
Data-Driven Storytelling Presentation:

Sales Insights: Driving Growth by Data

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Account Sales Analysis (2017-2021)



- . “Data are just summaries of thousands of stories—tell a few of those stories to help make the data meaningful.”

~ Dan Heath

DATA ANALYSIS AND VISUALIZATION

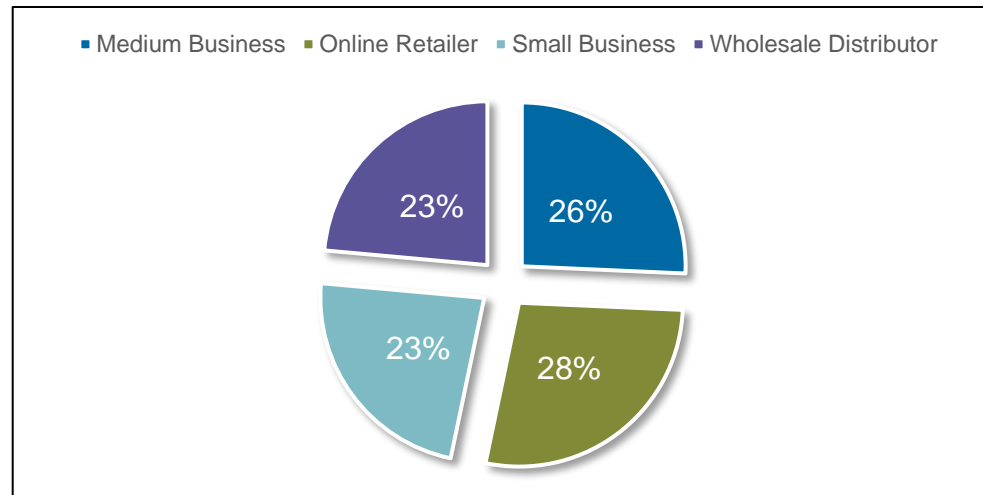
The focus here is on the percentage distribution of sales/revenue across four key segments: Medium Business, Small Business, Online Retailer, and Wholesale Distributor.

Key Insights:

1. Online Retailer: This segment represents **28%** of the total business distribution, making it the largest contributor. The continued growth of e-commerce and online purchasing behavior may be a driving factor.

2. Medium Business: Medium businesses account for **26%** of the overall distribution, indicating a strong reliance on medium-sized companies.

3. Small Business & Wholesale Distributor: Both segments contribute equally at **23%** each. Although they currently form a smaller share of the business, their equal representation indicates that neither should be overlooked.



DATA ANALYSIS AND VISUALIZATION

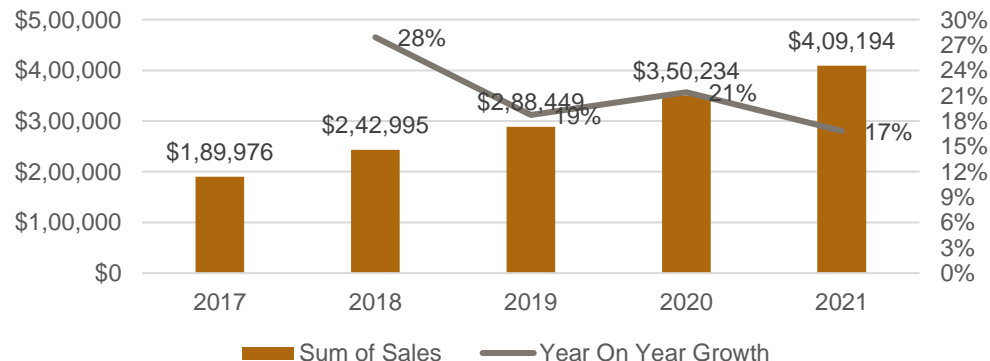
Key Insights:

1. Sales Performance:

1. **2017:** The company recorded sales of **\$189,976**.
2. **2018:** A significant increase in sales is observed, reaching **\$242,995**, which represents a strong **28% YoY growth**. This spike may indicate the success of any new product launches, marketing initiatives, or market expansions during this year.
3. **2019:** Sales climbed to **\$288,449**, although the growth rate dipped to **19% YoY**, which is a decline from the previous year's performance.
4. **2020:** Sales reached **\$350,234** with **21% YoY growth**—a notable recovery from 2019. This suggests strong market performance despite potential external challenges.
5. **2021:** The highest sales were recorded in 2021, at **\$409,194**, but the YoY growth rate decreased to **17%**. While sales increased, the lower growth rate could reflect market saturation or competitive pressure.

