



# Sales Analysis for Company A

2017

Please note that data is real but anonymised and over 5 years old for confidentiality purposes

# Key Takeaways

**1**

**2017 sales up 4%  
on 2016 vs market  
of -6%**

**4**

**Lower sales later in  
2017 due to sales  
being pulled into Q1**

**2**

**2017 sales up 19%  
vs 2015 vs market  
of -4%**

**5**

**Market sales  
remain depressed  
since 2017 Q2**

**3**

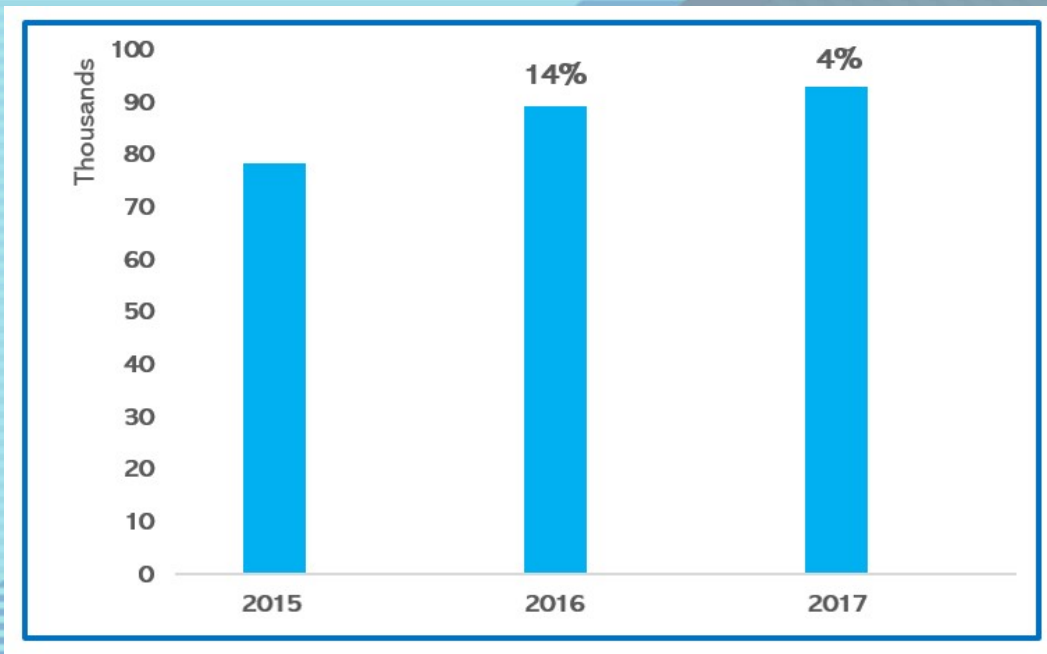
**2017 sales driven  
by strong March**

**6**

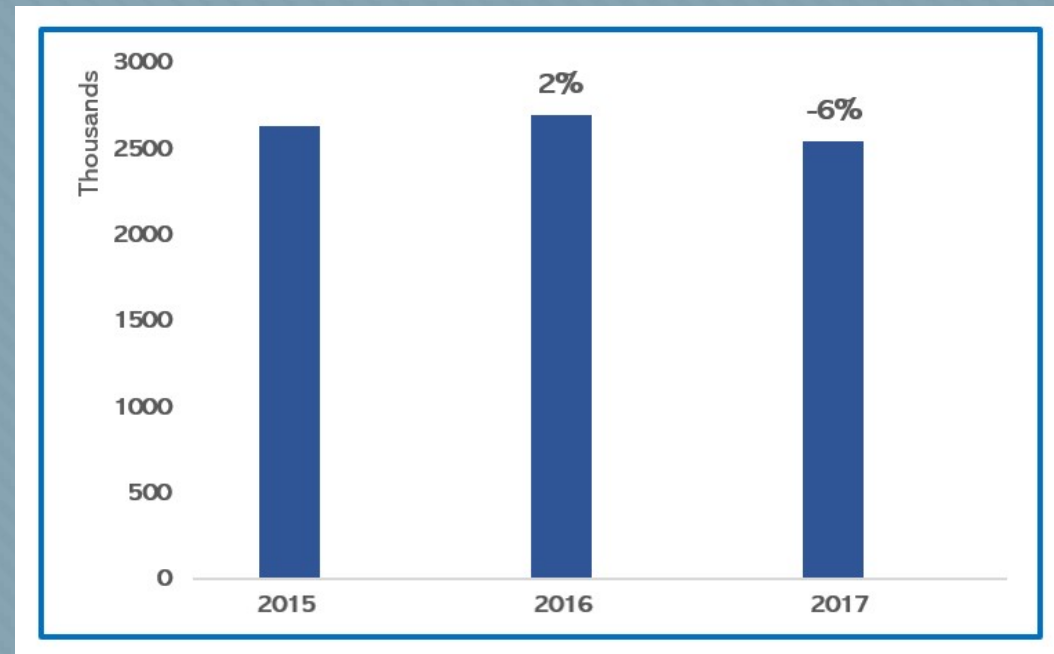
**Sales remain high in  
2017 despite lower  
incentive spend per  
unit**

