

Strive Company-Owned Stores Performance Analysis

Project Overview

Strive, a gym equipment retailer, is evaluating the performance of its five company-owned stores - three in the US and two in the UK. The company is considering opening a **third store in the UK** to balance its store distribution and wants to determine if this is a strategic move. The **dashboard provides key insights into sales, product performance, and store comparisons** to aid in executive decision-making.

Objective

The primary goal of this analysis is to:

- Assess the performance of existing stores.
- Determine whether expansion in the UK is viable.
- Evaluate whether the new UK store should carry **the full inventory** or focus on **high-performing product categories**.
- Provide insights into sales trends and category performance to guide strategic decision-making.

Data Insights & Key Findings

1. Overall Sales Performance

- **Stable Annual Sales:** ~\$1M-\$1.2M per year, with 2021 being the peak.
- **US vs UK Comparison:**
 - US outperforms UK in both sales and quantity.
 - US has a higher total sales difference (~\$470K) and quantity difference (~2K units).
 - However, the US has **three stores**, while the UK has **two**.

2. Sales Trends & Seasonality

Disclaimer:

The following trend observations are based on a **moving monthly average**, which smooths out day-to-day and month-to-month fluctuations to provide a clearer view of long-term performance trends. These trends should not be interpreted as immediate fluctuations but rather as a reflection of broader patterns that emerge over time.

- **No clear seasonal pattern**, but yearly fluctuations exist.
- **2020**: Strong start (~\$4.5K at the beginning of January), steep decline by the end of January (~\$2.2K), then steady (~\$2.9-\$3.5K).
- **2021**: Growth until July where the highest point was hit (~\$4.1), then decline.
- **2022**: A lot of fluctuating, with the start and the end of the year on a similar level (~\$3.6k).
- **2023**:
 - **US**: First three quarters were steady (\$2.1k-\$2.5k), then sales drop from ~\$2.9K in September to ~\$2.1K in December.
 - **UK**: Peaked in January (~2.7K), declined until May (~1.9K), recovered until November (~2.5K), then dropped again (~2.1K).
 - UK sales trends **mirror quantity trends**.

3. Sales Distribution by Store

- No major outliers - each store contributes **18%-22% of total sales**.
- Indicates **consistent performance across locations**.

4. Product Performance & Inventory Strategy

- **Best-Selling Categories by Sales**:
 - **Cardio Equipment (\$2.8M)** > Strength Training (\$1.3M) > Recovery & Wellness (\$203K) > Functional Fitness (\$181K).
- **Best-Selling Categories by Quantity**:
 - **Cardio Equipment (2,894 units)** > Recovery & Wellness (2,237) > Functional Fitness (2,212) > Strength Training (2,163).
- **Key Insights**:
 - **Strength Training (UK 2023)**: 2nd in Sales, but **4th in Quantity Sold**.
 - Should Strive **push high-revenue items** that sell less or **focus on high-quantity products**?

Business Recommendations

1. Expansion Decision (New UK Store)

- Opening a **third UK store** can help balance store distribution and **increase market share**.
- However, careful inventory selection is necessary to **maximize profitability**.

2. Optimized Inventory Strategy for the New Store

- **Keep pushing Cardio Equipment** (proven top performer).
- **Increase focus on Strength Training** due to its high revenue per unit—potential for both revenue and volume growth.

- Consider limiting **Functional Fitness & Recovery and Wellness** in the new store, focusing on high-performing categories first, and expanding based on results.

3. Monitor Seasonal Trends & Adapt Marketing Strategy

- Although no clear seasonal pattern exists, fluctuations indicate **market behavior shifts**.
- Strive should **track future sales trends** and optimize promotions accordingly.

Target Audience

- This dashboard is designed for **executives** to make strategic business decisions on expansion and inventory optimization.

