Inventory – Sales Trend Analysis of XYZ Hyper Market

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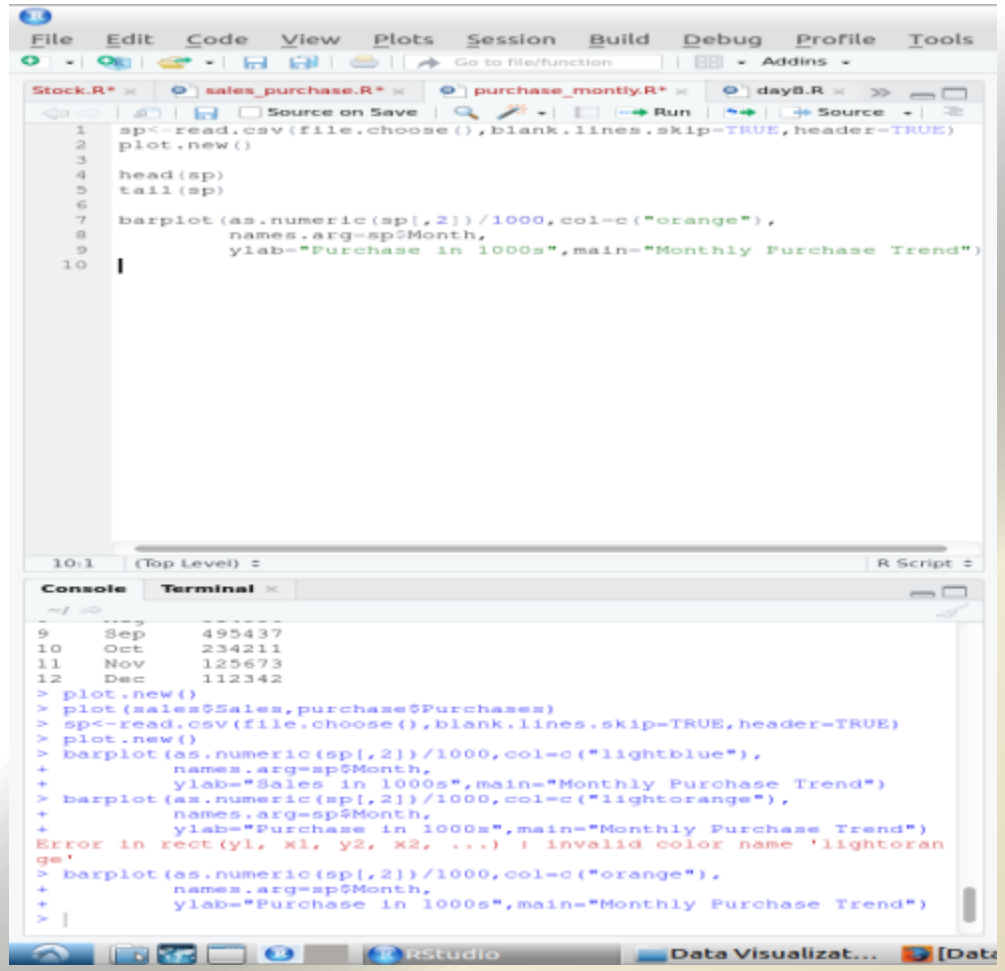
Introduction

