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## **Food and Beverages Sales Analysis:**

### **Problem Statement:**

The food sales analysis dashboard is designed to help us better understand how our products are performing in the market. We want to find out which products are selling well and which are not, and see how sales differ across different channels like retail stores, online shopping, and distributors. We'll look at customer buying habits to figure out how often they shop and what they prefer to buy, which can help us keep them coming back. Additionally, we'll examine our profits to see if our costs are too high and if there are ways to improve our pricing. By analyzing seasonal trends, we can predict when demand for certain products will rise, allowing us to stock up accordingly. Overall, this dashboard will give us clear insights to make smarter decisions, improve our sales strategies, and grow our business.

### **Approach:**

1. **Data Collection:** Gather all relevant data from two main sources: the product information, including product categories and names, and sales data, which includes details like sales amounts, dates, and customer information.
2. **Data Preparation:** Clean and organize the data to ensure it's accurate and ready for analysis. This includes checking for missing values, correcting any errors, and making sure that data from different sources can work together smoothly.
3. **Data Analysis:** Use analytical tools and techniques to examine the data. This will involve calculating key metrics like total sales, average order value, and profitability margins, and identifying trends and patterns.
4. **Visualization:** Create a user-friendly dashboard in Power BI that displays important insights through charts, graphs, and tables. This makes the data easier to understand and helps stakeholders quickly grasp the key points.
5. **Reporting:** Generate reports based on the analysis to highlight findings, insights, and recommendations. This will help decision-makers understand the results and take action.

### **Solution:**

The dashboard uses colorful charts and graphs, making it simple to see how products are selling. Instead of reading a bunch of numbers, we can quickly spot trends and important details.

1. **Key Numbers at a Glance:**
  - i) **Total Sales:** You can see that the business made **\$17.91 million** in sales, which helps everyone understand how well things are going.

- ii) Average Sale Amount: Knowing that each sale averages **\$69.9** gives insight into customer spending habits.
- iii) Profitability: A high profit margin of **94%** means the business keeps a large portion of sales as profit.

**2. Breakdown of Sales by Channel:** The dashboard shows sales from different sources:

- i) Retail Stores: Brought in **\$8.7 million** (almost half of total sales).
- ii) Distributors: Contributed **\$6.1 million**.
- iii) Online Sales: Made **\$3.11 million**.

This helps the company see where their money is coming from and where to focus their efforts.

**3. Understanding Products Better:**

- i) Sales by Category: Most revenue comes from food items (\$16.37 million), meaning **food** is the big winner.
- ii) Product Groups: The dashboard points out which specific products (like wheat, oil, and yeast) are performing best, guiding what to promote.

**4. Sales Performance Tracking:**

- i) Top Performers: It highlights the best **salespeople, like Carla Ferriena**, so the company knows who is excelling and can learn from their success.
- ii) Monthly and Quarterly Insights: For example, **October shows the highest sales**, helping the business prepare for busy times in advance.

**5. Cost and Profit Insights:**

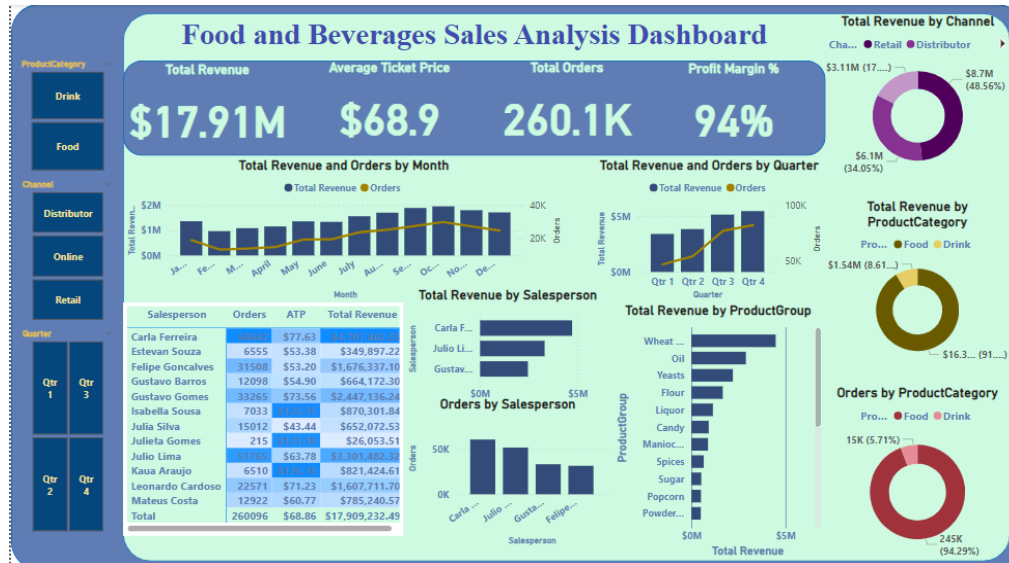
- i) Costs: Each order costs around **\$4.1**, allowing the company to keep an eye on expenses.
- ii) Total Profit: With a total profit of **\$16.8 million**, it's clear that the business is **thriving**.

