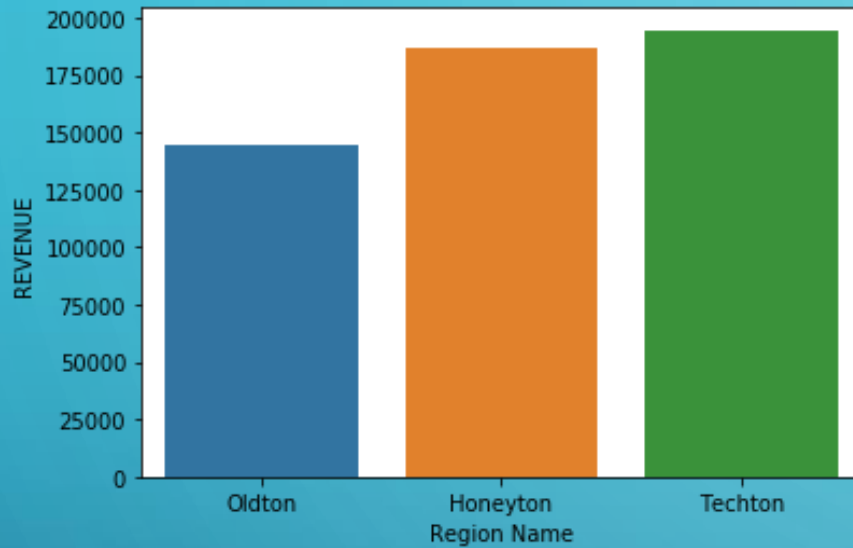


# OXYLABS DATA ANALYST HOMEWORK TASK

