

TOPIC: NET-SUPER STORE SALES PERFORMANCE ANALYSIS 2024

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TASK 16 (ii)

INTRODUCTION: Net-Super Store is fast moving consumer goods organization (FMCG) with focus on distribution & sales of food items, furniture's, clothing and electronics. This analysis is to analyse the sales data from the store in order to uncover the sales trend and how to help this business improve, some of the data needed for this analysis include; product id, sales rep, region, product category, customer type, payment method, region sales rep, sales channel, quantity sold, sales date, sales amount, unit cost, unit cost and discount.

Microsoft excel is the choice software and techniques includes standard excel table, pivots table, charts and visuals.

STORY OF DATA: The data is from Kaggle a public data sources and it contains several rows and columns with rows containing the serial numbering and column containing product id, sales rep, region, product category, customer type, payment method, region sales rep, sales channel, quantity sold, sales date, sales amount, unit cost, unit cost and discount, and these are the essential data needed for this analysis. To uncover the sales trend, we need all the details above if we are to derive insights into the revenue generated, what generate more and for how long.

This data talk about the organisation sales activities across different region by Sales rep across, Payment option, sales trend.

Limitations could be seen from the sales date for only one year and no consistency with pricing.

Data Splitting and Preprocessing:

Data Cleaning & Handling Missing Values: The data was from a public data website and was found clean after checking for consistency, duplicates, blanks and missing values.

Project Split

Category-1: Independent data; product id, sales rep, region, product category, customer type, payment method, region sales rep, sales channel, quantity sold, sales date.

Category-2: Dependent data; sales amount, unit cost, unit cost, discount

Industry Context: Fast moving consumer goods.

Stakeholders: Chief Executives, Top Managers.

Value to the Industry: Sales, Revenue generated from sales.

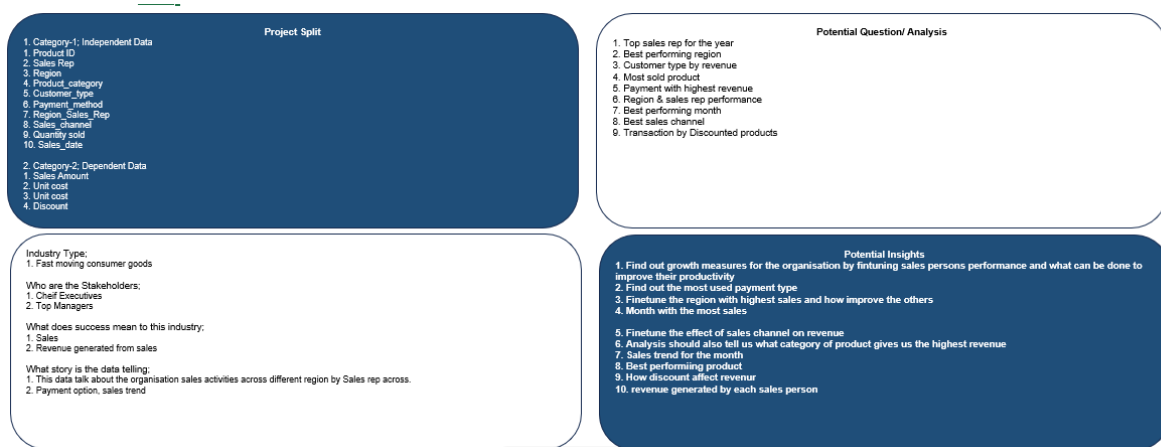
PRE-ANALYSIS

Potential Question/ Analysis

1. Top sales rep for the year
2. Best performing region
3. Customer type by revenue
4. Most sold product
5. Payment with highest revenue
6. Region & sales rep performance
7. Best performing month
8. Best sales channel
9. Transaction by Discounted products

