

Project Report

Data Analysis for TRIZAC ABU DHABI - SOLE PROPRIETORSHIP L.L.C.

1. Introduction

This project focuses on analyzing and visualizing Trizac's purchase and sales order data spanning 2018 to 2024. Using advanced data visualization tools, the project provides actionable insights into purchasing trends, sales performance, vendor relationships, and customer contributions. The goal was to enable Trizac's management to make data-driven decisions and optimize business operations effectively.

2. Objective

To leverage Power BI's visualization capabilities to:

- Analyze purchase orders and vendor contributions.
- Identify trends in sales across various divisions and customer segments.
- Provide key metrics and insights to support strategic business decisions.

3. Data Sources and Tools

- **Data Sources:** Historical Purchase Orders and Sales Orders (2018-2024)
- **Tools Used:** Power BI Desktop for data cleaning, modeling, and dashboard creation.

4. Insights and Analysis

A. Purchase Orders Analysis

Overall Statistics:

- Total Purchase Amount: **981.52M AED**
- Total Purchase Orders: **7391**

Currency Utilization:

- The most frequently used currency was AED, accounting for **80.71%** (792.2M AED).
- Other currencies included USD (**10.08%**), EUR (**8.73%**), GBP, and CHF.

Top Vendors:

- **AARTHI INDUSTRIES** contributed the highest purchase total at **134.71M AED**.
- Other key vendors include **EMERSON PROCESS** (92.86M AED) and **MSA MIDDLE EAST** (73.34M AED).

Delivery Modes:

- The most common delivery method was **Courier (47.64%)**, followed by **Road Transport (27.19%)** and **Air Freight (21.9%)**.

B. Sales Orders Analysis

Overall Statistics:

- Total Sales Amount: **1.09B AED**
- Total Sales Orders: **6203**
- Number of Customers: **602**

Sales by Division:

- The **Instrumentation Division** dominated sales, contributing **60.03%** (651.52M AED).
- **Chemical Division** and **Dubai Division** contributed **30.88%** (335.17M AED) and **9.09%** (98.71M AED), respectively.

Top Customers:

- **ADNOC Onshore** accounted for the highest sales, contributing **132.18M AED**.
- Other major customers include **ADNOC Offshore** (123.92M AED) and **ADNOC Drilling** (100.7M AED).

5. Dashboards and Features

The dashboards were designed to be interactive and user-friendly, with the following key features:

- **Purchase Orders Dashboard:**
 - Metrics on vendor performance, currency usage, and delivery methods.
 - Year-over-year trends in purchase orders.
- **Sales Orders Dashboard:**
 - Division-wise sales contributions.
 - Top customer metrics to identify key revenue generators.
 - Yearly trends in sales performance.

6. Benefits to Trizac

The insights provided by this project empower Trizac to:

- Optimize vendor selection based on historical performance.
- Focus sales efforts on high-value customers and divisions.
- Improve logistics strategies by analyzing delivery mode preferences.
- Align business strategies with data-driven evidence.

7. Challenges Faced

- **Data Cleaning:** Ensuring data accuracy and consistency across multiple years and systems.

- **Visualization Design:** Balancing complexity and clarity in dashboard layouts.

8. Conclusion

This project successfully delivered a comprehensive analysis of Trizac's purchase and sales data. The interactive dashboards provide a clear and actionable understanding of business performance trends, enabling informed decision-making. With this data-driven approach, Trizac is better equipped to achieve operational efficiency and drive growth.

9. Recommendations

- Continuously update dashboards with real-time data for ongoing analysis.
- Expand the scope to include other business areas like inventory management and customer feedback.
- Train staff to utilize Power BI dashboards effectively.

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