



Greek Yogurt Sales Performance Analysis

Presented by Team 04

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website: <https://mevgal.com/>



Overview

Data & Source

- Ithaca University
- Sales for 7 products over 2020-22

Problem Definition

- Uncover hidden insights
- Understand sales pattern
- Provide recommendations

Limitations

- Restricted number of features
- Human Error

Features

- **points_of_distribution**
- **daily_unit_sales_kg**
- **daily_unit_return_in_kg**
- **total_shipped_kg**
- **package_size**



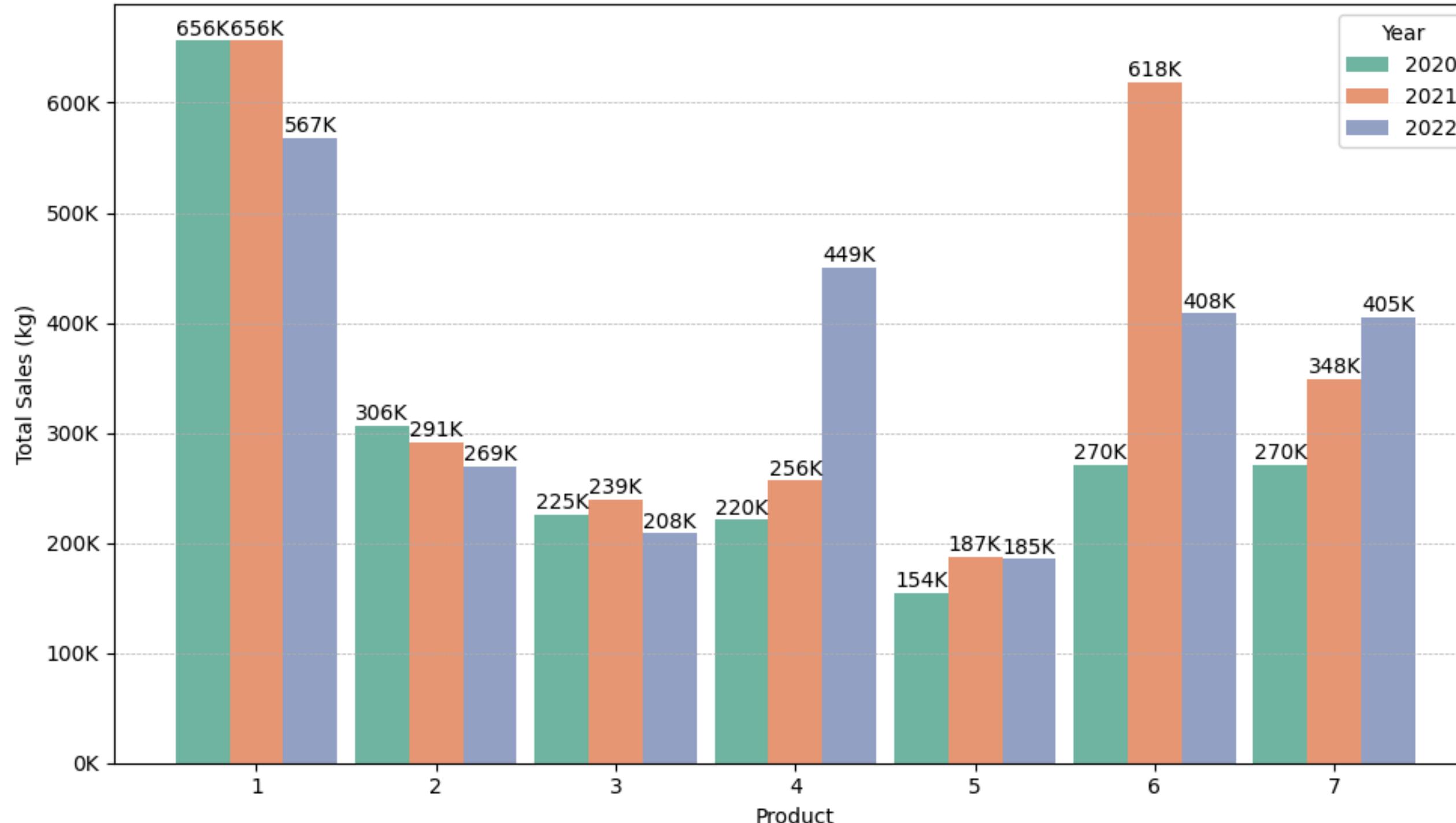
Features

- points_of_distribution
- daily_unit_sales_kg
- **daily_unit_return_in_kg**
- **total_shipped_kg**
- **package_size**



Total Sales by Products

Fig 1. Total Sales (kg) Comparison by Product (2020-2022)



