

# Business Data Analysis Report

## Objective:

This analysis aims to examine business data trends, providing insights into revenue, transaction patterns, product sales, and customer behavior. Key metrics were analyzed using Excel's pivot tables and formulas.

## Key Findings:

### 1. Total Revenue by Category and Brand:

- The revenue distribution across categories indicates that **Health Care** is the leading category, contributing approximately ₹21.3 billion, followed by **Fabric & Home Care** and **Grooming**, contributing ₹70.5 billion and ₹18.4 billion, respectively.
- **Pampers** from the **Baby Care** category has significantly higher revenue, ₹1.9 billion, compared to other brands, highlighting the strength of this product.

### 2. Top 5 Customers by Revenue:

- **JCK Enterprise** emerges as the top contributor with ₹13.92 billion in revenue, followed by **Kyra Enterprises** at ₹7.27 billion.
- These customers dominate the revenue share, showcasing the importance of these accounts for business growth.

### 3. Most Frequently Sold Product (by UPC) for Each Customer Type:

- For **Wholesale**, products like **SubD A** and **SubD B** are the most frequently sold, with high quantities. This suggests that these customers are purchasing in bulk, which is typical for wholesale transactions.
- **Retail Pharmacy** and **Retail Traditional** customers have a mix of products, but they tend to focus more on specific product types like **HFS** and **Maximus**

### 4. City-Wise Revenue and Transaction Patterns:

- **Indore** stands out with ₹14.69 billion in revenue, followed by **Vadodara** at ₹7.51 billion, indicating that these cities are key revenue-generating regions.
- The number of transactions in **Indore** is also significantly higher (501), suggesting a higher volume of sales activity.
- **Surat** shows a lower total revenue (₹183k) with just 67 transactions, which indicates potential for growth or areas to improve sales.

### 5. Average Quantity Sold per Transaction by Channel:

- **Wholesale** channels have the highest average quantity sold per transaction, with 1305.56 units, reflecting bulk transactions.
- In contrast, **Retail Pharmacy** and **Retail Traditional** channels show a more balanced average quantity sold (4.62 and -2.51, respectively), highlighting more frequent but smaller transactions.
- **Online/New** and **Specialty/Niche** channels show the most variation, which may indicate a more niche or selective customer base.

### 6. Reasons for Transactions and Their Impact on Revenue:

- A large proportion of transactions are labeled as **"blank"**, indicating no specific reason is provided. However, incidents like **"Wrong Order"** and **"Short Supplied"** have a noticeable impact on revenue loss, with revenues of ₹23.06 million and ₹3.54 million, respectively.
- These transactions may indicate areas for operational improvements to minimize losses due to errors.

## Conclusion:

- Focus on maximizing revenue from **top customers** and **Health Care** products.
- Explore growth in **Surat**, where transaction volume is low.
- Address operational issues related to **Wrong Orders** and **Short Supplies**.
- Optimize inventory and sales strategy around frequently sold products

## Recommendations:

- **Strengthen Relationships** with high-revenue customers for sustained growth.
- **Target Underperforming Regions** like Surat with localized marketing strategies.
- **Streamline Operations** to reduce errors in order fulfillment and minimize revenue loss.
- **Leverage Frequent Product Sales** to optimize inventory and sales forecasts..