

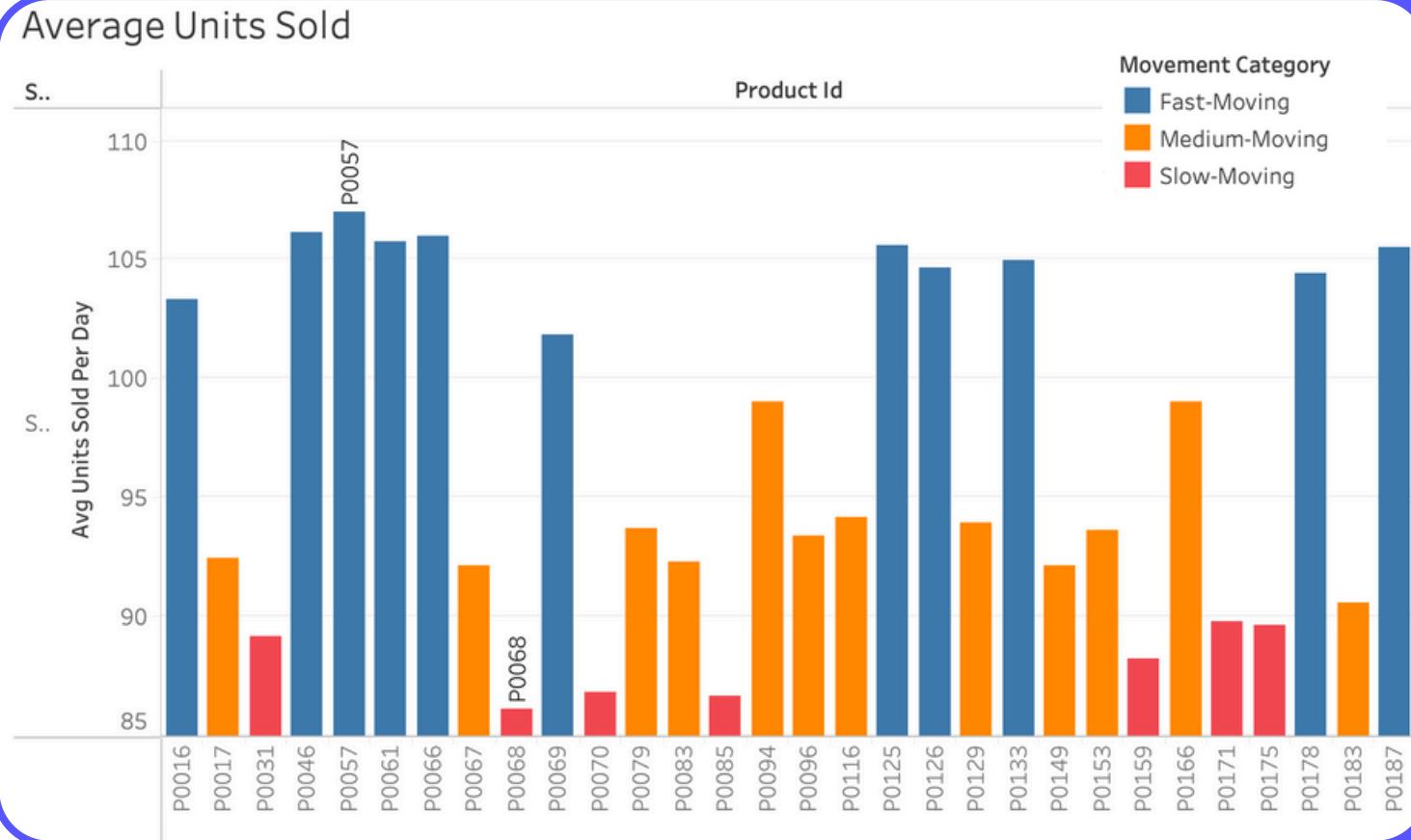
UNLOCKING RETAIL INSIGHTS