Dashboard Visualizations:



Figure 1: Dashboard overview with the focus on units sold

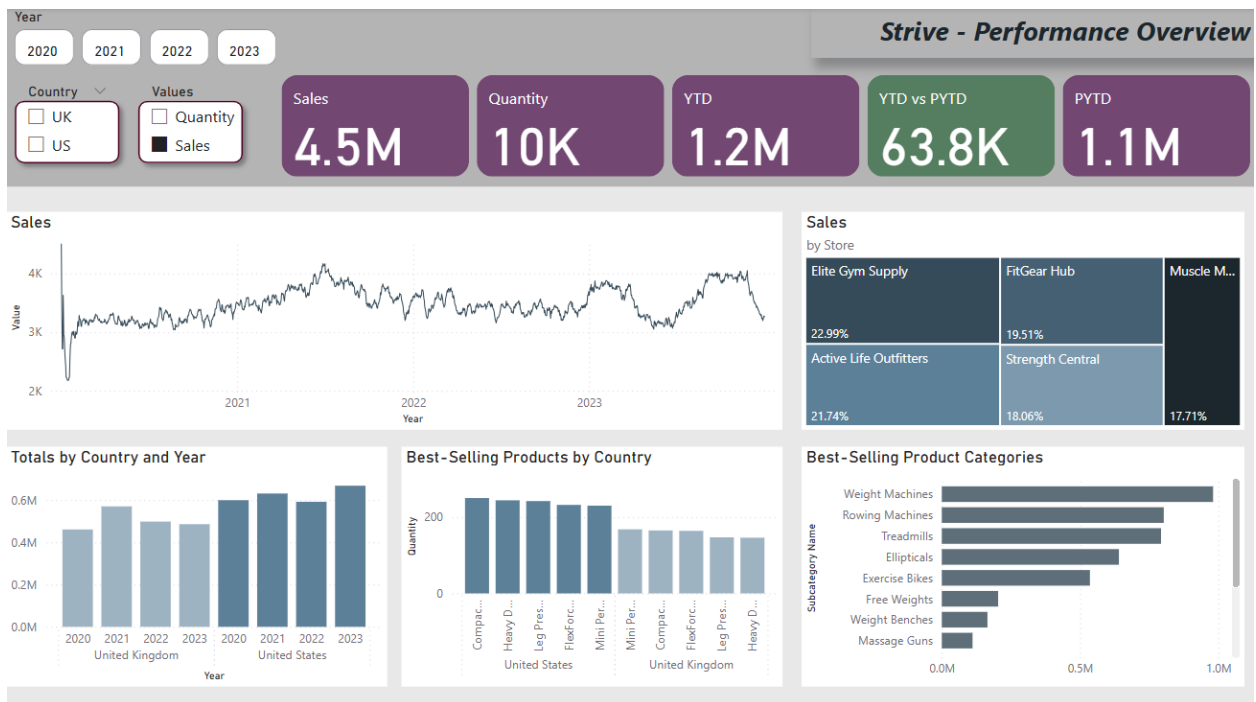


Figure 2: Dashboard overview with the focus on sales

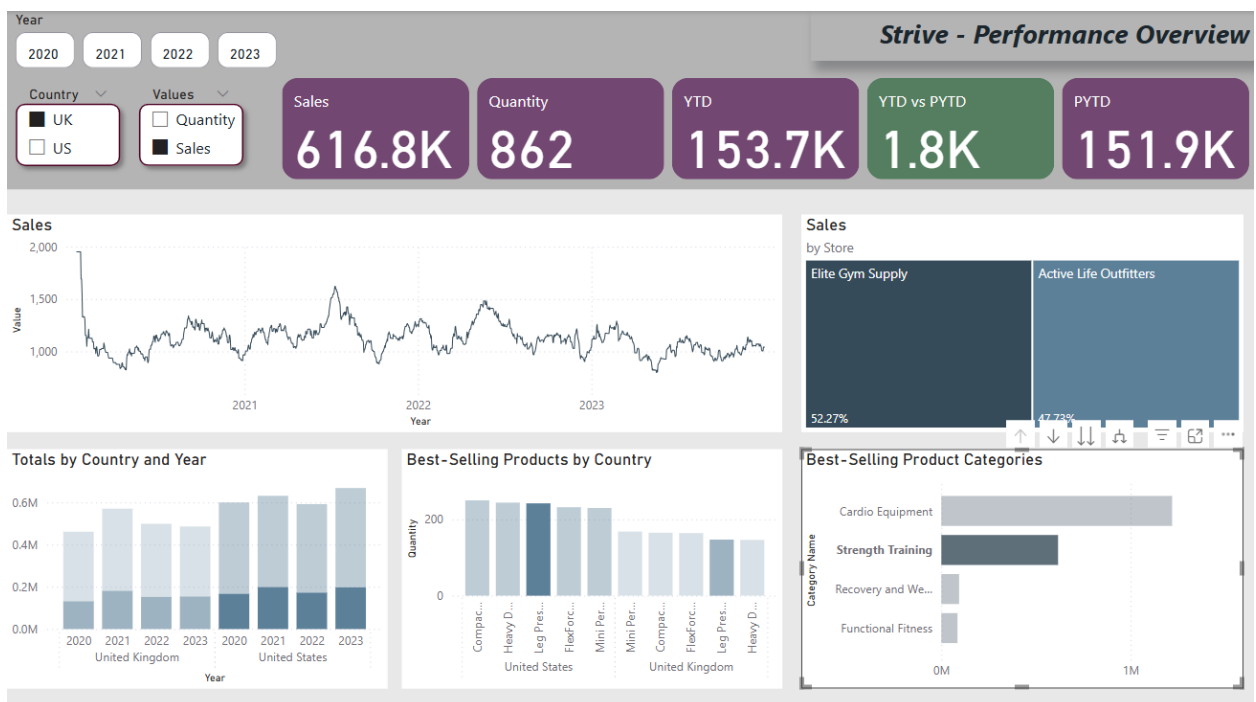


Figure 3: UK Sales for Best-Selling Category (Strength Training). The dashboard shows UK sales data with the slicer applied to filter for the UK and sales, highlighting the Strength Training category within the "Best-Selling Category" chart.

