SALES PERFORMANCE ANALYSIS

DASAS

PY: $221.9M
YOY: -2.7%

SALES
215.98M

PY: 3.3M
YOY: -2.1%

QUATITY SOLD
3M

PY: 3.3M
YOY: -3.3%
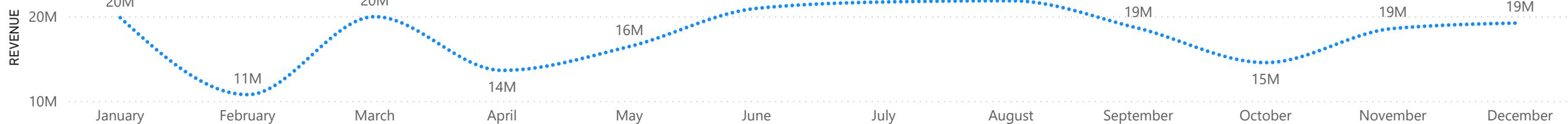
**ORDERS**
3M

YEAR
2022 | 2023

MONTHLY SALES

REVENUE

20M — 20M (January), 11M (February), 20M (March), 14M (April), 16M (May), 21M (June), 22M (July), 22M (August), 19M (September), 15M (October), 19M (November), 19M (December)
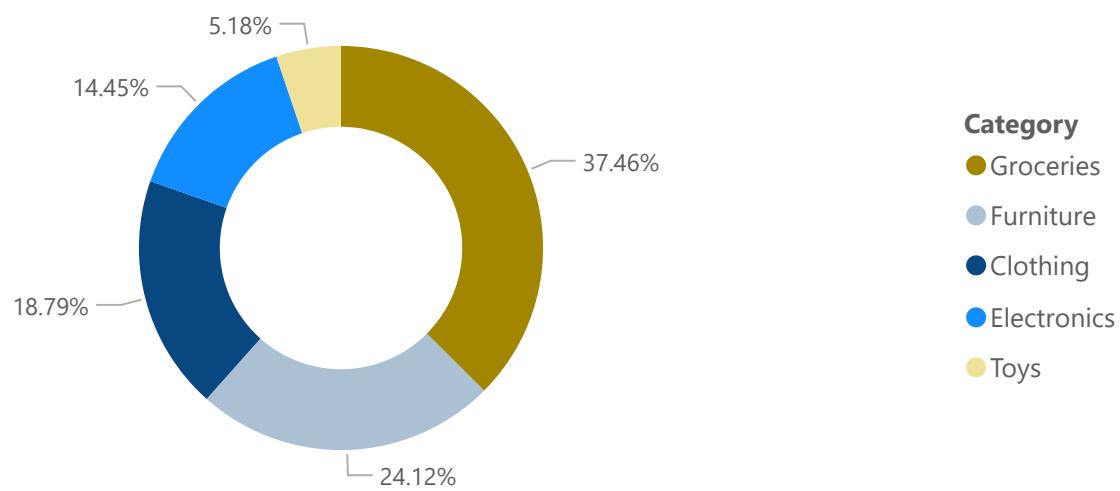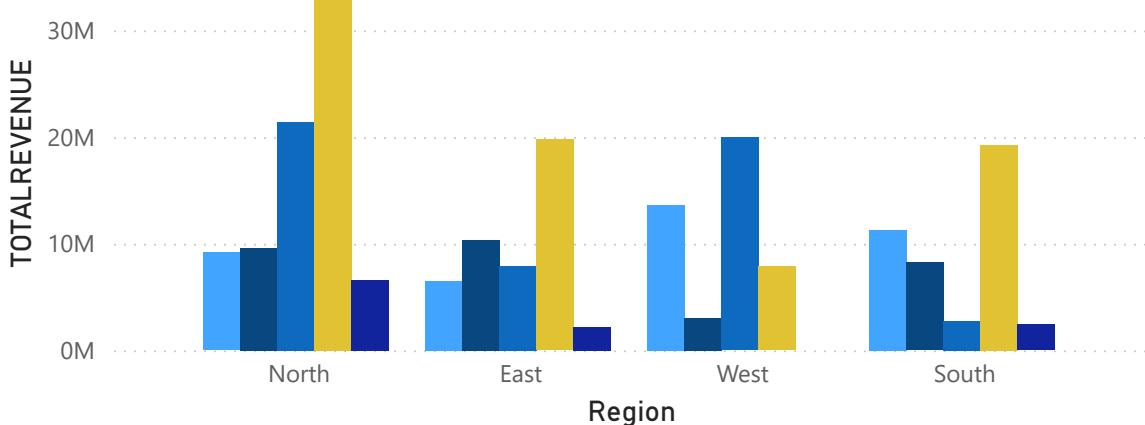
BEST SELLING PRODUCT CATEGORY

