
Data-Driven Storytelling Presentation:

"Unveiling the Power of Profits: A Journey through Sales, Campaigns, and CAGR"



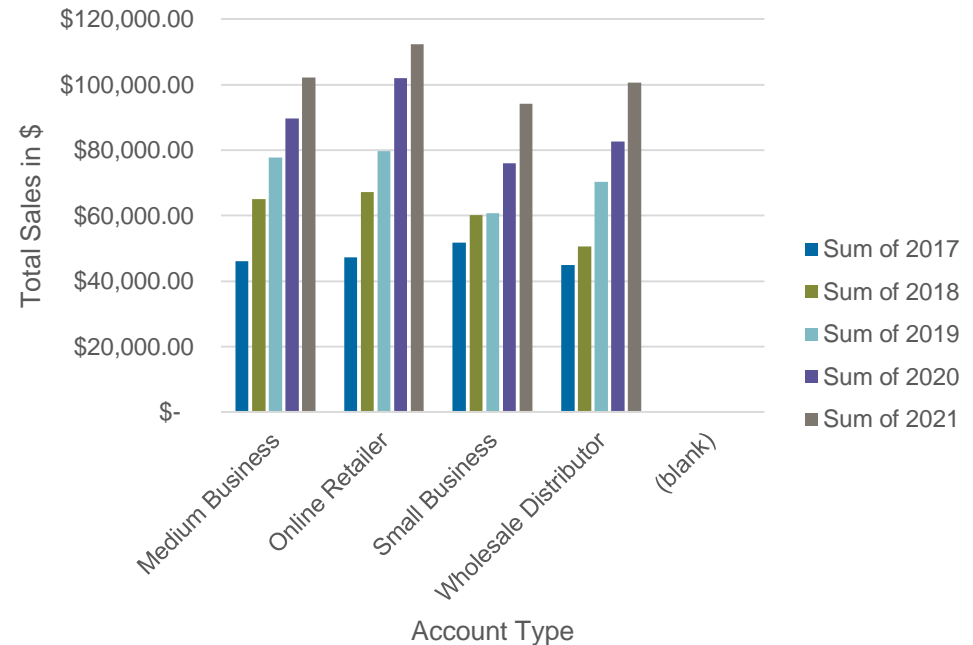
Exploring Sales and Profits

Our analysis focuses on the account sales information for 4 different types of account namely:

- Small Business
- Medium Business
- Wholesale Distributor
- Online Retailer

We aim to understand how the sales have been for each account over the period of 2017-2021, how various campaigning strategies influenced the sales and the total sales along with profits obtained by each company(CAGR).

