Executive Sales Overview

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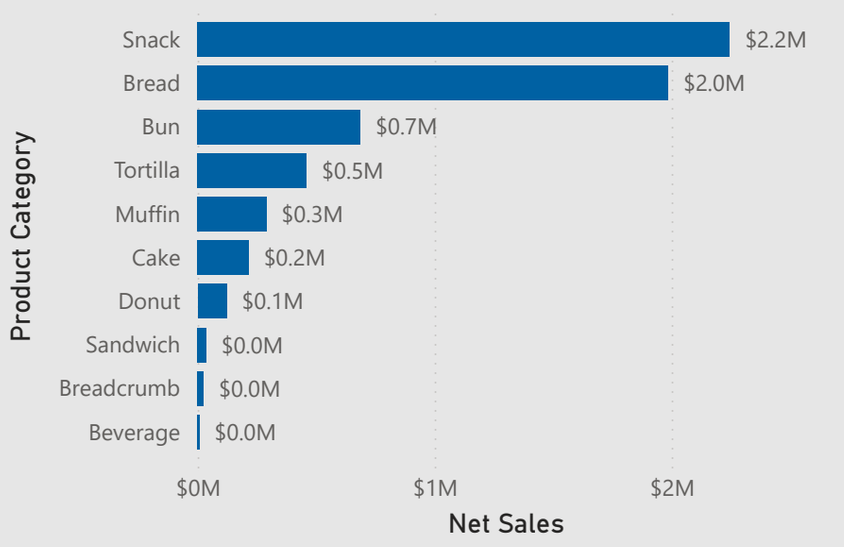
Date: 3 August 2025