**6. Opportunities for Improvement:**

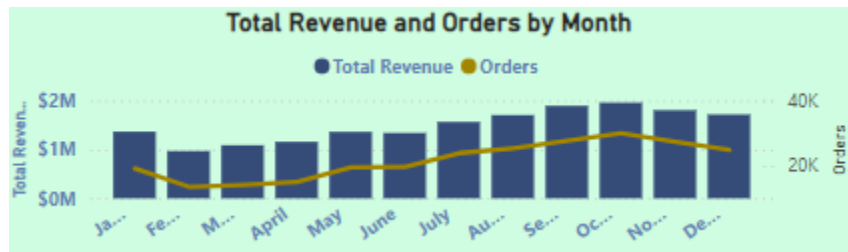
- i) Channel Success: By seeing that retail sales are the highest, the business can invest more in stores, like running special promotions or improving displays.
- ii) Understanding Customers: Looking at how often customers buy and what they buy helps the company make better decisions about inventory and marketing.

## How It Solves the Problem:

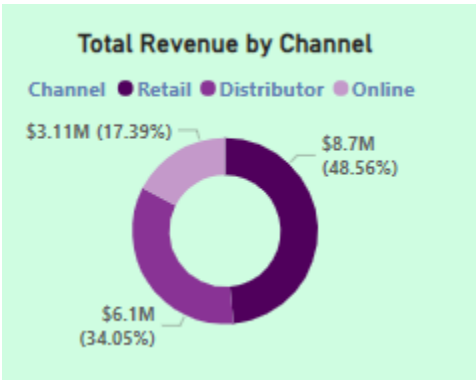
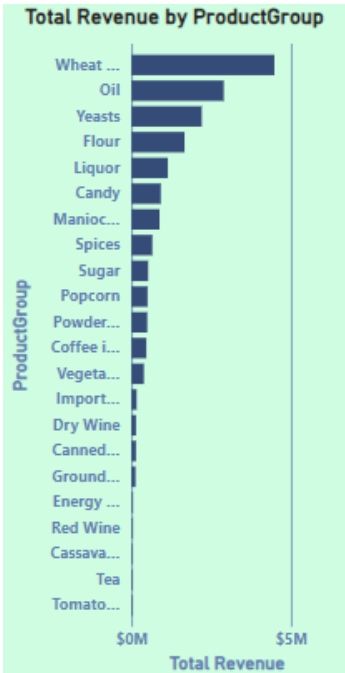
1. **Quick Sales Insights:** The dashboard shows total sales, orders, and average transaction values all in one place, making it easy to see overall performance at a glance.



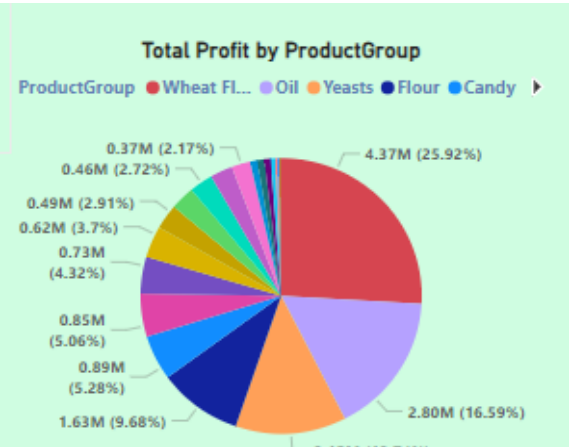
2. **Trend Identification:** By visualizing sales over time, it helps spot trends, like peak sales months, so the business can prepare and stock up accordingly.



3. **Underperforming Areas:** It highlights which products or sales channels aren't doing well, allowing the team to investigate and make necessary improvements.

