**SALES ANALYIS**

**Problem Statement: -**

The Food and Beverage store is experiencing a decline in sales, and the management team needs to identify the underlying causes to address them effectively. The company sells food and beverages through three channels: distribution, online, and retail. Despite having a diverse range of products, the company is facing challenges in identifying the most profitable items and channels. The management team wants to analyze the sales data to identify the key drivers of sales and understand customer preferences to improve sales performance. The goal is to increase revenue and market share while reducing costs and optimizing sales strategy. The problem statement, therefore, is to analyze the sales data to identify the underlying factors affecting sales performance across the three sales channels and develop strategies to improve sales performance.

## Business Objective:

* The objective of the Food and Beverage store is to increase revenue and market share by optimizing its sales strategy across its three sales channels - distribution, online, and retail.
* The company aims to achieve this objective by identifying the key drivers of sales, understanding customer preferences, and improving sales performance.
* The company also seeks to track revenue generated by salesperson and orders fulfilled by salesperson to identify top-performing salespeople and allocate resources effectively.

## Pain Areas:

* There are several pain areas related to the sales analysis of the Food and Beverage store:
* Declining Sales: The company is experiencing a decline in sales, which is a significant pain point for the business. This decline in sales could be due to various factors, such as changes in customer preferences or increased competition.
* Lack of Sales Visibility: The company may not have a clear understanding of its sales performance across its three sales channels, making it difficult to identify the most profitable products and channels. This lack of visibility can lead to ineffective sales strategies and lost revenue opportunities.
* Poor Inventory Management: The company may be struggling with inventory management, resulting in stockouts or overstocking of certain products, which can lead to lost sales or increased carrying costs.
* Ineffective Sales Strategies: The company may be using ineffective sales strategies that do not resonate with its customers, resulting in decreased sales performance.
* Inadequate Customer Insights: The company may not have adequate customer insights to understand their preferences, purchase behavior, and feedback. This lack of customer insights can lead to missed opportunities for improving sales performance and customer satisfaction.
* Inefficient Sales Team Performance: The company may be struggling with inefficient sales team performance, resulting in decreased revenue and missed sales opportunities. It may not have a clear understanding of which salespeople are performing well and which ones are not.
* Poor Resource Allocation: The company may be allocating resources inefficiently, resulting in missed revenue opportunities. Without tracking revenue by salesperson and order by salesperson, the company may not have the necessary insights to allocate resources effectively.
* Lack of Accountability: Without tracking revenue and orders by salesperson, the company may lack accountability in its sales team. It may be challenging to identify which salespeople are meeting their targets and which ones are falling behind.
* Ineffective Sales Training: The company may be providing ineffective sales training, leading to underperformance by some salespeople. Without tracking revenue and orders by salesperson, the company may not have the necessary insights to identify which salespeople require additional training.
* Missed Cross-Selling Opportunities: Without tracking revenue and orders by salesperson, the company may be missing cross-selling opportunities. Salespeople may not be trained to identify opportunities to upsell or cross-sell, resulting in missed revenue opportunities.

# CONTRIBUTORS

Analyzing the top three contributors to solving the sales analysis problem for the Food and Beverage store would involve identifying the most critical factors that impact sales performance across the three sales channels. Based on the problem statement and pain areas identified earlier, the top three contributors are:

* **Sales Channel Analysis:** Analyzing sales data for each sales channel can help identify which channels are most profitable and which ones require improvement. This analysis can also identify which products are selling well in each channel and which ones are not, allowing the company to optimize its product mix. By identifying the most profitable channels, the company can focus its resources and sales efforts on those channels, leading to increased revenue and market share.
* **Product Analysis:** Another contributor to solving the sales analysis problem for the Food and Beverage store is product analysis. Analyzing product performance data can help the company identify which products are most profitable and which ones require improvement. This analysis can also identify which products are popular with customers and which ones are not, allowing the company to optimize its product mix. By identifying top-performing products, the company can allocate resources and sales efforts effectively to increase revenue and market share. Product analysis can also identify potential opportunities for product innovation or development. By analyzing customer feedback and preferences, the company can identify gaps in its product mix and develop new products that meet customer needs. This approach can lead to increased sales performance and customer satisfaction.
* **Salesperson Performance Analysis:** Tracking revenue by salesperson and order by salesperson can help the company identify its top-performing salespeople and allocate resources effectively. This analysis can also identify salespeople who require additional training or support, leading to improved sales performance. By tracking salesperson performance, the company can create a culture of accountability, leading to increased sales performance and revenue generation.

