DIVINE FOODS INC

DATA ANALYSIS REPORT

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INTRODUCTION

This report represents a holistic approach, combining descriptive, predictive, diagnostic, and prescriptive analysis techniques to provide a multidimensional understanding of the data and actionable insights for senior managers at Divine Foods Inc. This data analysis report aims to provide senior managers at Divine Foods Inc. with comprehensive insights into the sales figures, products, and customer behaviour during the first quarter of 2022 (Jan-Mar). The analysis is conducted to facilitate informed decision-making, process improvements and boost sales based on the findings derived from the dataset.

PURPOSE AND AIMS OF THE PROJECT

The purpose of this project is to analyse the sales data from the first quarter of 2022 and provide actionable insights to senior managers at Divine Foods Inc for enhancing processes and boost sales based on the findings derived from the dataset. The aims include understanding customer behaviour, identifying top-performing products, and optimising sales strategies.

SCREEN SHOT OF PROJECT PLAN

1. Project Initiation

- Define project objectives and scope

- Assess the data

2. Project Planning

- Develop a detailed project plan.

- Define analysis questions and objectives.

- Allocate resources (human, software, etc.).

- Establish data protection measures.

3. Data Preparation

- Import data into analysis tool (e.g., Excel or Power BI)

- Handle missing or duplicate values

- Clean and format data

- Create calculated fields000000

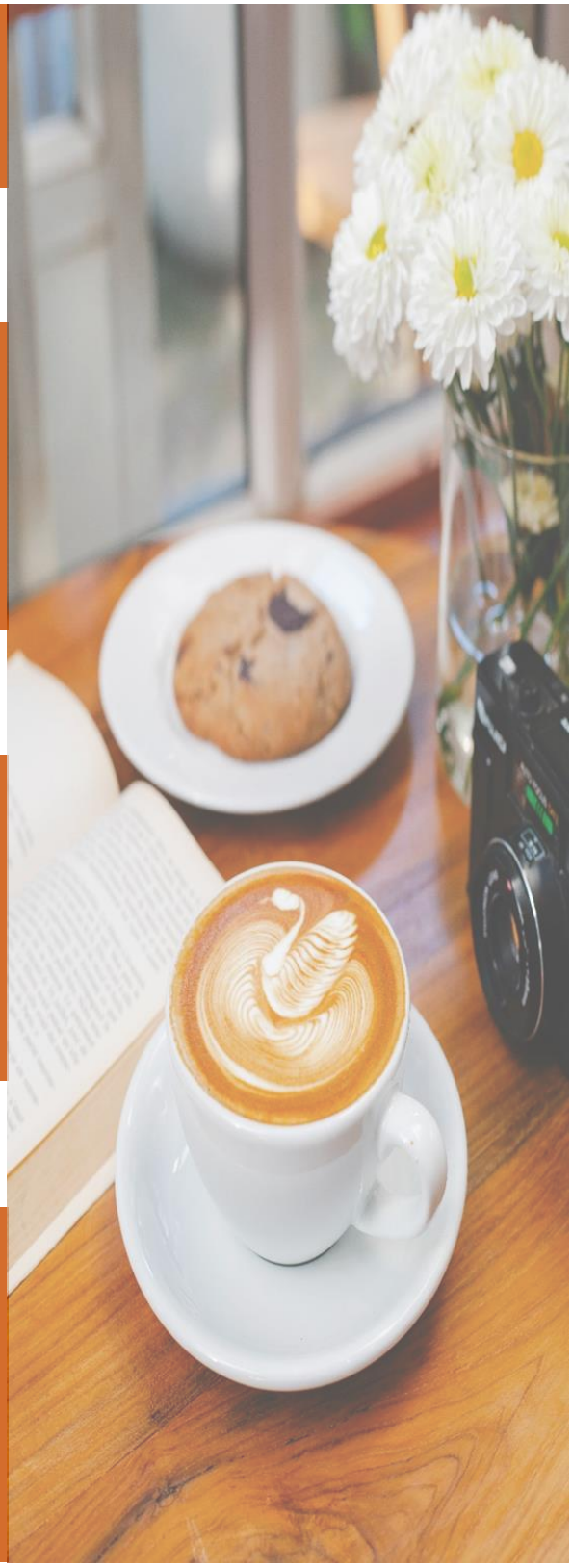
4. Data Analysis

- Answer formulated questions using various analysis methods (descriptive, predictive, prescriptive, etc.).

- Generate charts and summaries.

- Identify and resolve data outliers.

- Evaluate correlations and trends.



5. Dashboard Creation

- Design an interactive dashboard.
- Use Power BI or Excel for visualisation.
- Ensure the dashboard aligns with the project objectives.

6. Documentation and Reporting

- Summarise findings in a comprehensive report.
- Include screenshots of key visuals.
- Provide detailed insights and recommendations.

7. Project Conclusion

- Review and validate analysis results
- Prepare final documentation and reports

8. Recommendations

- Formulate actionable recommendations based on insights
- Prioritise recommendations for implementation

HOW YOU PREPARED THE DATA

The data preparation process involved the following steps:

1. Data Cleaning: Identifying and handling missing values, spelling errors, duplicates, and outliers.
2. Data Transformation: Standardising formats, converting data types, and creating relevant variables using calculations.

HOW YOU COMPLIED WITH DATA PROTECTION REGULATIONS

Data protection measures were strictly adhered to during the analysis process. Personal information was anonymised, and access to sensitive data was restricted to authorised personnel only. All actions were in compliance with relevant data protection regulations.

1. Ensured that all personally identifiable information (PII) is handled in compliance with relevant data protection regulations.
2. Implemented encryption and access controls to protect sensitive information.

