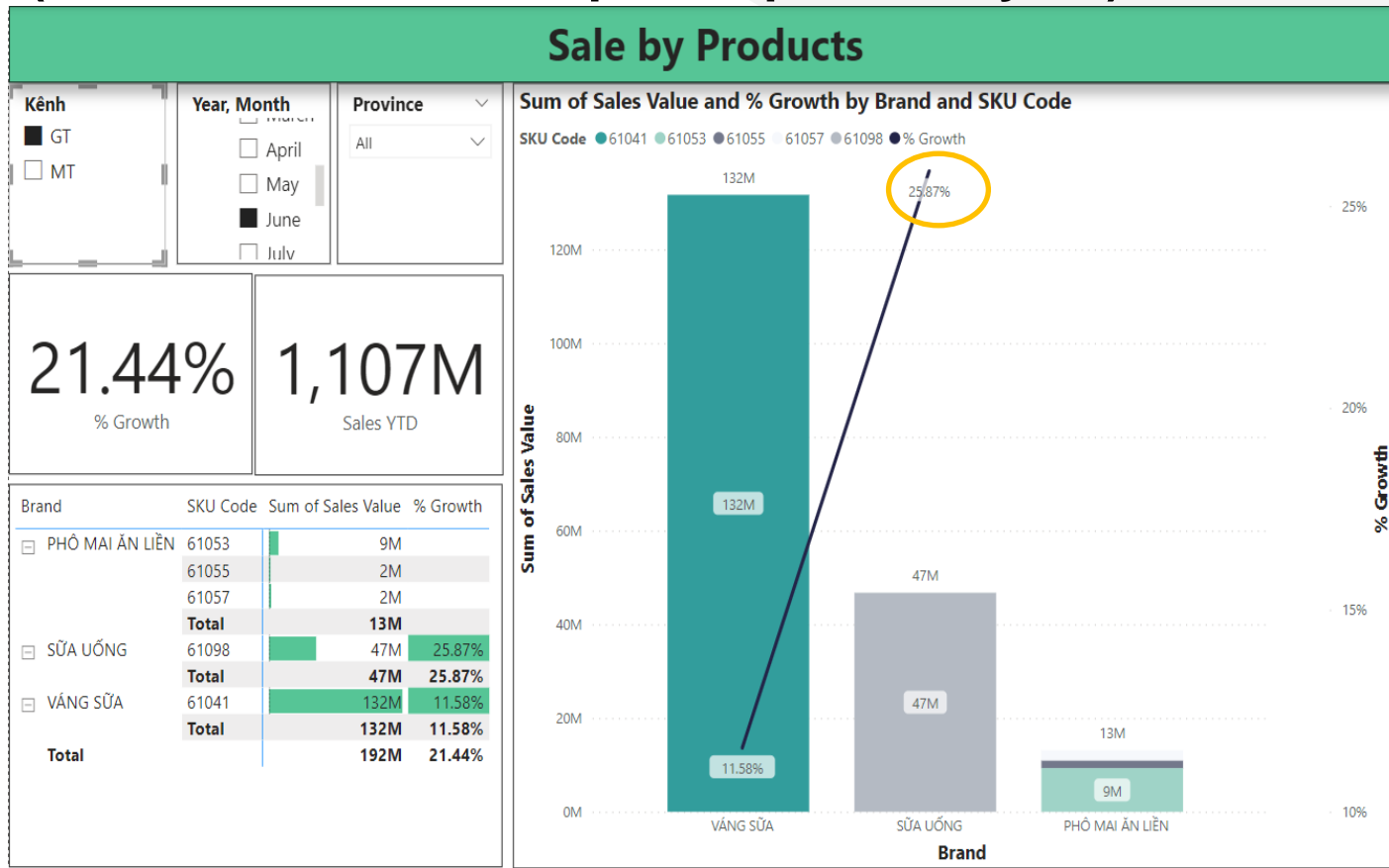


ABC LTD Sales Data Analytic

Presenter: Hoi Tran

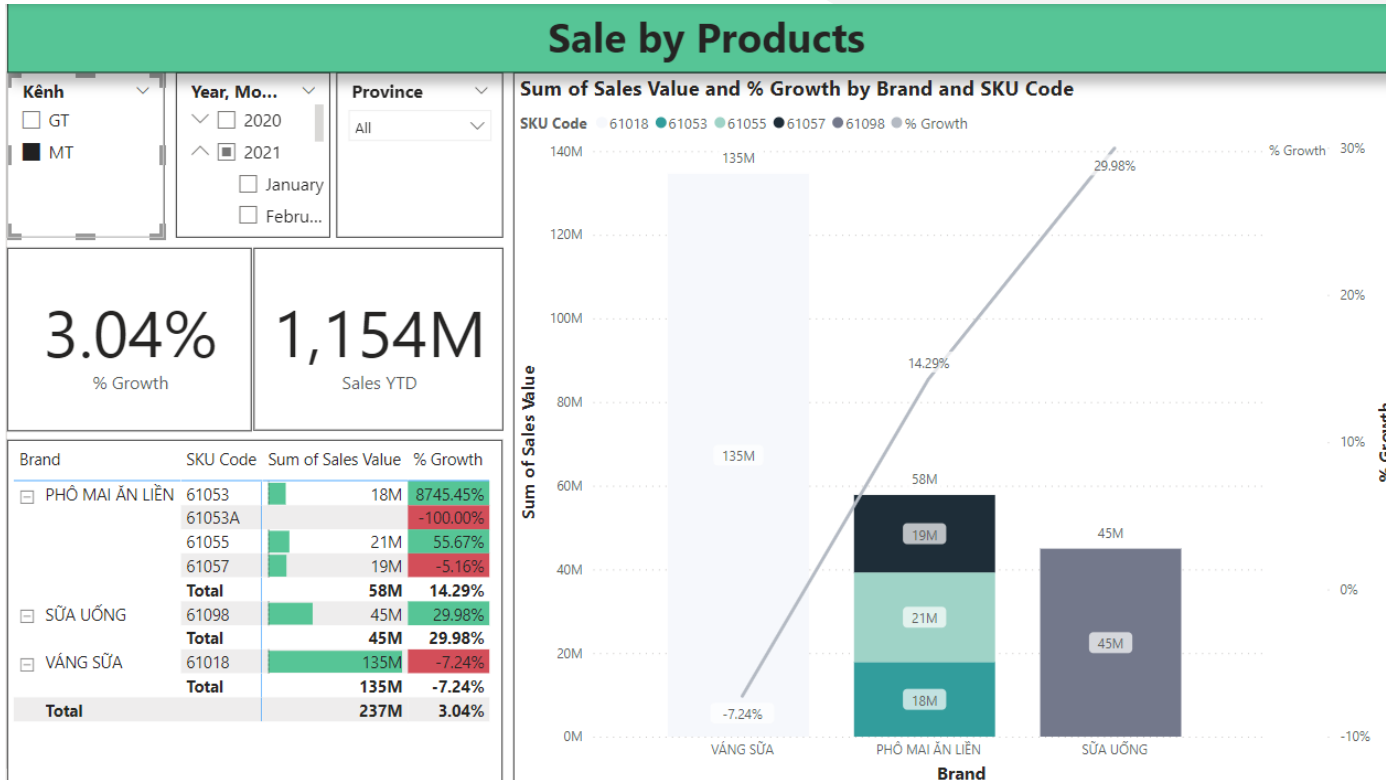


Question 1: Which product line in GT channel has the highest growth (YTD sales over same period previous year) at June 2021?



→ **Sữa uống (Drinking milk)** is the best growing product in GT channel with YTD sales at June 2021 is **25.87%** higher than same period previous year.

Question 2: Which product line in GT channel has the highest growth (YTD sales over same period previous year) at June 2021?



→ **Sữa uống (Drinking milk)** is the best growing product in GT channel with YTD sales at June 2021 is **29.98%** higher than same period previous year.

Question 3: Top 10 provinces with highest YTD sale at June 2021.

