

RETAIL AND HR ANALYTICS INSIGHTS

VINEET NAIK



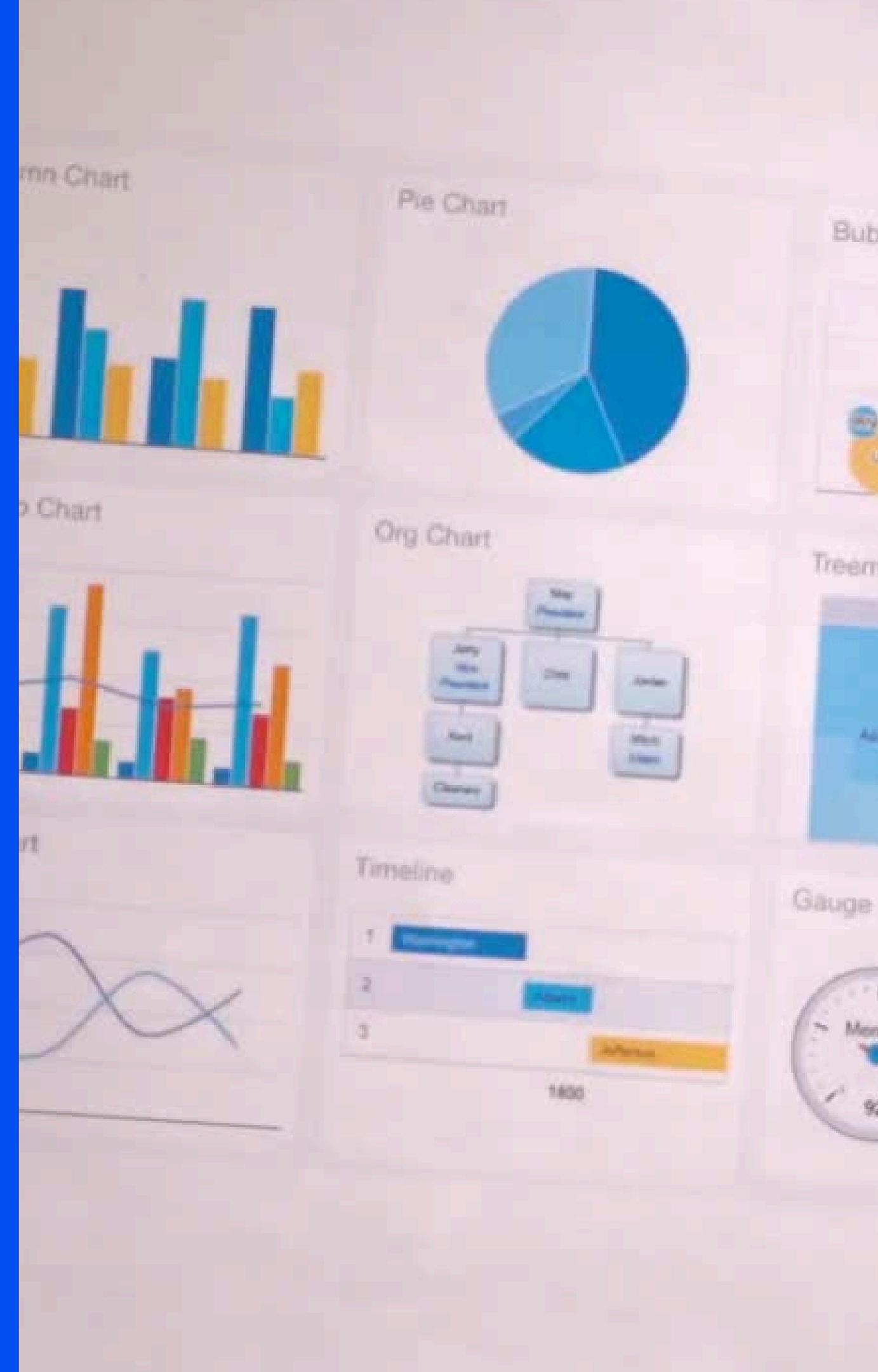
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ASSUMPTIONS

ACTUAL FY OF USA - OCT 1- SEPT 30
ASSUMED FY - JAN 1 - DEC 31

COMPANY STARTED ITS OPERATIONS IN
2019.



