

This report is a result of following the ETL+M process.

ETL+M Process:

1. Extraction – The data was extracted from the Excel and JSON files.
 2. Transformation – There were some missing values in the data. Manual Imputation was done using the Power query editor to replace the missing values. New columns were created for the 'Profit' and 'Profit Margin'. New data group was created for the salespeople age groups(bins). Unnecessary columns were removed.
 3. Load – The data, the tables were then loaded into Power BI after Extraction and Transformation.
 4. Data Management – Relationship was creating between the tables.
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This report also follows the Three Act: The beginning, The Middle, The Ending.

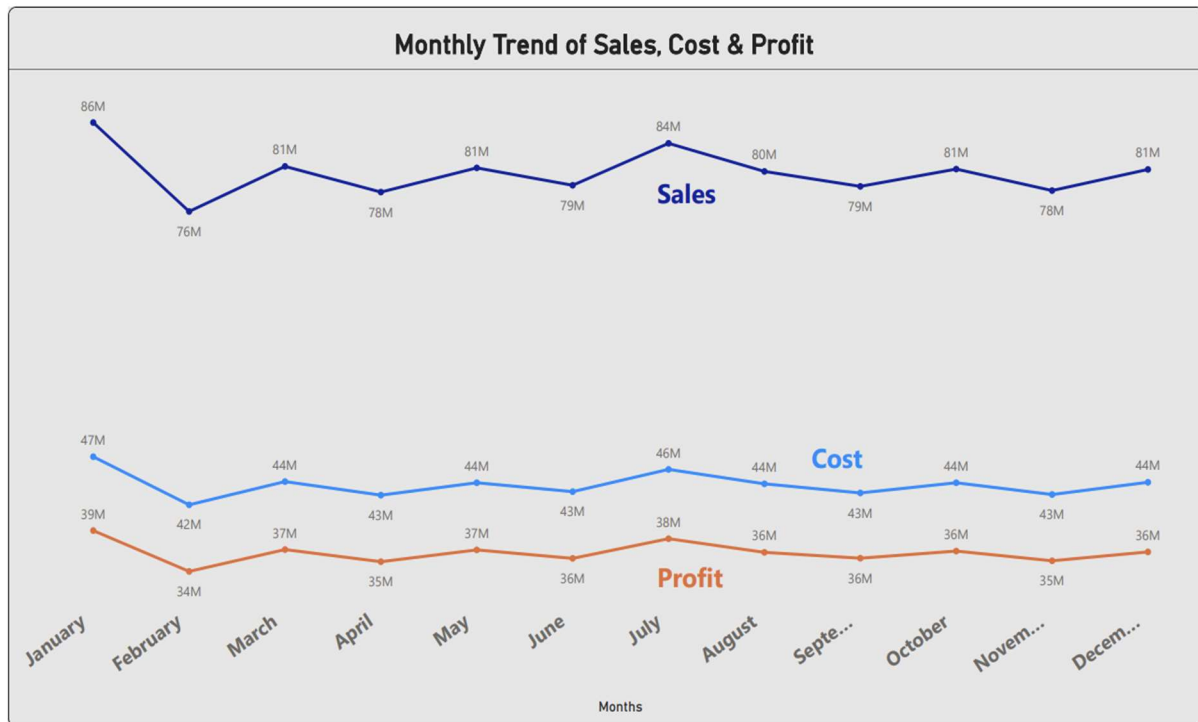
1) External - facing report that provide overview of business operation in 2022 for shareholders:

Overall Status report of Universal Export for the year 2022:



In 2022, Universal Export Company accomplished a great deal commercially and accomplished financial benchmarks by approaching the impressive accomplishment of generating 1 billion dollars in total sales and showing its potential to create large revenue. The company's profit increased significantly to 500 million dollars, indicating the strong business skills and successful tactics. While the total Costs for the products was 529 million dollars.

The company's operations spanned across 22 countries and catered to customers in 287 cities, indicating their significant market presence and global outreach. Universal Export Company offers a wide variety of products across 6 different clothing categories, providing customers with 109 different product options to choose from. This allowed the company to meet the diverse needs and preferences of the customer base.



