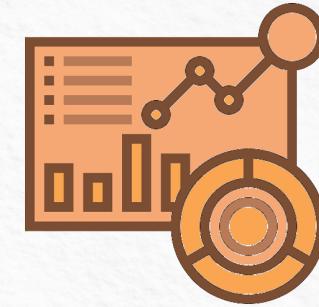




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Enterprise DNA Challenge (28): User experience Focus - Design Creative Navigations

**Sales
Analytics**



Click on the report Icon to access the report

Report prepared by Rija Zainab



12/2/2018

Highest Profit Day

Krithika

Top Customer by Sales

Kanyakumari

Top city by Sales

Health Drinks

Top Product by Sales

Quarterly

Monthly



Trends

Customer Insights

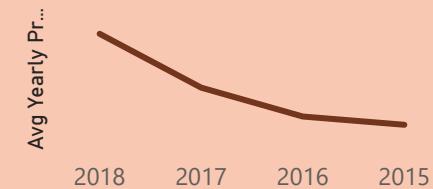
Product Insights

Geographical Insights

Questions



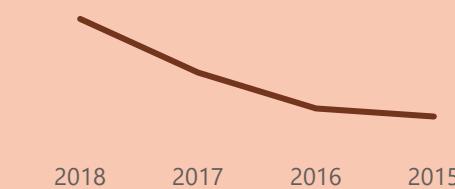
Avg Yearly Profit



Avg Yearly Sales



Avg Yearly Orders



30 day running total



Sales gradually increased over time while the overall pattern remained the same that every year sales dropped in first quarter and increased in the 4th quarter.

30 day running followed approximately same pattern through out the years in this analysis.

The lowest orders, revenue and profit was in 2015 whereas the highest were in 2018.



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12/2/2018

Highest Profit Day

Krithika

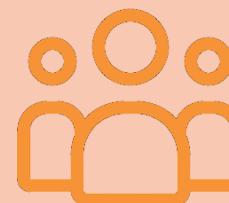
Top Customer by Sales

Kanyakumari

Top city by Sales

Health Drinks

Top Product by Sales



50

Count of Customers



Krithika was the top customer by sales and orders, Average sales by Customers and Average profit by customer.

Top Product by sales of Krithika were cakes. Highest profit contribution was on 11/3/2018.

Lowest sales contribution was by customer named Hafiz.

Customer Name	Top Product by Sales	Avg Sales by Customer	Avg Profit per Customer	Total Sales
Adavan	Health Drinks	315,341.00	78,044.29	315341
Aditi	Cakes	299,674.00	78,439.05	299674
Akash	Health Drinks	307,488.00	82,121.26	307488
Alan	Cookies	294,397.00	74,410.23	294397
Amrish	Biscuits	333,351.00	80,191.89	333351
Amy	Health Drinks	301,558.00	79,159.94	301558
Anu	Health Drinks	283,735.00	70,238.28	283735
Arutra	Soft Drinks	325,720.00	87,572.40	325720
Arvind	Fresh Vegetables	293,802.00	71,767.23	293802
Esther	Noodles	283,656.00	69,588.12	283656
Ganesh	Noodles	278,349.00	67,094.89	278349
Hafiz	Health Drinks	251,965.00	64,037.35	251965
Harish	Health Drinks	293,839.00	79,107.83	293839
Haseena	Health Drinks	298,924.00	73,167.14	298924
Hussain	Breads & Buns	307,337.00	72,354.97	307337
Jackson	Health Drinks	271,793.00	70,268.59	271793
James	Health Drinks	305,915.00	71,926.88	305915

Trends

Customer Insights

Product Insights

Geographical Insights

Questions





12/2/2018

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Top Customer by Sales

Kanyakumari

Top city by Sales

Health Drinks

Top Product by Sales

Trends

Customer Insights

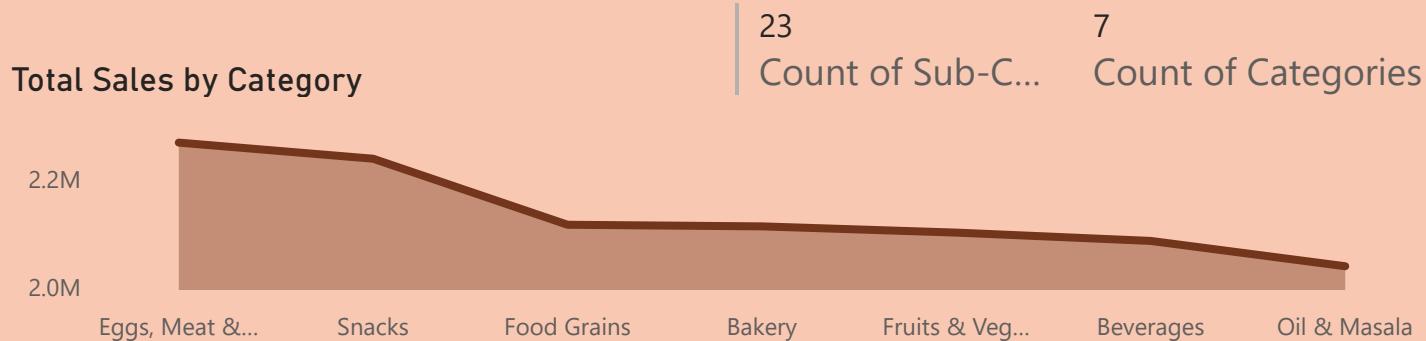
Product Insights

Geographical Insights

Questions



Total Sales by Category



23

Count of Sub-C...