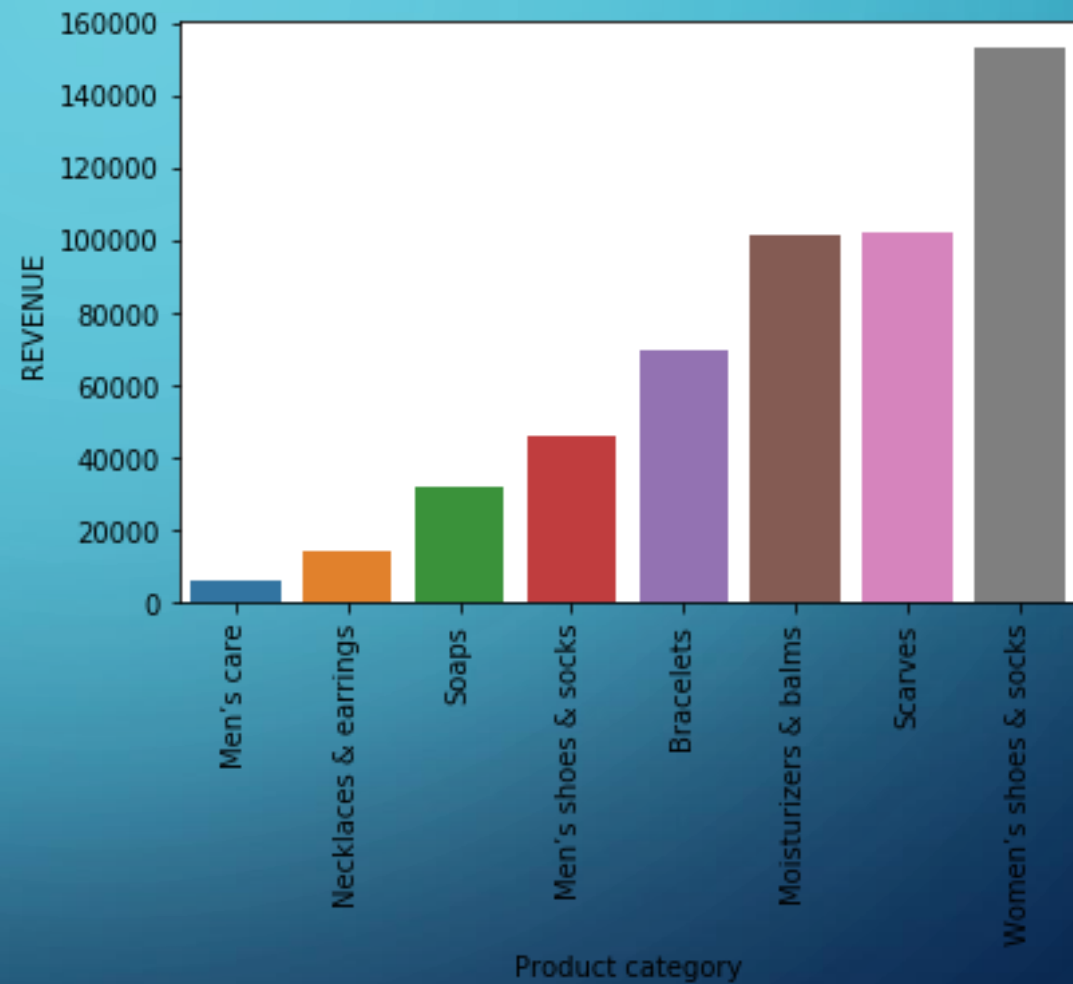
TOMAS DMITRIJEVAS

# REGIONAL SALES

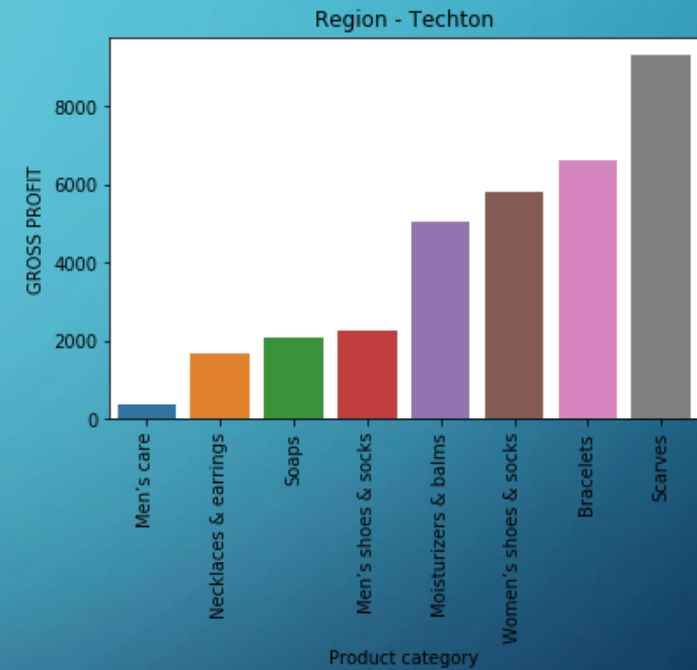