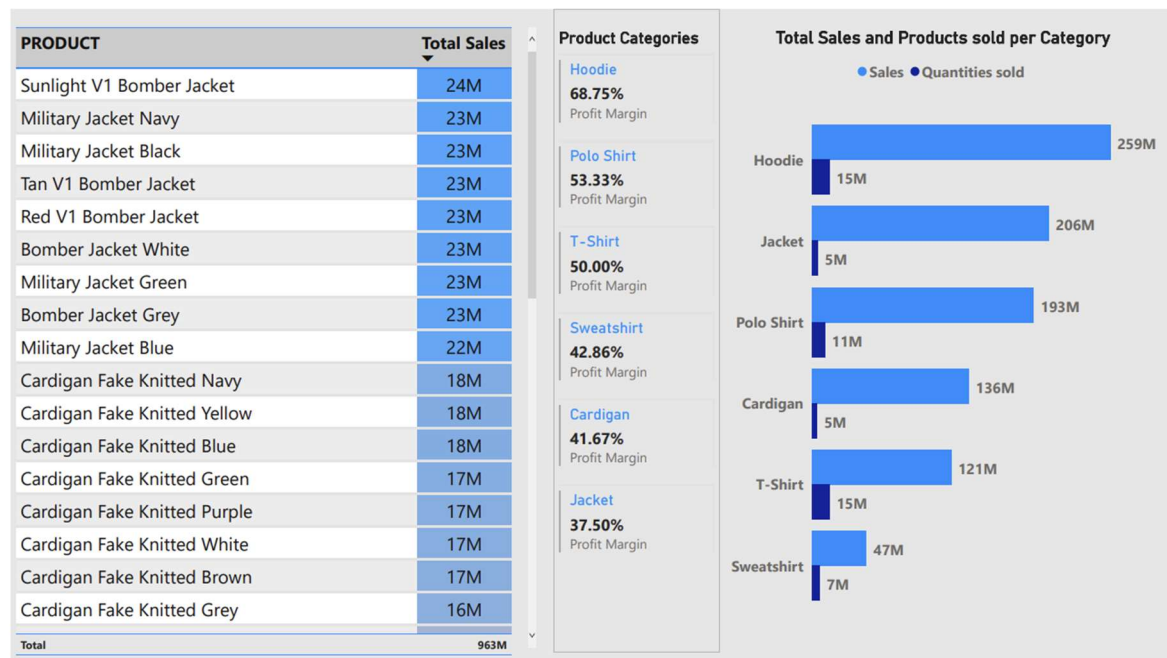
Monthly Trend of Sales, Cost & Profit:

It can be seen that the Universal Export Company's sales, cost, and profit shows a steady, consistent and favourable trend on a monthly basis in the year 2022, with an average monthly sales of approximately 80 million dollars. The company's products have a strong market demand, as evidenced by their consistent sales performance. Universal Export Company's 2022 transaction records show an average monthly profit of approximately 36 million dollars, proving a successful and profitable business strategy.

The maximum sales were in the month of January and July in the year 2022 accounting for the maximum profits over the year of 39 Million and 38 Million respectively.

The monthly trend indicates that the company has been able to maintain a consistent and profitable operation. Universal Export Company's financial performance is impressive, as evidenced by its steady sales, well-managed costs, and strong profits. This indicates that the company has effective financial management practises in place and is capable of adjusting to changes in the market. The results indicate that the company is in a favourable position to achieve sustained success and expansion in the future.

Insights into the Products:



Universal Export provides wide selection of high-quality products across multiple categories.

-The product line up features a range of stylish and functional outerwear options, including the Sunlight V1 Bomber Jacket and Military Jackets in Navy, Black, Green, and Blue. And also the Tan and Red V1 Bomber Jackets to suit customers' individual style. The products have received positive feedback from customers, resulting in significant sales of \$206 Million. The Sunlight V1 Bomber Jacket has been particularly popular.

In addition, there is a wide selection of apparel including T-Shirts, Hoodies, Polo Shirts, Sweatshirts, and Jackets to cater to a variety of individual tastes.