Product 1

- Highest sales through all 3 years

Product 4

- Shot up in 2022

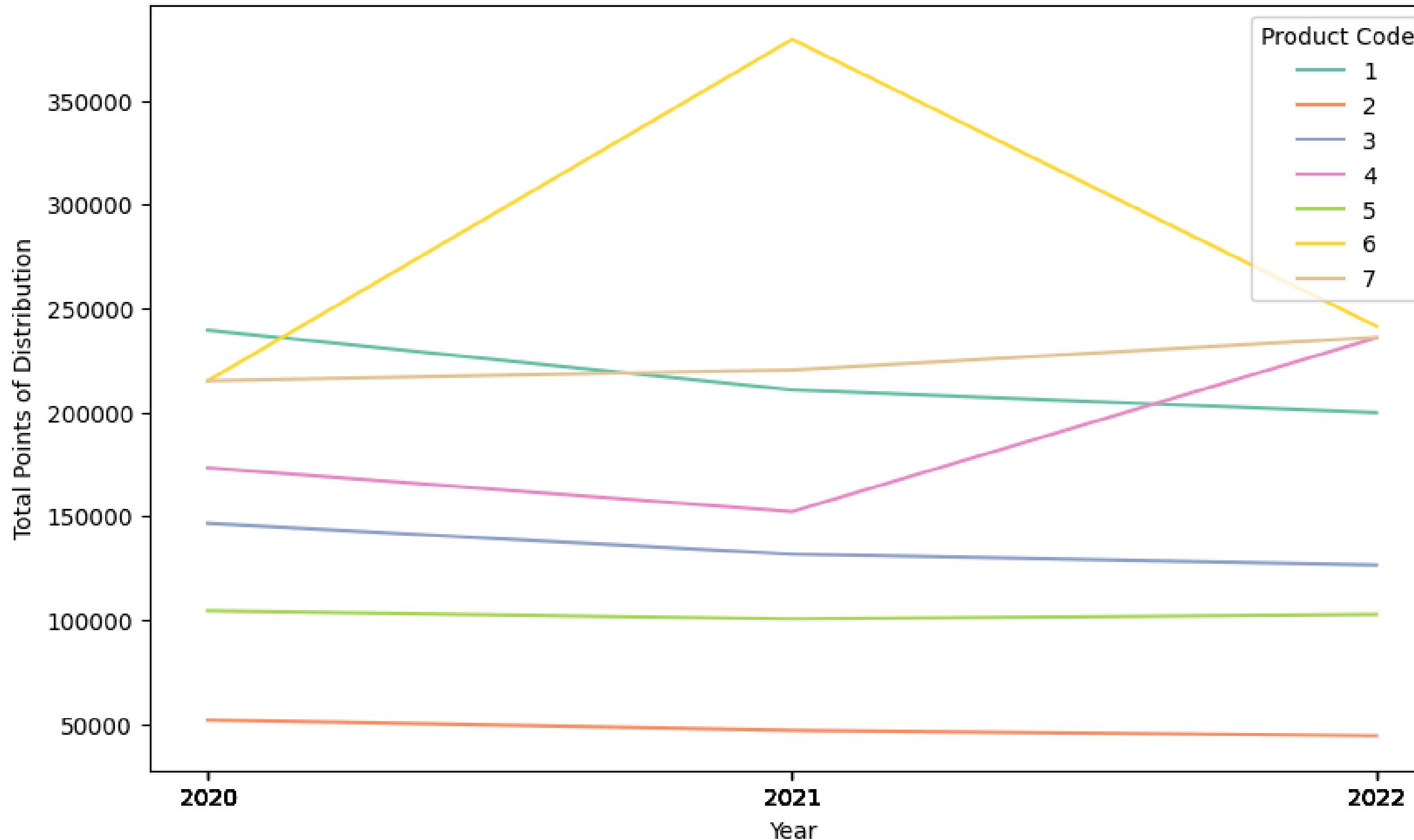
Product 6

- Highly shot up in 2021

**Does the points of
distribution explain the
spikes?**

Points of Distribution

Fig 2. Total Points of Distribution (2020-2022)



Product 4 & 6

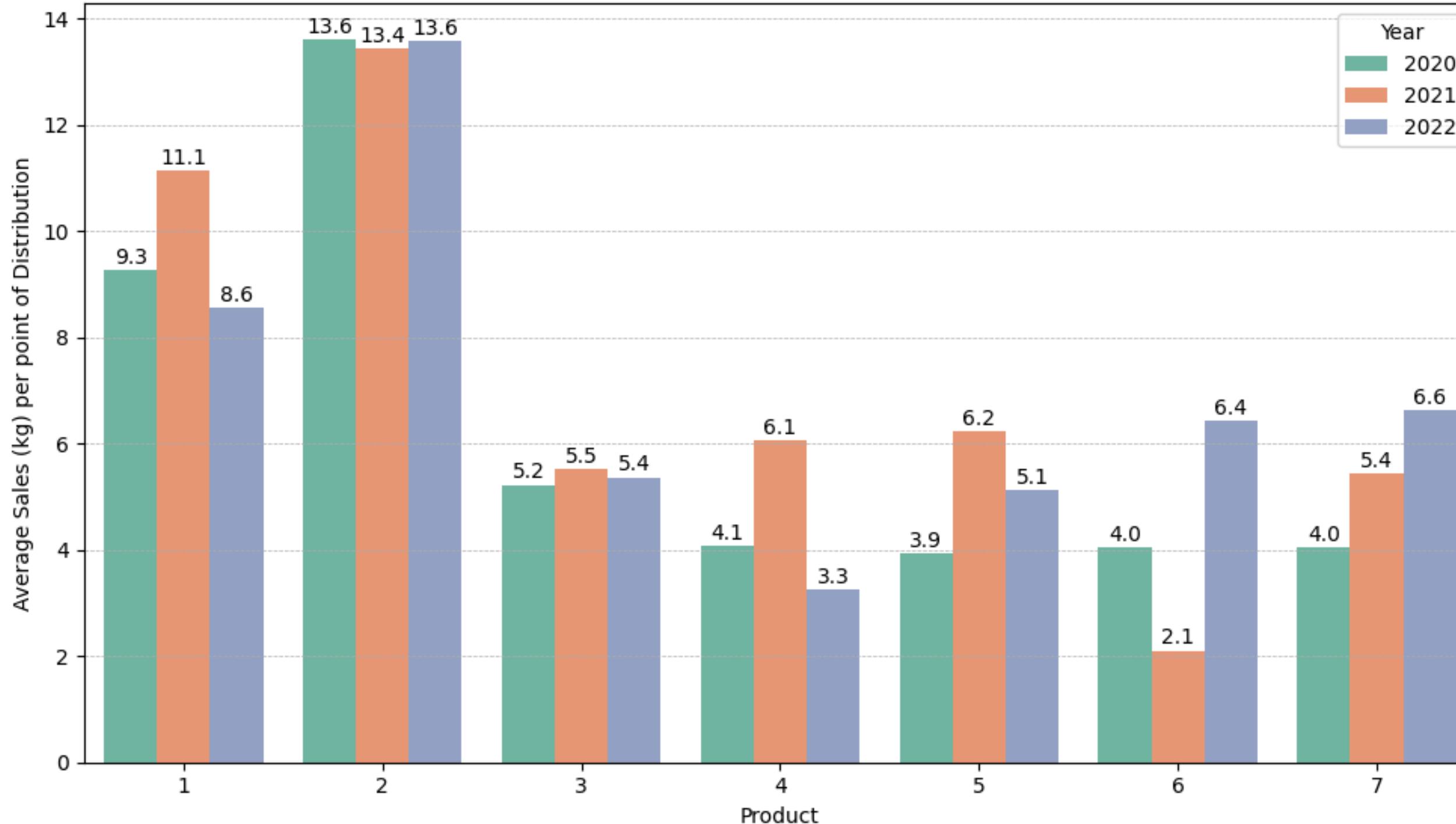
- An increase in points of distribution for 2021 and 2022 respectively