ABOUT DATASET

26 MONTHS

2 PRODUCT
CATEGORY

22 SUB-PRODUCT
CATEGORY

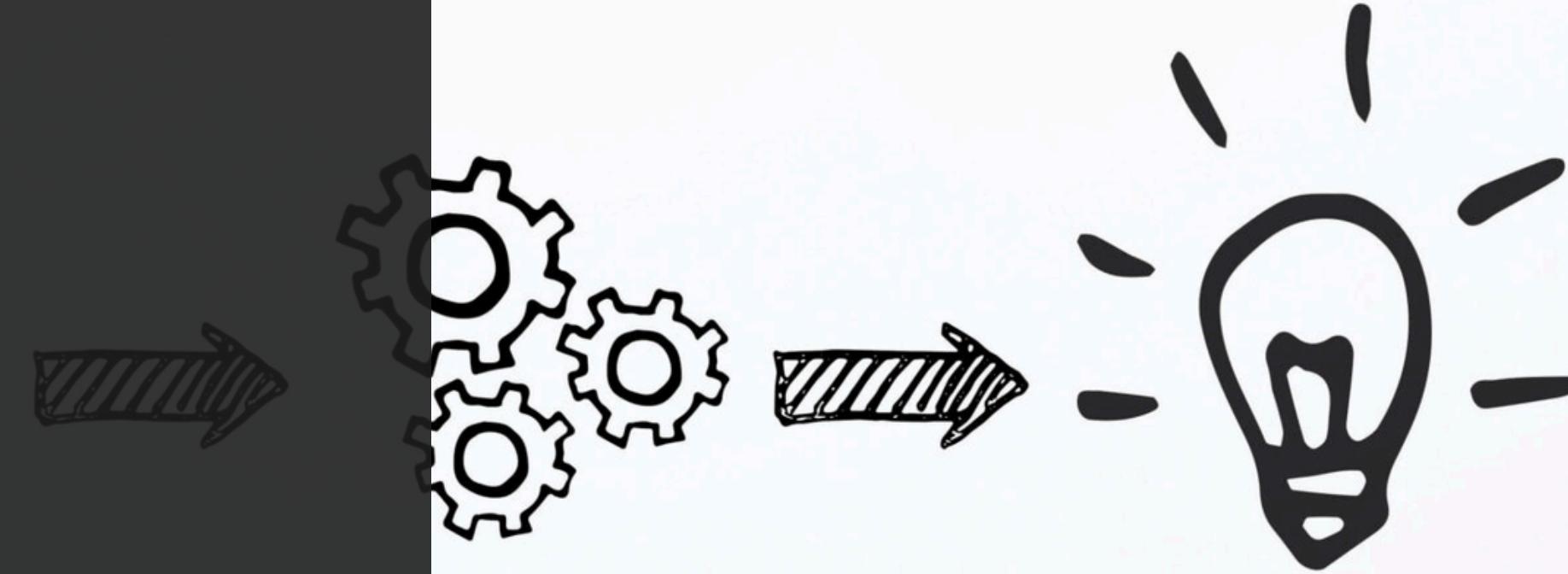
3 CHANNELS

