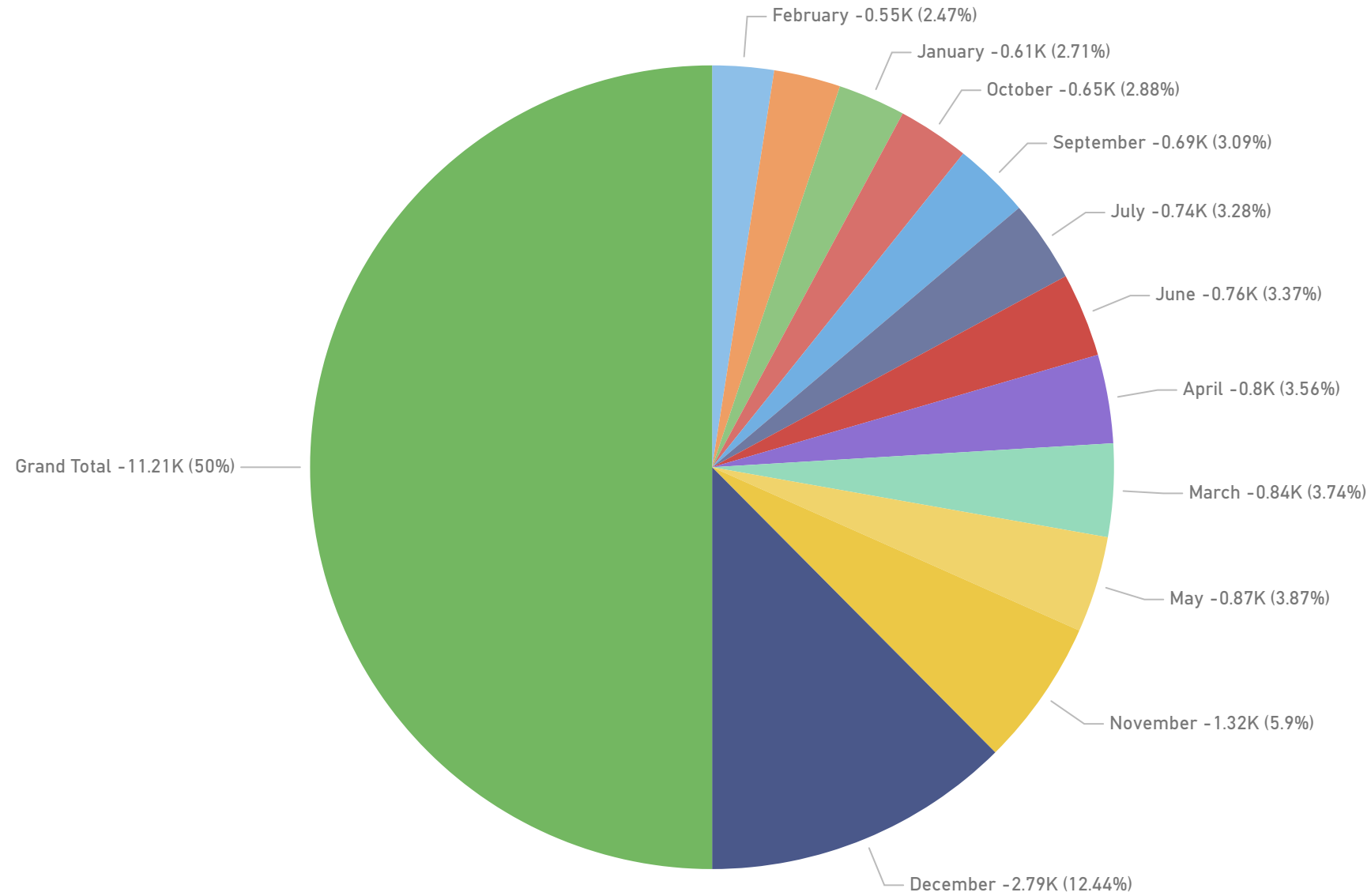


# BUSINESS RETAIL SALES FROM 2017-2019

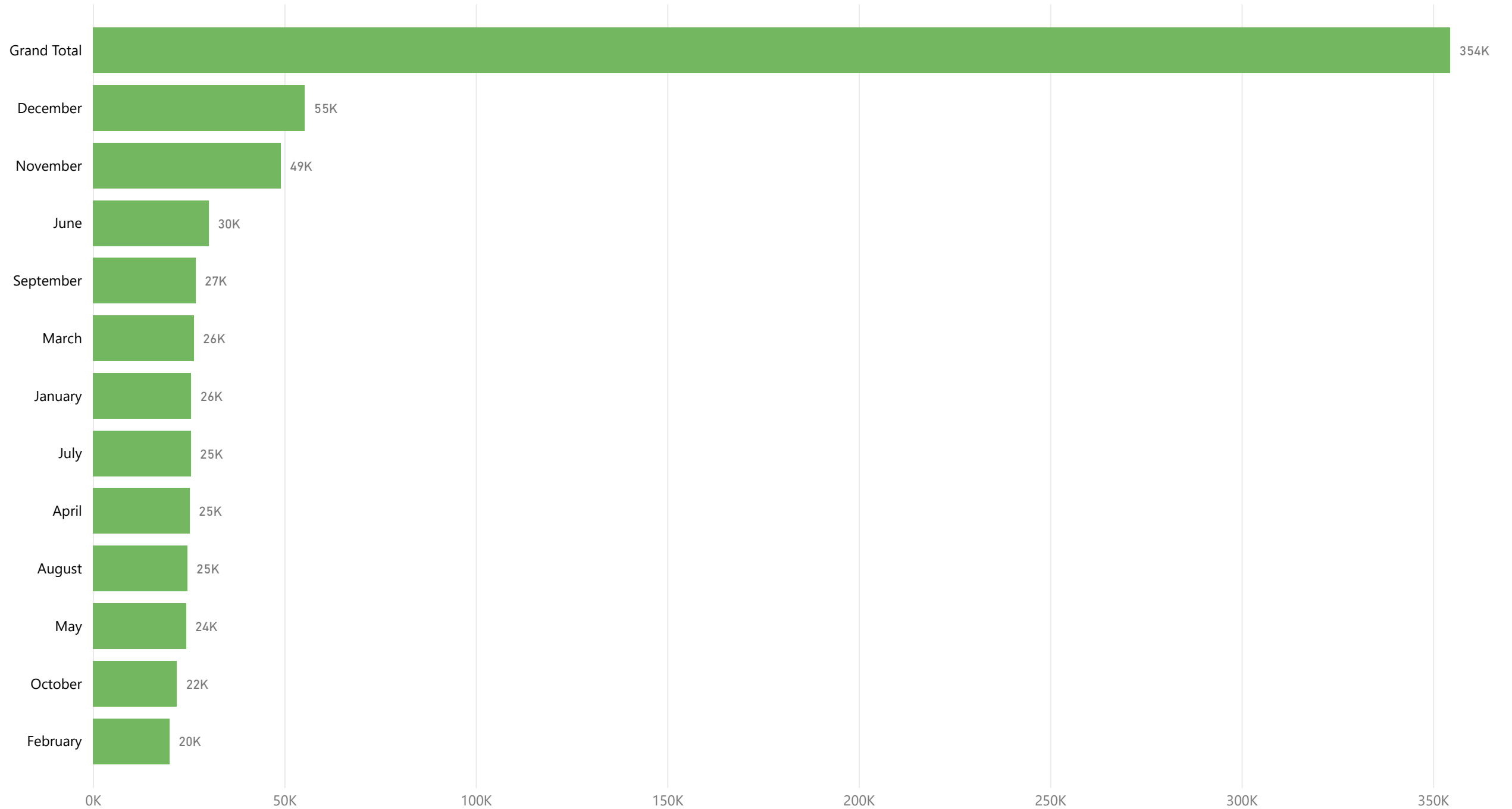
months	Sum of Discounts	Sum of Gross Sales	Sum of Net Sales	Sum of Returns	Sum of Total Orders	Sum of Total Sales
April	-799.08	25,197.35	24,348.27	-50.00	243	28,146.58
August	-601.14	24,563.20	23,654.34	-307.72	242	27,626.58
December	-2,790.56	55,223.45	49,779.16	-2,653.73	622	59,375.46
February	-554.75	19,961.40	18,833.60	-573.05	188	21,756.81
Grand Total	-11,213.78	354,417.35	326,105.08	-17,098.49	3497	382,965.88
January	-608.47	25,596.25	23,262.73	-1,725.05	243	26,847.69
July	-736.44	25,494.15	22,689.78	-2,067.93	262	26,755.57
June	-755.87	30,204.05	27,758.75	-1,689.43	277	32,444.36
March	-838.87	26,296.70	23,450.83	-2,007.00	223	27,500.28
May	-867.90	24,253.15	21,510.08	-1,875.17	232	25,379.69
November	-1,322.59	49,025.60	46,860.25	-842.76	503	55,477.15
October	-645.37	21,866.75	19,049.08	-2,172.30	227	22,638.20
September	-692.74	26,735.30	24,908.21	-1,134.35	235	29,017.51

