

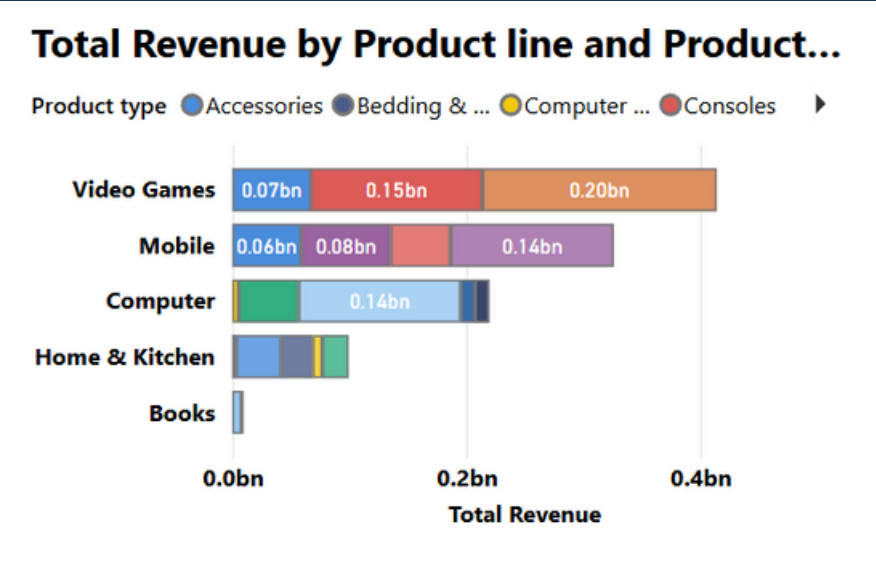
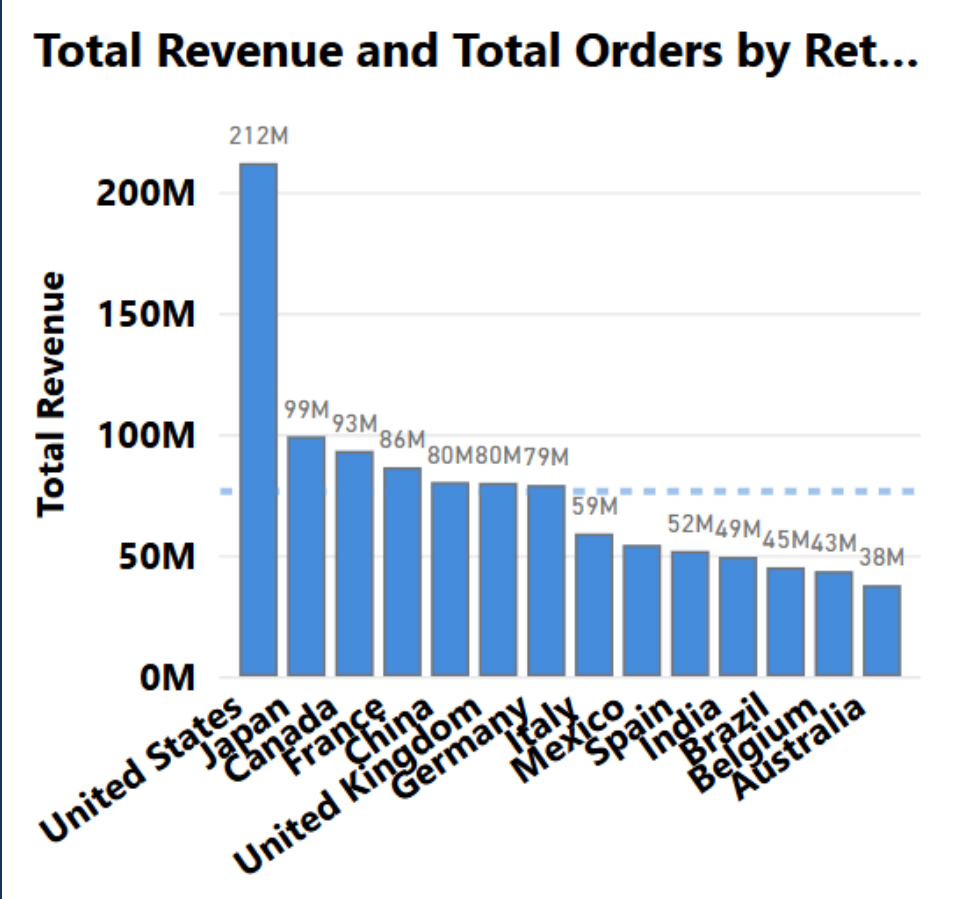
# DATA ANALYSIS

