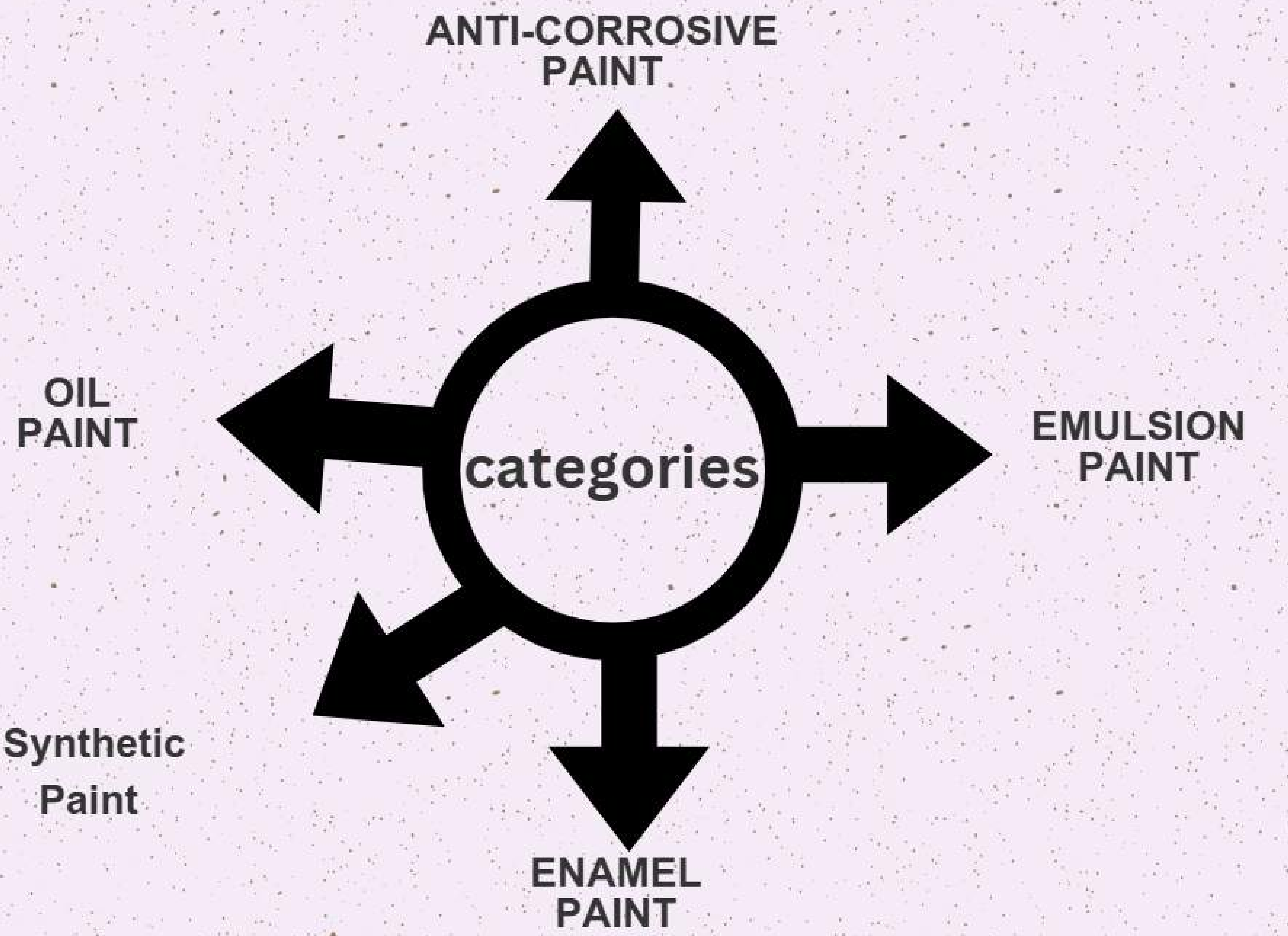
SQL-BASED DATA SOLUTIONS FOR XYZ PAINTS INC

consumer growth, lead conversions

PROJECT OBJECTIVE

- Addressing marketing pain points through analysis.
- Enhancing consumer growth and lead conversions.
- Providing actionable insights for new campaigns and market basket analysis.

Journey of XYZ

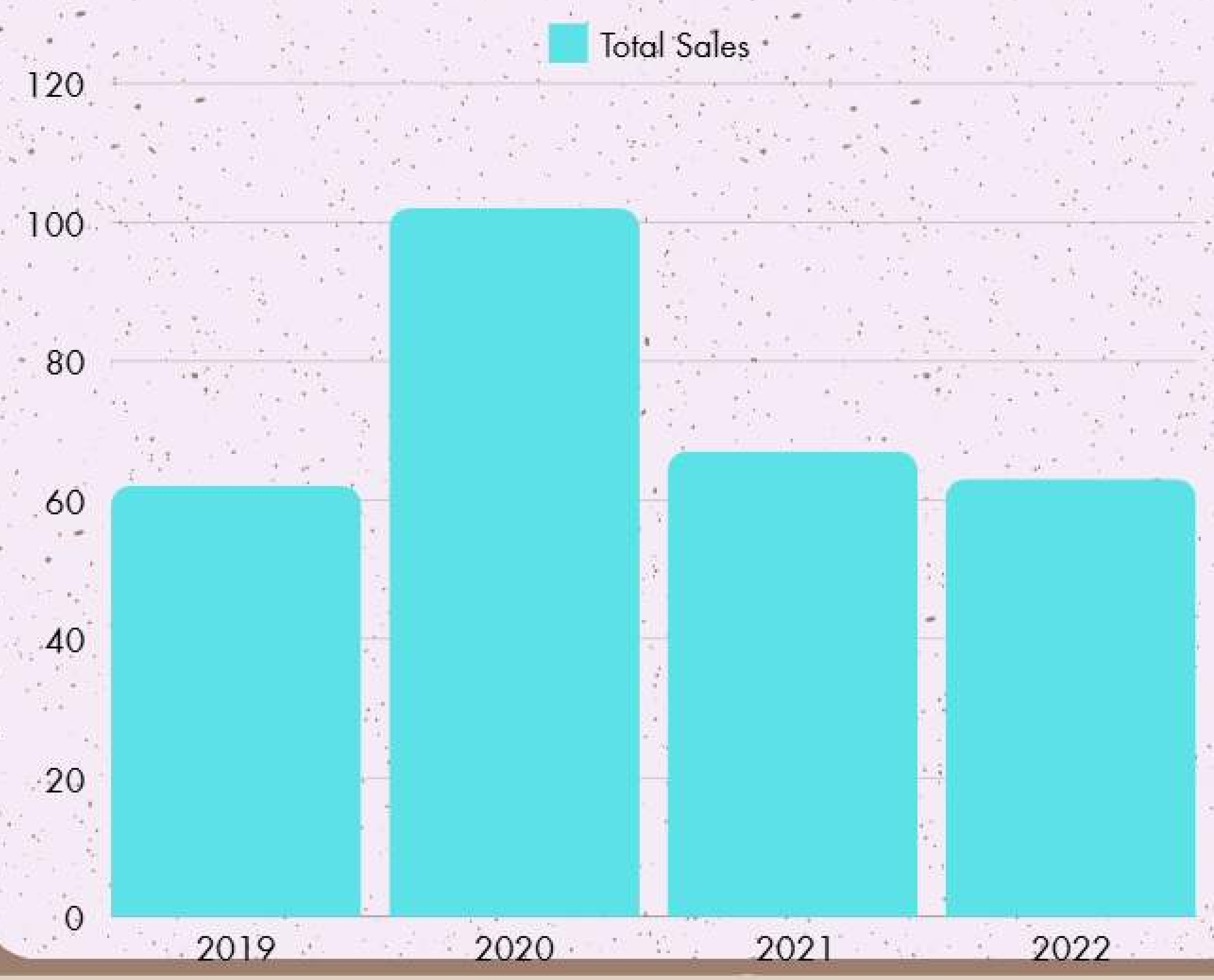


launch in 2019

Presence in 21 states like Maharashtra, Karnataka, Tamil Nadu, and Gujarat.

Orders flow in from three major sectors—households, industrial, and government.

Sales were highest in 2020 as compared to other years.



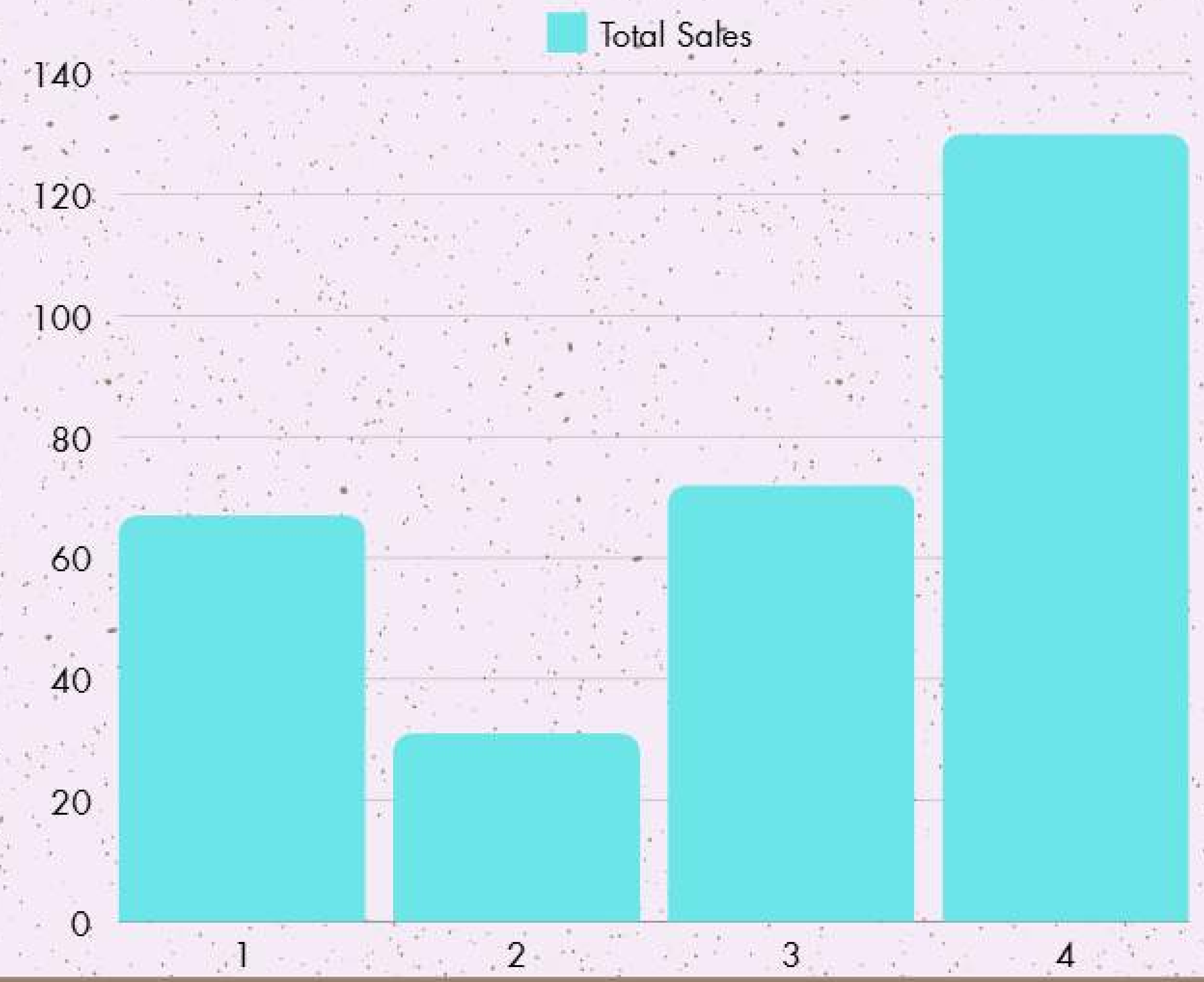
Findings

Sales dropped from 2020 to 2021, with total sales returning to a level similar to 2019 at around 62 units sales.

Insights

XYZ Paints' failure to adapt to changing market dynamics led to a sharp decline.

Its highest number of sales in Quarter 4



Findings

- XYZ Paints saw its highest (130) and lowest (31) sales counts in Q4 and Q2, respectively.

Insights

- XYZ Paints leverages seasonal demand, as seen in its Q4 peak.

