

GPT-4 Sales Report  
**Contoso, '17 vs '18**  
Prepared: 16 April 2024

This report uses charts designed according to the International Business Communication Standards (IBCS) to ensure clarity, consistency, and information density.

Key elements:

1. **Consistent chart design:** All charts follow a uniform design, making it easier for readers to understand and compare data across different visualizations. This includes consistent use of fonts, sizes, and positioning of elements.
2. **Simplified and focused content:** Charts are designed to be easily readable, with a focus on essential information. Unnecessary decorative elements are avoided to maintain clarity.
3. **Proper labeling and titling:** Each chart includes clear, descriptive titles and labels to ensure that the data is easily understood without additional context.
4. **Standardized notation:** IBCS-compliant charts use standardized notation for elements such as time periods, units, and scenarios, making the information more accessible and comparable.

The following conventions are used throughout the report:

- **Black** represents actual values for the current year
- **Grey** represents data from the previous year
- **Red** indicates negative or "bad" performance
- **Green** indicates positive or "good" performance
- **"PY"** is used to denote the previous year values
- **"AC"** refers to the actual current year values
- **Underscore "\_"** is used to represent year-to-date data
- **Tilde "~"** indicates a rolling year or 12-month period

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## **Performance Overview**

In 2018, Contoso Ltd. experienced robust growth in its Electronics division and North American market, significantly boosting sales and profitability through strategic pricing and a strong product mix. Notable gross margin improvements were driven by effective cost management and successful product launches, particularly in the Electronics division.

## **Regional and Product Challenges**

Despite successes, Contoso faced challenges in the Asia & Pacific and Latin American markets, with competitive pressures impacting sales. The company's performance varied across regions, with the Electronics division growing in Europe but declining in Latin America. Similarly, the Personal Care division showed strength in Europe and Latin America. Strategic reevaluations are necessary to enhance market presence and profitability in these underperforming areas.

## **Sales Strategy and Personnel Insights**

Data analysis highlights that product categories like Ormtan, Etcet, and Erton are crucial for driving sales, with Ormtan standing out for its significant contributions. Sales strategies need refinement, as evidenced by varying focuses among salespersons. Lovie Larose's success in boosting sales and gross margins points to the potential benefits of adjusting sales approaches and product line management, particularly in the Personal Care and Electronics divisions.

## **Market Trends and Data Accuracy**

Between 2016 and 2018, Contoso saw growth in North America and Europe but faced declines in other regions, with an overall troubling trend of declining sales across all customer cohorts. Despite a robust 31% growth from 2017 to 2018, driven by strong marketing and sales strategies in the fourth quarter, inconsistencies in sales data and a negative compound annual growth rate (CAGR) indicate potential errors in data representation or analysis. This calls for strategic adjustments to address market challenges and capitalize on opportunities.

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**At a glance:** In 2018, Contoso Ltd. saw strong performance in its Electronics division and North American market, contributing significantly to sales and profitability, with strategic pricing and product mix enhancements driving overall growth. However, the company faced challenges in the Asia & Pacific and Latam regions, indicating a need for strategic reevaluation to boost market presence and profitability there. Noteworthy improvements in gross margin were achieved through effective cost management and successful product launches, particularly in the Electronics division. Pages 8 to 17.

**Sales breakdown:** Contoso's sales performance shows strong results in North America, particularly in Baby Care and Wearable products, but faces challenges in Asia & Pacific due to competitive pressures. The company sees varied regional trends, with the Electronics division growing in Europe but declining in Latin America, while the Personal Care division excels in Europe and Latin America. To boost profitability, Contoso could benefit from strategic adjustments focusing on underperforming regions and divisions, leveraging consumer preferences and improving financial efficiency in high-sales but low-profit sectors like Wearables and Baby Care. Pages 19 to 26.

**Data insights:** Contoso's product categories like Ormtan, Etcer, and Erton are key to driving sales and profitability, with Ormtan being a standout due to its high contributions, while Sayev and Llysstai show potential for growth. Region-specific strategies are crucial as products perform differently across markets, with Ormtan and Etcer excelling in North America and Europe. Additionally, a review of sales strategies reveals varying focuses among salespersons, with Lovie Larose achieving significant growth in sales and gross margin, suggesting a need for strategic adjustments in sales approaches and product line management across divisions like Personal Care and Electronics. Pages 28 to 34.

**Trends:** Between 2016 and 2018, Contoso Ltd saw regional sales growth in North America and Europe but faced declines in Asia, Pacific, and Latin America, alongside a troubling trend of declining sales across all customer cohorts. Despite these challenges, the company achieved a robust 31% growth from 2017 to 2018, driven by strong marketing and sales strategies, particularly in the fourth quarter. However, inconsistencies in sales data and a reported negative compound annual growth rate (CAGR) suggest potential errors in data representation or analysis, highlighting the need for strategic adjustments to address market challenges and capitalize on opportunities. Pages 36 to 44.

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In 2018, Contoso Ltd. demonstrated a robust market presence, particularly in its Electronics division and the North American region, which were significant contributors to the company's sales and profitability. The Electronics division alone accounted for 51% of total sales, while North America contributed 52%. These sectors not only led in gross margin but were also pivotal in enhancing the company's strategic value (p.9, p.10). Additionally, the Baby Care and Wearables product lines showed substantial sales, suggesting effective marketing strategies or high market demand (p.9).

The company experienced overall positive growth from 2017 to 2018, driven by strategic pricing adjustments, increased sales volumes, and an optimized product mix, indicating effective business strategies and operational efficiencies (p.11). This growth was particularly notable in Europe and North America, although there was a concerning decline in the Asia & Pacific region, suggesting a need for strategic reevaluation in that market (p.12, p.13).

Significant improvements in gross margin were observed from 2017 to 2018, attributed to better profitability and operational efficiency. This was further supported by a reduction in indirect costs, which underscores effective cost management within the company (p.14). The Electronics division, in particular, saw a notable increase in gross margin, likely due to successful product launches or increased market demand (p.15).

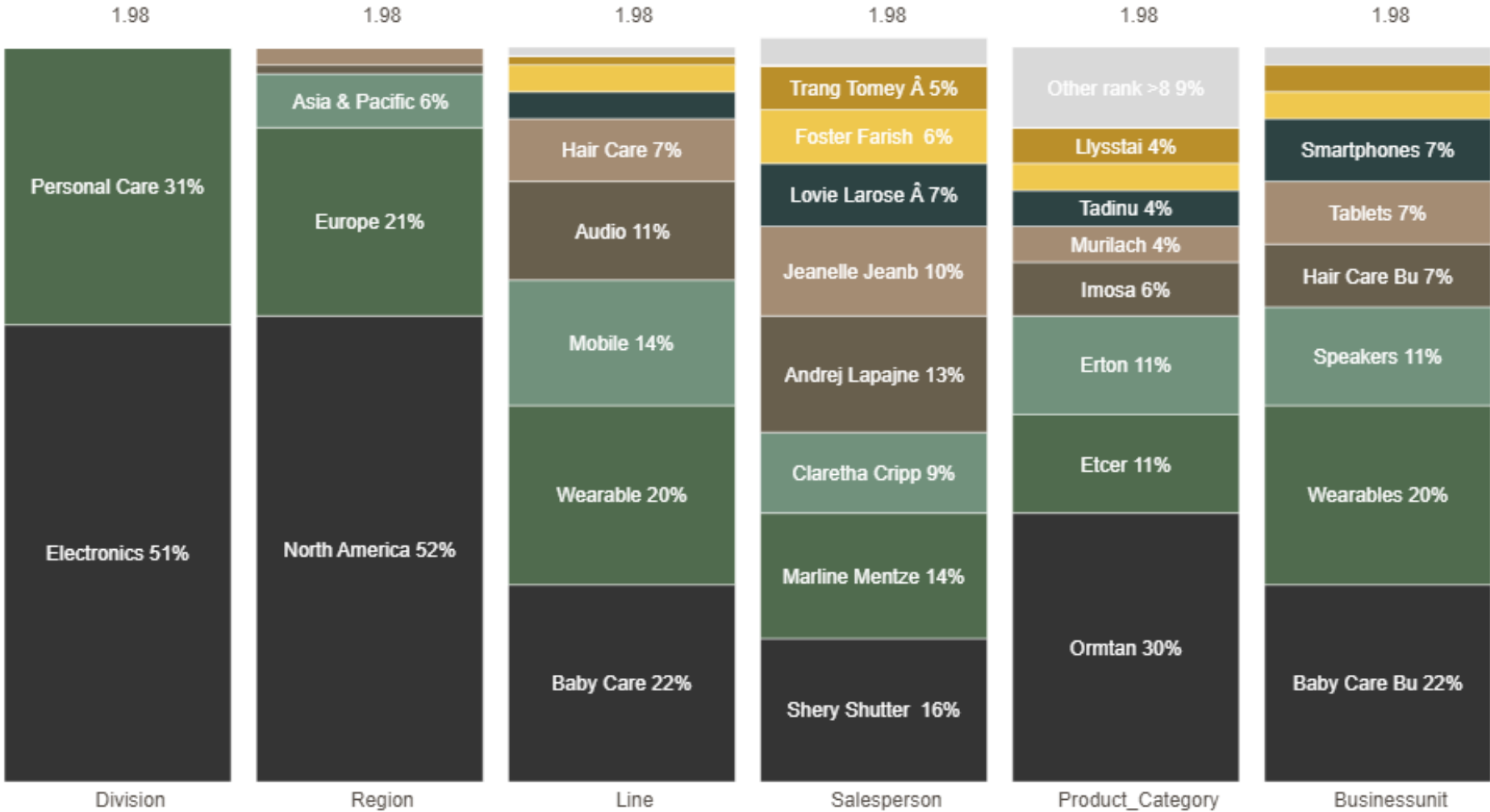
However, despite these positive trends, there were areas requiring attention. The decline in the Latam region's performance indicates a need for strategic adjustments to improve profitability and market presence in that area (p.17). Moreover, contributions from salespersons were highlighted as a significant factor in the improved gross margin, emphasizing the effectiveness of the company's sales strategies and customer engagement (p.16).

Overall, Contoso Ltd.'s performance in 2018 reflected strong market positioning and financial health in key divisions and regions, coupled with effective strategic management. However, the decline in certain markets like Asia & Pacific and Latam suggests areas for strategic improvement to maintain and enhance global market presence.



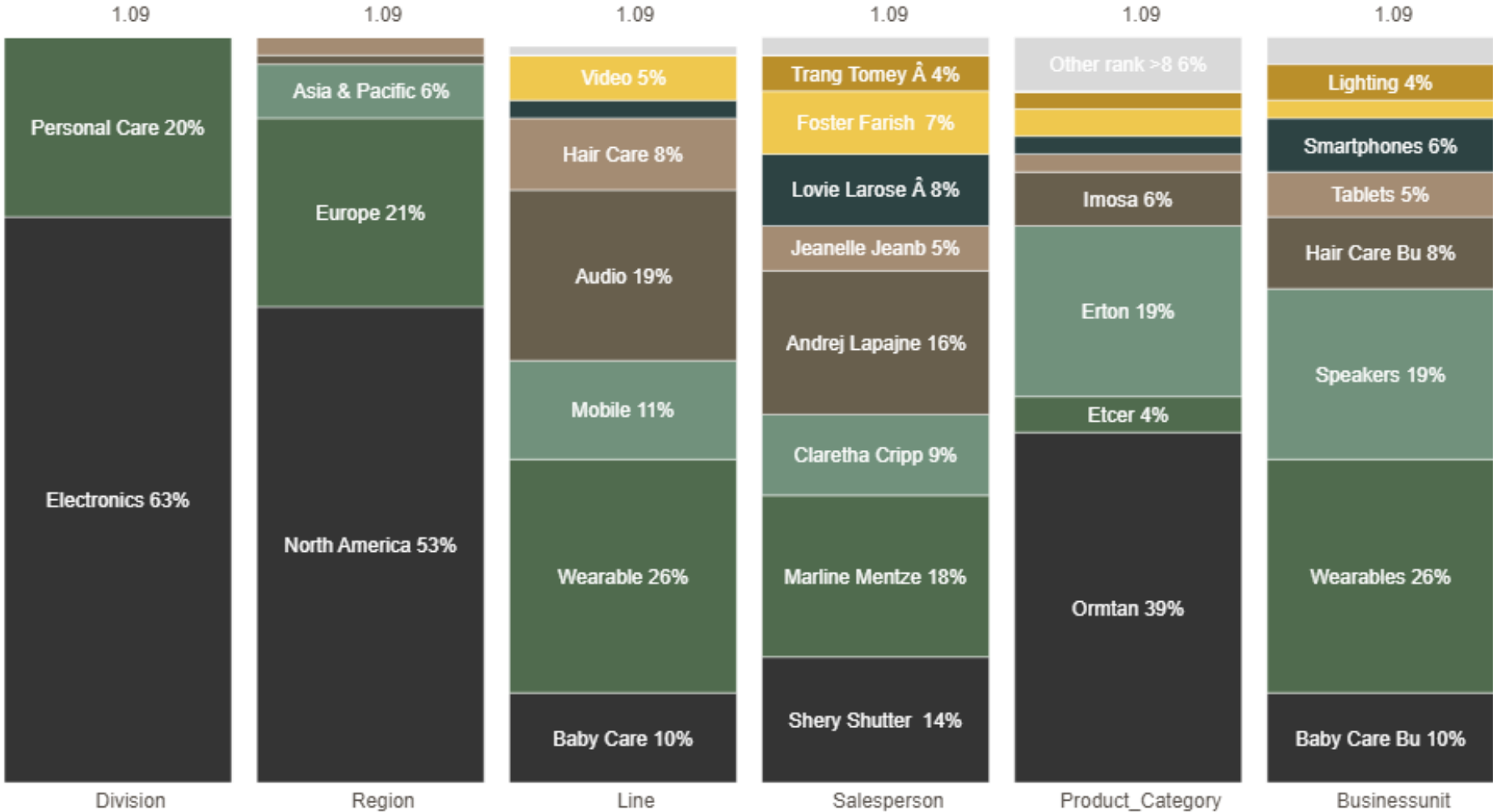
In 2018, Contoso Ltd. showed a strong market presence, especially in its Electronics division and in North America, contributing 51% and 52% to total sales respectively. The Baby Care and Wearables product lines also experienced significant sales, indicating either high market demand or effective marketing strategies.