# REPORT

REPORT 2025

PREPARE BY TU TRAM

# SALES ANALYSIS

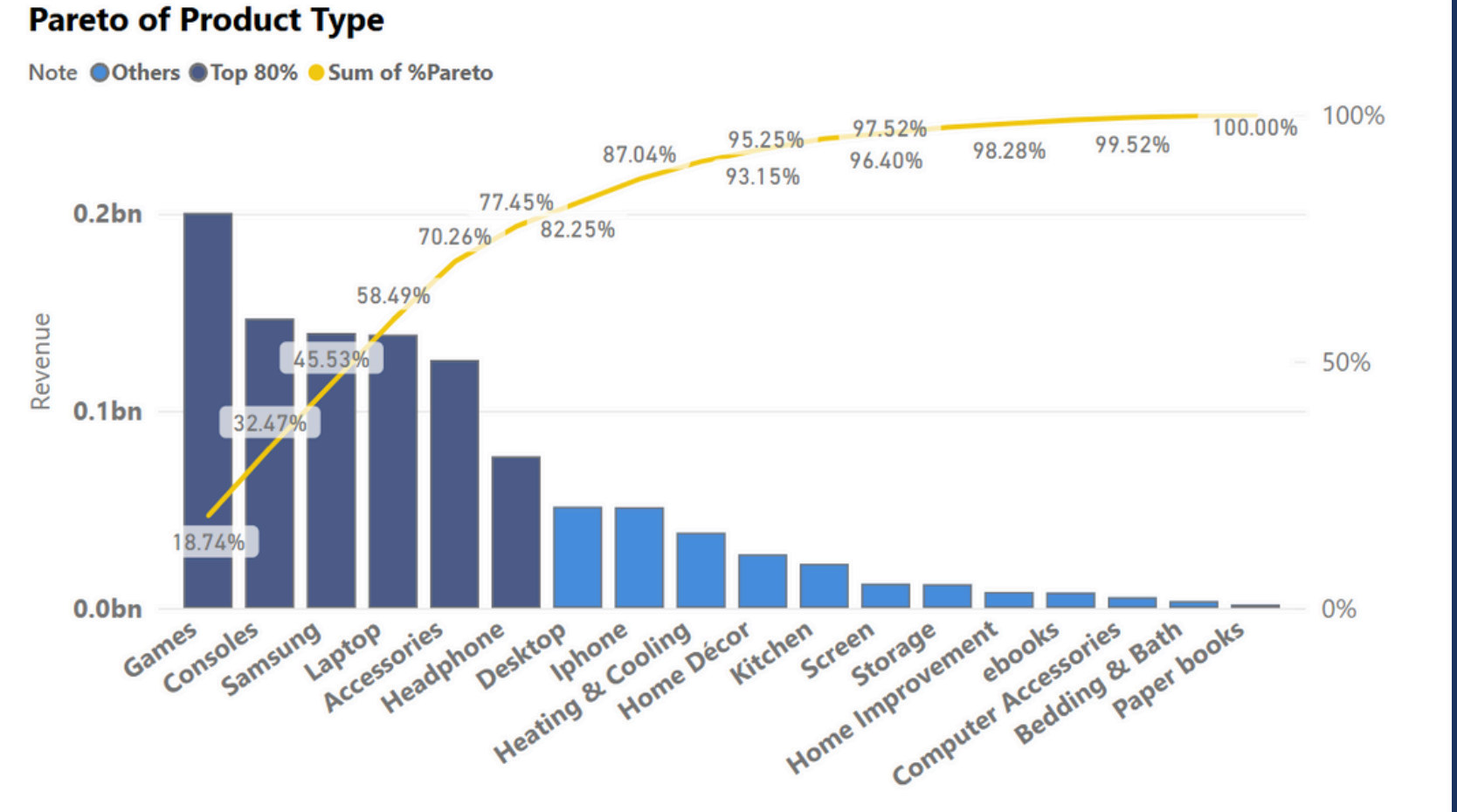
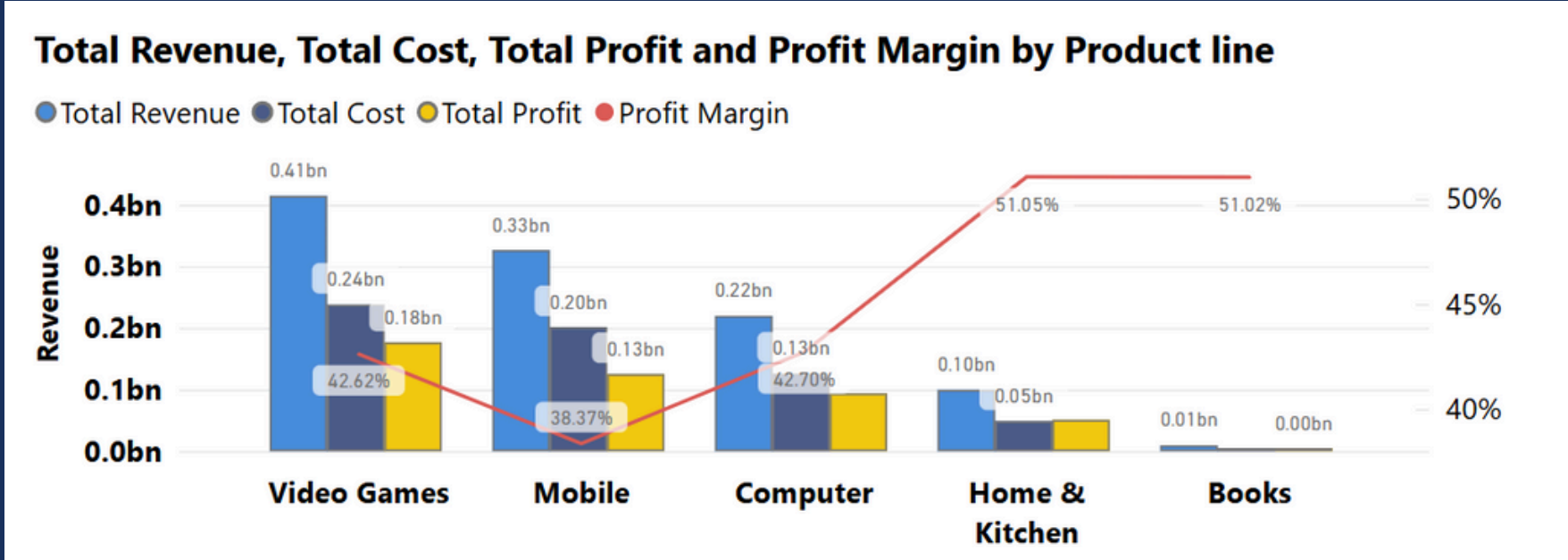


The retail business is achieving positive financial results with total revenue exceeding 1.07 billion, a profit of 450.97 million, and a stable profit margin of 42.20%. Most sales come from the online sales channel, with Video Games, Mobile, and Computer products leading in revenue. The United States is the largest consumer market with 212 million in sales. Overall, the business is operating efficiently, steadily, and has potential for further expansion in both products and markets.