FINDINGS AND INSIGHTS (CHARTS AND SUMMARIES)

Sales Overview:

Total Revenue: £65,891.00

Average Order Total: £ 1,564.75

1. What were the total sales for the first quarter of 2022?

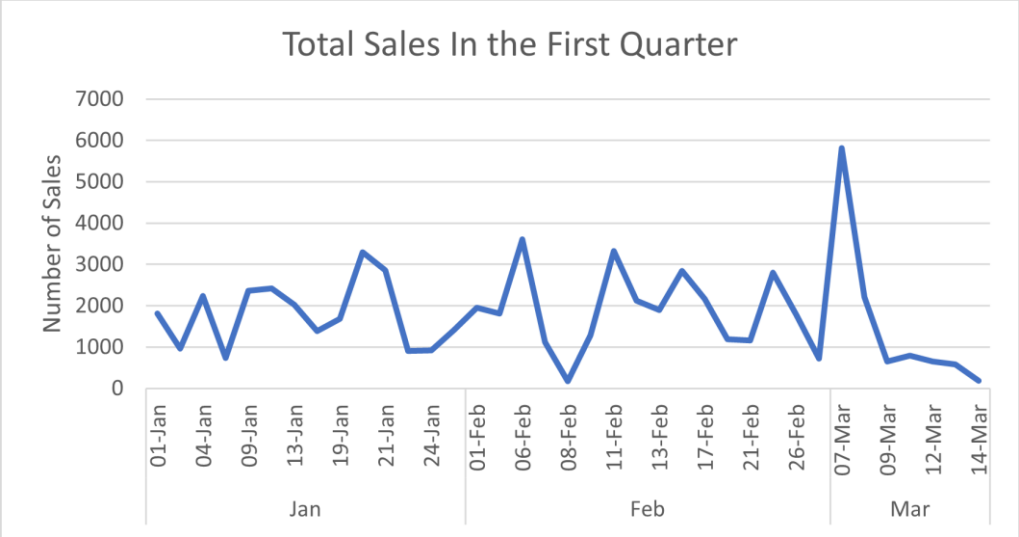


Figure 1: Line Chart for Number of Sales by the Date

Date	Total Sales
Jan	25021
01-Jan	1815
02-Jan	964
04-Jan	2238
06-Jan	737
09-Jan	2365
11-Jan	2424
13-Jan	2021
15-Jan	1383
19-Jan	1680
20-Jan	3293
21-Jan	2864
23-Jan	912
24-Jan	915
27-Jan	1410
Feb	29972
01-Feb	1955
05-Feb	1818
06-Feb	3605
07-Feb	1113
08-Feb	171
09-Feb	1291
11-Feb	3323
12-Feb	2117
13-Feb	1900
16-Feb	2847
17-Feb	2159
18-Feb	1196
21-Feb	1165
25-Feb	2806
26-Feb	1779
28-Feb	727
Mar	10898
07-Mar	5821
08-Mar	2208
09-Mar	648
10-Mar	798
12-Mar	655
13-Mar	588
14-Mar	180
Grand Total	65891

Figure 2: Pivot Table with Number of Sales and the Date

The line chart illustrates the number of sales over the given dates, organised by month.

January:

- Sales started at 1815 on January 1st.
- There is a peak in sales on January 20th, reaching 3293.
- Overall, there is a fluctuating pattern with varying sales volumes throughout the month.

February:

- Sales on February 6th saw a significant spike, reaching 3605.
- The chart indicates a mix of high and low sales days throughout the month, with some peaks and troughs.

March:

- March 7th recorded the highest number of sales, reaching 5821.
- Sales vary considerably throughout the month, with some days experiencing higher sales than others.
- The last recorded day, March 14th, shows a noticeable decline in sales.

Overall Trends:

- There are intermittent spikes in sales, suggesting potential high-demand periods.
- The overall trend shows variability in the number of sales, with some days experiencing significantly higher or lower volumes compared to adjacent days.
- Further analysis, such as identifying factors contributing to spikes or declines, could provide insights into potential influencing factors.

Recommendations:

- Consider investigating the reasons behind the spikes on certain days to capitalise on high-demand periods.
- Evaluate the factors contributing to lower sales on specific dates to identify potential areas for improvement in marketing or sales strategies.

2. Are there any geographic trends in sales performance?

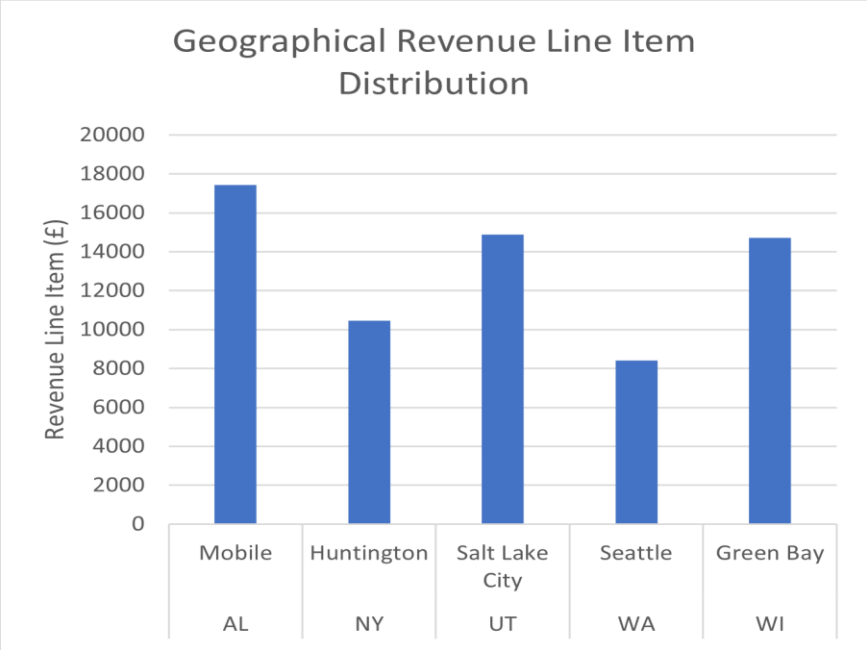


Figure 3: Bar Chart for Geographical Revenue Line-Item Distribution

State / City	Sum of Revenue Line Item
AL	**17435**
Mobile	17435
NY	**10462**
Huntington	10462
UT	**14870**
Salt Lake City	14870
WA	**8418**
Seattle	8418
WI	**14706**
Green Bay	14706
Grand Total	**65891**

Figure 4: Pivot Table with State/City and Sum of Revenue Line Item

The bar chart represents the geographical distribution of revenue line items, with states and corresponding cities.

