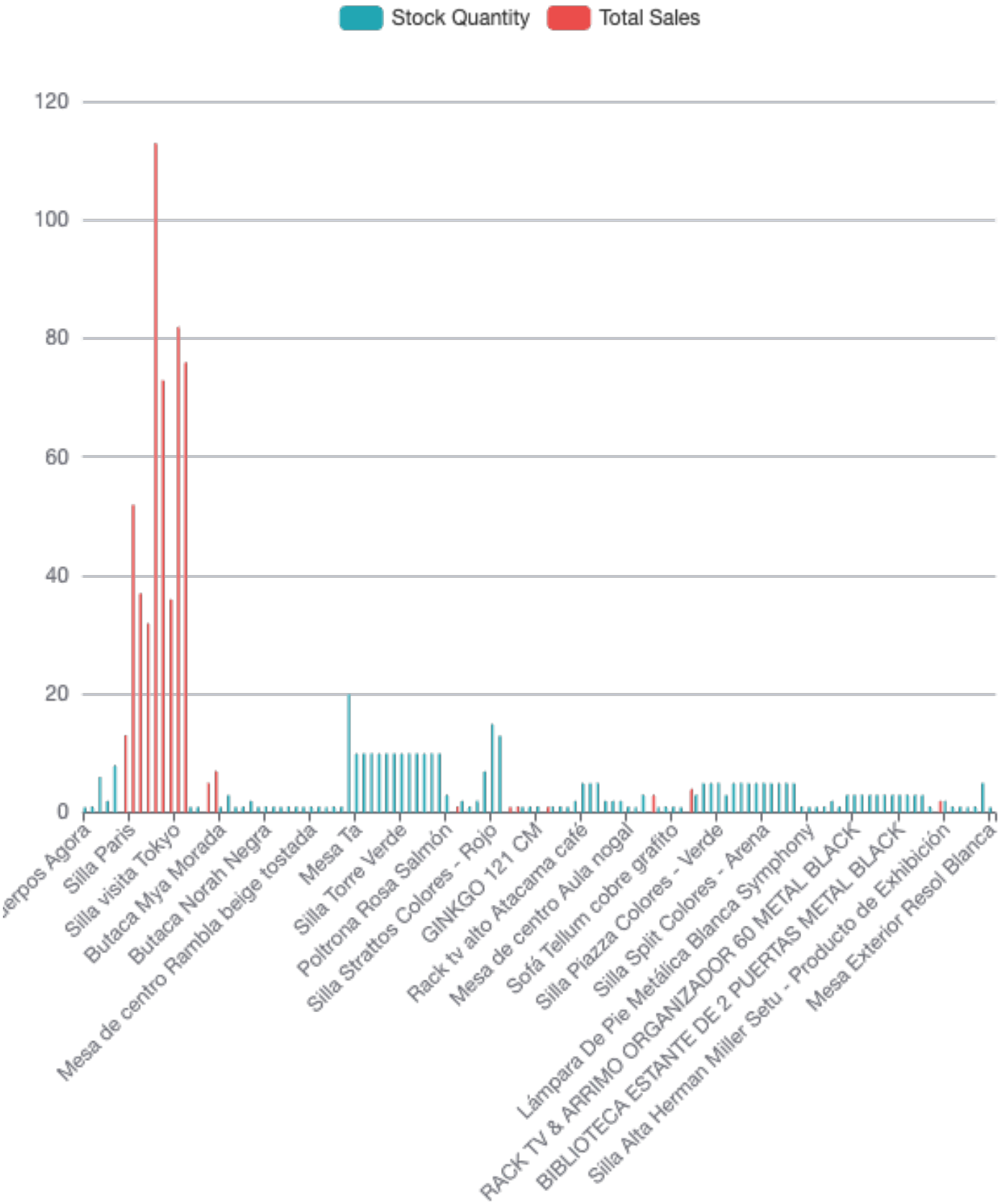
