



Unveiling Top-Selling Products and Trends

AIR MARKET SALES INSIGHT'S

A Comprehensive Review of Sales Performance

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This summary is interactive.

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INTRODUCTION

This report presents an analysis of the sales of Air Market, a fictitious company that sells a variety of products. The aim is to provide an overview of sales performance, highlighting the best-selling products, the distribution of sales over time, price variation and contribution by category.

Methodology



The data analyzed was taken from sales made between January 2019 and January 2021, including metrics such as quantity sold, total turnover, unit price and product category.

Static Dashboard

For the following analysis, download the static dashboard pdf [here](#), or go to the end of the document and download the project in Bi for a better understanding of the data.

DOWNLOAD 

Analysis and Results

1. Distribution of sales by month

Sales varied significantly, with high points in January 2019 (R\$1.73 million) and July 2020 (R\$1.80 million), and low points in January 2020 and 2021 (R\$ 2.75 million).

Solutions: Implement marketing campaigns and seasonal promotions to increase sales in the low periods.



2. Top 5 Best-Selling Products

Best Selling Products:

- Colgate Toothpaste 50G - 101.47 Thousand
- Biscoito Passatempo 130G - 98.84 Thousand
- Ypê Detergent 500ml - 96.29 Thousand
- Nestlé Nescafé 50G - 95.37 Thousand
- Ypê Sanitary Water 1L - 89.53 Thousand

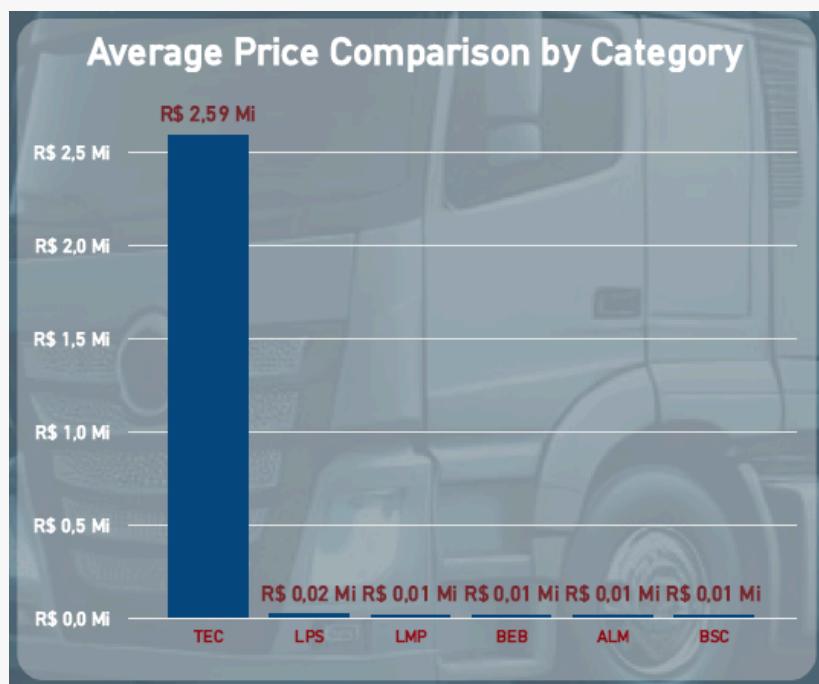
Solutions: Increase stock and promotions of best-selling products.



