



# **SWEET SUCCESS: UNWRAPPING THE FUTURE OF CONFECTIONERY EXCELLENCE**

TEAM JARVIS



Are you ready to  
embark on this  
journey of data  
exploration of  
**Company X?**



# ABOUT COMPANY X



Company X is a major confectionery manufacturer in Sri Lanka, which operates manufacturing facilities in the Western Province and distributes its products through a network of distributors.





# PROBLEM STATEMENTS



## Problem Statement 01

Provide the distributor wise sale quantity targets for the month of June 2023.

## Problem Statement 02

Cluster the outlets based on their demographics



# REVAMP THE JUNE SALES TARGETS?



	outlet_id	sales_quantity	sales_proportion	assigned_sales
0	outlet_code_1	572	0.000227	124.340648
1	outlet_code_10	1756	0.000697	381.717161
2	outlet_code_100	905	0.000359	196.727818
3	outlet_code_1000	174	0.000069	37.823907
4	outlet_code_1001	192	0.000076	41.736714
...	...	...	...	...
4195	outlet_code_995	743	0.000295	161.512448
4196	outlet_code_996	837	0.000332	181.946031
4197	outlet_code_997	1156	0.000459	251.289888
4198	outlet_code_998	1204	0.000478	261.724039
4199	outlet_code_999	177	0.000070	38.476069

distributor_id	assigned_sales
distributor_1	7383.922714
distributor_10	19749.732552
distributor_11	48185.052334
distributor_12	20027.542483
distributor_13	21041.179921



# THE SPLIT



Targeted Marketing



Optimized Resource Allocation



Market Expansion Opportunities



Customer Retention



# FEATURES OF OUR MODEL

THE MAJORITY OF FEATURES INCLUDED WITHIN OUR MODEL  
ARE DEMOGRAPHIC DATA RELATED TO THE  
AREA THE OUTLET IS LOCATED AND THE OUTLET ITSELF