Home

XYZ Paints Inc

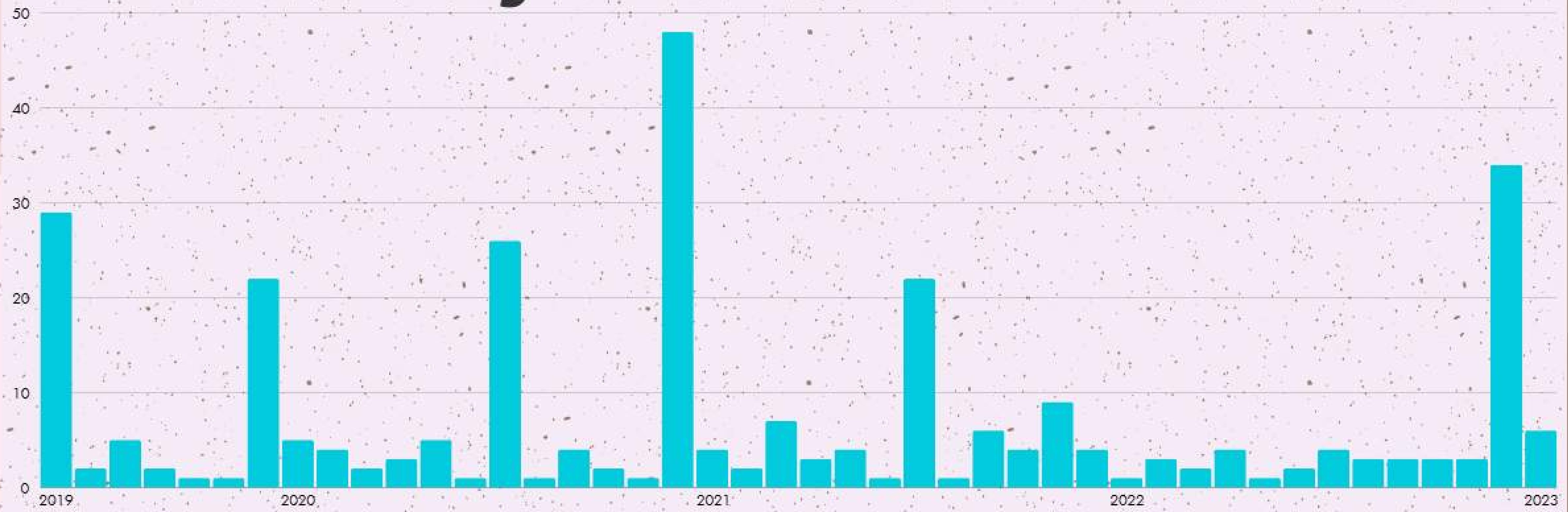
Engagement & drive sales

A Story of Growth & Adaptation

The Spectrum of Sales

An Analysis of Key Sectors

After 2021 to 2022 the revenue increased by 34%



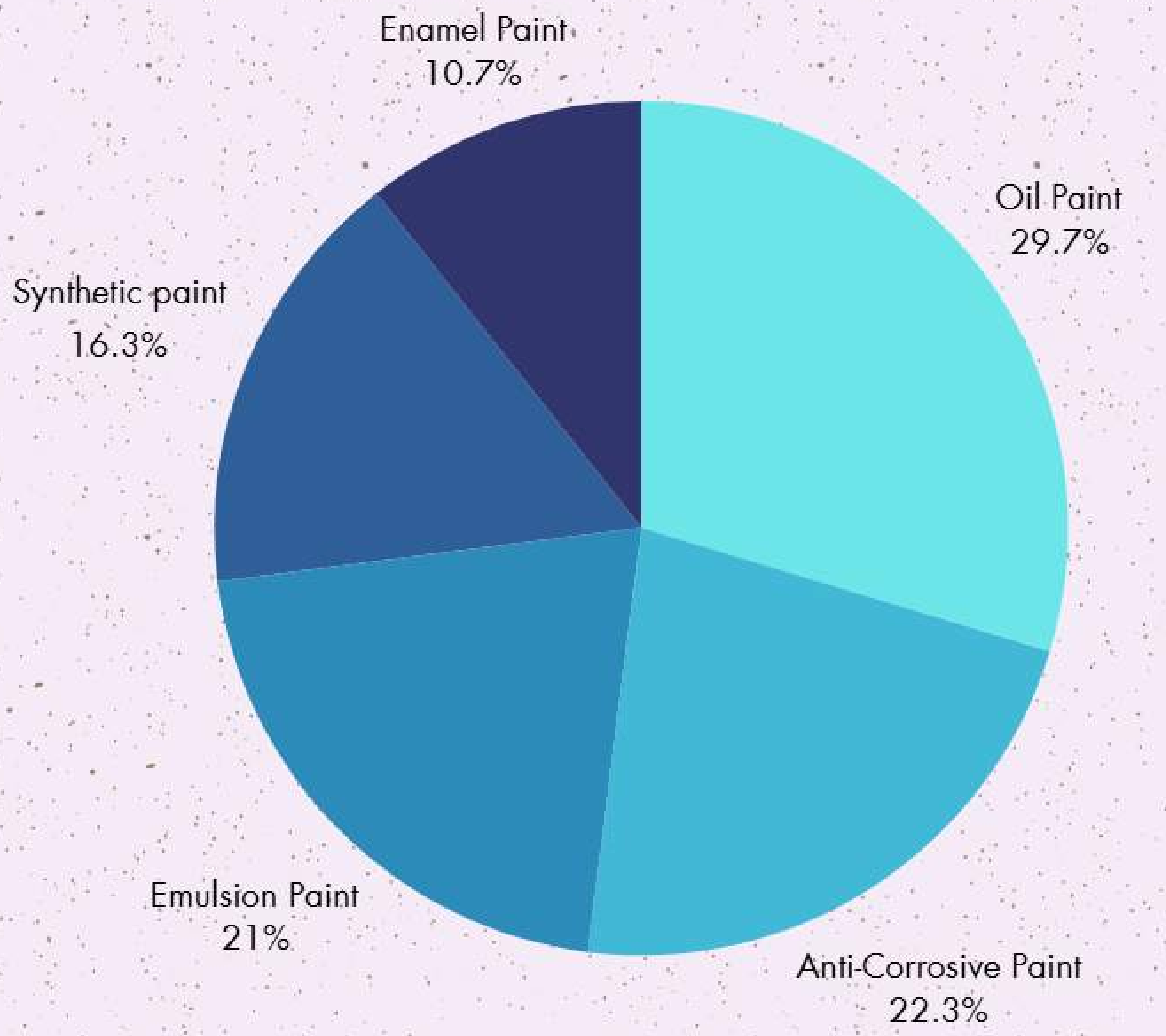
Findings

December 2022 saw the transactions (34), indicating year-end consumer spending.

Insights

The 2020-2022 transaction increase highlights the potential for cross-promotion strategies.

29% OF SALES FROM OIL PAINT



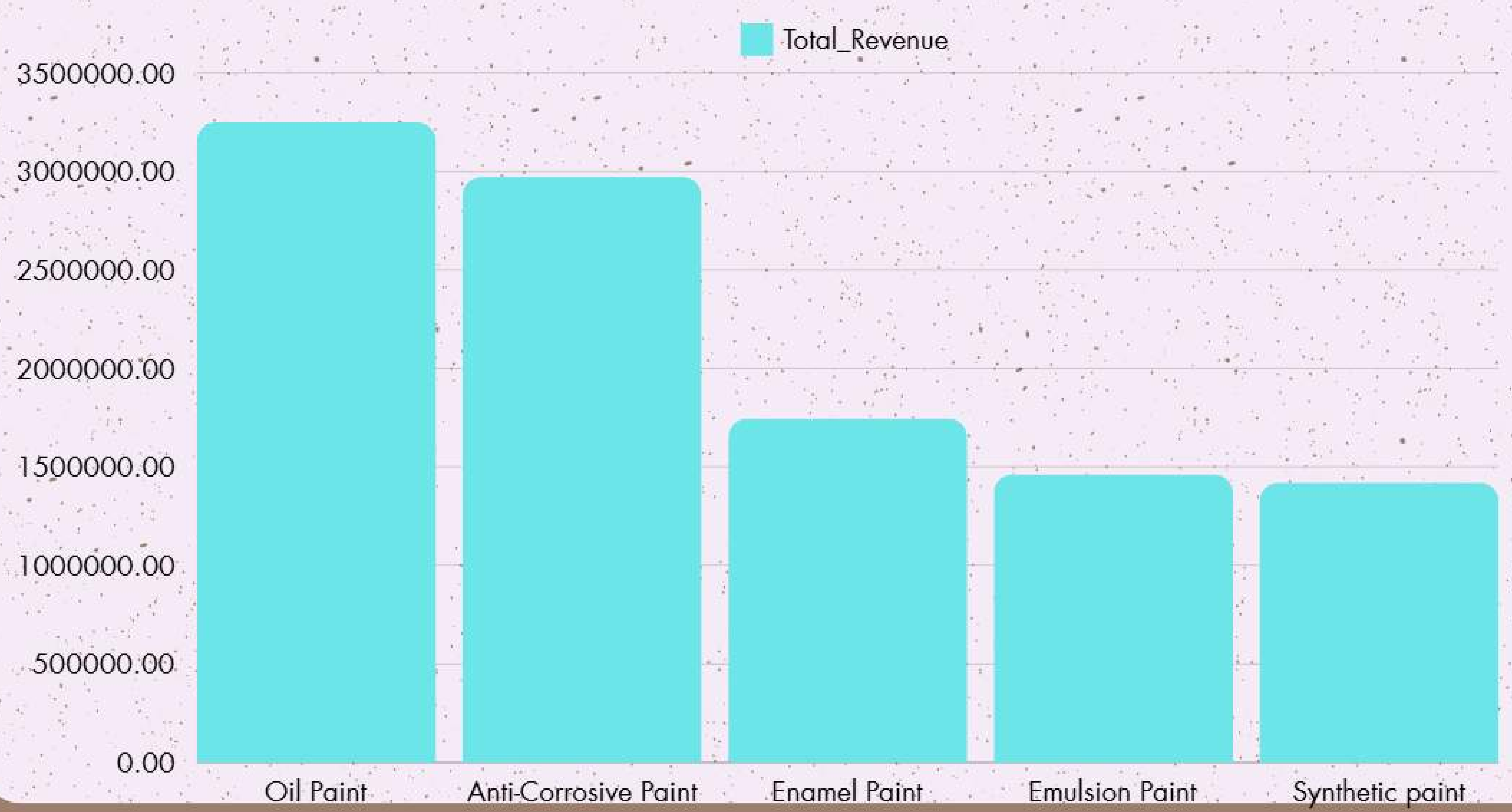
Findings

- Max Sales: Oil Paint
- Min Sales: Synthetic Paint

Insights

- XYZ Paints can sell more synthetic Paint by promoting its special offers.

OIL AND ANTI-CORROSIVE LEAD THE MARKET WITH HIGHEST REVENUE



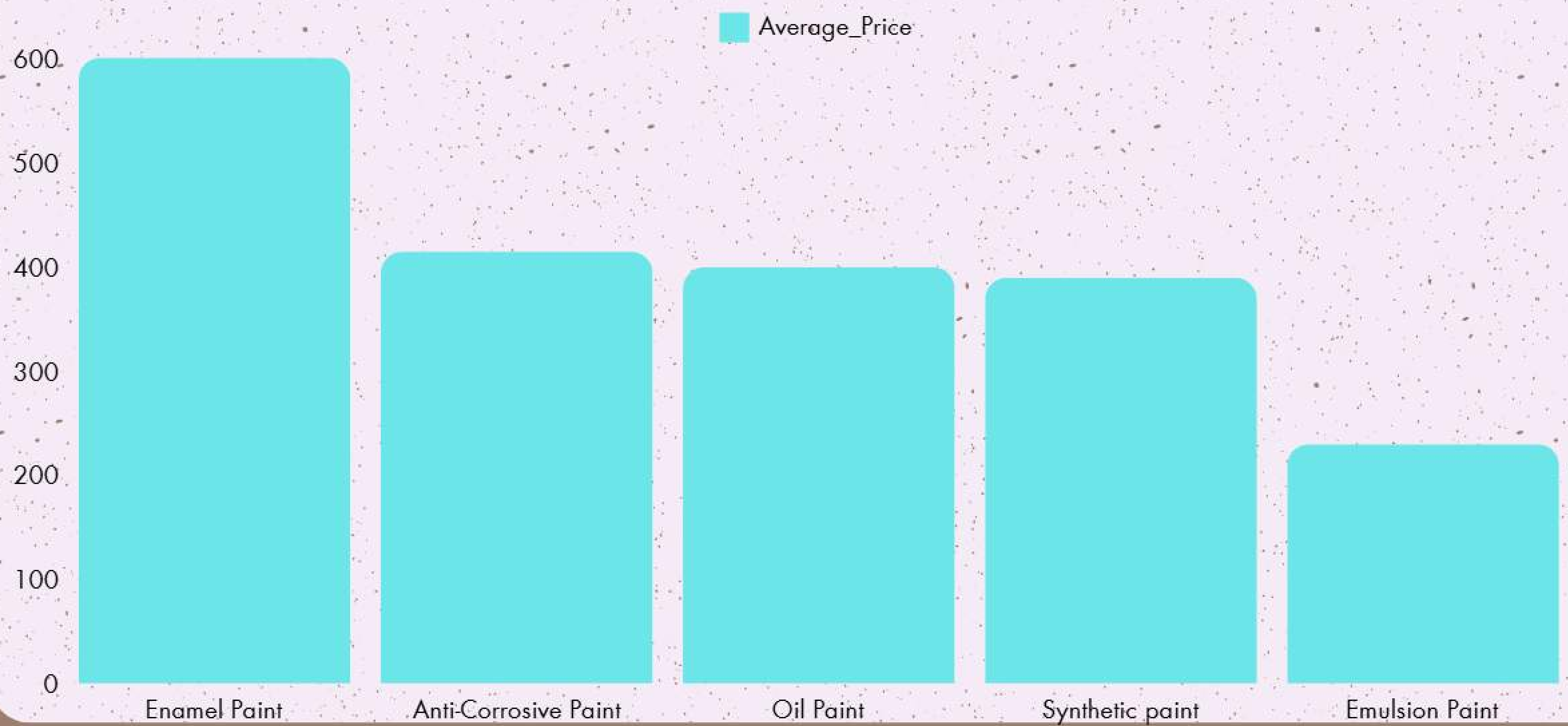
Findings

Oil Paint and Anti-Corrosive Paint generated the highest revenue, significantly outperforming other paint types.

