

Outlet Visit Minutes Report

Date:28 OCT 2025

Outlet Name: Safa Out Metha

Visited By: Salman Faris

Department:Data Analytics

Purpose of Visit

To analyze item-wise sales performance, identify reasons for sales drop in specific months, and provide actionable insights to improve product visibility, stock management, and profitability.

Activities Conducted

1. Data Collection and Analysis

Collected detailed reports of items showing zero or low sales in specific months and conducted comparative analysis to identify trends and causes for decline.

2. Staff & Floor Manager Interaction

Met **Mr. Noufal (Floor Manager)** and discussed issues related to non-performing items and overall sales challenges. Interacted with store staff to understand ground-level problems affecting product movement and visibility.

3. Issue Identification & Correction

Identified several items not selling due to display and placement issues. Example: Al Ain Single Bottle showed zero sales — found that the item was not displayed inside the store (only in outer area). The issue was corrected immediately.

4. Model Demonstration and Training

Demonstrated analytical sales and profit contribution models developed for outlet performance tracking and explained how managers can use them to identify high-profit items.

5. Coordination with Purchase Department

Contacted **Mr. Faisal (Purchase Head)** to understand product unavailability and its impact on sales. Shared findings regarding missing or discontinued items and discussed corrective actions.

6. Key Observations

Certain high-performing products (India Gate Rozzana Basmati Rice and Wash Bark Pre Black Tea Powder) previously had strong sales and over 20% GP but are no longer supplied by central purchase. These products were preferred by North Indian customers, and their absence has directly impacted sales. Shared this insight with the purchase team.

Outcome

- Understood how sales performance depends on coordination between outlet, floor management, and purchase teams.
- Identified that there is a communication gap between the purchase team and managers — especially during sales drops or when items are in urgent need.
- Recognized the need for regular communication and timely updates from the purchase team to ensure product availability.
- **Mr. Noufal (Floor Manager)** mentioned that the central team faces delays — for example, when a list of promotional items is given, it sometimes takes around two days for the items to reach the outlet.
- Understood key discussion points to be taken up with the purchase team to improve sales efficiency and ensure faster response times.
- Gained better understanding of the sales flow and how model-based insights can help managers and staff make better decisions focused on profit-contributing items.