RAINBOW RETAIL

DATA ANALYSIS REPORT

Sales Performance 2018-2022

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EXECUTIVE SUMMARY

KEY FINDINGS

- Consistent growth from 2018 to 2022
- Technology products are the top-performing category
- Furniture category shows potential for improvement
- Regional performance varies significantly
- Strategic recommendations provided for future growth

SALES & REVENUE

- Consistent upward trend
- Technology products drive 49% of revenue
- Office supplies at 33%, furniture at 3%

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Monthly Sales and Revenue
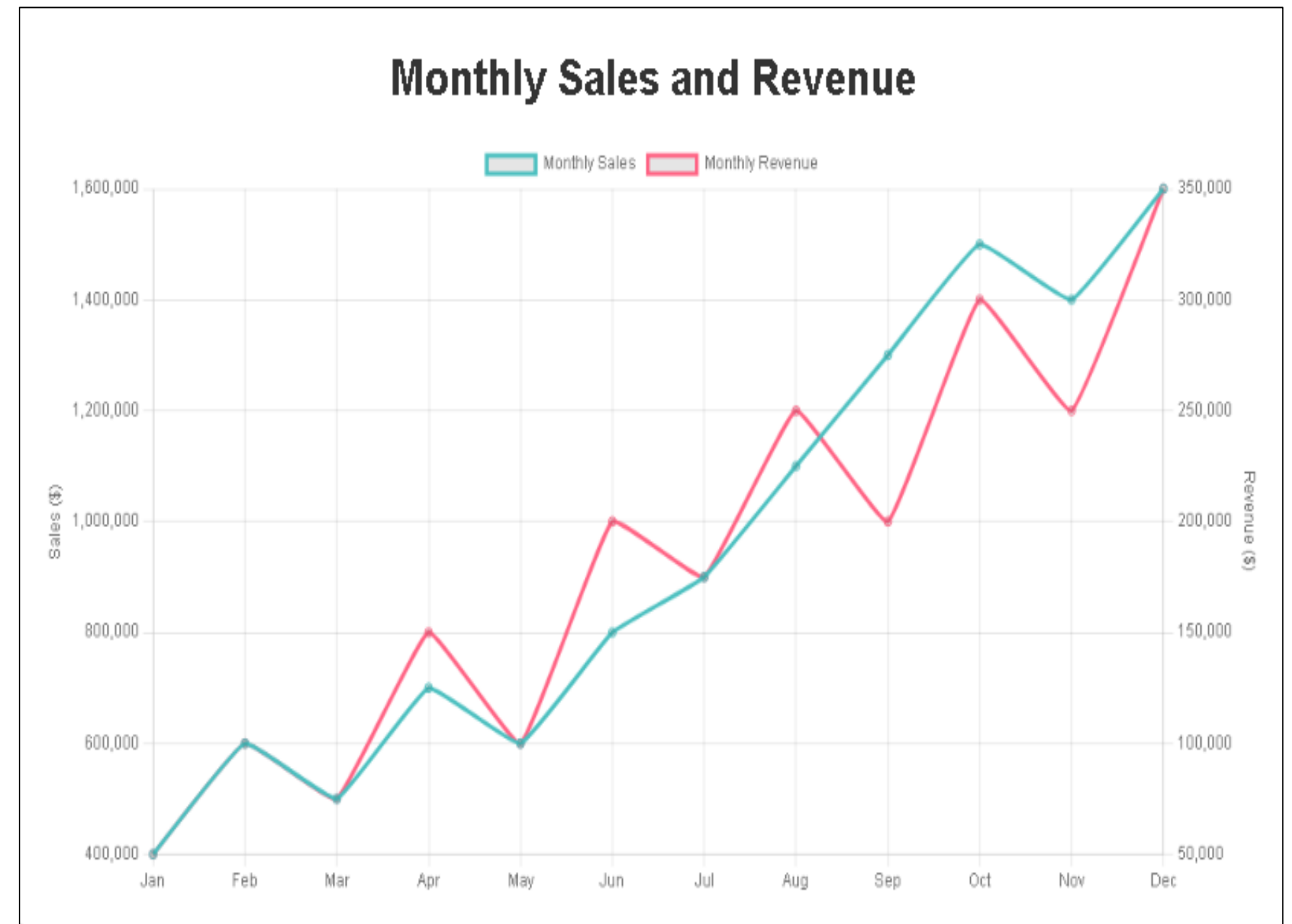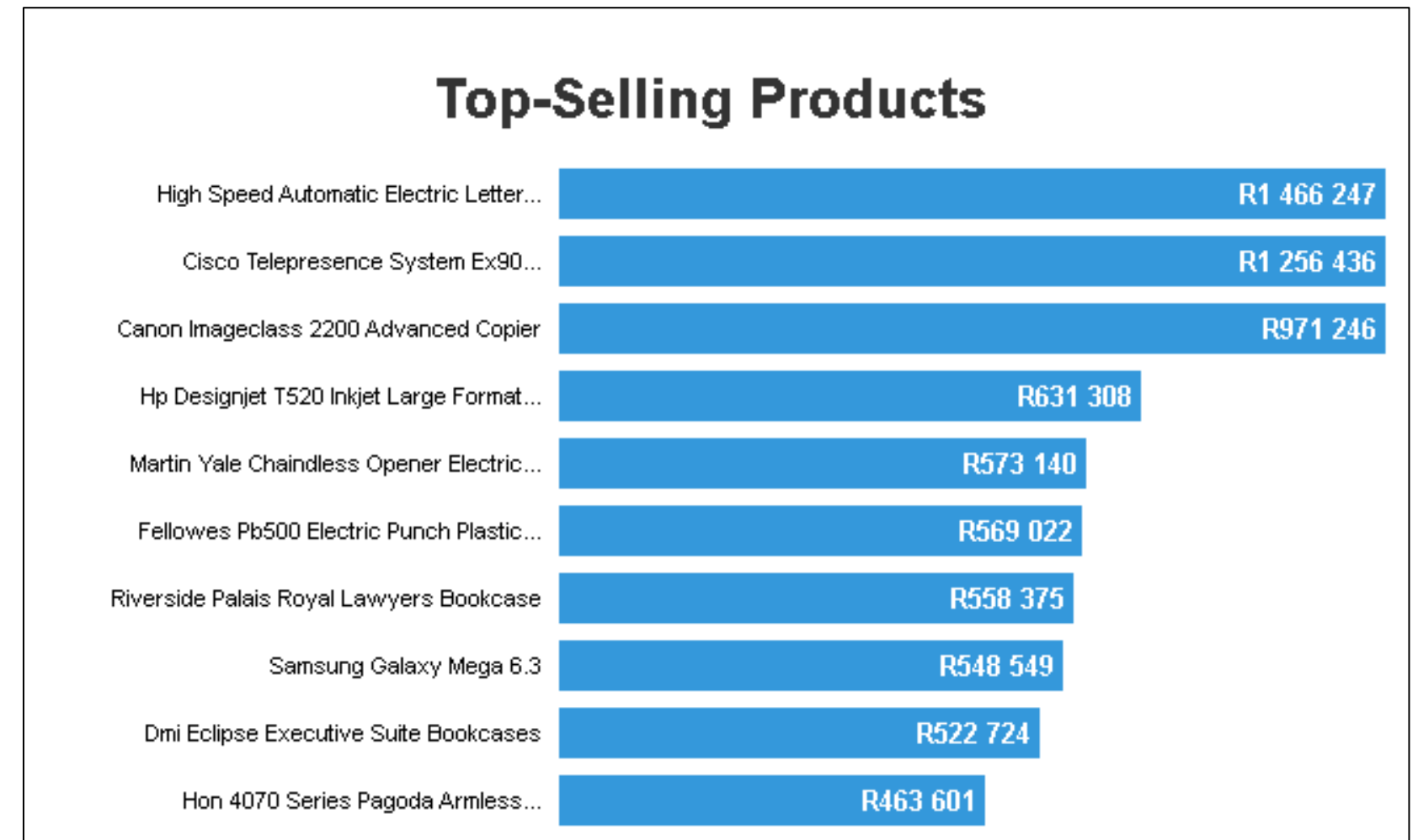
CATEGORY PERFORMANCE

