

Business Problem

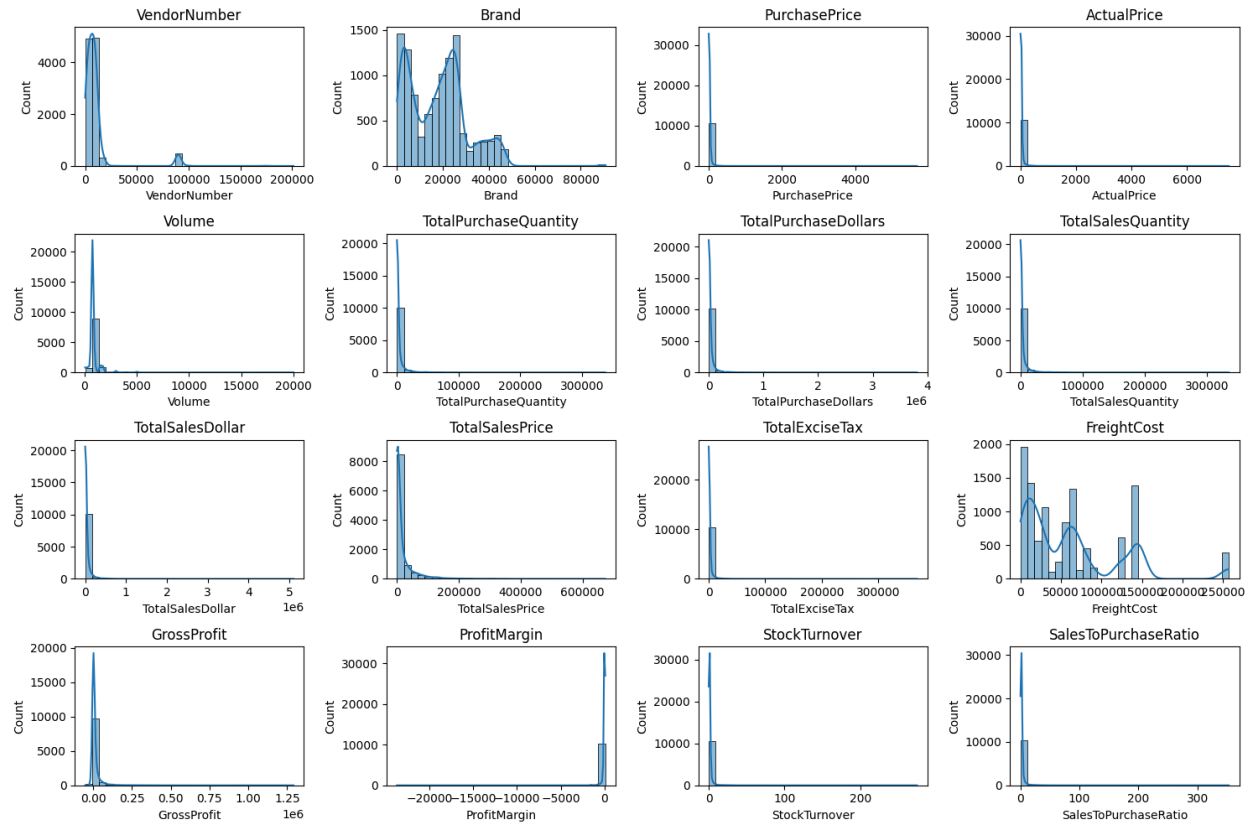
Effective inventory and sales management are critical for optimizing profitability in the retail and wholesale industry. Companies need to ensure that they are not incurring losses due to inefficient pricing, poor inventory turnover, or vendor dependency. The goal of this analysis is to:

- Identify underperforming brands that require promotional or pricing adjustments.
- Determine top vendors contributing to sales and gross profit.
- Analyze the impact of bulk purchasing on unit costs.
- Assess inventory turnover to reduce holding costs and improve efficiency.
- Investigate the profitability variance between high-performing and low-performing vendors.