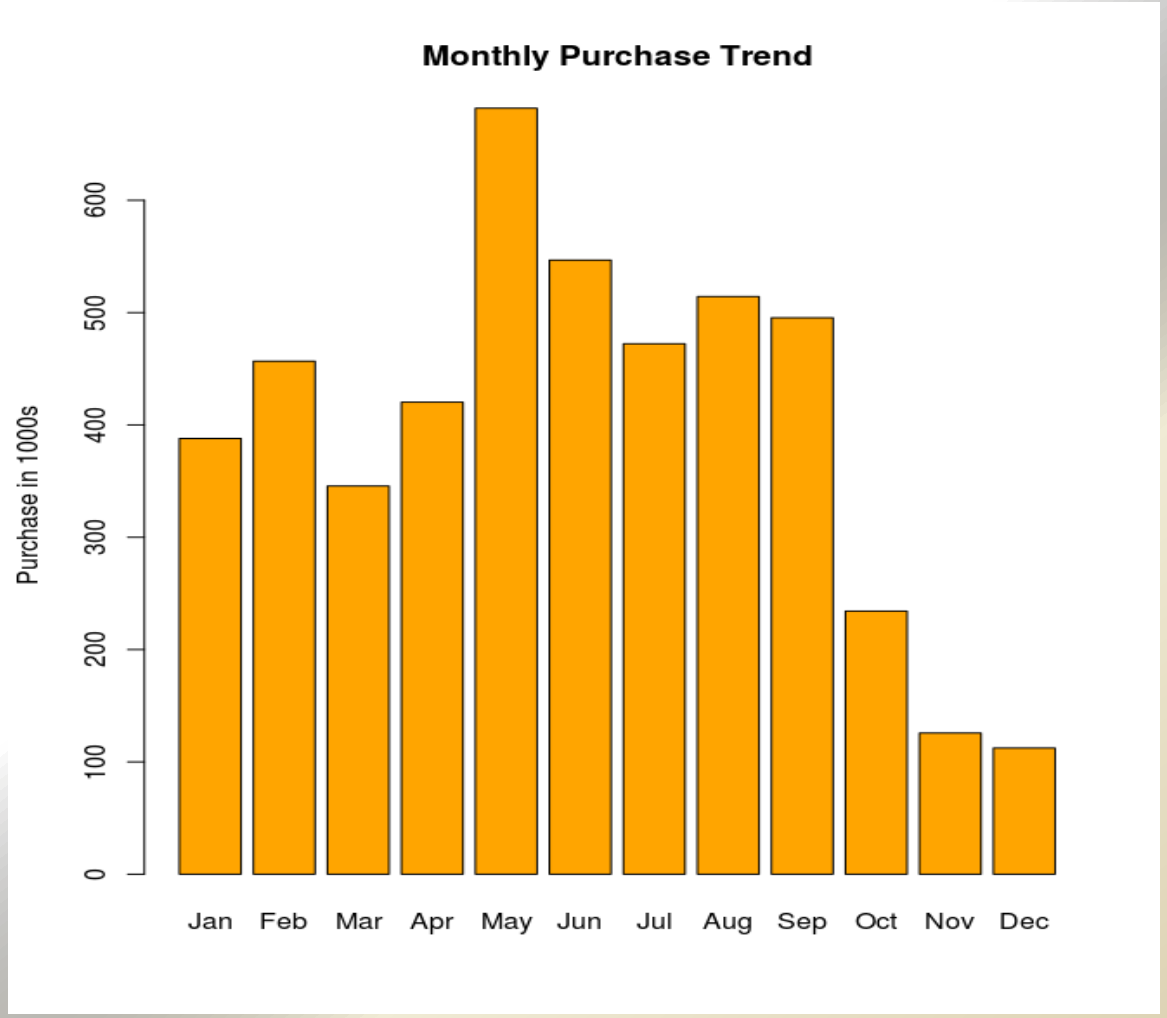
- Inventory analysis is the process of understanding the stock/product mix combined with the knowledge of the demand for stock/product. It is the technique to determine the optimum level of inventory for a firm.
- Sales analysis examines sales reports to see what goods and services have and have not sold well . It also provides information on the company's sales trend over the year.
- This project provides the data visualization of the stock , purchase , sales trends of the company over a year.