WITH DATA-DRIVEN DASHBOARDS

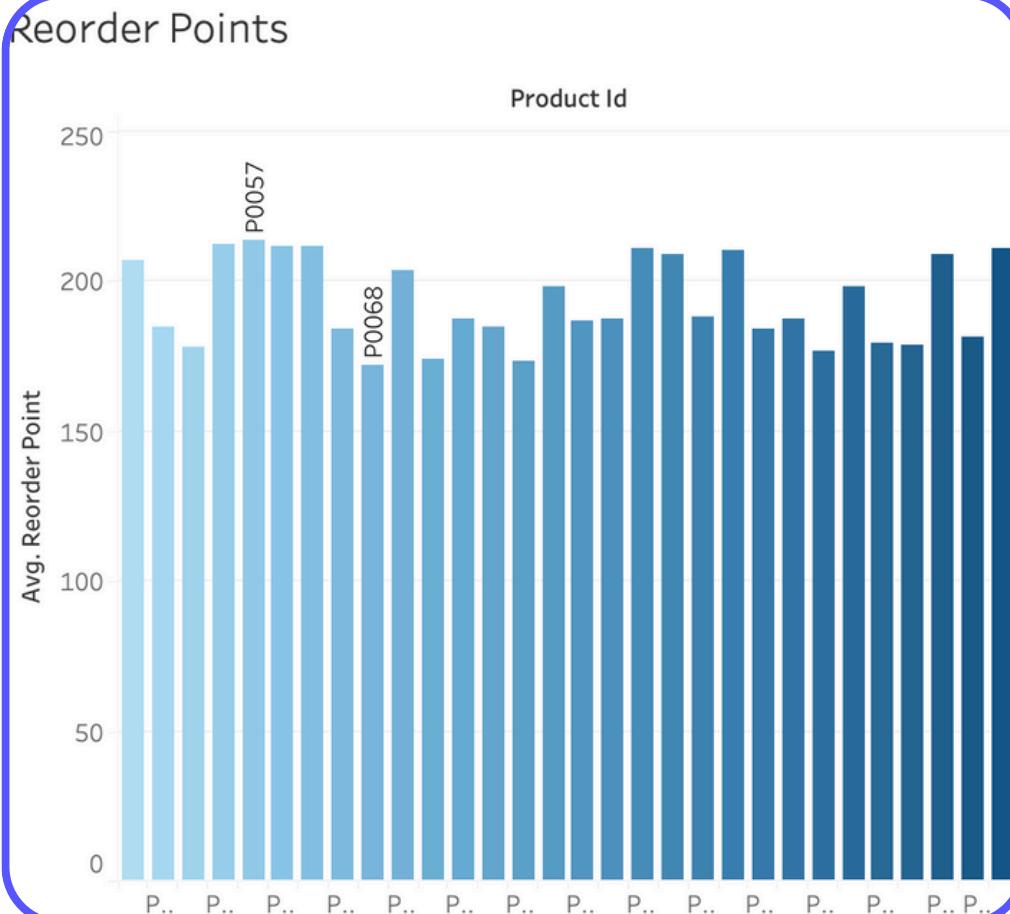