## **Outlet Features**

SKU's sold.  
Outlet Size  
Sales from outlets



## **Demographic and Geographic**

Population Density  
Average Household income  
Expected Rainfall



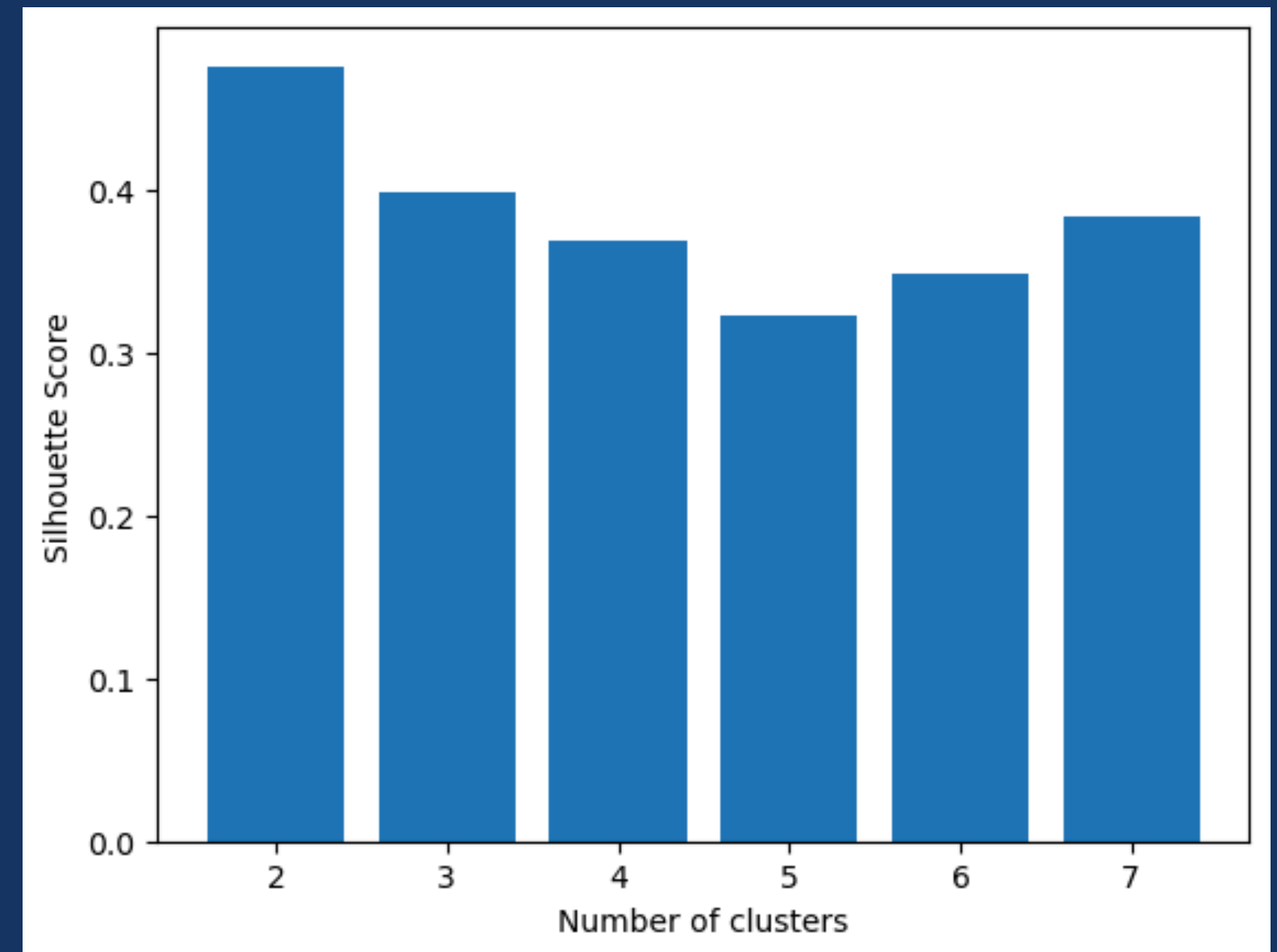
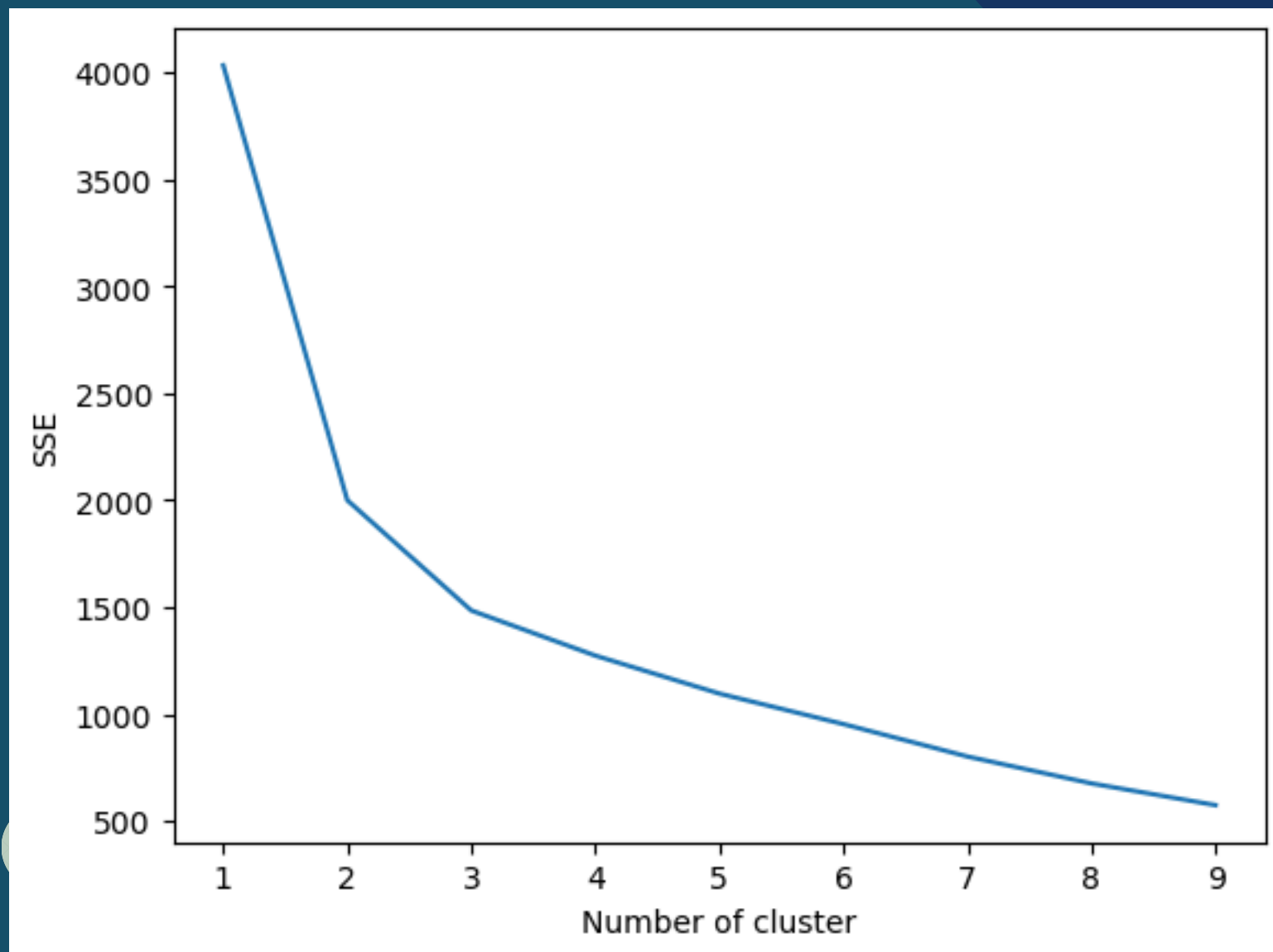
# THE SPLIT



