

ITMGT 25.03-C

AD HOC ANALYSIS: LOLA TAMIS

AIJI C. UMEMORI (ID NO. 216092)

BASIC INFO AND STATS

- Company Name: Lola Tamis
- Nature of Business: Food and Beverages
- Cumulative Sales from January - June 2022: PHP 381,152,772.00
- Total Unique Customer Count from January - June 2022: 8,487
- Products Offered: Beef Chicharon, Gummy Vitamins, Gummy Worms, Kimchi and Seaweed, Nutritional Milk, Orange Beans, and Yummy Vegetables

PRODUCT CATALOG

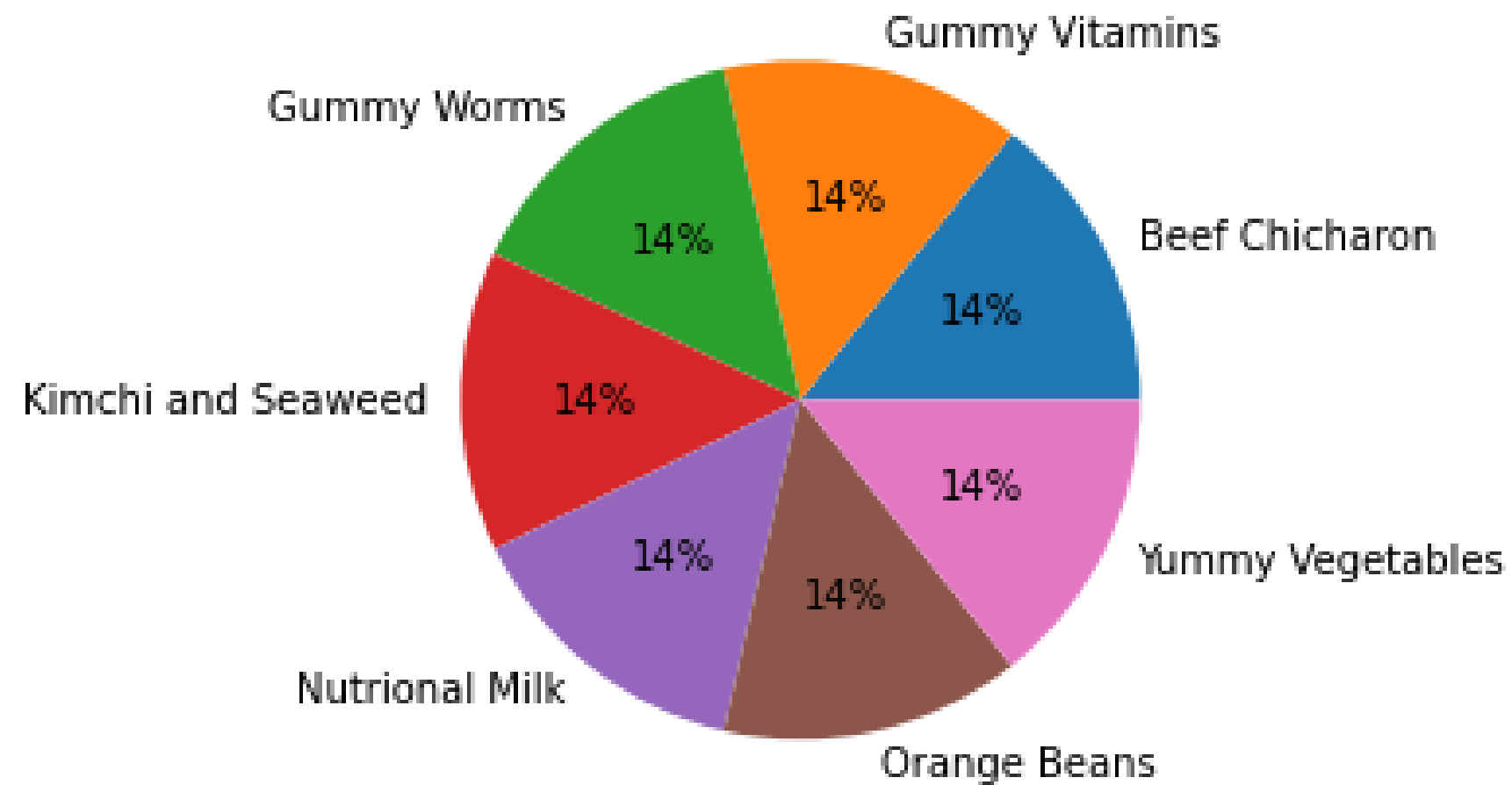
	item	price_per_item
0	Beef Chicharon	1299
1	Gummy Vitamins	1500
2	Gummy Worms	150
3	Kimchi and Seaweed	799
4	Nutrional Milk	1990
5	Orange Beans	199
6	Yummy Vegetables	500