-The business offers a Cardigan Fake Knitted collection to meet the customers' fashion needs. The collection is available in a range of colours, including Navy, Yellow, Blue, Green, Purple, White, Brown, and Grey. Even though they were among the top selling products, the comparative total sales of the Cardigan category over the year was only \$136 million.

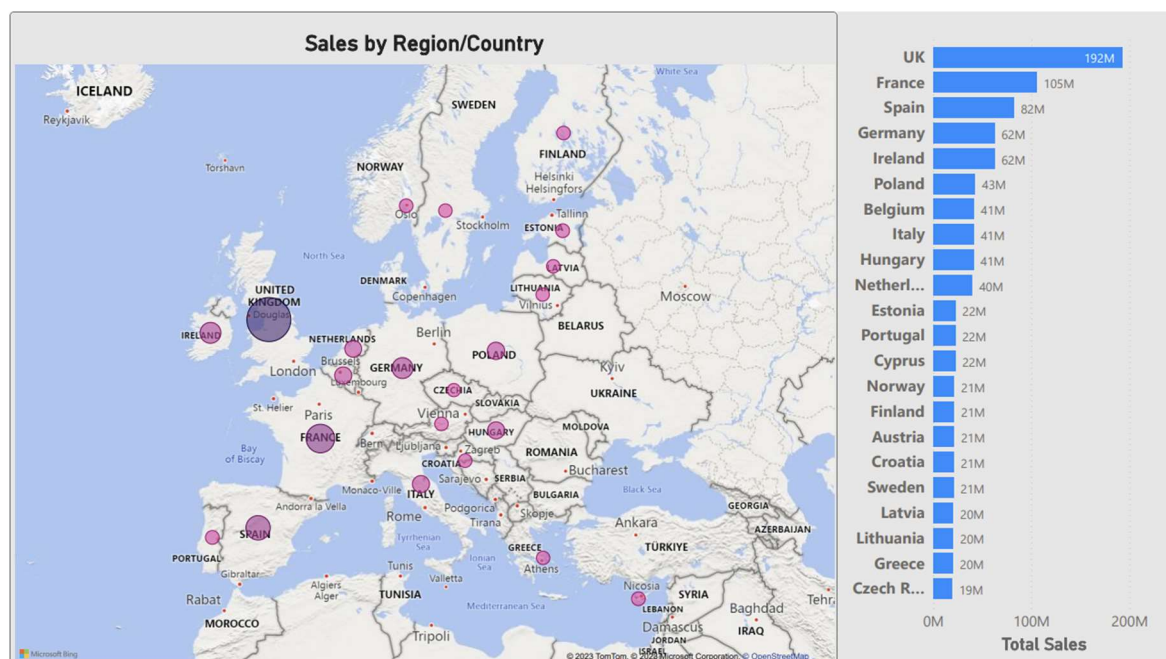
- The profit margins range from 68.75% (Highest) for Hoodies to 37.50% (Lowest) for Jackets.

PRODUCT	Total Sales
Standard Sweatshirt Purple	4M
Standard Sweatshirt Grey	4M
Standard Sweatshirt Beige	4M
Unisex T-Shirt in Green	4M
Unisex T-Shirt in Orange	4M
Unisex T-Shirt in Yellow	4M
Unisex T-Shirt in Grey	3M
Unisex T-Shirt in White	3M
Unisex T-Shirt in Brown	3M
Unisex T-Shirt in Navy	3M
Unisex T-Shirt in Red	3M
Unisex T-Shirt in Black	3M
Unisex T-Shirt in Beige	3M
Unisex T-Shirt in Blue	3M
Unisex T-Shirt in Pink	3M
Unisex T-Shirt in Purple	3M
Unisex T-Shirt in Aqua	3M
Total	963M