Potential Insights

1. Find out growth measures for the organisation by finetuning sales persons performance and what can be done to improve their productivity
2. Find out the most used payment type
3. Finetune the region with highest sales and how improve the others
4. Month with the most sales
5. Finetune the effect of sales channel on revenue
6. Analysis should also tell us what category of product gives us the highest revenue
7. Sales trend for the month
8. Best performing product
9. How discount affect revenue
10. revenue generated by each sales person
11. Growth pattern for the organisations sales



IN ANALYSIS OBSERVATION

1. David is the top sales rep for 2024 with a total sale of 1141737.36
2. Charlie is the least performing sales rep at 1141737.36 a time
3. North top the sales by region because South tops the least by revenue
4. Clothing top the list of best products with total performance while food performed poor with 1313474.36
5. Best payment type is observed to be credit card at 35% and the least is cash 31%
6. South-David is the best Region rep personnel why South-Bob is the least in Region-Rep
7. 0.2-0.25 discount generated more revenue at 1070161.6 why the least is 0.15-0.5 generated 682783.2
8. The organization made more revenue in the 4th quarter 1320505.26 why 1st quarter came last in revenue generation 1185251.76
9. Good sold with 7100.12-8100.12 generated 847386.2 why 5100.12-6100.12 generated least at 521459.82
10. It is recommended that David for promotion or bonuses
11. Charlie is recommended for further training on marketing principle
12. North top the sales by region as such is recommended for special promotion and other reward.
13. Clothing can be stocked in all region to avoid stock to ensure revenue retention
14. Is recommended that customers be encouraged to use more of credit card payment, more discount will encourage more sales.

POST ANALYSIS AND INSIGHTS

1. The top sales person generated \$1141737.36 and there is a poor payment plan with highest payment method accounting for only 35% so emphasis should be that payment method be look into for better performance, especially the credit cards.
2. Clothing material is top \$1313474.36 against food \$1201773.54 that is expected to top the sales, recommendation is that the organization considers expanding their food product range to cover customer, meaning more revenue.

DATA VISUALIZATIONS & CHARTS:

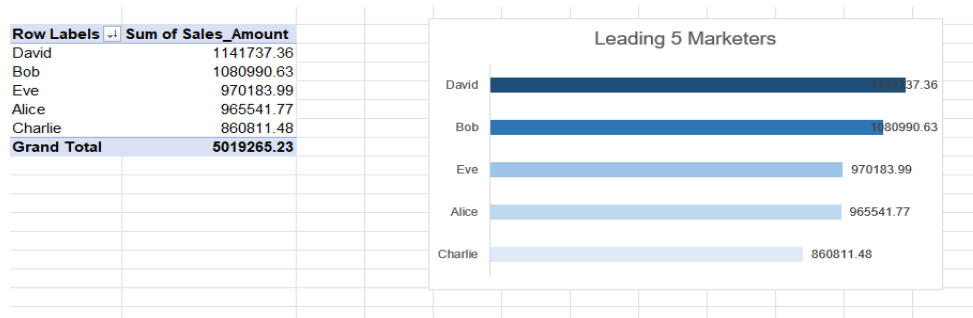


Chart 1 represent the 5 leading marketers in the organization based on their sales.

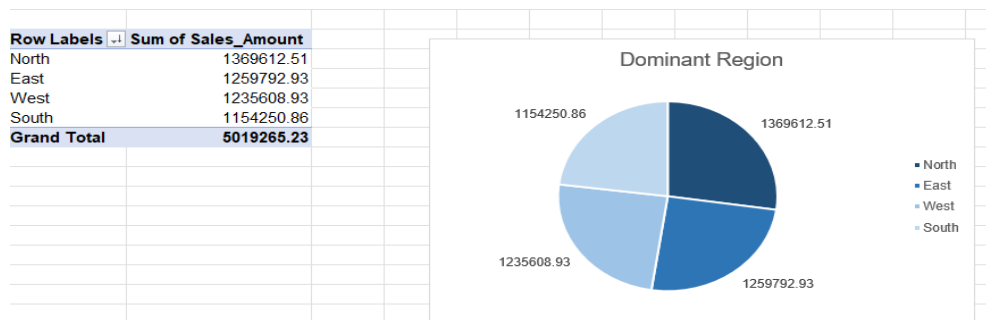


Chart 2 represent the dominants region in sales with North topping the list.