2 MANAGERS

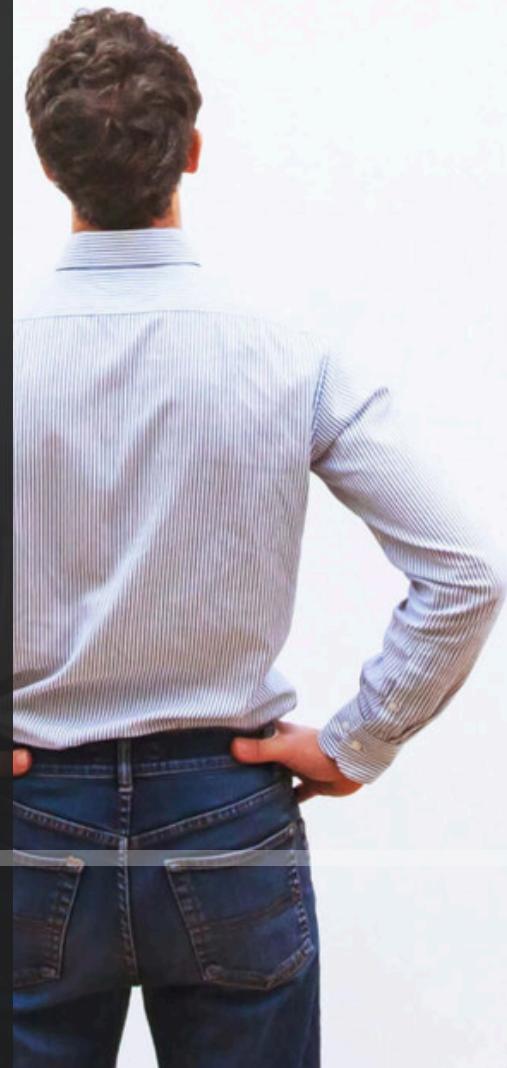
5 SUPERVISORS

12 SALES
PERSONS

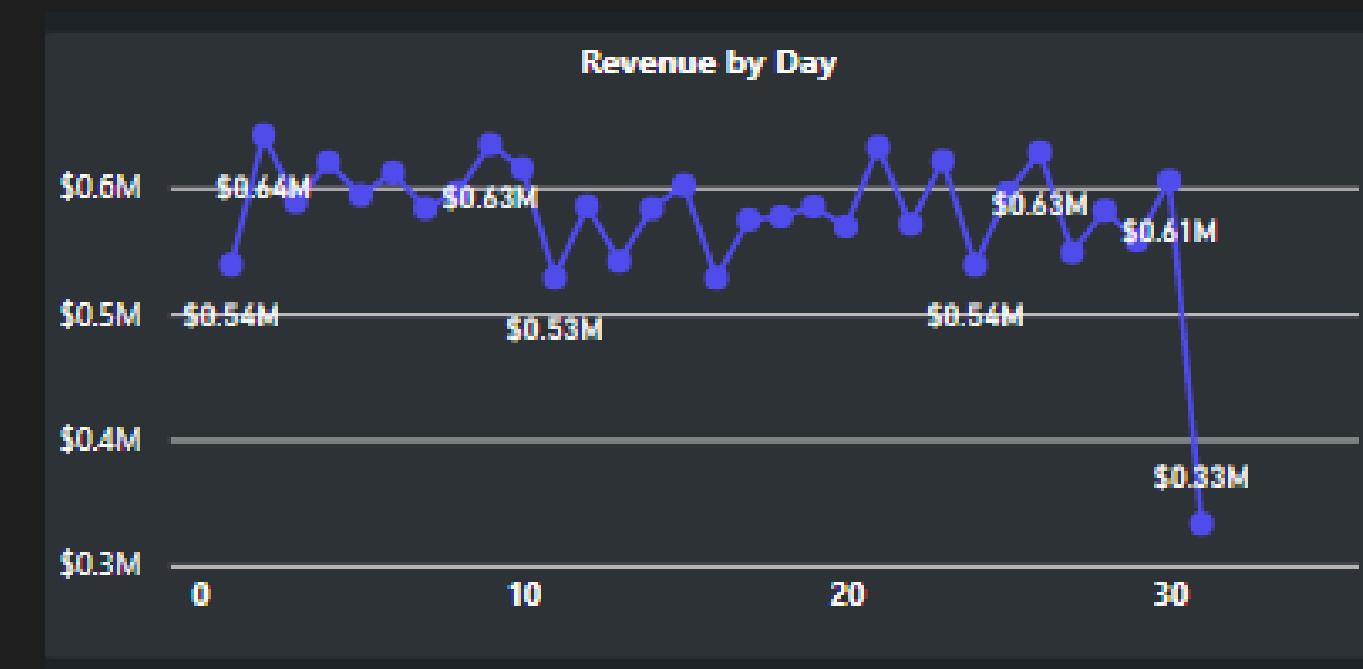
