

# Vendor Performance Analysis Report

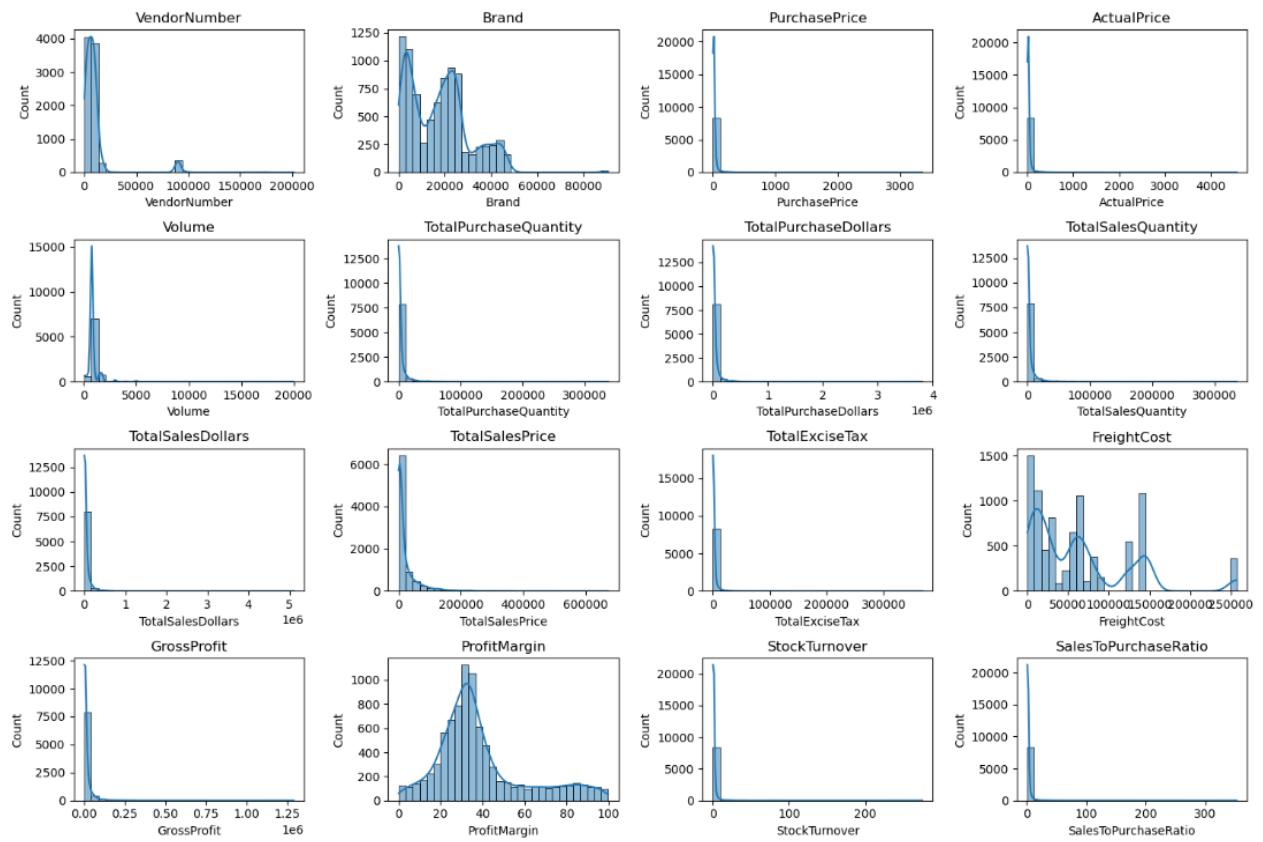
## Executive Summary

This report synthesizes the analysis of vendor and brand performance data. The overall financial results show **Total Sales of \$441.41 Million** and a solid **Gross Profit Margin of 38.7%**. The findings highlight key concentration risks and identify latent profit opportunities. The primary strategic recommendation is a dual approach: **formalizing strategic partnerships with top vendors** (like DIAGEO) while simultaneously executing **targeted promotional campaigns** to elevate sales volume for high-margin, low-volume brands. Immediate action is also recommended for the lowest-scoring vendors.

