

Beauty Store Q1 Sales Dashboard Summary

Objective

The objective of this dashboard is to analyze Q1 sales performance of a beauty store. It aims to assess:

- Overall sales trends from January to April
- Product performance by revenue and quantity sold
- Regional branch performance
- Customer payment behavior
- Key business issues affecting revenue

Key Insights

1. Overall Sales Performance

Total Q1 Sales: ₦1.38 million

January Sales: ₦532K

April Sales: ₦169K

This represents a sharp 68% decline in sales from January to April. The business started strong in January but saw a continuous drop, with the lowest figures in April.

2. Units Sold

Total Units Sold: 275

January: 105 units

February: 52 units

March: 75 units

April: 43 units

There was a small recovery in March, but overall, unit sales steadily declined after January.

3. Profit Trends

January Profit: ₦266K

February: ₦155K

March: ₦184K

April: ₦85K

The pattern matches that of sales, a strong January, a dip in February, slight recovery in March, and a sharp drop in April.

4. Mode of Payment

POS (Card): Majority of transactions ~ 38%

Bank Transfer: ~34%

Online Sales: ~28%

POS remains the dominant method, emphasizing the importance of in-store card reliability.

5. Top Performing Products

Lip Gloss

- Total Sales: ₦382K

- Profit: ₦174K

- Quantity Sold: 67 units

Lip Gloss is the best-selling and most profitable product overall.

Foundation

- Highest average transaction value (~~~₦~~43K)

- Quantity Sold: 51 units

This suggests it's a high-value item with steady demand despite a lower sales volume.

6. Regional Performance

Port Harcourt: 96 units sold — top-performing region

Lagos and Abuja followed behind

This shows a clear lead for the Port Harcourt branch in both sales and units sold.

7. Product Demand by Region

Lip Gloss: Strongest in Abuja

Eyeliner: Highest in Port Harcourt

Foundation: Best sold in Abuja

Product preferences vary by region, offering potential for targeted marketing.

8. Notable Trend – Mascara

Mascara was the only product to peak in April, with ₦96K in April sales after dipping earlier in the quarter.

Total Q1 Sales for Mascara: ₦197K

Recommendations

1. Investigate the Sales Drop:

- Assess internal operations, staff performance, marketing efforts, and inventory visibility.
- Consider whether January's success was due to the holiday season, and why there was no recovery afterward.

2. Review Data Entry Practices:

- Possible underreporting due to poor logging of sales by staff.
- Proper data entry training is essential to ensure all transactions are captured.

3. Boost Marketing Efforts:

- The steady decline may indicate poor customer engagement post-January.
- Launch Q2 promotions and region-specific product campaigns.

4. Strengthen Payment Infrastructure:

- Ensure all branches are equipped with multiple POS machines, stable internet connections, and backup options.

5. Set Up Store Wi-Fi:

- Help customers complete transfers easily via mobile banking.
- Especially critical in a cashless economy where online payments dominate.

Conclusion

Q1 performance was weak after January, raising red flags about operational consistency. Products like Lip Gloss and Foundation showed strong potential, and regional variations in product demand open up opportunities for customized strategies. For Q2, addressing internal gaps, improving infrastructure, and realigning sales goals will be key to driving growth.