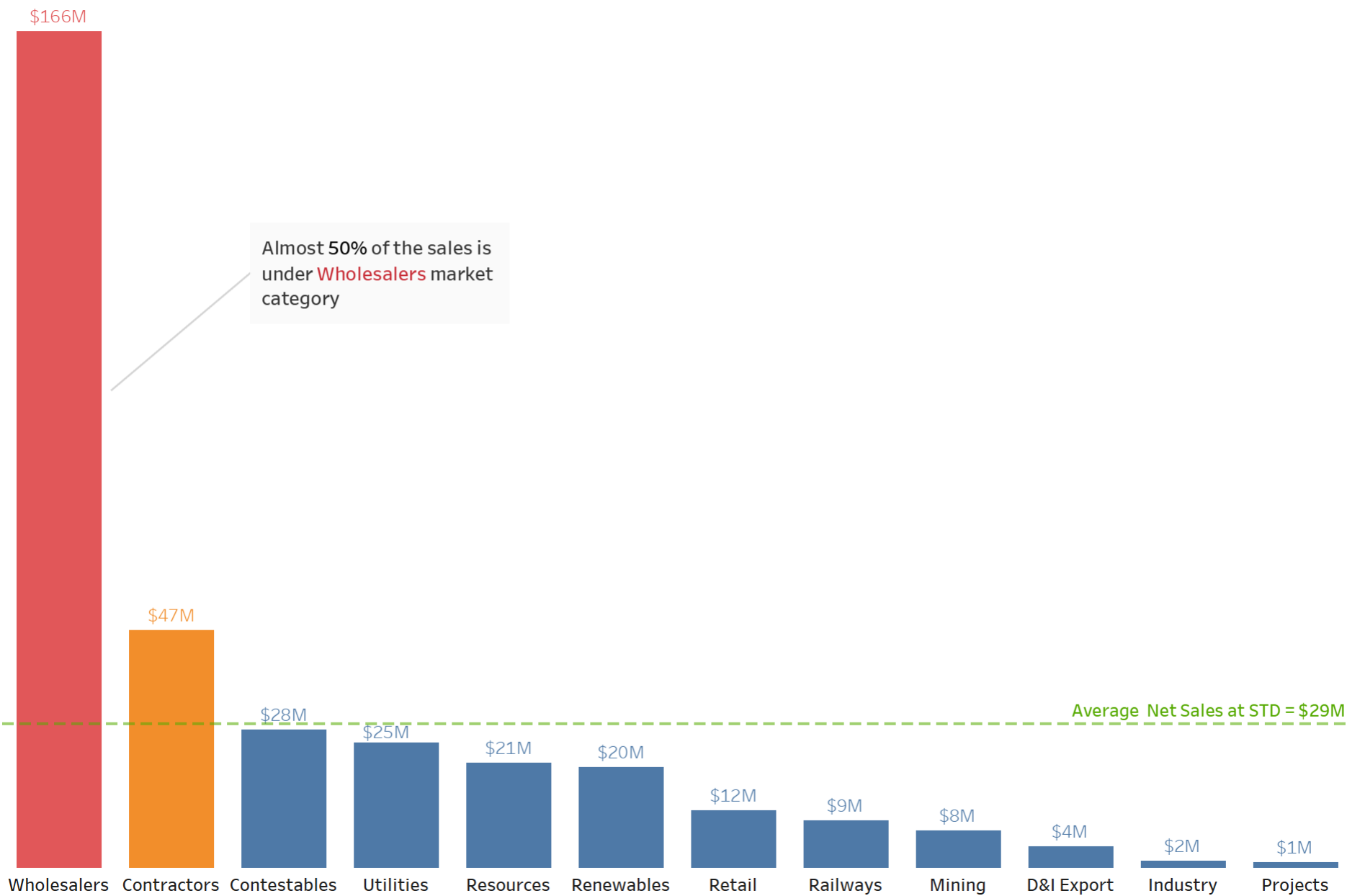




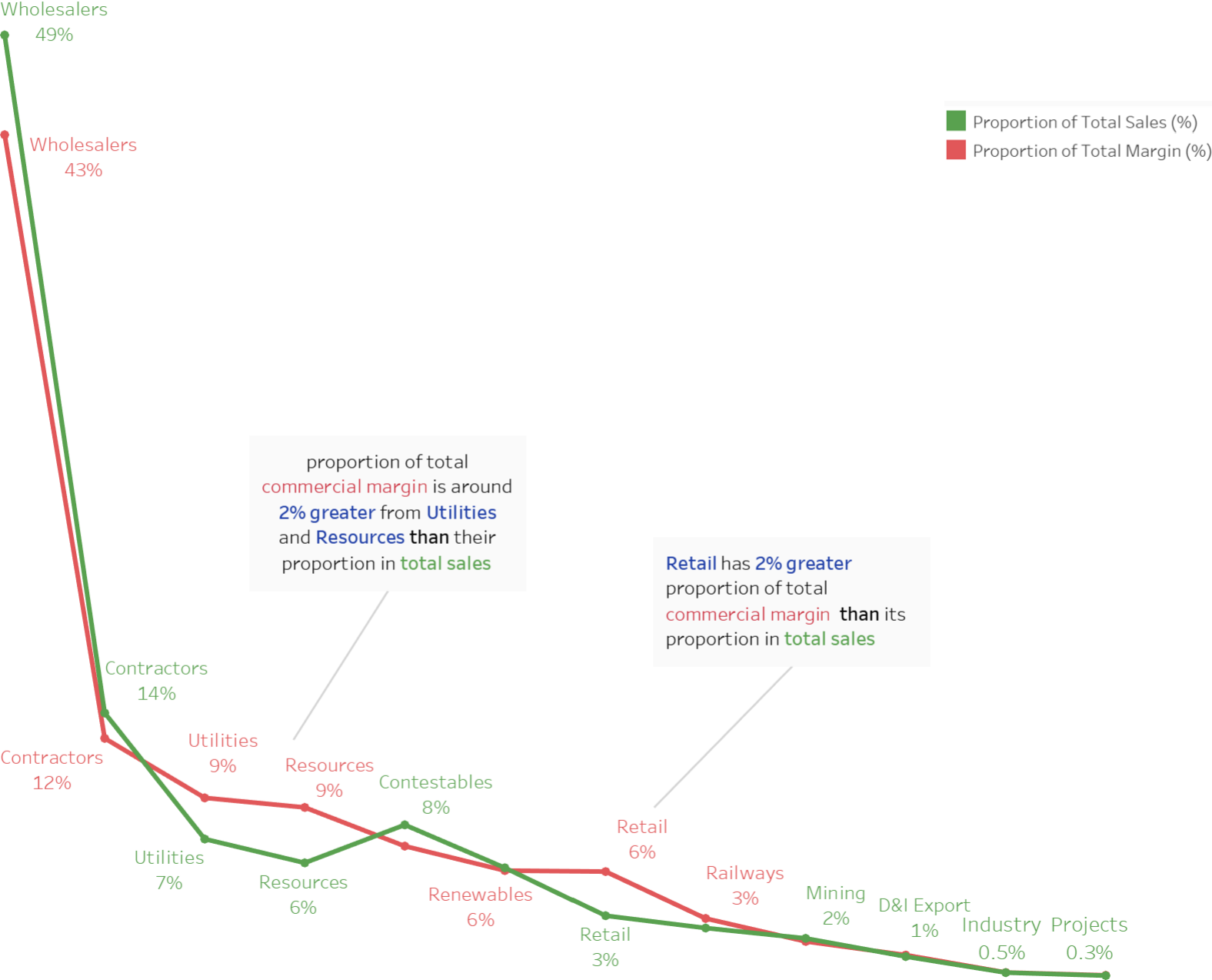
Objective:-

To analyse sales, market trends, customer behaviour, and product performance data to identify profit gaps and provide actionable insights for maximizing business profitability.