Net Sales	Gross Sales
$7.18M	$7.33M

Actual Demand	Return Rate %
612K	1.56%

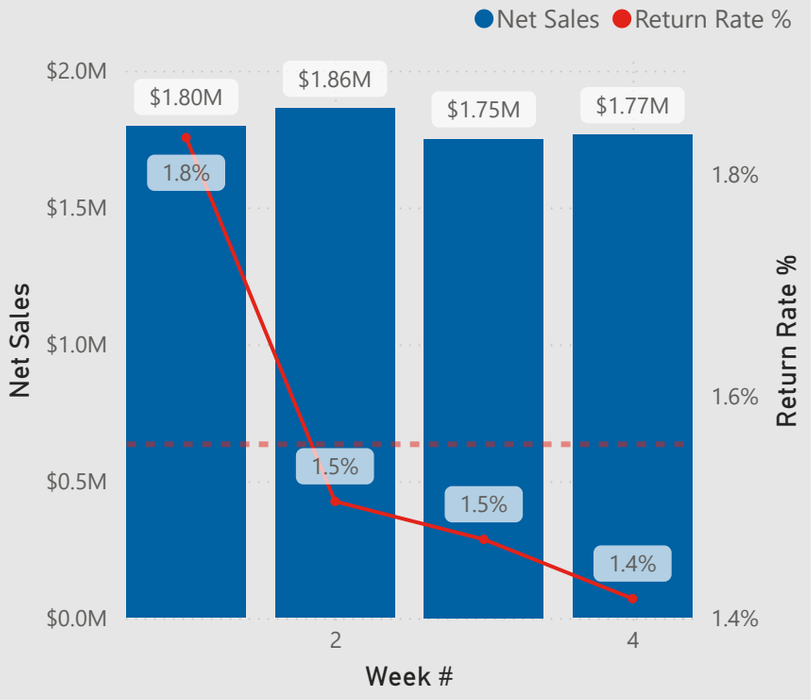
Net Sales by Product Category



Parameter

Sales Channel | Purchaser | **Product Category**

Weekly Sales and Return Rate Trend

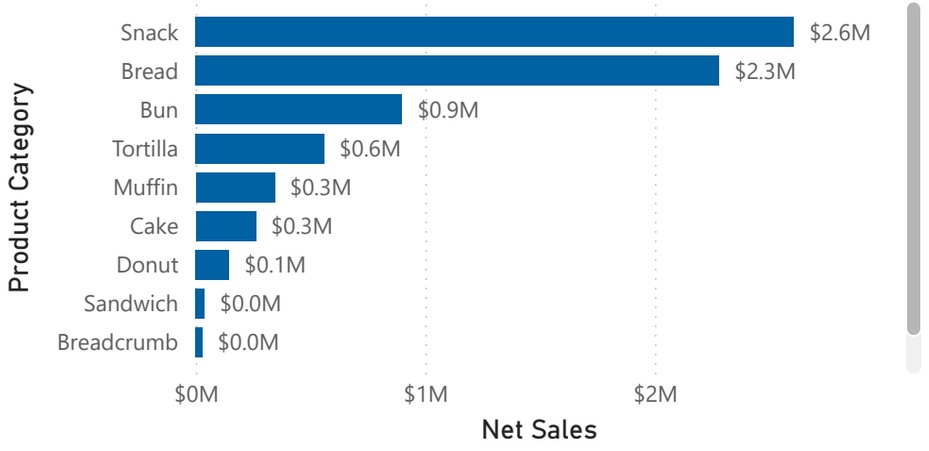


Snack and Bread categories together contribute 68%+ of total Net Sales, highlighting them as core revenue drivers. Despite high volumes, their return rates remain low (Snack: 0.99%, Bread: 2.04%) — a strong indicator of product reliability and supply chain efficiency.
Meanwhile, the overall return rate is steadily declining, suggesting operational improvements and better customer satisfaction.

Dashboard | Product & Category Performance | Geographical Sales & Returns Analysis | Purchaser Analysis | Returns Analysis | AI INSIGHTS

Product and Category Performance

Net Sales by Product Category



Product Category	Net Sales	Actual Demand	Return Rate %
Bread	$22,80,960.03	111482	3.6%
Donut	$1,46,363.87	18106	2.8%
Tortilla	$5,60,576.50	42406	2.5%
Bun	$9,00,037.21	51910	1.7%
Breadcrumb	$30,115.62	3239	1.4%
Cake	$2,62,698.16	17314	1.0%
Muffin	$3,44,764.38	39574	0.8%
Snack	$26,07,154.02	325482	0.8%
Sandwich	$39,747.36	2348	0.2%
Beverage	$1,529.92	292	0.0%
Total	**$71,73,947.07**	**612153**	**1.6%**

