

FINANCIAL ANALYSIS OF FMCG PRODUCTS

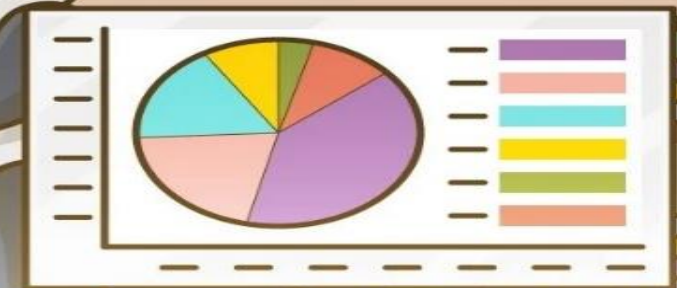
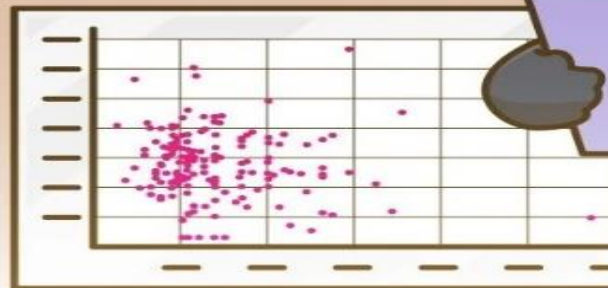
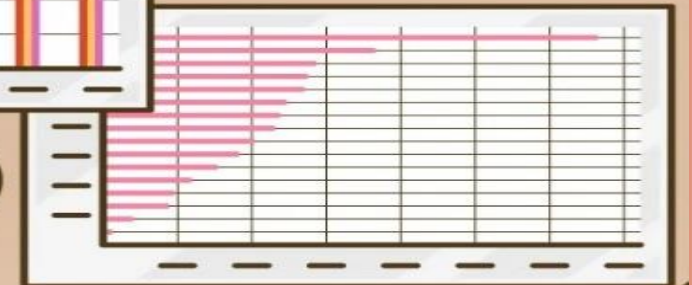
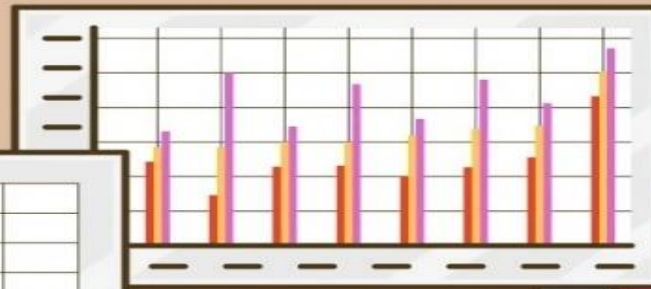
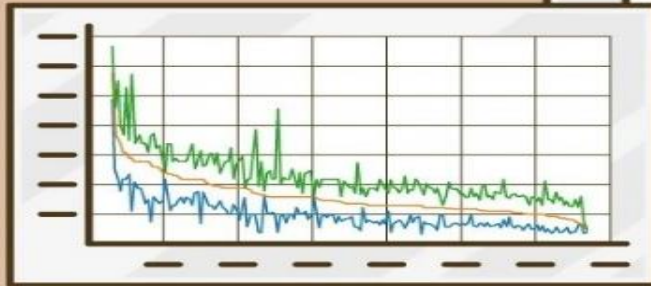




Table of content:-

- Introduction
- Analysis based on different parameters
 1. Based on segments
 2. Based on manufacturing cost
 3. Based on sale price
 4. Based on unit sold
 5. Based on sales
 6. Based on profit
- ❖ Conclusion

Fast-Moving Consumer Goods (FMCG) products

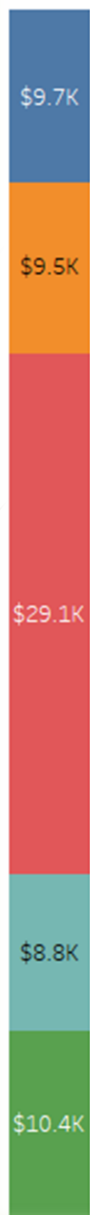
These products that are highly in-demand, sold quickly, and affordable.

