

**Requirement from client:-**

- 1. Total Quantity & Extended Price for the Top 10 & Bottom 10 Customer
- 2. Total Quantity by type (Dry & Frozen %)
- 3. Total Quantity by channel (Mainstream & Ethnic %)
- 4. Customer & Product wise yearly Extended price along with quantity.
- 5. Year, Quarter & Month wise Extended price & Quantity
- 6. Write a brief summary explain (findings) about the business insides for those top customers
- 7. Total Quantity & Extended Price for the Top 10 & Bottom 10 Product

Quantity



240.85K

Extended price



6.75M

Year

Select all

2018

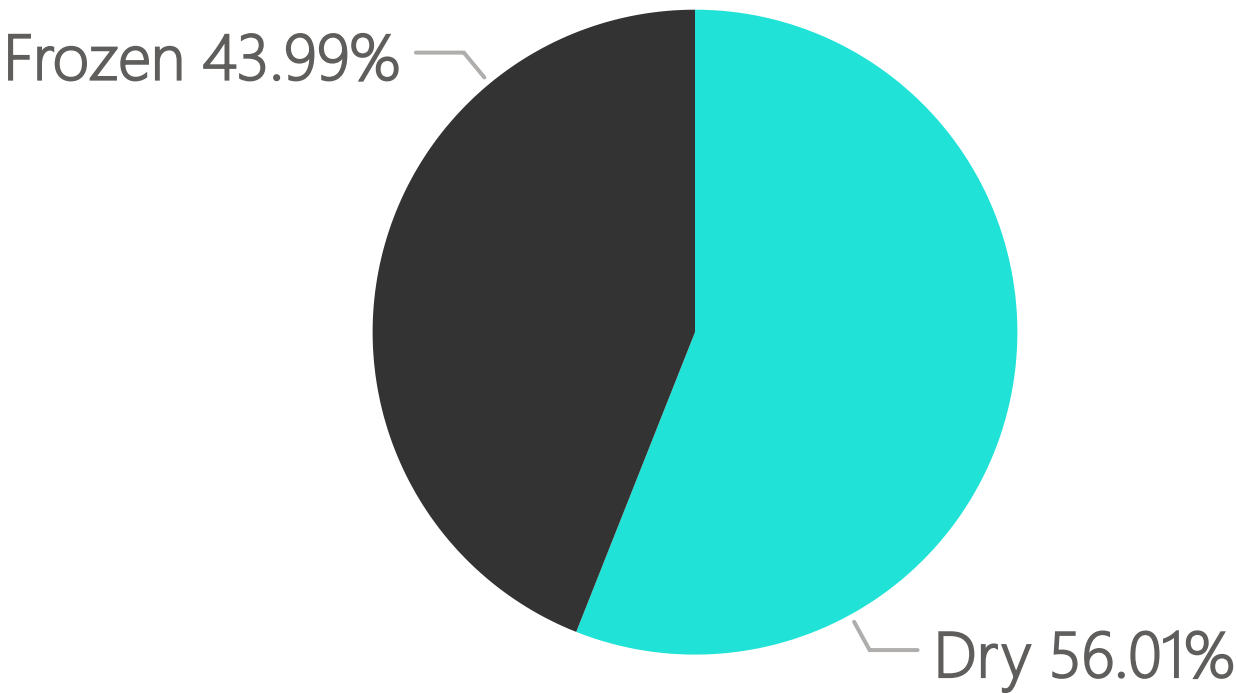
2019

2020

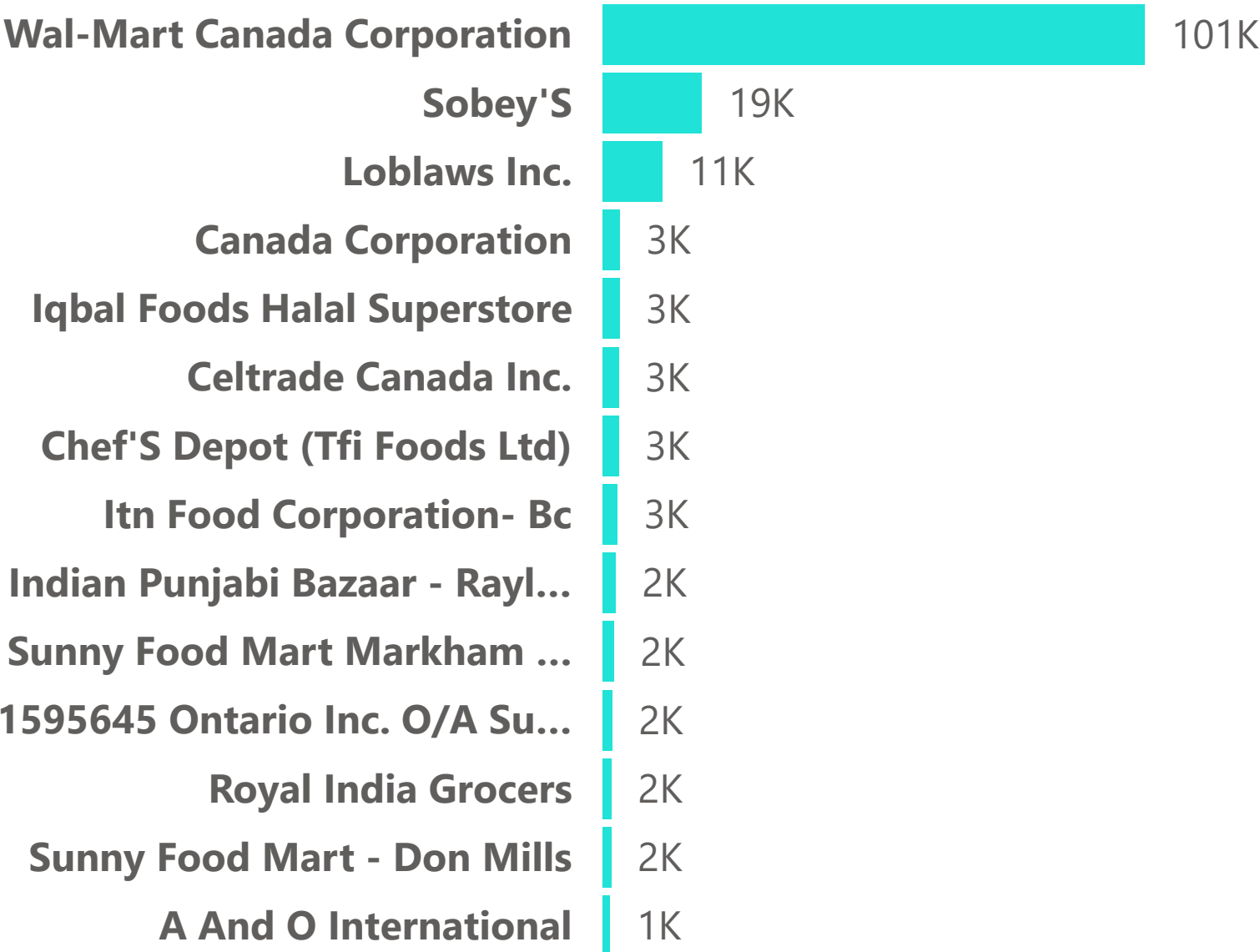
2021

2022

Order Qty by Type



Top 100 Customer by Order Qty



Top Customer (by Qty):

Wal-Mart Canada Corporation

Quantity:

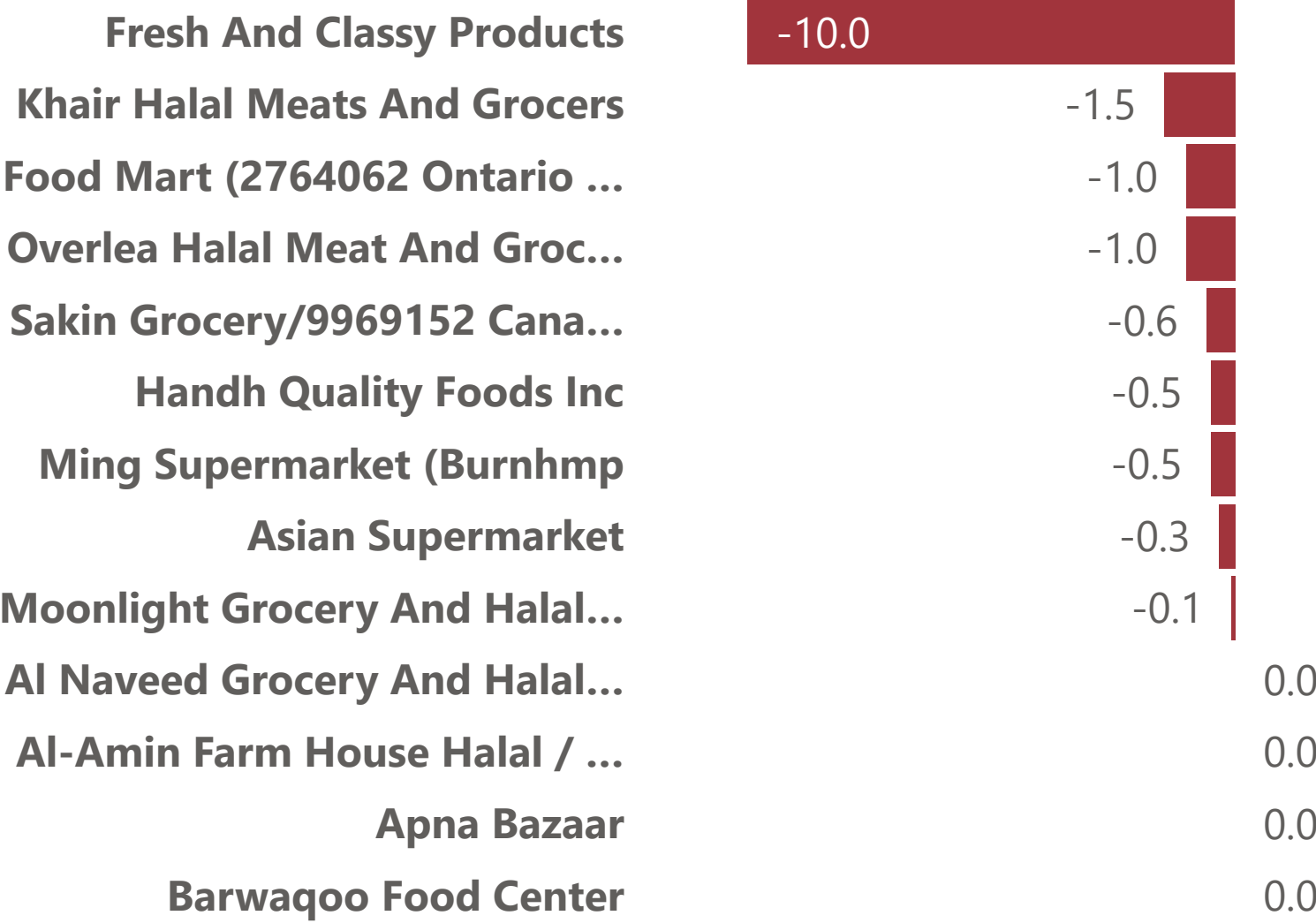
101.32K

Extended Price:

2.28M

Bottom 100 Customer Name by Order Qty

Negative value indicates return quantity



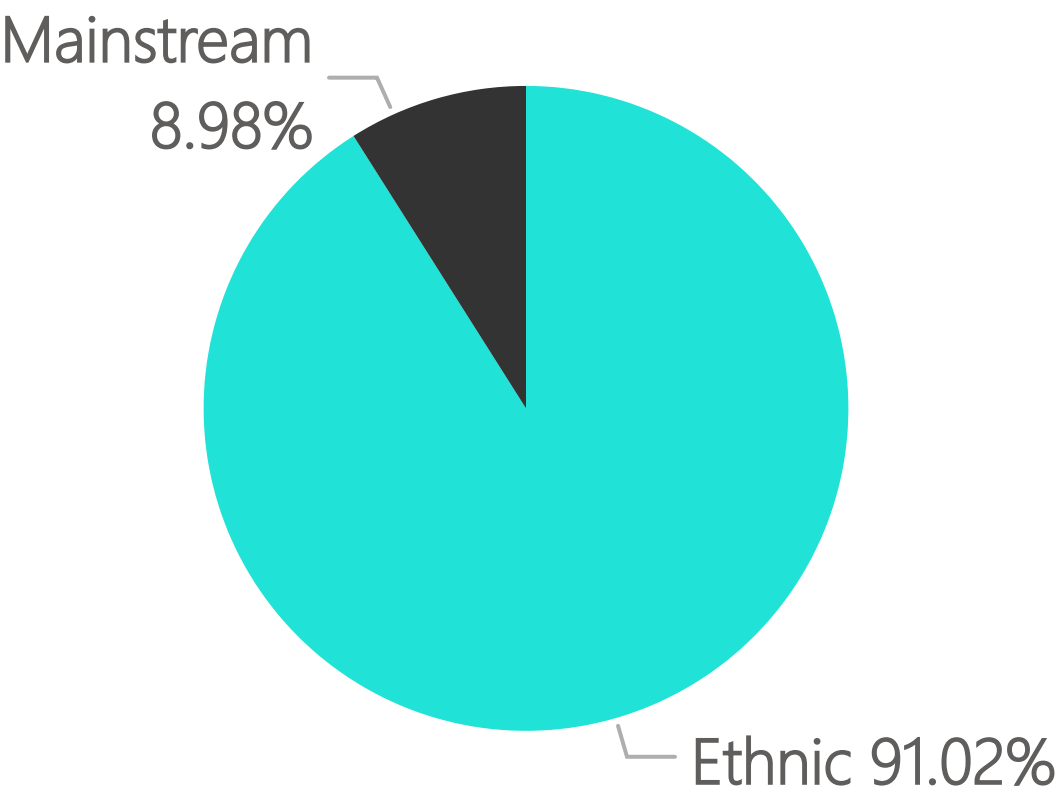
Bottom Customer (by Qty):

Fresh And Classy Products

Last Invoice Date:

Thursday, July 04, 2019

Order Qty by Channel




Report Summary


5 key points based on the analysis, which can guide managerial decisions:

- Customer Concentration Risk:**  
With Wal-Mart Canada Corporation contributing 42% of the total order quantity and 33.78% of the total revenue, there's a significant dependency on this single customer. Managers should consider diversifying the customer base to mitigate risk.

Quantity

240.85K

Extended price

6.75M

Year

Select all

2018


2019

2020


2021

2022

Total Customer Number

990

Total Product Line item

192

Top 100 Product by Order Qty

ASHOKA FRZ TANDOORI NA...	17K
ASHOKA CAN MANGO PULP...	16K
ASHOKA RTE PUNJABI CHOL...	16K
ASHOKA FRZ TANDOORI NA...	15K
ASHOKA RTE DAL MAKHANI...	14K
ASHOKA CAN MANGO PULP...	13K
ASHOKA RTE PALAK PANEER...	11K
ASHOKA RTE PAV BHAJI, 280g	11K
ASHOKA RTE NAVRATAN KO...	10K
ASHOKA FRZ PARATHA PAN...	9K
ASHOKA FRZ VEG. OKRA CU...	9K
ASHOKA RTE SHAHI RAJMA,...	9K
ASHOKA FRZ TANDOORI NA...	8K
AEROPLANE CHUTNEY SWEE...	3K

