

Sales Analysis Report

Quarterly Performance Overview



Executive Summary

This report provides a comprehensive analysis of sales performance for the past fiscal year. Key findings include:

- Total sales revenue of \$10.2M, representing a 15% increase from the previous year
- Highest performing product categories: Electronics (32%), Furniture (28%), and Office Supplies (25%)
- Northeast region showing the strongest growth at 22% year-over-year
- Customer retention rate improved to 78%, up from 72% last year

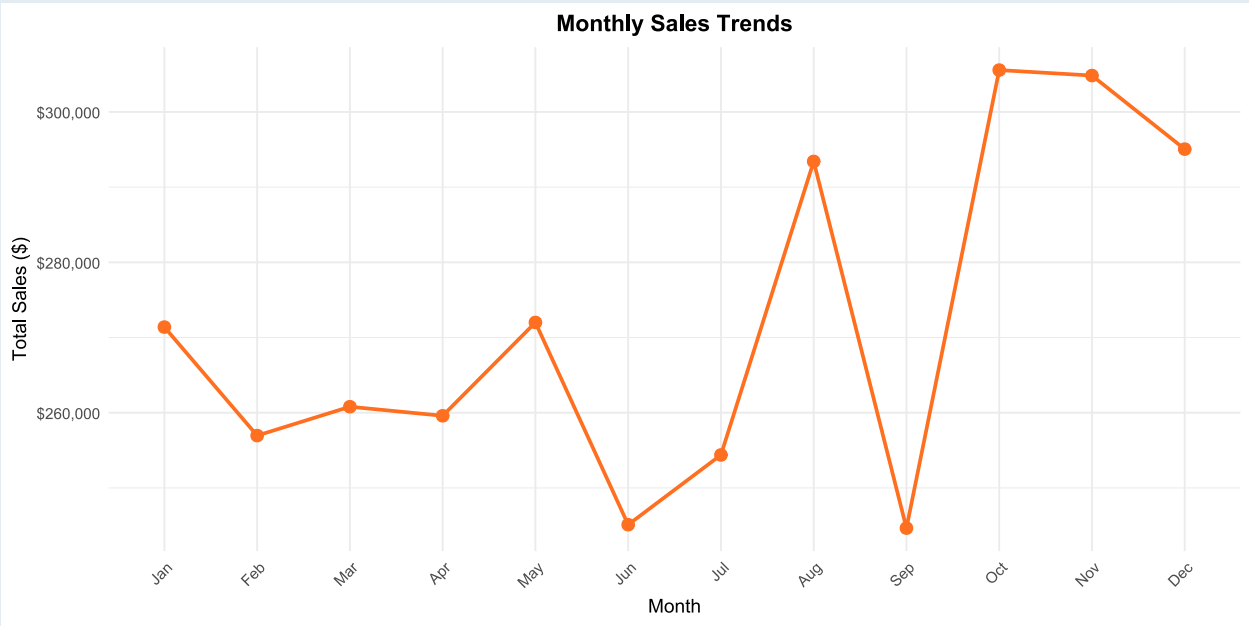
Data Overview

order_id	order_date	region	customer_segment	category	state	subcategory	sales	quantity	discount	profit	ship_mode	quarter	month
ORD-61662	2023-10-25	Northeast	Small Business	Electronics	RI	Accessories	1,222.0483	2	0.00	342.17353	Standard	Q4	Oct
ORD-67869	2023-09-15	Southeast	Corporate	Furniture	AL	Chairs	1,443.9305	4	0.05	577.57220	Express	Q3	Sep
ORD-12985	2023-01-22	Midwest	Consumer	Electronics	WI	Appliances	1,960.9772	8	0.00	588.29316	Standard	Q1	Jan
ORD-39924	2023-09-29	Southeast	Small Business	Electronics	KY	Computers	1,114.2037	2	0.00	334.26110	Same Day	Q3	Sep
ORD-78292	2023-11-15	West	Home Office	Furniture	CO	Bookshelves	519.2021	7	0.00	129.80053	Express	Q4	Nov
ORD-72554	2023-01-25	Northeast	Home Office	Furniture	MA	Bookshelves	269.0673	2	0.00	80.72019	Standard	Q1	Jan

