5-Months Revenue Analysis Report

"Los Puche" Grocery Store

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Introduction

- The following report is meant to acknowledge the current products and categories that gave the **highest revenue** from 01 July until 30 November of 2022

- The methodology used is **descriptive statistics**

- **Tables**, **bar** graphs and **line** graphs will be implemented for easy understanding

- The tools used are: **MySQL**, **Python**, **Pandas**, **Matplotlib** & **Seaborn**

The company

- The grocery store "Los Puche" is a **retail family business** operating since 17 May 2017. Our products are not only **everyday food** or drinks but also **bureaucratic services** related to government and citizens

- Since last November the grocery store is partnering with the local *post office* offering posting services, and thus, giving the business an **extra income and exposure** to the public

- After incorporating **digital bookkeeping** and **business intelligence** into our daily operations, the average daily revenue **increased by 17.2%** in the past 5 months

Data analysis

- Monthly percent change and revenue over time.

- Identify the **top 5 products and categories** by revenue.

- Look for the **5 least sold** products of these categories by their revenue.

- **5 least sold** categories by revenue.

- Deeper analysis: top 5 products and categories during **weekdays** and **weekends**.
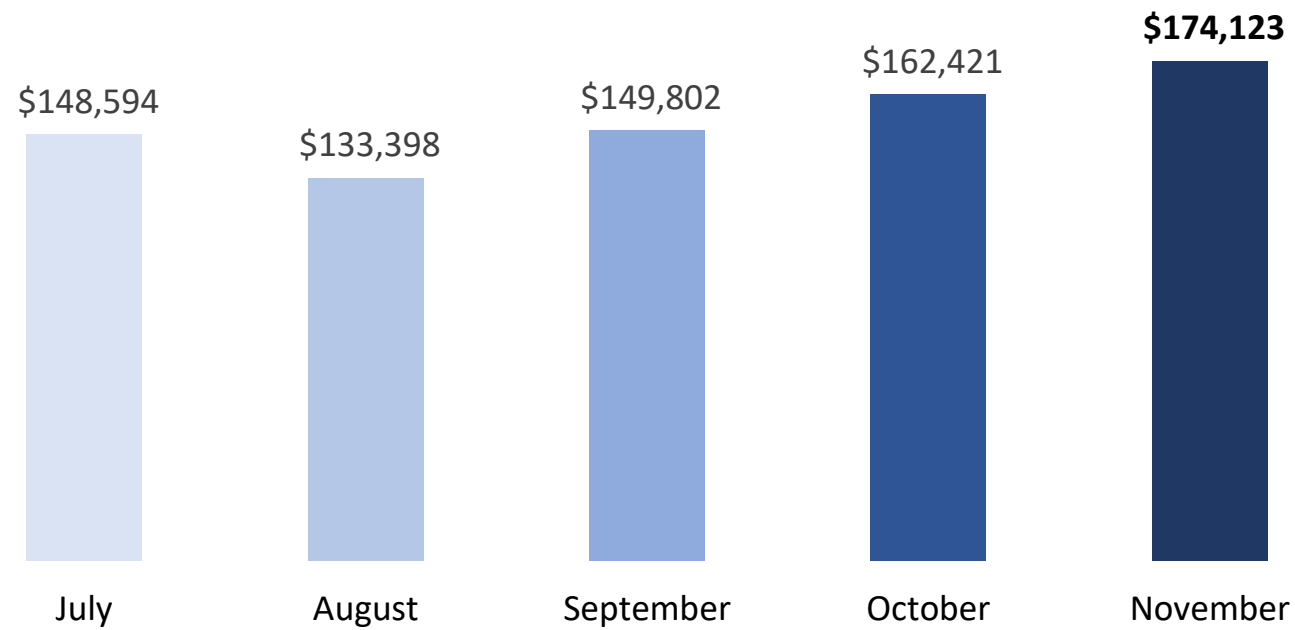
Monthly percent % change