Contoso  
Sales in mGBP by dimension  
'18

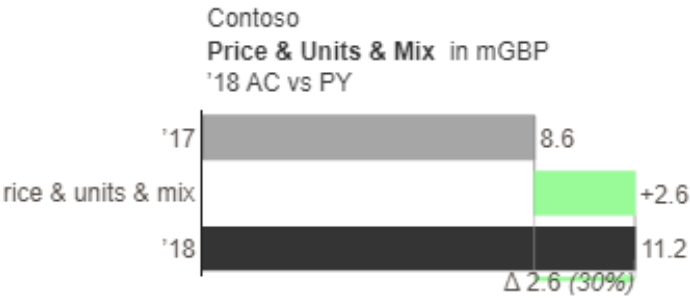


In 2018, the Electronics division and the North American region were key players for Contoso, leading in gross margin and underscoring their profitability and strategic value. The product categories Ormtan and Erton also made significant contributions, proving essential to the company's product strategy.

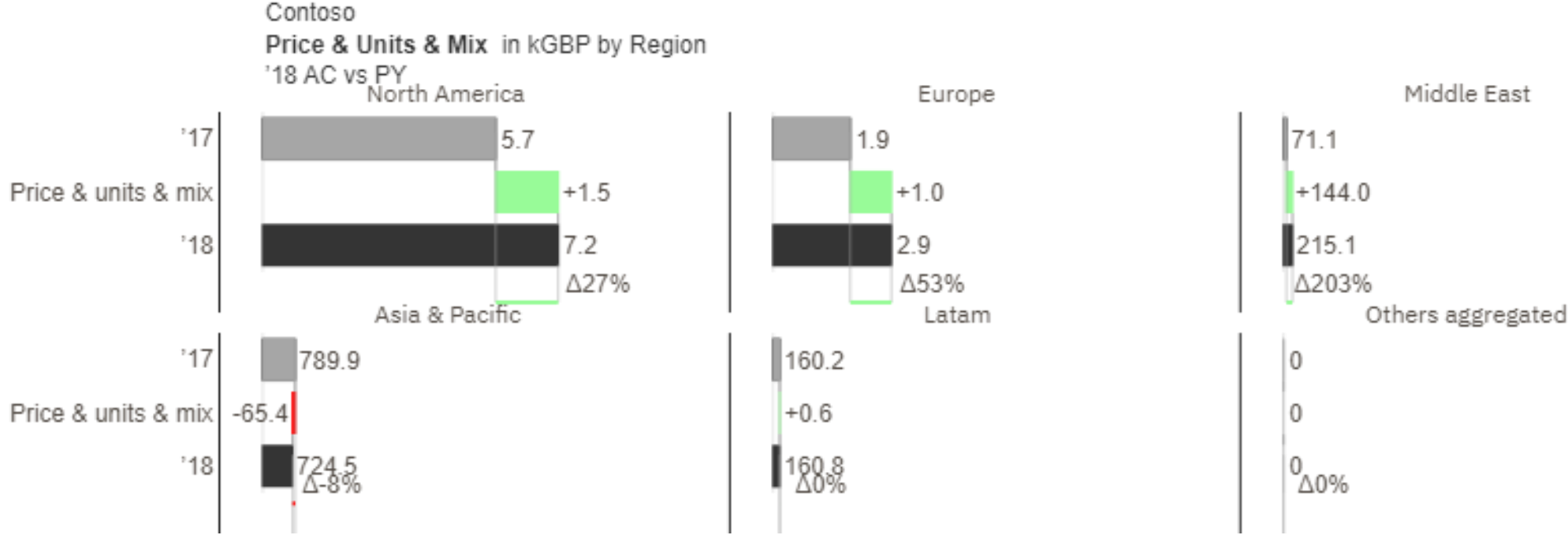
Contoso  
Gross Margin in mGBP by dimension  
'18



Sales grew robustly from 2017 to 2018, driven by strategic pricing adjustments, increased sales volume, and an optimized product mix. This indicates that our business strategies and operational efficiencies are effective.

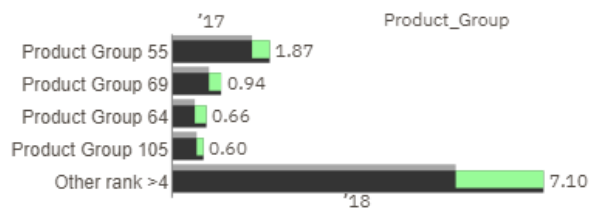
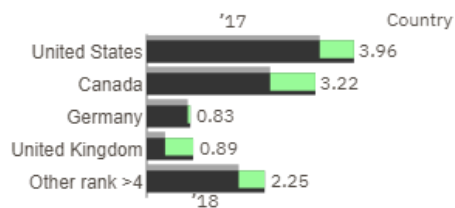
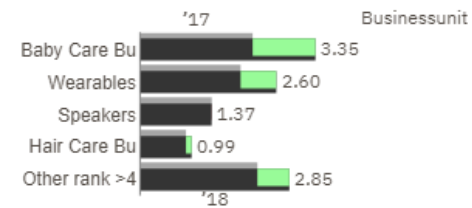
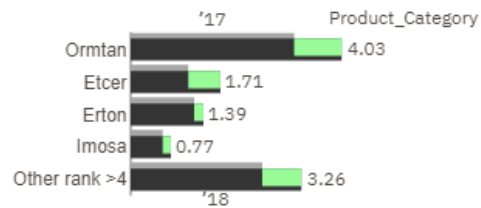
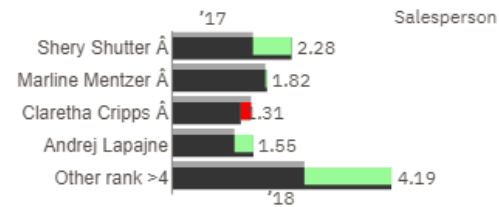
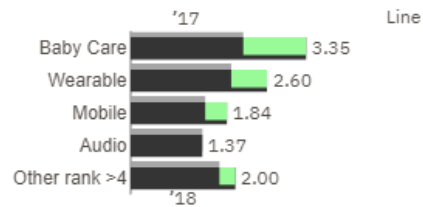
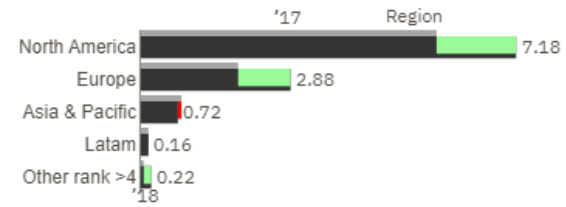
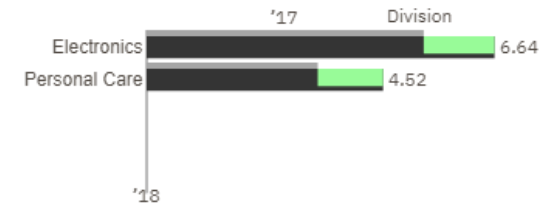


From 2017 to 2018, sales in North America and Europe saw significant growth, while Asia & Pacific experienced a decline. This indicates that Contoso is strengthening its presence in developed markets but may need to reevaluate its strategies in Asia & Pacific to counter the sales drop.

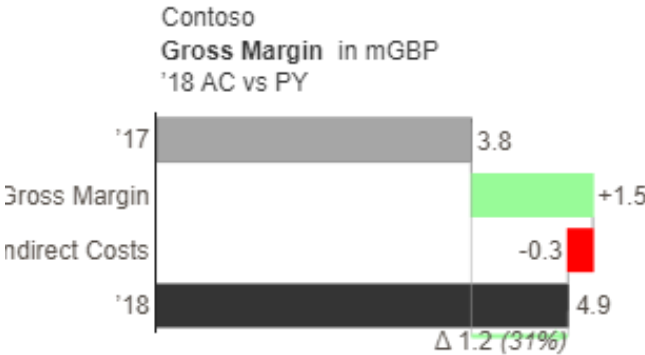


Between 2017 and 2018, Contoso Ltd. experienced positive growth in most areas, particularly in the Electronics and Personal Care divisions, as well as in Europe and North America. The company successfully developed products and executed marketing and sales strategies, especially in the Baby Care and Wearables sectors.

Contoso  
Sales in mGBP by dimension  
'18 AC vs PY

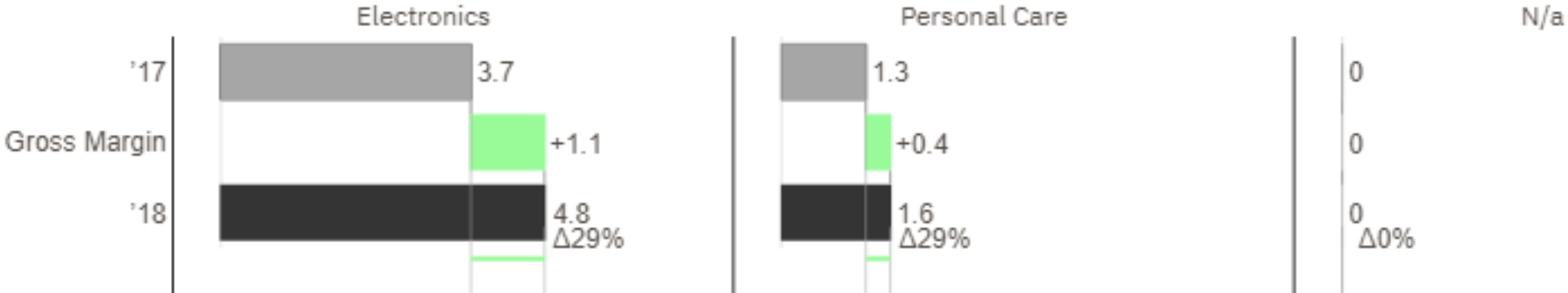


From 2017 to 2018, the gross margin significantly increased, indicating better profitability or operational efficiency. Additionally, a reduction in indirect costs boosted the gross margin, showing effective cost management.

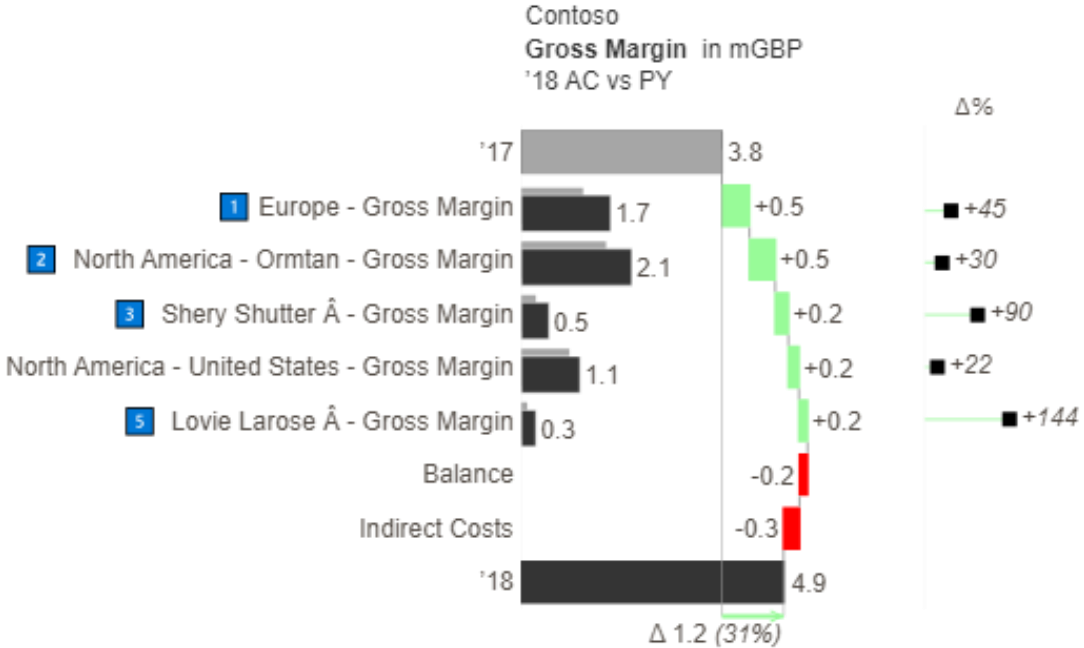


The Electronics division's gross margin significantly increased from 2017 to 2018, reflecting strong performance and likely successful product launches or higher market demand.

Contoso  
**Gross Margin** in mGBP by Division  
 '18 AC vs PY



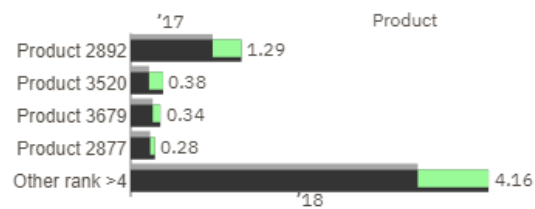
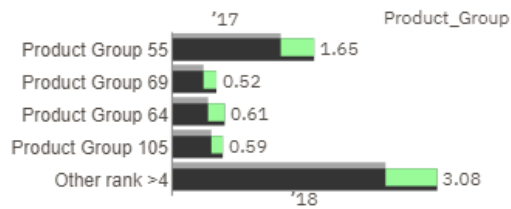
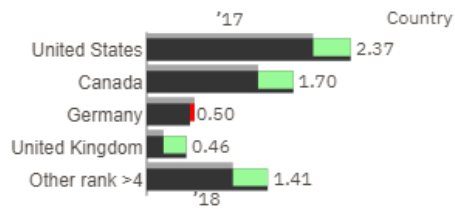
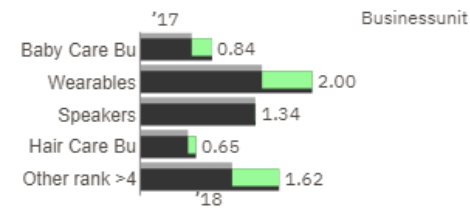
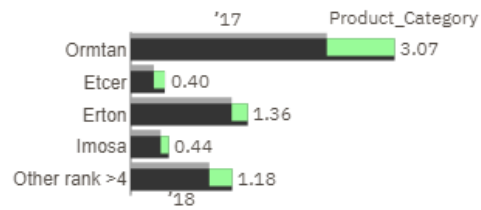
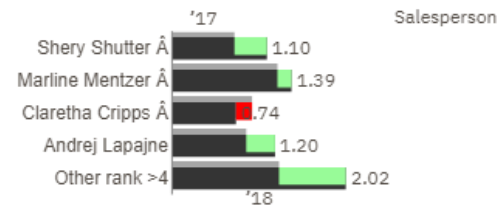
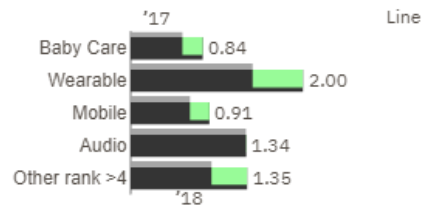
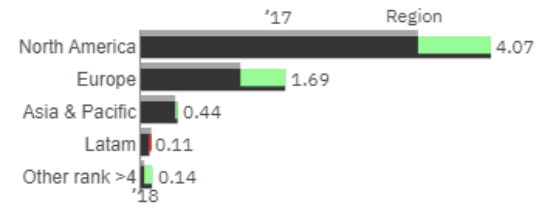
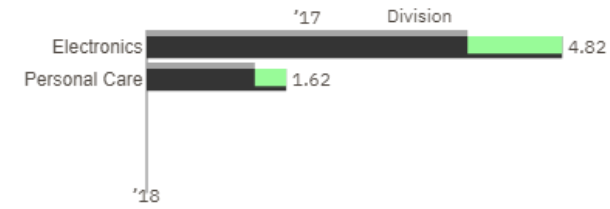
The improvement in gross margin between 2017 and 2018 was largely due to strong performances in Europe and North America, along with significant contributions from salespersons. This indicates that our sales strategies and customer engagement are effective.