Purchase analysis

- Purchase **analysis** is the **analysis** of what goes on in your **purchasing** department, are they keeping to the **purchasing** strategy and are inventories being kept to the optimum levels.
- Here purchase trend of the firm throughout the year is being studied

Monthly purchase trend

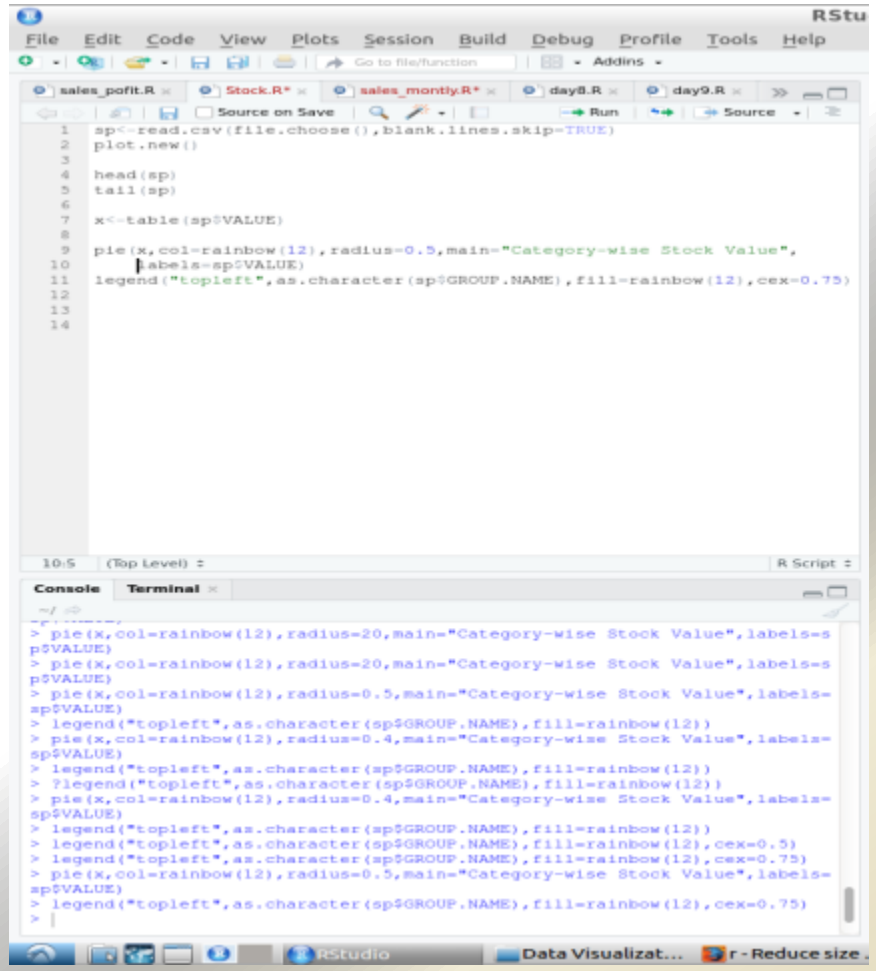


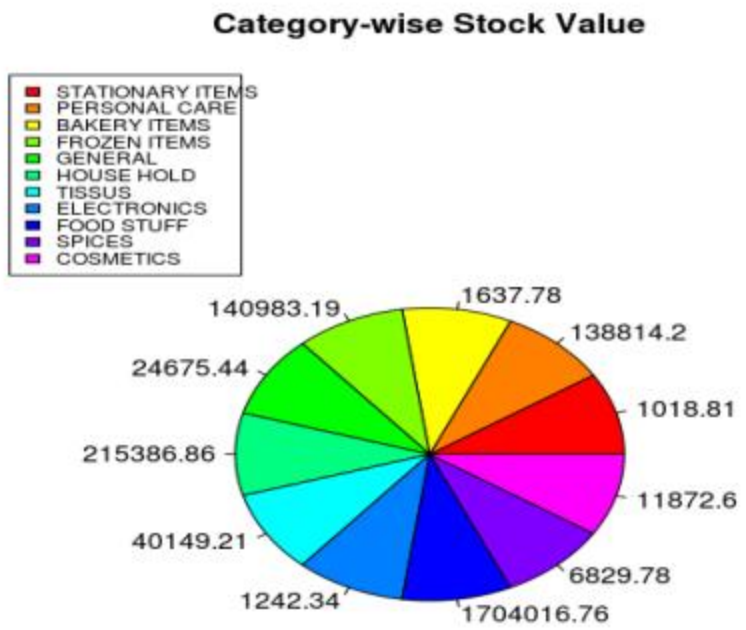

Monthly Purchase Trend
Purchase in 1000s
0
100
200
300
400
500
600
Jan
Feb
Mar
Apr
May
Jun
Jul
Aug
Sep
Oct
Nov
Dec