# Overview: YoY Sales-Company vs Market

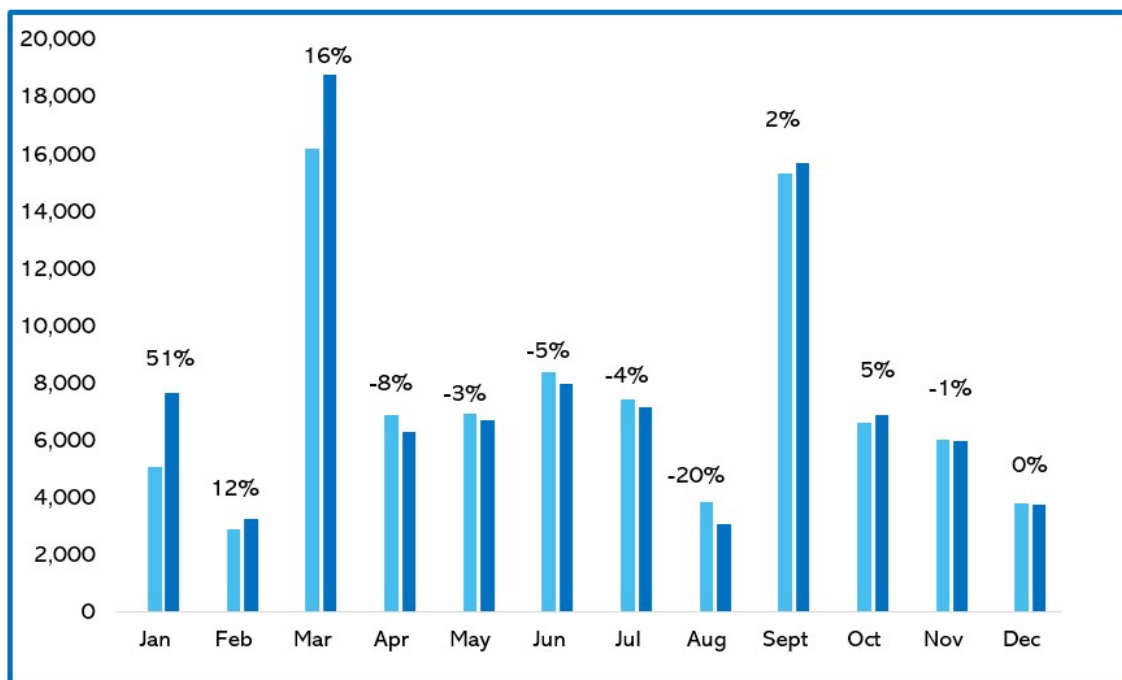
Company



Market

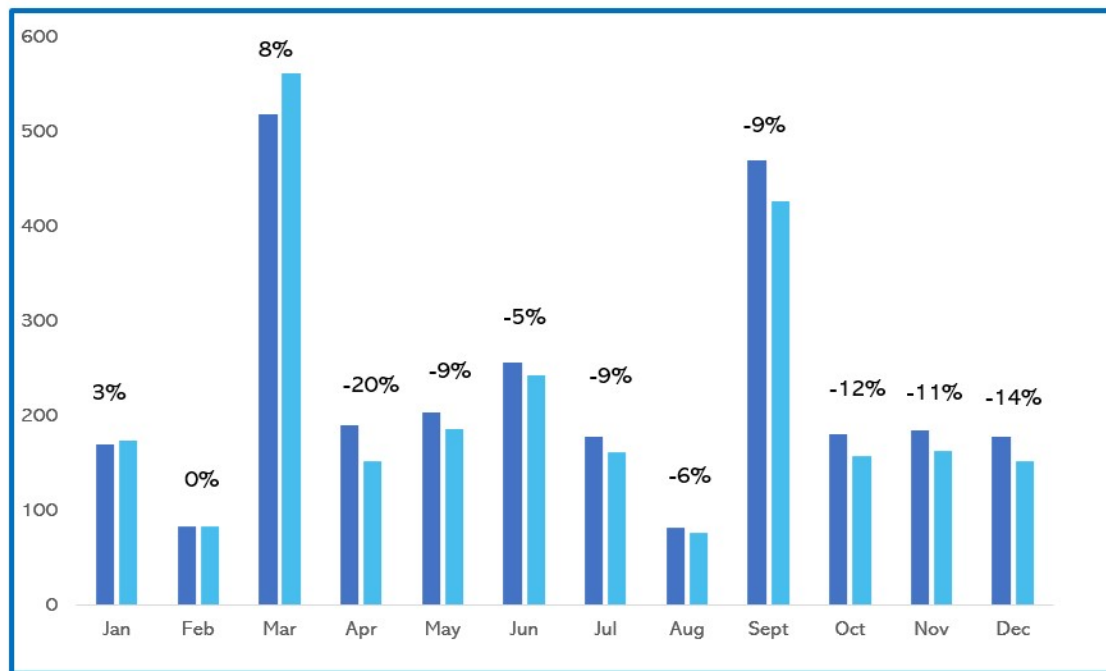


# YoY Sales-Company 2017 vs 2016



Q1 was exceptionally strong due to sales being pulled forward ahead of legislative changes, with weakness in mid year partly reflecting this. Sales recovered