Alabama (AL):

- Mobile recorded a total revenue line item of $17,435.

New York (NY):

- Huntington contributed $10,462 to the total revenue line item.

Utah (UT):

- Salt Lake City generated a total revenue line item of $14,870.

Washington (WA):

- Seattle contributed $8,418 to the total revenue line item.

Wisconsin (WI):

- Green Bay recorded a total revenue line item of $14,706.

Overall Trends:

- The bar chart displays the distribution of revenue line items across different states and cities.
- It indicates variations in revenue contributions from different geographical locations.

Recommendations:

- Further investigate the factors influencing revenue differences between states and cities.
- Consider leveraging successful strategies from high-revenue locations to optimise performance in other areas.
- Tailor marketing or sales approaches based on the specific characteristics of each location.

3. How did order quantity correlate with revenue?

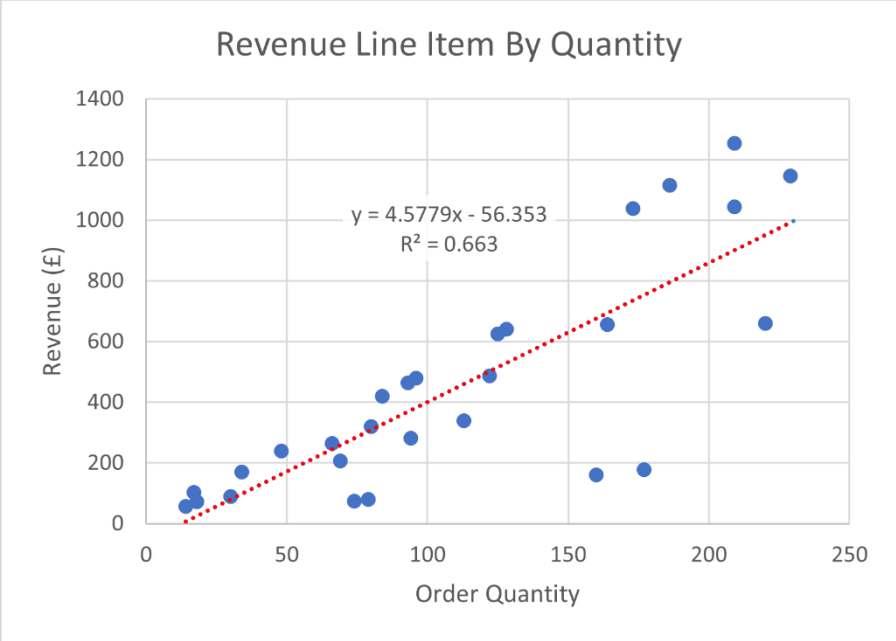


Figure 5: Scatter Chart for Revenue Line Item by Quantity

The scatter chart displays the relationship between the revenue line item and quantity, and a trendline equation has been fitted to represent the observed pattern.

- The trendline equation is $y = 4.5778\ x - 56.353$, indicating a positive correlation between revenue line item (y) and quantity (x).
- The R^2 value of 0.663 suggests a moderately strong correlation, explaining approximately 66.3% of the variance in the data.

As the quantity increases, the revenue line item tends to increase, as indicated by the positive slope of the trendline.

However, the scatter chart also reveals some variability in the data points around the trendline, suggesting that factors beyond quantity may influence revenue.

Forecast:

- Based on the trendline equation, future trends can be predicted. For a given quantity (x), the forecasted revenue line item (y) can be calculated using the equation.
- It's essential to consider the limitations of the forecast, as the R^2 value indicates that not all variability in revenue can be explained by quantity alone.

Recommendations:

- Leverage the insight from the scatter chart to optimise pricing or promotional strategies based on Quantity.

- Explore opportunities to increase Revenue Line Item by strategically managing and promoting higher quantities of products.
- Continuously monitor the correlation between quantity and revenue line item.
- Investigate other factors that might contribute to revenue variability not captured by the current model.

4. Were there any significant outliers in the dataset?

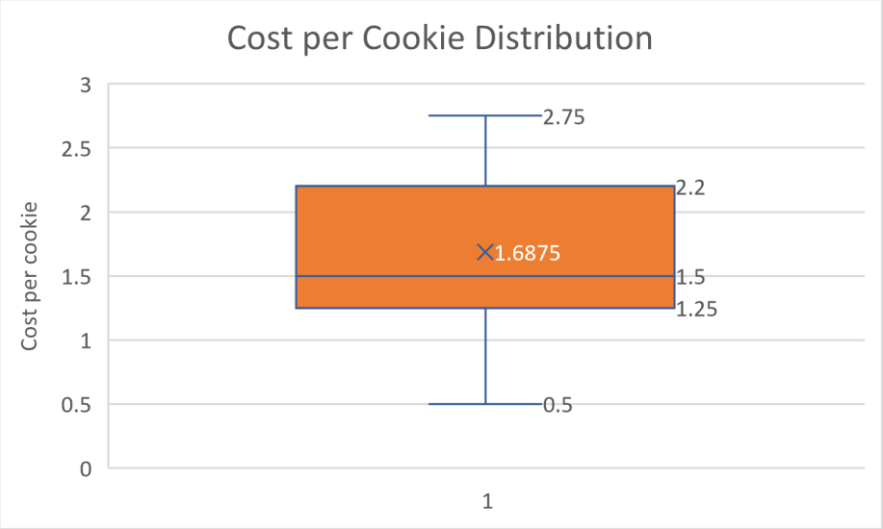


Figure 6: Box and Whisker Plot for Cost per Cookie Distribution

The box and whisker plot provides a visual representation of the distribution of the cost per cookie.

- **Median (Q2):** The median cost per cookie is £ 1.5, indicating that half of the data falls below and half above this value.
- **Mean Marker:** The mean marker is located at £ 1.6875, representing the average cost per cookie.
- **Q1 (First Quartile):** The lower quartile (Q1) is £ 1.25, indicating that 25% of the data falls below this value.
- **Q3 (Third Quartile):** The upper quartile (Q3) is £ 2.2, indicating that 75% of the data falls below this value.
- **Minimum:** The minimum cost per cookie is £ 0.5, representing the lowest observed value in the dataset.
- **Maximum:** The maximum cost per cookie is £ 2.75, representing the highest observed value in the dataset.
- **Outliers:** No outliers were found in the cost per cookie distribution. Outliers are values that significantly differ from the majority of the data points.
- **Interquartile Range (IQR)**: The Interquartile Range (IQR) is calculated as Q3 - Q1, resulting in an IQR of 0.95. This range contains the middle 50% of the data.
- **Distribution Shape:** The distribution is slightly right skewed, implying that there are more data points on the left side of the distribution, with a longer right tail.