K means Algorithm



Decided to go with 3 clusters

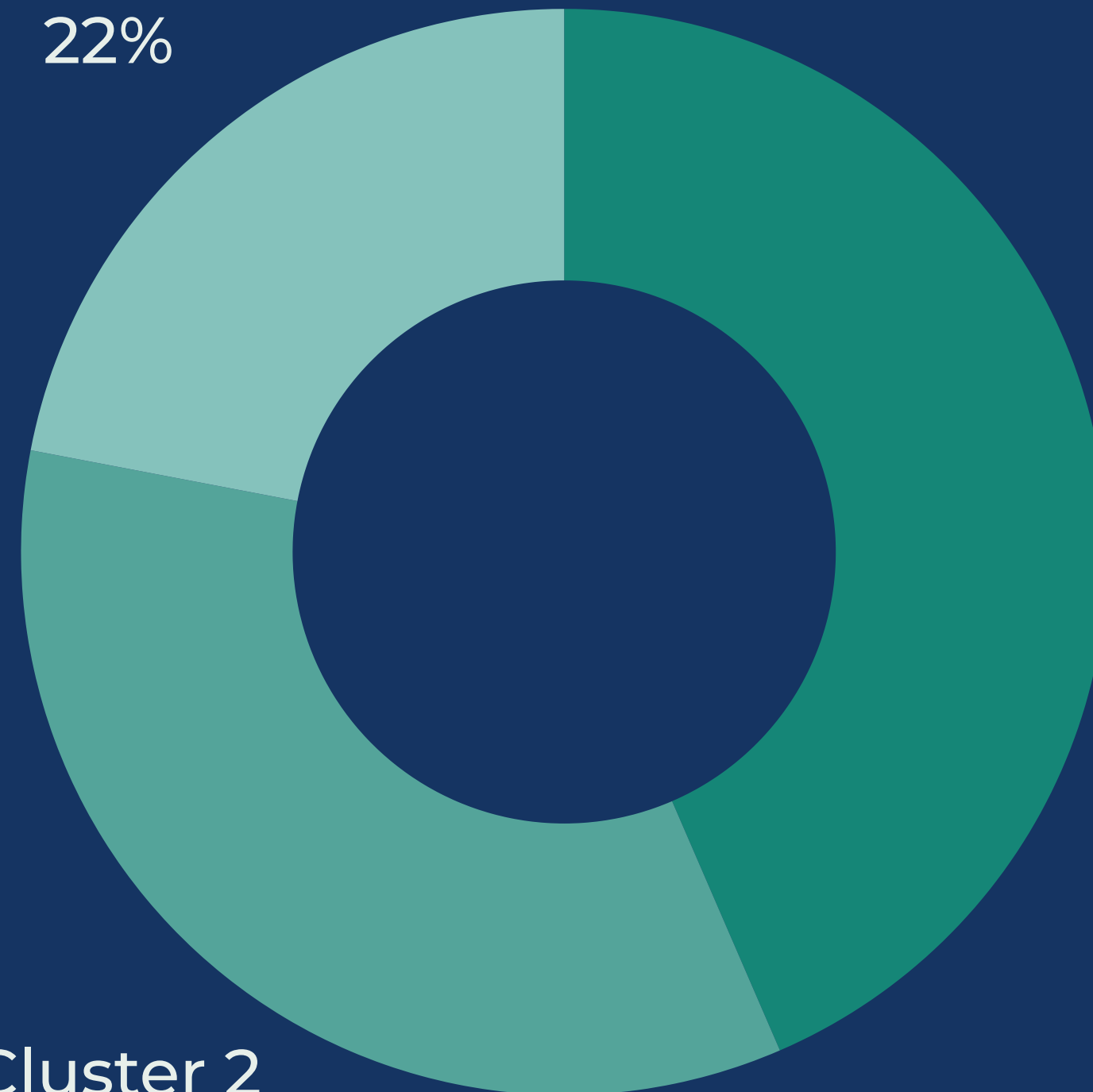


# DISTRIBUTION OF CLUSTER

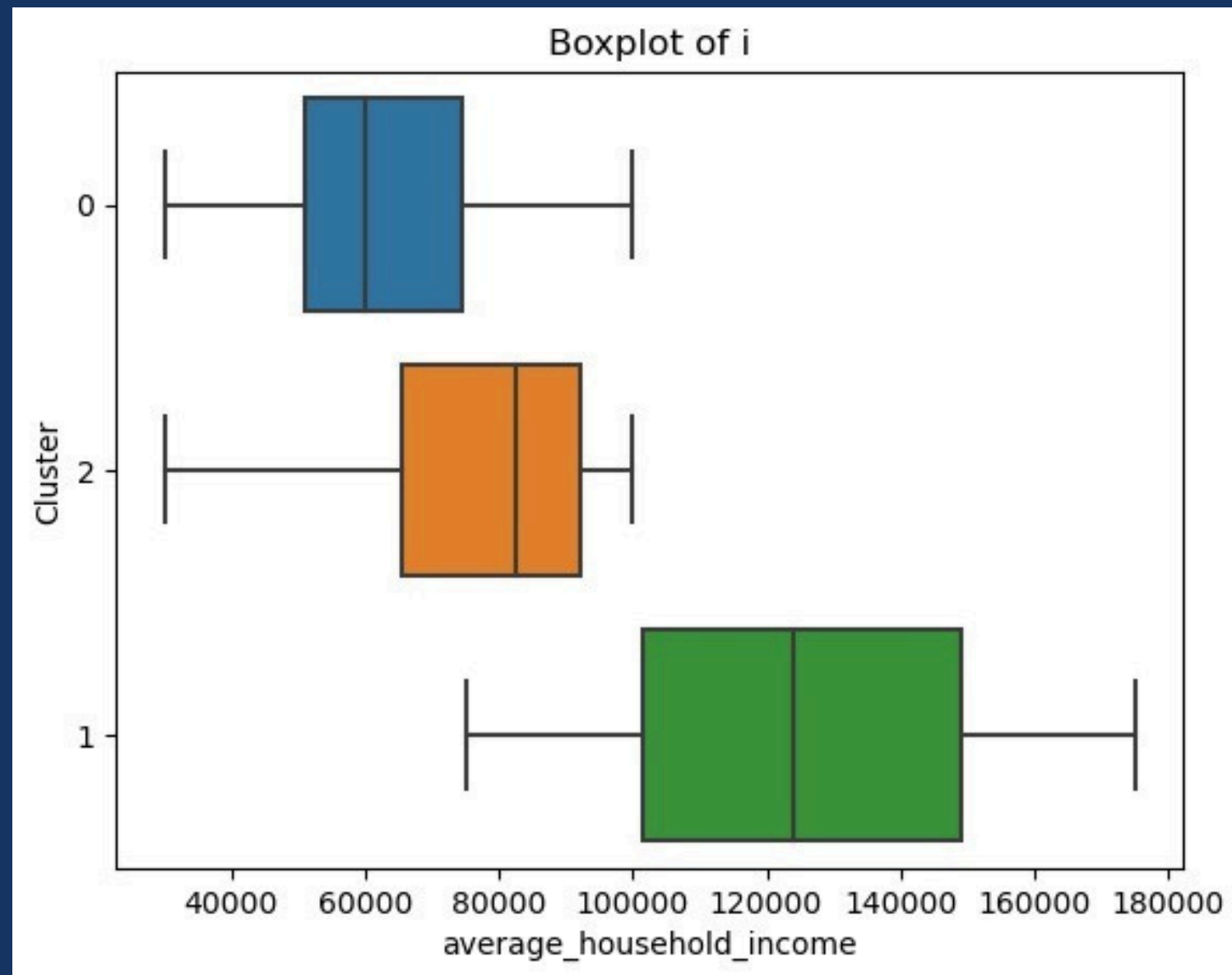
Cluster 3  
22%

Cluster 1  
43.5%

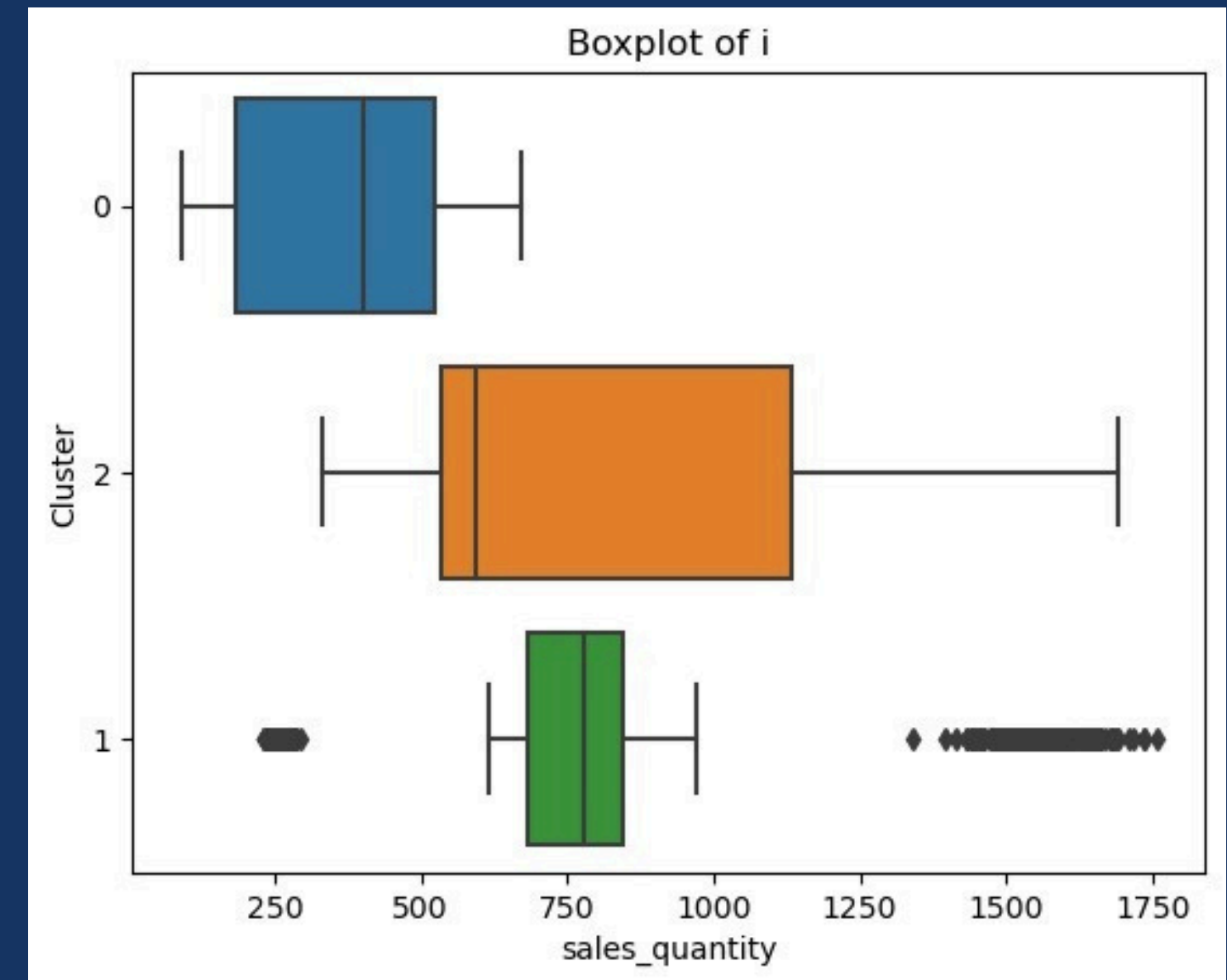
Cluster 2  
34.5%



# INSIGHTS OF THE CLUSTERS

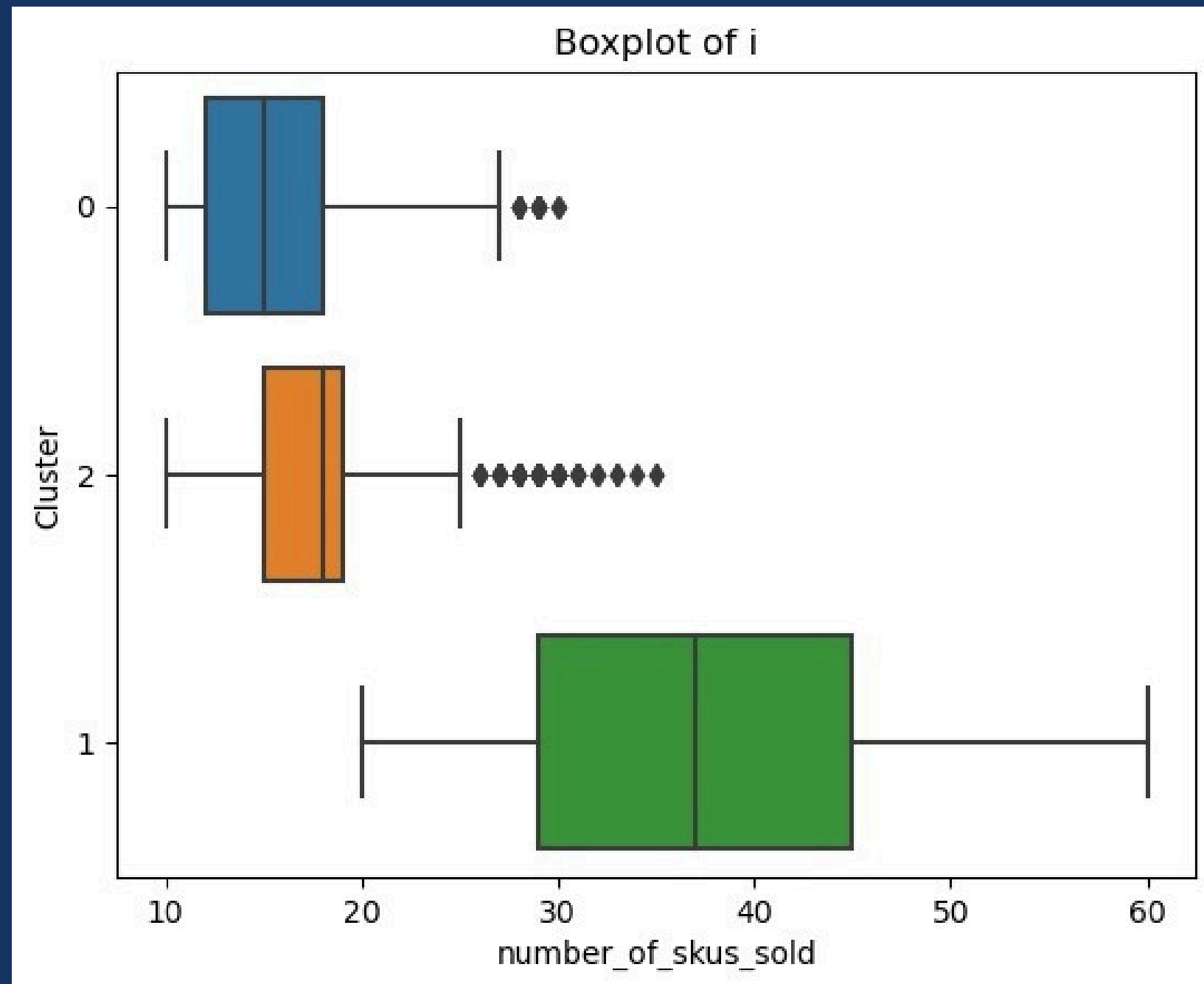


Average household income