PRODUCT	Total Sales
Standard Hoodie Purple	10M
Standard Hoodie Brown	10M
Standard Hoodie Navy	10M
Xtra Sport Hoodie for Athlete in Black	10M
Xtra Sport Hoodie for Athlete in Navy	9M
Xtra Sport Hoodie for Athlete in Green	9M
Xtra Sport Hoodie for Athlete in Blue	9M
Xtra Sport Hoodie for Athlete in Beige	9M
Xtra Sport Hoodie for Athlete in Red	9M
Xtra Sport Hoodie for Athlete in Grey	9M
Xtra Sport Hoodie for Athlete in Orange	9M
Xtra Sport Hoodie for Athlete in White	9M
Xtra Sport Hoodie for Athlete in Brown	9M
Unisex Polo Shirt in Yellow	9M
Xtra Sport Hoodie for Athlete in Yellow	9M
Unisex Polo Shirt in Red	9M
Unisex Polo Shirt in Black	9M
Unisex Polo Shirt in Green	8M
Total	963M

- From the data above, it shows that the Sweatshirt and T-shirt categories are among the lowest popularity products and also with the lowest Total sales over the year.
- The Hoodie category has proven to be the top performer, with sales reaching an impressive \$259 million and also with the highest profit margin, with a medium popularity among the customers.

Sales performance across different countries:

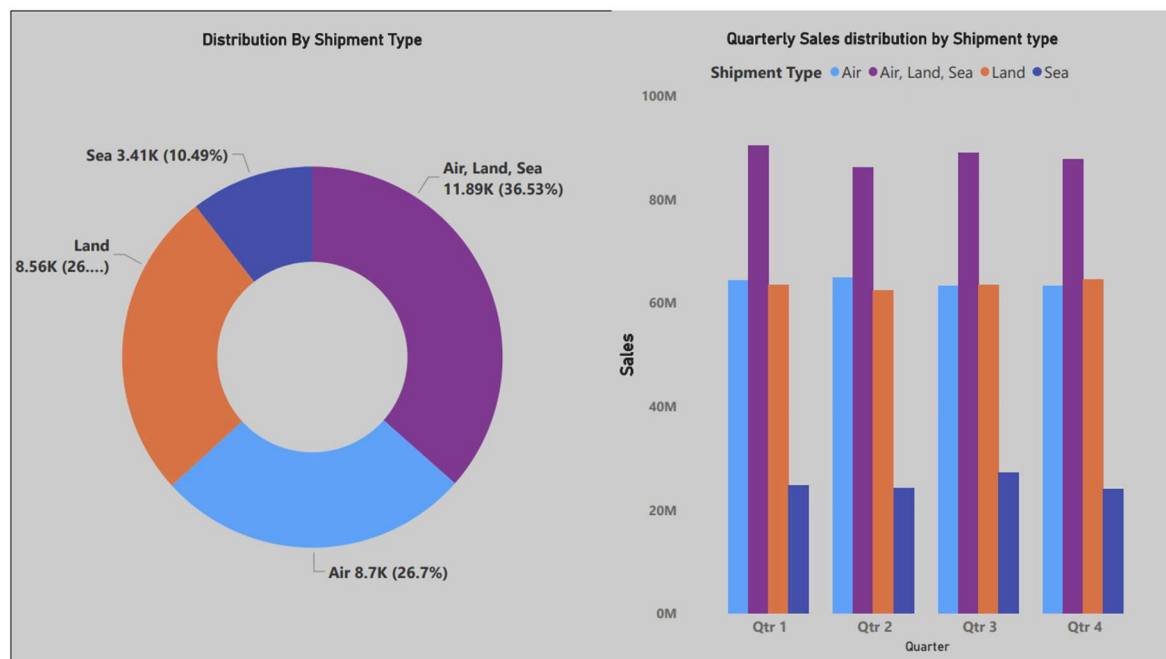


The sales data of Universal Export Company categorised by region/country indicates the company's achievements and widespread acceptance in diverse markets. Based on the available data, the United Kingdom appears to have outperformed other regions in terms of sales, generating a total of 192 million dollars. France also performed well, with sales totalling 105 million dollars, coming in a close second. The sales performance of Spain, Germany, and Ireland was noteworthy, with each

country contributing significant amounts of 82 million dollars, 62 million dollars, and 62 million dollars, respectively.

Sales have remained steady in nations as varied as Poland, Belgium, Italy, Hungary, and the Netherlands, demonstrating the company's success in appealing to a wide variety of consumers.

