Contents

Data Analysis Report

Company: Flextrus Corrugated Packaging Boxes India (P) Ltd

Analysis Period: [Specify the two-year range]

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Date: 30/11/2024

1. Executive Summary

Provide a concise summary of the analysis findings, key insights, and recommendations. Include a brief explanation of the purpose of the report.

2. Objective

The purpose of this analysis is to provide actionable insights into the sales performance across different customer segments. This report aims to address the following key questions:

1. What is the total revenue generated by each segment?

2. How has revenue trended on a monthly basis?

3. What is the customer count within each segment?

4. What is the average invoice amount for each segment?

5. How much revenue is contributed by high-value customers?

6. What is the distribution of repeat versus single purchases across segments?

7. Which months perform the best in terms of sales for each segment?

3. Data Sources and Methodology
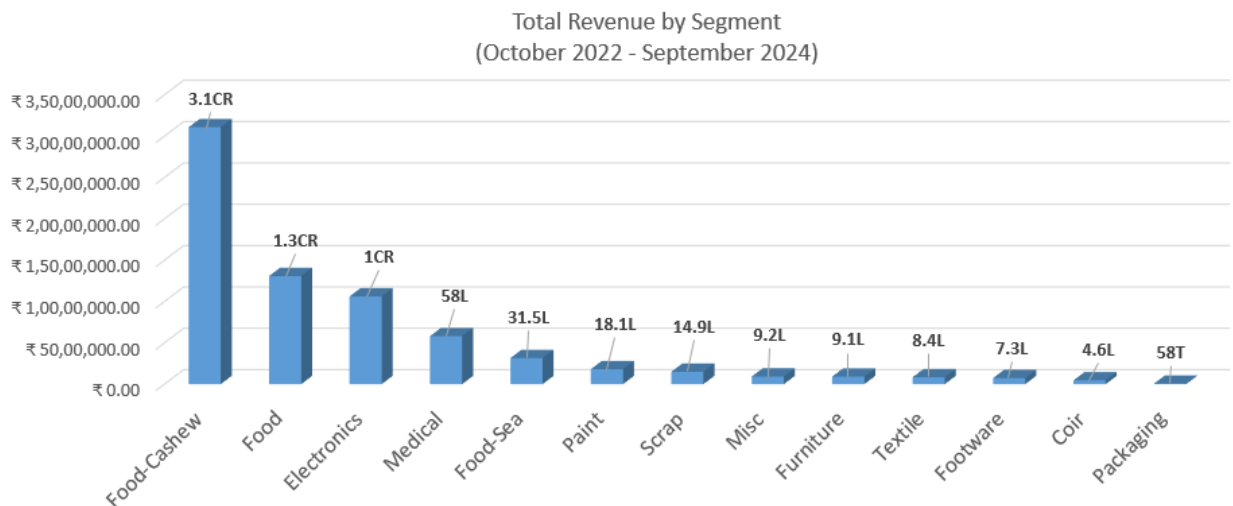
Data Sources:
Describe the two tables (`Sal_Reg` and `Cust_Seg`), and mention the tools used for analysis.

Methodology:
Summarize the steps followed for data extraction, transformation, and visualization.

4. Analysis Scenarios and Findings

Scenario 1: Total Revenue by Segment

Flextrus Corrugated Packaging Boxes India (P) Ltd

Insights: Among the 13 segments analyzed, the Food-Cashew segment has emerged as the highest revenue generator, contributing ₹3.1 crore. However, there is a significant disparity in revenue contribution between the Food-Cashew segment and other segments. This reliance poses a potential risk to Flextrus's overall turnover, as any downturn in the Food-Cashew industry could have a substantial impact on the company's financial stability.

