Important Business Insights

When analyzing the data in the Food Products Business, there’s some important insights to be found. For example, when mapping out Freight costs around the globe, Austria has by far the highest average rate of freight, but they account for far fewer total shipments according to the data than the United States; leading the latter to spend the most overall on freight, followed by Germany.

It is also noteworthy that there is a clear correlation between total sales revenue made by an employee and the average percent discount that employee gives out on orders; the higher the discount it would seem leads to higher sales revenues.

It is important to understand how sales revenue relates to units sold because they do not exactly correlate evenly. Seafood sells the most units in total across all the categories, but Beverages make up the most sales revenue, with seafood in mere fourth place. This can be related to factors such as individual cost of each product; beverages though selling in shorter supply, can be far more expensive to the customer and thus take in a lot more revenue than seafood.

When ratioing the total sales revenue over the total investment: SUM('order-details'[Quantity]) \* SUM('order-details'[UnitPrice]) / ((SUM('products'[UnitsInStock]) + SUM('products'[UnitsOnOrder])) \* SUM('products'[UnitPrice])), you can gather what categories of product are performing the best at this particular snapshot in time for the data. Produce in terms of ratio is making the most revenue from sales against its total investment; so even though Beverages is known to have the most sales revenue of the categories, it is outperformed by Produce in relation to cost of investment. It is noteworthy to point out that Produce in terms of sales revenue is near the bottom of the list, this could be attributed to the fact that they sell at much lower quantities compared to the leading categories and could also have a much slower turnover rate; leading the cost of investment to not be nearly as high; thus, making the ratio for sales revenue much higher.

Looking at specific products, Raclette Courdavaut is the leader in terms of sales revenue; this is a dairy product and it is one of the reasons why Dairy Products are second place in terms of sales revenue by category. Beverages still takes the number one spot however due to its sheer number of products across the board, as well as its Cote de Blaye which sits in the number two spot itself in terms of sales revenue by product name.