Top Product (by Qty):

ASHOKA FRZ TANDOORI NAAN PLAIN, 426g (5 Pc)

Quantity:

16.67K

Extended Price:

731.09K

Bottom 100 Product by Order Qty

Negative value indicates return quantity

ASHOKA PASTE GINGER IN O...	0
ASHOKA SARSON KA SAAG I...	0
ASHOKA FRZ PUNJABI DAHI ...	3
ASHOKA FRZ VEG. GREEN CH...	6
ASHOKA FRZ SAMOSA JUMB...	7
ASHOKA PASTE CURRY VIND...	8
ASHOKA PASTE GARLIC IN OI...	9
ASHOKA FRZ BAKED PAV BH...	11
ASHOKA FRZ SAMOSA POTA...	13
ASHOKA MADRAS CURRY PA...	15
ASHOKA PASTE CURRY TAN...	15
ASHOKA PASTE CURRY BUTT...	17
ASHOKA FRZ BAKED PANEER...	18

Bottom Product (by Qty):

ASHOKA PASTE GINGER IN OIL 700g

Last Invoice Date:

Tuesday, January 02, 2018

Report Summary

5 key points based on the analysis, which can guide managerial decisions:

• Focus on Top-Performing Product Lines:

With 65.5% of the total business volume and 55.85% of the total revenue coming from the top 13 product line items, managers should prioritize these high-performing products. Investing in these products through marketing, inventory management, and customer outreach could drive further growth.

• Revenue Concentration in Key Product Lines:

The significant revenue contribution from the top 13 product lines (\$3.77M out of \$6.75M) suggests focusing resources on enhancing these lines. Management should consider strategies to further capitalize on these products, such as expanding their market reach or developing complementary products.

• Product Line Rationalization:

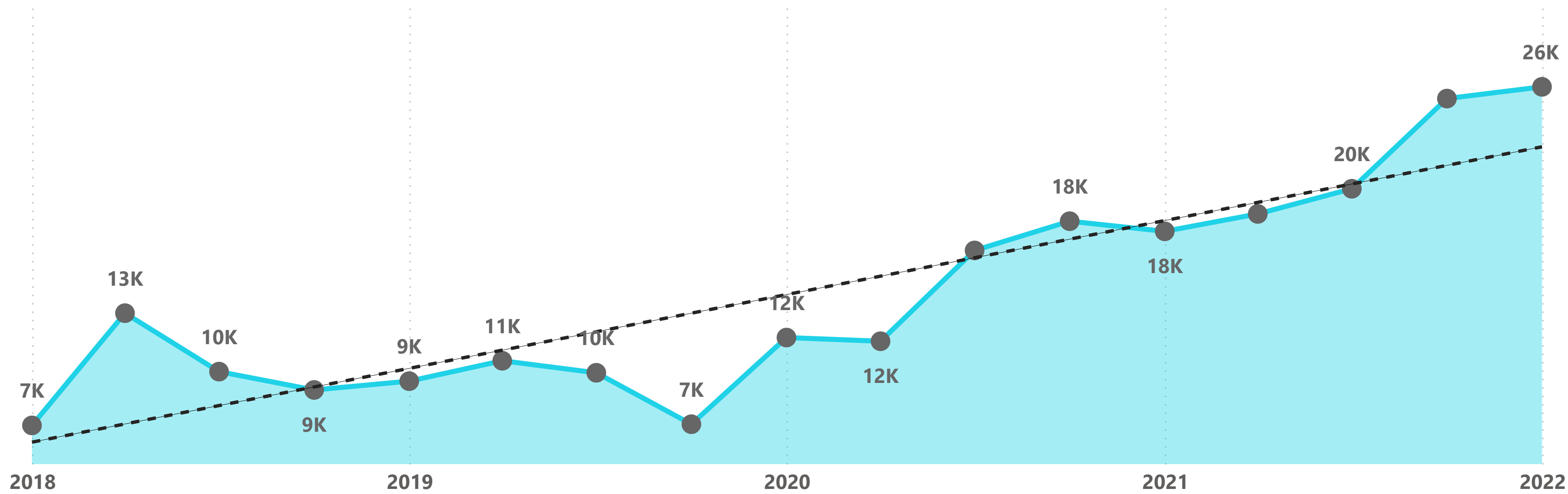
The bottom 100 product line items have very low order quantities and potentially outdated last invoice dates. Management should consider discontinuing or phasing out these underperforming products to streamline operations and reduce costs.

