

# RETAIL SALES ANALYSIS

KEY INSIGHTS AND FINDINGS

125,053	154,568	95,054	124,500
125,487	56,845	97,511	125,000
110,000	110,000	99,011	154,000
150,000	150,000	99,216	95,000
35,000	101,090	101,684	154,200
83,000	101,962	102,747	110,000
45,000	102,747	102,747	89,000
			50,000
			68,700
			123,000

## SUMMARY

TOTAL SALES R  
187 M

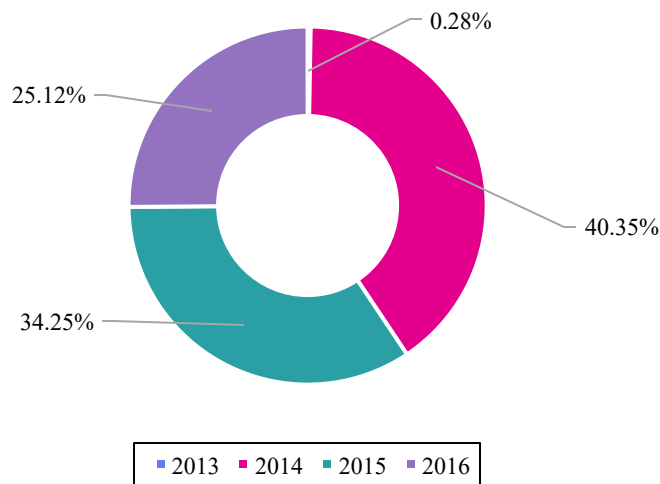
DAILY SELLING  
PRICE R37.05

TOTAL UNITS  
SOLD 5M

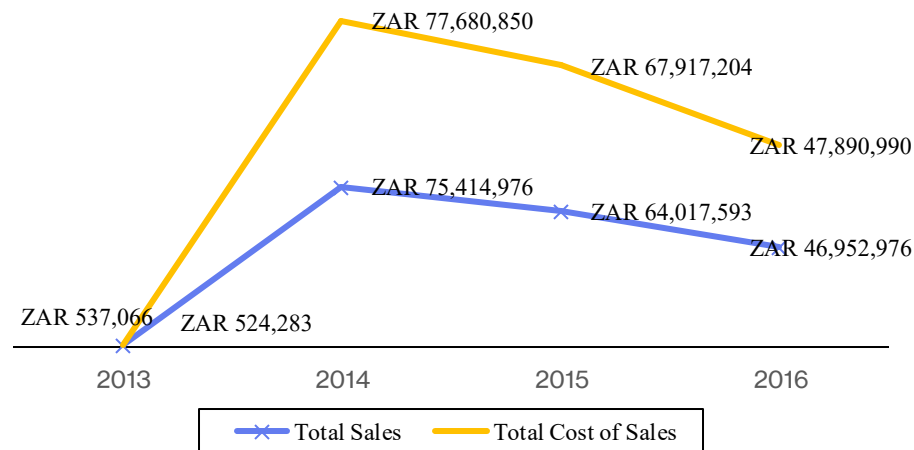


## SALES TREND

### Sales Distribution by Year



### Sales vs. Cost of Sales Over Time

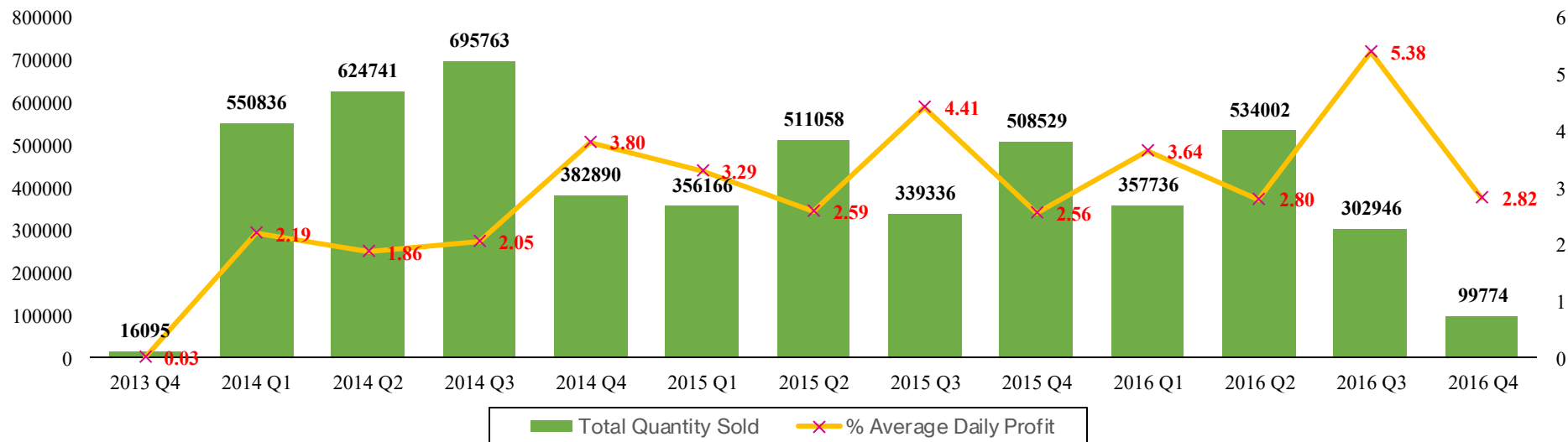


### Key Insights

- Analysis of total sales for this product was highest in Year 2014, grossing 40.35% of total sales for the year.
