KPIs for Market Produce Analysis Dashboard

Average Price by Product:

1. **Definition**: The average price of different agricultural products.
2. **Significance**: Helps in identifying the most and least expensive products, assisting in price-setting and inventory decisions.

Market Trends by Year:

1. **Definition**: The trend of average prices over the years.
2. **Significance**: Helps in understanding price fluctuations and predicting future trends.

Count of Market:

1. **Definition**: The total number of distinct markets analyzed.
2. **Significance**: Indicates the breadth of market data coverage.

Count of States:

1. **Definition**: The total number of states from which data is collected.
2. **Significance**: Shows the geographical diversity of the market data.

Report on Market Produce Analysis Dashboard

Overview: The Market Produce Analysis dashboard provides a comprehensive view of the agricultural produce market over several years, segmented by product, region, and year. The dashboard is instrumental for decision-makers in understanding market dynamics and making informed business strategies.

Key Insights:

Average Price by Product:

1. **Insight**: The dashboard indicates that Yams have the highest average price at 46K per 100 kg, followed by Cowpeas (Brown) at 38K. Millet (White) and Maize Grain (Yellow) are among the lowest-priced products at 17K and 15K respectively.
2. **Actionable Strategy**: For resellers like AwesomeFresh, focusing on high-value products such as Yams and Cowpeas can maximize profitability. However, stocking a mix, including lower-priced items, can attract a broader customer base.

Market Trends by Year:

1. **Insight**: The market trends chart shows a gradual increase in the average price of produce over the years, with significant growth projected beyond 2020.
2. **Actionable Strategy**: By recognizing the trend of rising prices, AwesomeFresh can plan for future inventory costs and adjust pricing strategies accordingly to maintain margins. Long-term contracts with suppliers might help hedge against future price increases.

Count of Market:

1. **Insight**: The data covers 16 different markets, which ensures a robust analysis across a wide spectrum.
2. **Actionable Strategy**: Utilize the extensive market data to benchmark prices and identify markets where prices are lower for strategic sourcing.

Count of States:

1. **Insight**: Data from 13 states provides a wide geographic perspective.
2. **Actionable Strategy**: Identify states with the lowest prices for targeted sourcing strategies. For example, if Kano has the lowest prices for multiple products, AwesomeFresh can focus on building stronger relationships with suppliers in Kano.

Forecast and Future Strategy:

- **Price Forecasting**: The projection indicates a significant increase in prices by 2030. AwesomeFresh should consider long-term procurement strategies and possibly invest in futures contracts or other financial instruments to lock in current prices.
- **Market Expansion**: As the data covers various states, exploring new markets within these states can lead to opportunities for expansion and diversification.
- **Customer Loyalty Programs**: Implementing loyalty programs based on the insights from price trends and product popularity can help retain customers and encourage repeat purchases.

By leveraging the insights from this dashboard, AwesomeFresh can optimize their sourcing strategies, adjust pricing, and enhance overall profitability while ensuring they remain competitive in the dynamic market of agricultural produce.