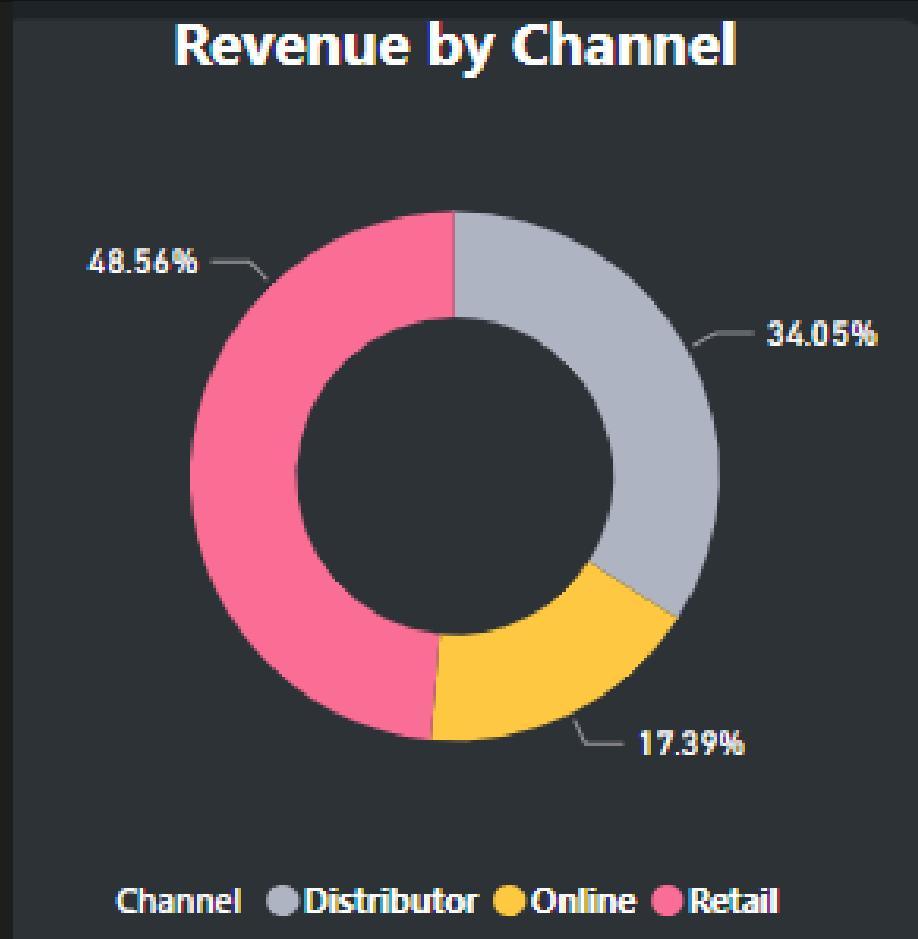
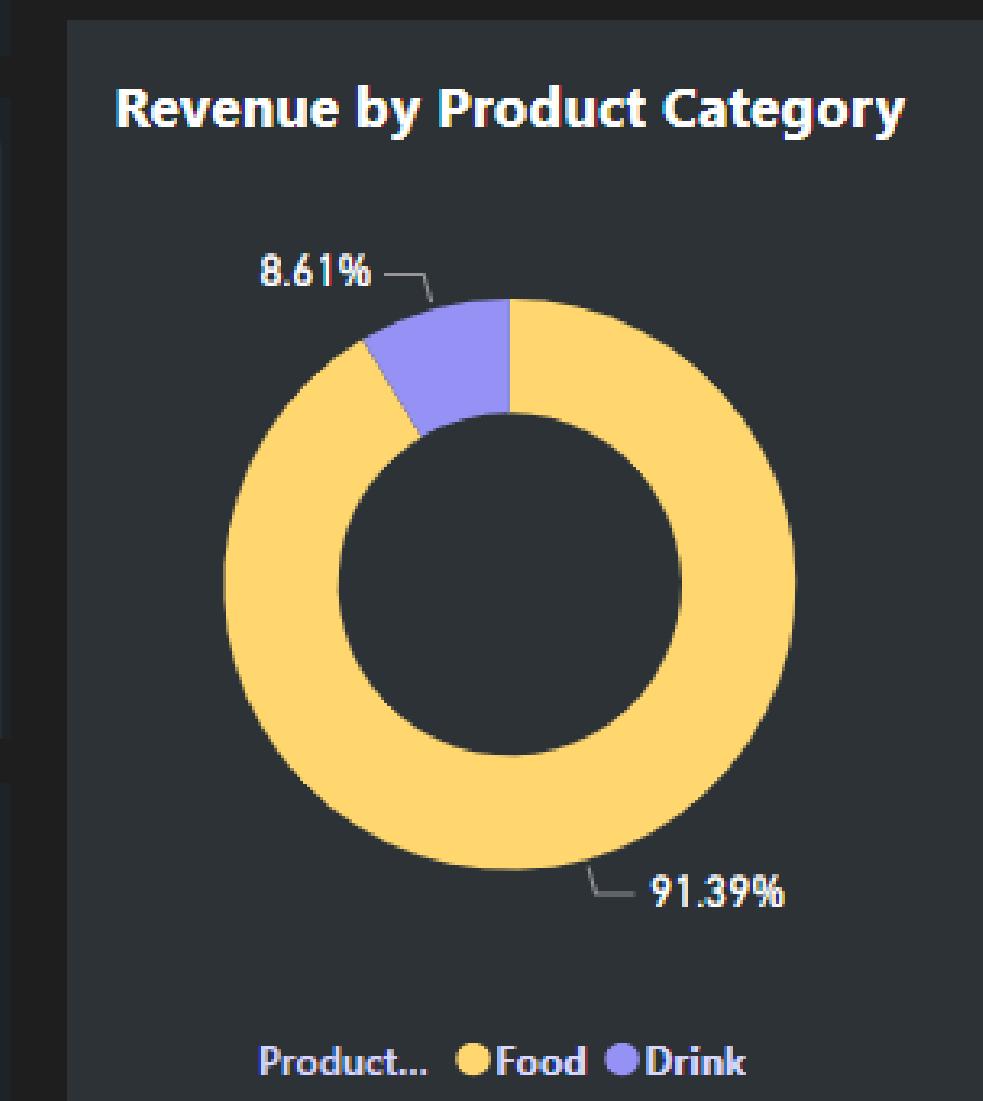
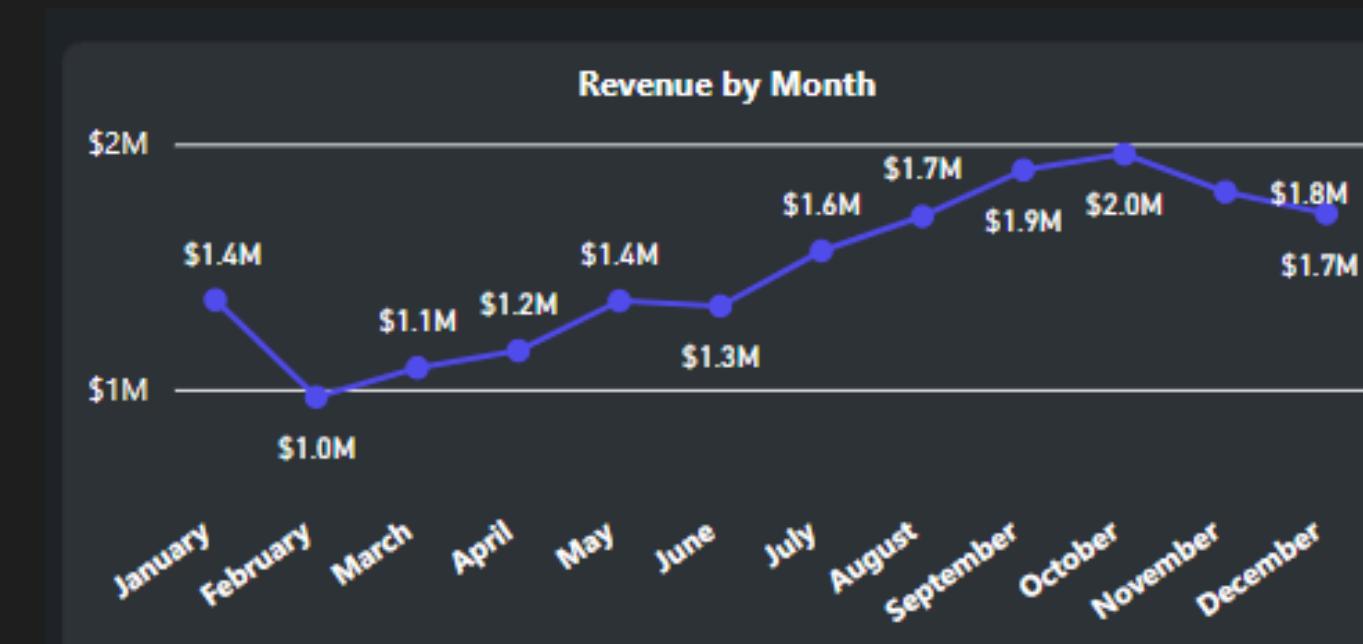