Exploratory Data Analysis Insights

Summary Statistics

	count	mean	std	min	25%	50%	75%	max
VendorNumber	10692.0	1.065065e+04	18753.519148	2.00	3951.000000	7153.000000	9552.000000	2.013590e+05
Brand	10692.0	1.803923e+04	12662.187074	58.00	5793.500000	18761.500000	25514.250000	9.063100e+04
PurchasePrice	10692.0	2.438530e+01	109.269375	0.36	6.840000	10.455000	19.482500	5.681810e+03
ActualPrice	10692.0	3.564367e+01	148.246016	0.49	10.990000	15.990000	28.990000	7.499990e+03
Volume	10692.0	8.473605e+02	664.309212	50.00	750.000000	750.000000	750.000000	2.000000e+04
TotalPurchaseQuantity	10692.0	3.140887e+03	11095.086769	1.00	36.000000	262.000000	1975.750000	3.376600e+05
TotalPurchaseDollars	10692.0	3.010669e+04	123067.799627	0.71	453.457500	3655.465000	20738.245000	3.811252e+06
TotalSalesQuantity	10692.0	3.077482e+03	10952.851391	0.00	33.000000	261.000000	1929.250000	3.349390e+05
TotalSalesDollar	10692.0	4.223907e+04	167655.265984	0.00	729.220000	5298.045000	28396.915000	5.101920e+06
TotalSalesPrice	10692.0	1.879378e+04	44952.773386	0.00	289.710000	2857.800000	16059.562500	6.728193e+05
TotalExciseTax	10692.0	1.774226e+03	10975.582240	0.00	4.800000	46.570000	418.650000	3.682428e+05
FreightCost	10692.0	6.143376e+04	60938.458032	0.09	14069.870000	50293.620000	79528.990000	2.570321e+05
GrossProfit	10692.0	1.213238e+04	46224.337964	-52002.78	52.920000	1399.640000	8660.200000	1.290668e+06
ProfitMargin	10692.0	-inf	NaN	-inf	13.324515	30.405457	39.956135	9.971666e+01
StockTurnover	10692.0	1.706793e+00	6.020460	0.00	0.807229	0.981529	1.039342	2.745000e+02
SalesToPurchaseRatio	10692.0	2.504390e+00	8.459067	0.00	1.153729	1.436894	1.665449	3.529286e+02



Negative & Zero Values

- **Gross Profit:** Minimum of -52,002.78, including losses, indicating potential losses due to high costs or heavy discounts. This could be due to selling products at lower prices than the purchase cost.
- **Profit margin:** Has a minimum of $-\infty$, which suggests cases where revenue is zero or even lower than costs, leading to extreme negative profit margins.
- **Total Sales Quantity & Sales Dollars:** Some products show zero sales, indicating they were purchased but never sold. These could be slow-moving or obsolete stock, leading to inventory inefficiencies.

Outliers Detected by High Standard Deviations:

- **Purchase & Actual Prices:** The maximum values (5,681.81 & 7,499.99) are significantly higher than the mean (24.39 & 35.64), indicating potential premium products.

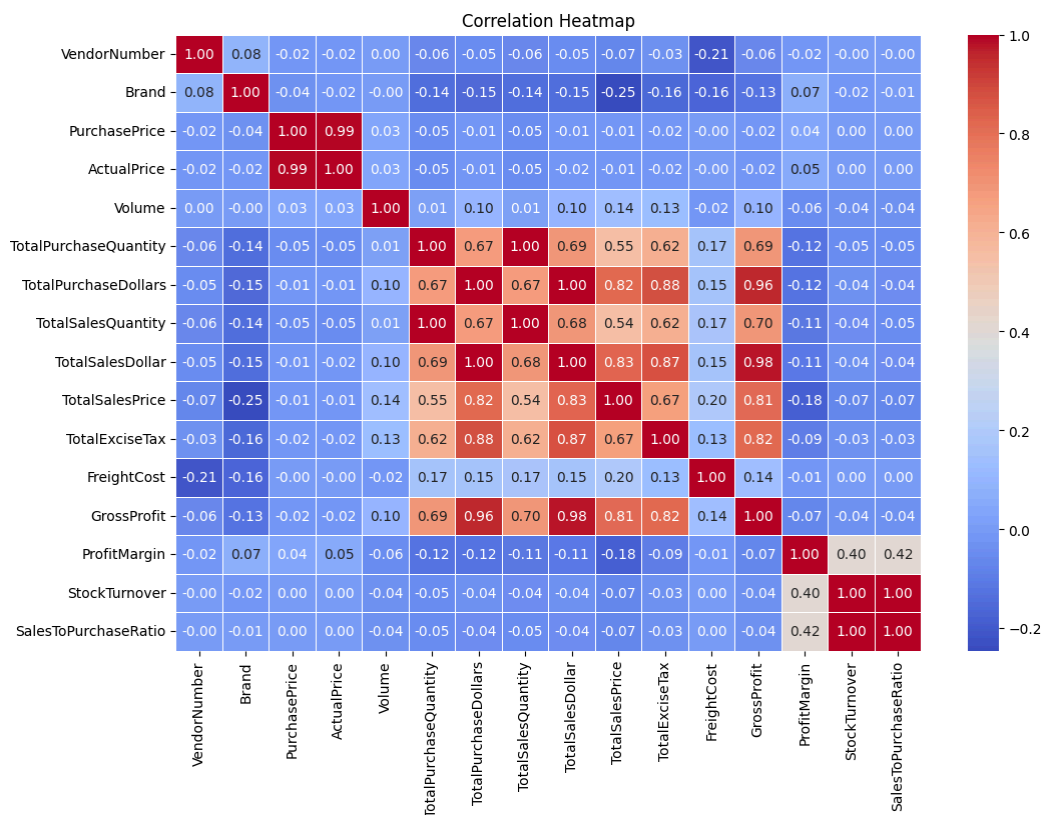
- **Freight Cost:** Huge variation, from 0.09 to 257,032.07, suggests logistics inefficiencies, bulk shipments, or erratic shipping costs across different products.
- **Stock Turnover:** Ranges from 0 to 274.5, implying some products sell extremely fast while others remain unsold for a long time. A Value greater than 1 indicates the sales for a product exceed the purchased quantity due to older stock fulfilling orders .