# PRODUCT ANALYSIS

According to the Pareto chart, 80% of total revenue comes from 8 key product groups, including Games, Consoles, Samsung, Laptops, Accessories, Headphones, Desktops, and iPhones. The Games group leads in revenue (200.33 million USD) with a profit of 85.39 million USD, accounting for 18.74% of total revenue. Other products such as Consoles, Samsung, Laptops, and Accessories also contribute significant revenue (125–146 million USD each). Although the Accessories group has the highest sales volume (over 5.2 million units), the average profit per product is relatively low (9.67 USD). This indicates that Accessories are a low-margin product line, suitable for attracting and retaining customers. Meanwhile, premium product lines such as Laptops, Desktops, and iPhones generate very high profits per unit, at 465.95 USD, 375.09 USD, and 259.10 USD respectively. Although the sales volume is not large, their high profit margins make these groups play an important role in the overall profitability strategy. Most customers focus only on technology products, resulting in the Home & Kitchen and Books product groups generating very low revenue and profit.

=> With over 5.2 million products sold, Accessories play a key role in attracting traffic and retaining customers. It is recommended to implement cross-selling/upselling of accessories alongside Laptops, Desktops, and iPhones during the shopping process. The Laptop, Desktop, and iPhone groups, with their high profit margins, play an important role in the overall profitability strategy. Finally, focused marketing strategies should be run for the Home & Kitchen and Books product groups.





# CHANNEL ANALYSIS

The web channel is currently the company's main revenue driver, generating over 890 million USD, accounting for approximately 83% of total revenue, with a stable profit margin of 42.20%. In addition, channels such as Sales Visit and Telephone, though smaller in scale, contribute significant revenue (66 million and 49 million USD respectively), maintaining profit margins above 42%.

The Email and Fax channels, despite having smaller revenue, have good profit margins. Lastly, channels with high profit margins include "Special" and "Local Store."

=>

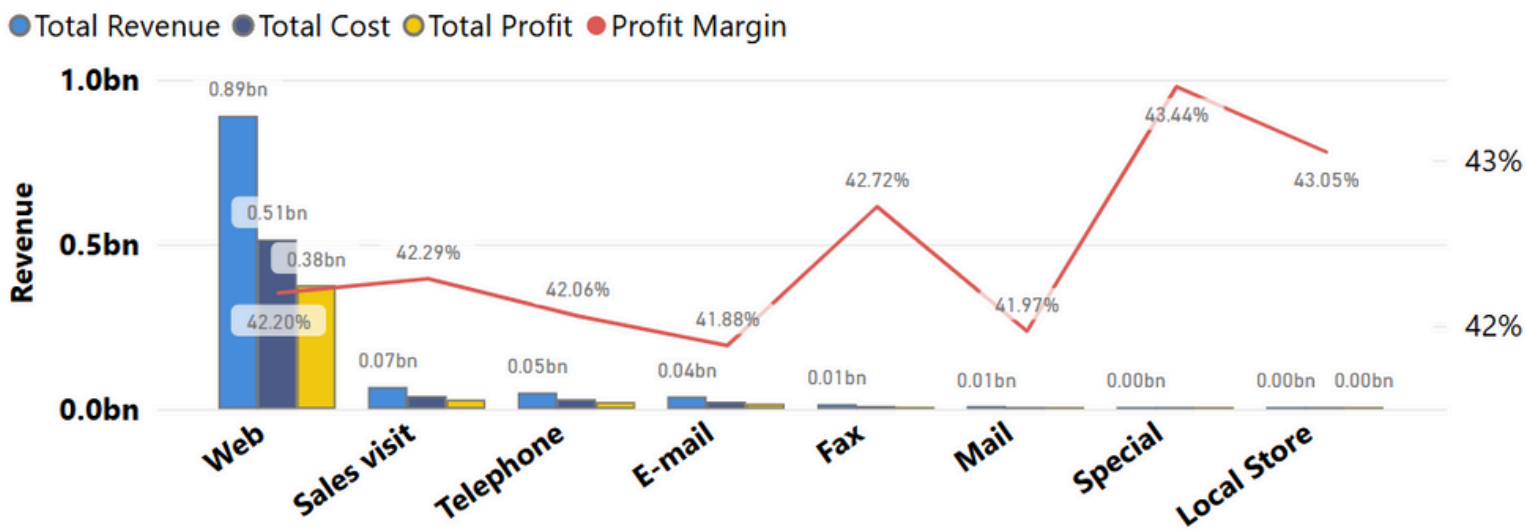
Web: Continue investing to optimize user experience, improve page load speed, and increase conversion rates through upsell and cross-sell strategies.

