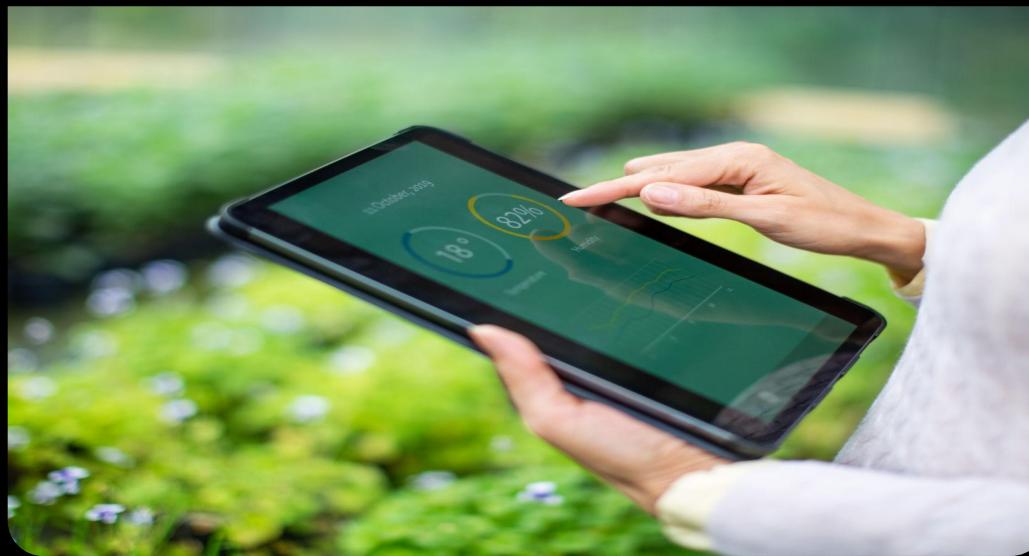


Bravo E-Commerce Sales Report



JANUARY 30, 2026

Presented by
Tunde Adebayo



Agenda

- * Introduction

- * Fluctuating monthly sales performance

- * Declining profit despite steady revenue

- * Uncertainty around discount impact

- * Category-level performance gaps

- * Summary

- * Recommendation

- * Conclusion

Our Audience

CEO

Alix TAIWO & Aex
KEHINDE

The Chairman

Sunday ADEBAYO

IT Department

Tunde ADEBAYO

Sales Department

Victor ONIPEDE

Marketing Department

Peace GRACE

HR Department

Olayemi ELIZABETH

Introduction

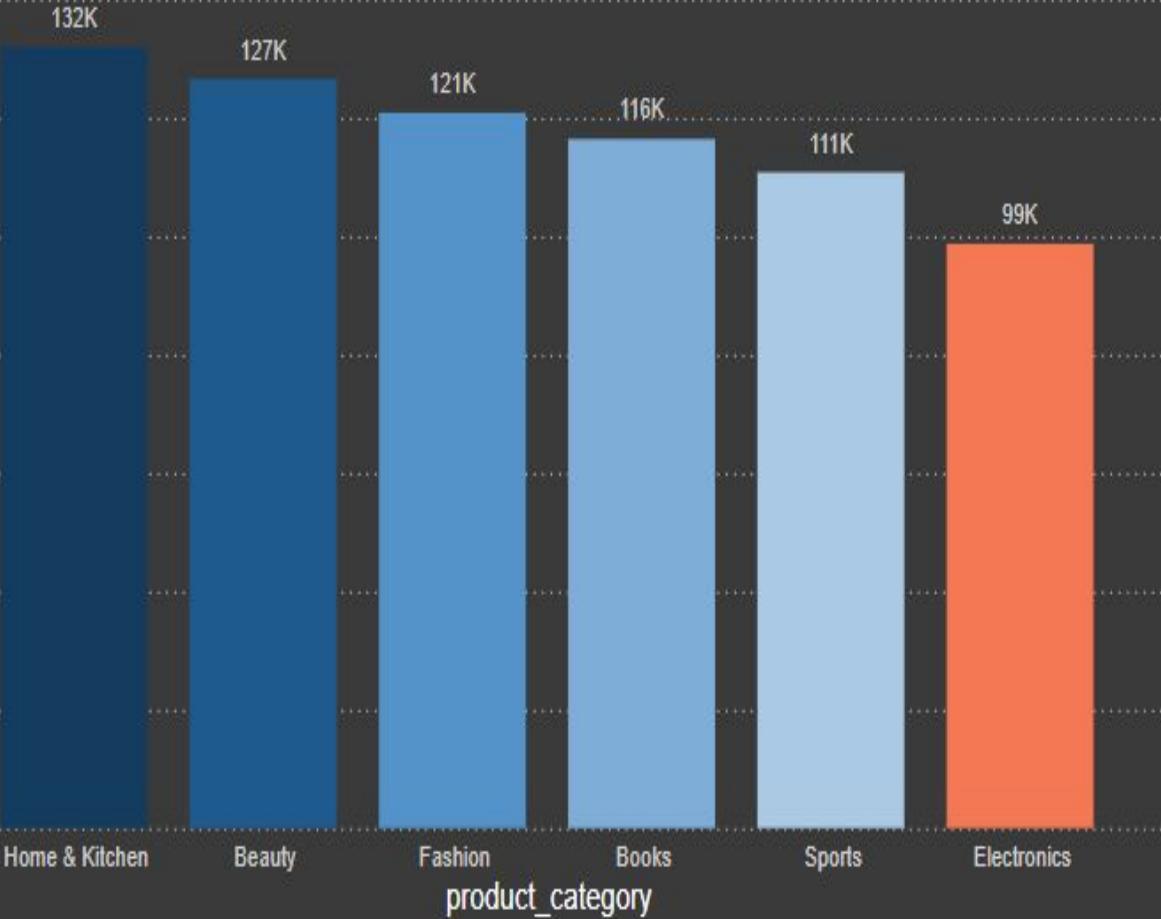
This presentation provides an overview of the company's 2024 sales performance, based on data extracted from the central database.