Data Filtering

To enhance the reliability of the insights, we removed inconsistent data points where:

- Gross Profit ≤ 0 (to exclude transactions leading to losses).
- Profit Margin ≤ 0 (to ensure analysis focuses on profitable transactions).
- Total Sales Quantity = 0 (to eliminate inventory that was never sold).

Correlation Insights



- **Purchase Price vs TotalSalesDollars & Gross Profit:** Weak correlation(-0.012 and -0.016), suggesting that price variation does not significantly impact sales revenue or profit.
- **Total Purchase Quantity vs Total Sales Quantity:** Strong correlation (0.999), confirming efficient inventory turnover.
- **Profit Margin vs Total Sales Price:** Negative correlation (-0.179), suggests that increasing sales price may lead to reduced margins, possibly due to competitive pricing pressures.
- **Stock Turnover vs GrossProfit & ProfitMargin:** Weak negative correlation (-0.038 and -0.055), indicating that faster turnover does not necessarily result in higher profitability.

Research Questions & Key Findings

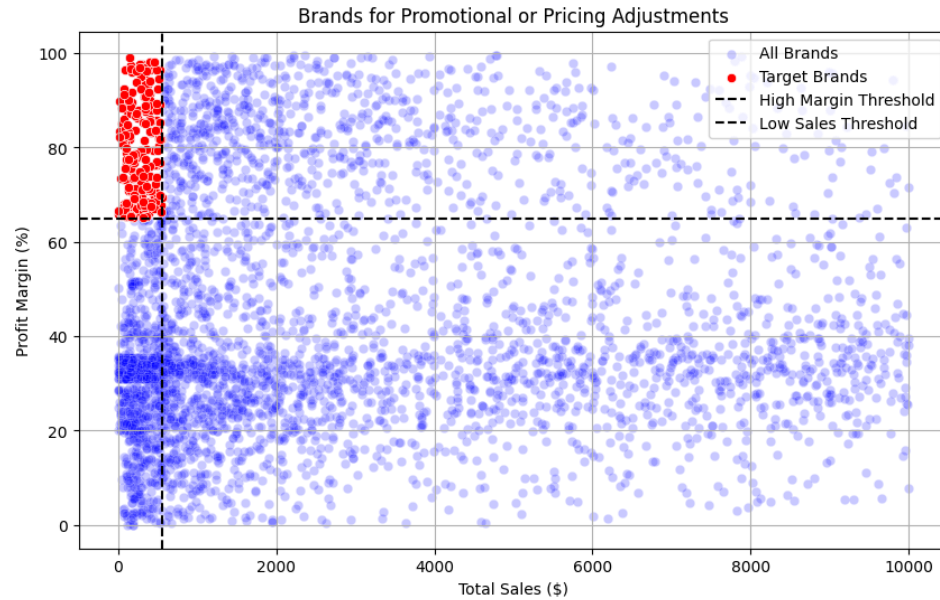
1. Brands for Promotional or Pricing Adjustments

Brands with Low Sales but High Profit Margins:

	Description	TotalSalesDollar	ProfitMargin
6199	Santa Rita Organic Svgn Bl	9.99	66.466466
2369	Debauchery Pnt Nr	11.58	65.975820
2070	Concannon Glen Ellen Wh Zin	15.95	83.448276
2188	Crown Royal Apple	27.86	89.806174
6237	Sauza Sprklg Wild Berry Marg	27.96	82.153076
...
5074	Nanbu Bijin Southern Beauty	535.68	76.747312
2271	Dad's Hat Rye Whiskey	538.89	81.851584
57	A Bichot Clos Marechaudes	539.94	67.740860
6245	Sbragia Home Ranch Merlot	549.75	66.444748
3326	Goulee Cos d'Estournel 10	558.87	69.434752