## Exploratory Data Analysis Insights

### Summary Statistics

	count	mean	std	min	25%	50%	75%	max
<b>VendorNumber</b>	10692.0	1.065065e+04	18753.519148	2.00	3951.000000	7153.000000	9552.000000	2.013590e+05
<b>Brand</b>	10692.0	1.803923e+04	12662.187074	58.00	5793.500000	18761.500000	25514.250000	9.063100e+04
<b>PurchasePrice</b>	10692.0	2.438530e+01	109.269375	0.36	6.840000	10.455000	19.482500	5.681810e+03
<b>ActualPrice</b>	10692.0	3.564367e+01	148.246016	0.49	10.990000	15.990000	28.990000	7.499990e+03
<b>Volume</b>	10692.0	8.473605e+02	664.309212	50.00	750.000000	750.000000	750.000000	2.000000e+04
<b>TotalPurchaseQuantity</b>	10692.0	3.140887e+03	11095.086769	1.00	36.000000	262.000000	1975.750000	3.376600e+05
<b>TotalPurchaseDollars</b>	10692.0	3.010669e+04	123067.799627	0.71	453.457500	3655.465000	20738.245000	3.811252e+06
<b>TotalSalesQuantity</b>	10692.0	3.077482e+03	10952.851391	0.00	33.000000	261.000000	1929.250000	3.349390e+05
<b>TotalSalesDollars</b>	10692.0	4.223907e+04	167655.265984	0.00	729.220000	5298.045000	28396.915000	5.101920e+06
<b>TotalSalesPrice</b>	10692.0	1.879378e+04	44952.773386	0.00	289.710000	2857.800000	16059.562500	6.728193e+05
<b>TotalExciseTax</b>	10692.0	1.774226e+03	10975.582240	0.00	4.800000	46.570000	418.650000	3.682428e+05
<b>FreightCost</b>	10692.0	6.143376e+04	60938.458032	0.09	14069.870000	50293.620000	79528.990000	2.570321e+05
<b>GrossProfit</b>	10692.0	1.213238e+04	46224.337964	-52002.78	52.920000	1399.640000	8660.200000	1.290668e+06
<b>ProfitMargin</b>	10692.0	-inf	NaN	-inf	13.324515	30.405457	39.956135	9.971666e+01
<b>StockTurnover</b>	10692.0	1.706793e+00	6.020460	0.00	0.807229	0.981529	1.039342	2.745000e+02
<b>SalesToPurchaseRatio</b>	10692.0	2.504390e+00	8.459067	0.00	1.153729	1.436894	1.665449	3.529286e+02



## Negative & Zero Values:

**Gross Profit:** Minimum of -52,002.78, indicating potential losses due to high costs or heavy discounts. This could be due to selling products at lower prices than their purchase costs.

**Profit Margin:** Has a minimum of -0, which suggests instances where revenue is zero or even lower than the total cost, leading to extreme negative profit margins.

**Total Sales Quantity & Sales Dollars:** Some products show zero sales, indicating they were purchased but never sold. These may be slow-moving.

## Outliers Detected by High Standard Deviations:

**Purchase & Actual Prices:** The maximum values (5,681.81 & 7,499.99) are significantly higher than the mean (24.39 & 35.64), indicating premium product offerings.

**Freight Cost:** Extreme variation from 0.09 to 257,032.07 suggests logistics inefficiencies, bulk shipments, or erratic shipping costs across different products.

