

# Tracking Store Performance



NET SALES

\$207,965

High Goals 299K  
AVG High Goals 21.36K  
AVG Net Sales \$14.85K



SOLD

\$1,712,020

Total Unit 35K  
Units Sold 25K 73%  
AVG Sales \$57.3061



RETURNS

\$464,007

Total Units 35K  
Returned 9K 27%  
Avg Returned \$49.67

## Stores

Abbas	Fama	Pirum	VanArsdel
Aliqui	Leo	Pomum	Victoria
Barba	Natura	Quibus	
Contoso	Palma	Salvus	

## Product's Segments



## Sales by Month

February \$242,524

April \$206,385

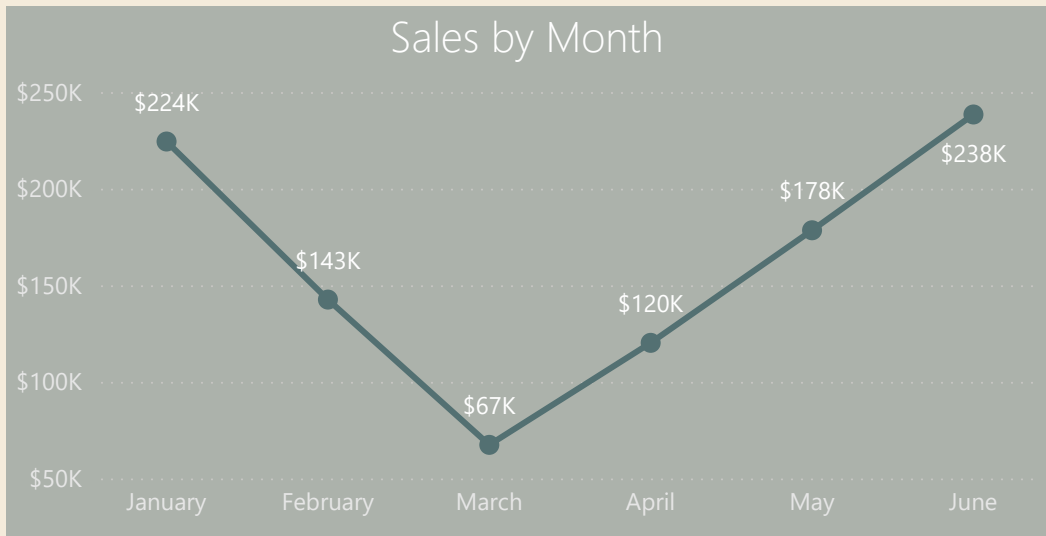
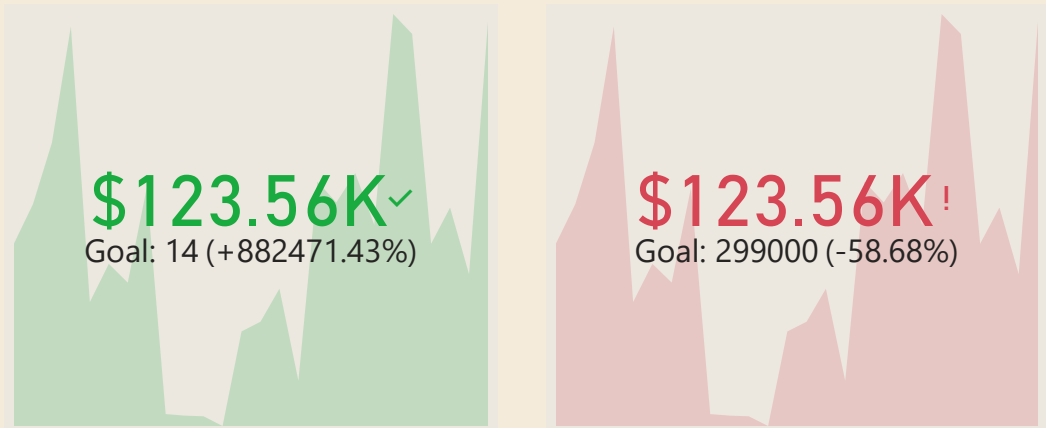
March \$115,579