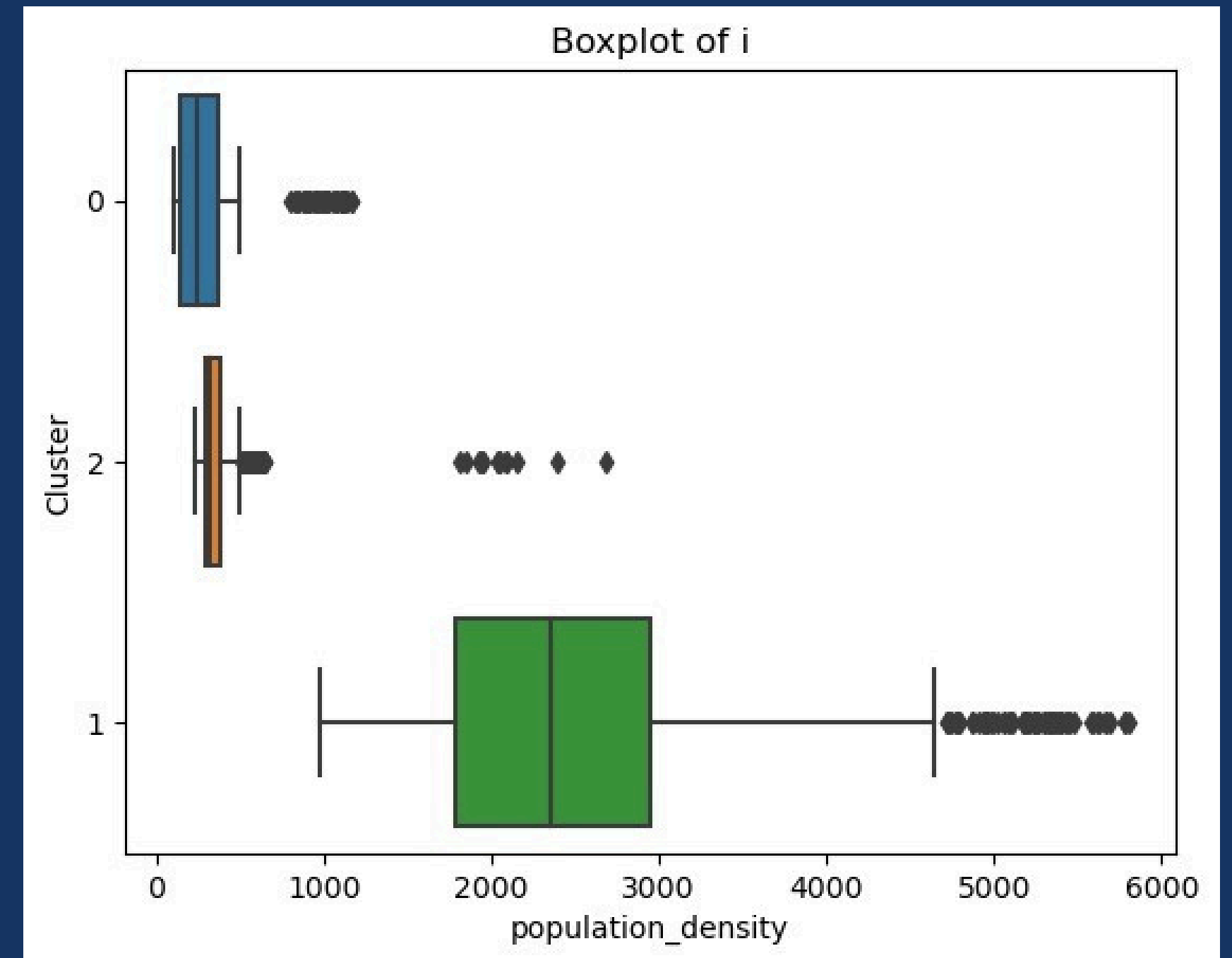


Sales Quantity

# INSIGHTS OF THE CLUSTERS



Number of Skus sold



Population Density


# WHAT ARE THE CLUSTERS



## Gold Class

### **Comfort Crusaders**

Outlets where customers with comfortable income, enjoying a good standard of living.



## Silver Class

### **Middle Mavericks**

Outlets where Customers with an average income, maintaining a balance between expenses and savings.



## Bronze Class

### **Saver Squad**

Outlets where Individuals with a modest income, focusing on budgeting and frugality.





# MAIN FINDINGS



The Comfort Crusaders outlets do not purchase confectionary even when their family income is high.



The Middle Mavericks outlets have average family income and the sales quantity is average.



The Savers Squad outlets have low income and hence the sales quantity purchase is low.





**BUSINESS IMPACT?**

# NEXT STEPS FOR COMPANY X



Comfort Crusaders can be targeted with Loyalty Programs and VIP Treatments.



Target Promotions and bundle deals for Saver Squad.



Middle Mavericks can be offered sneak peeks or early access to upcoming products.





**THANK YOU**