Product 2

- Very few points of distribution

Sales per Point of Distribution

Fig 3. Average Sales (kg) per Point of Distribution



Product 1

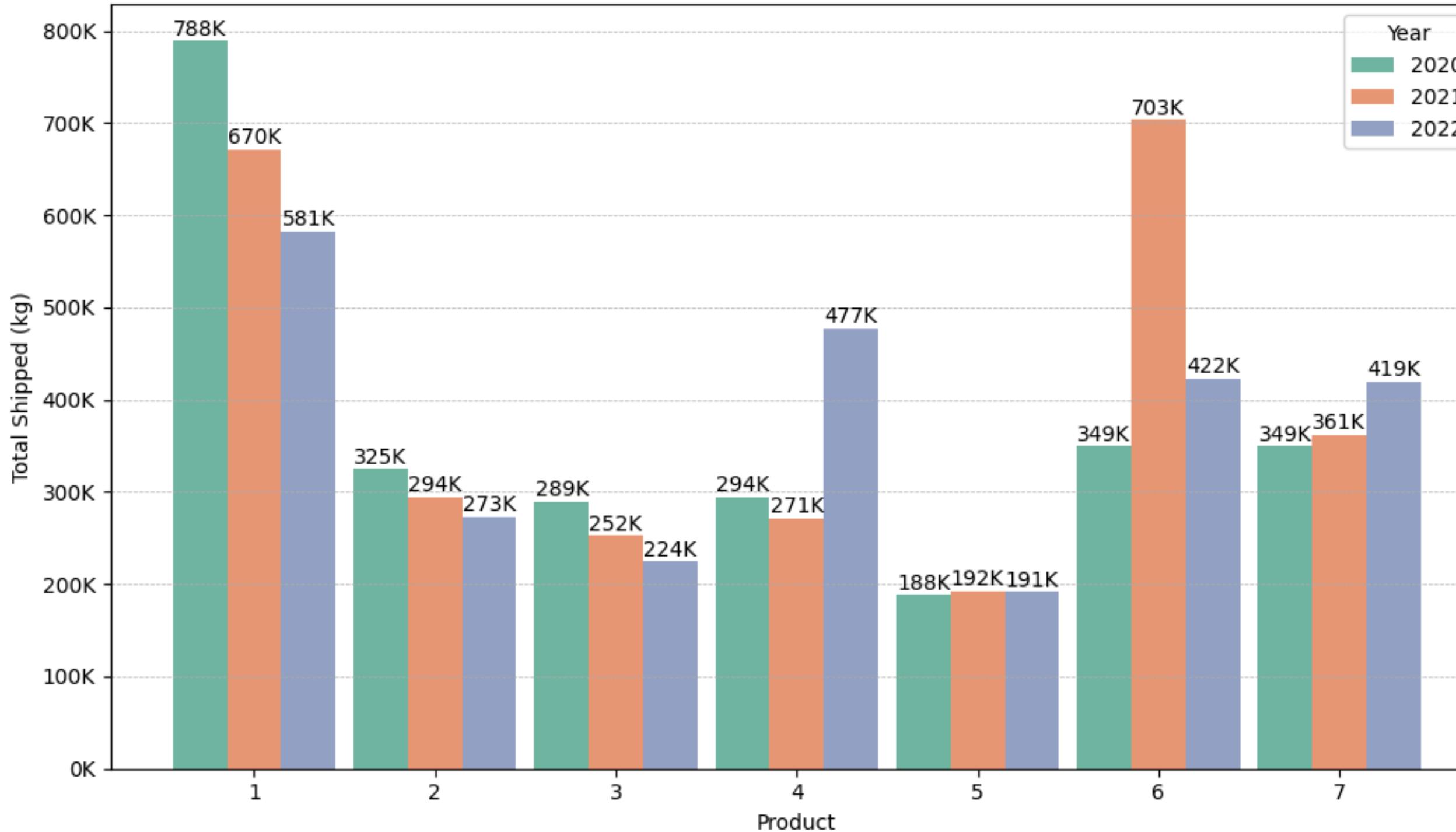
- Sales per point of distribution is not the highest as expected

Product 2

- Highest sales per point of distribution

Total Shipped by Products

Fig 6. Total Shipped (kg) Comparison by Product (2020-2022)



Confirmations...