July	$	148,594	100% ▲
August	$	133,398	-11% ▼
September	$	149,802	11% ▲
October	$	162,421	8% ▲
November	$	174,123	7% ▲

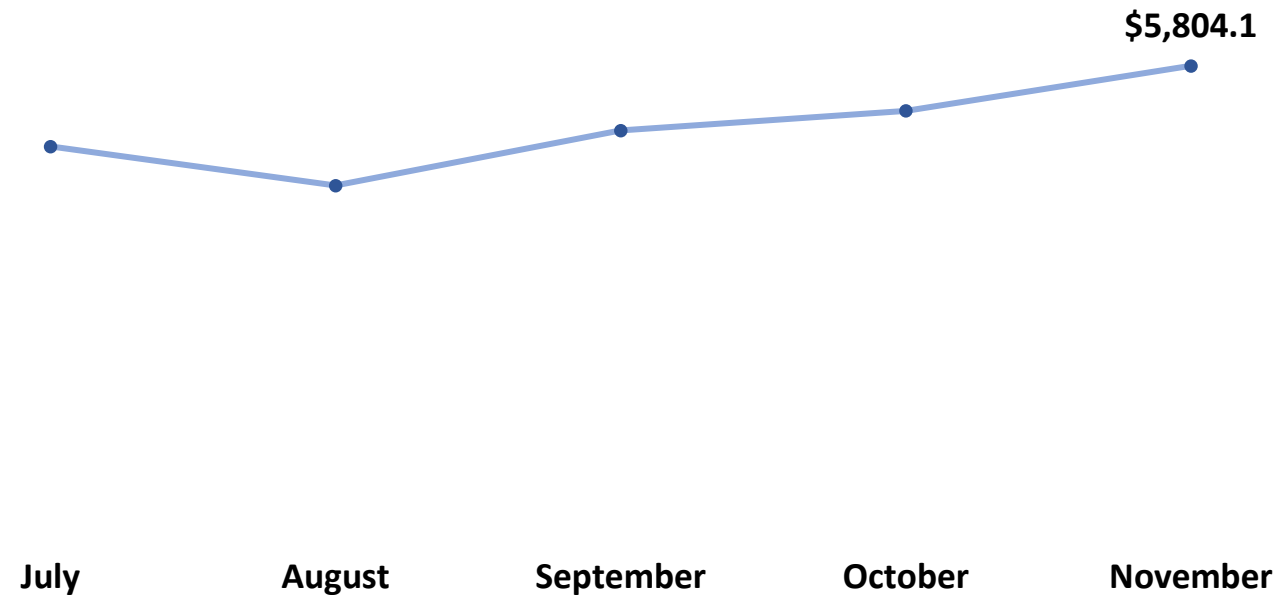**Average percent change** over time is **4.42%**

