

Food & Beverages Sales Analysis Report

Introduction

This report provides us an analysis of sales performance within the food and beverage sector. The data-driven insights focus on revenue generation, order trends, sales performance by different categories, and individual contributions of sales personnel. The purpose of this report is to facilitate informed business decisions by evaluating key performance indicators (KPIs) such as total revenue, average ticket price, and total orders.

Objective

The primary objective of this analysis is to:

1. To estimate total revenue and order trends over time.
2. To Identify top-performing products, sales channels, and salespersons.
3. To Analyze revenue distribution across different sales categories.
4. To Provide actionable recommendations to improve sales efficiency and profitability.

Business Requirements

To achieve these objectives, the following business requirements were identified:

- A comprehensive dashboard displaying revenue, orders, and key performance insights.
- Data segmentation based on product category, sales channel, and sales personnel.
- Trend analysis of sales performance over different months and quarters.
- Interactive filters for better data-driven decision-making.

Project Scope & Business Requirements

The project includes:

- Developing interactive Power BI dashboards with visual representations of sales data.
- Providing insights into revenue trends by month, product group, and sales channels.
- Evaluating sales team performance and sales contributions per individual.
- Assessing product-wise revenue generation and order statistics.

Project Workflow

1. **Data Collection** – Sales data is sourced from internal databases and structured into Power BI.
2. **Data Processing** – Cleaned and transformed data to ensure accuracy and consistency.
3. **Dashboard Development** – Creating visual representations of sales insights, including revenue, order distribution, and salesperson performance.
4. **Analysis & Interpretation** – Identified key insights from dashboards to support strategic decision-making.
5. **Recommendations & Reporting** – Summarized findings and provided actionable suggestions for business improvement.

Key Insights & Findings

- **Revenue Performance:** The total revenue stands at **\$17.91M**, with an average ticket price of **\$340.73** and total orders reaching **53K**.
- **Sales Trends:** Monthly revenue exhibits an upward trajectory, peaking in certain months, indicating seasonality effects.
- **Top Revenue Contributors:** Wheat flour, oil, and yeast emerge as the highest revenue-generating product groups.
- **Sales Channel Analysis:** The highest revenue is generated through **online channels (48.56%)**, followed by **retail (34.05%)** and distributors (17.39%).
- **Sales Team Performance:** Among sales personnel, **Carla Ferreira, Julio Lima, and Gustavo Gomes** contribute significantly to total sales.
- **Quarterly Orders Trend:** Orders increased progressively across all four quarters, indicating growth in demand over time.

Recommendations

1. **Enhance Online Sales Strategies:** Given that online sales contribute nearly half of the revenue, investing in digital marketing and optimizing the online store can further boost sales.
2. **Stock Optimization for High-Performing Products:** Products like wheat flour and oil should be prioritized for inventory management to prevent stock shortages.

3. **Sales Training Programs:** Providing targeted training and incentives to underperforming sales representatives to boost overall performance.
4. **Seasonality Planning:** Since revenue trends indicate seasonality, promotional campaigns should be aligned with peak sales months.
5. **Expand Distribution Networks:** Retail and distributor channels should be strengthened to balance revenue contribution across channels.

Summary

This Power BI-driven analysis provides valuable insights into the sales dynamics of the food and beverage industry. The dashboards highlight key revenue patterns, product performance, sales team contributions, and quarterly trends. By implementing the recommended strategies, the business can optimize its sales performance, enhance customer satisfaction, and achieve long-term profitability.

DASH BOARD