Product 1

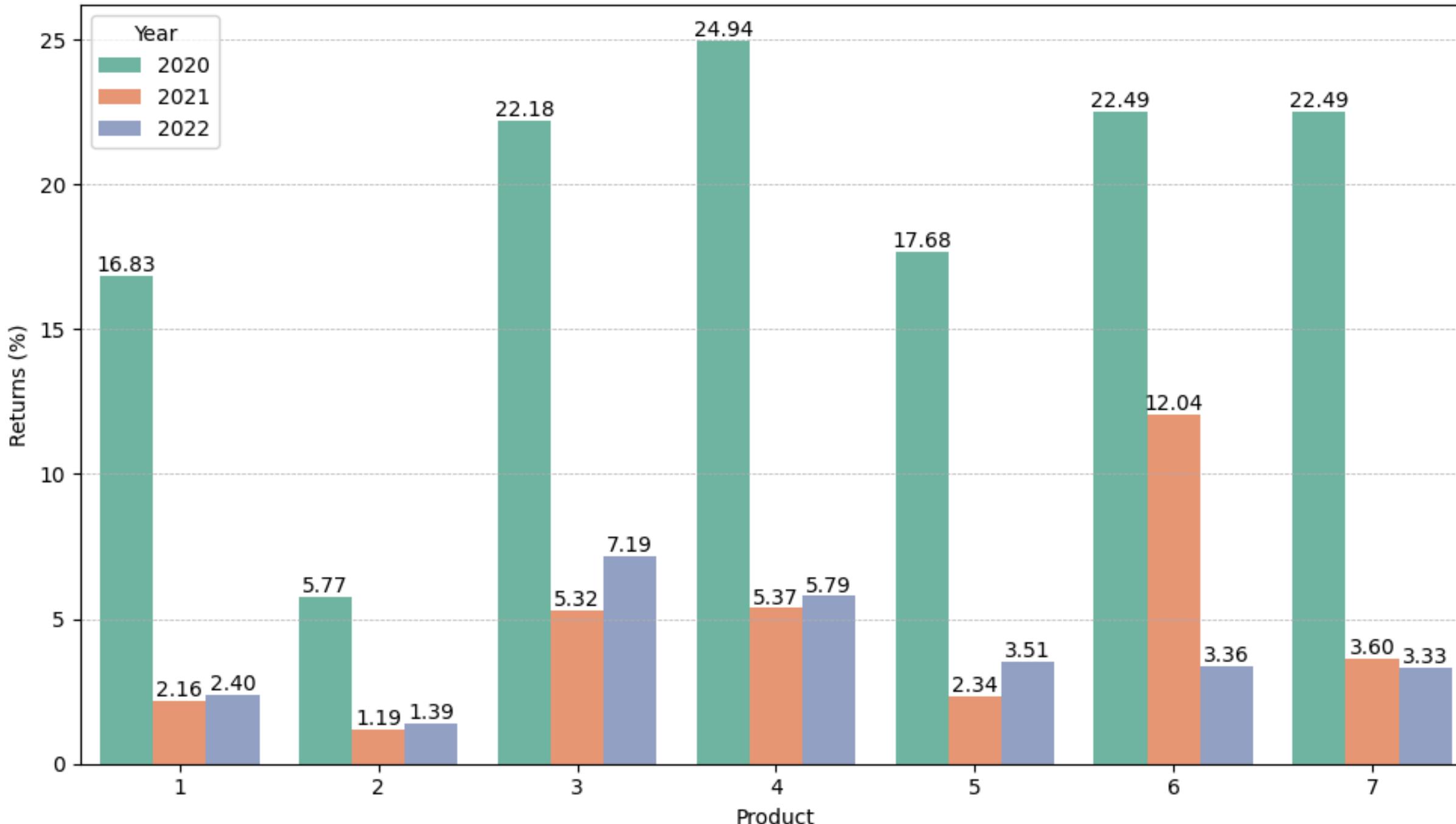
- The most shipped product with very high points of distribution (Fig 2)

Product 6

- Higher shipped quantity for 2021

Returns as Percentage

Fig 5. Percent Returns by Product (2020-2022)



Product 1

- Product 1 has lower percentage returns than other products (except Product 2)

