B & J BISCUIT SALES REPORT

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Presented To

B & J BISCUIT

Presented By

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B&J Biscuit Sales Report

Project Overview

This document outlines the data analysis requirements for creating comprehensive business analysis dashboards for B&J Biscuit. The dashboards will provide insights into revenue distribution, customer demographics, geographic performance, profitability, and sales performance.

Data Requirements

Data Sources:

- Sales data

- Customer data

- Product data

- Geographic data

Data Fields:

- Product ID

- Product name

- Product price

- Product category

- Customer ID

- Customer name

- Customer age

- Customer gender

- Customer location

- Payment method

- Sales date

- Quantity sold

- Total revenue

- Total cost of goods sold (COGS)

- Total profit

Dashboard 1: Key Metrics and Visualizations

Key Metrics:

- Revenue distribution by product price category, age group, gender, and payment method

- Profitability analysis by brand, location, customer, and salesperson

- Customer insights, including top 5 customers by revenue contribution and total number of customers acquired

- Geographic revenue distribution across key locations

- Sales performance metrics (quantity sold, total revenue, total COGS, total profit)

Visualizations:

- Bar charts

- Pie charts

- Line charts

- Maps

Filters:

- Location

- Payment method

- Age group

Specific Requirements:

- Preferred tool: Excel

- Design preferences: User-friendly, visually appealing, and interactive

Goals:

- Enable quick and informed decision-making.

- Identify profitable segments and customer demographics.

- Monitor sales performance and track customer acquisition.

Revenue Analysis and Change Analysis

Key Components:

- Revenue analysis by values and percentage contributions

- Quarter-over-quarter (QoQ), month-over-month (MoM), and week-over-week (WoW) change analysis

- Key performance indicators (KPIs)

- Interactive features (toggle between revenue views, dynamic filters)

- Additional insights (annotations for significant changes, comparison between weekdays and weekends)

Specific Requirement:

- Design preferences: Visually engaging, user-friendly, and includes both numeric and percentage-based views

Goals:

- Comprehensive analysis of revenue performance

- Trend identification

- Performance monitoring

Data Cleaning and Preparation

Before analysis, the data should be cleaned and prepared to ensure accuracy and consistency. This may involve:

- Handling missing values

- Correcting inconsistencies

- Formatting data appropriately

- Creating derived variables (e.g., age groups, geographic regions)

Analysis Techniques

The following techniques may be used to analyze the data and generate insights:

- Descriptive statistics

- Data visualization

- Correlation analysis

- Regression analysis

- Time series analysis

Deliverables

The final deliverables will include:

- Data analysis documentation

- Dashboard 1

- Dashboard 2

- Supporting materials (e.g., data sources, methodology)

Key Insights

Dashboard : Key Metrics and Visualizations

- **Revenue:** Expensive products sell well (90%) , but low-priced products are popular(10%) . Younger people buy more low-priced products.

- **Profit:** Shortbread Brand, Chicago Location, Robert Hernandez Customer, 15-29 Age-Group and Travis Doyle Salesperson are the most profitable.

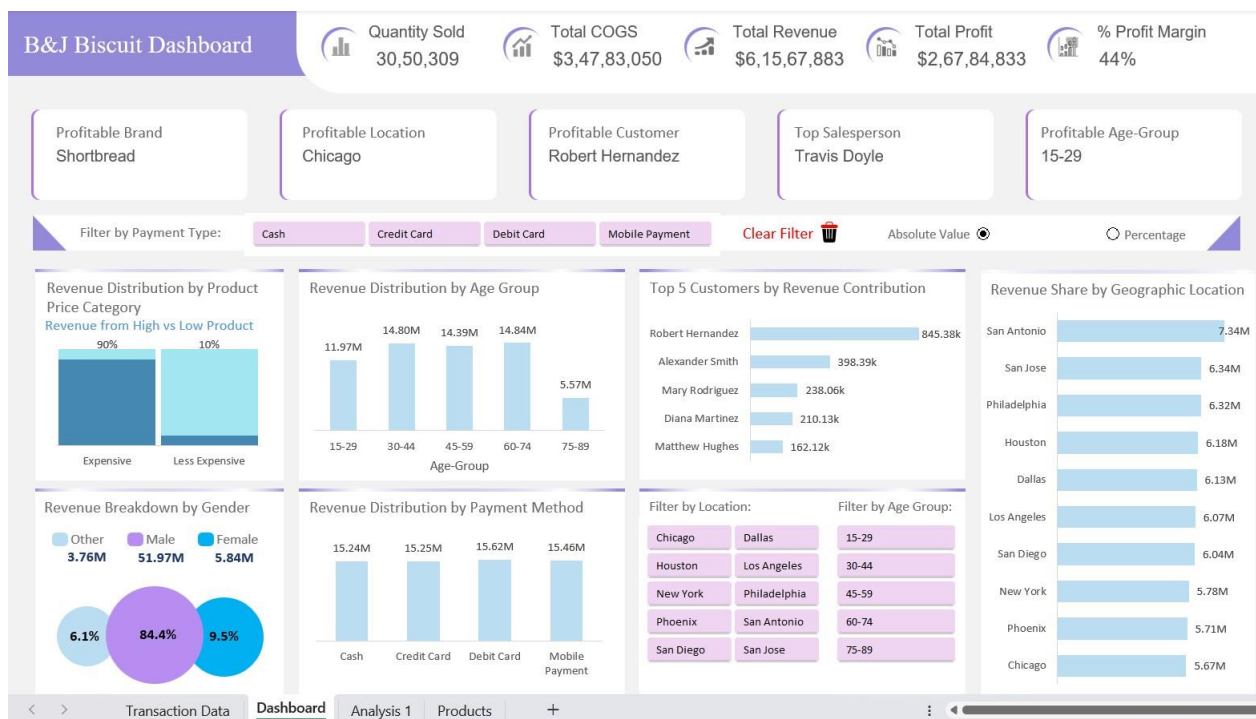- **Customers:** Many new customers have joined this year.

Dashboard : Revenue Analysis and Change Analysis

- **Revenue:** Total revenue has increased steadily with $26,784,833 Total profit and 44% of Profit Margin.

- **Trends:** Revenue is growing every quarter, especially in the last one.

- **Profit:** Overall profit is up, but the profit margin is slightly lower due to higher costs.

Overall Insights:

- B&J Biscuit is doing well and has a strong market.

- There is potential for growth by making new products, selling in more places, and improving how we work.

- It's important to keep track of how we're doing and make changes as needed.

Visual Reprensentation:

Thank You