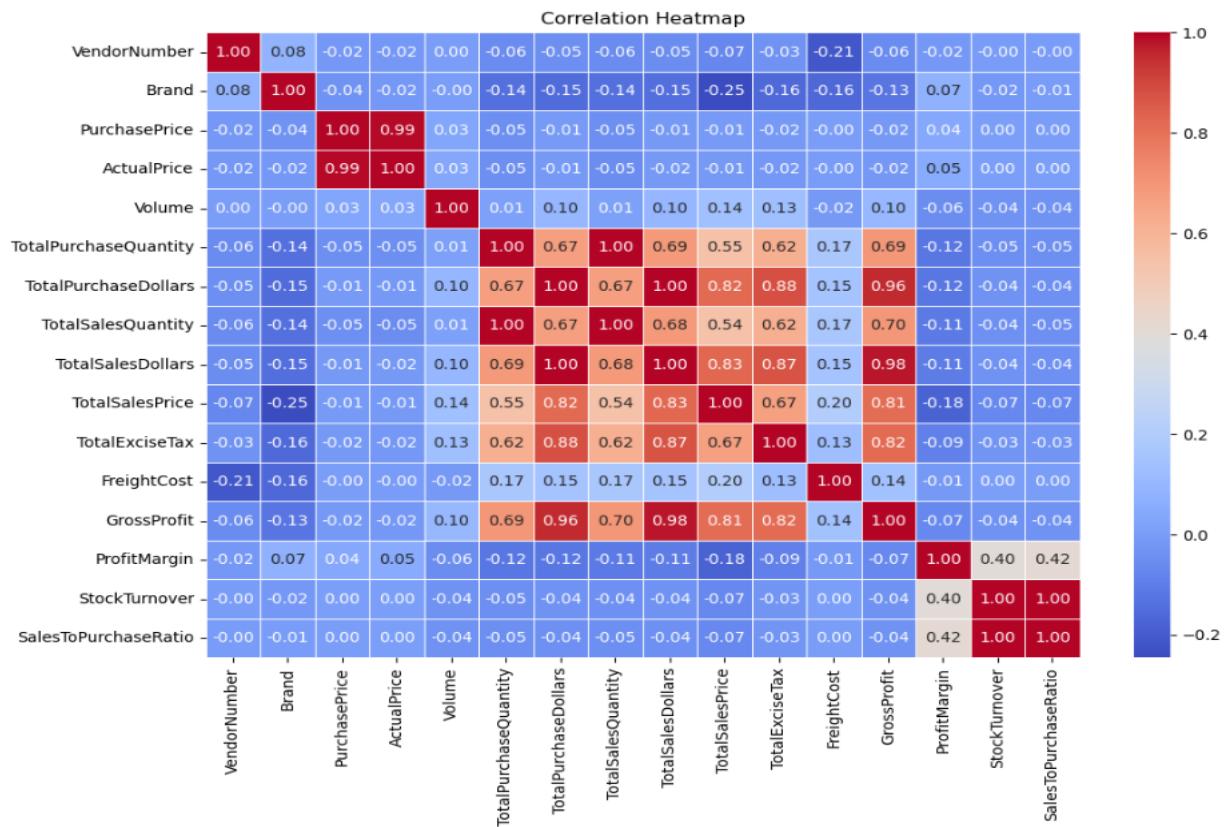
**Stock Turnover:** Ranges from 0 to 274.5, suggesting some products sell rapidly while others remain unsold for long periods. A value greater than 1 indicates that sales for a product exceed the purchased quantity due to older stock fulfilling orders.

## Data Filtering

To enhance the reliability of the insights, we removed inconsistent data points where:

- Gross Profit  $\leq 0$  (to exclude transactions leading to losses).
- Profit Margin  $\leq 0$  (to ensure analysis focuses on profitable transactions).
- Total Sales Quantity = 0 (to eliminate inventory that was never sold).

## Correlation Insights



**Purchase Price vs. Total Sales Dollars & Gross Profit:** Weak correlation (-0.012 and -0.016), indicating that price variations do not significantly impact sales revenue or profit.

**Total Purchase Quantity vs. Total Sales Quantity:** Strong correlation (0.999), confirming efficient inventory turnover.

**Profit Margin vs. Total Sales Price:** Negative correlation (-0.179), suggesting increasing sales prices may lead to reduced margins, possibly due to competitive pricing pressures.

