



# AQUAFIZZ BEVERAGE

-MEGHANA L

# COMPANY BACKGROUND

AquaFizz, a beverage startup, focuses on healthy hydration through innovative products like flavored sparkling water. Founded in 2023, it prioritizes quality and wellness.

## Objectives:

- Analyze employee working hours for compliance and productivity.
- Derive business insights from customer and order data to optimize operations.

# BUSINESS TASK

- Discrepancies in employee working hours require monitoring to ensure compliance with the company's 8-hour 30-minute standard.
- Analyze customer and order data to identify top performers and trends for decision-making

# EMPLOYEE HOURS ANALYSIS RESULTS

## 1. Convert Working Time to Decimal

- The standard working time of 8 hours and 30 minutes was converted into decimal format as
- $8 + 30/60 = 8.5$  hours

## 2. Calculate Actual Working Hours

- The total working hours for each entry were calculated by subtracting time of exit and time of entry values multiplied with 24 ensures that the difference is represented in hours.

### 3.Determine Compliance

Compliance was determined by comparing the calculated total working hours with the standard benchmark of 8.5 hours. A tolerance of up to 6 minutes less than the benchmark (8.4 hours) was allowed.

- "Compliant" if total hours worked  $\geq 8.4$
- "Non-compliant" if total hours worked  $< 8.4$

#### 4. Calculate Hours Worked

- Extracted the whole number part from the total hours worked by using "Int" function

#### 5. Calculate Minutes Worked

- Extracted the minutes by subtracting actual working hours and hours multiplied with 60

## 6. Compute Deviation in Minutes

- For non-compliant entries, the deviation from the standard 8.5 hours was calculated in minutes
- Deviation =  $(8.5 - 8.25) \times 60 = 15$
- Compliant entries were assigned a deviation of 0, ensuring consistency in reporting.





## 6. Non-Compliance Message

- A personalized message was generated for non-compliant employees.
- The message politely informed employees of the discrepancy and encouraged them to review and address it.
- On 21-11-2023, you worked 7 hours and 44 minutes, which is 46 minutes less than the contracted time. Please review your working hours for compliance.



## 7.Formatting and Organization

- Conditional formatting: Used to highlight "Non-compliant" entries in red making them distinguishable.
- Borders: Applied to distinguish rows and columns.