Revenue over time

Total **monthly revenue** in ARS $ from July-November 2022

Revenue over time

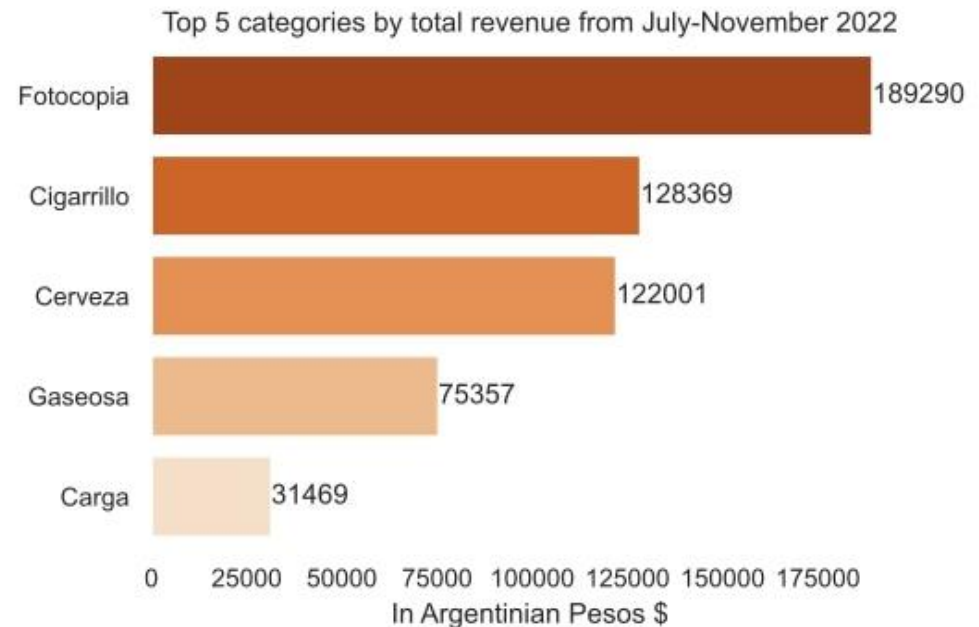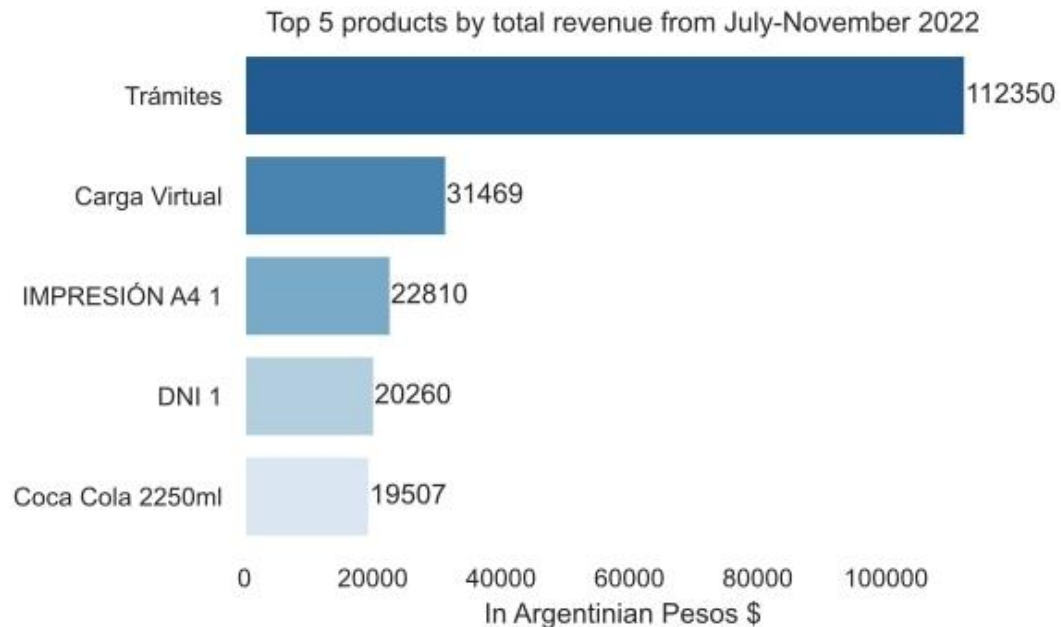**Average daily revenue** from July to November 2022

$5,804.1

July   August   September   October   November

- The diagram shows the average daily revenue with an increase of **17.2%** from July to November 2022

Top 5 products & categories by revenue

Top 5 products by total revenue from July-November 2022

Product	Revenue
Trámites	112350
Carga Virtual	31469
IMPRESIÓN A4 1	22810
DNI 1	20260
Coca Cola 2250ml	19507

In Argentinian Pesos $

Top 5 categories by total revenue from July-November 2022

| Category	Revenue
Fotocopia	189290
Cigarrillo	128369
Cerveza	122001
Gaseosa	75357
Carga	31469

In Argentinian Pesos $

- Three of the most sold **products** by revenue (left) corresponds to **bureaucratic services**: *Trámites* [government services], *IMPRESIÓN A4* [A4 print] and *DNI* [ID print]. These products fall under *Fotocopia* category [copies], listed in the right diagram

