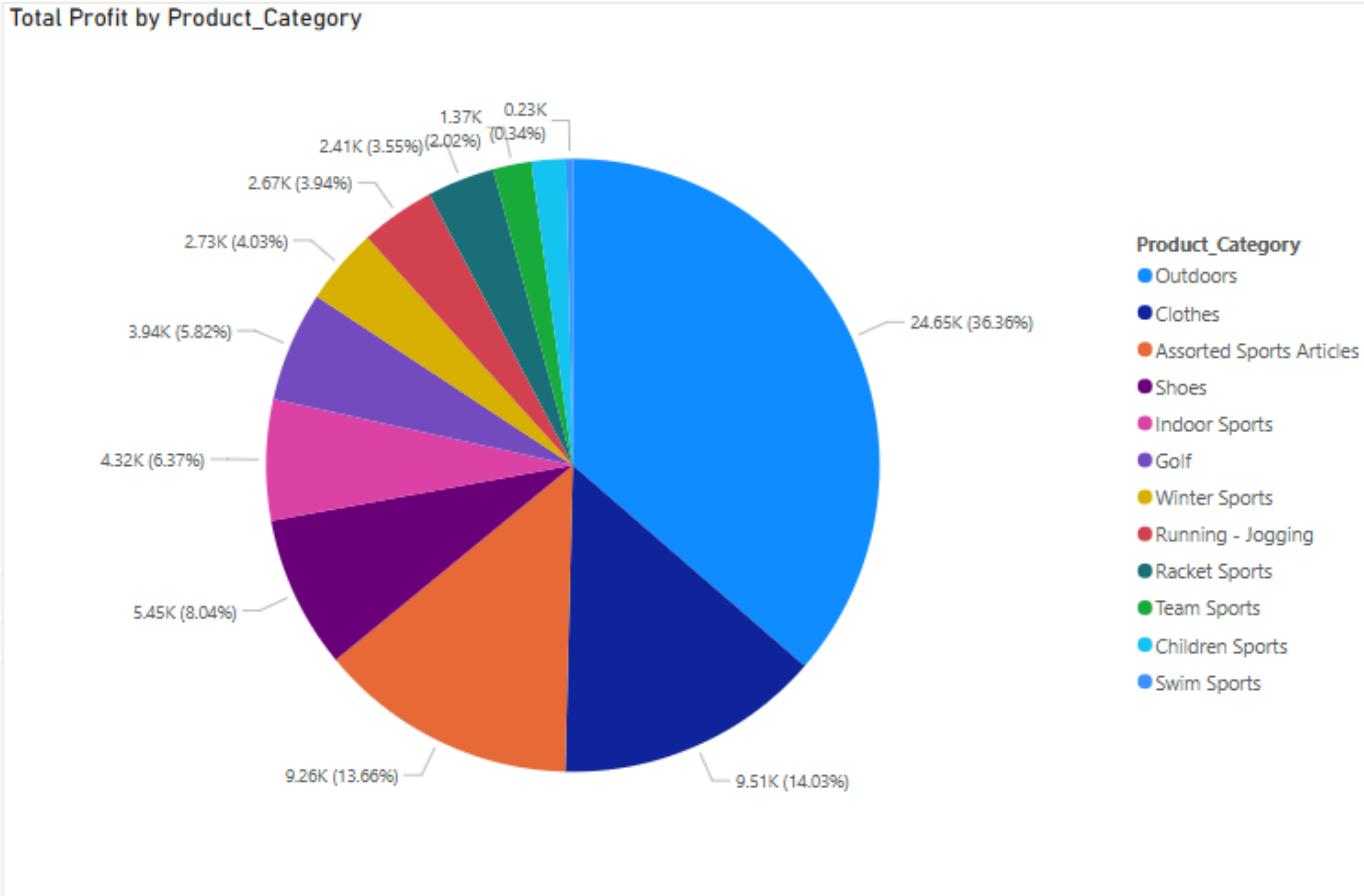
Insights:

- Sales peaks are observed in December 2017 & 2018, and January 2018.
- 2018 exhibits sharp sales fluctuations, whereas 2017 shows a more stable monthly revenue distribution.
- March and October consistently reflect lower sales across the years.

Recommendations:

1. Maximize High-Performing Months:
  - Improve marketing efforts and inventory planning for December and January.
  - Use targeted campaigns and membership discounts to drive holiday sales volume.
2. Stabilize Revenue Flow:
  - Implement year-round promotional strategies to reduce fluctuations and encourage consistent revenue.
3. Boost Low-Sale Periods:
  - Launch targeted mid-year campaigns and flash sales during low-performing months like March and October to stimulate demand.