Sales Performance Analysis

Revenue Trends

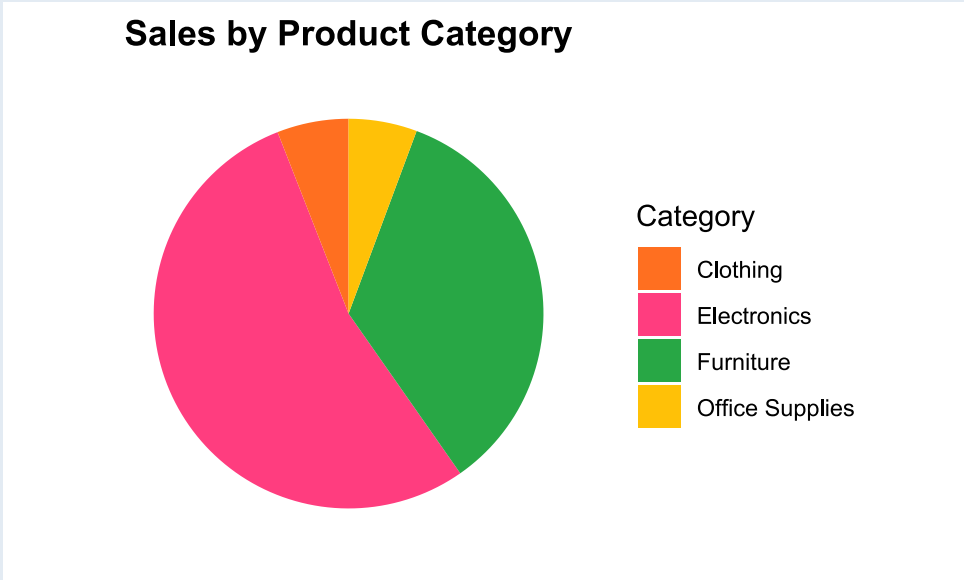
Monthly Revenue



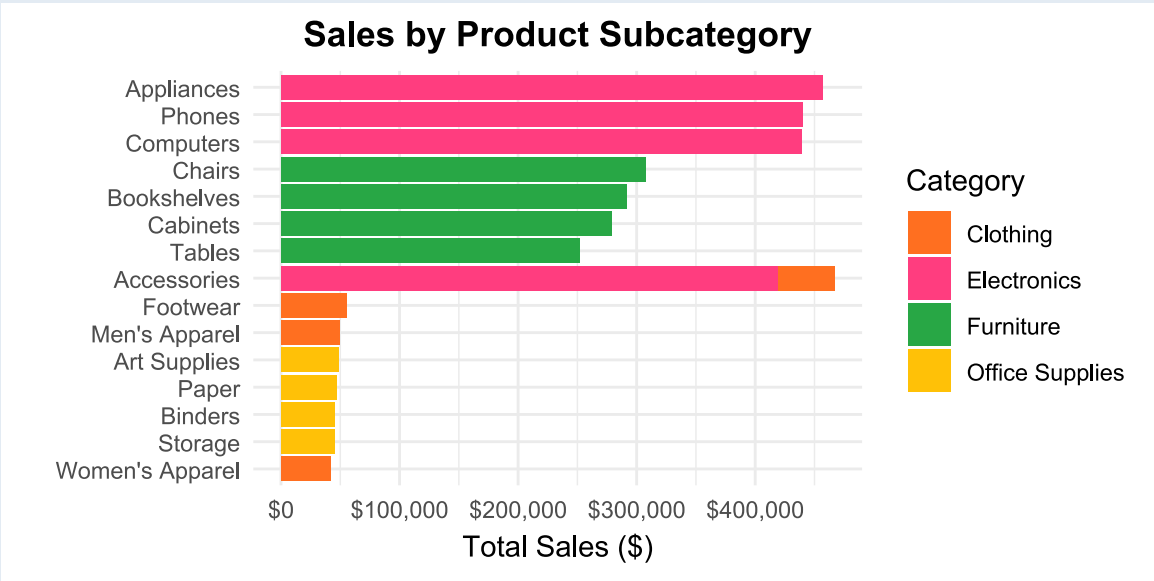
Quarterly Performance

quarter	total_sales	total_profit	profit_margin	order_count	avg_order_value
Q1	\$789,148	\$235,663	0.3%	1,187	\$665
Q2	\$776,706	\$230,865	0.3%	1,212	\$641
Q3	\$792,458	\$236,390	0.3%	1,265	\$626
Q4	\$905,458	\$271,871	0.3%	1,336	\$678