in the key month of September and Q4 leading to growth of 4% over 2016.

# YoY Sales-Market 2017 vs 2016



The market also witnessed a pull forward of sales in Q1 but experienced larger drops with no recovery in Q4 and an overall drop of -6% vs 2016.





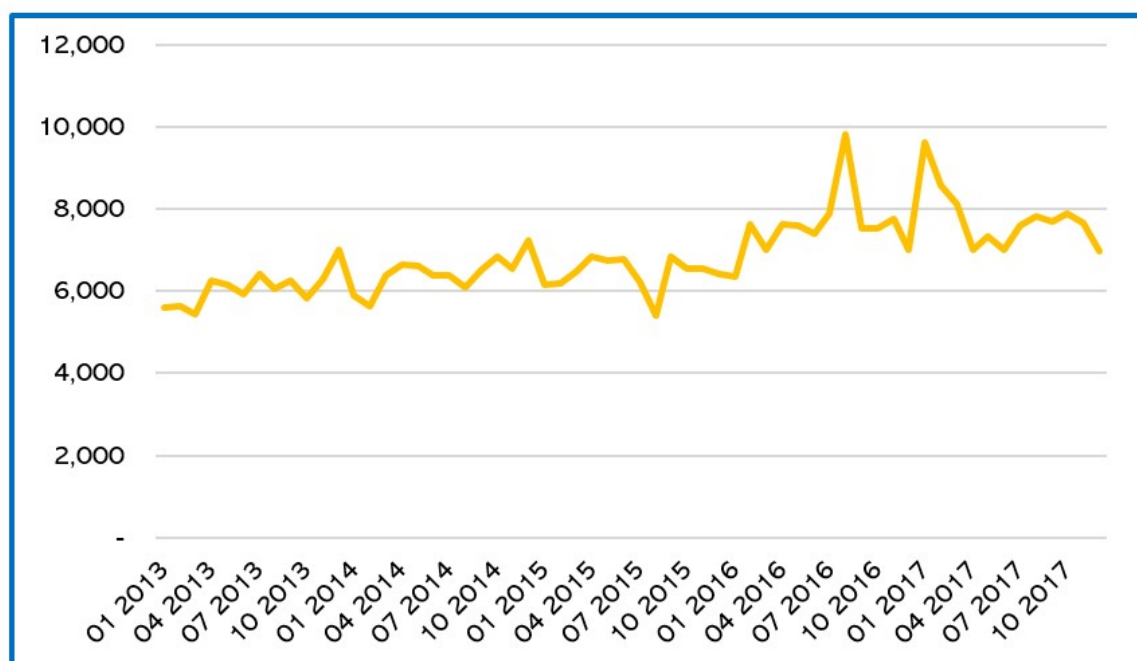
## Why use seasonally adjusted data?

