

SYLIP CORPORATION SALES REPORT

PROBLEM STATEMENT

SYLIP CORPORATION, has employed you as a Data Analyst to collect and analyze their sales data, transform the analyzed data into business report to drive insights for decision making towards achieving their business growth.

The company has an official e-commerce website, social media business pages/handle (Twitter, Facebook, Instagram), other CRM portals which all serve as data sources.

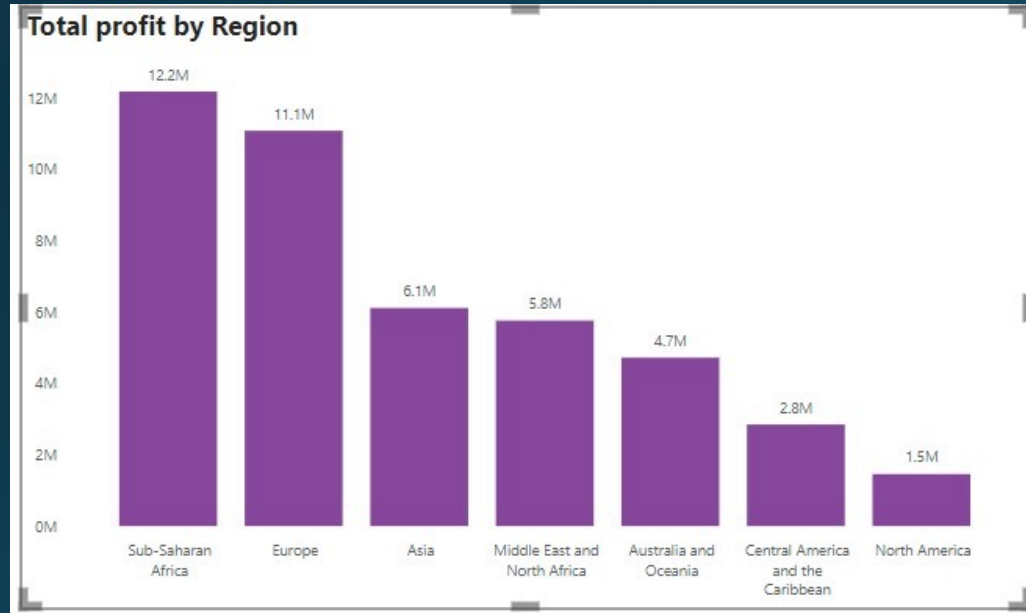
The executives view little analytical reports regarding sales performance with less decisions to make. As a result, it is impossible to carryout deep-dive analysis regarding its marketing and sales performance, inability to properly forecast sales and marketing budget, and monitor operational performance from various department.

Therefore, you are to work to extract sales data, clean and organize the extracted data, create data models, build reports (visualization) and securely present/share the analyzed data with the company's top executives for decision making leading to improved performance and quicker business optimization.

BUSINESS QUESTIONS TO EXPLORE

- Compute total profit from all regions
- Calculate total revenue made annually
- Rate of total revenue in all regions
- Average number of item types sold annually
- Top 4 countries with highest and lowest revenue
- Compare annual percentage change in total units sold
- Determine revenue growth rate from 2010 - 2017