Stock value analysis

- Stock value analysis analyses the value of certain item in the company stock
- Here items are grouped accordingly and their value to the total stock percentile is calculated

Stock value analysis

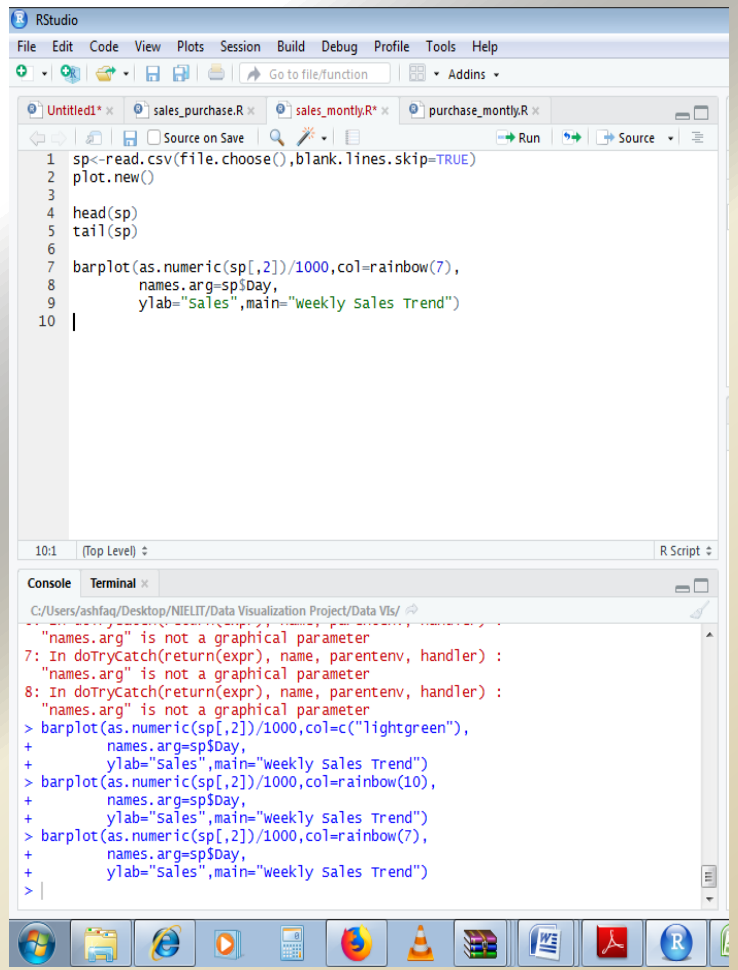



Category-wise Stock Value
STATIONARY ITEMS
PERSONAL CARE
BAKERY ITEMS
FROZEN ITEMS
GENERAL
HOUSE HOLD
TISSUS
ELECTRONICS
FOOD STUFF
SPICES
COSMETICS
1637.78
138814.2
1018.81
11872.6
6829.78
1704016.76
1242.34
40149.21
215386.86
24675.44
140983.19