Sale by Province

Kênh
☐ GT
☐ MT

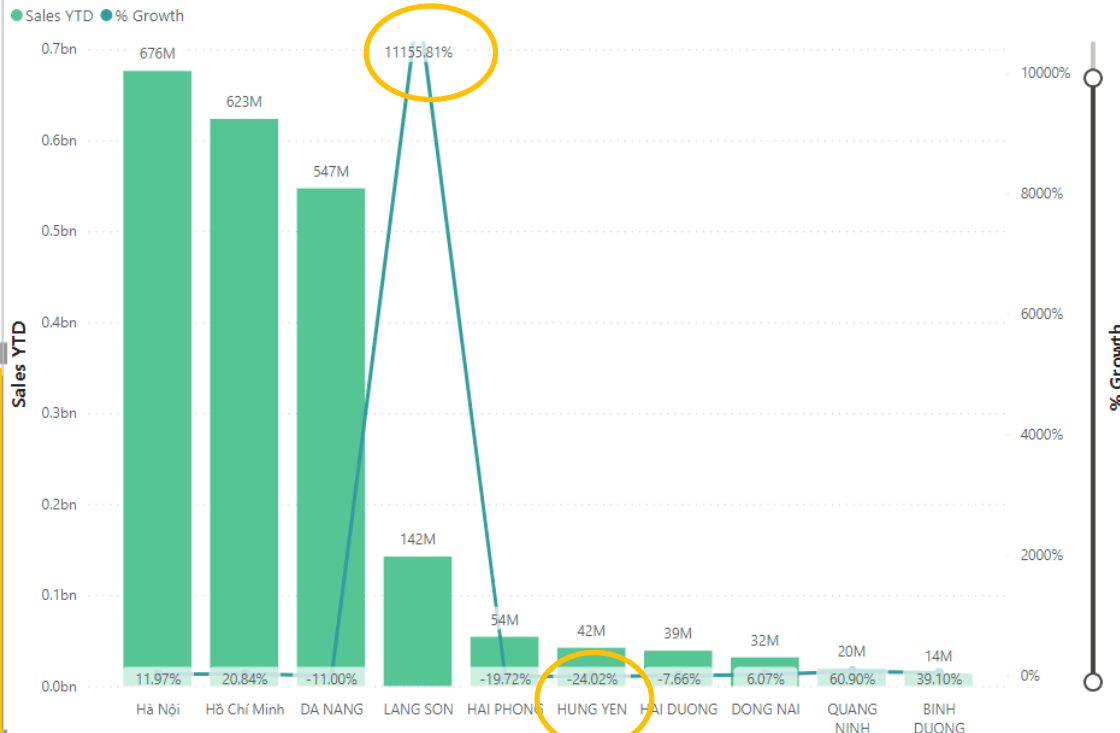
Brand, SKU...
☐ PHỞ MAI ...
☐ SỮA UỐNG
☐ VẮNG SỮA

Province
All

Year, Month
☐ 2020
☐ 2021

2,261M Sales YTD
11.30% % Growth

Sales YTD, % Growth and % Growth by Province



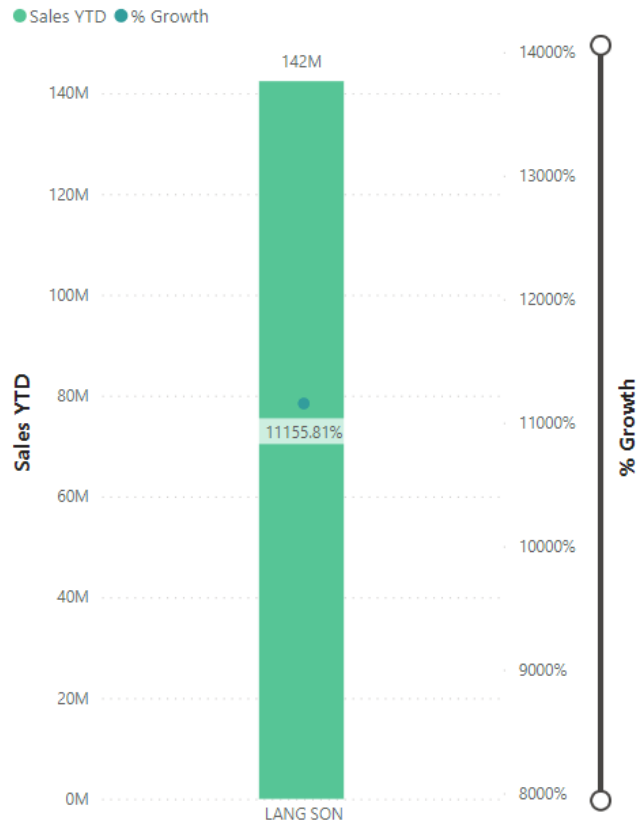
LANG SON is the province that grow highest with **11,155.81%**