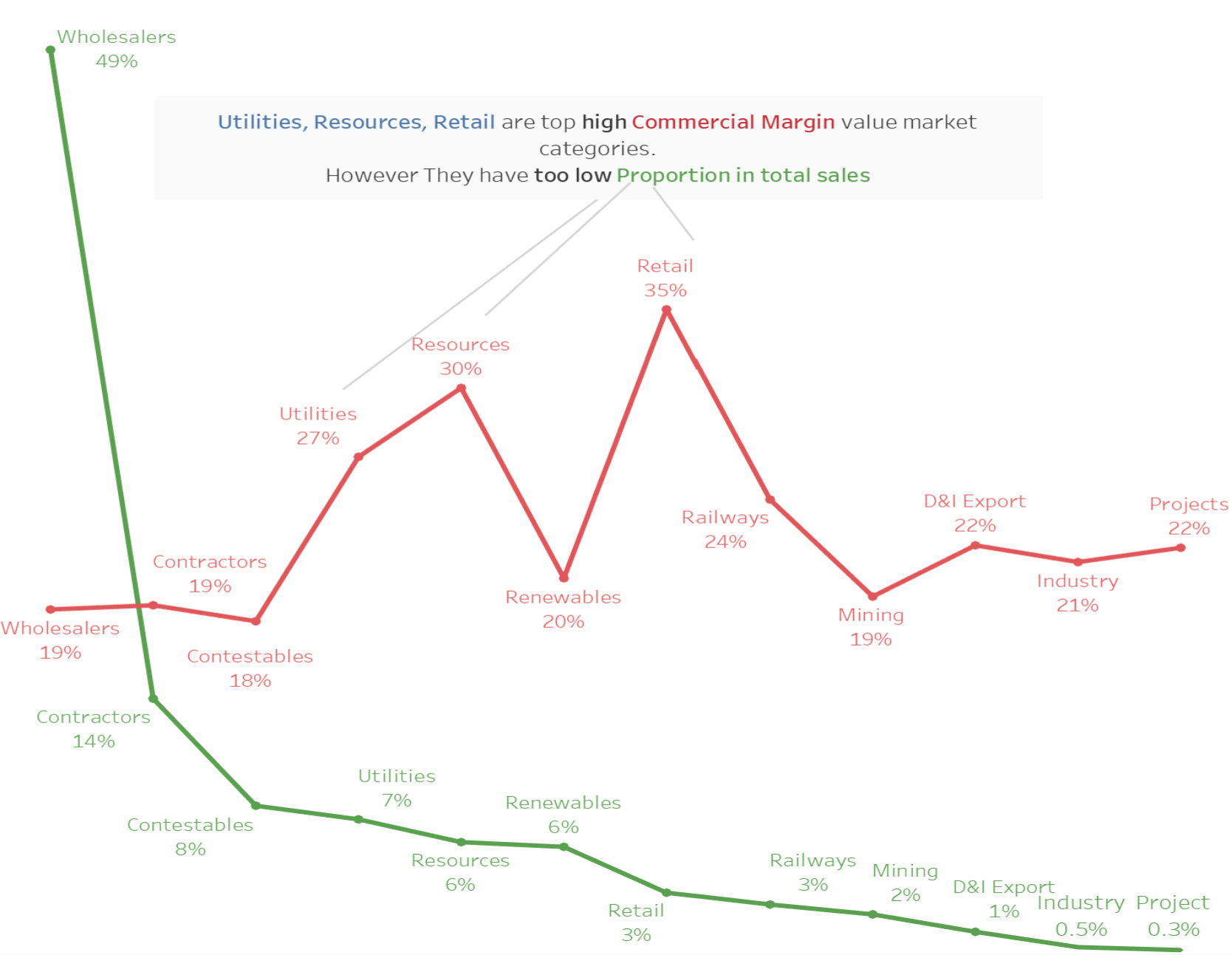
Wholesalers and Contractors Dominate Sales, While Other Market Categories Fall Below Average



