

# 2020 – 2024 Sales Performance Report of Bangalore D - Mart Stores Rice Products

## Project Overview

**Tool Used:** Microsoft Power BI

**Domain:** Retail Stores Analysis

**Duration:** 2 Days

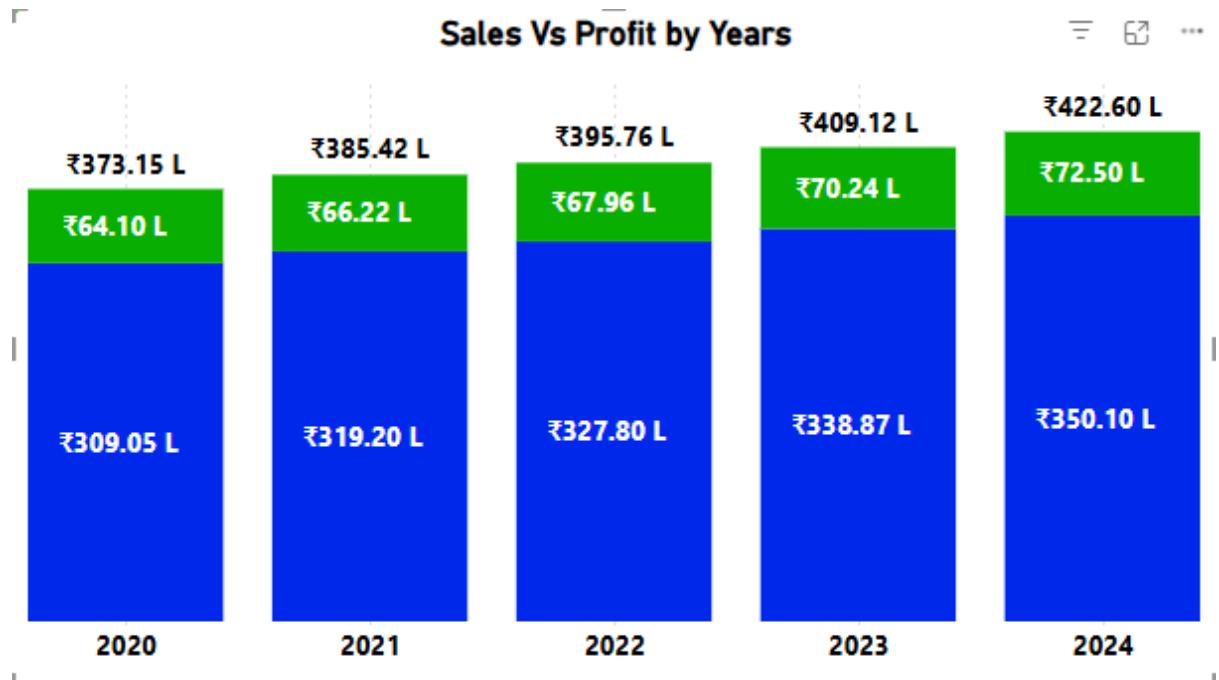
**Objective:** To analyse the sales and profit performance of rice products across Bangalore D-Mart stores.

## Analysis:

- **Total Sales & Profit**

- Sales – 16.45 Crores
- Profit – 3.41 Crores
- Average Sales – 721.21
- Rice Sold – 10 Lakhs Tons

