



# FMCG Sales and Performance Analysis

## Team Members



Alaa Osama



Mohamed Elsayed

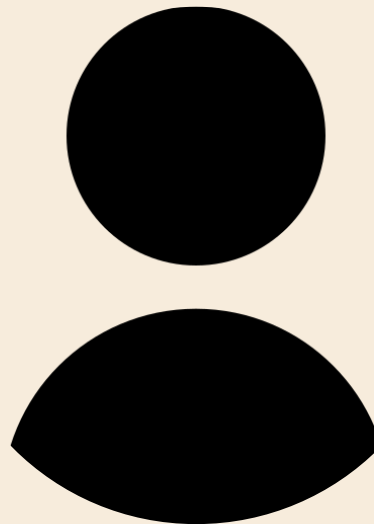


Eman Mekawy

## Team Members



Mohamed Shawada



Mohand Oriby

# The Company and Its Challenges

FMCG Company specializes in fast-moving consumer goods which are sold quickly and relatively cheaply like detergent, soup, shower gel etc.

Before entering the next quarter, the company needs to analyze its sales performance, outlets, and employees to identify strengths and areas for improvement.

# Key Business Questions

## Outlet

1. Which outlets were the most successful and which needed support the most?
2. Which outlet received the most visits?

## Product

1. Which products generate the highest sales?
2. Are there products that are returned at a high rate?
3. Which category generated the highest sales?

# Key Business Questions

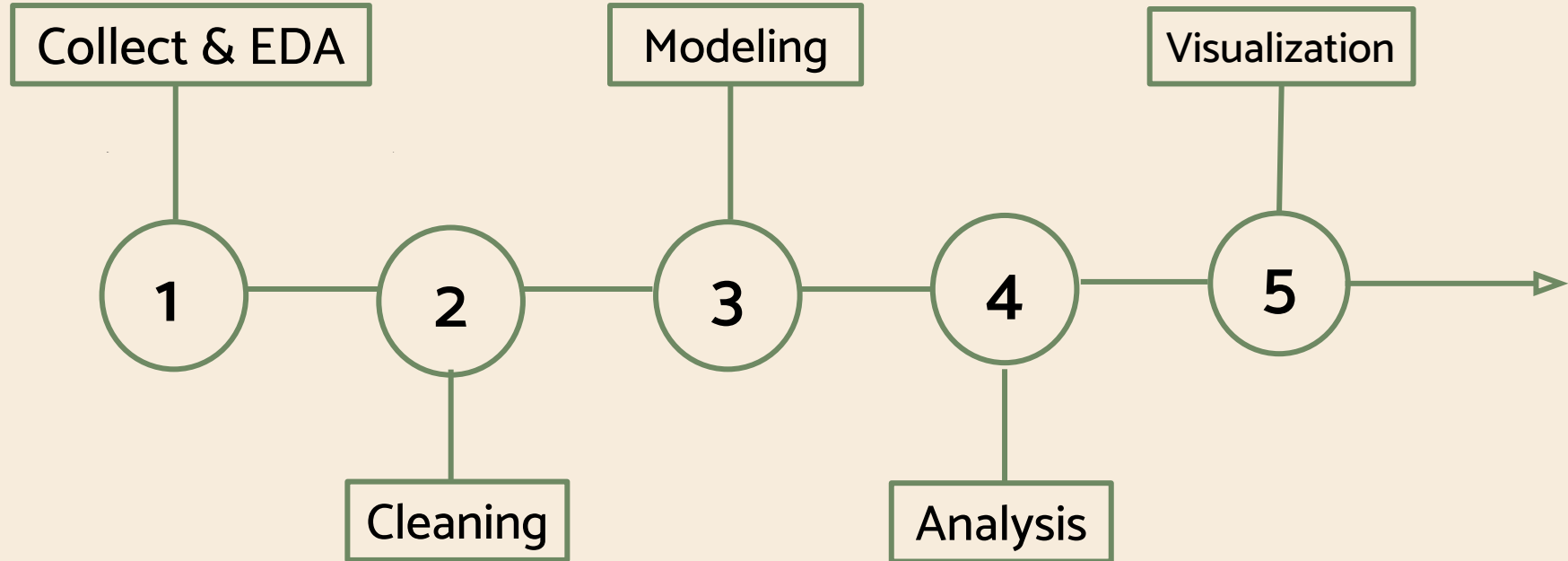
## Person

1. Who are the employees who achieved the highest sales?  
Are there employees who do not achieve the target?
2. Which employee did not meet their target?