From 2017 to 2018, the gross margin grew significantly, especially in the Electronics division and in Europe and North America. However, the decline in the Latam region suggests that strategic adjustments are needed.

Contoso  
Gross Margin in mGBP by dimension  
'18 AC vs PY



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Contoso's sales performance varies significantly across different regions and product divisions. North America is the leading market, particularly excelling in the Baby Care and Wearable products, suggesting strong market preferences or effective marketing strategies in these areas (p.20). The Electronics division, focusing on Wearable and Mobile devices, is a key growth driver, especially in North America and Europe, while the Personal Care division, strong in Baby Care and Hair Care products, shows potential for improvement in regions like the Middle East (p.21, p.25).

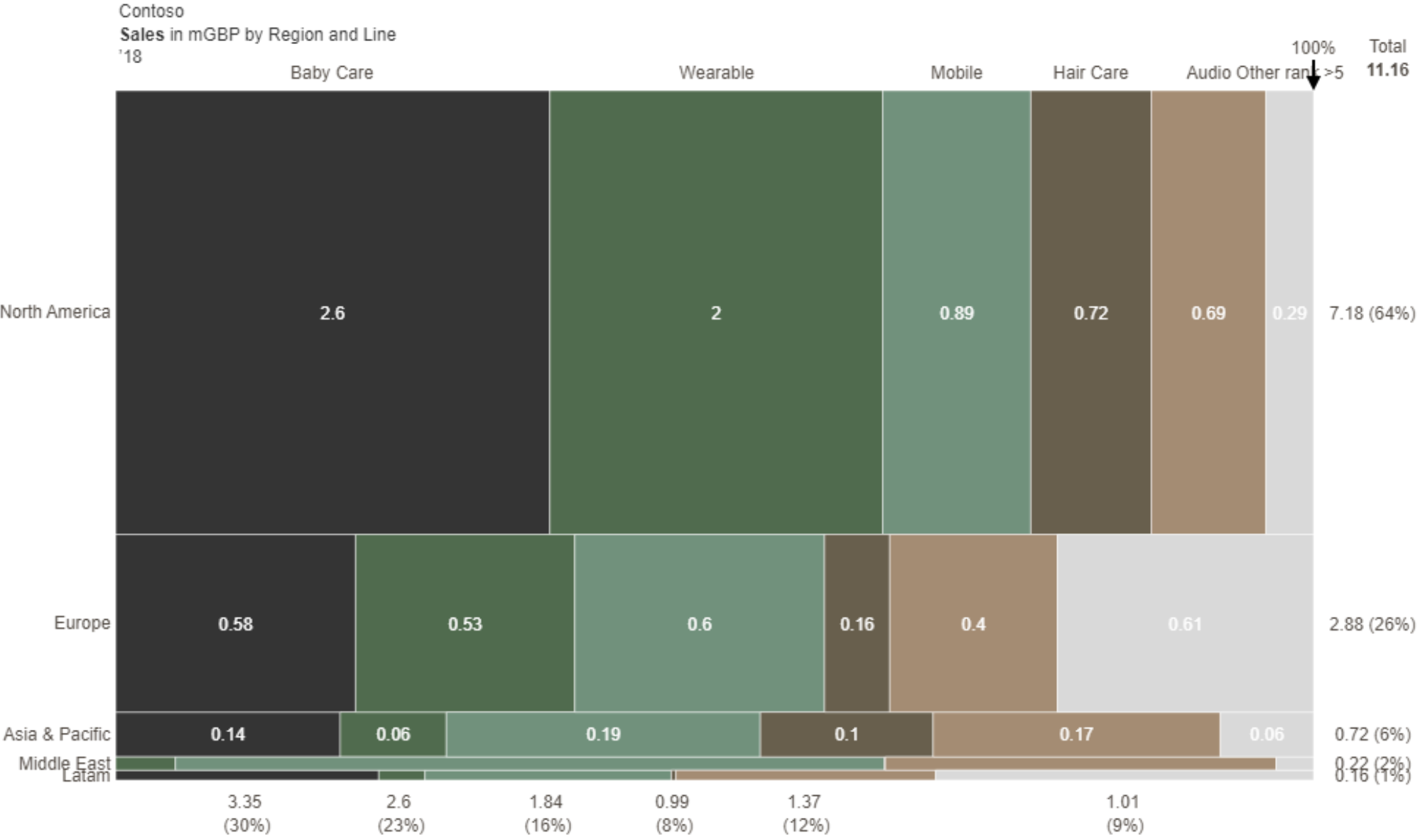
In 2018, Contoso experienced a 30% growth in sales, with a notable 203% increase in smaller regions classified as 'Other rank >4'. However, the Asia & Pacific region saw an 8% decline, likely due to competitive pressures or market challenges (p.22). This indicates a need for strategic adjustments in certain underperforming regions to harness potential growth opportunities.

The regional performance also shows varied trends across divisions. The Electronics division faced a decline in Latin America but grew in Europe. Conversely, the Personal Care division saw impressive growth in Europe and a significant 169% increase in Latin America, highlighting different consumer preferences and potential areas for strategic focus (p.23).

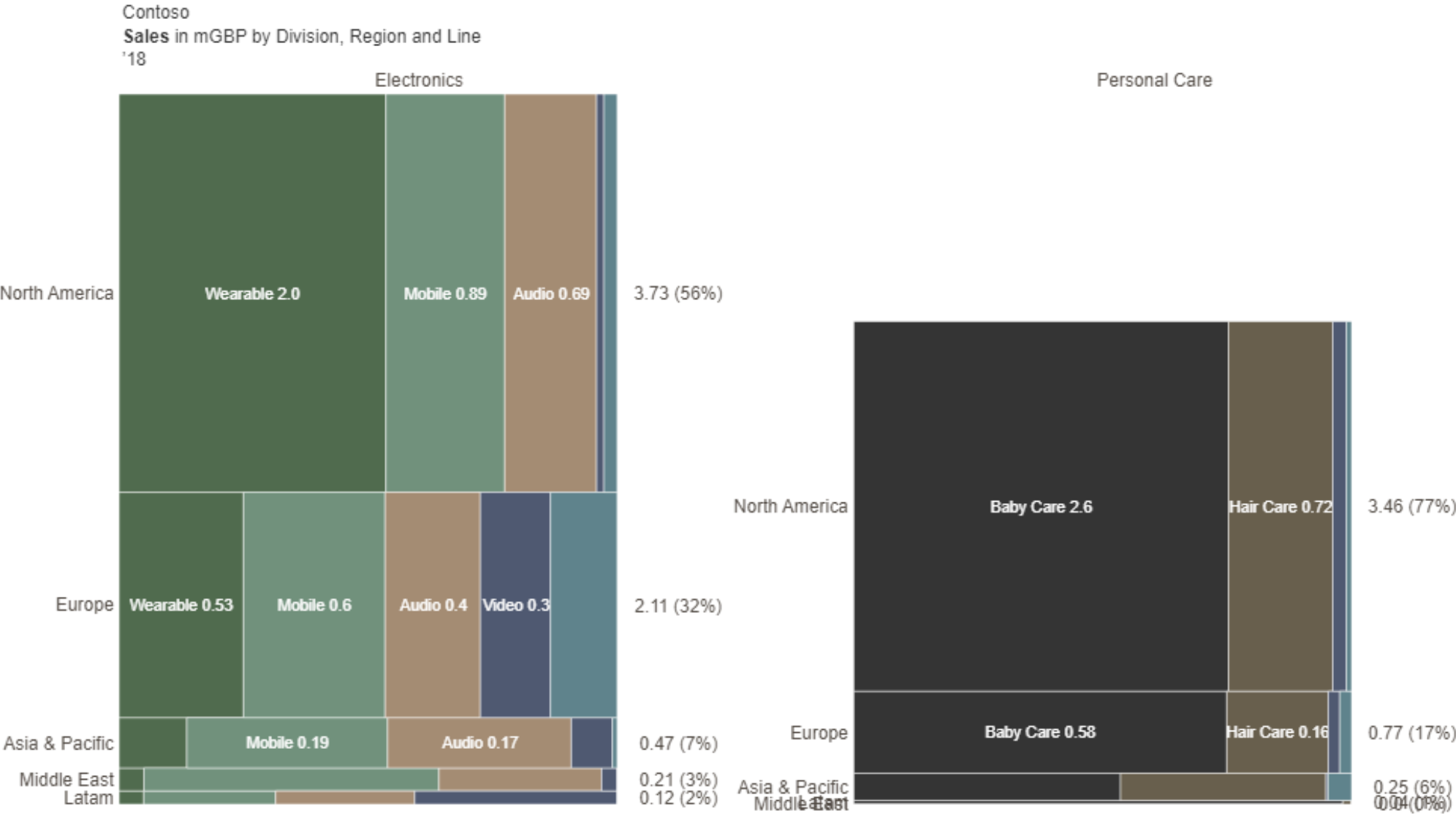
Financial efficiency across divisions reveals that the Speakers and Oral Care divisions are highly efficient at converting sales into significant gross margins, likely due to strong pricing power or reduced costs. In contrast, the Wearables and Baby Care sectors, despite high sales, struggle with profit conversion, possibly due to aggressive pricing or elevated production expenses (p.26).

Overall, while North America and Europe continue to be strong markets for Contoso, there are significant disparities and opportunities for growth in other regions like Latin America, the Middle East, and Asia & Pacific. Strategic realignment focusing on regional trends, consumer preferences, and financial efficiency could help Contoso enhance its market position and profitability across its diverse product divisions.

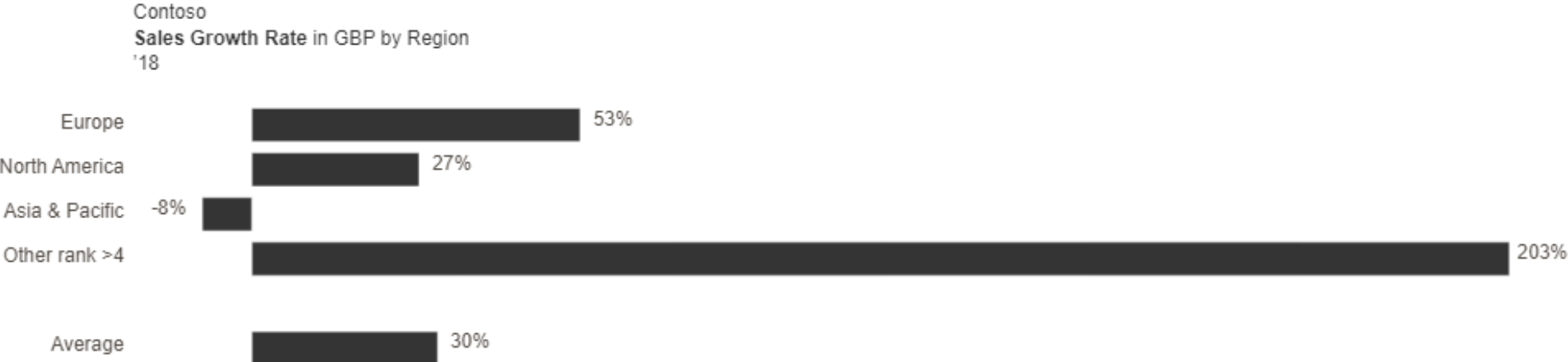
North America leads Contoso's sales, excelling in Baby Care and Wearable products. This suggests either a strong market preference or effective marketing strategies in these areas. Europe, although trailing, has a diverse consumer base that significantly contributes to niche or less popular products.



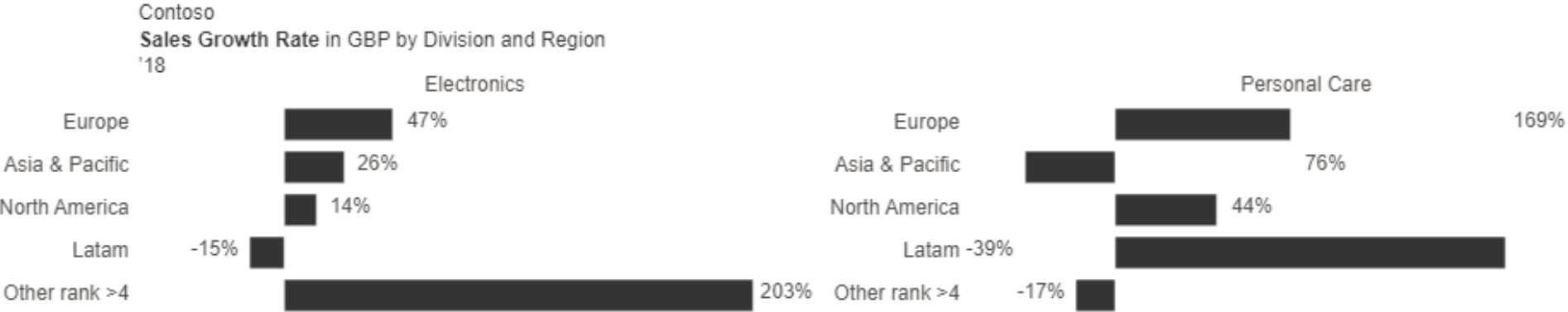
Contoso's sales are split into two main divisions: Electronics and Personal Care. In both categories, North America is the leading market. The Electronics division primarily focuses on Wearable and Mobile devices, popular in both North America and Europe. Meanwhile, the Personal Care division excels in Baby Care and Hair Care products, especially in North America.