## Sum of Sum of Discounts by months

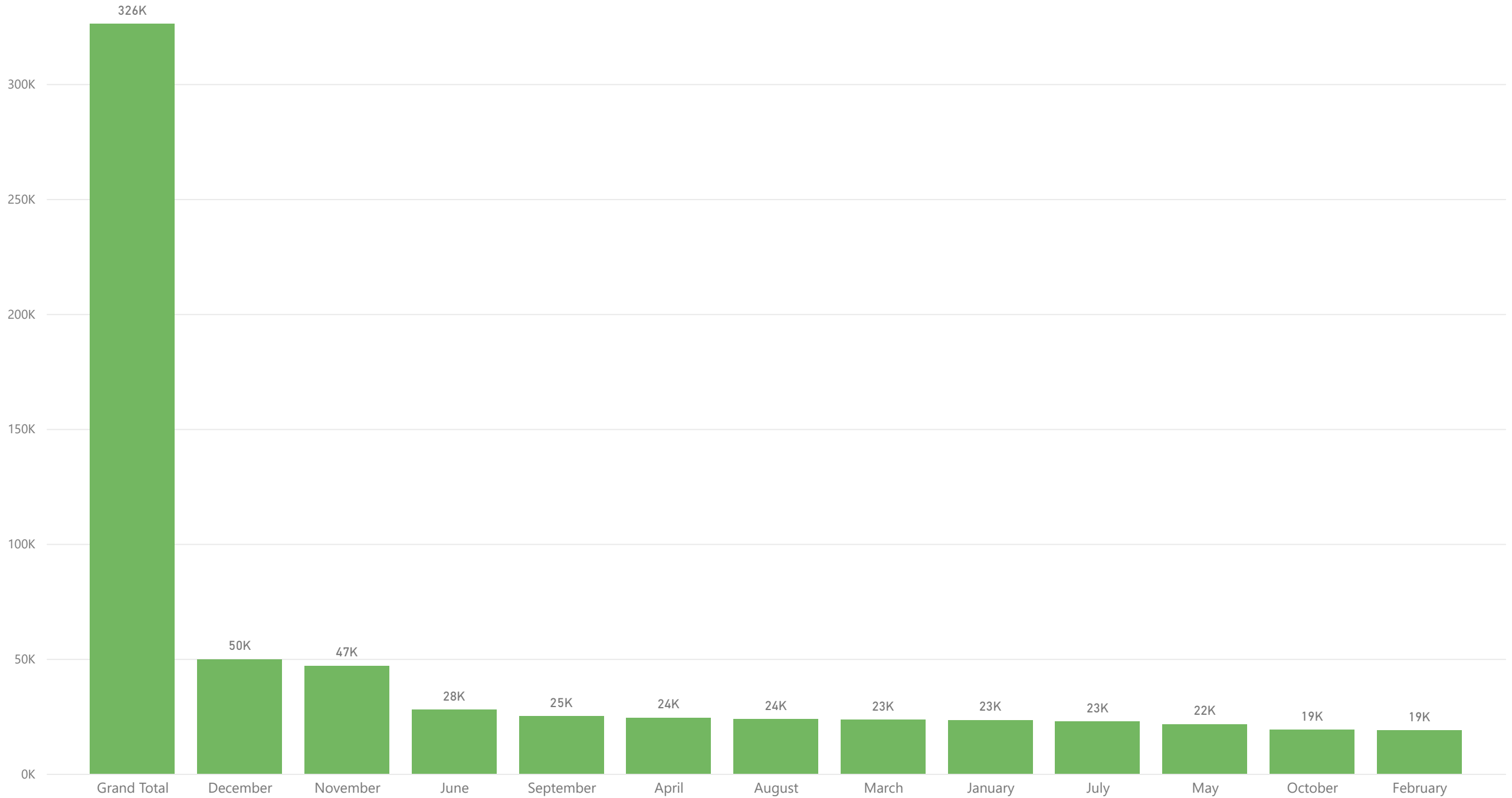
months February August January October September July June April March May November December Grand Total