- The 2ⁿᵈ, 3ʳᵈ and 4ᵗʰ **category** are *Cigarettes, Beer* and *Soft drinks* respectively (right)

5 least sold products of top categories by revenue

5 least sold products of top categories by total revenue from July-November 2022
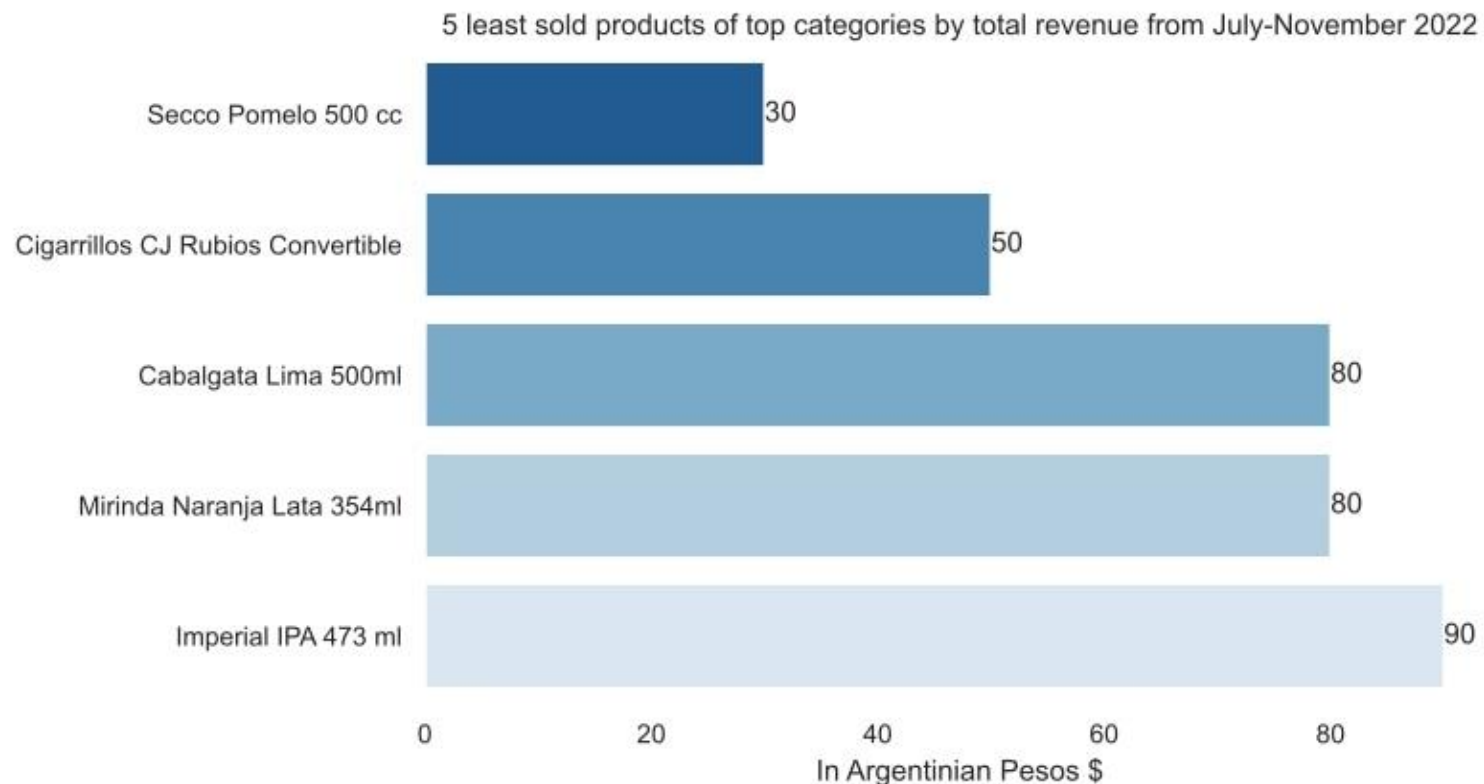
The least sold products of the top 5 categories are **beers**, **cigarettes** and **soft drinks** that are new in the grocery and need more exposure

