

# Rossmann Sales Performance Analysis

Transforming six months of fluctuating sales data into strategic commercial insights for maximised revenue performance



# The Commercial Challenge

## Sales Volatility Across Stores

Rossmann has experienced significant sales fluctuations across our store network over the past six months. Understanding the root causes behind these variations is crucial for developing targeted strategies that maximise overall revenue performance.

Our analysis focuses on identifying key performance drivers and translating data patterns into actionable commercial decisions.



# Sales Data Foundation

Our comprehensive dataset encompasses daily sales performance, store classifications, promotional activities, and operational features across the Rossmann network. This rich data foundation enables deep analysis of performance variations and their underlying causes.

Key data points include store-level revenue trends, promotional campaign effectiveness, location demographics, and seasonal patterns.



# Key Performance Drivers Identified

## Promotional Impact

Stores with active promotional campaigns experienced average sales increases of 15–25%, demonstrating direct revenue influence from targeted marketing efforts

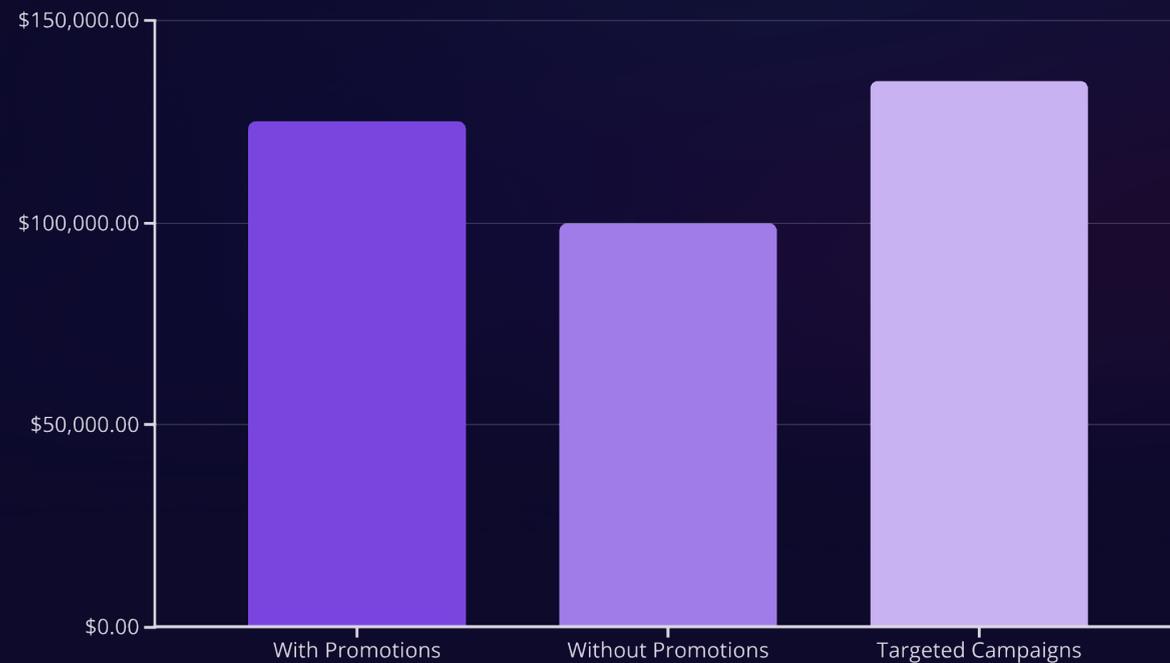
## Store Type & Location

Larger urban stores consistently outperform smaller rural locations, indicating customer density and store size as critical success factors

## Seasonality Effects

Public holidays and specific weeks show pronounced sales spikes, highlighting the importance of seasonally adjusted commercial strategies

# Promotional Campaign Effectiveness



## Promotion Strategy Impact

Data reveals that promotional activities generate substantial revenue increases, with targeted campaigns delivering the strongest performance uplift of 25% above baseline sales.

This evidence supports expanding promotional investment across underperforming locations.

