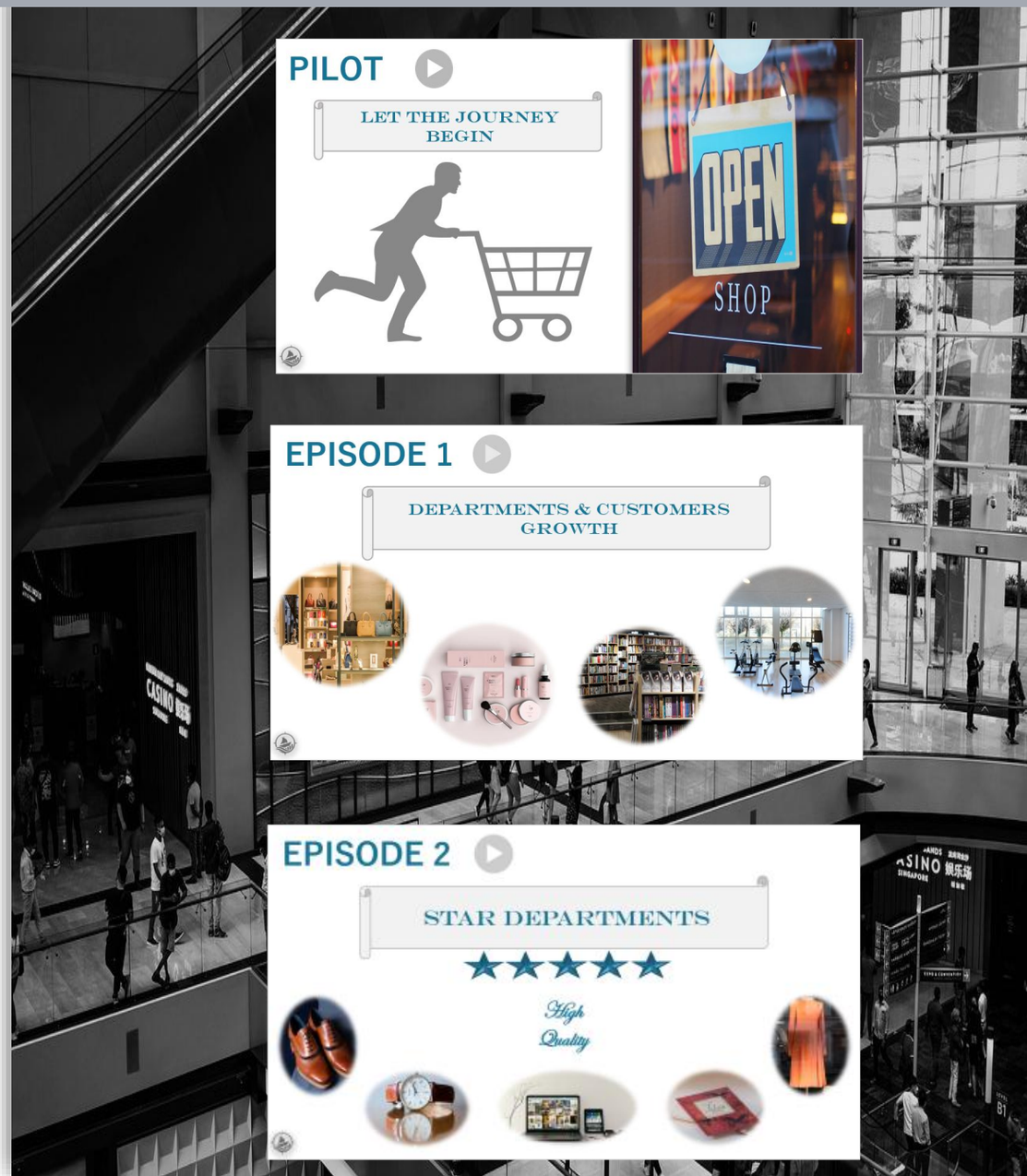
PSW

PLOTSWAY PRESENTS

# Sales Uncovered

**A data driven thriller where store products, sales, and shipments reveal the hidden twists behind the numbers!**

Prev Next



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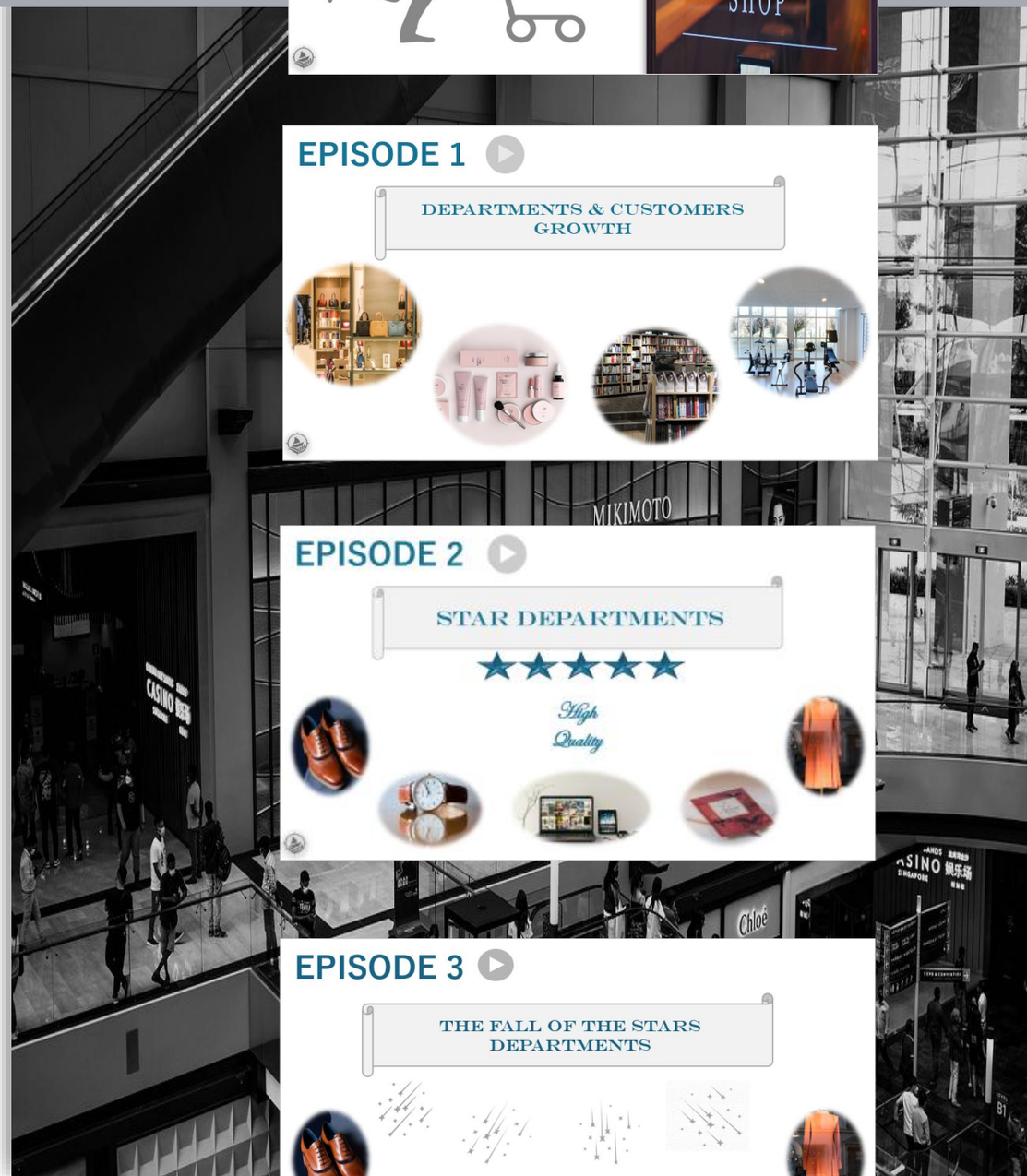