BREAKDOWN OF COUNT OF EACH ITEM SOLD PER MONTH AND TOTAL QUANTITY OF EACH ITEM SOLD FROM JANUARY - JUNE 2022

transaction_month	1	2	3	4	5	6	Total Quantity Sold
item							
Beef Chicharon	9665	10001	9816	9890	10028	9902	59302
Gummy Vitamins	9681	9980	10145	9842	9948	9980	59576
Gummy Worms	9559	9996	9986	10043	9801	9934	59319
Kimchi and Seaweed	9676	9949	9967	9921	9773	10104	59390
Nutrional Milk	9727	9691	9876	9786	9881	9767	58728
Orange Beans	9774	10037	9611	9914	9964	10106	59406
Yummy Vegetables	9959	10256	9896	9861	9735	9722	59429

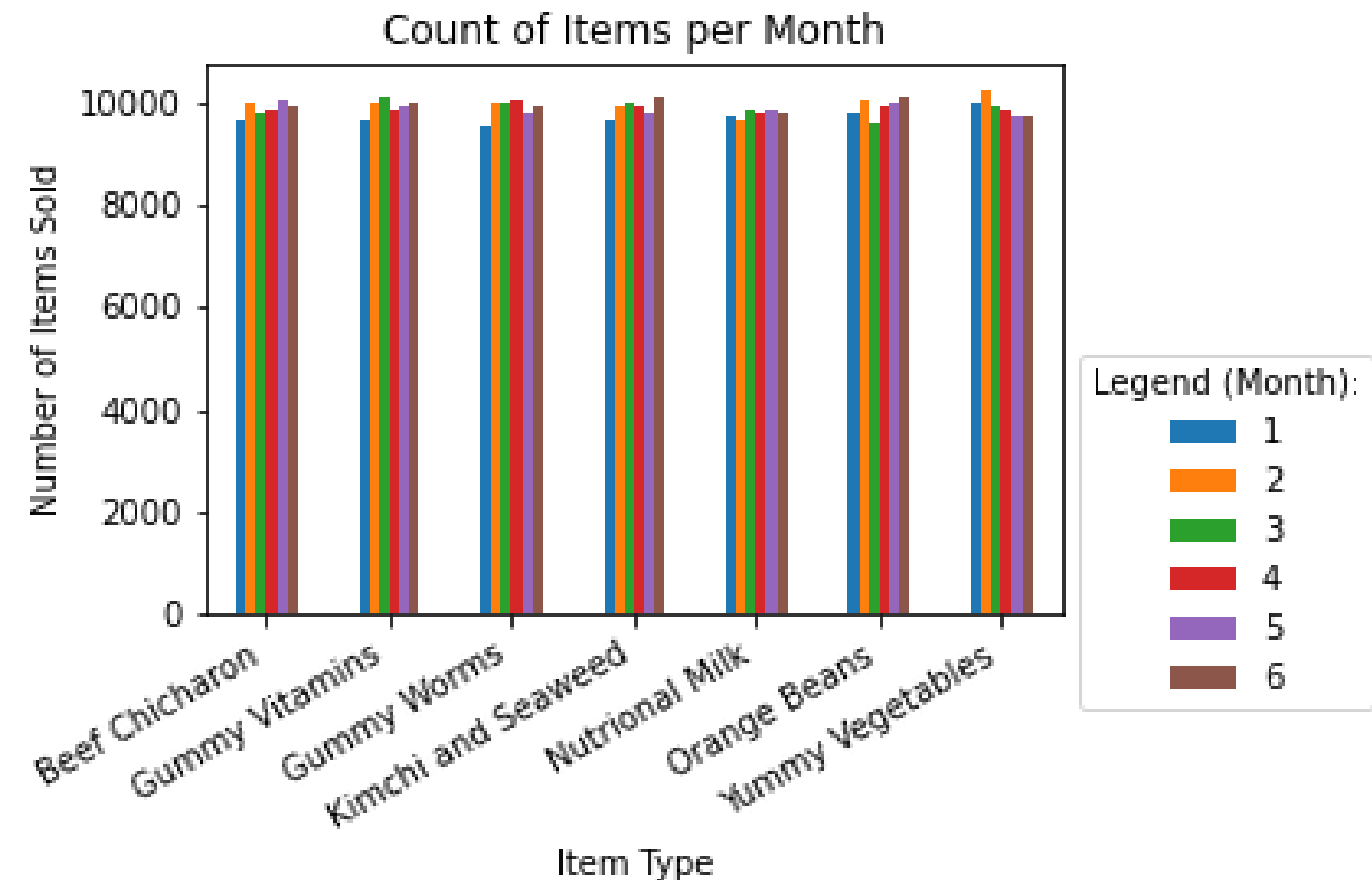
NOTE: For the current and subsequent slides; transaction_month 1 = January, transaction_month 2 = February, transaction_month 3 = March, etc.

