**ASM Performance Analysis Dashboard**

**Overview**

This document outlines the structure of the ASM (Area Sales Manager) Performance Analysis Dashboard. The dashboard will provide insights into performance metrics for different levels of the sales hierarchy, identifying areas that are lagging behind targets as well as those exceeding expectations. The analysis will be available at multiple levels of granularity (weekly, monthly, yearly).

**1. Performance Analysis on the Lagging Side**

**1.a) Identifying HQs Lagging Behind Targets**

At this level, we identify the HQs that are not meeting their targets.

**Depth 2: Stockist Performance within Lagging HQs**

For each HQ identified as lagging, we further analyze the stockists operating within those HQs.

**Depth 3: Brand SKU Performance within Lagging Stockists**

For each stockist lagging behind, we analyze their brand-wise SKU performance.

**Depth 4: SKU-Specific Performance Metrics**

For each underperforming brand SKU, we evaluate the following:

1. **List of brands (with SKUs) that have higher returns** - Identifying brands that contribute significantly to product returns.
2. **List of brands (with SKUs) with zero sales** - Highlighting brands with no sales in the selected period.

**Example:**

* HQ1 is identified as lagging in monthly performance.
  + Stockist A within HQ1 is underperforming.
    - Brand X, SKU Y has high return rates.
    - Brand Z, SKU W has zero sales.

**Additional Performance Insights (Excluded from Lagging Analysis):**

* **Stockists Performing on/Around Target**
* **Stockists Beyond Target**
* **HQs Performing on/Around Target**
* **HQs Beyond Target**

**2. Performance Analysis on the Leading Side**

The same structured approach applies to analyzing areas where performance is strong, allowing for better strategic decision-making and resource allocation.

**2.a) Identifying HQs Leading in Performance**

We analyze HQs that are exceeding their sales targets.

**Depth 2: Stockist Performance within Leading HQs**

For each high-performing HQ, we analyze its stockists’ performance.

**Depth 3: Brand SKU Performance within Leading Stockists**

For each successful stockist, we evaluate brand-wise SKU performance.

**Depth 4: SKU-Specific Performance Metrics**

For each high-performing SKU, we look into:

1. **Brands (with SKUs) having exceptional sales growth.**
2. **Brands (with SKUs) with consistently high demand.**

**Example:**

* HQ2 is identified as exceeding its targets.
  + Stockist B within HQ2 is performing well.
    - Brand X, SKU Y shows consistent high sales.
    - Brand Z, SKU W has strong demand in the market.

**Business Strategy for Optimized Supply Chain and Inventory Management**

**Objective**

To enhance sales and inventory efficiency by leveraging data-driven insights for supply chain management, SKU optimization, and resource allocation.

**Key Strategies**

**1. Optimizing Supply Chain Based on Sales Performance**

* Analyze sales trends to determine areas where certain SKUs have higher demand.
* Increase supply to high-performing regions to maximize revenue.
* Utilize historical data to predict demand fluctuations and proactively adjust stock levels.

**2. Reallocating Underperforming SKUs**

* Identify SKUs with low sales in specific regions.
* Transport slow-moving inventory to areas where demand is higher.
* Minimize inventory wastage and optimize storage space.

**3. Inventory Management Based on Seasonal Trends**

* Analyze historical sales data to predict seasonal demand variations.
* Example: In winter, higher demand for **Keterol DT** is observed in **Kolkata, Hyderabad, and Mumbai**.
* Adjust inventory levels accordingly to prevent stock shortages and excess inventory.

**4. Eliminating Inefficiencies in the Distribution Chain**

* Monitor HQs, stockists, and Area Sales Managers (ASMs) based on performance.
* Identify and eliminate consistently underperforming entities.
* Ensure that only efficient and high-performing distributors remain in the supply chain.

**5. Identifying and Promoting Alternative Products & Opportunities**

* Analyze market trends to identify new opportunities for product promotion.
* Develop marketing strategies to boost sales of underperforming SKUs in potential areas.
* Optimize pricing strategies to remain competitive.

**Implementation Plan**

1. **Data Collection & Analysis:**
   * Utilize AI-driven data analytics tools to gather insights from past sales trends.
   * Implement predictive analytics to optimize supply and demand.
2. **Logistics Optimization:**
   * Develop a dynamic distribution strategy to balance inventory across different locations.
   * Leverage automation to streamline stock transfers.
3. **Performance Monitoring & Feedback Loop:**
   * Set up KPIs for stockists, ASMs, and regional sales.
   * Continuously evaluate performance and adjust strategies accordingly.
4. **Technology Integration:**
   * Implement cloud-based inventory management systems for real-time stock monitoring.
   * Utilize AI-based forecasting models to enhance decision-making.

**Expected Outcomes**

* **Higher Sales Growth:** By ensuring stock availability in high-demand areas.
* **Optimized Inventory Management:** Reduction in surplus stock and wastage.
* **Increased Operational Efficiency:** Streamlined supply chain and distribution.
* **Enhanced Market Positioning:** Competitive advantage through data-driven decision-making.

**Conclusion**

Implementing this strategic approach will lead to improved sales performance, optimized inventory levels, and a more efficient supply chain. By leveraging AI and data analytics, businesses can make proactive decisions to maximize revenue and minimize inefficiencies.