# Annual Analysis of Quantity and Price by Customer Segments and Product Lines

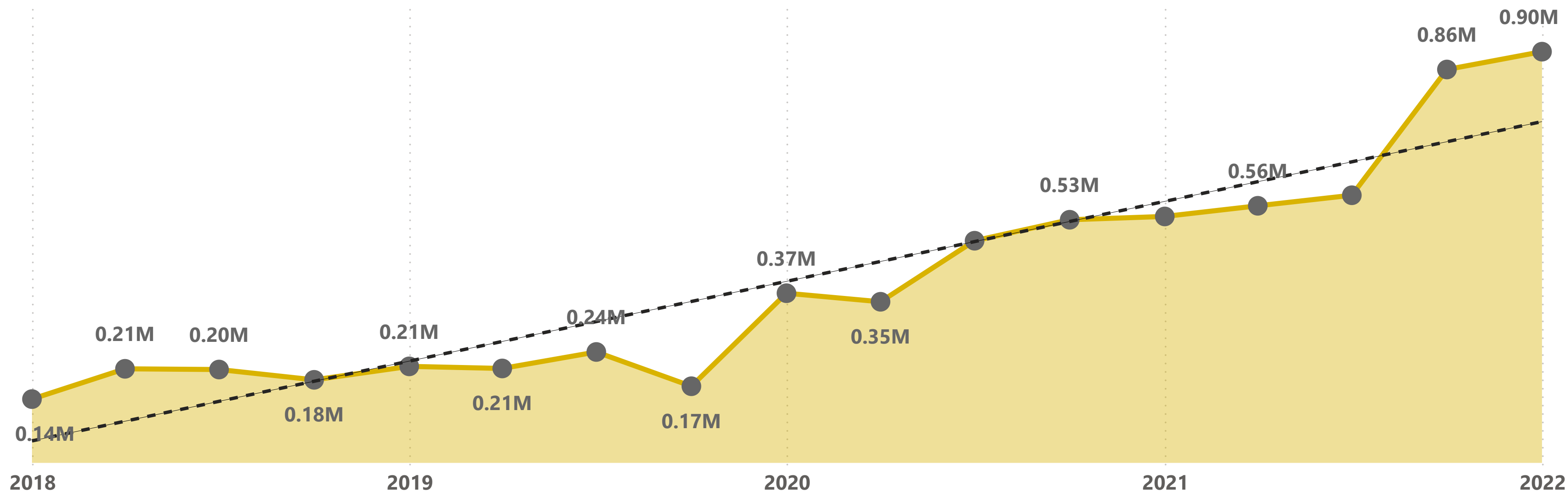
Year	Customer Name	2018		2019		2020		2021		2022	
		Qty	Extended price	Qty	Extended price	Qty	Extended price	Qty	Extended price	Qty	Extended price
+	(Ashoka) Ltd.									3.00	186.00
+	(Owais Inc.)									2.00	96.00
+	1595645 Ontario Inc. O/A Subzi Mandi Cash And Carry			309.33	11,472.90	432.53	17,804.77	848.82	33,270.69	174.96	7,959.23
+	1726097 Ontario Inc O/A D&G Subzi Mandi Cash & Carry			175.75	5,854.84	232.40	9,163.99	351.17	12,332.45	42.71	1,959.04
+	2708950 Ontario Inc. Subzi Mandi					0.00	0.00	158.50	4,966.37	16.00	669.60
+	7 C Seafood (2373094 Ontario Inc)							7.00	185.00		
+	786 ( 9390-7954 Quebec Inc.)									1.00	30.00
+	A And O International			1,400.00	14,001.68						
+	A.H.A Convenience Grocer & Halal Meat					6.00	217.60	10.00	330.00		
+	A.M Manipex Inc. (O/A Kohinoor Foods)	106.50	2,695.52	38.00	1,303.00	30.50	1,111.00	28.50	981.00	4.50	175.50
+	A.M.R	188.00	4,444.52	78.00	2,888.00	51.00	1,559.40	130.00	4,890.11	6.00	282.00
+	A.M.R Cash And Carry Inc.							10.00	408.02		
+	A1 Bags And Supplies Inc.					90.00	3,240.00	317.00	11,254.03	42.00	1,596.02
+	A-1 Bags And Supplies Inc.	62.00	1,825.10	85.50	2,813.81	179.00	6,485.02				
+	A1 South Asian Grocery			262.62	7,732.86	213.25	8,431.69	236.84	9,272.70	32.50	1,192.63
+	Aaa Meat Market And Grocery	22.50	764.78	9.00	296.40						