Shares of Each Item in Total Quantity Sold
from January to June 2022



- The shares were **all roughly equal in percentage**, meaning there weren't necessarily any standout products.
- Checking the specific total counts, **Gummy Vitamins sold the most** (total count of 59,576) while **Nutritional Milk sold the the least** (total count of 58,728). This means that the **statistical range** of the Total Quantity Sold column (from the previous slide) is **848**.

- All of the item types **generally had an upward trend** in terms of count of items sold per month, **except for the Yummy Vegetables** whose count slowly decreased throughout the past six months. It is important to note, however, that the reception of these changes still depend on the company's benchmark values and tolerance to fluctuations.



BREAKDOWN OF MONTHLY SALES VALUE PER ITEM AND TOTAL SALES PER ITEM FROM JANUARY - JUNE 2022

transaction_month	1	2	3	4	5	6	Total Sales per Item
item							
Beef Chicharon	12554835	12991299	12750984	12847110	13026372	12862698	77033298
Gummy Vitamins	14521500	14970000	15217500	14763000	14922000	14970000	89364000
Gummy Worms	1433850	1499400	1497900	1506450	1470150	1490100	8897850
Kimchi and Seaweed	7731124	7949251	7963633	7926879	7808627	8073096	47452610
Nutrional Milk	19356730	19285090	19653240	19474140	19663190	19436330	116868720
Orange Beans	1945026	1997363	1912589	1972886	1982836	2011094	11821794
Yummy Vegetables	4979500	5128000	4948000	4930500	4867500	4861000	29714500
Total Sales per Month	62522565	63820403	63943846	63420965	63740675	63704318	381152772

