SQL-BASED DATA SOLUTIONS FOR XYZ PAINTS INC

CONSUMER GROWTH, LEAD CONVERSIONS

Agenda

XYZ Paints Inc

Engagement & drive sales

A Story of Growth & Adaptation

The Spectrum of Sales

An Analysis of Key Sectors

XYZ Paints Inc

PROJECT OBJECTIVE

Addressing marketing pain points through analysis.

Enhancing consumer growth and lead conversions.

Providing actionable insights for new campaigns and

market basket analysis.

Engagement and drive sales

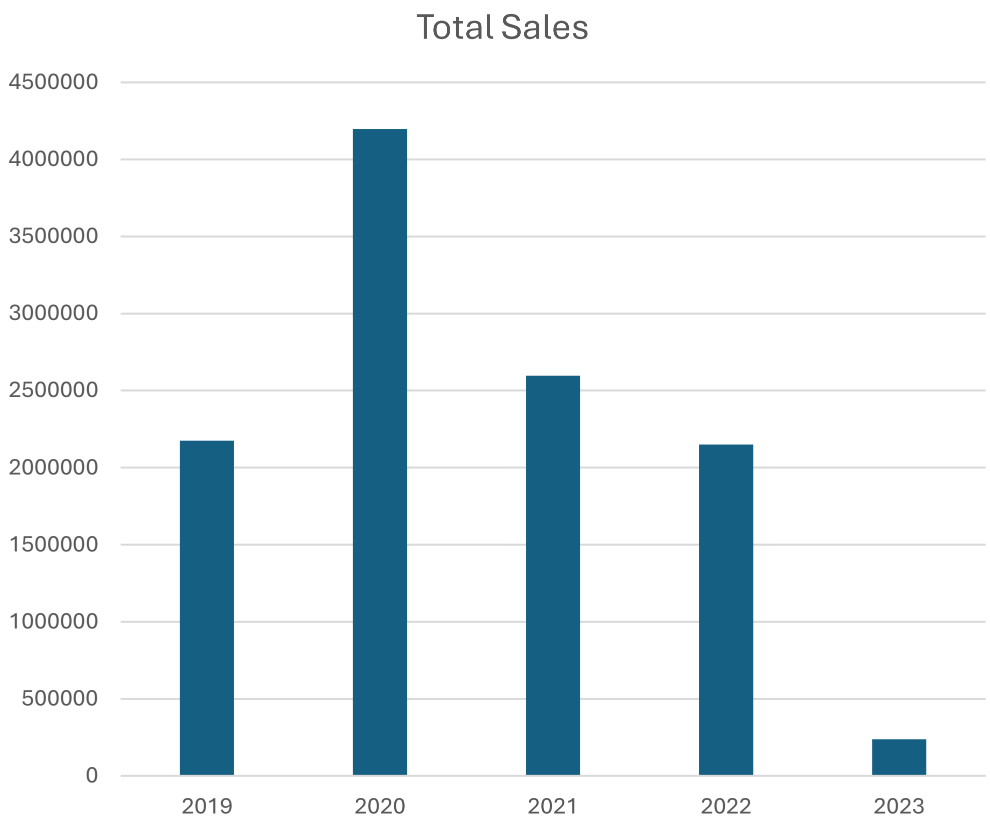
- Categories
- Anti-Corrosive Paint
- Emulsion Paint
- Oil Paint
- Synthetic Paint
- Enamel Paint

Journey of XYZ

1. Launched in 2019
2. Presence in 21 states, including Maharashtra, Karnataka, Tamil Nadu, and Gujarat
3. Orders flow in from three major sectors:
4. Households
5. Industrial
6. Government

Engagement and drive sales

Sales were highest in 2020 as compared to other years.



Findings:

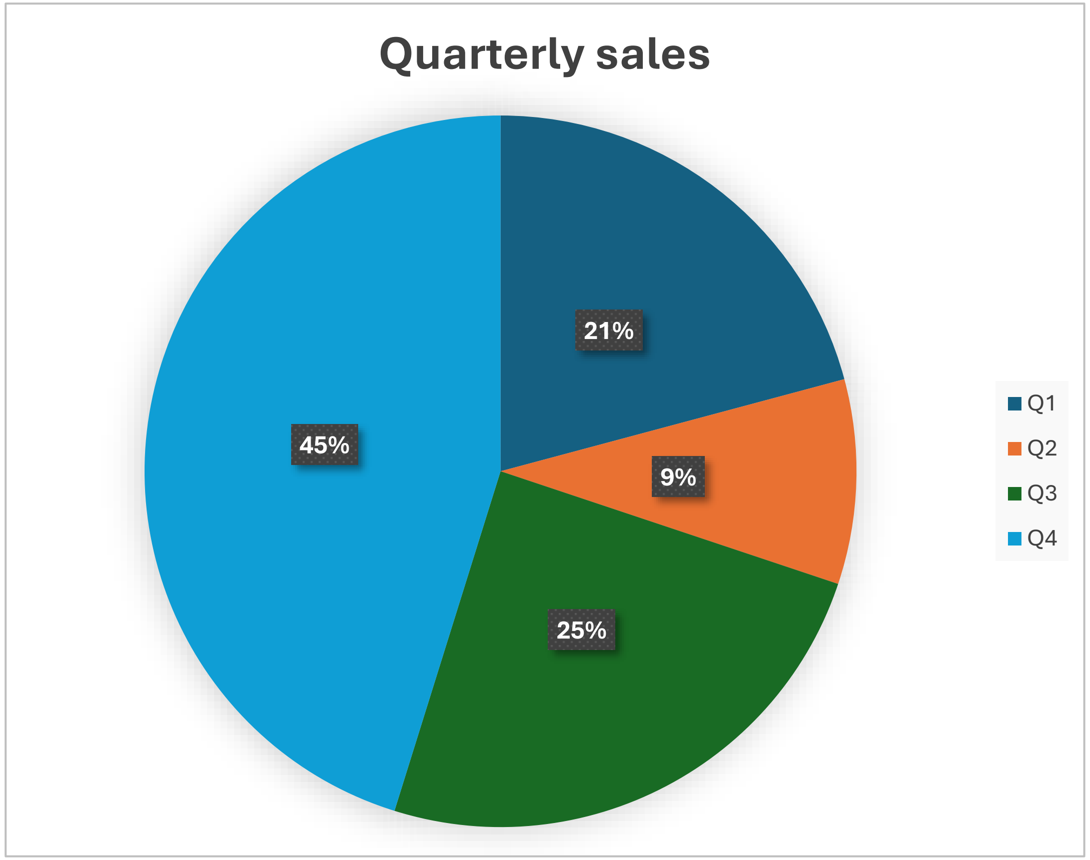
1. **2020 Surge**: Sales rose by **93%** from **2.18M (2019)** to **4.20M (2020)**, driven by pandemic demand.
2. **2021-2022 Decline**: Sales fell **38.2%** in 2021 and **17.2%** in 2022, reflecting post-pandemic normalization.
3. **2023 Recovery**: Sales slightly increased to **2.37M**, indicating modest recovery.

Insights:

1. **Pandemic Influence**: 2020's growth was largely due to external factors.
2. **Post-Pandemic Adjustment**: The decline in 2021-2022 reflects market correction.
3. **Market Stabilization**: The 2023 recovery signals stabilization after volatility.

A Story of Growth & Adaptation

- Its highest number of sales in Quarter 4



Findings:

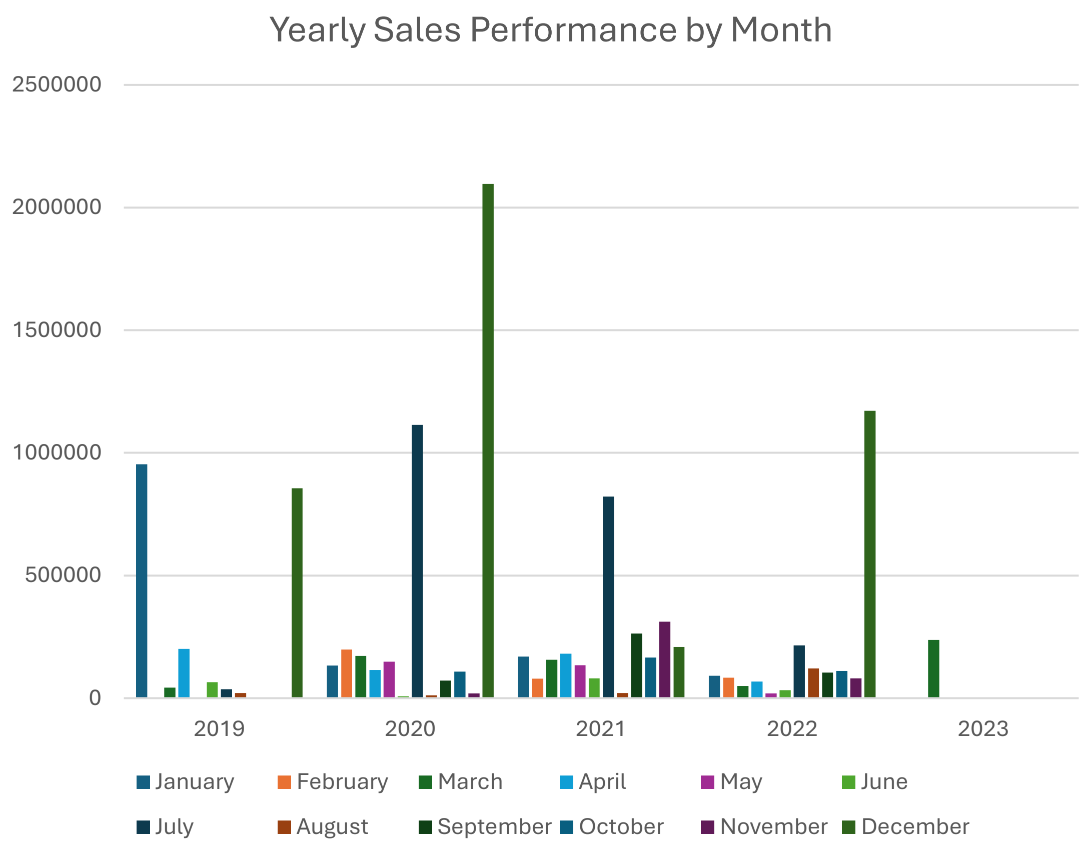
1. **Q4 Surge**: The highest sales occurred in **Q4** with **5,131,070**, significantly higher than other quarters.
2. **Q1 Lead**: **Q1** had the second-highest sales at **2,365,900**.
3. **Q2 Decline**: **Q2** recorded the lowest sales at **1,055,811**.
4. **Q3 Recovery**: Sales in **Q3** were **2,803,636**, showing a recovery from Q2.