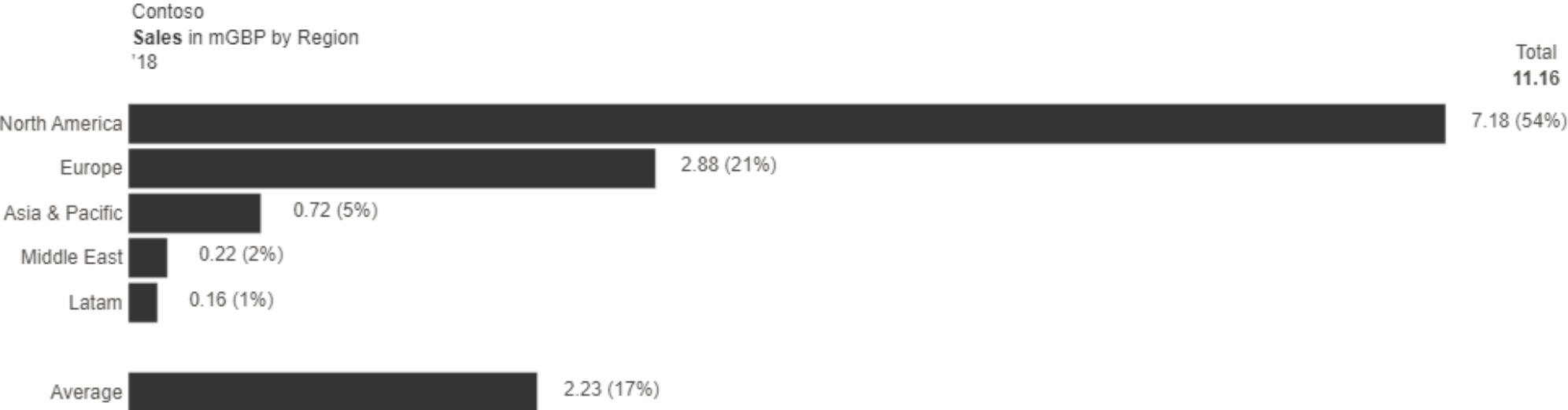
In 2018, Contoso's sales grew by 30%. The smaller regions, classified as 'Other rank >4', saw a remarkable increase of 203%. However, the Asia & Pacific region experienced a decline of 8%, likely due to competitive pressures or market challenges.



The Electronics division faced a decline in Latin America but grew in Europe. Meanwhile, the Personal Care division thrived, showing strong growth in Europe and an impressive 169% increase in Latin America. This highlights different regional trends and consumer preferences across the divisions.

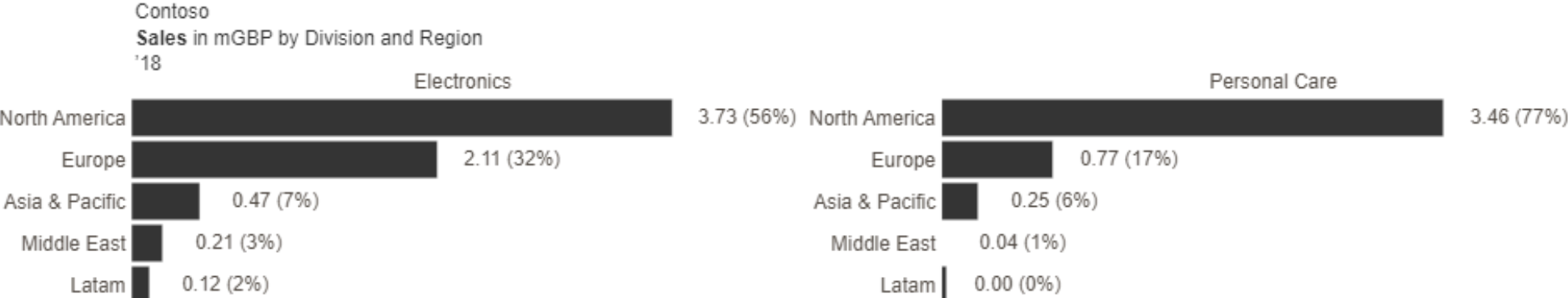


North America and Europe lead in sales, with North America's figures more than double the average of all regions. This shows a significant market disparity, as Latin America, the Middle East, and Asia & Pacific have much lower sales.

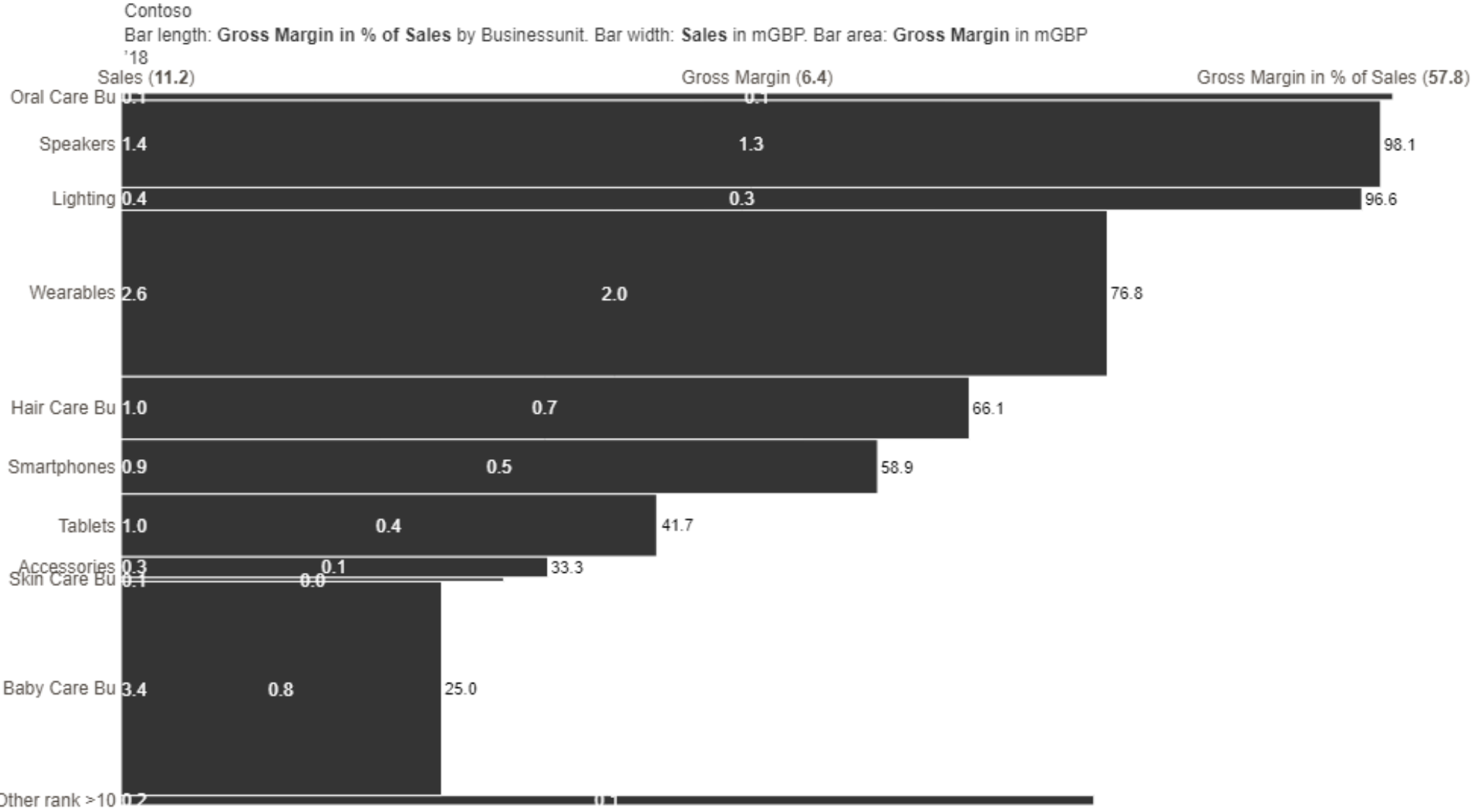




The Electronics division outshines the Personal Care division across all regions, particularly in North America and Europe. This performance positions the Electronics division as a key growth driver for Contoso. Meanwhile, the Personal Care division has room for improvement, especially in lagging areas like the Middle East.



Contoso's Speakers and Oral Care divisions are highly efficient at turning sales into significant gross margins, likely due to strong pricing power or reduced costs. In contrast, the Wearables and Baby Care sectors, despite their high sales, struggle to convert these into profits, possibly because of aggressive pricing or elevated production expenses.



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Contoso's product categories such as Ormtan, Etcet, and Erton play a crucial role in driving sales and gross margins, with Ormtan being particularly significant due to its high sales and gross margin contributions. This makes it a strategic priority for maintaining market position and profitability. Additionally, categories like Sayev and Llysstai are identified as having promising gross margin growth rates, indicating potential areas for investment to boost sales and profitability (p.29).

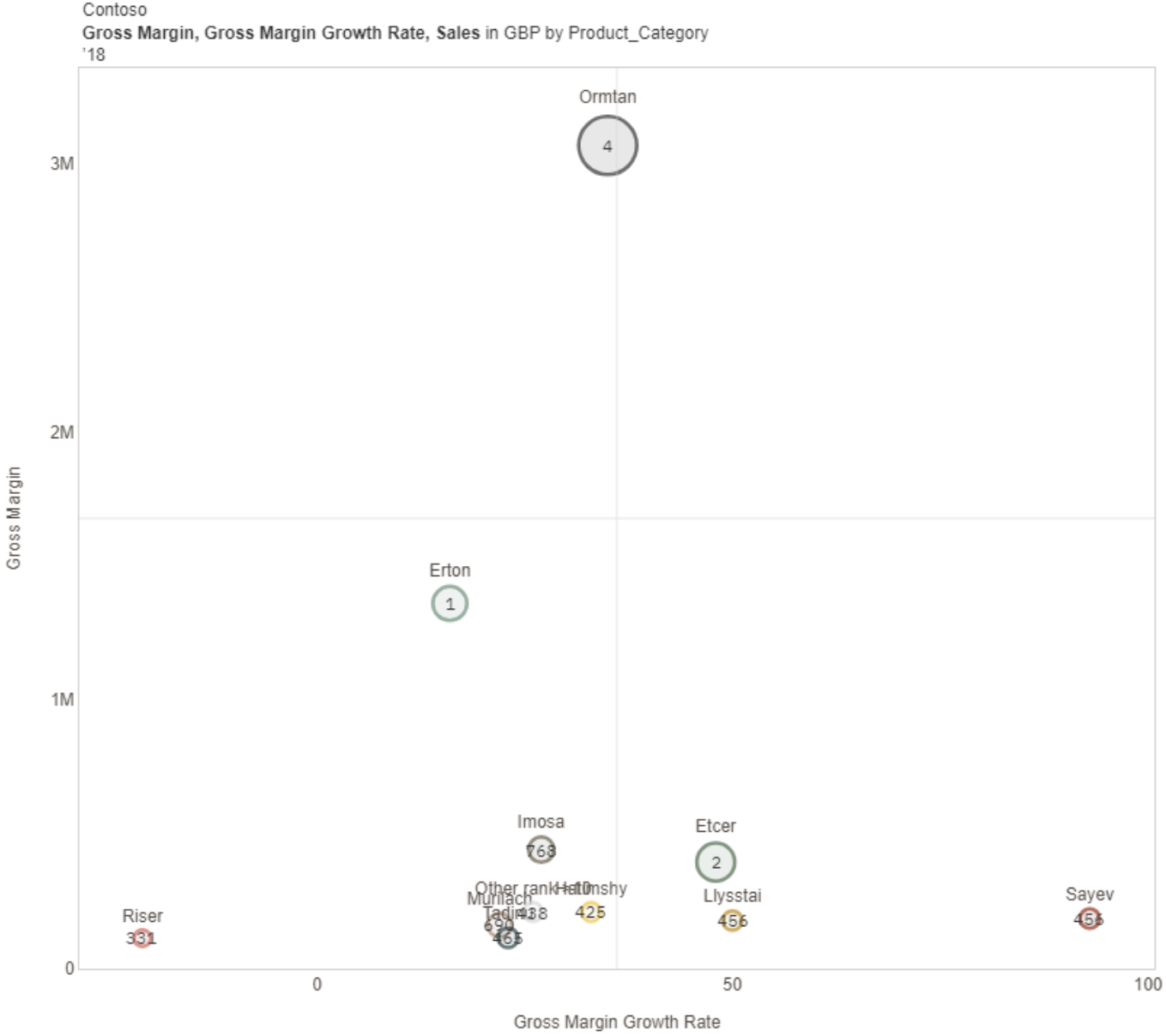
Region-specific market strategies are essential due to the varying performance of products like Ormtan and Etcet, which excel in North America and Europe, while Riser and Tadinu face challenges in these regions. This variation affects growth rates and gross margins, underscoring the need for tailored approaches in different markets (p.30).

A Pareto analysis reveals that while Ormtan, despite having fewer products, significantly enhances both sales and gross margin, other categories like Murilach and Tadinu, despite a fair number of products, contribute minimally to the gross margin. This discrepancy highlights opportunities for strategic adjustments to optimize business performance (p.31).

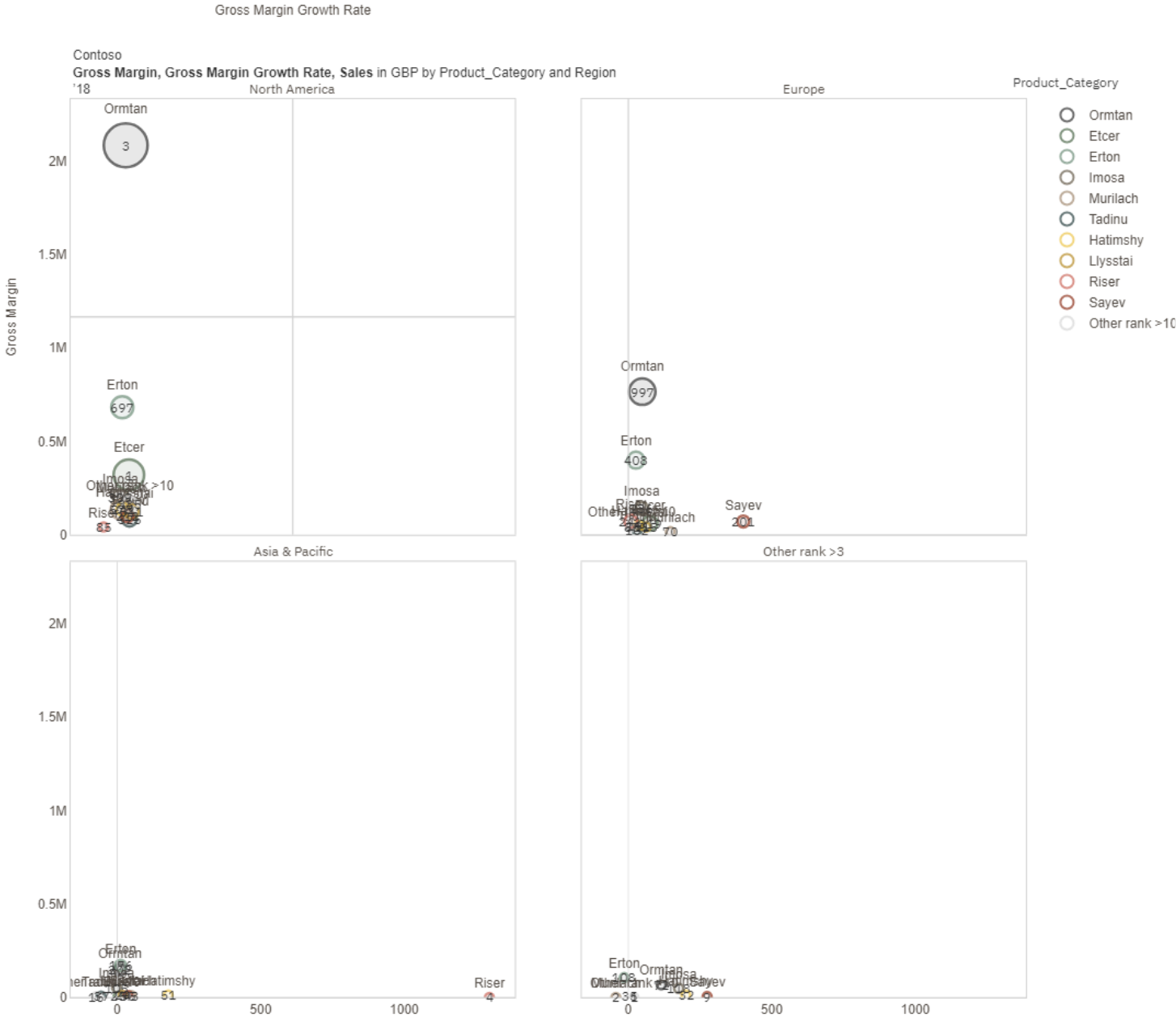
Sales strategies among the team vary, with some salespersons focusing on volume and others on efficiency and profitability. Lovie Larose stands out with high growth in both gross margin and sales, indicating her exceptional performance. In contrast, Clarabeth Cripps shows minimal growth, pointing to potential areas for improvement in her sales approach (p.32).

