

Milestone 3

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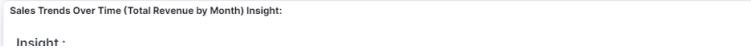
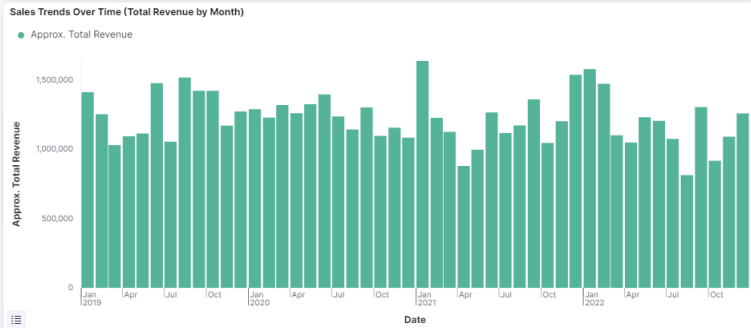
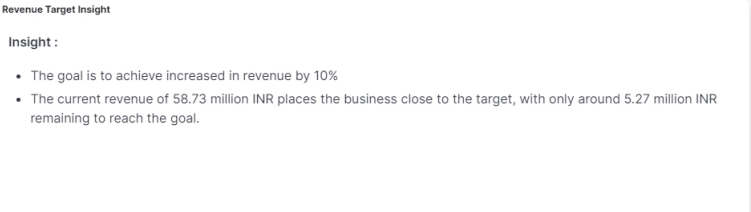
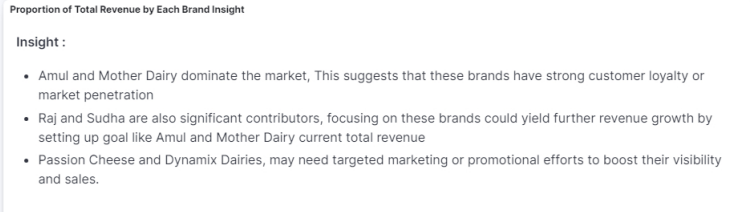
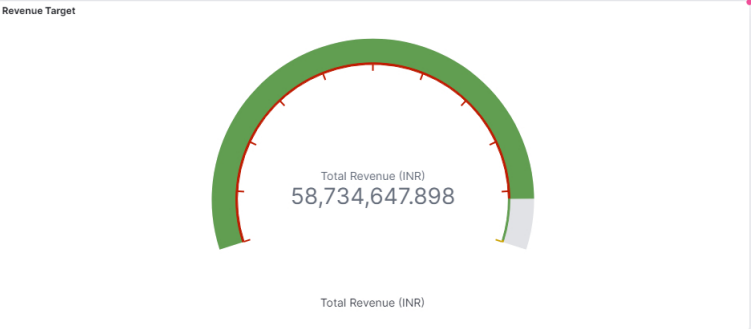
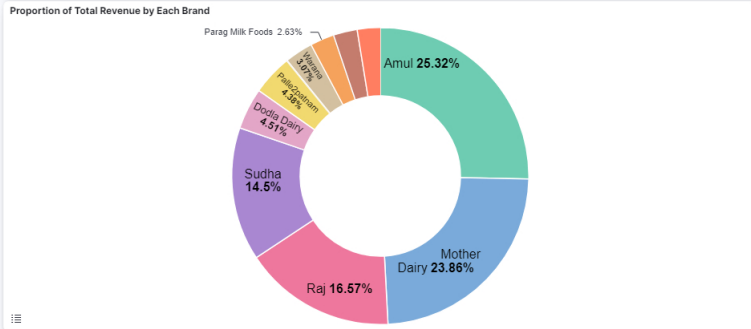
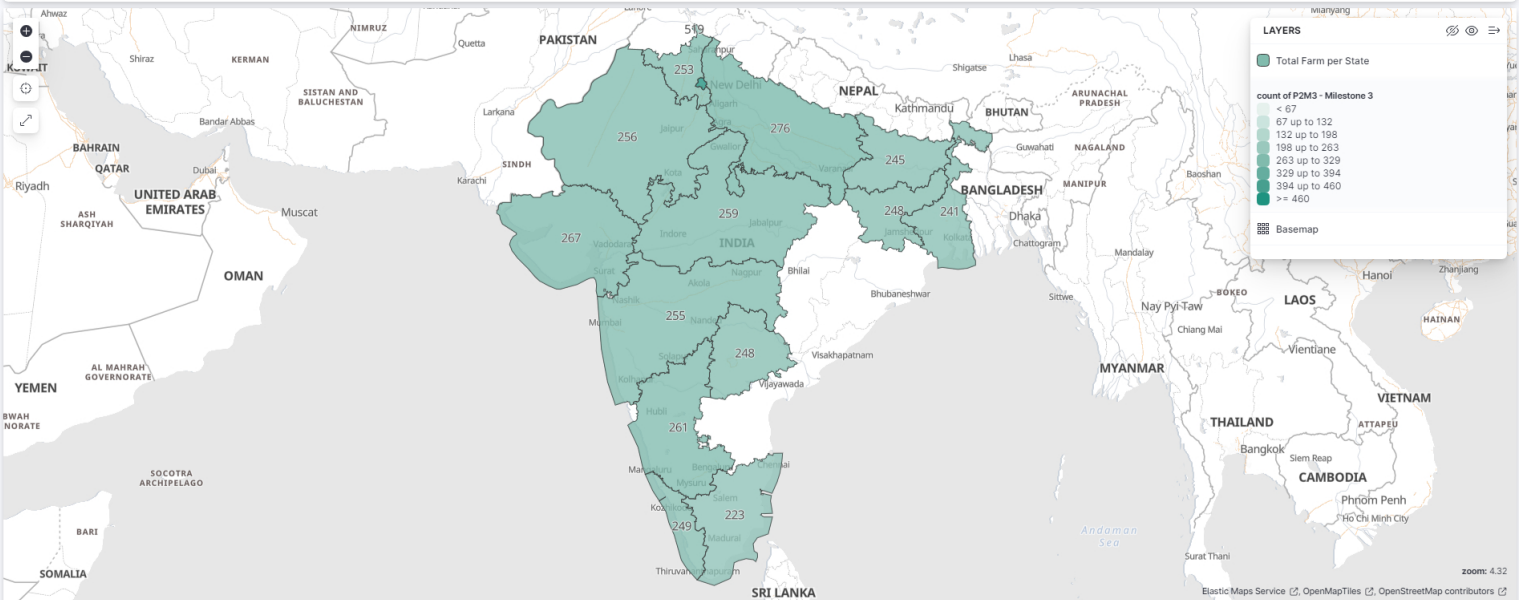
Background