5 least sold categories by revenue

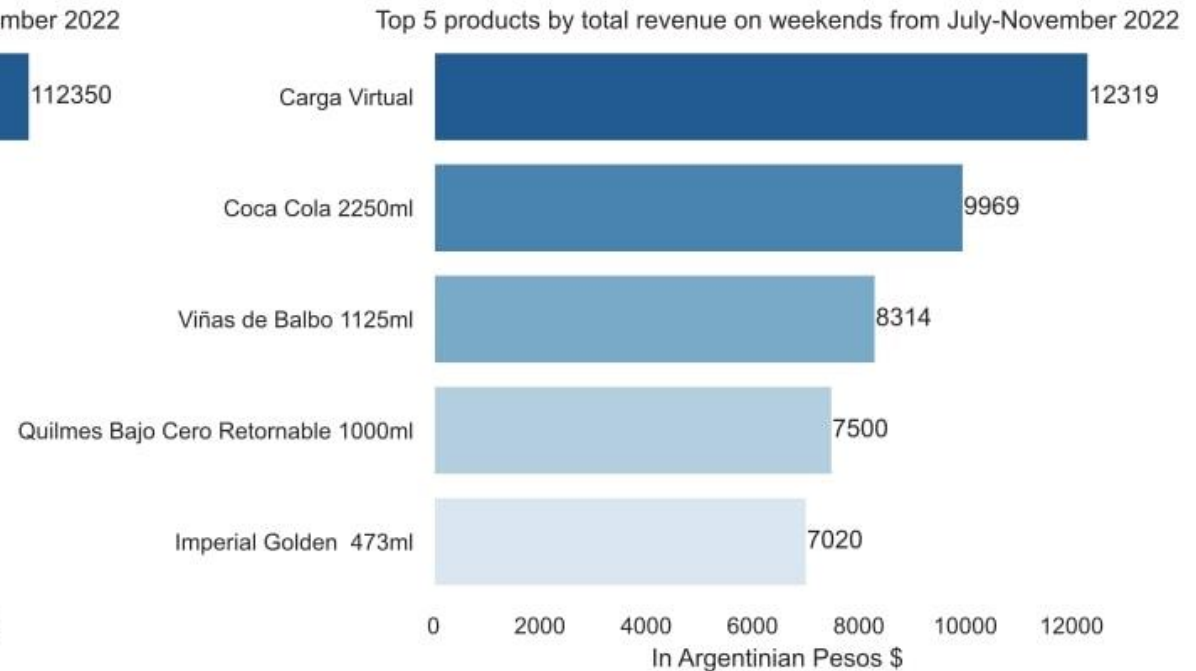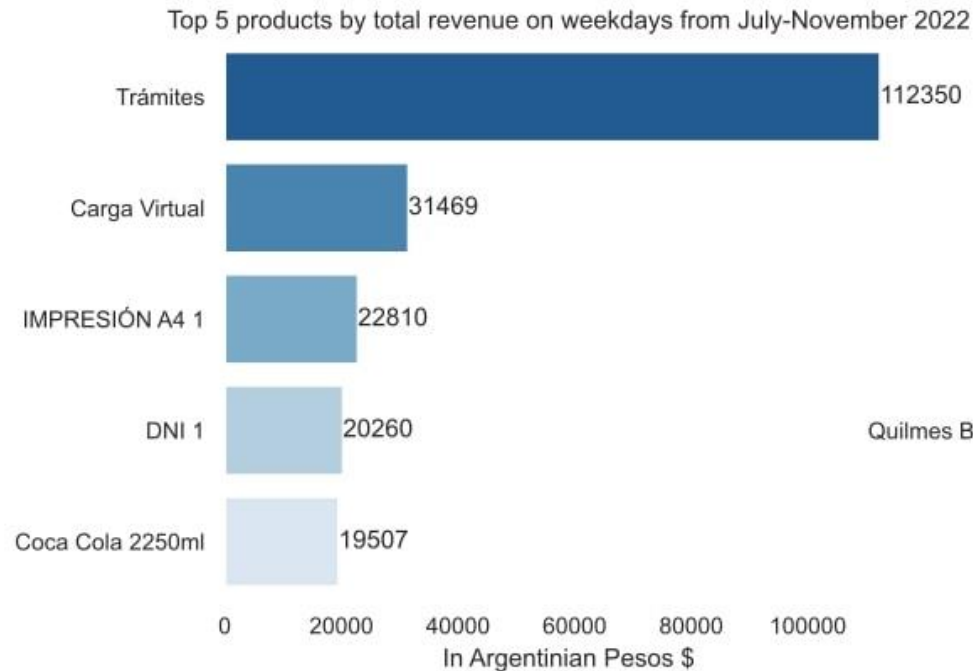5 least sold categories by total revenue from July-November 2022
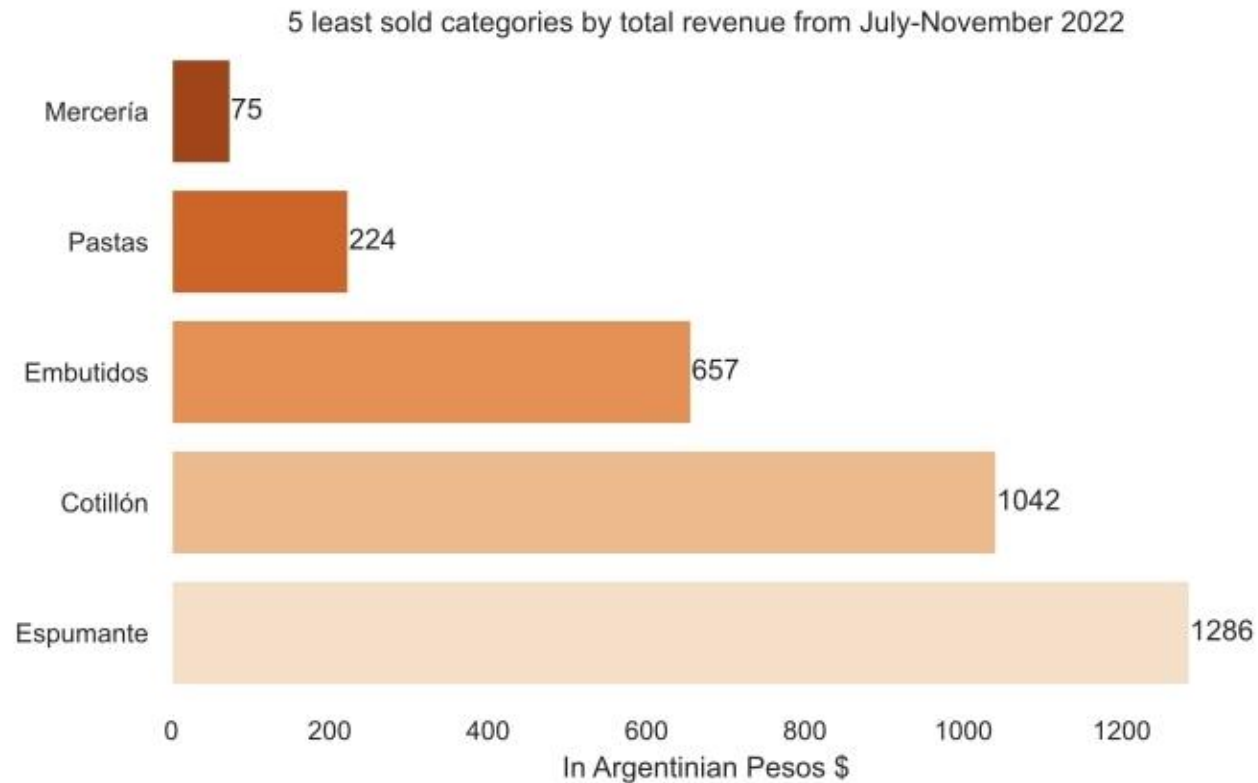
- The diagram shows the least sold categories, namely *Mercería* [drapery], *Pastas* [flour products], *Embutidos* [sausage and cheeses], *Cotillón* [gift and party supplies] and *Espumante* [sparkling wines]

