

Azfahsyaz Fahmi Business Intelligence



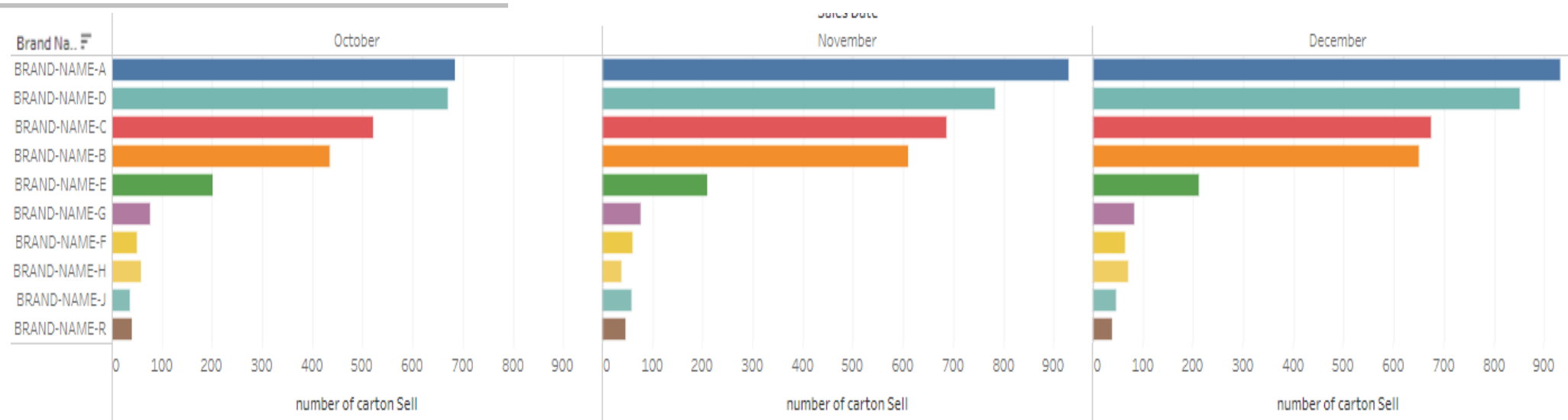
Assessment Test

[Tableau Public - Assesemnt Azfahsyaz](#)