June \$439,486

May \$354,35

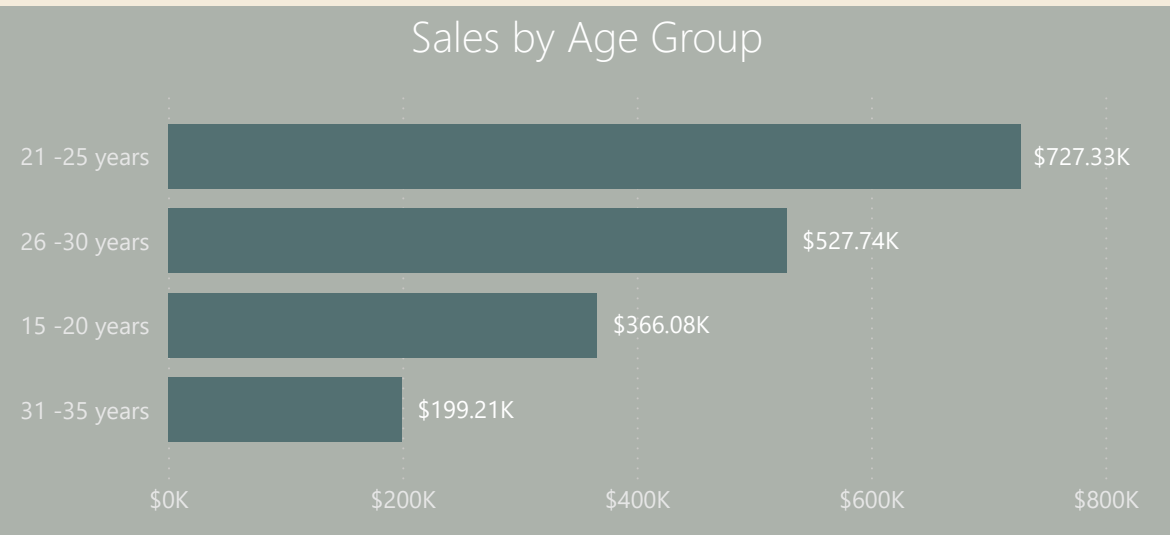
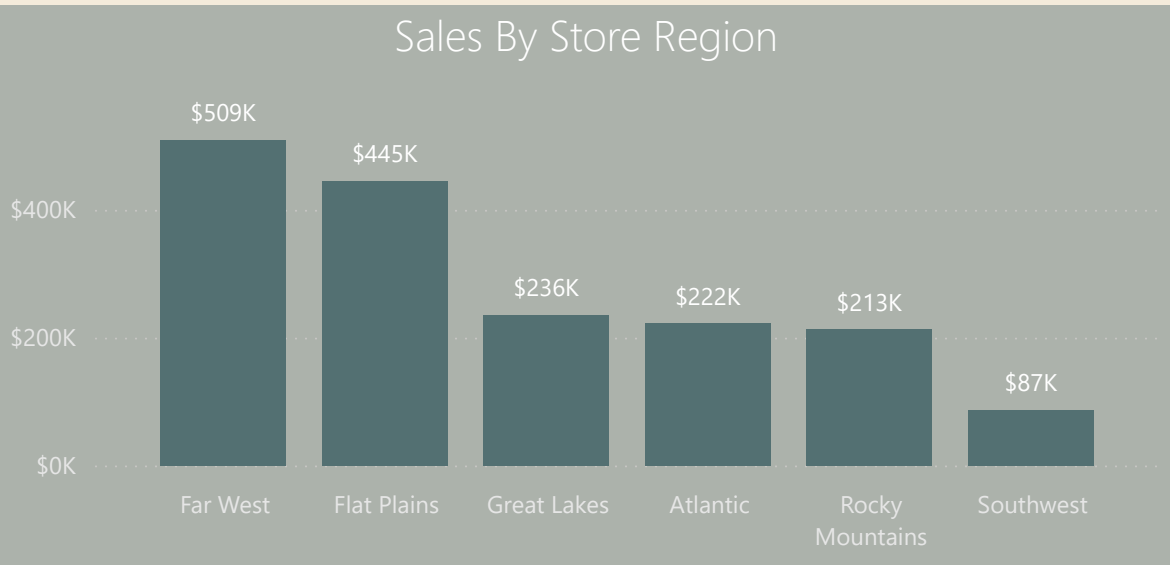
# Sales Analysis