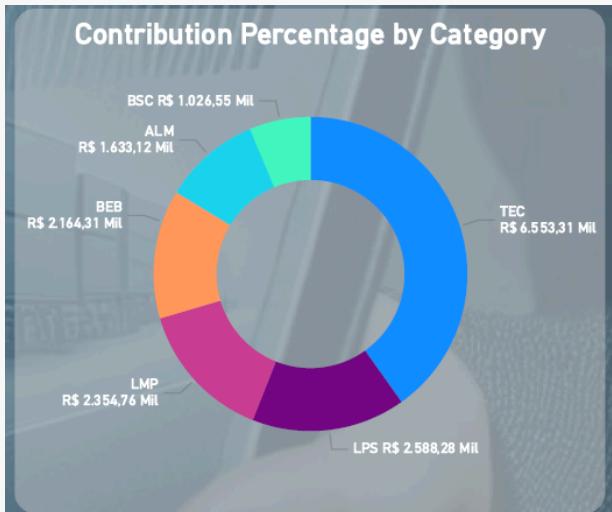
3. Average Price Comparison by Category

The TEC category has the highest average price (R\$ 2.59 Mi), while other categories vary between R\$ 0,02 Mi and R\$ 0.15 Mi.

Solutions: Adjust prices and implement marketing campaigns for categories with the highest average price.



4. Contribution Percentage by Category



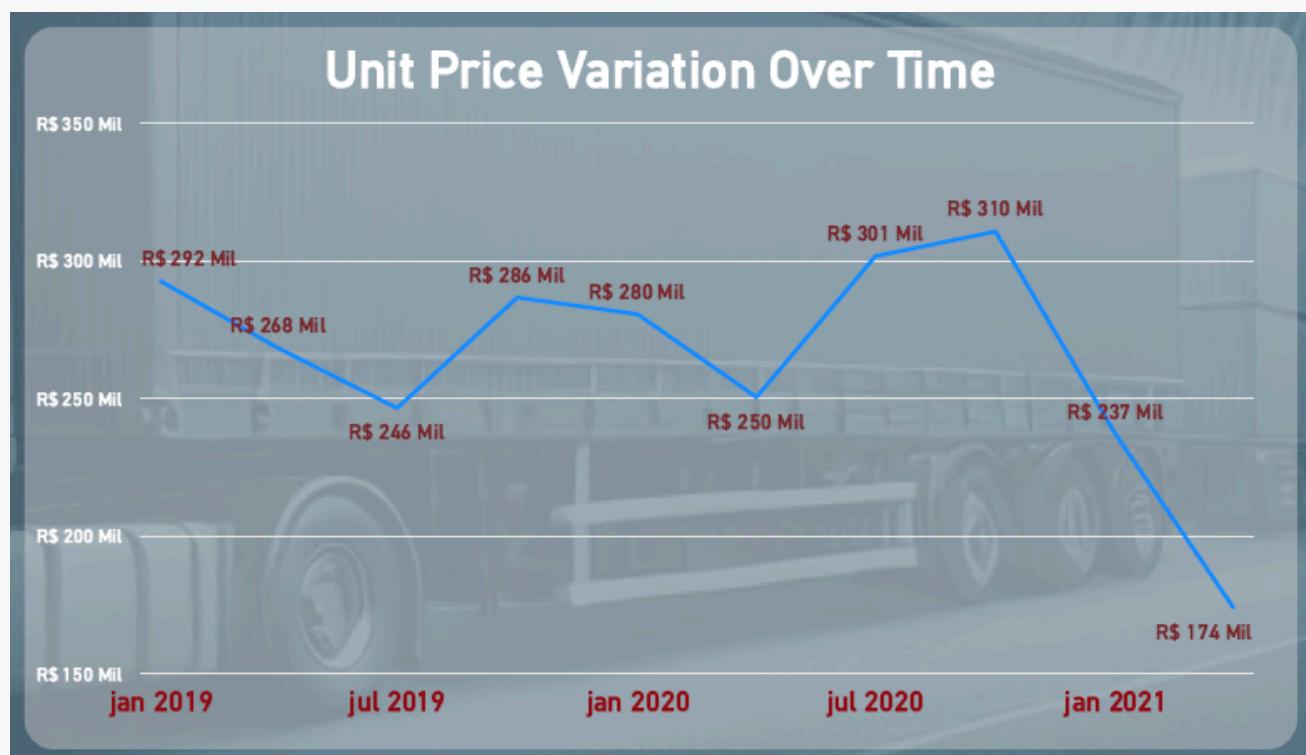
Main contributions: BSC (R\$ 1.026,55 Mil), TEC (R\$ 6,553.31 Mil), LMP (R\$ 2,354.76 Mil), BEB (R\$ 2.164,31 Mil), LPS (R\$ 2.588,28 Mil).