- 37.46%
- 24.12%
- 18.79%
- 14.45%
- 5.18%

Category
- Groceries
- Furniture
- Clothing
- Electronics
- Toys
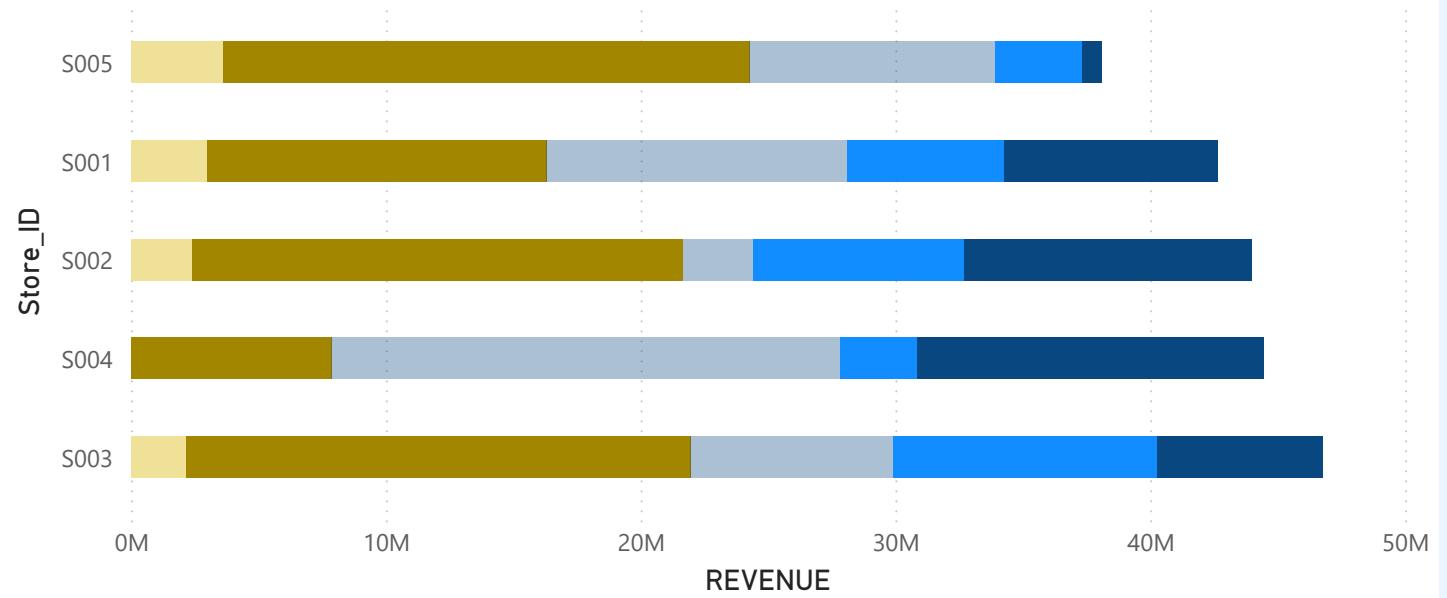
SALES BY REGION

