

# PROJECT ON

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FUSIONPOINT  
INDUSTRIES

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# INTRODUCTION

- ❖ Aims/objectives
- ❖ Analyze sales performance across products, sub-categories, and regions to
- ❖ identify high- and low-performing segments.
- ❖ Measure profitability trends by product category, sub-category, and sales channel to support profit-driven decision-making.
- ❖ Evaluate customer purchasing behavior and payment preferences to inform customer-centric strategies.
- ❖ Identify patterns in demand over time and across geographies to optimize inventory and supply chain planning.
- ❖ Assess the impact of discounts and pricing on revenue and profit margins.

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**Analyze sales performance across products, sub-categories, and regions to identify high- and low-performing segments.**

## INSIGHTS

- **Markers, Pens, and Sofas** are the **top-performing sub-categories** by profit.
- **States like California, Florida, and New York** consistently drive the majority of sales.
- Several sub-categories (e.g. **Binders, chairs & Bookcases**) contribute **minimal Profits**, suggesting underperformance or niche appeal.

## RECOMMEDATIONS

- Focus marketing and inventory investment on high-performing sub-categories.
- Evaluate the viability of low-performing products: reposition, bundle, or phase out.
- Strengthen regional campaigns in high-revenue states to increase market share.



## Identify high- and low-performing segments.

### INSIGHTS

- Profit does not always correlate with high revenue – some high-selling items have low profit margins.
- Debit Card is the most frequently used payment method and may attract lower transaction costs, improving net profitability.

### RECOMMEDATIONS

- Promote and upsell products with high profit-to-sales ratio.
- Consider discount restrictions on low-margin items. Negotiate better rates or incentives with high-usage payment channels.

## Measure profitability trends by product category, sub-category, and sales channel to support profit-driven decision-making

### INSIGHTS

- Electronics generate the highest sales, but profit margins vary widely across sub-categories. Apparel shows modest sales, but often with stronger margins due to lower cost structure.
- Markers & Pens may have sporadic high profits due to seasonal spikes or lower costs.
- Debit cards dominates as a payment mode, associated with high transaction volume. Profit margins are similar across channels, but EMI & Credit card may show lower profitability — possibly due to charges or fees.

### RECOMMEDATION

- Focus growth efforts on profitable categories, not just high-revenue ones
- Encourage continued use of Debit Cards through promotions or loyalty perks. Analyze transaction fees per channel — optimize toward low-cost channels.
- Consider offering incentives for profitable payment types if fees differ.

**Identify patterns in demand over time and across geographies to optimize inventory and supply chain planning**

## **INSIGHTS**

- High demand in California, Texas, and New York. Some states have repeat orders from the same customers, indicating brand loyalty or local market fit.
- Low demand in smaller states could indicate logistics or awareness gaps.

## **RECOMMENDATIONS**

- 🚚 Prioritize warehouse placement or local suppliers near high-demand regions to reduce shipping costs and lead time.
- 📦 Stock regional favorites (e.g., popular electronics in Texas) based on historical data.
- 🛒 In low-performing areas, consider online-exclusive inventory or awareness campaigns instead of heavy local stocking.
- 🔄 Build regional reorder logic — don't apply national restock policies uniformly.

## Assess the impact of discounts and pricing on revenue and profit margins.

### INSIGHTS

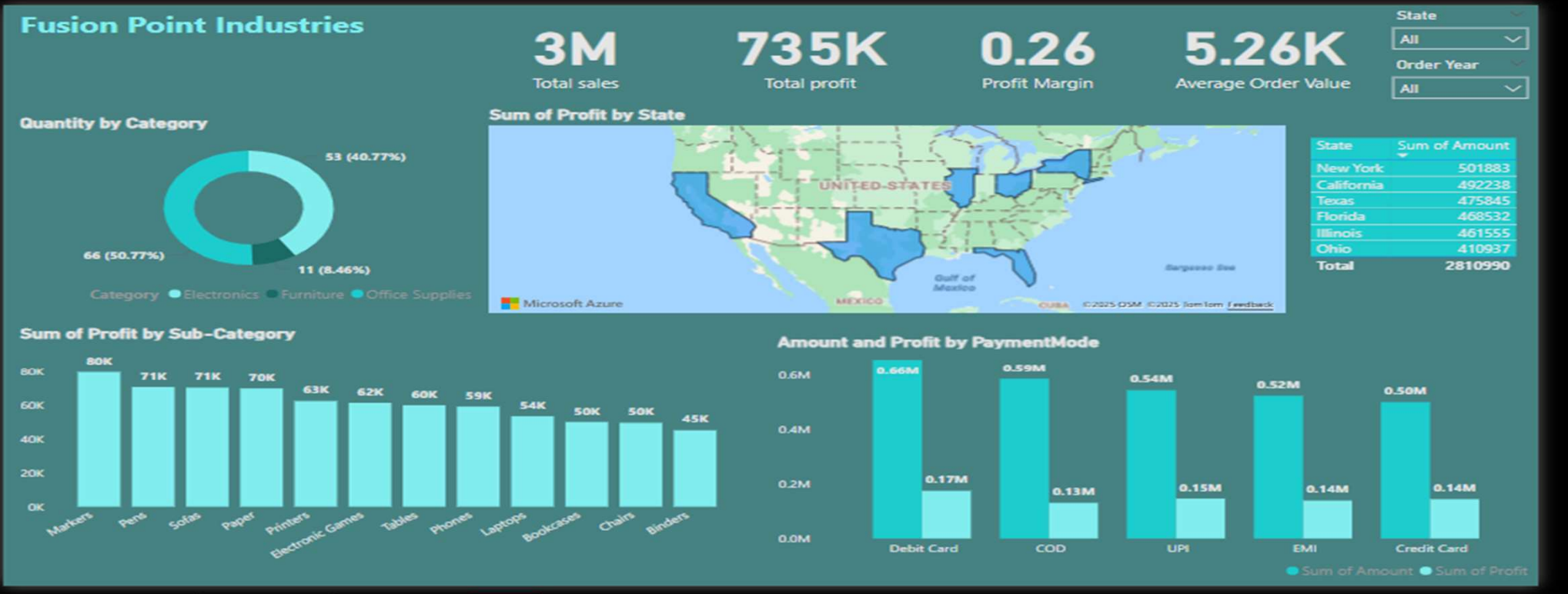
- Some products (like Pens & Phones) show low or negative profit margins despite notable sales. Other products (e.g., Printers, Papers) deliver higher profit margins, suggesting less discounting or better cost control.
- High sales but low profit = potential excessive discounting or price undercutting.

### RECOMEDATIONS

- Reevaluate pricing or discount strategy for low-margin, high-volume items (e.g., Cameras).
- Increase visibility and promotions on high-margin categories.
- 📊 A/B test price sensitivity by region or product group.
- 📈 For popular but unprofitable products, explore premium add-ons or bundles to recoup margins.



DASHBOARD 1



DASHBOARD 2

