

SALES REPORT



Airchains

Purpose

- ❑ To identify the market strategies to cope with the organisation
- ❑ Deriving meaningful insights from data for triumphant future business goals
- ❑ Establishing interactive relationships within the sales data
- ❑ Creating graphical representations of the targeted areas
- ❑ Conclusion

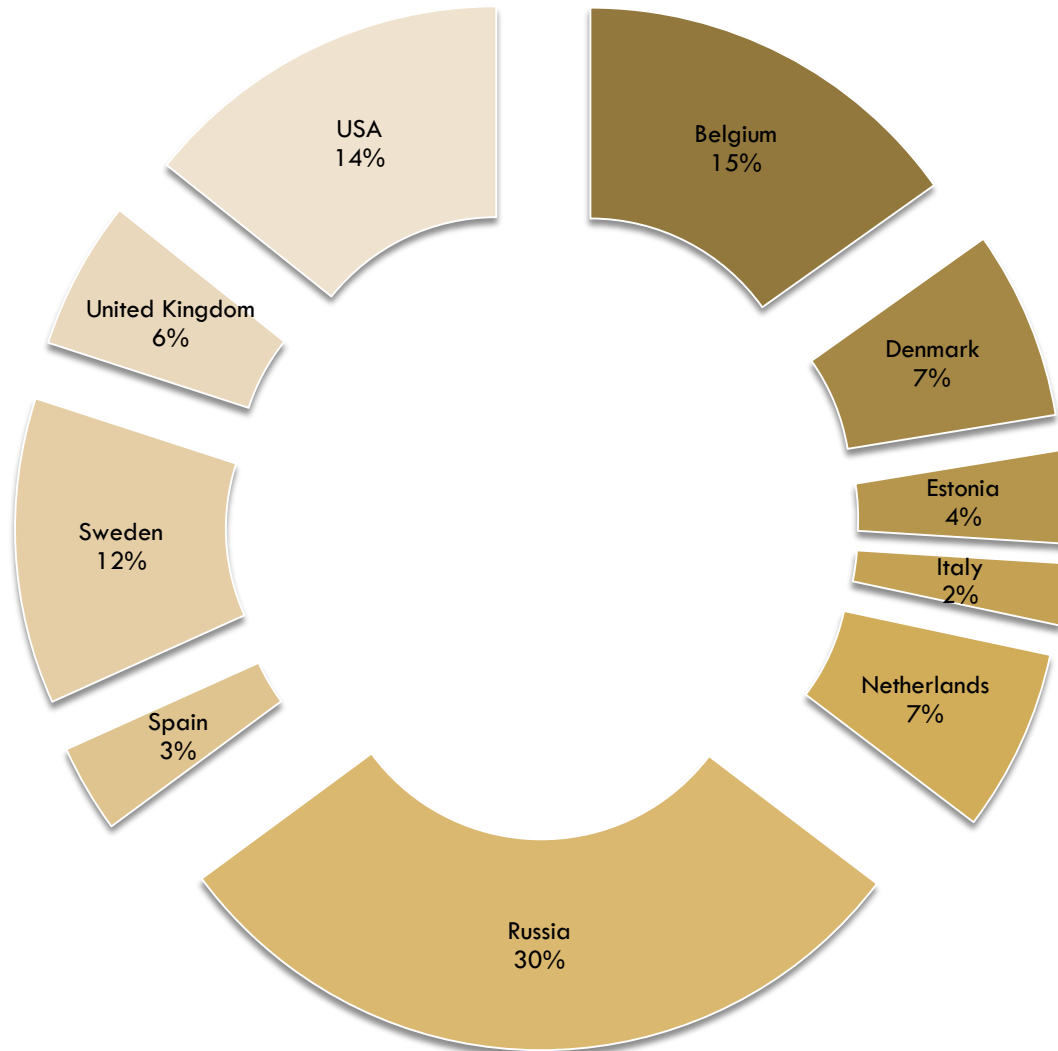
Company Sales Overview

- The company is manufactured 3787 products till date
- Total number of sales vendors in our company are 240
- Our company distributes products in 26 different countries
- We have 157 different retail prices based on country region.