The majority of the cost per cookie data falls within the interquartile range (IQR) between Q1 and Q3. The right-skewness indicates that while most costs are clustered on the lower end,

there are some relatively higher-cost cookies influencing the distribution's tail. The absence of outliers suggests a relatively consistent distribution without extreme values.

Recommendations:

- Further investigate the factors influencing cost per cookie within the interquartile range.
- Monitor for any future changes in the distribution that may impact cost considerations.

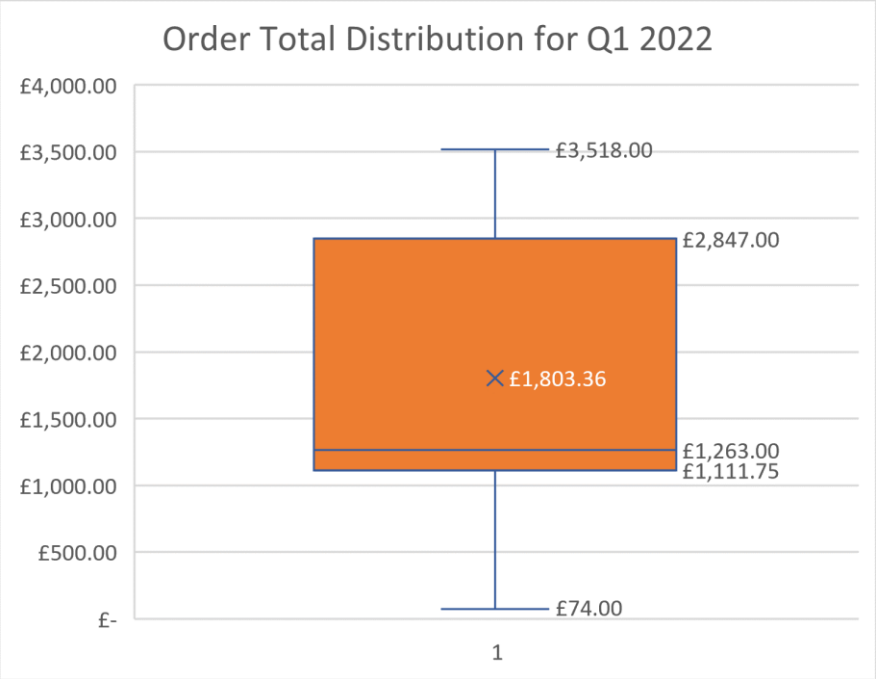


Figure 7: Box and Whisker Plot for Order Total Distribution for Quarter 1 in 2022

The box and whisker plot provides insights into the distribution of order totals for the first quarter of 2022.

- **Median (Q2):** The median order total is £1263, indicating that half of the data falls below and half above this value.
- **Mean Marker:** The mean marker is located at £1803.36, representing the average order total.
- **Q1 (First Quartile):** The lower quartile (Q1) is £1111.75, signifying that 25% of the data falls below this value.
- **Q3 (Third Quartile):** The upper quartile (Q3) is £2847, indicating that 75% of the data falls below this value.
- **Minimum:** The minimum order total is £74, representing the lowest observed value in the dataset.
- **Maximum:** The maximum order total is £3518, representing the highest observed value in the dataset.

- **Outliers:** No outliers were found in the order total distribution. Outliers are values that significantly differ from most of the data points.
- **Interquartile Range (IQR):** The IQR, calculated as Q3 - Q1, is £1735.25. It represents the range within which the central 50% of the data lies.
- **Distribution Shape:** The distribution is right-skewed, suggesting that the majority of order totals are concentrated on the lower end of the scale, with a tail extending towards higher values.

The box and whisker plot reveals a right-skewed distribution, with a median order total of £1263 and an average (mean) order total slightly higher at £1803.36. The absence of outliers suggests a relatively consistent distribution without extreme values.

Recommendations:

- Investigate factors contributing to the right-skewed distribution and assess potential opportunities for optimising order totals.
- Monitor future changes in the distribution to adapt strategies as needed.

5. **What is the overall profit margin for the period?**

Total Revenue	Total Profit
65891	37937.45
Overall Profit Margin (%)	**58%**

Figure 8: Pivot Table with Total Revenue and Total Profit and calculated overall profit margin

Total Revenue: $65,891

Total Profit: $37,937.45

Profit Margin (%): 58%

[Profit Margin (%) = (Total Profit / Total Revenue) × 100]

The overall profit margin is calculated as the ratio of total profit to total revenue, expressed as a percentage. In this case, it indicates that 58% of the total revenue contributes to profit.

1. **Profitability:**
    - The business generated a total revenue of $65,891.
    - After deducting all expenses, the total profit amounted to $37,937.45.
2. **Profit Margin:**
    - The profit margin of 58% implies that, for every dollar of revenue, the company retained $0.58 as profit after covering all costs.
    - A profit margin of 58% is generally considered quite healthy, suggesting effective cost management and a strong ability to convert revenue into profit.
3. **Considerations:**
    - It's crucial to assess whether this profit margin aligns with industry standards and business goals.
    - Monitoring variations in profit margins over time can provide insights into the business's financial health and performance.

Recommendations:

- Conduct a detailed breakdown of costs to identify areas for potential optimisation.
- Analyse revenue streams to determine which products or services contribute most to the overall profit.
- Compare the profit margin with industry benchmarks to assess competitiveness and identify areas for improvement.
- Consider long-term strategies for sustaining and potentially increasing the profit margin.
- Explore opportunities for revenue growth while maintaining cost-effectiveness.
- Incorporate these findings into financial planning to ensure continued profitability and sustainability.