As we know these products are daily requirement of millions of People ,So here I come up with idea which says on which product and in which segment of which country is in profit than others with least manufacturing cost.

As assignment plays an vital role in terms of cost handling , idle time, profit and many more.

So here I have used **TABLEAU DESKTOP** for visualizing the different parameters with the help of charts , filters, parameters, sets, calculated field etc.....



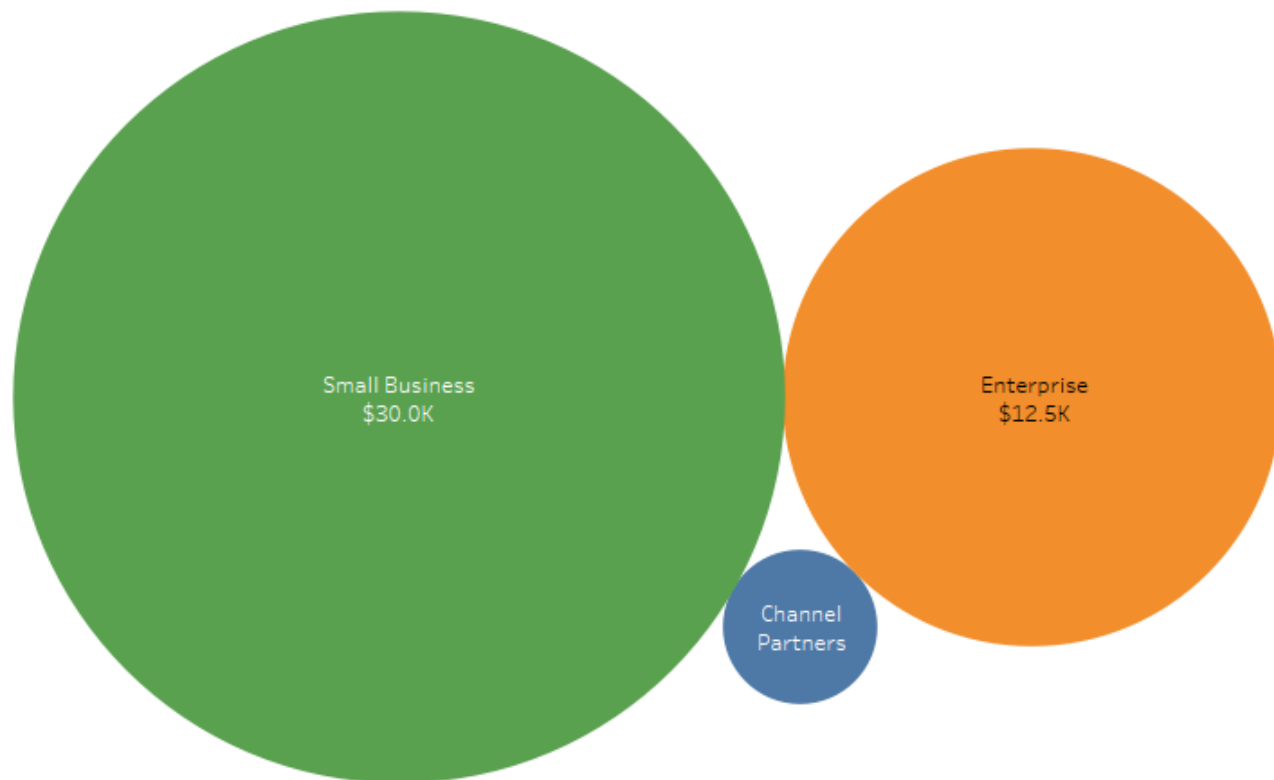


Segment
All

- Segment
- Channel Partners
 - Enterprise
 - Government
 - Midmarket
 - Small Business

This view talks about different segment vs manufacturing cost.
Quick filter has been used in this *stacked bar* to select the segment as per requirement.

This view talks about different segment vs sale price.
conditional filter has been used in this *packed bubbles* to select the segment as per requirement using *start with* option.