If sales are consistently lower than the previous year, YoY % changes will always be negative, even if sales are growing. Using seasonally adjusted sales and comparing them to an appropriate base can help identify trends

Month on month sales can be very volatile and subject to random ups and down, so a month on month % comparison is rather meaningless. A better measure shows how sales have changed vs a recent typical month or the average of the previous year if there was no trend.

This method will allow trends to be identified in addition to looking at line graphs and provides additional numerical insights

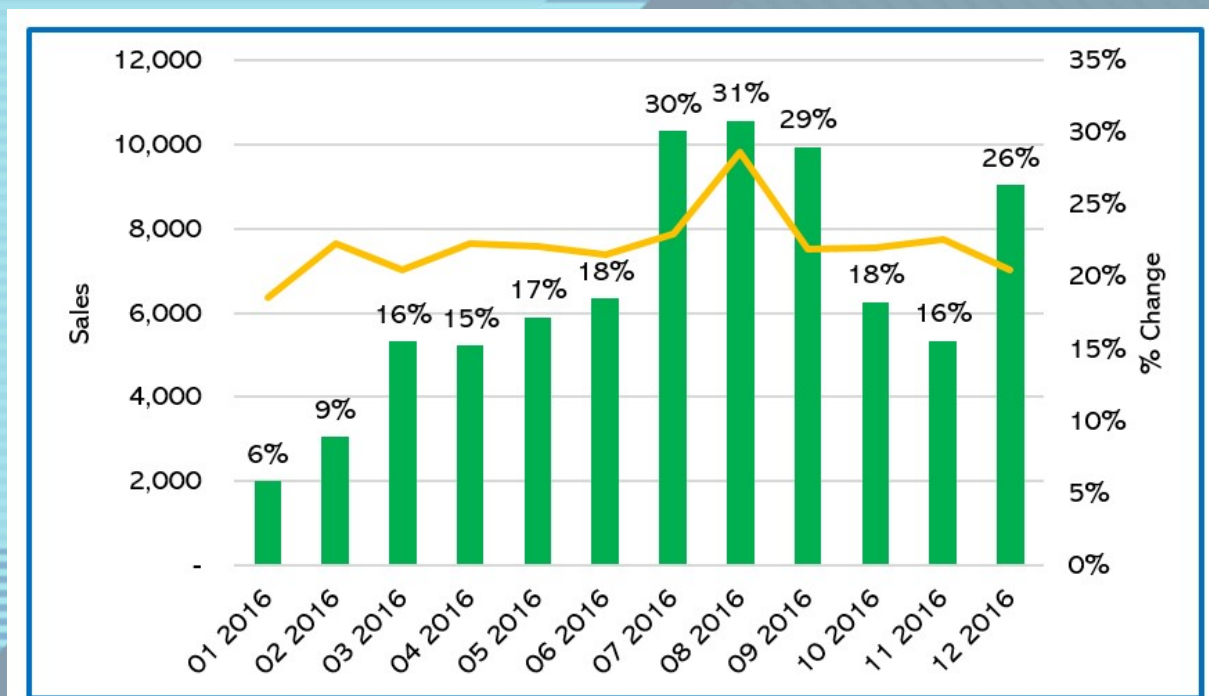
# Seasonally adjusted sales - Company



Despite fairly stagnant sales in 2017, sales remain historically high, and 23% higher on average than in previous years. Sales jumped up in Feb 2016 and have remained high ever since.