Insights:

1. **Seasonal Impact**: **Q4** likely benefits from holiday season sales, driving a surge.
2. **Q2 Slump**: The dip in **Q2** may be due to slower post-holiday demand.
3. **Mid-Year Recovery**: **Q3** sales rebounded, indicating recovery from seasonal fluctuations in Q2.

A Story of Growth & Adaptation

- **2020** had the highest sales in **December**



Findings:

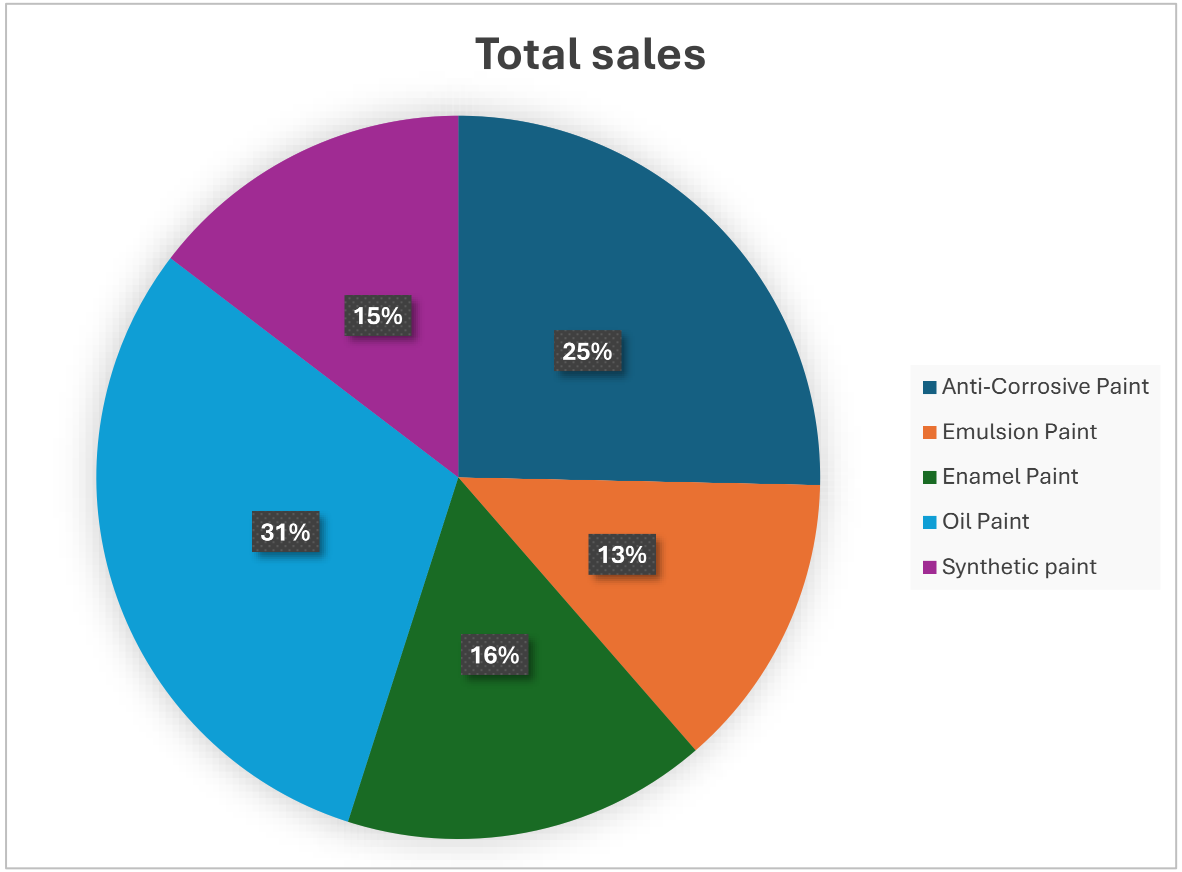
1. **Top Performer**: **2020** had the highest sales in **December** (2,096,372).
2. **Low Performer**: **2023** had the lowest sales in **May** (20,069).
3. **Fluctuations**: Significant sales fluctuations observed in **March**, **July**, and **November** across the years.

Insights (Data Analyst Perspective):

1. **2020** shows a notable peak in **December**, suggesting a strong seasonal demand.
2. **2023** underperformed in **May**, highlighting a potential issue or market gap.
3. **March** and **July** consistently perform well across years, indicating these months are critical for driving sales.

The Spectrum of Sales

- 30% OF SALES FROM ANTI-CORROSIVE PAINT



Findings:

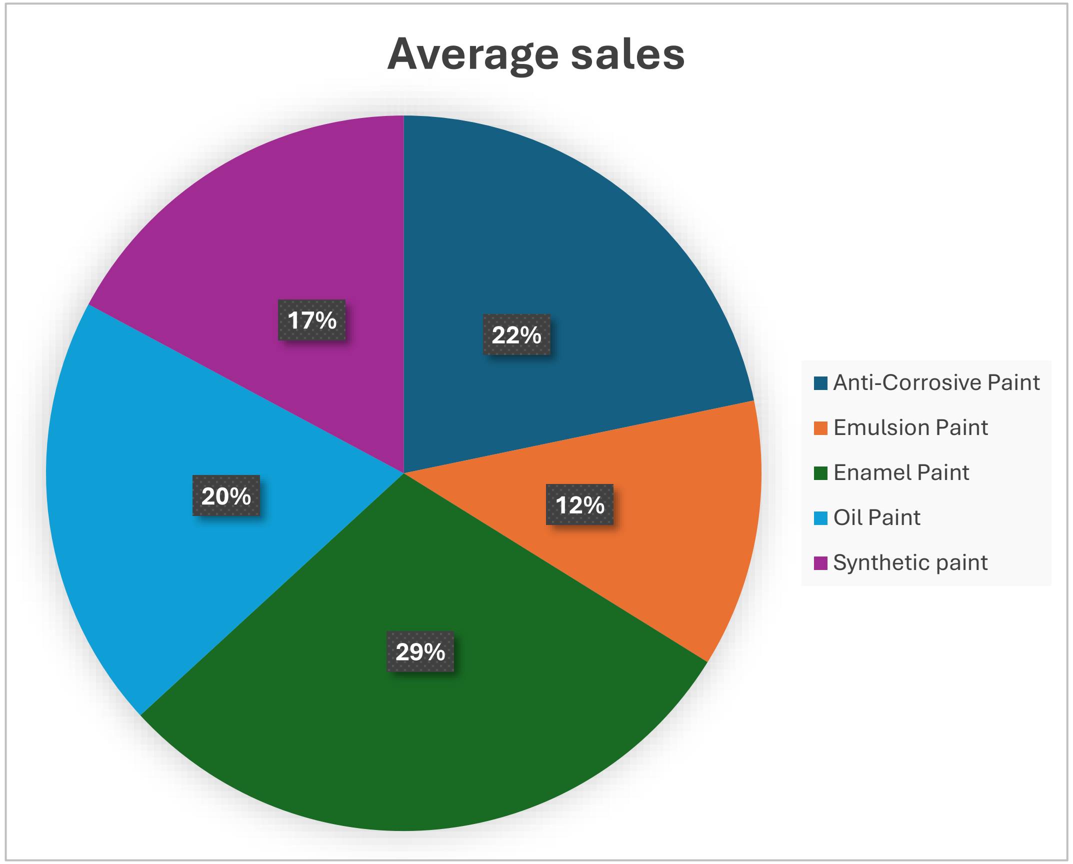
1. **Top Performer**: **Anti-Corrosive Paint** with 543 million in total sales.
2. **Low Performer**: **Synthetic Paint** with 169 million in total sales.
3. **Balanced Performers**: **Oil Paint** and **Enamel Paint** show steady sales, while **Emulsion Paint** has moderate sales.

Insights:

1. **Anti-Corrosive Paint** indicates strong market demand and should be prioritized.
2. **Synthetic Paint** needs improvement or a strategic focus to boost its sales.
3. **Oil Paint** and **Enamel Paint** are stable, while **Emulsion Paint** offers potential for growth.

The Spectrum of Sales

- Enamel Paint is 18% higher than Anti-Corrosive Paint



Findings:

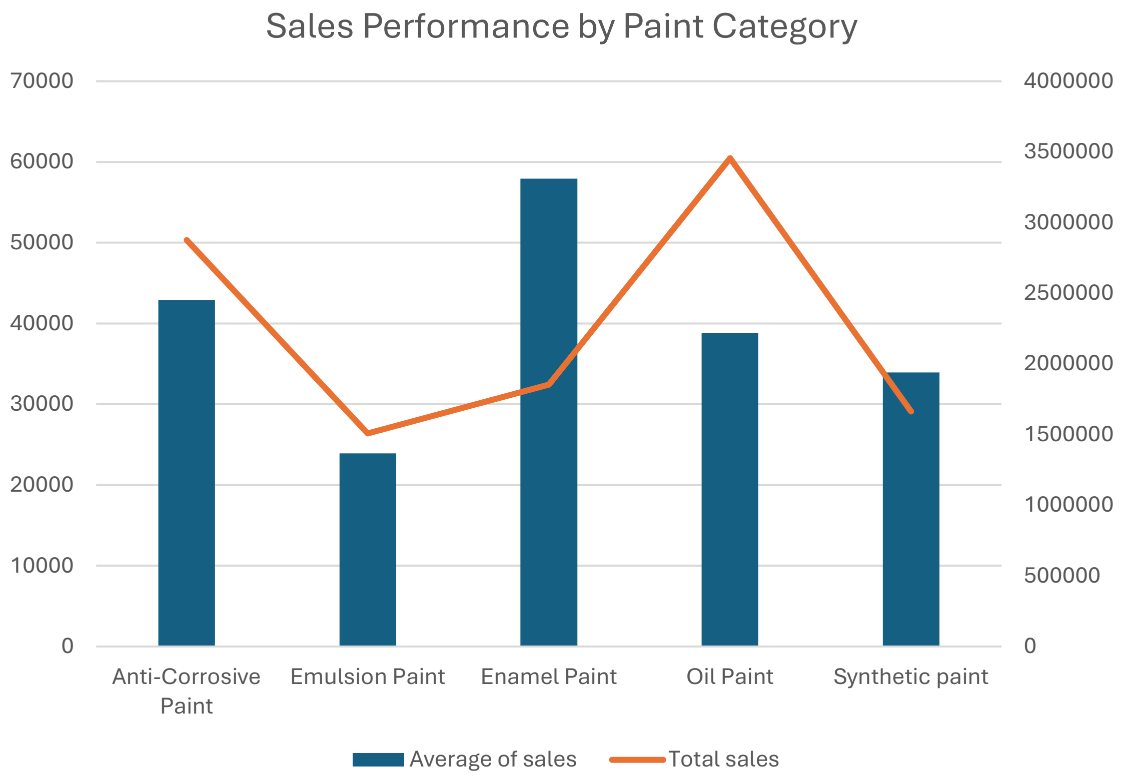
1. **Top Performer**: **Enamel Paint** with an average of 57,922.94 in sales.
2. **Low Performer**: **Emulsion Paint** with an average of 23,931 in sales.
3. **Balanced Performers**: **Anti-Corrosive Paint** (42,943.94), **Oil Paint** (38,828.35), and **Synthetic Paint** (33,923.73) show moderate to strong sales.