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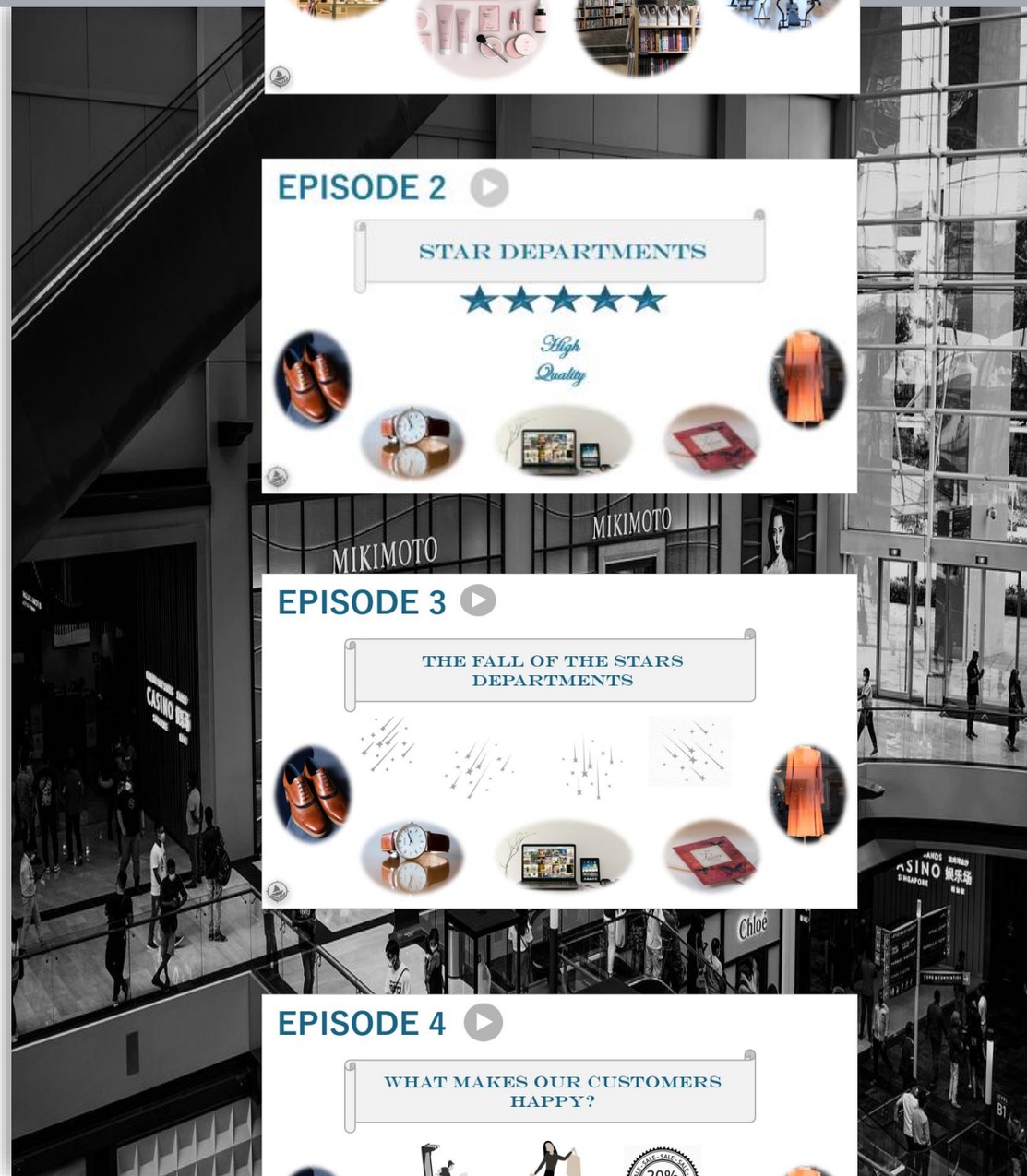

