



# SALES ANALYSIS: A CASE STUDY

Bavaria Community Spouses Club  
Grafenwoehr and Vilseck Thrift Stores  
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# What is a Sales Analysis Report?

- Sales analysis reports are used to measure and monitor sales department performance
- Think of sales reporting as your “navigational aide” for steering your sales team in the right direction



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# What does this mean?

- Managers often use sales analysis reports to identify market opportunities including develop sales strategies, better understand past results and to help forecast future results.
- For instance, customers may show a history of increased sales during certain periods. This data can be used to increase marketing for donations during these peak periods.

# Mission Critical

Data used to create and calculate sales analysis reports must be extracted from a trusted source or database.

If poor quality data are used, then the sales reports will be inaccurate!

# How to start: Step 1

- Ask a question
- Frequency for reporting
- Level of detail in your data

# Ask a Question

- What times people are shopping?
- What are customers buying?
- The prevalence of repeat customer sales at a specific location.
- The number of new customers acquired in a given period.
- Defining the most-frequently purchased product during a campaign.

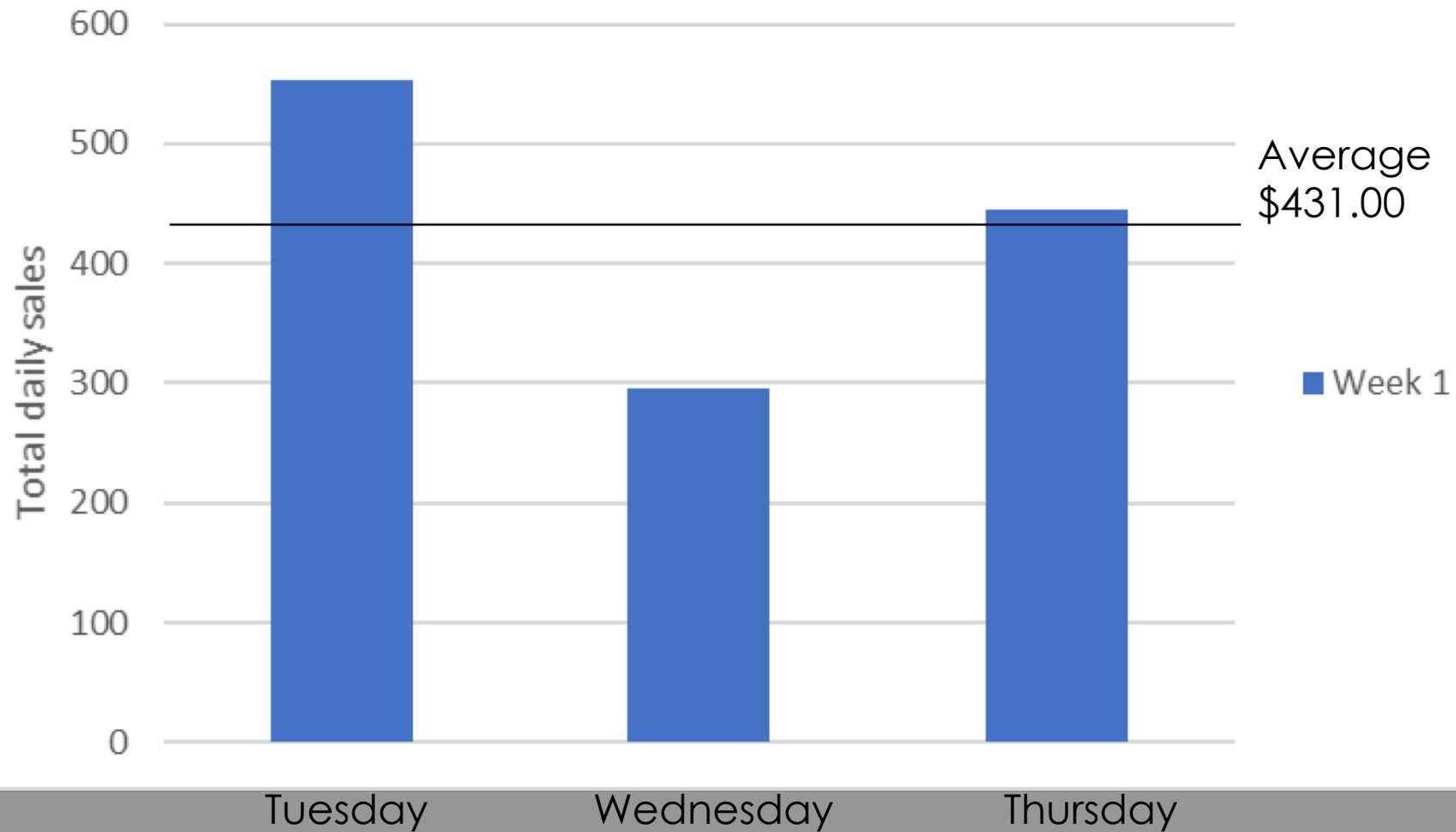
# Frequency of Reporting

- Daily
- Weekly
- Monthly

# Determine the Level Data

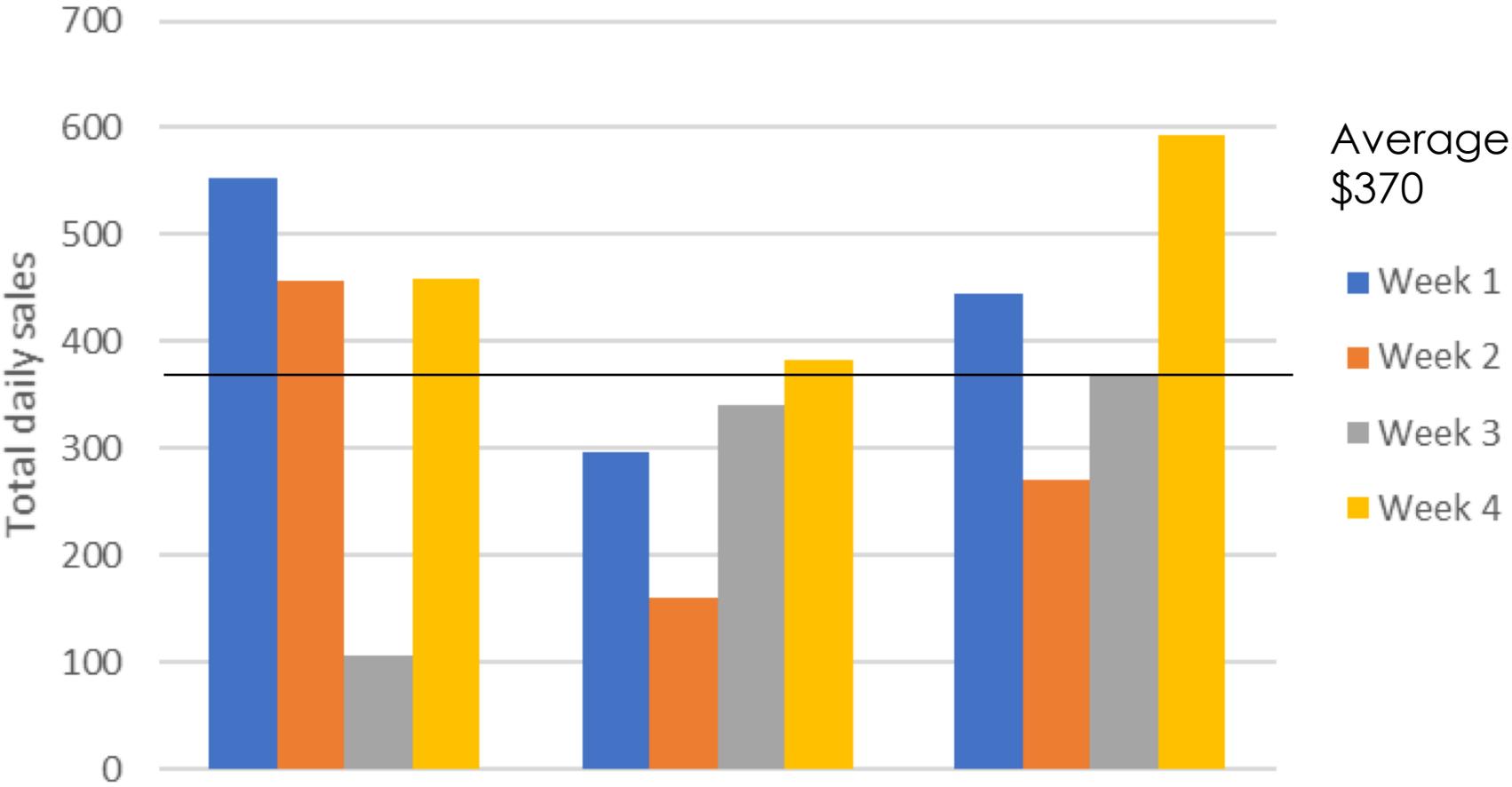
- A sales analysis report offers a chance to drill down into the performance of certain departments or specific products.
  - Do you want every hourly numbers of a Quarter?
- Or
- Would daily numbers be ok?