During the review, the business identified unusual sales patterns that were not clearly understood. To investigate this, I collaborated with the IT department to retrieve the full 2024 sales dataset and engaged with the Sales team to gather business context. However, no direct explanation was identified.

I therefore conducted an independent data exploration, using SQL queries to analyse sales, revenue, and profit trends. This analysis uncovered key insights into performance gaps and underlying drivers.

This presentation will walk us through those findings and provide answers to the critical questions surrounding our 2024 performance.

Product Category



No single category dominates sales

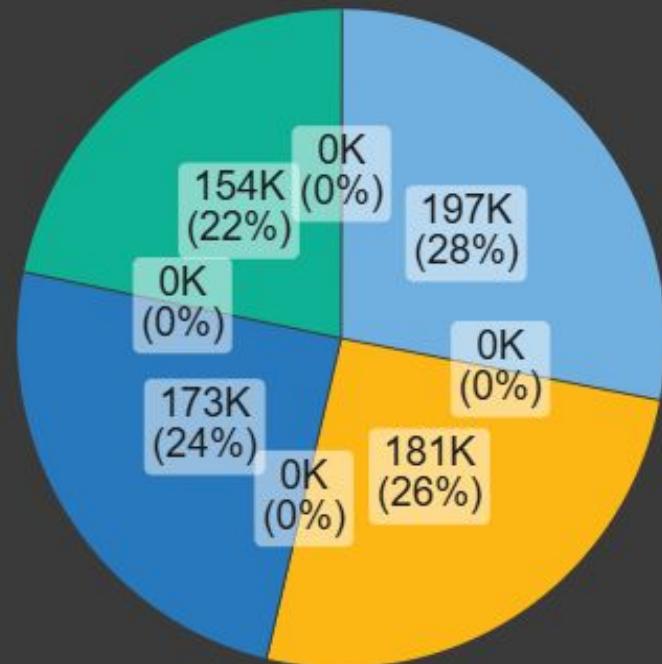
Top 3 categories (Home, Beauty, Fashion) contribute ~54% of total revenue

Electronics is the **lowest contributor**, yet likely high-cost → needs margin review

Revenue is **well diversified**, which reduces risk

Focus ads on **top-performing categories**, not all products equally.

Payment Method



All the payment option is working fine to take payment.