Healthy Lifestyle
Starts with Vinda

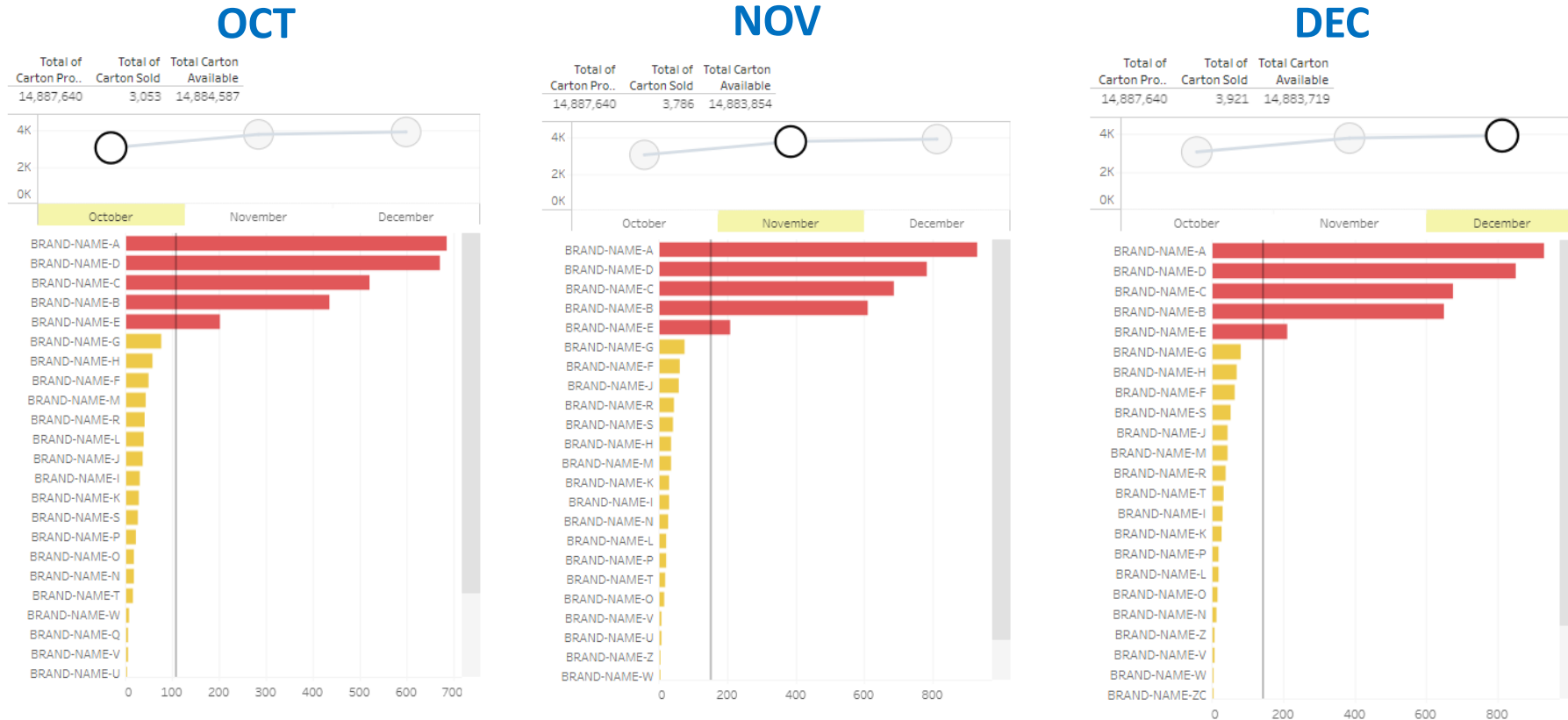
Top 10 Highest Carton Sell by Brands

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1. The trends for 3 months comparison was the top 5 of the brands maintain highest throughout the months. This indicated the success of the brand that we can maintain as top selling brands in our company.
2. Findings; Bottom 5 of the trends are changing; we can identify what was the reasons for the instability of the total numbers of carton sold.
3. Armed with insights into the top-performing brands, the marketing team can optimize their marketing campaigns to capitalize on existing consumer demand. They can allocate resources towards promoting high-performing brands and products, refine messaging and targeting strategies, and identify new opportunities for marketing initiatives.