Category ● Clothing ● Electronics ● Furniture ● Groceries ● Toys

TOTALREVENUE
30M, 20M, 10M, 0M

Region: North, East, West, South
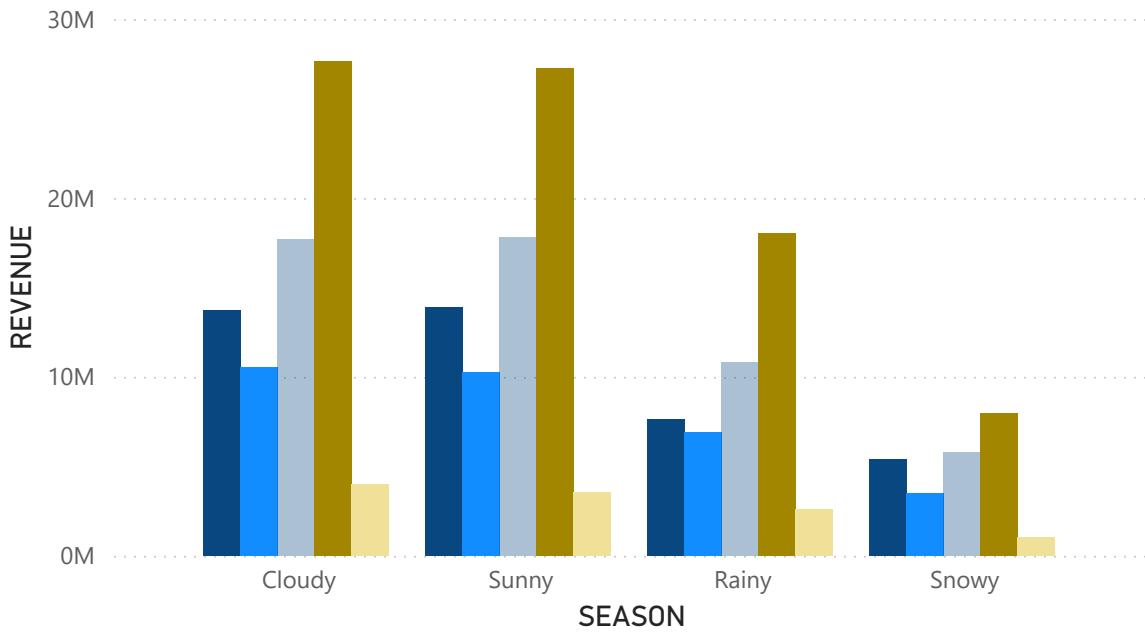
BEST SELLING CATEGORY PER STORE

Category ● Toys ● Groceries ● Furniture ● Electronics ● Clothing

Store_ID: S005, S001, S002, S004, S003

REVENUE: 0M, 10M, 20M, 30M, 40M, 50M

BEST SELLING PRODUCTS BY SEASON

Category ● Clothing ● Electronics ● Furniture ● Groceries ● Toys

REVENUE: 30M, 20M, 10M, 0M

SEASON: Cloudy, Sunny, Rainy, Snowy


1.THERE WAS A 3% DECREASE IN SALES FROM 2022 TO 2023 PARTLY DUE TO THE EFFECT OF EPIDEMIC ; 1st AND 3RD QUATERS HAD MORE SALES

2.GROCERIES AND FURNITURE PERFORMED REALLY WELL ,WHILE TOYS HAD THE LOWEST SALES.

3. STORE S003 PERFORMED WELL STORE WHILE S004 LED THE WAY WITH THE HIGHEST FURNITURE SALES .

4.INVENTORY(STOCK) LEVEL EXCEEDED THE NUMBER OF QUANTITY ORDERED AND SOLD SHOWING A WEAK DEMAND ALIGNMENT .

5.UNPROMOTED PRODUCTS RECORDED HIGER SALES COMPARED TO PROMOTED GOODS WHICH SUGGEST THE PROMOTIONAL STRATEGIES ARE NOT VERY EFFECTIVE IN DRIVING DEMAND.