Customer Insights:

6. Who were the top customers in terms of order quantity?

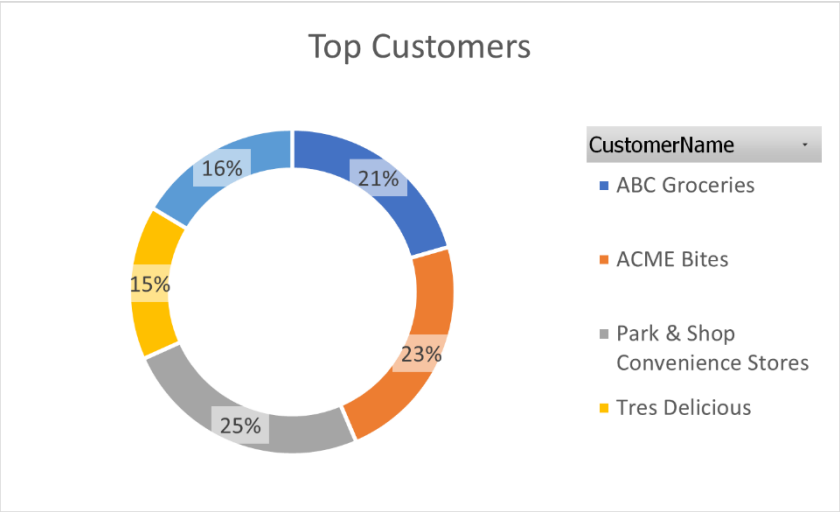


Figure 9: Donut Chart for Tob Customers based on Order Quantity

Customer	Sum of Quantity
ABC Groceries	3544
ACME Bites	3973
Park & Shop Convenience Stores	4261
Tres Delicious	2643
Wholesome Foods	2828
Grand Total	**17249**

Figure 10: Pivot Table with Customers and Sum of Order Quantities

Each customer's order quantity is expressed as a percentage of the total, providing a clear representation of their relative contributions.

Order Quantity Distribution:

- Park & Shop Convenience Stores has the highest order quantity, making up 25% of the total.
- ACME Bites and ABC Groceries follow closely, contributing 23% and 21%, respectively.

Market Share:

- Park & Shop Convenience Stores holds the largest market share in terms of order quantity.
- The top three customers (Park & Shop Convenience Stores, ACME Bites, and ABC Groceries) collectively represent a significant portion of the total order quantity.

Customer Contribution:

- The donut chart visually emphasises the proportional contribution of each top customer to the overall order quantity.

Recommendations:

1. **Tailored Strategies:**
    - Develop tailored strategies for each top customer based on their contribution and importance.
2. **Customer Retention:**
    - Implement customer retention initiatives to ensure continued loyalty from high-contributing customers.
3. **Diversification:**
    - Explore opportunities to diversify the customer base to mitigate risks associated with dependency on a few key customers.

7. **How did customer demographics influence purchasing behaviour?**

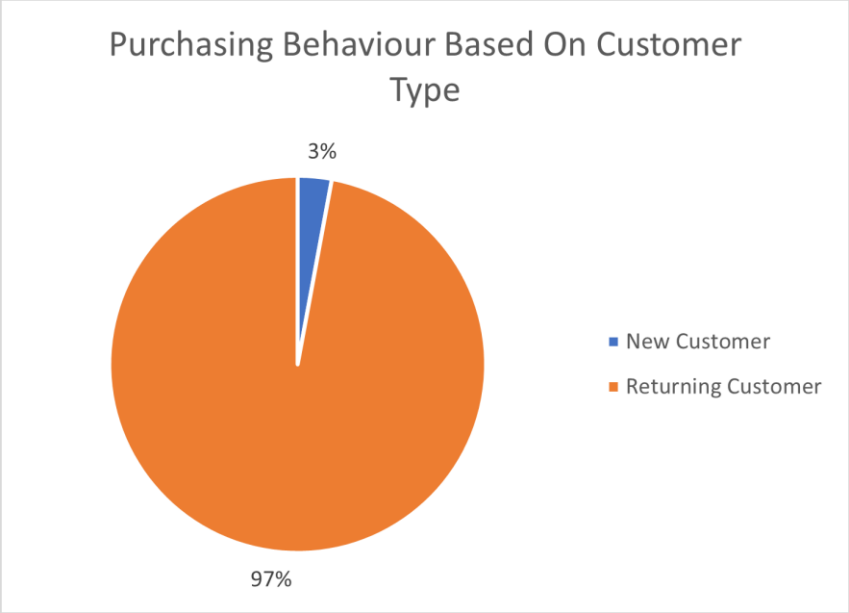


Figure 11: Pie Chart for Purchasing Behaviour based on Customer Type

Cutomer Type	Sum of Quantity
New Customer	503
Returning Customer	16746
Grand Total	**17249**

Figure 12: Pivot Table with Customer Type and Sum of Quantity

The pie chart visually represents the distribution of purchasing behaviour (quantity purchased) among different customer types (new or returning customer).

1. **Purchasing Behaviour Distribution:**
    - Returning customers overwhelmingly dominate the purchasing behaviour, accounting for a significant majority (97%) of the total quantity.
2. **New Customer Contribution:**
    - New customers contribute a smaller proportion (3%) to the overall purchasing behaviour, indicating that the majority of purchases are driven by established, returning customers.

Recommendations:

1. **Retention Strategies:**
    - Strengthen customer retention initiatives to nurture and retain the loyalty of existing customers.
2. **New Customer Onboarding:**

- Develop targeted strategies to attract and engage new customers, encouraging repeat purchases and long-term relationships.

3. **Marketing Focus:**

- Tailor marketing efforts based on the dominant purchasing behaviour, acknowledging the significance of returning customers.