Sum of Sum of Gross Sales by months

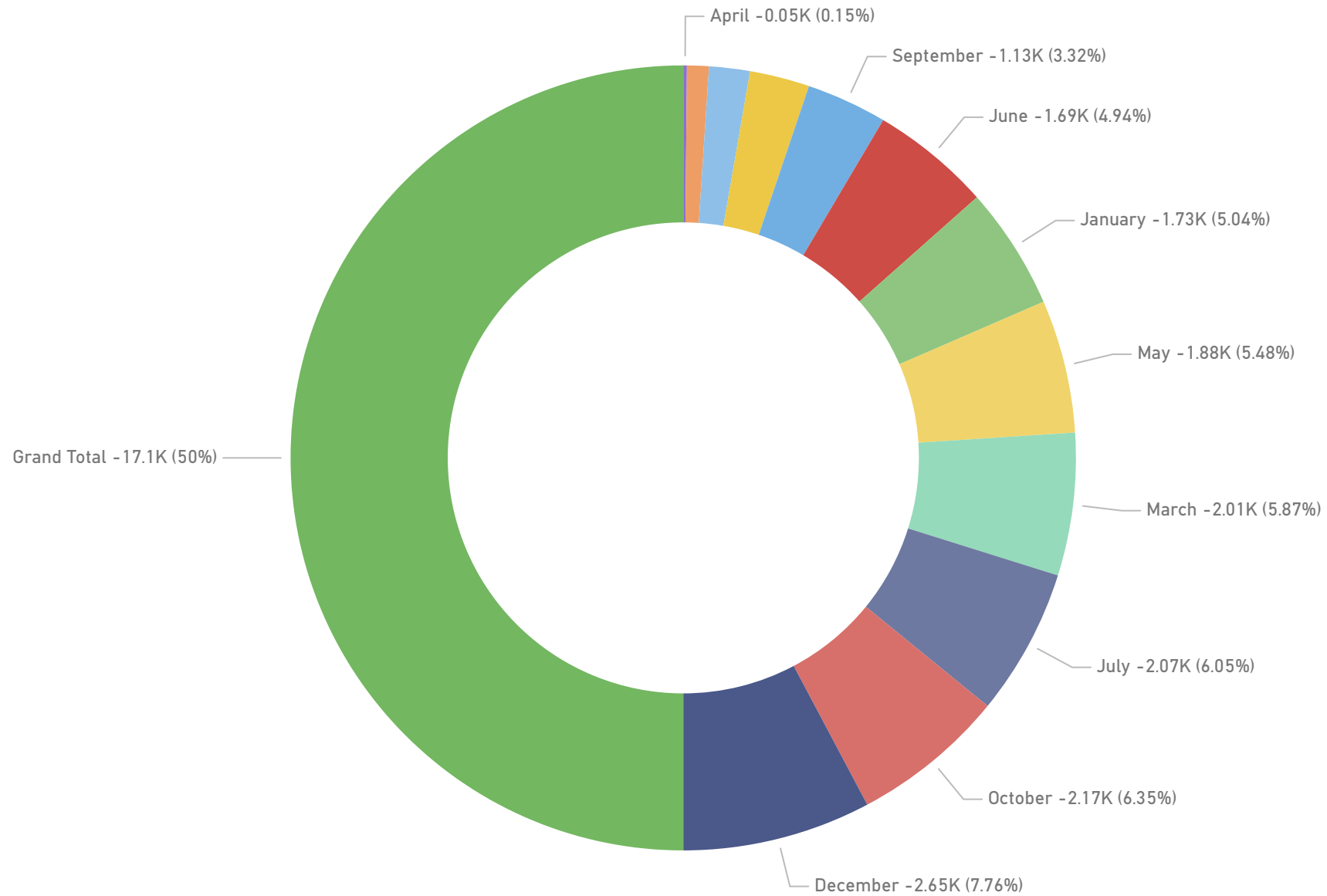


Sum of Sum of Net Sales by months

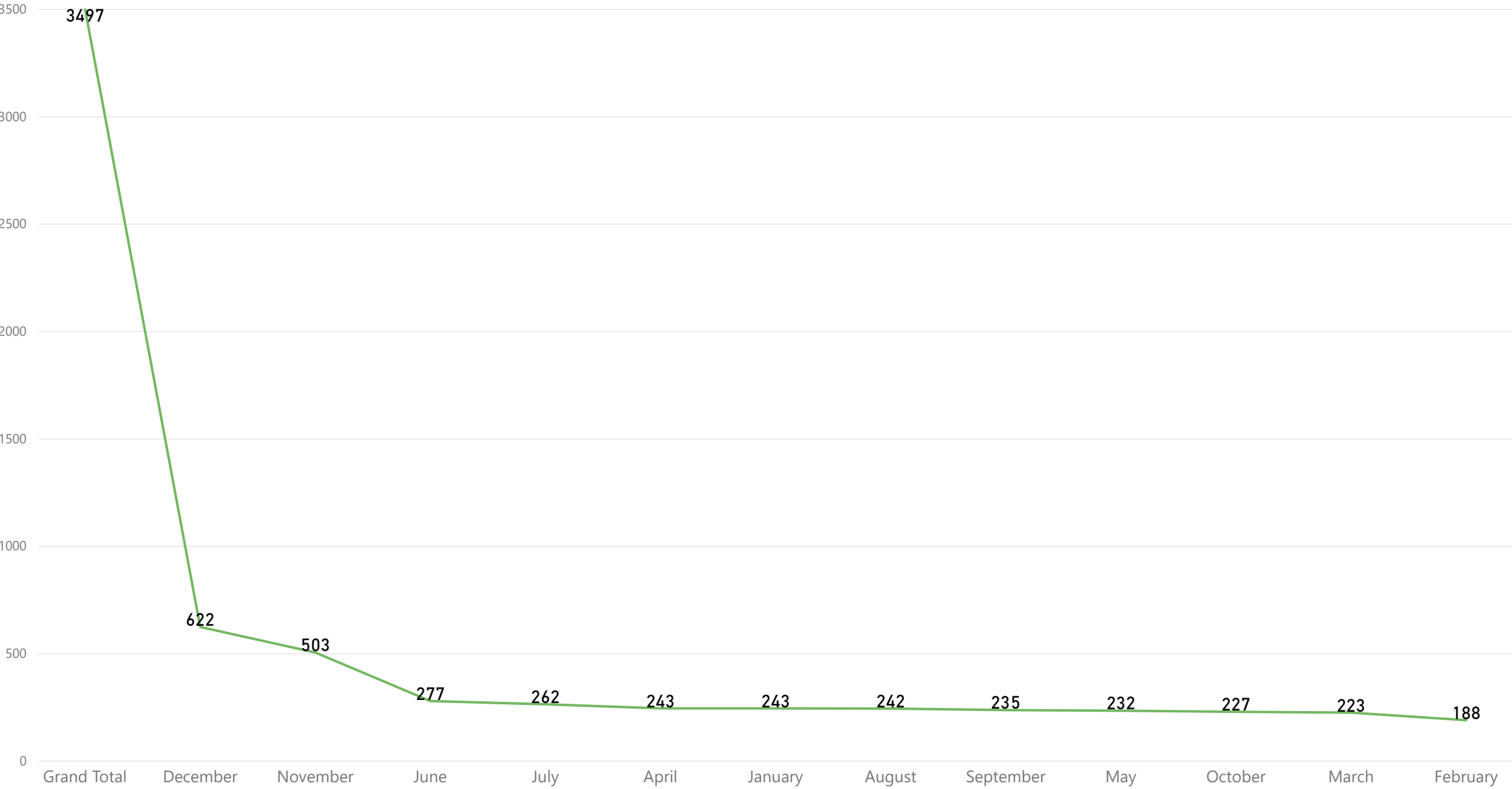


## Sum of Sum of Returns by months

months April August February November September June January May March July October December Grand Total