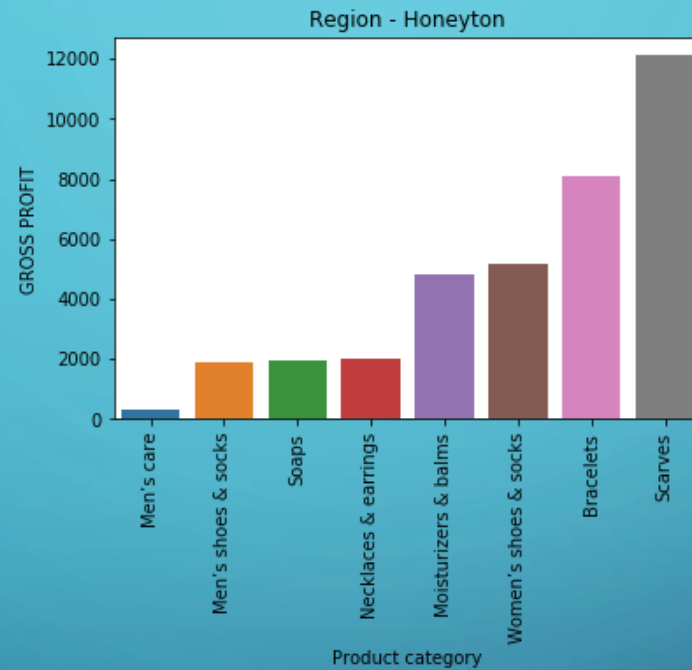
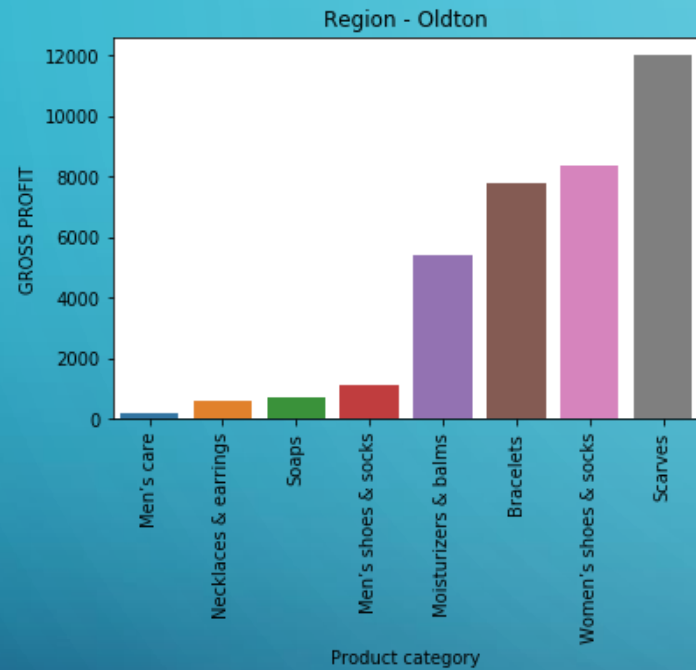