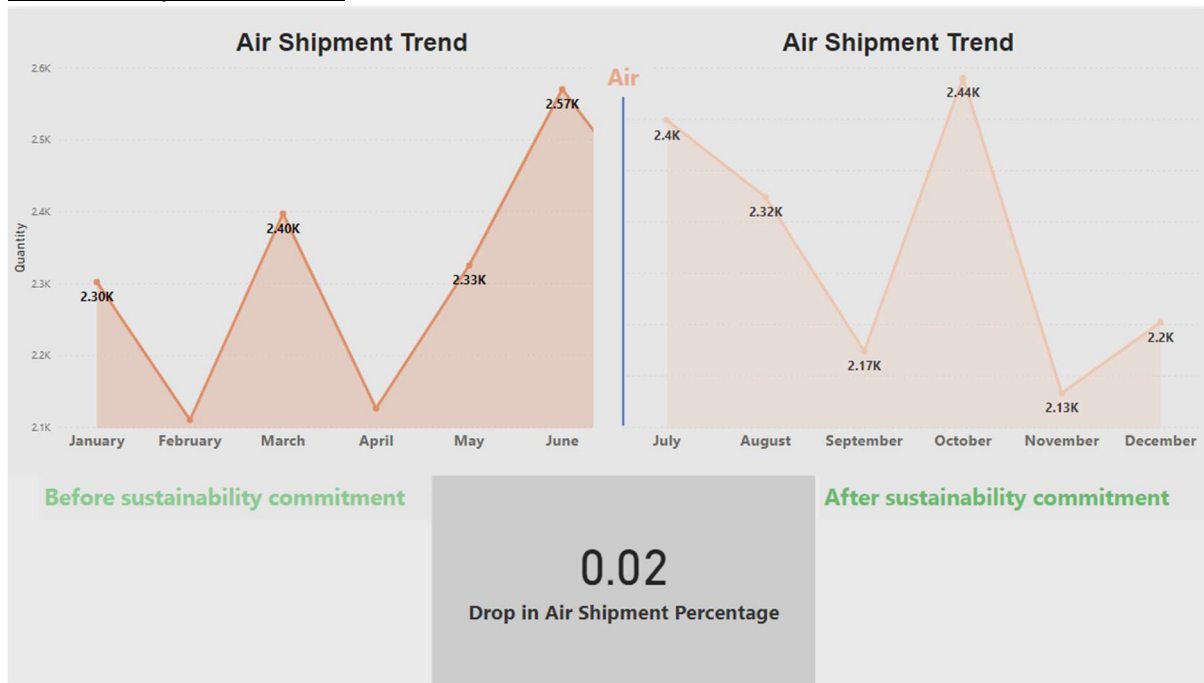
Shipment Overview:



The sales distribution report of Universal Export Company provides valuable insights into the types of shipments it handles on a quarterly basis. According to the data, air shipment has become the most prevalent method of transportation, representing 11.89 thousand units or 36.53% of the overall shipments. Approximately 26.37% of all shipments were made through various land transportation modes, which amounted to 8.56 thousand units. The number of sea shipments was 3.41 thousand units, which represents 10.49% of the total shipments.

The quarterly sales distribution of Universal Export Company by shipment type indicates the company's ability to adjust to changing circumstances and prioritise customer satisfaction.

Sustainability commitment:



The analysis of air shipment trend data provides valuable insights into the volume of exclusive air shipments throughout the year. The data shows that there was a gradual increase in quantity from January to March, starting at 2.30K and reaching 2.57K by the end of March. The data shows a consistent increase until the month of June, when it reaches its highest point of 2.33K.

