

Insights and Recommendations

(No available actions)

Insights

Sales Trends

- Net Sales \$1.27 M, Quantity - 51K, Orders- 830, Discounts - \$88.67K Unique Products - 77,
- There was a 58.56% YoY growth in fiscal year FY14-FY15
- The most sold category is Beverages with sales of \$268k
- QUICK-Stop made the highest sales in Customer Company with sales of \$110K
- In Shippers Company, United Package delivers 42.15% of the sales.
- The sales in the FY13-FY14 show a mild increase and decrease throughout the months, only peaking in January with net sales of \$61k. August records the lowest sales in this fiscal year.
- In FY14-FY15, there was a sharp increase in net sales in April of over \$124k, lowest sales month which was in November \$46K.
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Product Performance

- The top 3 selling products include Cote de Blaye(\$141k), Thuringer Rostbratwurst(\$80k), Raclette Courdavault(\$71k).
- Louisiana Hot Spiced Okra(-61.81%), Tofu (-56.06%), Chocolate (-49.12%) products experienced negative YoY growth percentages, indicating a decline in performance during the fiscal year 2014-2015.
- Sea Food experienced a year-over-year (YoY) growth of 127.64% in the Customer Category.
- Sea Food category, Konbu performed exceptionally well, experiencing a year-over-year (YOY) growth percentage of 621.48%.
- Meat & Poultry category, Thuringer Rostbratwurst has a (YOY) growth percentage of 144.54%.
- Produce category, Uncle Bob's Organic Dried Pears has a (YOY) growth percentage of 486.35%.

Customer Analysis

- Unique Customers 91, Countries 21, Cities 69.
- Top customer is Hort Kloss from Cunewalde made the most number of sales of \$110K
- USA in Customer City has the highest sales of 246K, Germany 230K
- QUICK-Stop from Customer Company has the highest sales of \$110K

Shipping And Employees Analysis

- Total Orders 830, Delivered on time 772, Delayed 37, Not Delivered 21, Freight Per Order 249.77
- Total Employees 9
- Average shipping days United Package 9, Speedy Express 8, Federal Shipping 8
- Freight Per Order United Package 281, Speedy Express 249, Federal Shipping 210
- Sales Representative Margaret Peacock made the highest sales of \$232K.
- United Package has delivered more orders comparing the other two shipping companies.

Recommendations

- Increase efforts to promote sales within the Meat & Poultry category.
- Activate marketing strategies for high-value products like Thuringer Rostbratwurst and Alice Mutton within the Meat & Poultry category.
- Promote high-revenue products such as Cote de Blaye and Raclette Courdavault to drive increased sales.
- Direct marketing efforts towards the most sold product categories, including Beverages, Dairy Products, and Confections.
- Identify and pursue opportunities to boost sales in key markets such as the USA and Germany. Prioritize retaining top customers like Hort Kloss and key customer companies like QUICK-Stop.
- Consider allocating more shipping contracts to Federal Shipping and Speedy Express to expedite deliveries and meet customer expectations for faster shipping.