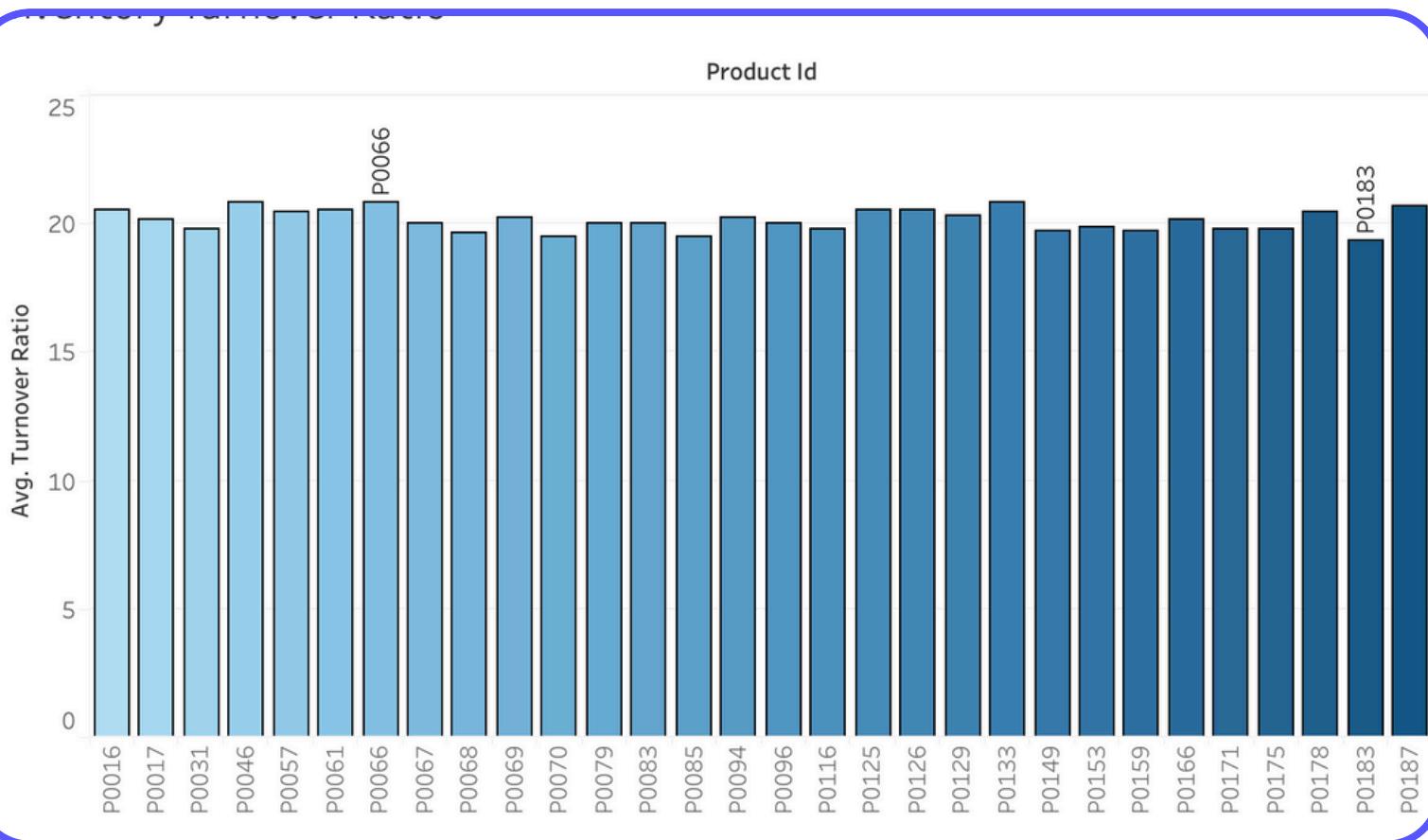
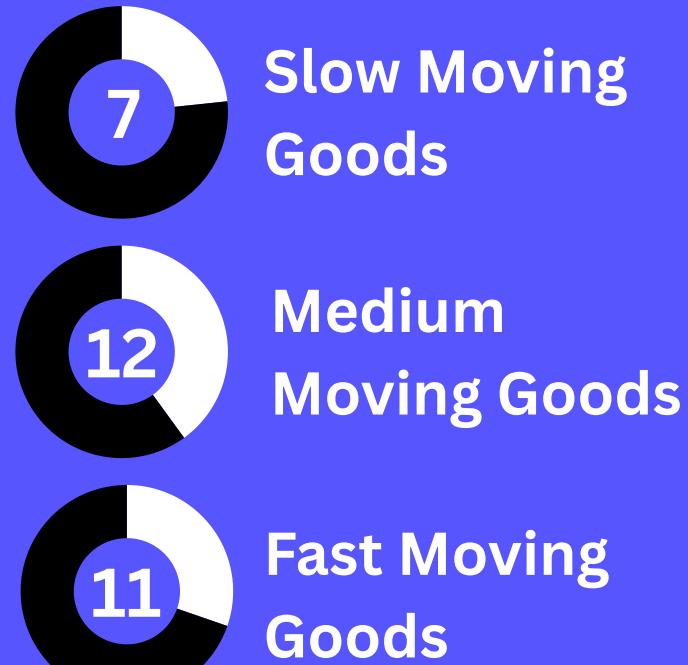