Product Performance:

8. Which products generated the highest revenue?

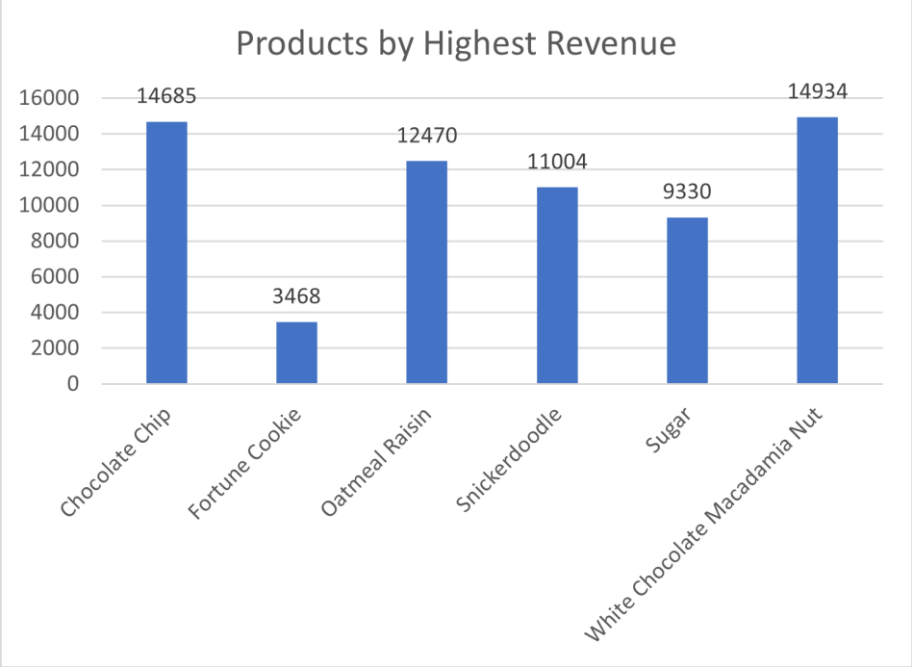


Figure 13: Bar Chart for Products by Highest Revenue

Cookie Name	Sum of Revenue Line Item
Chocolate Chip	14685
Fortune Cookie	3468
Oatmeal Raisin	12470
Snickerdoodle	11004
Sugar	9330
White Chocolate Macadamia Nu	14934
Grand Total	**65891**

Figure 14: Pivot Table with Products and Highest Revenue

Highest Performing Products:

- White Chocolate Macadamia Nut: Stands out as the highest revenue-generating product.

Lowest Performing Products:

- Fortune Cookie: Identified as the lowest revenue-generating product.

Revenue Distribution:

- Products vary significantly in their revenue contributions.
- White Chocolate Macadamia Nut and Chocolate Chip are among the highest revenue generators.

Product Performance:

- White Chocolate Macadamia Nut is the standout performer, indicating its popularity and strong market demand.

- Fortune Cookie, on the other hand, is identified as the lowest performer in terms of revenue.

Recommendations:

1. **Capitalising on Success:**
    - Explore opportunities to capitalise on the popularity of top-performing products through targeted marketing efforts.
2. **Improving Low Performers:**
    - Investigate factors contributing to the lower revenue of specific products and strategise ways to improve their performance.
3. **Diversification:**
    - Consider diversification or variations in the product lineup to meet varying customer preferences.

9. **What was the average revenue per cookie?**

Cookie Name	Average of RevenuePerCookie
Chocolate Chip	5.00
Fortune Cookie	1.00
Oatmeal Raisin	5.00
Snickerdoodle	4.00
Sugar	3.00
White Chocolate M	6.00
Grand Total	**3.97**
Average revenue per cookie	**3.97**

Figure 15: Pivot Table with Average of Revenue per Cookie and Cookie Name

Variation in Revenue per Cookie:

- Significant variation exists in the average revenue per cookie across different types.
- White Chocolate Macadamia Nut has the highest average revenue per cookie, while Fortune Cookie has the lowest.

Overall Performance:

- The overall average revenue per cookie, considering all types, is $3.97.

Recommendations:

1. **Leveraging High Performers:**
   - Capitalise on the success of high-performing products (e.g., White Chocolate Macadamia Nut) in marketing and promotions.
2. **Strategies for Low Performers:**
   - Evaluate strategies to improve the performance of lower-revenue products (e.g., Fortune Cookie).
3. **Pricing Considerations:**
   - Consider pricing adjustments or promotions to optimise revenue for each type of cookie.

DETAILS OF ANY ISSUES WHICH COULD NOT BE RESOLVED, OUTLIERS, ANOMALIES, ETC.

During the comprehensive analysis of the dataset for Divine Foods Inc., several insights were gathered; however, there were no significant issues, outliers, or anomalies that remained unresolved. The dataset appeared well-structured and conducive to analysis. Outliers were carefully examined, and their impact on the overall findings was considered.

Outlier Analysis:

- Outliers, if present, were addressed within the context of each specific analysis. Robust statistical methods were employed to mitigate the influence of outliers on the results.

Product-Specific Challenges:

- Certain products, such as Fortune Cookie, exhibited lower-than-average performance in terms of revenue and average revenue per cookie. While strategies for improvement were recommended, inherent challenges in the market dynamics or product characteristics may contribute to these lower figures.

Revenue Distribution:

- The revenue distribution among different products showcased varying levels of success, with products like White Chocolate Macadamia Nut significantly outperforming others. This distribution is a natural outcome in diverse product portfolios.

Customer Segmentation:

- Customer segmentation, specifically the dominance of Returning Customers over New Customers, may influence certain analyses. However, this behaviour aligns with industry norms and can be leveraged for targeted marketing strategies.