Debit card users take the lead with 197k (28%)

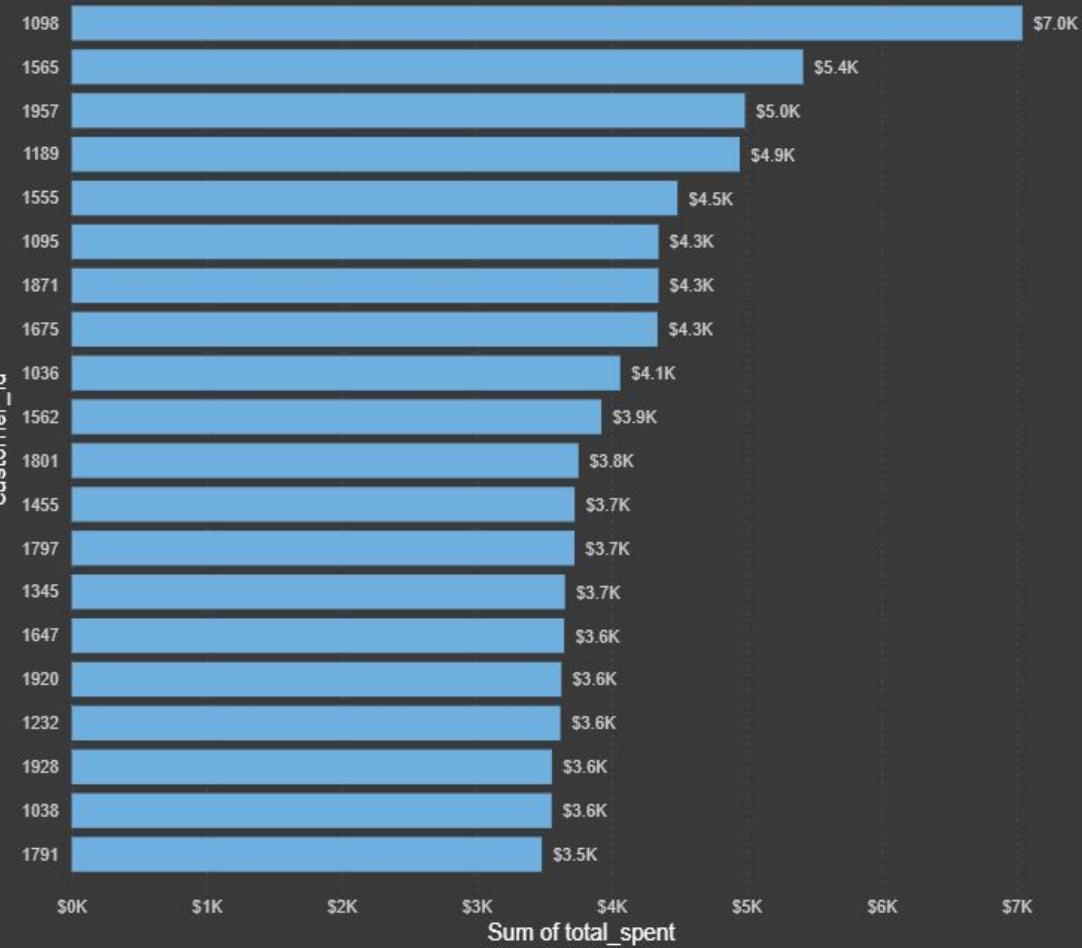
Credit card users in the second place with 181k (26%)

Bank transfer user in the third place with 173k (25%)

Paypal is the fourth place 154k (22%)

Let continue to strength the payment channel because there is no record of declined payment, so all payment did not affect the business.

Sum of Total_Spent by Customer_id



customer_id	Sum of customer_rank	Sum of total_spent
1098	1	\$7,043.01
1565	2	\$5,418.38
1957	3	\$4,987.45
1189	4	\$4,949.27
1555	5	\$4,486.93
1095	6	\$4,347.02
1871	7	\$4,346.58
1675	8	\$4,340.38
1036	9	\$4,062.97
1562	10	\$3,923.41
1801	11	\$3,754.38
1455	12	\$3,725.65
1797	13	\$3,724.35
1345	14	\$3,653.95
1647	15	\$3,647.92
1920	16	\$3,627.22
1232	17	\$3,620.27
1928	18	\$3,557.23
1038	19	\$3,555.4
1791	20	\$3,481.99
Total	210	\$84,253.76

Revenue per month Chart

Monthly sales fluctuated across the year, with October recording the highest revenue (~82.9K), followed by strong performance in December and April.

Sales declined in May, June, and November (all below 50K), indicating weaker demand during these periods.

Overall, the trend reflects seasonal sales patterns, with peak performance in Q4 and softer results mid-year.