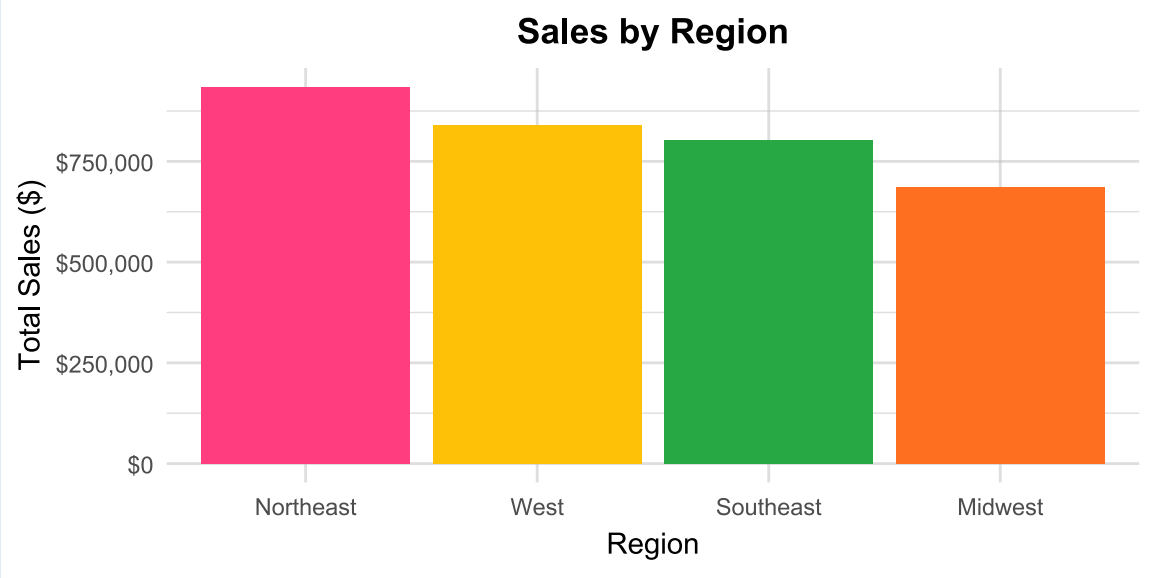
Category Analysis



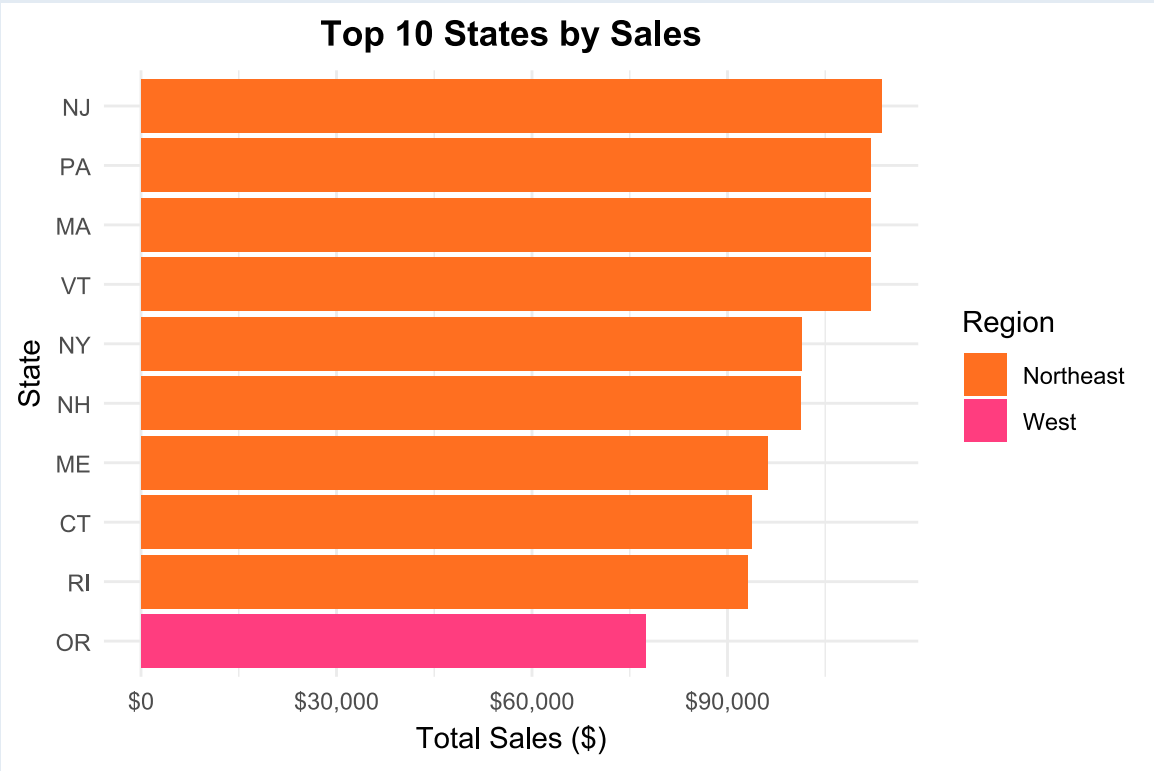
Subcategory Performance



Regional Analysis



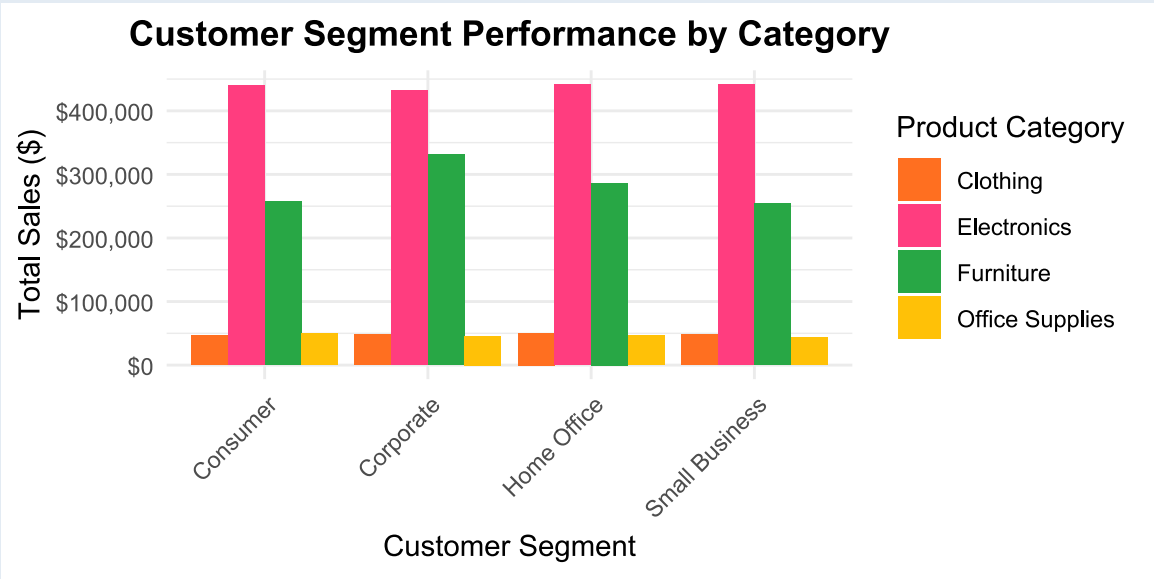
State-level Analysis



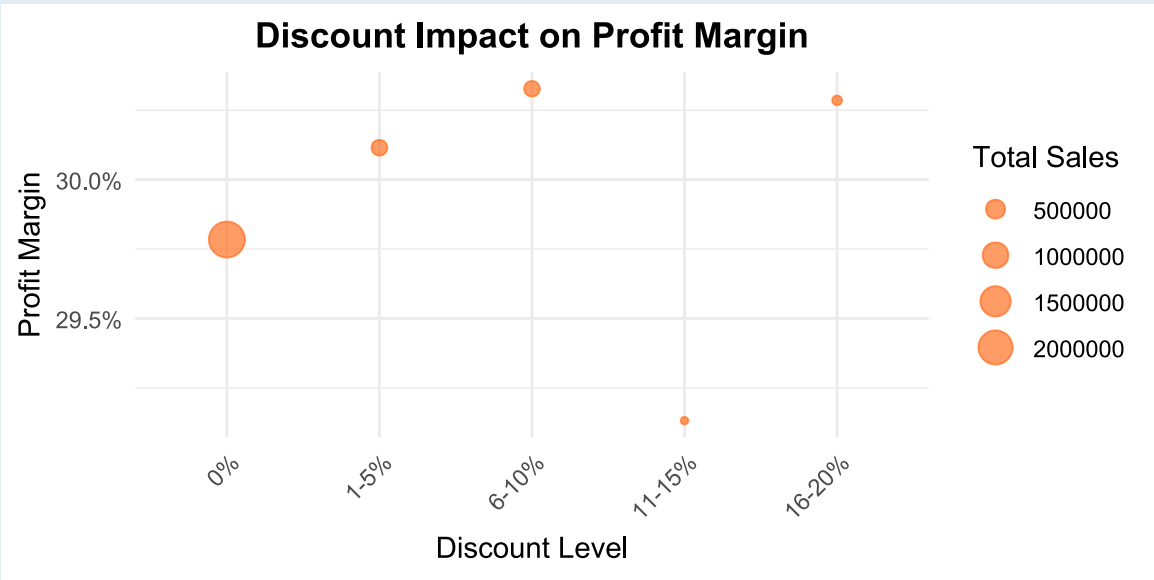
Customer Segment Analysis

customer_segment	total_sales	total_profit	profit_margin	order_count	avg_order_value
Corporate	\$858,063	\$258,318	0.3%	1,296	\$662
Home Office	\$825,650	\$248,082	0.3%	1,268	\$651
Consumer	\$793,546	\$234,855	0.3%	1,229	\$646
Small Business	\$786,511	\$233,534	0.3%	1,207	\$652

