Sales Ledger of Food Crop Company

Sales Report for September Month

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Food Crop Company Sales Details

DATASET :

The dataset Consists of **7,194 rows and 23 columns**. For that dataset I used **Excel and Tableau** for the analysis and visualization.

1. **What can you conclude about the company's performance from this data ?**

- The FoodCrop Company's september month total sales **revenue Rs. 9,116,031**.
- In that September month, The company has **58,431 Orders** and Total customer **sales count is 7,194.**
- The performance is quite good for the september month .
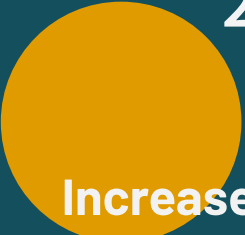
Summary for the FoodCrop Company

58,431	9,116,031	7,194
Orders	Total Revenue	Sales Count

2. As consultant what will be your proposed tech strategy for the next year ?

Increase variety and new variants dishes:
- Based on the Insights from the most liked and Highly sold item is Chicken Nuggets. So, I recommend to make more variety on that item. It will increase our sales rate.

Make retailer into a promoters :
- Try to turn our existing retailers into promoters , to make a high sales on the south zone because that had a least count of sales.

Social Media marketing:
- Do the social media, promotions increase out sales for the next year such as instagram post, advertisement, youtube promotions,facebook etc.,. Currently, This all really make more consumer / retailers for the sales.

2. Plan and Strategy for increase the sales to next Year

Provide the combo offers and Coupon offers on special occasions:
- Try to provide some offer on the occasions day a like New year, festivals,etc. It will increase our sales rate.

Online orders and quick delivery:
- Increase our online platform to make easy payments and Try to delivery the order with some time limit. It will increase our retailers and consumers.

Make a good connection with retailers/distributors :
- Make impression and good connection with our retailers and distributors. Good impression , that make consumers with comfortable.It may help in business plan.

3. Insights

- **West Zone** has highest rank in terms of order and revenue.

ZONE	Count of ZONE
East Zone	2609
North Zone	2240
South Zone	854
West Zone	1491
(blank)	
Grand Total	7194

3. Insights

- **ANN MARKETING** are best Order Distributor for the september month sales.

Distributor_Name	Count of Distributor_Name
ANN ENTERPRISE	2609
DAS DISTRIBUTORS	1848
SSS MARKETING	881
S.A. ENTERPRISES	610
KRISHNA AGENCY	554
A B ENTF	392
XYZ ENTERPRISE	300
(blank)	
Grand Total	**7194**

