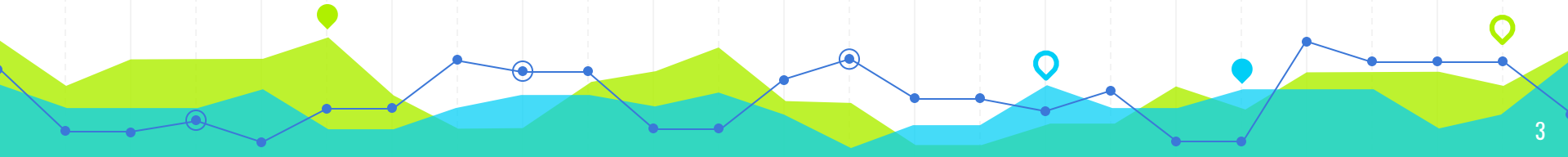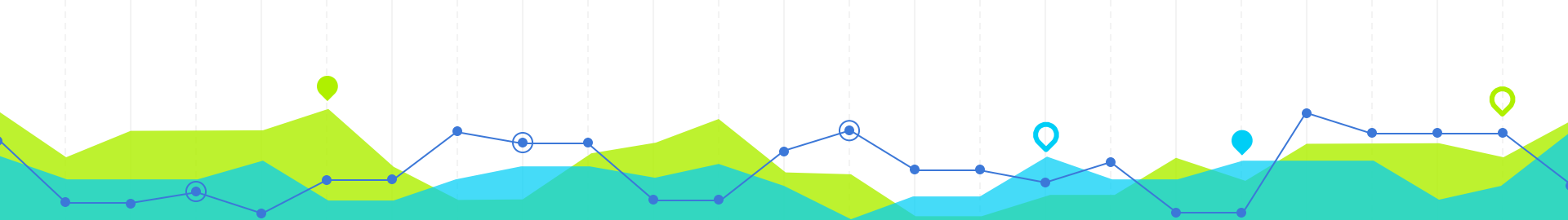# SALES RESULTS

2019

OBJECTIVE

- ◉ Analyze the 2019 sales data across multiple categories, including purchase location, purchase medium, and product category

- ◉ Extract insights from such analysis to help improve success of the company going forward.

TABLE OF CONTENTS

- ◉ Quick Facts
- ◉ Country & Region Performance
- ◉ Item Type Performance
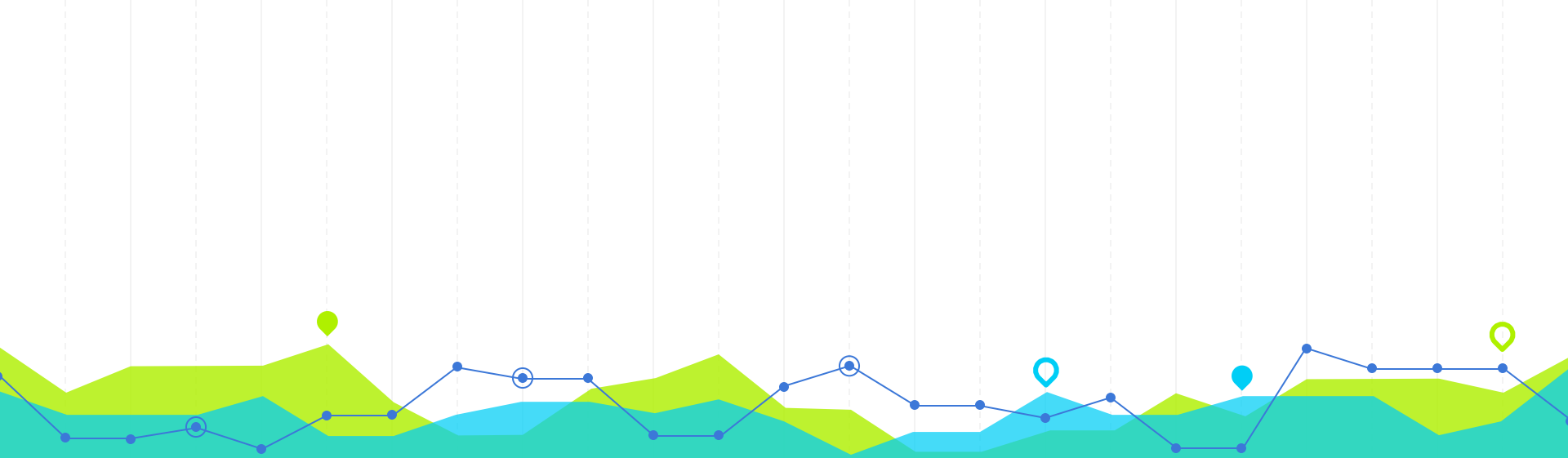- ◉ Sales Channel Performance