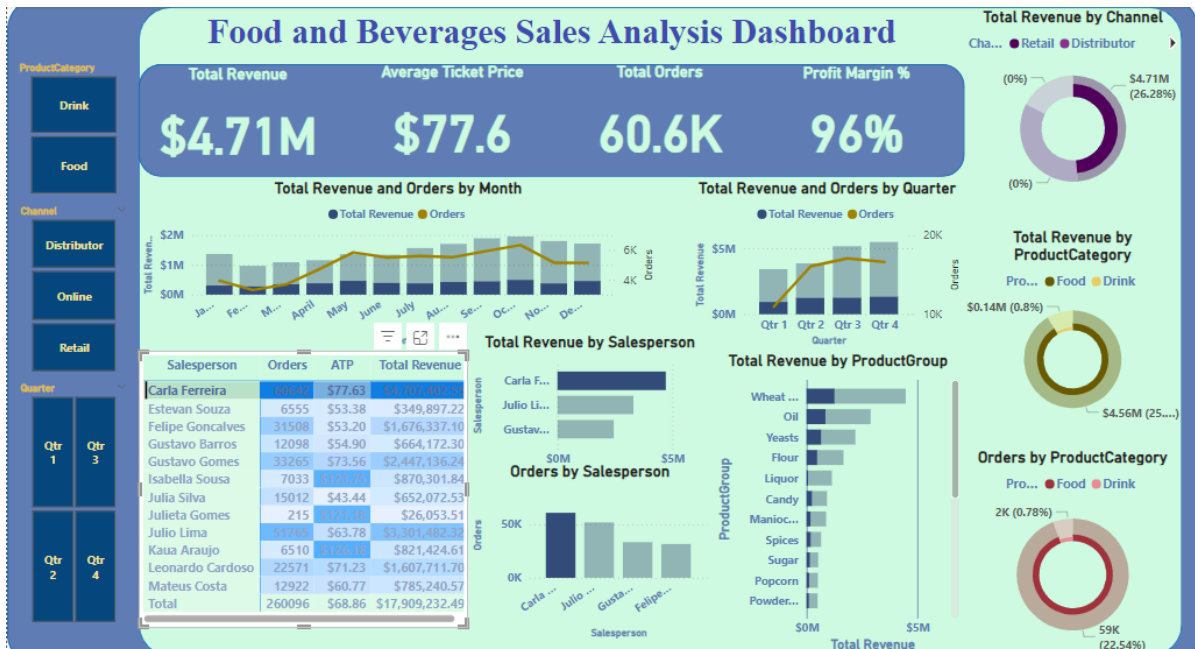


4. **Focus on Profitable Products:** The dashboard reveals which products generate the most profit, guiding the business to promote and stock those items more effectively.