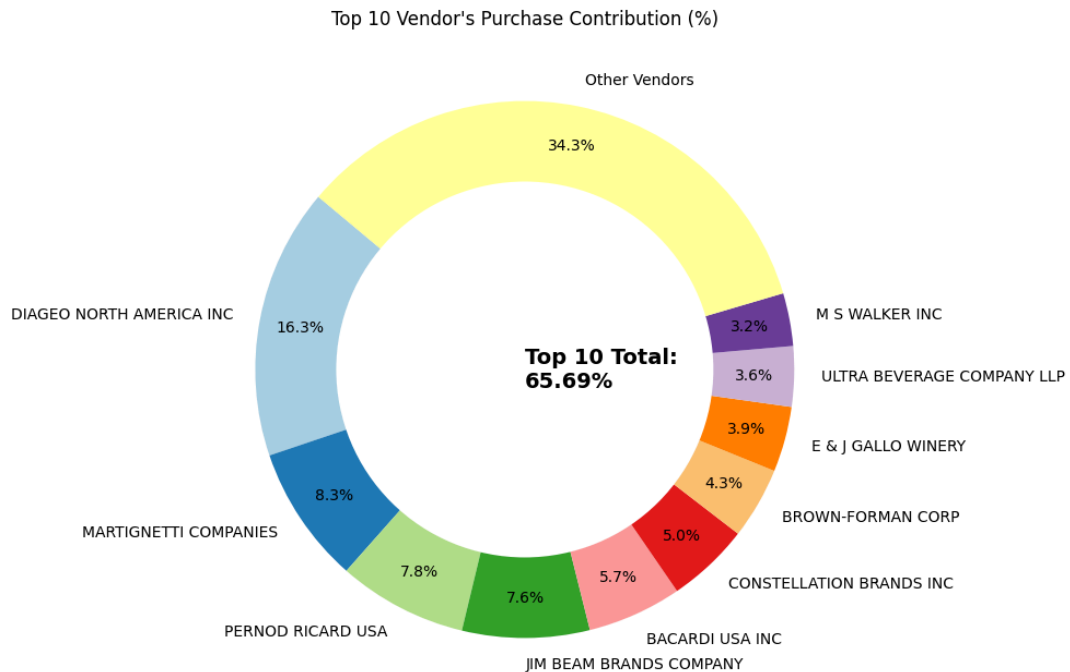
198 rows × 3 columns

198 brands exhibit lower sales but higher profit margins, which could benefit from targeted marketing, promotions, or price optimizations to increase volume without compromising profitability.



2. Top Vendors by Sales & Purchase Contribution

The top 10 vendors contribute 65.69% of total purchases, while the remaining vendors contribute only 34.31%. This over-reliance on a few vendors may introduce risks such as supply chain disruptions, indicating a need for diversification.



3. Impact of Bulk Purchasing on Cost Savings

Vendors buying in large quantities receive a 72% lower unit cost (\$10.78) per unit vs higher unit costs in smaller orders). Bulk pricing strategies encourage larger orders, increasing total sales while maintaining profitability.

UnitPurchasePrice	
OrderSize	
Small	39.068186
Medium	15.486414
Large	10.777625

4. Identifying Vendors with Low Inventory Turnover

Total Unsold Inventory Capital: \$2.71M

Slow-moving inventory increases storage costs, reduces cash flow efficiency, and affects overall profitability.

Identifying vendors with low inventory turnover enables better stock management, minimizing financial strain.

StockTurnover		VendorName	UnsoldInventoryValue
VendorName			
ALISA CARR BEVERAGES	0.615385	25 DIAGEO NORTH AMERICA INC	722.21K
HIGHLAND WINE MERCHANTS LLC	0.708333	46 JIM BEAM BRANDS COMPANY	554.67K
PARK STREET IMPORTS LLC	0.751306	68 PERNOD RICARD USA	470.63K
Circa Wines	0.755676	116 WILLIAM GRANT & SONS INC	401.96K
Dunn Wine Brokers	0.766022	30 E & J GALLO WINERY	228.28K
CENTEUR IMPORTS LLC	0.773953	79 SAZERAC CO INC	198.44K
SMOKY QUARTZ DISTILLERY LLC	0.783835	11 BROWN-FORMAN CORP	177.73K
TAMWORTH DISTILLING	0.797078	20 CONSTELLATION BRANDS INC	133.62K
THE IMPORTED GRAPE LLC	0.807569	61 MOET HENNESSY USA INC	126.48K
WALPOLE MTN VIEW WINERY	0.820548	77 REMY COINTREAU USA INC	118.60K

Final Recommendation

- Re-evaluate pricing for low-sales, high-margin brands to boost sales volume without sacrificing profitability.
- Diversify vendor partnerships to reduce dependency on a few suppliers and mitigate supply chain risks.
- Leverage bulk purchasing advantages to maintain competitive pricing while optimizing inventory management.
- Optimize slow-moving inventory by adjusting purchase quantities, launching clearance sales, or revising storage strategies.
- Enhance marketing and distribution strategies for low-performing vendors to drive higher sales volumes without compromising profit margins.
- By implementing these recommendations, the company can achieve sustainable profitability, mitigate risks, and enhance overall operations efficiency.

Power BI Dashboard