Insights

Emulsion and Synthetic Paints have the lowest revenue, so targeting new customers or promoting unique features could help boost sales.

THE AVERAGE PRICE OF ENAMEL PAINT IS THE HIGHEST AMONG ALL PAINT TYPES



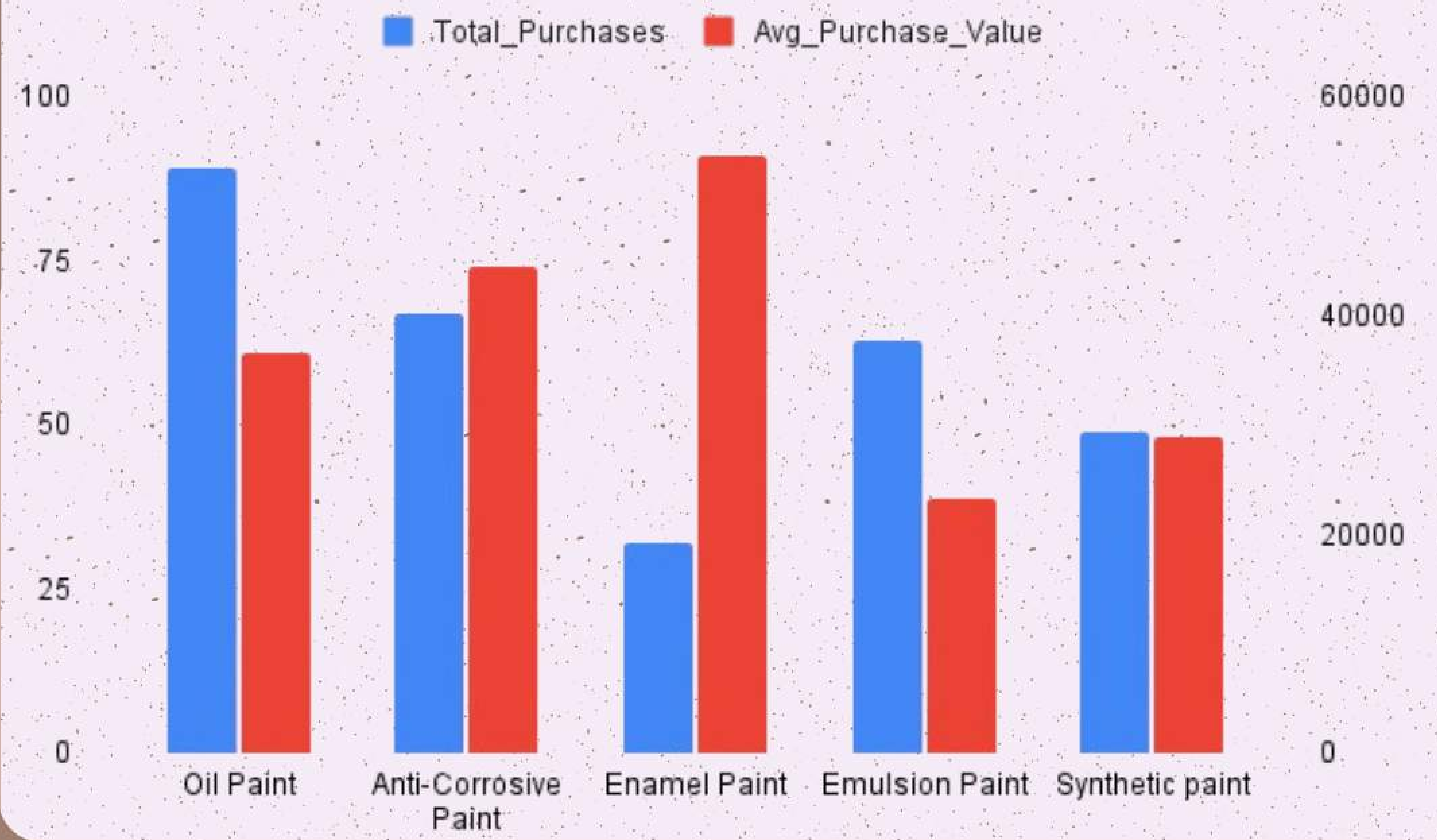
Findings

Enamel Paint is highest at 600 units, Anti-Corrosive at 450, Oil and Synthetic at 400, and Emulsion is lowest at 250.

Insights

Emulsion Paint offers affordability, while Enamel is a premium choice.

OIL PAINT IS THE MOST POPULAR CHOICE.



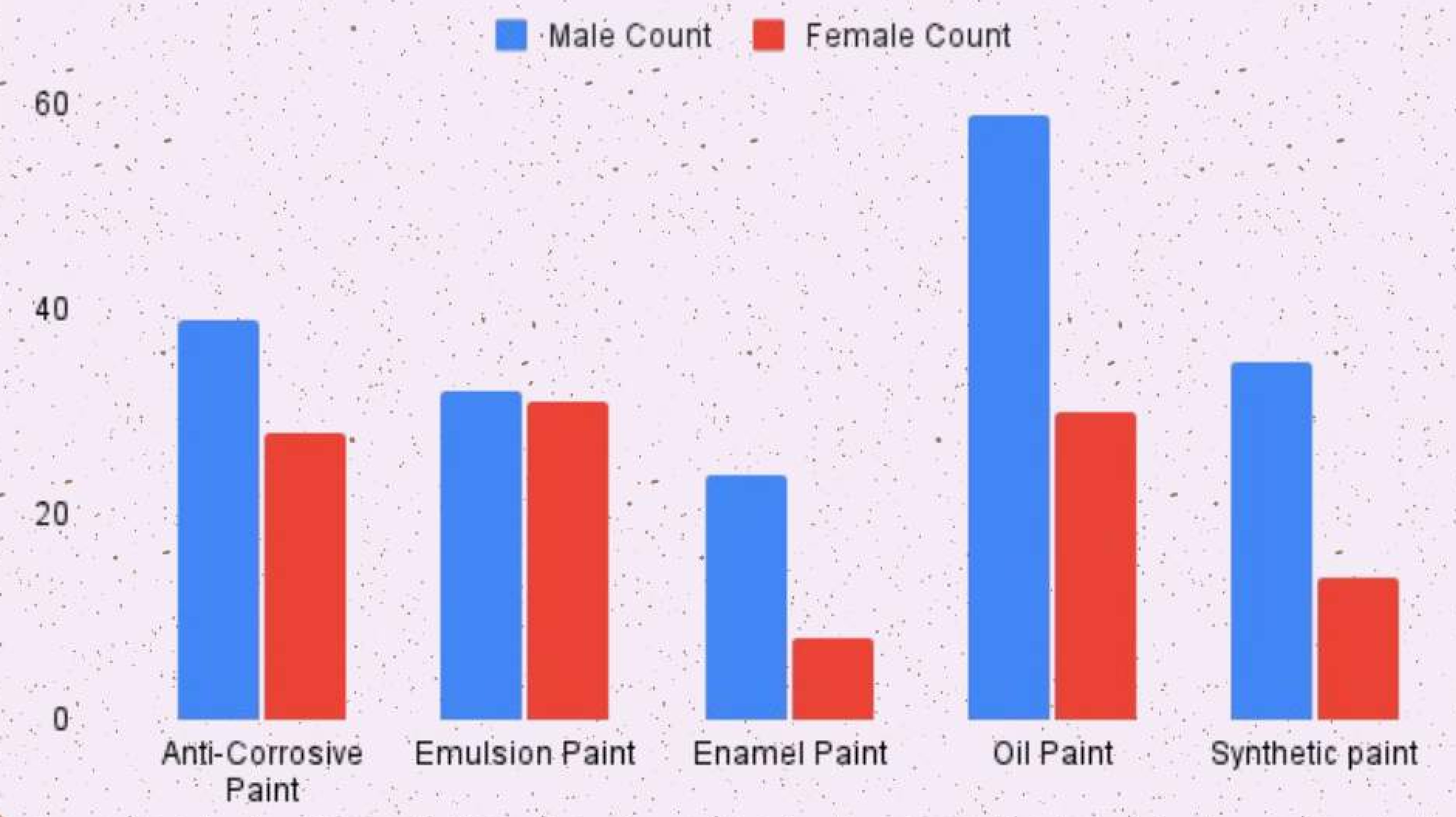
Findings

The highest number of purchases is for Oil Paint, followed by Anti-Corrosive Paint. Synthetic paint has the lowest number of purchases.

Insights

Promote Synthetic Paint to increase awareness and sales

MALES HAVE A HIGHER COUNT, SHOWING MORE INTEREST THAN FEMALES.



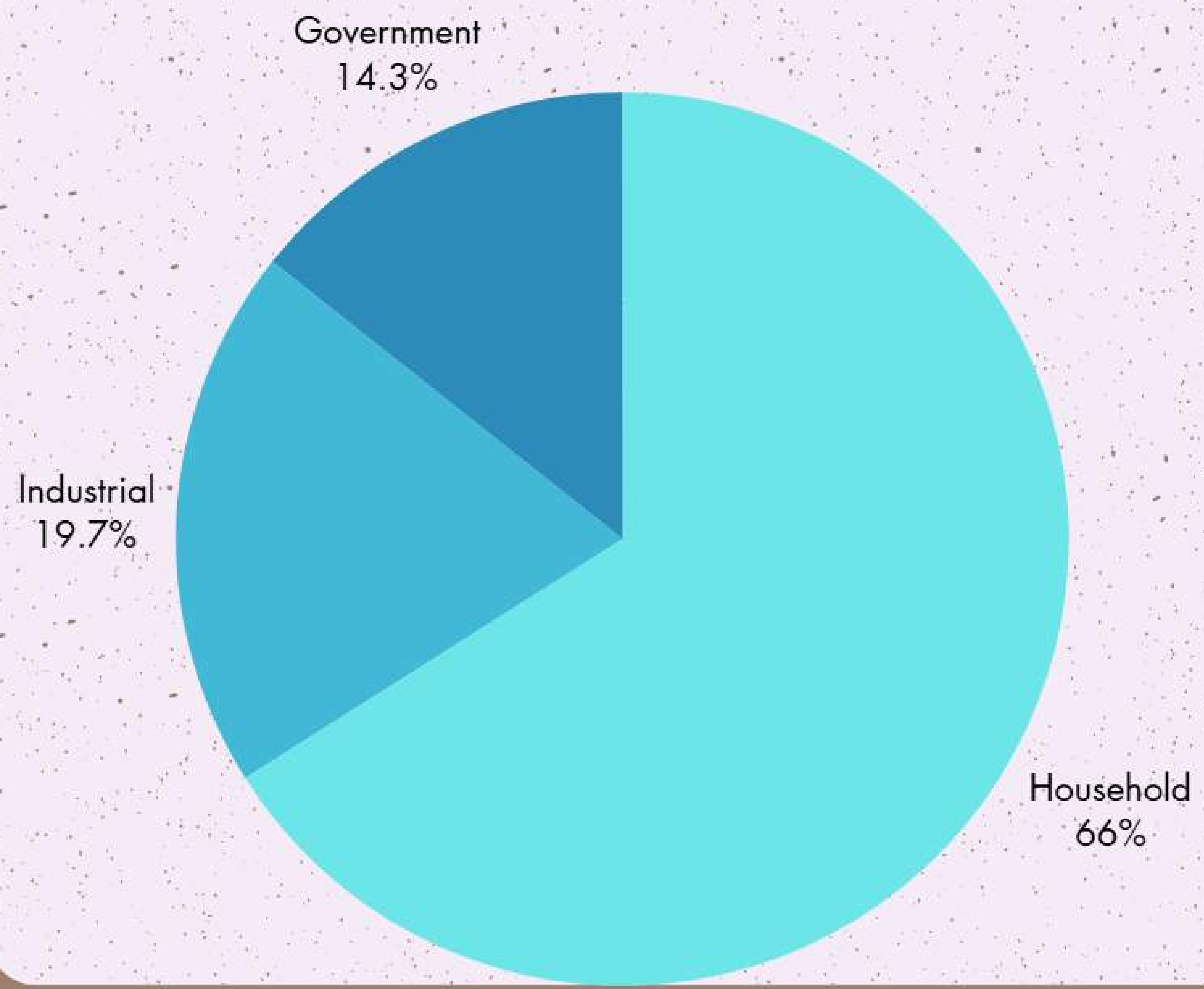
Finding

	Male Count:	Female Count
Anti-Corrosive Paint	39	28
Emulsion Paint	32	31
Enamel Paint	24	8
Oil Paint	59	30
Synthetic paint	35	14

Insights

1. Target both genders, a slight male focus.
2. Emulsion paint: neutral, highlight ease for women.
3. Oil paint: emphasize creativity for women.
4. Synthetic paint: focus on performance for men, durability, and aesthetics for women.