Solutions: Focus on marketing and sales strategies for categories with lower contribution.

5. Unit Price Variation Over Time

Prices varied from R\$292,000 to R\$310,000 between January 2019 and January 2021, with peaks in January 2020 and January 2021.

Solutions: Monitor and adjust prices according to market trends.



6. Total Turnover

Accumulated turnover was R\$ 16.32 million.

Solutions: Monitor billing to ensure revenue targets.



7. Total Number of Sales

Total sales recorded were R\$2.10 Mi.



Solutions: Implement loyalty programs to increase repeat purchases.



CONCLUSION

This report presented a comprehensive analysis of Air Market's sales performance, addressing important metrics such as sales variation over time, best-selling products and the contribution of different categories. During the analysis, we identified several solutions needed to address specific problems and maximize the company's performance.

One of the issues identified was the significant variation in monthly sales, with peaks in January 2019 (R\$1.73 million) and July 2020 (R\$1.80 million), and notable lows in January 2020 and 2021 (R\$2.75 million). This oscillation indicated the need to implement marketing campaigns and seasonal promotions, with the aim of stabilizing sales and improving performance during the low periods. Adopting these strategies can help the company to maintain a steady flow of revenue, reducing vulnerability to negative seasonality.

In addition, it was noted that the five best-selling products, such as Colgate toothpaste and Passatempo cookie, represented a significant portion of sales volume. To further capitalize on these products, it was suggested to increase stock and specific promotions for these items. This measure aims to meet the high demand and ensure continuous availability of these popular products, avoiding loss of sales due to stock shortages.

Another point of note was the discrepancy in average prices between different product categories. The TEC category, for example, had the highest average price (R\$2.59 million), while other categories ranged from R\$0.02 million to R\$0.15 million. It was recommended to adjust prices and carry out targeted marketing campaigns for these categories, with the aim of balancing the perception of value and demand between the different product categories.



The analysis also highlighted the unequal contribution of product categories to total turnover. We identified the need to focus on marketing and sales strategies for the categories with the lowest contribution, as a way of balancing the share of turnover and exploring new growth opportunities within the product line.

In terms of unit price variation over time, we identified significant fluctuations, with prices ranging from R\$292,000 to R\$310,000 between January 2019 and January 2021, which could affect the company's competitiveness in the market. The recommendation was to monitor and adjust prices according to market trends, ensuring that Air Market can maintain healthy profit margins and a competitive position.

Finally, constant monitoring of turnover and the total number of sales was identified as essential. Accumulated turnover during the period analyzed was R\$16.32 million, and the total number of sales recorded was 2.10 million. Implementing loyalty programs was a proposed solution for increasing repeat purchases, strengthening the customer base and promoting sustainable growth.

In summary, this report has not only presented a detailed analysis of Air Market's sales performance, but has also provided practical and strategic solutions to the problems identified. Implementing these solutions will enable Air Market to optimize its operations, improve its sales performance and achieve continued growth in the market.

A photograph of a construction worker from the waist up. He is wearing a white hard hat, an orange high-visibility safety vest over a grey shirt, and dark trousers. He is looking down at a white clipboard he is holding with both hands, with a pen resting on it. The background is slightly blurred, showing what appears to be a construction site or industrial building.

To view the detailed graph,
please click on the link below:

 Click here to download e access
the graph

This graph provides a comprehensive overview of the metrics and trends we are analyzing. Be sure to explore it to gain additional insights and better understand the data presented.