# CUSTOMER AND SALES DATA ANALYSIS:

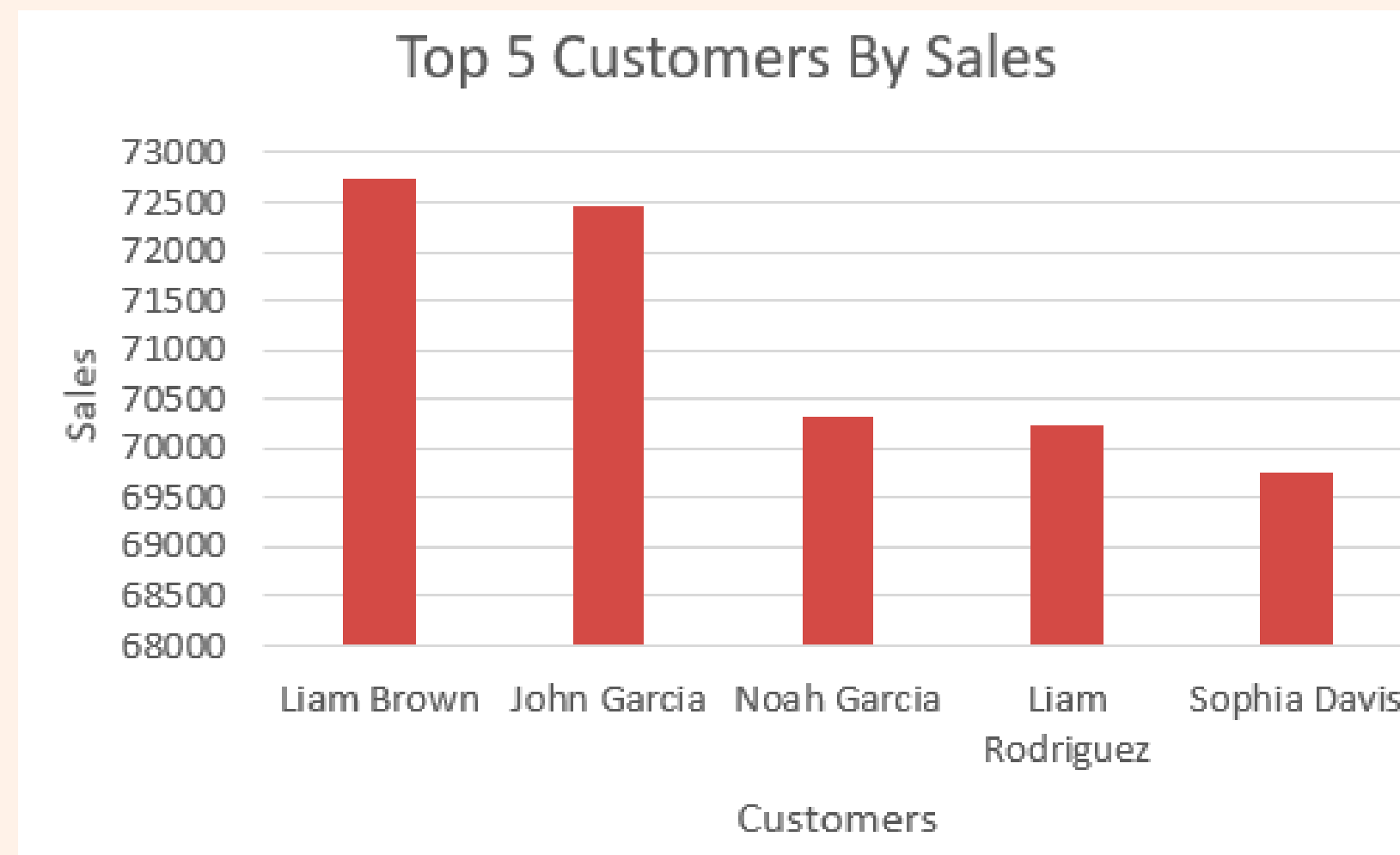
1. Calculate Profit per Sale

To calculate the profit earned

- Formula : Profit = Selling Price - Cost Price

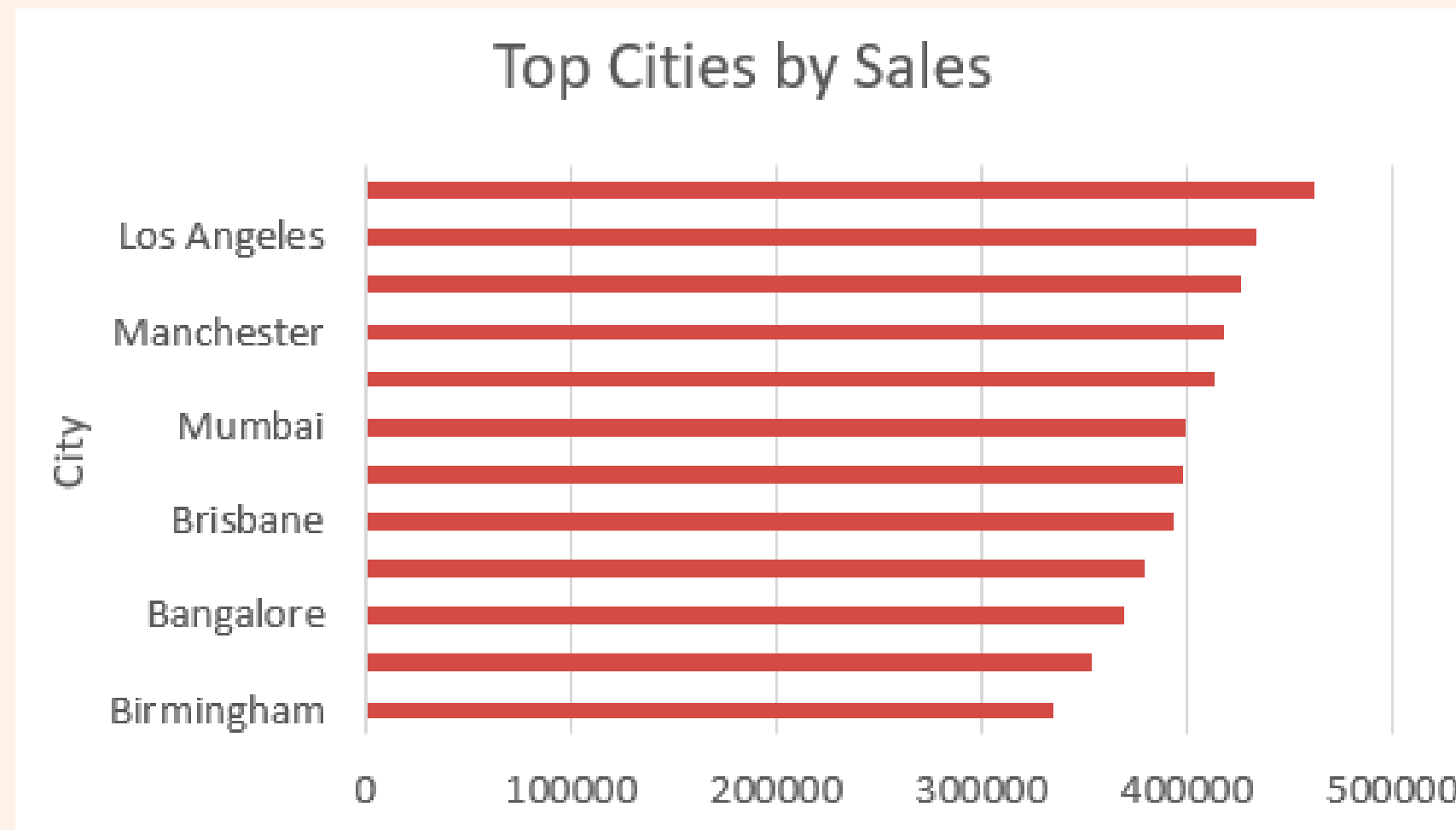
## 2. Top 5 Customers by Sales

- Liam brown and John garcia are highest contributors to sales
- Noah garcia, Liam Rodriguez, and Sophia Davis also play significant role with lower sales



### 3.Top Cities by Sales

- Sydney, Los Angeles, Melbourne and Manchester are top performing cities, indicating strong customer demand.
- London and Birmingham contributes the least among the listed cities, indicating potential for improvement.



#### 4. Monthly Sales Analysis:

- Monthly sales remain steady, with minor fluctuations throughout the year.
- This suggests stable customer demand with no seasonal trends.



