

# DAIRY DELIGHT : Analyzing Sales Trends In Dairy Goods

## INTRODUCTION:

This report provides an analysis of sales trends in various dairy products. The data visualized through different charts focusses on price units, revenue, sales, channels and geographical sales distribution. The insight provided help in understanding the performance of dairy products in the market.

### 1. Price units and their products :

The pie charts illustrates the distribution of sales across various dairy products based on their price units. The following products are analysed.

Yogurt, paneer, milk, lassi, ice-cream, ghee, curd.

The data shows that certain products like paneer and yogurt hold a significant share in the total sales in the others like lassi, ice-cream or comparatively less dominant.

### 2. Revenue Analysis :

A bar chart representing the revenue generated from different dairy products levels:

- Paneer and Milk generate the highest revenue.
- Ice-cream and curd: Among the products contain



- buting the least to the revenue stream.

### 3. Quantity of stock sold and reordered:

The bar chart here shows the quantity of stock showed and reordered across different dairy products. The significant insights include.

- Milk: Seems to have the highest volume in terms of quantity sold.
- Reordered states are high for products like yogurt and milk which indicates their strong demand in the market.

### 4. Analysis of sales channels & price units:

A piecharts and bar chart analysis focuses on how different sales channels - Retail, wholesale and online - contribute to the overall sales:

- Retail: It is the dominant sales channel indicating a strong consumer base in physical storage.
- Online sales are growing, showing a trend towards retail shopping for dairy products

### 5. Products Name and price based on location:

This stacked bar chart provides a graphical break-down of sales each region as a different product performance as seen by the distribution of sales.



### Conclusion:

The data highlights key trends in the dairy industry:

- Paneer and Milk are the top contributors to revenue.
- Retail sales continue to dominate, but there's a noticeable shift towards online sales.
- Different regions have different product preference, which could inform targeted marketing strategies.

By focusing on high demand products and regions, dairy delights can optimize its inventory and marketing efforts to maximize profitability and customer satisfaction.