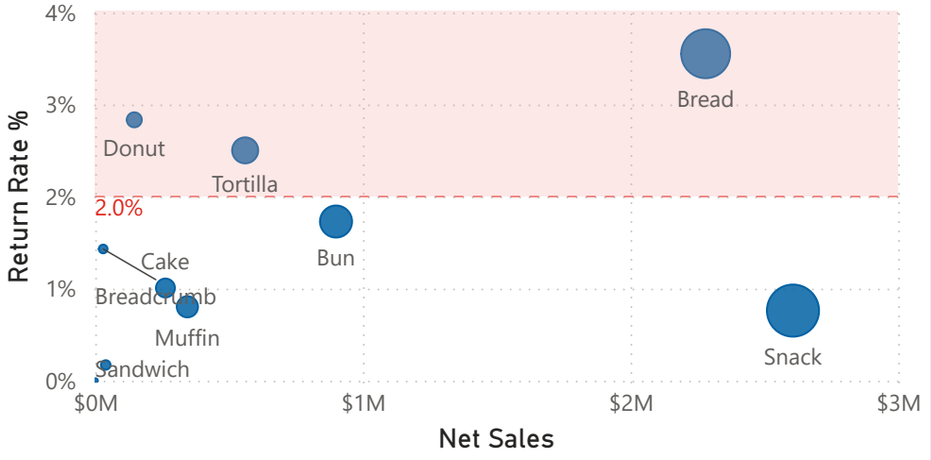
Week #

1 2 3 4

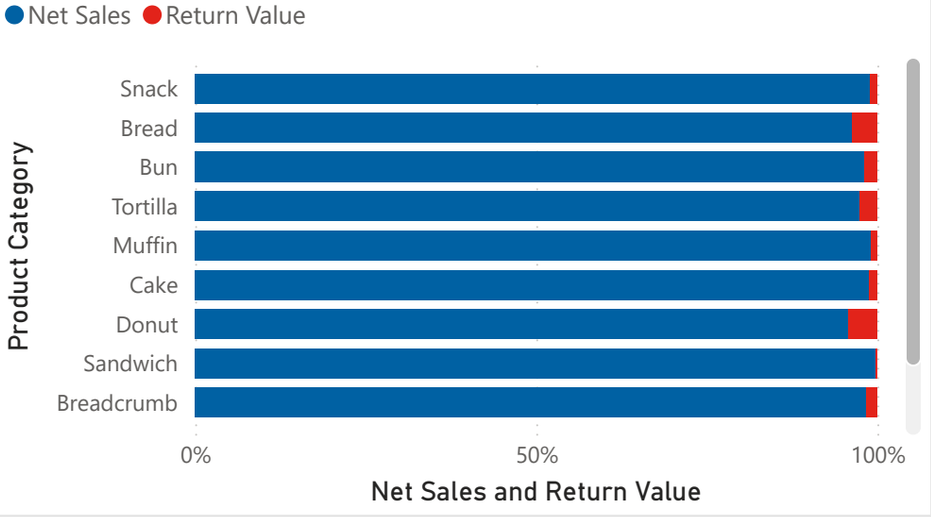
AI Executive Summary

- Net Sales total $71,75,184.75 ; Snack & Bread contribute 68.13 % of revenue.
- Return Rate for Snack & Bread 1.49 % is vs overall 1.56 % .
- Action: Review Bread logistics; its return rate 3.55 % exceeds 2 % target.

Net Sales, Return Rate % and Net Sales by Product Category



Net Sales and Return Value by Product Category

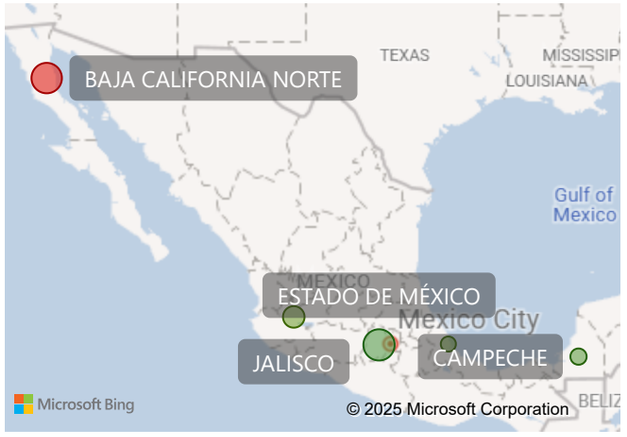


Sales Channel

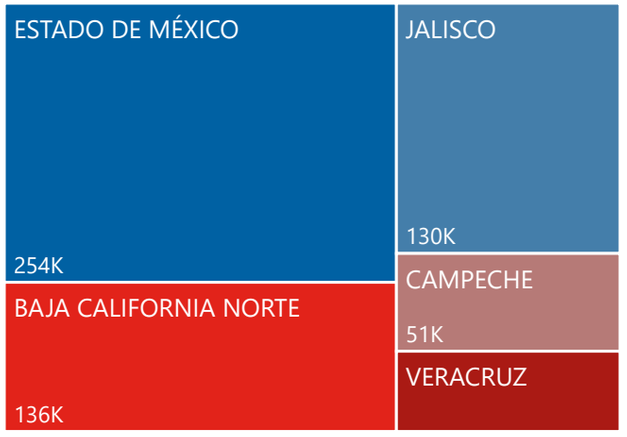
Convenience Store | Educational Institution | Fast Food & Café | Restaurant, Hotel & SMB | Retail