Insights:

1. **Enamel Paint** is the highest performer on average, indicating strong demand in the market.
2. **Emulsion Paint** is the lowest performer, suggesting potential for improvement.
3. **Anti-Corrosive Paint**, **Oil Paint**, and **Synthetic Paint** show stable sales, with room for growth in each category.

The Spectrum of Sales

- OIL PAINT IS THE MOST POPULAR CHOICE.



Findings:

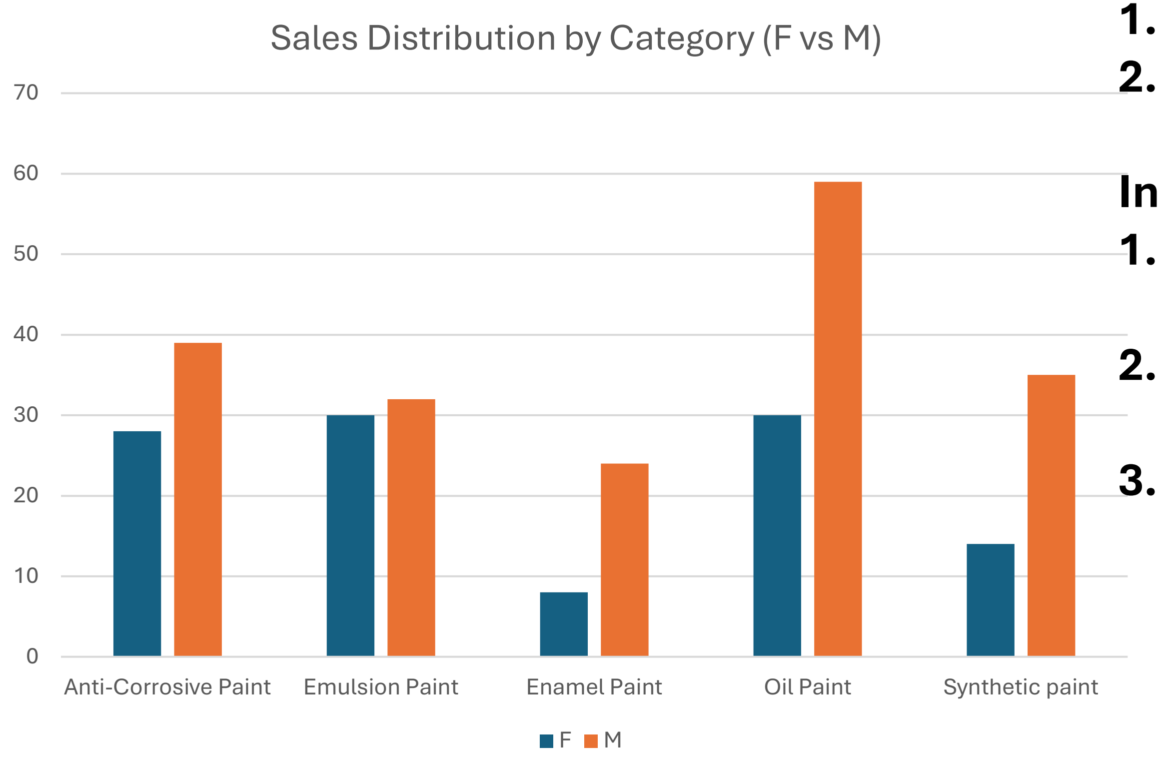
1. **Top Performer**: **Enamel Paint** (avg: 57,922.94, total: 1,853,534).
2. **Low Performer**: **Emulsion Paint** (avg: 23,931, total: 1,507,653).

Insights:

1. **Enamel Paint** should be further promoted due to strong sales.
2. **Emulsion Paint** needs a strategic review for growth.
3. **Anti-Corrosive Paint**, **Oil Paint**, and **Synthetic Paint** have potential for growth with targeted marketing.

The Spectrum of Sales

- MALES HAVE A HIGHER COUNT, SHOWING MORE INTEREST THAN FEMALES.



Findings:

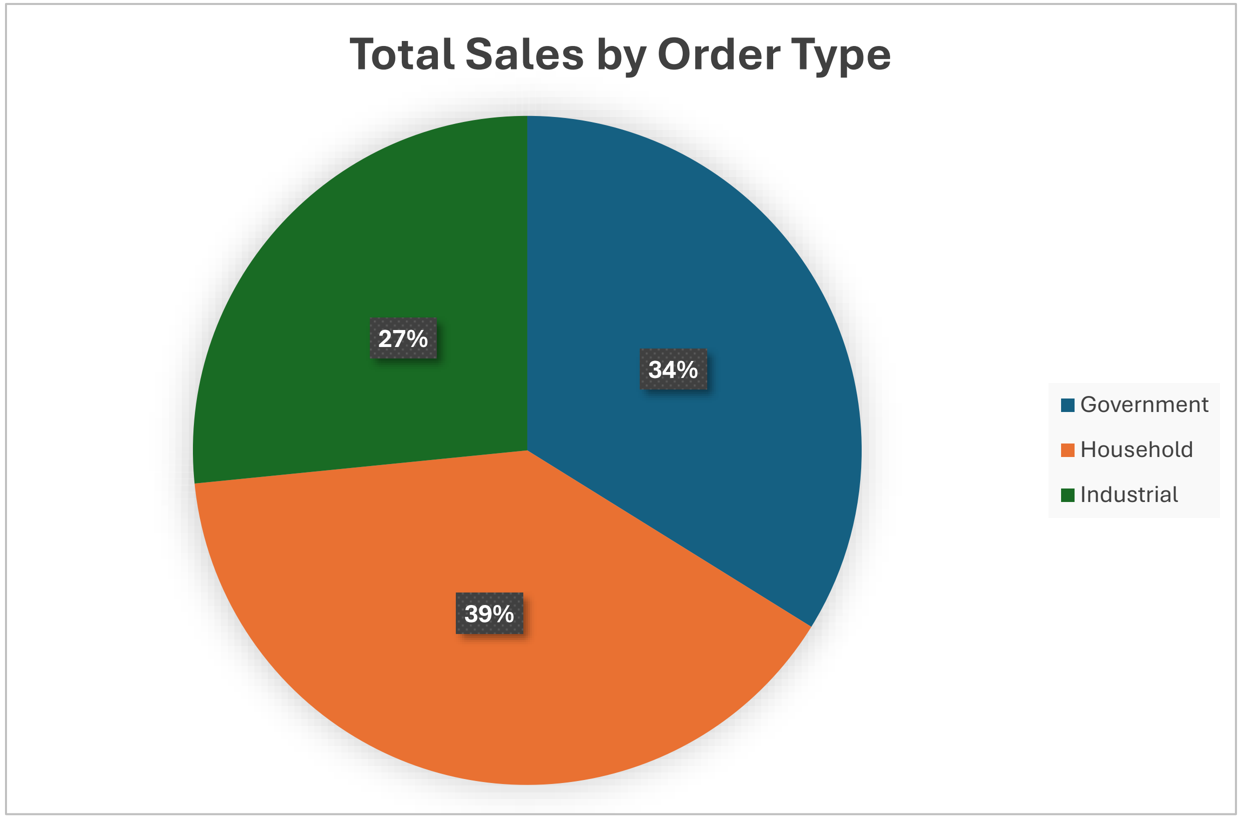
1. **Top Performer**: **Oil Paint** (F: 30, M: 59).
2. **Low Performer**: **Enamel Paint** (F: 8, M: 24).

Insights:

1. **Oil Paint** leads in both F and M, suggesting strong market traction.
2. **Enamel Paint** shows the lowest sales, indicating a need for improved market focus or promotion.
3. **Anti-Corrosive Paint**, **Emulsion Paint**, and **Synthetic Paint** show moderate performance, with room for growth through targeted strategies.

The Spectrum of Sales

- 39% OF SALES FROM HOUSEHOLDS



Findings:

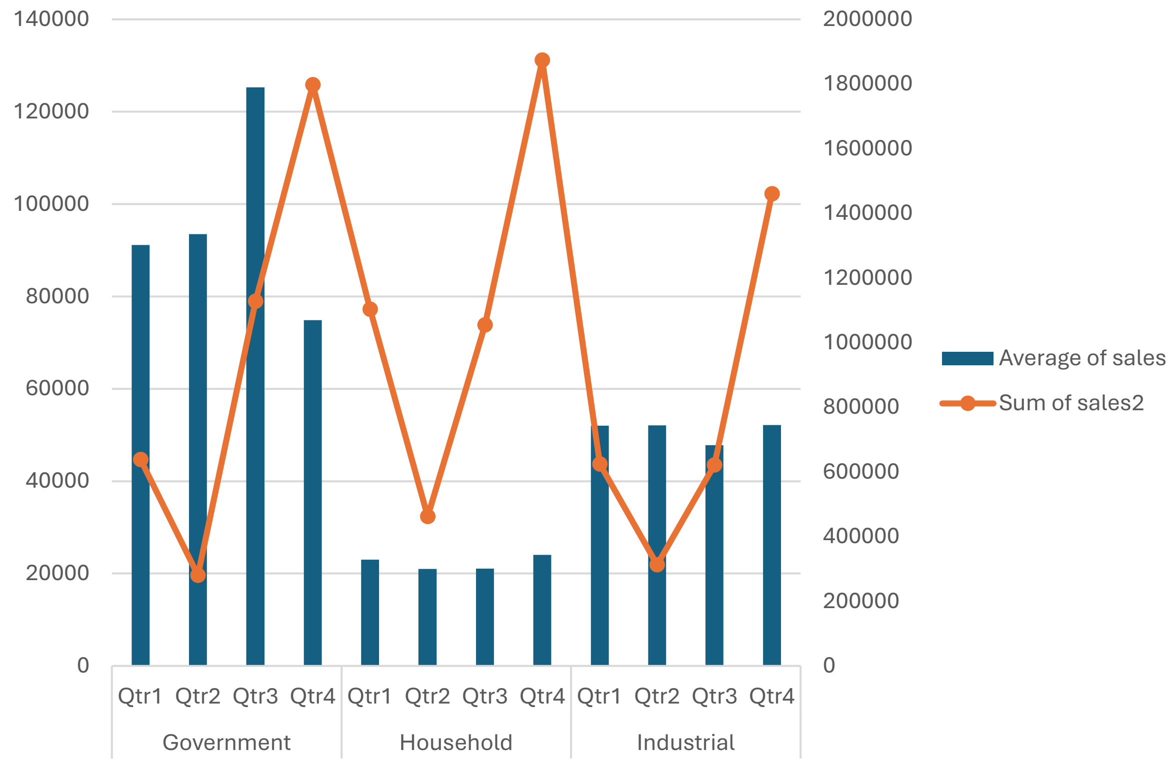
1. **Top Performer**: **Household** with total sales of 4,494,238.
2. **Low Performer**: **Industrial** with total sales of 3,018,687.

