

Buncha Technologies India Business Analysis

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Key Insights from the Data

1. Discount Campaign Analysis

- 36.4% of customers increased their spending after receiving discounts, while 63.6% either maintained or reduced spending.
- Example: Customer 1289 (no discount) increased spending from \$3,526.36 to \$9,705.81 (+175.2%).
- Customer 1563 (discount applied) reduced spending from \$923.65 to \$387.82 (-58.0%).
- Total revenue before discounts: \$1.28M → After discounts: \$2.57M (+100.0% revenue growth).
- Conclusion: Discounts were effective for some, but ineffective for others, suggesting a need for better customer targeting.

2. Sales Performance

- Total revenue generated: \$10.21M (Jan-Dec 2023).
- Highest-selling categories:
 - Meat: \$3.45M (33.8% of total revenue)
 - Dairy: \$2.98M (29.2%)
 - Bakery: \$1.85M (18.1%)
- Regional Sales:
 - West: \$3.1M (30.4% of total sales)
 - Central: \$2.9M (28.4%)
 - South: \$2.7M (26.5%)
 - East: \$1.5M (14.7%)
- Conclusion: Meat & Dairy drive most sales, and West & Central regions generate the highest revenue.

3. Orders and Customer Spending

- Total orders placed: 15,293
- Average order value: \$252.57
- Highest single order: \$392.89 (San Francisco)
- Top-spending city: Houston (18.7% of total sales)
- Conclusion: High-value orders come from Houston and San Francisco, suggesting potential for premium pricing.

4. Inventory Analysis

- Stocked products: 5,421 units across all categories
- Out-of-stock products: 3.6% of total inventory
- Top stocked product: Vegetables (418 units)
- Potential shortages: Dairy & Bakery products have the highest turnover, leading to periodic stockouts.
- Conclusion: Optimize restocking schedules to prevent shortages in high-demand categories.

5. Revenue Growth Trends (Pivot Table Analysis)

- Monthly revenue growth trends:
 - Feb 2023: \$109.3K (+7.0%)
 - Mar 2023: \$103.3K (-5.4%)
 - Peak revenue month: October 2023 (\$140.2K)
- Conclusion: Revenue fluctuates, with seasonal dips and surges.

Methodologies Used

1. Comparative Analysis – Measured pre- and post-discount performance.
2. Revenue Segmentation – Analyzed revenue by category, region, and customer behavior.
3. Customer Segmentation – Identified high-value customers based on order frequency and spending.
4. Inventory Monitoring – Tracked stock levels and out-of-stock rates.
5. Trend Analysis – Assessed revenue growth patterns and seasonality effects.

Recommendations

- **Refine Discount Strategy** - Target customers with high spending potential rather than offering discounts across the board.
- **Boost Inventory for High-Demand Products** - Increase stock for Dairy & Bakery to avoid revenue loss due to shortages.
- **Prioritize Houston & Central Region Marketing** - Since Houston accounts for 18.7% of sales, localized promotions could drive further growth.
- **Adjust Pricing Strategy for Peak Months** - October sales were highest—consider seasonal price adjustments to maximize profit.
- **Enhance Demand Forecasting** - Given 5.4% revenue drop in March, predictive analytics can help prepare for seasonal downturns.

Conclusion

The analysis highlights key trends in customer spending, discount efficiency, inventory management, and seasonal revenue shifts. While discount campaigns doubled total revenue, they were not uniformly effective, indicating a need for better-targeted promotions. High-demand products and regional sales variations suggest an opportunity for optimized inventory control and location-based marketing strategies. By refining pricing strategies, forecasting demand, and enhancing customer targeting, the business can maximize profitability while improving operational efficiency.

Thank You