Sales Visit and Telephone: Build a dedicated consulting team and apply personalized customer advice and care to reach high-value customers.

Email: Suitable for implementing email marketing campaigns such as reminders to encourage repeat purchases, product recommendations based on purchase history, or regular promotional programs.

Special and Local Store: Focus on developing these two channels by training and improving service quality at physical stores to attract more customers and enhance brand awareness.

Total Revenue, Total Cost, Total Profit and Profit Margin by Order method type

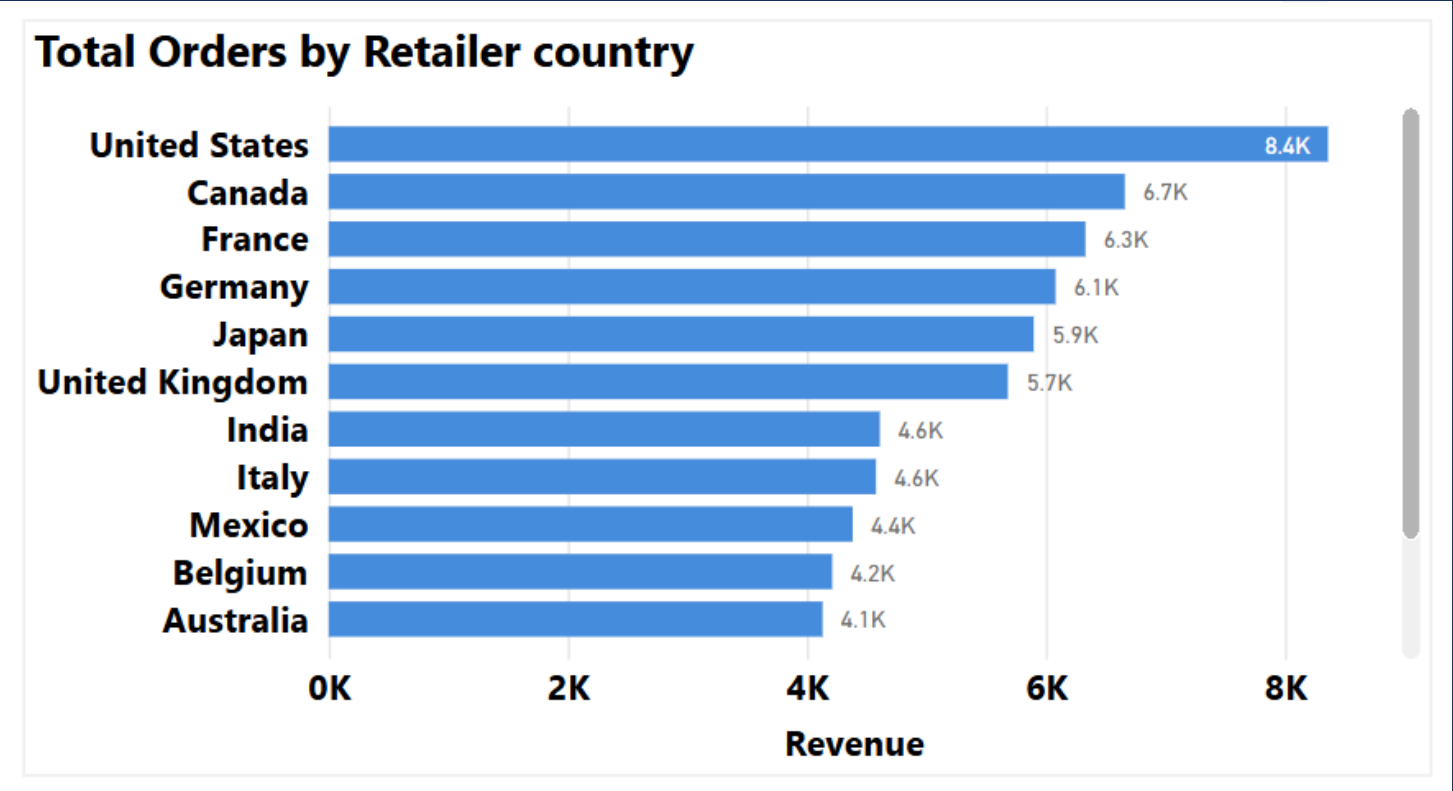
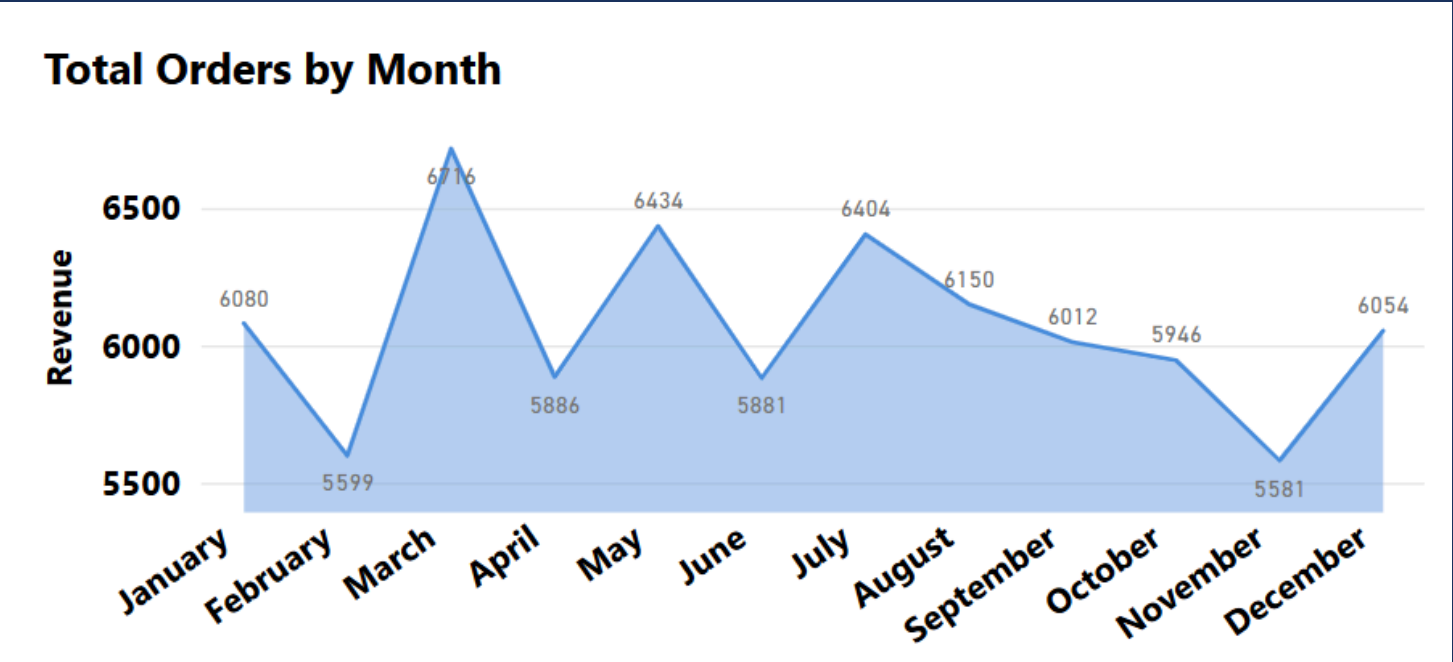