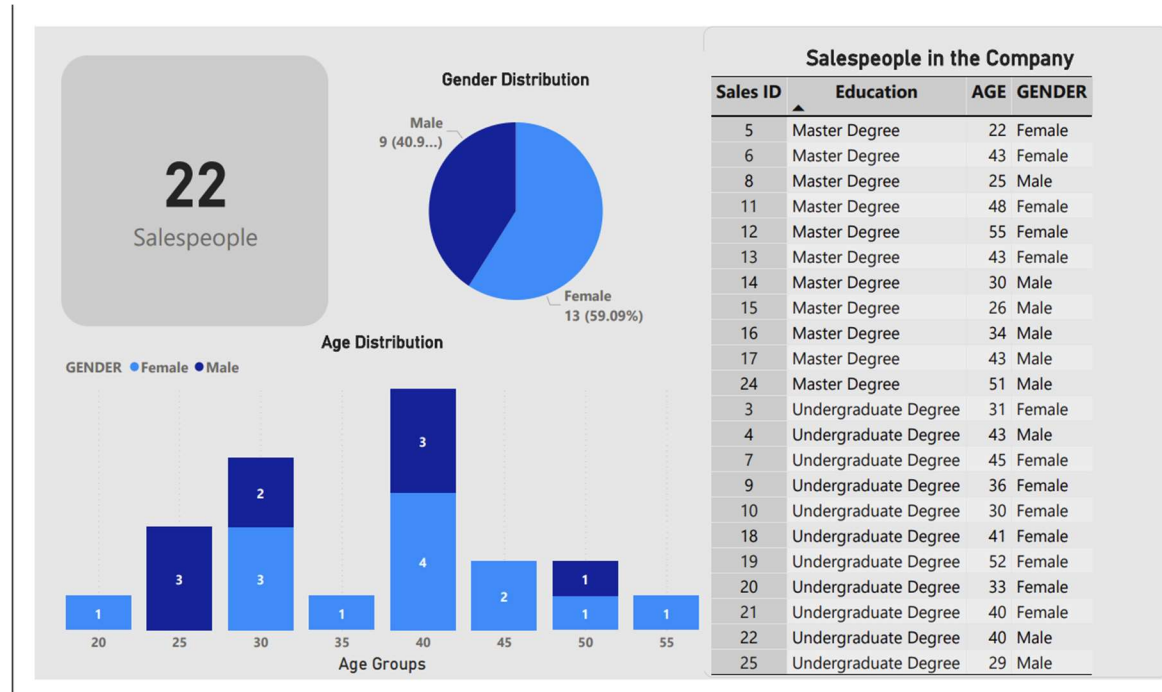
The data shows that in July, there was a slight decrease to 2.40K, and kept decreasing till September to 2.17K and increased again in October to 2.44K and then finally to 2.2K by the end of the year.

As part of the sustainable commitment, the company has committed to reducing the use of exclusive air shipment from 1st of July 2022. Following the sustainability commitment, there has been a significant decrease in the percentage of air shipments from January-June to July-December 2022.

The drop in exclusive air shipments is approximately 0.02 percentage, and starting towards the sustainable model for the future.

2) Internal - facing report on salespeople performance

Overview of the salespeople:



The company's sales team represents a wide variety of age groups and educational levels with the number of females the number of males in the team. Based on the numbers, we can see that half out of the total 22 salesmen have earned a Master's degree. There are 5 women and 6 men among the Master's degree holders, making for a nearly even gender split.

When looking at the age distribution, we have a wide range of ages represented, i.e. there are 2 males and 3 females accounting to a total 5 people in the age group of 30-35. Similarly, there is only 1 person in the age group of 20-25 and 55-60. There is no predominance of any one age group among the sales staff, who vary in age from twenty to fifty-five. The age range represents both seasoned veterans and newcomers to the world of sales.

Having people of different ages, genders, and educational levels in the sales force is a sign that the organisation cares about diversity and welcomes new perspectives. The capacity to better understand and meet the requirements of a diverse clientele is bolstered by a workforce that reflects the community it serves.

Sales performance of Salespeople and Customers Distribution:



The information presented in the data allows for an analysis of the sales team's performance in terms of their capacity to attract new customers and their effectiveness in maintaining relationships with current ones in the upcoming year. The sales figures of the salespeople range from 20 million to 125 million.

