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 Source: https://fp20analytics.com/datasets/

Analysis Period: 2020 - 2023

Tools Used: Power BI

SALES PERFORMANCE OVERVIEW

TOTAL PERFORMANCE METRICS

Total Sales: 7M(785.48K, ▲50.70%)

Total Profit: 1.07M(YoY 785.48K, ▲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($)	Order Quantity
Herbal Essence Bio	67,640	1,780
Rose Gold Petal Studs	29987	191
Sterling Wave Earrings	29,520	164
Golden Blaze Necklace	28,564	148
Sterling Solace Anklet	28,552	166
Gold Spectrum Anklet	27,004	172
Sterling Frost Ring	26,772	138
Silver Mirage Necklace	26226	282
Silver Glimmer Necklace	25,088	128
Sterling Whisper Bracelet	24,883	149

Top 10 Products by Profit:

Product	Total Profit($)	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
Emrald 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 sub-category:

Sub-Category	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 that 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.