

Telecom Sales Performance Analysis

Monthly Report

Introduction & goals

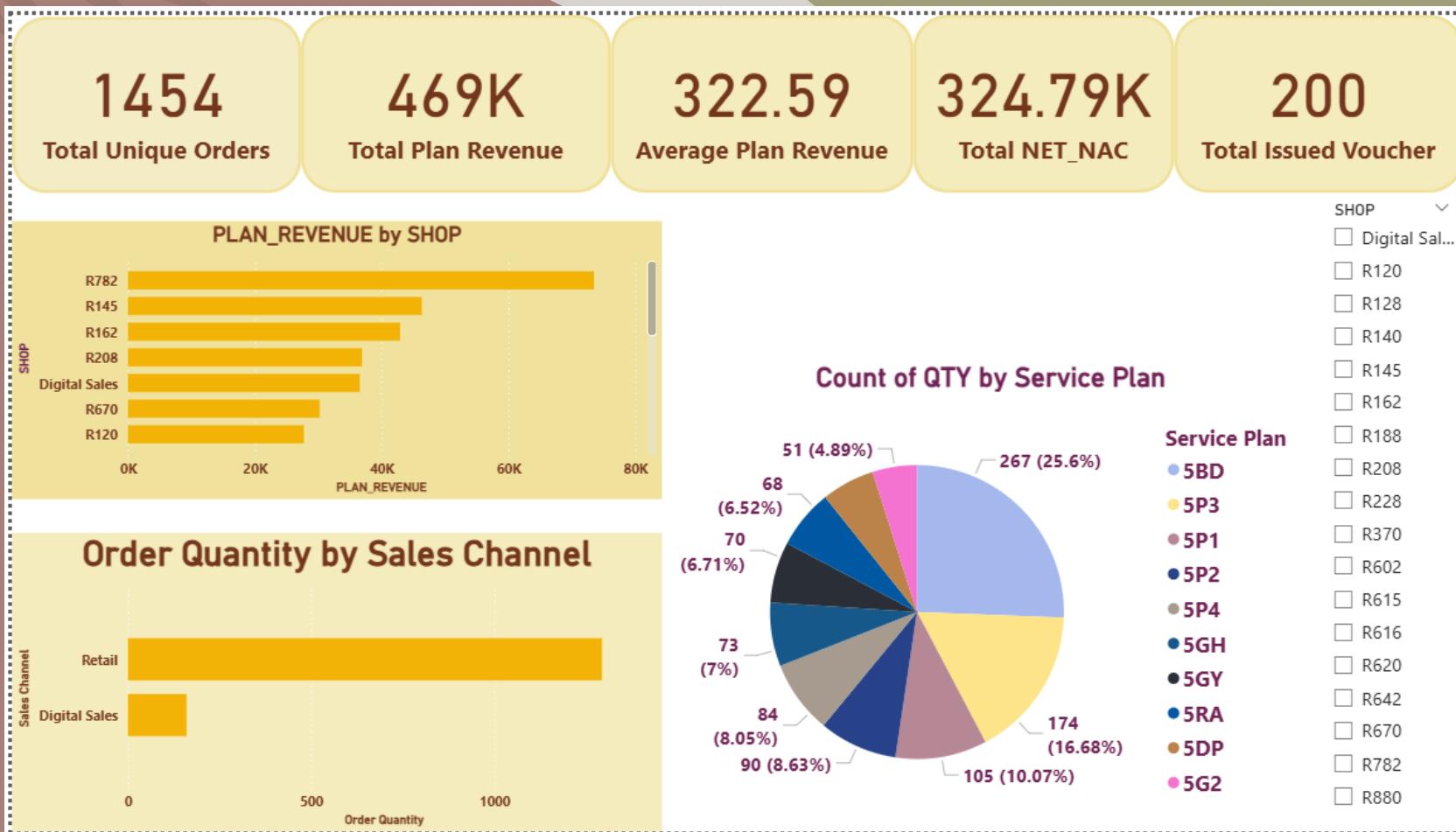
Introduction

This project focuses on analyzing the monthly sales performance in the telecommunications sector.