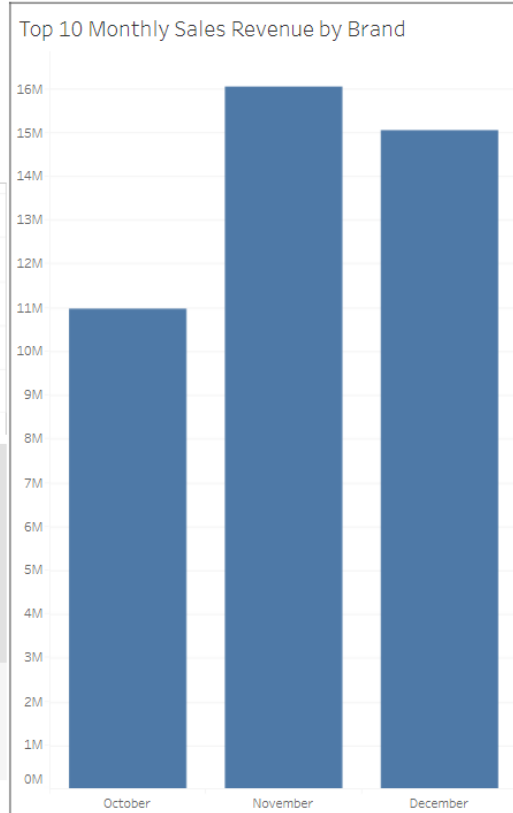
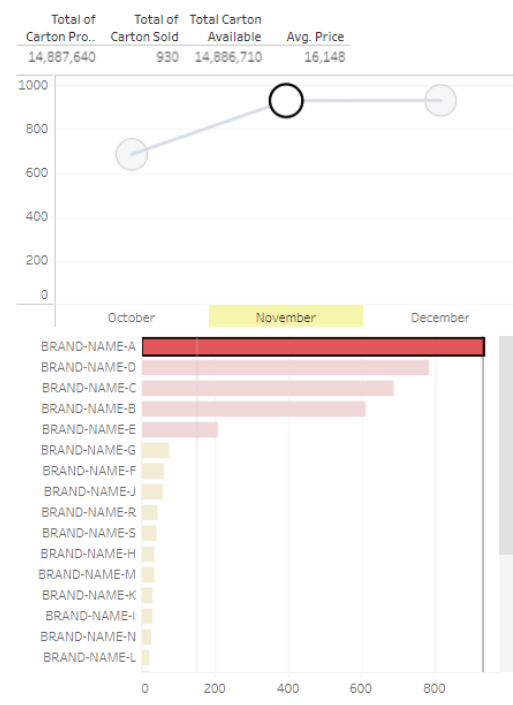
Group Revenue by Channels



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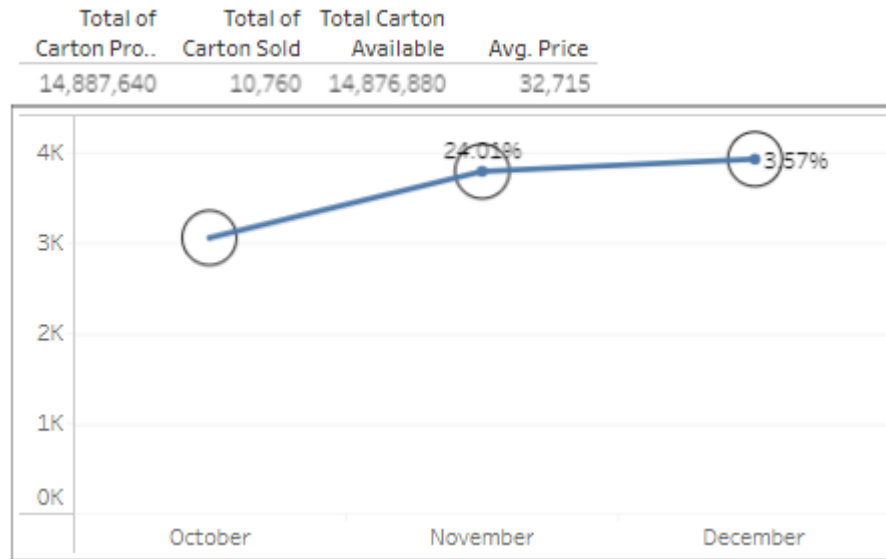
Group Revenue by Channels

VINDA AZFAHSYAZ ASSESEMENT



1. Brand A has the highest during Nov, to be taken into consideration. Did Brand A have any activation or promotion during Nov? The total carton sold in NOV for Brand A has the highest in sales revenue.
2. We can use this data to maintain the sales revenue for Brand A, marketing can use this insight to maintain the sales revenue for brand A.

Oct,Nov and Dec Comparison




- Growth in November and December from October
- TOP 5 Brand that contribute highest in Sales Revenue and selling above average
- Marketing Team can make use of this



Thank you!

Healthy Lifestyle
Starts with Vinda

The bottom of the slide features decorative elements. On the right side, there are large, stylized purple and white swirls that resemble a stylized flower or a wave. On the left side, there are green and white wavy lines that also resemble a wave. The overall design is clean and modern.