Sales Summary

Sales results of Sept-Dec'12
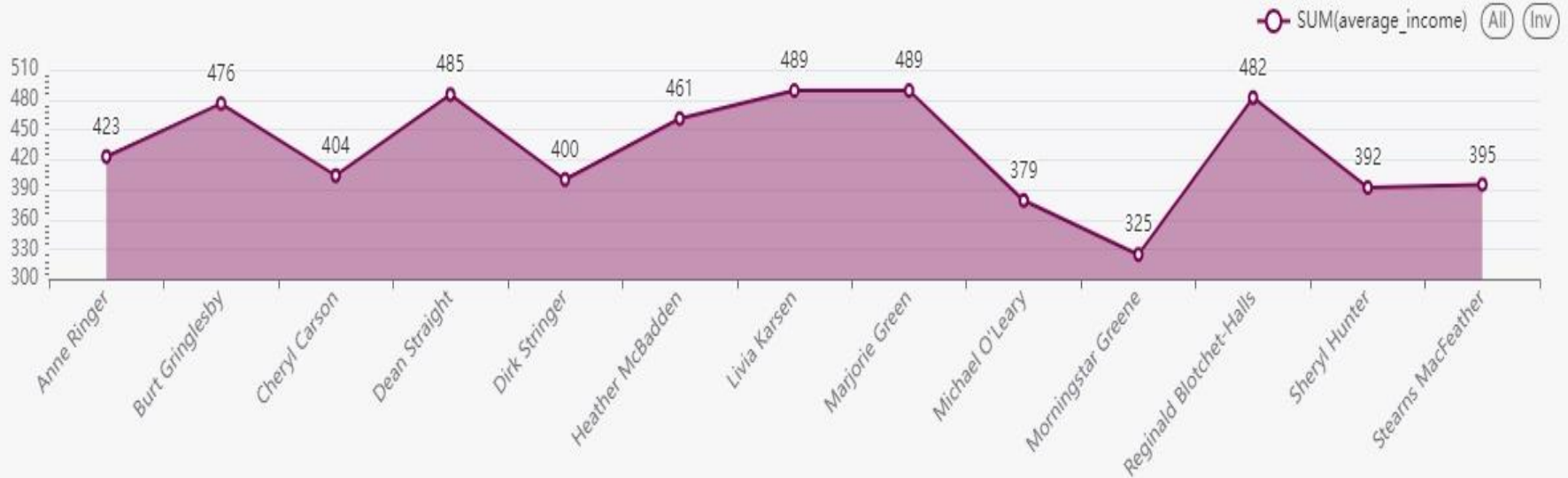
TOP Sellers of Sept-Dec'92

TOP10 sellers

Seller	SUM(income)
Abraham Bennet	4.94
Ann Dull	3.42M
Johnson White	3.22M
Albert Ringer	3.21M
Marjorie Green	3.06M
Michel DeFrance	2.75M
Charlene Locksley	2.5M
Innes del Castillo	2.36M
Burt Gringlesby	2.23M
Michael O'Leary	2.18M

SUM(income) (All) (Inv)