In opposite, **HUNG YEN** has the lowest growth with **-24.02%**

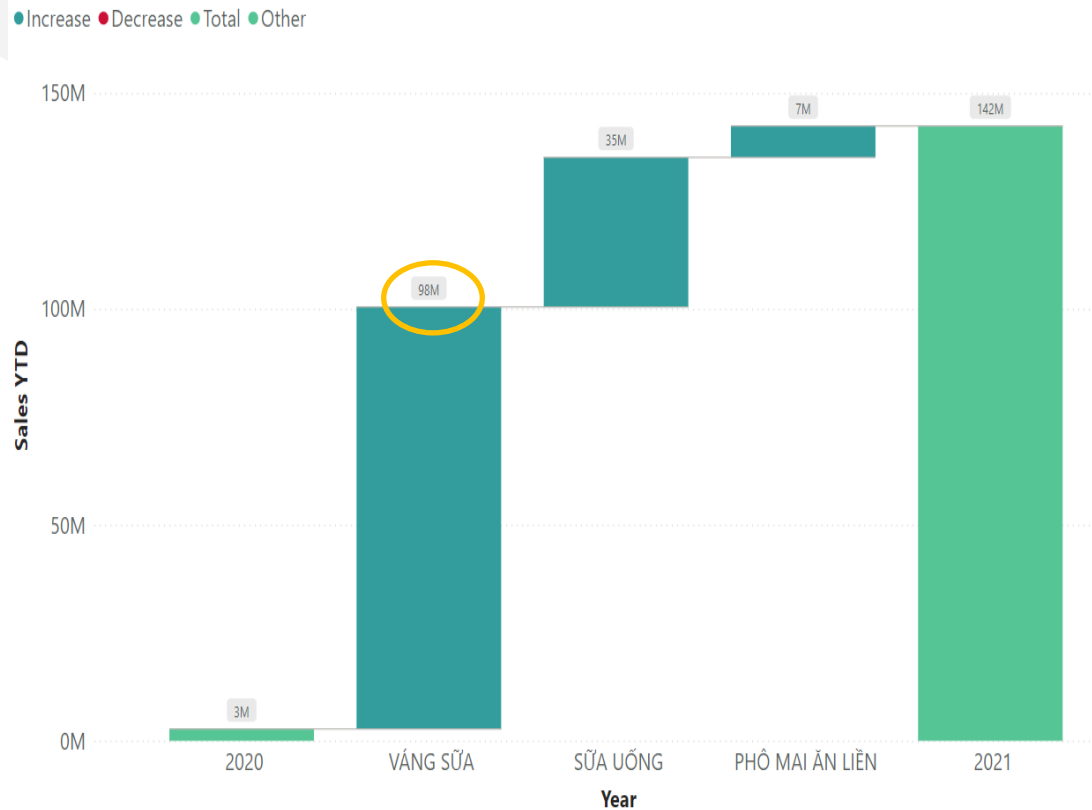
Top 10 Province by YTD Sale

Province	Sales YTD	% Growth
BINH DUONG	13,980,000	39.10%
QUANG NINH	19,525,000	60.90%
DONG NAI	31,545,000	6.07%
HAI DUONG	38,916,000	-7.66%
HUNG YEN	42,180,000	-24.02%
HAI PHONG	54,227,000	-19.72%
LANG SON	142,386,000	11155.81%
ĐÀ NẴNG	547,071,000	-11.00%
HỒ CHÍ MINH	623,328,000	20.84%
HÀ NỘI	676,029,000	11.97%
Total	2,189,187,000	12.11%