Distributor Details
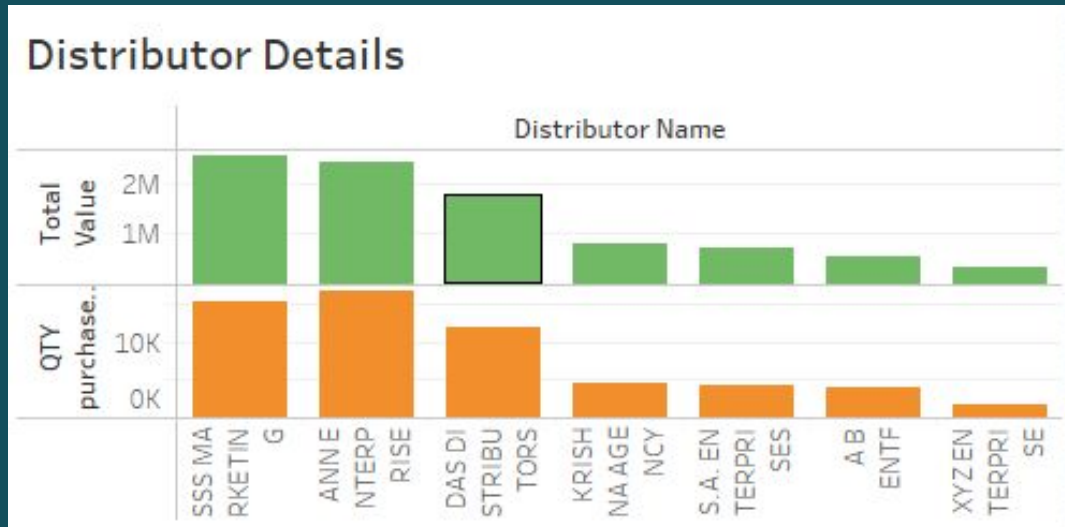
3.Insights

- Analysis shows that the most liked and sold food is **CHICKEN NUGGETS**

Variant_Name	Count of Variant_Name
Chicken Nuggets	1021
Green Peas	765
Pepper & Herb Sausages	420
Breakfast Sausages	396
Chicken Popcorn	368
Chicken Tikkas	334
Chicken Seekh Kabab	333
Breakfast Salami	311
Chicken Finger	251
Cheese & Onion Sausages	249
Sweet Corn	241
Cheese Corn Nuggets	221
French Fries	215
Chilli Sausages	196
Chicken & Cheese Nuggets	196
Pepper & Herb Salami	189
Parathas	139

3.Insights

- From the analysis **GT** are a best retailer for the highest sales of orders.
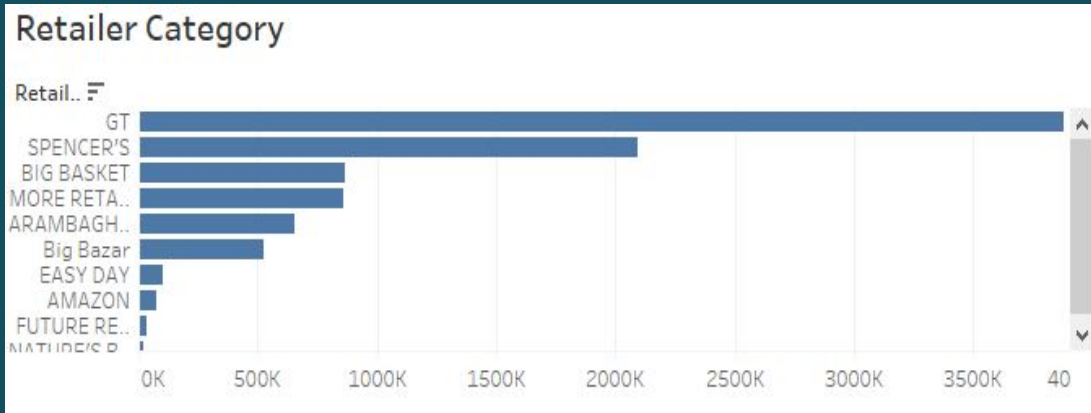
Retailer_Category	Count of Retailer_Category
GT	3889
SPENCER'S	1151
ARAMBAGH FOOD MART	806
MORE RETAIL	666
Big Bazar	300
EASY DAY	205
BIG BASKET	103
FUTURE RETAIL- BIG BAZAAR	34
AMAZON	22
NATURE'S BASKET	18
(blank)	
Grand Total	**7194**

3.Insights

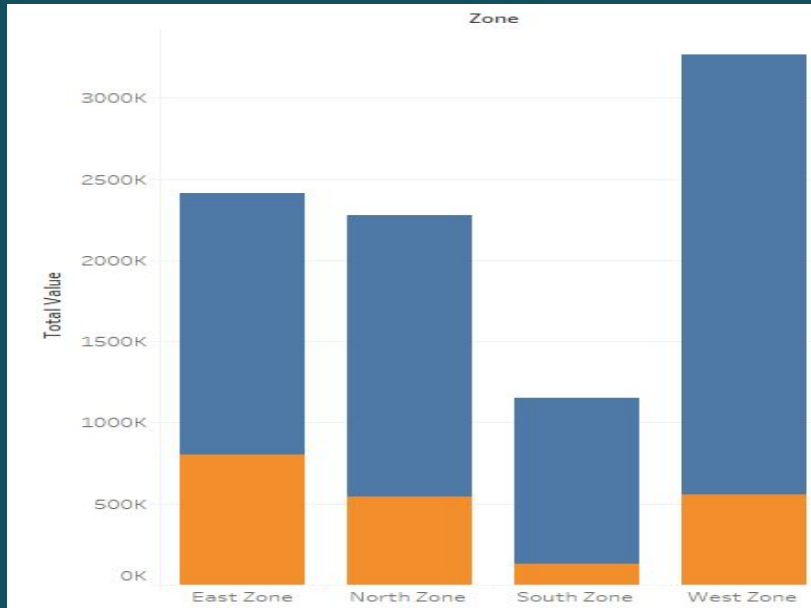- Totally **1,288** order s are freely charged for the orders.