Segment
Contains "s"

Segment
■ Small Business
■ Enterprise
■ Channel Partners

Highlight Segment
No items highlighted

Segment		In / Out o..		Segment	
Government	In	-11,388,173			11,388,173
Small Busi..	In	-4,143,169			4,143,169
Midmarket	Out		-660,103		660,103
Enterprise	Out		614,546	-614,546	
		(\$10,000.0K)	\$0.0K	\$0.0K	\$10,000.0K
		-SUM([Profit])		Profit	

This view talks about different top segment with max profit.
combined sets has been used in this *horizontal bar* to select the *top and botton segments*.

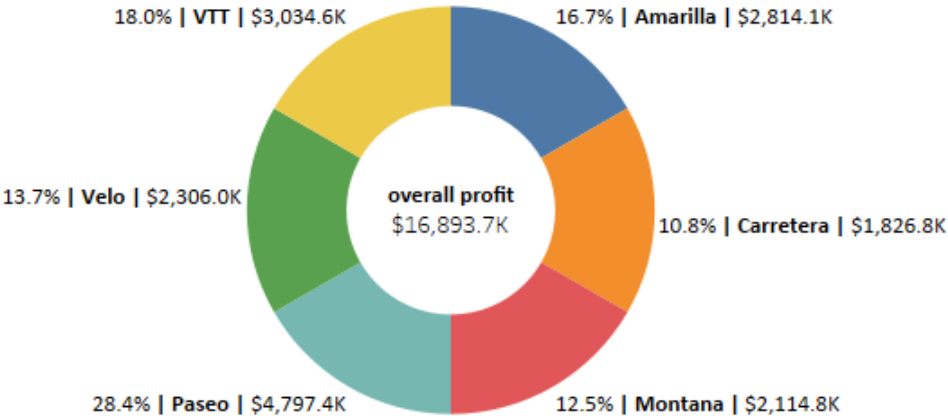
This view talks about different country vs unit sold.
Map chart is used to indicated number of *unit sold* by given countries.



This view talks about different type of products vs profit.
Range filter from measures has been used in this donut chart to select the min or max profit on products as per requirement.


Profit
-40617.5 to 262200

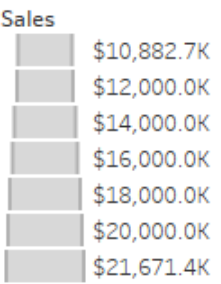
- Product
- Amarilla
 - Carretera
 - Montana
 - Paseo
 - Velo
 - VTT