## Date

1. Do certain days or seasons affect sales?
2. On which day were the highest sales recorded?
3. On which day did the most visits occur?

# Our Analysis Journey



# Exploratory Data Analysis EDA

## Tables:

- **Sales:** This table captures details of all sales transactions, including the product sold, quantity, and total sale amount.
- **Visits:** This table records the visits made by sales reps to outlets, including timing and sales data.
- **Outlets:** This table stores details about various retail outlets and the salespeople responsible for them.



# Exploratory Data Analysis EDA

- **Warehouse:** This table stores information about the distribution centers or warehouses used for storing and shipping goods.
- **Sales Person:** This table lists salespeople and their relevant information, including their operational areas and the distributor they work for.
- **Targets April 2021:** This table tracks each sales rep's target and their actual sales performance for April 2021.
- **Product:** This table lists the available products, their categorization, and their price details.

# Data Issues

**Negative Quantities**

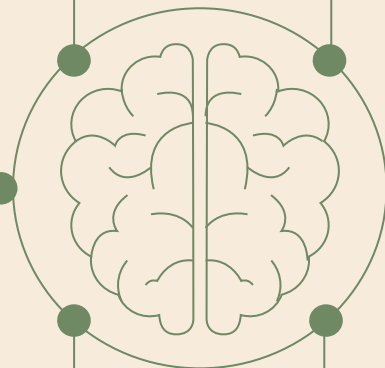
**Inconsistent Outlet  
Type**

**Missing Employee  
Names**

**Variable Data Type for  
Visit Start Time**

**Outlets without  
Proper Names**

**Null Values &  
Unnecessary col  
in Product table**



# Cleaning



Collaborated with the Sales and Operations

Standardized the type

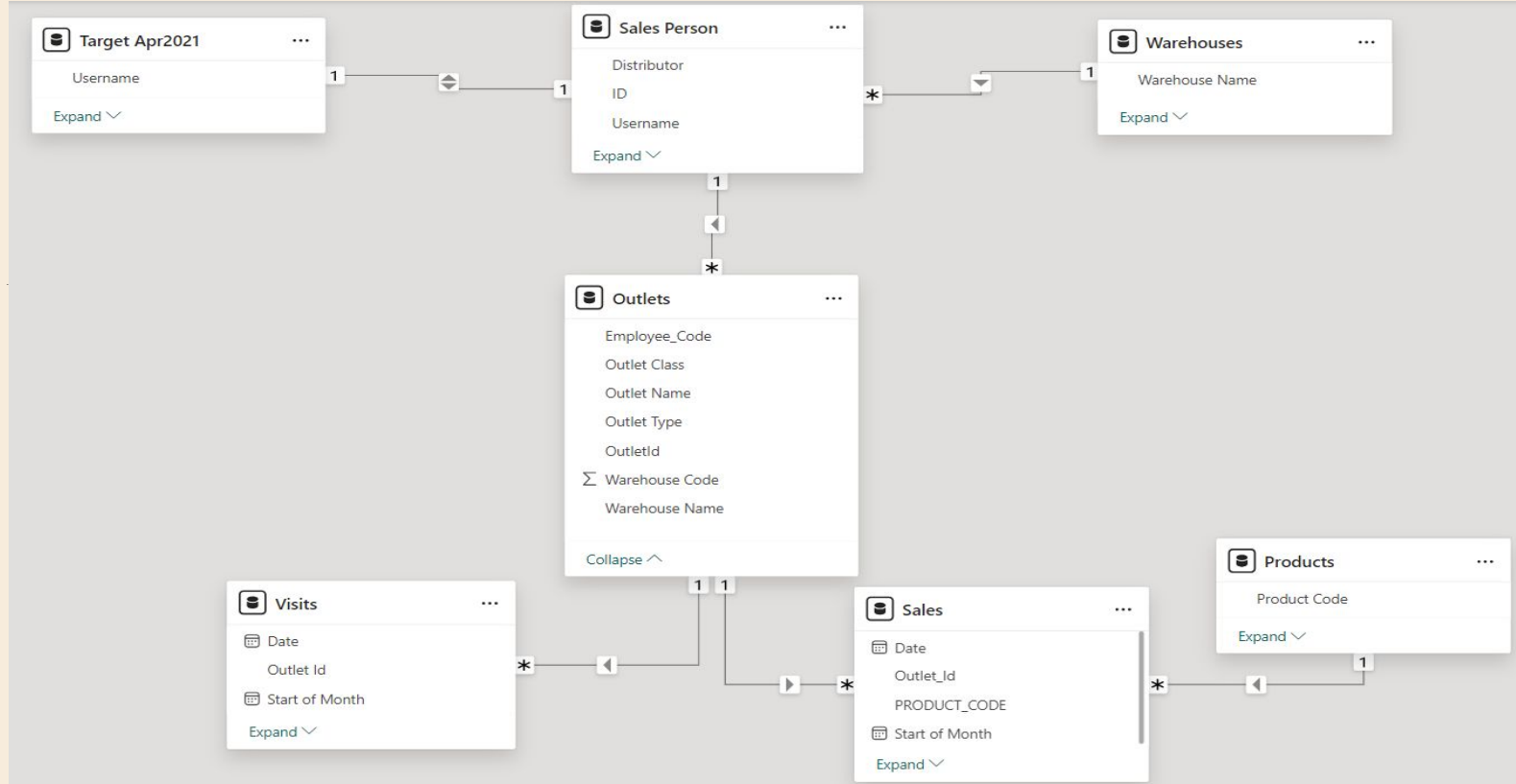
Coordinated with the Human Resources Team