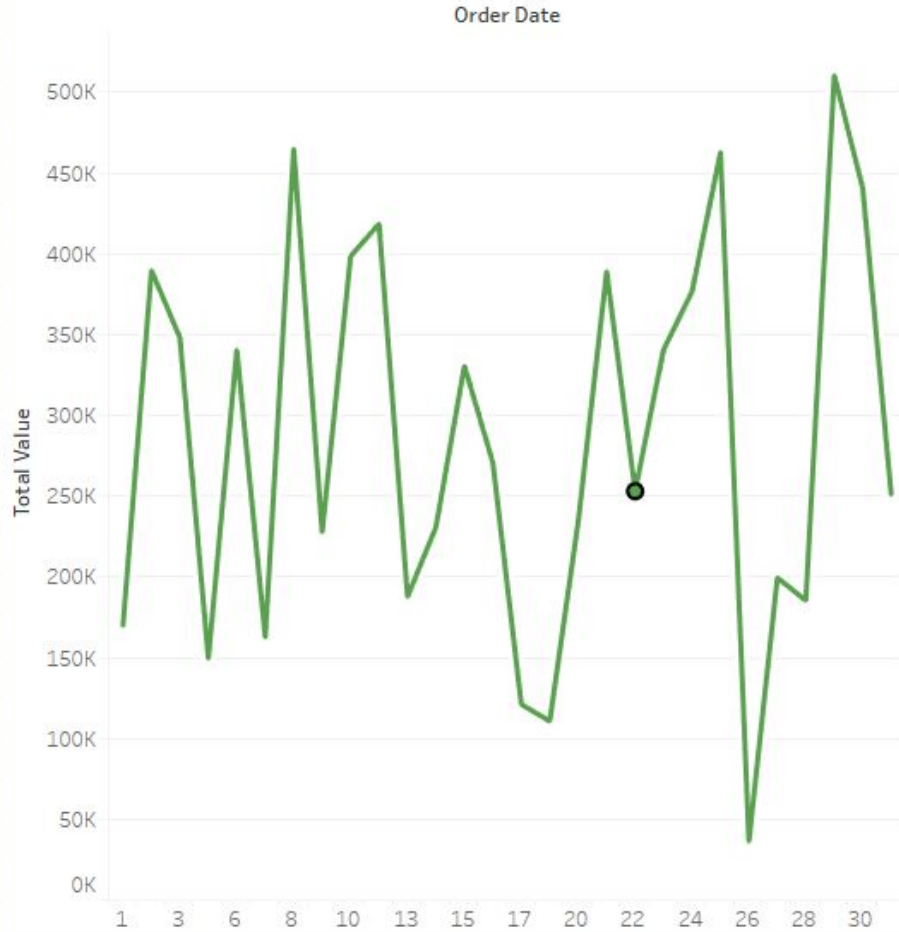- The total count of **veg order is 2,204** and **Non-veg is 4,990**

Is Free	
Null	57,143
Free	1,288

Category_N ⏷	Count of Category_Name
Non_Veg	4990
Veg	2204
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Grand Total	**7194**