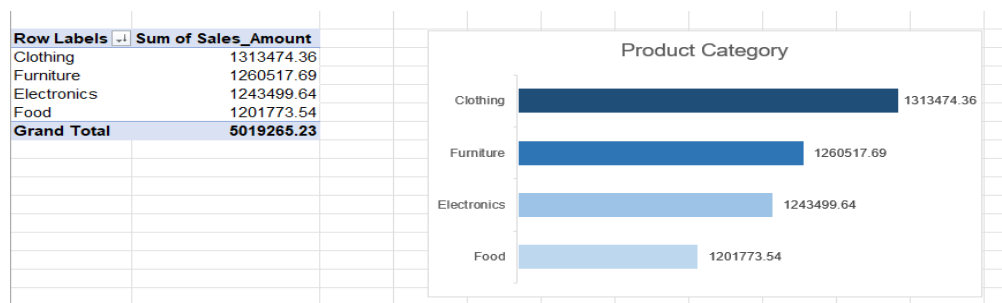


Chart 3 illustrate the product category based on the revenue generate and it clearly shows clothing leading the chart.

Row Labels	Sum of Sales_Amount
7100.12-8100.12	847386.2
8100.12-9100.12	826713.67
9100.12-10100.12	785543.3
6100.12-7100.12	721516.34
5100.12-6100.12	521459.82
Grand Total	3702619.33

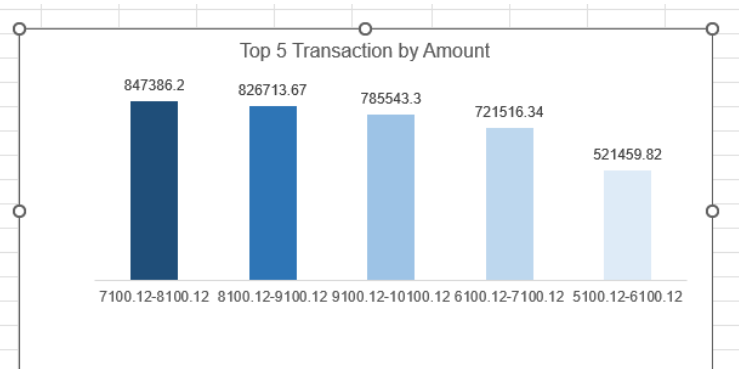


Chart 4 represent payment type option and shows credit card as the most used payment option.

Row Labels	Sum of Sales_Amount
South-David	311416.99
East-Bob	309876.11
North-Eve	304172.2
North-Charlie	299789.01
West-Bob	286449.28
Grand Total	1511703.59

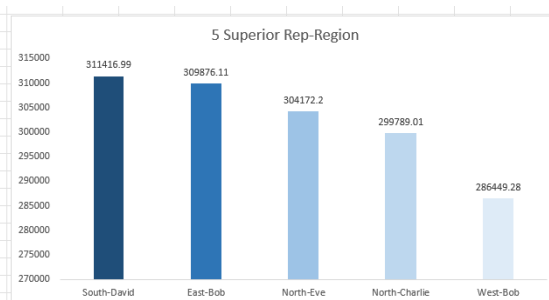


Chart 5 is the top 5 superior rep-region, this is the performance based on the assigned region for each sales person

Row Labels	Sum of Sales_Amount
0.2-0.25	1070161.6
0.25-0.3	916484.83
0.1-0.15	790210.96
0-0.05	784954.17
0.05-0.1	774670.47
0.15-0.2	682783.2
Grand Total	5019265.23