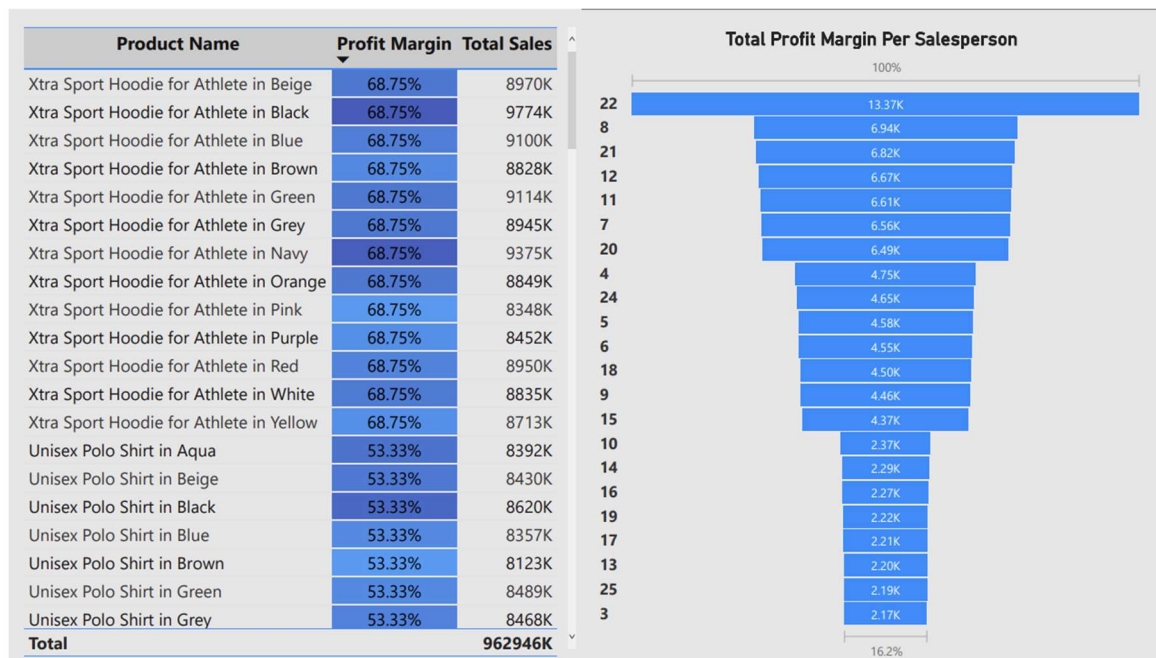
Salesperson ID-22 has emerged as the highest performing member of the sales team, having generated an impressive total sales figure of 125 million, followed by Salesperson ID 8, Salesperson ID 21 and Salesperson ID 7 with the sales of 65 million, 64 million, 63 million respectively. However, it was observed that certain salespeople achieved lower sales figures in comparison to others.

The data provides information on the quantity of new customers that each salesperson obtained in the year 2022. Based on the available data, it can be observed that Salesperson ID 4, 9, 12 and 20, each acquired a new customer in the year 2022, while making the total count to customers to 48. Out of the 4 salespeople who acquired new customers in 2022, there are 3 salespeople (Salesperson ID – 20, 12 and 4) who are also among the top 10 performers based on the total sales generated.

Based on the available data, it can be observed that Salesperson ID 22 has a relatively high number of customers, specifically 6, followed by Salesperson ID 12 with 3 customers.

