Background

In this project, I play the role of a Data Analyst for a large grocery company. The company wants to analyze its products, customers, and employees, so it can recognize and nurture high-performing assets. By the end of the project, I aim to answer the following questions:

- What products and product categories are generating the most revenue for the company?
- How might the company identify high-value customers, in order to design a customer retention program?
- Who are the company's top-performing sales representatives?

Findings

The top-performing product for this company is "Bread - Calabrese Baguette" which generated $18.869 million in total revenue. This is followed by "Shrimp - 31/40" ($8.722 million) and "Puree - Passion Fruit" ($18.703 million). Meanwhile, "Confections" is the top-performing category, totaling almost $557 million in revenue. Next comes "Meat" ($492 million), "Poultry" ($440 million) and "Cereals" ($427 million).

In terms of customers, the bulk of customers have spent between $0 and $60,000 and many have spent between $60,000 and $100,000. A very small number of customers (about 700 out of 98,000) have spent more than $100,000. This might be an appropriate group to identify as high-value customers and engage further by offering rewards or enrolling them in a loyalty program.

Finally, ranking sales representatives by sales volume reveals Devon Brewer as the top-performing salesperson with just over $190 million in sales. With this information, the company could implement some sort of employee rewards program or identify realistic sales goals for future time periods.

Conclusion

Depending on the company's needs, they could use the insights from this project to decide on what products to develop further, which customers to engage more meaningfully, and how to reward employees for their performance.