Primary goals

It aims to provide insights into top-performing channels and shops to maximize revenue.

Data Visualization & Analysis

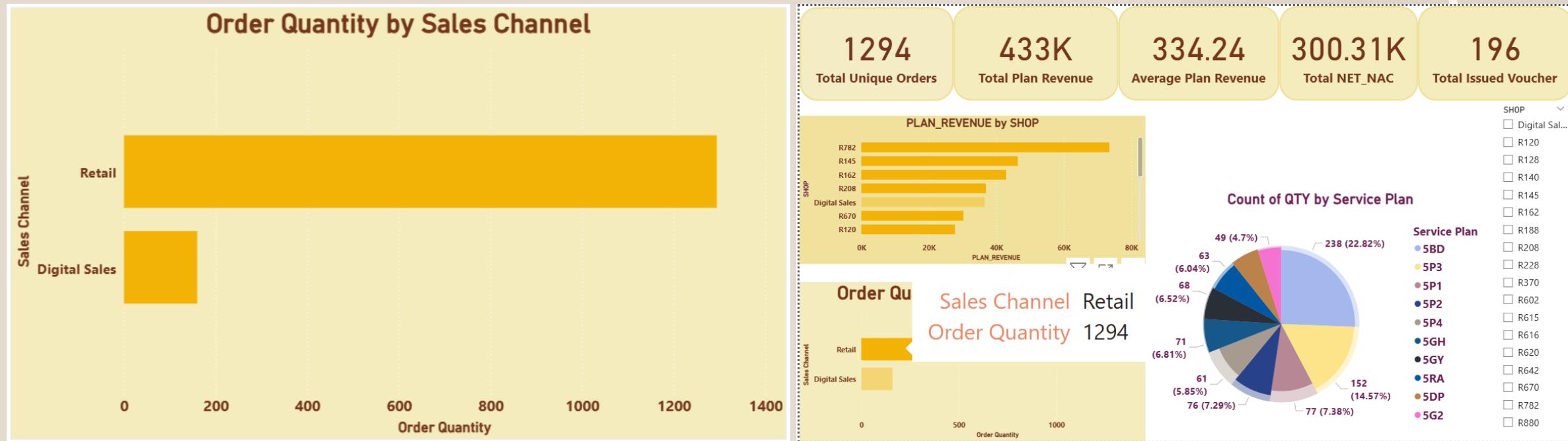


Executive Summary (Monthly)