3.Insights

- Zone are analysis with category type (Veg and Non Veg) in that **West zone** is the best selling one for the month
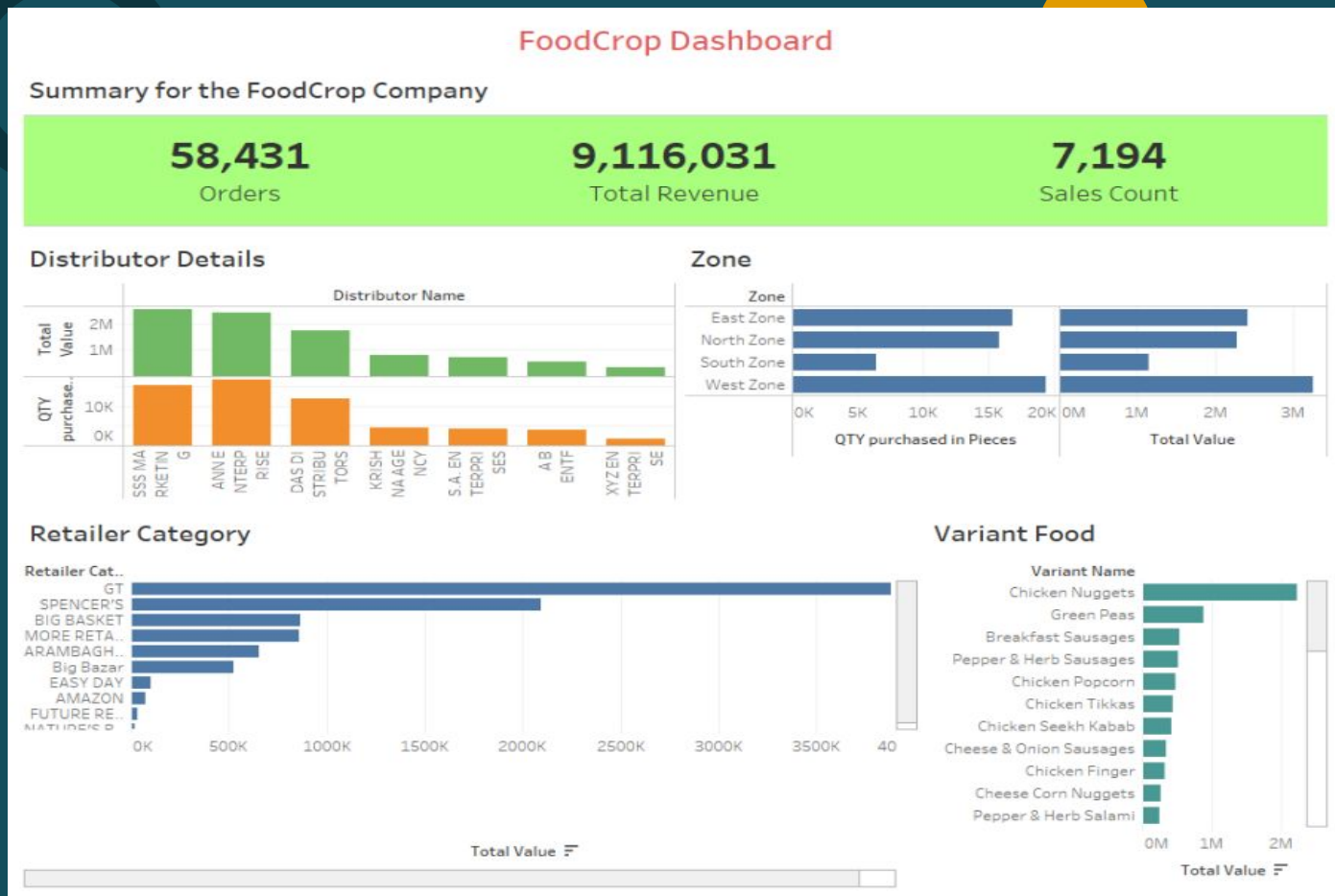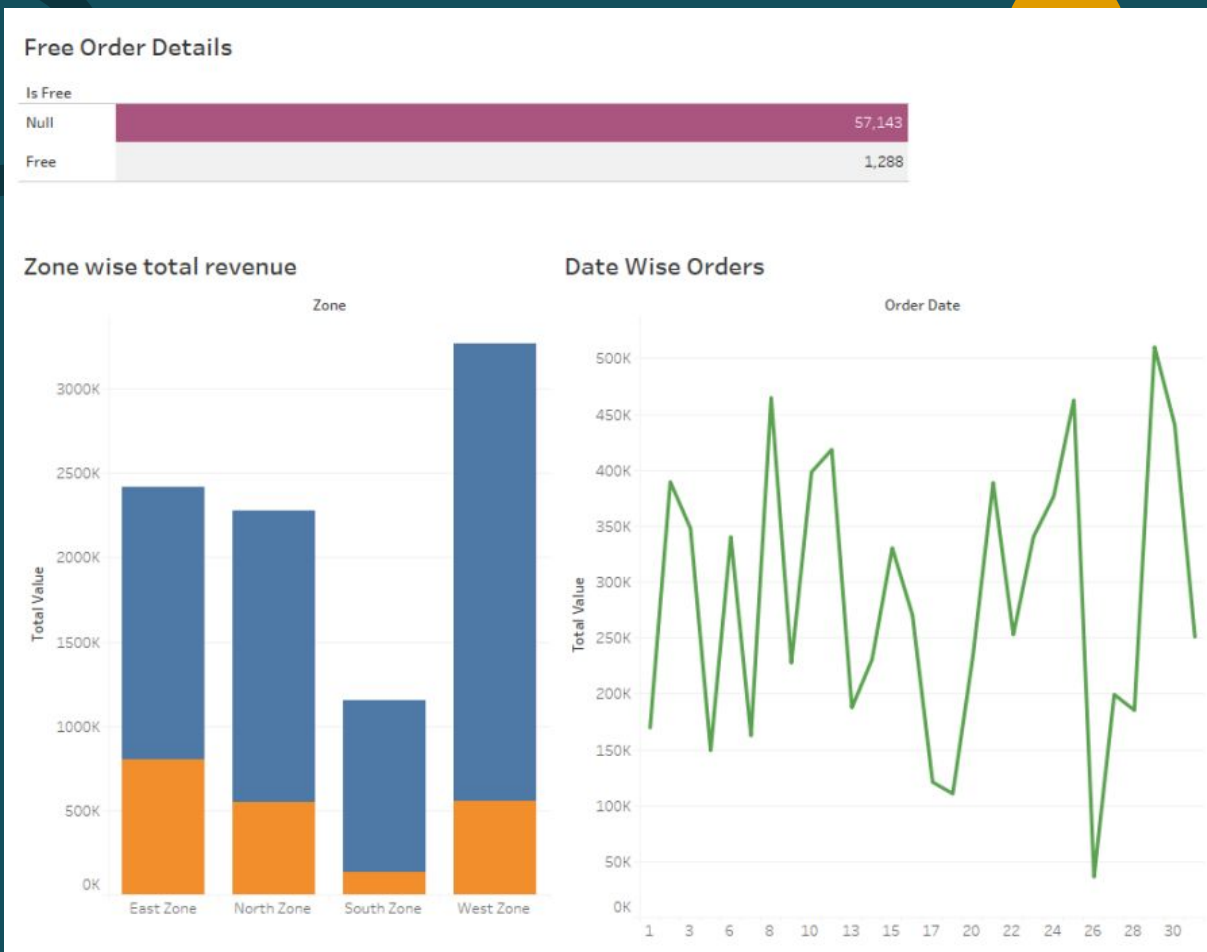
Date Wise Orders

- **On 29th september**, had a high revenue and more orders.
- Revenue on that date **Rs.510,503**

4. Dashboard / Micro Insights using Tableau

4. Dashboard / Micro Insights using Tableau

QUESTIONS ?

- What you think about our last month progress ?
- Is it will reach our monthly goal/ target revenue for that month ?
- Did you share any plans and strategy to develop our sales progress?
- Why west zone only have high selling rate compare with others ? what about others zone?
- What is the reason for freely charged to the orders?
- On september 26 th, Why we had least sales count ? what is the reason ?
- Why chicken Nuggets highly sold on that month?
- What your idea to increase our retailer counts for the orders and sales?
- How you are going to increase consumer/Customer for the next month?

THANK YOU