Scenario 2: Monthly Revenue Trend

1. *Monthly revenue progression from Oct-2022 to Sep-2024*

Monthly Revenue for 2 Years
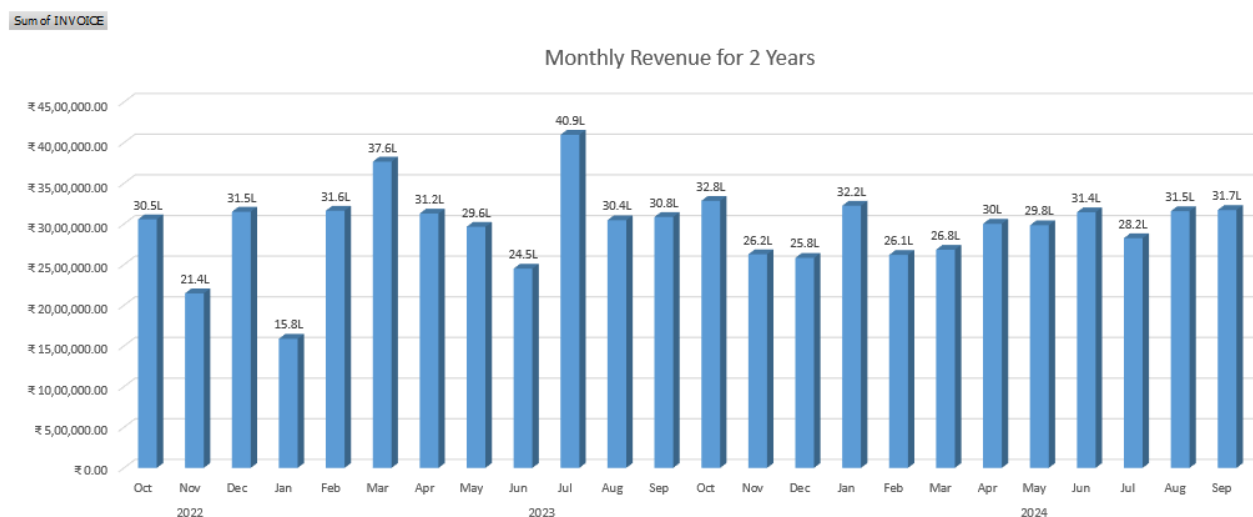
Insights: The monthly revenue trend over the 24-month period reveals that July 2023 recorded the highest revenue at ₹40.9 lakhs, while January 2022 reported the lowest revenue at ₹15.8 lakhs.

2. *Quarterly revenue progression across 24 months*
   - *(Y1 – Oct'22 to Sep-23 & Y2 – Oct'23 to Sep'24)*

Quarterly Revenue for 2 Years
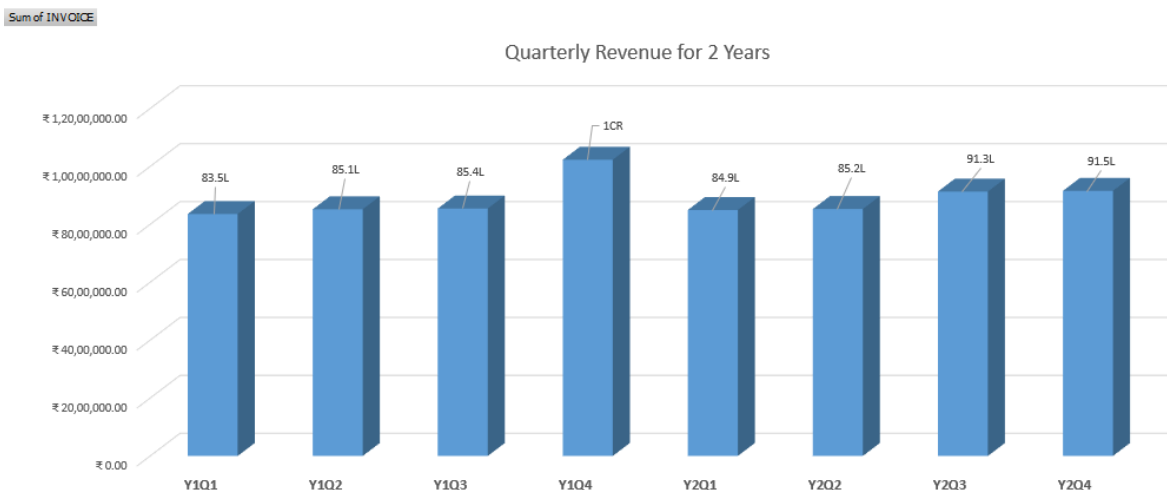
Insights: The revenue trend across the 8 quarters shows a stable average of ₹91.75 lakhs, with the exception of the fourth quarter of **Year 1 (Y1Q4)**, which achieved a peak revenue of **₹1 crore.** Revenue showed a significant upward trend in Year 2.

