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BUSINESS INTELLIGENCE HOME ASSIGNMENT - 3

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Question – 14

Identify how profitability using BI and data analytics for the wholesale and distribution business

<https://www.kaggle.com/datasets/binovi/wholesale-customers-data-set>

Solution :

Business Intelligence (BI) and data analytics can help improve profitability in the wholesale and distribution business by providing insights into customer behavior, sales trends, inventory management, and supply chain optimization.

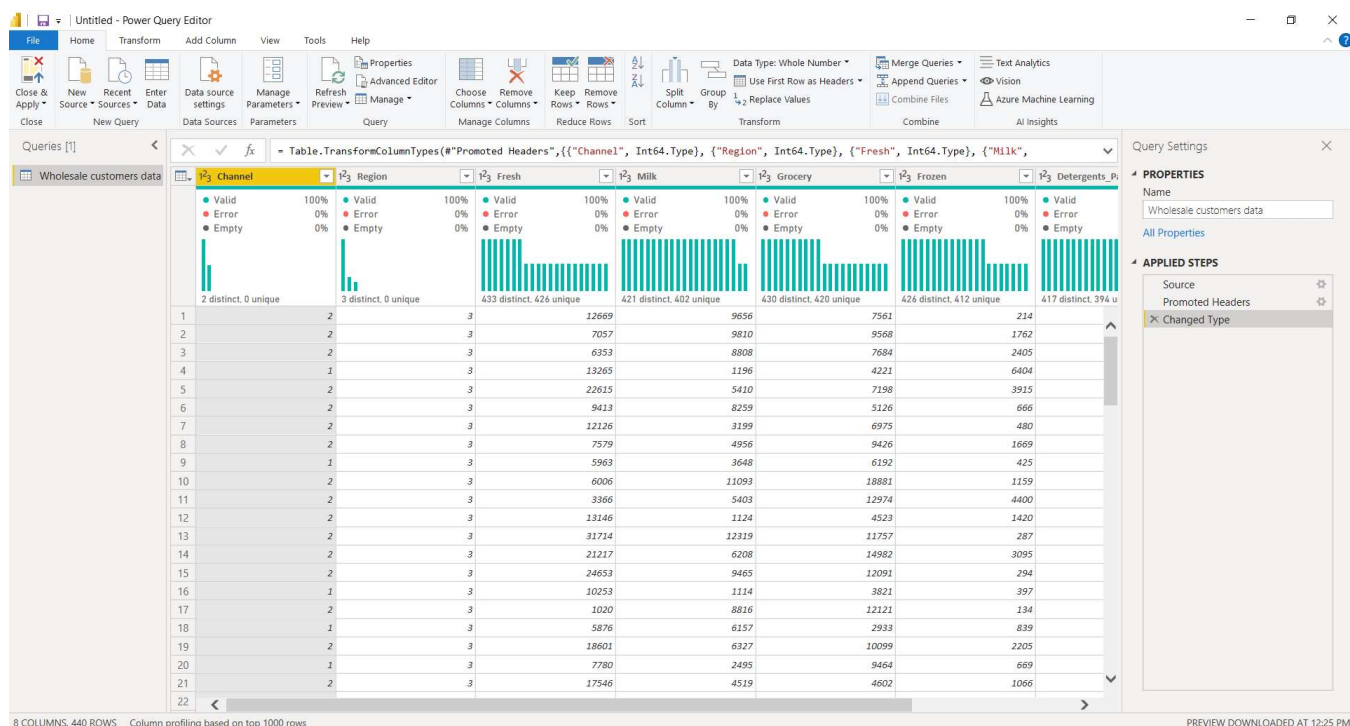
By analyzing the Wholesale Customers dataset available on Kaggle, a wholesale distributor can gain valuable insights into their business operations. The dataset contains information on the annual spending of customers on various product categories like Fresh, Milk, Grocery, Frozen, Detergents_Paper, and Delicatessen. The following are some ways BI and data analytics can improve profitability in this business:

1. Understanding customer behavior: By analyzing the dataset, a distributor can identify the product categories that are most in-demand and tailor their inventory and marketing strategies accordingly. They can also identify customer segments with the highest lifetime value and prioritize their sales efforts.
2. Optimizing inventory management: Using data analytics, a distributor can identify which products have the highest inventory turnover and ensure they are always in stock. They can also identify slow-moving products and take steps to reduce inventory carrying costs.
3. Improving supply chain efficiency: By analyzing data on lead times, delivery times, and supplier performance, a distributor can optimize their supply chain to reduce costs and improve delivery times.

4. Identifying sales trends: By tracking sales data over time, a distributor can identify trends in customer behavior and adjust their pricing and marketing strategies accordingly.
5. Streamlining operations: By using BI tools to track key performance indicators (KPIs) like order fulfillment rates, delivery times, and inventory accuracy, a distributor can identify areas for improvement and optimize their operations.

Customers Dashboard

DataSet :



Dashboard :

