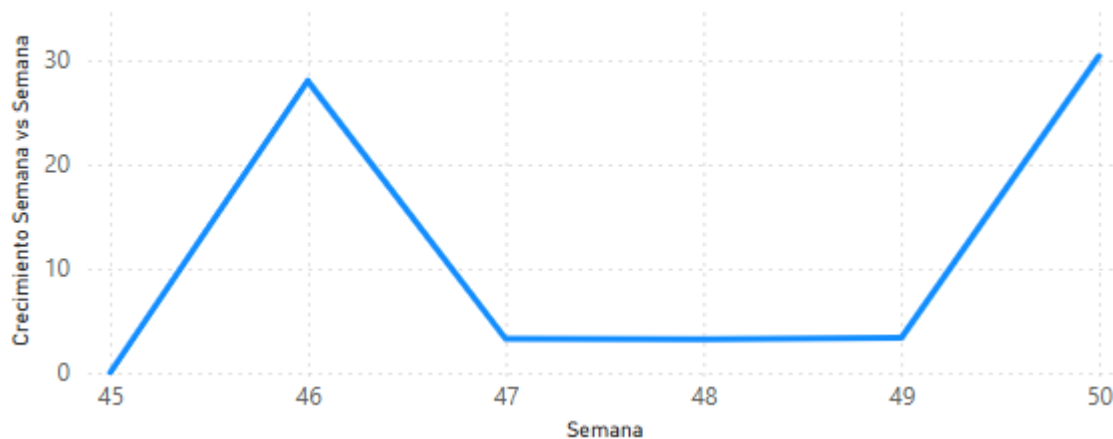


RIWI VENTAS ANALYTICS REPORT: SALES OPTIMIZATION INSIGHTS

Insight 1: Extreme Volatility in Weekly Growth

Crecimiento Semana vs Semana por Semana



Analysis

The "Semana vs Semana Growth" chart shows a highly unstable sales pattern.

- Sales growth went up sharply, reaching nearly 30% in Week 46 of the year.
- After this high peak, the growth fell down and remained flat ("meseta") for Weeks 47, 48, and 49.
- In Week 50, the growth went up very high again, reaching the same level as Week 46.

This data tells us that the company has strong success during some weeks, but it cannot keep the momentum in the following weeks.

Storytelling

The Narrative of the 'Rollercoaster Sales':

This volatility is dangerous for the business. When sales grow by 30% (Week 46), the operations team must send products quickly ("rush orders"). This is expensive. When sales are flat for three weeks (Weeks 47-49), the company has too much inventory ("excess stock") that costs money to store. We need to understand why Weeks 46 and 50 were so successful. Was it a big promotion, a seasonal event (like holidays), or a very large client order? If we do not know the cause, we cannot plan. The challenge is not only to reach a high sales peak but to maintain a steady and predictable growth curve.

