

Business Insights Summary

This report provides key findings based on the analysis of sales, customer behavior, and revenue data.

1. Revenue Insights

- The **Health Care** category leads revenue generation, with Vaporub contributing ₹91.68 lakhs.
 - The **Fabric & Home Care (Ariel)** and other health care products (Inhaler, Action 500, and VCD) cumulatively generated significant revenue.
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2. Top Customers by Revenue

- The top 5 customers contributed significantly to revenue:
 - **Kyra Enterprises:** ₹93.25 lakhs.
 - **JCK Enterprise:** ₹18.33 lakhs.
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3. Most Frequently Sold Products by Customer Type

- The highest-selling product, **UPC 60**, dominated sales across multiple customer types, including "Maximus Jun22 (New Traditional)" with 118 transactions.
 - Other frequently sold products include UPC 12 and UPC 72, catering to pharmacies and traditional stores.
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4. City-Wise Performance

- **Vadodara** emerged as the top revenue-generating city (₹1.19 crore) with 27,705 units sold.
 - **Indore** followed, contributing ₹51.87 lakhs and the highest transaction count (501).
 - Cities like **Ahmedabad and Surat** showed negative revenue trends, indicating possible operational inefficiencies.
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5. Channel Performance

- **SubD A** and **SubD B** channels reported the highest average quantity sold per transaction, with 68.63 and 56.33 units, respectively.
 - Semi WS Traditional had an exceptionally high average quantity (1,356.46 units per transaction).
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6. Transaction Reasons & Revenue Impact

- **Wrong Orders** were the top reason for negative revenue impact (-₹1.61 lakhs across 178 occurrences).
- Other significant reasons include "Shop Had No Cash" and "Godown Short."

7. Overall Trends

- **Top Cities, Products, and Customers** contributed to a majority of the revenue, emphasizing their strategic importance.
- Addressing inefficiencies like returns and negative revenue trends in certain cities will optimize business operations.

This analysis highlights actionable insights to focus on high-performing regions, products, and customers while addressing challenges in specific areas.