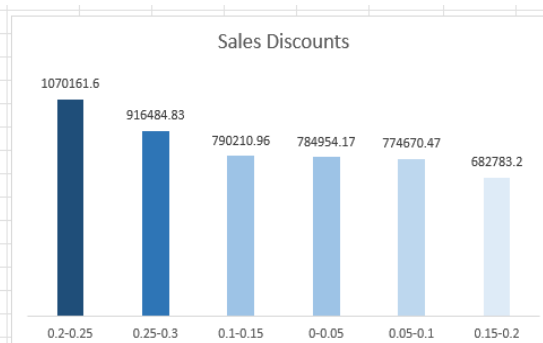


Chart 6 represent the discount offered and the corresponding sales it generated.

Row Labels	Sum of Sales_Amount
Qtr1	1266978.5
Qtr2	1246529.71
Qtr3	1185251.76
Qtr4	1320505.26
Grand Total	5019265.23

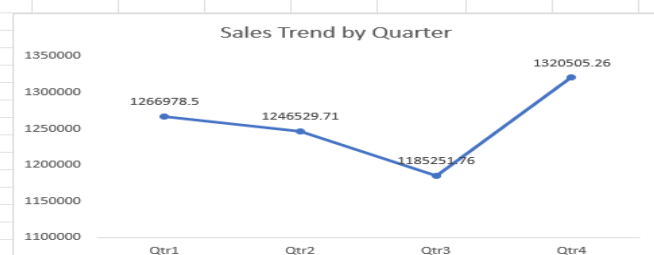


Chart 7 represent sales trend for Net-super store based on quarterly sales activity

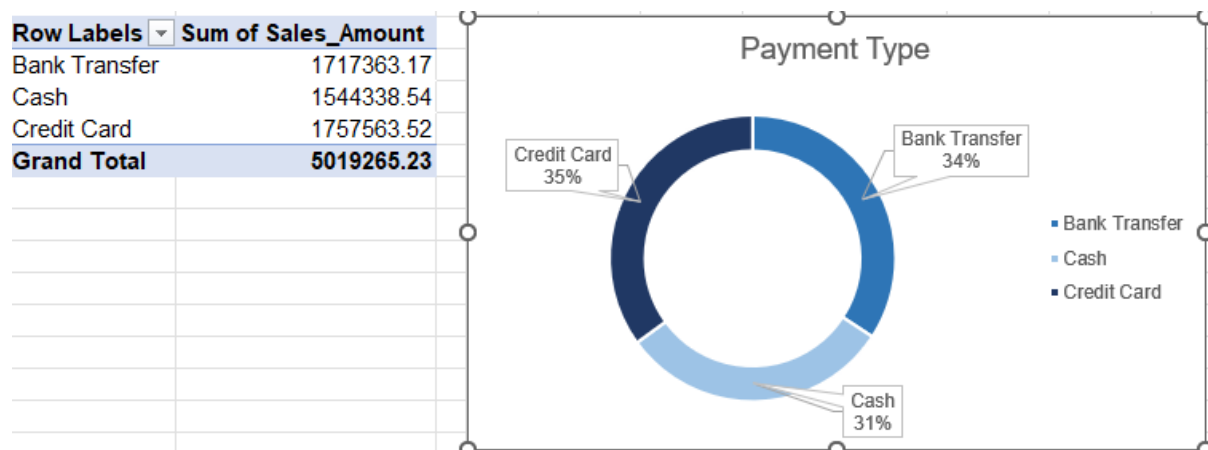


Chart 8 represent top 5 frequent transaction in the store determine by the revenue generated.

ANALYSIS OBSERVATION

David tops the overall sales with an amount of 318184.84, the following was observed with that David in the charts;

1. Observation revealed that clothing tops the list of best products with total performance 1313474.36. Observation shows clothing sold mostly sold between 6100.12-7100.12 at 251681.65 as top, 8100.12-9100.12 at 232649.86 second 7100.12-8100.12 at 205186.89, 9100.12-10100.12 at 163722.1 and 4100.12-5100.12 at 122503.36.