Insights:

1. **Household** orders are the highest, indicating strong consumer demand.
2. **Government** and **Industrial** sales are moderate, with **Industrial** showing the lowest sales, suggesting potential for growth in this sector.

The Spectrum of Sales

- THE MAXIMUM REVENUE FOR QUARTER 4 IN THE HOUSEHOLD CATEGORY.



Findings:

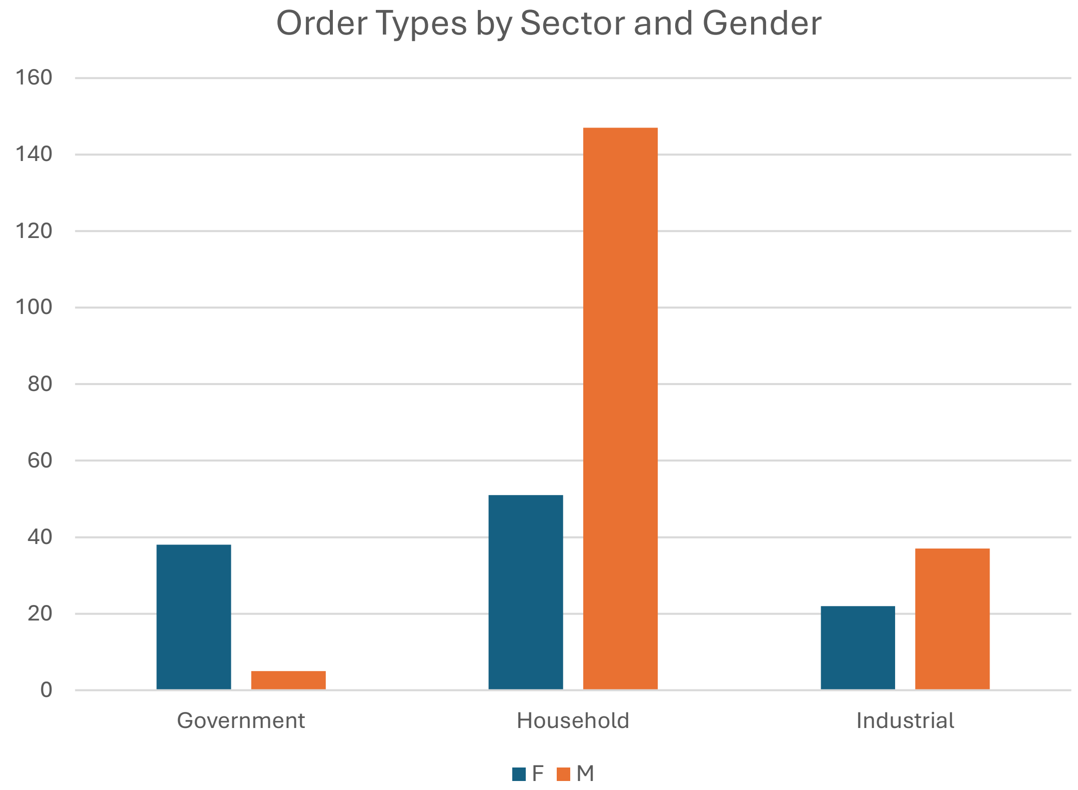
1. **Qtr4** is the highest-performing quarter, contributing **43.64%**.
2. **Qtr2** has the lowest sales at **9.29%**, particularly in the Government sector.

Insights:

1. **Household** shows strong, consistent sales.
2. **Government** struggles in **Qtr2**, needs focus to improve.
3. **Industrial** is steady but lags behind other sectors.
4. **Qtr4** peaks in sales, while **Qtr2** needs improvement.

The Spectrum of Sales

- 147 HOUSEHOLD ORDERS PLACED BY MALES.



Findings:

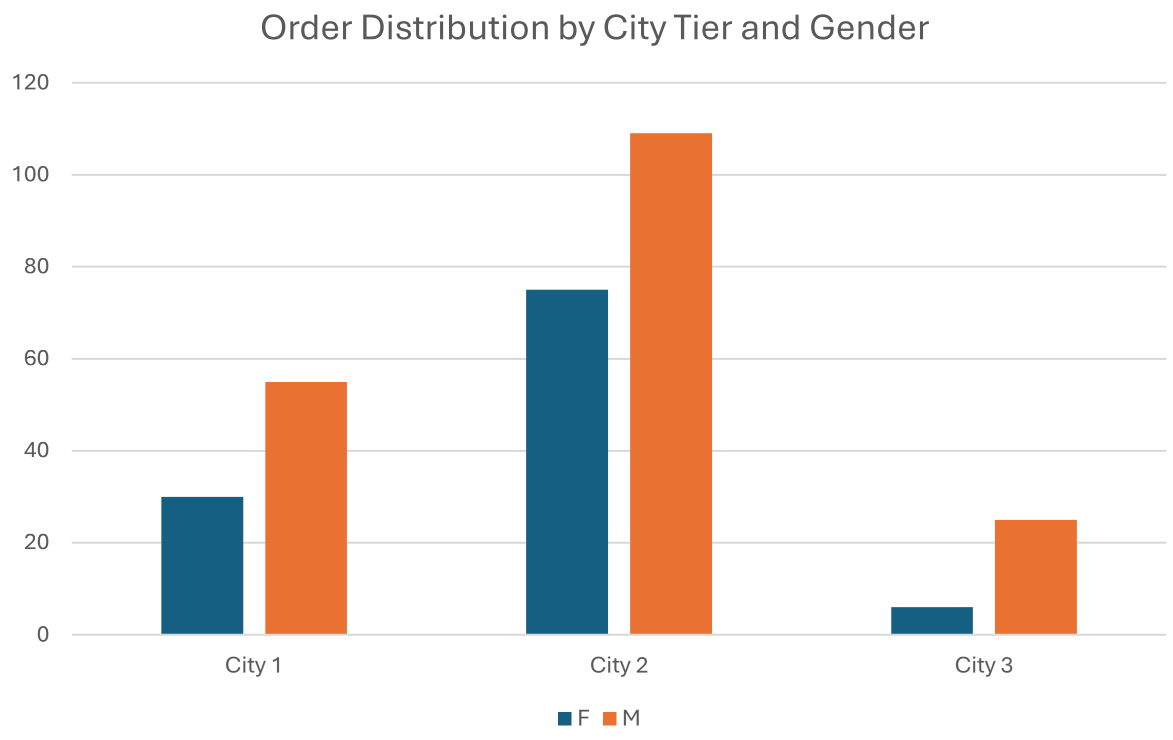
1. **Government Orders**: 38 (F), 5 (M)
2. **Household Orders**: 51 (F), 147 (M)
3. **Industrial Orders**: 22 (F), 37 (M)

Insights:

1. **Household Orders**: **More M orders** (147) compared to F orders (51), indicating a stronger demand from the M sector.
2. **Government Orders**: **F orders** (38) are significantly higher than M orders (5), suggesting a preference or focus on F.
3. **Industrial Orders**: **M orders** (37) slightly exceed F orders (22), showing a moderate balance.

The Spectrum of Sales

- CITY TIER 2 HAS MAXIMUM MALE AND FEMALE COUNT



Findings:

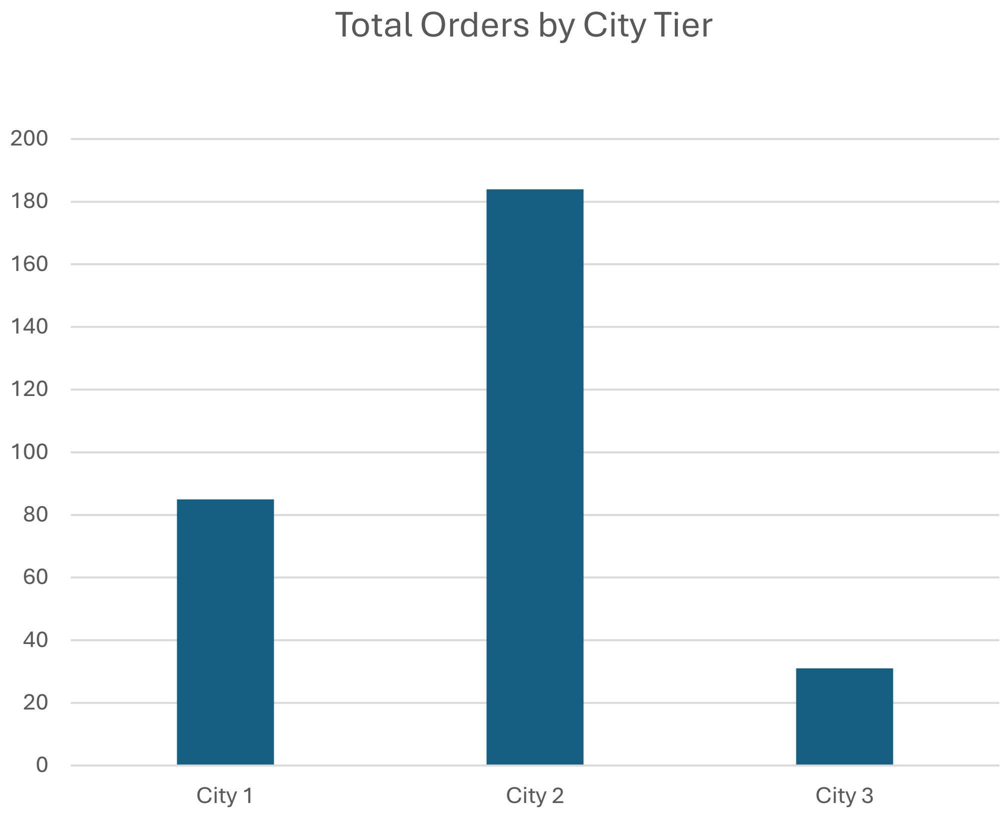
1. **City 1**: 30 (F), 55 (M) – M orders higher than F.
2. **City 2**: 75 (F), 109 (M) – M orders significantly higher than F.
3. **City 3**: 6 (F), 25 (M) – M orders substantially higher than F.

