RGV INC

Memo

To: RGV Inc

From: Gilbert Cruz

CC:

Date: 1/22/2025

Re: Revenue Assessment

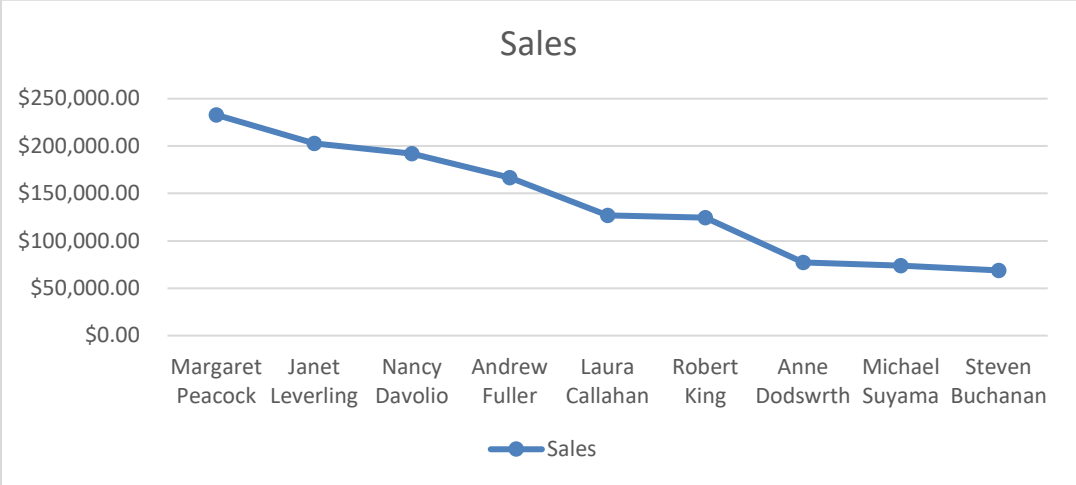
Thank you for the opportunity to assess your sales data in order to provide recommendations for increasing your sales. The analysis and recommendations below are based on the data you provided, which covers a period from August 2004 through June 2006. The analysis below is based on this data alone. Therefore, our recommendations should be tempered by your knowledge of business realities and your market. Please let us know if we can answer any questions concerning the analysis or the recommendations provided.

ANALYSIS 1 Employee Sales Performance Analysis

Analysis

Looking over your employee's performance overtime I've noticed only a few willing to push your company sales and others who have been lacking over the years. If you notice the graph how the first two dots show high sales and then the last two that show the lowest sales. What I'm trying to show you with the graph is the difference between your sales team.

Graphic



Recommendation

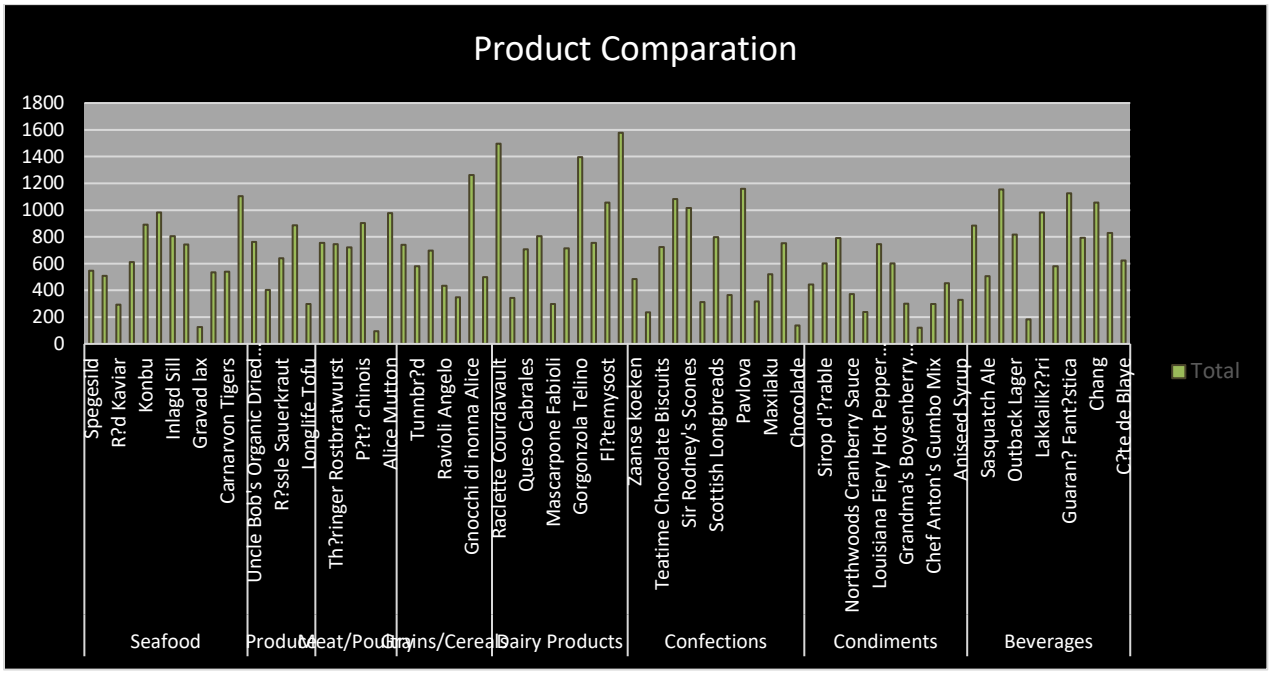
Maybe by adding an incentive to sell would increase the lower selling employees and keep the one's on top to keep on selling. Some examples would be a monetary prize or employee of the month with perks for the highest seller. What can also be done is to adjust the type of products you sell and maybe have the employees go through training to improve sale techniques.