2. From observation payment type credit card was at 36%, bank transfer was 35% and cash at 29%. Revealed from observation is that clothing was sold more at a discount of 0.25-0.3 at 327459.69, at 0.2-0.25 was 266155.91, at 0.05-0.1 was 184397.1, 0.15-0.2 was at 182825.43, 0.1-0.15 was at 179383.25, and 0-0.05 was least with a revenue of 173252.98.

3. David sales in the north was at 372977.22, 356670.4 in east while 314309 in west and 269517.74 in the south. He had more sales in the 4th quarter 348803.62, 324530.56 at 3rd, 287512.72 in 2nd, and 352627.46 in the 1st quarter of sales. Also observed was that David sold more in south than other reps and also in 87564.15

4. Alice from observation did fairly at 965541.77 not to come least, observation of Alice shows that her best product was electronic which sold at 262316.29, then furniture at 241123.41, 235269.91 for clothing and 226832.16 was sold from food.

5. She sold more of 7100.12-8100.12 product at 174755.84, 8100.12-9100.12 at 170682.72, 9100.12-10100.12 at 153010.88, 6100.12-7100.12 at 111815.25, and 5100.12-4100.12 at 107372.19, From observation payment type credit card was at 36%, bank transfer was 36% and cash at 28%.

6. Revealed from observation is that clothing was sold more at a discount of 0.25-0.3 at 178417.6, at 0.2-0.25 was 175420.23, at 0.05-0.1 was 170454.63, 0.15-0.2 was at 159840.18, 0.1-0.15 was at 144672.71, and 0-0.05 was least with a revenue of 136736.42.

7. Alice sales in the north was at 249647.22, the best 260789.47 in east while 215690.54 in west and 239414.54 in the south. He had more sales in the 4th quarter 246216.39, 253115.2 at 3rd, 261123.38 in 2nd, and 205086.8 in the 1st quarter of sales. Also observed was that Alice sold more in East-Alice 260789.47, North-Alice 249647.22.

8. Bob top sales was an amount of 1080990.63, the following was observed with that Bob was second in the charts, observations revealed that food top the list of best products with total performance 312988.52.

9. Observation shows clothing sold mostly sold between 6100.12-7100.12 at 171684.17 as top, 8100.12-9100.12 at 216158.3 second 7100.12-8100.12 at 185019.15, 9100.12-10100.12 at 153275.83 and 4100.12-5100.12 at 126963.48. From observation payment type credit card was at 33%, bank transfer was 36% and cash at 31%.

10. Revealed from observation is that clothing was sold more at a discount of 0.25-0.3 at 119588.09, at 0.2-0.25 was 267112.05, at 0.05-0.1 was 184397.1, 0.15-0.2 was at 137327.67, 0.1-0.15 was at 154960.57, and 0-0.05 was least with a revenue of 181345.39.

11. Bob sales in the north was at 233464.81, 309876.11 in east while 286449.28 in west and 251200.43 in the south. He had sales in the 4th quarter 258354.63, 240290.15 at 3rd, top his sales was 294573.06 in 2nd quarter, and 287772.79 in the 1st quarter of sales. Bob top sales was an amount of 1080990.63.

12. Charlie top sales was of 860811.48, the following was observed with that Charlie was last in the charts, oobservation revealed that clothing tops the list of best products with total performance 243329.67.

13. Observation shows clothing sold mostly sold between 5100.12-6100.12 at 96294.02, 6100.12-7100.12 90518.01, as top, 8100.12-9100.12 at 232649.86 second 7100.12-8100.12 at 144403.84, 9100.12-10100.12 at 164436.02 and 4100.12-5100.12 at 135927.56.

14. From observation payment type credit card was at 35%, bank transfer was 37% and cash at 28%., Revealed from observation is that clothing was sold more at a discount of 0.25-0.3 at 327459.69, at 0.2-0.25 was 266155.91, at 0.05-0.1 was 184397.1, 0.15-0.2 was at 182825.43, 0.1-0.15 was at 179383.25, and 0-0.05 was least with a revenue of 173252.98.

