

# DIVINE FOODS INC.SALES PERFORMANCE

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## INTRODUCTION

As a leading innovator in the confectionery industry, Divine Foods Inc. has delighted customers with our delectable range of cookies for over 3 years. This comprehensive analysis delves into key performance metrics and sales trends from the past few months to identify opportunities for growth and optimize our business strategy.

## EXECUTIVE SUMMARY

This report analyses Divine Foods Inc.'s sales performance, uncovering key trends in revenue, product mix, and regional performance. Data-driven insights reveal significant opportunities to boost profitability and customer satisfaction. The findings are valuable for the VP of Sales, VP of Marketing, and CFO to develop targeted strategies.

Data shows higher priced cookies tend to generate more profit, likely because they have higher profit margins. There may be a sweet spot where the price is high enough to ensure good profit margins without discouraging customers from purchasing. Additionally, Mobile City's contribution to profit highlights a key market for focused marketing and sales efforts.

### Report Details

- All personal information was removed from the dataset to ensure compliance with privacy regulations and protect individual privacy.
- Permission was obtained from department managers and the sales team to utilize the data for the intended analytical purpose.

### Data Sources

- While providing a comprehensive view, the analysis is limited using sales data from only the past five months. The data was collected from multiple sources including:
- **Internal Sales Records:** Our internal sales records serve as the foundation for this analysis, providing detailed information on sales transactions, including product types, quantities sold, and revenue generated. These records are maintained within our company's sales and accounting systems.

- **Point-of-Sale (POS) Systems:** Data from our point-of-sale systems is used to track sales at our retail locations and online store. This data includes information such as sales volume and product popularity.

## Data Cleaning

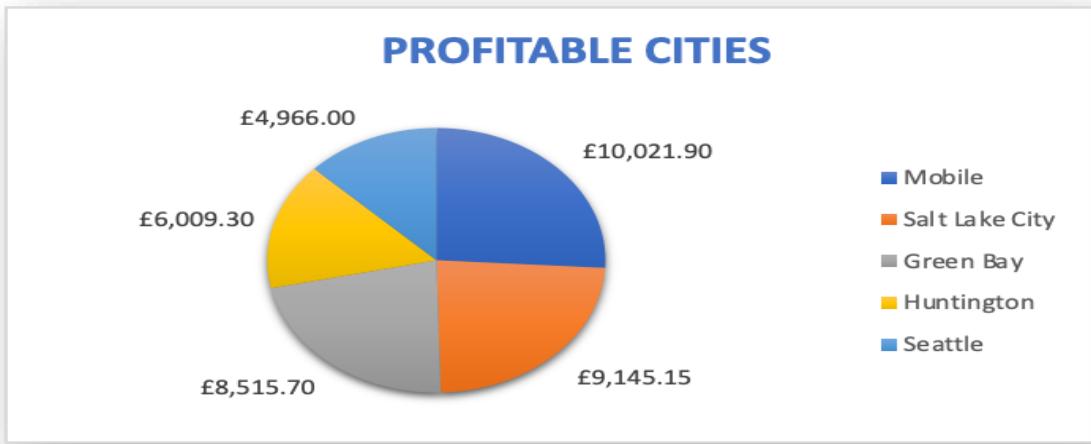
- Date format correction: The "Date" column was converted to a proper date data type.
- Empty row removal: Rows containing missing values across all columns were removed.
- Data standardization: Minor inconsistencies in product names (e.g., "Sugar" cookie) were corrected to ensure consistent data representation.

## KEY FINDINGS

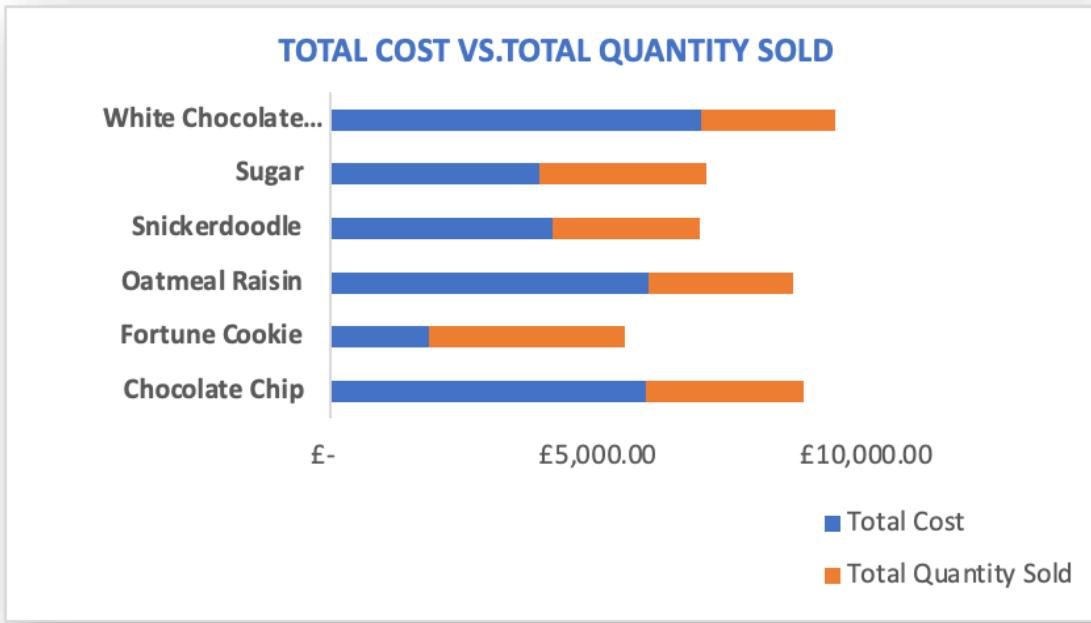
- **Price analysis:** Our data suggests a positive correlation between cookie price and profit.



- **Profitable locations:** Mobile City generates a significant portion (26%) of our overall profit.



- **Product cost vs. popularity:** There's a clear trend of higher sales for lower-cost cookies like fortune cookies.



## CONCLUSION

The analysis of the cookie sales data has revealed valuable insights into consumer behavior, product performance and profitability within our market, underscoring the importance of strategic decision-making informed by data-driven analysis for driving business success.

In conclusion, by leveraging these insights effectively, we can position Divine Foods Inc. for continued success and competitiveness in the dynamic cookie market.

## **RECOMMENDATIONS**

Firstly, our data indicates a positive correlation between cookie prices and total profit. This presents an opportunity for us to strategically adjust pricing strategies to optimize profitability while maintaining customer satisfaction.

Furthermore, Mobile City's significant contribution to our overall profit highlights the importance of this market segment in our sales strategy. By focusing on Mobile City and implementing targeted marketing and sales initiatives, we can further capitalize on the opportunities presented in this lucrative market.

Our analysis also identified the fortune cookie as the most popular product, indicating strong consumer demand for this variety. Conversely, the white chocolate macadamia nut cookie was found to be less popular, signaling potential areas for improvement or marketing efforts to boost sales of this product.

Additionally, the observed relationship between product cost and quantity sold underscores the importance of product pricing and cost management in driving sales and profitability. By carefully managing product costs and pricing strategies, we can optimize revenue generation and enhance overall profitability.