Insights:

1. **City 1**: M orders exceed F, but the gap is moderate, indicating a balanced demand with slight preference for M.
2. **City 2**: M orders are notably higher than F, showing stronger demand from the M sector.
3. **City 3**: M orders dominate, though overall order volume is low, suggesting potential for growth in both sectors.

The Spectrum of Sales

- 52% THE HIGHEST ORDERS FROM CITY TIER 2



Findings:

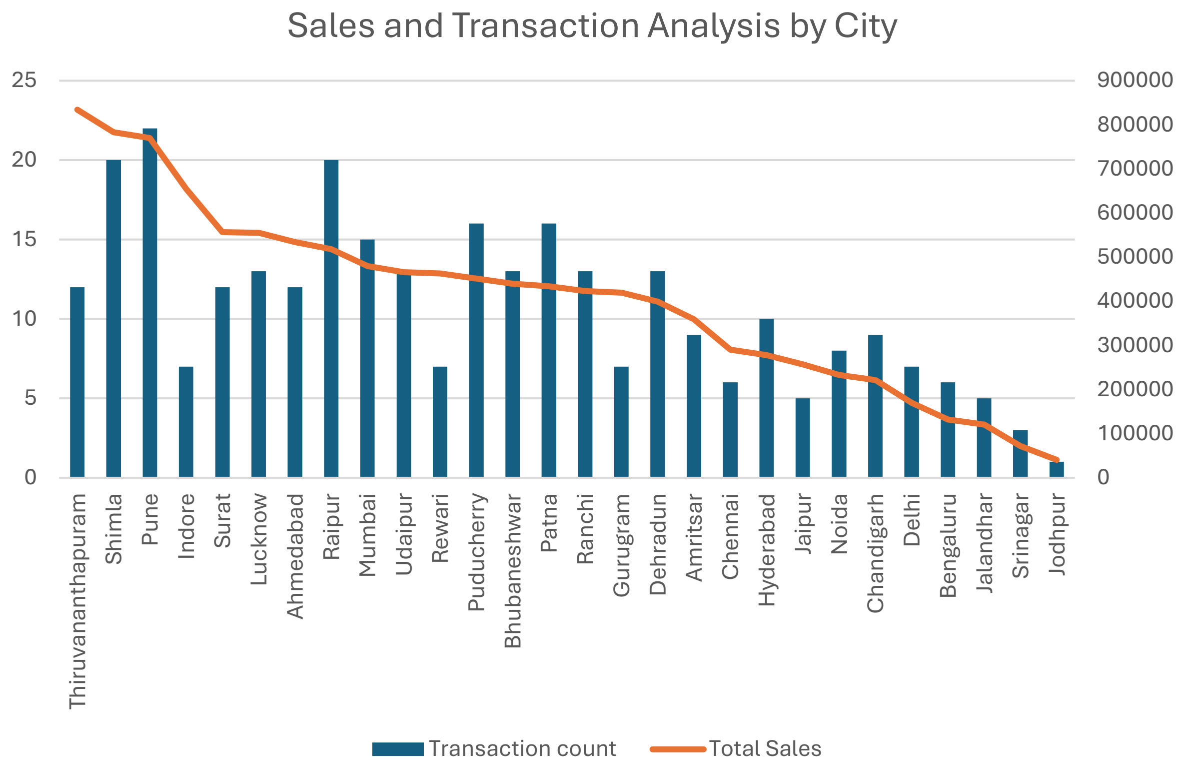
1. **City 2**: 184 orders (highest demand, 52%)
2. **City 1**: 85 orders (moderate demand, 23%)
3. **City 3**: 31 orders (lowest demand, 8%)

Insights:

1. **City 2** leads in order volume, capturing the largest market share and indicating high demand.
2. **City 3** shows low demand, which warrants further investigation to identify potential causes such as pricing, product availability, or customer preferences.

The Spectrum of Sales

- Pune leads with 770,147 sales (6.79%) and 22 transactions (7.33%)



Findings:

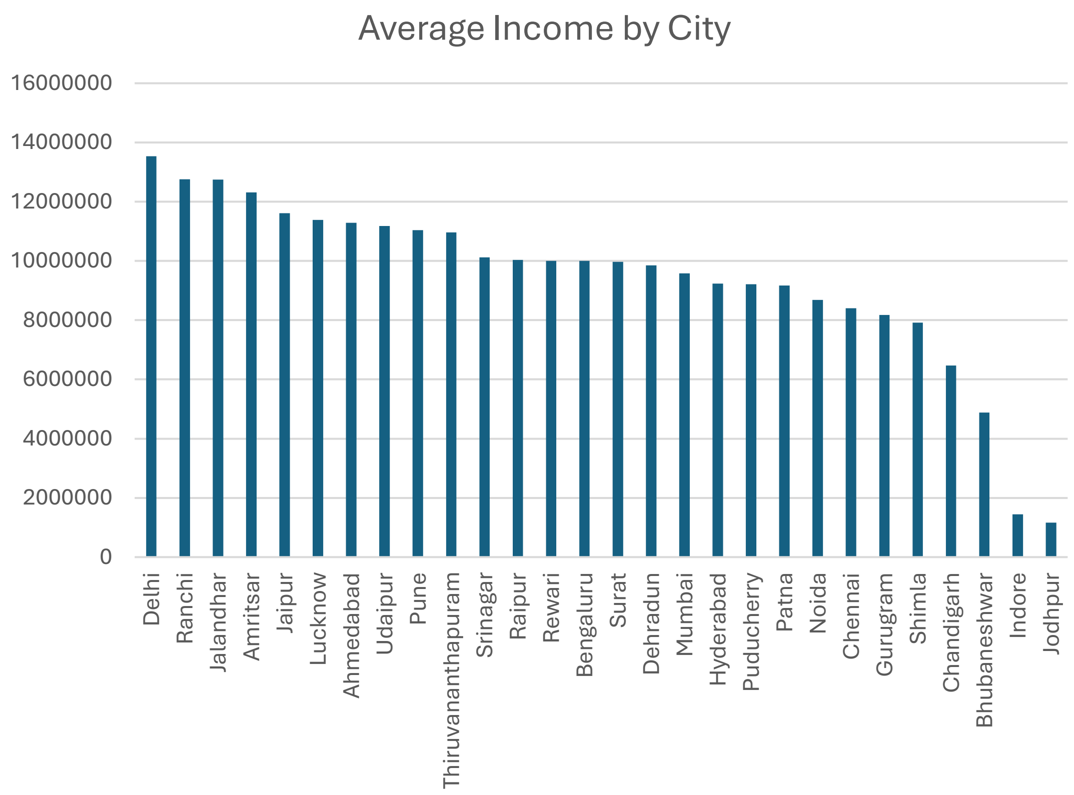
1. **Thiruvananthapuram** (7.35%), **Shimla** (6.90%), **Pune** (6.79%).
2. **Pune** (7.33%), **Shimla** (6.67%), **Raipur** (6.67%).

Insights:

1. **Thiruvananthapuram**, **Shimla**, and **Pune** lead in both sales and transactions, reflecting strong market engagement.
2. **Jodhpur** and **Srinagar** have low sales and transactions, requiring targeted marketing strategies.
3. **Indore** shows high sales with fewer transactions, indicating opportunities for premium product strategies.

The Spectrum of Sales

- 51.45% DELHI HAS THE HIGHEST AVERAGE INCOME AMONG THE CITIES



Findings:

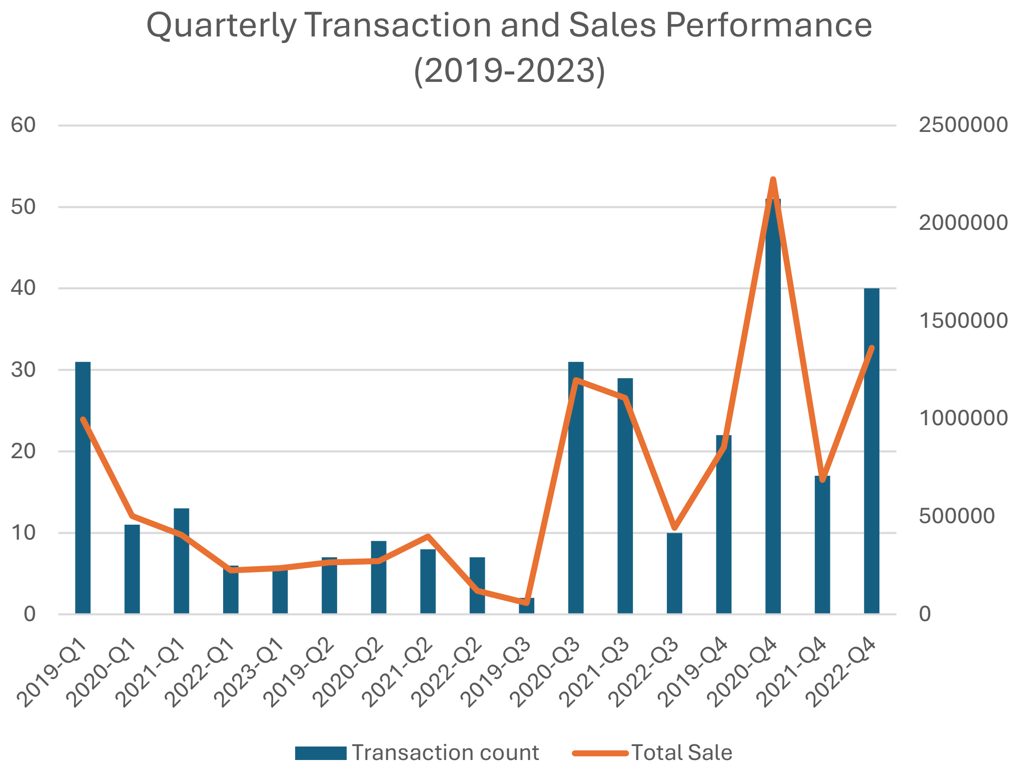
- **Top 3 Cities by Average Income**:
  - **Delhi**: 51.45%
  - **Ranchi**: 48.47%
  - **Jalandhar**: 48.39%
- **Bottom 3 Cities by Average Income**:
  - **Indore**: 5.48%
  - **Jodhpur**: 4.41%
  - **Bhubaneshwar**: 18.52%

Insights:

- **High-Income Cities**:
  - **Delhi**, **Ranchi**, and **Jalandhar** contribute 48-51% of total income, ideal for premium targeting.
- **Low-Income Cities**:
  - **Indore**, **Jodhpur**, and **Bhubaneshwar** contribute 4-18%, needing cost-effective strategies.

