SuperMax Foods

Recommendations for increasing revenue

Prepared for:

RMIT Business Analytics with SQL and Python

DAT107-2024-OCTA

By:

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18/11/2024

Goal:
lift sales revenue by 5% in the next two years

- **Which products offer the greatest potential for sales growth?**
- **Which customer demographic should we target in our marketing efforts?**
- **How many additional monthly sales are required for each demographic or product to achieve our goal?**

Data Collection, Preparation and Legal/Ethical Considerations

Data Set and Limitations

- Last three years, YTD this year (2022)
- Doesn’t include profit data, only gross revenue per commodity
- Can’t see progression of loyalty status over time

Data Cleaning

- Identified problem with transaction dates. Day values were not consistent, so all transaction days were ignored for this analysis
- Checked for nulls
- Ensured string values in consistent format
- Did not remove duplicates as these rows likely represent the purchase of more than one of the same item in a basket

COLLECTION AND USE OF CLIENT DATA

The data used in this analysis has been collected in accordance with our company's Privacy Policy and Personal Data Protection Notice. Our policy clearly states that we may use this collected data for internal operations, including data analysis, research and statistical purposes.

SHARED DATA

We will only disclose Personal Information if required to legally, and do not share data with third parties, therefore all data included in this analysis has been deidentified

LEGAL AND ETHICAL USE OF PREDICTIVE DATA

This analysis is aggregated and is not intended to be applied to individual clients or circumstances. This analysis is only intended to inform internal sales and marketing strategies.

BIAS AND HONESTY

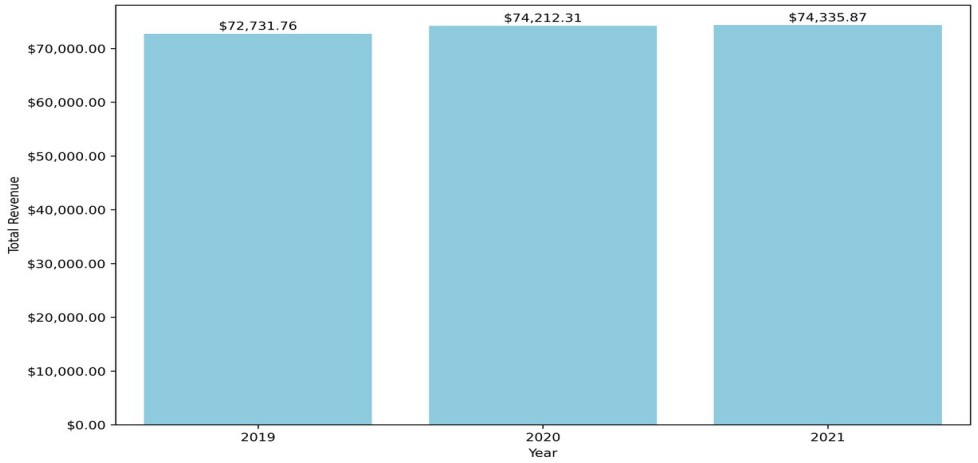
All data has been cleaned but otherwise presented without bias.

LEGISLATION

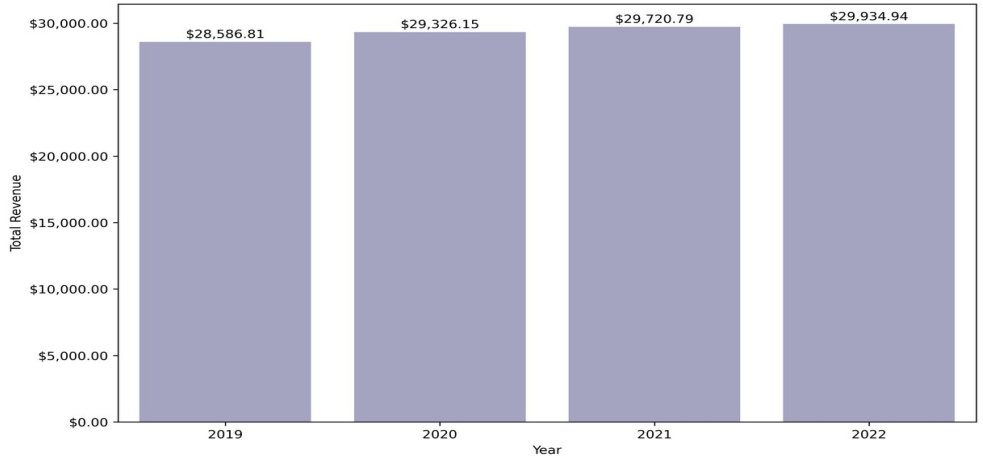
This analysis is performed in accordance with the Australian Privacy Act 1988, the United States Privacy Act 1974, and the GDPR.

