

A circular wreath of various botanical specimens, including green ferns, red and orange flowers, and large green leaves, framing a central white circle.

**A Detailed Analysis of Sales Performance**

**Date: July 22, 2024**

# Comparative Analysis Dashboard

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# Introduction

## Overview:

**This project aims to provide a comprehensive analysis of sales performance using various key performance indicators (KPIs).**

## Purpose:

**To identify trends, measure growth, and compare actual sales against budgeted targets.**

## Methodology:

**Data collected from sales reports and financial records for the current year (CY)**



# Objectives



- Analyze current year (CY) sales.
- Measure year-over-year (YoY) sales growth.
- Compare budgeted sales against actual sales.
- Break down sales by category.
- Track CY sales over time.





# Key Performance Indicators (KPIs)



- CY Sales: Total sales for the current year.
- YoY Sales Growth: Percentage change in sales compared to the previous year.
- Budget Variance: Difference between budgeted sales and actual sales.
- Budget Sales: Targeted sales figures set for the year.
- Sales by Category: Distribution of sales across different product categories.
- CY Sales by Date: Sales trends over specific time periods within the year.

Importance:

- These KPIs help in understanding overall performance and identifying areas for improvement.



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## Conclusion

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Overall, the sales performance for the current year has shown positive growth, exceeding budgeted targets and demonstrating strong category-specific performance.

### Key Takeaways:

- Continued focus on high-performing categories can drive further growth.
- Monitoring sales trends over time helps in strategic planning.

### Recommendations:

- Invest in marketing for the highest performing categories.
- Explore opportunities to boost sales during slower periods.





Thank you



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