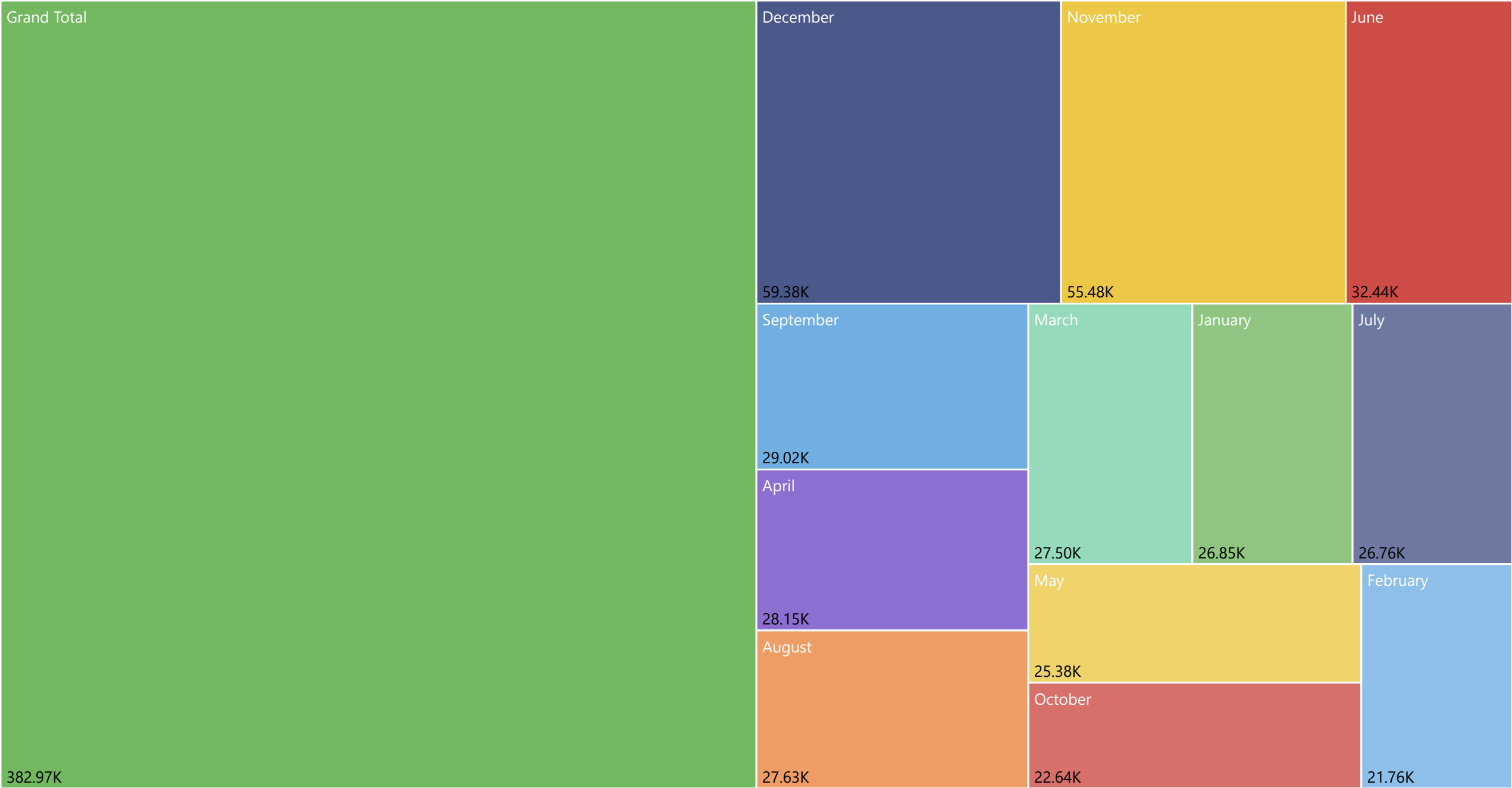


Sum of Sum of Total Orders by months



Sum of Sum of Total Sales by months

months   ● Grand Total   ● December   ● November   ● June   ● September   ● April   ● August   ● March   ● January   ● July   ● May   ● October   ● February



**KEY OBJECTIVES:**

- 1)CONSISTENLY, ACROSS ALL THREE YEARS (2017,2018,2019,)THE HIGHSET BUSINESS RETAIL SALES ARE RECORDED IN DECEMBER
- 2)THE SUM OF TOTAL NET SALES IS 49778.76
- 3)THE SUM OF TOTAL RETURNS IS A NAGATIVE 2653.73
- 4)THE SUM OF TOTAL DISCOUNT IS A NEGATIVE 2790.56
- 5)THE SUM OF TOTAL GROSS SALES IS 55,223.45
- 6)THE SUM OF TOTAL ORDER IS 662
- 7)THE SUM OF THE TOTAL SALES IS 59375.46
- 8)THE AVERAGE ORDER VALUE (AVO) IS APPROXIMATELY 88.73 PER ORDER

**WITH THE COMPRENSIVE DATE WE CAN OBSERVE THE FOLLOWING:**

- 1) THE DATA SUGGESTS THAT DECEMBER IS A CRUCIAL MONTH FOR THE BUSINESS, WITH THE HIGHEST SALES CONSISTENTLY ACROSS ALL THE THREE YEARS.
- 2)THE GROSS SALES FIGURE IS HIGHER THAN THE NET SALES FIGURE, INDICATING THAT THE BUSINESS HAS A SIGINICANT VOLUME OF SALES