Sales YTD, % Growth and % Growth by Province



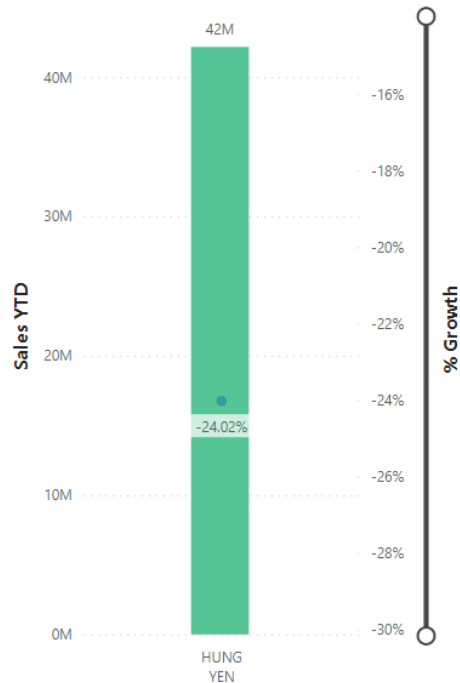
Sales YTD by Year and Brand



In Lang Son , at the point of June 2021, YTD sales is 139M higher than June 2021.
 Vắng sữa (milk scum) pay the main role with 98M increasing.

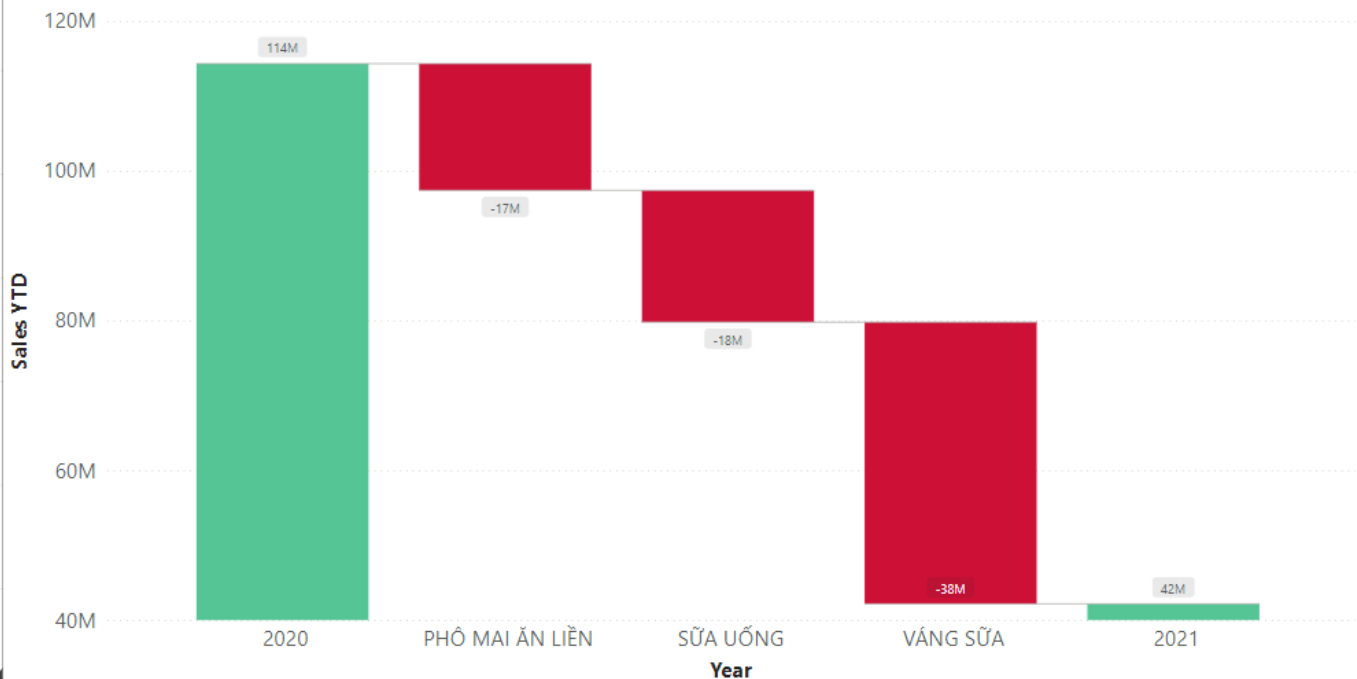
Sales YTD, % Growth and % Growth by Province

