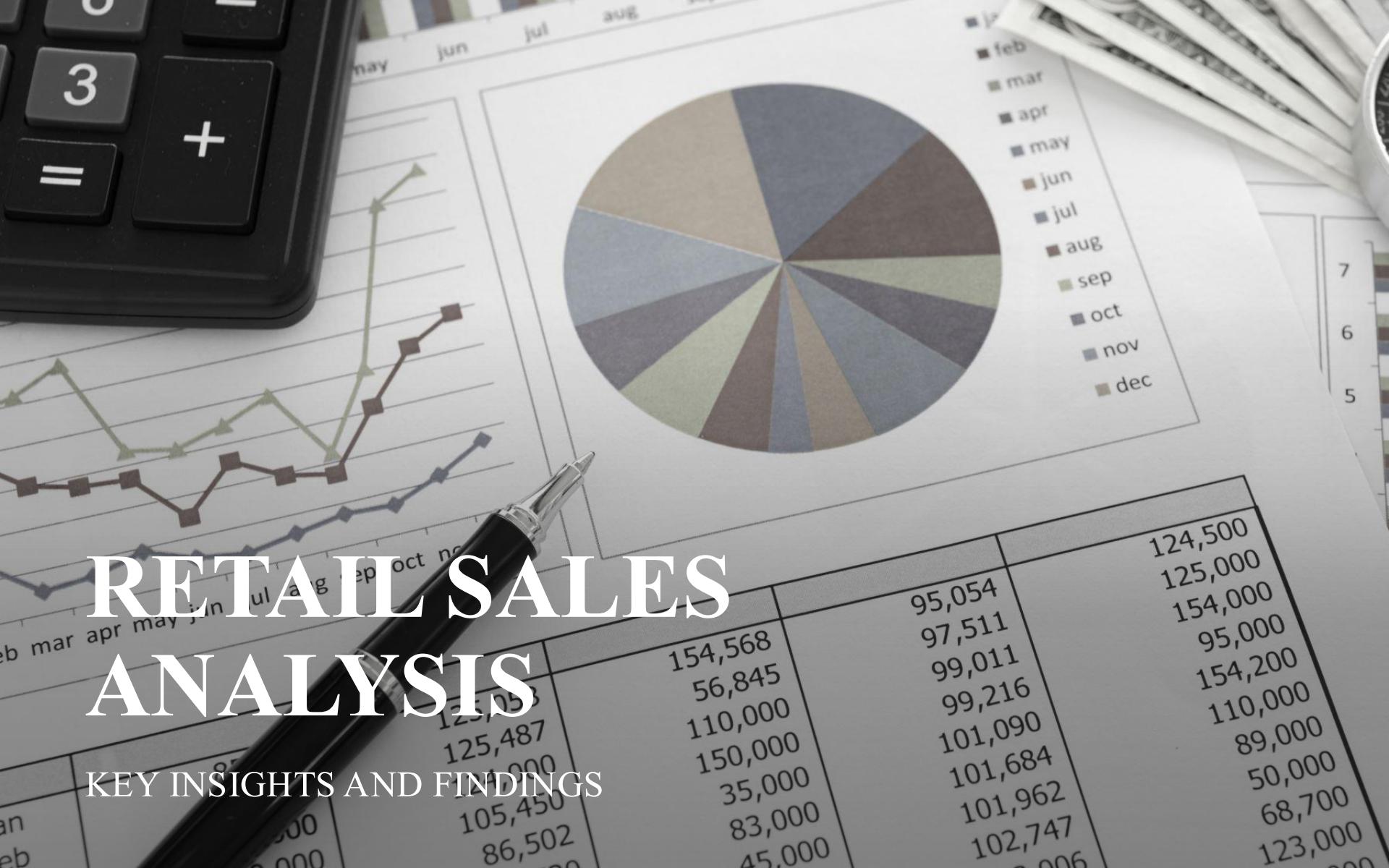


# RETAIL SALES ANALYSIS

KEY INSIGHTS AND FINDINGS



## SUMMARY

TOTAL SALES R  
187 M

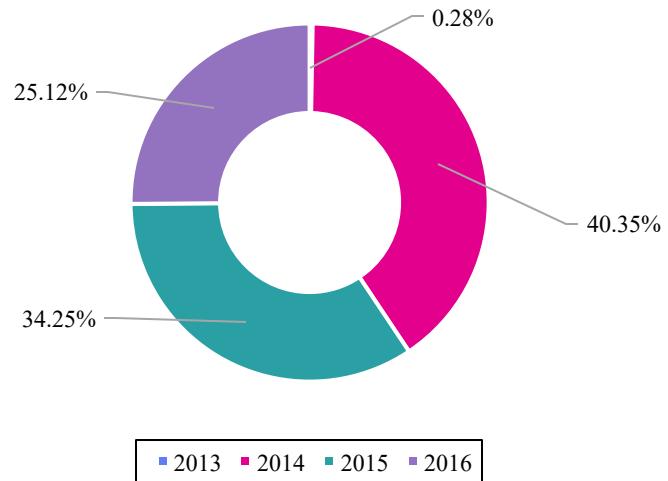
DAILY SELLING  