Year on Year Revenue Trends

Total Revenue – Last 3 Full Years



Total Revenue – Comparison of Jan-



Consistent for the past 3 years:

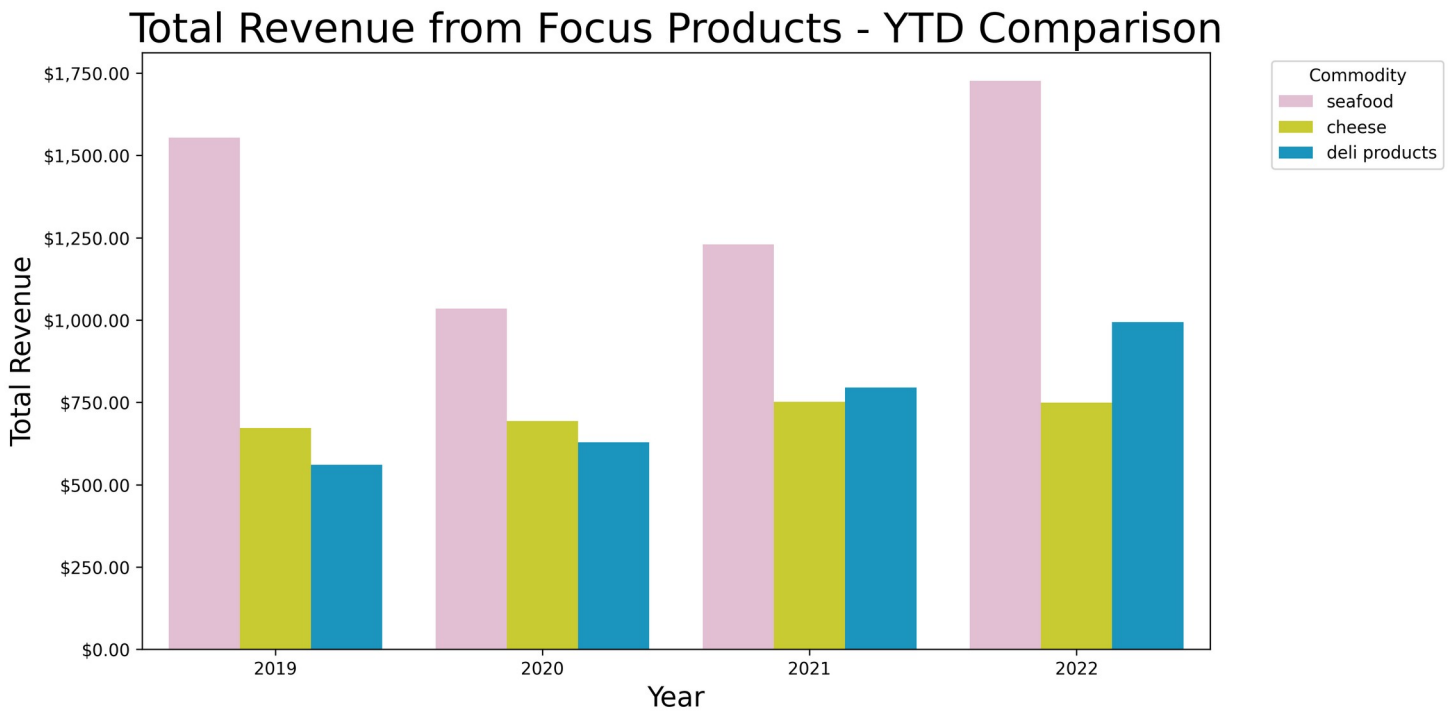
- Revenue
- Customer visits
- Average spend per shop