Compute total profit from all regions

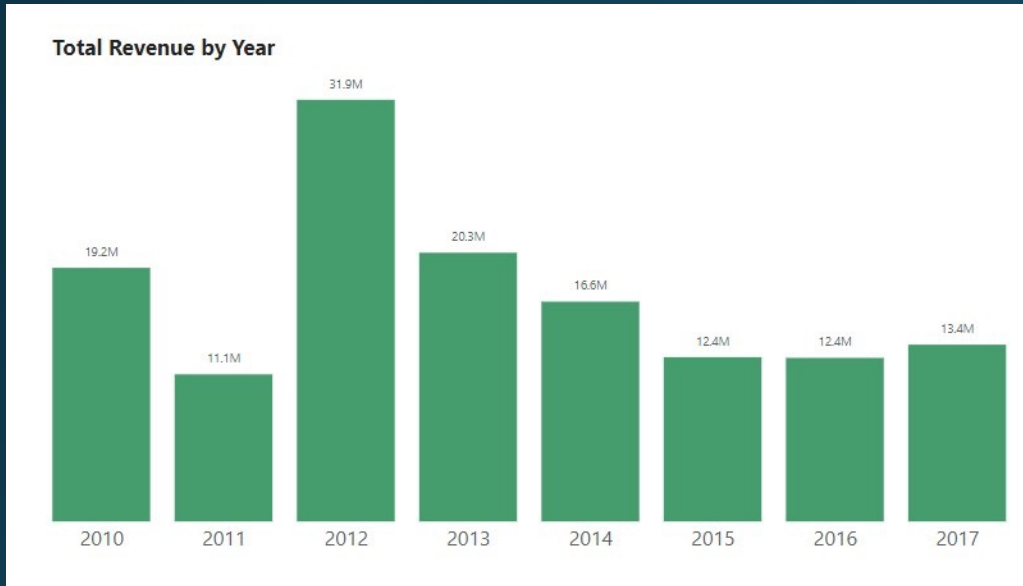


- **Key Findings**

1. **Regional Dominance:** Sub-Saharan Africa emerges as the region with the highest profit, generating a substantial 12.2 million units. This indicates that the company's operations in this region are highly successful and contribute significantly to overall profitability.
2. **European Market Strength:** Europe follows closely behind, generating 11.1 million units in profit. This suggests that SYLIP Corporation has a strong market presence and competitive advantage in this region.
3. **Asia and Middle East** The regions of Asia and the Middle East and North Africa demonstrate moderate profitability, with 6.1 million and 5.8 million units, respectively. These regions may offer opportunities for growth and expansion if the company can capitalize on market trends and address any specific challenges.
4. **Underperforming Regions:** Australia and Oceania, as well as Central America and the Caribbean, show relatively lower profitability levels, with 4.7 million and 2.8 million units, respectively. These regions may require further analysis to identify factors limiting profitability and explore strategies for improvement.

