



FMCG Report

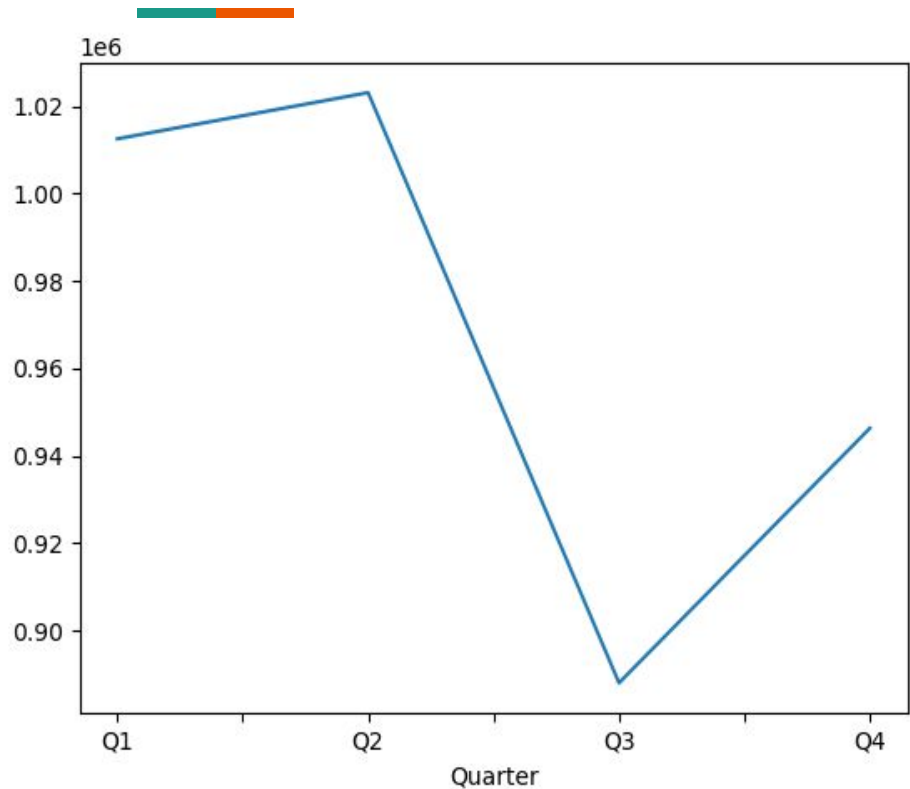
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Overview

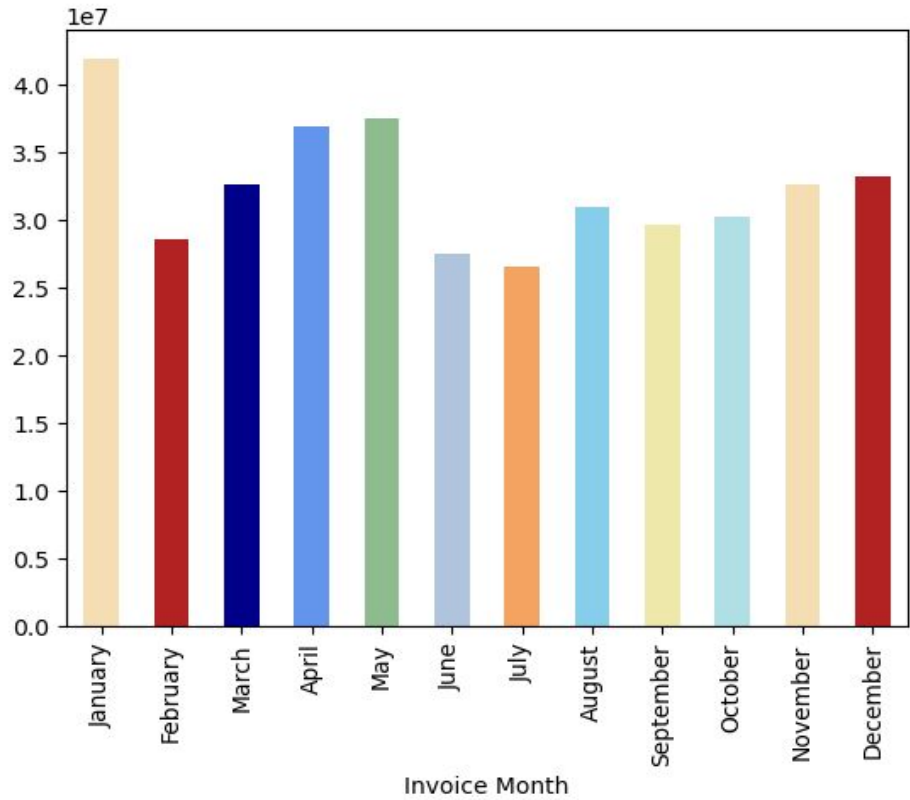
This data analysis is to provide the findings of sales that the company made in the FY 2022 and analysing sales based on different factors.