PRICE R37.05

TOTAL UNITS  
SOLD 5M

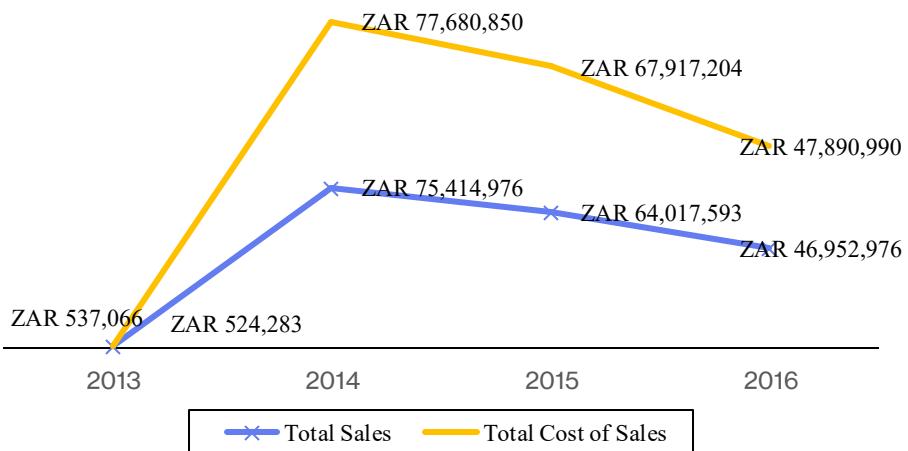


## SALES TREND

Sales Distribution by Year



Sales vs. Cost of Sales Over Time

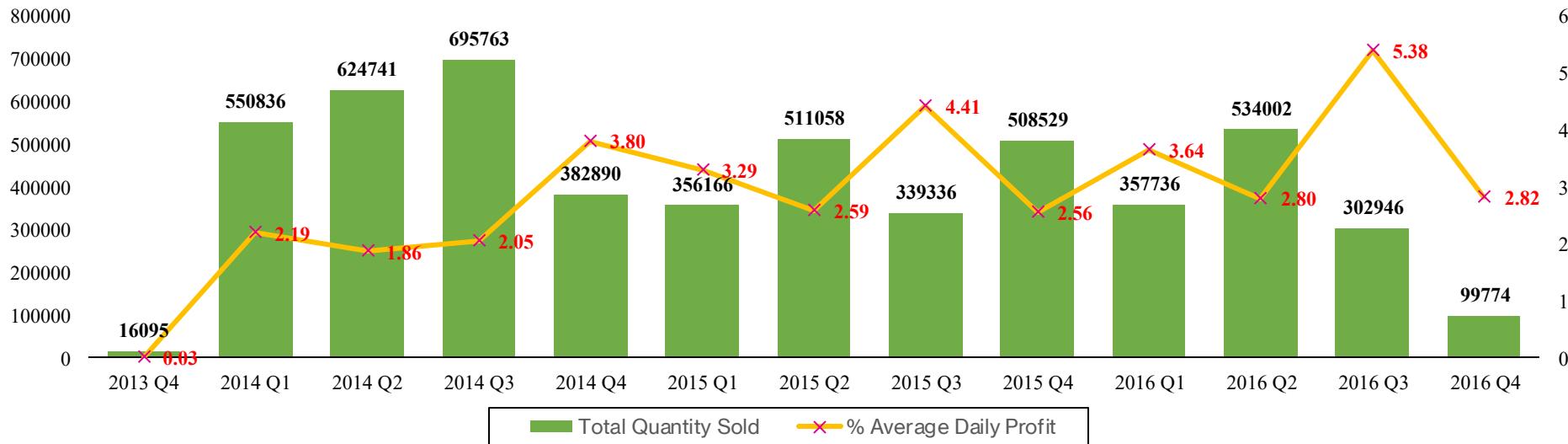