ANALYSIS 2 Best Selling Products

Analysis

The data that was farmed is shown here broken up to different types of products. From looking at the data I believe that your highest selling items are dairy products, confections, beverages, and condiments. You can use this information to help create new strategies to improve the sale of the less popular items.

Graphic



Recommendation

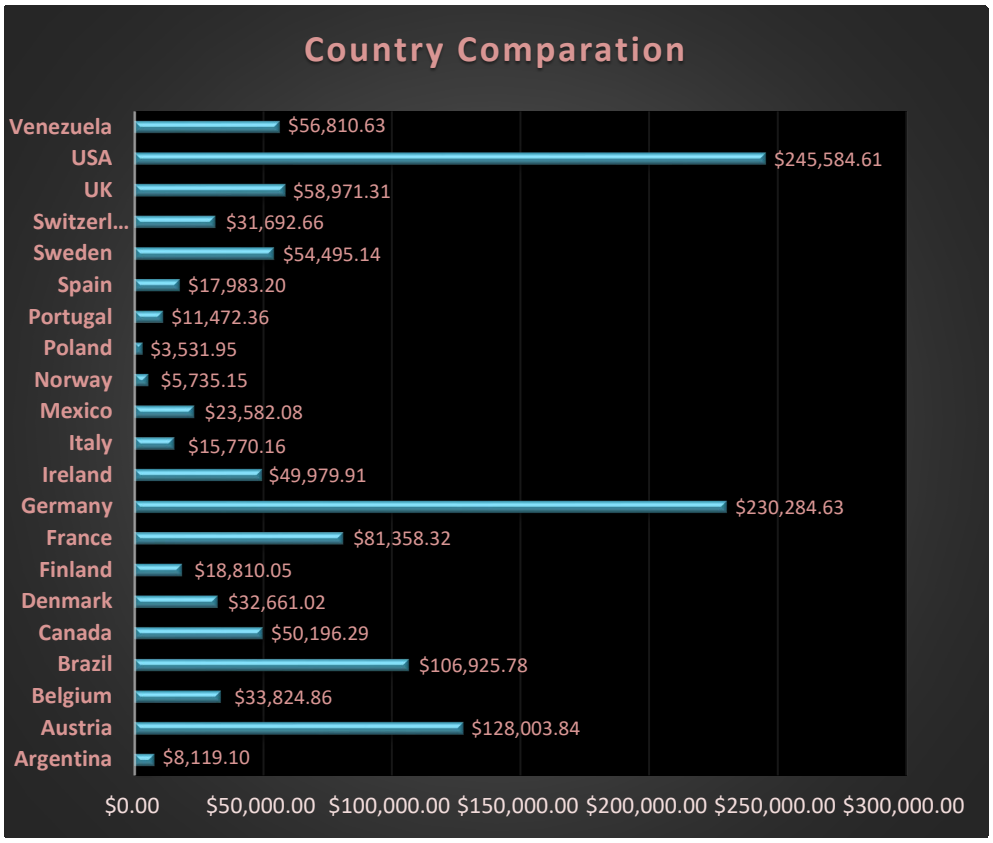
The above graph shows information that is vital to your product sales. The information gives what's popular and what isn't. A recommendation to boost sales in other products would be to provide coupons or bundled products. By doing this you can get a customer to purchase something that really wasn't on their mind but seems reasonable to purchase at the time. One example could be a bundled coupon with Cheese, a dairy product, and maybe bread. This could get the customer to start looking at a deli meat that way they can make the full sandwich.

ANALYSIS 3 Country Performance Analysis

Analysis

The data provided below shows the total amount by country. As you can notice on the graph the country with the highest sales is the USA and Germany. I think these countries are high because they have a huge population. The lowest countries are Poland and Norway, which have lower populations than USA and Germany.

Graphic



Recommendation

Recommendation would be to tailor the stores to the countries you're serving. By being relatable to the surrounding communities and still bring something unique to it can boost your sales in those areas a lot. Being a unique store, yet familiar goes a long way with a customer. By not making them go out of their comfort zone too much you'll keep customers and boost sales. You need to adjust by for the population and what products are popular in those areas.

SELF ASSESSMENT

What I learned from working on the excel document is that data can be very messy. Using Microsoft excel you can help gather this information and create graphs to help showcase the data and make sense of it. By organizing the data and keeping it concise you can really use the information to your

advantage and not get lost. Shifting through all that data is time consuming but, in the end, well worth it. I can see how companies would need to hire a team of employees to manage this data or invest in a pricy pos system for their stores. In working with all this data, I believe I am now ready to manage my own data and make good decisions from it.