66% OF SALES FROM HOUSEHOLDS



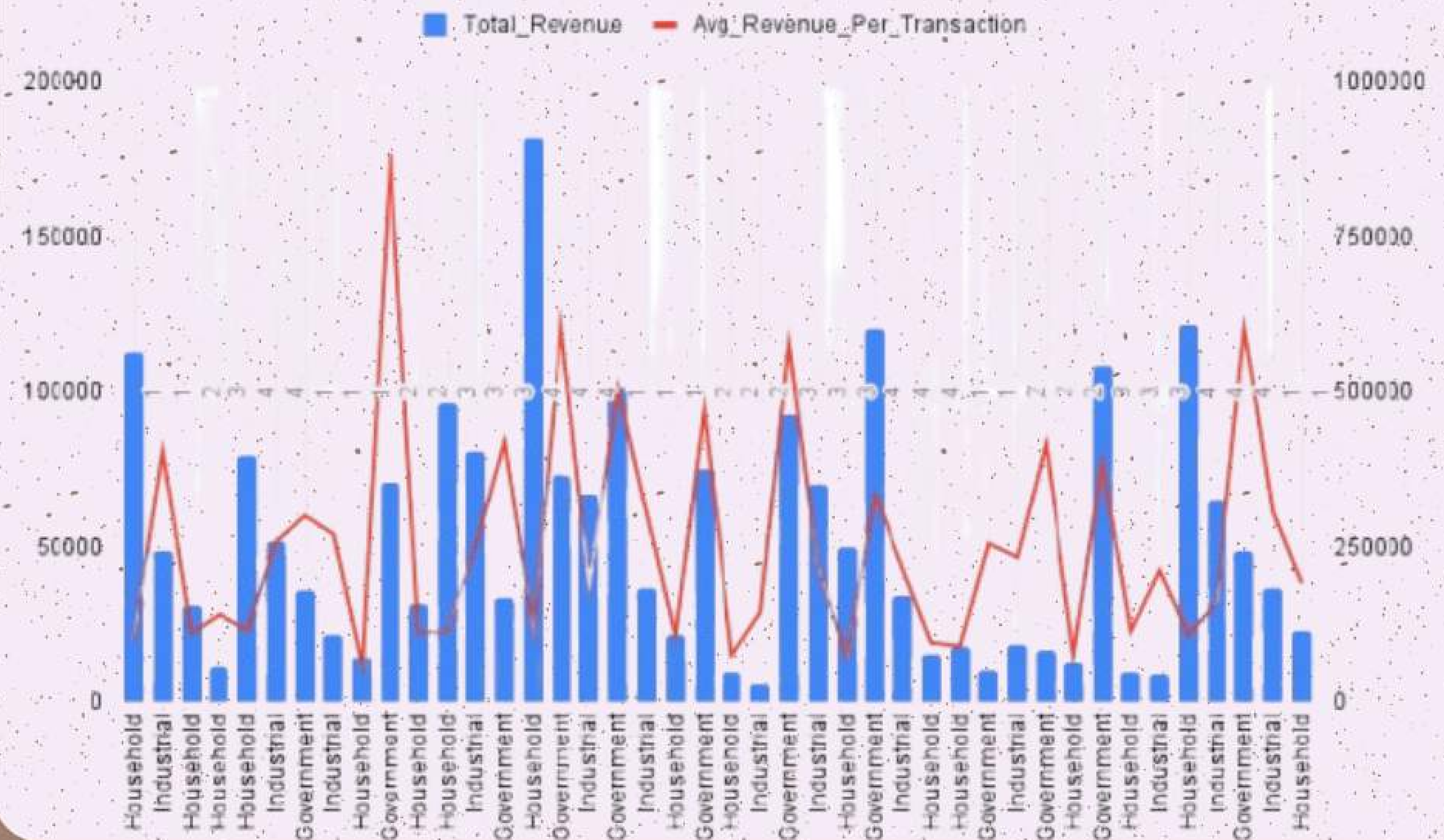
Finding

Household orders achieved the highest sales

Insights

XYZ can sell more by offering deals with household items.

THE MAXIMUM REVENUE FOR QUARTER 3 IN THE HOUSEHOLD CATEGORY.



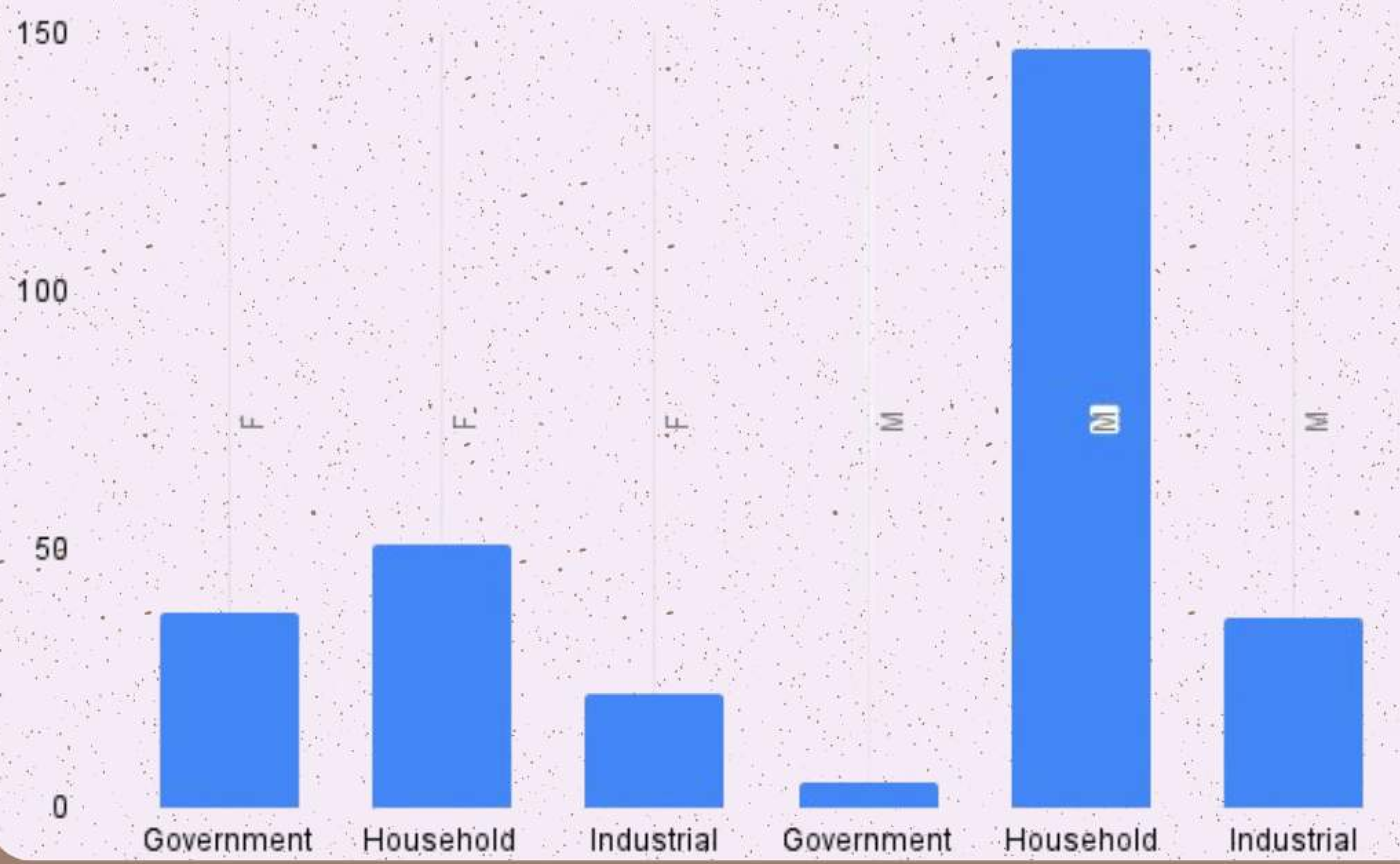
Finding

Household orders achieved the highest revenue in quarter 3.

Insights

XYZ can sell more by offering deals with government and industrial items.

147 HOUSEHOLD ORDERS PLACED BY MALES.



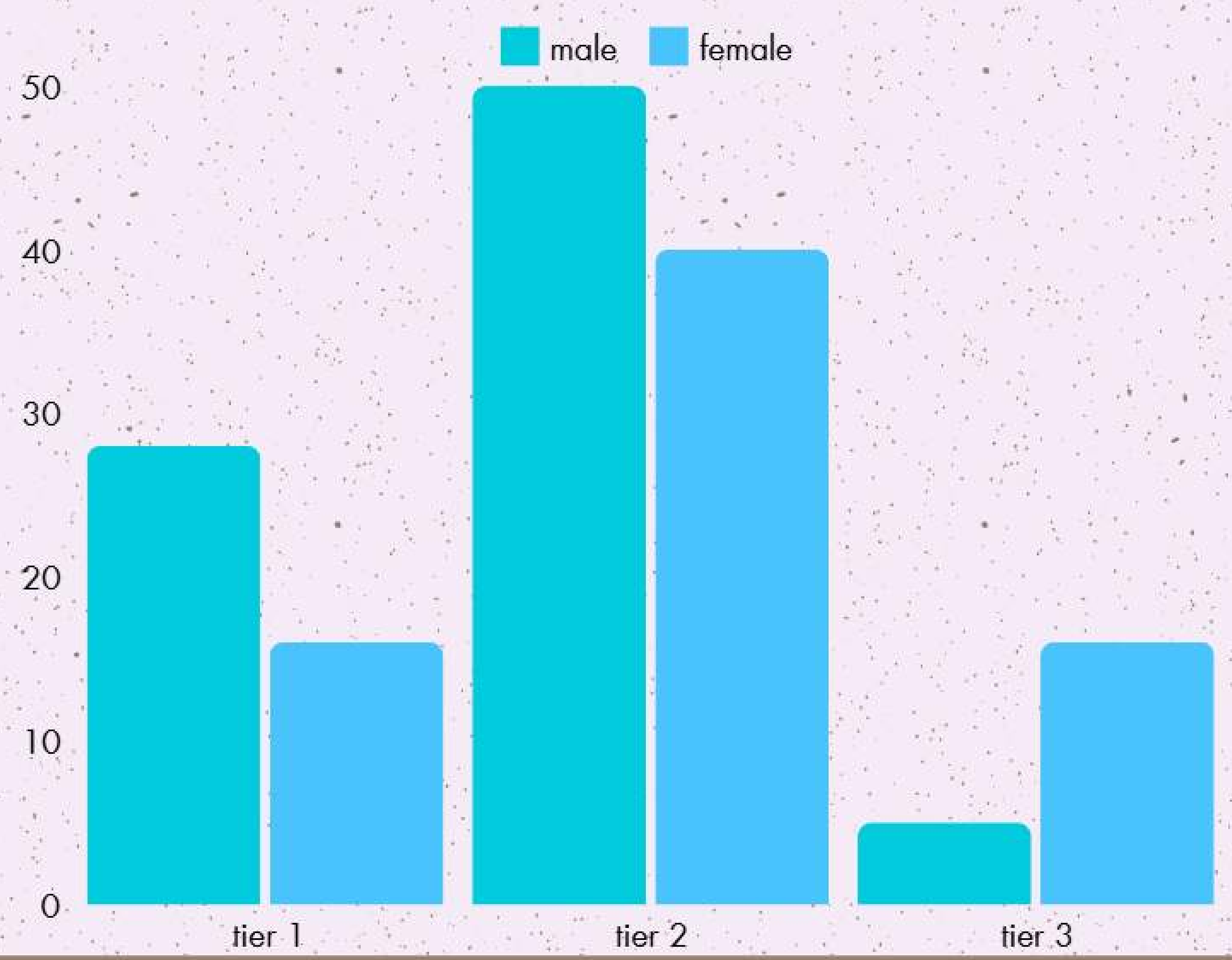
Finding

- Government Orders: Moderate engagement, with females slightly leading.
- Household Orders: Strong female engagement, with females outnumbering males.
- Industrial Orders: Moderate engagement, with females slightly ahead.