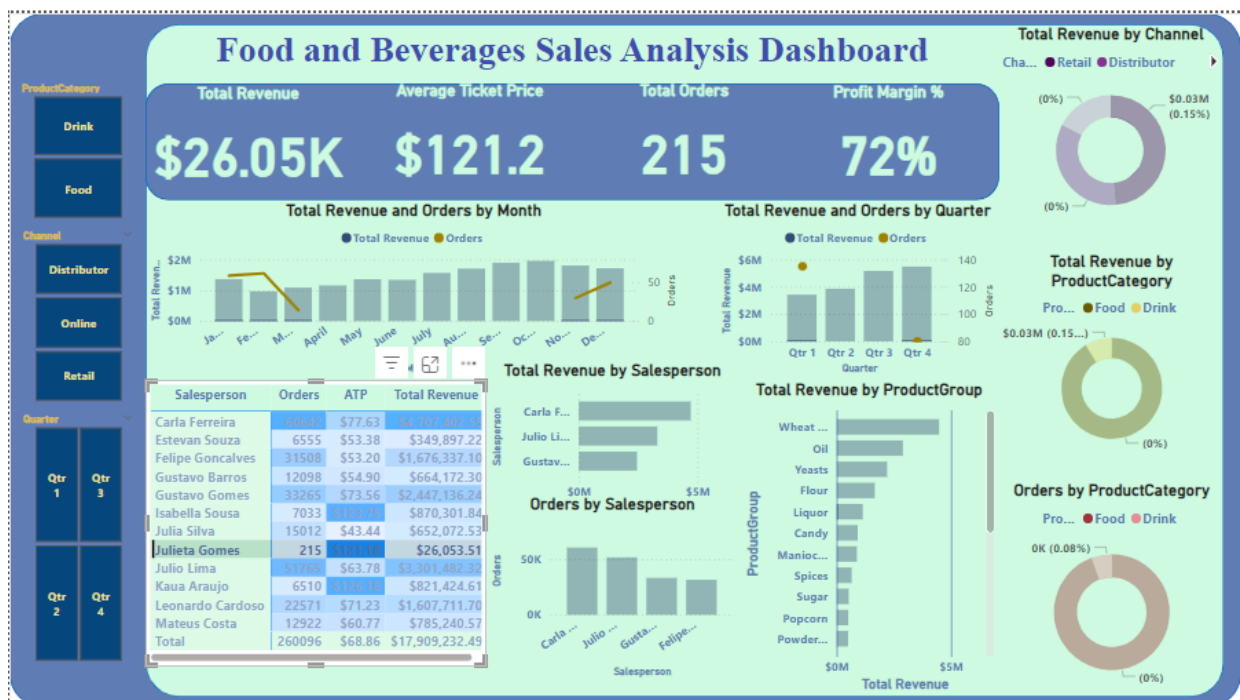


5. **Sales Team Performance:** By showing how each salesperson is performing, the dashboard helps identify top sellers and those who may need additional support or training.

**Carle Ferreira** identifies as the top sellers in **retail sector** and by selling **drinks** as product category in the month of **June** and earns total revenue about **\$4.71M**.

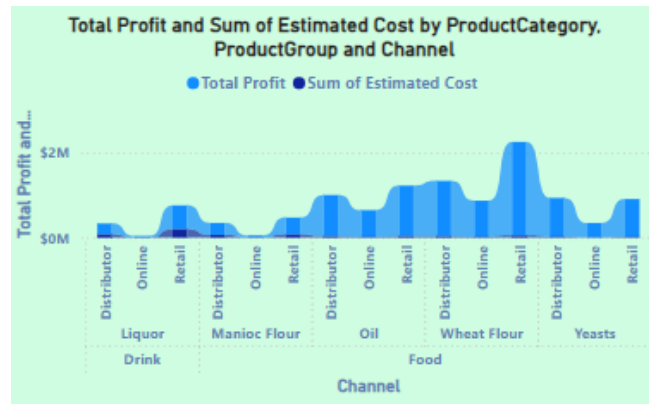


**Julietta Gomes** identifies the least sellers and need more trainings on how to sell more in the seasonal months

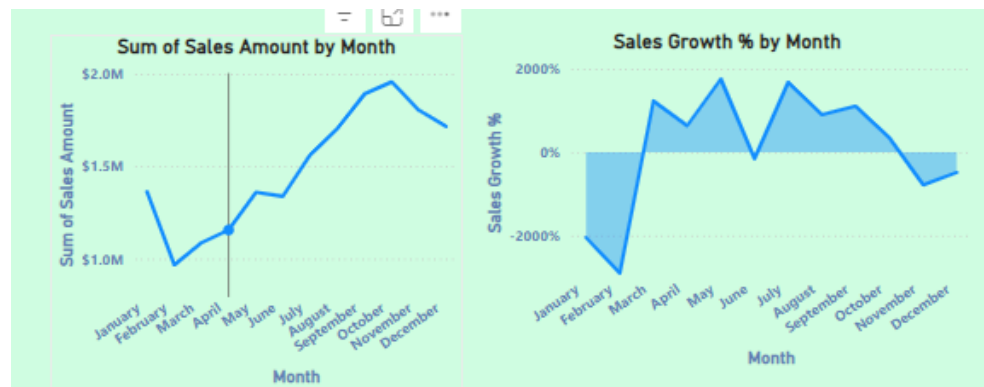


6. **Cost Management:** Tracking estimated costs alongside profits allows the business to identify areas to reduce expenses and improve overall profitability.

This graph helps in clearly visualizing the estimated costs and total profits for top 5 product categories.



This visual clearly illustrates seasonal trends and patterns, helping you identify peak sales months or any declines



### Short Summary:

To improve the business, we need to focus on promoting key products during peak seasons with targeted marketing and competitive pricing. Streamline costs by optimizing inventory and supplier deals, while pushing high-margin products to maximize profit. Keep sales teams motivated with incentives and recognition, while offering ongoing training to boost performance. Use the data analytics to track trends, adjust strategies, and stay customer-focused. This combination of smarter promotions, cost control, sales motivation, and data-driven decisions will drive sustained growth and profitability.