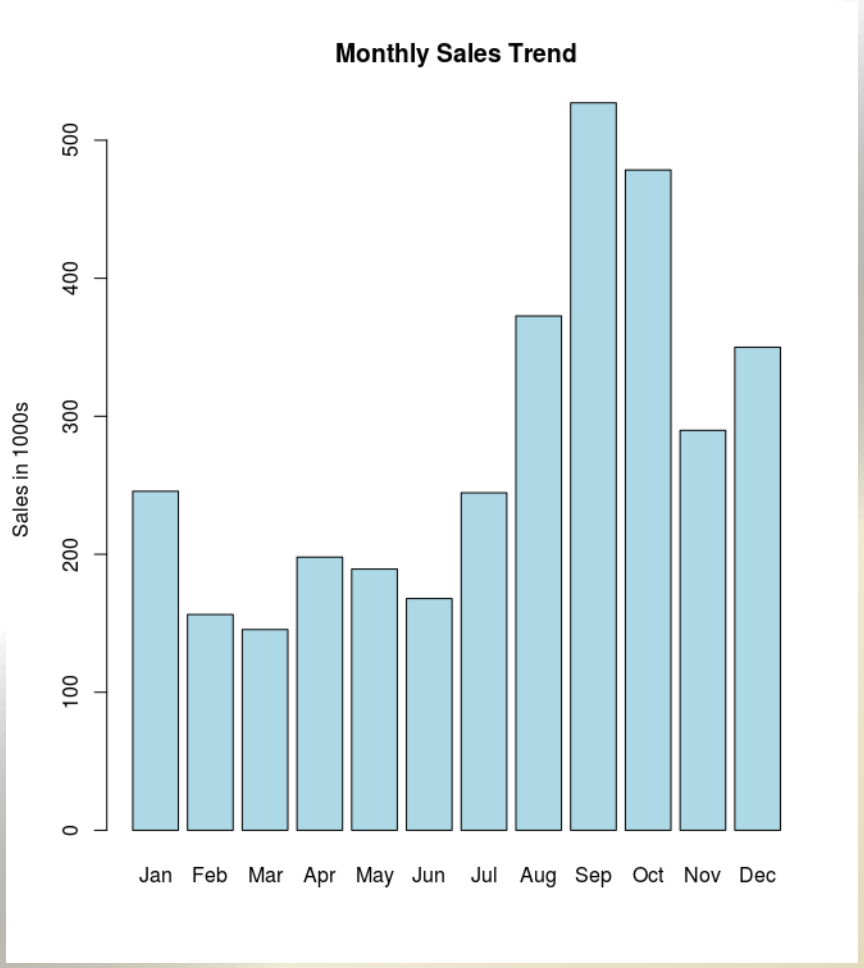
Sales analysis

- Sales analysis refers to the analysis of total sales of the company in a month , day throughout the year.
- This analysis help in sales forecasting
- It gives us an insight on customer trends
- It also helps in placing of employees throughout the year , including roster preparation .