The overlap between the Personal Care and Electronics divisions in their product lines, as shown by the UpSet chart, suggests that combining efforts across these divisions is common and crucial for strategic planning and resource allocation. While Personal Care products dominate, Electronics contributes less exclusively, which suggests there is room for strategic adjustments in these areas (p.34).

Contoso's product categories, including Ormtan, Etcer, and Erton, are key to boosting sales and gross margin. Ormtan is particularly notable for having the highest sales and gross margin, making it a strategic priority for maintaining market position and profitability. Additionally, the categories Sayev and Llysstai show promising gross margin growth rates, suggesting they are ripe for further investment to enhance sales and improve profitability.

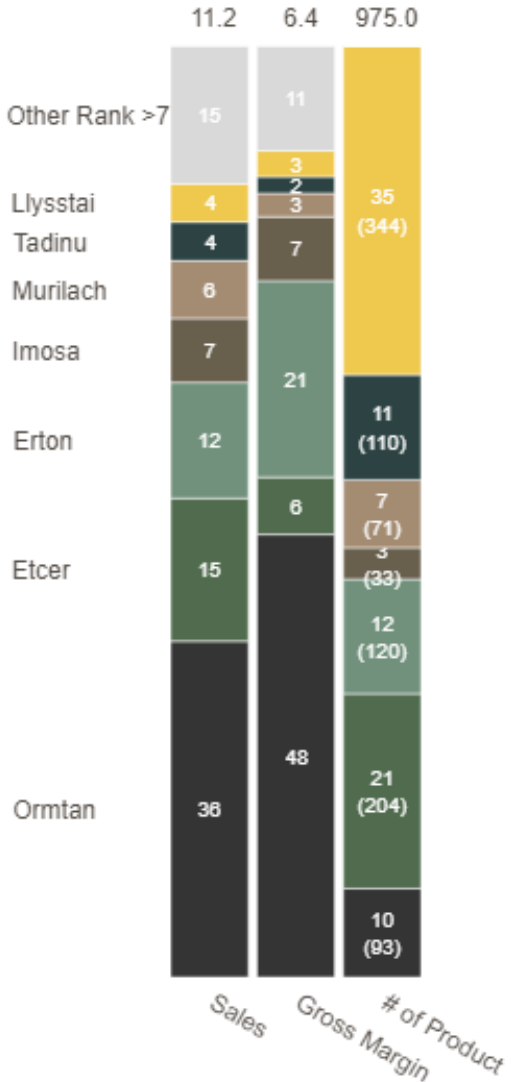


Product performance varies widely by region, affecting growth rates and gross margins. For example, Ormtan and Etcerc excel in North America and Europe. In contrast, Riser and Tadinu struggle in North America and the Asia & Pacific regions. These differences highlight the need for region-specific market strategies.

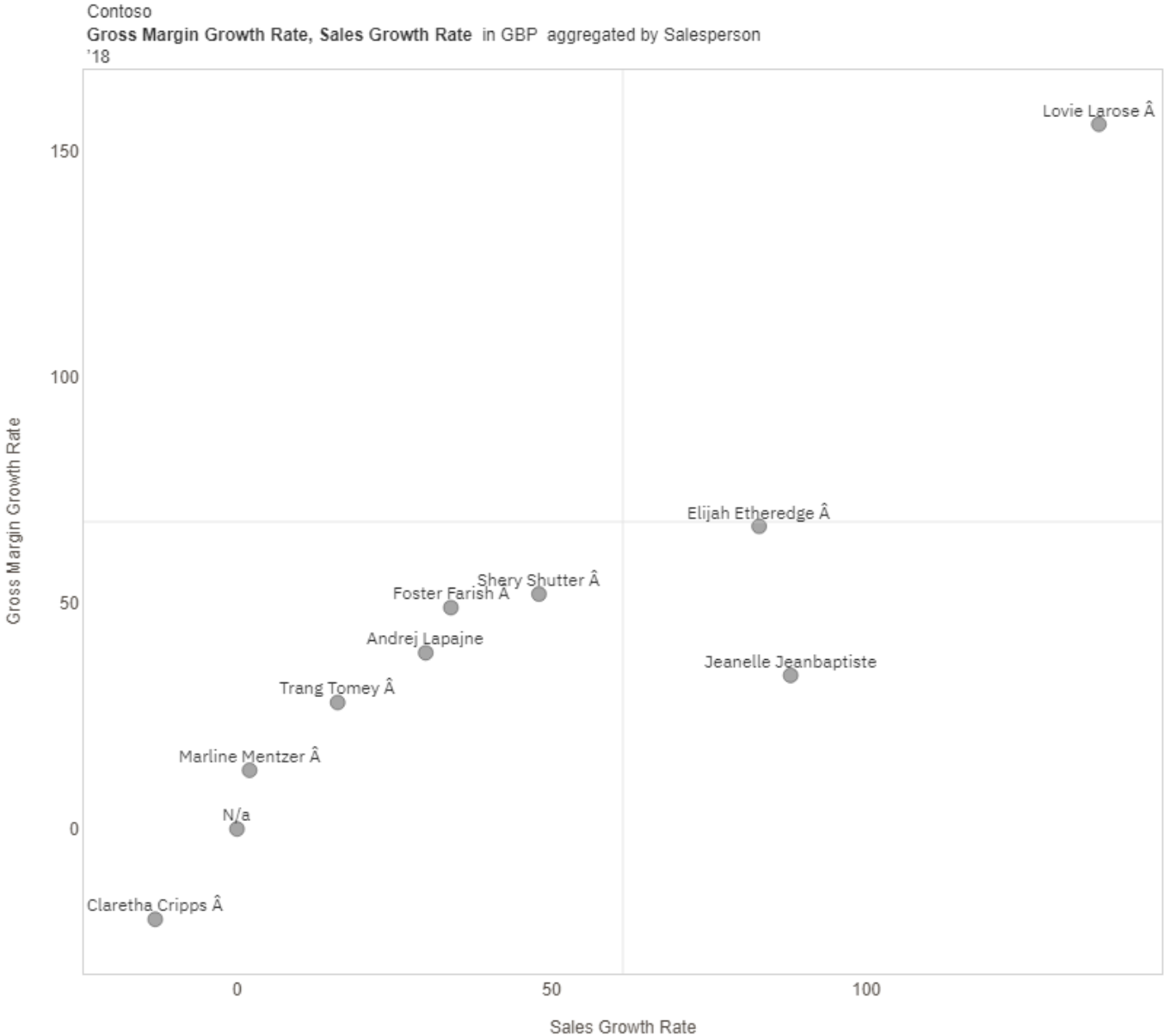


Pareto analysis shows that sales performance and profitability vary widely among different product categories. Ormtan, with fewer products, significantly boosts both sales and gross margin, showing high profitability. On the other hand, categories like Murilach and Tadinu, despite having a fair number of products, make minimal contributions to the gross margin. This highlights opportunities for strategic adjustments to improve overall business performance.

Contoso  
 ABC by sorted Product\_Category Sales in GBP, count | '18

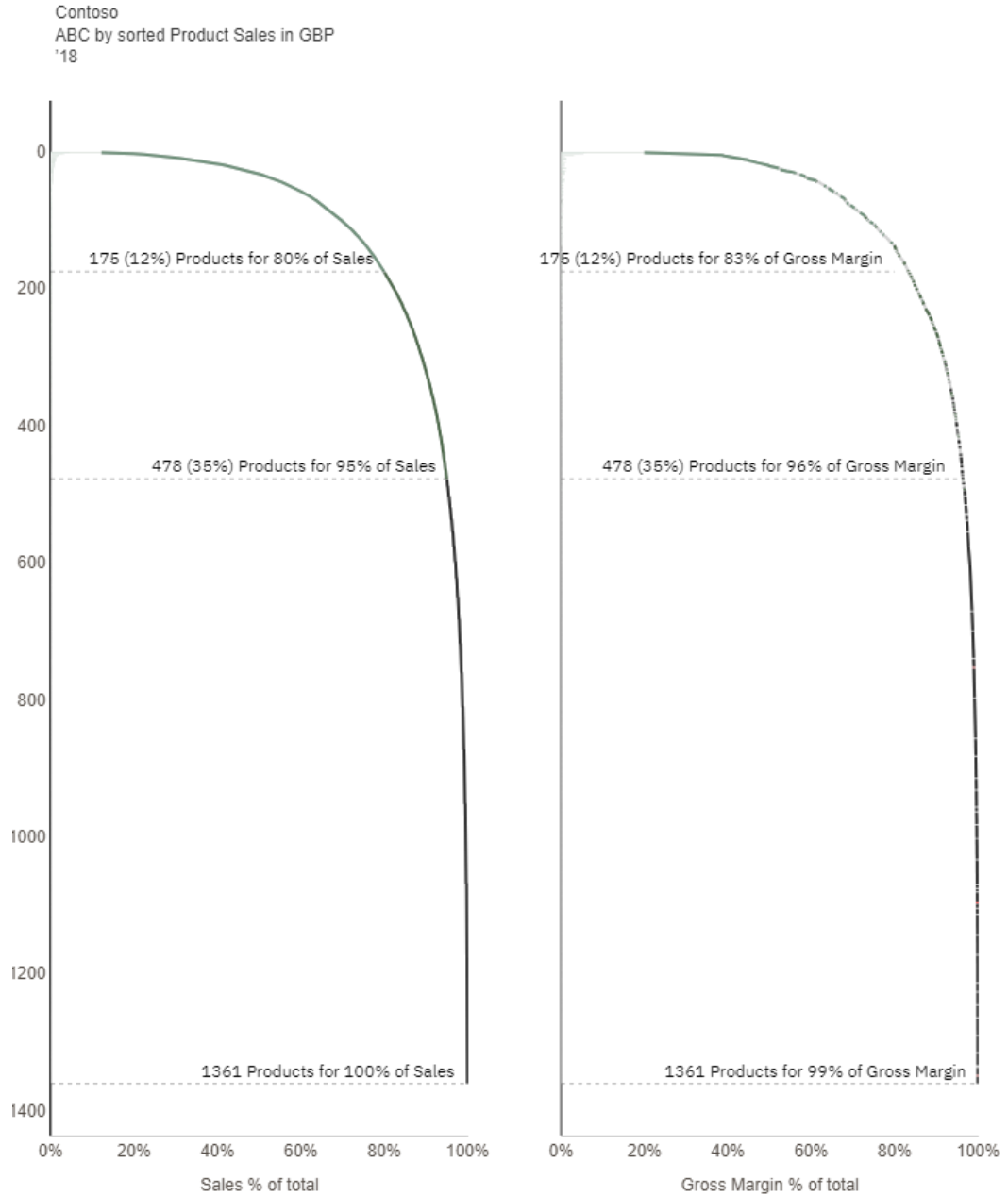


The scatter chart analysis reveals varied sales strategies among the team. Some salespersons focus on volume, while others prioritize efficiency and profitability. Lovie Larose excels, showing high growth in both gross margin and sales, indicating her exceptional performance. In contrast, Clarabeth Cripps exhibits minimal growth, highlighting areas for potential improvement in her sales approach.

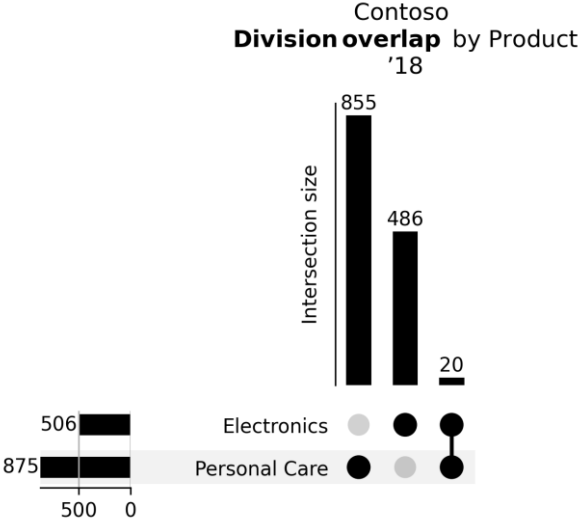




Pareto charts show that the top 12% of products, known as Class A, are key for both sales and profitability. Focusing on these high-value products is crucial for strategic planning and optimization. There's also a chance to improve resource allocation by phasing out or discontinuing lower-value products.



The UpSet chart shows that the Personal Care and Electronics divisions overlap significantly in their product lines. This overlap indicates that combining efforts across divisions is common and important for strategic planning and resource allocation. While Personal Care products dominate, Electronics contributes less exclusively, suggesting room for strategic adjustments.