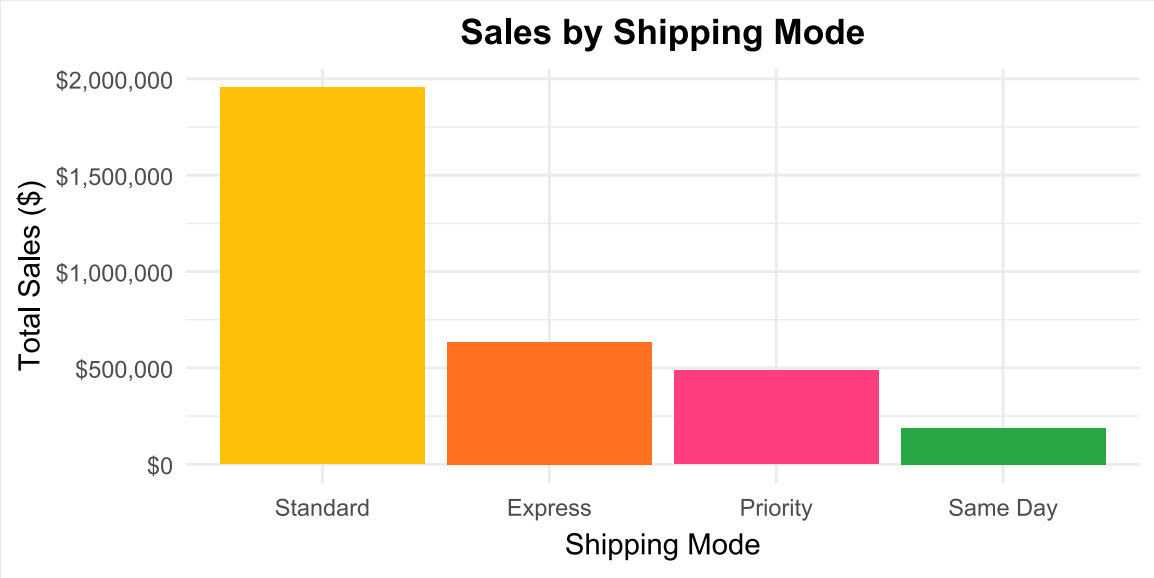
Segment Performance by Category



Discount Analysis



Ship Mode Analysis



Key Insights and Recommendations

Top Performing Products

category	subcategory	total_sales	total_profit	profit_margin
Electronics	Computers	\$439,317	\$136,627	0.3%
Electronics	Appliances	\$456,898	\$134,259	0.3%
Electronics	Phones	\$439,949	\$128,643	0.3%
Electronics	Accessories	\$419,013	\$121,150	0.3%
Furniture	Chairs	\$307,782	\$91,834	0.3%

Key Insights

Based on the analysis, here are some key insights:

1. Seasonal Patterns: Sales show a clear seasonal pattern with peaks in Q2 and Q4.
2. Category Performance: Electronics and Furniture are the highest performing categories, accounting for 60% of total sales.
3. Regional Performance: The Northeast region leads in sales volume, followed by the West.
4. Customer Segments: Corporate clients generate the highest sales volume, while Small Business customers have the highest profit margin.
5. Discount Impact: Discounts between 10-15% appear to optimally balance sales volume and profit margin.

Recommendations

Based on these insights, we recommend the following actions:

1. Inventory Management: Increase inventory of top-performing products in anticipation of Q2 and Q4 sales peaks.
2. Product Focus: Expand the Electronics and Furniture categories, with particular emphasis on Computers and Tables subcategories.

3. Regional Strategy: Increase marketing efforts in the Southeast region, which shows potential for growth based on population density vs. current sales.
4. Discount Strategy: Standardize discount ranges between 10-15% for optimal profit margins.
5. Customer Targeting: Develop specialized programs to attract more Small Business customers, who demonstrate the highest profit margins.

Conclusion

The sales analysis reveals strong overall performance with clear opportunities for targeted improvements. By implementing the recommended strategies, we project an additional 8-12% revenue growth in the coming fiscal year.

Appendix: Methodology

This analysis was performed using R and various data analysis packages including tidyverse, plotly, and gt. The data used represents sales transactions from January 1, 2023, to December 31, 2023.