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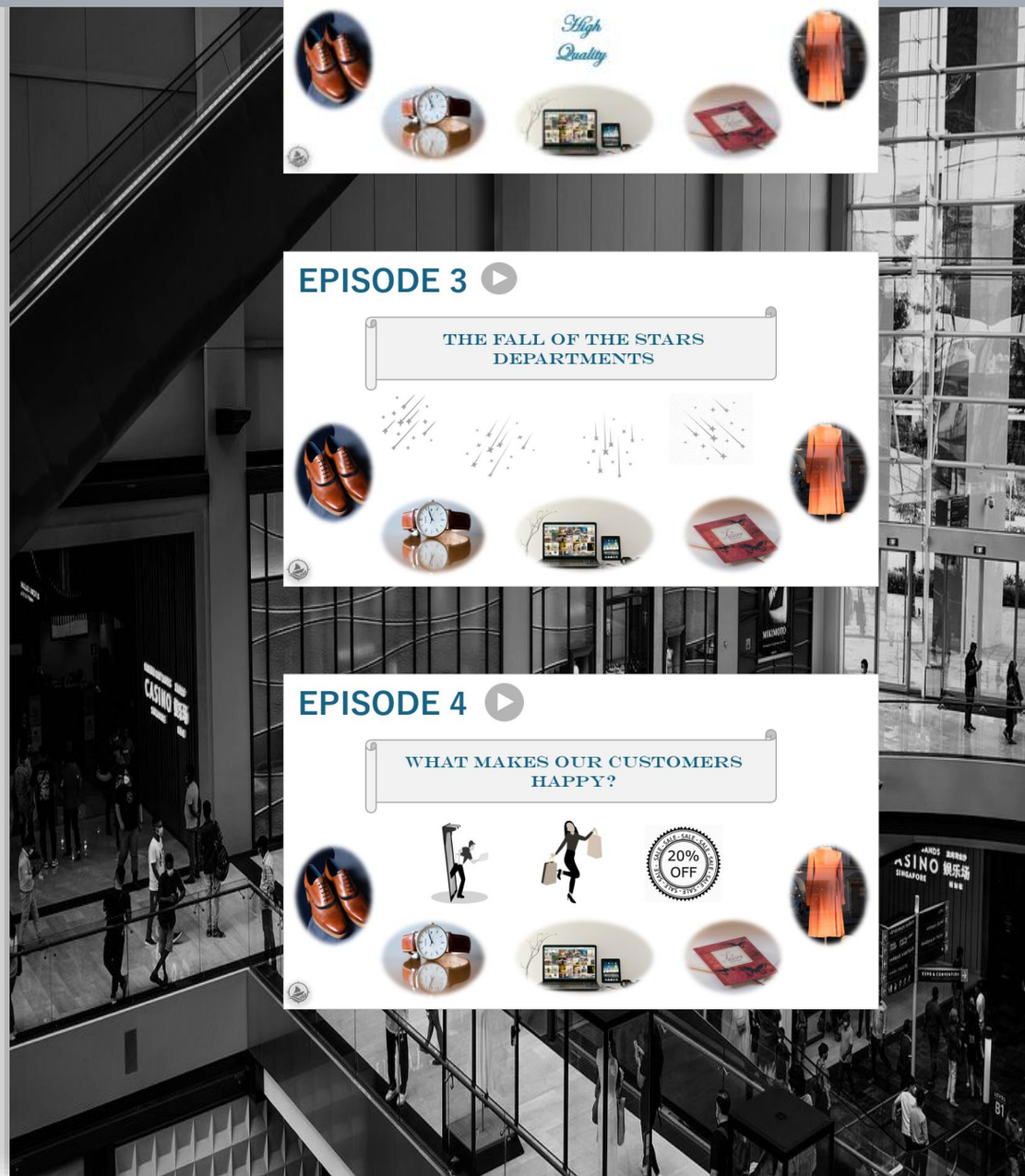
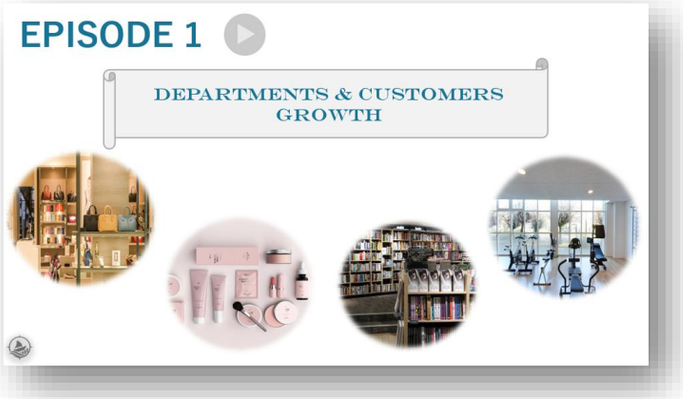


# PILOT

## LET THE JOURNEY BEGIN

In this episode, we dive into the evolution of departments and product offerings from 2015 to 2017, exploring how each department has expanded over the years. We also track the growth of new customers and their segments, revealing key patterns in customer behavior. Wrapping up, we analyze the total profit, quantity sold and net sales by year, uncovering the true impact of growth on the bottom line.

Stay tuned for an insighftul journey into business expansion.



In this episode, we focus on the departments that dominated in 2015 and 2017, as we uncover the hidden stars of those years. With no changes in departments between 2015 and 2016, we dive deep into the top-performing departments to reveal the real winners. But there is a twist — something strange happened in 2017.We break down the monthly net sales of that year to unravel the mystery of what went wrong.

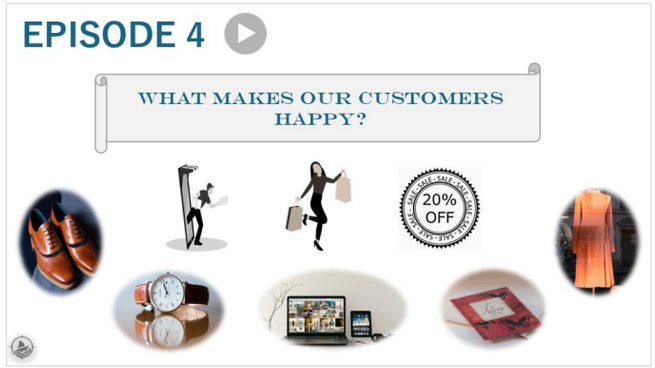
Get ready for a thrilling investigation you don’t want to miss!

In this episode, dive into the dramatic shift that occured with the introduction of new departments and products in 2017. Some of our star departments — once Top Sellers — are no longer holding their ground, and in certain months, they have completely disappeared. This change has triggered a noticeable drop in sales.

Join us as we investigate which star departments have fallen from grace, and uncover the mystery behind their decline!

After discovering the departments that bring the most joy to our customers, we take a deeper dive into what truly drives their satisfaction. We analyze the discount tiers that generate the most orders, explore how shipment modes impact customer experience, and finally, reveal the top 10 best-selling products. These insights unlock the key to keeping customers happy and coming back for more!

Stay tuned for the big reveals!