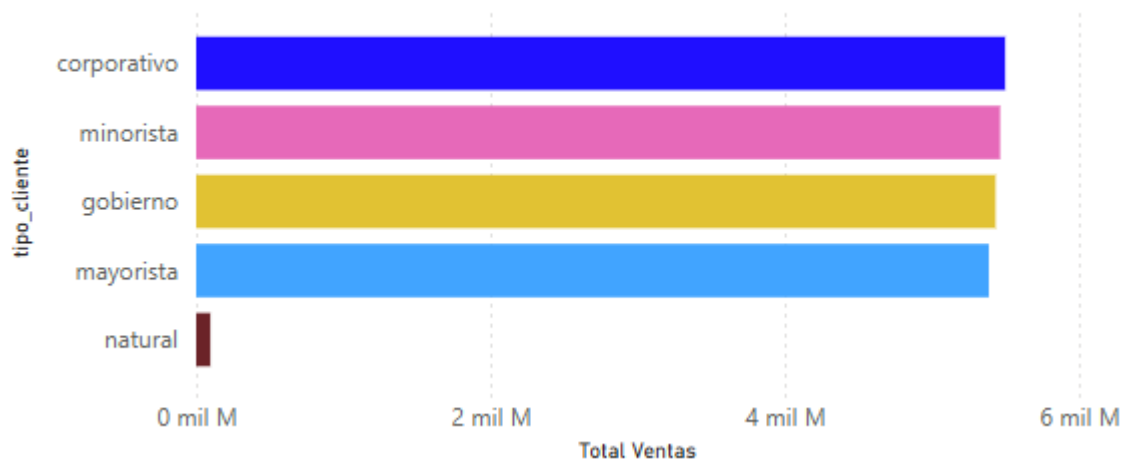
Recommendation

Action: Investigate the marketing campaigns and sales activities that happened specifically in Weeks 46 and 50.

Next Step: Use this information to create a Demand Forecasting Model. This model will help smooth the sales curve and allow the Operations team to plan inventory more efficiently, avoiding the high costs of rush orders and excess stock.

Insight 2: Sales Dependence on B2B Clients

Total Ventas por tipo_cliente



Analysis

The chart "Total Ventas por tipo_cliente" shows that the "corporativo" (corporate) and "mayorista" (wholesale) segments are the primary income drivers.

- Both 'corporativo' and 'mayorista' generated total sales well over \$5 Billion each.
- These two B2B segments contribute more than the 'minorista' (retail) and 'gobierno' (government) segments.
- The natural client type provides a very small portion of total sales.

Storytelling

The Narrative of the '80/20 Rule':

Our business is heavily reliant on a small number of large clients in the B2B space (corporate and wholesale). These relationships are the engine of our \$21.88\$ Billion in sales. This strong concentration creates a significant business risk. If we lose just one major corporate client, the negative impact on our total revenue will be very large. Our

resources—sales, support, and relationship management—must be focused on keeping these high-value clients happy and stable. Client retention is more critical than new client acquisition in this context.

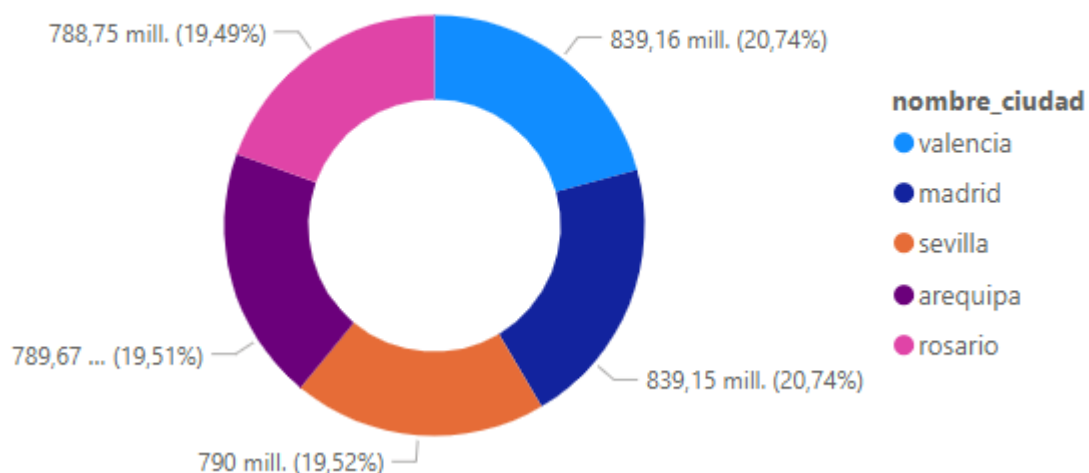
Recommendation

Action: Create a VIP Retention Program and a Early Warning System for corporate and wholesale clients.

Next Step: Assign dedicated Sales and Support teams to these key accounts. The goal is to monitor client satisfaction daily and proactively look for new cross-selling (vender otros productos) or up-selling (vender productos más caros) opportunities within their business.

Insight 3: Geographic Concentration vs. New Markets

Top 5 Ciudades por nombre_ciudad



Analysis

The chart "Top 5 Ciudades por nombre_ciudad" shows that sales are highly concentrated and evenly split among the five best-performing cities.