QUICK FACTS

$1.3M

Avg Rev/Deal

(2019)

-3.2%
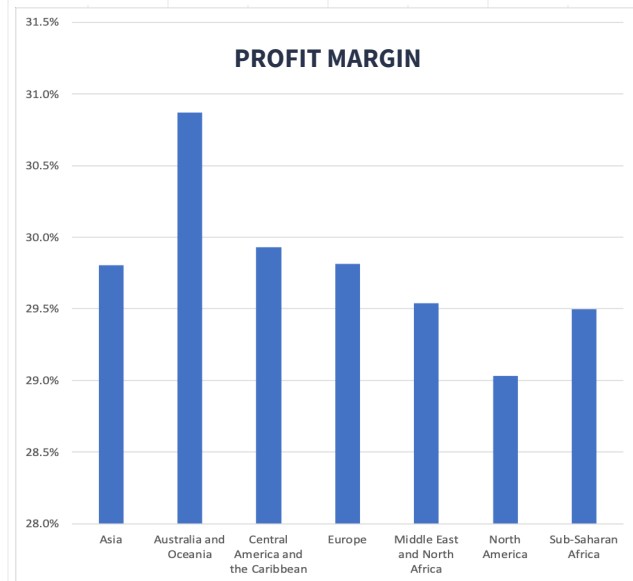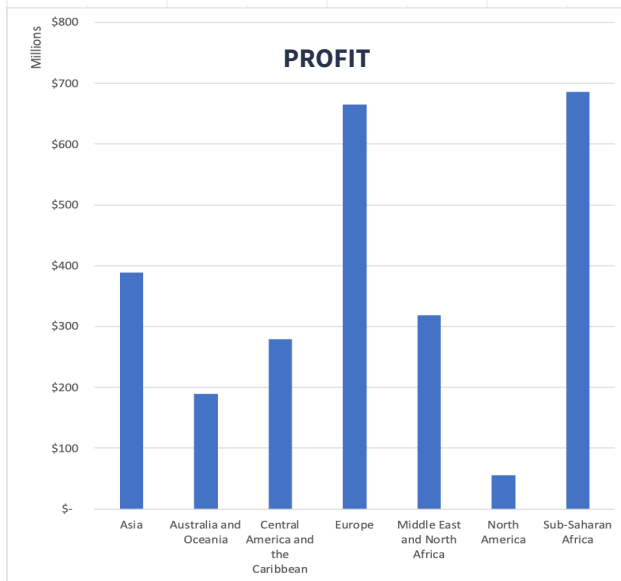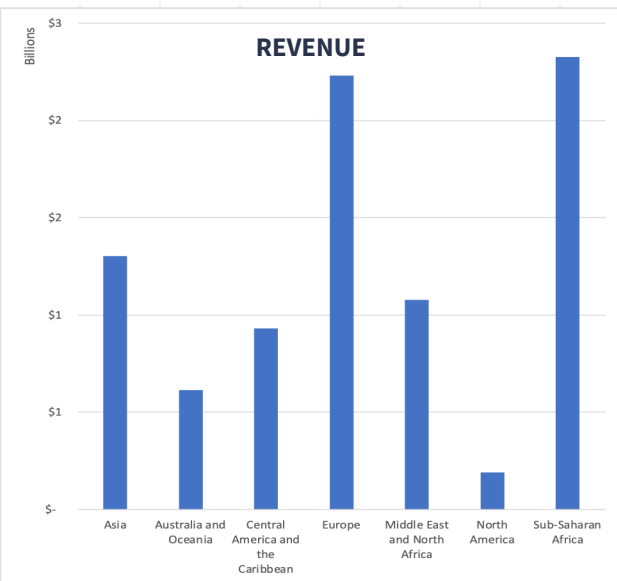
YoY Revenue Growth