# EPISODE 1

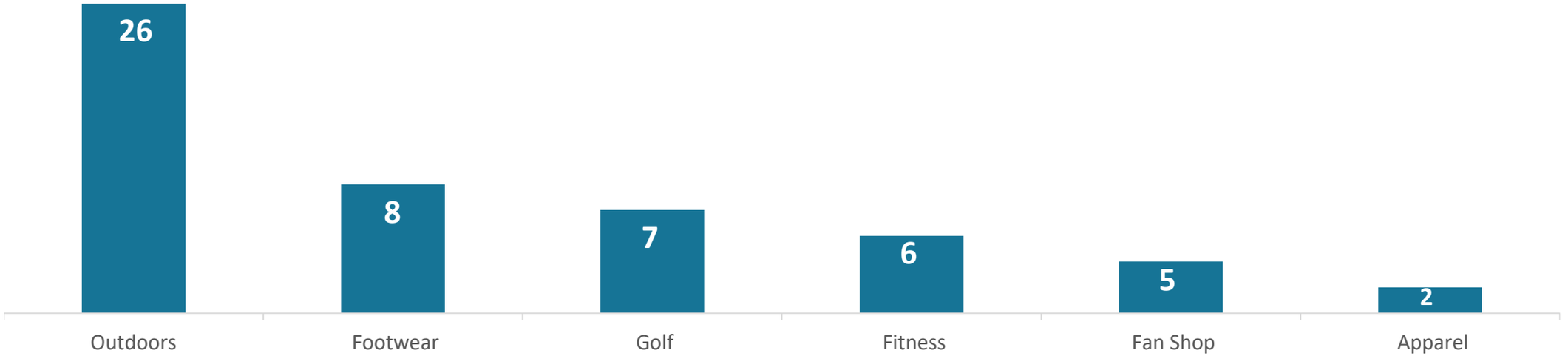
## DEPARTMENTS & CUSTOMERS GROWTH

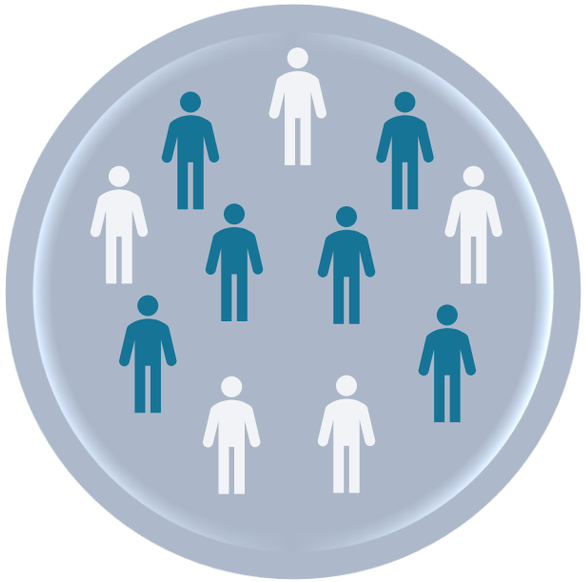
# Overview of Product distribution by Department and Customer Growth

2015

2016

2017

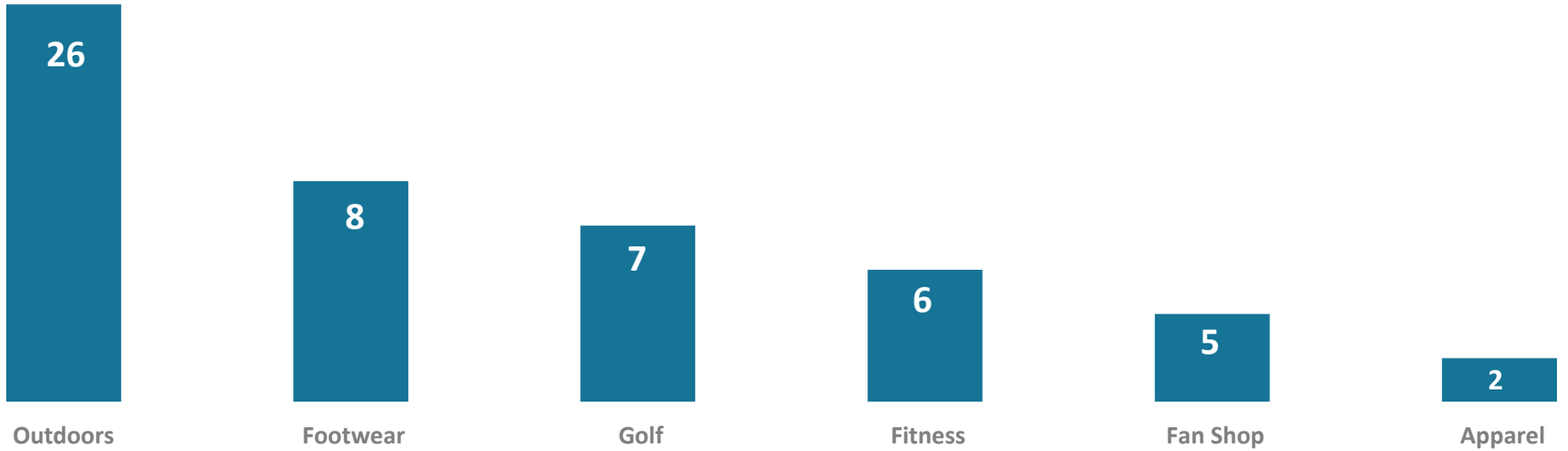


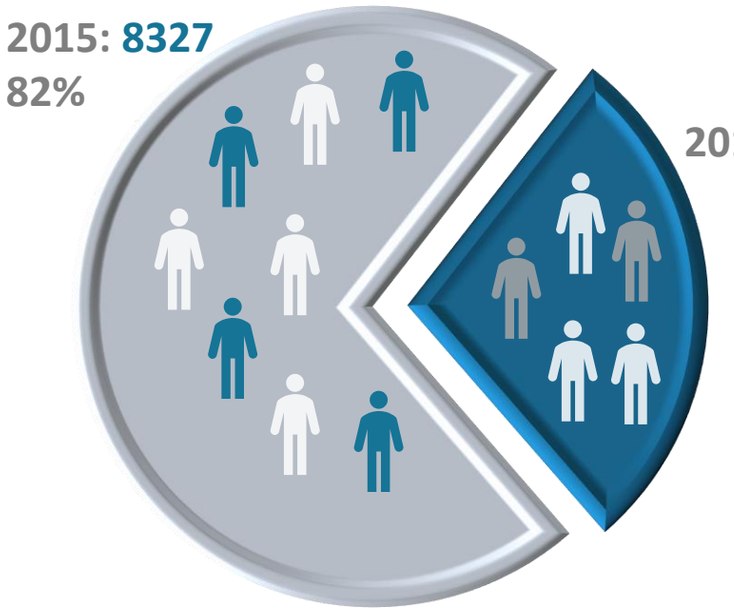
**TOTAL CUSTOMERS: 10131**

| | | |
|---|---|---|
| Consumer | 5278 | 52% |
| Corporate | 3019 | 30% |
| Home Office | 1834 | 18% |