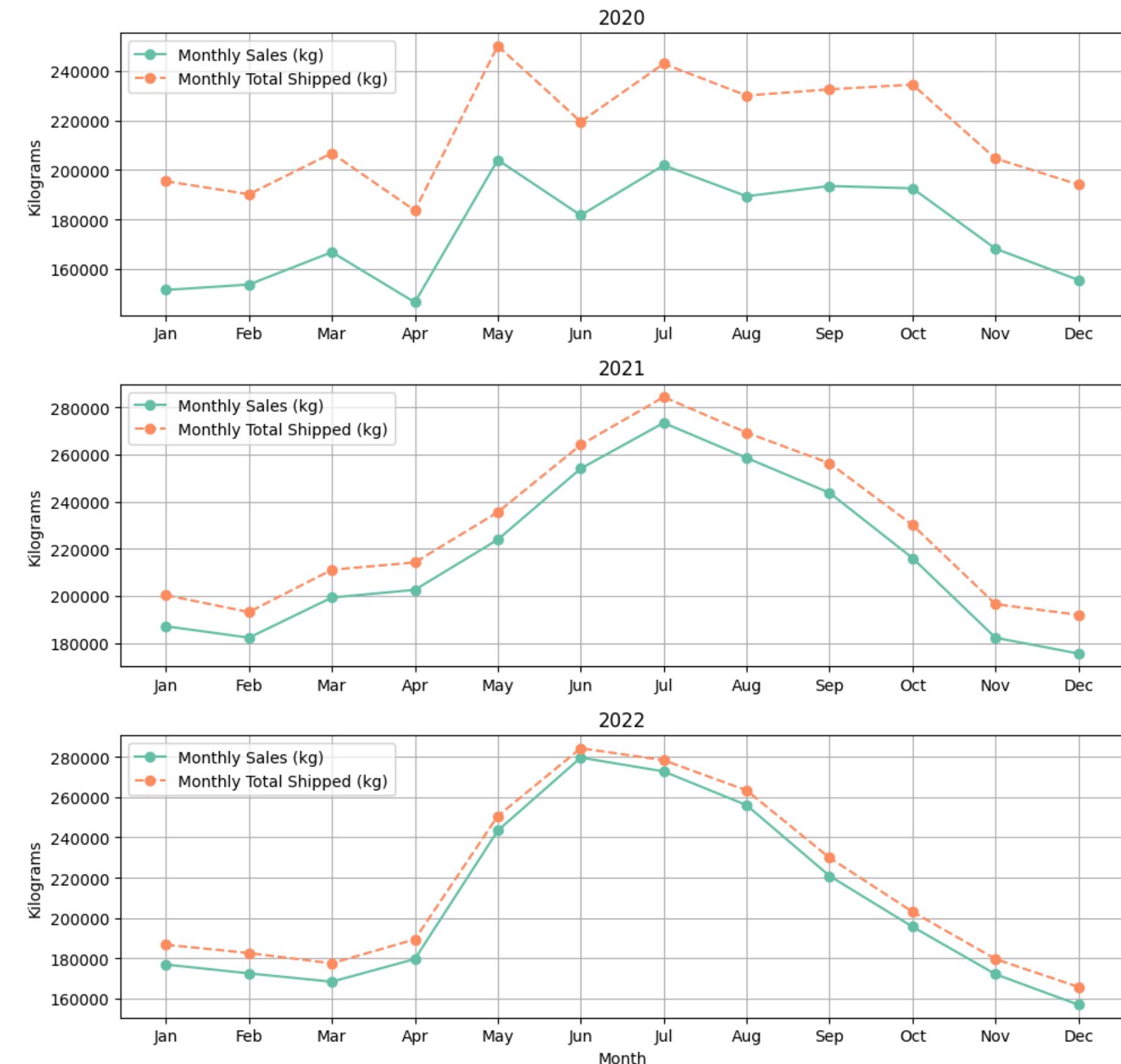
Product 2

- Extremely low percent returns (less than 6%)

Returns in 2020

- COVID-19 response in Greece started in early 2020.
- Increasingly smaller difference between the 'total_shipped_kg' and 'daily_unit_sales_kg'.

Fig 8. Monthly Sales (kg) v/s Total Shipped (kg) (2020-2022)