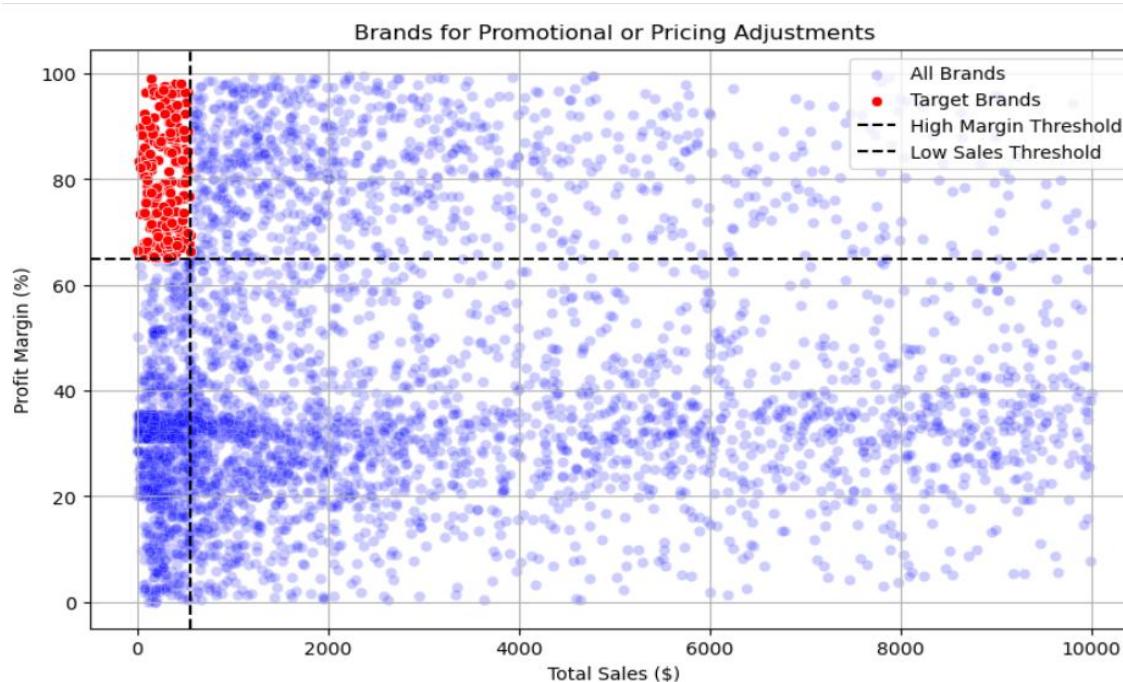
**Stock Turnover vs. Gross Profit & Profit Margin:** Weak negative correlation (-0.038 & -0.055), indicating that faster stock turnover does not necessarily equate to higher profitability.

# Research Questions & Key Findings

## 1. Brands for Promotional or Pricing Adjustments

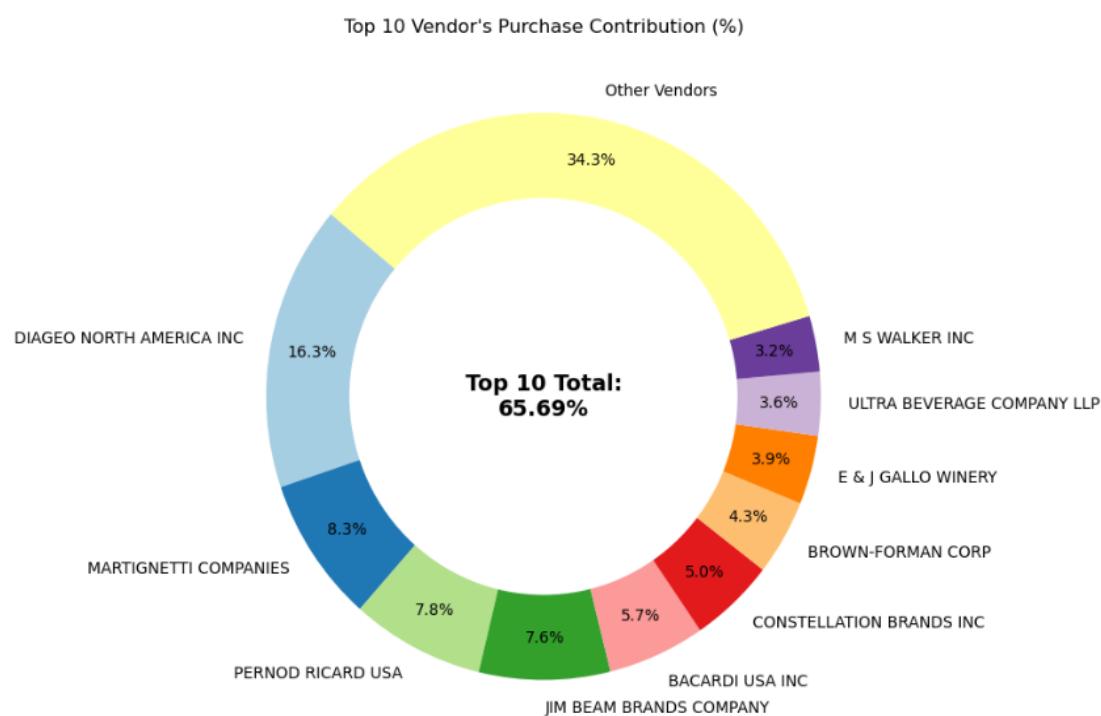
	Description	TotalSalesDollars	ProfitMargin
6199	Santa Rita Organic Svgn Bl	9.99	66.466466
2369	Debauchery Pnt Nr	11.58	65.975820
2070	Concannon Glen Ellen Wh Zin	15.95	83.448276
2188	Crown Royal Apple	27.86	89.806174
6237	Sauza Sprklg Wild Berry Marg	27.96	82.153076
...	...	...	...
5074	Nanbu Bijin Southern Beauty	535.68	76.747312
2271	Dad's Hat Rye Whiskey	538.89	81.851584
57	A Bichot Clos Marechaudes	539.94	67.740860
6245	Sbragia Home Ranch Merlot	549.75	66.444748
3326	Goulee Cos d'Estournel 10	558.87	69.434752