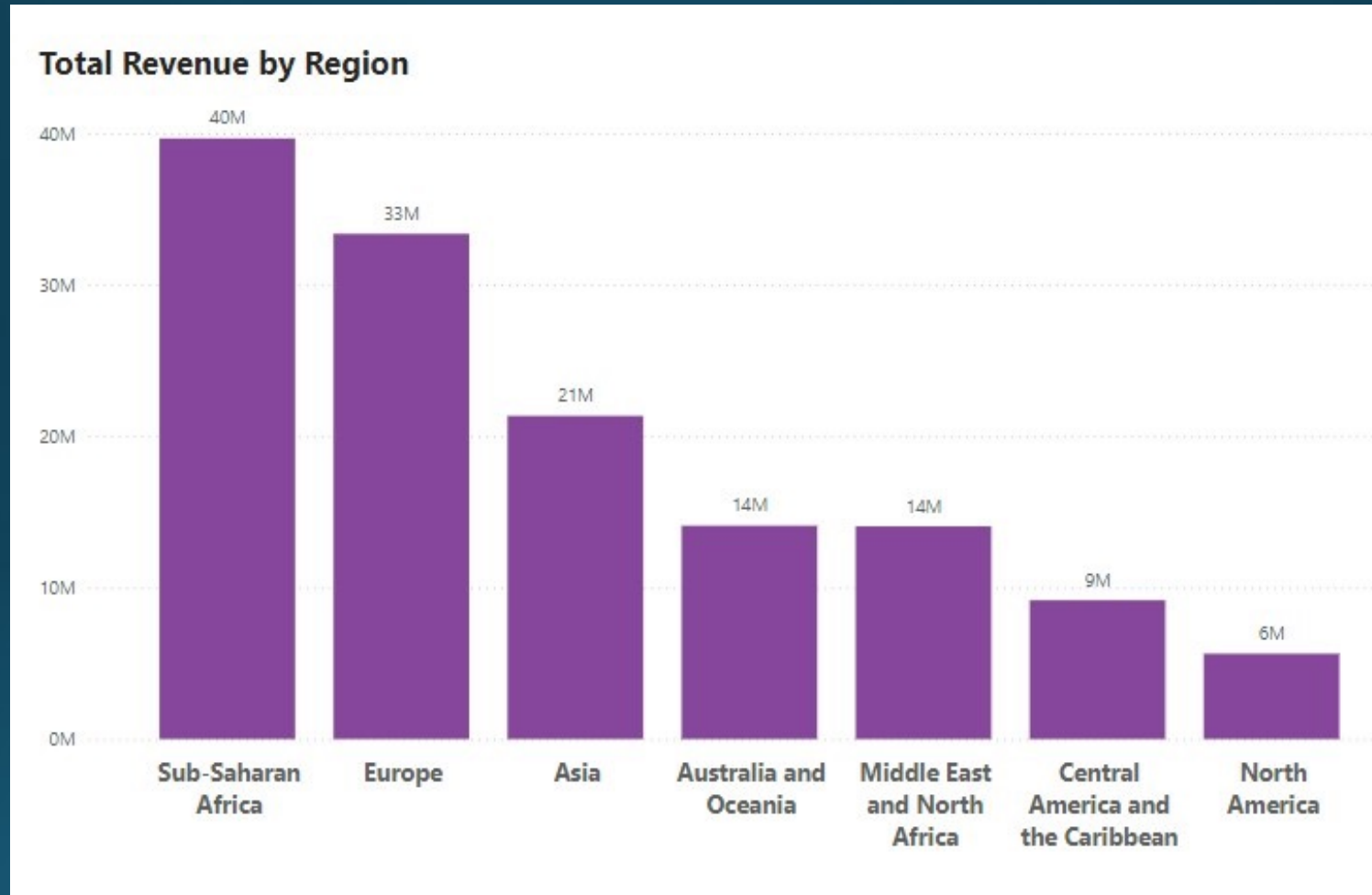
Calculate total revenue made annually

- **Key Findings**



1. **Steady Growth:** The company experienced a general upward trend in total revenue throughout the period, with a significant increase from 2011 to 2012. This positive trend suggests that SYLIP Corporation's strategies and operations have been effective in driving revenue growth.
2. **Peak in 2012:** The highest revenue was recorded in 2012, reaching 31.9 million units. This peak may be attributed to factors such as successful product launches, increased market penetration, or favorable economic conditions.
3. **Slight Fluctuations:** Following the peak in 2012, the revenue growth rate experienced some fluctuations after 2012. While the overall trend remained upward, there were periods of slower growth or minor declines. This could be influenced by various factors, including market competition, economic downturns, or changes in consumer preferences.
4. **Stabilization in 2015-2017:** In the final two years of the period, revenue growth stabilized, with a slight increase in 2017. This suggests that the company may have successfully addressed any challenges that contributed to the fluctuations in previous years.