Quarterly Sales



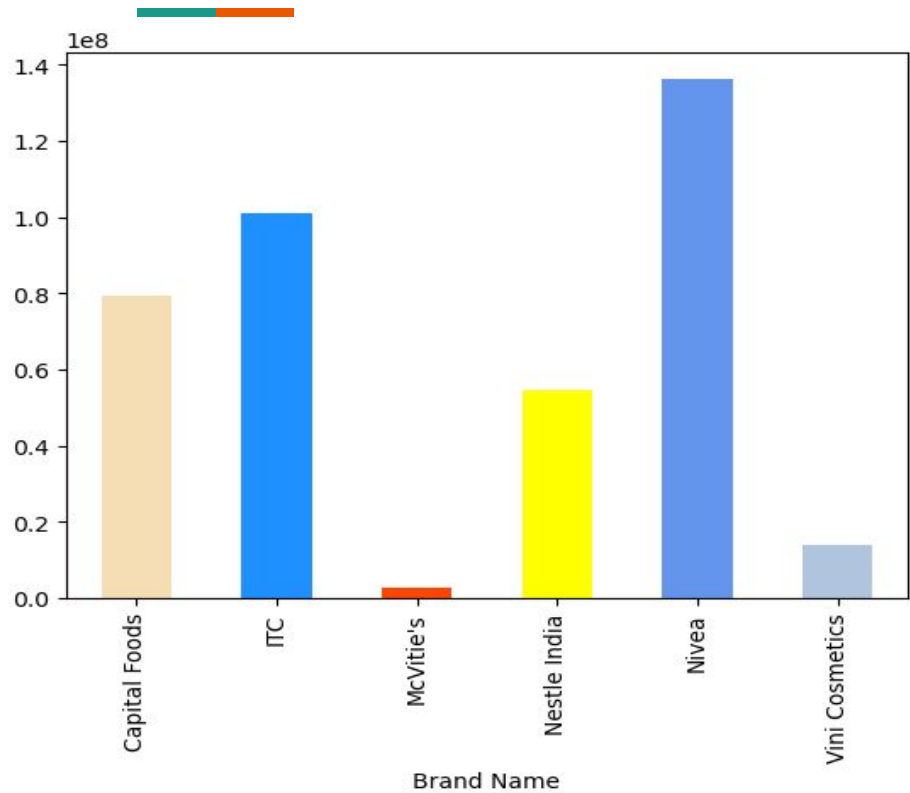
Quarter	Sales Value
Q1	1012540
Q2	1023110
Q3	888060
Q4	946330

Monthly Sales



Invoice Month	Sales Value
January	41931840
February	28539280
March	32668320
April	36968000
May	37538610
June	27536380
July	26556650
August	30922440
September	29614350
October	30296580
November	32661350
December	33283670