Sum of monthly_sales by Month

100%

January

56.13K

February

56.67K

March

62.18K

April

64.56K

May

46.50K

June

47.19K

July

55.13K

August

63.33K

September

57.42K

October

82.99K

November

47.96K

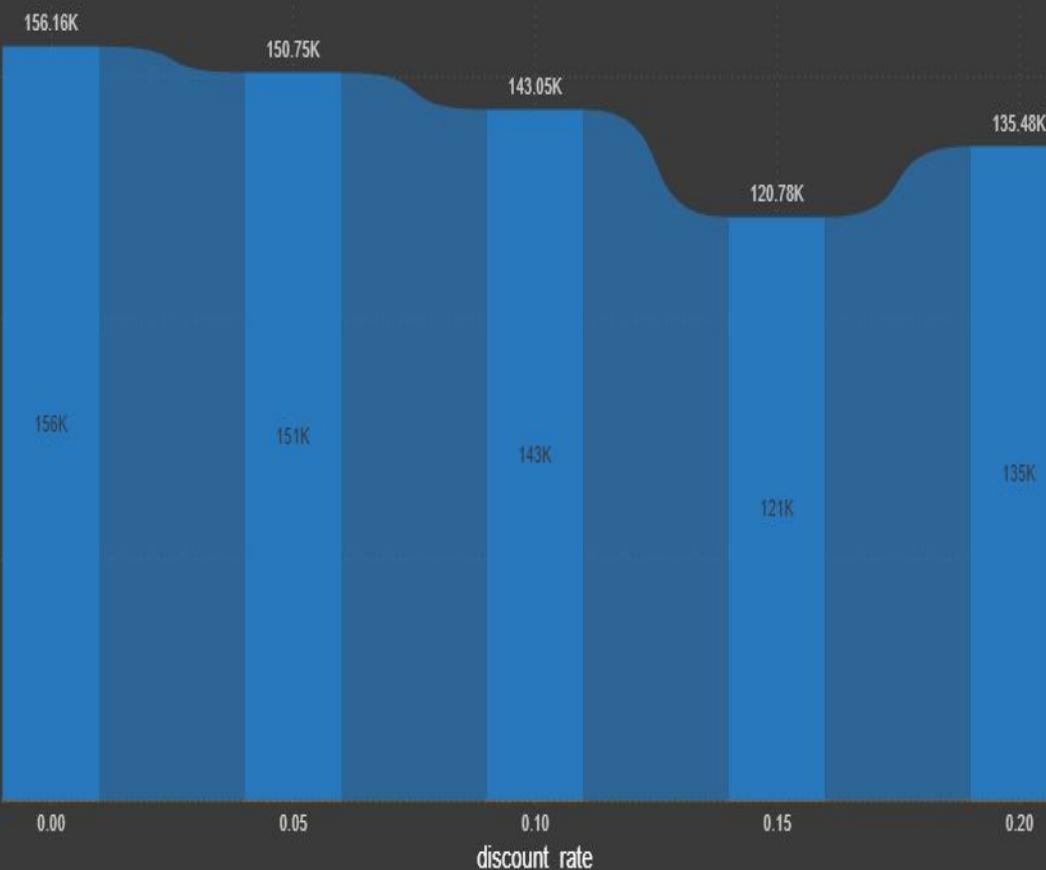
December

65.16K

116.1%

discount_rate, Sum of number_of_orders and Sum of total_sales by discount_rate

discount_rate ● Sum of number_of_orders ● Sum of total_sales



0% discount (0.00) → Highest total sales (~156K)
5% discount (0.05) → Sales slightly drop (~151K)
10% discount (0.10) → Sales drop more (~143K)
15% discount (0.15) → Lowest sales (~121K)
20% discount (0.20) → Sales recover a bit (~135K), but still lower than no discount.

Increasing discounts does NOT increase total sales in your data

In fact:

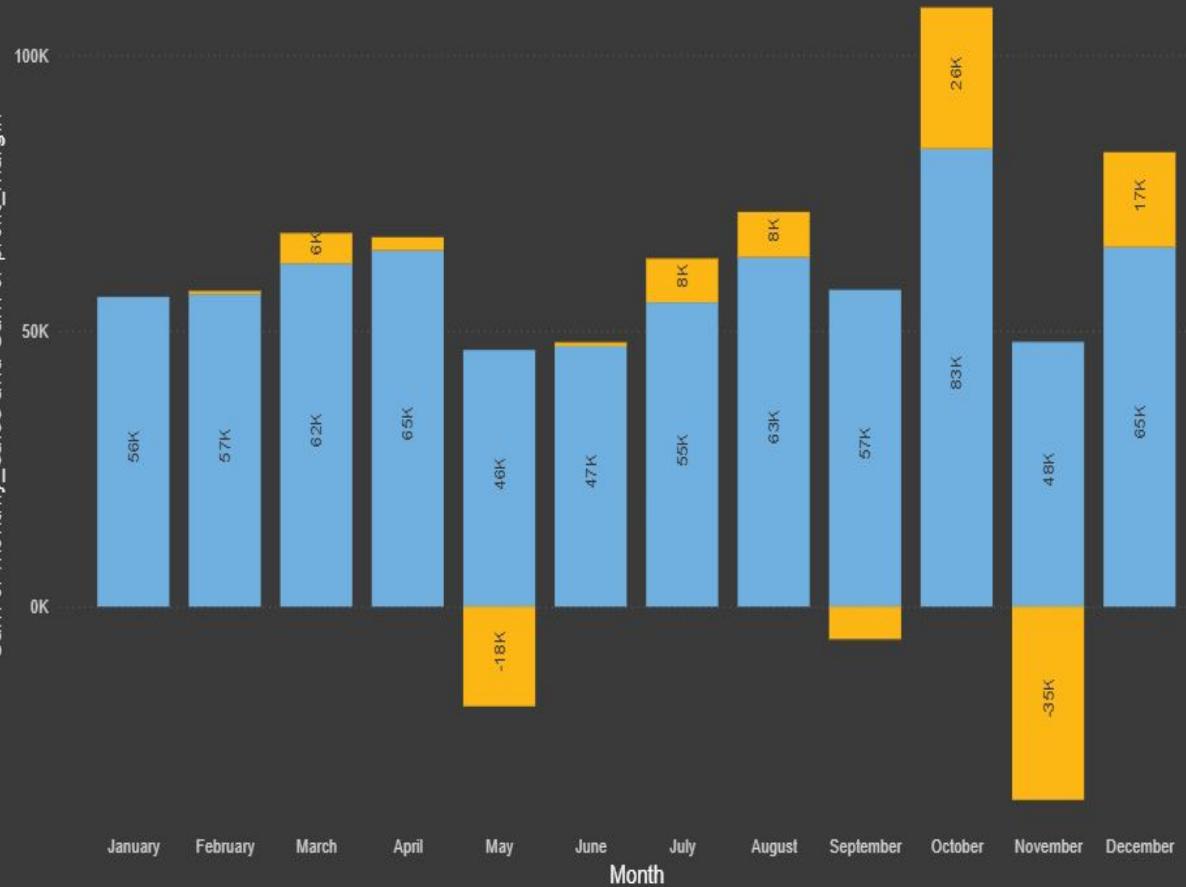
Sales are **strongest with little or no discount**
Higher discounts seem to **reduce revenue**, likely because:

We are giving away too much margin
Discounts may not be driving enough extra orders to compensate.

Heavy discounting like (Black Friday) needs to be reviewed and high marketing or logistics cost

Monthly and Profit Margin

Sum of monthly_sales ● Sum of profit_margin



High sales do not always mean high profit. Some months generated strong revenue but still lose money.

March, April, July, August tell us Good sales (55k–65k), positive profit margin and the months show balance growth on revenue and profitability.

The Best month is October with the Highest sales of 83k and Highest profit with 26k.

Losing 35k profit in November show show risk with low revenue, May is the second most ricky month with -35k in profit and lower revenue, and lastly, a decent sales 57k in September but -6k of profit.

