Palacegreen Sales Performance Analysis

Problem Statement

Palacegreen Limited is a retail outlet that deals in sales of diverse product categories, including **accessories, clothing, and phones.** The business caters to various customer demographics, segmented by age groups and gender, and operates across multiple locations or states.

Palacegreen is facing challenges in understanding its sales performance across various dimensions, such as locations, demographics, and product categories. The absence of a centralized and visually accessible reporting system made it difficult to identify trends, measure profitability, and support data-driven decision-making. Their areas of struggles include but not limited to:

1. Lack of clarity on state-level contributions to overall profit.
2. Limited visibility into which customer demographics or product categories were driving or hindering revenue.
3. Inability to monitor seasonal trends or payment method preferences to optimize operations.
4. Inefficient analysis of cost, revenue, and profit margins, impacting strategic planning and growth initiatives.

The company's goal is to identify trends, optimize sales performance, and uncover actionable insights to enhance profitability and improve decision-making.

Observations

- There was a clear rise in profitability from January 2015 through mid-2016, peaking around mid-2016.
- Lagos leads with profits exceeding $0.40M, followed by Abuja, Akwa Ibom, and Anambra, all performing well.
- Males contributed slightly more at 52%, while females accounted for 48% of the total profit.
- Adults and Youth age groups were the highest profit contributors, with adults generating around $1.20M.
- Phones and Accessories dominate in revenue and profitability, outperforming Clothing in terms of overall contribution.

Recommendations

- Expanding operations, marketing, or promotions in the top-performing states could further boost revenue.
- The company should target the adults and youth age groups with personalized marketing, loyalty programs etc in order to maximize sales and increase profit
- They should also analyze the reason for the underperformance in the Aged and Elder categories to determine if there are opportunities to create age-specific products or offers.
- The Profit margin stands at $2.26M from a $22.34M revenue, which is around 10%. The company should negotiate better terms with suppliers to reduce costs, optimize inventory management and reduce any operational inefficiencies that may be driving up costs in order to enhance profitability.

The Dashboard

Palacegreen Sales Performance Dashboard

Total Transaction
34.87 K

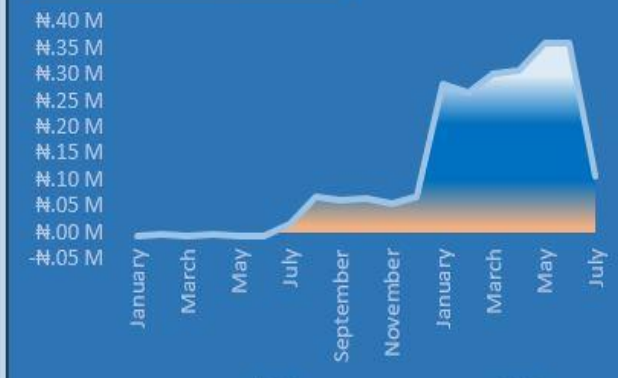
Total Quantity
69.82 K

Total Cost
₦20.08 M

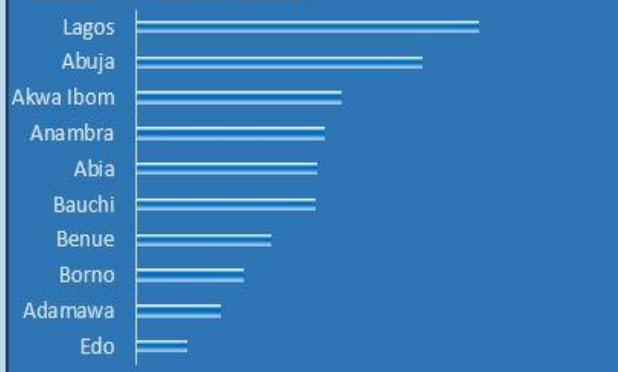
Total Revenue
₦22.34 M

Profit/Loss
₦2.26 M

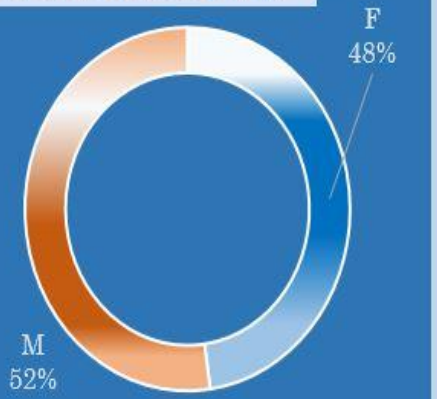
Profit Trend By Year



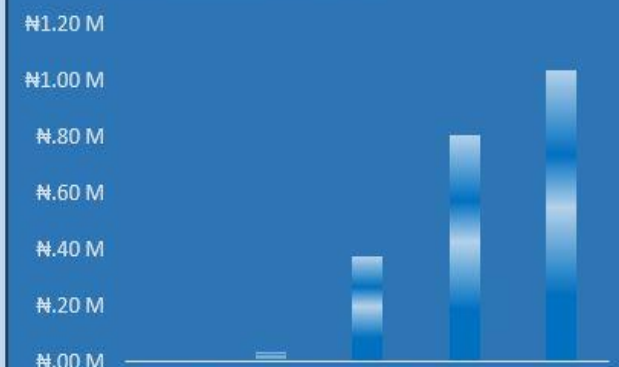
Profit By State



Gender Based Profit



Age Group Based Profit



Revenue, Cost, Profit by Product_Category

Revenue by Prd_Cat & Gender

Sales Person
- Chinazam
- Derick
- Feyisola

Payment Option
- Cash
- Online
- POS

Cust_Age_Group
- Adult
- Aged
- Elder

Customer
- High
- Low
- Medium

Problem Statement