Retail Price on basis of Countries

- Russia accounts for 30% of retail sales, worth \$657704.85
- The Belgium sales were 15% of the product cost.
- With 14%, the United States has the third highest retail price
- The retail price in Sweden was 12%, the Netherlands was 7%, the UK was 6%, and so on

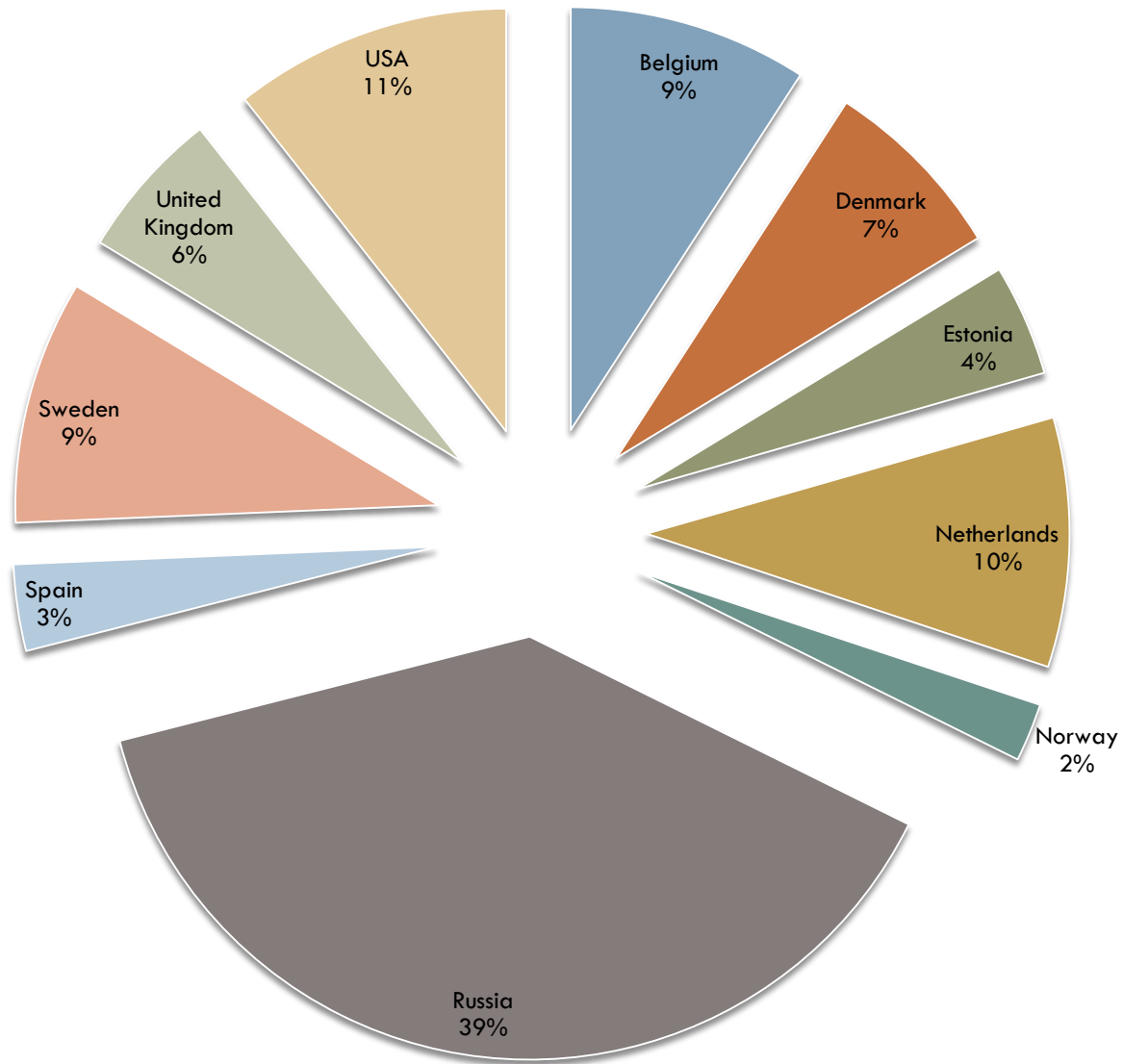
Classification of Top 10 Countries on the Basis of Retail Price



ABV of sales per Country

- Russia contributes the most sales, accounting for 39% of the total value of \$97,97.82
- USA sales are recorded with an ABV value of \$2685.39 and contribute 11% of total sales
- The Netherlands has the third-highest sales (\$2412.6) and contributes 10% of total shares
- Sweden and Belgium contribute 9% of ABV in the form of values. Sweden is worth \$2360.87, and Belgium is worth \$2312.2