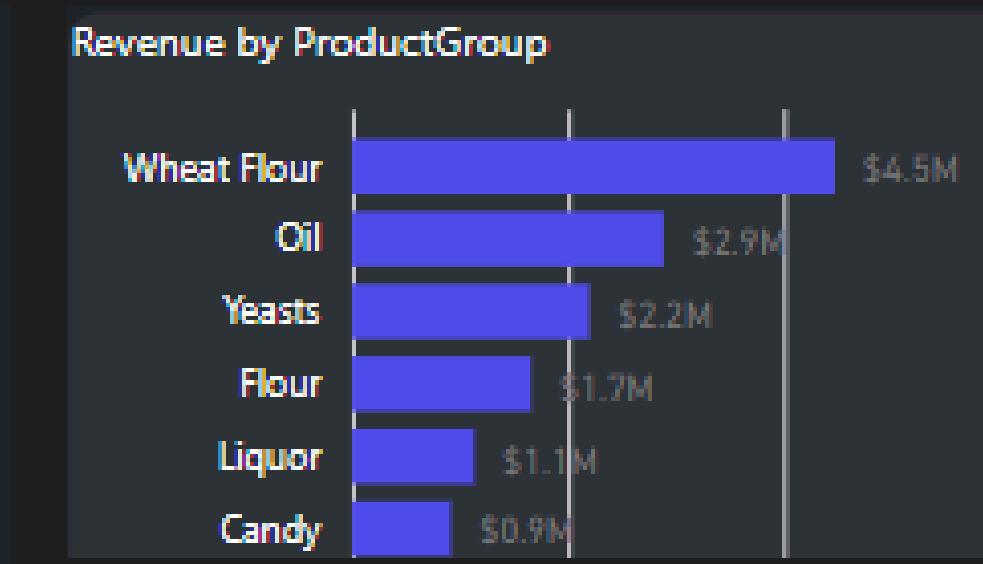
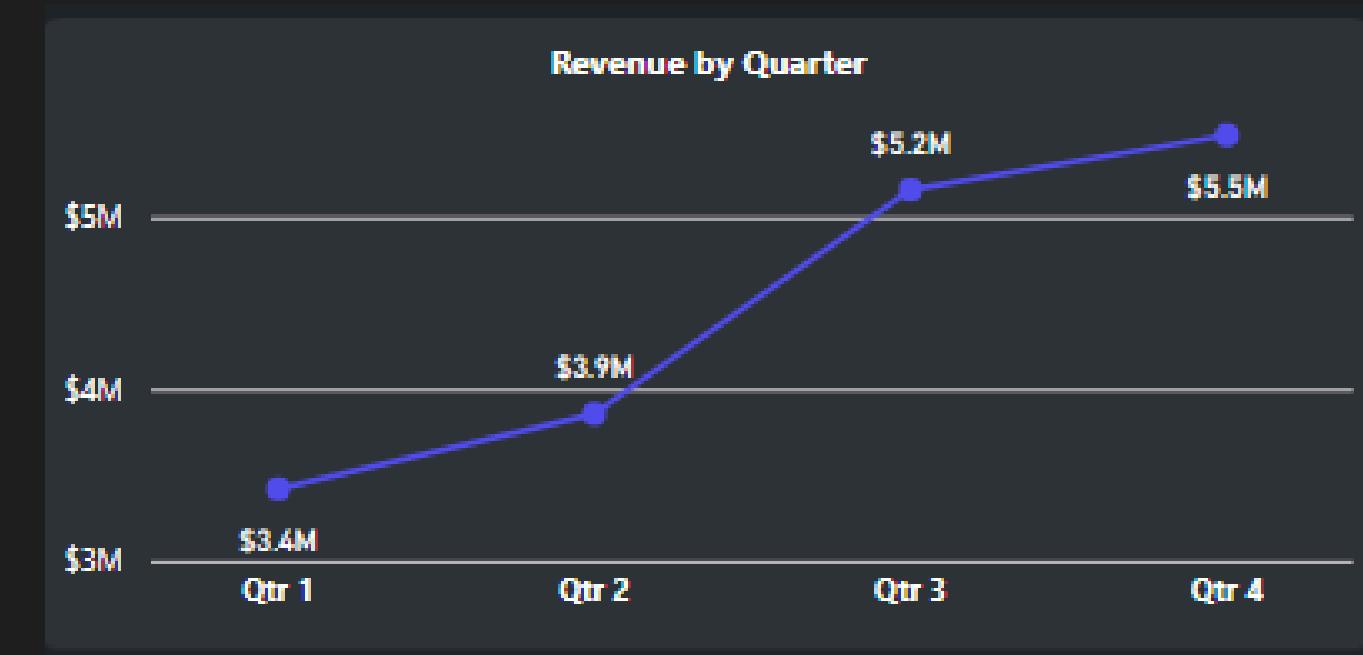
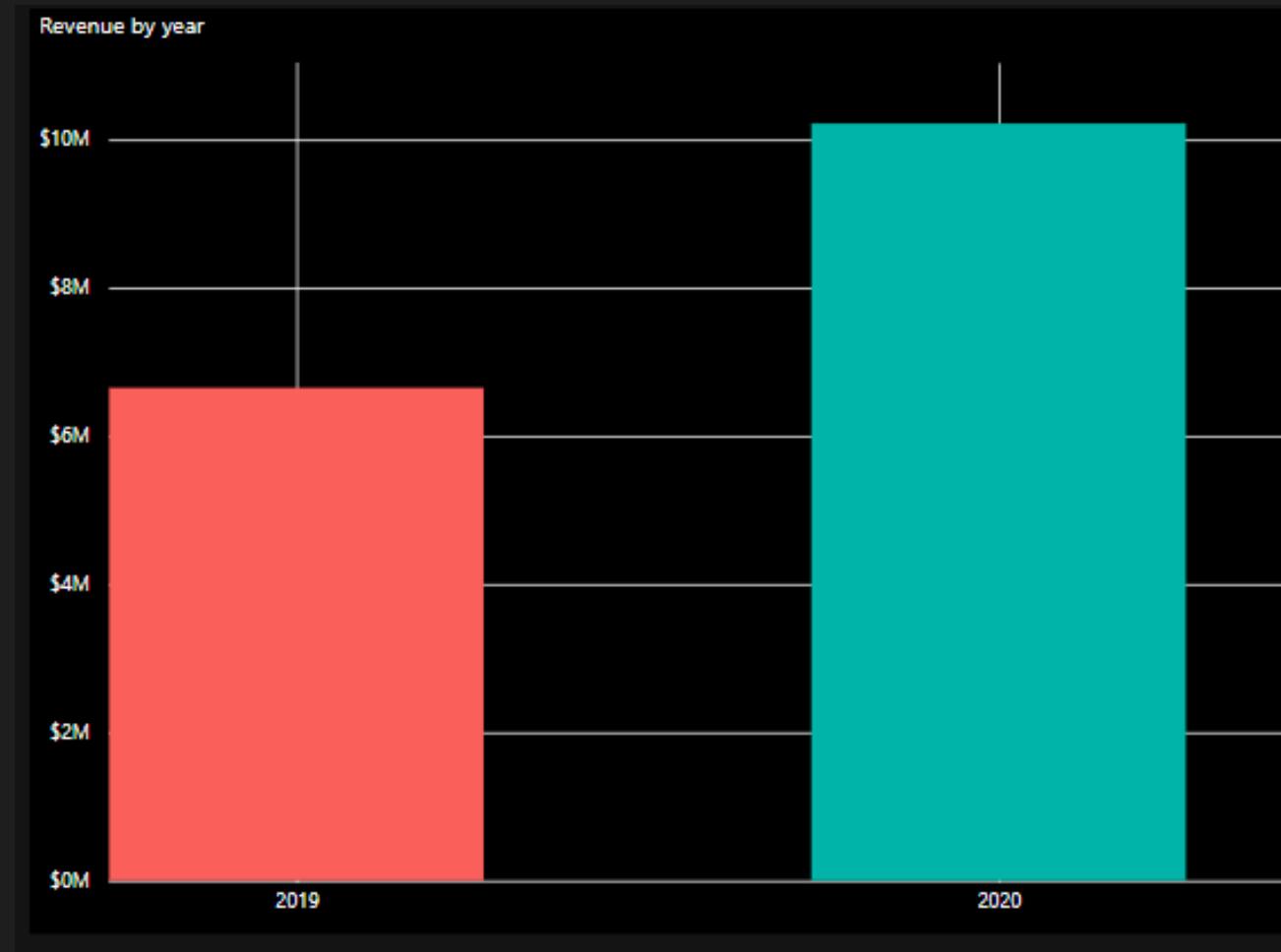
PROBLEM STATEMENT