Insights

- Female: Focus on government-related products.
- Male: Prioritize household and industrial products.

CITY TIER 2 HAS MAXIMUM MALE AND FEMALE COUNT



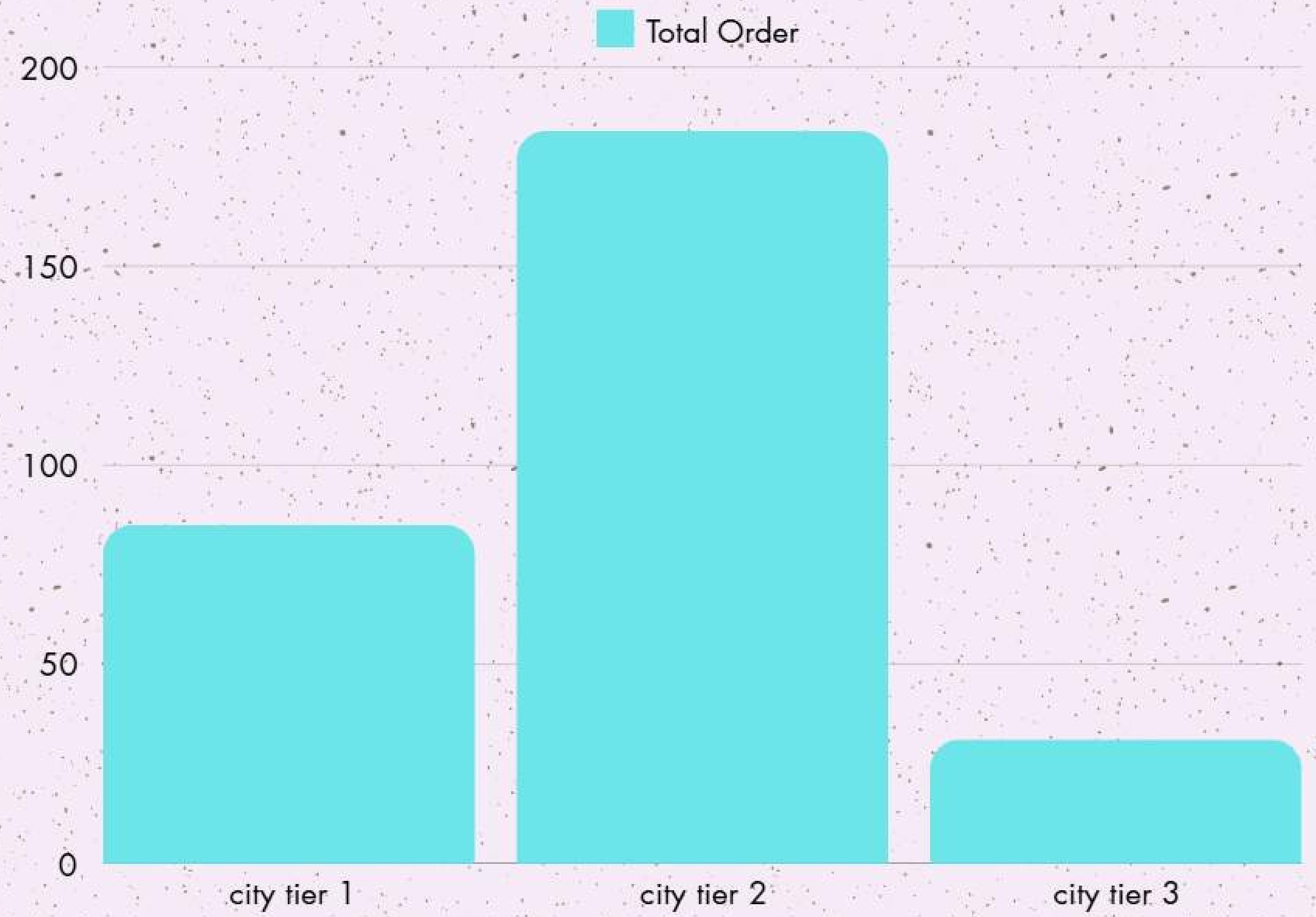
Findings

Tier 1 Males(28) and Females (16)
Tier 2 Males (50) and Females (40)
Tier 3 Males (5) and Females (16)

Insights

The chart shows males dominate Tiers 1 and 2, while females lead in Tier 3, suggesting opportunities for balanced gender participation.

THE HIGHEST ORDERS FROM CITY TIER 2



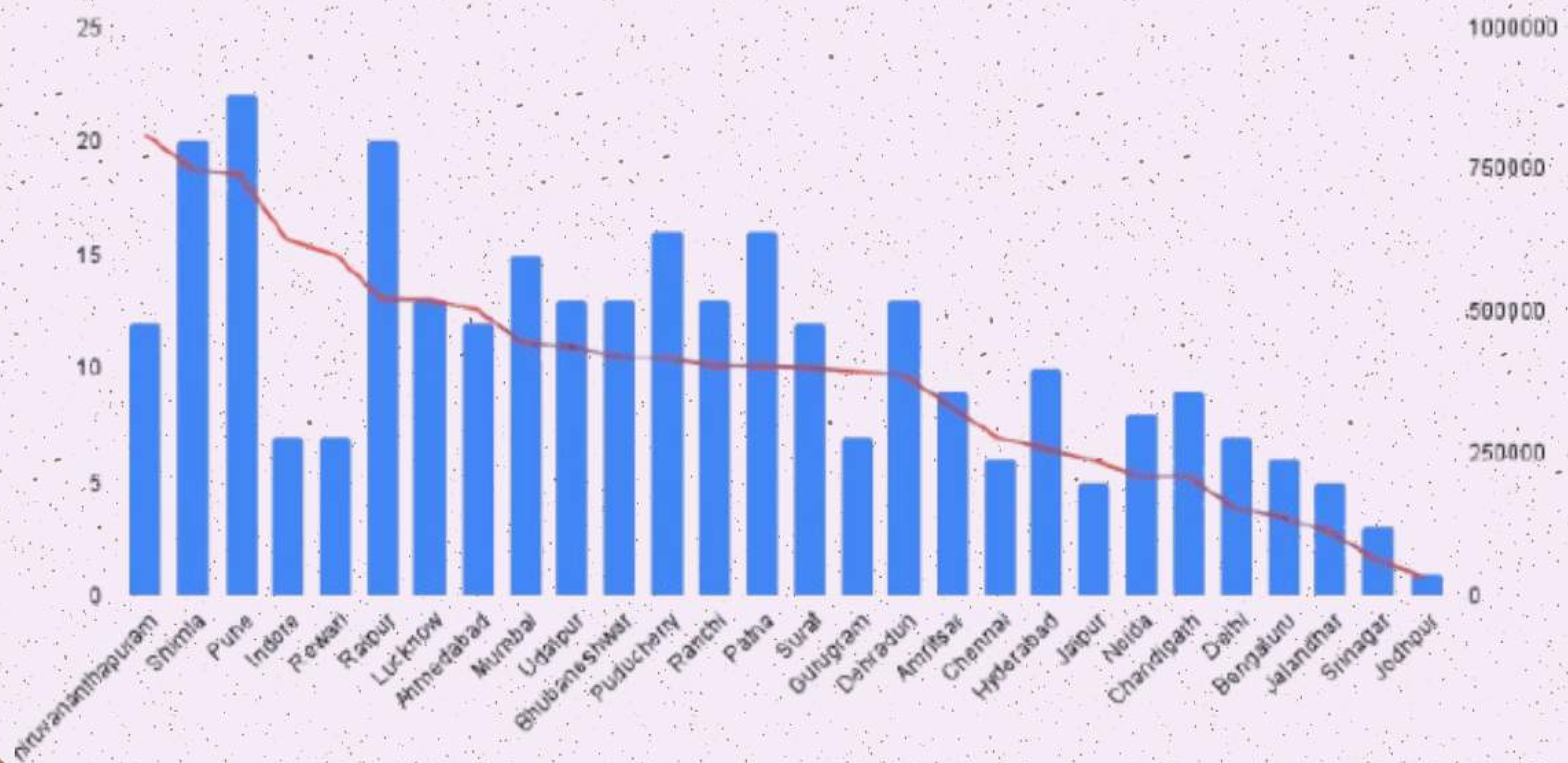
Findings

City Tier 2 recorded the highest orders among all tiers

Insights

City Tier 3 needs to be targeted for improvement .

THIRUVANANTHAPURAM HAS HIGH-VALUE TRANSACTIONS



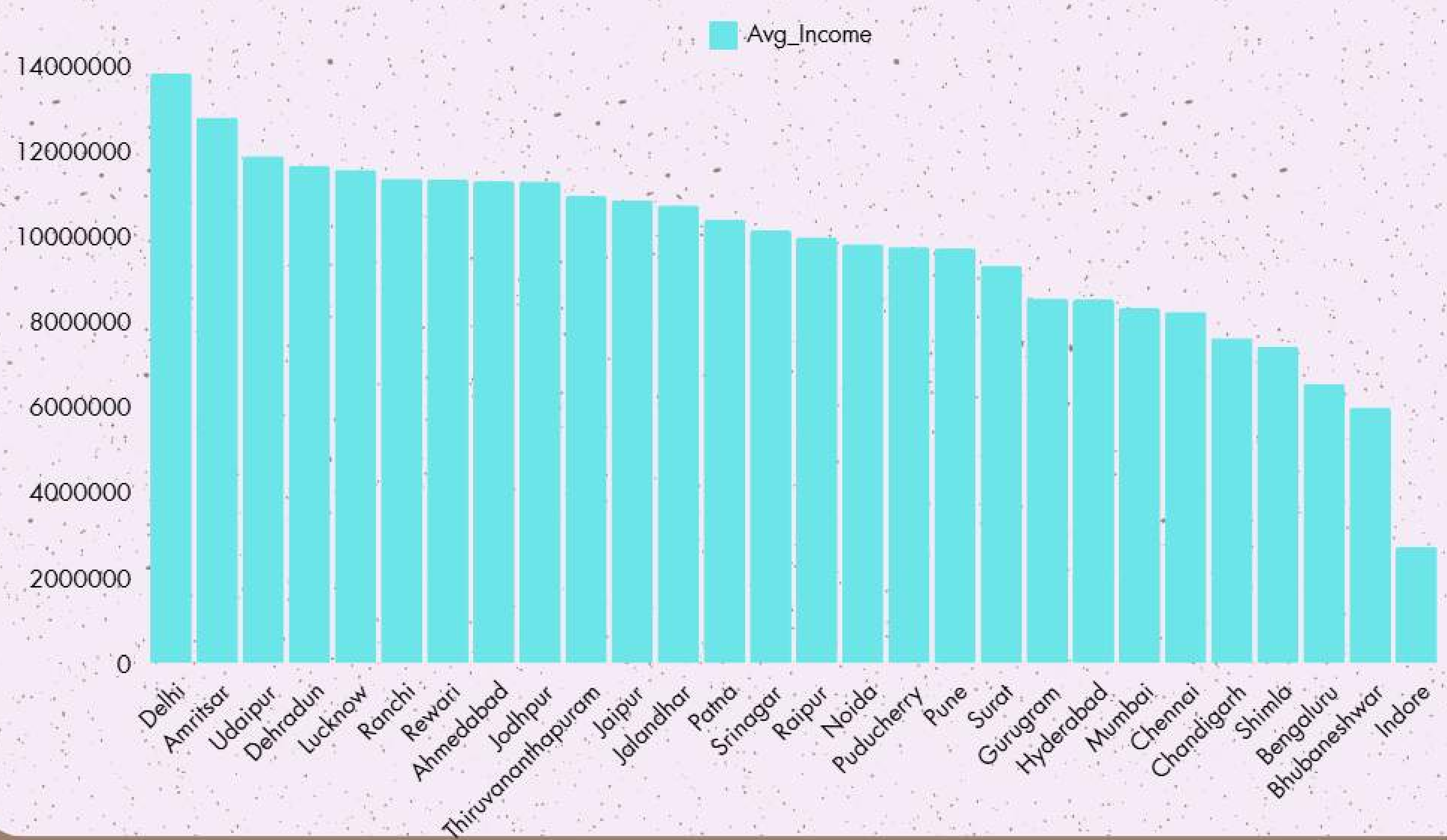
Findings

Shimla and Pune lead, Thiruvananthapuram shows high-value deals, Indore and Rewa have potential, while Jodhpur, Srinagar, and Bengaluru lag behind.