Recommendation Focus Products
Popular, High Revenue, High Margin

Seafood
Second most popular product – opportunity to boost sales

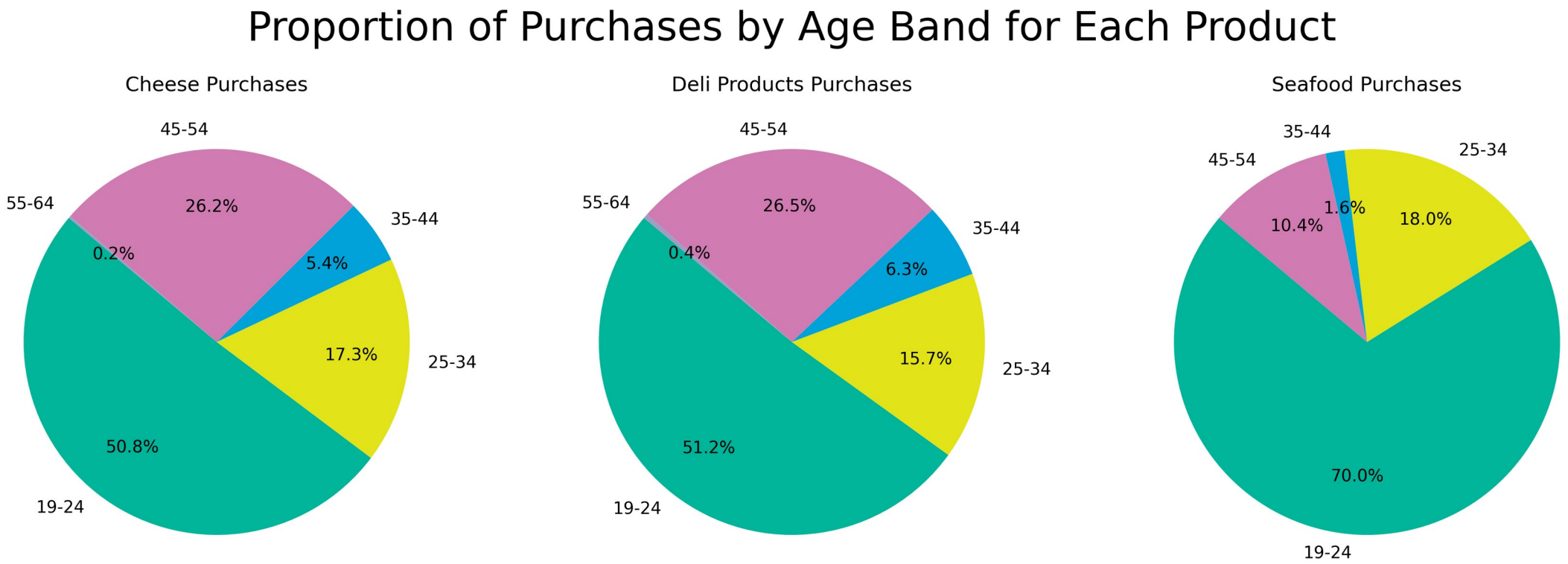
Deli Products
Experiencing high market growth, already popular with our customers

Cheese
Product range with the highest average margin for grocers



9 additional sales per product per month

Recommendation:
Focus Age Band



2-3 additional shops per month

References:

Compound monthly growth rate (CMGR): Formula + calculator (2024) Wall Street Prep. Available at: https://www.wallstreetprep.com/knowledge/compound-monthly-growth-rate-cmgr/ (Accessed: 17 November 2024).

Dean, P. (2023) *15 most profitable items in a grocery store*, *Partstown - Foodservice Tips*. Available at: https://www.partstown.com/about-us/most-profitable-items-in-a-grocery-store (Accessed: 16 November 2024).

Ruello & Associates (2005) *The retail sale and consumption of seafood in ...*, *Fisheries Research and Development Corporation*. Available at: https://www.frdc.com.au/sites/default/files/products/2004-249-DLD.pdf (Accessed: 16 November 2024).