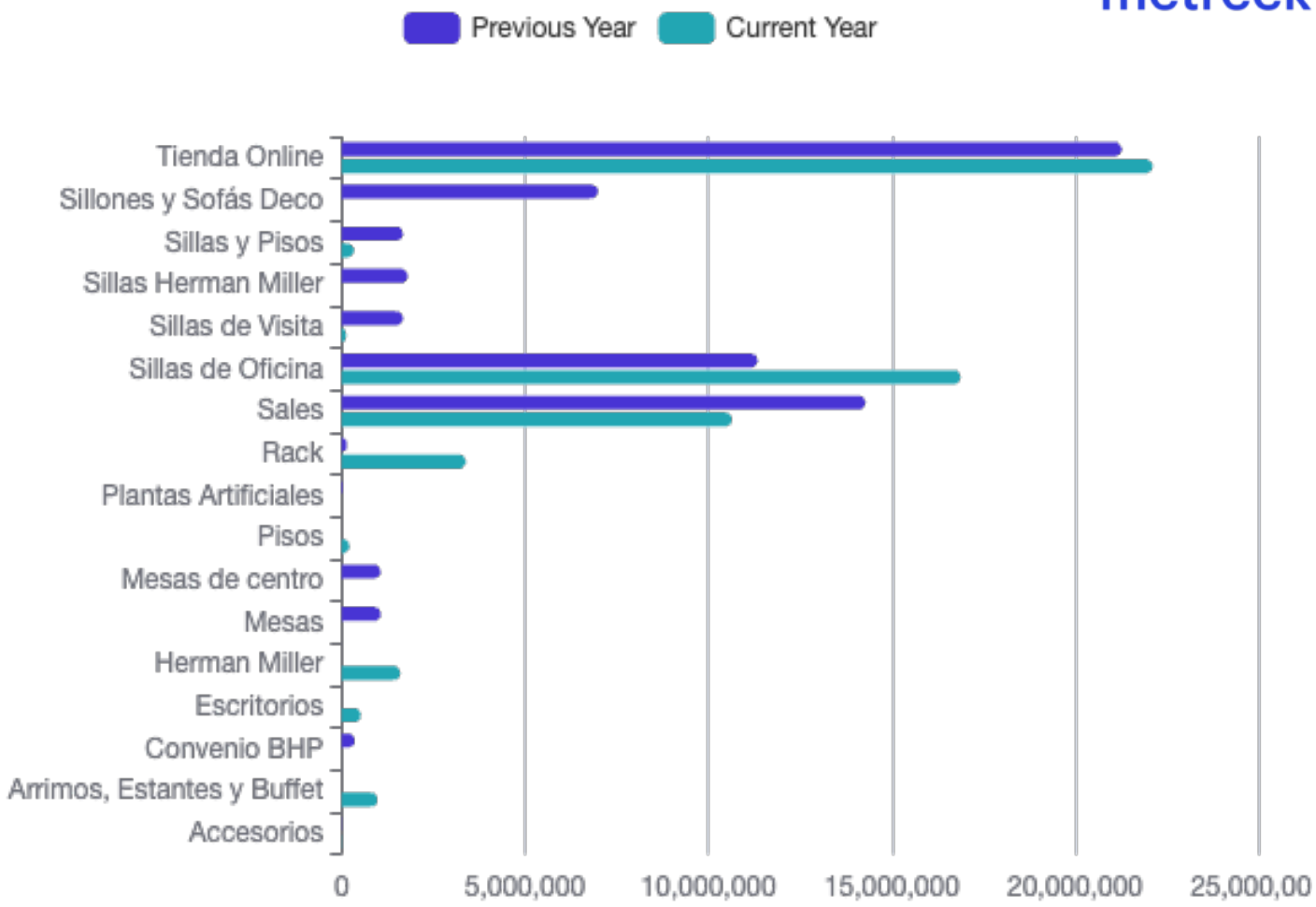
metreek