Insights

Grow Shimla, Pune; optimize Thiruvananthapuram; enhance Jodhpur, Srinagar; premiumize Indore.

DELHI HAS THE HIGHEST AVERAGE INCOME AMONG THE CITIES



Findings

- Delhi has the highest average income among the cities, followed closely by Amritsar and Udaipur.
- Cities like Jaipur, Jalandhar, and Patna have average incomes in the mid-range
- Bhubaneswar and Indore have the lowest average incomes in the dataset.

Insights

Northern cities like Delhi and Amritsar have higher incomes, while southern cities show disparities, with lower-income cities like Indore offering growth potential.

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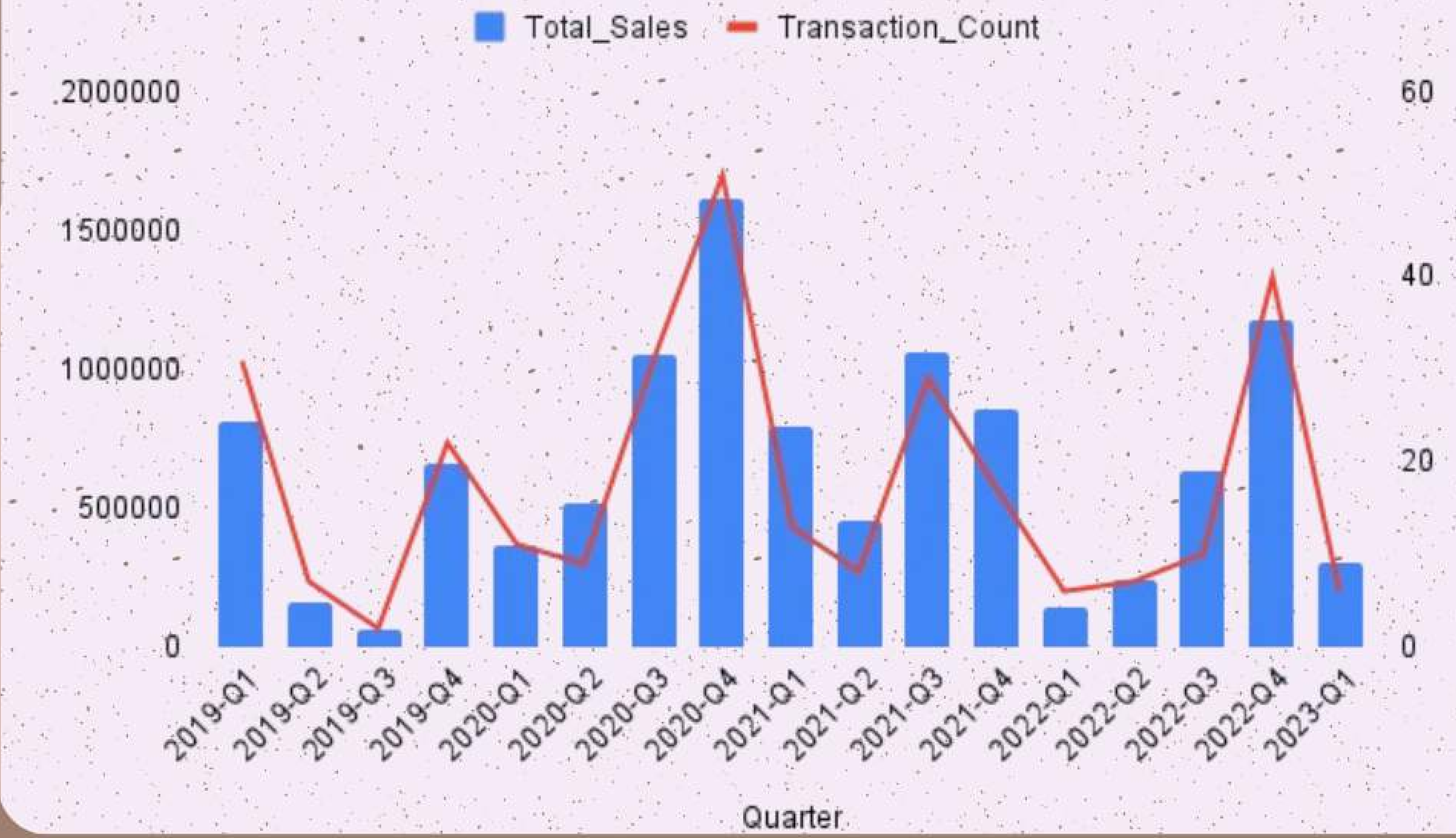
THE RECOVERY SEEN IN 2022 QUATER 1 AND QUARTER 3.



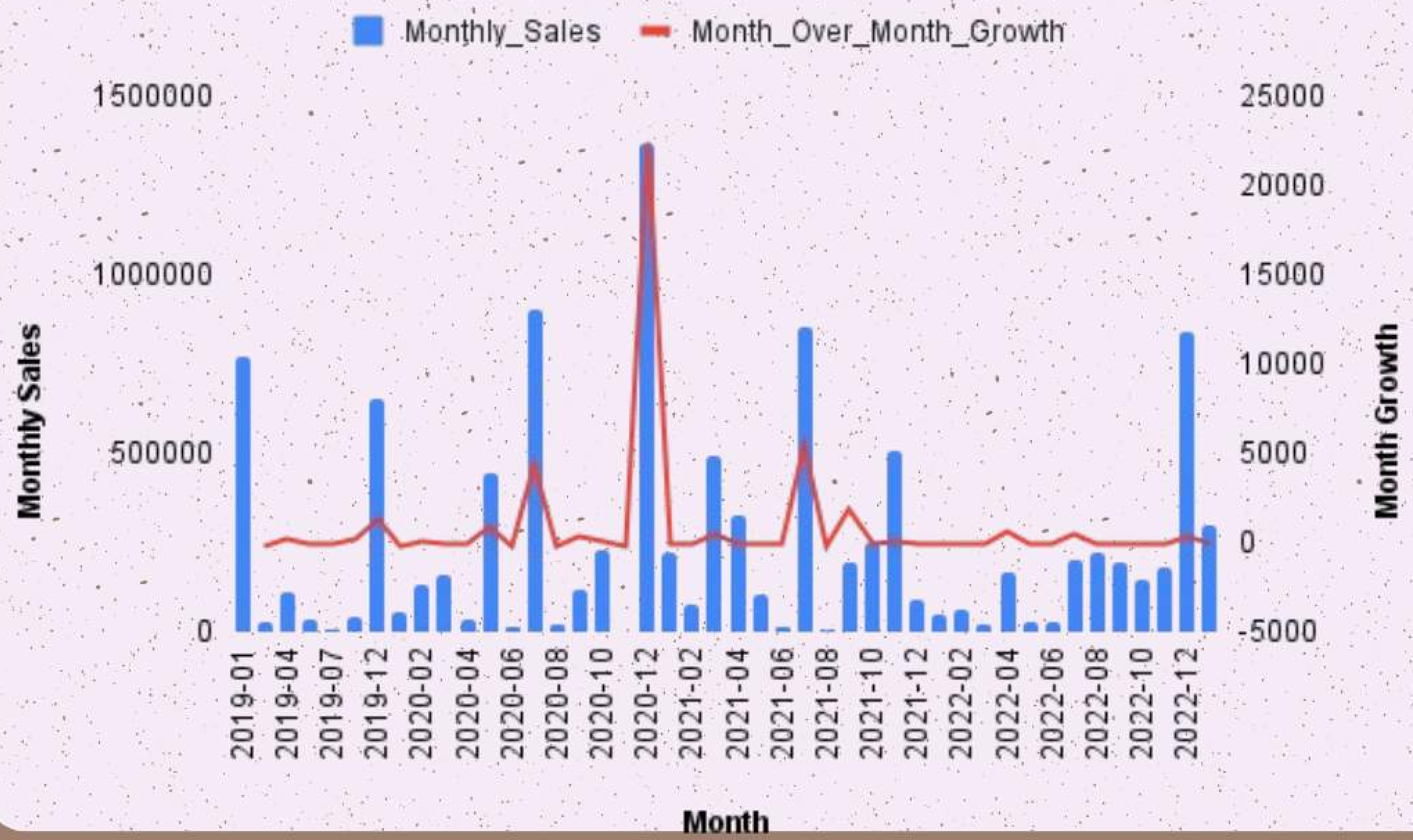
Findings

- 2020-Q2 sales and transactions dropped due to COVID-19. 2022-Q1 and Q3 saw a rebound.

Insights

- Sales peak in Q1 and Q3, dip in Q2 and Q4. COVID-19 impacted 2020 Q2. The Strong recovery seen in 2022 Q1 and Q3.

IN DECEMBER 2022, THE SALES ARE STABLE.



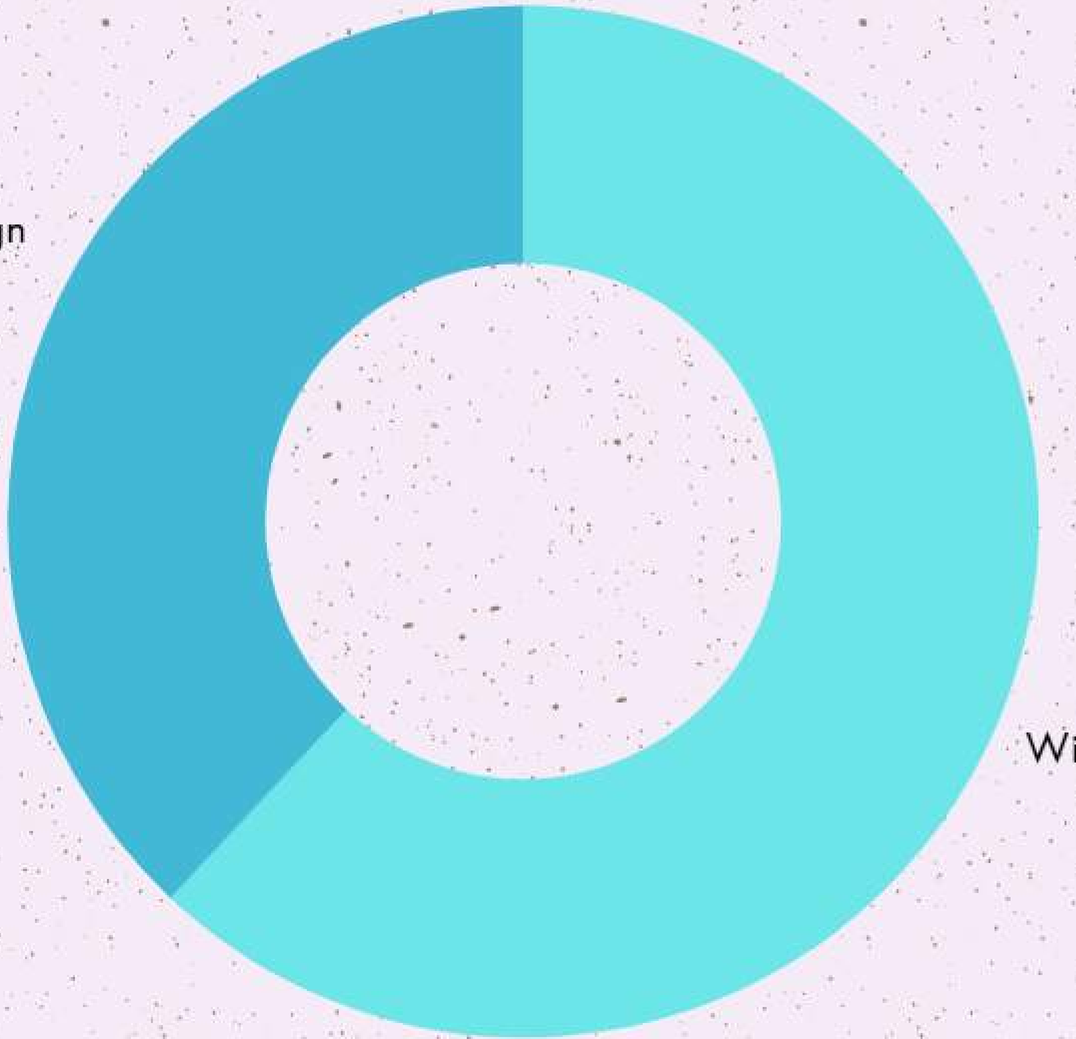
Findings

- Sales go up and down. Growth is inconsistent. COVID-19 hit hard in 2020 december. Sales recovered in 2021 Q1. 2022 is stable.

Insights

- The business recovered well and became stable in December 2022. Focus on growth, diversifying, and adjusting to consumer trends.