+	Ababeel Supermrket			1.00	48.00	2.00	96.00	1.00	48.00		
+	Abrisham Rest. Halal Meat & Grocery	7.50	228.30	2.00	108.00	6.17	214.80	18.00	855.90	7.00	308.60
+	Adf (Ashoka) Ltd.			69.00	0.05			4.00	192.00		
+	Adonis Group Inc	308.00	5,544.00	271.17	5,120.50	246.00	5,772.00				
+	Adonis Group Inc (Div#108 Ashtonbee, Scarborough)							240.00	5,190.00	18.00	473.40
+	Adonis Group Inc.	103.00	1,926.16	75.92	1,366.51	131.00	3,078.00				
+	Adonis Group Inc. - (Div#563 Stanfield, Mississauga)							41.00	881.40	35.00	672.00
+	Adonis Group Inc. - Stanfield			10.00	180.00	66.00	1,512.00				
+	Adonis Group Inc. (Div#106 Eglinton, Mississauga)							193.00	4,020.00	5.00	120.00
+	Afnaan Kitchen And Meat			8.00	283.20						
+	Africa World Market			19.00	769.00	4.00	177.00				
+	Aj Indian Grocery Store Inc.							23.00	880.00	4.00	114.00
+	Ajax Foodmart - 2403642 Ont. Inc.	80.00	747.02	28.00	282.04			46.00	1,477.82		
+	Ak Harmony Canada Inc. (O/A Indian Foodland)	56.50	1,947.00	103.21	3,238.59	122.31	4,732.31	72.46	2,979.63	18.00	752.40
+	Akinchan Foods Inc. (Formerly Known As Om India)							168.40	6,604.46	58.00	2,485.02
+	Akt Super Market							2.00	96.00		
+	Al Amin Halal Meat And Grocery - (Milton)	5.00	48.00	5.92	174.17	41.00	1,532.60	51.00	2,130.71	10.00	482.01
+	Al Amir Grocer & Halal Shop	10.00	186.00	4.00	79.20	5.00	115.50				
	Total	39,063.37	731,756.57	36,941.18	828,589.54	58,211.40	1,742,630.95	81,092.53	2,549,233.30	25,546.18	900,148.62