Store S001

2



KPI Highlights



Fast-Moving, Understocked SKU



- Product: P0046
- Avg. Sales: High
- Reorder Point: 212.5
- **Insight:** Prioritize restocking. Frequent understocking of a fast mover can cause revenue loss.

For P0046: Increase ROP or order frequency — high understock risk = missed sales.

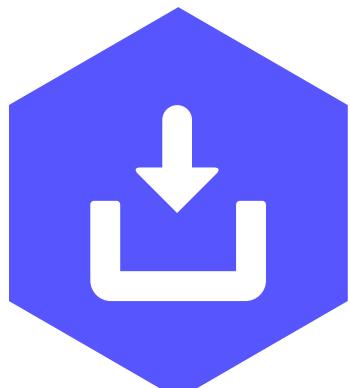
Slow-Moving, Overstocked SKU



- Product: P0171
- Avg. Sales: Low
- Reorder Point: 179.5
- **Insight:** Consider reducing reorder point or stock levels to free up capital.

Reduce reorder point, consider markdowns

Reorder Point Analysis

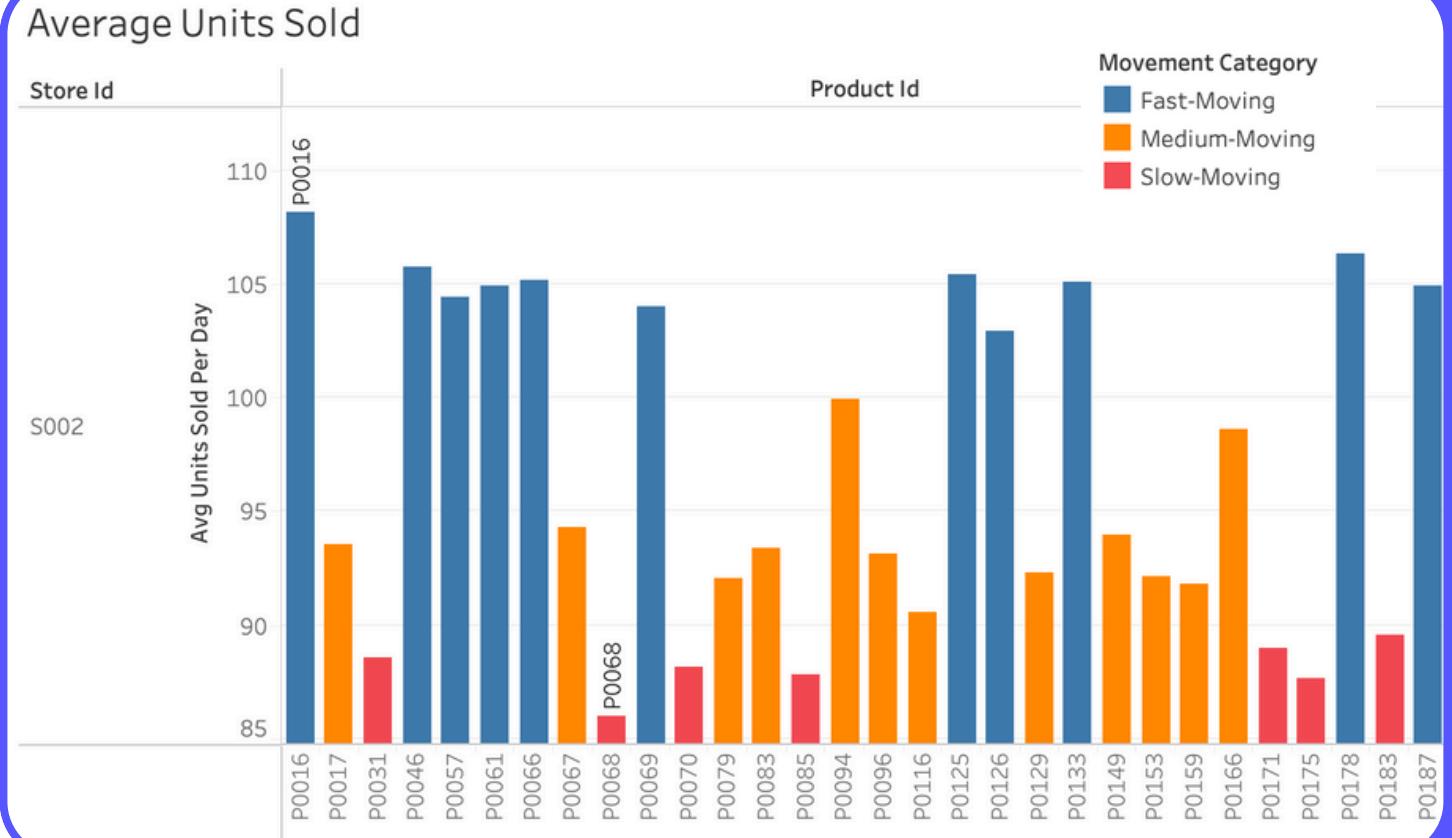


- Validate ROPs for high-ROP SKUs to ensure they match actual demand and lag.
- Consider dynamic ROP adjustments for fast movers with stable demand.
- Product P0057 has the highest reorder points suggesting long lead times.