● Sales YTD ● % Growth



Sales YTD by Year and Brand

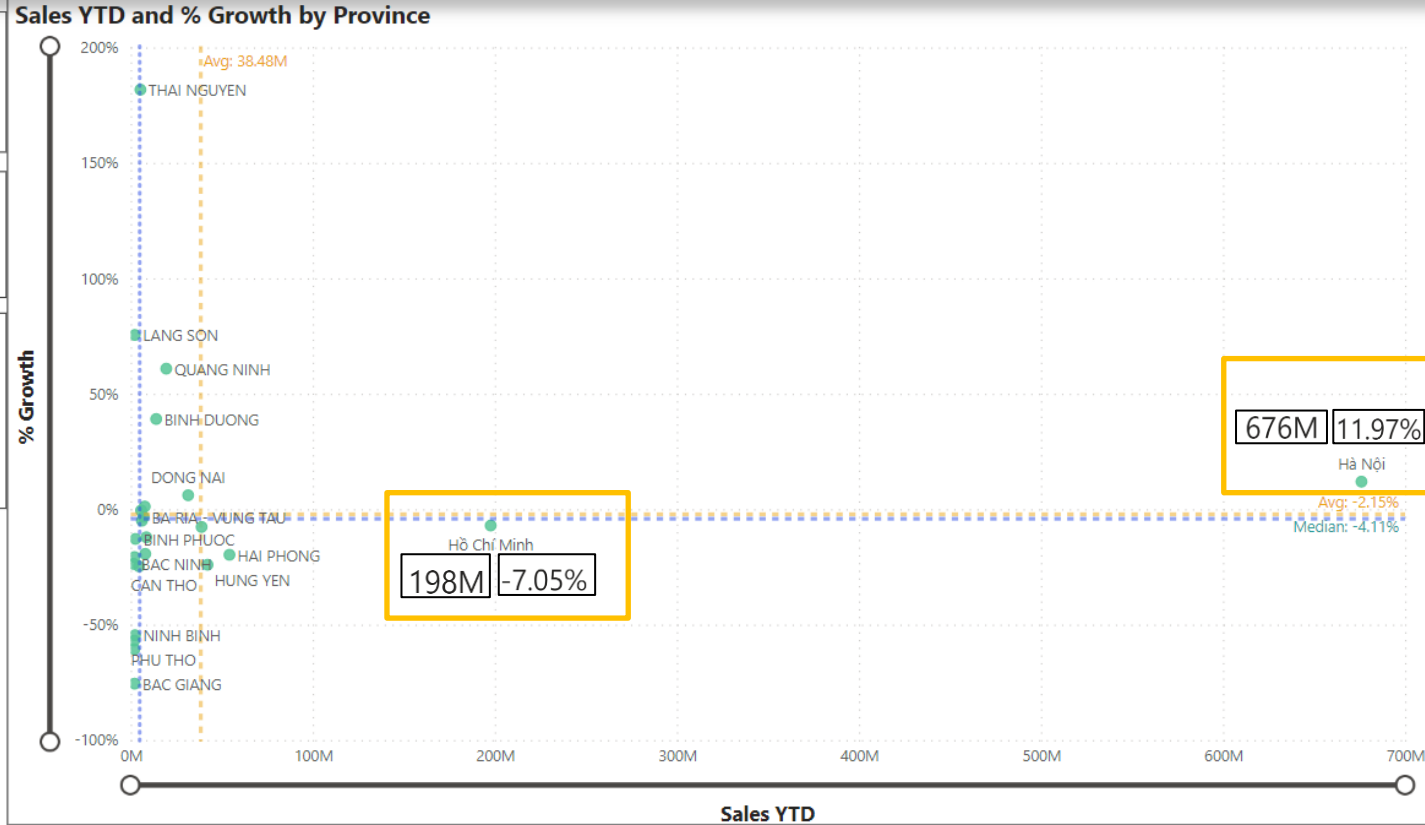
● Increase ● Decrease ● Total ● Other



In Hung Yen, YTD sale at June decrease from 114M to 42M from 2020 to 2021. Váng sữa (milk scum) is the main reason with -38M decreasing.

