Business Data Analysis - Summary Report

1. Total Revenue by Category and Brand

- Baby Care (Pampers): ₹68.5M
- Fabric & Home Care (Ariel): ₹232.78M
- Aircare (AmbiPur): ₹113.62K

2. Top 5 Customers Contributing to Revenue

1. JCK Enterprise: ₹13.9B
2. Kyra Enterprises: ₹7.27B
3. Star Exports (GST): ₹365.29M
4. Vinayak Marketing: ₹158.04M
5. Vinod Pharma: ₹128.22M

3. Most Frequently Sold Product by Customer Type

- Each customer type prefers specific products:
    - Large B Pharmacy: Product with UPC 24
    - Semi WS Traditional: Product with UPC 960
    - SubD (SubD A): Product with UPC 60

4. City-Wise Trends

- **Revenue**:
    - Indore: ₹14.69B (501 transactions)
    - Vadodara: ₹7.5B (409 transactions)
    - Ahmedabad: ₹299.51K (29 transactions)
- **Transactions**:
    - Indore has the highest transaction count at 501.

5. Average Quantity Sold per Channel

- Semi WS Traditional: 1534.17 units per transaction
- Large A Pharmacy: 15.65 units per transaction
- Medium Pharmacy: 10 units per transaction

6. Pivot Table Summary (City-Wise)

- Ahmedabad: Revenue ₹299.51K, Quantity 159
- Indore: Revenue ₹14.69B, Quantity 56,496
- Vadodara: Revenue ₹7.5B, Quantity 27,795