- 3)THE TOTAL SALES FIGURE IS EVEN HIGHER, SUGGESTING ADDITIONAL REVEVUE STREAM IS BEYOND THE GROSS SALES
- 4)THE AVERAGE ORDER VALUE IS AROUND 88.73,INDICATING MODERATE-SIZE ORDER
- 5) THE DISCOUNT WAS A NEGATIVE 2790.56, WHICH MEANS THE BUSINESS GSVE OUT MORE DISCOUNT THAN THEY RECEIVED.
- 6) THIS INDICATES THAT THERE WAS AN INCREASE IN THE NET SALES FIGURE, AS THE DISCOUNT ARE SUBTRACTED FROM THE GROSS SALES .

**CONSIDERING THIS ANALYSIS, THE BUSINESS MAY WANT TO:**

- 1)EXPLORE OPPORTUNITIES TO INCREASE AVERAGE ORDER VALUE THROUGH UPSELLING OR CROSS SELLING STRATEGIE.S
- 2) CONTINUE FOCUSING ON DECEMBER AS THEIR KEY SALES MONTH .
- 3) REVIEW THEIR DISCOUNT STRATEGY TO OPTIMIZE ITS IMPACT ON SALES AND REVENUE
- 4) IDENTITY CUSTOMER SEGMENTS DRIVING SALES IN DECEMBER, SUCH AS LOYAL CUSTOMERS OR NEW ACUSITION.
- 5) ANALYZE THE PRODUT MIX SOLD IN DECEMBER TO IDENTIFY TOP-SELLING ITEMS AND CATEGORIES.THIS CAN HELP INFORM IVENTORY MANAGEMENT AND PRICING STRATEGIES