
From Numbers to Narratives:

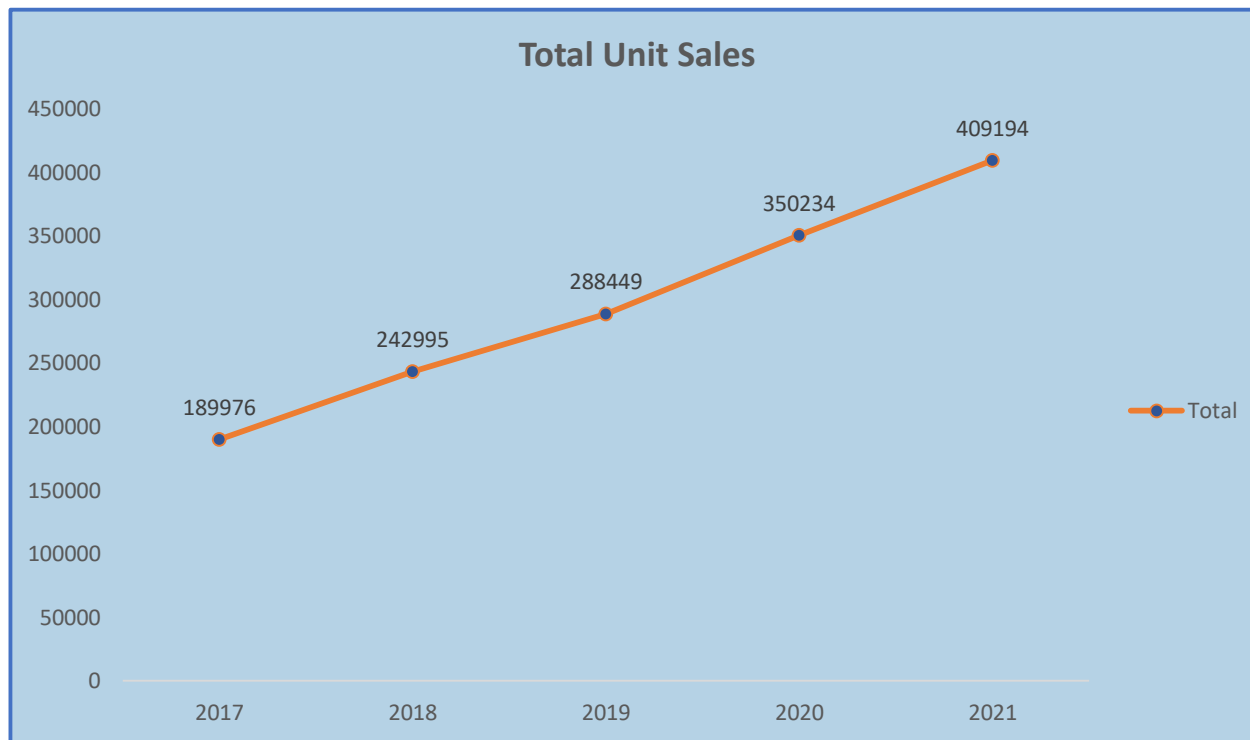
A visual journey

Account Sales Analysis
2017-2021

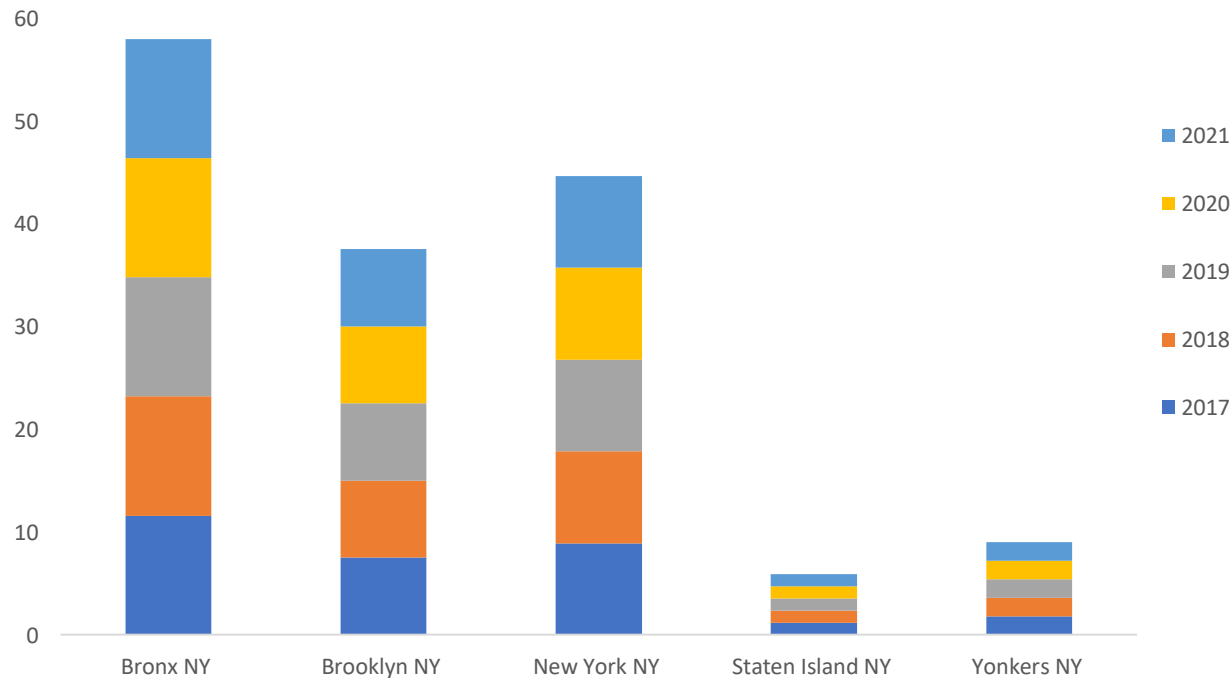
Report By
Sushant Aggarwal

The Good

- Overall, sales of **1480848 units** has been recorded. The growth has been steady, though with a fluctuating Y-o-Y trend.



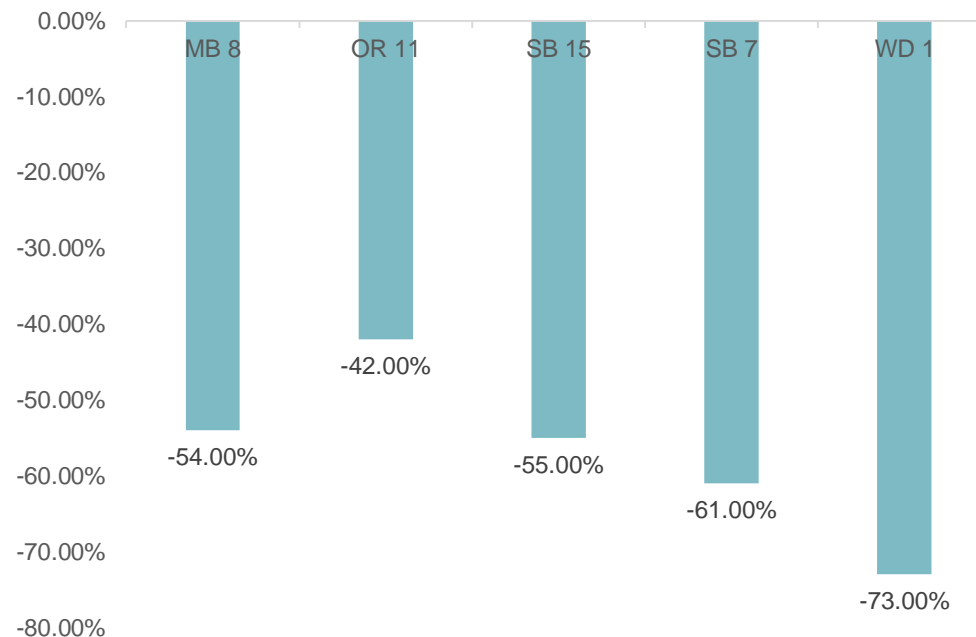
- The 5-year CAGR in sales has been **51.8%**, with the **New York** and **Bronx** regions leading the way.



The Bad

- We have some very poorly performing accounts that should be closed, which would free up resources to drive sales growth elsewhere.

5 Year CAGR for 5 Worst Performing Accounts



Summary

- Online Retailers have become dominant (27.59% share), taking over from Small Businesses, which led in 2017. Thus, an increased focus on online retailers can help drive sales growth.
- 16 accounts have reported a negative CAGR in this time period, which is a reason for alarm. Addressing these issues must be a priority in helping revive these accounts for better profitability or else these accounts may have to be closed.
- Additionally, given the growing popularity of social media, we should strategically utilize its potential to attract new customers, as it often yields surprising results.