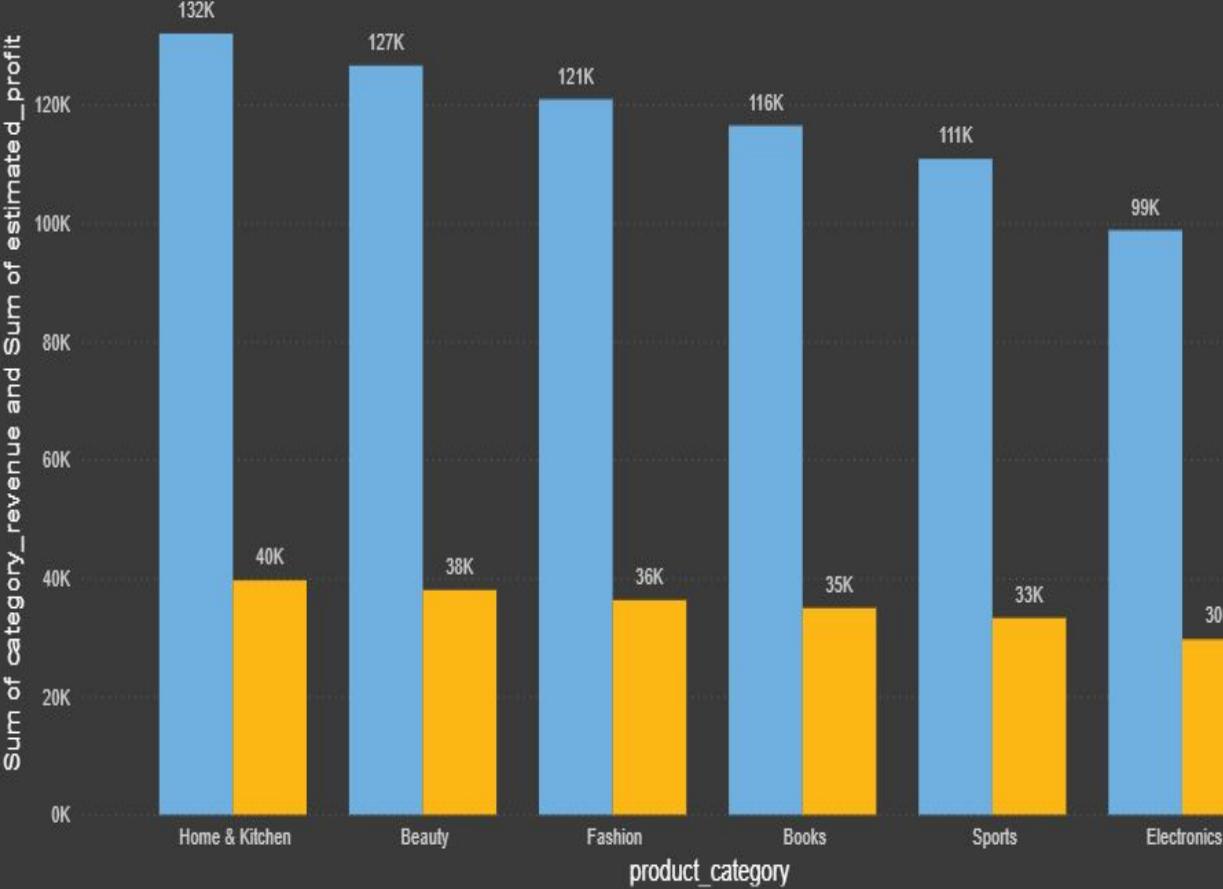
Thanks to the month of December that did not allow us to end the year with loses.

A recovery revenue of 65k was recorded with 17k profit