Total Sales by Brand in FY 2022



Brand Name	Sales
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Capital Foods	79428150
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ITC	101028200
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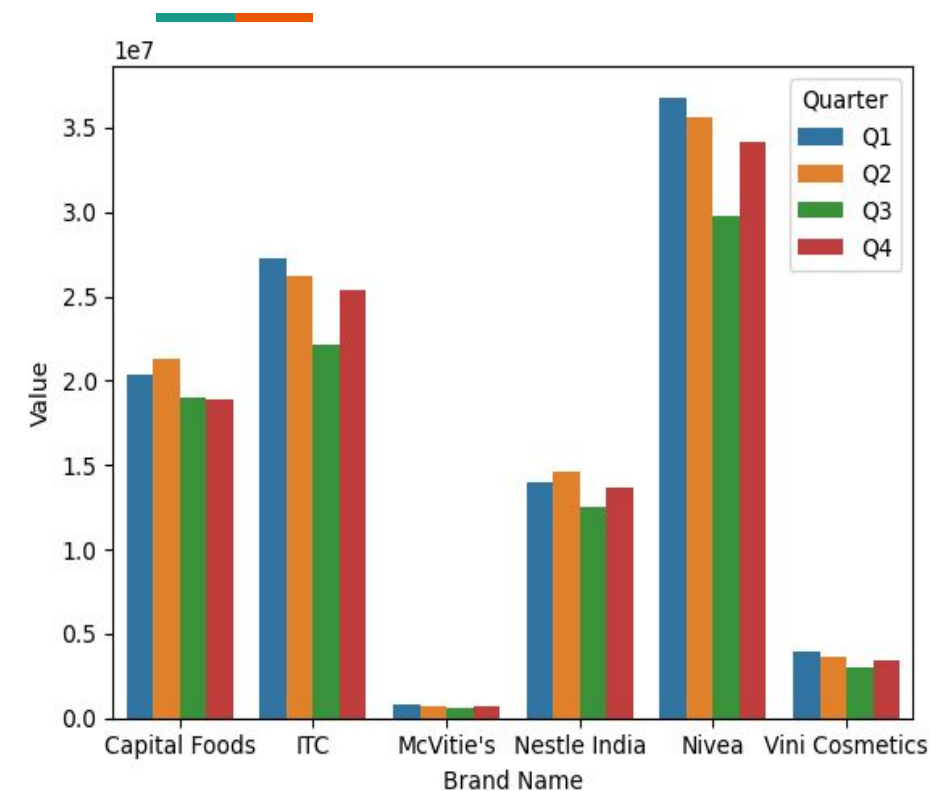
McVitie's	2884250
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Nestle India	54800550
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Nivea	136243000
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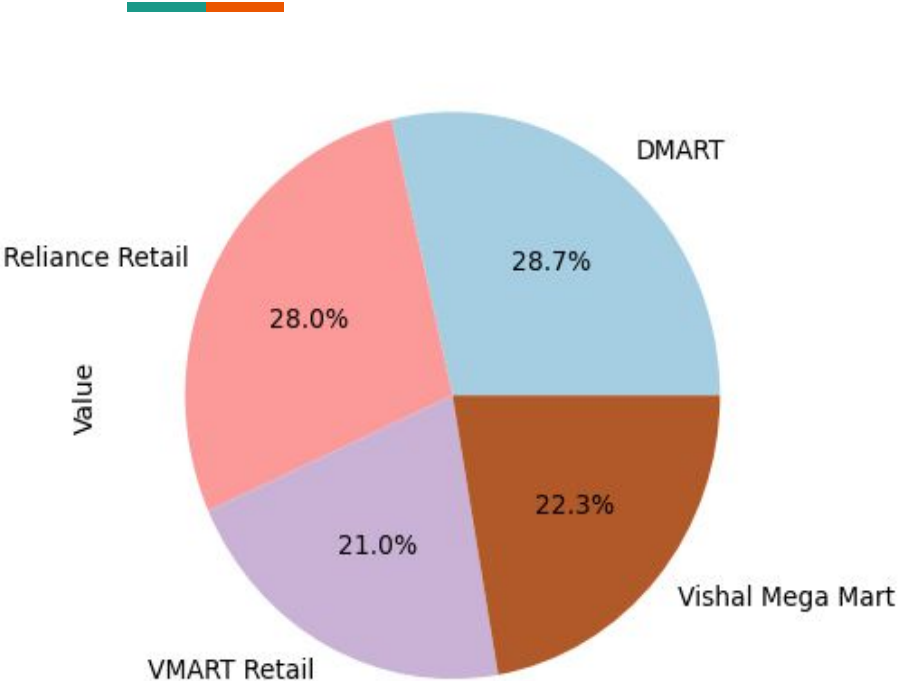
Vini Cosmetics	14133320
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Quarterly Sales by Brands