## Regional yearly sales results:

1. Techton 194.619,6
2. Honeyton 186.605,9
3. Oldton 144.324,6



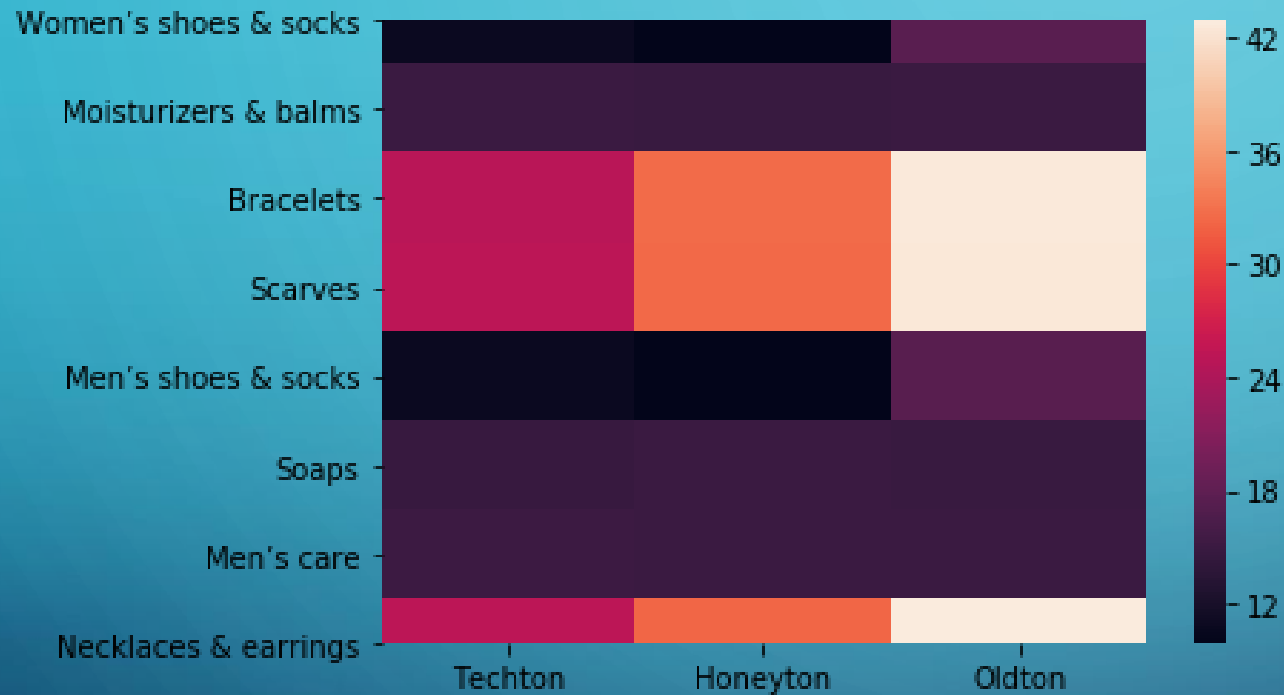
# GROSS PROFIT DRIVERS



Highest Total gross profit in all three regions earned in:

- Scarves
- Bracelets
- Women's shoes & socks

# GROSS PROFIT DRIVERS (2)

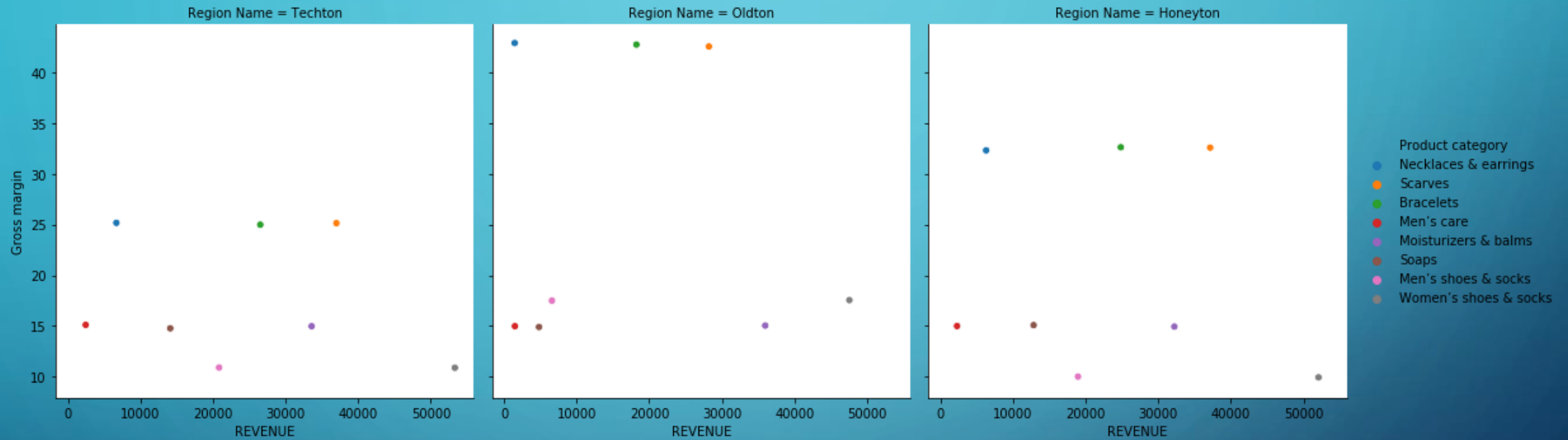


TOP 3 Gross profit drivers  
in regions:

1. Bracelets
2. Scarves
3. Necklaces & Earrings

Oldton has the highest profitability margins compared to other regions. The higher profitability is gained on the account of higher product prices in all product categories compared to other regions.