2015



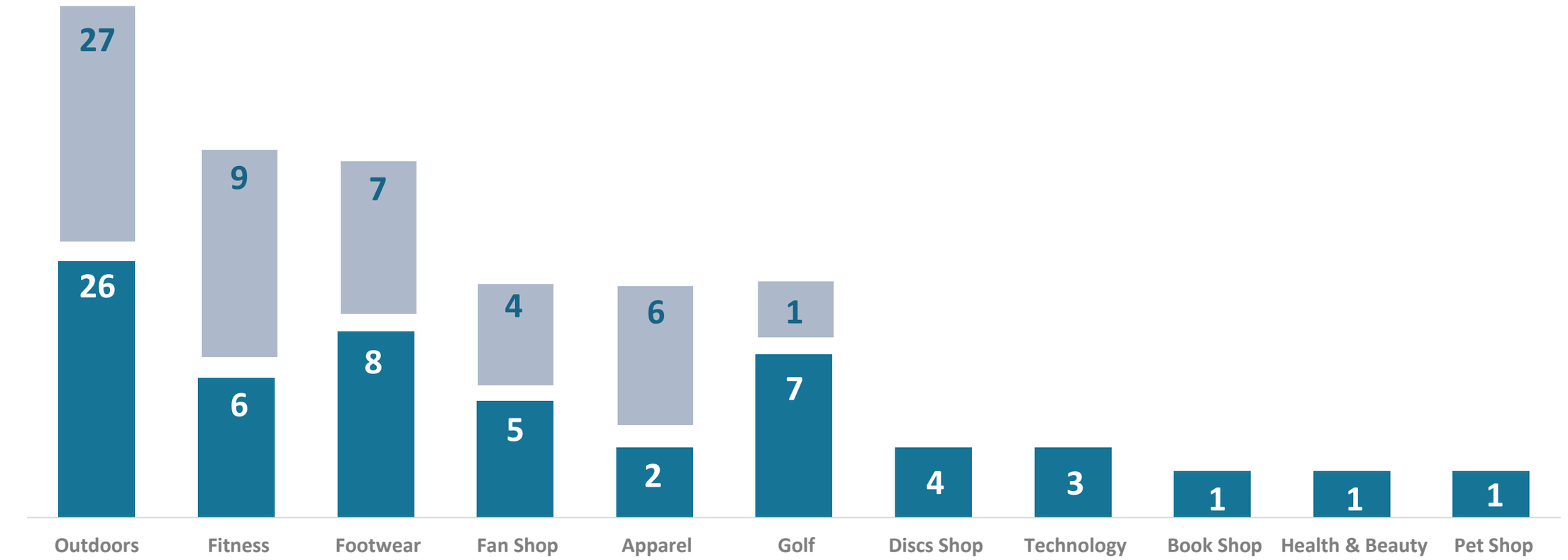

**2016**



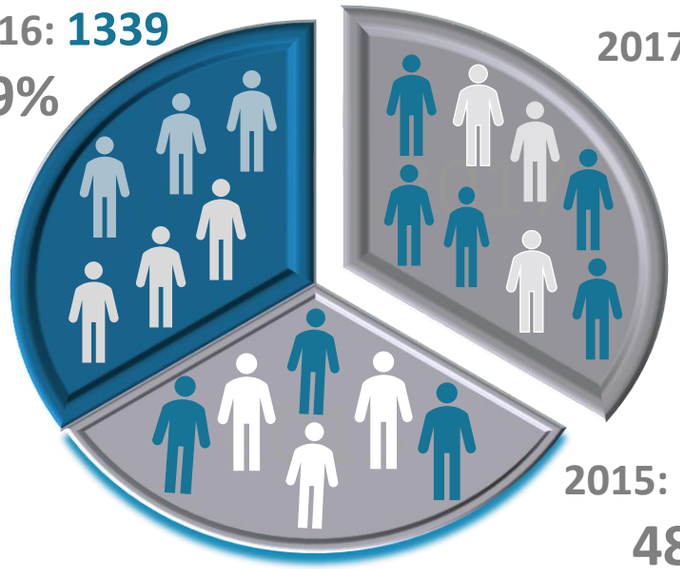

**TOTAL CUSTOMERS: 10222**

| | | |
|---|---|---|
| Consumer | 5317 | 52% |
| Corporate | 3066 | 30% |
| Home Office | 1839 | 18% |

2017




2017




TOTAL CUSTOMERS:
15156

| | | |
|---|---|---|
| Consumer | 7820 | 52% |
| Corporate | 4633 | 30% |
| Home Office | 2703 | 18% |