- Unclassified categories account for 15% of revenue, warranting further investigation
- Furniture category underperforms significantly
- Highlights a heavy reliance on technology products
- Need for diversification to reduce dependency on a single category

Legend:
- Technology — 49%
- Office Supplies — 33%
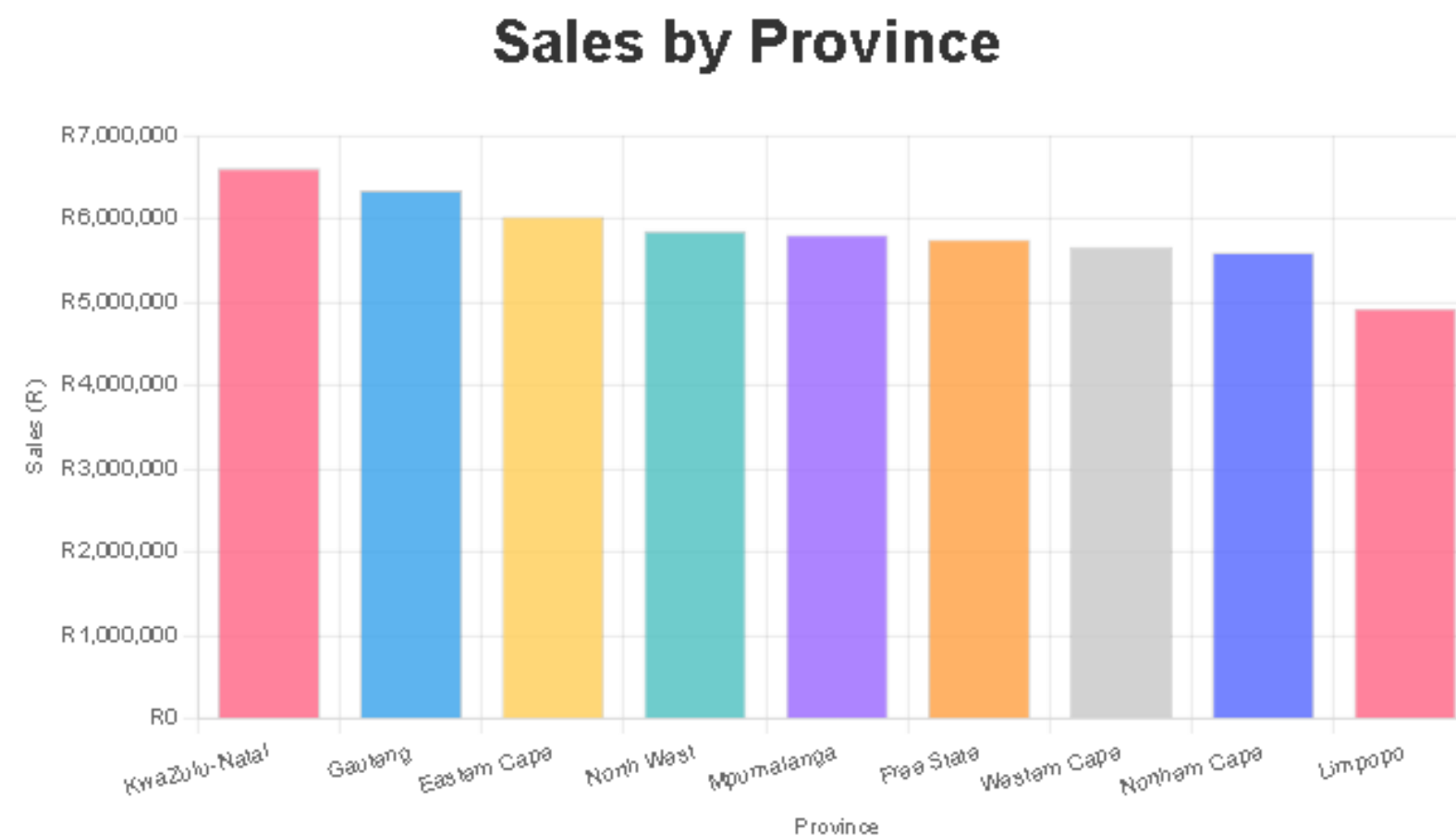- No Category — 15%
- Furniture — 3%
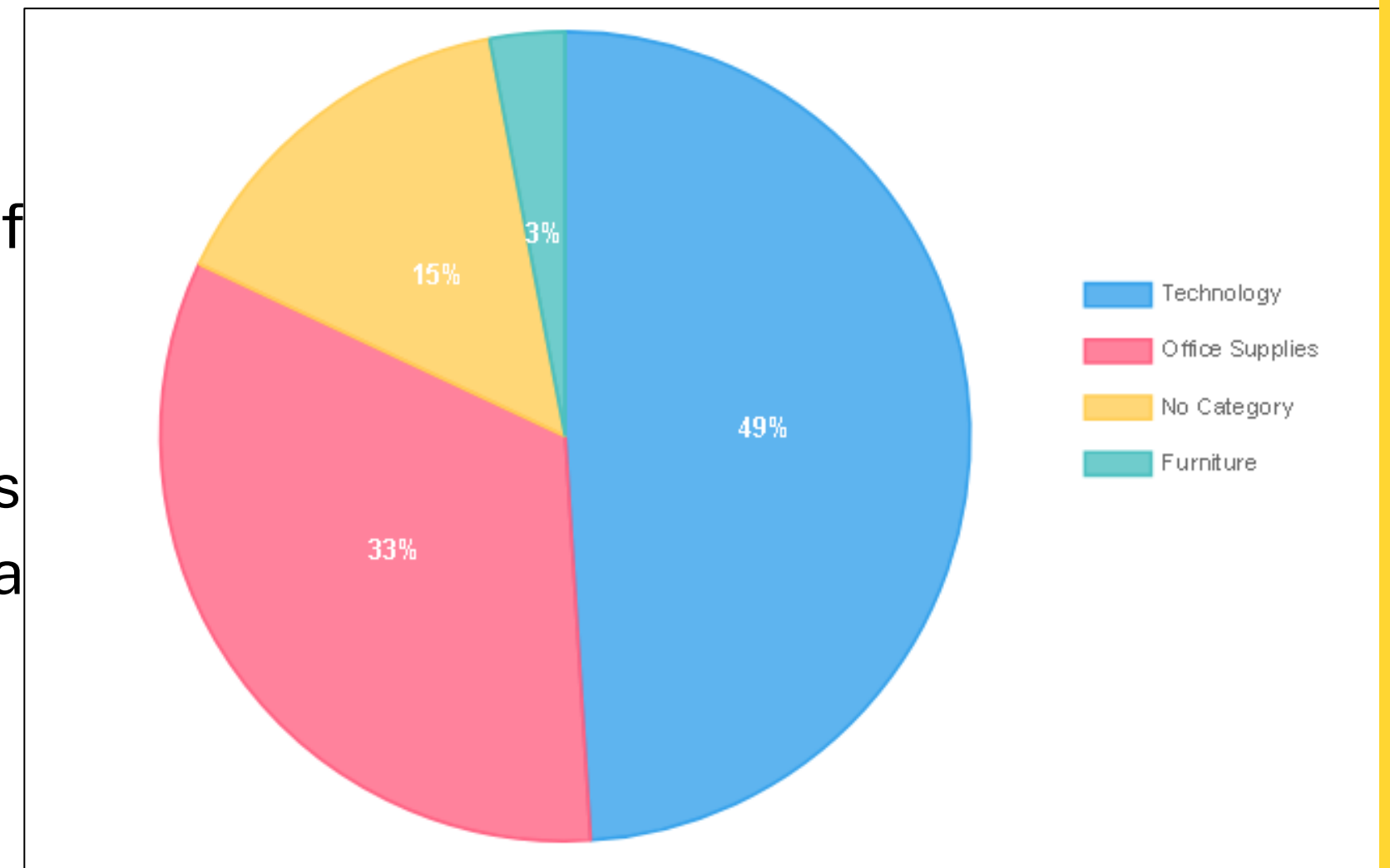
TOP PERFORMING PRODUCTS