(2018-2019)

6.6K

Deals made (2019)

COUNTRY & REGION PERFORMANCE

1

YEARLY FINANCIAL PERFORMANCE BY REGION

REVENUE (Billions)

PROFIT (Millions)
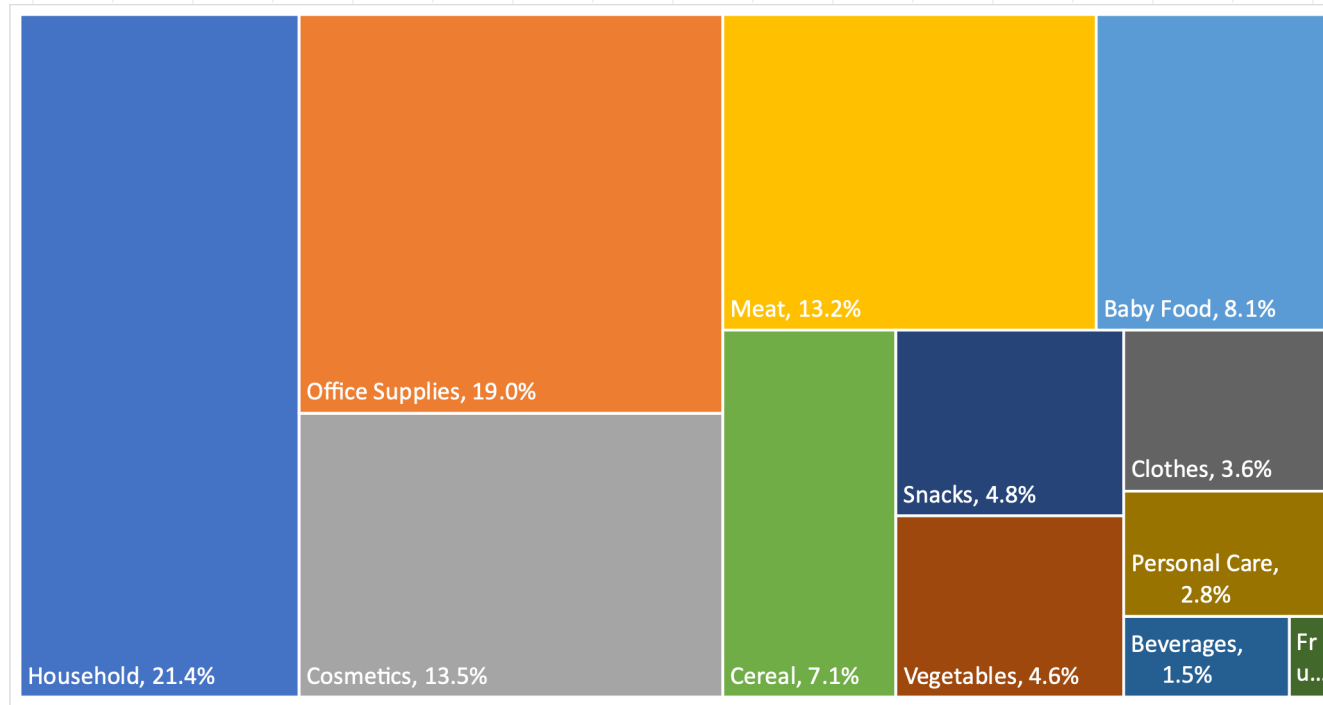
PROFIT MARGIN

KEY TAKEAWAYS

- **North America** is far behind the other