The Spectrum of Sales

- THE RECOVERY SEEN IN 2022 QUATER 1 AND QUARTER 3.



Findings:

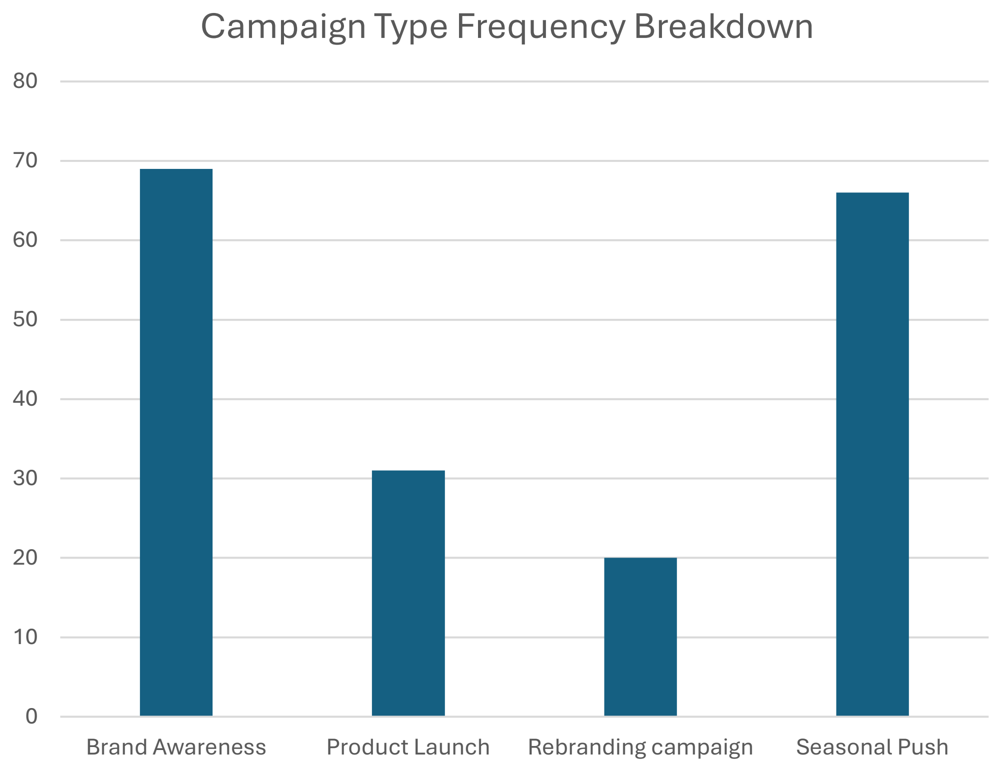
1. **COVID-19 Impact:** Major sales drop in 2020-Q1 & Q2. Recovery in 2020-Q3 & Q4.
2. **Post-Pandemic:** 2021-Q3 strong recovery; 2022-Q1 & Q2 weak performance.
3. **Seasonality:** Peak sales in Q1 & Q3, low in Q2 & Q4.

Insights:

1. **Recovery Pattern:** Sales fluctuate post-COVID, with recovery peaks in Q3 and Q4.
2. **Seasonal Trends:** Peak sales in Q1 & Q3, with lower sales in Q2 & Q4.
3. **Sales Forecasting:** Patterns indicate slow recovery in 2022, particularly in Q2.

The Spectrum of Sales

- Brand Awareness 69 campaigns (37.1% of total campaigns).



Findings:

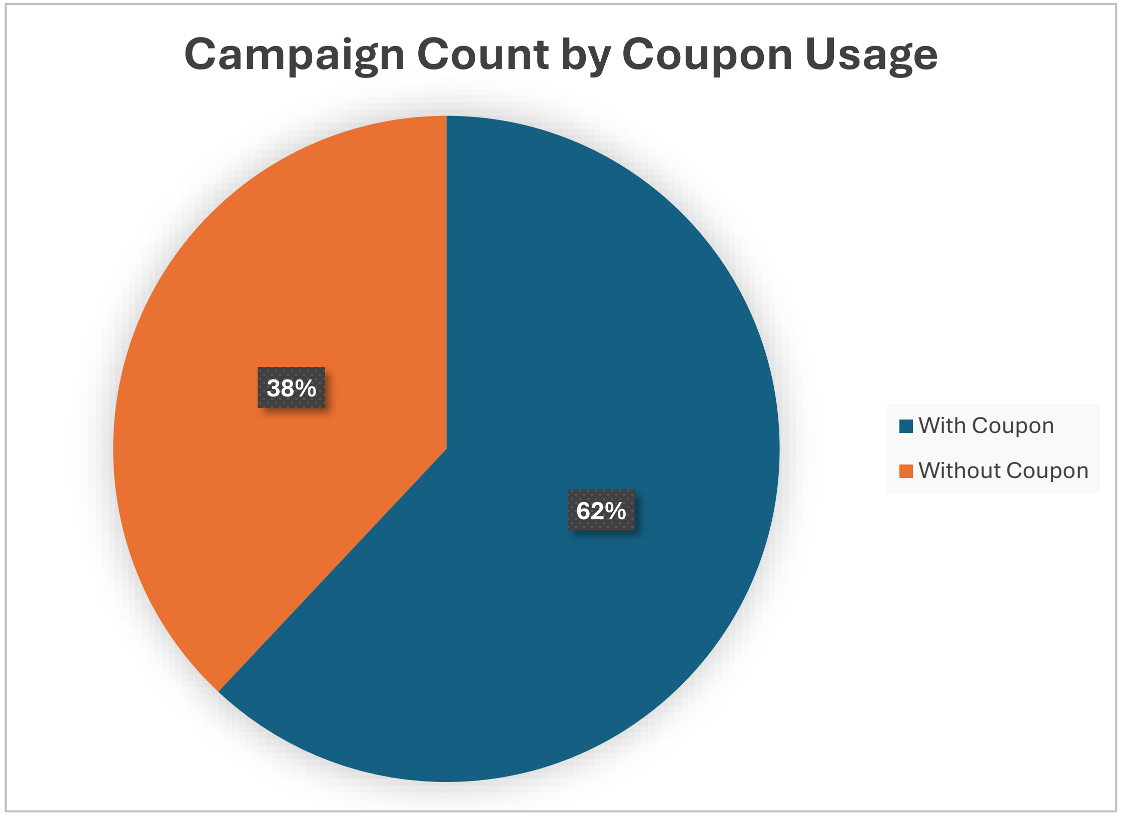
1. **Brand Awareness**: 69 campaigns (37.1% of total campaigns).
2. **Seasonal Push**: 66 campaigns (35.5% of total campaigns).
3. **Product Launch**: 31 campaigns (16.7% of total campaigns).

Insights:

1. **Brand Awareness** and **Seasonal Push** dominate the campaigns, making up 72.6% of the total campaigns.
2. **Product Launch** represents 16.7% of campaigns, indicating moderate focus.
3. **Rebranding Campaign** is the least used, comprising only 10.8% of the total.

The Spectrum of Sales

- 62% OF TRANSACTION USING CAMPAIGN COUPONS



Findings:

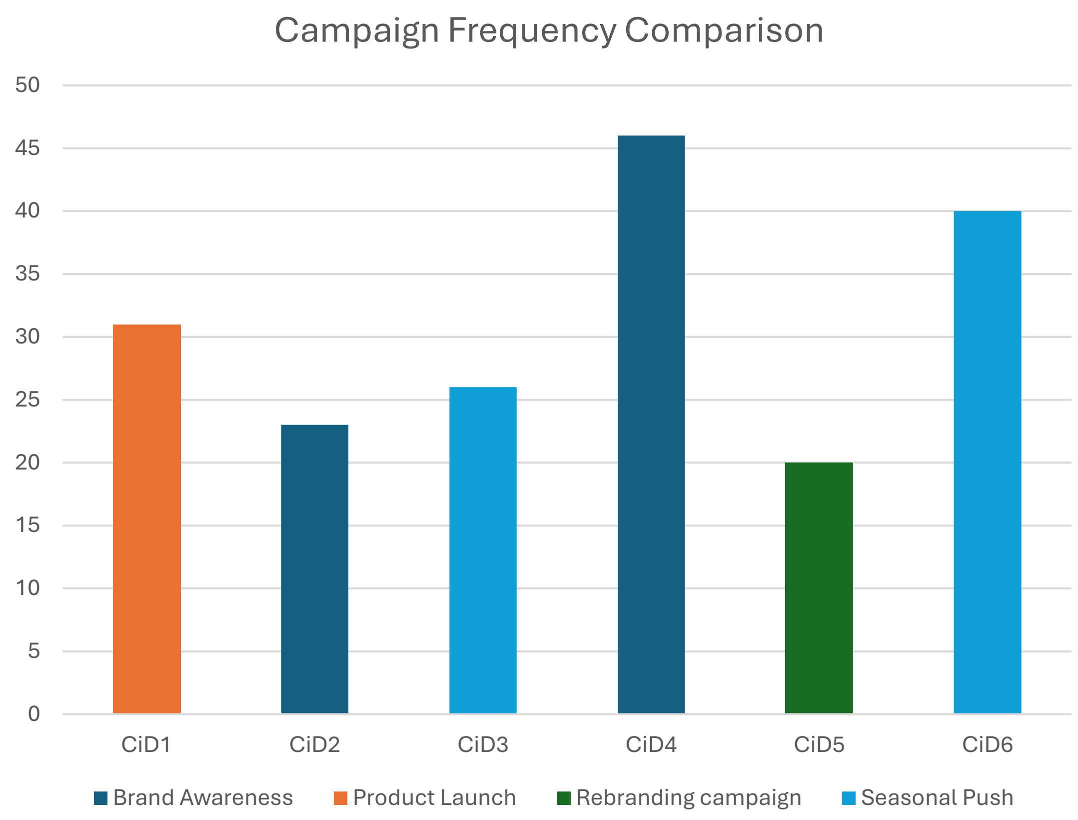
1. **With Coupon**: 186 campaigns (62% of total campaigns).
2. **Without Coupon**: 114 campaigns (38% of total campaigns).