2M 2.5M 3M 3.5M 4M 4.5M 5M

60%
Total Sales
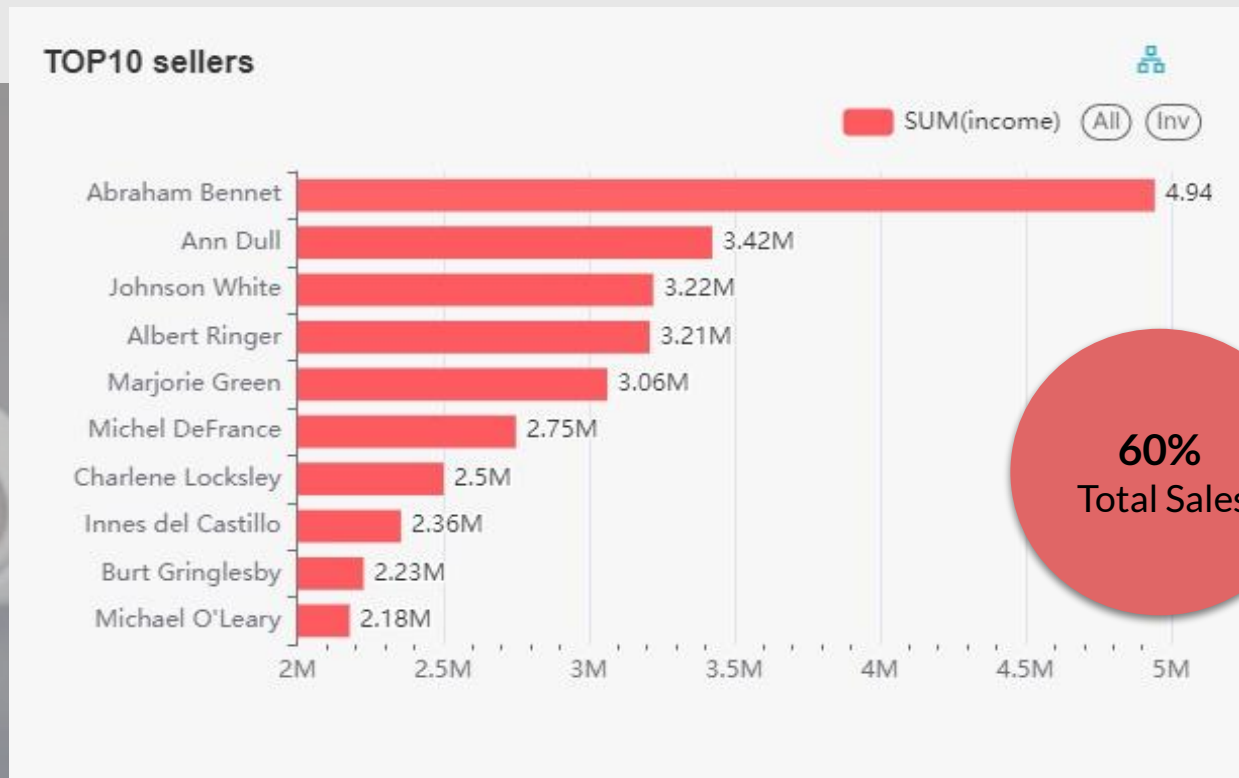
60% of sales was made by TOP10 sellers for 4 months period

Average sales

Lowest average sales per day by sellers

SUM(average_income) (All) (Inv)

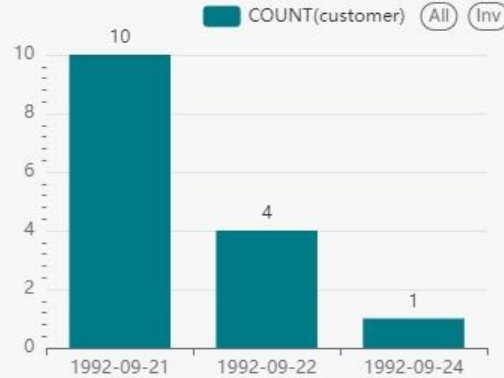| Seller	Value
Anne Ringer	423
Burt Gringlesby	476
Cheryl Carson	404
Dean Straight	485
Dirk Stringer	400
Heather McBadden	461
Livia Karsen	489
Marjorie Green	489
Michael O'Leary	379
Morningstar Greene	325
Reginald Blotchet-Halls	482
Sheryl Hunter	392
Stearns MacFeather	395

13 sellers (57% from total) gave 40% of sales and had average sales lower then in average

Customers

Age groups

40+   26-40   16-25   (All) (Inv)

13.48%
26.01%
60.51%

Sales with discounts

COUNT(customer)   (All) (Inv)

Date	Count
1992-09-21	10
1992-09-22	4
1992-09-24	1

Av sales per customer

income/total_customers   (All) (Inv)