departments in all categories (revenue, profit, & PM).
- **Europe** & **Sub-Saharan Africa** are doing very well across all financial categories
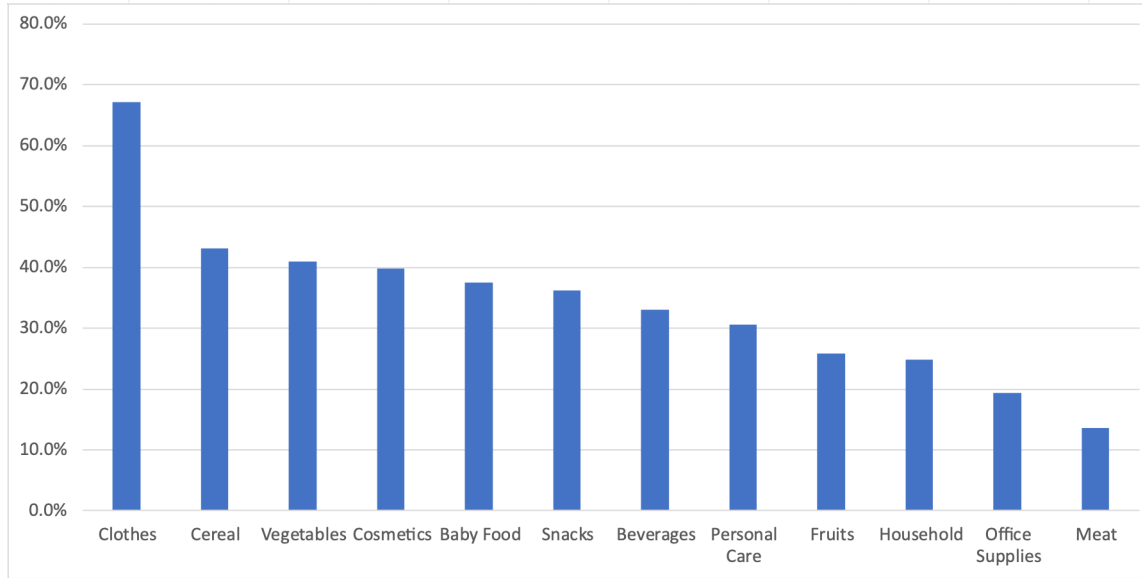- **Australia/Oceania** is leading the way in PM but has relatively low sales.