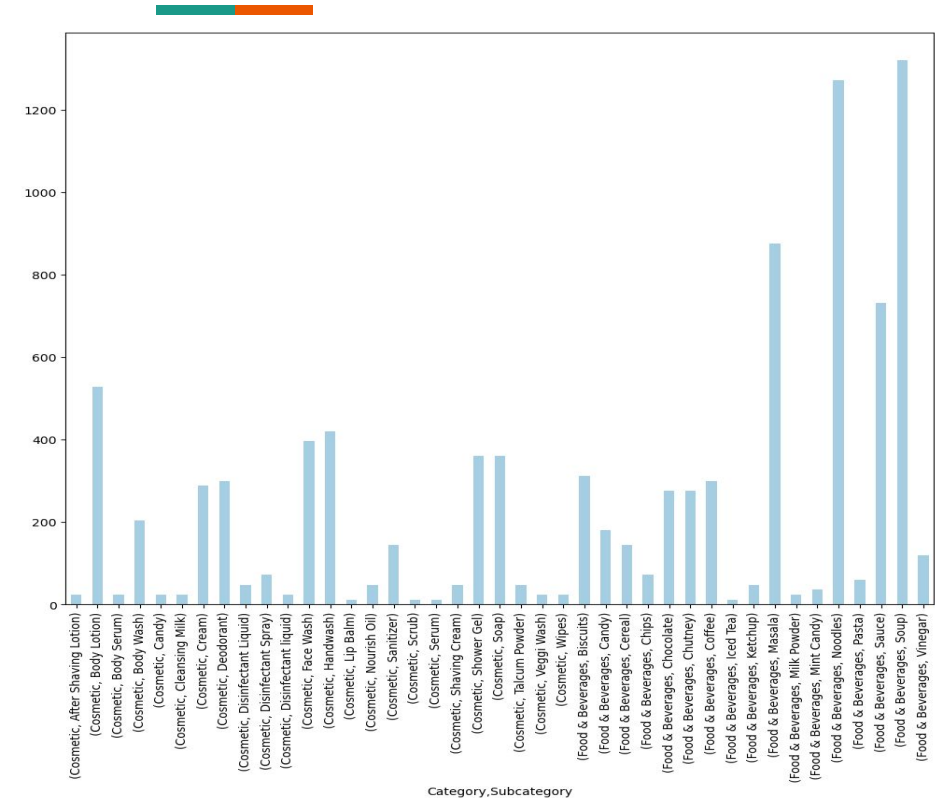
1. The sales of Capital Foods is low in Q3 & Q4 as compared to Q1 & Q2.
2. ITC sales in Q3 is very low as compared to other quarters sale
3. McVitie's overall sales performance is very poor throughout the FY'22.
4. Nestle Q3 sales performance is low.
5. Nivea showed a significant drop in its sale in Q3.
6. Vini Cosmetics showed a poor sales performance as compared to other cosmetics brands.