**For e.g.., In my problem I have tried to analyze the following things** –

* How category like drinks and food are being distributed and sold through the different distribution channel like Distributors, Online and Retails.
* What is total amount of revenue they are being able to generate, what is total amount of orders.
* How much revenue and orders by month.
* What is the revenue by the channel, product category, product group.
* What is the Revenue by Salesperson.
* What is the Orders by Salesperson.
* How much order by the product category.
* How they are performing in different quarters.

Over here we have tried to analyze through the different category of food and beverages offered by the store and how it is being sold by salesperson though different distribution channel and how are they performing in different quarters.

In conclusion, analyzing sales channel, product, and salesperson performance data are the top three contributors to solving the sales analysis problem for the Food and Beverage store. By focusing on these areas, the company can optimize its sales strategy, improve revenue generation, and increase market share.

# FINDINGS:

* Wheat Flour is the Highest sold in Food Product category whereas Tomato sauce is the lowest sold Food Product category.
* Liquor is the Highest sold in Drinks Product category whereas Tea is the lowest sold Drinks Product category.
* Drinks Product category has performed highest sales revenue in quarter 4, then in quarter 3 and then in quarter 1. The lowest revenue is generated in quarter 2.
* Food Product category has performed highest sales revenue in quarter 4, then in quarter 3 and then in quarter 2. The lowest revenue is generated in quarter 1.
* Retail distribution channel has generated highest revenue compared to online and through distributors.

# RECOMMENDATION FOR SOLVING THE CHALLENGES

To address the challenges related to sales analysis for the Food and Beverage store, leadership can consider the following recommendations:

* Increase promotion and sales of Tomato Sauce and Tea: Since Tomato Sauce and Tea are the lowest selling products in their respective categories, the company should focus on increasing promotion and sales of these products. This can be achieved through targeted advertising and promotions, discounts, and bundling deals.
* Review the pricing strategy for Wheat Flour and Liquor: As Wheat Flour and Liquor are the highest selling products in their respective categories, the company should review their pricing strategy to ensure they are being sold at a competitive price point. This will help maintain and potentially increase sales of these products.
* Focus on maximizing revenue in Quarter 2: As the lowest revenue is generated in Quarter 2 for both Food and Drinks categories, the company should focus on developing targeted sales and marketing strategies to maximize revenue during this quarter. This could include introducing new products, promotions, or events to encourage sales during this period.
* Enhance the online distribution channel: Since the retail distribution channel has generated the highest revenue compared to online and through distributors, the company should focus on enhancing their online distribution channel. This can be achieved by improving the user experience of the company's e-commerce website, offering competitive pricing and promotions, and providing efficient delivery and logistics services.
* Diversify product offerings: To further increase revenue and market share, the company should consider diversifying its product offerings. This could include introducing new products or variations of existing products, as well as expanding into new categories and markets.
* Conduct market research and customer feedback analysis: To ensure the company's sales strategies and product offerings align with customer needs and preferences, it is essential to conduct regular market research and customer feedback analysis. This will provide valuable insights into trends and demand, and allow the company to make informed decisions about its sales strategy and product offerings.
* Conduct Data Analysis: The company should conduct a thorough data analysis of its sales data to identify patterns and trends. This analysis can provide insights into which products are

selling well, which sales channels are most profitable, and which customers are the most valuable.

* Forecast Sales Performance: The company should use the available data to forecast its sales performance for the future. This can help the company plan its resources and sales strategies more effectively.
* Use Predictive Analytics: The company should leverage predictive analytics to identify which products are likely to sell well in the future and which customers are most likely to make a purchase. This analysis can help the company tailor its sales and marketing efforts to increase revenue generation.
* Implement Business Intelligence Tools: The company should implement business intelligence tools to provide real-time insights into sales performance and customer behavior. This can help the company identify areas for improvement and optimize its sales strategy.
* Regular Reporting: The company should regularly report on sales performance to ensure that the leadership team is aware of the latest trends and developments. This can help the company make informed decisions and take corrective action where necessary.
* In summary, the company can increase sales revenue and market share by focusing on promoting and selling low-performing products, reviewing pricing strategies for high- performing products, maximizing revenue in low-performing quarters, enhancing the online distribution channel, diversifying product offerings, and conducting regular market research and customer feedback analysis.

By implementing these recommendations, the company can better understand the problems and pain areas related to sales analysis and take corrective action to improve revenue generation and market share. Proper data analysis and forecasting of available data can provide the company with valuable insights and help it optimize its sales strategy.

In conclusion, the Food and Beverage store can address the challenges related to sales analysis by implementing a sales performance management system, conducting sales channel and product analysis, developing a sale training program, establishing accountability measures, implementing customer feedback mechanisms, and fostering a culture of continuous improvement. By adopting these recommendations, the company can optimize its sales strategy, improve revenue generation, and increase market share.