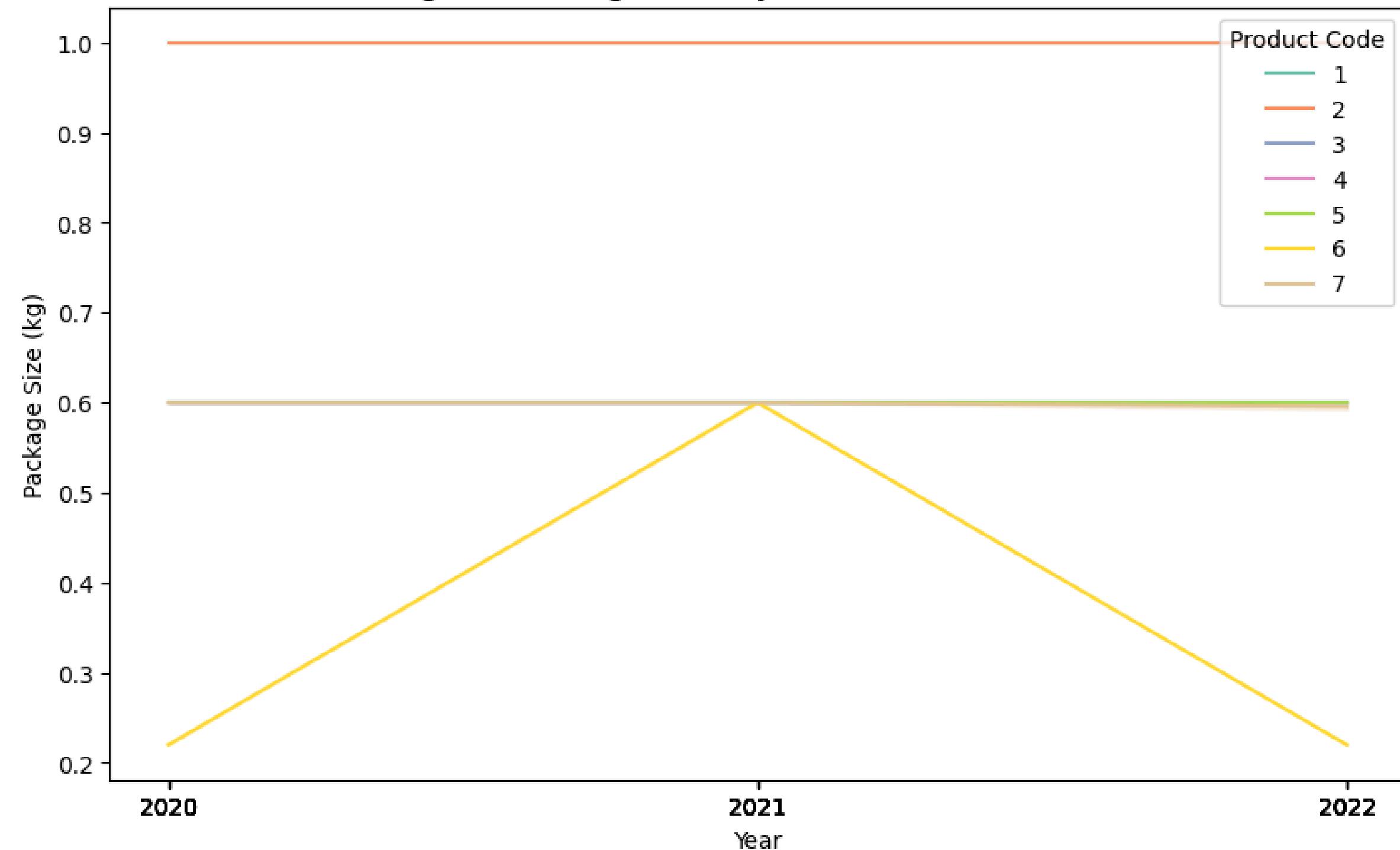


Package Size Difference

Product 6

- Packaging size changed from 0.22 kg per unit in 2020 to 0.6 kg per unit in 2021
- Changed back to 0.22 kg per unit in 2022

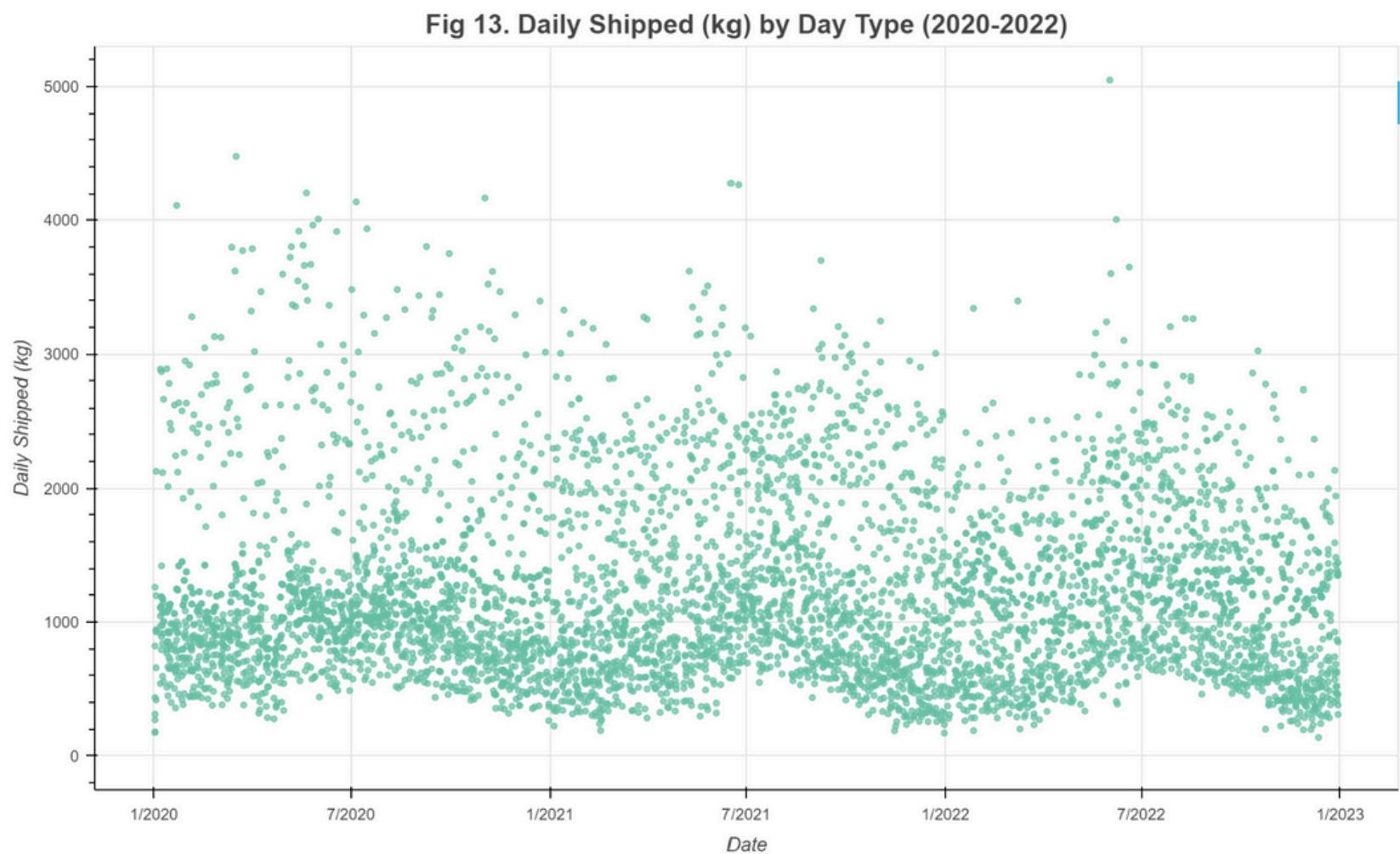
Fig 10. Package Size by Product (2020-2022)