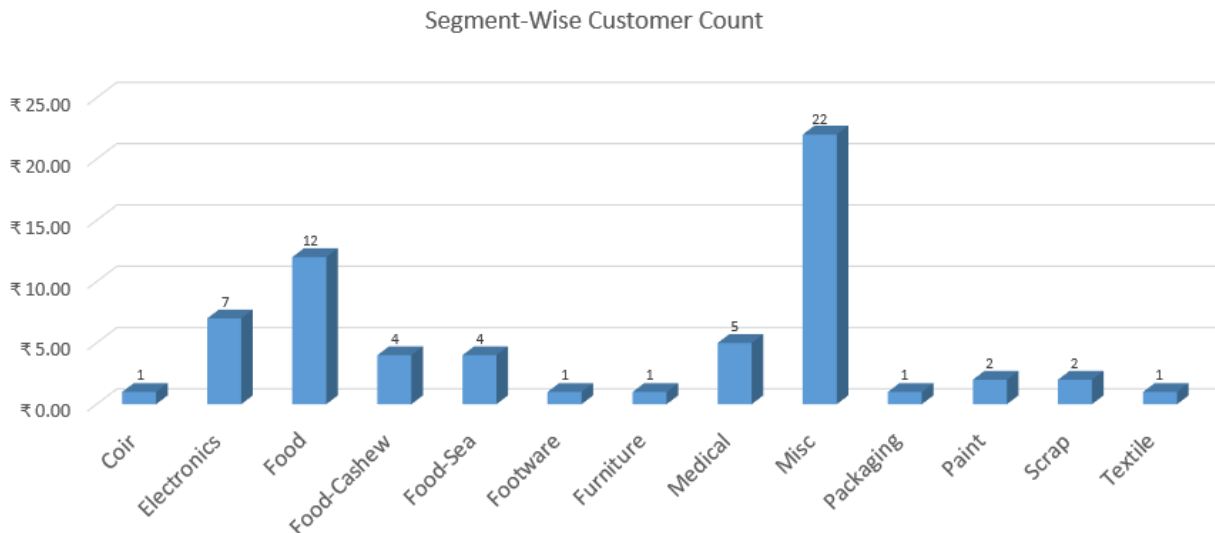## Scenario 3: Segment-wise Customer Count

Segment-Wise Customer Count

The customer distribution reveals that the majority of our customers belong to **the Misc segment (22 customers)** and the **Food segment (12 customers).** The Medical segment accounts for 5 customers, while the remaining segments have a customer count ranging between 1 and 4.

Scenario 4: Average Invoice Amount by Segment across 2 years

Average Invoice Amount by segment for 2 years
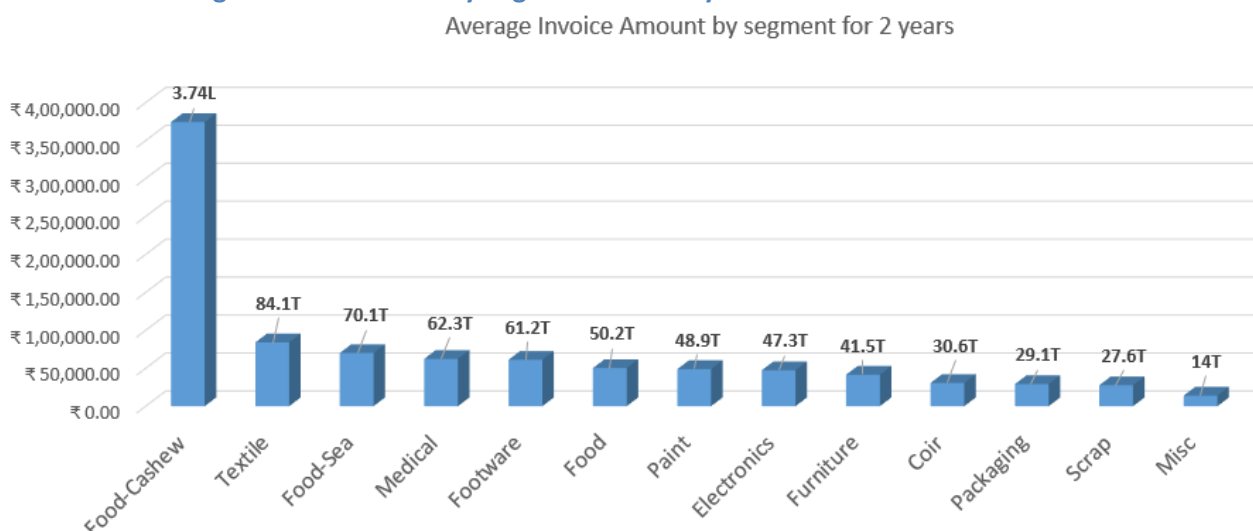
The Food-Cashew segment has the highest average invoice value at ₹3.74 lakhs, indicating a strong dependency on this segment.

