



Product Performance & Strategic Insights Report



Top Products (Revenue vs. Quantity Sold)

- **Observation:** Some products sell in large quantities but generate low revenue (bulk, low-margin). Others sell fewer units but drive high revenue (premium/high-margin items).
 - **Action Items:**
 - Re-evaluate pricing and promotions for **high-revenue, low-quantity** items.
 - **Optimize procurement** for high-volume, low-margin products to reduce cost pressure.
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Product Category Revenue Analysis

- **Top Performing Categories:**
 - Beverages
 - Dairy Beverages
 - **Weak Categories:**
 - Produce
 - Grains/Cereals
 - **Action Items:**
 - **Promote high-margin underperformers** like Condiments and Seafood.
 - Improve **demand planning** for low-revenue categories.
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ABC Product Classification (by Revenue Contribution)

- **Class A:** Top 10–20% of products = ~90% of revenue.
- **Class B:** Next 15–30% = ~5% additional revenue.
- **Class C:** Bottom 50–70% = minimal contribution.
- **Action Items:**

- **Focus inventory and supplier reliability efforts** on Class A products to ensure revenue consistency.
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Discount Impact Analysis by Product Category

1. Strong Positive Correlation

- **Beverages & Seafood:** Sales increase up to ~20% discount, then slightly decline.
- **Dairy:** Sales improve with higher discounts (notably even with a 0% outlier).
- **Meat/Poultry:** Sales peak around 10% and again near 25%.

2. Weak/Inconsistent Impact

- Condiments, Confections, Grains/Cereals, Produce: No clear pattern; other factors may influence sales.

3. Saturation Point Identified

- Most categories plateau or decline after a ~20% discount.
 - **Recommendations:**
 - Prioritize discount strategies in **Beverages, Dairy, Meat/Poultry, and Seafood**.
 - Avoid deep discounting in **Produce and Condiments**; test alternative promotions.
 - Maintain discount thresholds around **15–20%** to safeguard margins.
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Geographic Sales Contribution

- **Top Markets:**
 - US USA – 31%
 - DE Germany – 29%
- **Growth Potential:**
 - AT Austria – 16%
 - BR Brazil – 14%
 - FR France – 10%

- **Action Items:**
 - Strengthen **logistics in high-growth** areas (Brazil, Austria).
 - Localize inventory in key markets (USA, Germany) for faster delivery.
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Supplier Lead Time Variability

- **Longest Lead Time:**
 - Karkki Oy – >10 days
 - **Shortest Lead Times (~6.3 days):**
 - Lyngbysild
 - Ecrarts Nouveaux
 - Nord-Ost-Fisch Handelsgesellschaft
 - **Action Items:**
 - **Prioritize short lead-time suppliers** for Class A products.
 - **Negotiate or find alternatives** for long lead-time suppliers.
 - Adjust safety stock to mitigate variability risk.
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Supplier Reliability – Late Shipment Analysis

- **Most Unreliable (>6% late):**
 - Tokyo Traders
 - Pasta Buttini
 - Gai Pisturage
- **Most Reliable (<1% late):**
 - PB Knäckebröd AB
 - Zaanse Snoepfabriek
 - Escargots Nouveaux
- **Action Items:**

- Work with **unreliable suppliers** on root-cause fixes.
 - Reward reliable partners with favorable terms or increased volume.
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Shipper Performance

- **All shippers maintain >94% on-time delivery**
 - *Federal Shipping*: 96.39%
 - *Speedy Express*: 95.1%
 - *United Package*: 94.92%
 - **Insight**: Small variation in late delivery rates (3.61% – 5.08%).
 - **Recommendation**:
 - Retain all current shippers.
 - **Prioritize Federal Shipping** for time-sensitive orders.
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Inventory Status Overview

□ Overstock – High Holding Cost Risk

Examples: Rhönbräu Klosterbier, Grandma's Boysenberry Spread, Sir Rodney's Marmalade.

▲ No Reorder Level – Planning Gaps

Examples: Tourtière, Louisiana Fiery Hot Pepper Sauce, Ikura.

✅ Normal Inventory – Balanced Stock

Examples: Northwoods Cranberry Sauce, Gumbär Gummibärchen.

✗ Discontinued – Obsolete Inventory

Examples: Mishi Kobe Niku, Sir Rodney's Scones.

▼ Understock – Urgent Replenishment

Examples: Nord-Ost Matjeshering, Perth Pasties.

- **Recommendations**:

- Reduce overstock through order optimization or promos.
- Define reorder points for all SKUs.
- Liquidate discontinued items.
- Prioritize replenishment of understocked items to avoid stockouts.