Businesses generate a large amount of data, analysis of the performance of the organization cannot be done just by viewing the data, hence this data must be integrated and visualizations must be made to get appropriate insights, that will lead to better managerial decisions.



REVENUE INSIGHTS

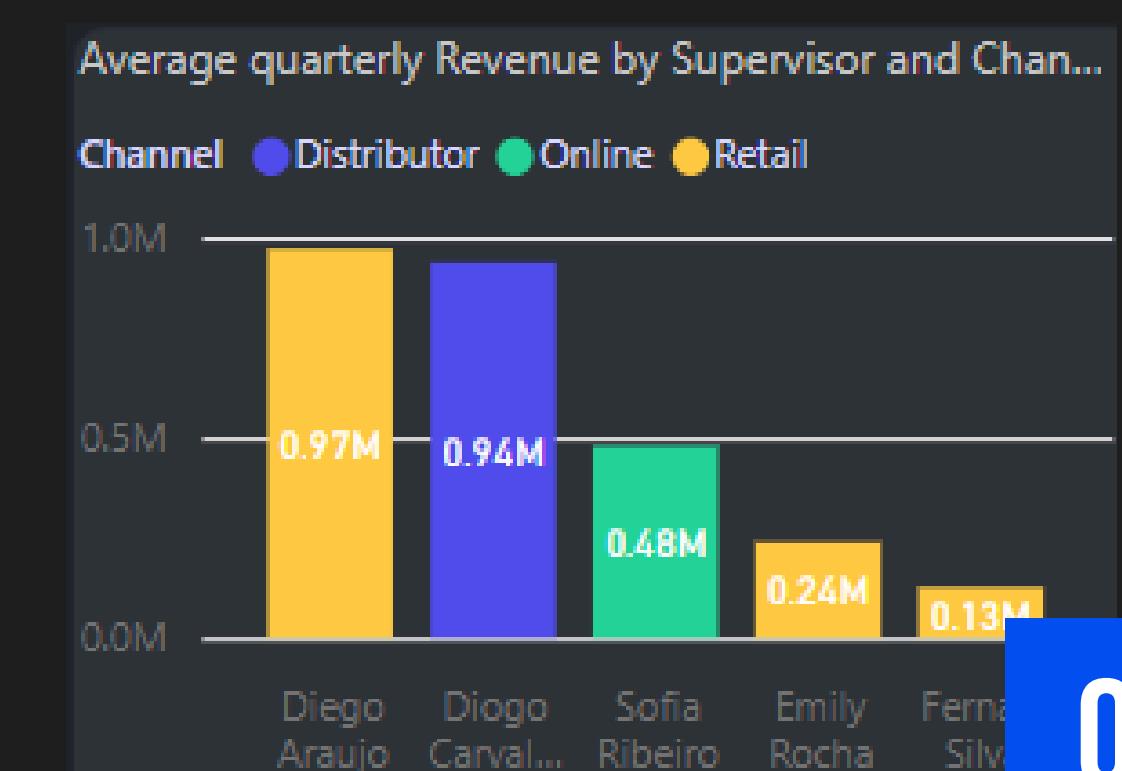
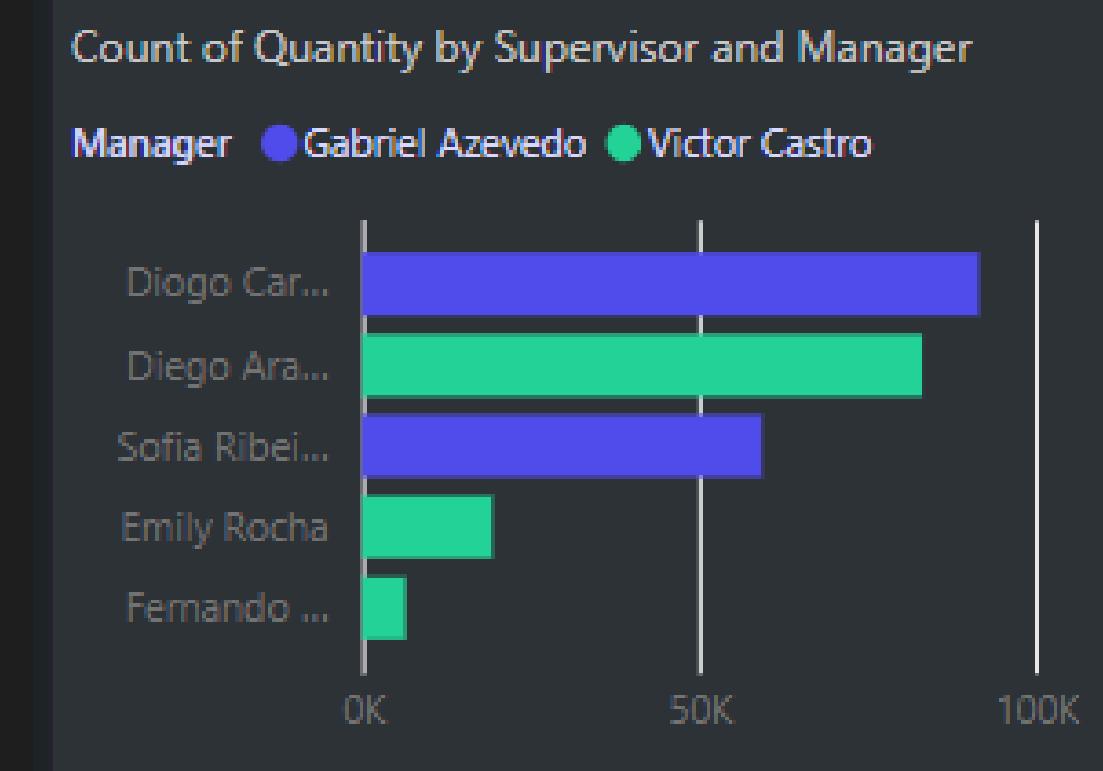
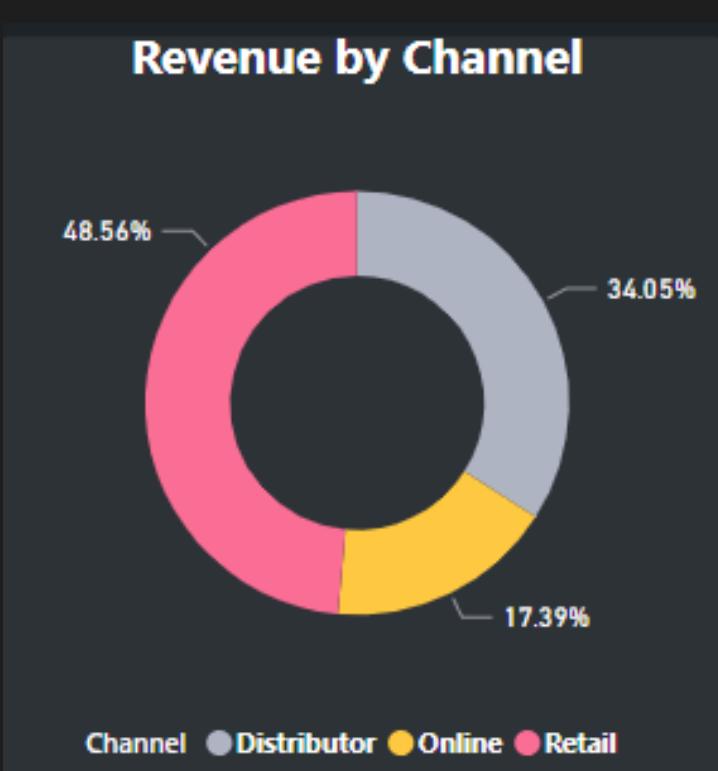
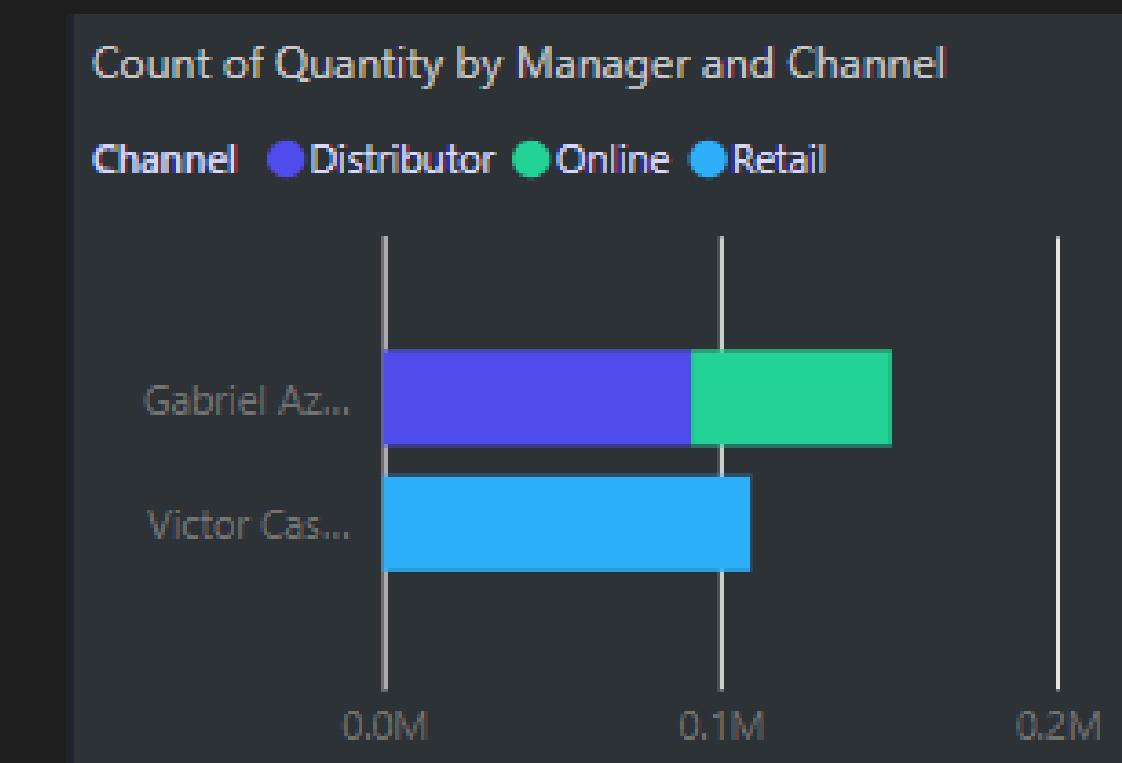
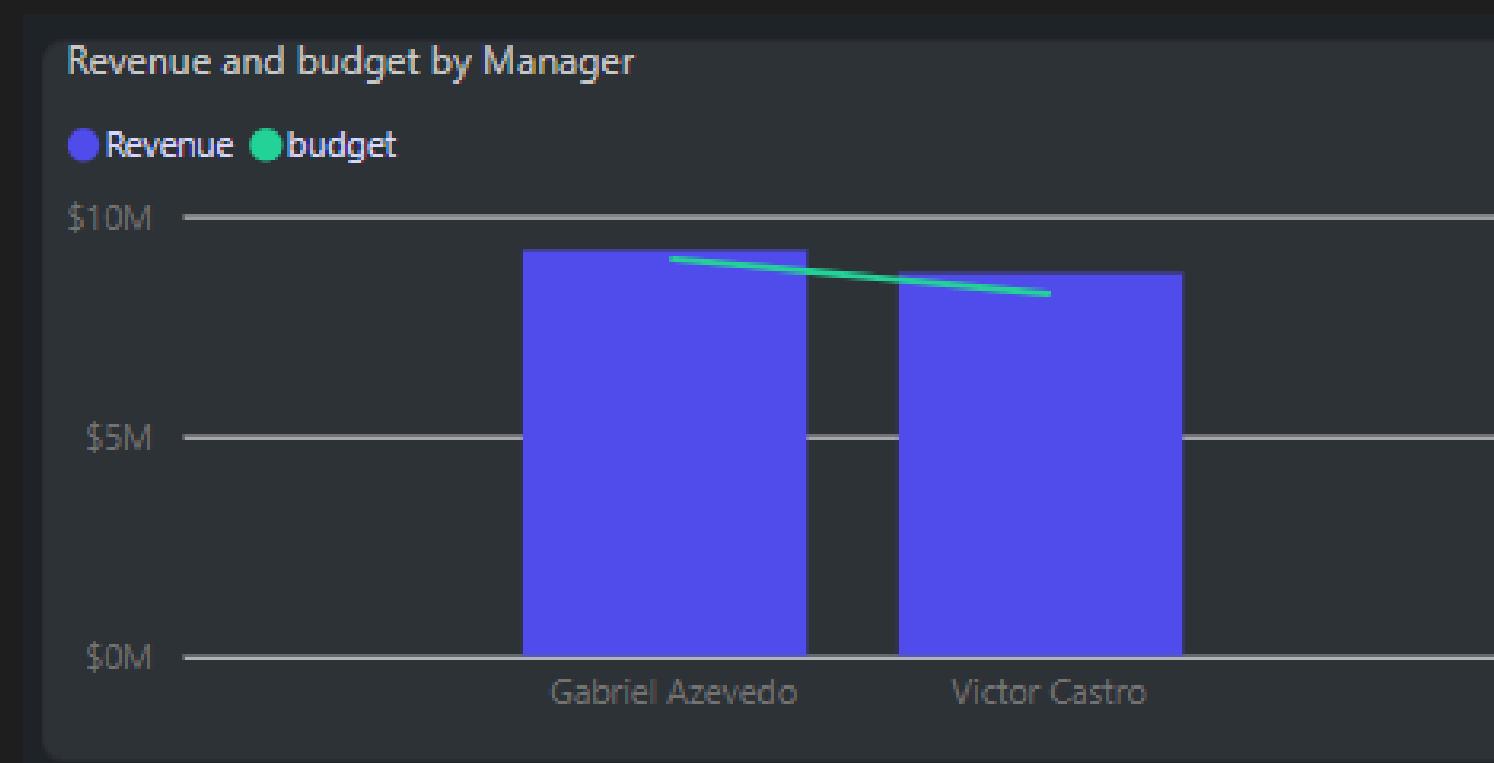