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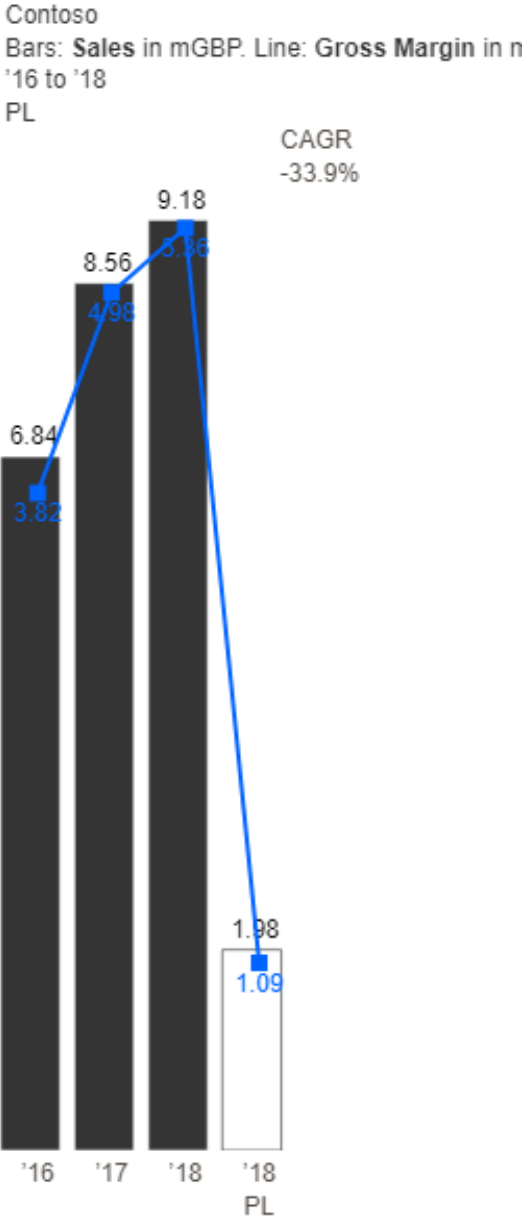
Between 2016 and 2018, the company experienced varied sales trends across different regions and customer cohorts. In North America and Europe, there was consistent growth, while Asia & Pacific and Latin America saw declines, with low forecasts for the end of 2018, indicating market challenges or strategic shifts (p.38). However, Contoso Ltd showed a robust 31% growth from 2017 to 2018, particularly effective in the fourth quarter, suggesting strong marketing and sales strategies during this period (p.43).

Despite overall growth in some regions, there was a worrying trend of declining sales across all customer cohorts from 2016 to 2018. Newer customer cohorts struggled significantly, starting with lower sales and showing less sustainability over time, which could indicate issues with customer retention, product appeal, market saturation, or increased competition (p.39). Additionally, sales from customers who ceased purchasing dropped significantly, although there was an increase in purchases from active customers. This led to an overall negative compound annual growth rate (CAGR), mainly due to the loss of these customers (p.40).

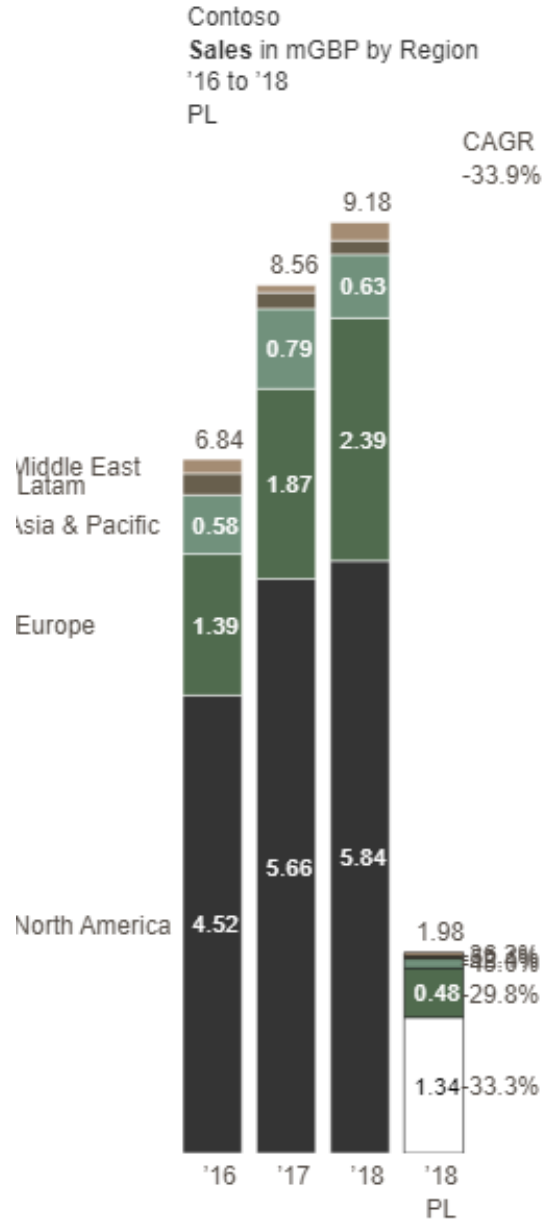
The company's sales data also revealed inconsistencies and potential errors in data representation. For instance, while there was an observed growth in sales and gross margin between 2016 and 2018, the 2018 partial data showed a significant drop, which might only represent a specific segment, and the reported negative CAGR contradicts the observed growth, suggesting possible errors or incomplete data (p.37). Similarly, despite yearly sales increases from 2016 to 2018, the incomplete data for 2018 and the reported negative CAGR may indicate a miscalculation or misinterpretation (p.41).

Overall, the negative CAGR across all regions and the general decline in product sales, despite slight increases in North America and Europe, highlight significant challenges in the market or the sales strategy of the product (p.42). The monthly fluctuations and growth in smaller regions, as seen in Contoso's performance, suggest opportunities for strategic adjustments to capitalize on these variances (p.44).

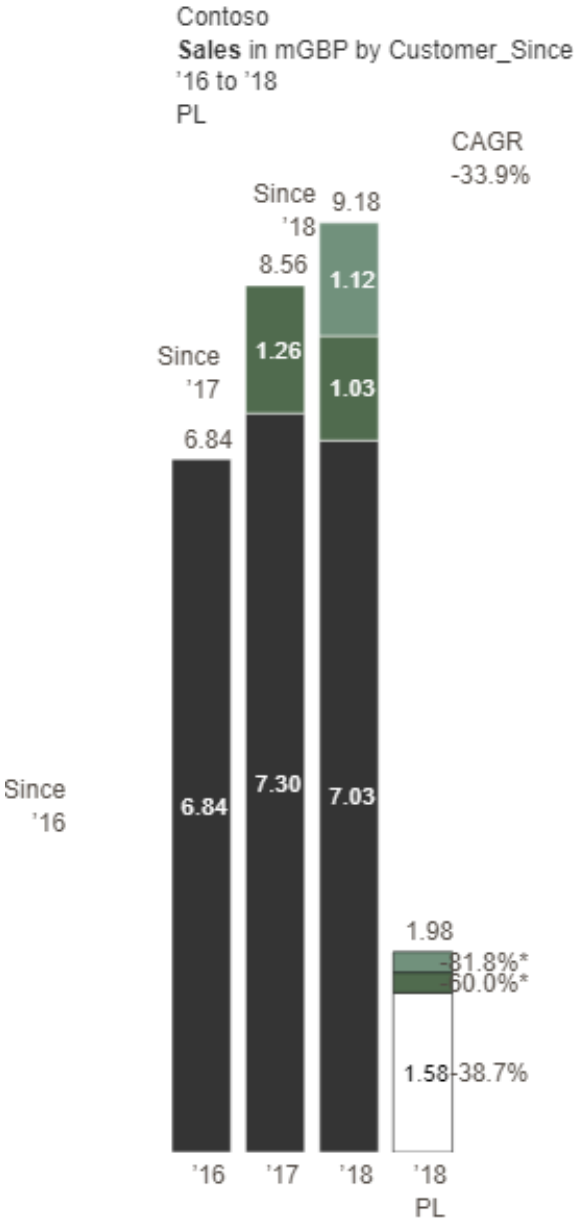
Between 2016 and 2018, the company saw consistent growth in sales and gross margin, showing a positive business trend. However, the 2018 partial data (labeled '18 PL') reveals a significant drop, suggesting it might only represent a specific segment. The reported negative CAGR contradicts the growth observed, which could point to an error or incomplete data representation.



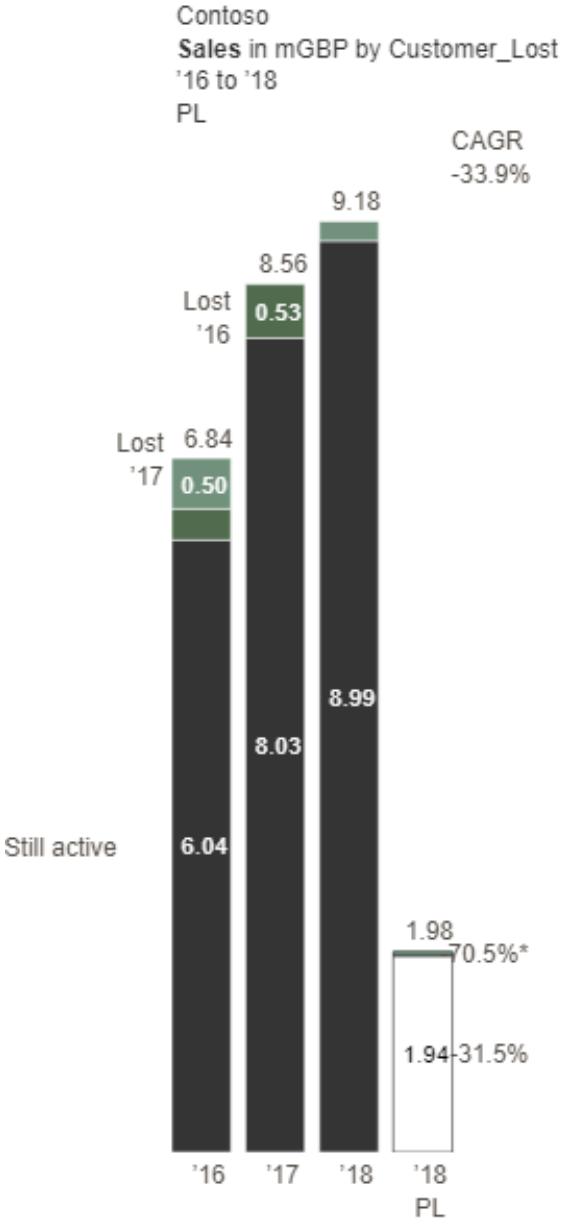
From 2016 to 2018, sales trends varied across regions. North America and Europe saw growth, whereas Asia & Pacific and Latin America experienced declines, with particularly low forecasts for the end of 2018. This indicates significant market challenges or strategic shifts in these areas. The overall negative compound annual growth rate (CAGR) across all regions points to broader market or operational challenges impacting sales negatively.



From 2016 to 2018, we've seen a worrying drop in sales across all customer cohorts. Newer cohorts are especially struggling, both starting off with lower sales and showing less sustainability over time. This consistent decline suggests potential issues with customer retention, product appeal, market saturation, or increased competition.

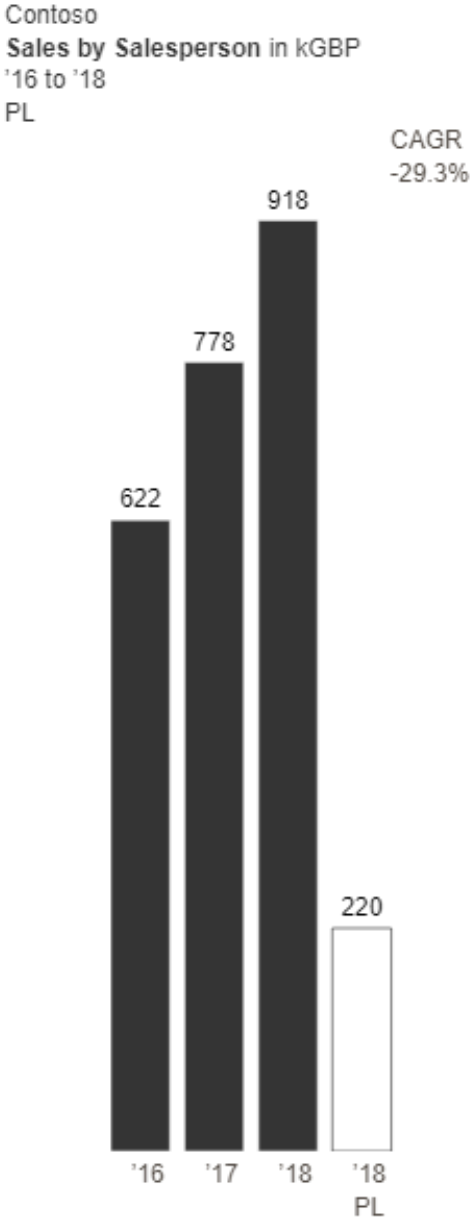


From 2016 to 2018, sales from customers who stopped buying dropped significantly, despite an increase in purchases from active customers. This led to an overall negative compound annual growth rate, indicating a sharp decline in total sales, mainly due to the loss of these customers.