Geographical Sales & Returns Analysis

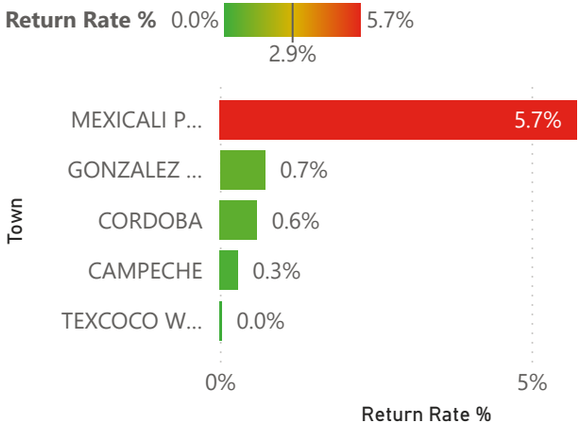
Net Sales by State



Actual Demand by State



Return Rate % by Town



KEY KPI

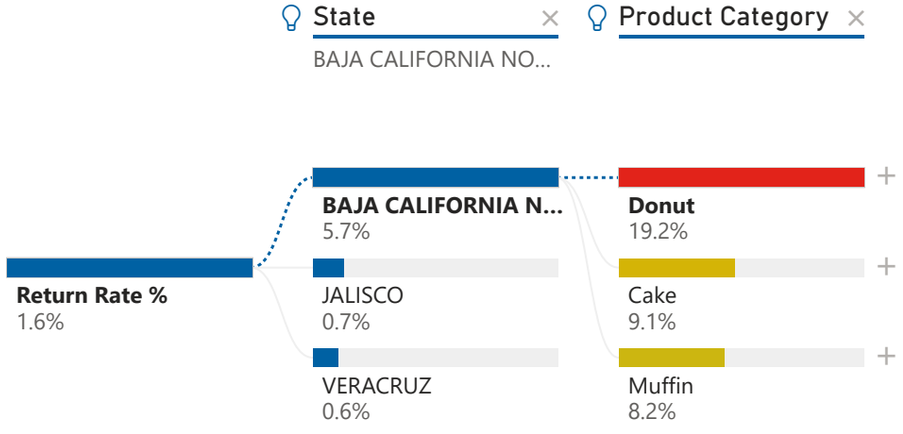
Net Sales

$7.18M

Return Rate %

1.6%

Decomposition Tree – Return Rate Analysis



📌 Geographical Insight Summary

The **overall return rate** is currently 1.6%, compared to the expected benchmark of 2.0%.

Return activity peaked in MEXICALI PLAZA, where the **return rate** reached 5.73 %, indicating potential logistical or inventory issues.

Within this town, the **leading return item** is Flour Tortillas SP 18p 630g MTA DH 32353.

This suggests potential issues in inventory turnover, shelf-life, or demand mismatch in the region.

🔁 Recommended Action:

Operations should evaluate product freshness, delivery frequency, and local

Week #

1 | 2 | 3 | 4

Sales Channel

Convenience Store | Educational Institution | Fast Food & Café | Restaurant, Hotel & SMB | Retail

Purchaser Analysis

Total Number of Purchasers

1,886

Net Sales by Week #

$1.77M

- At $1,48,787.32, WAL MART SAN PEDRO had the highest Net Sales and was 68.29% higher than CASA LEY INDEPENDENCIA, which had the lowest Net Sales at $88,410.12.
- Net Sales and Return Rate % diverged the most when the Purchaser was WAL MART SAN PEDRO, when Net Sales were $1,48,787.26 higher than Return Rate %.
- Across all 10 Purchaser, Net Sales ranged from $88,410.12 to $1,48,787.32 and Return Rate % ranged from 0.0% to 7.3%.