Net Target Vs High Target With Actual Net

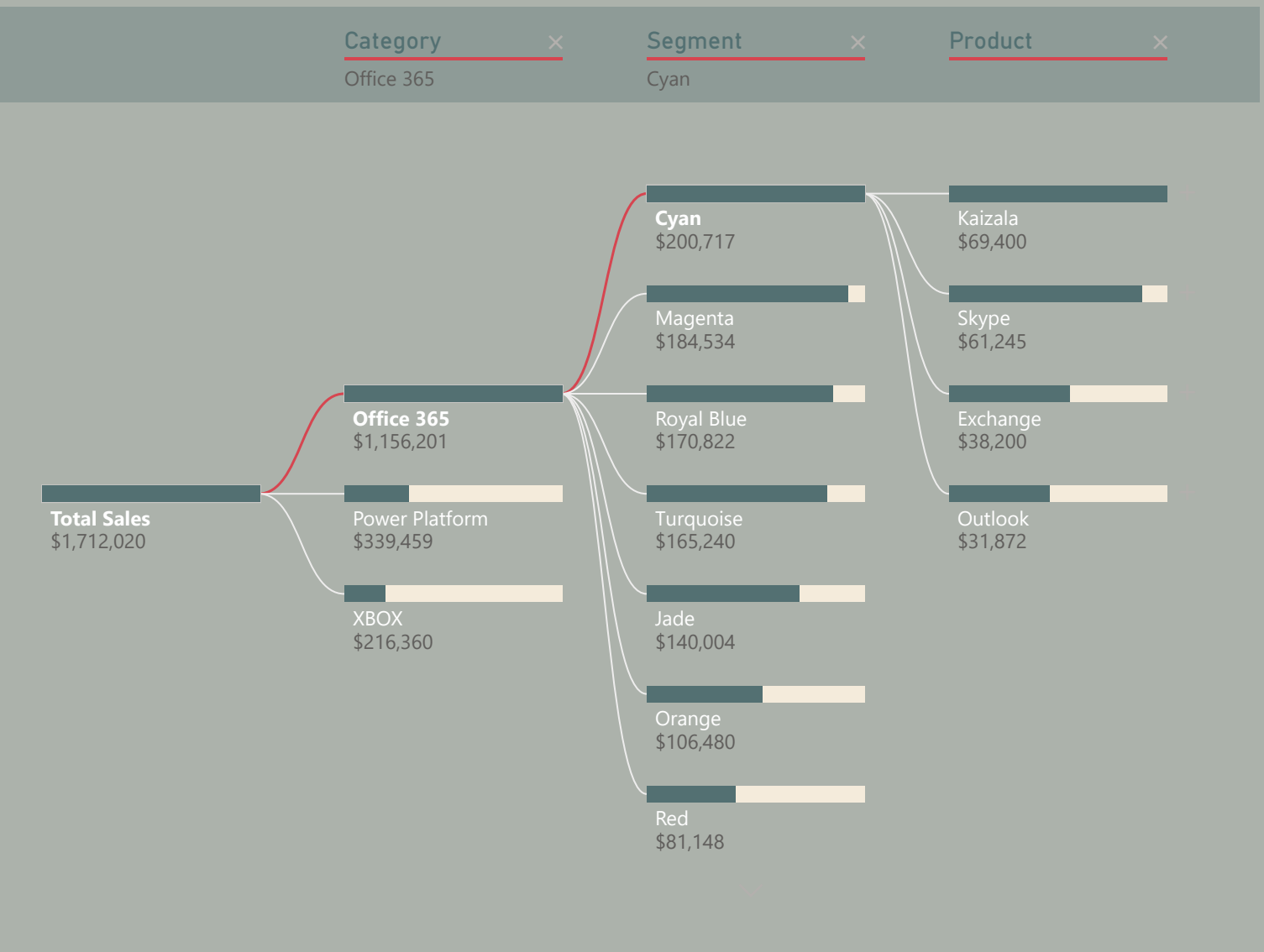