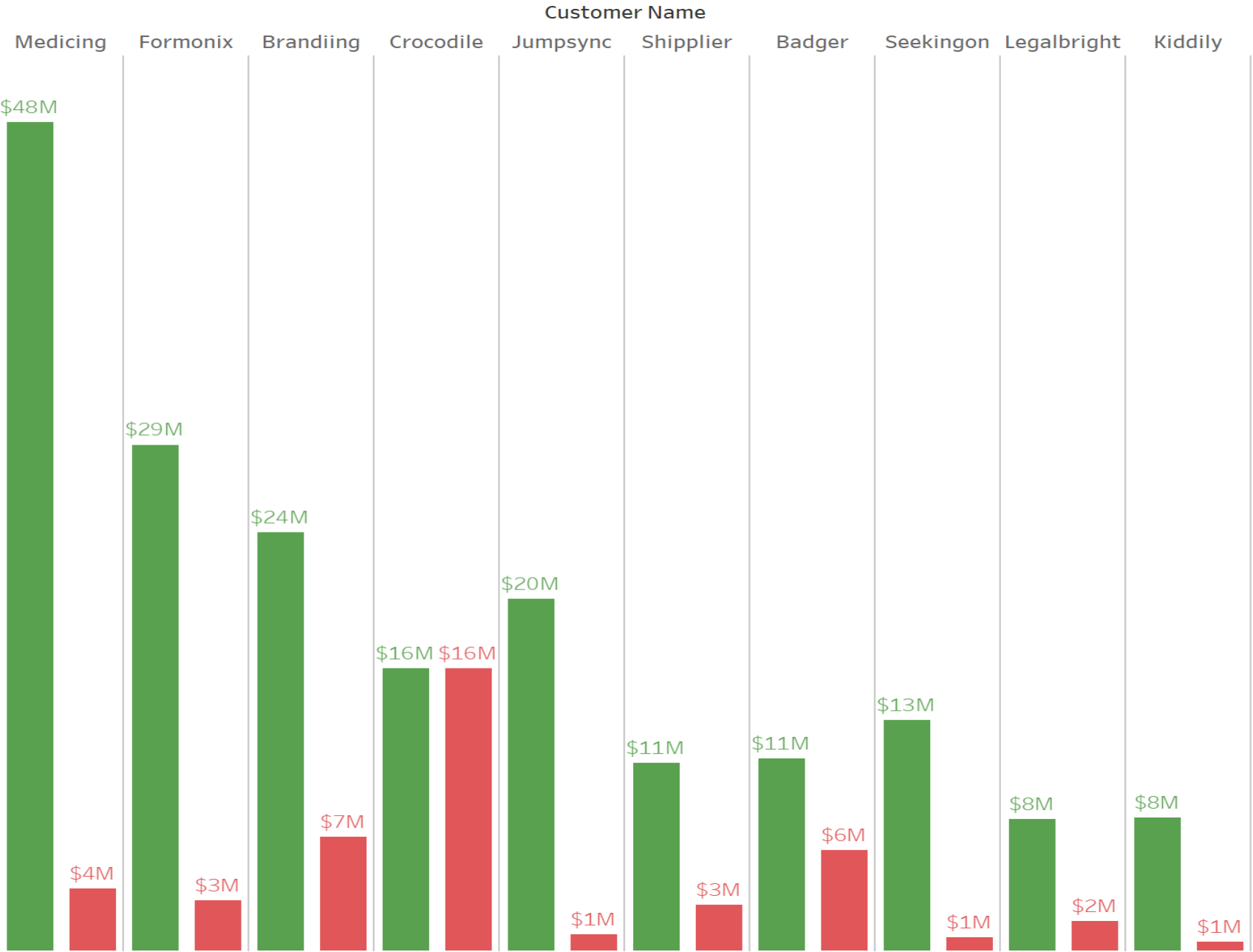
Only Few Market categories with **Total Margin proportion** Exceeding **Total Sales Proportion**