Purchaser	Bread	Breadcrumb	Bun	Cake	Donut	Muffin	Snack	Tortilla	**Total**
BODEGA AURRERA MEXICALI SURESTE	0.4%	0.0%	0.8%	0.0%	34.1%	7.8%	3.5%	0.0%	**2.2%**
BODEGA MEXICALI SUR	1.9%	0.0%	4.1%	20.8%	38.9%	27.8%	1.5%	0.0%	**2.2%**
BODEGA NUEVO MEXICALI	6.4%	0.0%	4.3%	12.5%	25.4%	13.0%	3.5%	20.5%	**6.5%**
CALIMAX MONTECARLO	6.5%	0.0%	4.7%	0.0%	17.4%	1.5%	4.4%	7.4%	**5.8%**
CASA LEY INDEPENDENCIA	7.1%	4.3%	1.6%	6.3%	26.6%	4.3%	1.1%	3.2%	**4.3%**
CASA LEY NUEVO MEXICALI	6.0%	2.2%	15.6%	0.0%	18.8%	0.0%	4.8%	5.6%	**6.4%**
CASA LEY VILLA FONTANA	7.5%	8.7%	7.3%	45.8%	12.5%	0.0%	5.4%	3.6%	**6.2%**
COSTCO MEXICALI	0.0%		0.0%				0.0%		**0.0%**
MEGA COMERCIAL MEXICANA ANAHUAC	0.0%	16.0%	0.0%	0.0%	0.0%	10.7%	7.4%	15.5%	**4.0%**
MEGA COMERCIAL MEXICANA PLAZA CARRANZA	0.0%		0.0%		0.0%	0.0%	0.0%	0.0%	**0.0%**
SAMS CLUB MEXICALI	0.0%		0.0%		0.0%	0.0%	0.0%	0.0%	**0.0%**
SUPER G JUSTO SIERRA	4.6%	0.0%	11.7%	0.0%	21.1%	0.0%	4.1%	2.1%	**4.7%**
WAL MART DE MEXICALI	0.0%		0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	**0.0%**
WAL MART GALERIAS DEL VALLE	7.5%		8.9%	12.5%	22.5%	4.8%	1.7%	23.2%	**7.3%**
WAL MART SAN PEDRO	7.5%	0.0%	7.2%	0.0%	2.9%	14.0%	2.3%	10.9%	**6.2%**
Total	**4.1%**	**4.3%**	**5.1%**	**6.5%**	**17.0%**	**5.8%**	**2.7%**	**5.5%**	**4.1%**

Top 15 Purchasers – Sales vs Return Rate

Week #

1 | 2 | 3 | 4

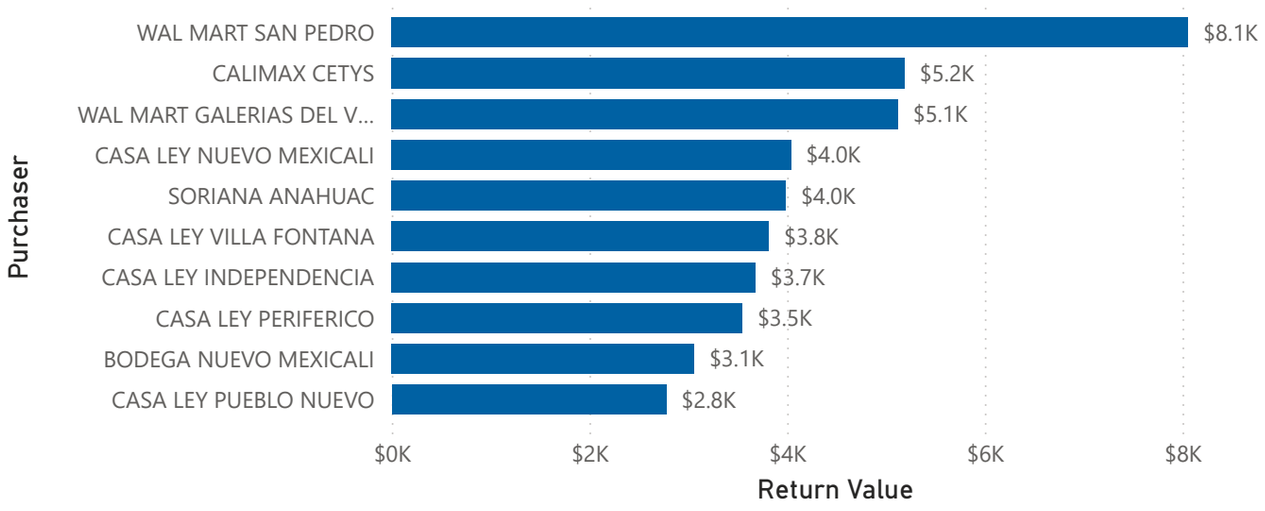
Sales Channel

Convenience Store | Educational Institution | Fast Food & Café | Restaurant, Hotel & SMB | Retail