Order method type	Total Orders	Total Revenue	Total Profit
Web	55832	890,270,801.63	375,682,236.57
Sales visit	6219	66,381,502.85	28,069,541.95
Telephone	4854	49,307,870.73	20,738,908.61
E-mail	3185	37,032,825.32	15,510,181.36
Fax	1476	14,435,205.21	6,166,714.64
Mail	839	8,174,057.01	3,430,591.44
Special	337	3,134,375.87	1,361,684.50
Local Store	1	34,928.00	15,036.50

# CUSTOMER ANALYSIS

Customers from countries such as the United States, Canada, France, Germany, Japan, and the United Kingdom account for a large proportion of orders and play a key role in total revenue. Therefore, the company should focus on analyzing customer behavior by each market to personalize marketing strategies such as advertising content, promotion timing, and offers by region. Optimizing the shopping experience by country will help increase conversion rates and average order value from these key markets.

Additionally, monthly revenue data shows that March, May, and July are the three peak periods for order volume. The company needs to proactively plan promotions early for these months with flash sales, bundle offers, or free accessory gifts. At the same time, inventory and order processing capacity should be increased during peak periods. For low-demand months such as February and November, customer retention programs such as membership benefits, point redemption, or early holiday promotions should be implemented to effectively stimulate demand.



# MANAGER ANALYSIS

Emma Smith is the top-performing manager with 2,835,329 products sold, revenue of 211.93 million USD, and profit of 89.31 million USD, mainly focused on Games, Consoles, and Accessories. The average-performing managers include Pablo Ramirez (1,250,375 products, 98.99 million USD, Games, Consoles), Sophia Evans (1,092,064 products, 93.02 million USD, Games, Desktop), Camila Dubois (997,623 products, 86.35 million USD, Accessories, Games), and Wang Shu (1,100,630 products, 80.09 million USD, Games, Laptop). Mia Jones is the lowest-performing manager with 519,038 products sold, revenue of 37.51 million USD, and profit of 15.87 million USD, mainly focused on Desktop and Games, and needs performance improvement.

=> For the top-performing managers, allow them to sell additional low-selling products and expand into countries with low purchase volumes to increase company sales and reach more new customers. For the average-performing managers, focus on strengthening their core categories (Games, Consoles, Accessories, Laptop), increasing revenue in large markets such as the United States and China, experimenting with cross-selling products like iPhone and Samsung, and improving order volume through advertising. For the low-performing managers, it is recommended to provide sales skills training, encourage learning from top performers, and marketing training to better target the right customer segments.

Sales Manager	Total Sold	Total Revenue	Total Profit
Emma Smith	2,835,329	211,930,231.91	89,311,800.12
Pablo Ramirez	1,250,375	98,992,312.38	41,553,275.12
Wang Shu	1,100,630	80,093,878.49	33,833,081.12
Sophia Evans	1,092,064	93,023,304.97	39,421,249.90
Camila Dubois	997,623	86,335,110.82	36,490,092.03
George Jones	992,665	79,860,812.36	33,683,892.96
Jonas Müller	923,335	78,842,459.03	33,397,851.92
Maria Romano	705,907	58,865,551.97	24,877,290.56
Antonio González	639,420	54,138,859.63	22,835,057.97
Hugo García	627,592	51,641,606.86	21,605,719.90
Mia Jones	519,038	37,505,254.01	15,866,700.20
Carlos Silva	491,101	45,002,831.15	19,101,463.87
Navin Singh	486,237	49,257,109.66	20,834,778.13
Lucas Maes	465,450	43,282,243.39	18,162,641.76



# CONCLUSION

Data analysis from the dashboard shows that Emma Smith is the top-performing Sales Manager with outstanding revenue and profit, while some other managers like Maria Romano and Jonas Müller need support to improve their effectiveness. Technology and entertainment product groups such as Games, iPhone, Laptop, and Accessories play a strategic role due to their high revenue and profit, whereas groups like Paper Books, Storage, and Heating & Cooling have low performance and need to be reviewed for adjustment or removal.

The company should focus on leveraging the strengths of the top-performing team while providing training and reallocating tasks for lower-performing staff. The product strategy should prioritize high-value product categories and optimize appropriate sales channels to increase sales and ensure sustainable growth.