Retail Buyer Analysis



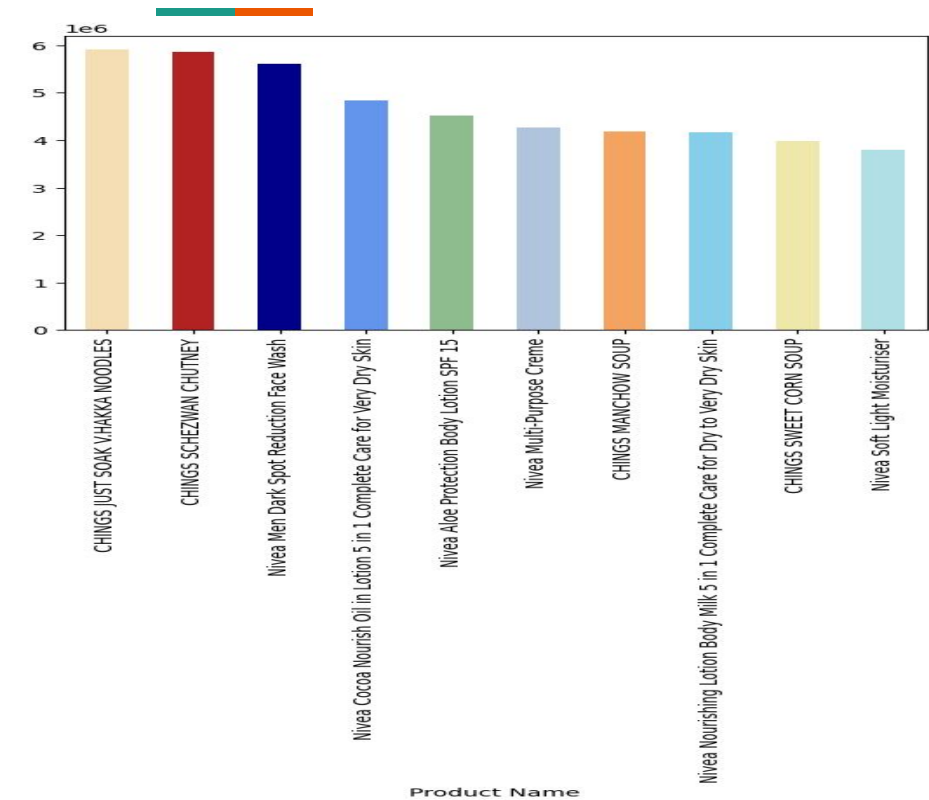
DMART(28.7%) and Reliance Retail(28%) are the biggest buyer contributing almost 56.7% of Total Sales. i.e. almost 22.02 Cr.

Subcategory Sales



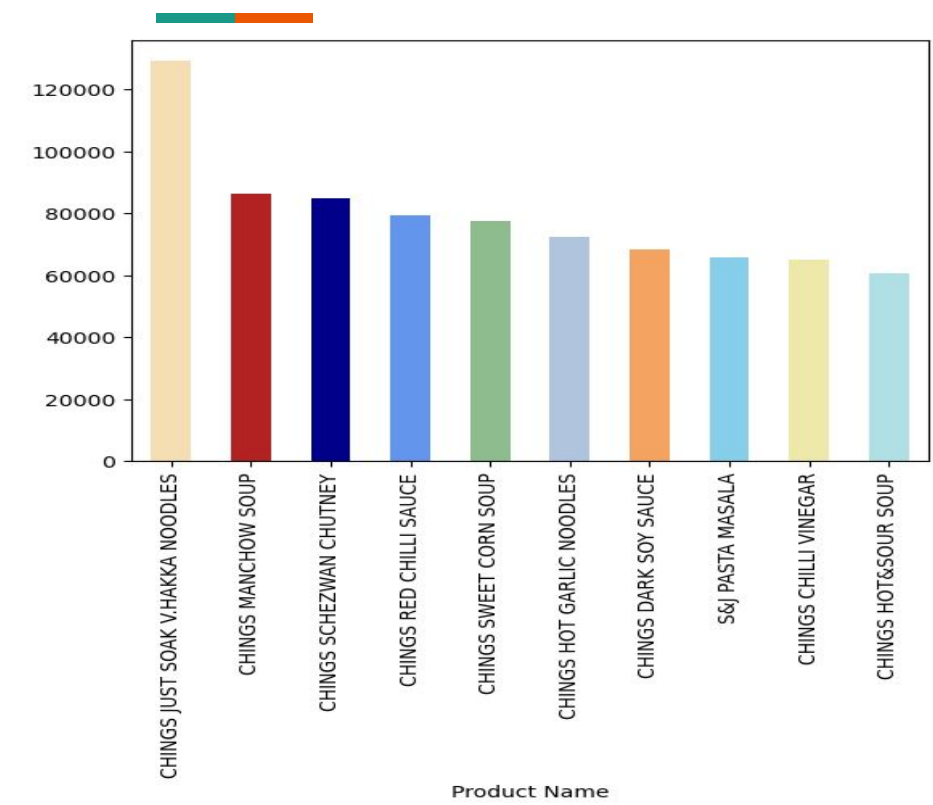
There are so many **subcategories** with poor sales i.e. **unit sold less than 60 units of boxes** for example Body serum, after shave lotion and many more.