- Only the 5th category of sparkling wines is relevant for the grocery store
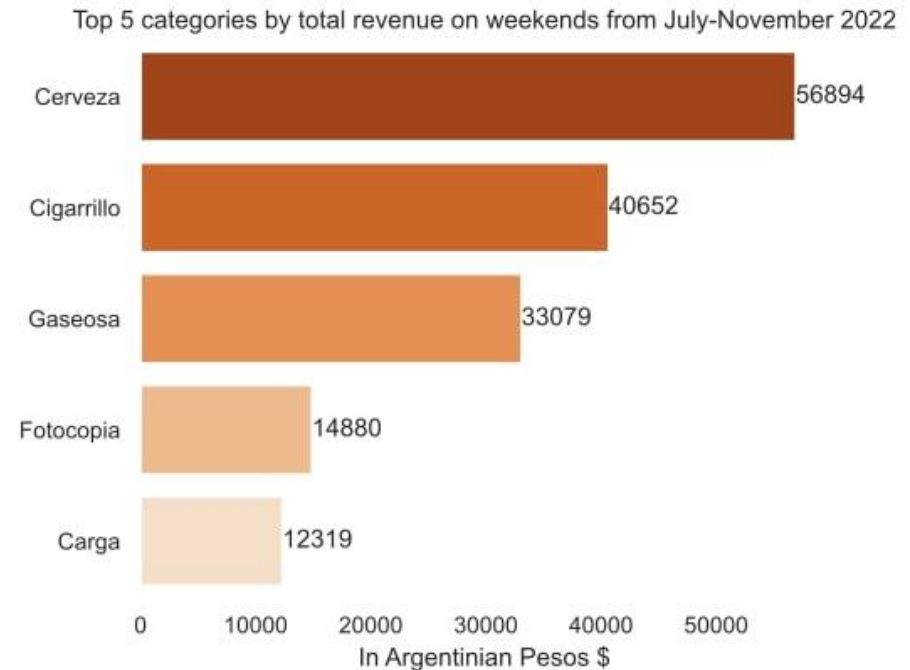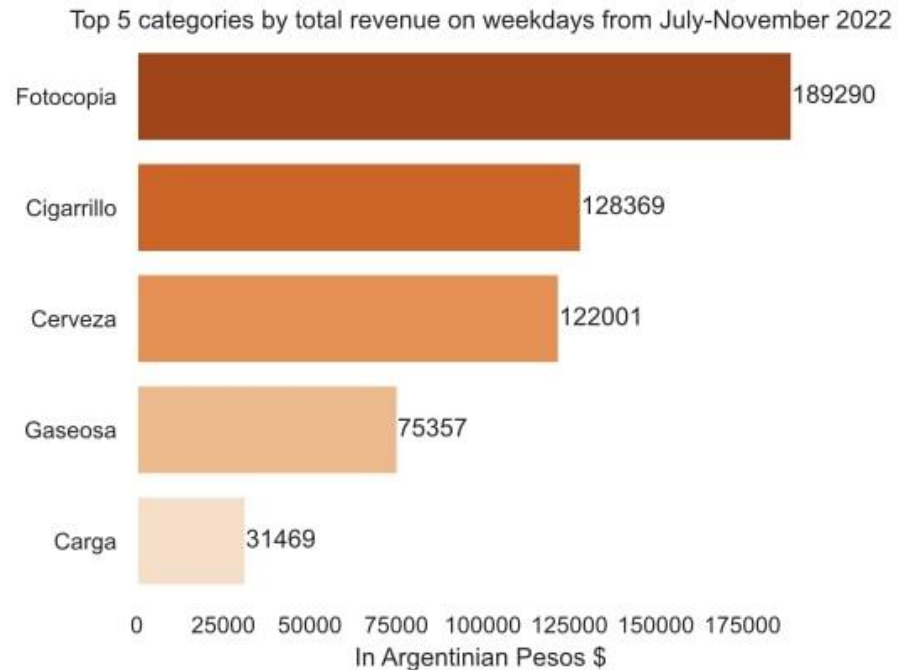
Deeper analysis