62% OF TRANSACTION USING CAMPAIGN COUPONS



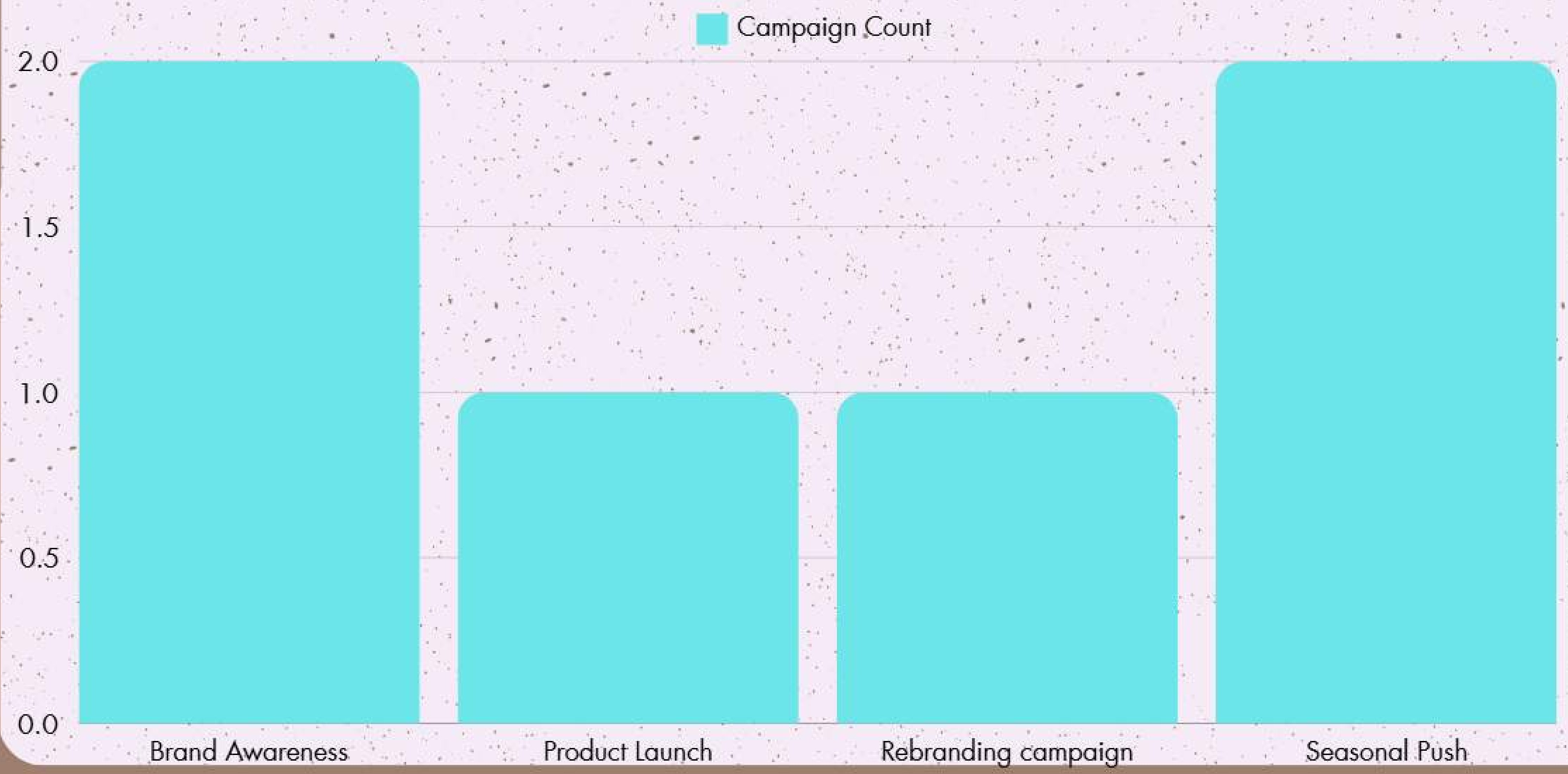
Findings

186 out of 300 transactions (62%) used campaign coupons, while 114 transactions (38%).

Insights

The high redemption rate shows campaigns are successfully driving purchases.

CAMPAIGN TYPES AND COUNTS



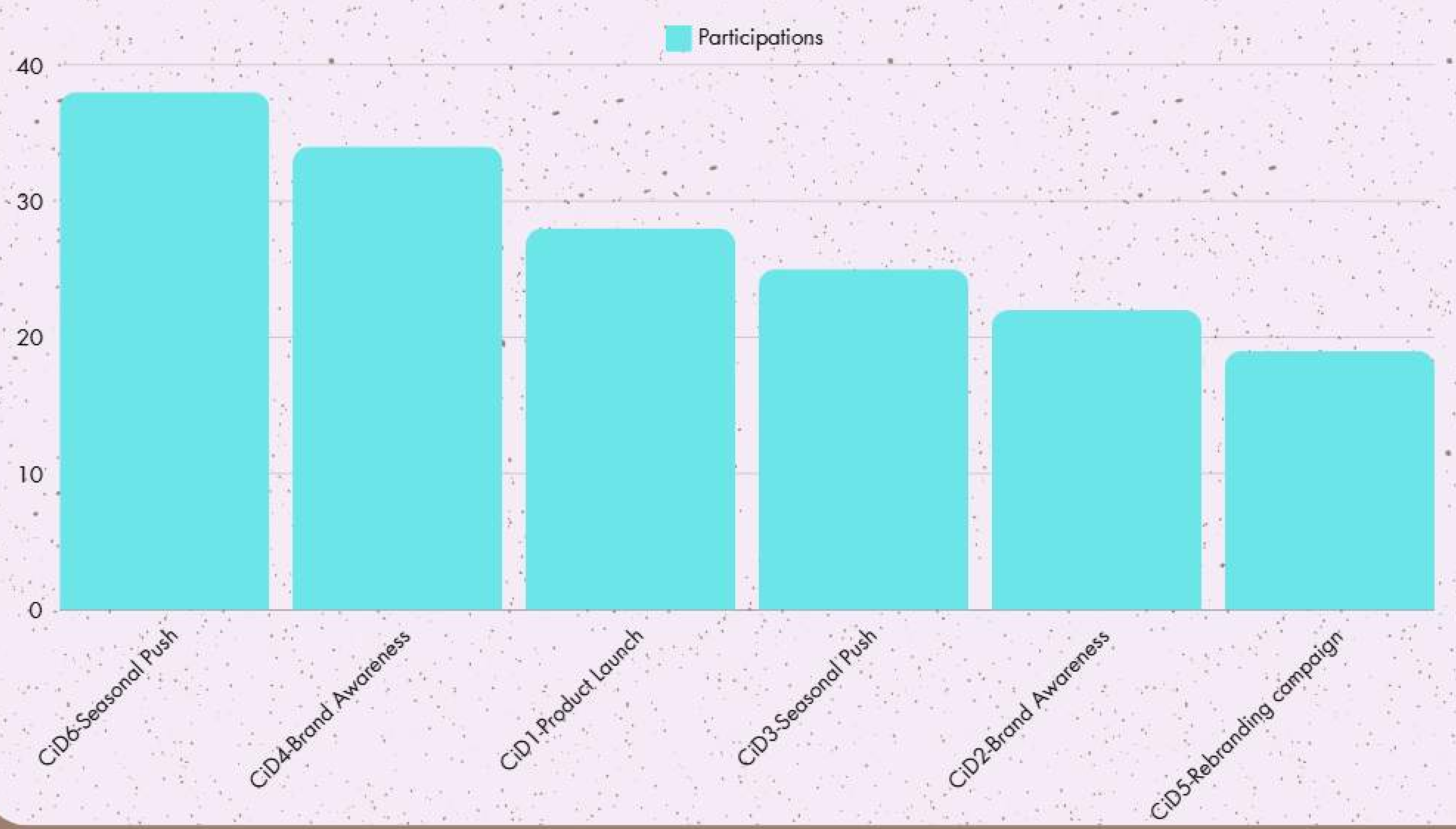
Findings

The company runs 2 Brand Awareness campaigns, 2 Seasonal Pushes, and 1 each of Product Launch and Rebranding.

Insights

Brand Awareness focuses on long-term growth, while Seasonal Push targets peak demand. Product Launch and Rebranding balance immediate sales with sustained brand development.

SEASONAL PUSH HAS THE HIGHEST PARTICIPATION



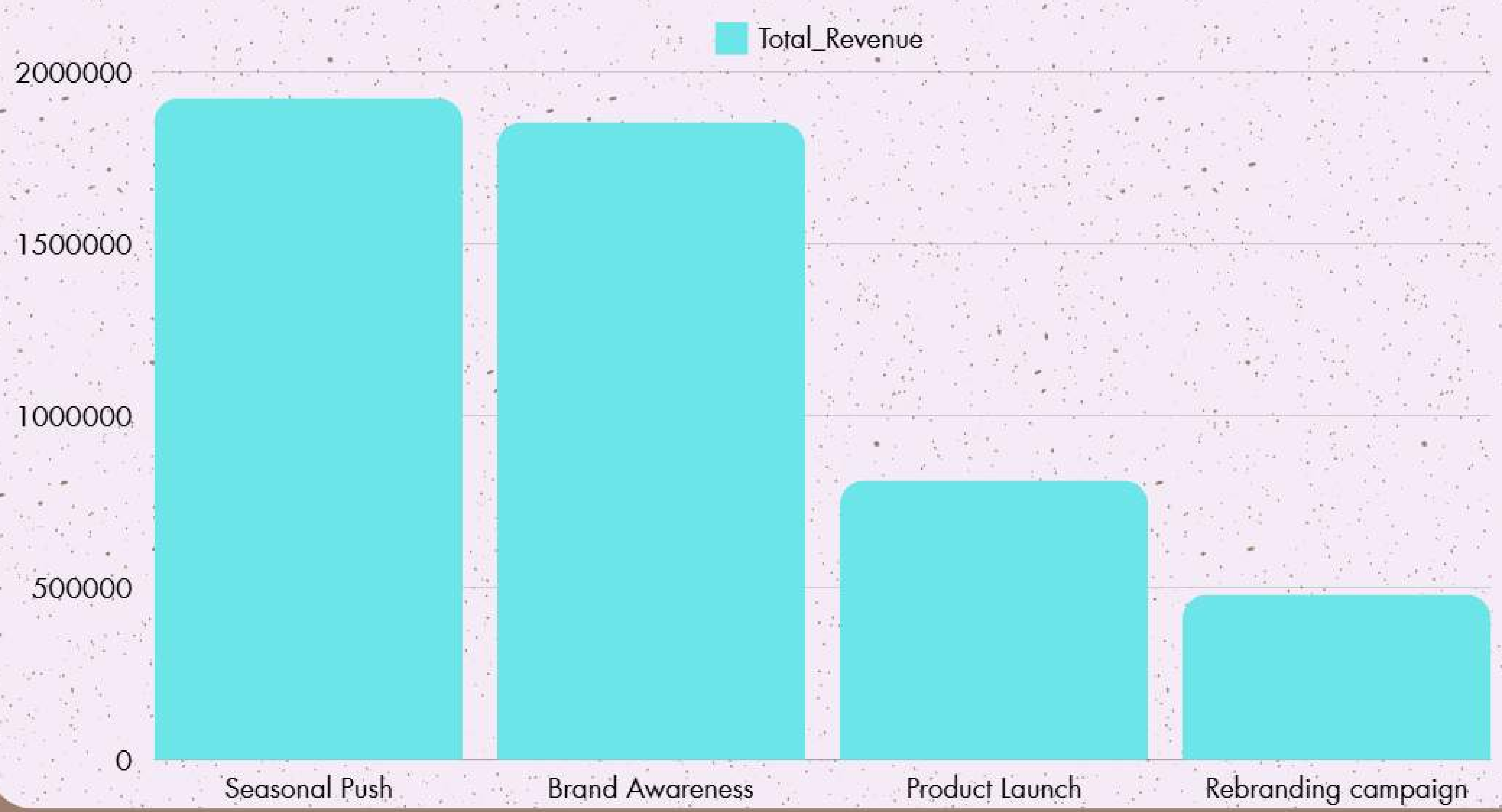
Findings

Seasonal Push (CiD6: 38, CiD3: 25) dominates participation, followed by Brand Awareness (CiD4: 34, CiD2: 22), with Product Launch(CiD1: 28) and cebranding (CiD5: 19) showing lower engagement.

Insights

Seasonal Push and Brand Awareness drive strong engagement, while Product Launch and Rebranding need improved outreach to boost participation.

SEASONAL PUSH GENERATES THE HIGHEST REVENUE.