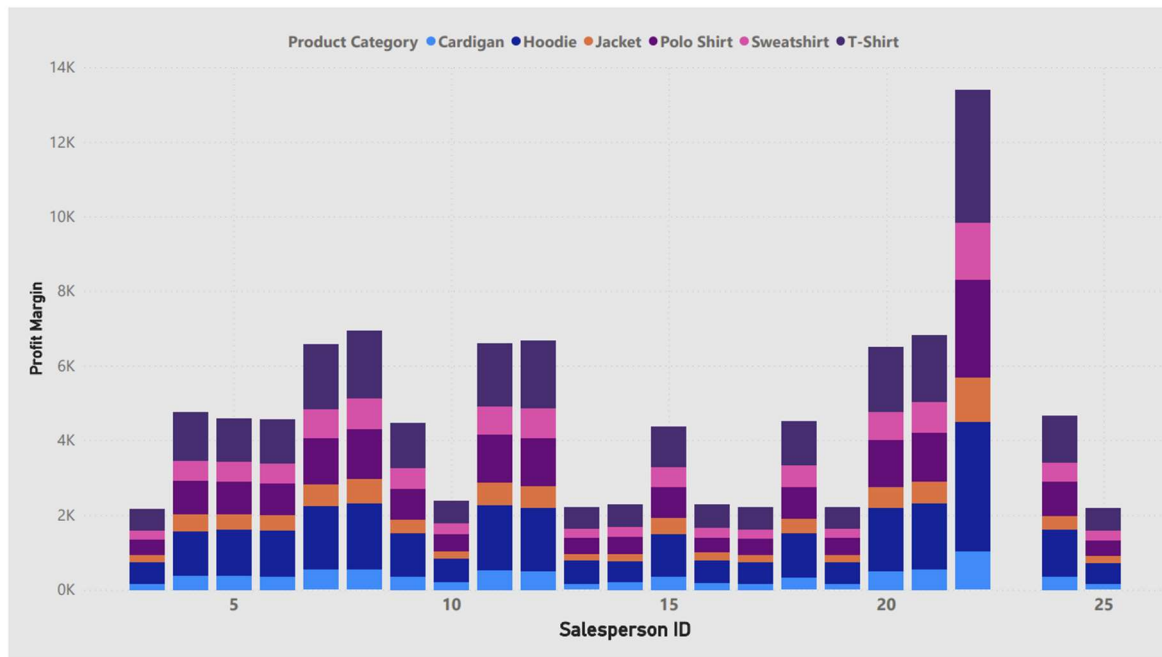
The data suggests that there is a disparity in the performance of salespeople when it comes to acquiring new customers. Some salespeople have demonstrated exceptional skills in this area, while others may need to improve their focus on customer acquisition. Retaining current customers is a significant factor in attaining sustained sales success.

Understanding of company margin (Profitable products and categories by salespeople):



Analysing the profitability of products is crucial in evaluating the performance of salespeople and determining appropriate promotions within the sales department. This allows for a better understanding of the company's margin. Through the examination of the given data on the total profit margin generated by each salesperson and the profit margin of individual products, it is possible to obtain significant insights into the profitability of distinct salespeople and product categories.

The data provides insight into the profit margins generated by each salesperson, with figures ranging from 13.37K to 2.17K. The statement suggests that there are differences in the levels of profitability among members of the sales team. Based on the data, it can be observed that Salesperson ID 22 has achieved the highest profit margin of 13.37K, which is significantly higher than the profit margins of Salesperson IDs 8 and 21, who have achieved 6.94K and 6.82K, respectively. The mentioned individuals have exhibited a noteworthy proficiency in generating sales that result in profit.



The provided data presents a range of profit margins generated by salespeople, with values varying from 0K to 14K. These profit margins serve as an indicator of a salesperson's ability to generate profits for the company. The statement suggests that there are discrepancies in the capacity of salespersons to produce revenue for the organisation. The sales data indicates that Salesperson ID 22 has achieved a notable profit margin of approximately 14K. Salesperson IDs 8 and 21 have also performed well, with profit margins of approximately 7K. The individuals in question have exhibited a noteworthy ability to generate substantial profits through their sales endeavours.

The data includes a categorization of products into six distinct types: Cardigan, Hoodie, Jacket, Polo Shirt, Sweatshirt, and T-Shirt. Through an analysis of the sales volume and profit margin of each category, it is possible to determine the relative profitability and success of different product categories in the market and is shown above.

The profitability of the Hoodie category is noteworthy as it exhibits a consistent profit margin among different salespeople. The statement implies that there is a consistent profit generation by salespeople who specialise in selling Hoodies, and Salesperson ID 22 outperforms the others in this category. On the other hand, the Cardigan category's profit margins display a higher degree of variability, suggesting that salespeople may experience differing levels of success when selling Cardigans.

Focusing on promoting and selling high-margin products can have a significant impact on a business's overall performance and success. Salesperson ID 21, 12, 8, 20 can be considered for promotion.