DRINKS STORS Sales Performance Analysis Report

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## 1. Executive Summary

## This report presents the analysis of the stores sales performance for the year 2023. The analysis highlights key trends, product category insights, and customer demographics. Recommendations are provided to improve sales strategies.

## 2. Introduction

### Background

This report analyzes the sales data for the stores from January to December 2023. The objective is to understand sales trends, identify high-performing products, and uncover opportunities for growth.

### Objectives

* Assess overall sales performance.
* Identify top-performing regions and products.
* Analyze customer demographics.
* Provide actionable recommendations to improve sales.

### Scope

The analysis covers sales data from January 1, 2023, to December 2024. The data includes transaction records from all sales channels and regions

## 3. Methodology

### Data Sources

The data was sourced from <https://drive.google.com/file/d/1ymmNpf4jyo4ahXZY78F7irc9eQj6E_f0/view>

Suggested by

<https://youtu.be/Nj1jIETf0ow>

### Data Processing

The data was cleaned to remove duplicates, correct errors, and handle missing values. Aggregation and transformation were performed to prepare the data for analysis.

### Tools and Techniques

The analysis was conducted using Power Query for Cleaning, Excel for data processing, and Excel for dashboard creation and visualization.

## 4. Data Overview

### Description

The dataset includes 20,000 sales transactions, with information on transaction date, product category, region, sales amount, and customer demographics.

### Key Metrics

* Total Sales: $5,446,809.47
* Average Order Value: $9
* Total Units Sold: 606,148

## 5. Analysis

### Trends

* **Monthly Sales:** There was a stability in sales during the year, but an increase in Aug

### Comparisons

* **Product Categories:** coffee and water were the top-selling categories.

### Anomalies

* A huge drop in tea sales was observed during the year.

## 6. Findings

### Key Insights

* **Sales Growth:** Sales are going up and down, with the highest rate seen in the month of May.
* **Top Store:** The highest sales rate for stores is Lee-Myers.
* **Customer Demographics:** The majority of customers are aged between 51-71.

## 7. Recommendations

### Actionable Steps

## A plan to increase tea sales: by offering a piece of sweets next to the cup at reasonable prices to increase demand for it.

## Expand Promotions: Increase the frequency and reach of promotions, especially targeting the Martinez Store.

## Targeted Marketing Campaigns: Develop marketing strategies focused on the <51 age group, leveraging social media and personalized offers.

### Future Analysis

## Conduct customer satisfaction surveys to gain insights into product and service improvements.

## Analyze the impact of different promotional strategies on customer retention and repeat purchases.

## 8. Conclusion

## The analysis of DRINKS STORS sales data sales performance for the year 2023 reveals stability growth trends, successful product categories, and effective regional strategies. By implementing the recommended actions, DRINKS STORS can further enhance its sales performance and address identified challenges.

## 9. Appendices

## Supporting Data

## Monthly sales figures and growth rates.

## Detailed stores sales performance.

## Customer demographic distribution.

## Glossary

## COGS: Cost of Goods Sold.

## ATV: Average Transaction Value

## 10. References

## DRINKS STORS Sales Database

## Excel Documentation

## Power Query tutorials

## Data Modeling tutorials