## 2019 January Daily Sales



Daily  
Reporting

# 2019 January Daily Sales



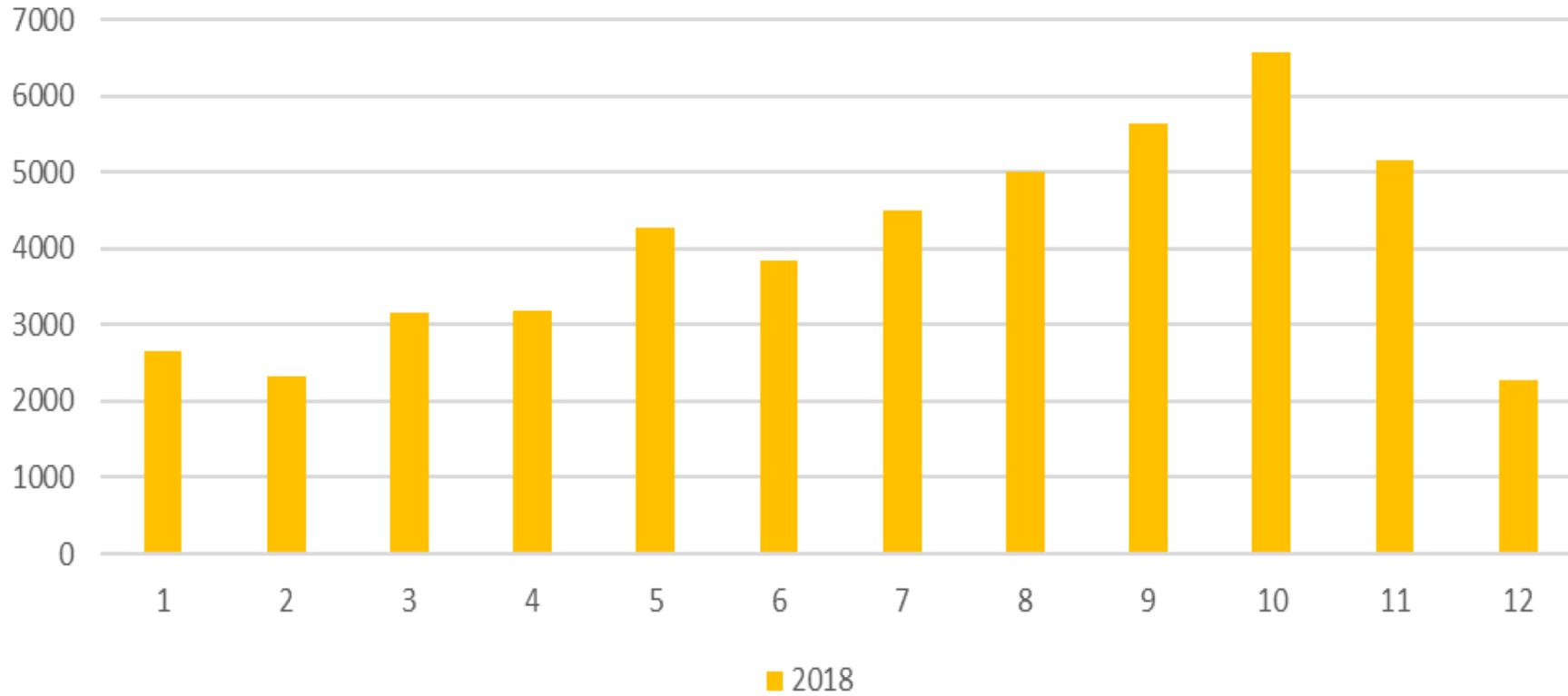
Tuesday

Wednesday

Thursday

Weekly Reporting

## Total Monthly Revenue

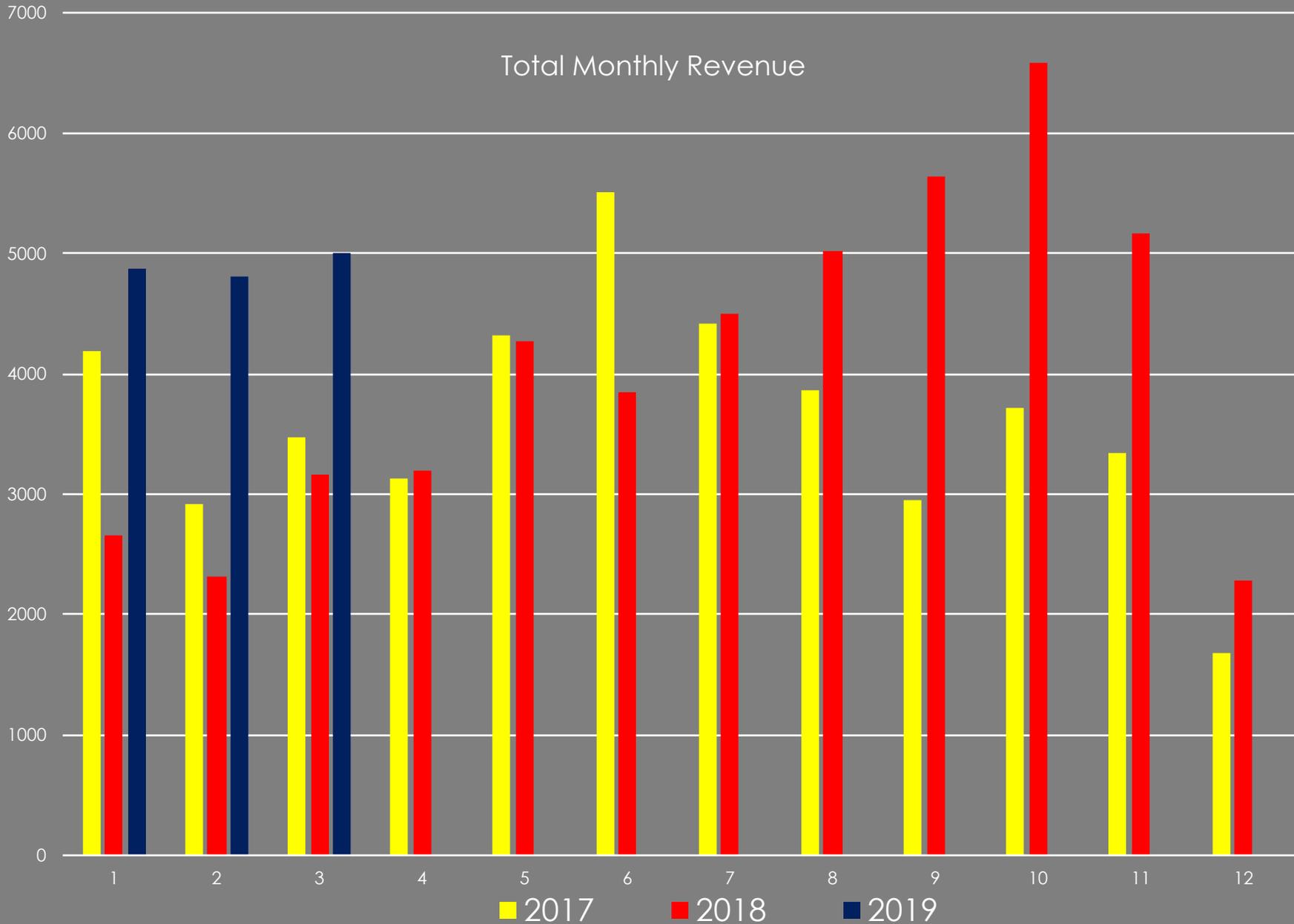


Total Monthly  
Gross  
Revenue 2018

Average Month is  
\$4080

Average week is  
\$1020

### Total Monthly Revenue



# Total Monthly Revenue 2017-YTD

Vilseck Thrift shop



# SHOULD THE STORE ADJUST THE HOURS?

Step 1: Ask a Question

# Set the Frequency and level of reporting

- Need an hourly report of sales including:
  - Number of items sold
