

Sales Insights & analytics

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Agenda

- Introduction
- Problem Statement
- Data understanding
- Aims Grid
- Process of ETL
- Dashboard
- Business Suggestions
- Findings
- Tools used

Introduction

- **Franconnect** hardware is a company which supplies hardware peripheral to different stores in north, middle and south zone in India.
- Headquarter is in Delhi and regional office in different states in India.
- There are many regional managers who apply sugar-coating to the fact/information and there are many spreadsheets they have but no insights.
- The sales director wants some simple answers rather than boring stuff of many excel files.
- So, need of data analytics here.

Problem Statements

- Revenue breakdown by cities.
- Revenue breakdown by years and months.
- Top 5 customers by revenue.
- Top 5 products by revenue.
- Who are the potential and non-potential customers.
- In which regions there is need many promotions/Ads.

Data Understanding

Data belongs to Fanconnect hardware company in India .

Sales database

- Customers Table - customer code, name and type
- Date Table - order date (Oct/2017 - Jun/2020).
- Markets Table- market code, market name, zone
- Products Table - product code, product name
- Transactions Table - product code, customer code, market code, order date, sales quantity, sales amount ,currency.

AIMS Grid

PURPOSE

To unlock sales insights that are not visible before for sales team for decision support & automate them to reduced manual time spent in data gathering.

END RESULT

An automated dashboard providing quick & latest sales insights in order to support data driven decision making.

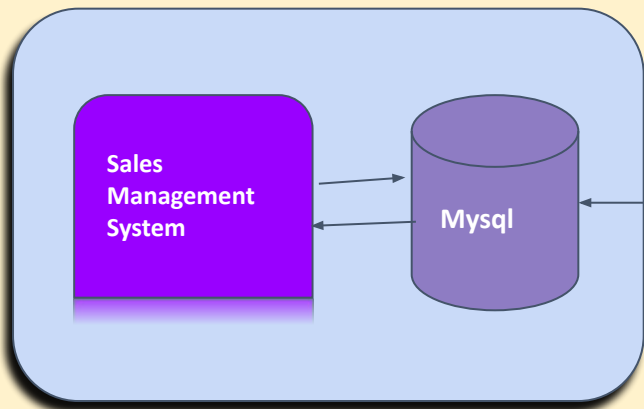
STAKEHOLDERS

- Sales Director
- Marketing Team
- Customer Service Team
- Data & Analytics Team
- IT

SUCCESS CRITERIA

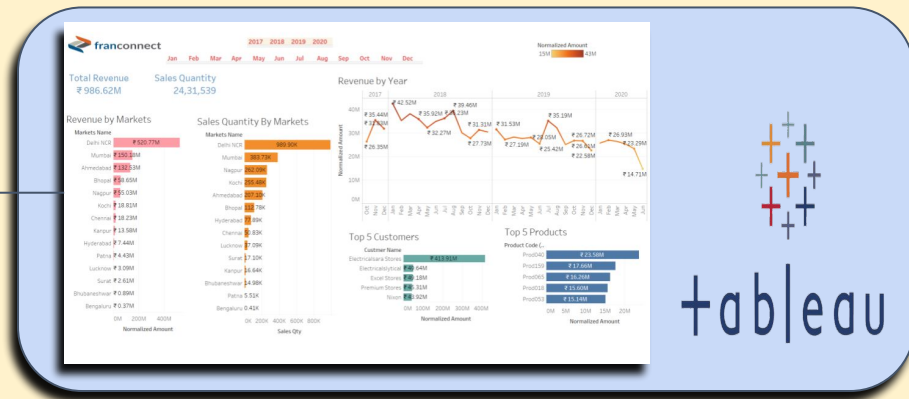
- Dashboard(s) uncovering sales order insights with latest data available
- Sales team able to take better decisions & prove 10 % cost savings of total spend
- Sales Analysts stop data gathering manually in order to save 20% of their business time and reinvest it value added activity