Customer preferences on weekdays and weekends

Product preferences on weekdays and weekends

Top 5 products by total revenue on weekdays from July-November 2022

Product	Revenue
Trámites	112350
Carga Virtual	31469
IMPRESIÓN A4 1	22810
DNI 1	20260
Coca Cola 2250ml	19507

In Argentinian Pesos $

Top 5 products by total revenue on weekends from July-November 2022

Product	Revenue
Carga Virtual	12319
Coca Cola 2250ml	9969
Viñas de Balbo 1125ml	8314
Quilmes Bajo Cero Retornable 1000ml	7500
Imperial Golden 473ml	7020

In Argentinian Pesos $

- There's a shift of product preference during **weekends**. **SIM/transportation card recharge** *(Carga Virtual),* **alcoholic and soft drinks** make up the biggest part of the revenue on the weekends

- Bureaucratic services related products are the ones with higher revenue during **weekdays**

Category preferences on weekdays and weekends

Top 5 categories by total revenue on weekdays from July-November 2022

Category	Revenue
Fotocopia	189290
Cigarrillo	128369
Cerveza	122001
Gaseosa	75357
Carga	31469

In Argentinian Pesos $

Top 5 categories by total revenue on weekends from July-November 2022

Category	Revenue
Cerveza	56894
Cigarrillo	40652
Gaseosa	33079
Fotocopia	14880
Carga	12319

In Argentinian Pesos $

- Category *Fotocopia* [**copies**] has a shift from 1st **place on weekdays** to 4th on weekends

- *Cerveza* [**beer**] goes from 3rd on weekdays to 1st **on weekends**

Findings

- The **total revenue** over the past 5 months has had an average increase of **4.42%** and the daily average revenue has increased by **17.2%.**

- The top product and category are **bureaucratic services and copies** (*Trámites* & *Fotocopia*, respectively).

- The **5 least sold products** of the top categories are basically **new arrivals** to the grocery store that didn't have enough **exposure** yet.

- The **5 least sold categories** by revenue correspond to products not exclusively bought in grocery stores. Except for the 5th category which are **sparkling wines.**

Weekdays and weekends

- During the week, customers are more likely to spend on **bureaucratic services and copies**. Although the tendency of buying **cigarettes** and **beer** is still strong, having these categories at the **2nd** and **3rd** place respectively on weekdays.

- On **weekends** on the other hand, the product and category preferences change completely to **cigarettes**, **soft drinks** and **alcohol** in general.

- *Carga Virtual* [SIM/transportation card recharge] is the top product during **weekends.**

Recommendations

- Invest in a larger stock of **cigarettes**, **beers** and **soft drinks** is crucial since these are the categories which provide larger revenue and cash flow

- Create marketing campaigns for those products with less exposure and visibility

- Offer discounts or reduce the offer in categories that are underperforming in revenue

Conclusion

- The business revenue has been growing **consistently** over the past 5 months

- The products with higher revenue correspond to the top categories which are **copies** (*Fotocopia*), **cigarettes** (*Cigarrillo*), **beer** (*Cerveza*) and **soft drinks** (*Gaseosa*)

- On weekends the demand on **SIM/transportation card recharge**, **cigarettes** and **beer** increases compared to weekdays

- If following the **recommendations** and maintaining the current approach, there is enough potential for **more growth** and **expansion**