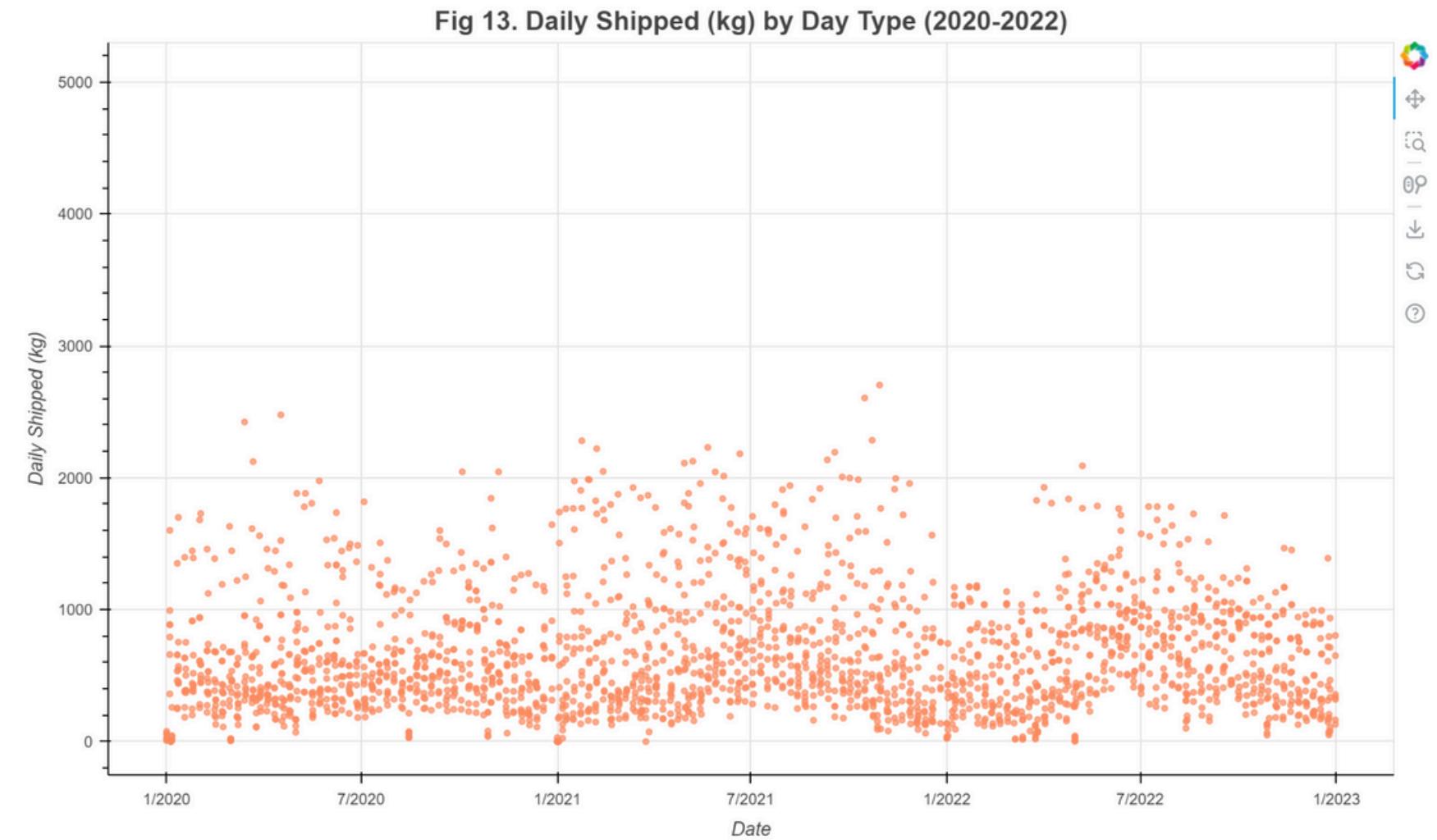
Weekends & Holidays?

Weekends & Holidays?