Insights:

1. **With Coupon** campaigns dominate, making up 62% of the total.
2. **Without Coupon** campaigns account for 38%, showing a significant portion but less frequent than those with coupons.

The Spectrum of Sales

- BRAND AWARENESS HAS THE HIGHEST PARTICIPATION



Findings:

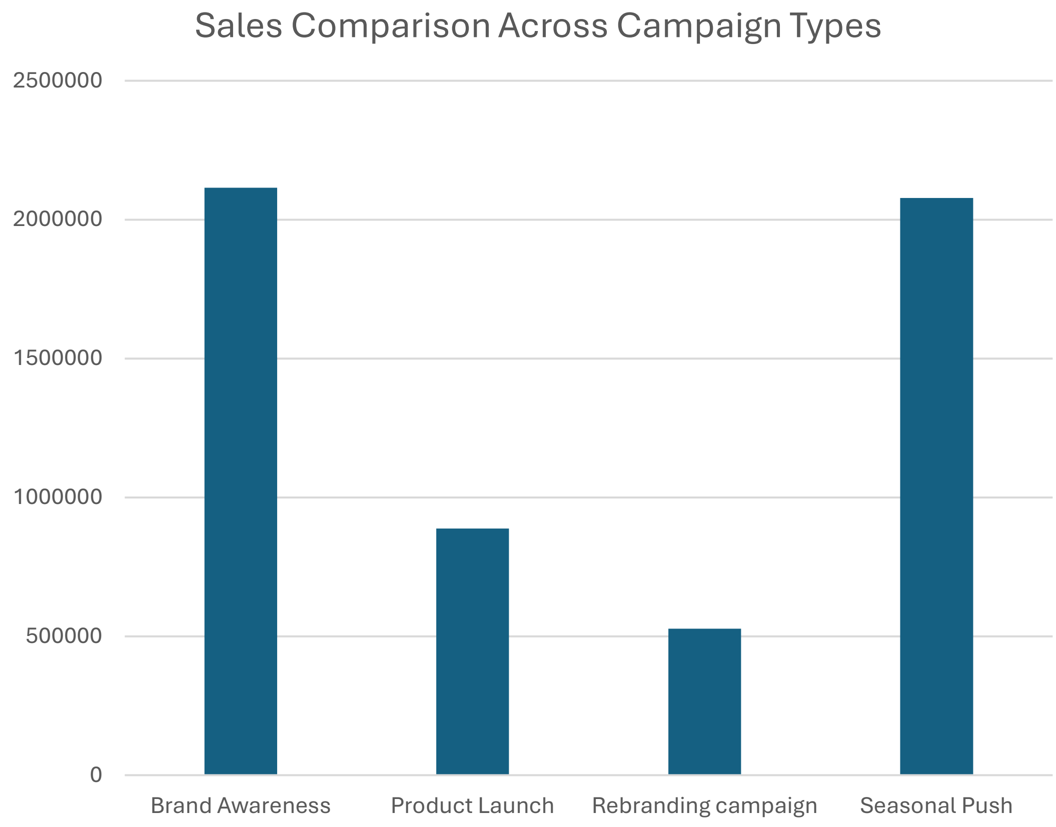
1. **Brand Awareness**: 69 total instances (highest frequency).
2. **Seasonal Push**: 66 total instances (second highest).
3. **Product Launch**: 31 total instances.
4. **Rebranding Campaign**: 20 total instances (lowest frequency).

Insights:

1. **Brand Awareness** and **Seasonal Push** are the most frequently used campaigns.
2. **Product Launch** has moderate usage, suggesting it's less frequent compared to awareness or seasonal efforts.
3. **Rebranding Campaign** is the least utilized, indicating it might need more focus or resources.

The Spectrum of Sales

- BRAND AWARENESS PUSH GENERATES THE HIGHEST REVENUE



Findings:

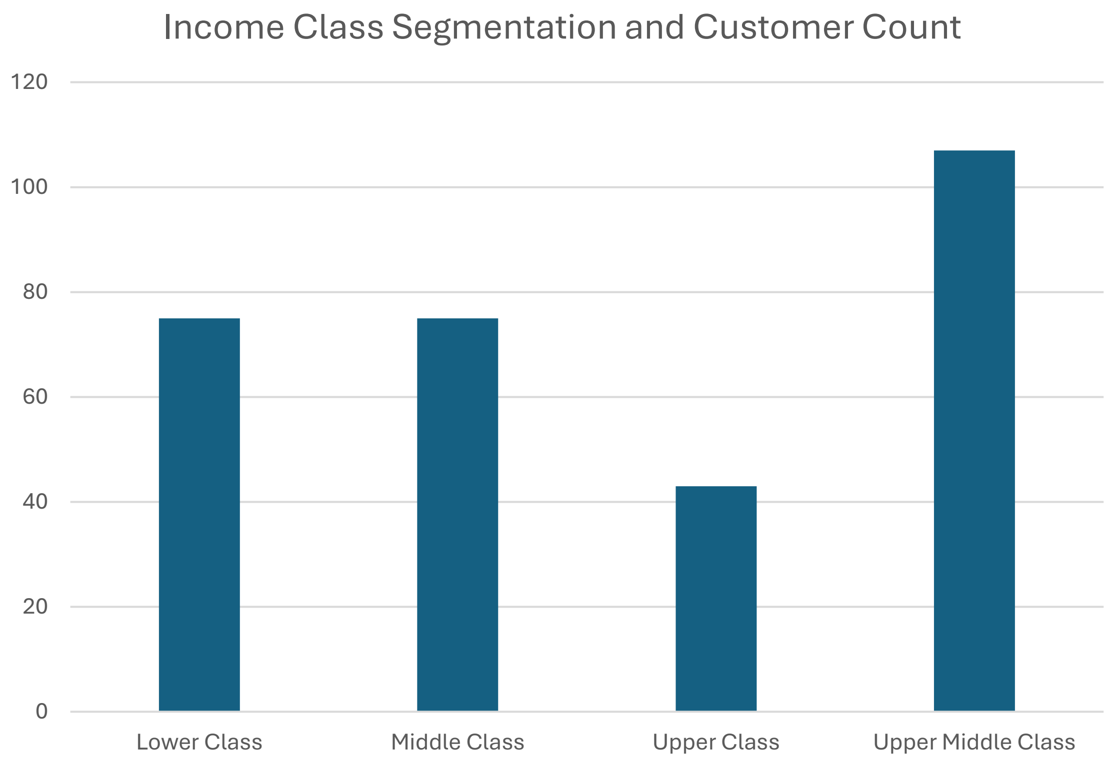
1. **Brand Awareness**: Highest sales (2,115,032).
2. **Seasonal Push**: Second highest sales (2,077,849).
3. **Product Launch**: Sales of 887,945.
4. **Rebranding**: Lowest sales (527,489).

Insights:

1. **Brand Awareness** and **Seasonal Push** are the most effective campaigns.
2. **Product Launch** generates moderate sales.
3. **Rebranding** needs improvement in targeting or execution.
4. **Seasonal Push** shows strong sales during specific periods

The Spectrum of Sales

- THE MAJORITY ARE IN THE UPPER MID-INCOME RANGE



Findings:

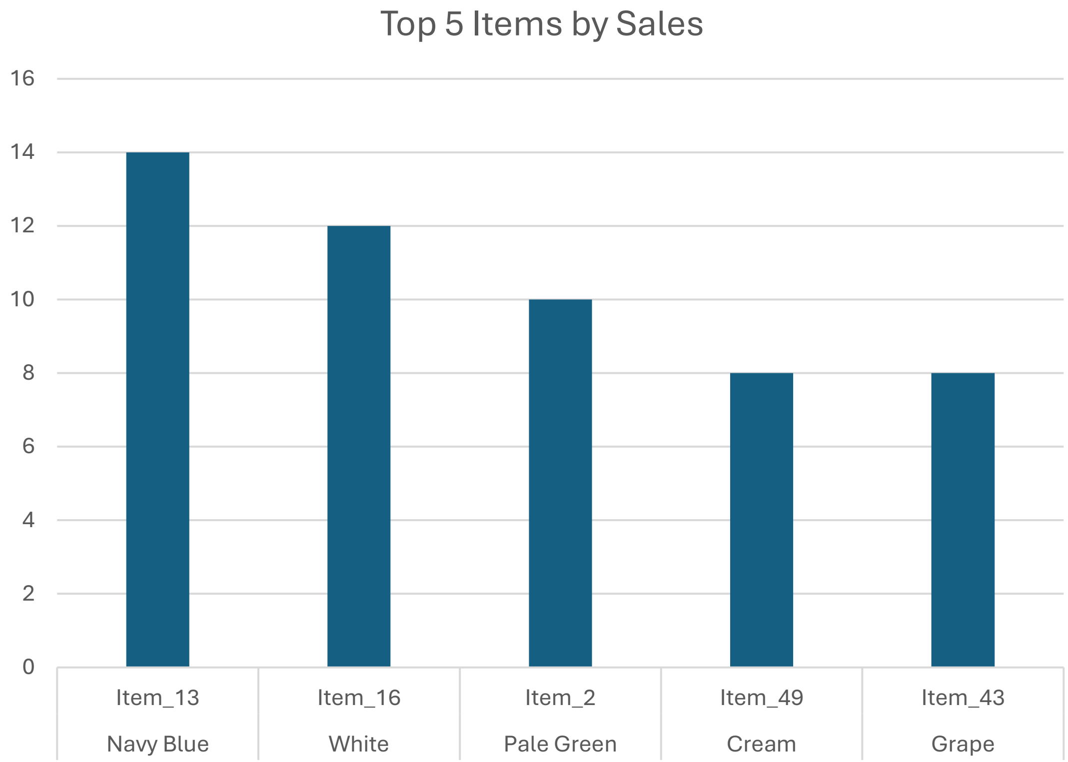
1. **Upper Middle Class** is the largest segment with 107 customers.
2. **Upper Class** is the smallest segment with only 43 customers.
3. **Lower & Middle Class** each have 75 customers.

Insights:

1. **Lower & Middle Class**: Focus on affordable products and discounts.
2. **Upper Middle Class**: Offer premium products with good value.
3. **Upper Class**: Provide luxury and exclusive products.
4. **Middle Class**: Loyalty programs and discounts.
5. **Upper Middle & Upper Class**: Personalized, high-touch experiences.