This project focuses on analyzing sales data of dairy products to identify opportunities for increasing revenue. As a data analyst, I am undertaking this project to gain deeper insights into the sales performance of various dairy goods across different regions. The dairy industry, which produces essential items like milk, yogurt, cheese, and butter, plays a significant role in the economy. However, there are opportunities to enhance revenue through better understanding of product demand, pricing trends, and regional sales patterns.

Objective

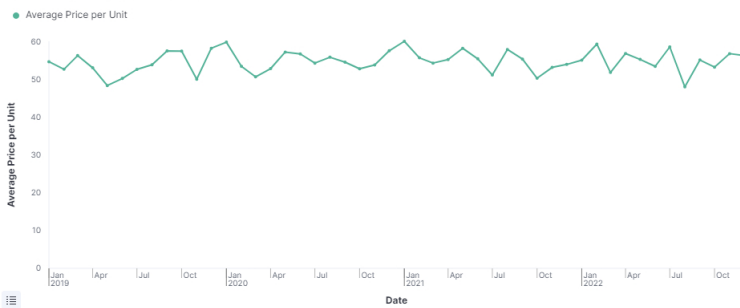
The objective of this analysis is to identify actionable insights that can generate **10% increase** in revenue by evaluating the sales performance of various dairy products, understanding how different brands contribute to overall revenue, and examining pricing trends and seasonal patterns.

This analysis aims to support **Marketing** and **Sales teams** in optimizing their strategies.