Top 10 Selling Products



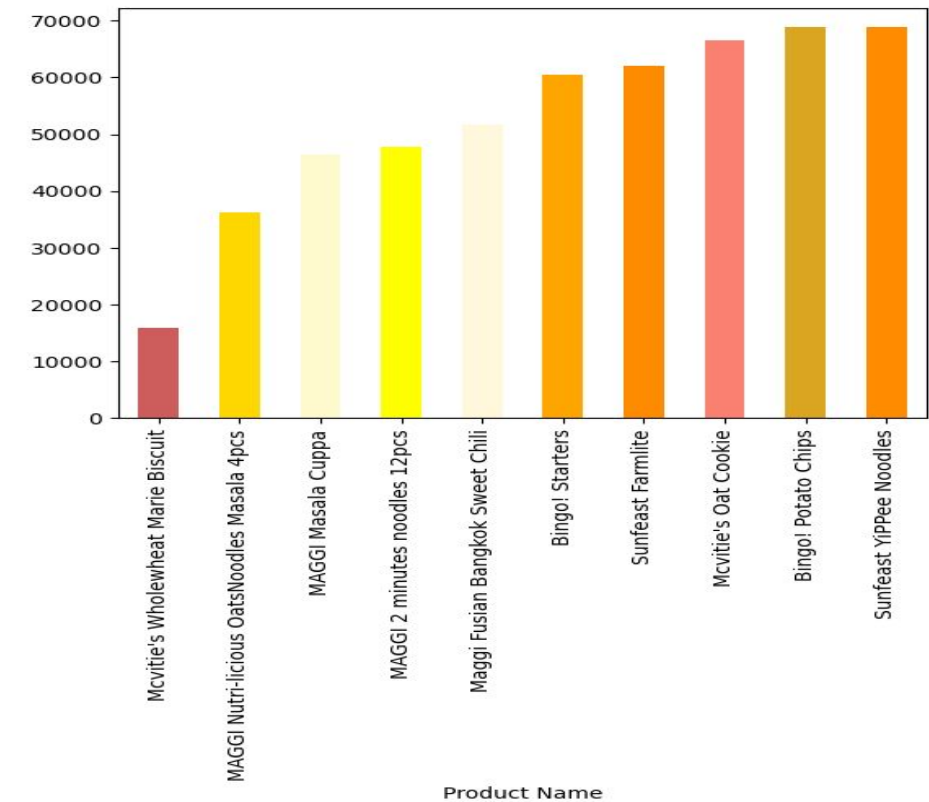
Product Name	Value(in rupee)
CHINGS JUST SOAK V.HAKKA NOODLES	5909200
CHINGS SCHEZWAN CHUTNEY	5856650
Nivea Men Dark Spot Reduction Face Wash	5606000
Nivea Cocoa Nourish Oil in Lotion 5 in 1 Complete Care for Very Dry Skin	4836000
Nivea Aloe Protection Body Lotion SPF 15	4518500
Nivea Multi-Purpose Creme	4269500
CHINGS MANCHOW SOUP	4188150
Nivea Nourishing Lotion Body Milk 5 in 1 Complete Care for Dry to Very Dry Skin	4167000
CHINGS SWEET CORN SOUP	3988200
Nivea Soft Light Moisturiser	3793000