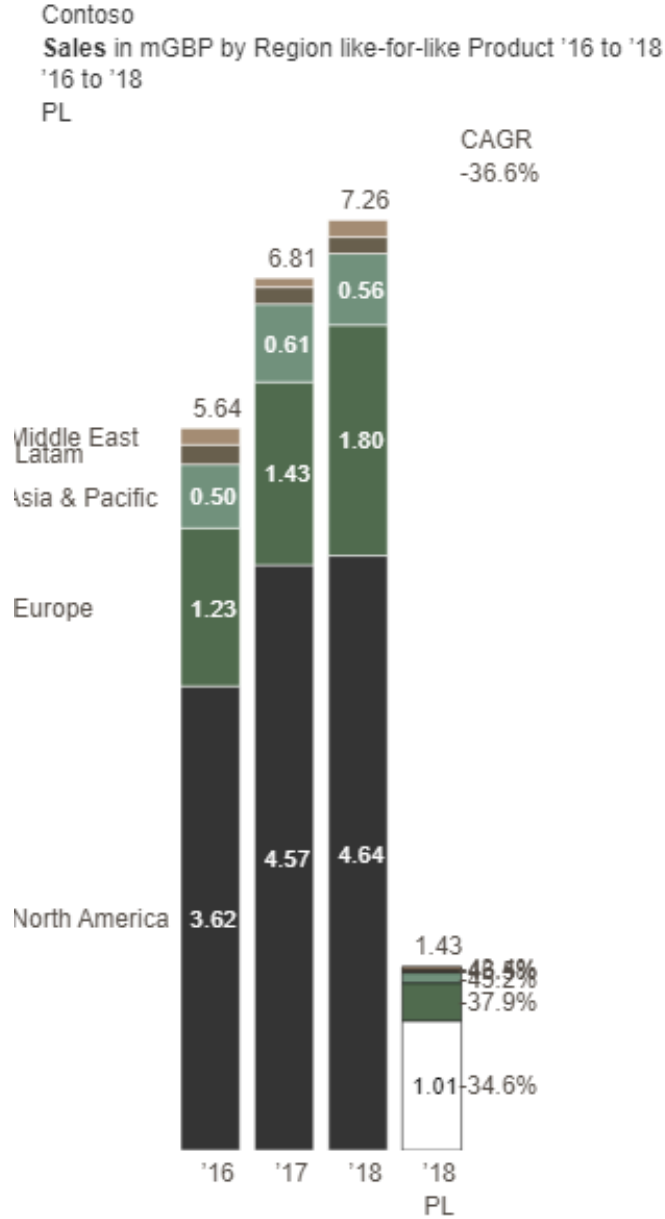




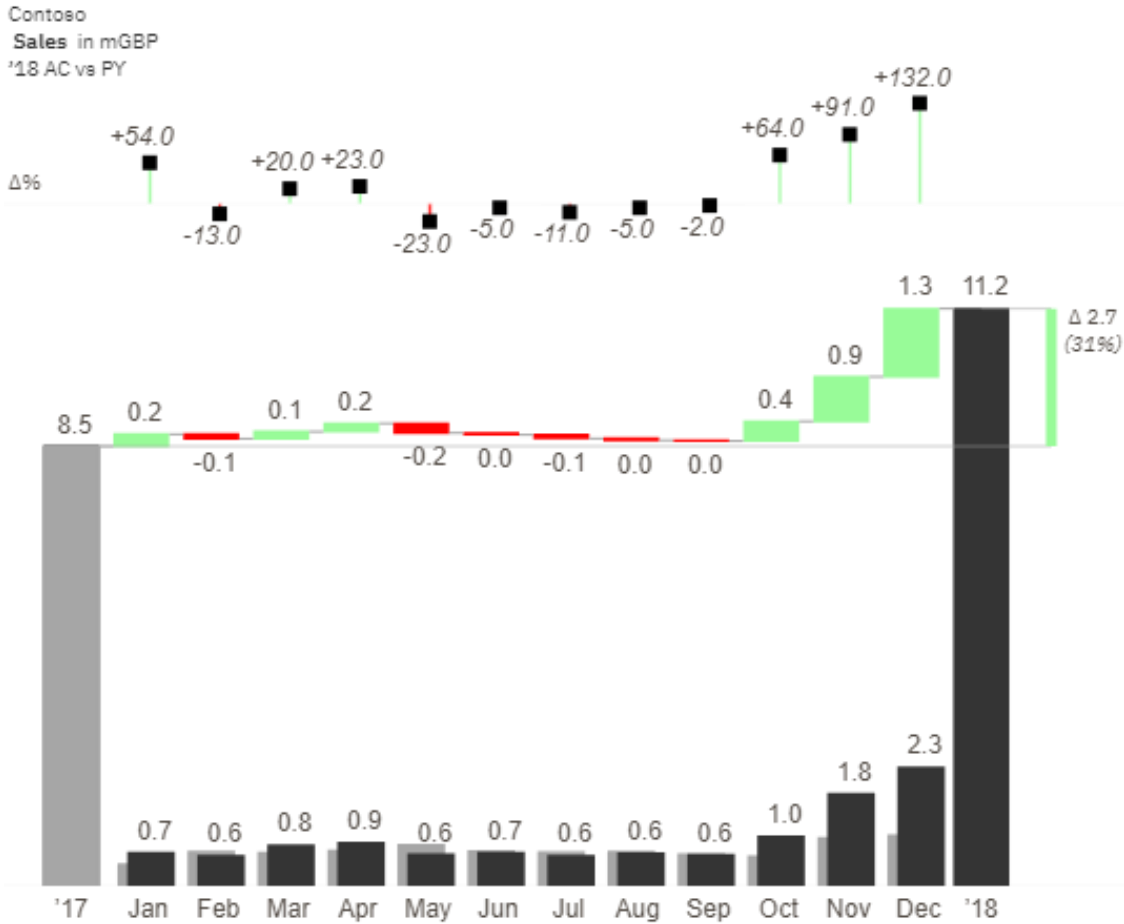
From 2016 to 2018, sales increased each year, suggesting effective strategies or favorable market conditions. However, the 2018 data is incomplete, and the reported negative compound annual growth rate (CAGR) may point to a miscalculation or misinterpretation.



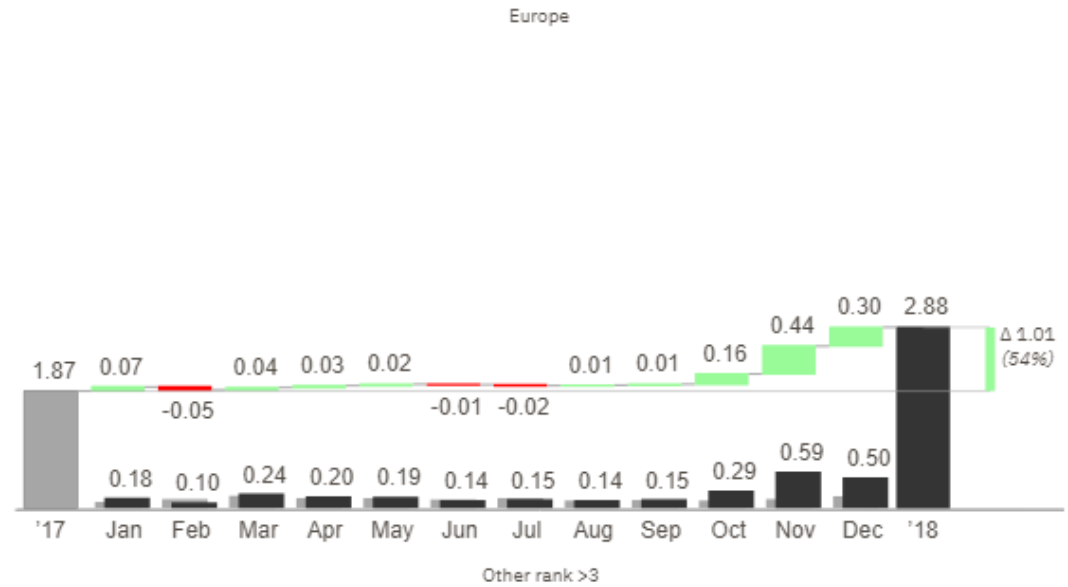
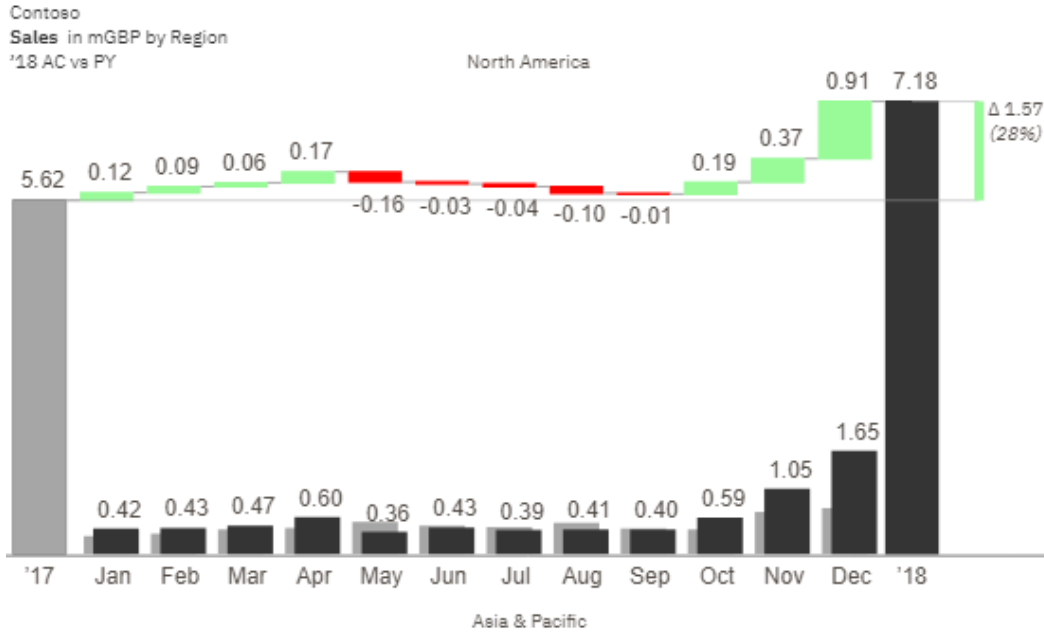
From 2016 to 2018, product sales generally declined across all regions, despite slight increases in North America and Europe. The negative compound annual growth rate (CAGR) highlights significant challenges in the market or the sales strategy of the product.



Contoso Ltd experienced a robust 31% growth from 2017 to 2018, with the most notable increases occurring in November and December. This indicates that their marketing and sales strategies were particularly effective in the fourth quarter, despite a varied performance throughout the rest of the year.



Contoso's sales figures from 2017 to 2018 show strong growth in North America and Europe. However, sales in Asia & Pacific have declined. The monthly fluctuations and growth in smaller regions suggest opportunities for strategic adjustments.



