

# Company Sales Overview

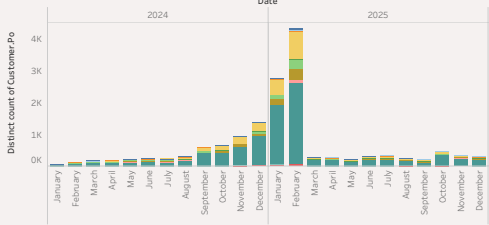
Order Count

23,210

Avg open Value \$

278,923,674

## Sales Data By Month - By Product Type Composition



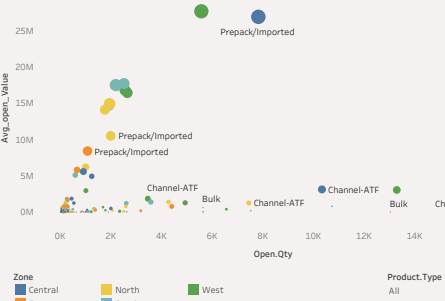
## General Overview

- Data covers 2 years of supply chain sales
- Sales peak in Feb 2025 starting Q4 FY'24
- Trend in sales between 2 years are not aligned; Sales dont appear to be seasonal
- Possible delays or unrecorded sales, and data gaps hinder trend prediction

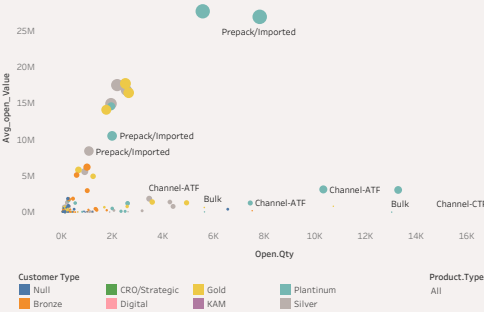
### Product.Type

BBE, Bulk, Cell Lines, Channel-ATF, Channel-CTF, Local MFG JG, Local MFG, Oligos, Prepack/Import., Rare Chemical, Third Party

## Product Type By Zone & Customer Type



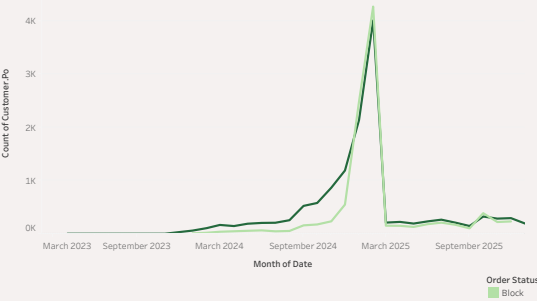
## Product Type By Zone & Customer Type



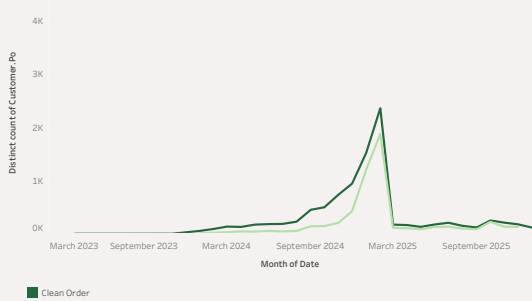
## Product Type Performance Overview By Zone - FY'24-FY'25

- Prepacked & imported goods are highest-valued across regions; This product appears to be higher priced compared to the other categories
- CTF products appears as an outlier- sells in high volume with low value
- Platinum customers in Central region drive high-value sales compared to other segments within central region and across the region as well
- Central Platinum customers tend to purchase higher valued products compared to other regions.

## Order status at Customer- PO Level - Individual Order Count



## Order Status By Customer- PO level - Aggregated

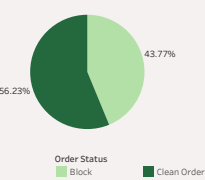


## What is the status of the ordered goods?

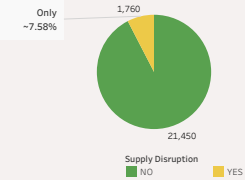
- Significant number of blocked orders observed at individual level; vs aggregated. This occurs because Customers place multiple orders from same POs
- Treating Customer-PO locations as unique increases clean order count signalling that blocked orders are concentrated within same Customer-POs

## Customer Retention Approach

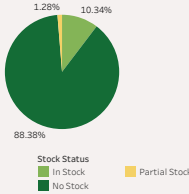
### Order Status



### Supply Disruption

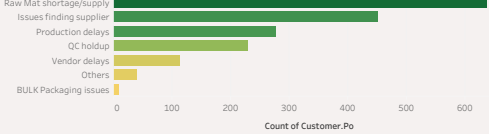


### Stock Status



## Supply Disruption

### Supply Disruption Remark..



## Why are so many orders blocked?

Among the 10,160 blocked orders, only 451 are affected by supply disruptions. The remaining 9,709 orders are blocked due to credit issues or are unaccounted for.

-> 22.66% due to credit issues  
-> 77.34% unaccounted

Supply disruptions (7.58% of orders) are mainly caused by raw material shortages and impact both Clean and Blocked orders. There is a potential risk that Clean orders may also be delayed, leading to customer dissatisfaction. Similarly, the stock status showing a majority as "No Stock" is concerning, as it affects Clean customers as well.

A Customer Outreach Strategy based on Order Status and Stock Status is required to ensure Clean customer retention while supporting Blocked customers. The cells highlighted in the table is the target population

- Clean orders with no stock should be priority customers - an individual contact strategy should be initiated to convey stock delays and work out solutions to reduce the impact on the customer's business.
- Blocked orders with stock available should be second priority customers - initiate individual outreach to understand credit issues or other blockers. Possible payment arrangement solutions should be explored.

Targeting these two segments will ensure customer satisfaction and retention, while also supporting the sale of in-stock inventory.

## Customer Outreach Strategy- Segmentation

Order.Status		Stock.Status		
Schedule.Type		In Stock	No Stock	Partial Stock
Block	Aged Order >60D	103	1,346	9
	Current Orders	1,796	6,314	134
	Sch - Current Month	48	134	13
	Sch - Later	75	173	15
Clean Order	Aged Order >60D	40	4,455	11
	Current Orders	213	7,979	99
	Sch - Current Month	56	70	8
	Sch - Later	68	43	8