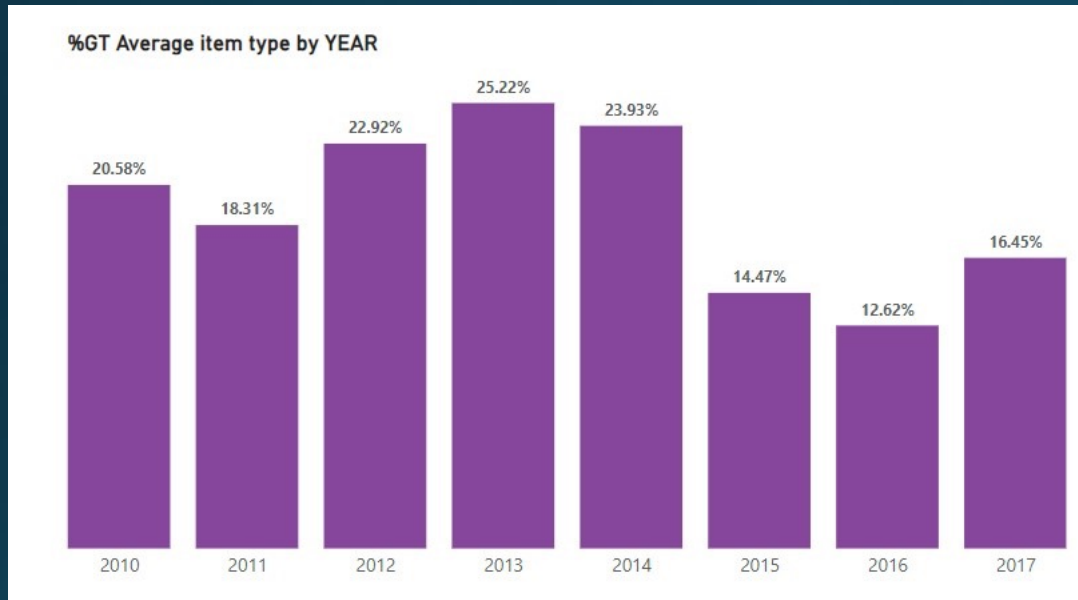
Rate of total revenue in all regions



- **Key Findings**

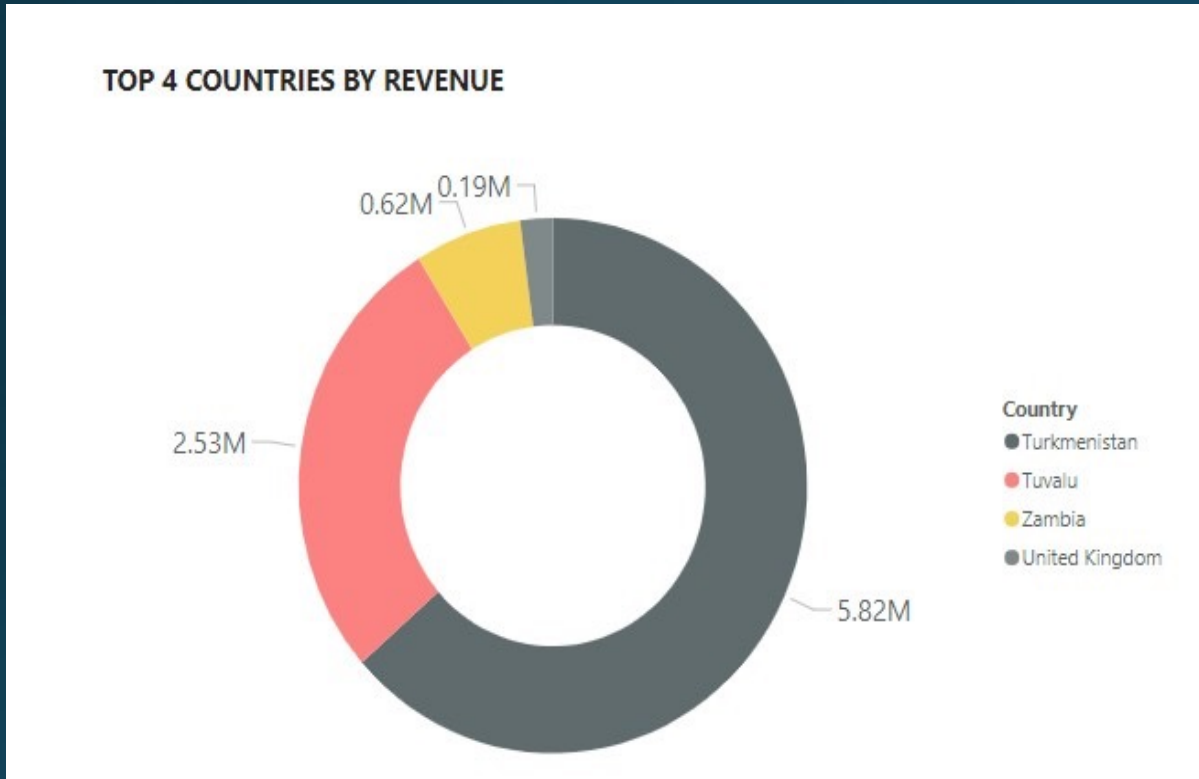
1. **Regional Dominance:** Sub-Saharan Africa emerges as the region with the highest revenue, generating a substantial 40 million units. This indicates that the company's operations in this region are highly successful and contribute significantly to overall revenue.
2. **European Market Strength:** Europe follows closely behind, generating 33 million units in revenue. This suggests that SYLIP Corporation has a strong market presence and competitive advantage in this region.
3. **Asia and Middle East:** The regions of Asia and the Middle East and North Africa demonstrate moderate revenue levels, with 21 million and 14 million units, respectively. These regions may offer opportunities for growth and expansion if the company can capitalize on market trends and address any specific challenges.
4. **Underperforming Regions:** Australia and Oceania, as well as Central America and the Caribbean, show relatively lower revenue levels, with 14 million and 9 million units, respectively. These regions may require further analysis to identify factors limiting revenue and explore strategies for improvement.
5. **North America:** North America, despite being a large market, only generates 6 million units in revenue. This suggests that the company may face challenges in competing effectively in this region.