# Seasonally adjusted sales - Company 2016

Sales and % change vs 2015 average monthly sales

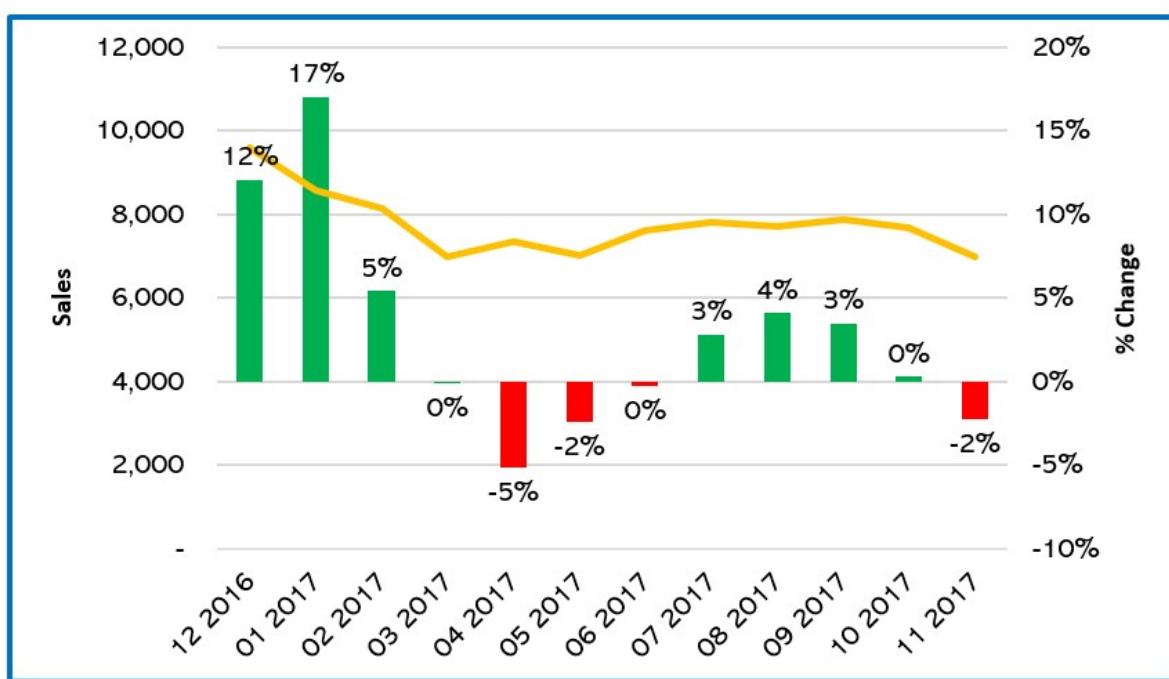


Sales jumped up in Feb 2016 and have remained high ever since. The strong upward trend from historic levels is clearly evident.



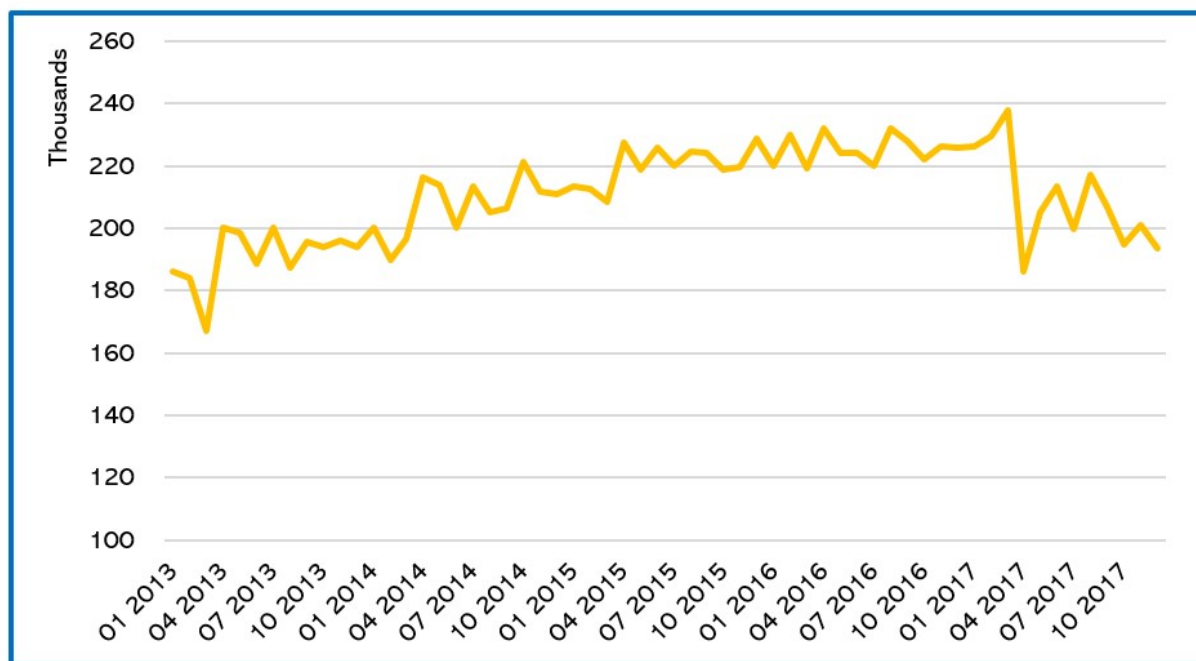
# Seasonally adjusted sales - Company 2017