198 brands exhibit lower sales but higher profit margins, which could benefit from targeted marketing, promotions, or price optimizations to increase volume without compromising profitability.



## 2. Top Vendors by Sales & Purchase Contribution

The top 10 vendors contribute 65.69% of total purchases, while the remaining vendors contribute only 34.31%. This over-reliance on a few vendors may introduce risks such as supply chain disruptions, indicating a need for diversification.



## 3. Impact of Bulk Purchasing on Cost Savings

Vendors buying in large quantities receive a 72% lower unit cost (\$10.78 per unit vs. higher unit costs in smaller orders). Bulk pricing strategies encourage larger orders, increasing total sales while maintaining profitability.

OrderSize	UnitPurchasePrice
Small	39.068186
Medium	15.486414
Large	10.777625

#### 4. Identifying Vendors with Low Inventory Turnover

Total Unsold Inventory Capital: \$2.71M

Slow-moving inventory increases storage costs, reduces cash flow efficiency, and affects overall profitability.

Identifying vendors with low inventory turnover enables better stock management, minimizing financial strain.

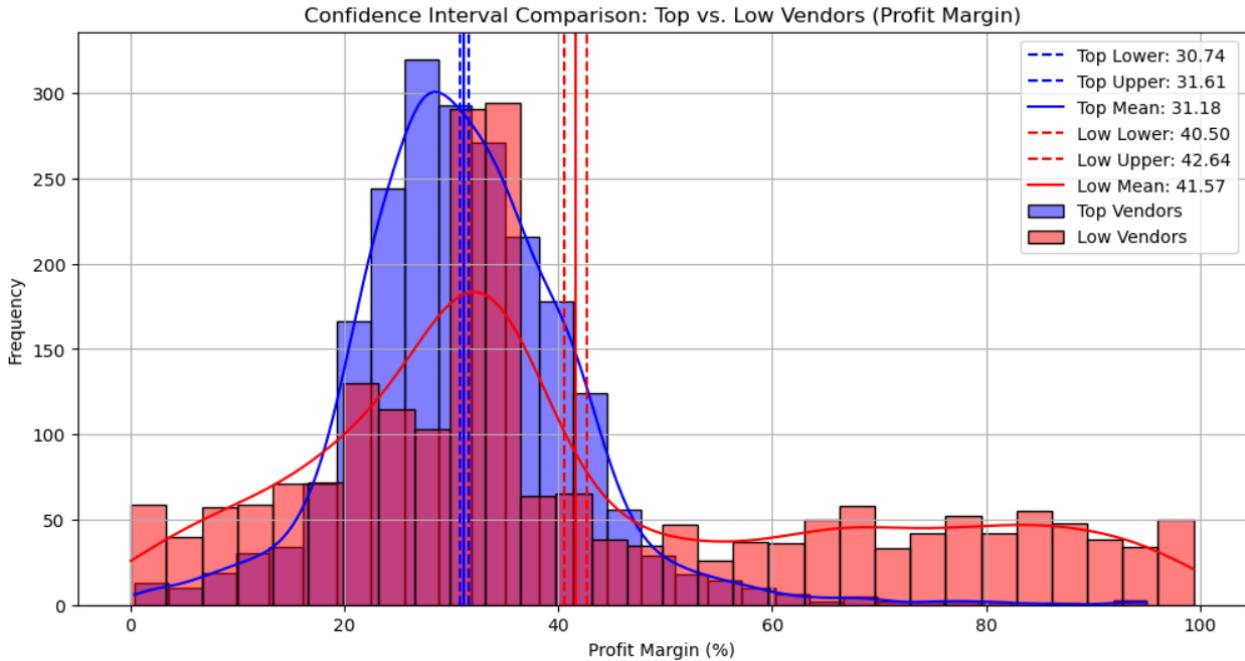
Stock Turnover			
VendorName		VendorName	UnsoldInventoryValue
ALISA CARR BEVERAGES	0.615385	25	DIAGEO NORTH AMERICA INC
HIGHLAND WINE MERCHANTS LLC	0.708333	46	JIM BEAM BRANDS COMPANY
PARK STREET IMPORTS LLC	0.751306	68	PERNOD RICARD USA
Circa Wines	0.755676	116	WILLIAM GRANT & SONS INC
Dunn Wine Brokers	0.766022	30	E & J GALLO WINERY
CENTEUR IMPORTS LLC	0.773953	79	SAZERAC CO INC
SMOKY QUARTZ DISTILLERY LLC	0.783835	11	BROWN-FORMAN CORP
TAMWORTH DISTILLING	0.797078	20	CONSTELLATION BRANDS INC
THE IMPORTED GRAPE LLC	0.807569	61	MOET HENNESSY USA INC
WALPOLE MTN VIEW WINERY	0.820548	77	REMY COINTREAU USA INC

#### 5. Profit Margin Comparison: High vs. Low-Performing Vendors

- Top Vendors' Profit Margin (95% CI): (30.74%, 31.61%), Mean: 31.17%