margin to the previous month.

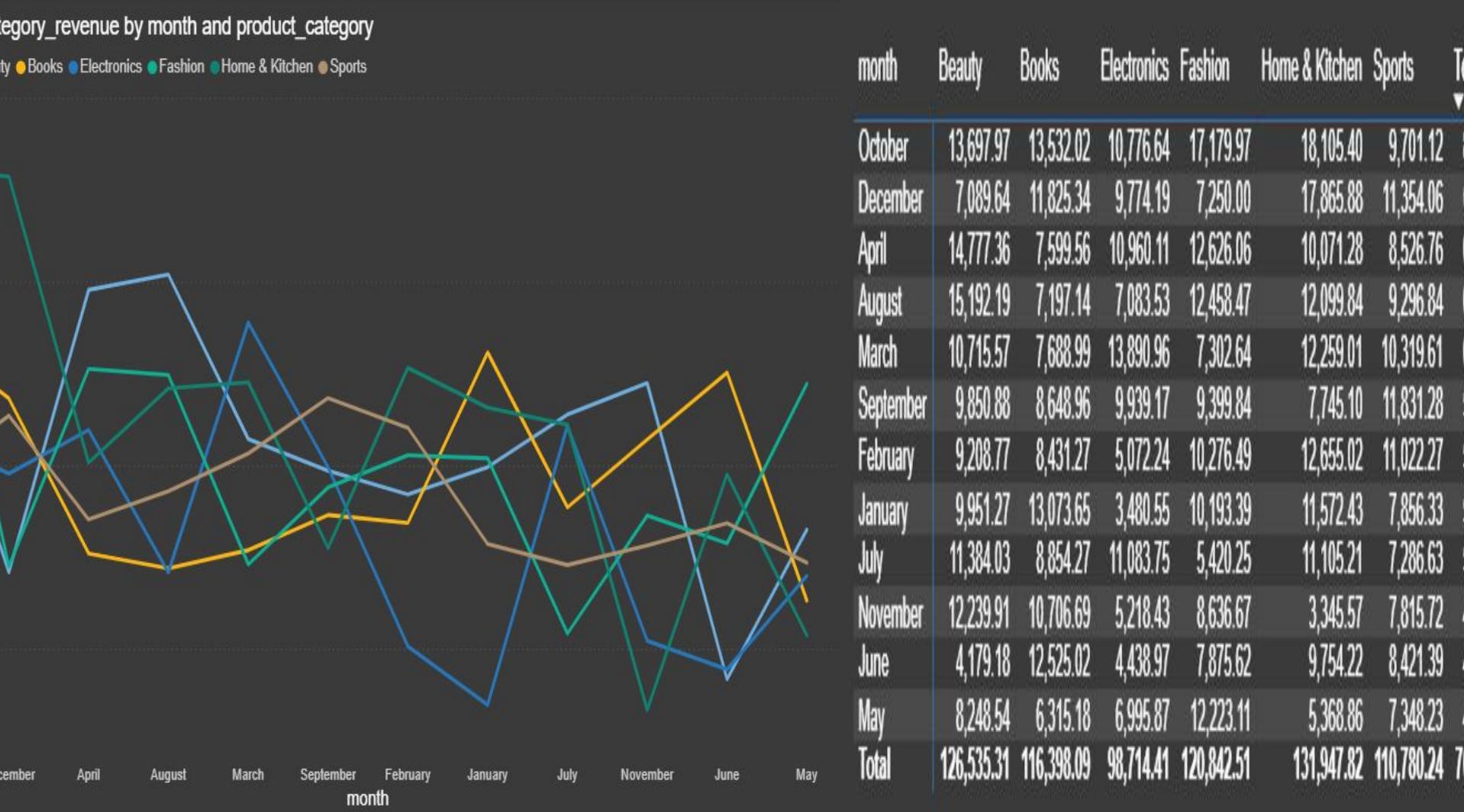
Better pricing control and More disciplined discounting than November. Let check right into the discount chart