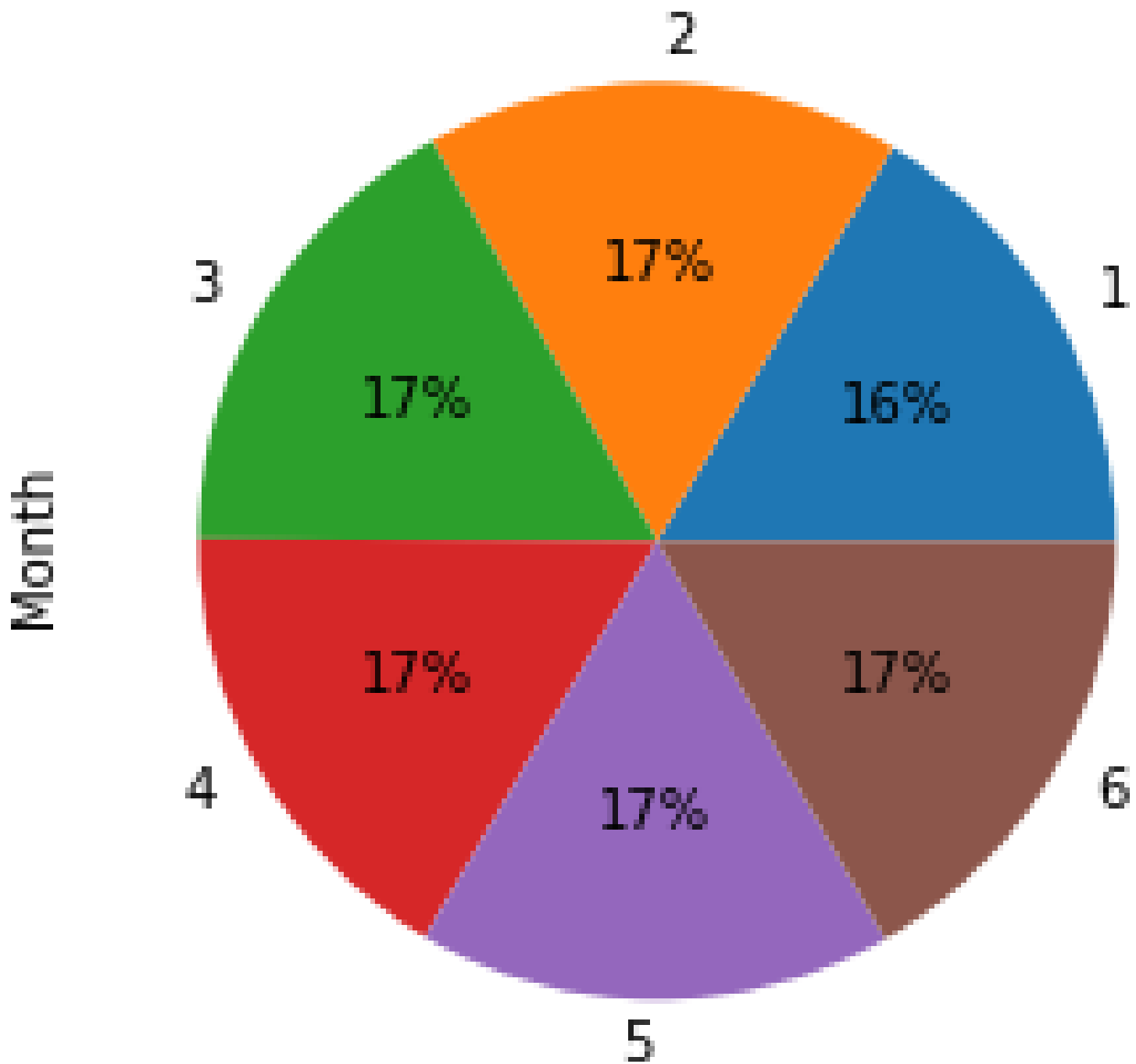
TOTAL SALES: ANALYSIS

- The table below is a **description of the Total Sales per Month (TSM) row** of the table in the previous slide.
- The almost equal percentage in shares (as seen in the pie chart), coupled with the low standard deviation (percent deviation of 0.82%) indicate **a relatively stable monthly revenue** for Lola Tamis.