## Total Order Quantity by Year, Quarter & Month



## Total Order Extended Price by Year, Quarter & Month



### Report Summary

5 key points based on the analysis, which can guide managerial decisions:

- Consistent Growth in Order Quantity:**

The order quantity has shown a consistent year-over-year increase from 7K units in 2018 to 26K units in 2022, representing a 264.54% growth. Management should leverage this positive trend to forecast future demand and ensure adequate inventory and supply chain management.
- Critical Growth Period:**

The period starting in April 2020 saw a significant rise in order quantities, with a 119.91% increase over seven quarters. This steep growth, particularly from 11,616.69 units to 25,546.18 units, highlights a critical period for analysis. Management should investigate the factors driving this growth and look to replicate successful strategies from this timeframe.
- Extended Price Performance:**

The sum of the extended price showed substantial growth, increasing by \$528,734.50 between January 2020 and January 2022. This financial growth indicates a healthy increase in revenue, and management should focus on maintaining this upward trend by exploring pricing strategies and cost management.
- Quarterly Trend Analysis:**

The ability to drill down to quarterly trends provides deeper insights into the business's performance. Management should use this detailed data to identify seasonal patterns, adjust marketing campaigns, and optimize inventory levels to meet quarterly demand fluctuations effectively.
- Strategic Planning Based on Data Trends:**

**Business Performance Analysis (2018-2022)**

This analysis highlights key insights into the business's performance from 2018 to 2022, providing a foundation for strategic decision-making to sustain and enhance growth.

• **Consistent Growth in Order Quantity:**

The total order quantity has increased steadily from 7K units in 2018 to 26K units in 2022, marking a 264.54% growth. This trend underscores the business's expanding demand and market presence.

• **Revenue Concentration in Top Products and Customers:**

The top 13 product line items out of 192 contribute 65.5% of the total business volume and 55.85% of the total revenue (\$3.77M out of \$6.75M). Additionally, Wal-Mart Canada Corporation alone accounts for 42% of the total order quantity and 33.78% of the total revenue. These figures highlight the importance of focusing on high-performing products and key customers to drive future growth.

• **Critical Growth Period:**

Significant growth was observed starting in April 2020, with a 119.91% increase in order quantities over seven quarters, jumping from 11,616.69 units to 25,546.18 units. Understanding the factors driving this growth can help replicate success in other areas.

• **Extended Price Growth:**

The sum of the extended price experienced substantial growth, increasing by \$528,734.50 between January 2020 and January 2022. This financial growth indicates a healthy increase in revenue, which managers should aim to maintain and build upon.

• **Order Quantity by Product Type and Channel:**

Dry products constitute 56% of the business volume, while frozen products make up 44%. The Ethnic channel accounts for 91% of the order volume, with the Mainstream channel contributing 9%. This distribution suggests a need to explore opportunities in the Mainstream channel and potentially balance the product mix to optimize overall performance.

• **Customer and Product Line Optimization:**

With 990 unique customers and 192 unique product line items, there is an opportunity to streamline operations by discontinuing underperforming products. Focusing on the bottom 100 product line items and addressing quality issues with specific customers (e.g., Fresh & Classy Products) can improve efficiency and profitability.

**Strategic Recommendations:**

1. **Diversify Customer Base:** Reduce dependency on major customers like Wal-Mart Canada Corporation by attracting and retaining a broader customer base.
2. **Invest in High-Performing Products:** Prioritize marketing and development efforts for the top 13 product line items to maximize their potential.
3. **Optimize Product Portfolio:** Discontinue or phase out low-performing products, particularly those among the bottom 100 product line items, to streamline operations and focus on high-demand items.
4. **Enhance Channel Strategies:** Explore growth opportunities in the Mainstream channel to balance reliance on the Ethnic channel and expand market reach.
5. **Maintain Financial Growth:** Continue to analyze and capitalize on periods of significant growth, ensuring sustainable revenue increases through effective pricing strategies and cost management.