Average number of item types sold annually



- **Key Observations**
- **Year-over-Year Fluctuations:** The percentage distribution of item types has varied over the years. This indicates that the popularity or demand for different item types has shifted over time.
- **Increasing Variety:** In some years, the distribution becomes more spread out, suggesting an increase in the variety of items sold. This is attributed to product diversification or changes in consumer preferences.
- **Decreasing Variety:** In other years, the distribution becomes more concentrated, indicating a decrease in the variety of items sold. This might be due to factors such as focusing on high-performing products or market trends.

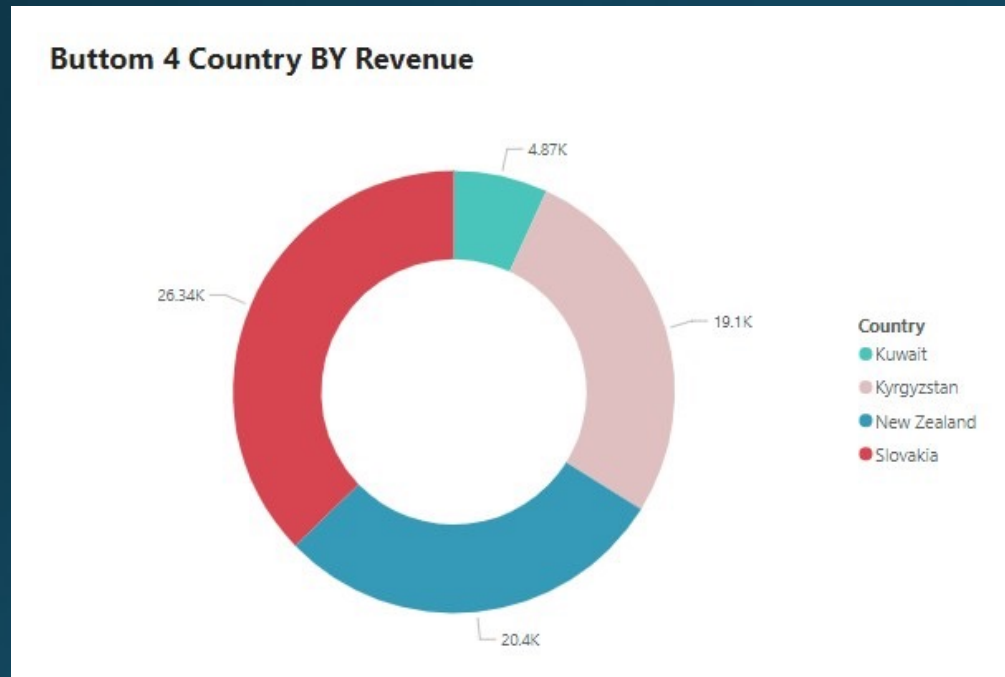
Top 4 countries with highest revenue



- **Key Findings**

1. **United Kingdom Dominates:** The United Kingdom stands out as the clear leader in terms of revenue, accounting for a substantial 5.82 million units. This suggests that the company has a strong market presence or operations in the UK.
2. **Turkmenistan and Zambia:** Turkmenistan and Zambia follow with moderate revenue shares of 2.53 million and 0.62 million units, respectively. These countries may represent significant markets or growth opportunities for the company.
3. **Tuvalu:** Tuvalu contributes the smallest revenue share at 0.19 million units. While this may indicate a less significant market or operational challenges, it's important to consider the relative size and economic context of Tuvalu.