- Low Vendors' Profit Margin (95% CI): (40.48%, 42.62%), Mean: 41.55%
- Low-performing vendors maintain higher margins but struggle with sales volumes, indicating potential pricing inefficiencies or market reach issues.

- Actionable Insights:

- Top-performing vendors: Optimize profitability by adjusting pricing, reducing operational costs, or offering bundled promotions.
- Low-performing vendors: Improve marketing efforts, optimize pricing strategies, and enhance distribution networks.



## 6. Statistical Validation of Profit Margin Differences

### Hypothesis Testing

- **Ho (Null Hypothesis):**

No significant difference in profit margins between top and low-performing vendors.

- **H1 (Alternative Hypothesis):**

A significant difference exists in profit margins between the two vendor groups.

- **Result:**

The null hypothesis is rejected, confirming that the two groups operate under distinctly different profitability models.

- **Implication:**

High-margin vendors may benefit from better pricing strategies, while top-selling vendors could focus on cost efficiency.

## Final Recommendations

- Re-evaluate pricing for low-sales, high-margin brands to boost sales volume without sacrificing profitability.
- Diversify vendor partnerships to reduce dependency on a few suppliers and mitigate supply chain risks.
- Leverage bulk purchasing advantages to maintain competitive pricing while optimizing inventory management.
- Optimize slow-moving inventory by adjusting purchase quantities, launching clearance sales, or revising storage strategies.
- Enhance marketing and distribution strategies for low-performing vendors to drive higher sales volumes without compromising profit margins.
- By implementing these recommendations, the company can achieve sustainable profitability, mitigate risks, and enhance overall operational efficiency.