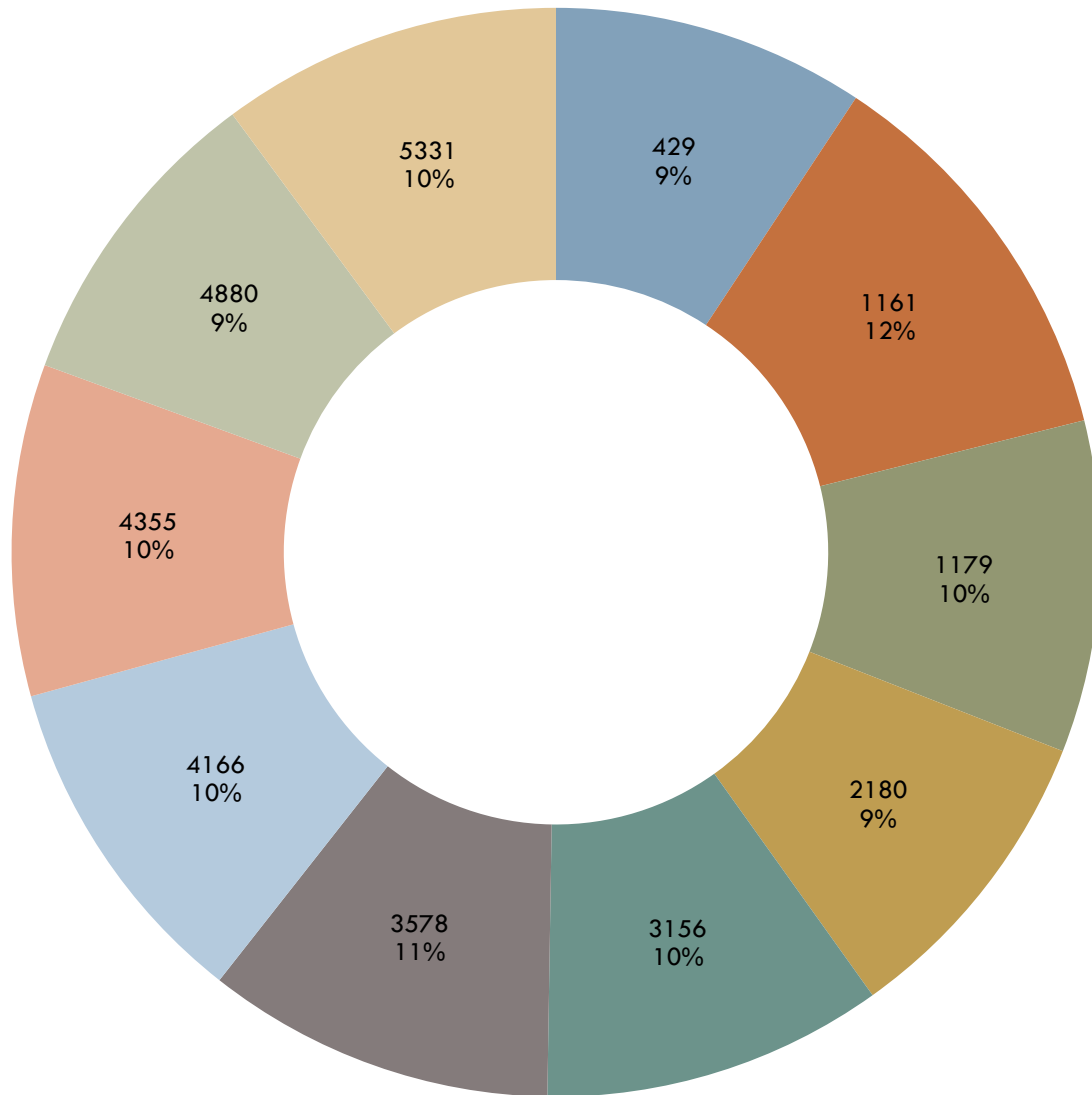
Top 10 ABV per Countries



Vendor with Most Sales


- AF Brew has most sales with 19% of total sales containing the value \$1745.9
- To Ol has second most sales with \$1103.2
- Zagovor sales recorded with \$978.3 and the vendor shares 10% of total ABV
- BrewDog, De Molen , Omnipollo , Bakunin, Jaws vendors contributing with same sales value with 9%
- Pohjala and Brewski vendors contributes 7% of total sales with value \$695.3 and \$680.07
- Increase the retail price in Russia to a certain extent.

Vendors with most Sales



Market Strategies

- Increases our supply chain with vendors like AF Brew and TOOL, who account for 31% of our total sales
- Russia contributes 39% of total sales alone, with \$9797.82, so we should increase production in this particular region
- The top 10 product codes with the most sales are 429, 1161, 1179, 2180, 3156, 3578, 4166, 4355, 4880, and 5331

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- Increase the retail price in Russia to a certain extent.
 - Offering sale promotions in regions with the lowest sales those are Israel, China, and Brazil to boost the volume of sales.
 - Marketing insights can be classified by targeting the above points to gain maximum profit.



THANK YOU

Name : Ankit Sharma

Contact : 998121857

Email address : ankitsharma.as05@gmail.com