Executive summary

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At a glance

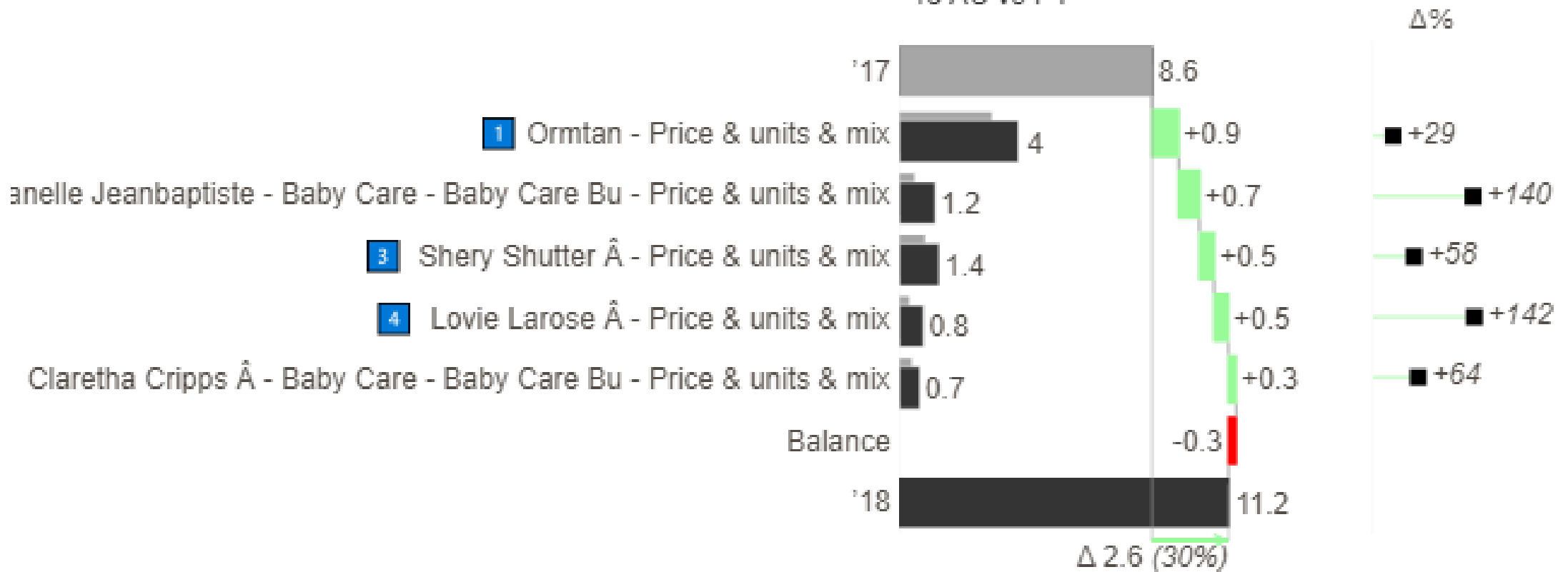
Sales breakdown

Data insights

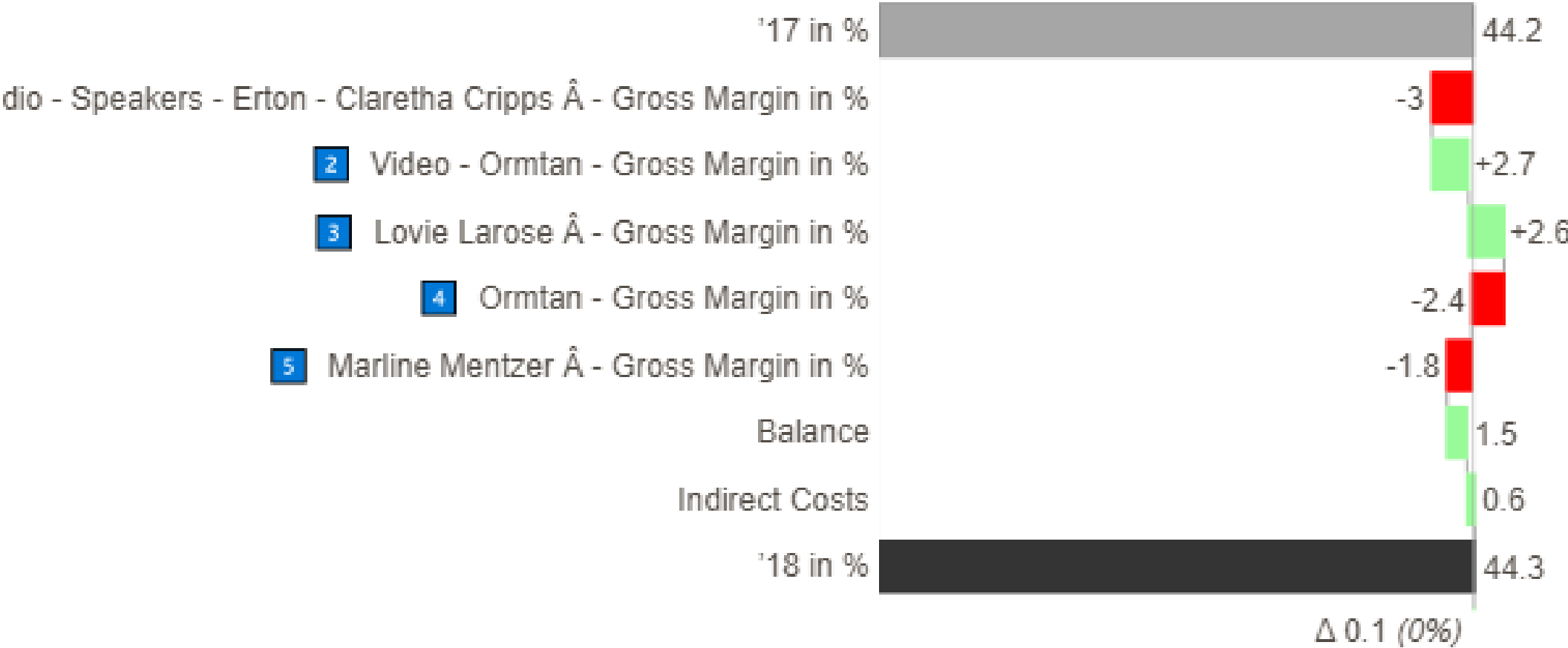
Trends

**Backup**

Contoso  
Price & Units & Mix in mGBP  
'18 AC vs PY



Contoso  
 Gross Margin in % in GBP  
 '18 AC vs PY

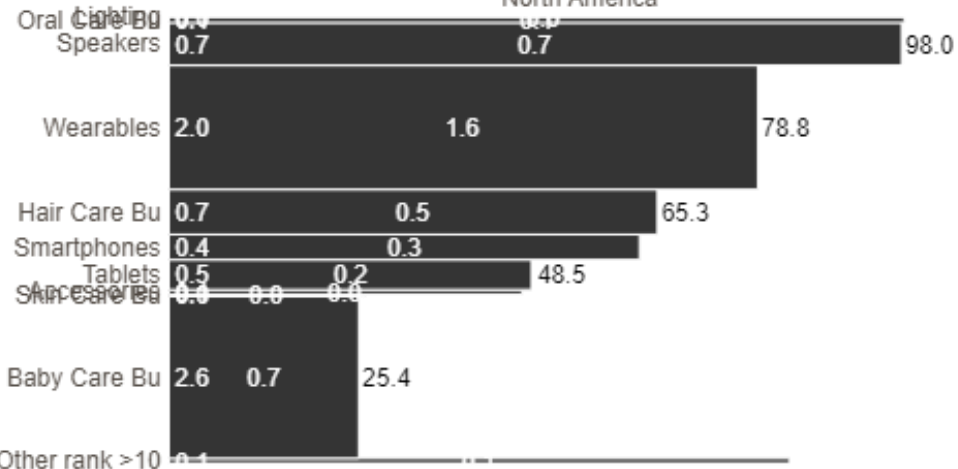


Contoso

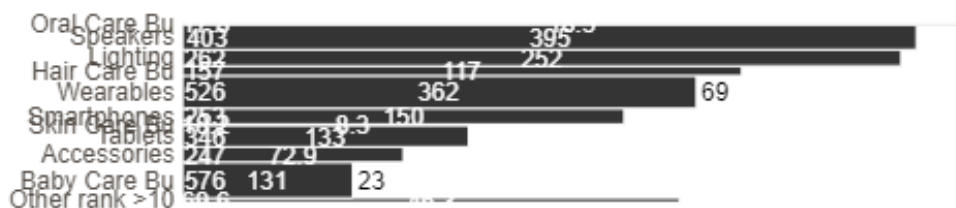
Bar length: **Gross Margin in % of Sales** by Region and Businessunit. Bar width: **Sales in kGBP**. Bar area: **Gross Margin in kGBP**

'18

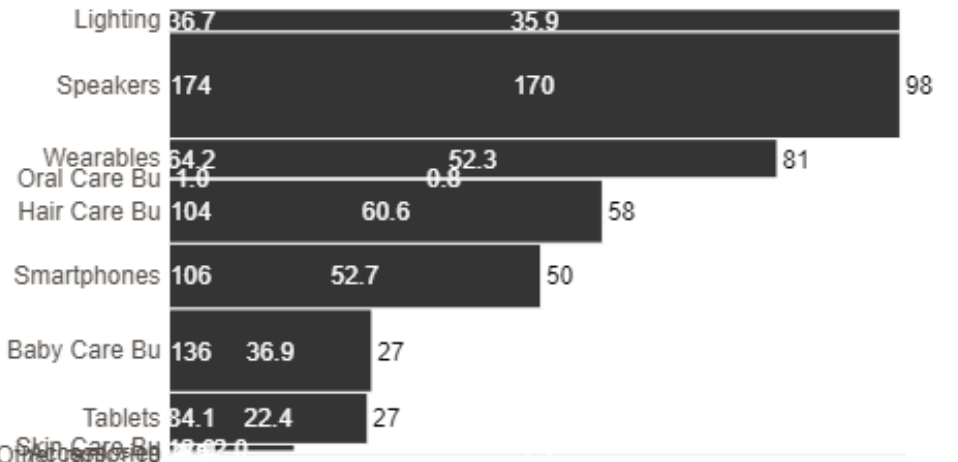
North America



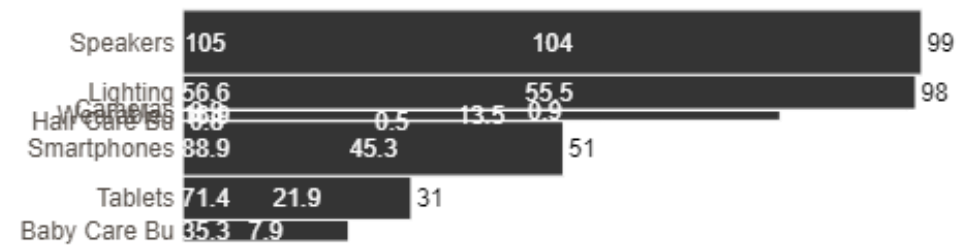
Europe



Asia & Pacific

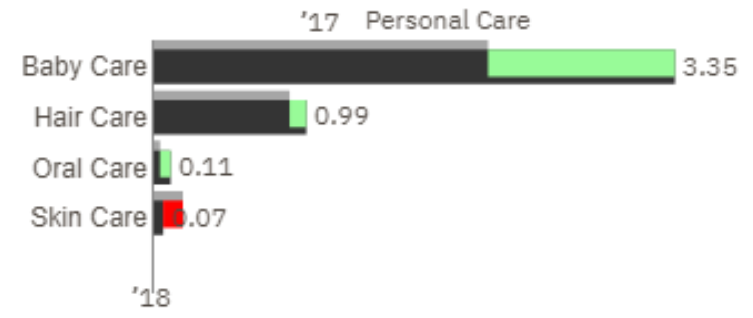
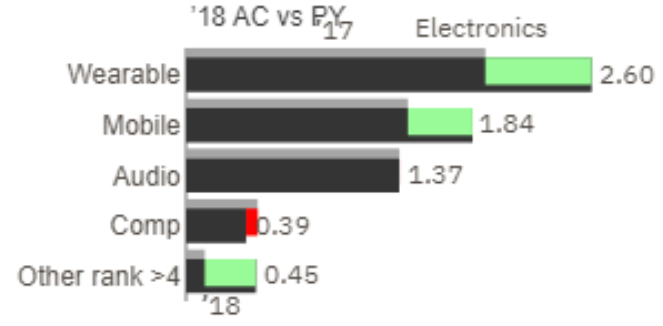


Other rank >3





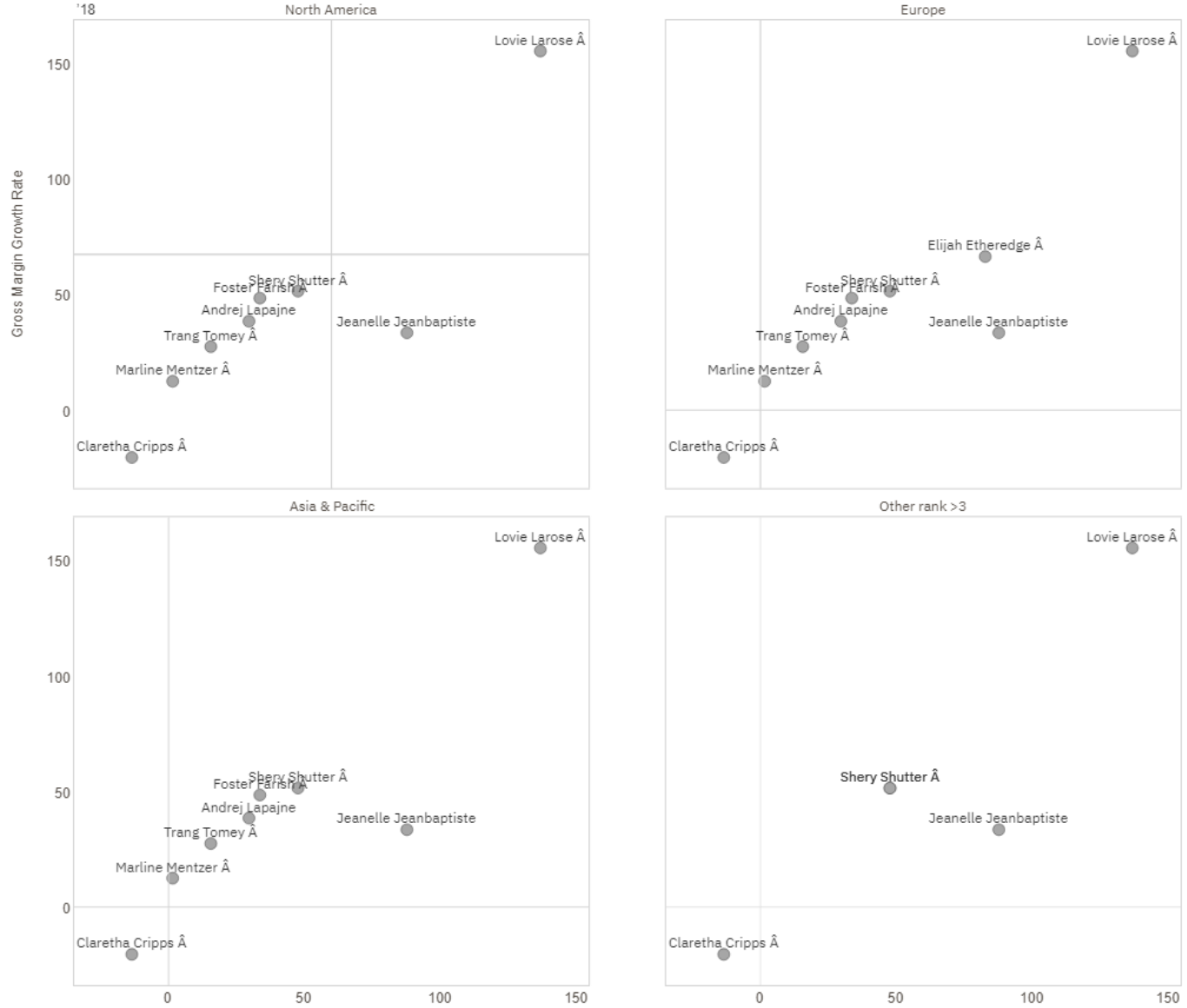
Contoso  
Sales in mGBP Division by Line



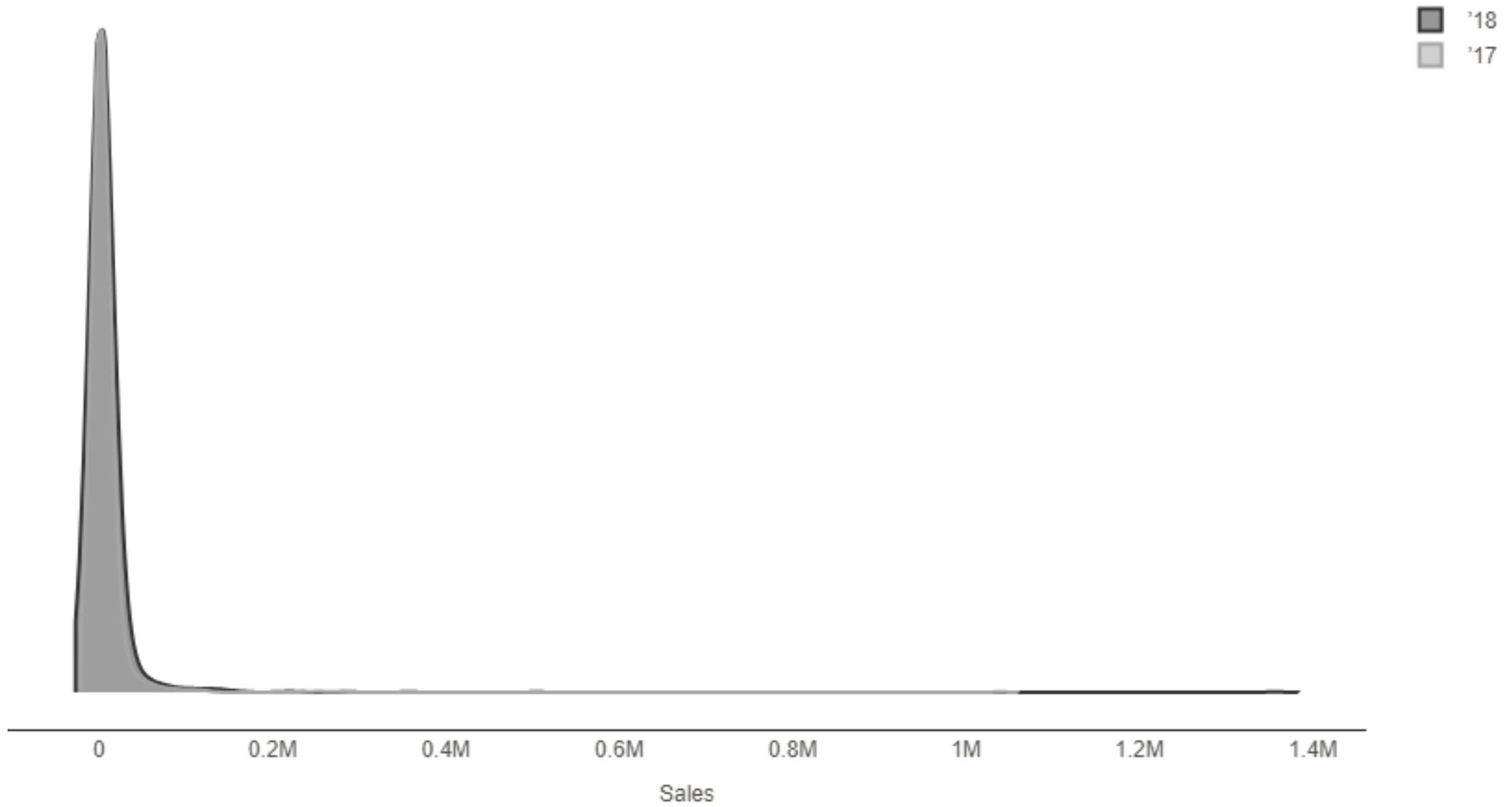
Sales Growth Rate

Contoso

Gross Margin Growth Rate, Sales Growth Rate in GBP aggregated by Salesperson and Region



Contoso  
Sales in GBP, aggregated by Product  
'17 vs '18



Contoso  
Sales in GBP, aggregated by Product by Division  
'17 vs '18