6.10% AND 5% DISCOUNT BROUGHT THE MOST SALES WHILE HIGHER DISCOUNT TEMPORARILY BOOSTED UNITS ORDERED AND SOLD,DEEPER DISCOUNTING REDUCED OVERALL REVENUE .

7.EPIDEMIC CAUSED 85% DECREASE IN SALES .
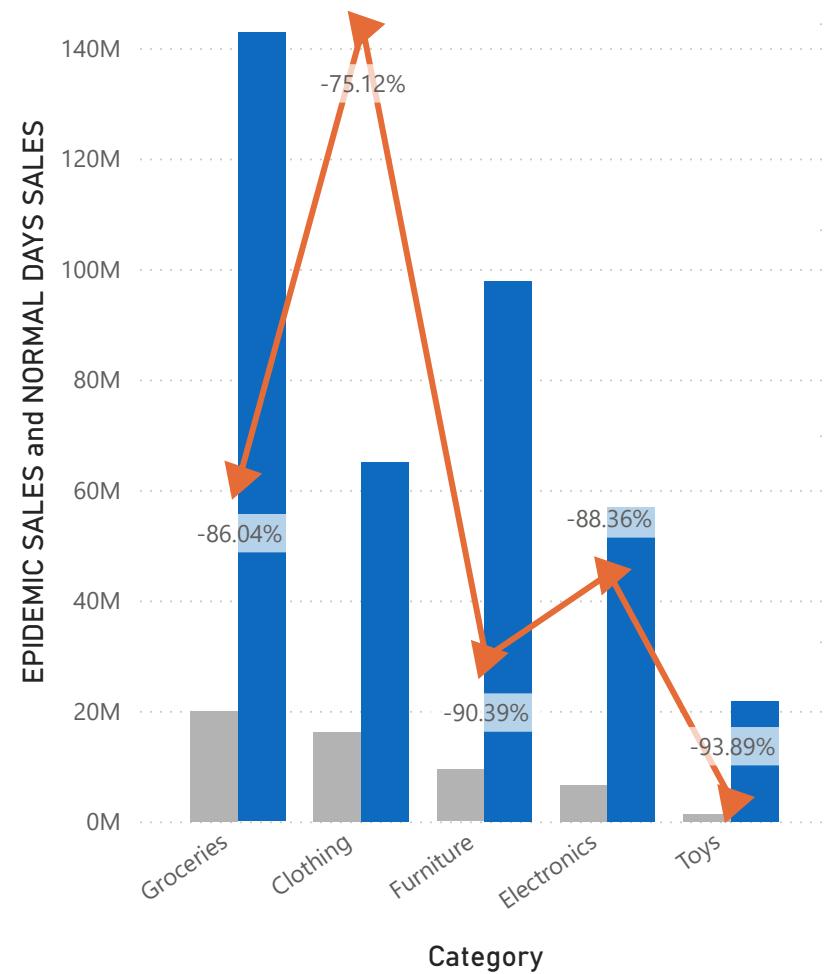
5.NORTH REGION LED IN SALES, WHILE CLOTHING'S STRONG PERFORMANCE IN THE SOUTH AND WEST HIGHLIGHTS REGIONAL GROWTH OPPORTUNITIES