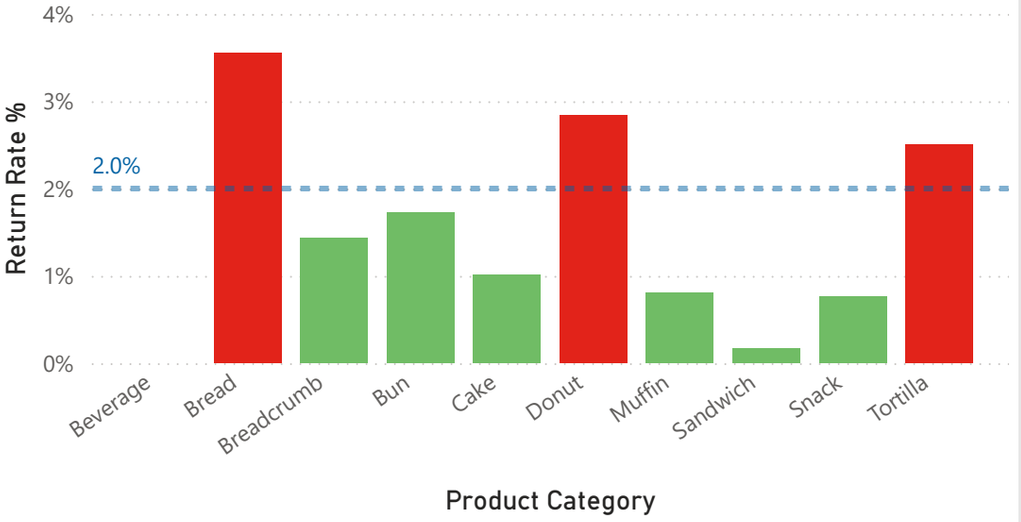
Returns Analysis

Return Value by Week #	Return Rate % by Week #	Actual Demand by Week #		
$31.54K	1.4%	149951	MEXICALI PLAZA Highest Return Town	WAL MART SAN PEDRO Top Purchaser by Returns

Top 10 Purchaser by Returns



Return Rate % by Product Category



📌 Returns Snapshot – Week Overview

- Total Return Value: $31.54K, with a below-target Return Rate of 1.4%, indicating strong overall supply chain performance.
- Returns are concentrated: WAL MART SAN PEDRO alone accounts for $8.1K (26% of total returns), highlighting a high-impact purchaser requiring immediate attention.
- Mexicali Plaza is the top return town, suggesting possible geographic or logistical inefficiencies in that region.

📉 Product Categories Exceeding Return Threshold (2%)

- Bread (3.5%), Donut (2.8%), and Tortilla (2.5%) are red-flagged. These categories show elevated return behavior and warrant production or distribution review.

Week #

1 | 2 | 3 | 4

Sales Channel

Convenience Store | Educational Institution | Fast Food & Café | Restaurant, Hotel & SMB | Retail