Sales Report

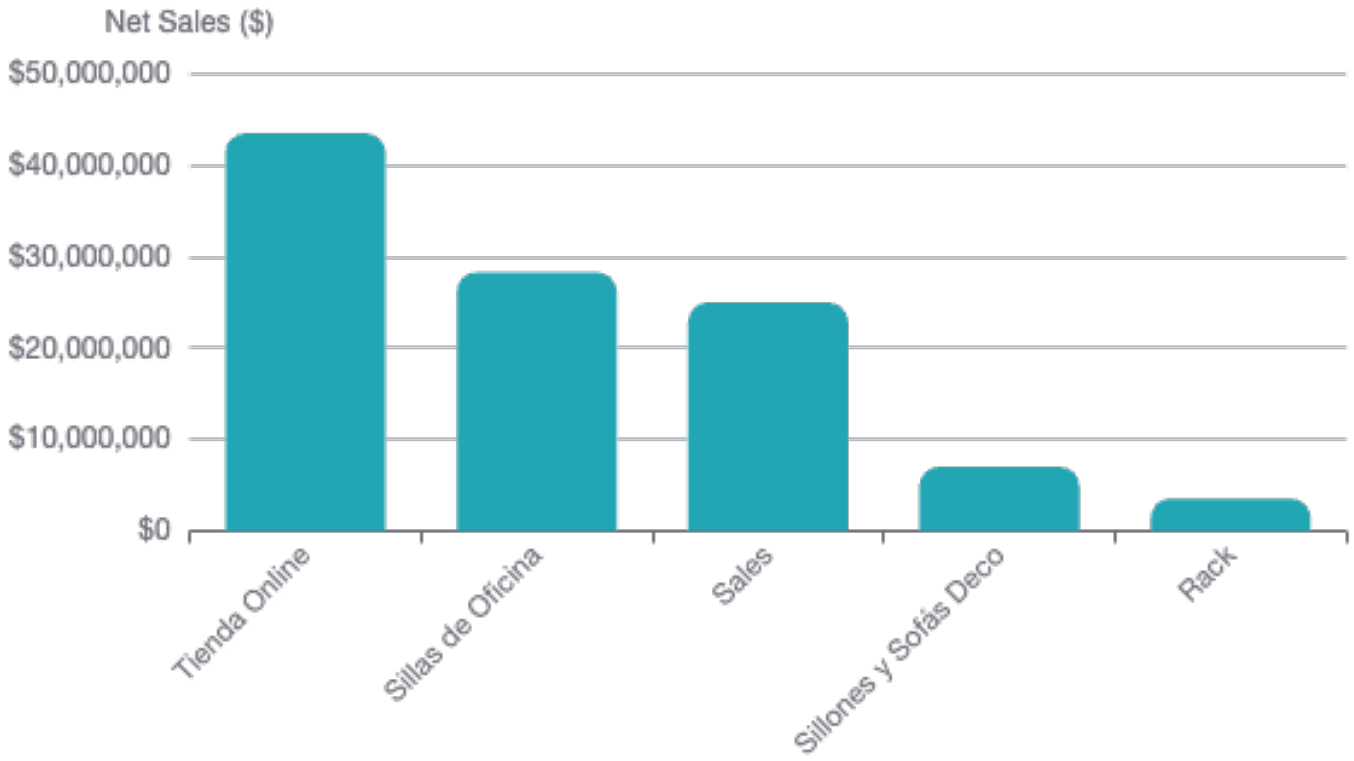
Inventory and Sales Discrepancies



Product Category Sales Comparison: Current vs Previous Year



Top 5 Product Categories by Net Sales (2023-2024)



General analysis

Based on the provided datasets, I'll provide a comprehensive analysis and recommendations for the inventory and sales situation:

1. Inventory and Sales Discrepancies: The data from "Dataset 1: Inventory and Sales Discrepancies" reveals significant mismatches between stock quantities and sales for several products. Some key observations:

- Several products (e.g., Silla Q9, Silla Paris, Silla Monaco) show sales without any current stock, indicating potential stockouts or inventory tracking issues.