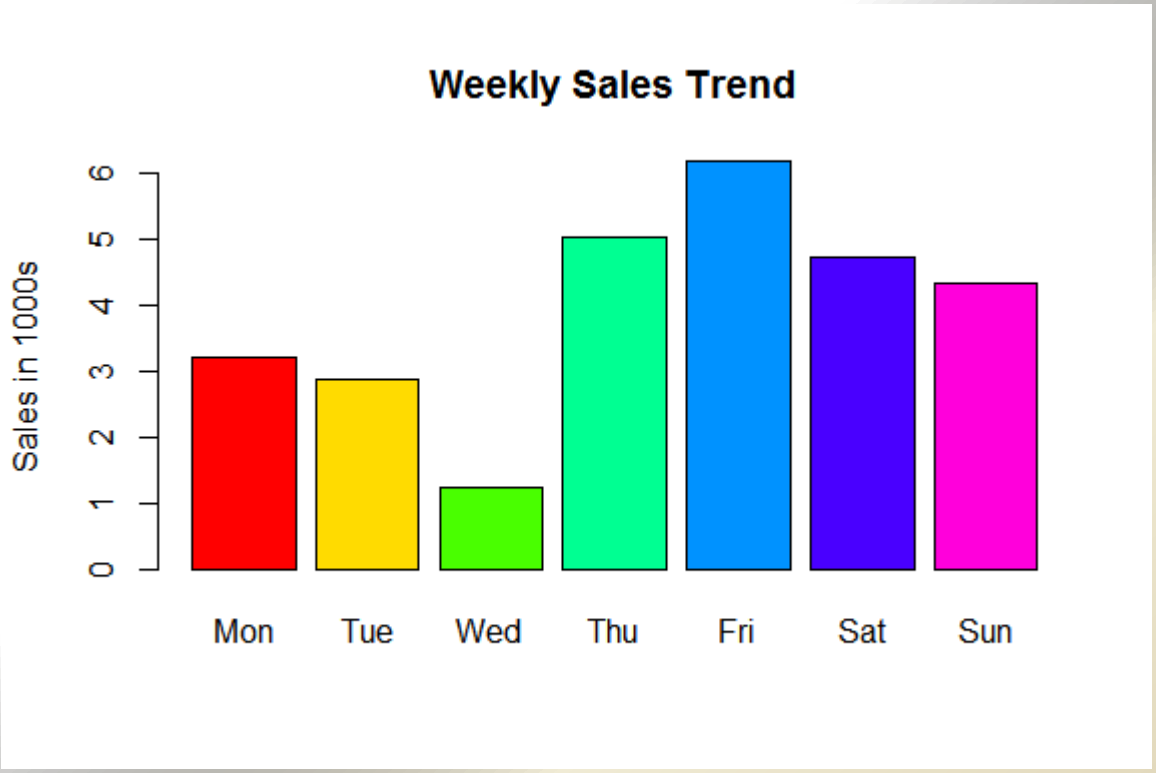
Sales analysis



Monthly trend



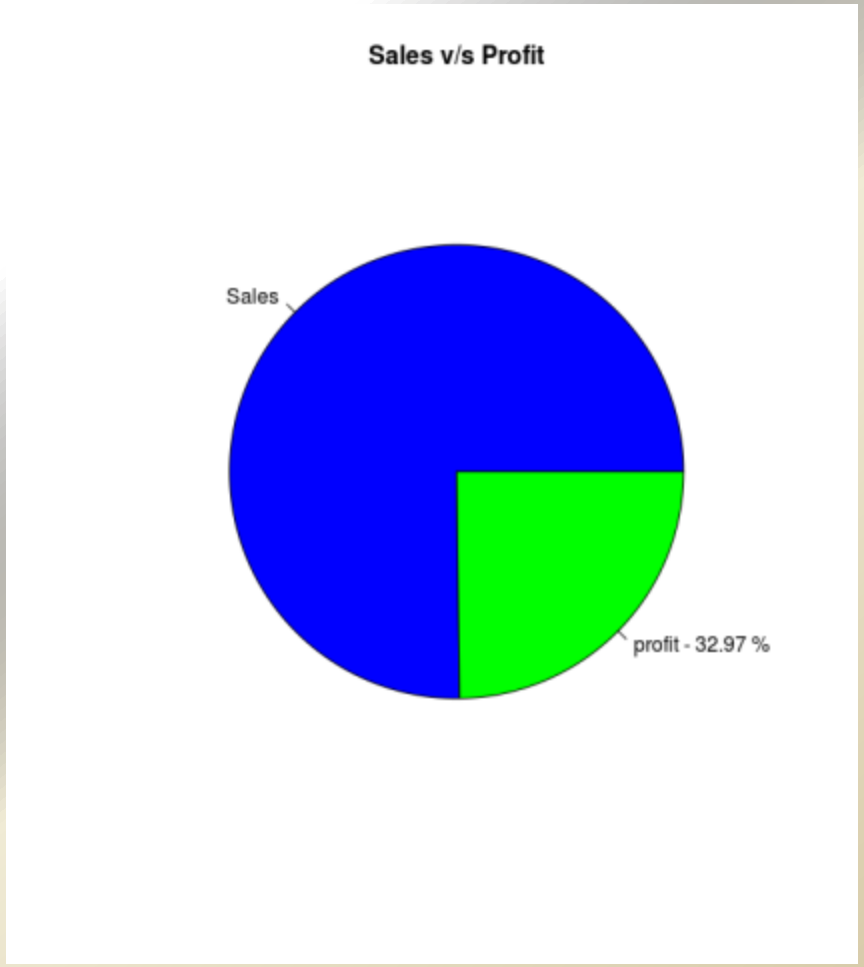
Weekly trend



Sales to profit analysis

- This gives us an insight on how much of the total sales accounts to the profit share of the company.
- This analysis helps in annual planning of the company .