Weekdays

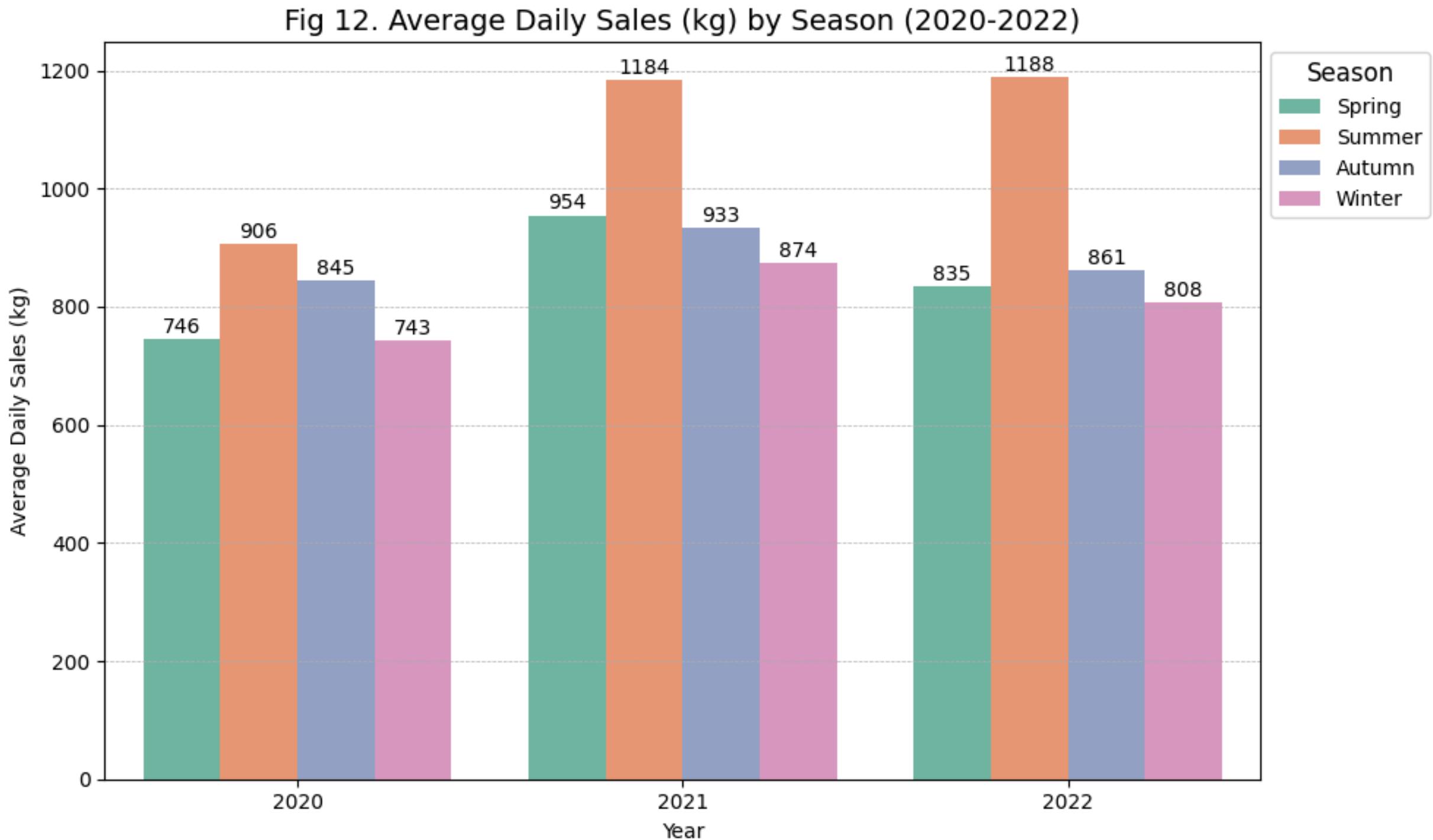


Weekends & Holidays

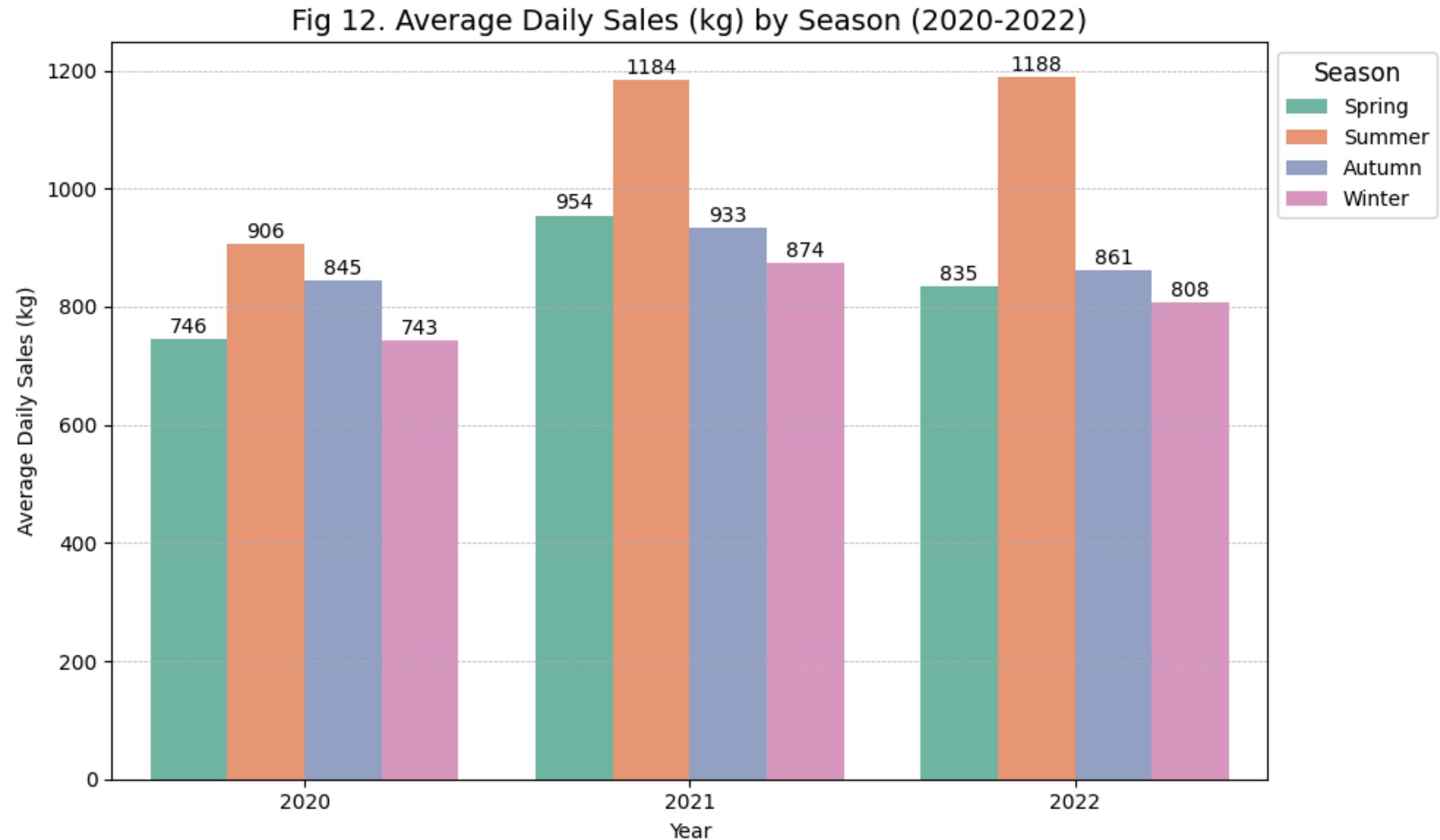


Average consumption is comparatively higher on **weekdays...**!

**Best season
for Mevgal
sales is..**



**Best season
for Mevgal
sales is..
Summer!**



Conclusion

The Bestseller

The Dark Horse

The Guinea Pig

Conclusion

Product 1

The Dark Horse

The Guinea Pig

Conclusion

The Bestseller

Product 2

The Guinea Pig

Conclusion

The Bestseller

The Dark Horse

Product 6

Next Steps...!

- Gather unit price information
- Promote product 2
- Forecast

Thank You

Team 04