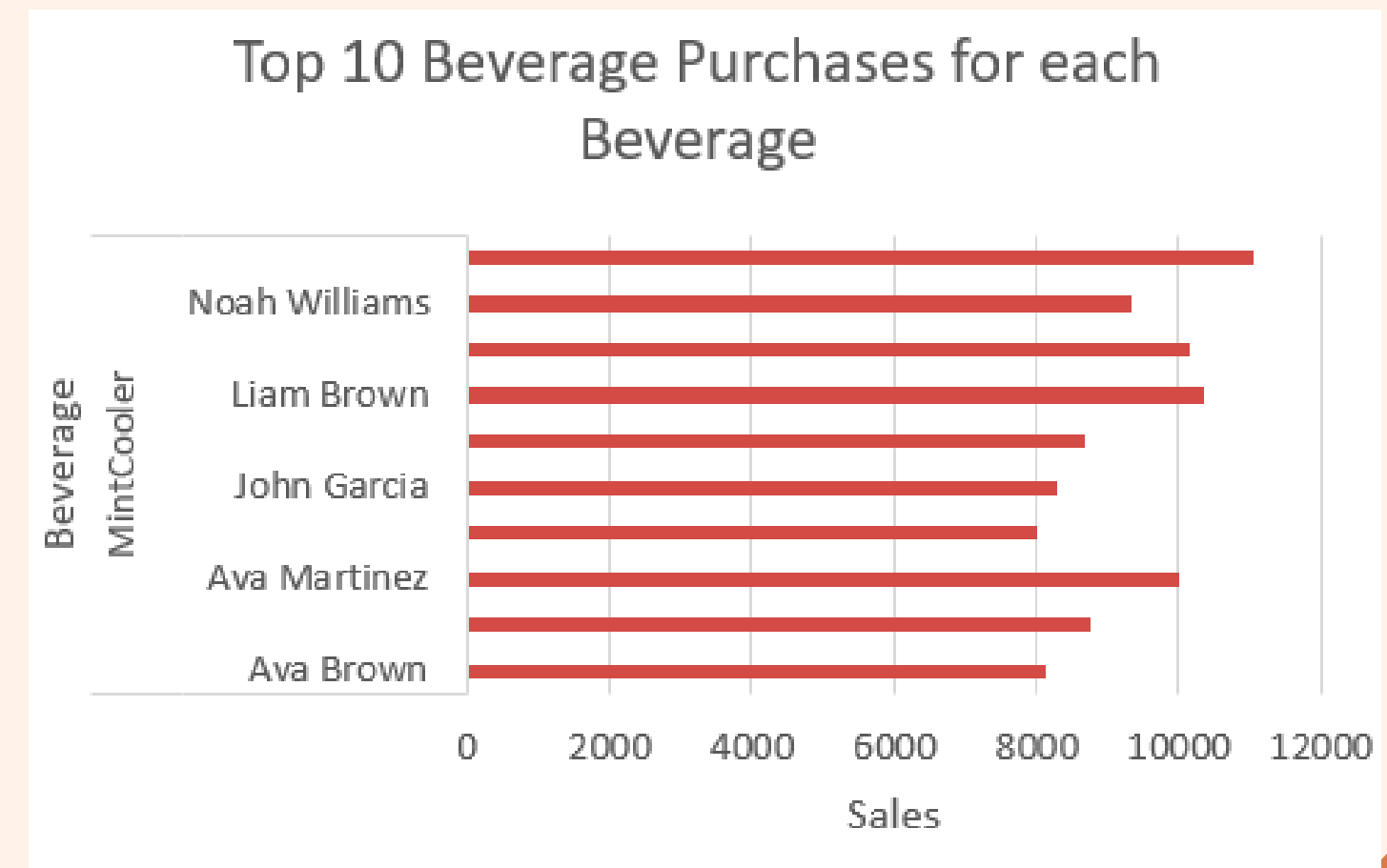
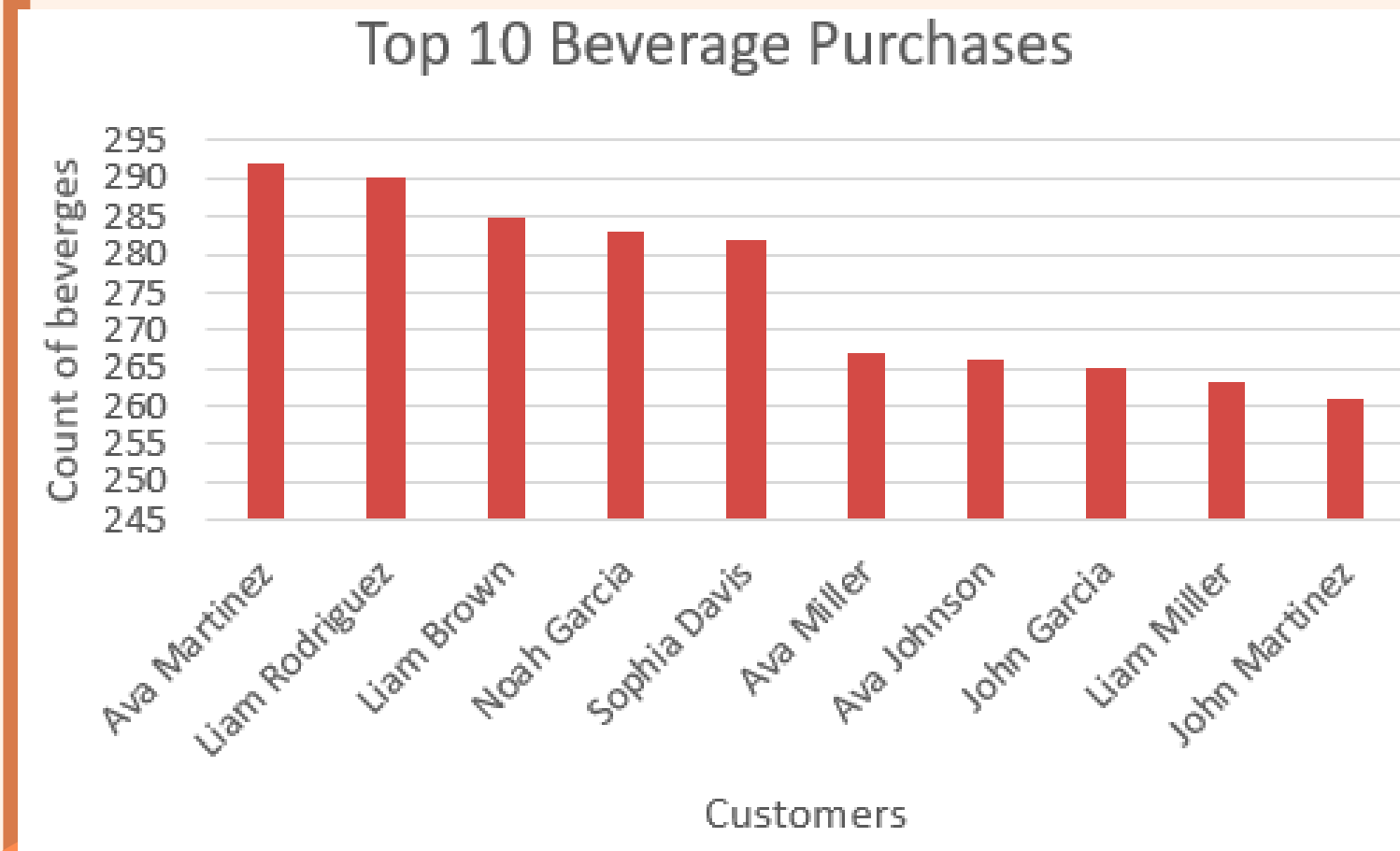
### 5. Highest Profit % Beverage:

- Beverages like MintCooler, FizzBerry, and GingerFizz are the most profitable
- TropicalTwist and PeachPunch are less profitable, which may require adjustments to pricing or production costs.



## 6. Top 10 Beverage Purchasers:

- Ava Martinez, Liam Rodriguez, and Liam Miller are among the most frequent buyers of beverages.
- Liam brown, Ava Martinez are consistent buyers across various beverages.







# RECOMMENDATIONS

1. Focus on retaining high-value customers like Liam Brown and Noah Smith with personalized offers, provide special discounts to encourage continued purchases
2. Expand promotional efforts in high-performing cities like Sydney and Los Angeles. Conduct surveys or promotions in cities like Birmingham to higher sales and address them.
3. Review the pricing and cost structure of beverages like TropicalTwist and PeachPunch to improve their profit. Introduce offers for high-profit beverages like MintCooler and FizzBerry.

THANK YOU