- Top products: Electric Letter Opener, Cisco Telepresence System
- Product diversification needed
- Opportunity to enhance promotion of underperforming items

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Top-Selling Products

Product	Value
High Speed Automatic Electric Letter...	R1 466 247
Cisco Telepresence System Ex90...	R1 256 436
Canon Imageclass 2200 Advanced Copier	R971 246
Hp Designjet T520 Inkjet Large Format...	R631 308
Martin Yale Chaindless Opener Electric...	R573 140
Fellowes Pb500 Electric Punch Plastic...	R569 022
Riverside Palais Royal Lawyers Bookcase	R558 375
Samsung Galaxy Mega 6.3	R548 549
Dmi Eclipse Executive Suite Bookcases	R522 724
Hon 4070 Series Pagoda Armless...	R463 601

REGIONAL SALES ANALYSIS

Sales by Province

- Key markets: KwaZulu-Natal, Gauteng, Eastern Cape
- Growth potential in Limpopo and Northern Cape
- Strategies for market expansion and resource optimization

AVERAGE ORDER VALUE

- AOV: R4,467
- Insights into purchasing behaviour
- Potential for upselling and cross-selling

RECOMMENDATIONS (1/2)

PRODUCT

- Expand technology product range
- Review underperforming furniture line
- Investigate unclassified categories

SALES & MARKETING

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- Focus on high-performing regions
- Target campaigns in low-performing areas
- Strategies to increase AOV

RECOMMENDATIONS (2/2)

DATA

- Improve product categorisation
- Deepen customer behaviour analysis
- Refine data collection processes

CONCLUSION

Focus on:

PRODUCT OPTIMISATION

MARKET STRATEGIES

DATA ENHANCEMENT

THANK YOU

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