Falcons



ETL

Data Masters



Falcons - Software Engineers
Data Masters - Data Analysts

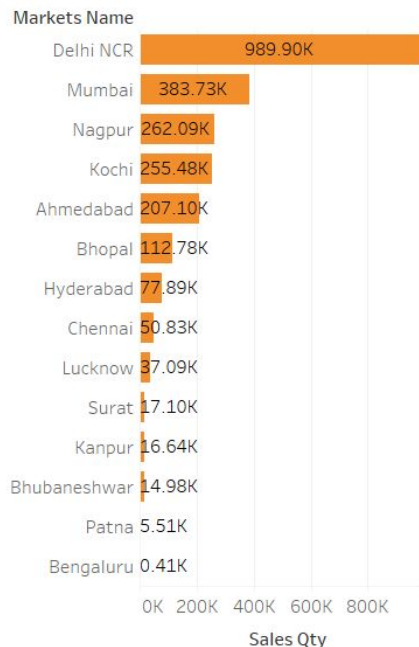
Total Revenue
₹ 986.62M

Sales Quantity
24,31,539

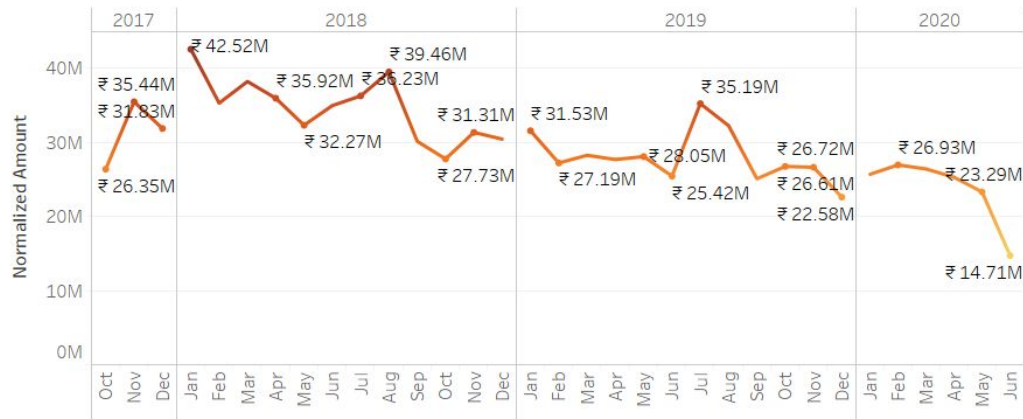
Revenue by Markets



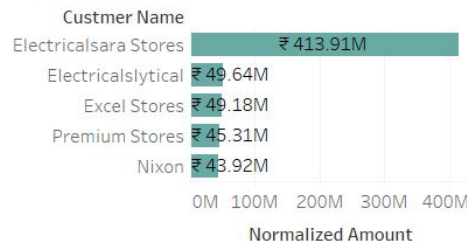
Sales Quantity By Markets



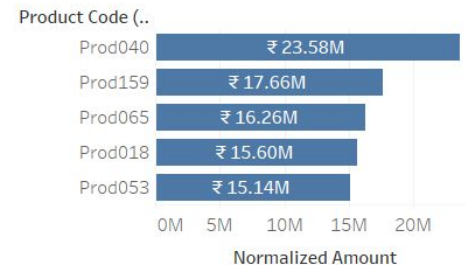
Revenue by Year



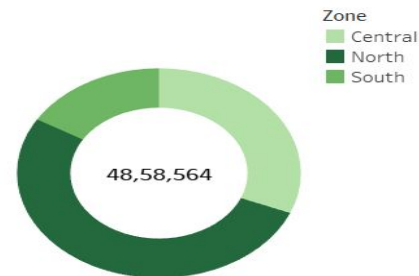
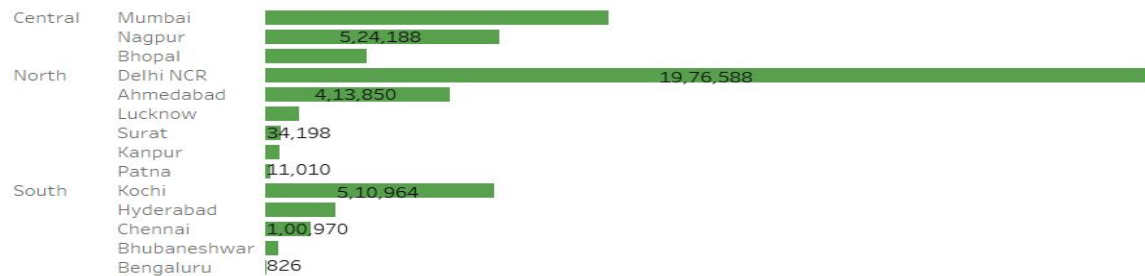
Top 5 Customers



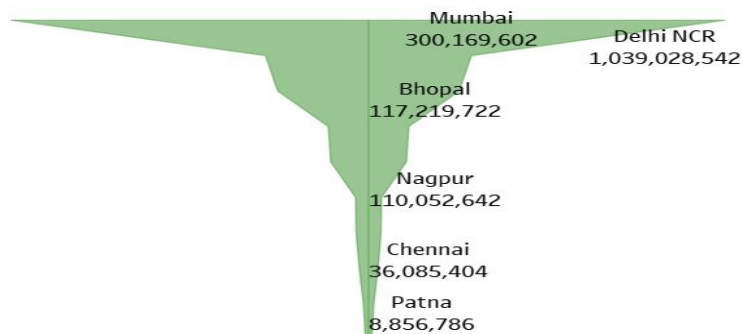
Top 5 Products



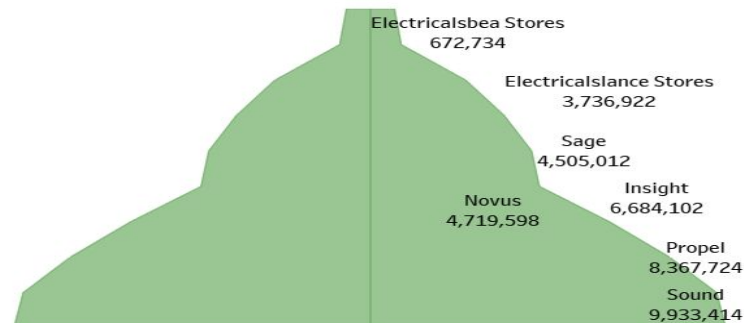
Zone wise sales by quantities



City wise sales



Least potential customers



Findings

- Delhi, the headquarter, acquires more revenue than other cities.
- Bengaluru, Bhubaneswar, Surat have captured lowest revenue.
- In 2018, January and august have highest sales (Jan - 42.52M, Aug - 39.46M).
- Electricalsara store, Electricalslitlital, Excel stores, Premium stores, Nixon are the top customers.
- Electricalsbea stores, Electricallances stores, Sage, Novus and Insights are least potential customers.

Sales are declining. For increase profit.....

- * Increase product Quality.
- * Effective Promotion/Ads.
- * Discounts.
- * Healthy Communication Between Management & Suppliers.
- * Product Attraction (Packing).
- * Segmentation , Targeting, Positioning.

Tools Used

- Data base : MySql
- Data Analysis : SQL query (Mysql Workbench)
- Visualisation : Tableau Desktop 2021.1
- Google slide

Thank You