15. Charlie sales in the north was at 372977.22, 356670.4 in east while 314309 in west and 269517.74 in the south. He had sales in the 4th quarter 171640.57, 210908.19 at 3rd, 244698.98 in 2nd which top his sales, and 233563.74 in the 1st quarter of sales.

15. Eve overall sales was 970183.99, the following was observed with that Eve in the charts, oobservation revealed that electronics top his list of best products with total performance 277780.56, clothing at this 261705.32, 232845.49 for furniture and 197852.62 for food products.

16. Observation shows Eve transaction mostly sold between 6100.12-7100.12 at 132717.9 as top, 8100.12-9100.12 at 129125.6 second 7100.12-8100.12 at 150644.68, 9100.12-10100.12 at 151482.65 and 3100.12-4100.12 at 101844.09.

17. From observation payment type credit card was at 36%, bank transfer was 35% and cash at 29%, Revealed from observation is that clothing was sold more at a discount of 0.25-0.3 at 199604.74, at 0.2-0.25 was 177525.37, at 0.05-0.1 was 130738.73, 0.15-0.2 was at 131493.51, 0.1-0.15 was at 204001.54, and 0-0.05 was least with a revenue of 126820.1.

18. Eve sales in the north was at 304172.2, 239340.9 in east while 230592.67 in west and 196078.22 in the south. He had sales in the 4th quarter 214381.37, 239262.12 at 3rd, 221945.58 in 2nd, and 294594.92 in the 1st quarter of sales and was the highest of all the quarters.

Analysis Recommendation

1. David top the overall sales with an amount of 318184.84, as such is recommended for promotion or highest sales targets with bonuses

2. Observation shows clothing sold mostly sold between 6100.12-7100.12 at 251681.65 as top, 8100.12-9100.12 at 232649.86 second 7100.12-8100.12 at 205186.89, 9100.12-10100.12 at 163722.1 and 4100.12-5100.12 at 122503.36, from this observation it can be recommended that David needs to improve in electronic, food and furniture.

3. David needs to work more on credit card sales to generate more revenue by proxy

4. The policies he enforces in the 4th quarter needs to be encouraged in first, second and third in other to scale up sales

5. Recommendation is that David engages the south customer possible retention and also get newer customer

ALICE

1. Alice from observation did fairly at 965541.77 not to come least so is advice that he be issued a warn or query and made to the sales strategy of the company

2. Alice needs to work on his payment method and engage distant customer through credit card sales
3. Alice is recommended for further training on sales retention

BOB

1. Recommendation Bob should improve his consistency in follow up sales
2. Food top his list while performing poor in other as such he should do more campaign for the others
3. Recommendation Bob should work and encourage his customers to use the credit card more this will make them buy from anywhere.

CHARLIE

1. Charlie is recommended for retrenchment or training on sales
2. Charlie should be transferred to area with less challenges
3. Recommendation is if Charlie is not retrenched, he should be sent to area where the company product is domineering.

EVE

1. Eve is doing fairly well but should be placed on the red alert if the performance is not improving overtime should retrenched
2. Recommendation Eve should reach out to southern client to cut more deals with them
3. Eve is having good time with online payment should be encourage to do more.

CONCLUSION: from the analysis insights, Net-super Store generated a total \$5019265.23 for 2024 and it can be concluded that clothing was the main selling product and most customers pays through credit card. Several limitations were discovered like no data on the exact type of food product, furniture, and others, no logistics information, data set was limited to one year so no proper trend was discovered.

Highly unexpected to see clothing top food in sales when much expectation for food to top being the major need of human.

