**FOR REFERENCE TO THE CASE STUDY**

The following is a case study of a hypothetical FMCG company named DRINKO which is a popular brand for its unique in taste beverage collection. We have complete data of all the transactions in 2015 & 2016 made by the company to its various vendors. Further, please refer to the Power BI dashboard and find below the key take away for DRINKO’s potential Business Decisions that can be drawn from the analysis of the data provided.

**KEY TAKE AWAY**

1. **Observation:** From the dashboard, we observe that the 1.25L Package size (sales by package size graph) has a very low demand (Low volumes around 5.43%) hence generating lower sales than the other package sizes  
   **Suggestion:** A team must be gathered to conduct a market research on if the demand of 1.25L packaging for our immediate competition is also low or not, only with regard to the result of the research can further decisions be taken about 1.25L packaging beverages.  
   Meanwhile, a separate team can work on the costs involved in manufacturing 1.25L bottles, both direct cost and opportunity cost, as the same manufacturing unit can also be producing bestselling package sizes i.e. 500ml & 2.25L.
2. **Observation:** There is a heavy dependency on supermarkets to move volumes and drive sales which has caused an unhealthy decline in sales in the period from 2015 to 2016. The volume moved by super markets fell drastically from 52.26% in 2015 to 48.65% in 2016 resulting in Net sales at -5.06% y-o-y and Full delivered margin at a whopping -10.04% y-o-y.
3. **Observation:** The absolute profit margin delivered by Discounters (43%) and Grocery (42%) with comparison to supermarkets (41%), Yet there are only 4 clients (3 as discounters + 1 as grocery), which is half of that of supermarkets (8 clients), associated with DRINKO.  
   **Suggestion (for 2&3):** A feedback team to be set up to find out the root cause for the fall in sales in the various supermarkets selling DRINKO products, meanwhile the setback could be utilised as a perfect window to embrace our more profitable distribution channels (Discounters and Groceries) and meanwhile reduce the unhealthy dependency on the supermarkets.  
   The sales team must be instructed and incentivised to try and get more accounts of the Discounters & Groceries, since they deliver better margins for the business and have the potential to drive massive sales upon getting more accounts.
4. **Observation:** Our underperforming drink ranges (Evan x2, Pit Bull x3, Zumba x3) have seen massive decline in already low volumes through 2015 to 2016 (2.02 million less in volume).  
   **Suggestion:** A feedback team and a market research team must look at the current condition (take feedbacks and see if there’s a market for the mentioned drinks respectively), upon getting results either a good marketing budget should be allotted to each drink range to raise awareness, build trust and drive sales or alternatively one/more project must be called off or reduction in manufacturing must take place for the underperforming range of beverages.