- Revenue Peaks notably around mid-2019, early 2020, and mid-2021, These represent periods of high sales, possibly due to seasonal demand or marketing campaigns
- Early 2021 and mid-2020, show a decline in revenue, which could indicate off-peak seasons, lower demand, or external factors.
- The revenue appears to stay consistently above the 1,000,000 INR mark, suggesting a relatively stable business performance over time.

Trend of Average Price per Unit Over Time



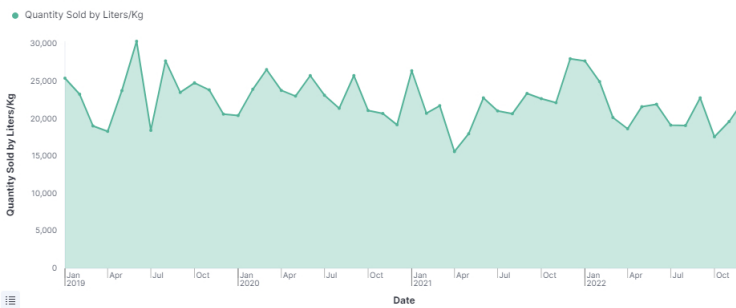
Trend of Average Price per Unit Over Time Insight

Insight :

- The chart demonstrates relative price stability, with most of the fluctuations remaining within a narrow band.
- After early 2020, the price fluctuations become more pronounced, possibly due to external market factors such as supply chain disruptions, inflation, or changes in consumer demand during the pandemic period.

- Curd, Lassi, and Milk are the best-selling products, indicating strong consumer demand for these items.
- Products like Ghee and Buttermilk, which are selling in lower quantities, may require further analysis to understand the reasons behind their lower demand.

Cumulative Sales Volume Over Time



Cumulative Sales Volume Over Time Insight

Insight :

- Distinct spikes in sales volume around April 2019 and June 2020, with volumes exceeding 30,000 liters/kg. These could be tied to specific seasonal demand, product promotions, or events.
- Multiple sales dips during mid-2020 and late 2021, where sales volume falls below 15,000 liters/kg. These could be correlate to covid events that causes supply chain disruptions or market conditions.

Conclusion

1. **High-Performing Brands:** The brands Amul and Mother Dairy are clear market leaders, making up almost half of the total revenue. Focusing on these key brands through increased marketing and promotions can help maintain steady revenue growth. Additionally, promoting other strong contributors like Raj and Sudha can further boost overall revenue.
2. **Revenue Increase Potential:** With the current revenue standing at 58.73 million INR, the business is nearing its 64 million INR target (a 10% increase). By focusing on the top-performing products and improving underperforming categories, the remaining 5.27 million INR gap can be closed, ensuring the revenue target is achieved.
3. **Trends and Demand:** Revenue peaks in mid-2019, early 2020, and mid-2021 show clear patterns of high demand during certain periods. These trends should be used to drive targeted marketing and inventory strategies. Dips in revenue, particularly in early 2021 (April) and mid-2020, suggest lower demand or another external factor during those times, which can be addressed with promotions or seasonal product adjustments.
4. **Best-Selling Products:** Curd, Lassi, and Milk are top sellers, indicating strong consumer demand. Expanding the reach and visibility of these products can drive additional sales. In contrast, products like Ghee and Buttermilk have lower sales and may benefit from tailored marketing efforts to boost demand.
5. **Stable Pricing:** Pricing has been relatively stable, hovering between 50 and 60 INR per unit, which supports customer retention. However, slight price fluctuations are observed due to external factors like the pandemic.
6. **Sales Volume Patterns:** Sales spikes in April 2019 and June 2020 show the potential of high-demand periods, which should be leveraged with strong promotional campaigns while sales drops, especially in mid-2020 and late 2021, likely due to external factors, should be addressed to ensure steady sales volume throughout the year.

Recommendation

To achieve the objective of a **10% increase** in revenue, the business should focus on expanding the sales of:

- high-performing products and brands
- Optimizing for seasonal trends
- Improving the visibility and demand for underperforming categories

By capitalizing on periods of high sales and maintaining pricing flexibility, the target revenue growth can be met successfully