REFERENCES & APPENDICES:

NET-SUPER STORE SALES PERFORMANCE FOR 2024												
Product	Sale_Date	Sales_Re	Region	Sales_Amount	Quantity_Sold	Product_Category	Unit_Cost	Unit_Price	Customer_Type	Discount	Payment_Method	Sales_Channel
1052	03/02/2023	Bob	North	5053.97	18	Furniture	152.75	267.22	Returning	0.09	Cash	Online
1093	21/04/2023	Bob	West	4384.02	17	Furniture	3816.39	4209.44	Returning	0.11	Cash	Retail
1015	21/09/2023	David	South	4631.23	30	Food	261.56	371.4	Returning	0.2	Bank Transfer	Retail
1072	24/08/2023	Bob	South	2167.94	39	Clothing	4330.03	4467.75	New	0.02	Credit Card	Retail
1061	24/03/2023	Charlie	East	3750.2	13	Electronics	637.37	692.71	New	0.08	Credit Card	Online
1021	11/02/2023	Charlie	West	3761.15	32	Food	900.79	1106.51	New	0.21	Cash	Online
1093	11/04/2023	Bob	West	618.31	29	Furniture	2408.81	2624.09	Returning	0.14	Cash	Online
1097	06/01/2023	Eve	South	7698.92	46	Furniture	3702.51	3964.65	New	0.12	Bank Transfer	Online
1075	29/06/2023	David	South	4223.39	30	Furniture	738.06	1095.45	New	0.05	Bank Transfer	Online
1075	09/10/2023	Charlie	West	8239.58	18	Clothing	2228.35	2682.34	New	0.13	Bank Transfer	Online
1088	16/11/2023	Eve	North	8518.45	13	Furniture	2440.11	2517.6	New	0.23	Bank Transfer	Retail
1100	14/08/2023	Bob	West	2198.74	43	Food	1100.81	1137.44	Returning	0.08	Bank Transfer	Online
1024	11/11/2023	Eve	West	6607.8	21	Food	622.01	641.09	Returning	0	Bank Transfer	Retail
1003	31/12/2023	Alice	South	4775.59	30	Furniture	4190.28	4270.65	New	0.2	Cash	Online
1022	17/08/2023	Charlie	South	8813.55	21	Food	2537.2	2869.6	New	0.29	Bank Transfer	Retail
1053	16/10/2023	Bob	North	2235.83	48	Furniture	121.19	487.65	New	0.18	Cash	Retail
1002	30/05/2023	David	North	6810.35	17	Furniture	4024.76	4420.15	Returning	0.04	Cash	Online
1088	04/10/2023	Bob	East	6116.75	40	Electronics	4904.93	5034.35	New	0.1	Credit Card	Retail
1030	17/07/2023	David	West	3023.48	19	Clothing	3049.33	3209.22	Returning	0.26	Cash	Online
1038	11/03/2023	Bob	South	1452.35	15	Clothing	2543.36	2790.1	Returning	0.07	Cash	Online
1009	22/04/2023	Eve	North	8551.92	9	Electronics	4508.16	4420.13	New	0.19	Bank Transfer	Online

In Analysis Observation

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In Analysis Insight

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6. More discount will encourage more sales

Analysis Recommendation

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3. David needs to work more on credit card sales to generate more revenue by proxy
4. The policies he enforce in the 4th quarter needs to be encouraged in first, second and third in other to scale up sales
5. Recommendation is that David engage the south customer possible retention and also get more new customer

ALICE

1. Alice from observation did fairly at 965541.77 not to come least so is advice that he be issued a warn or query and made to the sales strategy of the company
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3. Alice is recommended for further training on sales retention

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1. Recommendation Bob should improve his consistency in followup sales
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Analysis Recommendation

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3. Recommendation is if Charlie is not retrenced, he should be sent to area cwhere the ompany's product is domineering.

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1. Eve is doing fairly well but should be placed on the red alert if the performance is not improving overtime should retrenched
2. Recommendation Eve should reachout to southern client to cut more deals with them
3. Eve is having good time with online payment should be encourage to do more