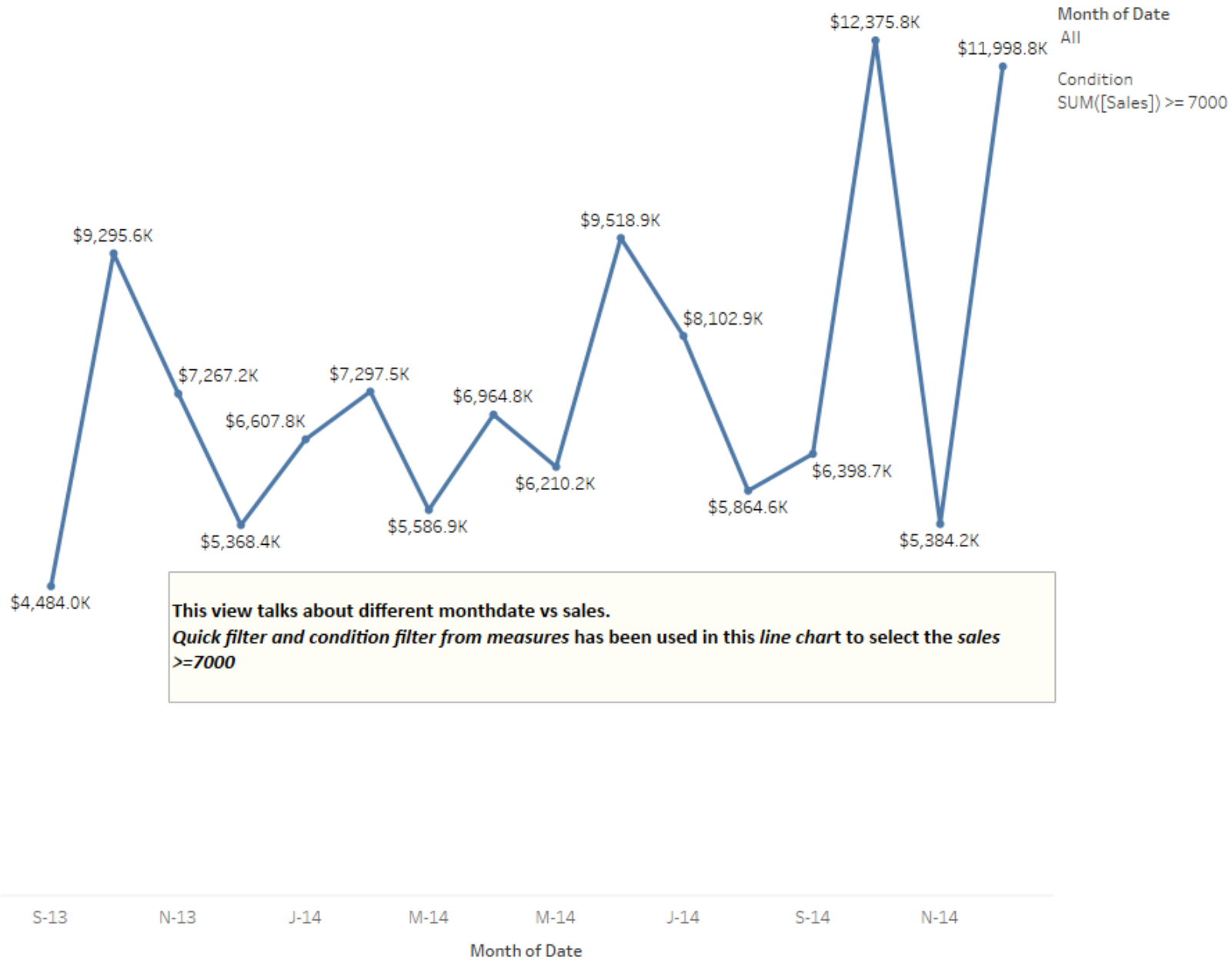


This view talks about different countries with profit.
Top filter parameter has been used in this *scatter chart* to select the *top counties with max profit as per requirement of viewers* .

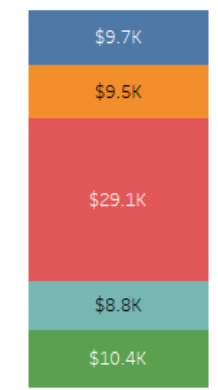
Month Name		
September		\$10,882.7K
October		\$21,671.4K
November		\$12,651.4K
December		\$17,367.2K



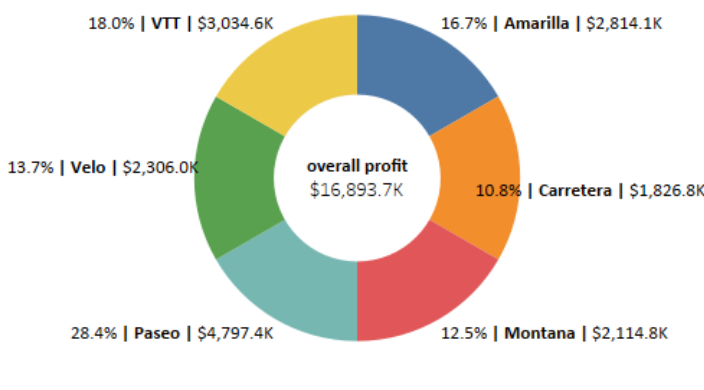
This view talks about Top 4 months with max sales.
top set has been used in this *heat map* to select the *Top 4 months with max sales*.