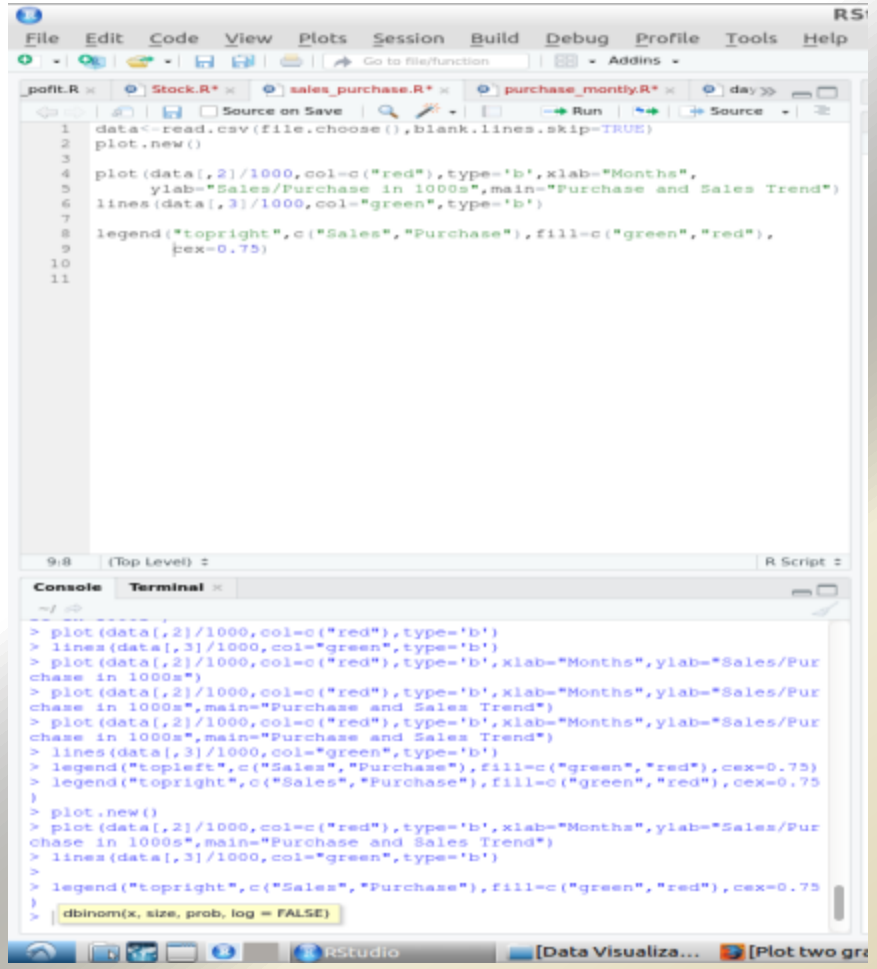
Sales profit analysis

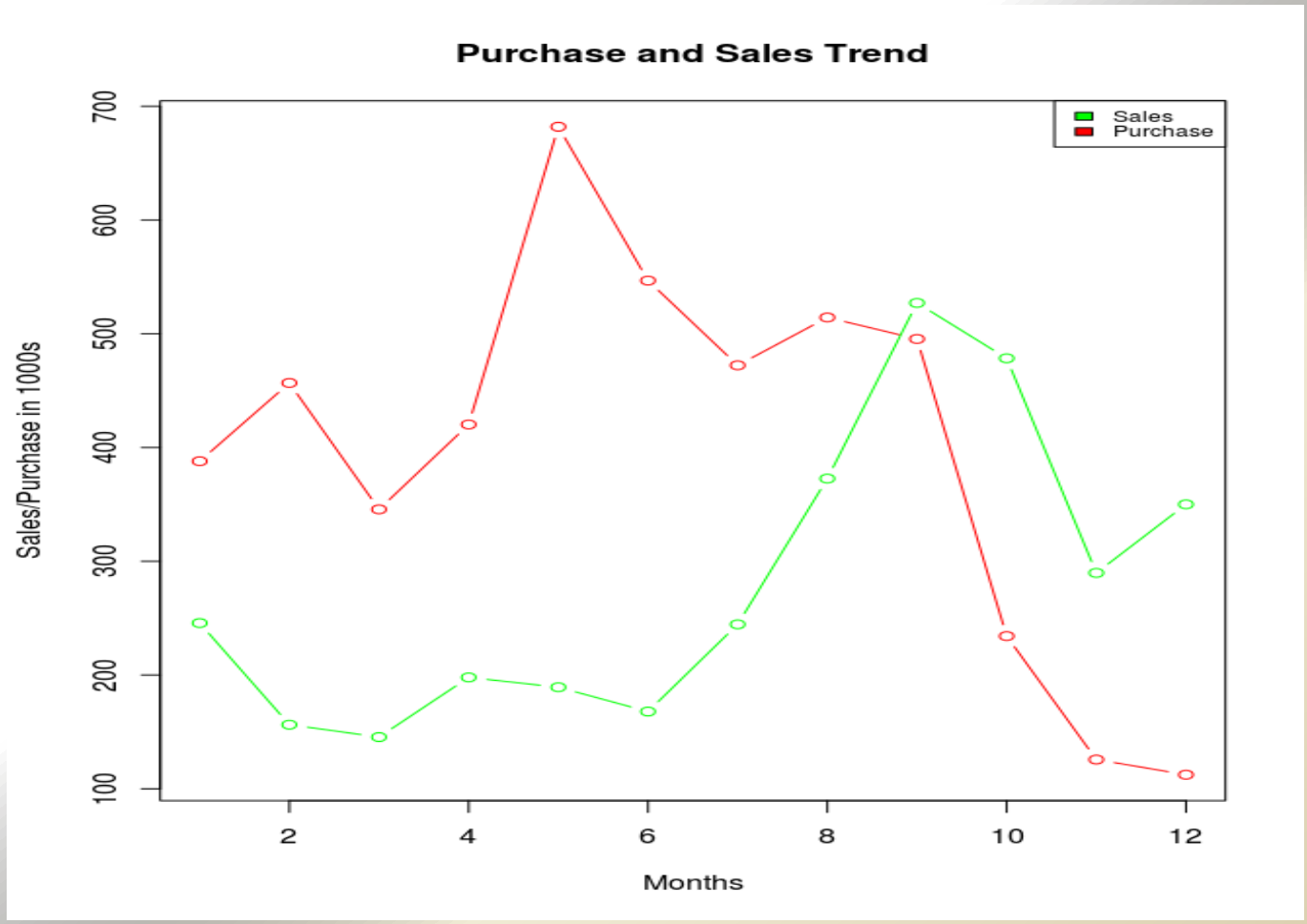


Sales – Purchase trends

- Sales to purchase trends over the year gives us an insight over the stock of the company .
- This helps in keeping a balance between sales and purchase.

Sales-Purchase trend




Purchase and Sales Trend
Sales
Purchase
Sales/Purchase in 1000s
100
200
300
400
500
600
700
2
4
6
8
10
12
Months

Conclusion

- The necessary plots needed for sales , purchase forecasting has been plotted analyzed.
- It has been found that purchase trend has a dip during the end of year and a hike during the middle months of the year.
- From the sales trend analysis it was found that during months after summer sales has taken a hike.

The end