**DIAGEO SALES ANALYTICS**

**Aim**

Diageo sales analytics demonstrates the sales performance of Diageo over a time period through various channel partners. This way Diageo can look at their sales performance in the past and decide on a projection for forthcoming quarters.

**Tech Stacks**

Graph : chartjs2

Middleware : ExpressJS

Frontend : ReactJS

Backend : NodeJS

UI Framework : Semantic UI React

**Description**

Diageo sales analytics dashboard enables the Diageo to view their sales performance of their product over a period of time. The most important part is that the sales of a product is analyzed via different channel partners. The channel partners are nothing but the e-shop (like Amazon, Tesco, Sainsbury).

The sales performance chart is based on the following

* + Promocode Performance
  + YOY Performance
  + Segmentation Performance

**Use Case 1 : Promocode Performance**

In Promocode Performance , the sales of a particular product is analyzed based on the promotion. In general, promotion will last approximately for a period of 6 weeks. So, this chart comprises of the sales data for that 6 weeks through different channel partners.

**Use Case 2 : YOY Performance**

In Year on Year Performance , the current financial year is compared with the previous year by means of sales and household (family / house and occupants as a unit ) via channel partners.

**Use Case 3 : Segmentation Performance**

In Segmentation Performance, the chart is based on the customer segmentation along with the % change in sales, households, trips (No. of purchases made ), units (No. of products ) via channel partners compared to the previous year. The customer is segmented based on their behavior and spending factors.

The following are the customer types based on behavior are

* Quick Fixers
* Thirfty Expressers
* Active Families
* Transitional Families
* Traditional Cookers
* Empty Nesters
* Golden Socials

The following are the customer types based on spending are

* Elite
* Primary
* Secondary
* Occasional

For the above customer types, the performance chart is build.

**URL**

Aws : <http://ec2-13-229-106-100.ap-southeast-1.compute.amazonaws.com:1100/>

Wipro : <http://10.201.41.63:1200/>