Store ID

All

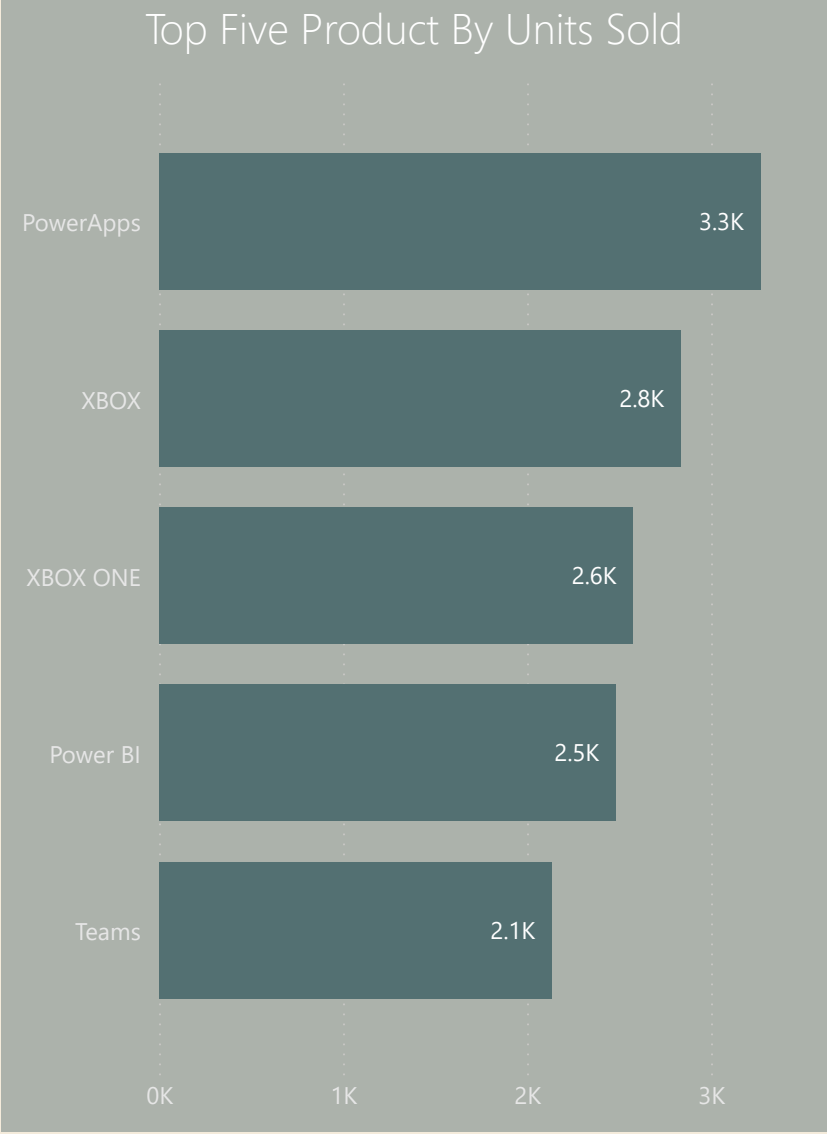


# Products Analysis