505

av sales

502
501
499
500

495

1992-09   1992-10   1992-11   1992-12
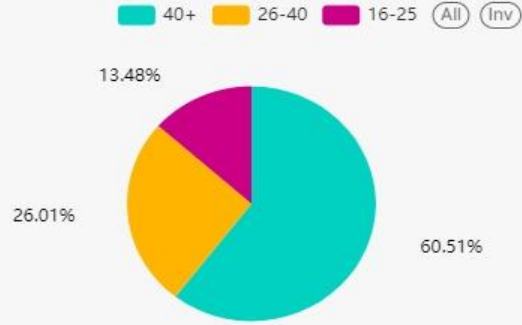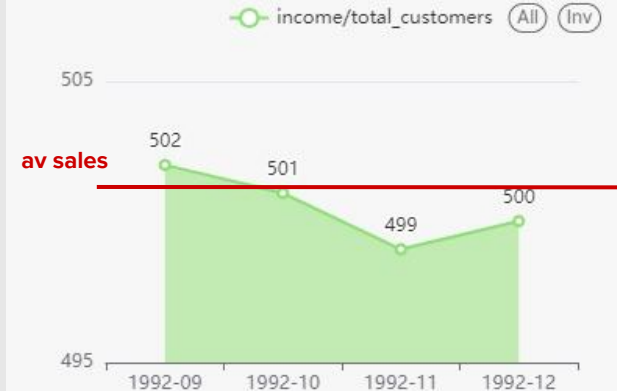
Over 60% of customers are people over 40, who prefer quality and traditional products
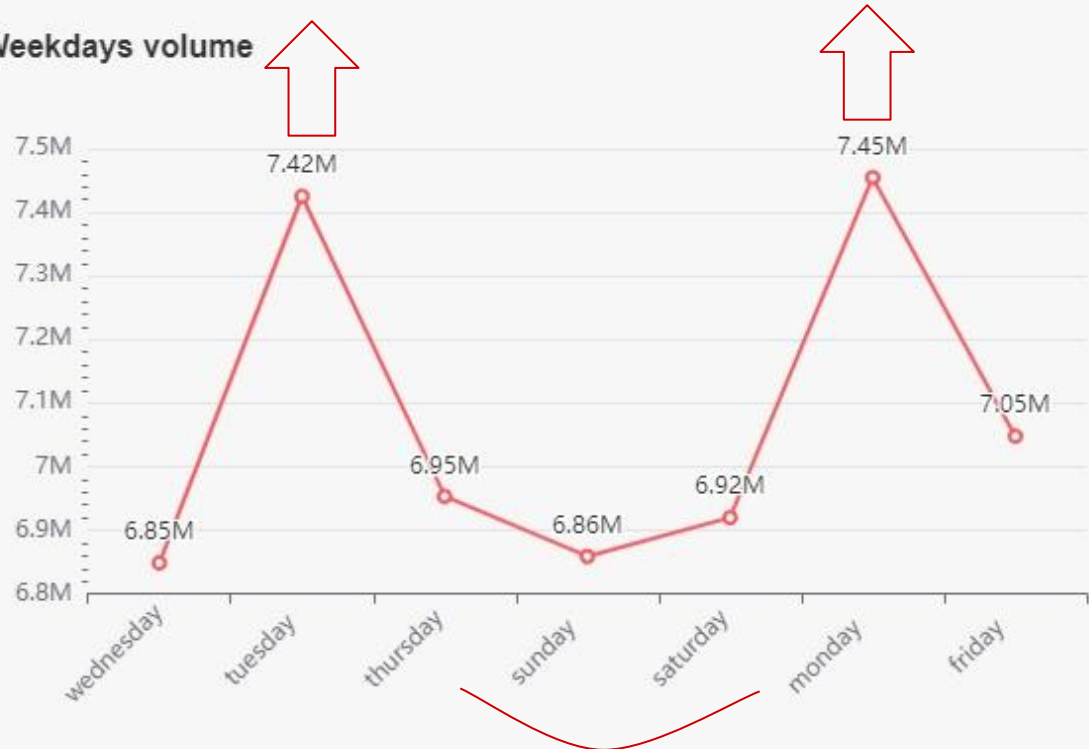
Sales with discounts not so high (15 customers) and low impact for average sales per customer (second and third charts) may indicate disinterest in this type of activity of our target audience

Sales by days

Highest level of sales on monday and tuesday, about 7% growth in the beginning of the week

It can be due to replenishing the grocery basket or the desire to change something in life "from Monday"

Weekdays volume

- 7.5M
- 7.42M
- 7.4M
- 7.3M
- 7.2M
- 7.1M
- 7.05M
- 7M
- 6.95M
- 6.92M
- 6.9M
- 6.86M
- 6.85M
- 7.45M
- 6.8M

wednesday, tuesday, thursday, sunday, saturday, monday, friday

low sales on the weekend

Action steps:

- **Analyse discounts program for understand the target audience, is there an impact on younger audiences,**

- **Analyse discounts program by weekdays, maybe it has low impact cause of this,**

- **Analyse product category and count impact for sales,**

- **Analyse price segment and influence by ages**

*_Dashboard link_