- **By Years**

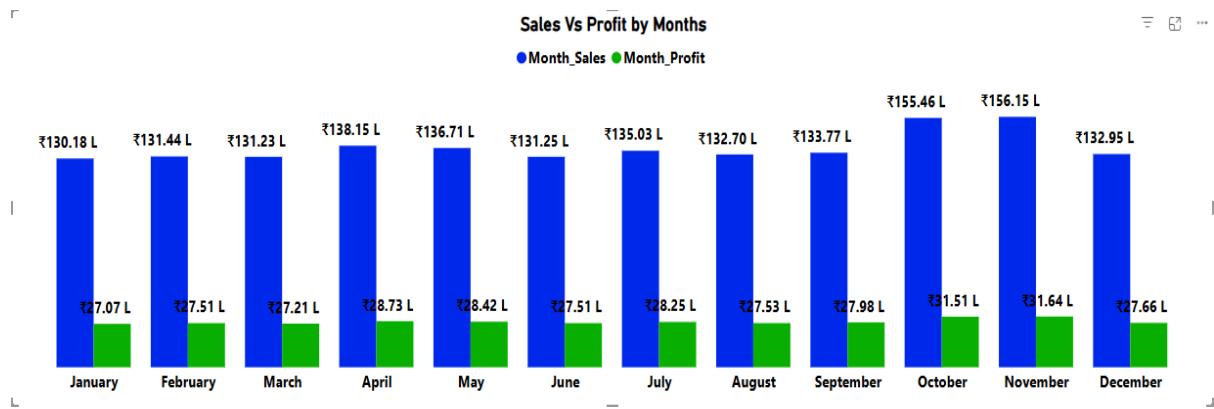


- 2020 – Sales – ₹3.09 Cr, Profit – ₹64.10 L
- 2021 – Sales – ₹3.19 Cr, Profit – ₹66.22 L
- 2022 – Sales – ₹3.27 Cr, Profit – ₹67.96 L
- 2023 – Sales – ₹3.38 Cr, Profit – ₹70.24 L
- 2024 – Sales – ₹3.50 Cr, Profit – ₹72.50 L

## Conclusion

- Sales and profit have grown steadily by around 2% per year.
- 2022 showed the lowest growth (1.7% in sales and 0.51% in profit).

## • By Month

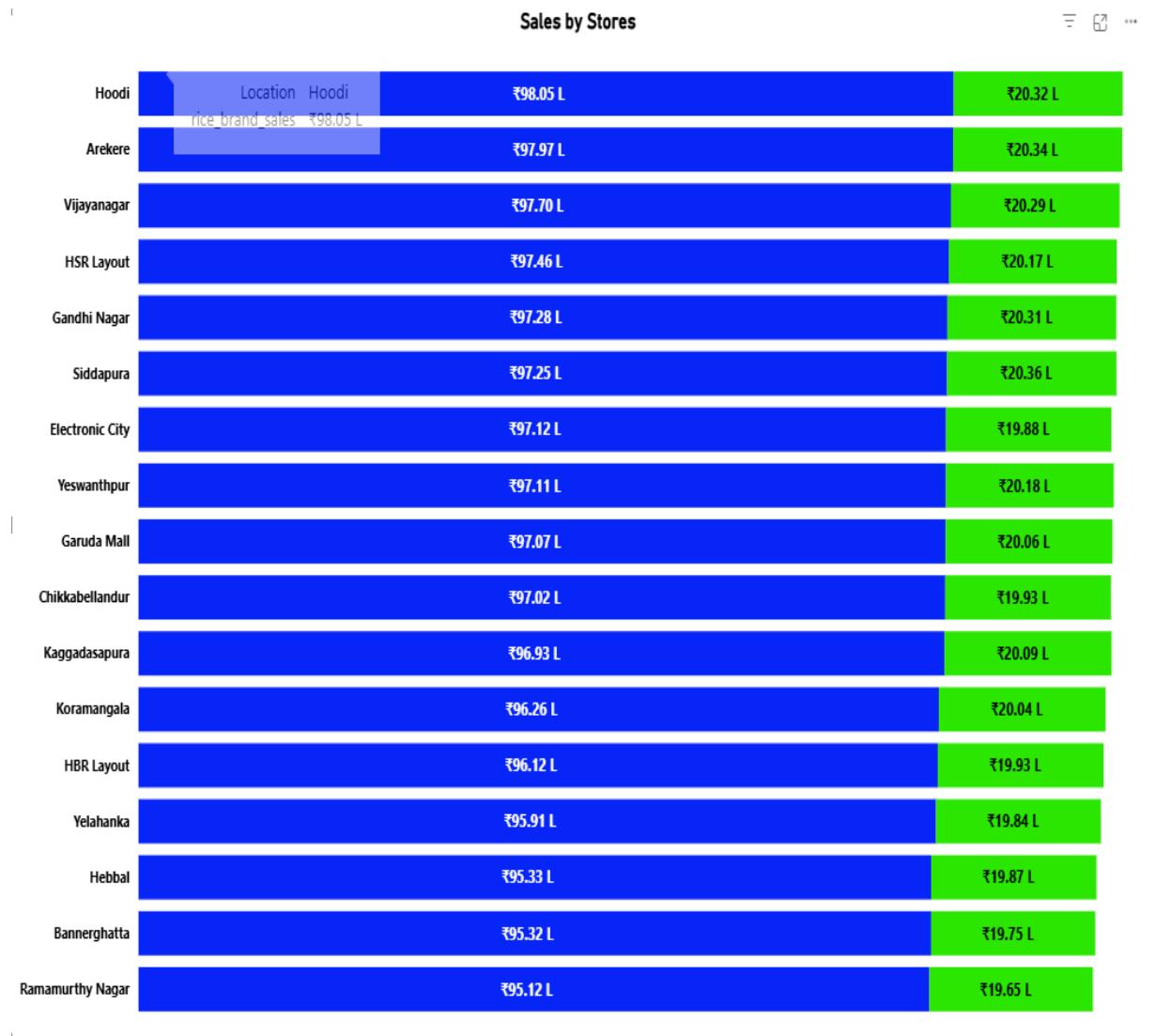


- **Highest Months:** October & November
- Avg. Sales: ₹1.55 Cr | Avg. Profit: ₹31.55 L
- **Moderate Months:** April, May & July
- Avg. Sales: ₹1.36 Cr | Avg. Profit: ₹28.46 L
- **Other Months:**
- Avg. Sales: ₹1.31 Cr | Avg. Profit: ₹27.71 L