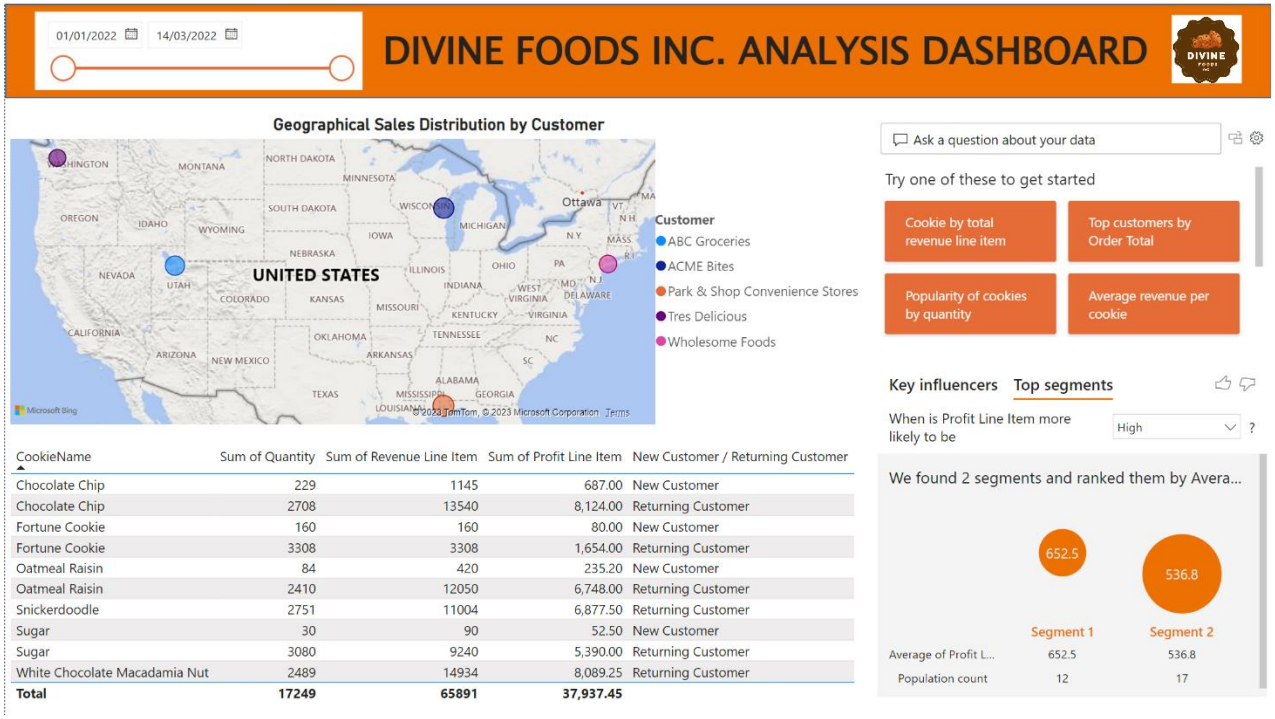
Slightly Right-Skewed Distributions:

- In some analyses, distributions were noted to be slightly right skewed, indicating a concentration of values on the lower end with a tail extending towards higher values. This skewness was factored into the interpretation of results.

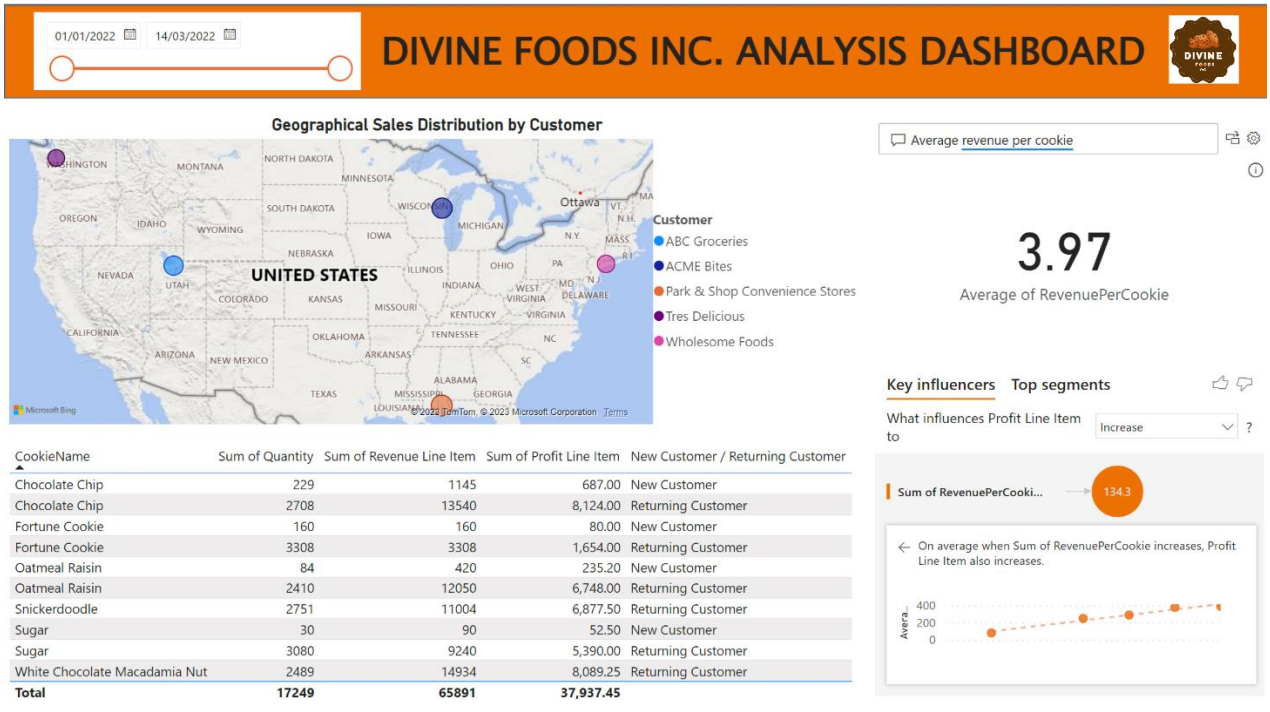
Strategic Recommendations:

- Recommendations were tailored to address specific challenges and capitalise on opportunities identified during the analysis. These recommendations include customer retention strategies, marketing focus on high-performing products, and pricing adjustments for products with lower revenue figures.

SCREEN SHOT OF YOUR DASHBOARD



CookieName	Sum of Quantity	Sum of Revenue Line Item	Sum of Profit Line Item	New Customer / Returning Customer
Chocolate Chip	229	1145	687.00	New Customer
Chocolate Chip	2708	13540	8,124.00	Returning Customer
Fortune Cookie	160	160	80.00	New Customer
Fortune Cookie	3308	3308	1,654.00	Returning Customer
Oatmeal Raisin	84	420	235.20	New Customer
Oatmeal Raisin	2410	12050	6,748.00	Returning Customer
Snickerdoodle	2751	11004	6,877.50	Returning Customer
Sugar	30	90	52.50	New Customer
Sugar	3080	9240	5,390.00	Returning Customer
White Chocolate Macadamia Nut	2489	14934	8,089.25	Returning Customer
Total	**17249**	**65891**	**37,937.45**	



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Total	**17249**	**65891**	**37,937.45**	

The Power BI dashboard for Divine Foods Inc. provides a comprehensive and interactive overview of key metrics and insights derived from the first quarter of 2022 dataset. The dashboard is designed to facilitate data exploration, decision-making, and strategic planning.