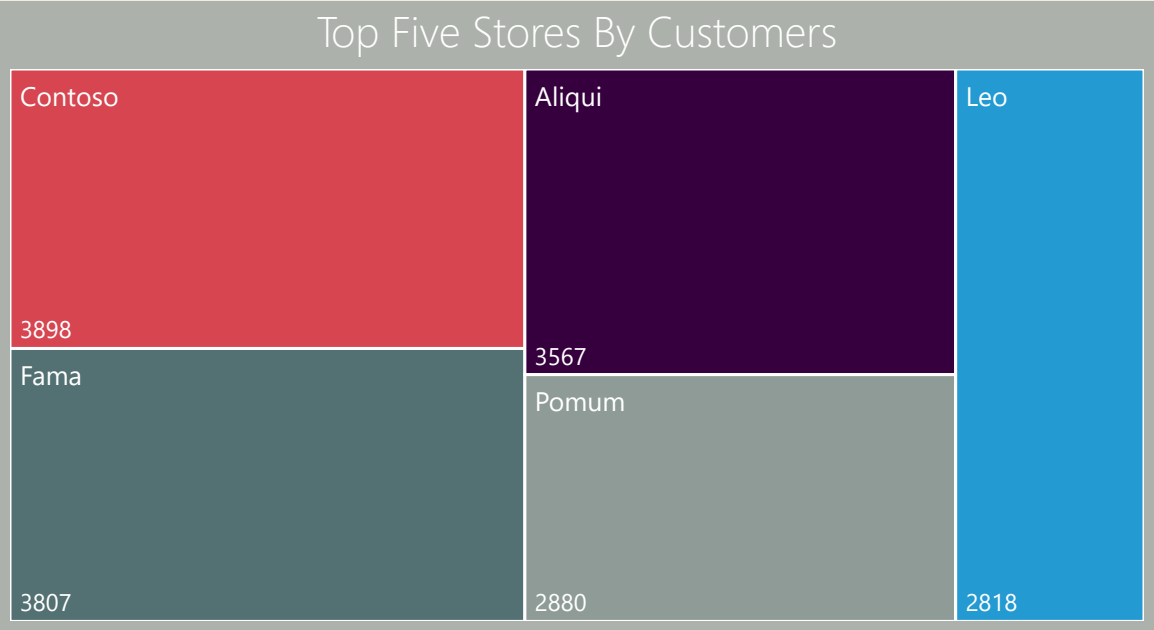
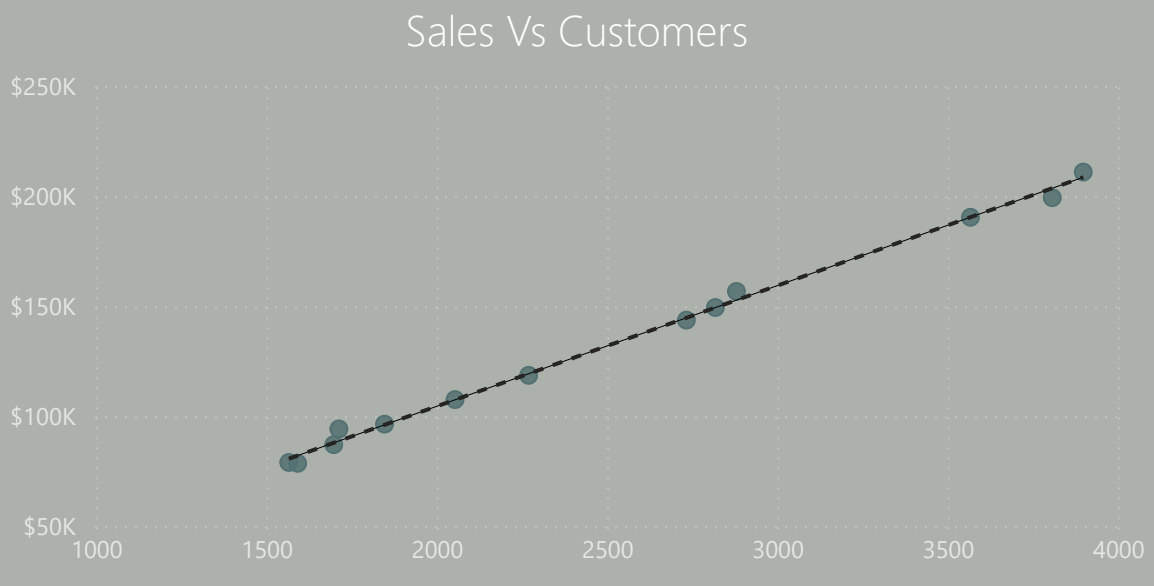