RECOMENDATION

1 BUSINESS SHOULD FOCUS ON IMPROVING PROMOTIONAL PLANNING,OPTIMIZING INVENTORY AND ALIGNING STOCK WITH REAL DEMAND TREND

2. APPLY SMART DISCOUNTING TO BALANCE SALES

3.BUILD BUSINESS RESILENCE TO REDUCE THE IMPACT OF
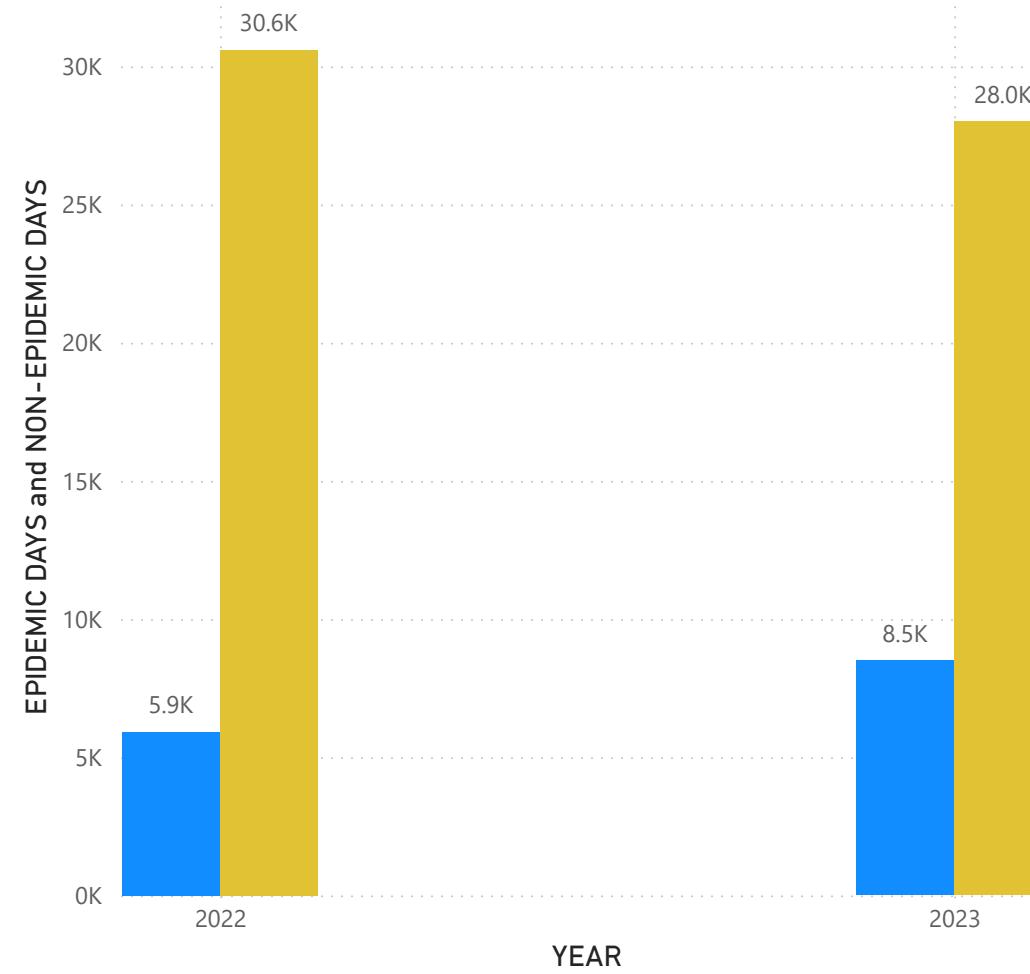
EPIDEMIC IMPACT ON SALES

● EPIDEMIC SALES ● NORMAL DAYS SALES ▬ EPIDEMIC SALES%

-75.12%
-86.04%
-88.36%
-90.39%
-93.89%

Category
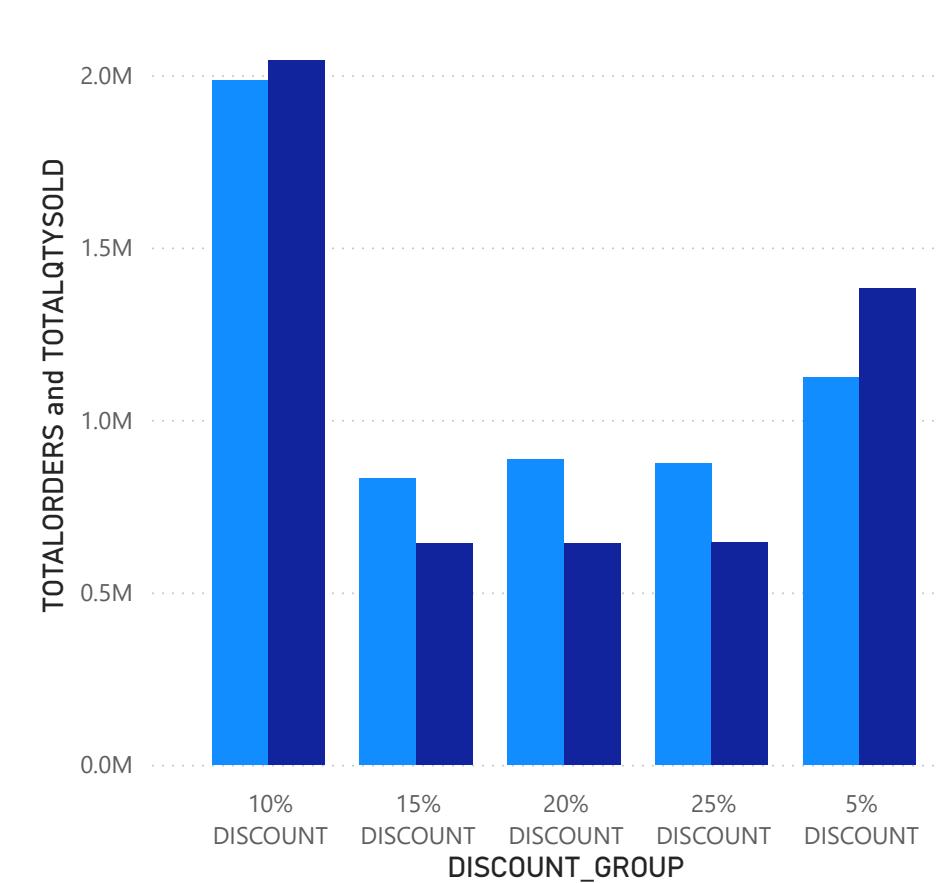
COUNT OF EPIDEMIC DAY (2023 HAD MORE EPIDEMIC IMPACT))