Top 10 products sold unit wise



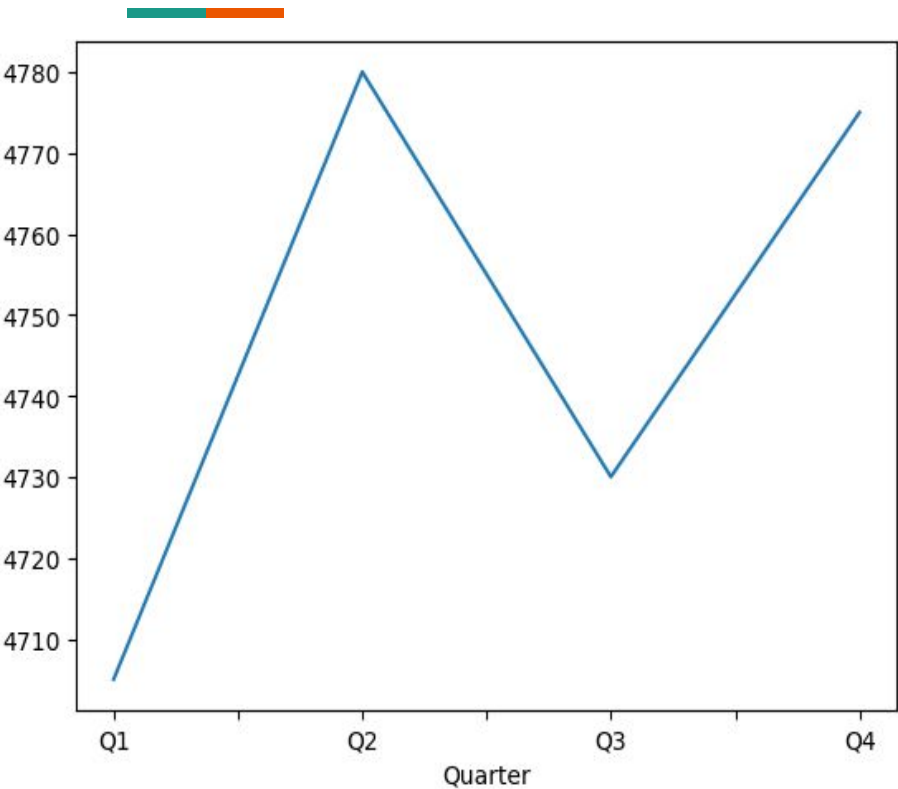
Product Name	Units Sold
CHINGS JUST SOAK V.HAKKA NOODLES	129325
CHINGS MANCHOW SOUP	86355
CHINGS SCHEZWAN CHUTNEY	84920
CHINGS RED CHILLI SAUCE	79375
CHINGS SWEET CORN SOUP	77615
CHINGS HOT GARLIC NOODLES	72510
CHINGS DARK SOY SAUCE	68470
S&J PASTA MASALA	65585
CHINGS CHILLI VINEGAR	64975
CHINGS HOT&SOUR SOUP	60570

Lowest Selling Products



Product Name	Value(in rupee)
Mcvitie's Wholewheat Marie Biscuit	15900
MAGGI Nutri-licious Oats Noodles Masala 4pcs	36300
MAGGI Masala Cuppa	46500
MAGGI 2 minutes noodles 12pcs	47700
Maggi Fusian Bangkok Sweet Chili	51600
Bingo! Starters	60500
Sunfeast Farmlite	62000
Mcvitie's Oat Cookie	66550
Bingo! Potato Chips	68800
Sunfeast YiPPee Noodles	68800

Quarterly Dead Stock



Q2 and Q4 shows the highest amount of Dead Stock Inventory with Q2:4780, Q4:4775 as compared to Q1 & Q3 with 4705 and 4730 dead stock inventory respectively.

Conclusion



1. There is a decrease in quarterly sales in Q3'FY 22 by '-13.19%' w.r.t sales in Q2'FY.
2. June and July are the months with the lowest sales figures i.e. June: 27536380 and July: 26556650 rupees.
3. In Food and Beverages category, Mcvitie's Brand has the lowest sale percentage i.e.'0.75%' of Total Sales.
4. The Total sales of Brands such as Vini Cosmetics, Nestle and McVitie's is low as compared to other brands Need to Increase the sales of Brands Vini Cosmetics, Nestle and McVitie's
5. D'Mart and Reliance retails are the biggest buyers contributing '56.7%' of Total Sales
6. There are so many subcategories with poor sales i.e. unit sold less than 60 units of boxes for example Body serum, after shave lotion and many more. We need to focus on Subcategories with the yearly sales count of less than 60 units of boxes
7. Q2 and Q4 shows the highest amount of Dead Stock Inventory with Q2:4780, Q4:4775.