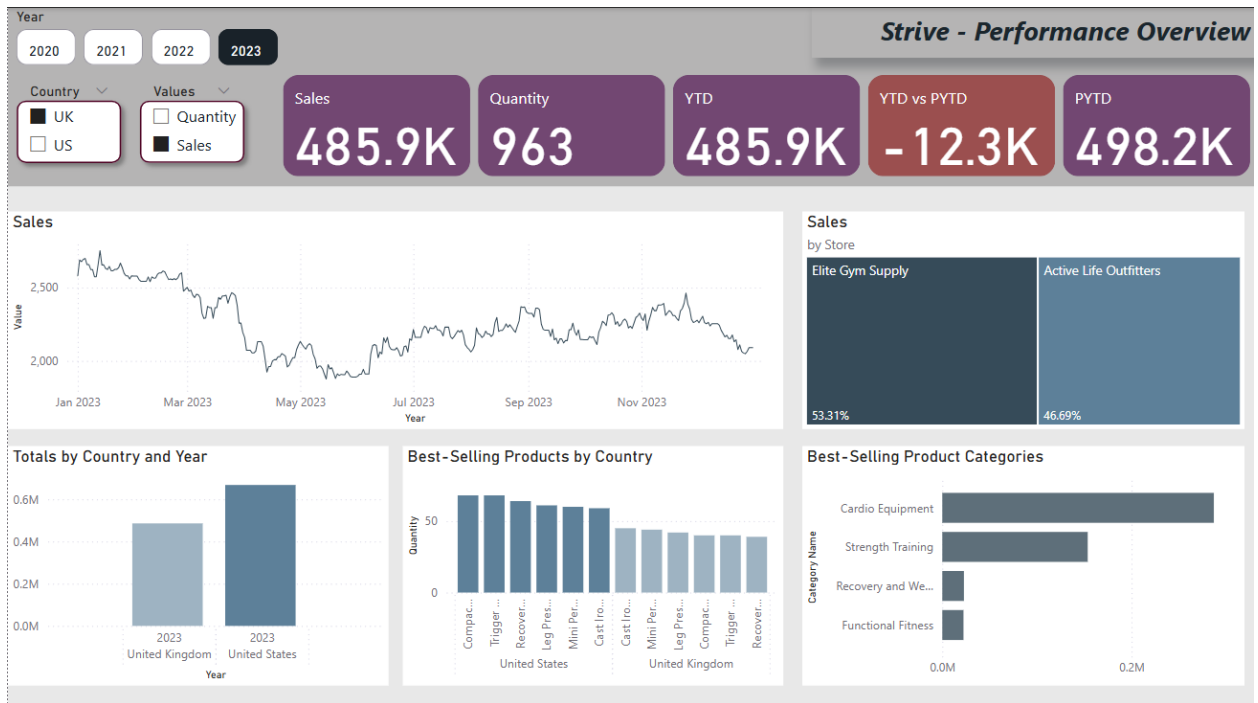


Figure 4: UK Sales for 2023 with slicers applied to filter by country and year.

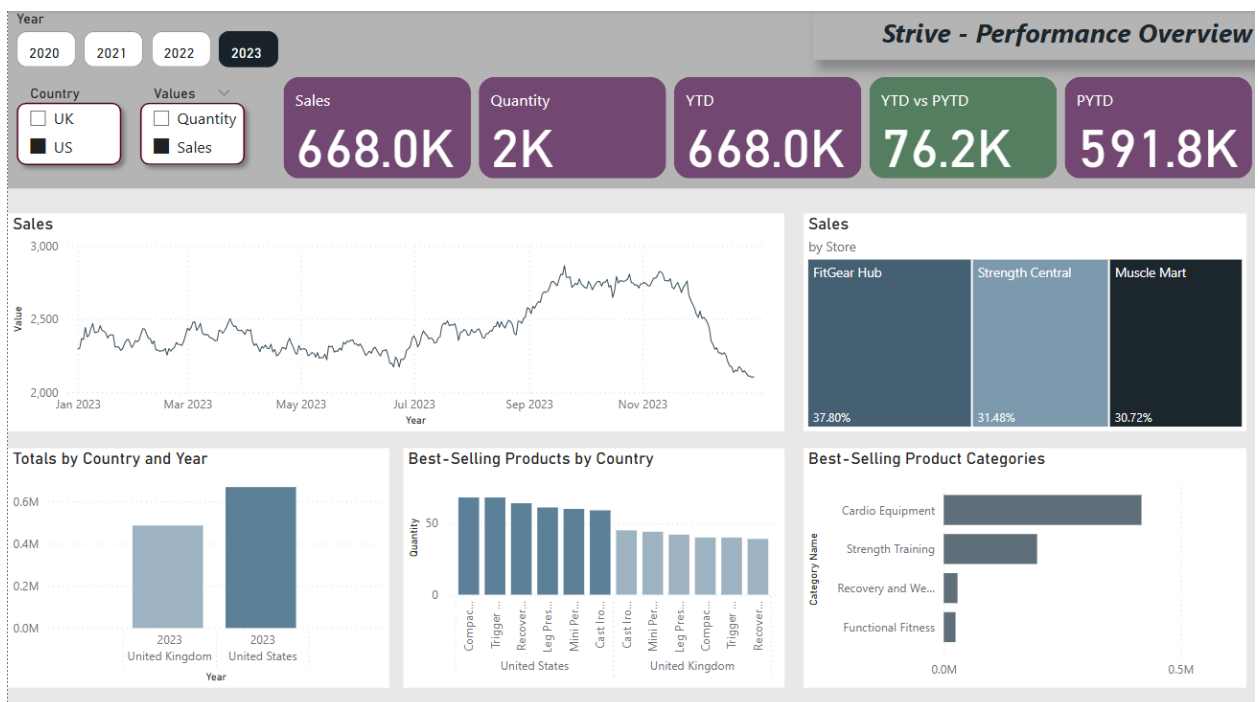


Figure 5: US Sales for 2023 with slicers applied to filter by country and year.

Disclaimer

This project is **fictional** and created for analytical and portfolio purposes. The data and insights presented do not represent real-world business operations.

This documentation ensures that all key findings, business implications, and recommendations are clearly outlined, making the dashboard actionable and valuable for decision-makers.