

Executive Summary

Purpose: The purpose of this analysis is to check for sales trend, market analysis and make suggestions for improvements when necessary Time Period: the duration covered during the analysis is year 2020 to 2023 Key Findings:there was a steady increase in Year over Year Sales and Profit until 2023 when there was a sharp drop in profit (-12.16%) despite a 23.82% increase in sales. This was due to an increase in discount and a sharp decline in sales in our least performing regions.

Methodology

Data Sources: <https://fp20analytics.com/datasets/> Analysis Period: 2020 - 2023 Tools Used: Power BI

Sales Performance Overview

Total Performance Metrics

Total Sales: 7M(YoY785.48K, ▲50.70%) Total Profit: 1.07M(YoY785.48K, ▲35.64%) Order Quantity: 278K orders Product Variety: 3,576 unique products Discounts Applied: 12K instances

Regional Analysis

Top 5 Performing Regions: | Region | Total sales(\$)| Order Quantity | Profit | Orders with Discount |-----|-----|-----|-----|-----| Western Europe | 762,855 | 32,844 | 171,513.30 | 1,284 | Central America | 729,151 | 30,967 | 139,014.04 | 1,284 | Oceania | 454,304 | 19,365 | 68,887.15 | 1,476 | Western US | 444,115 | 18,049 | 86,223.90 | 948 | Southeastern Asia | 423,768 | 17,477 | 7,079.09 | 1,342

Product Performance

Top 10 Products by Sales: | Product | Total sales()|OrderQuantity|-----|-----|-----|-----|-----|HerbalEssenceBio|67,640|1987|191|SterlingWaveEarrings|29,520|164|GoldenBlazeNecklace|28,564|148|SterlingSolaceAnklet|28,552|166|GoldSpectrumAnklet|27,004|172|SterlingFrostRing|26,772|138|SilverM226|282|SilverGlimmerNecklace|25,088|128|SterlingWhisperBracelet|24,883|149Top10ProductsbyProfit : |Product|TotalProfit()| Order Quantity |-----|-----|-----|-----|-----| Herbal Essence Bio | 9,089.68 | 1,780 | Rose Gold Petal Studs | 7,400.67 | 191 | Sterling Frost Earrings | 6,071.38 | 128 | Gold Spectrum Anklet | 5,942.76 | 172 | Golden Vine Bracelet | 5,741.93 | 126 | Sterling Vine Earrings | 5,583.60 | 164 | Golden Feather Earrings | 5,508.06 | 128 | Emerald Crown Necklace | 5,125.48 | 77 | Sterling Crown Anklet | 4,675.65 | 84 | Silver Mirage Necklace | 4,485.95 | 282

Category Performance

Sales by Category: | Category | Total Sales(\$)|-----|-----| Body Care | 2,682,942 | Home and Accessories | 1,245,643 | Make Up | 1,122,151 | Hair Care | 1,022,151 | Face Care | 445,716

Sub Category Performance

Top 10 Sales by Subcategory: | Subcategory | Total Sales(\$)|-----|-----| Nail Care Products | 787,587 | Shampoos and Conditioners | 618,967 | Eye Shadow and Pencils | 604,511 | Brushes and Applicators | 447,605 | Vitamins and Supplements | 445,877 | Face Moisturizing Products | 445,716 | Hair Colours and Toners | 403,184 | Accessories | 396,608 | Body Moisturizers | 340,944 | Hand Creams | 338,474

Customer Type Performance

| Segment | Total Sales(\$)|-----|-----| Corporate | 2,835,128 | Consumer | 1,603,342 | Self Employed | 391,003

Observation

- Some products generate significantly higher profits than others - Some regions didn't generate enough sales despite having significantly higher discounts - Sales and Profit increase was proportionate to Discount increase from 2020 to 2022 but in 2023, sales increase with discount was proportionate but there was a very significant drop in profit. This is due to the fact that the discount given to low performing regions didn't drive sales

Recommendations

Analyze Why Certain Products Underperform - Investigate if low-profit products have pricing, demand, or supply chain issues. - Consider discontinuing or rebranding underperforming SKUs. Test Discount Tiers - Instead of flat discounts, try: Volume discounts (e.g., "Buy 2, Get 15% Off") Customize Marketing for Customer Segments - Corporate Clients: Offer bulk purchase discounts or B2B skincare packages. - Self-Employed Professionals: Target with "Busy Entrepreneur Skincare Routine" ads. Promote Underperforming Categories - Run targeted ads for Face Care (e.g., "Best-Selling Serums for Glowing Skin"). - Introduce new product launches in weaker categories to boost interestBundle Low & High-Margin Products - Pair bestsellers with lower-margin items to improve overall profitability. Example: Buy a Luxury Serum, Get a Free Travel-Size Cleanser.

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