  - Gross revenue of sales
- over multiple months (at least three)

# Variables in this instances

- Hour
- Month
- Number of items sold
- Sales amount

# Other Possible Variables

- If you want to obtain details on a specific service, product line, or customer trends, consider including more detailed variables to gather granular-level data such as:

- Product categories

- Product number

- Customer data (name, email address, or phone number)

- Sales campaign metrics

# What I am not tracking?

The number of customers making these purchases

- Why?

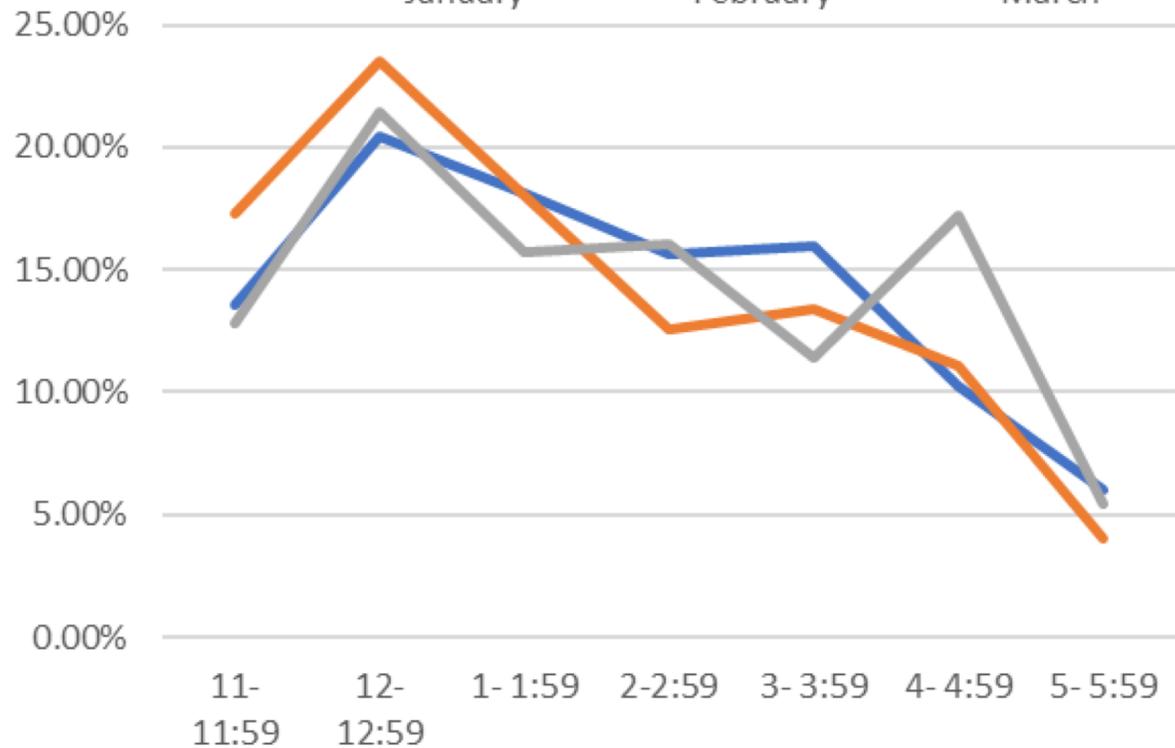
January			
Hour	# of items sold	gross sale	% of gross sales
11- 11:59	189	\$641.50	13.59%
12- 12:59	347	\$963.40	20.41%
1- 1:59	275	\$856.75	18.15%
2-2:59	235	\$738.50	15.65%
3- 3:59	243	\$752.25	15.94%
4- 4:59	192	\$484.40	10.26%
5- 5:59	91	\$282.50	6.00%

# Graph Your Data

- Once you have information in a spreadsheet, you can select options to automatically convert it into a bar chart or line graph.
- Use the visualized data to set benchmarks and show which sales variables areas are growing, decreasing, or maintaining a steady stream.

