

Case Study

----- Supply and Sale Management with Business Intelligence -----

Prescriptive Analysis

1. Manage Inventory Better

- 1. Restock items with very low quantities to avoid running out.
- 2. Keep enough stock of high-demand items like I00264 and I00263.
- 3. Use past sales data to plan how much stock you need for the future.

2. Improve Store Performance

- 1. Find out why low-performing stores (e.g., S0029) are not doing well and fix the issues with promotions or better stock.
- 2. Invest more in top-performing stores like S0039 to grow their sales further.
- 3. Train and motivate staff in stores with poor performance.

3. Increase Sales During Slow Times

- 1. Offer discounts and promotions in Q1 and September when sales are usually low.
- 2. Plan bigger marketing campaigns in October and Q4, as these are the best times for sales.

4. Focus on Top Customers

- 1. Reward loyal customers like Pooja with special offers or loyalty programs.
- 2. Promote popular products like Food-Nuts (I00214) and Food-Sweets (I00228) to attract more buyers.
- 3. Create personalized offers for different groups of customers.

5. Boost Product Sales

- 1. Highlight products that earn high revenue, like Energy/Protein Beverages and Chocolates.
- 2. Combine slow-moving items with popular ones to sell more.
- 3. Regularly review product performance and adjust based on what customers like.

6. Make Payment Easy

- 1. Offer cashback or discounts for mobile payments to encourage usage.
- 2. Ensure all stores are ready to accept card payments, as this is the most popular option.
- 3. Analyze cash usage and make it easier for customers who prefer cash.

7. Strengthen Regional Sales

- 1. Increase marketing in low-performing regions like Rangpur and Mymensingh.
- 2. Copy successful strategies from high-performing areas like Dhaka to other regions.
- 3. Offer products based on customer preferences in each region.

8. Focus on Specific Tasks (Store S0043, Items I00214 and I00228)

- 1. Ensure enough stock is available in February, as it is the best month for sales.

- 2. Use promotions to boost sales in the second half of the year.
- 3. Monitor sales closely and update plans based on real-time data.

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