● EPIDEMIC DAYS ● NON-EPIDEMIC DAYS

30.6K
5.9K
8.5K
28.0K

2022   2023

YEAR
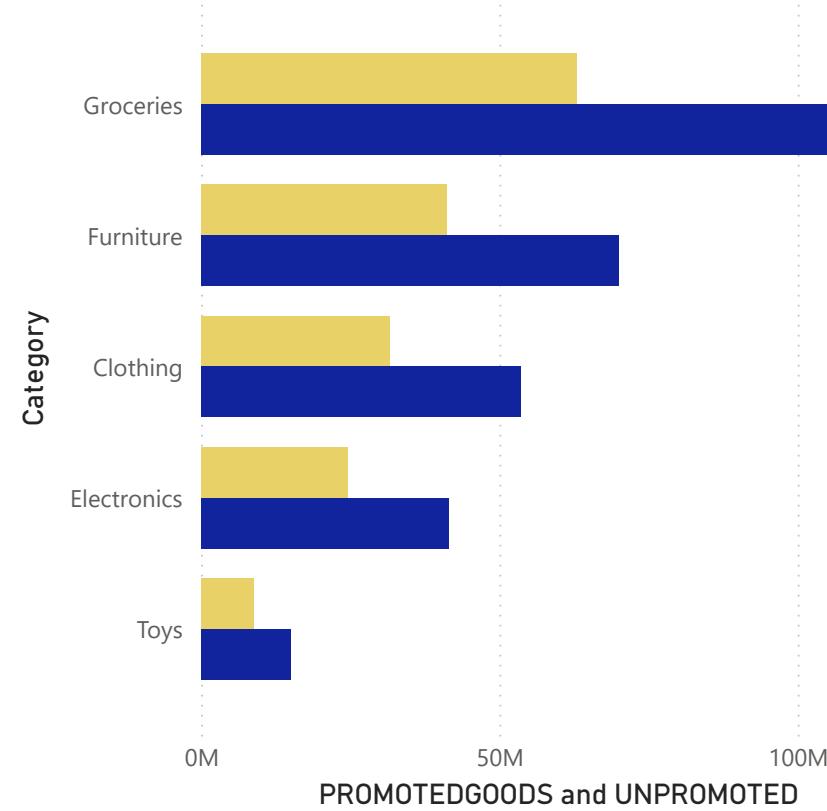
DISCOUNT IMPACT ON SALES

● TOTALORDERS ● TOTALQTYSOLD

10% DISCOUNT   15% DISCOUNT   20% DISCOUNT   25% DISCOUNT   5% DISCOUNT

DISCOUNT_GROUP
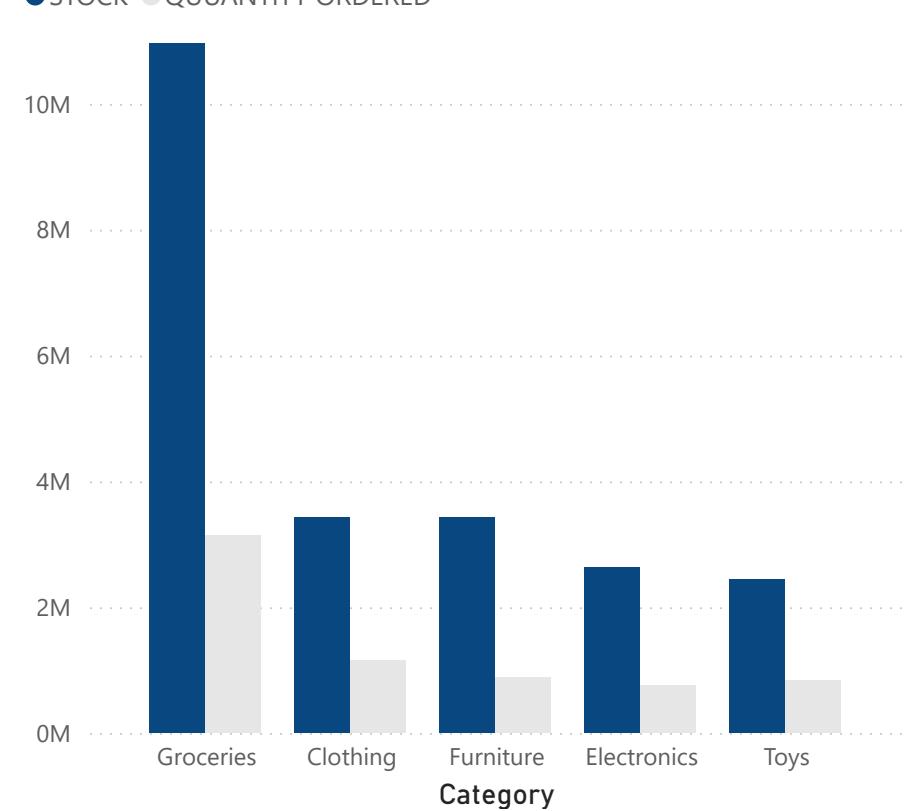
PROMOTED GOODS VS UNPROMOTED GOODS

● PROMOTEDGOODS ● UNPROMOTED

Groceries
Furniture
Clothing
Electronics
Toys

0M   50M   100M

PROMOTEDGOODS and UNPROMOTED

STOCK LEVELS VS ORDER QUANTITY (PRODUCTS ARE OVERSTOCKED)

● STOCK ● QUUANTITY ORDERED

Groceries   Clothing   Furniture   Electronics   Toys

Category

COMPETITOR'S PRICE VS DASAS PRICE

● Competitor_Price ● Dasas Price

Furniture   Electronics   Clothing   Groceries   Toys

Category