Top 4 countries with lowest revenue

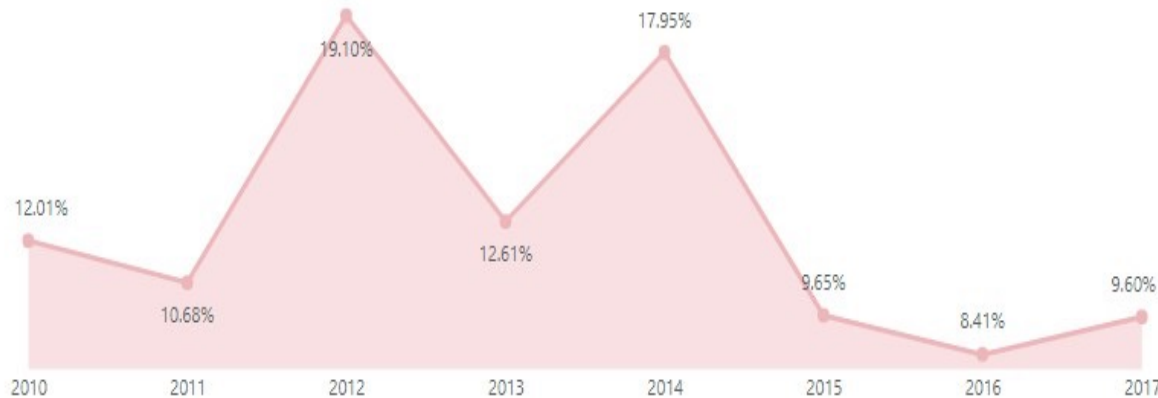


- **Key Findings**

1. **Slovakia Dominates:** Slovakia stands out as the country with the highest revenue among the bottom 4, contributing 26.34K units. While this may be the lowest revenue compared to the top-performing countries, it's important to assess its contribution within the context of the overall business.
2. **Kyrgyzstan and New Zealand:** Kyrgyzstan and New Zealand follow with moderate revenue shares of 20.4K and 19.1K units, respectively. These countries may represent smaller markets or operational challenges for the company.
3. **Kuwait:** Kuwait contributes the smallest revenue share at 4.87K units. While this may indicate a less significant market or operational issues, it's crucial to consider the relative size and economic context of Kuwait.

Compare annual percentage change in total units sold

% CHANGE IN TOTAL Units sold by Year



• Key Findings

- 1. Initial Growth:** The company experienced a steady increase in unit sales from 2010 to 2012, with a significant growth rate of 19.10% in 2012. This positive trend suggests that the company's strategies and products were well-received during this period.
- 2. Slight Dip:** In 2013, the growth rate declined to 12.61%. While this is still a positive indicator, it marks a departure from the previous years' more substantial gains. Factors such as market saturation, increased competition, or economic fluctuations could have contributed to this slowdown.
- 3. Resurgence:** Following the dip in 2013, SYLIP Corporation's unit sales experienced a resurgence in 2014, with a growth rate of 17.95%. This suggests that the company successfully implemented new strategies or addressed the challenges that led to the slowdown in 2013.
- 4. Consistent Growth:** From 2014 to 2017, the company maintained a relatively consistent growth rate, with slight fluctuations between 8.41% and 9.65%. This indicates a stable and sustainable growth trajectory.

Key findings

- **Overall Sales Performance:**
- **Significant Growth:** The company experienced substantial growth in sales over the report period. Total revenue increased from **11M** in 2010 to **137.35M** in 2012, representing a **12.4x** increase.
- **Consistent Profitability:** SYLIP maintained a consistent profit margin throughout the years, with total profit increasing from **4.09M** in 2010 to **44.17M** in 2012.
- **Regional Analysis:**
- **Sub Saharan Africa Dominates:** The Asia region emerged as the top performer in terms of both total revenue and total units sold.
- **Europe:** This region also contributed significantly to SYLIP's overall sales.
- **Emerging Markets:** Asia and middle east and North Africa showed potential for growth, with increasing market share over the years.

Key findings

- Annual Trends:
- 2012 Peak: The year 2012 witnessed the highest total revenue and units sold, indicating a peak in sales performance.
- Product Performance:
- Average Item Type: The average item type sold consistently contributed to the company's revenue.
- Product Mix Analysis: A deeper dive into product-level data could reveal opportunities for optimization and targeted marketing.

RECOMENDATIONS

Analyze Underlying Factors: To gain a deeper understanding of the factors driving the growth and fluctuations, consider analyzing additional data points such as market share, pricing strategies, product launches, and macroeconomic conditions.

Market Penetration: Given the strong performance in Africa, explore opportunities for further market penetration in this region.

- **Emerging Market Focus:** Invest in marketing and sales efforts to capitalize on the growth potential of Asia, middle east and North Africa, Australia and Oceania.
- **Product Optimization:** Conduct a thorough analysis of product performance to identify opportunities for product improvement or discontinuation.
- **Customer Segmentation:** Implement customer segmentation strategies to tailor marketing efforts and enhance customer satisfaction.