

## Executive Summary

This report presents key insights derived from the PowerBI dashboard for the liquor store business, which operates in Limerick, Ireland, across two locations: Location **A** and Location **B**. The analysis covers sales performance, stock levels, and comparative metrics between the two locations, providing valuable insights for strategic decision making.

## Sales Analysis

Total Sales:

The dashboard highlights total sales for each location, with Location A generating **£107,224** and Location B **£74,456** during the period from February 20, 2023, to April 6, 2023.

In the item category, minerals had the highest sale at **£62,050**, followed by ciders at **£37,636** and then spirits at **£31,842**.

Sales Trends:

A daily sales trend visual reveals an **uneven** increase & decrease in sales over time with a positive sale growth pattern, with noticeable peaks and troughs. Key trends show that sales are highest towards the end of each month, indicating potential end of month promotions or customer purchasing patterns.

Sales Growth Rate:

The Sales Growth Rate for the period has been calculated as **4.68%**, indicating a growth compared in the period (February, March, April). When we filter on the location, it's noted that location B had a significant growth rate of **12%**. **Jack & Jonah** had significant sale growth rate in their roles.

## Stock Monitoring

Current Stock Levels:

The dashboard provides a snapshot of current stock levels for both locations. Location A has a total stock on hand of 62,669, while Location B holds 13,385 in stock.

The top 3 suppliers based on the top 10 items sales are **Barry's, Galla & Carrol**.

Stock Turnover Rate:

The stock turnover rate is calculated to be **83.09%**, which is relatively high. This suggests rapid inventory turnover, potentially indicating efficient stock management or high sales velocity. The high turnover rate may also be influenced by low stock on hand **76,054** and additional stock on order **1,884**.

Low and Overstock Alerts:

The visualizations indicate that Location **B** is experiencing low stock for certain high demand products, while Location **A** has some overstocked items. This finding can help in taking corrective actions like reordering or discounting overstocked products.

## **Comparative Analysis**

Location Comparison: The comparative analysis between Location **A** and Location **B** reveals differences in sales performance and stock levels. For instance:

Sales Performance: Location **A** has a higher average sales figure compared to Location **B**.

Stock Levels: Location **A** shows more variation in stock levels, with some products frequently out of stock by supplier.

### **Business Insights:**

Location **A**: Higher sales but could face stock shortages due to the fact that there no stock orders made.

Location **B**: More stable stock levels but lower sales. Focus on promotions and stock optimization might be beneficial.

### **Recommendations**

Stock Management: Reevalue stock levels and adjust reordering policies to balance stock across locations.

Sales Strategies: Implement targeted promotions to boost sales at Location **B** and address low stock issues.

Prepared by: Ronald Muguna

Date: 31/07/2024

Contact: mugunars@gmail.com