## 2<sup>nd</sup> chart: product margin by product category



### brief explanation:

- The chart displays the distribution of total profit generated from various product categories.
- Each slice represents a product category, sized by the profit amount and its percentage of total profit.

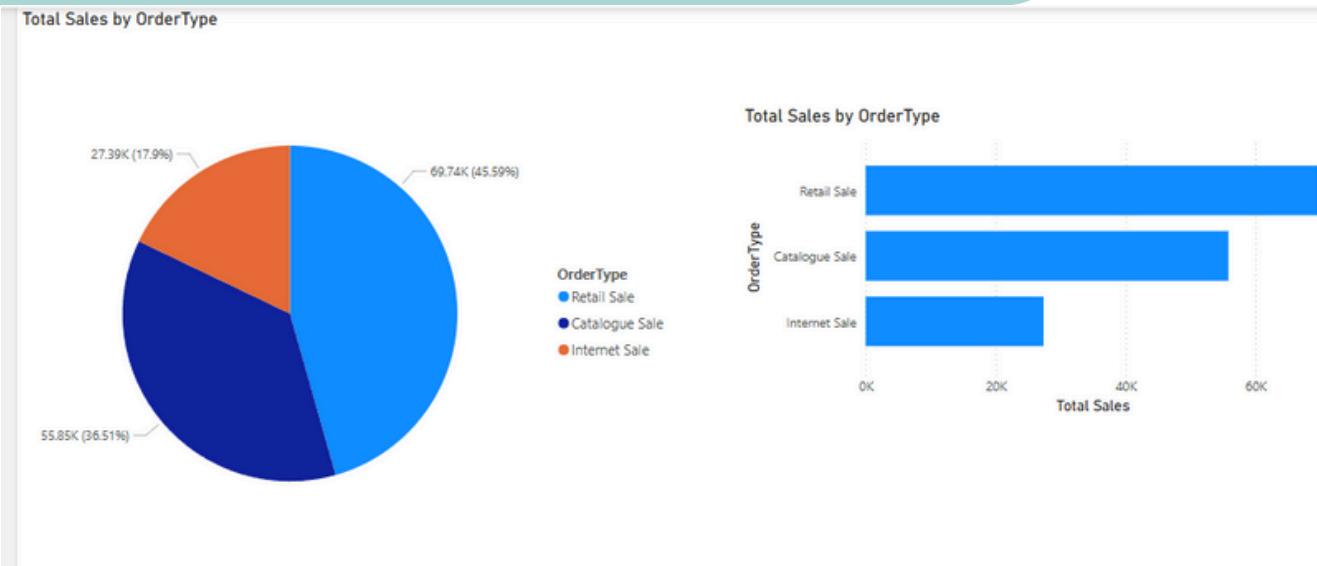
### Insights:

- Outdoors is the leading category, contributing 36.36% of total profit.
- Significant categories include Clothes (14.03%) and Assorted Sports Articles (13.66%).
- Shoe (8%) and Indoor Sports (6.37%) made notable contributions.
- Golf, Winter Sports, and Running each contributed between 3–6%.
- Children Sports (0.34%) and Sports (2.02%) are the smallest contributors.

### Recommendations:

- Focus on Outdoors:**
  - Prioritize inventory, marketing, and expansion efforts.
  - Introduce premium or new products to leverage strong demand.
- Strengthen Mid-Tier Categories:**
  - Invest in marketing and promotions for Assorted Sports Articles and Clothes.
  - Review and adjust product offerings and pricing for Shoe and Indoor Sports.
- Improve on Low Performers:**
  - Investigate low performance in Children Sports and Swim Sports.
  - Explore innovative marketing, partnerships, or product improvements.
  - Consider reallocating resources if improvement potential is limited.

### 3rd chart: sales by order type



brief explanation:

- Pie Chart: Displays the percentage share of total sales by order type.
  - Retail Sale: 45.59%
  - Catalogue Sale: 36.51%
  - Internet Sale: 17.9%
- Bar Chart: Shows absolute sales figures by order type.
  - Retail Sale: 69.74K
  - Catalogue Sale: 55.85K
  - Internet Sale: 27.39K

Insights:

- Retail Sales lead in both share and value, indicating strong in-store performance.
- Catalogue Sales are also significant, contributing over a third of total sales.
- Internet Sales are comparatively low, showing potential for growth.

Recommendations:

1. Boost Online Sales:
  - Invest in e-commerce enhancements, digital marketing, and user experience.
2. Maintain Retail Excellence:
  - Continue focusing on optimizing in-store customer service and staff efficiency.
3. Digitize Catalogue Sales:
  - Integrate catalogue with online platforms to modernize the channel.
4. Adopt Omnichannel Strategies:
  - Create a seamless experience across Retail, Catalogue, and Internet channels to drive engagement and sales.