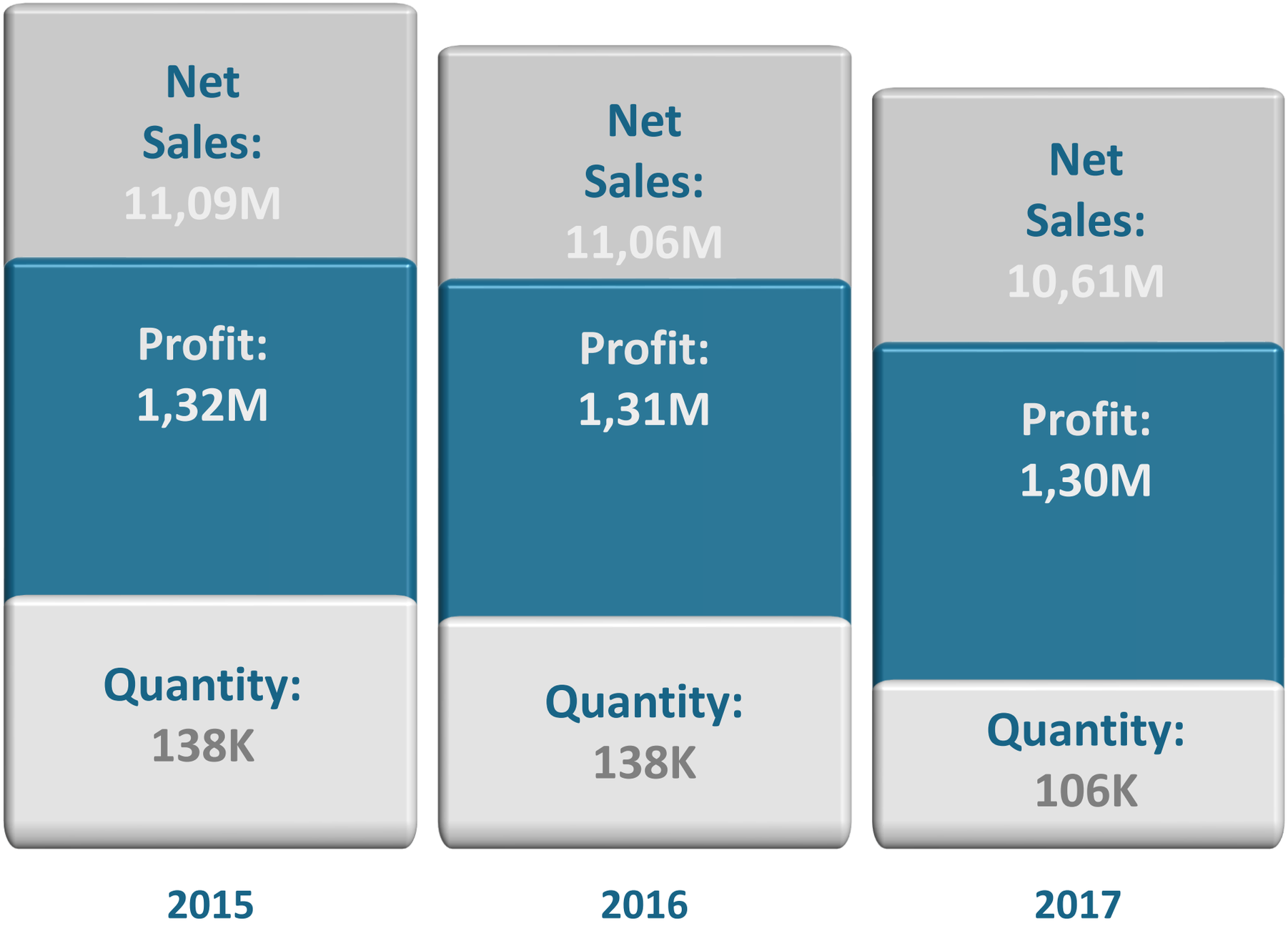
**Department Growth:**
Increased from 6 in 2015 to 11 in 2017.

**Product Expansion:**
The number of products in the 2015 departments doubled from 54 to 108 (100% growth).

**Customer Base Growth:**
Expanded from 10,222 in 2016 to 15,156 in 2017 (48.3% growth).

**Unexpected Decline:**
Despite expansions in 2017, there was a decrease in:
- Total quantity sold
- Net sales
- Profit

**In the next episode, we will explore what went wrong.**



# EPISODE 2

## STAR DEPARTMENTS

*High Quality*

# Departments Net Sales in 2015

**Fan Shop**
**5,56M** | 50.12%

**Fitness**
**73K** | 0.66%

**Apparel**
**2,37M** | 21.36%

**Outdoors**
**261K** | 2.35%

**Footwear**
**1,31M** | 11.81%

**Golf**
**1,52M** | 13.70%

# Departments Net Sales in 2017

**Fan Shop**
**4,26M** | 40%

**Apparel**
**2,30M** | 21.7%

**Golf**
**1,12M** | 10.6%

**Footwear**
**1,04M** | 9.8%

**Technology**
**933K** | 8.8%

**Outdoors**
**564K** | 5.3%

**Discs Shop**
**149K** | 1.4%

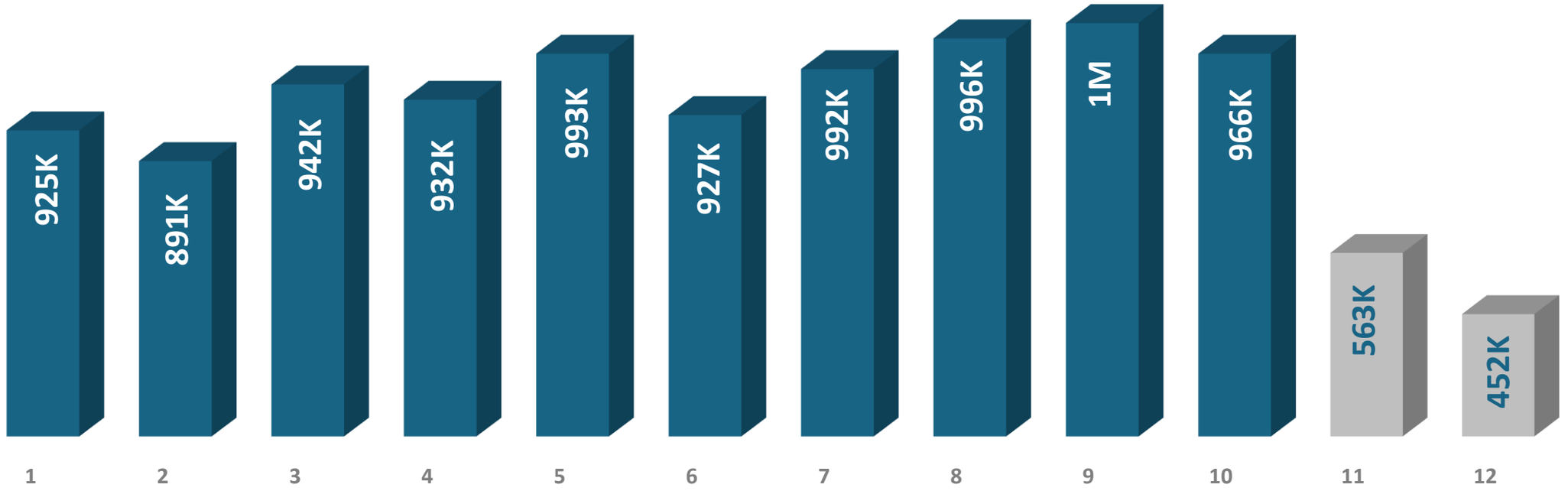
**Fitness**
**148K** | 1.4%

**Health & Beauty**
**63K** | 0.6%

**Pet Shop**
**18K** | 0.2%

**Book Shop**
**11K** | 0.1%

# Zooming Into Monthly Net Sales in 2017




There was a significant drop in Sales from September (1M) to November (563K), a 43,7% decrease.
The decline continued in December (452K), with another 19,7% drop from November.

