

Sales Data Analysis

Analysis Using SQL

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Analysis

Revenue

- Sales in 2023 demonstrated substantial growth, reaching 3,374,779 Rs. a significant 13.71% increase compared to the 29,676,350 Rs. achieved in 2022. This positive sales trajectory is encouraging. However, it's crucial to note that while sales expanded, the profit margin remained consistent at 55% throughout this period. This stability in profitability suggests that the company effectively managed costs while driving revenue growth.
- The average monthly sales during the specified period reached 27.76 Lakhs Rs. Notably, Q2 and Q3 surpassed this benchmark, demonstrating exceptional sales performance. These quarters not only met but exceeded expectations, contributing significantly to the overall sales figures.
- While Q2 and Q3 achieved sales figures exceeding the average, Q1 and Q4 did not reach this level. This disparity in performance across the quarters underscores the need for a deeper analysis to identify the root causes of the lower performance in Q1 and Q4. Implementing corrective measures to address these issues will be crucial for achieving consistent and sustainable sales growth throughout the year.
- CHILLI - F1 NISHA significantly outperforms the others, contributing over half of the total sales for the top 5. This suggests strong customer demand or a competitive advantage in this specific chili variety.
- FORMUULAA AC as a Strong Contender significantly behind CHILLI - F1 NISHA, FORMUULAA AC holds a substantial market share of 22.53%, indicating consistent demand for this product.
- The remaining 78 products contribute relatively smaller percentages to overall sales. This suggests a diverse product portfolio, catering to a wider range of customer preferences.

- While several products experienced zero sales during the specified period. These products include BRUMA EXTRA PREMIUM CTC TEA, SWEET CORN - ORSL-02, HYB.CHILLI SL-3800, HY.CHILLI 38 SEGMENT, and BRINJAL GULABI.
- A significant discrepancy was identified within the sales data, where approximately 500 transactions, despite being marked as 'sold,' exhibited a complete absence of both sales and cost data.

Product

- Sales data reveals that the highest selling months for two key products were June and December. Specifically, CHILLI - F1 NISHA achieved peak sales in June, while FORMUULAA AC experienced its highest sales volume in December.
- Sales analysis based on quantity reveals that FORMUULAA AC and HY. CORIANDER CORENDO SPLIT were the top performers. With 17,162 and 6,908 units sold, respectively, these products demonstrated significant market penetration and strong customer preference.
- Our analysis reveals a select group of products that stand out for their exceptional profitability. Leading the pack is HY.OKRA F1 SHONNALIKA, boasting a remarkable 96.21% profit margin. Close behind, TOMATO - F1 CHAKRAVYUHA delivers a highly impressive 88.87% profit margin.
- Further down the list, FORMUULAA AC, BRINJAL - F1 MINI BALL, and BRINJAL SORATH - 11 also demonstrate strong profitability with margins of 83.63%, 81.21%, and 80.13%, respectively. These products not only generate substantial revenue but also contribute significantly to the overall financial health of our business.
- Analysis reveals FORMUULAA AC as a 'star product,' excelling in both sales volume and profit margin. This strong performance underscores its significant contribution to the company's financial success. FORMUULAA AC exemplifies a successful product strategy, demonstrating a strong market demand and a favorable cost structure.

Customer

- The company's customer base is primarily concentrated in two states: Gujarat and Madhya Pradesh. However, Gujarat constitutes the majority of our customer base, representing a significant 88% of the total customer count.
- An analysis of sales data reveals a distribution pattern that closely mirrors the customer base distribution. Gujarat, which constitutes 87% of our total customer base, also accounts for a significant portion of our overall sales.
- Analysis of sales data identifies five key accounts contributing significantly to the firm's revenue. Chandler Stiedemann emerges as the top customer, representing 18.13% of total sales.
- Jannie Ebert follows closely, contributing 12.84% of total sales. Miss Noemy Kutch, Citlalli Heaney, and Royce Barton also demonstrate substantial contributions, representing 5.69%, 3.85%, and 2.81% of total sales, respectively.
- Sales analysis reveals a significant proportion of revenue derived from individual customers, accounting for approximately 72% of total sales. Sales to firms and companies contribute 25% to the overall sales volume. However, other sales data lacks sufficient categorization whether the transaction originated from an individual or a firm.
- The company maintains a highly accurate customer database. This ensures all customer information is complete and well-organized, which is valuable for making informed business decisions.

suggestions

Sales

- Given the demonstrated success of the company's cost department in maintaining and enhancing profit margins, a strategic focus should be placed on leveraging these cost optimization strategies to drive significant increases in sales volume. By effectively managing costs while simultaneously expanding market share and customer base, the company can achieve sustainable and profitable growth
- To address declining Q1 and Q4 sales, the company should investigate root causes (market trends, competition, internal challenges). Based on findings, implement targeted strategies like seasonal promotions, discounts, and customized offers to stimulate demand and drive sales growth during these periods.
- CHILLI - F1 NISHA, despite strong sales, has low profit margins in compare to other product. To improve profitability, the company should focus on cost optimization within the supply chain, negotiate better supplier terms, and implement efficient manufacturing processes.
- To boost profitability, focus on increasing sales of high-margin products like HY.OKRA F1 SHONNALIKA, TOMATO - F1 CHAKRAVYUHA, etc. Implement a comprehensive marketing strategy (advertising, PR, partnerships) to increase awareness and drive demand. Consider competitive pricing to incentivize purchases and gain market share.
- Due to low sales of BRUMA EXTRA PREMIUM CTC TEA, SWEET CORN - ORSL-02, etc., the company should implement strategies to mitigate inventory. This includes offering discounts, using them as promotional incentives, or exploring alternative disposal methods. This will free up resources for more profitable products and enhance overall profitability.

- Unorganized or missing data hinders decision-making. Robust internal controls are crucial to ensure data maintenance, integrity, and security. A comprehensive framework addressing data collection, storage, processing, and analysis is essential for informed decision-making.

Product

- Maintaining optimal inventory levels, especially during peak sales, is crucial. Stock shortages lead to lost sales, lower profits, and dissatisfied customers. Proactive inventory management minimizes stockouts, ensuring product availability and customer satisfaction.
- To enhance sales and profitability, the company should strategically diversify its product portfolio by incorporating high-demand and trending products. This proactive approach will enable the company to capitalize on emerging market opportunities, attract new customer segments, and maintain a competitive edge in the evolving marketplace.
- By consistently delivering superior product quality, the company can cultivate strong customer loyalty and foster enduring relationships. This commitment to excellence enhances customer satisfaction, encourages repeat purchases, and ultimately drives significant increases in sales and profitability.

Customer

- The company can effectively expand its customer base in Madhya Pradesh by implementing a strategic approach that combines compelling offers, attractive discounts, and an unwavering commitment to delivering high-quality products. This multifaceted approach will not only attract new customers but also foster long-term customer loyalty and drive sustainable growth in the Madhya Pradesh market.
- Chandler Stiedemann, Jannie Ebert, Miss Noemy Kutch, Citlalli Heaney, and Royce Barton are high-value customers. To retain them, implement a loyalty program with exclusive benefits like tiered discounts, personalized service, exclusive offers, enhanced delivery, and personalized recommendations.