Sales Per Year based on Account Types



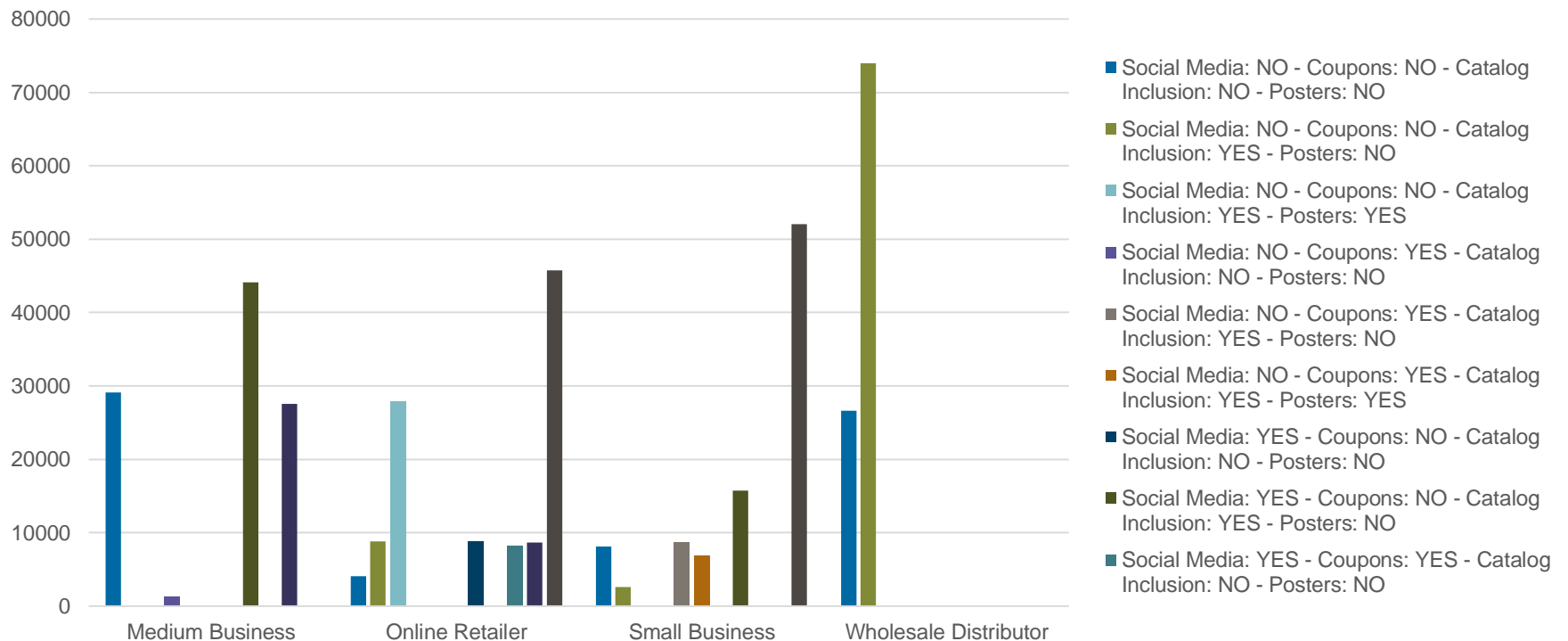
On categorizing sales and plotting each year amount, we see **Online Retailers** had the highest sale volumes. Overall the trend of sales numbers has increased per year from 2017-2021.

Uncovering the Impact of Marketing Campaigns

We used 4 different campaigning methods to drive sales namely:

- Social Media
- Coupons
- Catalog Inclusion
- Posters

The combination of campaigns and sales for the year 2021 can be seen as:



Summary

Top 10 performing accounts based on 5YR CAGR(%):

| Account Name ▼ | Account Address ▼ | Decision Maker ▼ | Phone Number ▼ | Account Type ▼ |
|----------------|---------------------------------------|--------------------|----------------|-----------------------|
| SB 13 | 9575 Shipley Court, Brooklyn NY 11201 | Tim Young | (876) 653-1727 | Small Business |
| MB 5 | 402 Bridgeton Lane, Bronx NY 10468 | Bill Callahan | (617) 419-7996 | Medium Business |
| OR 2 | 7061 Bishop St, Yonkers NY 10701 | Raymond Heywin | (571) 843-1746 | Online Retailer |
| WD 11 | 419 E. Henry Ave, New York NY 10031 | Carlos Jackson | (201) 363-0653 | Wholesale Distributor |
| MB 12 | 240 W. Manhattan St, Bronx NY 10462 | Mel Berkowitz | (967) 547-1542 | Medium Business |
| MB 6 | 6 E. Nichols Ave, New York NY 10027 | Anthony Brooks | (349) 801-7566 | Medium Business |
| WD 2 | 815 2nd St, New York NY 10028 | Craig Collins | (828) 840-2736 | Wholesale Distributor |
| OR 10 | 596 Coffee St, Bronx NY 10472 | Larry Alaimo | (242) 869-1226 | Online Retailer |
| OR 15 | 7217 Birch Hill Dr, New York NY 10009 | Darnell Straughter | (680) 628-4625 | Online Retailer |
| OR 9 | 81 San Carlos Road, Bronx NY 10463 | Dominique Johnson | (336) 448-7026 | Online Retailer |