Was there a falling star' department, one that shined in September but took a steep dive in November and December?

In 2017, 5 new departmens made their grand debut, bringing fresh opportunities to the market.
However, their arrival came with an unexpected twist — sales in older departments saw a noticeable decline compared to 2015. But the real mystery lies in the dramatic shift we see in the monthly sales of 2017.
Sales took a significant plunge, dropping from 1M in September to 563K in November, and then falling even further to 452K in December.

Was there a star department that shined brighly in September, only to take a steep dive in the months that followed?

**In the next episode, we dive deep into the sold departments from September to December to uncover the mystery. Which departments vanished? Which ones impacted sales the most? Stay tuned as we reveal the disappearing stars that changed the game !**

# EPISODE 3

## THE FALL OF THE STARS DEPARTMENTS

## *September*

Departments

Sales

## *October*

Departments

Sales

## *November*

Departments

Sales

## *December*

Departments

Sales

# Departments Net Sales in September 2017

**Fan Shop**
**492K** | 48%

**Fitness**
**29K** | 3%

**Apparel**
**199K** | 19%

**Outdoors**
**54K** | 5%

**Golf**
**125K** | 12%

**Footwear**
**130K** | 13%

# Departments Net Sales in October 2017

**Technology**
716K | 74%

**Apparel**
182K | 19%

**Footwear**
24K | 2.5%

**Fan Shop**
18K | 2%

**Book Shop**
9K | 1%

**Fitness**
8K | 1%

**Golf**
4K | 0.4%

**Outdoors**
4K | 0.4%

**Discs Shop**
1K | 0.1%

# Departments Net Sales in November 2017

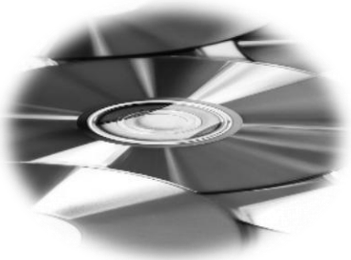
Outdoors
186K | 33%

Pet Shop
10K | 1.8%

Apparel
129K | 23%

Technology
54K | 9.6%

Discs Shop
122K | 21.6%



Health & Beauty
63K | 11.2%

# Departments Net Sales in December 2017

**Apparel**
206K | 45.4%

**Fan Shop**
3K | 0.7%

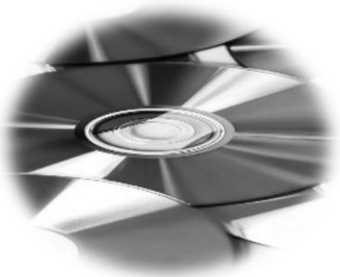
**Technology**
164K | 36.1%

**Book Shop**
3K | 0.7%

**Fitness**
43K | 9.5%

**Pet Shop**
9K | 2%

**Discs Shop**
26K | 5.7%



# KEY INSIGHTS

## September:

- Net Sales were 1M, with sales coming from **Apparel, Fan Shop, Golf, Footwear, Fitness and Outdoors.**

## October:

- Net Sales dropped slighly to **966K.**
- The highest Sales generating department was **Technology,** followed by **Apparel, Footwear**, and **Fan Shop.**
- New departments were introduced in 2017; **Discs Shop and Book Shop**, but they generated little revenue due to low prices and a limited number of products.

➢ **Question: Did the introduction of new departments contribute to the disappearance of the 2015 high-revenue departments?**

## November:

- A significant drop in Net Sales to **563K.**
- Only 6 departments were sold:
    - Low-revenue departments: Pet Shop, Health & Beauty, and Discs Shop.
    - Higher-revenue departments: Technology, Outdoors, and Apparel.

## December:

- Another drastic decline in Net Sales to **453K.**
- Fan Shop, which was previously a top-selling department, became the lowest revenue generator.
- Three departments sold were **low-revenue generators: Discs Shop, Book Shop and Pet Shop.**

The Introduction of new low-revenue departments in October may have contributed to the decline of high-revenue 2015 departments. This shift, along with reduced sales in top-performing categories like Fan Shop, led to a significant drop in Net Sales from November to December. This indicates that clients love the 2015 high revenue departments, and they should always to sold to maintain strong sales.

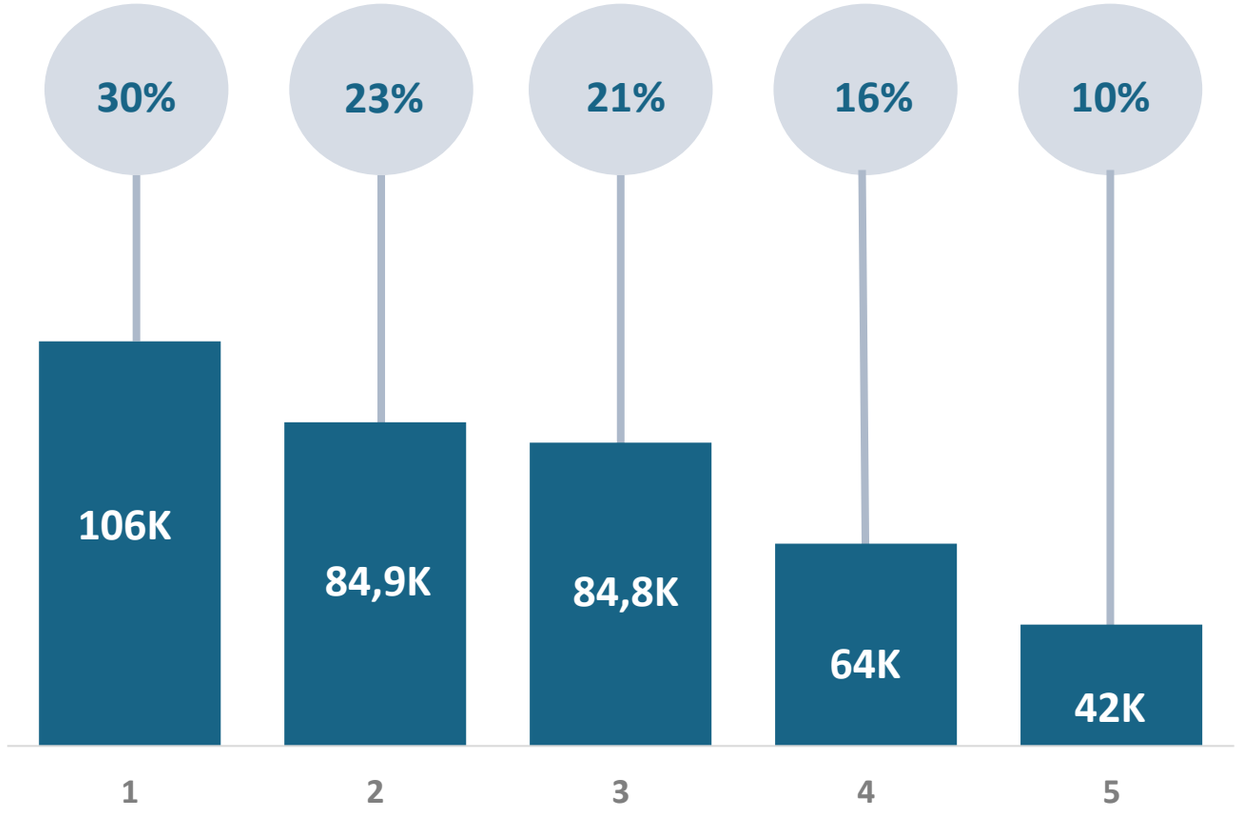
**In the next episode, we will take a deeper look at what makes our clients happy and drives sales success.**