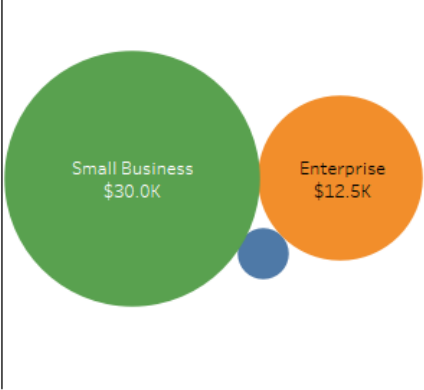
Segment VS Manufacturing price



product vs profit



segment vs sale price



top N
7

Segment
All

Segment
Channel Partners
Enterprise
Government
Midmarket
Small Business

Segment
Contains "s"

Highlight Segment
No items highlighted

Month of Date
All

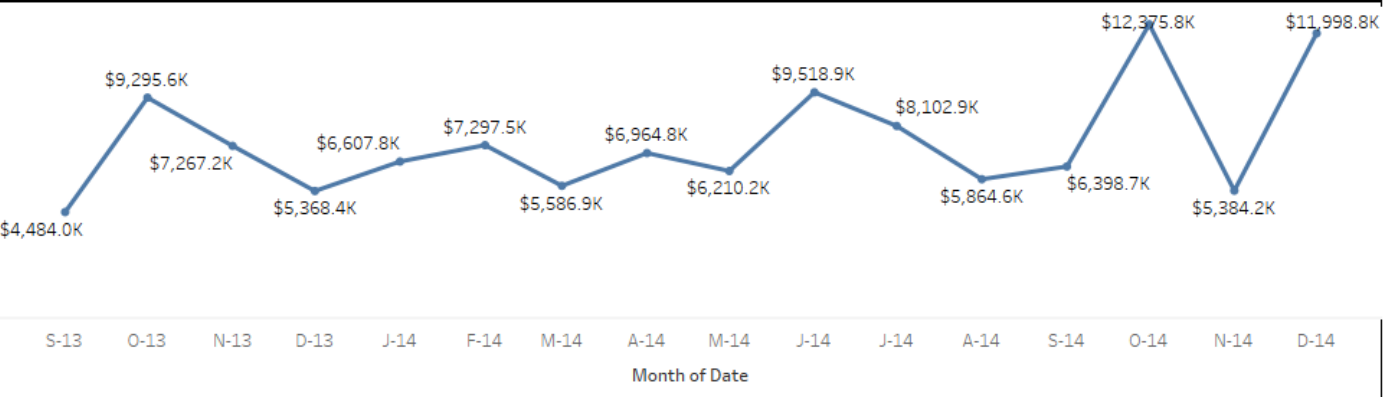
Condition
SUM([Sales]) >= 7000

Country
☒ Canada
☐ France
Limit
Top 7 by COUNT([Country])

Segment
☒ Enterprise
☒ Government
☒ Midmarket
☒ Small Business

Month top4
☒ January
☐ February
Limit
Top 4 by SUM([Sales])

monthdate vs sales



countries with profit

Canada	France	Germany	Mexico	United Sta..
average value is \$3,378.7K				

Top segment with max profit

Segment	In / Out o..		
Government	In	-11,388,173	11,388,173
Small Busi..	In	-4,143,169	4,143,169
Midmarket	Out	-660,103	660,103
Enterprise	Out	614,546	-614,546
		\$0.0K	\$10,000.0
		-SUM([Profit])	Profit

Top 4 months with max sales

Month Name		
September		\$10,882.7K
October		\$12,000.0K
November		\$14,000.0K
December		\$17,375.8K

Sales
\$10,882.7K
\$12,000.0K
\$14,000.0K

Highlight Month Name
No items highlighted

Profit
-40617.5 to 262200

Product
Amarilla
Carretera
Montana

Conclusion:-

Based on Charts inference is,

- Government segment manufacturing price and selling price is higher than others but Government segment has maximum profit also and enterprise segment has less profit.
- Maximum sale occurred in the month of October 2014.
- Number of unit sold by Canada and France is maximum.
- Maximum profit occurred on paseo products and least on carretera products.
- Canada and France country occurred maximum profit than other countries in which France is at the top.

Project Video Link:-

<https://drive.google.com/file/d/1x2L2ZolqHbQXeXEPz69kFDvkcUnspLFM/view?usp=sharing>



THANK YOU