# Store Performance by Type & Location

35%

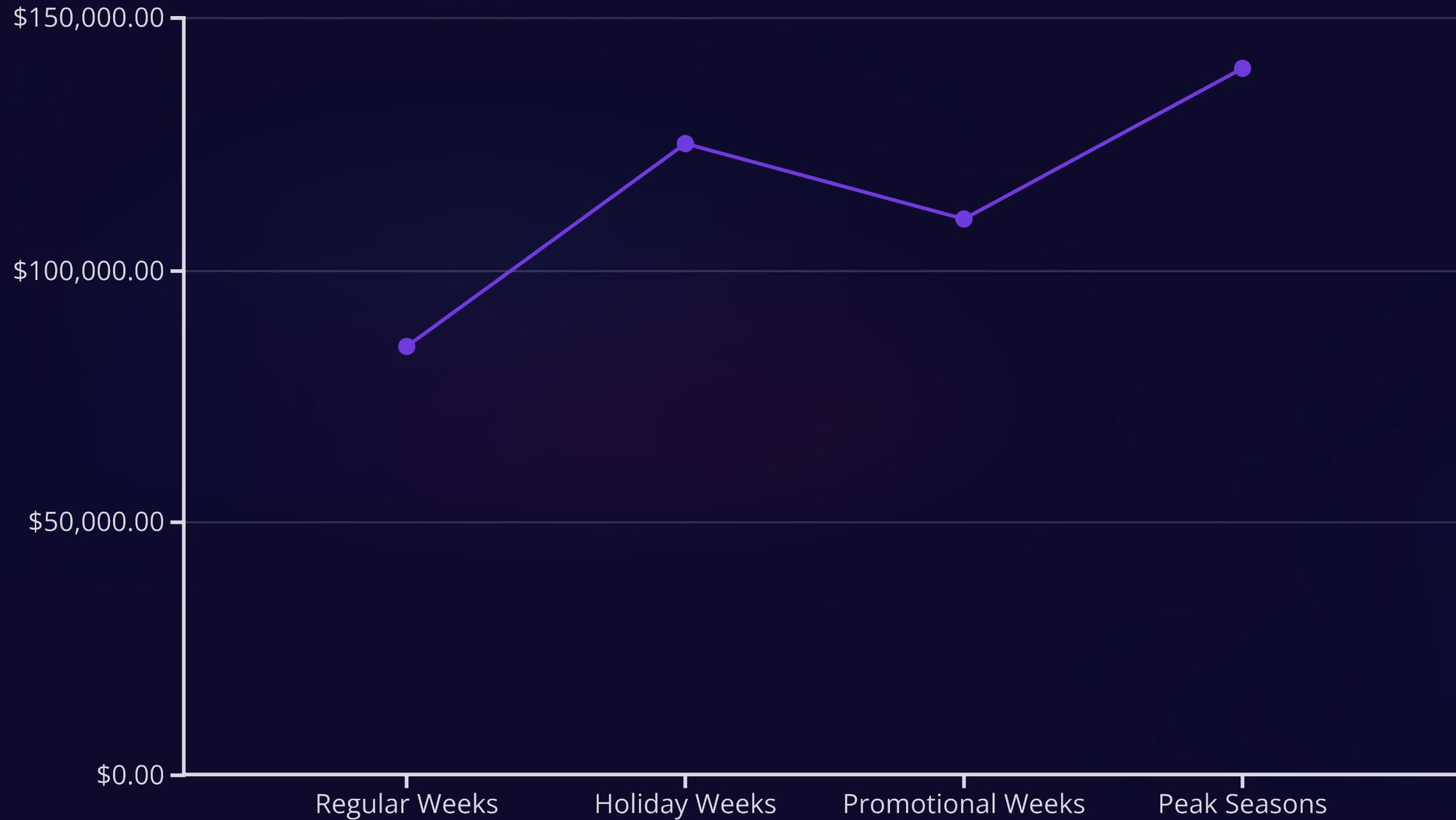
Urban Store Advantage  
Higher performance differential compared to rural locations due to increased footfall and customer density

2.3x

Size Factor Impact  
Larger format stores generate significantly higher revenue per square metre than compact locations



# Seasonal Sales Pattern Analysis



Clear seasonal patterns emerge with holiday periods and peak seasons driving substantial revenue increases. This predictable cyclicity enables proactive commercial planning and resource allocation.

# Strategic Recommendations

1

## Promotional Strategy Expansion

Replicate successful promotional campaigns across underperforming stores, prioritising high-margin products to maximise profitability and revenue impact

2

## Location-Tailored Approach

Develop differentiated marketing and inventory strategies for urban versus rural stores, recognising distinct customer behaviours and market dynamics

3

## Seasonal Revenue Optimisation

Adjust staffing levels and inventory during high-demand periods to capture maximum revenue potential whilst maintaining operational efficiency

# Next Steps & Implementation

## Immediate Actions

- Roll out proven promotional formats to bottom-quartile performers
- Implement location-specific merchandising strategies
- Prepare enhanced seasonal inventory planning





# Analysis conducted as part of Lumen Data Analytics Program!

Reach out to know more!

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