7

Count of Categories

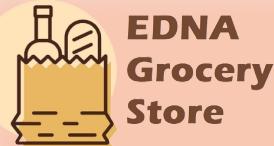


Top Product (Sub-category) by Sales was Health Drinks followed by Soft Drinks. Health drinks were the most discounted products as well as the most ordered products.

Top Category by overall total Sales was Eggs, Meat & Fish.

Lowest Sales Category was Food and Grain and sub-category with minimum sales was Rice

Sub Category	Category	Total Sales	Avg Revenue per Product	Most Discount	Tot Cost	Total Profit	Total Orders
Health Drinks	Beverages	1051439	1,051,439.00	166.49	783,969.21	267,469.79	719
Soft Drinks	Beverages	1033874	1,033,874.00	155.97	775,738.03	258,135.97	681
Cookies	Snacks	768213	768,213.00	113.72	577,569.30	190,643.70	520
Breads & Buns	Bakery	742586	742,586.00	113.70	551,821.02	190,764.98	502
Noodles	Snacks	735435	735,435.00	109.86	541,749.19	193,685.81	495
Chocolates	Snacks	733898	733,898.00	112.60	550,048.66	183,849.34	499
Masalas	Oil & Masala	697480	697,480.00	103.65	528,480.89	168,999.11	463
Cakes	Bakery	685612	685,612.00	101.54	517,213.54	168,398.46	452
Biscuits	Bakery	684083	684,083.00	103.29	514,725.38	169,357.62	459
Spices	Oil & Masala	672876	672,876.00	98.42	512,573.40	160,302.60	447
Edible Oil & Ghee	Oil & Masala	668086	668,086.00	103.51	499,492.42	168,593.58	451
Mutton	Eggs, Meat &	611200	611,200.00	89.14	459,810.60	151,389.40	394



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12/2/2018

Highest Profit Day

Krithika

Top Customer by Sales

Kanyakumari

Top city by Sales

Health Drinks

Top Product by Sales

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Questions



City	Top Customer by Sales	Top Product by Sales	Total Profit	Total Sales	Avg Revenue per City
Bodi	Adavan	Health Drinks	173,655.13	667177	166,794.25
Chennai	Anu	Health Drinks	160,921.33	634963	158,740.75
Coimbatore	Aditi	Health Drinks	157,399.41	634748	158,687.00
Cumbum	Surya	Health Drinks	156,355.13	626047	156,511.75
Dharmapuri	Suresh	Cookies	141,593.05	571553	142,888.25
Dindigul	Sudeep	Soft Drinks	144,872.95	575631	143,907.75
Kanyakumari	James	Health Drinks	172,217.74	706764	176,691.00
Karur	Komal	Soft Drinks	169,305.94	642273	160,568.25
Krishnagiri	Sudeep	Biscuits	160,477.48	637273	159,318.25
Madurai	Ravi	Soft Drinks	152,548.61	617836	154,459.00
Nagercoil	Suresh	Soft Drinks	137,848.47	551435	137,858.75
Namakkal	Roshan	Soft Drinks	145,502.10	598530	149,632.50
Ooty	Sharon	Health Drinks	150,078.92	599292	149,823.00
Perambalur	Muneer	Soft Drinks	171,132.19	659738	164,934.50
Pudukkottai	Krithika	Health Drinks	164,072.63	653179	163,294.75
Ramanadhapuram	James	Health Drinks	158,951.03	634386	158,596.50
Salem	Muneer	Cakes	160,899.30	657093	164,273.25
Tenkasi	Veronica	Health Drinks	156,230.72	643652	160,913.00
Theni	Veronica	Soft Drinks	142,739.78	579553	144,888.25
Tirunelveli	Verma	Soft Drinks	165,169.01	659812	164,953.00
Trichy	Komal	Soft Drinks	136,059.94	541403	135,350.75
Vellore	Amrish	Health Drinks	174,073.01	676550	135,310.00
Viluppuram	Amrish	Health Drinks	144,200.64	581274	145,318.50
Virudhunagar	Surya	Health Drinks	150,816.69	606820	151,705.00



Total Cities were 97.

Top City by sales is Kanyakumari.

Top Customer in Kanyakumari was James where as Top product by sales Health Drinks



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List of Business Questions that this analysis has tried to answer:

- Top Product by Orders
- Top Product by Sales
- Top Product by Profit
- Best Month by Sales
- Best Year by Sales
- Best Quarter by Sales
- Best City by Sales
- Best Customer by Sales
- Top Region Sales wise
- Top Profit by Profit
- Revenue per City
- Sales by Category

Rija Zainab

Analyst Profile



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