Scenario 5: Revenue Contribution of High-Value Customers in each segment

Revenue Contributed by The Top 20% of Customers in Each Segment
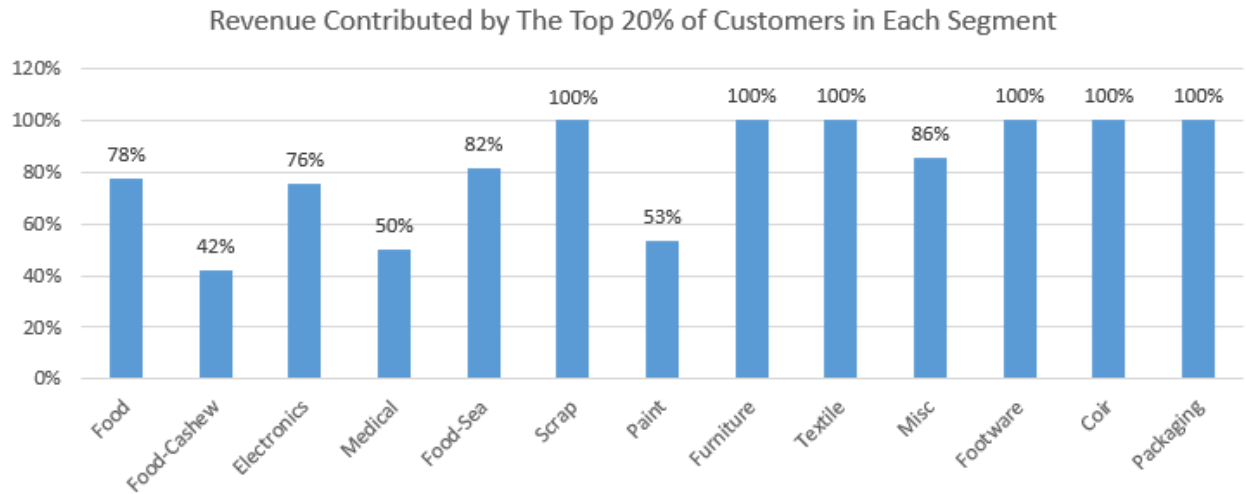
The list below captures the top performing customers in some of the selected segments:

Segment	total cust	Top 20%
Electronics	7	SFO Technologies Pvt Ltd (CR-IND-3363)
Food	12	Intergrow Brands Private Limited
		Symega Food Ingredients Ltd
		Nitta Gelatine India Ltd
		St Joseph's Agro Industries
Misc	25	4 Line Trade Links
		Crown Products
		Rays Lights & Electricals
		Southern Industries
		Kins Industries
Medical	5	Encare Medical Devices Pvt Ltd
Food-Cashew	4	Prakash Exports
Food-Sea	4	Kay Kay Exports

In the **Food**, **Electronics**, and **Food-Sea segments**, the top 20% of customers account for nearly 80% of the total revenue within their respective segments.