## Conclusion

- October & November are the festival months so Sales and Profit is higher than normal months.
- April, May, July, sales is increasing 5 crores but compare to Rest all Month Profits only increased 0.4%. Because of the highest discount may affects the Profits.

- **By Stores**

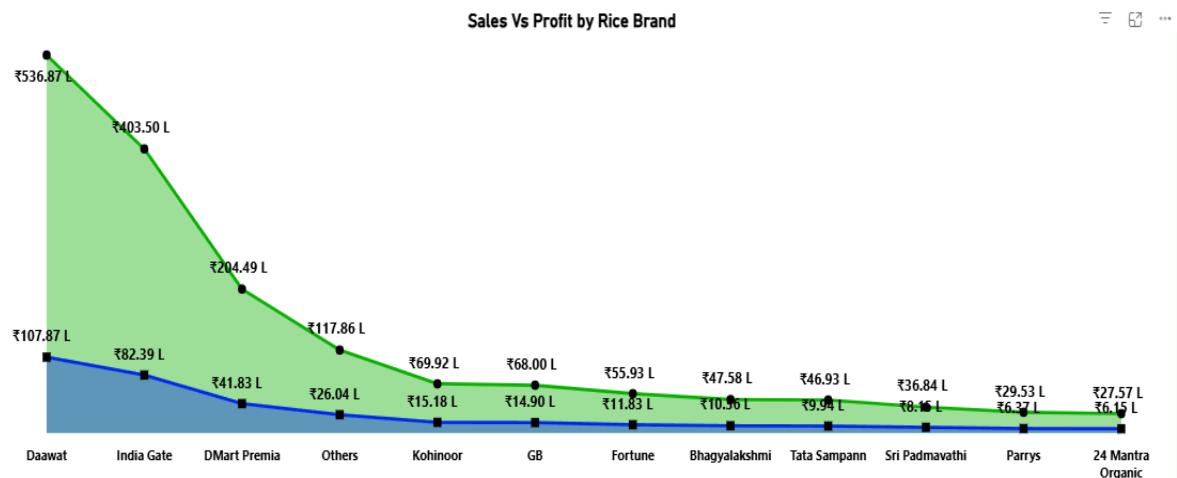


- **Total Stores:** 17 (Bangalore)
- **Highest Sales:** Hoodi Store – ₹98.05 L
- **Lowest Sales:** Ramamurthy Nagar Store – ₹95.12 L
- **Difference:** Less than 0.3% in sales, and less than 0.2% in profit.

### Conclusion

- All the Stores are contributing almost same result. There is no considerable difference in stores Sales and Profit.