ITEM PERFORMANCE

2

ITEM SALES CONTRIBUTION

*Fruits, 0.3%

ITEM PROFIT MARGIN
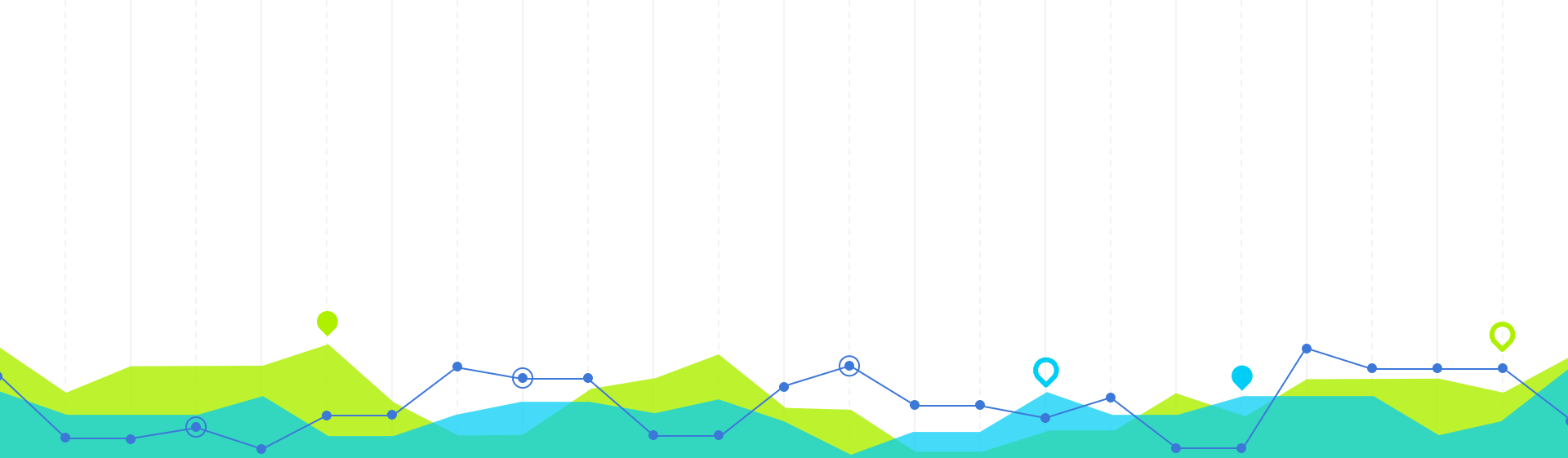
KEY TAKEAWAYS

Clothes = Opportunity
Clothes have a very high PM, but low revenue. Great opportunity for profit to push this category further.

Household PM is Low
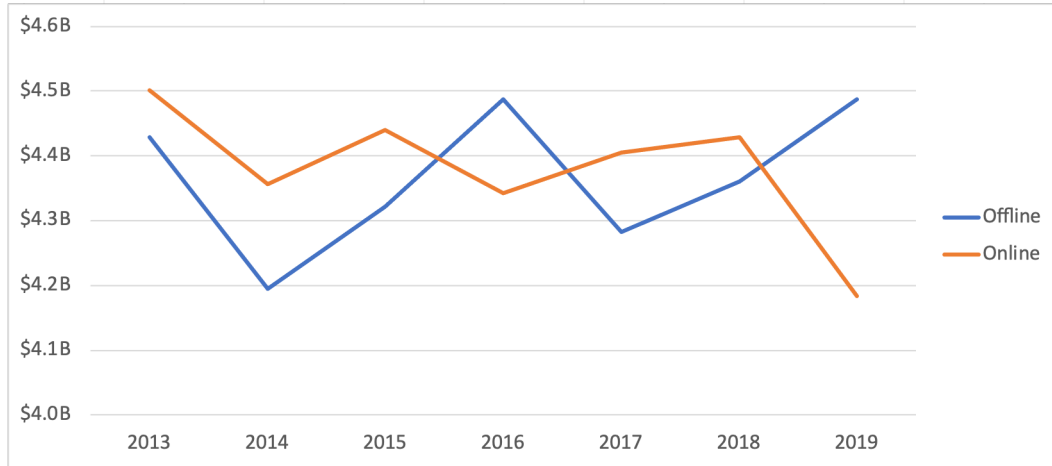Household prices should be increased in order to leverage the high sales.

Meat PM is Low
Meat sits at the bottom of categories for PM but sales are high. Increasing PM should be considered.

9

CHANNEL PERFORMANCE

3

ONLINE VS. OFFLINE REVENUE

KEY TAKEAWAYS

2019 Poor Online
Online sales dropped significantly in 2019. Further research is needed to know why.

2019 Great Offline
Unexpected major growth in 2019 offline sales. Further research needed.

No Long Term Sales Growth
Data shows no long-term sales growth. Long-term strategy needs to be revisited.

THANKS!

Any questions?

You can find me at

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