2. Year-on-Year Growth Trends:

1. The **YoY growth rate** saw a peak of **28% in 2018** but declined slightly in subsequent years. By **2021**, YoY growth stood at **17%**, indicating a steady, albeit slower, increase.
2. Despite this downward trend in growth rate, overall sales volume continued to increase, suggesting the need to focus on strategies that boost growth momentum in future years (e.g., product diversification, new market entry, or digital transformation initiatives).



DATA ANALYSIS AND VISUALIZATION

Key Insights:

1. Medium Business:

The **Medium Business** segment has the highest CAGR at **57%**, indicating robust and sustained growth. This high growth could be attributed to the scalability and adaptability of medium businesses, which likely respond well to new opportunities and operational improvements.

2. Online Retailer:

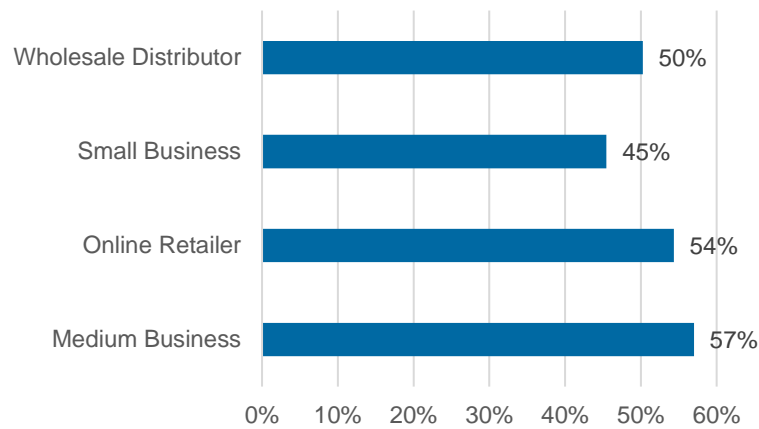
The **Online Retailer** segment follows closely with a **54% CAGR**, showing significant growth driven by the increasing shift to e-commerce platforms and online sales channels.

3. Wholesale Distributor:

Wholesale distributors show a **50% CAGR**, which is quite strong but slightly lower than the top two segments. This steady growth reflects stable demand from larger customers or bulk buyers.

4. Small Business:

The **Small Business** segment, with a **45% CAGR**, demonstrates steady growth but lags behind the other categories. While small businesses show potential, they may face more resource or scalability constraints compared to medium or online retailers.



Summary

•Business Segment Distribution (Pie Chart):

- The business is fairly evenly distributed among four segments: **Online Retailer (28%)**, **Medium Business (26%)**, **Small Business (23%)**, and **Wholesale Distributor (23%)**.
- Online Retailers and Medium Businesses currently drive the highest share of overall business, but Small Businesses and Wholesale Distributors also hold significant portions.

•Sales and Year-on-Year (YoY) Growth (Bar & Line Chart):

- Over the past five years (2017-2021), sales have consistently increased, from **\$189,976 in 2017** to **\$409,194 in 2021**.
- While the **YoY growth rate peaked at 28% in 2018**, it has been gradually declining, reaching **17% by 2021**. This signals steady sales growth, but with a slowing rate of acceleration.

•CAGR Across Segments (Bar Chart):

- The **CAGR** shows the long-term growth of the various segments. **Medium Businesses (57%)** and **Online Retailers (54%)** exhibit the strongest long-term growth.
- Wholesale Distributors (50%)** and **Small Businesses (45%)** show stable but lower growth compared to the top-performing segments.

Recommendation

1. Focus on High-Growth Segments:

- **Medium Businesses** and **Online Retailers** are your top-performing segments in terms of both revenue distribution and long-term growth (CAGR). It's recommended to:

- **Increase investments** in targeted marketing campaigns or partnerships for these segments.
- **Expand service offerings** tailored to these segments, such as premium products, loyalty programs, or digital services.

2. Improve YoY Growth:

- Despite strong sales increases, the declining **YoY growth rate** suggests the business may face external pressures such as market saturation or competition.

- Introduce **new product lines** or services to stimulate growth.
- Consider **geographic expansion** or tapping into new markets to accelerate growth.
- Focus on improving **customer retention strategies**, as maintaining a loyal customer base can contribute to consistent YoY growth.

3. Maximize Wholesale Distributor Potential:

- The **Wholesale Distributor** segment, while stable, presents an opportunity for optimization.
 - Improve **supply chain efficiencies** to reduce costs and increase margins.
 - Strengthen **bulk purchasing incentives** to motivate larger orders from distributors.

Conclusion:

To maintain and enhance overall growth, the strategy should emphasize **investment in high-growth segments (Medium Businesses and Online Retailers)**, revitalize the performance of **Small Businesses**, and **address the declining YoY growth rate** through innovation and market expansion. By focusing on these key areas, the company can sustain strong performance while ensuring growth across all segments.