Scenario 6 Repeat Purchases vs. Single Purchases by Segment

Count of Single vs Multiple Purchase
in a segment
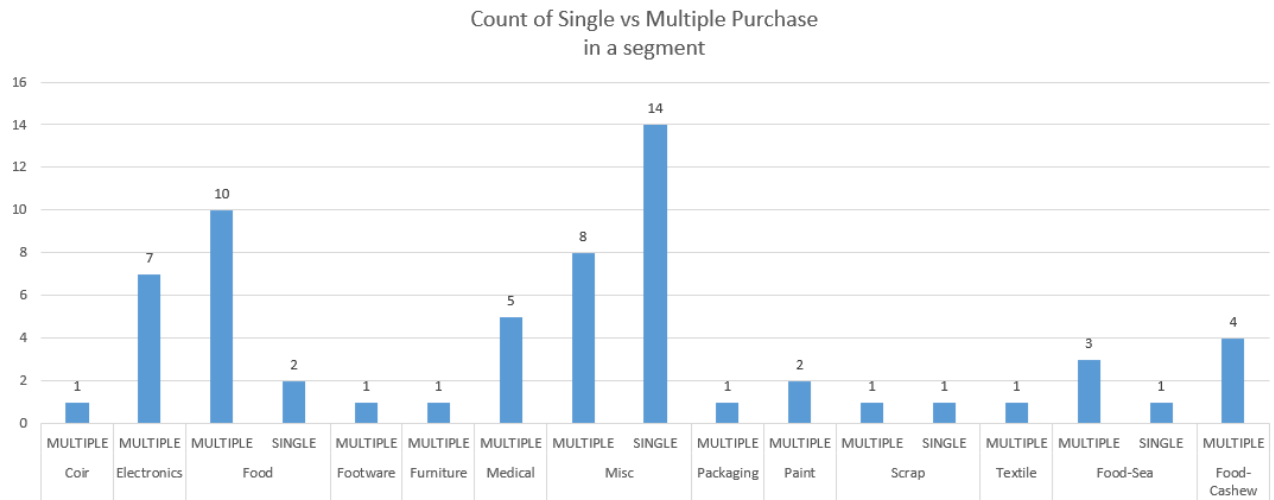
Findings: The Miscellaneous segment is characterized by a high number of single-purchase transactions. In contrast, the Food and Food-Cashew segments demonstrate a strong trend of repeat purchases, indicating higher customer retention and ongoing demand in these categories.

Scenario 7: Top Performing Months per Segment

Row Labels	Food-Cashew	Food	Electronics	Medical	Food-Sea	Paint	Scrap	Misc	Furniture	Textile	Footware	Coir	Packaging
2022													
Oct	950260	506012	382717	294929	542438	227108	94928	970				57954	
Nov	806058	472762	383407	74883	92925	124763	70263	72998	29411			19255	
Dec	1374056	365353	445821	269499	320837	257852	58931	2597	20451			35353	
2023													
Jan		578947	412966	108545	55460	140370	28009	33813	87356	70203		42171	30057
Feb	1260292	640416	209743	450582	150020	154865	78464	4783	47937			166551	
Mar	1934321	758830	411795	143767	88991	137102	64139	115903	51115			60896	
Apr	1211961	923830	299038	199784	173265	118941	76296	32615	49642			42929	
May	958559	1050588	422975	216165	22846	37785	48626	7171		165200		34974	
Jun	391807	903342	394642	475387	75573	73956	41622	16723	49294				28192
Jul	1987424	1166911	586651	227981			64515	6778	56710				
Aug	1262843	1027176	294200	120259	113775	57902	59645	1938	48118	60546			
Sep	1362368	482134	415456	121397	314641	41453	51769	2514	131314	163052			
Oct	1898341	488571	434507	160501	68939	76141	50337	107131					
Nov	1442667	366179	350484	227228	55161		46402	25861	49733		63101		
Dec	941179	823786	327100	179623	179872	33304	46352	1837	49591				
2024													
Jan	1859011	351735	357168	220441	115531	44160	66025	94990	50663	64554			
Feb	937558	384483	477610	508937	134235	44269	51752	36006	44471				
Mar	1009095	374723	440048	646446		89847	59924					63459	
Apr	1828300	148898	469591	160302	27453		63570		55069	63216	186483		
May	968009	365594	637811	153360	366329	117120	55090	8925		182434	129157		
Jun	1734496	270360	578079	248865	86621		102580	8909	50457		63881		
Jul	1388970	264186	640001	227975	59640	33476	73165	76717			61145		
Aug	1673344	171333	634630	151266	60117		71390	265825		72322	57526		
Sep	1893168	188514	602210	212499	50165		70720	1129	43183		109862		

Findings:

- The *Food-Cashew segment* has consistently performed well throughout the months, with an upward trend observed toward the end of 2024.

- In contrast, the *Food segment*, which peaked in 2023, has experienced a significant decline, reaching its lowest performance levels in 2024.
- Meanwhile, the *Electronics segment* shows a positive growth trajectory in 2024, indicating increasing demand or improved performance in this category.

5. Key Insights and Recommendations

- The Food-Cashew segment dominates revenue generation, contributing ₹3.1 crore, but this heavy reliance poses a significant financial risk.
- The Misc segment has the highest customer count (22), followed by the Food segment (12). Other segments show limited customer representation.
- In the Food, Electronics, and Food-Sea segments, the top 20% of customers contribute nearly 80% of revenue, highlighting revenue concentration.
- Revenue across 8 quarters averaged ₹91.75 lakhs, with a significant growth trend in Year 2.