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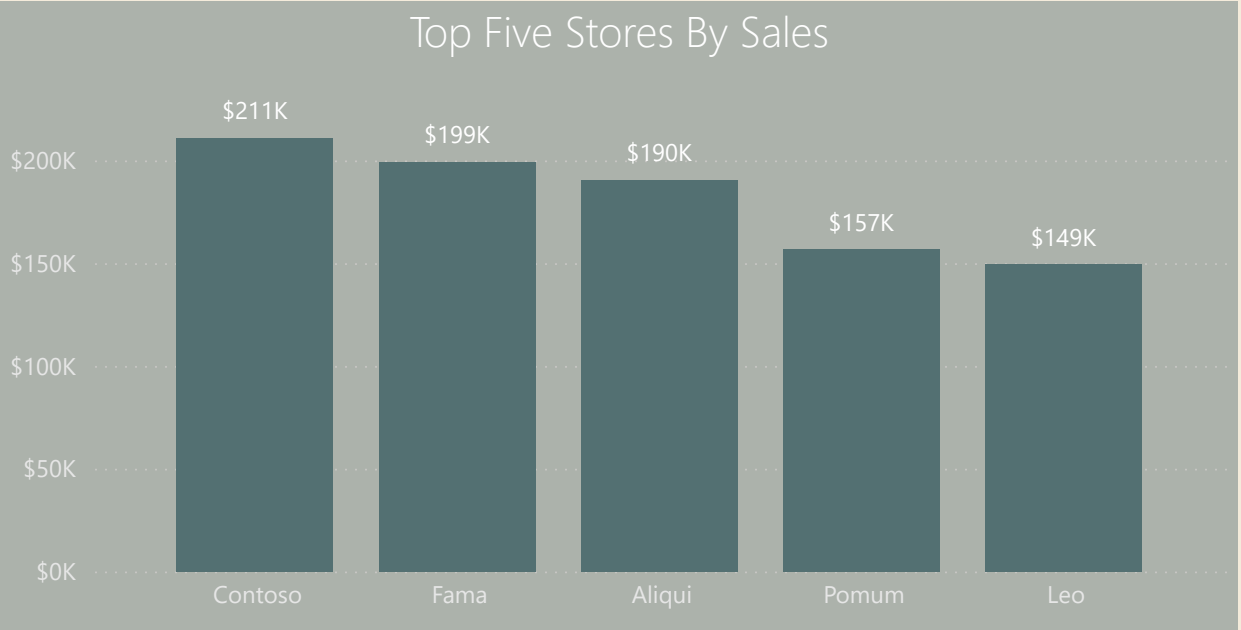
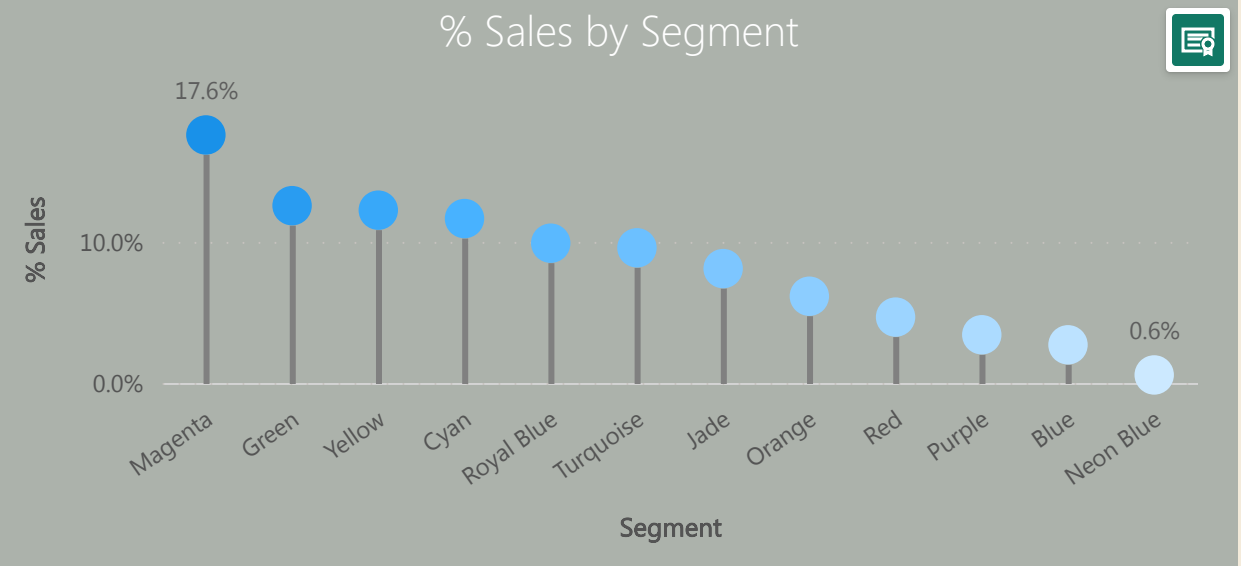