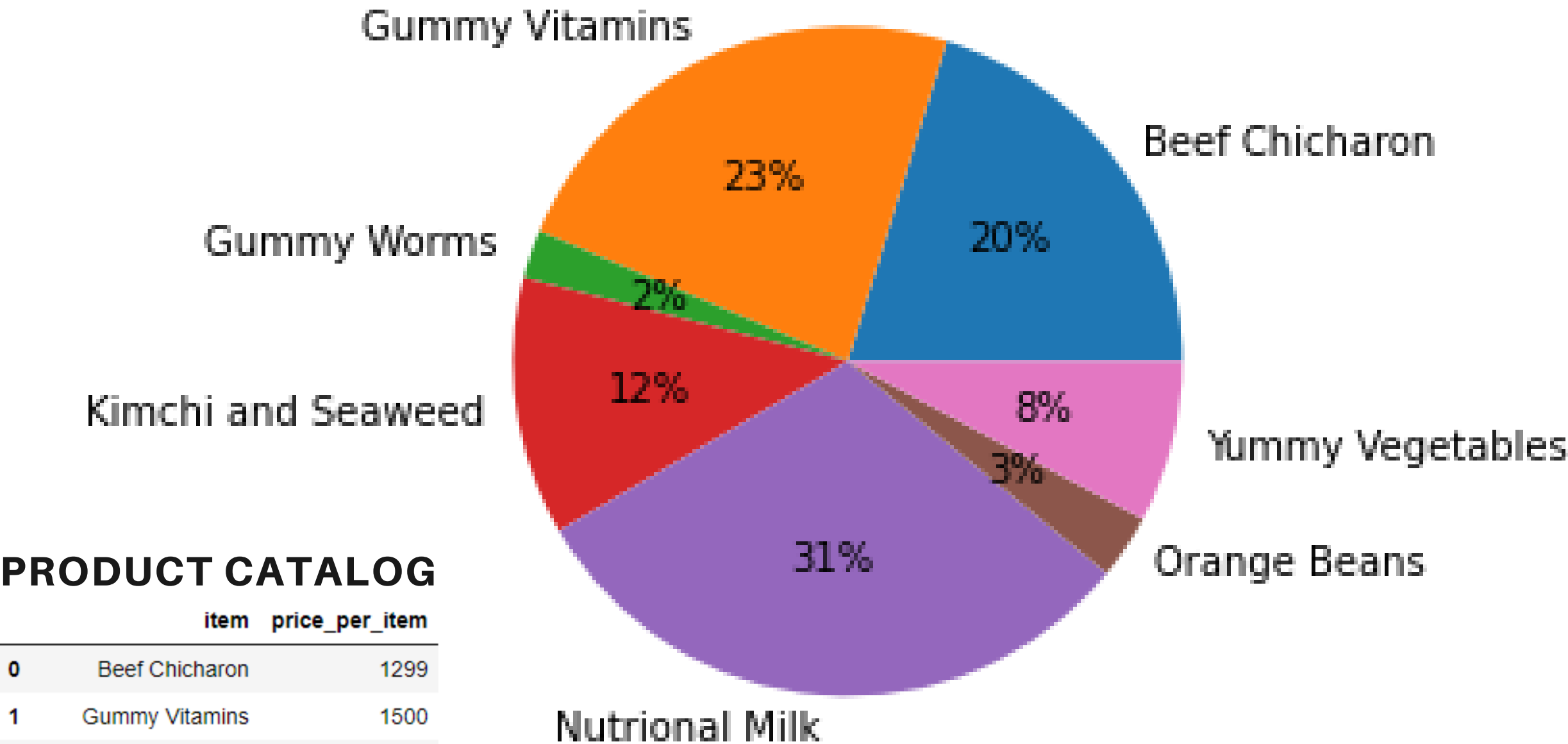
Total Sales per Month Description		Value
0	Total Cumulative Sales (from Jan-Jun 2022)	381152772
1	Mean Monthly Sales	63525462
2	Minimum	62522565
3	Maximum	63943846
4	Standard Deviation	520972

