# DATA FIESTA 3.0







#### **TEAM MEMBERS:**



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### **Executive Summary**



#### **TOP 10 INSIGHTS**

### FEATURES, METRICS AND SKUS

INSIGHT 1: Median MSRP of all products is \$68 and the COGS/SKU is \$9.68, registering a gross profit percentage of 83.93%

INSIGHT 2: Total no. of products sold in the last three years is 4.46 million with a 62.57% boom in sales of units between 2017 and 2019

INSIGHT 8: The products classified as 'Core' generated the highest revenue

INSIGHT 9: The highest no. of products sold in the last 3 years were in the Southern and Western US

INSIGHT 10: Highest units selling as well as revenue generating channel is 'Channel 6'

**INSIGHT 3**: **36.3%** of the SKUs are unlisted

**INSIGHT 4**: Unlisted SKUs generated a revenue of **16.08M** in 2017, which dropped to **4.1M** in 2019

**INSIGHT 5**: Revenue generated increased from **\$52.1M** in 2017 to **\$65.60M** in 2019 for all the listed SKUs

INSIGHT 6: Highest grossing months for the past three years were November, March and April

INSIGHT 7: Revenue stream is highest for the products that are sold in Canada, followed by Western and Southern US

TOP 5 PROFIT MAKING SKU

Water Cream
Silk Canvas

Essence

Skin Mist

CHANNEL 3-TSV-JUNE-2018-A305748 LOSS INCURRING SKU

Water Cream

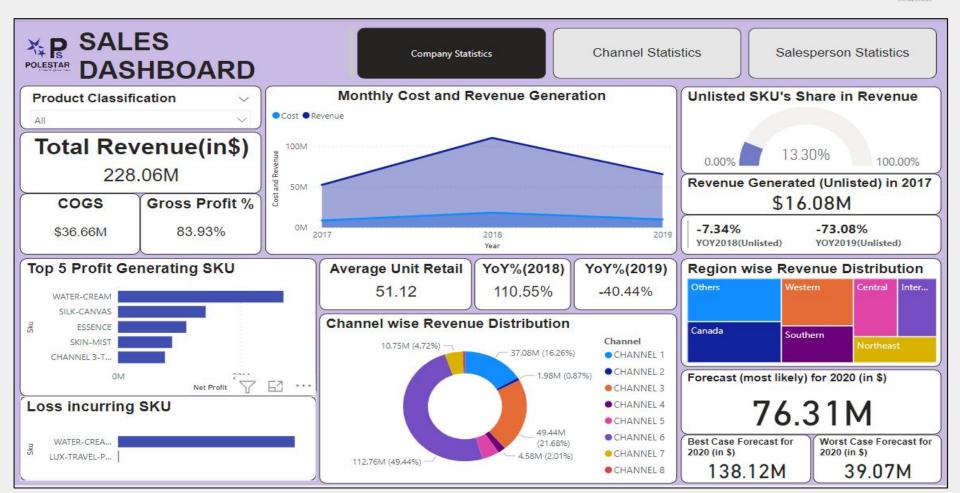
Lux Travel

#### **FEATURES AND METRICS USED**

- Sales forecast evaluated using weighted mean of past 3 years data.
- YoY% to calculate revenue growth
- COGS and Revenue calculated to get an idea of gross margin
- Navigation Pane has been added to switch between pages which are of use to different tiers of people associated with our client.

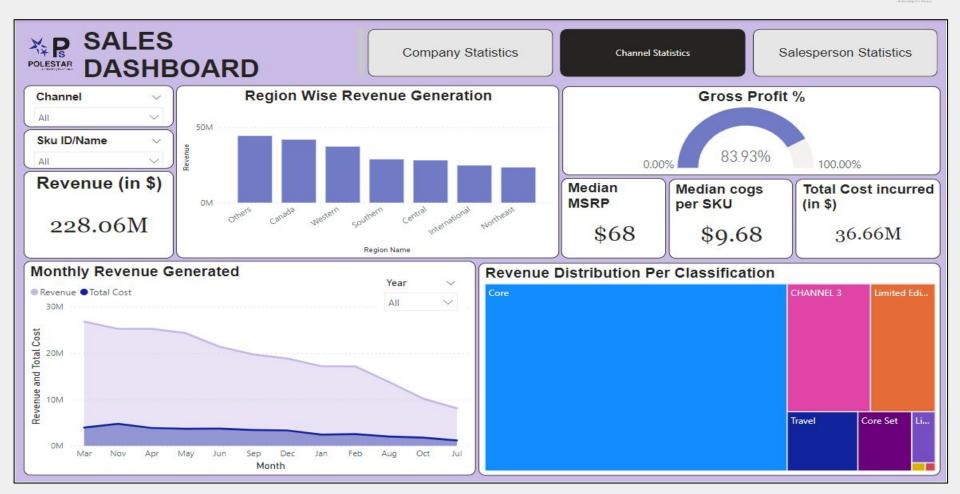
The company statistics including Upcoming years forecast, Revenue, Gross Profit etc., which are of use to the executives can be accessed through this slide of the dashboard.





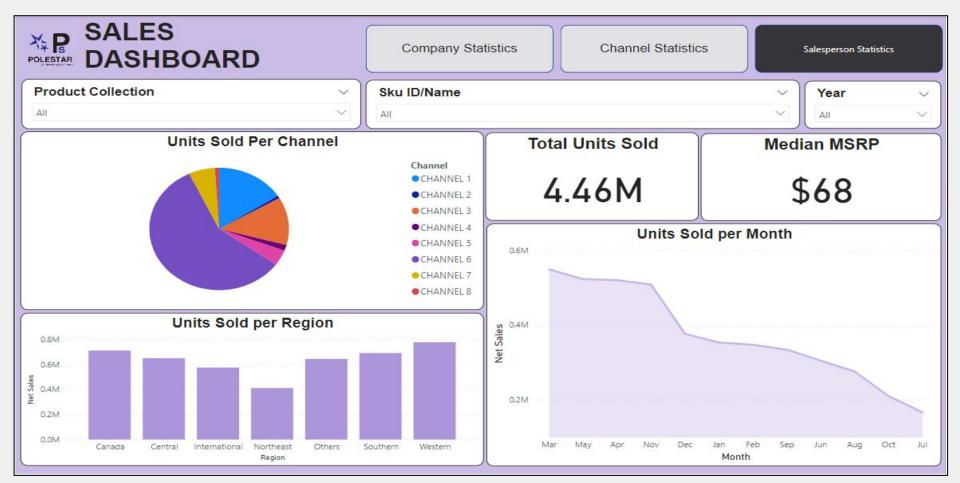
To keep a tab on the channel wise statistics including Channel wise sales, and its global distribution which is of use to the managers, can be accessed through this slide of the





To determine which product, collection and channel to target based on the Monthly, region and yearly statistics, salesperson can use this slide of the dashboard to get an overview of their requirement







# Thank You