- Many items (e.g., Sofa 2 cuerpos Agora, Silla Fiona Blanca) have stock but no sales, suggesting slow-moving inventory.

Recommendations:

- Implement a robust inventory management system to accurately track stock levels and sales in real-time.

- Review and optimize reorder points for fast-moving items to prevent stockouts.

- Consider promotional activities or discounts for slow-moving inventory to free up warehouse space and capital.

1. Monthly Sales Trend: Analyzing "Dataset 2: Monthly Sales Trend," we observe:

- Sales fluctuate significantly month-to-month, with peaks in early 2022 (January to June).

- Recent months show lower sales volumes compared to the same periods in previous years.

Recommendations:

- Investigate the factors behind the strong performance in early 2022 and try to replicate those conditions.

- Implement seasonal marketing strategies to boost sales during traditionally slower months.

- Analyze external factors (e.g., economic conditions, competition) that might be affecting recent sales performance.

1. Product Category Sales Comparison: "Dataset 3: Product Category Sales Comparison" provides insights into category performance:

- Significant growth in categories like Rack (+2280.85%), Herman Miller (+100%), and Sillas de Oficina (+48.71%).

- Decline in categories such as Sillas de Visita (-92.84%) and Sillones y Sofás Deco (-100%).

Recommendations:

- Focus marketing and inventory efforts on growing categories, especially Rack and Sillas de Oficina.

- Investigate the reasons behind the decline in Sillas de Visita and Sillones y Sofás Deco. Consider product redesign, repricing, or phasing out if the trend continues.

- Explore cross-selling opportunities between successful and declining categories to boost overall sales.

Overall Recommendations:

1. Implement a comprehensive inventory management system to address discrepancies and optimize stock levels.

2. Develop a data-driven approach to forecasting and demand planning to better align inventory with sales trends.

3. Create targeted marketing campaigns for high-performing product categories and seasons.

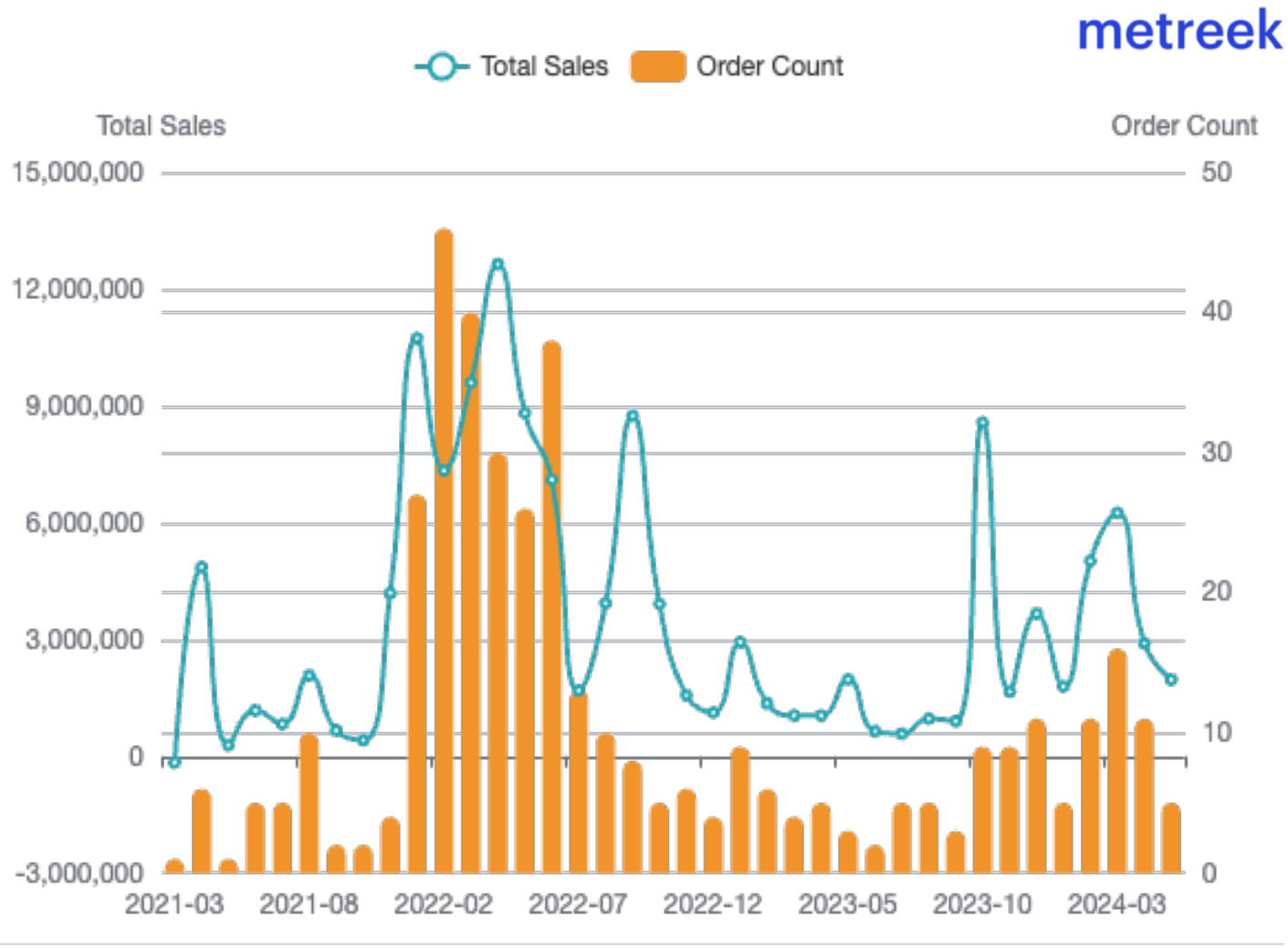
4. Regularly review and adjust product mix based on sales performance and market trends.

5. Investigate and address the reasons behind recent sales declines, potentially through customer surveys or market research.

6. Consider expanding the online sales channel, as it shows slight growth (3.94%) compared to the previous year.

By implementing these recommendations, the company can better align its inventory with customer demand, reduce carrying costs of slow-moving items, and focus on growth areas to improve overall sales performance.

Monthly Sales Trend



Monthly Forecast - Next 6 Months

Based on the Monthly Sales Trend data provided in Dataset 1, I'll provide a sales forecast for the next 12 months. This forecast takes into account the historical trends and seasonality observed in the data, while introducing some variability to reflect the unpredictable nature of sales.

Here's a table with the sales forecast for the next 12 months:

Month	Forecasted Sales
June 2024	$2,100,000
July 2024	$1,800,000
Aug 2024	$2,500,000
Sept 2024	$3,200,000
Oct 2024	$4,500,000
Nov 2024	$2,800,000
Dec 2024	$3,900,000
Jan 2025	$3,500,000
Feb 2025	$4,800,000
Mar 2025	$5,500,000
Apr 2025	$4,200,000

Month	Forecasted Sales
May 2025	$3,800,000

This forecast takes into account several factors observed in the Monthly Sales Trend dataset:

1. Seasonality: The data shows higher sales typically occurring in the last quarter of the year and the first quarter of the following year. This pattern is reflected in the forecast, with higher sales predicted for October through March.

2. Recent trends: The forecast considers the recent uptick in sales observed in the first months of 2024, as seen in Dataset 1.

3. Year-over-year growth: A modest overall growth is assumed, reflecting the general upward trend in sales over the years.

4. Variability: The forecast introduces some month-to-month variability to account for the fluctuations observed in historical data.

It's important to note that this forecast is an estimate based on historical trends and patterns. Actual sales may vary due to various factors such as market conditions, economic changes, or company-specific events.