- **By Rice Brands**

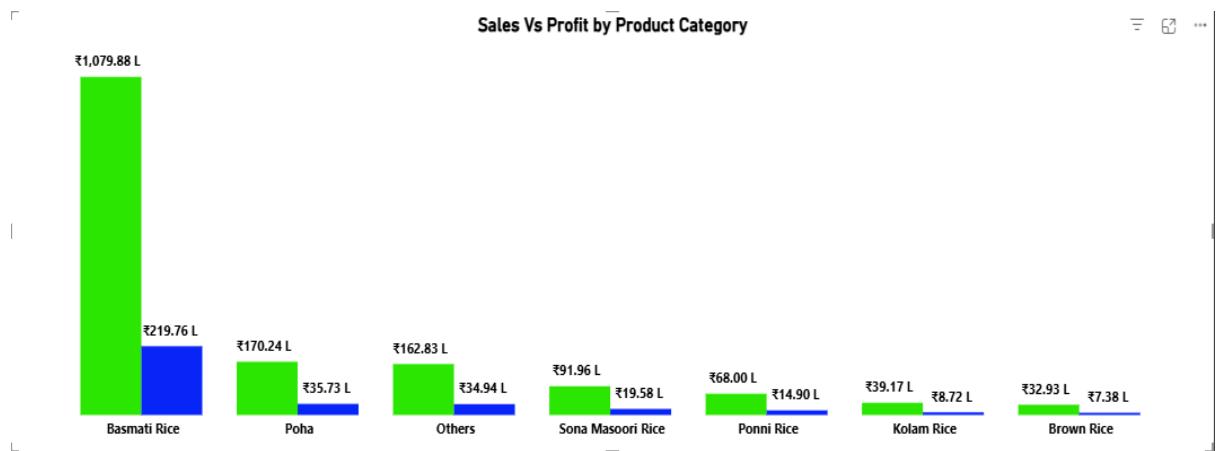


- Daawat – Sales – 5.3 Cr, Profit – 1.07 Cr
- India Gate – Sales – 4.0 Cr, Profit – 82.39 Cr
- DMart Premia – Sales – 2.04 Cr, Profit – 41.83 L
- Others – Sales – 1.17 Cr, Profit – 26.04 L
- Kohinoor – Sales – 69.92 L, Profit – 15.18 L
- GB – Sales – 68 L, Profit – 14.90 L
- Fortune – Sales – 55.93 L, Profit – 11.83 L
- Bhagyalakshmi – Sales – 47.58 L, Profit – 10.36 L
- Tata Sampan – Sales – 46.93 L, Profit – 9.94 L
- Sri Padmavathi – Sales – 36.84 L, Profit – 8.16 L
- Parrys – Sales – 29.53 L, Profit – 6.37 L
- 24 Mantra Organic – Sales – 27.57 L, Profit – 6.15 L

### Conclusion

- Top 4 brands — Daawat, India Gate, D-Mart Premia, and Others — contribute 77% of sales and 75% of profits.
- All are premium cooking rice brands preferred for daily use.

- **By Product Category**

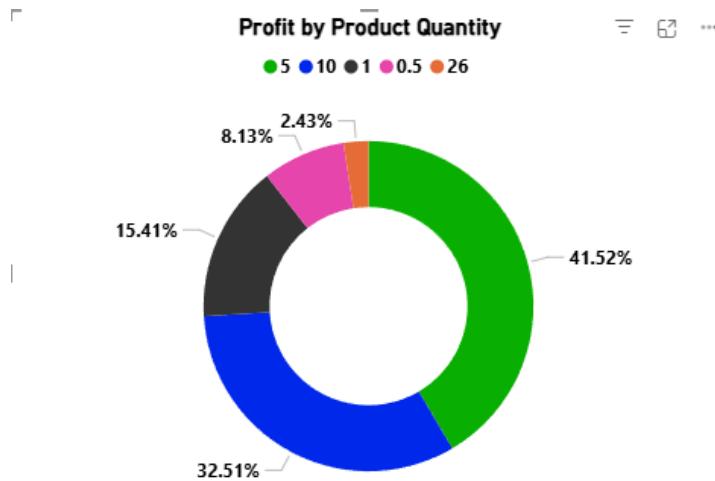


- Basmati Rice – Sales – 10.79 Cr, Profit – 2.19 Cr
- Poha – Sales – 1.7 Cr, Profit – 37.73 L
- Others – Sales – 1.62 Cr, Profit – 34.94 L
- Sona Mansoori Rice – Sales – 91.96 L, Profit – 19.58 L
- Ponni Rice – Sales – 68 L, Profit – 14.9 L
- Kolam Rice – Sales – 39.17 L, Profit – 8.72 L
- Brown Rice – Sales – 32.93 L, Profit – 7.38 L

### Conclusion

- Basmati Rice contributes around 65% of overall sales and profit — a staple daily product.
- Poha contributes about 10%, being a processed rice variant.
- Remaining varieties contribute 25%, mainly occasional-use rice types.

- **By Product Quantity**



- 5 Kg – Sales – 6.28 Cr, Profit – 1.41 Cr
- 10 Kg – Sales – 4.9 Cr, Profit – 1.10 Cr
- 1 Kg – Sales – 3.05 Cr, Profit – 52.55 L
- 500g – Sales – 1.72 Cr, Profit – 27.72 L
- 26Kg – Sales – 38.32 L, Profit – 8.29 L

### Conclusion

- 5 Kg and 10 Kg packs account for 69% of sales and 74% of profit — showing strong customer preference for medium to large packs.
- 1 Kg and 500 g packs together contribute 29% of sales and 23% of profit, showing smaller margins.
- 26 Kg (Ponni Rice) contributes around 2.4% and remains niche.
- Across all sizes, Basmati Rice dominates in sales and profit.

### Final Conclusion:

Overall, rice product sales and profit at Bangalore D-Mart stores show consistent growth over five years.

- Festival months (October–November) drive higher demand.
- Premium brands and daily-use categories dominate the market.
- Medium and large pack sizes are the most profitable.
- Adding new rice varieties and festive discounts can further boost annual growth beyond 2%.