Sales and % change vs 2016 average monthly sales (excluding Jan and Aug)



The trend here is more muted once the pulling forward of sales has settled but it is worth noting that sales are still much higher than recent averages.

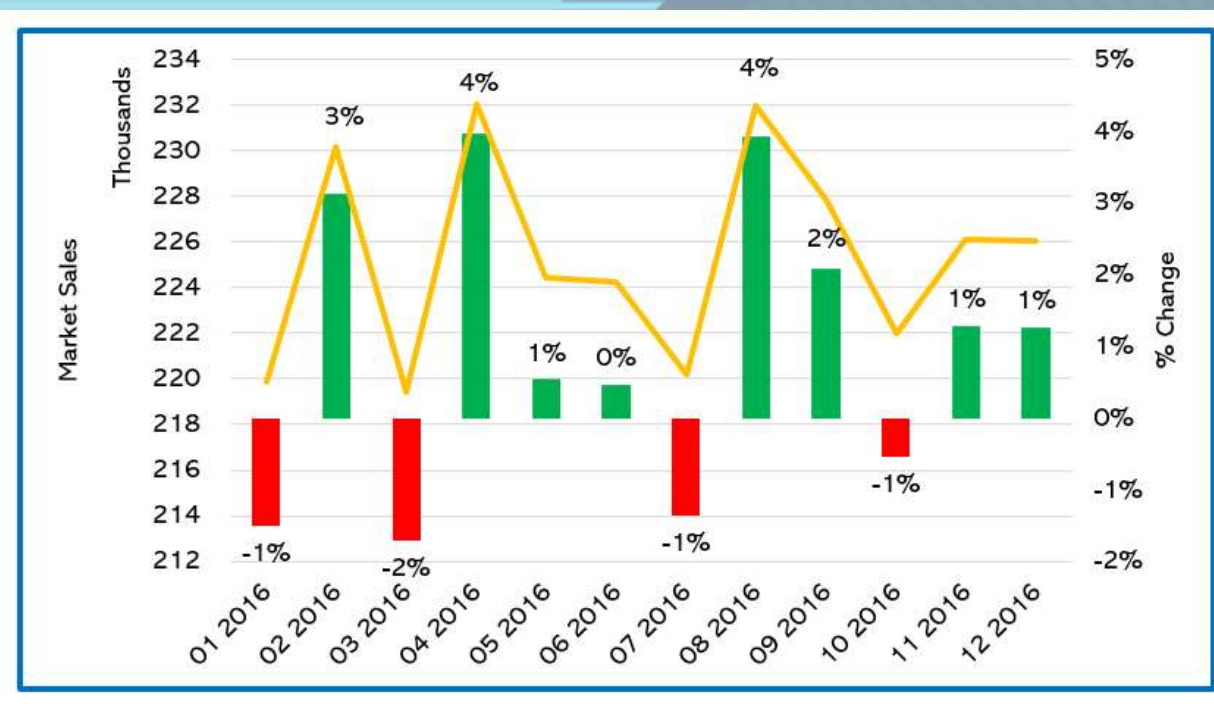
# Seasonally adjusted sales - Market



The pulling forward of sales into Q1 2017 and the subsequent sharp drop in Q2 is also evident here, and is also due to legislative changes. The market has remained lower and more volatile ever since.