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MANAGER ANALYSIS

| Manager | Count of Supervisor |
|-----------------|---------------------|
| Gabriel Azevedo | 2 |
| Victor Castro | 3 |
| Total | 5 |

| Manager | Channel |
|-----------------|-------------|
| Gabriel Azevedo | Distributor |
| Gabriel Azevedo | Online |
| Victor Castro | Retail |

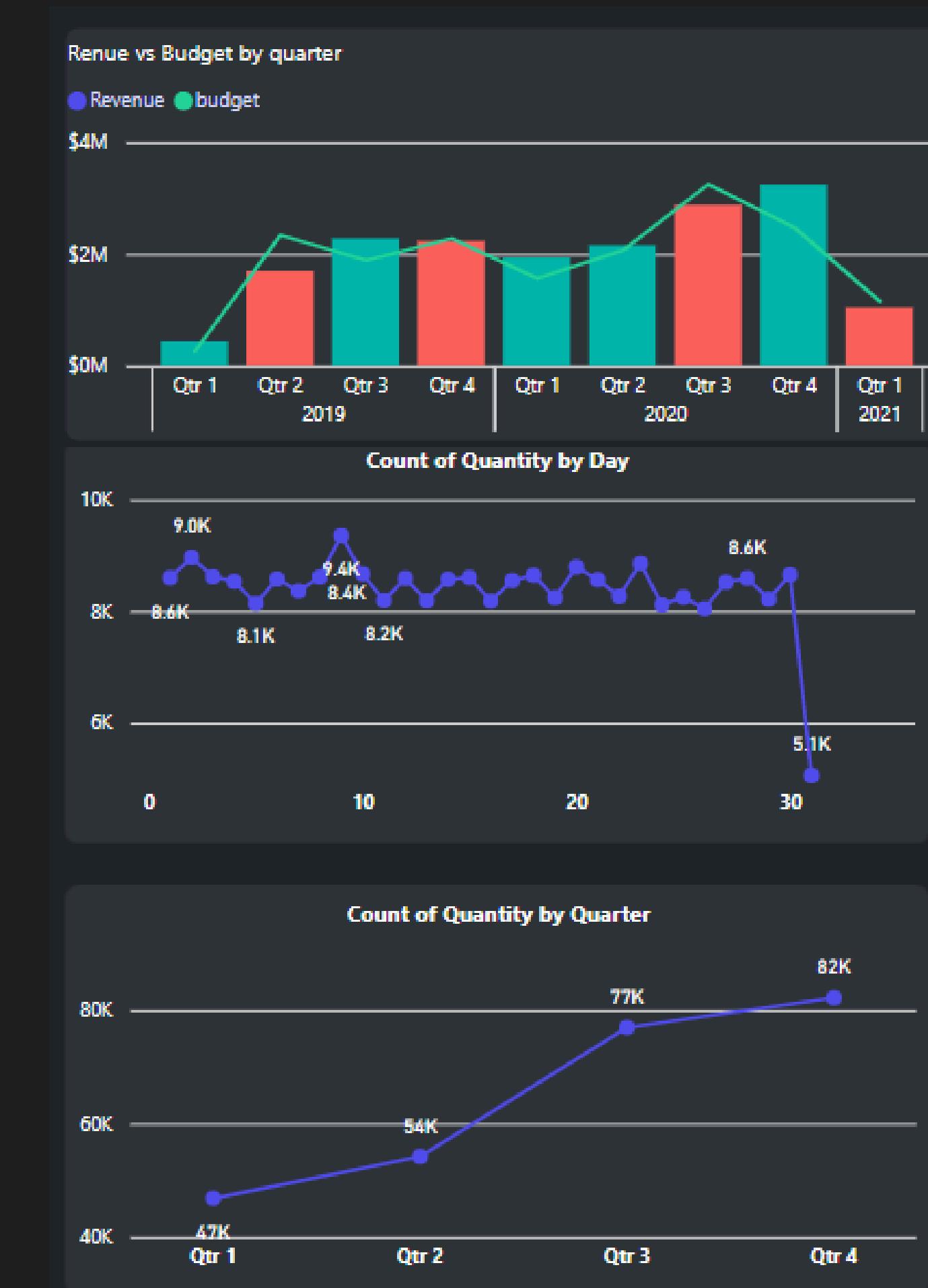


SALESPERSON ANALYSIS

2021 Quarter 1



BUDGET INSIGHTS



RECOMMENDATIONS

- QUARTER 4 SHOWS A PROMISING GROWTH, HENCE THE INVENTORY STOCKING AND BUDGET MUST BE PLANNED.
- BUDGET MUST BE ALLOCATED ACCORDINGLY KEEPING IN MIND THE DAILY TREND
- EMPLOYEE TRAINING FOR UNDERPERFORMERS AND SALARY HIKE FOR TOP PERFORMERS
- •REVENUE VS BUDGET RANKING
 - #1 FELIPE
 - #2 ISABELLA
 - #3 MATEUS
- GUSTAVO #1 IN 2019, #12 IN 2020, THE PROBLEM MUST BE IDENTIFIED AND MANAGERIAL DECISIONS MUST BE TAKEN.
- DISCOUNTS SHOULD BE PROVIDED MORE ON THE LAST 2 WEEKS OF EVERY MONTH.
- DISCOUNTS SHOULD BE PROVIDED MORE IN THE MONTHS 'OCTOBER' & 'NOVEMBER'
- SALES CONVERSION TARGET SHOULD BE SET FOR OCCASIONS.

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SCHEMA