### Key Insights

- 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

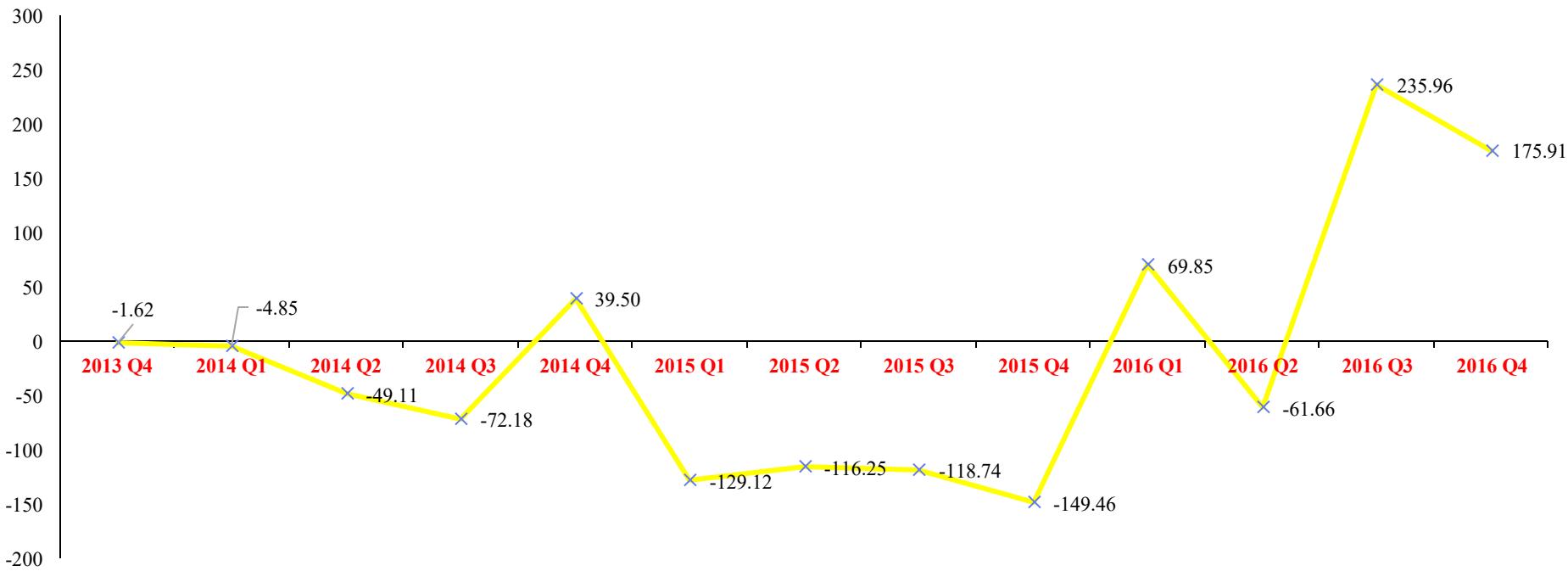


## Key Insights

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