- The top 5 cities (Valencia, Madrid, Sevilla, Arequipa, Rosario) each contribute about \$20% of the geographic sales.
- Each city generates between \$788\$ Million and \$839 Million in sales.
- The presence of many other cities like (Bogotá, Barranquilla, Bucaramanga, etc.) suggests they are either underperforming or completely unexploited.

Storytelling

The Narrative of the 'Treasure Hunt':

We have maximized our sales in the Top 5 cities, and trying to increase sales there might be expensive due to high competition. The greatest potential for future, low-risk growth lies in the many other cities visible in the data. For example, cities like Bogotá or Barranquilla have high population and economic activity but are not yet in the Top 5. The company should not rely too much on the income from only 5 cities. Our strategy should shift from optimizing the existing \$20%\$ in Madrid to capturing the \$20%\$ that is missing in a new city.

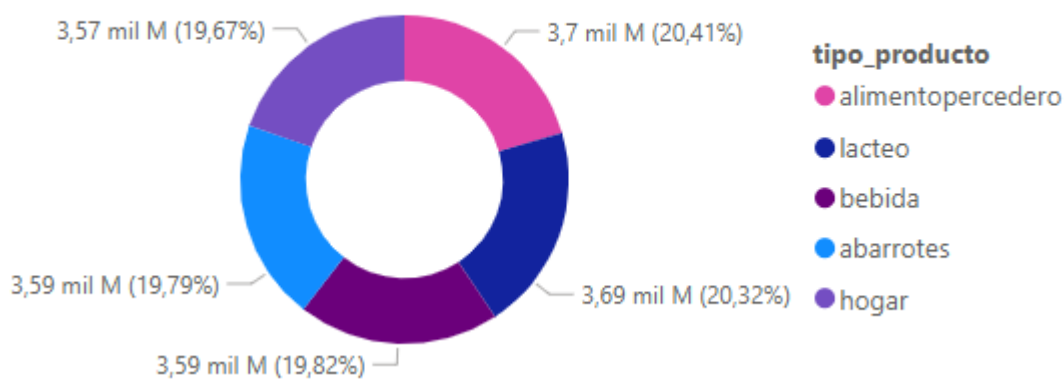
Recommendation

Action: Conduct a quick market potential analysis for the cities that are currently performing at a medium volume (e.g., Bogotá, Barranquilla, Cali).

Next Step: Launch a Marketing and Logistics Pilot Campaign focused on two of these selected cities during the next quarter. The goal is to successfully duplicate the sales model and achieve a better geographic balance.

Insight 4: Product Concentration and Diversification

Top Categorías por tipo_producto



Analysis

The chart "Total Ventas por nombre_producto" shows a significant imbalance in product sales.

- The products 'pan' (bread) and 'te' (tea) are the top two sellers, each generating close to \$3 Billion in sales.
- Products like 'café' (coffee), 'yogurt', and 'En blanco' have much lower sales volumes.
- The category chart "Top Categorías por tipo_producto" is very balanced, with categories like 'alimentopercedero' (perishable food), 'lacteo' (dairy), and 'bebida' (beverage) all contributing roughly \$20% each.
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Storytelling

While the product categories look healthy and diversified (20% each), the total sales are heavily dependent on just two specific products: bread and tea. If a major competitor starts offering a better price for bread, or if a health trend reduces the demand for tea, the entire sales revenue (the \$21.88 Billion total) is at risk. We have built our business success on these two items. We must strategically invest in the secondary products (coffee, yogurt) to increase their volume and move them closer to the level of bread and tea. Diversifying our product sales will secure our future revenue.

Recommendation

Action: Initiate a targeted promotional campaign for the products 'café' and 'yogurt' to increase their sales volume by at least 25% in the next quarter.

Next Step: Perform a Profitability Analysis on the secondary products to ensure that the promotional investment leads to high-margin sales, not just high-volume sales. The goal is to balance the *nombre_producto* sales to reduce the heavy dependence on just 'pan' and 'te'.