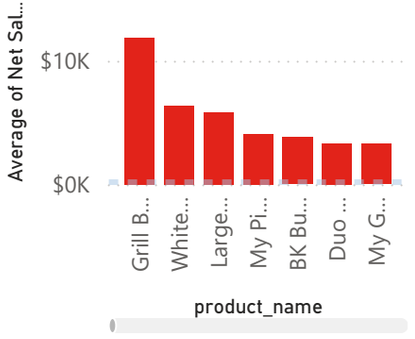
AI INSIGHTS & SMART HIGHLIGHTS

Key influencers | Top segments

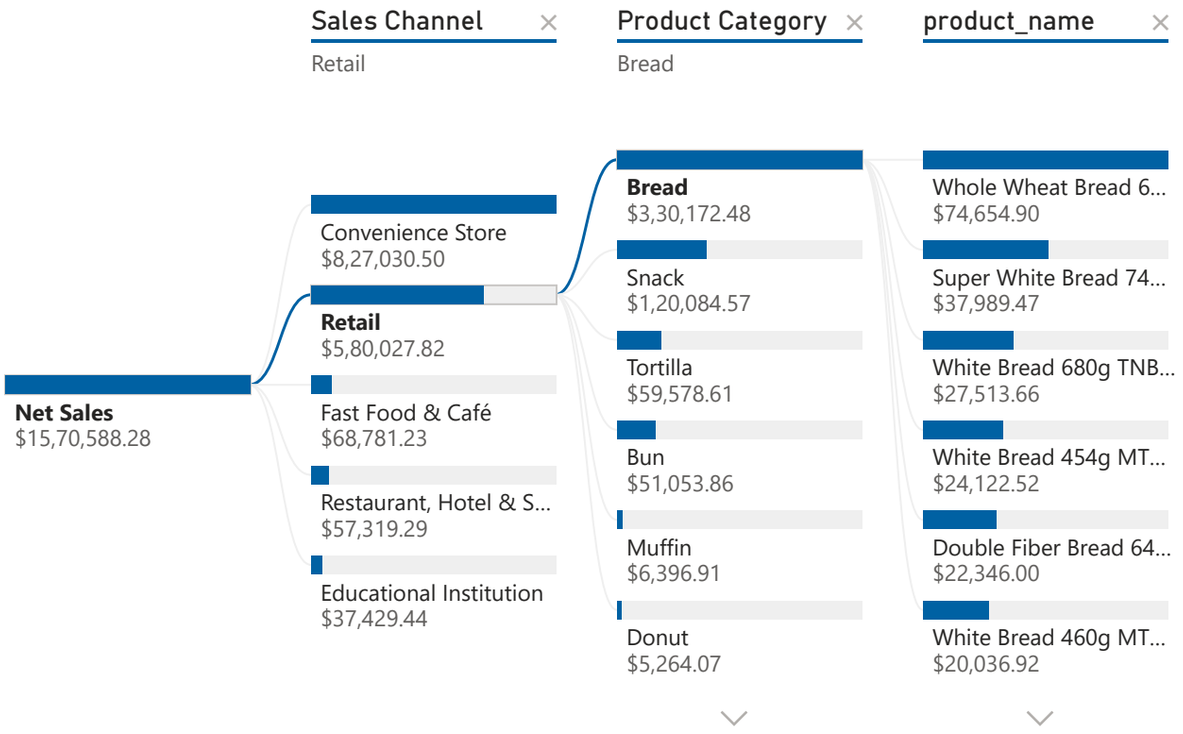
What influences Net Sales to Increase ?

When...	....the average of Net Sales increases by
product_name is Whole Wheat Bread 680g TNB BIM 34786	$3.07K
product_name is Super White Bread 740g TNB BIM 34210	$1.72K
Sales Channel is Retail	$724.1
Product Category is Bread	$258.3

Net Sales is more likely to increase when product_name is Whole Wheat Bread 680g TNB BIM 34786 than otherwise (on average)



Only show values that are influencers



Returns Summary – Week 2

- Total Return Value: $32,608.41
- Return Rate: 1.5%
- Actual Product Demand: 135358 units

- Top Returning Purchaser: WAL MART GALERIAS DEL VALLE
- Highest Return Town: MEXICALI PLAZA
- Highest Return Rate Observed: 5.05 %

Strategic Note:

A return rate of 1.5% is currently within target ✅.
Returns are geographically concentrated in MEXICALI PLAZA, and WAL MART GALERIAS DEL VALLE accounts for the highest value of returned goods.

Consider adjusting forecasts and shipment frequency for key product categories and high-return purchasers to minimize future return costs.

Week #

1	2	3	4	5	6	7

Sales Channel

Convenience...	Educational I...	Fast Food & ...	Restaurant, ...	Retail