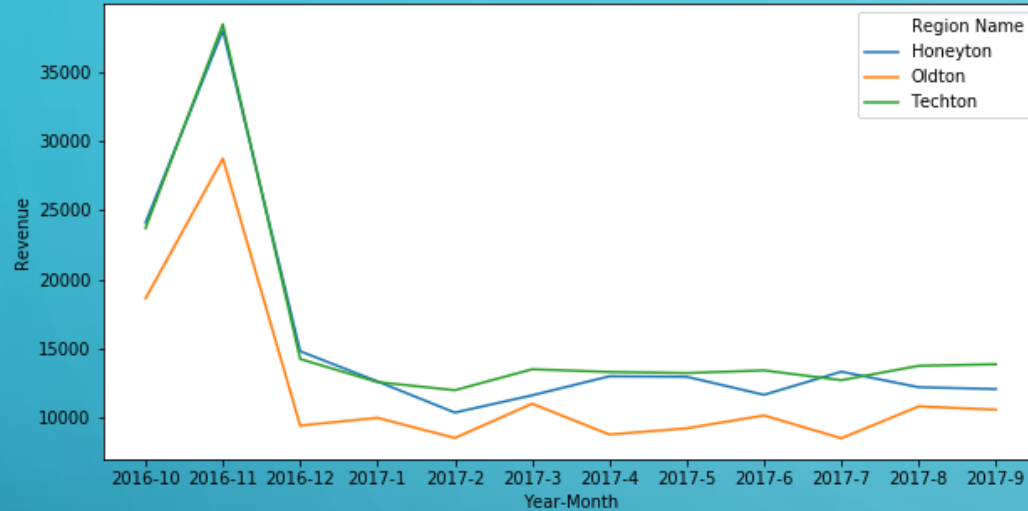
# GROSS PROFIT DRIVERS (3)



**Scarves** is the main product category of focus, that generates highest revenues and gross profit margins in all three regions. Together with **Necklaces&Earrings**, **Bracelets** it forms a “High gross profit margin” product category cluster.

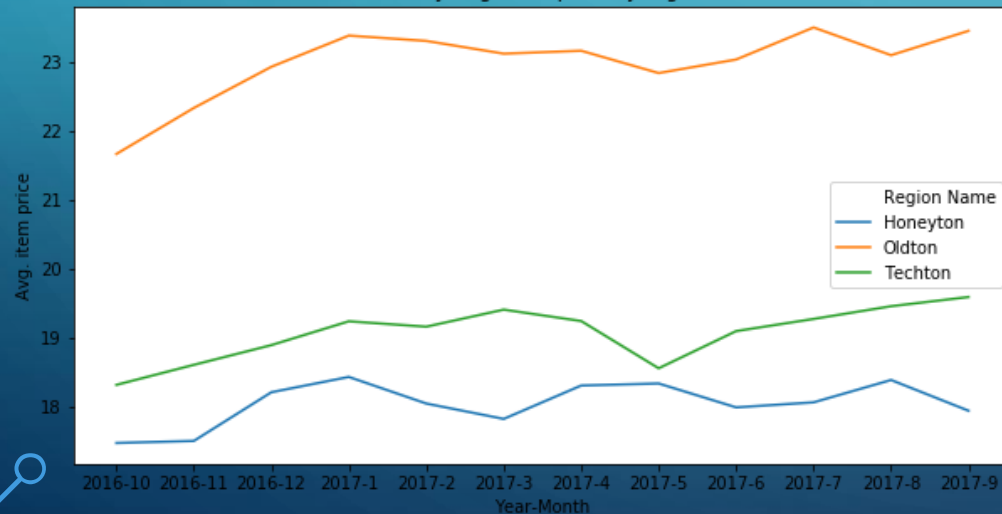
# REGIONAL SALES

Monthly Revenue by regions



Steady trend is noticed throughout the year in all regions with a noticeable sales peak in October-November period.

Monthly Avg. item price by regions



Slightly growing avg. item price trends in all regions is the indicator of overall price growth in all regions.

Highest avg. item prices in Oldton region identified throughout the year.

# RECOMENDATIONS

- Scarves, Bracelets, Women's shoes & socks are main gross profit drivers in all regions - main categories of sales focus;
- Highest potential is identified in Oldton region.
  - Pricing strategy should be reviewed for Scarves, Bracelets, Necklaces&Earrings categories (- 13-14% from current price), Men/Women shoes&socks categories (- 7% from current price);
  - price promo – equal prices in all regions;
  - targeting customers in the region with lower prices.