*Percent Deviation = Standard Deviation / Mean Monthly Sales * 100

Shares of Each Month in Total Sales
from January to June 2022



Shares of Each Item in Total Sales



PRODUCT CATALOG

	item	price_per_item
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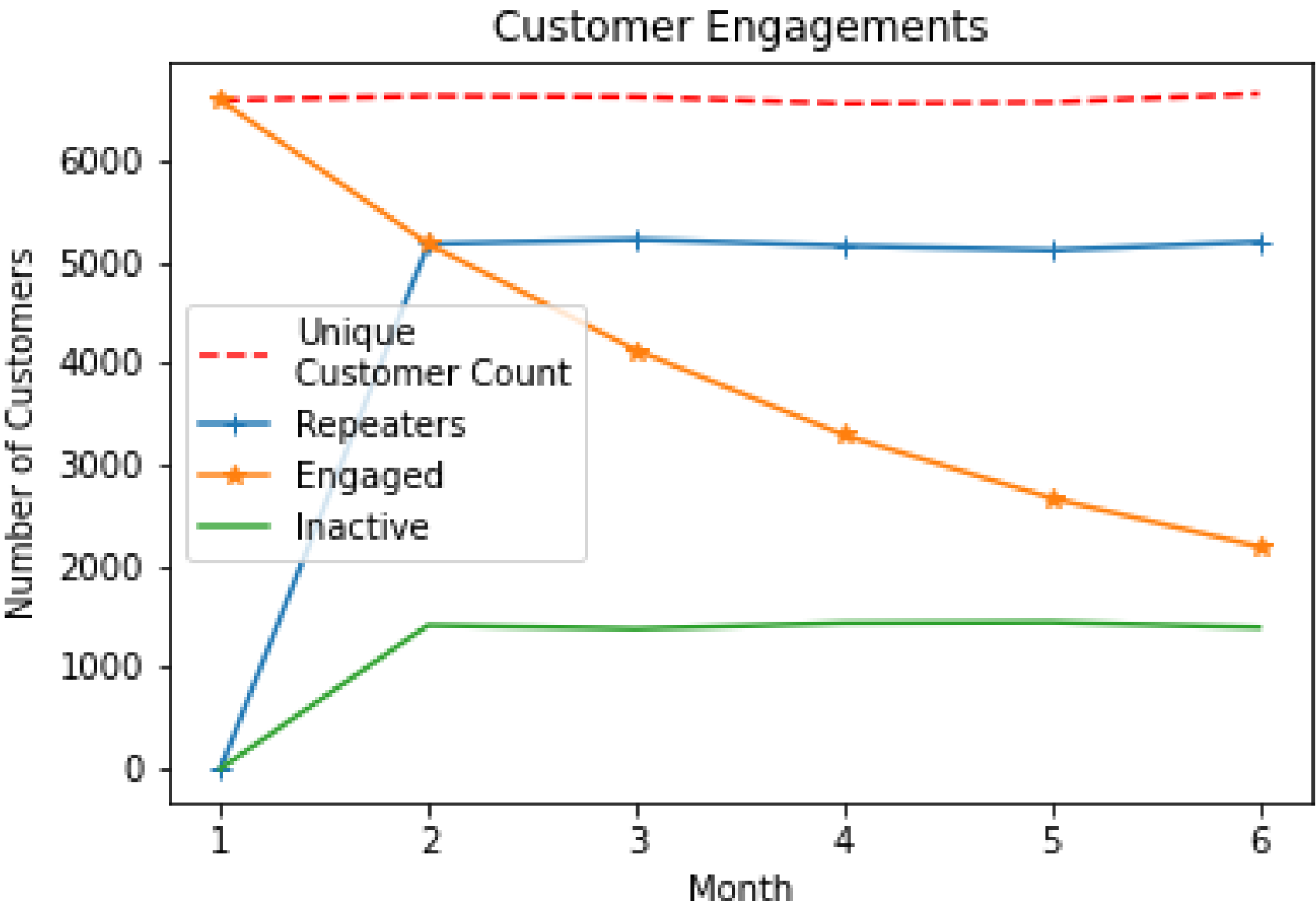
ITEM TYPE SHARE IN TOTAL SALES: ANALYSIS

- Given that the charts in previous slides showed that the shares of each item in total quantity sold are roughly equal in percentage, it can be deduced that the **main factor that caused the varying shares of each item in total sales are the unit prices or price_per_item**, as can be seen in the product catalog.

CUSTOMER ENGAGEMENTS: DEFINITIONS

- **Unique Customer Count** - the number of unique customers per month who make a transaction.
- **Repeaters** - the number of unique customers from the current month who also purchased in the previous month. **Starts at 0** for the earliest month in transaction data.
- **Inactive** - the number of unique customers in the total set of transactions up to and including the current month who have purchase history but do not have a purchase for the current month. **Starts at 0** for the earliest month in transaction data.
- **Engaged** - the number of unique customers in the total set of transactions up to and including the current month who have consistently purchased every single month.

Month	1	2	3	4	5	6
Unique Customer Count	6588	6631	6622	6556	6568	6652
Repeaters	0	5172	5216	5154	5110	5193
Inactive	0	1416	1378	1437	1445	1393
Engaged	6588	5172	4126	3289	2667	2190