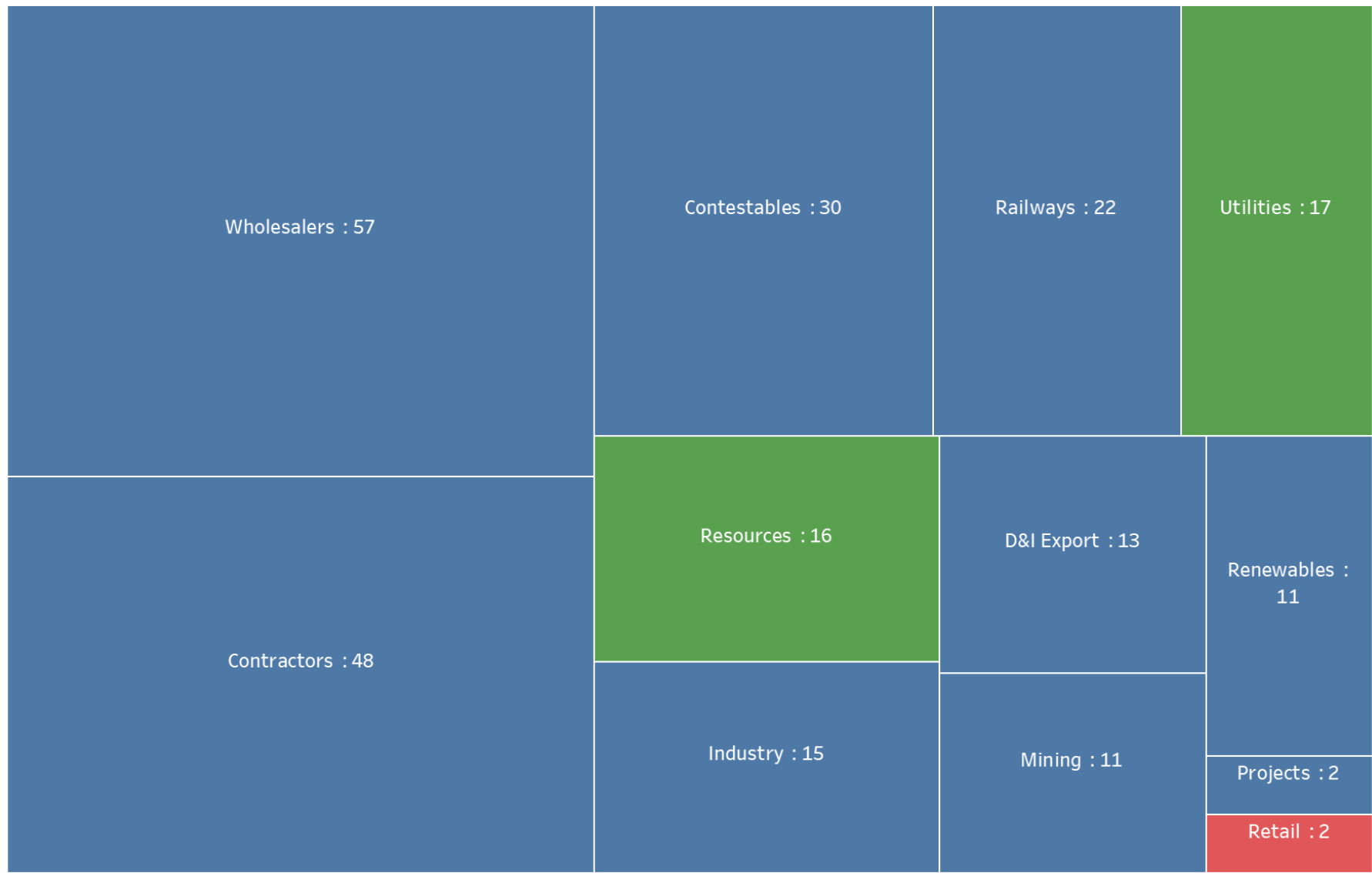
Low Proportion of High **Commercial margin** market Categories in **Total sales**



Minimal sale of **high Commision Products** to top 10 Customers over **Total Sale**



Huge Scope of Improvement in Sale deals and customer engagement in high commission Market Categories