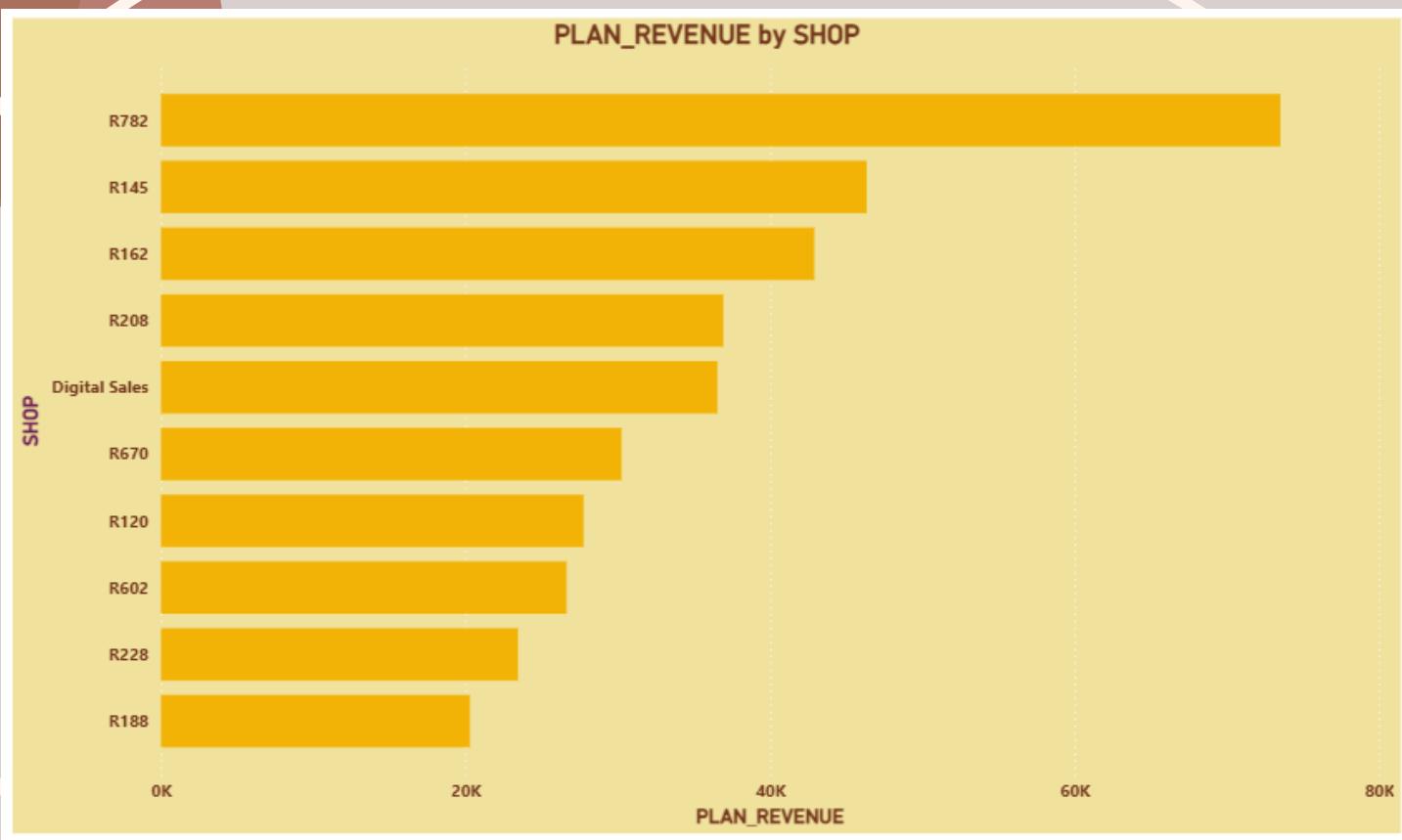
- Total Unique Orders: 1454 new orders
- Total Plan Revenue: 469,050
- Average Plan Revenue: 322.59
- Total NET_NAC: 324,790
- Average NAC Subsidy: -36.71 per order
- Total Issued Voucher: 200

Channel Performance (Monthly)