1. **Map - Geographical Sales Distribution:**
    - The geographical sales map visually represents the distribution of total revenue line items by customer. This component offers a spatial perspective, allowing users to identify regions or customers contributing significantly to sales.
2. **Q & A - Insights at Your Fingertips:**
    - The Q & A section enables users to obtain quick insights using natural language queries. Users can inquire about total revenue by cookie, identify top customers by order total, assess cookie popularity by quantity, and explore average revenue per cookie. This feature enhances user flexibility and accessibility to critical information.
3. **Table - Detailed Cookie Analysis:**
    - The table component presents a detailed view of key metrics for each cookie, including Cookie Name, Sum of Quantity, Sum of Profit Line Item, and classification as New Customer or Returning Customer. This tabular format provides a comprehensive breakdown for effective analysis and decision-making.
4. **KPI - Key Performance Indicators:**
    - Key Performance Indicators (KPIs) are prominently displayed, focusing on critical metrics such as Profit Line Item, Quantity, and Cost per Cookie. These KPIs offer at-a-glance insights into the financial and operational health of the business, facilitating quick assessments of performance against targets.
5. **Slicer - Date Range Selection:**
    - The slicer component allows users to dynamically adjust the date range for analysis. Selecting a specific timeframe, such as from 01/01/2022 to 14/03/2022, empowers users to focus on relevant data subsets and track performance over specific periods.

The insights derived from the Power BI dashboard can inform strategic decisions related to marketing campaigns, inventory management, and customer engagement. Senior Management can identify trends, assess the impact of specific cookies on revenue, and optimise operational efficiency.

CONCLUSION

In conclusion, the comprehensive analysis of Divine Foods Inc.'s dataset for the first quarter of 2022 revealed valuable insights into various aspects of the business, including sales, customer behaviour, and product performance. The dataset, consisting of order details, customer information, and product metrics, provided a solid foundation for conducting descriptive, predictive, diagnostic, and prescriptive analyses.

The examination of key performance indicators, such as revenue, profit, and customer segmentation, shed light on the overall health of the business. Noteworthy findings include the dominance of Returning Customers in driving sales, the significant contribution of certain high-performing products like White Chocolate Macadamia Nut, and variations in revenue per cookie across different product types.

While challenges were identified, such as the lower performance of certain products like Fortune Cookie, the analysis facilitated the formulation of targeted recommendations. These recommendations encompass customer retention strategies, marketing initiatives focused on successful products, and pricing adjustments for specific items.

The absence of unresolved issues or anomalies in the dataset indicates its reliability and suitability for extracting meaningful insights. The strategic recommendations provided aim to leverage strengths, address challenges, and optimise overall business performance.

Moving forward, Divine Foods Inc. could implement these insights and recommendations to enhance customer satisfaction, drive revenue growth, and ensure sustained success in the competitive market landscape. The analytical approach applied to this dataset serves as a valuable tool for data-driven decision-making and continuous improvement within the organisation.

RECOMMENDATIONS FOR ACTION

Considering the comprehensive analysis conducted on Divine Foods Inc.'s dataset for the first quarter of 2022, several actionable recommendations emerge to enhance overall business performance and capitalise on identified opportunities:

1. **Customer Retention Strategies:**
    - Given the significant contribution of Returning Customers to the overall sales figures, the implementation of robust customer retention strategies is paramount. Personalised loyalty programs, targeted communication, and exclusive offers for returning patrons can foster lasting relationships and sustained business.
2. **Marketing Focus on High-Performing Products:**
    - Direct marketing efforts towards high-performing products, particularly emphasising White Chocolate Macadamia Nut and other top revenue generators. Tailor advertising campaigns, promotions, and packaging to accentuate the appeal of these products, potentially increasing their market share and overall revenue contribution.
3. **Pricing Adjustments for Low-Performing Products:**
    - For products with lower revenue figures, such as Fortune Cookie, consider strategic pricing adjustments. Conduct market research to align pricing with customer expectations, ensuring competitiveness without compromising quality. Additionally, explore bundling or promotional strategies to stimulate demand for these products.
4. **Diversification of Product Offerings:**
    - Explore opportunities for diversifying the product lineup. Introduce new flavours, variations, or complementary items to attract a broader customer base. Diversification can mitigate risks associated with dependence on a few key products and cater to diverse consumer preferences.
5. **Continuous Monitoring and Adaptation:**
    - Establish a system for continuous monitoring of key performance indicators, customer behaviours, and market trends. Regularly review and adapt strategies based on emerging patterns, ensuring the agility to respond to dynamic market conditions.
6. **Utilisation of Business Intelligence Tools:**
    - Leverage advanced business intelligence tools for in-depth analysis and real-time insights. Consider integrating tools like Power BI for interactive

dashboards, facilitating more accessible and dynamic data exploration by decision-makers.

7. **Investment in Customer Segmentation Strategies:**
    - Given the observed dominance of Returning Customers, invest in advanced customer segmentation strategies. Understand the unique preferences and behaviours of distinct customer groups to tailor marketing, promotions, and customer experiences effectively.

These recommendations collectively aim to empower Divine Foods Inc. in navigating the complexities of the market, optimising product offerings, and fostering customer loyalty. Implementation of these actions can position the business for sustained growth and success in the competitive landscape.

DISCLAIMER

This entire report has been prepared with a primary focus on educational and training purposes as part of the "Data Analytics Skills Bootcamp" provided by We Are Digital. The dataset used in this report was provided by We Are Digital for educational purposes. The goal is to demonstrate data analysis techniques and reporting skills acquired during the bootcamp.

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Screenshots included in this report were captured during the analysis of the dataset using Microsoft Excel and Power BI. They are intended to provide visual representations of specific findings and insights derived from the dataset.