Correct Data Type

Relevant teams to ensure all outlets are accurately named.

Remove NULL values & Unnecessary col

# Modeling



# Explain the data Model

In this project, instead of following a specific schema like Star or Snowflake, we focused on how the business process works and structured our data model accordingly.

We began by understanding the flow of operations:

- The **company's warehouses** stock a variety of products.
- **Sales representatives** are assigned targets and are responsible for collecting products from these warehouses.
- They then deliver the products during their **visits to outlets** across different regions.

Based on this business process, we structured our data to reflect these relationships:

- We linked **warehouse stock** with the **sales representatives**, and their **visits** were connected to the **outlets**.
- This approach allowed us to model the data in a way that closely mirrors the real-world processes of the business, ensuring better insights and accurate analysis.

# Analysis

## Measures

### Average

- ☐ Average Revenue
- ☐ Average Sales Per Visit
- ☐ Avg Visit Time

### General

- ☐ AC Apr 2021
- ☐ Sales Apr 2021

### Percentage

- ☐ Growth Rate
- ☐ Positive Visits %
- ☐ Return Rate %
- ☐ Sales %

## Targets

- ☐ Previous Month Revenue
- ☐ Previous Year Returns
- ☐ Target AC Apr 2021
- ☐ Target Sales Apr 2021

