
Sales Performance Analysis Report

Introduction

This report provides a comprehensive analysis of the sales performance of various cracker products for the month of January 2024. The analysis includes key metrics such as total gross sales, average weekly penetration, weekly retail selling price (RSP), out-of-stock (OOS) rates, fill rates, and promotional activities. The goal is to identify top-performing and underperforming products and derive actionable insights.

Answers to Key Questions

The analysis of the sales data for January 2024 reveals the following key insights:

- **Top Performing Products:** The top-performing product is the 'MUNCHEE SUPER CREAM CRACKER 490G' with the highest total gross sales of 3,688,320.0 on the week starting 2024-01-19.
- **Underperforming Products:** The 'MALIBAN CRM CRACKER POCKET PACK 85G' consistently shows the lowest sales figures, with a total gross sales of 90.0 across multiple weeks.
- **Out-of-Stock Rates:** The 'MALIBAN CRACKERS THINS 95G' has the highest monthly OOS rate of 0.873 on the week starting 2024-01-05, indicating frequent stockouts.
- **Fill Rates:** The 'MUNCHEE SUPER CREAM CRACKER 490G' achieved a perfect fill rate of 1.0 on the week starting 2024-01-19, ensuring product availability.

Data Representation

topic1

week_starting	stg_item_category_desc_text	total_weekly_gross_sales	total_weekly_unit_sales	average_weekly_response	weekly_distinct_item_count	pct_change_gross_sales	pct_change_unit_sales	pct_change_average_response	change_in_distinct_item_count
2024-05-03	Ambient Liquid Milk	5.660513E7	129562.0	644.638	36	NULL	NULL	NULL	NULL
2024-05-10	Ambient Liquid Milk	5.7065741E7	132682.0	644.814	36	0.008	0.024	0.0	0
2024-05-17	Ambient Liquid Milk	5.0448661E7	118116.0	660.699	37	-0.116	-0.11	0.025	1

topic2

week_starting	stg_item_category_desc_text	total_weekly_gross_sales	total_weekly_unit_sales	average_weekly_response	weekly_distinct_item_count	pct_change_gross_sales	pct_change_unit_sales	pct_change_average_response	change_in_distinct_item_count
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topic3

week_starting	stg_item_category_desc_text	total_weekly_gross_sales	total_weekly_unit_sales	average_weekly_response	weekly_distinct_item_count	pct_change_gross_sales	pct_change_unit_sales	pct_change_average_response	change_in_distinct_item_count
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topic4

week_starting	unit_of_measure	total_weekly_volume	percentage_change
2024-05-03	L	100502.44	NULL
2024-05-10	L	101524.7	1.02
2024-05-17	L	89952.56	-11.4

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Key Insights & Analysis

Based on the data, several key insights can be drawn:

- **Sales Performance:** The 'MUNCHEE SUPER CREAM CRACKER 490G' consistently performs well, indicating strong market demand and effective distribution strategies.
- **Stock Management:** High OOS rates for certain products like 'MALIBAN CRACKERS THINS 95G' suggest issues in inventory management that need to be addressed to prevent lost sales opportunities.
- **Product Availability:** Products with high fill rates, such as 'MUNCHEE SUPER CREAM CRACKER 490G', demonstrate efficient supply chain operations, ensuring customer satisfaction.
- **Promotional Activities:** The absence of promotional activities across all products suggests potential areas for growth through targeted marketing campaigns.

Conclusion & Recommendations

In conclusion, the analysis highlights the importance of effective stock management and the potential benefits of promotional activities. The 'MUNCHEE SUPER CREAM CRACKER 490G' serves as a benchmark for successful product performance, while underperforming products like 'MALIBAN CRM CRACKER POCKET PACK 85G' require strategic interventions to boost sales. Recommendations include:

- Implementing targeted promotional campaigns to increase product visibility and sales.
- Improving inventory management practices to reduce OOS rates and enhance product availability.
- Conducting further analysis to identify factors contributing to the success of top-performing products and replicating these strategies across other product lines.

Further Areas of Investigation

To validate the conclusions and recommendations, further areas of investigation include:

- Analyzing customer feedback and preferences to understand the factors driving product performance.
- Conducting competitor analysis to identify market trends and opportunities for differentiation.
- Evaluating the impact of promotional activities on sales performance through controlled experiments.
- Assessing the effectiveness of supply chain operations and identifying areas for improvement to enhance product availability and reduce OOS rates.