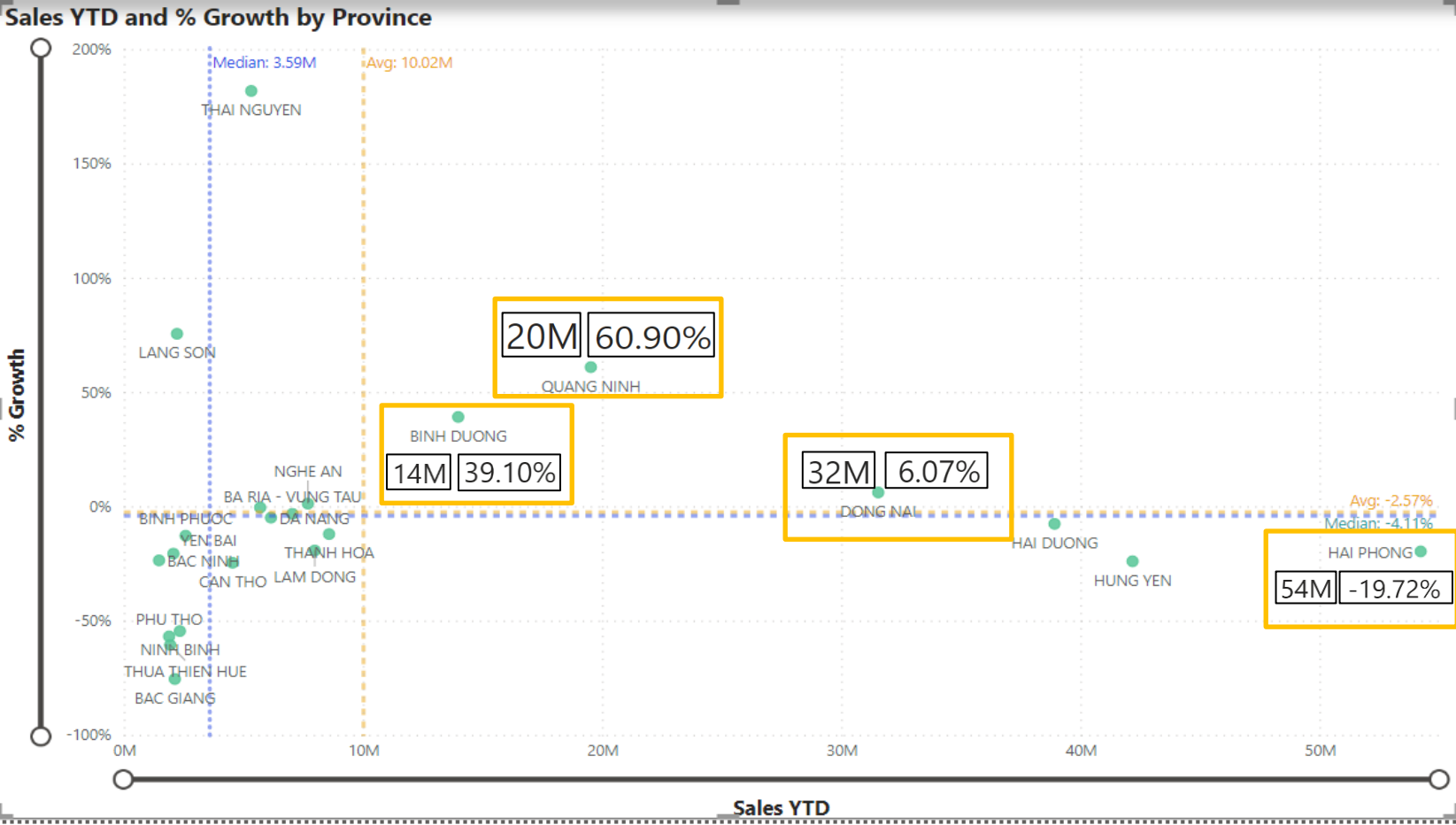
Question 4: Which 6 provinces should company invest into in 2nd half year of 2021

Sale vs Growth by Province



Hanoi and Ho Chi Minh is 2 most important provinces with sale YTD values much higher than average and growth is not too bad.

Exclude Hanoi and HCM, Binh Duong, Quang Ninh, Dong Nai is 3 province with positive growth and good YTD sale.



Hai Phong, Although has negative growth, YTD sale is very impressive (excluded HN and HCMC)



Thank you