# Stores and Customers



Store ID

All



# Insights

- Target Achievement
  - Most stores have met the net target, but many fell short of the high target.
- Regional Performance
  - The Far West region recorded the highest sales at 509K.
- Monthly Sales Trend
  - Sales showed a decline from January to March, reaching a low of 67K in March, before steadily increasing to 238K by June.
- Sales by Age Group
  - The 21–25 age group generated the highest sales, while the 31–35 group contributed the least.
- Product Category Breakdown
  - Office 365: Highest sales from the Cayenne segment; Exchange and Outlook were the weakest products.
  - Power Platform: Yellow segment leads in sales.
  - Xbox: Dominated by the Green segment.
- Top Products by Units Sold
  - i. Power Apps
  - ii. Xbox
  - iii. Xbox One
  - iv. Power BI
  - v. Teams
- Sales vs. Customers (Store Level)
  - A linear relationship was observed: more customers → higher sales.
- Top Performing Stores
  - Contoso leads in both sales and customer count.
  - Pharma ranks second in both, with very close numbers to Contoso.
- Sales by Segment
  - Magneta segment contributed the most (17.6%).
  - Neon Blue contributed the least (0.6%).

# Recommendations

- Re-evaluate High Targets

Since many stores failed to meet their high goals, consider adjusting these targets or investigating what made them unrealistic.
- Investigate March Decline: perform a root cause analysis to understand the sharp dip in March sales and prevent recurrence.
- Focus on High-Performing Age Groups
  - Tailor marketing efforts towards the 21–25 age group, which shows the strongest engagement and spending behavior.
- Improve Engagement with 31–35 Age Group
  - Conduct surveys or market research to identify why this group is underperforming, or consider shifting focus away if ROI is consistently low.
- Refine Product Offerings
  - For Office 365, consider promotions or improvements for Exchange and Outlook to raise their performance.
  - Keep promoting strong-performing segments like Cayenne, Yellow, and Green in their respective categories.
- Capitalize on High-Demand Products
  - Promote top products (e.g., Power Apps, Xbox, Power BI) more heavily or bundle them with weaker ones to boost overall sales.
- Segment Performance Optimization
  - Explore why Magneta performs well and Neon Blue lags. Consider reallocating budget and effort accordingly.
  - Maintain Customer Growth Strategy
    - Since customer count closely aligns with sales, continue investing in acquisition and retention strategies — especially in top-performing stores like Contoso and Pharma