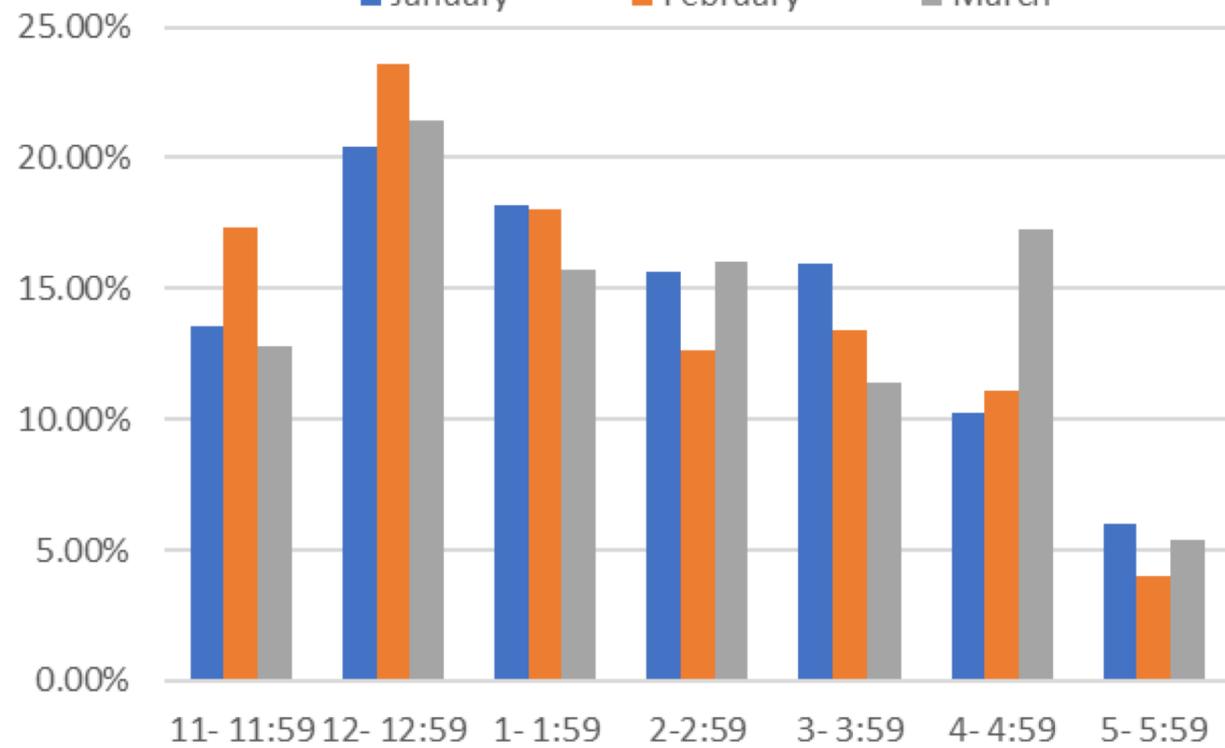
### % of Gross Sales per Hour

January February March



### % of Gross Sales per Hour

January February March



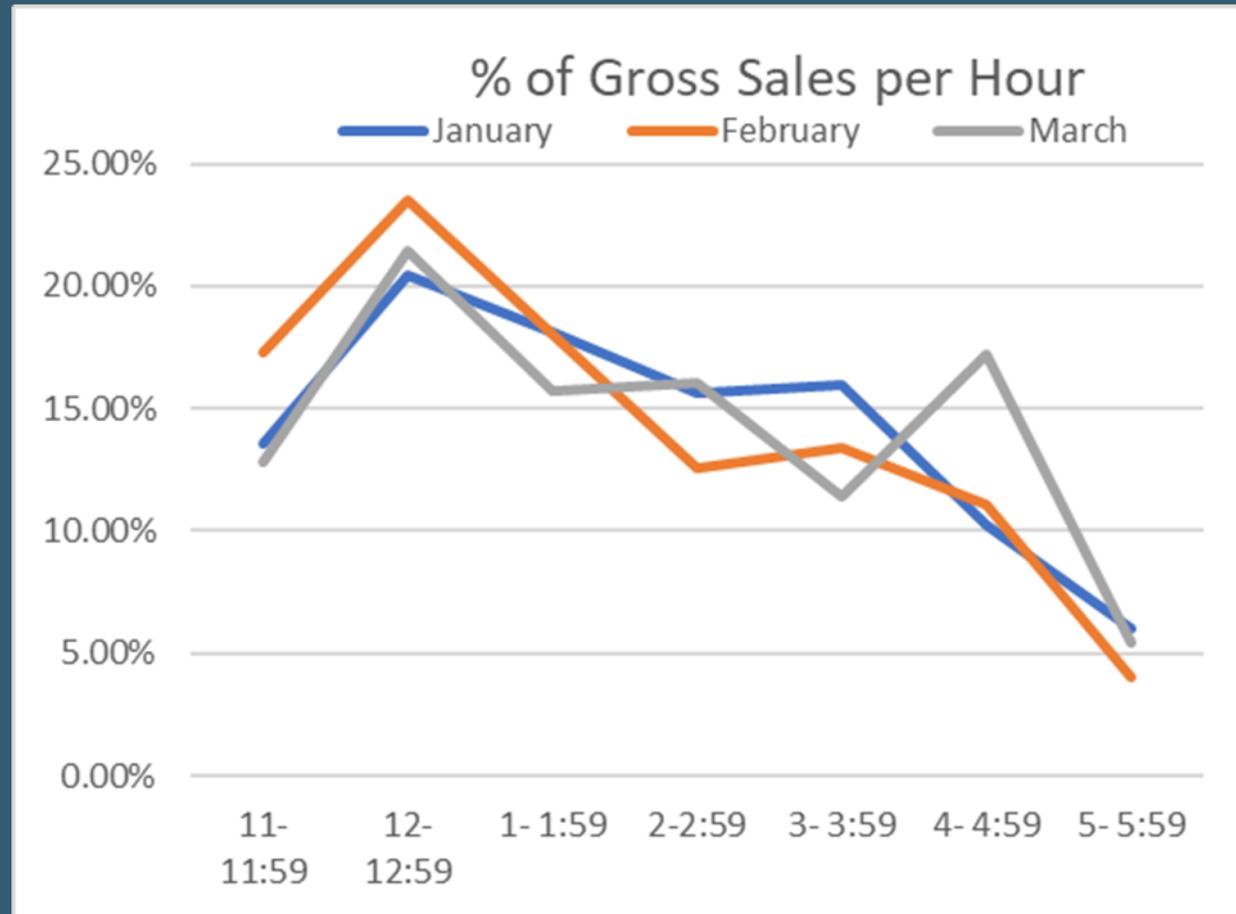
# Analyze the results

- What hours are people shopping?
- Note how your sales are changing over time. If something is performing poorly, consider the why behind it.

# Provide Context if needed

- The 5:00-5:59 hour was only one day a week

# Based on the chart, do you think the hours changed?





YES, THE STORE  
CHANGED HOURS

Once you've created a sales analysis report, you can use the results to help shape sales and marketing strategies as the thrift store grows and changes.

# What I use these reports for

- I update my team with daily and monthly sales reports
  - to monitor which weekly sales have done well,
  - create marketing objectives,
  - motivate staff members to update displays and store inventory.
  
- Budgets

# Other things I track

- % of Gross revenue to the BCSC Welfare Account
  - Is the thrift store serving its purpose as a fundraiser?
- % of Difference to Year prior
  - How is the thrift store progressing?

What else would you track?

You need to work hard, on the right things,  
at the right time.

Daily and weekly sales reports give you indications of how your team is performing on a constant basis, so that you can course correct things as needed.