# Seasonally adjusted sales - Market 2016

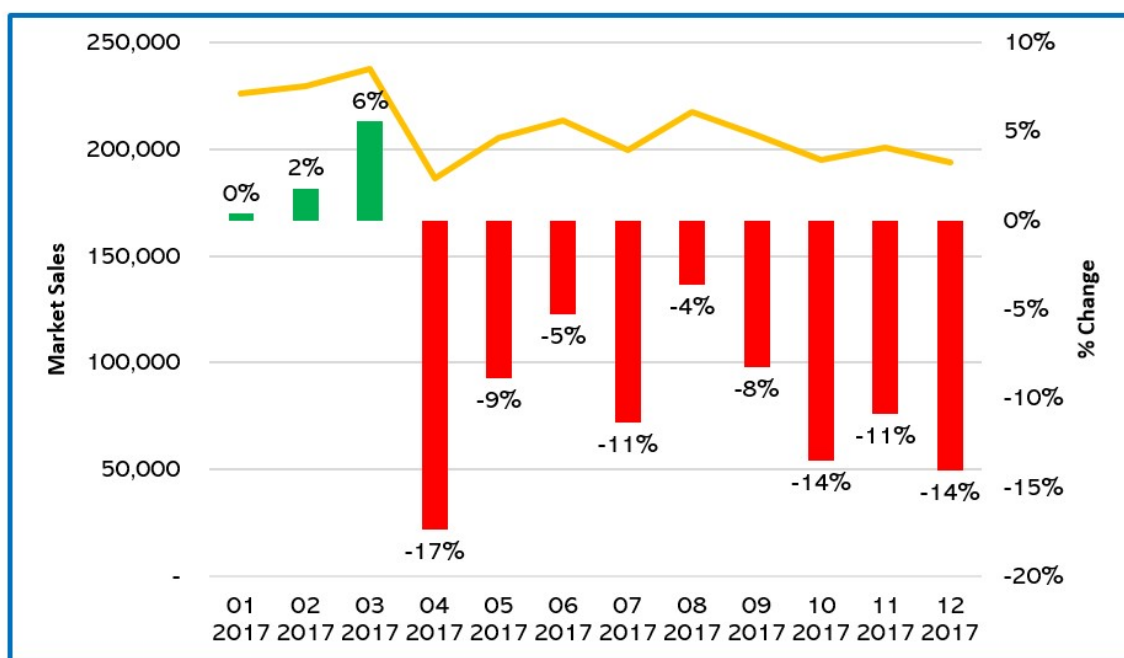
Sales and % change vs 2015 average monthly sales



The market generally performed well vs 2015, with the slight but clear upward trend seen in the previous slide evident in mostly positive growth vs the average monthly sales volume in 2015.

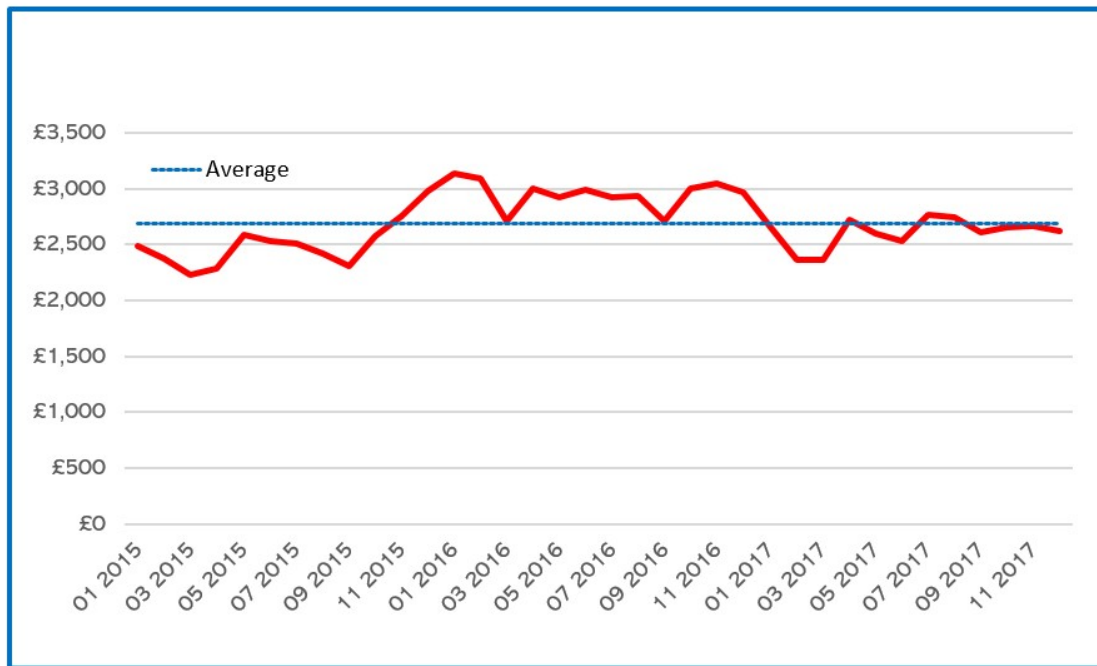
# Seasonally adjusted sales - Market 2017