The Spectrum of Sales

- ITEM 13 NAVY BLUE IS THE MOST POPULAR.



Findings:

•**Top 5 Items by Sales**:

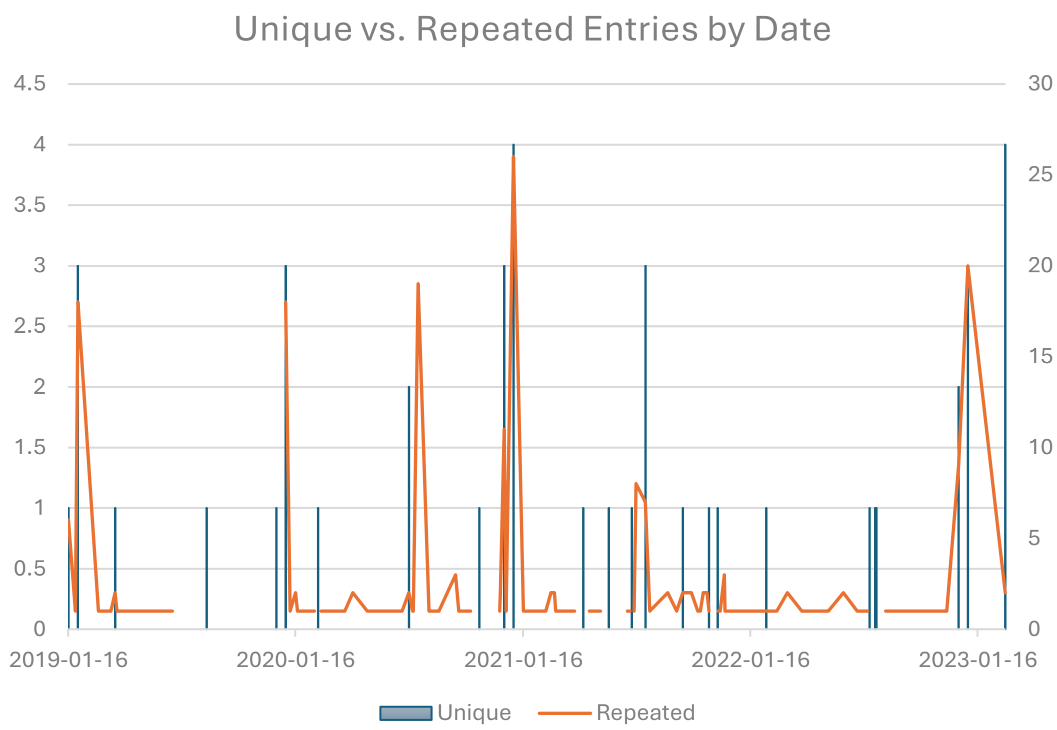
1. **Navy Blue (Item_13)**: 14 sales
2. **White (Item_16)**: 12 sales
3. **Pale Green (Item_2)**: 10 sales
4. **Cream (Item_49)**: 8 sales
5. **Grape (Item_43)**: 8 sales

Insights:

1. **Navy Blue (Item_13)** with 14 sales leads the market.
2. **White (Item_16)** and **Pale Green (Item_2)** show strong sales.
3. **Cream (Item_49)** and **Grape (Item_43)** have lower sales, indicating potential for marketing improvement.

The Spectrum of Sales

- DECEMBER 2020 SAW A RISE IN INCREASING UNIQUE CUSTOMER



Findings:

•**Total Unique Entries**: 43

•**Total Repeated Entries**: 257

•**Highest Unique Entries**:

- **2020-12-31**: 4 unique entries.
- **2020-07-31**: 19 repeated entries.

Insights:

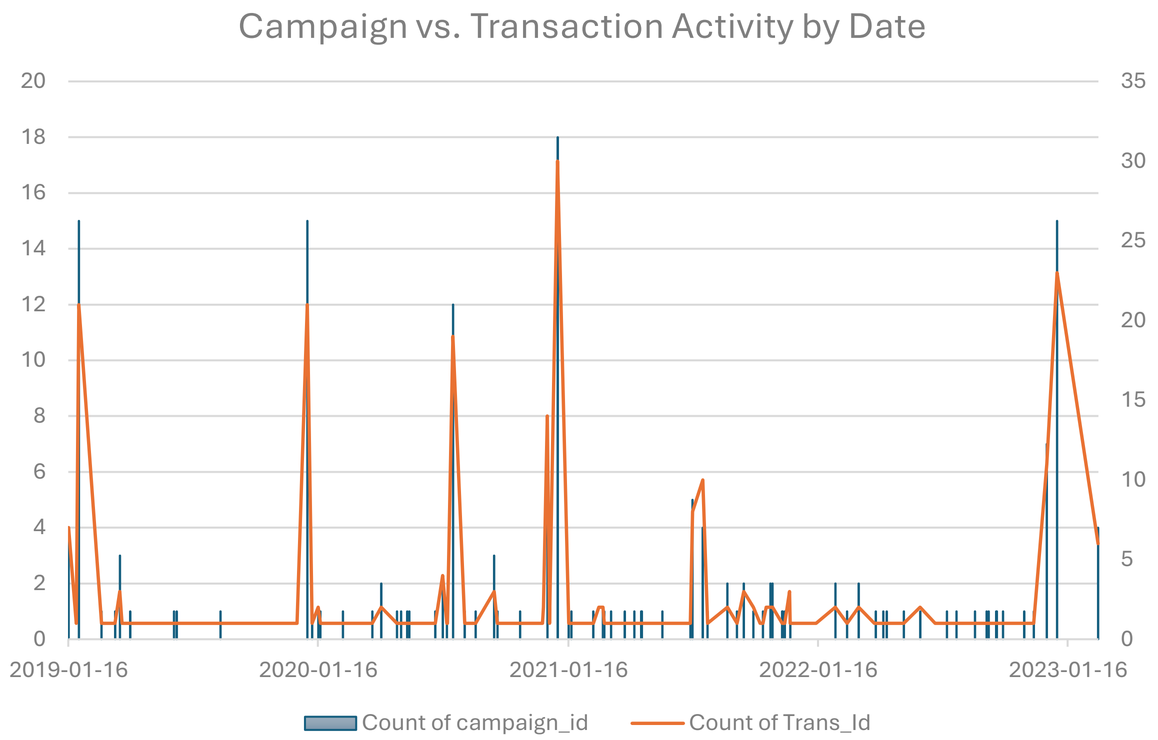
•**Repeated Entries**: Dominant in most months, especially in **2020-12**.

•**Unique Entries**: Mostly concentrated in **2020** and **2021**.

•**2020-12-31** stands out with both the highest unique and repeated counts.

The Spectrum of Sales

- DECEMBER 2022 SAW A RISE IN TRANSACTIONS AND REDEMPTIONS.



Findings:

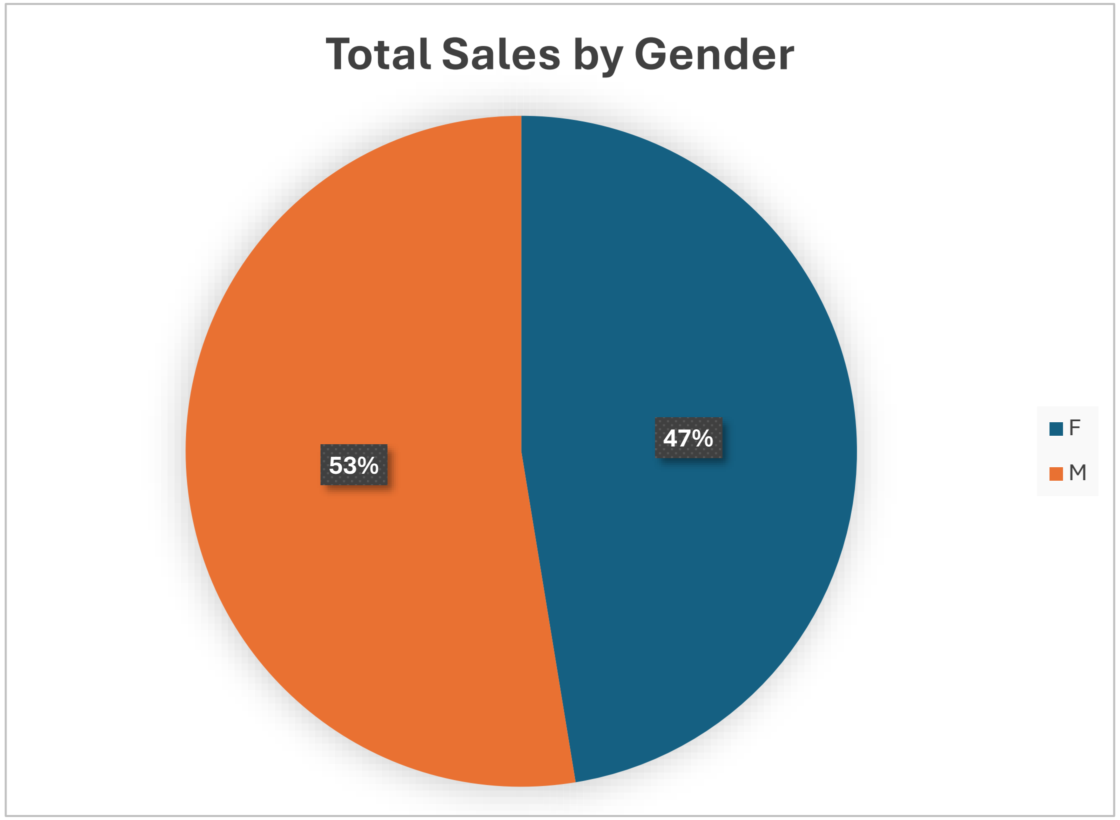
1. **Total Campaigns**: 186
2. **Total Transactions**: 300
3. **Highest Activity**:
   - **2020-12-31**: 18 campaigns, 30 transactions.
   - **2020-12-16**: 14 transactions.

Insights:

4. **Peak Period**: December (especially 2020) saw the highest campaigns and transactions.
5. **Campaign-to-Transaction**: Some campaigns are highly effective (e.g., **2020-12-31**).
6. **Recent Decline**: Fewer campaigns and transactions in 2022-2023.

Engagement & drive sales

- Majority of customers are Males



Findings:

1. **F (Female)**: 5,384,306 (47.4%)
2. **M (Male)**: 5,972,111 (52.6%)

Insights:

1. Sales between genders are fairly balanced, with only a 5.2% difference, suggesting a relatively equal market presence for both groups.

THANK YOU