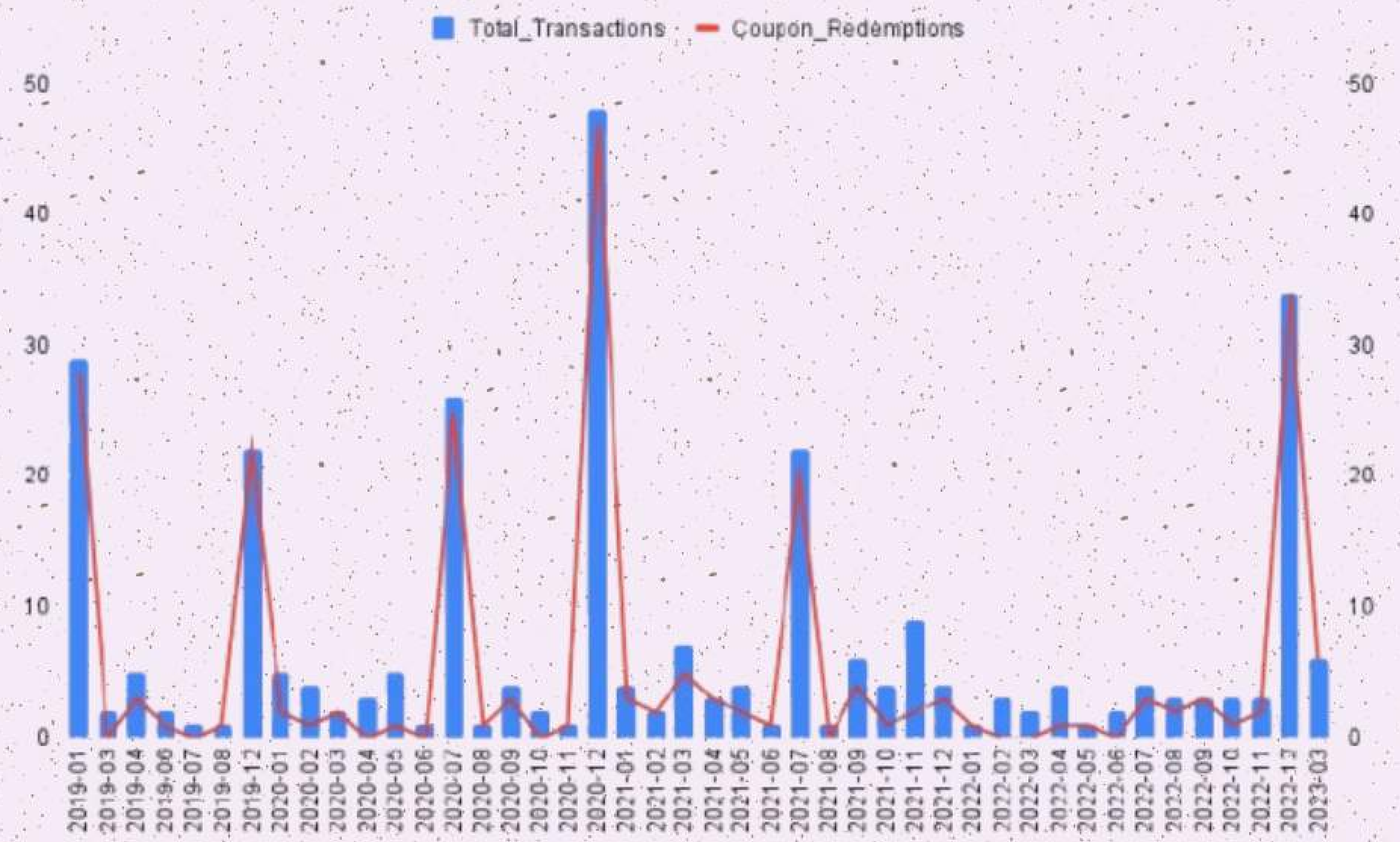
Findings

Seasonal Push leads with $1,922,935, followed by Brand Awareness at $1,853,162. Product Launch ($811,694) and Rebranding ($479,849) have lower revenue, indicating conversion challenges.

Insights

Seasonal Push drives revenue; Brand Awareness supports sales. Improve Product Launch and Rebranding. Focus on optimizing top campaigns

DECEMBER 2022 SAW A RISE IN TRANSACTIONS AND REDEMPTIONS.



Findings

The data shows seasonal transaction peaks in January and December, a major spike in November 2020, and steady coupon redemptions. Early 2020 dips may reflect COVID-19, with late 2022 rising again.

Insights

High redemptions in December, January, and July; low in March, April, and June, with potential for improvement through targeted promotions and engagement.

THE MAJORITY ARE IN THE MID-INCOME RANGE

Findings

Low Class: Income less than 6,000,000.
Middle Class: Income between 6,000,000 and 14,000,000.
Upper Middle Class: Income between 14,000,000 and 18,000,000.
Upper Class: Income above 14,000,000.

Insights

The majority are in the mid-income range; few are high-income, highlighting income disparity and distinct social tiers.

DECEMBER 2022 SAW A RISE IN INCREASING UNIQUE CUSTOMER

Findings

- Peaks in unique customer counts are evident in January 2019, December 2020, and December 2022, indicating a high influx of customers during these periods.

Insights

- Targeted marketing during these months could boost engagement and sales.

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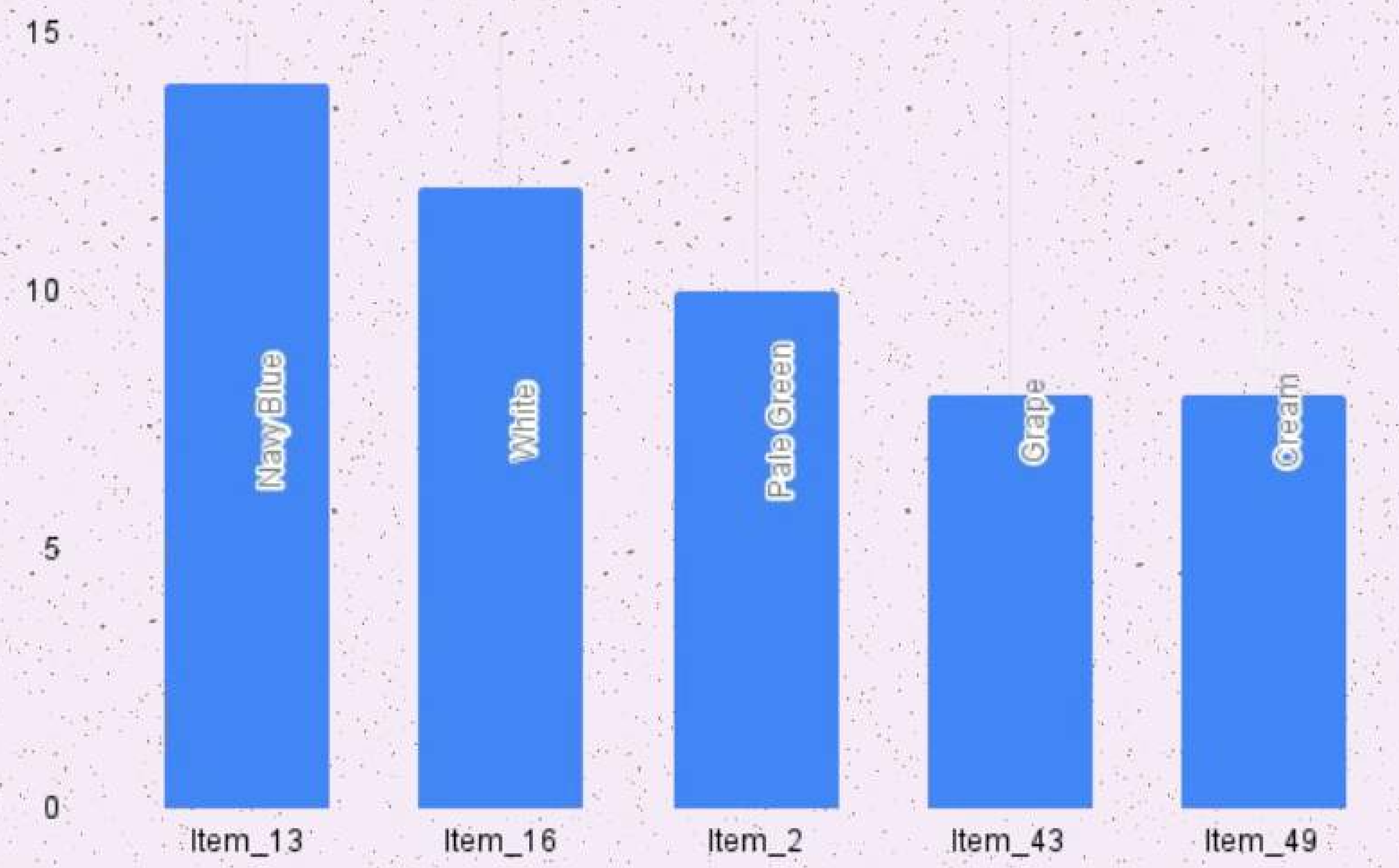
ITEM 13 NAVY BLUE IS THE MOST POPULAR.



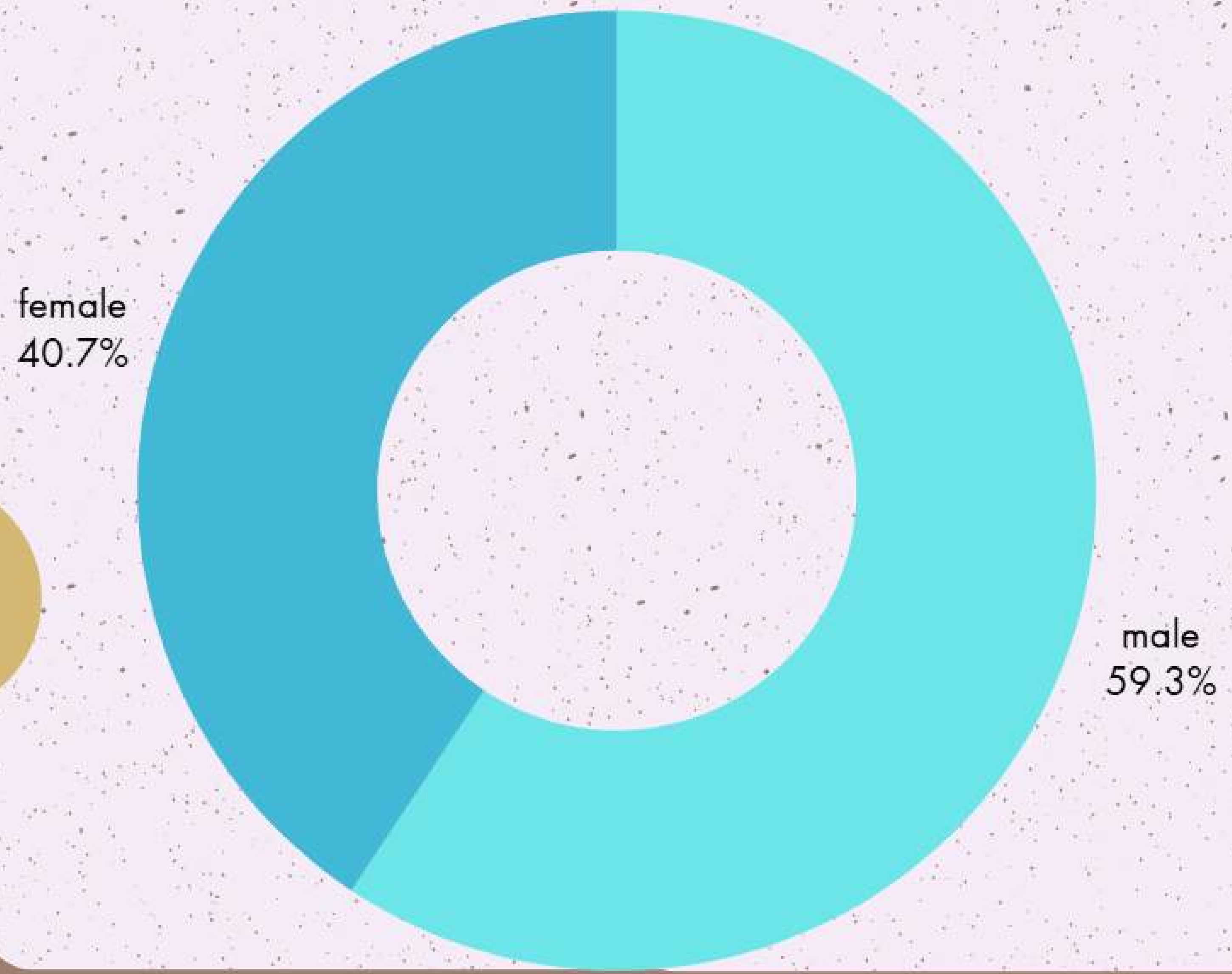
Findings

Item_13 (Navy Blue) Highest, nearly 15 units.
Item_16 (White): Second, just above 10 units.
Item_2 (Pale Green) Third, just below 10 units.
Item_43 (Grape) andItem_49 (Cream) Lowest, both under 10 units.

Insights

Navy Blue is the most popular.
Top items are much more favored than Grape and Cream.Preference is higher for blues and whites.

Majority of customers are Males



Findings

Total Customers 150
Males 89
Females 61

Insight

Strategies may be needed to achieve a more balanced gender representation.

Thank You