Sales and % change vs 2016 average monthly sales



After the stark adjustment of sales being pulled forward into Q1 ahead of legislative changes, the market fell and has not yet recovered to previous levels.

# Incentive spend per sale

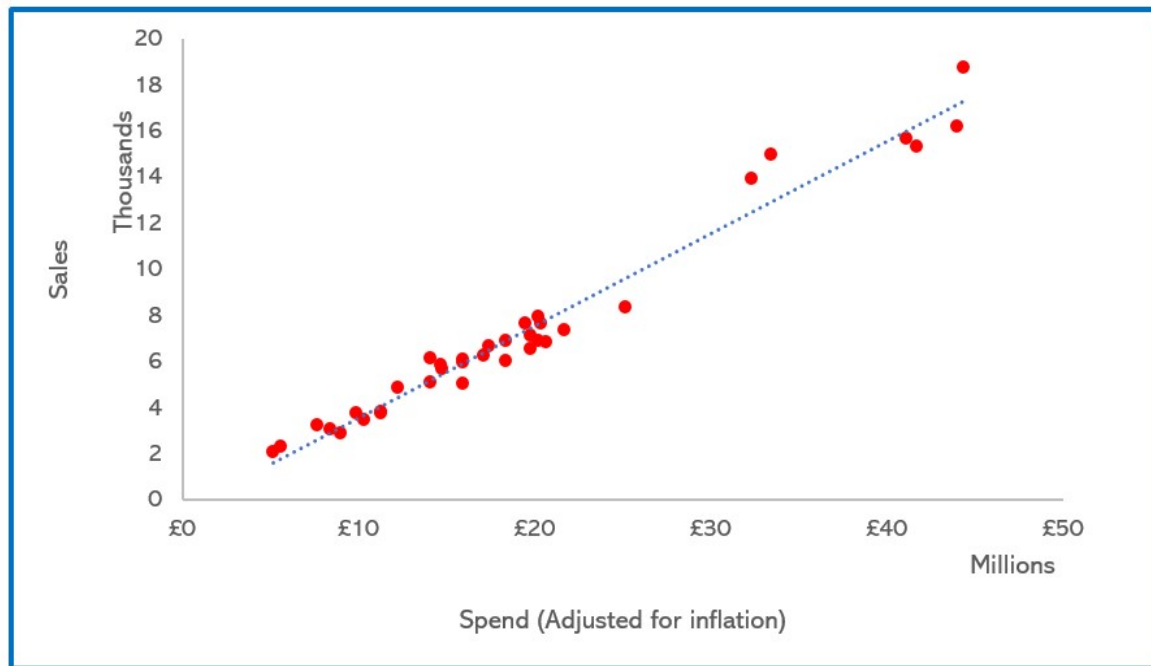


The higher sales in 2016 required higher than average incentive spends. However, these elevated sales have continued despite incentive spend falling to around its recent historical average.

Spend per sale is adjusted for inflation



# Incentive spend and sales relationship



There is a strong correlation between incentive spend and sales. Every £2,500 gains an extra sale.

Although it should be noted that spend is also correlated with the market (as it can be quickly adjusted in response to market conditions) and company sales are also correlated with the market.

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**Thank You**