

## Objective:

This assignment is designed to assess your ability to analyze daily sales data and generate actionable insights that can assist the purchase team in making informed decisions. You will use your data analysis and visualization skills to uncover trends, patterns, and anomalies in the sales data

### Top Products by Total Sales:

- Cadbury Perk Chocolate Bar 12 Gms: Total sales of 1910 units
- Maaza Mango Juice - Tetra Pack 135 ml: Total sales of 60 units
- Bisleri Mineral Water 2 ltrs: Total sales of 60 units
- Coca cola zero sugar 250ml: Total sales of 60 units
- Bingo! Original Style Chilli Sprinkled Potato: Total sales of 50 units

These products have high total sales, indicating strong demand. If their current stock level is approaching 10 units or below, consider reordering to prevent stockouts.

Identify products with declining sales that may require reduced purchase quantities:

### Products with Declining Sales:

- To Be Honest Tangy Chilli & Lime Chickpea 110 gms: Sales of 67.5 units
- To Be Honest Purple Sweet Potato with Pani Puri Flavor: Sales of 60 units
- Coca-Cola 250 ml: Sales of 40 units
- Kurkure Masala Munch 82 gms: Sales of 40 units
- Lay's Salt & Pepper Wafer Style Chips: Sales of 40 units

Evaluate the sales trend for these products. If sales have been consistently declining or are below historical averages, consider reducing purchase quantities to avoid overstocking.

### Highlight New Trends Suggesting Increased Demand

#### Products Showing Increased Demand:

- Cadbury Perk Chocolate Bar 12 Gms: High total sales and quantity sold indicate sustained demand.
- Maaza Mango Juice - Tetra Pack 135 ml: High total sales and quantity sold suggest continued popularity.
- Coca cola zero sugar 250ml: Consistent sales and quantity sold indicate stable demand.

Monitor these products closely for further increases in sales or emerging trends. Consider increasing purchase quantities if demand continues to rise.

## Summary

By strategically managing inventory based on sales insights and demand trends, businesses can optimize stock levels, minimize stockouts, and capitalize on emerging market opportunities.