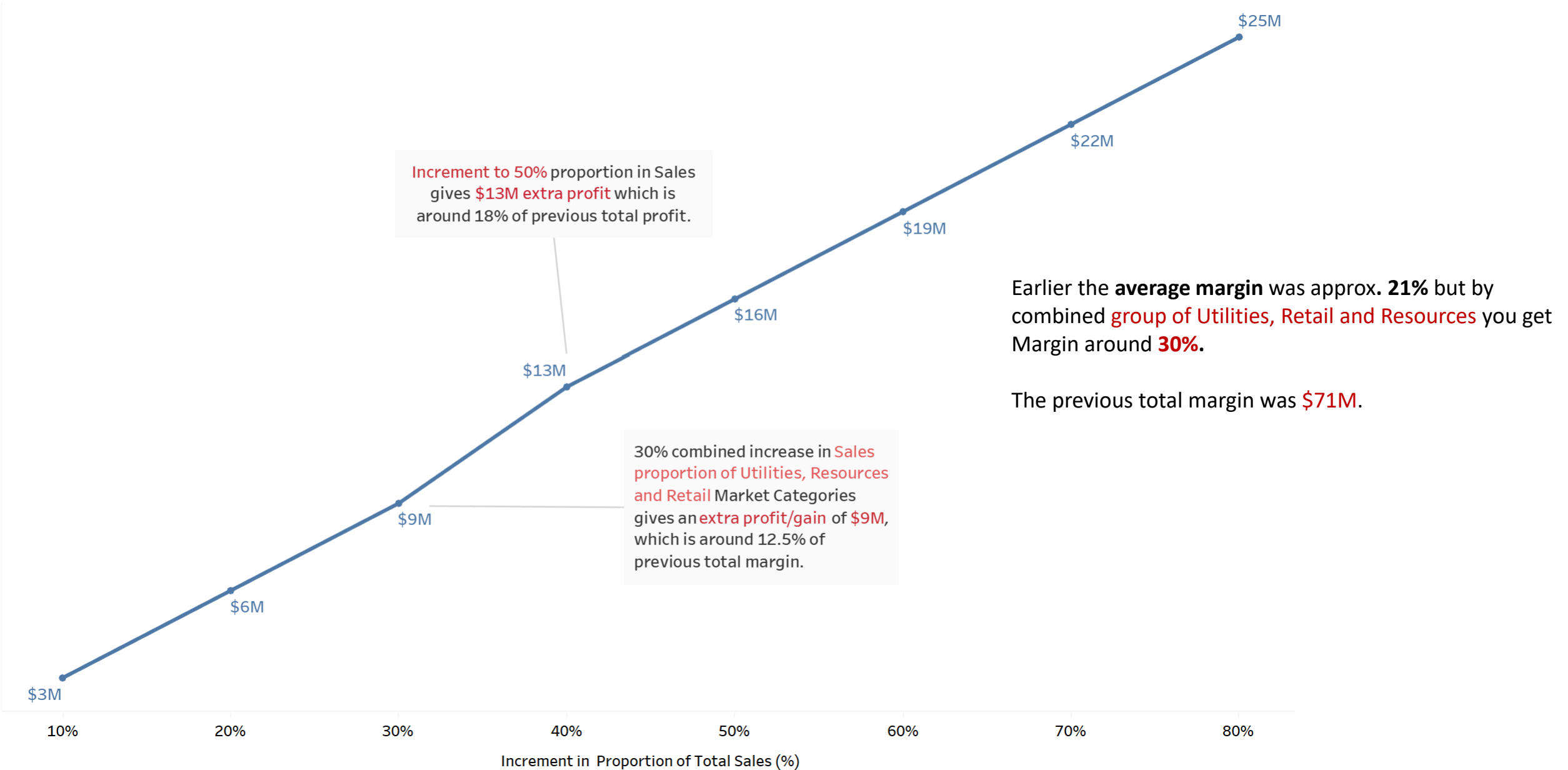


Note: Each **tile size** in the plot **refers** to **no. of distinct customers** available to the respective Market Line

Utilities and **Resources** have good no of customers , they just need better distribution or deals with customers to increase their sale.

Retail market line require customer acquisition and then proper distribution channel for increment in sale.

Profit **Surges** by **One-Eighth** of previous value with a 30% Increase in Sales Proportion of High Margin Market Categories



Thank You for your Patience