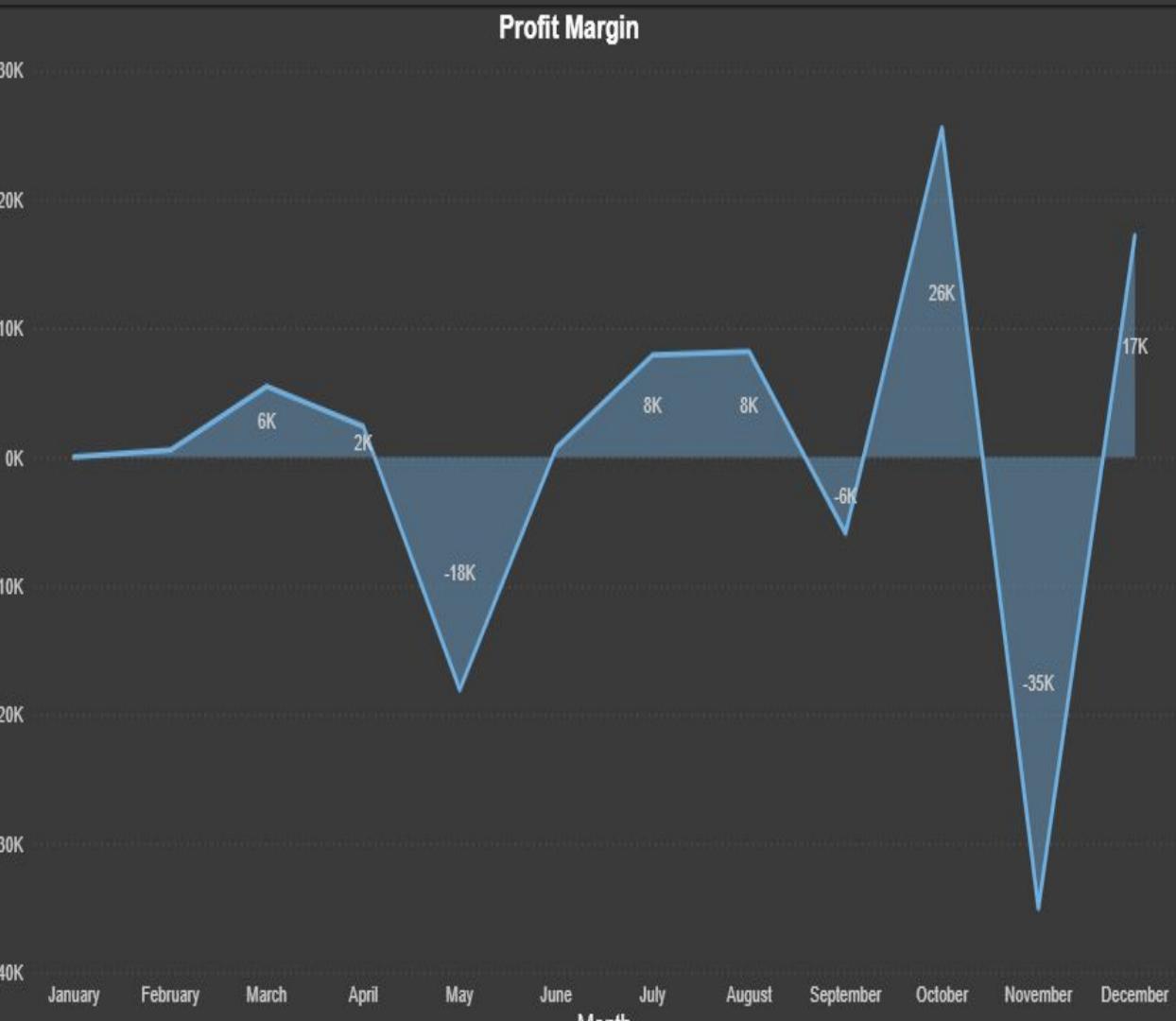
Category_Revenue and Estimated_Profit

● Sum of category_revenue ● Sum of estimated_profit



While most categories are profitable, revenue leadership does not always translate proportionally into profit, indicating margin variations across product lines.





Profitable Periods

March: Moderate profit growth
July & August: Stable mid-year performance
October: Highest profit month of the year
December: Strong year-end recovery
These months demonstrate that the business can be profitable under the right conditions.

Loss-Making Periods

May: Significant loss
September: Marginal loss
November: Largest loss of the year
The November loss alone exceeded the profit of several positive months combined, making it the single biggest contributor to weak annual performance.

Summary

The monthly sales trend shows clear fluctuations across the year. October recorded the highest revenue (~82.9K), significantly outperforming all other months, indicating a strong seasonal or promotional impact. December and April also performed well, generating over 64K each.

However, sales dropped noticeably in May, June, and November, all averaging below 50K. This suggests periods of weak demand, reduced marketing activity, or operational constraints affecting revenue generation.

Overall, the business demonstrates **seasonal sales patterns**, with peak performance in Q4 and moderate performance in mid-year months.

The company experienced frequent fluctuations between profit and loss throughout the year.

There is no consistent upward trend in profitability.

Large negative months nearly wiped out gains from profitable periods.

Without a few exceptional months, the business would have ended the year at a net loss.

Key Findings:

Sales are **strongest with little or no discount**

Higher discounts seem to **reduce revenue**, likely because:

You're giving away too much margin

Discounts may not be driving enough extra orders to compensate

To improve annual profitability, the business should optimize its discount strategy, eliminate loss-making promotions, and concentrate marketing spend on high-margin, high-revenue products.

Despite consistent monthly sales, the business generated only approximately 9K in net profit for the entire year, indicating significant margin erosion driven by discounting and cost inefficiencies.

Strategic Recommendations

After perform a deep analysis and investigation into the data, i will urgent recommendations of the follow:

1. Investigate Major Loss Months Immediately, focus on May and November to identify root causes such as ad overspend, discounts, or operational inefficiencies.
2. Stabilise Monthly Performance, shift focus from occasional large profits to consistent monthly profitability.
3. Strengthen Q4 Planning, improve demand forecasting, inventory planning, and promotional control during peak seasons.
4. Prioritise Margin Over Revenue Growth, focus on higher-margin products and cost efficiency rather than sales volume alone.
5. Implement a KPI-Driven Dashboard, use real-time KPIs to monitor performance and take corrective action early.



Business Conclusion

This report analyses the company's monthly profit margin performance across the year. Although the business recorded a net annual profit of approximately \$9,000, the overall financial performance shows high instability and weak profitability.

The analysis reveals that profits were driven by only a few strong months, while several loss-making months significantly eroded gains. This indicates that the business is operating with thin margins, poor cost control, and high exposure to financial risk.

While the company achieved a positive annual result, its profitability is fragile and unsustainable in its current form. Without improved cost control, KPI monitoring, and strategic planning, the business remains highly vulnerable to future losses.

The company survived the year financially but did not perform sustainably.

THANK YOU