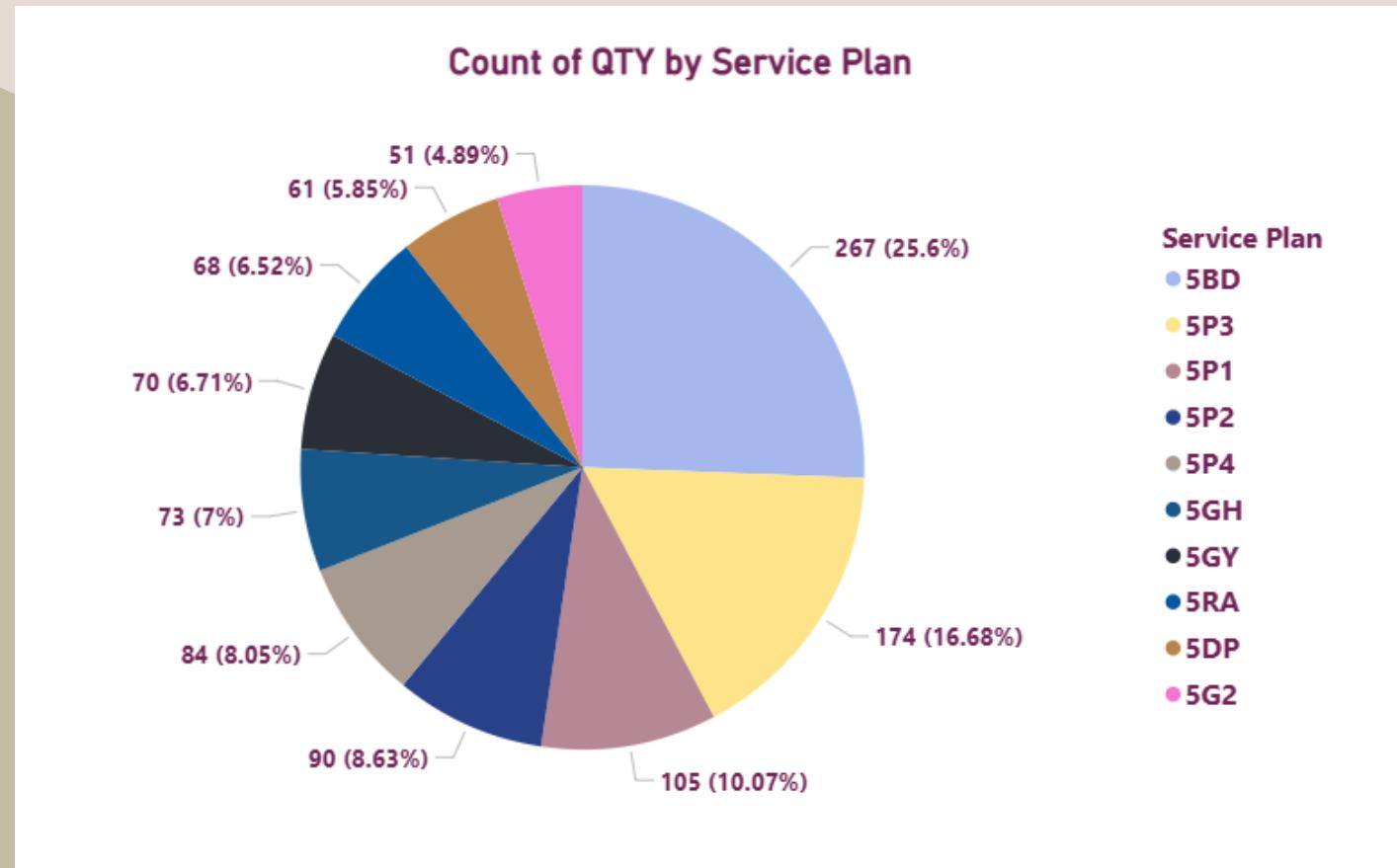
- ❖ Retail Shop shows better performance than Digital Sales.
- ❖ Retail Shop received the highest total order quantity (1,294 orders), compared to Digital Sales (160 orders)

Top 10 Shop by Revenue (Monthly)



❖ Retail Shop R782 achieved the highest revenue among 16 retail shops, while Digital Sales ranked fifth.

Top 10 Service Plan Distribution (Monthly)



❖ Service Plan 5BD recorded the highest number of sales orders.

Top 10 Individual Sales Performance

SALES_CODE	ORDER COUNT	Total NET_NAC
PQR42371	32	13,129.23
AQD39373	47	12,916.97
TEL42245	63	8,673.87
PQR43253	26	8,527.51
PQR42915	26	8,338.80
PQF43251	30	7,928.46
RGS41829	30	7,571.63
RGP24433	35	7,231.53
PQR38035	24	7,218.50
RGP42579	27	6,974.21
Total	340	88,510.71

❖ PQR42371 recorded the highest Net NAC in individual sales performance.

summary

- ❖ Total Orders (Monthly) : 1454
- ❖ Total Plan Revenue (Monthly) : \$469,050
- ❖ Total NET_NAC (Monthly) : \$324,790
- ❖ **Retail Shop** received the **highest total order quantity** (1,294 orders), compared to Digital Sales (160 orders) in Monthly Channel Performance.
- ❖ **Retail Shop R782** achieved the **highest revenue** among 16 retail shops.
- ❖ **Service Plan 5BD** recorded the **highest number** of sales orders in Service Plan Distribution.

The background features abstract organic shapes in muted colors. On the left, there's a large, rounded shape in a reddish-brown hue. Above it, a cluster of thin, light-grey lines resembling stylized leaves or feathers. To the right, a large, irregular shape in a light olive-green color is partially outlined by a thin white line.

thank you