### Time Intelligence

- ☐ MTDRevenue
- ☐ YTDRevenue

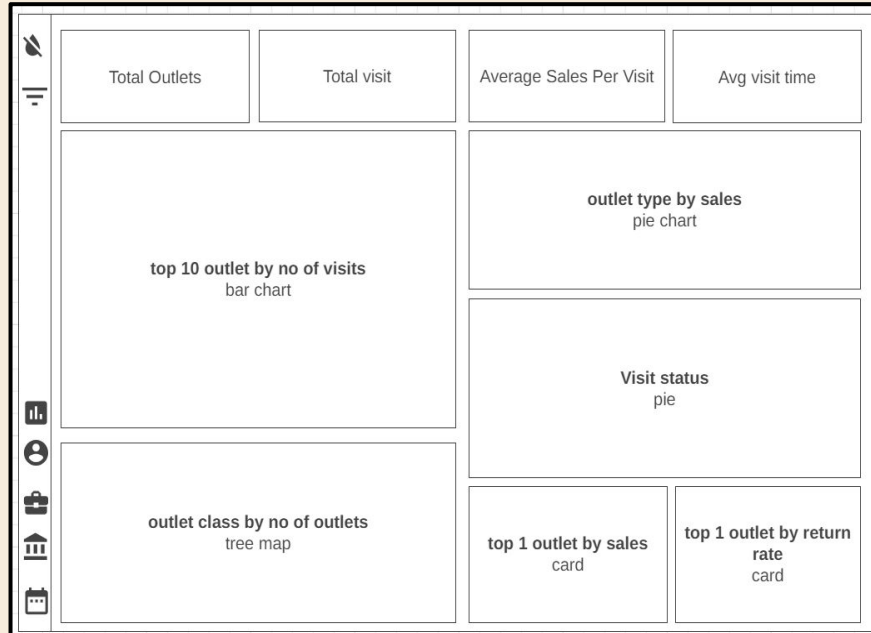
### Totals

- ☐ Number of Employees
- ☐ Positive\_Visits
- ☐ Total Outlets
- ☐ Total Quantity
- ☐ Total Returns
- ☐ Total Revenue
- ☐ Total Visits

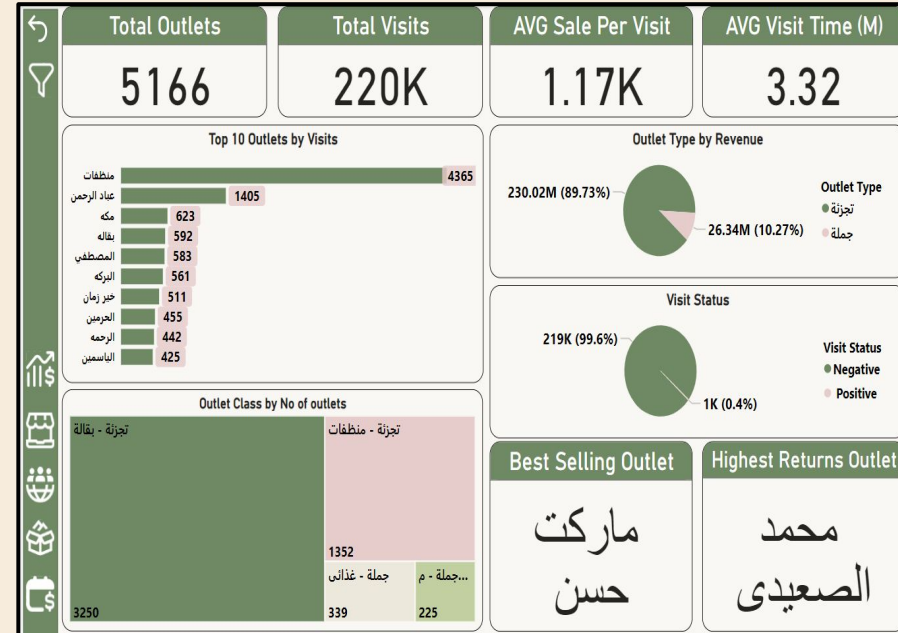
# Visualization



## Dashboard Design



## Dashboard Implementation



## Product Insights

- **Product with Highest Returns:**
  - Soap 115gm - blue 4 pcs 4 EGP Discount.
- **Top Revenue-Generating Product:**
  - Detergent 1L discounted 10%t: Contributed 69 million.
- **Most Frequently Ordered Product:**
  - Soap 60gm - blue.

## Category Insights

- **Highest Sales Category:**
  - Detergents: 66.9% of total sales.
- **Best Performing Month for Detergents:**
  - February: 24.2 million in sales.t.
- **Lowest Sales Month for Detergents:**
  - May: Only 3.6 million.



## Outlet Performance

- **Most Visited Outlet:**
  - المنظفات 4365 visits.
- **Outlet Type:**
  - 89% of total sales come from retail outlets.
- **Top-Selling Outlet:**
  - ماركت حسن.
- **Outlet with Highest Returns:**
  - محمد الصعيدي.

## Employee Performance

- **Top Target Achiever:**
  - Mohamed Hussein: Exceeded his target by 822%.
- **Highest Sales Performer:**
  - Amged: Achieved 26.1 million in sales.

**AC Target is achieved for all salespersons although the financial target is not met for 2 persons**

## Daily Performance

- **Day with Highest Sales:**
  - Monday: Total sales of 47 million.
- **Day with Most Visits:**
  - Wednesday.
- **Best Month for Sales:**
  - March 2020: 28 million in revenue.

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# Thank You