Analyst

Angie aragon sogamoso

Goal

This project is based on a real case of a bakery in the Araucanía region of southern Chile. Although the data used in this analysis is fictitious, the purpose is to analyze how these figures could help build a marketing strategy to boost sales, given their instability.

Initially, the team considered redesigning the website, but it was determined that such changes were unnecessary for achieving the principal goal.

Methodology

Data was collected from 12 months of sales since the bakery has not paid for advertising and only has graphic pieces of their products on Instagram and Facebook. This analysis was conducted using Excel, employing tables and pivot tables, and Tableau for visualizing the calculations to identify improvement patterns. The metrics used were top-selling by category, sales performance by category, revenue comparison with and without promotion, and annual sales comparison with and without promotion.

DATA ANALYZED

1. **Top Selling By Category**

   The categories with the highest quantities were Pizza and Burgers, categories such as Bread, Dessert, Drink, Lunch, and Breakfast also performed well, though not as strongly.

2. **Sales Performance By Category**

   Burgers = $4.628.268

   Drinks = $4.446.763

   Lunch = 4.385.177

   Pizzas = $4.322.073

   Desserts = $4.091.575

   Breakfast = $3.977.076

   Bread = $3.977.076

3. **Revenue comparison with promotion and without promotion**

   You need to see the chart on Tableau.Here

4. **Annual Sales Comparison with promotion and without promotion**

Category	With Promotion	Without Promotion
Breakfast	$1,924,190	$2,129,388
Desserts	$1,940,125	$2,027,118
Burgers	$1,976,490	$2,651,778
Bread	$2,183,764	$1,793,312
Drinks	$2,185,308	$2,261,455
Lunch	$2,250,531	$2,134,646
Pizzas	$2,289,195	$2,032,878

DATA RESULT

1. **Top Selling By Category**

This analysis was based on the quantities of each category because it is often thought that higher quantities lead to more sales.

2. **Sales Performance By Category**

We can see that the categories with the highest sales were Burgers, Drinks, Lunch, and Pizzas, while Desserts, Breakfast, and Bread performed well but not as strongly.

3. **Revenue comparison with promotion and without promotion**

Category	Status	Information
Bread	With promotion	During the 12 months, this category had inconsistent sales. This indicates that the marketing strategy needs to be revised.
Breakfast	With promotion	This category also had inconsistent sales; only the product Croissant experienced an upturn in May.
Burgers	With promotion	Products such as Veggie Burger saw an upturn in October and December, but the Chicken Burger only saw an upturn in December. Revenue was low for all three

		products overall.
Desserts	With promotion	The Brownie had consistent sales throughout the 12 months of promotion, while the Cheesecake and Chocolate Cake had low revenue.
Drinks	With promotion	The Coffee product saw an upturn only in January; in the other months, revenue was low, while other products such as Orange Juice and Tea also experienced low revenue.
Lunch	With promotion	All products in this category, such as Chicken Salad, Soup, and Pasta, had inconsistent revenue except in September, August, November, and December, when sales were somewhat stable due to promotions.
Pizzas	With promotion	The product with the best revenue during the promotion was the Vegetarian Pizza. This indicates that the marketing strategy needs to be revised.

4. Annual Sales Comparison with promotion and without promotion

The categories that see higher sales without promotions are Breakfast, Burgers, and Desserts. In contrast, other categories do not experience very low sales but exhibit more variation in revenue, with promotions being inconsistent over the 12 months. This suggests that the marketing strategy needs to be reviewed and adjusted, particularly considering factors such as seasonality. For a more effective strategy, it would be beneficial to analyze the monthly promotions' impact and align marketing efforts with seasonal trends.

5. Annual Revenue

Total annual revenue $29,904,510

Total month average $2,492,043

Total annual average $4,272,073 - 14.29%

RECOMMENDATIONS

1. Analyze what kind of promotions work in each category and in which season to attract attention with products that appeal to the client.

2. The products could cater to a range of ages, such as a combo of Pizzas for kids, families, and friends, Hamburgers with soda, and other products for special occasions. Promotions could include two-for-one deals, limited-time coupons, etc.

3. Consider paying for advertising on social media with targeted public segmentation and attractive media content.

4. Possible product sales with other businesses in other areas of Chile.

CONCLUSION

Backery Pucón needs to implement strategies based on customer behavior, seasonality, and explore new business opportunities, such as partnerships with other local SMEs. Additionally, improving the store itself could enhance customer experience and drive more sales.