- Over the 4 year period, sales and cost of sales increase and decrease, concurrently. With Total Cost of Sales slightly higher than for the last 3 years, indicating a decline in sales (low profitability).

# PERFORMANCE ANALYSIS

## Total Quantity Sold vs. Daily Profit

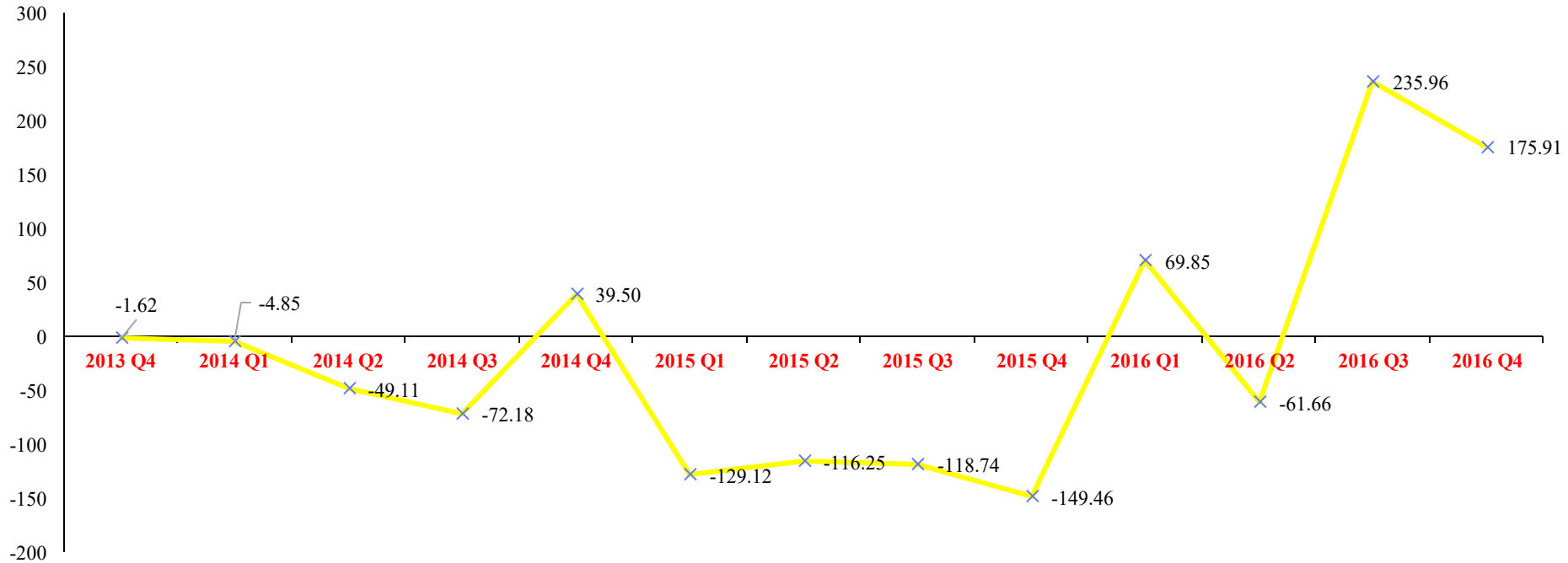


## Key Insights

Periods with higher units sold, generated low daily profits, 2014 Q3 vs. 2016 Q3. This may indicate a temporary rise price most likely due to sudden increase in demand for the product.

## GROWTH TREND

### Price Elasticity of Demand



### Key Insights

- Quarter 4 in 2015 has an extreme low value (-149.46), this may be due to increase demand for the product/increased efforts to promote the product.



**THANK YOU**