# EPISODE 4

## WHAT MAKES OUR CUSTOMERS HAPPY?

# The Discount Game:

# What Customers Love!



In this episode of The Discount Game, customers are making their moves! The **0 – 5% tier** takes the lead with **106K (30%),** while the **20 - 25% tier** lags behind at **42K (10%).**
Looks like shoppers love a little savings but don't always chase the biggest discounts.

*Stay tuned to discover what else customers love!*

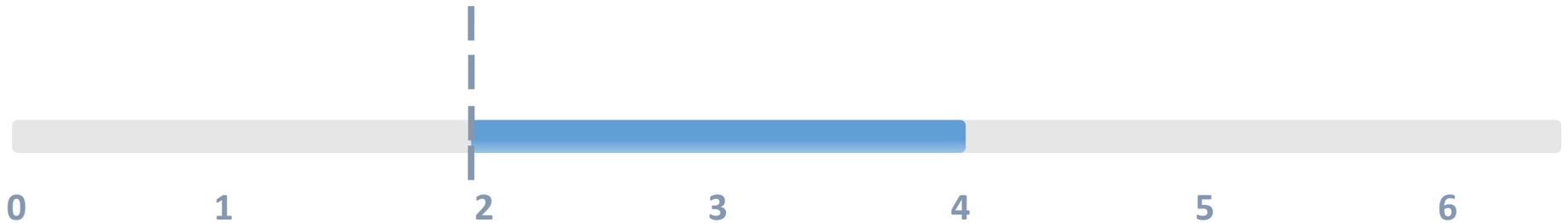
# Shipping Modes in Action: Speed vs Orders

## Same Day:

3451 Orders | **5.3%**

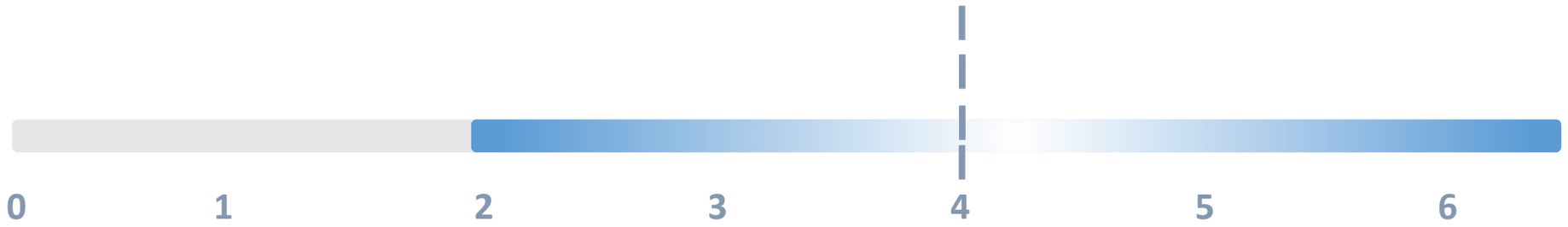
## First Class:

9751 Orders | **15.1%**



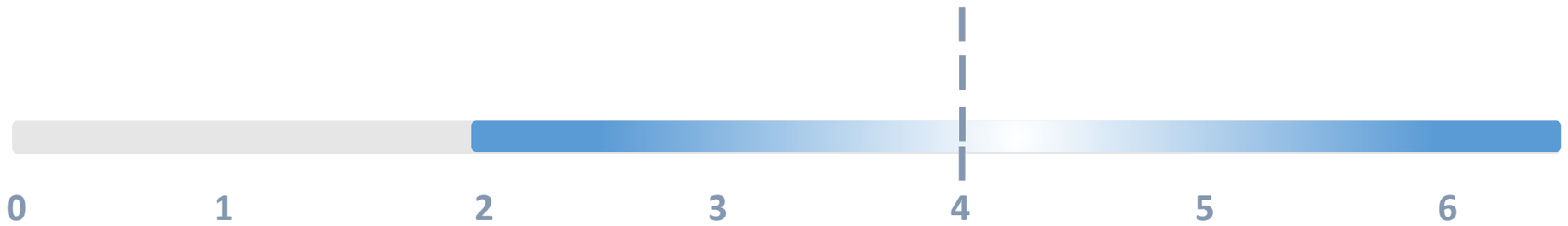
## Second Class:

12 333 Orders | **19.1%**




## Standard Class:

38 094 Orders | **59%**



# TOP Selling Products

## Field & Stream Sportman 16 Gun Fire Safe

# TOP Selling Products

## Perfect Fitness Perfect Rip Deck

# TOP Selling Products

## Diamondback Women’s Serene Classic

# TOP Selling Products

## Nike Men’s Free 5.0+ Running Shoe

# TOP Selling Products

## Nike Men’S Dri-Fit Victory Golf Polo

# TOP Selling Products

Pelican Sunstream 100 Kayak

# TOP Selling Products

## Nike Men’s Cj Elite 2 Td Football Cleat

# TOP Selling Products

O’Brien Men’s Neoprene Life Vest

# TOP Selling Products

## Under Armour Girls’ Toddler Spine Surge

# TOP Selling Products

Dell Laptop

# The End