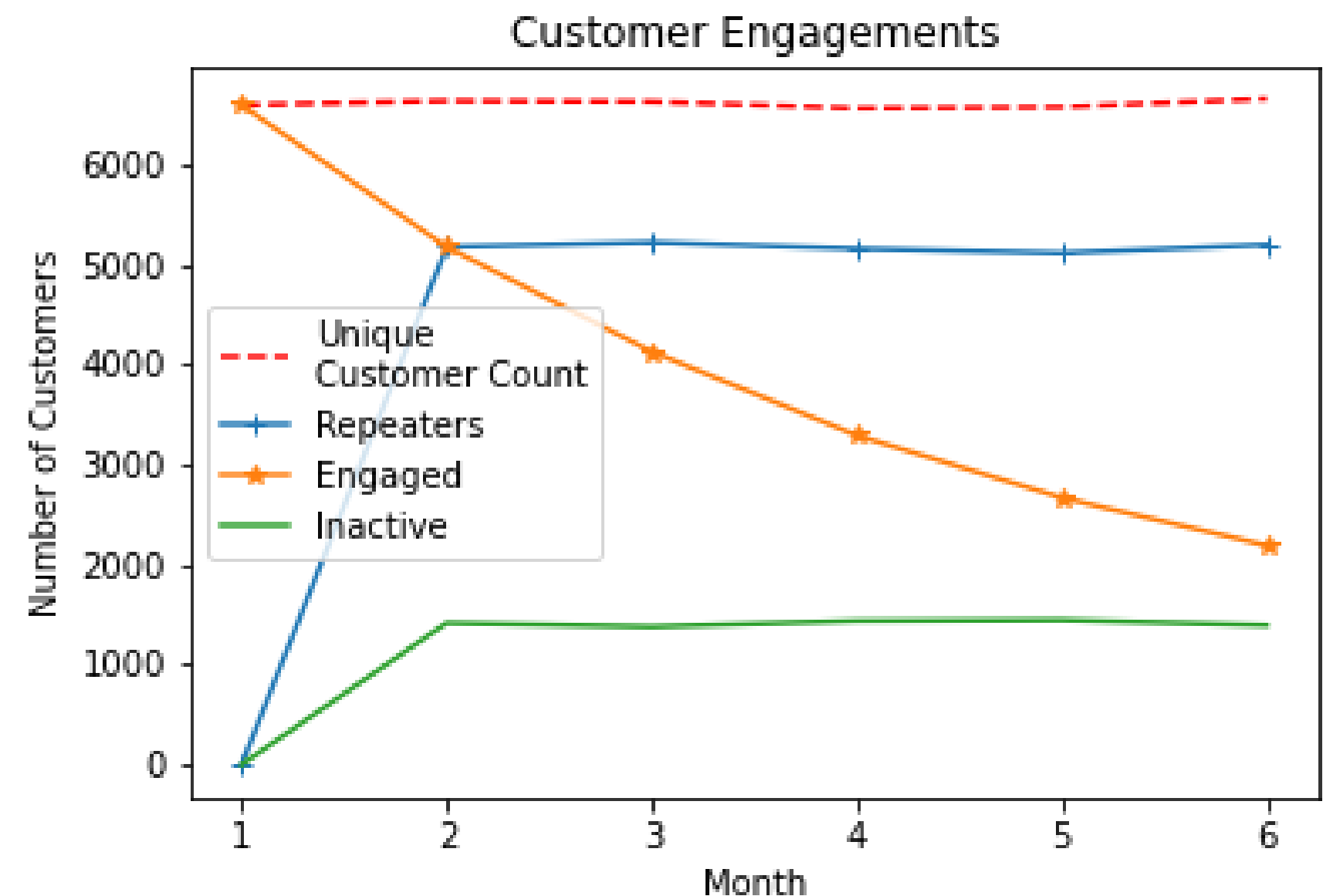


CUSTOMER ENGAGEMENTS: ANALYSIS (PART 1)

	Unique Customer Count Description	Value
0	Total Unique Customer Count (from Jan-Jun 2022)	8487
1	Mean Monthly Unique Customer Count	6602
2	Minimum	6556
3	Maximum	6652
4	Standard Deviation	37

- The table above is a **description of the Unique Customer Count (UCC) row** of the table on the upper right.
- Comparing the starting UCC against the Total UCC, there has been **an average of 379 new unique customers per month**.
- The small standard deviation of the UCCs (percent deviation of 0.56%)* is a good indicator of **a relatively stable market** for Lola Tamis.

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Unique Customer Count	6588	6631	6622	6556	6568	6652
Repeaters	0	5172	5216	5154	5110	5193
Inactive	0	1416	1378	1437	1445	1393
Engaged	6588	5172	4126	3289	2667	2190



*Percent Deviation = Standard Deviation / Mean Monthly UCC * 100

CUSTOMER ENGAGEMENTS: ANALYSIS (PART 2)

- The number of **repeaters** has largely remained stable from January to June 2022. This means a significant number of customers were **satisfied enough to make purchases again the following month**.
- Similar to repeaters, the number of **inactive** customers has largely remained the same throughout the past six months. Depending on the company's initial targets for this period, this can either be a good or a bad indicator of business performance.
- There is a clear **downward trend** on the number of **engaged** customers as the months pass. This is a common issue when the products being sold are not necessarily essentials that will always have a market no matter the time period. It simply means **customer retention rates are declining**, which may be caused by certain external factors.

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