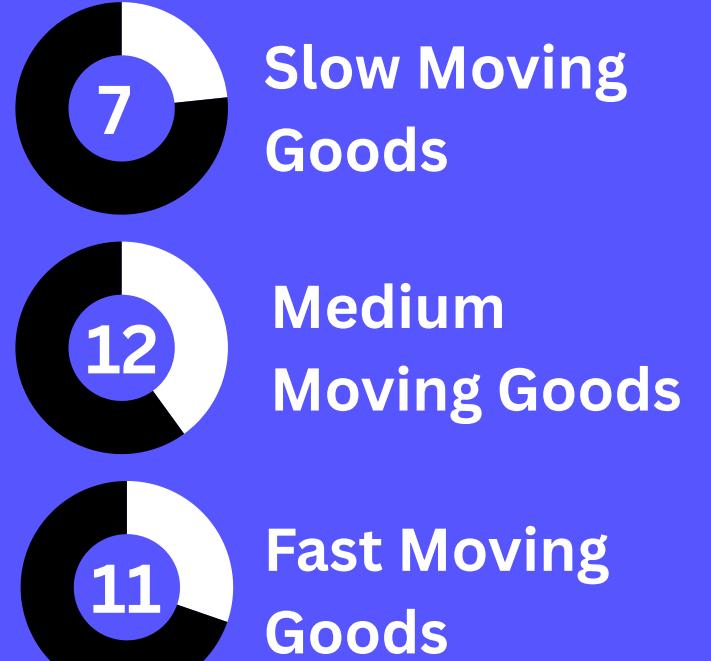
Inventory Turnover Performance



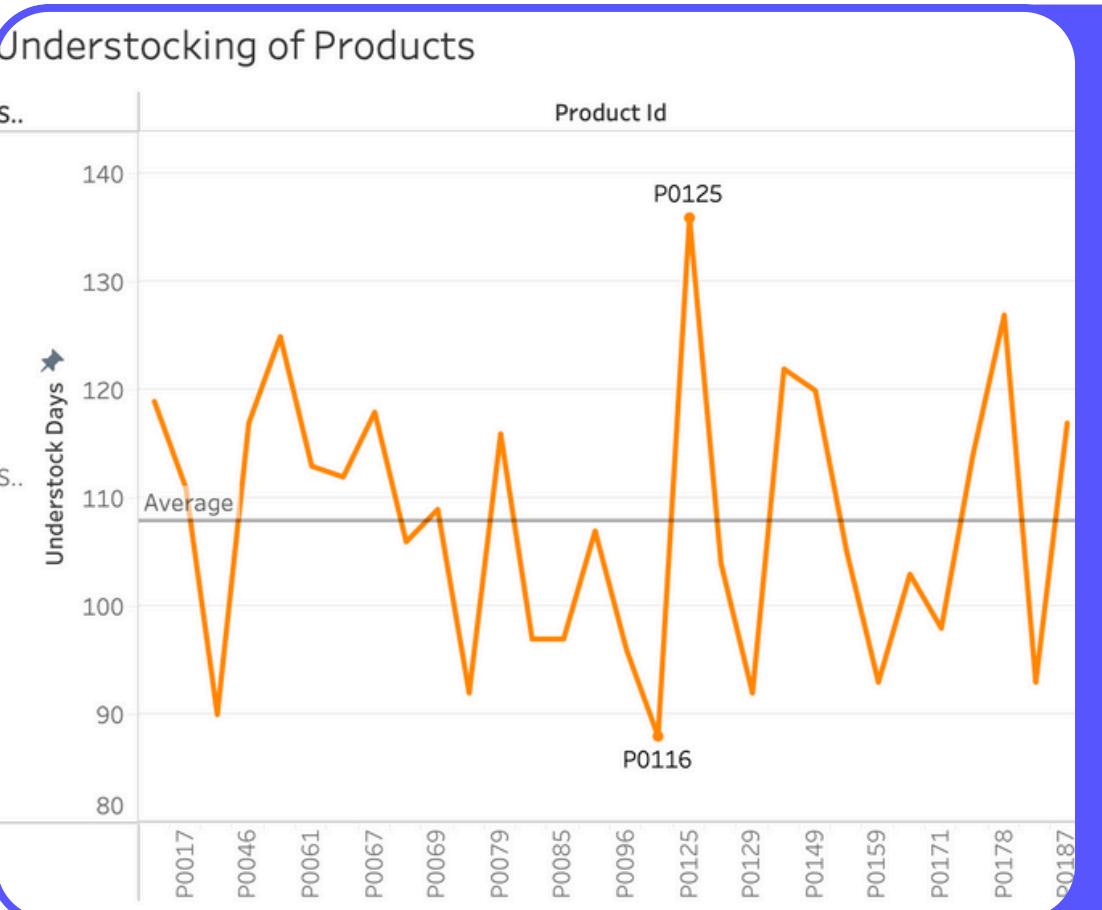
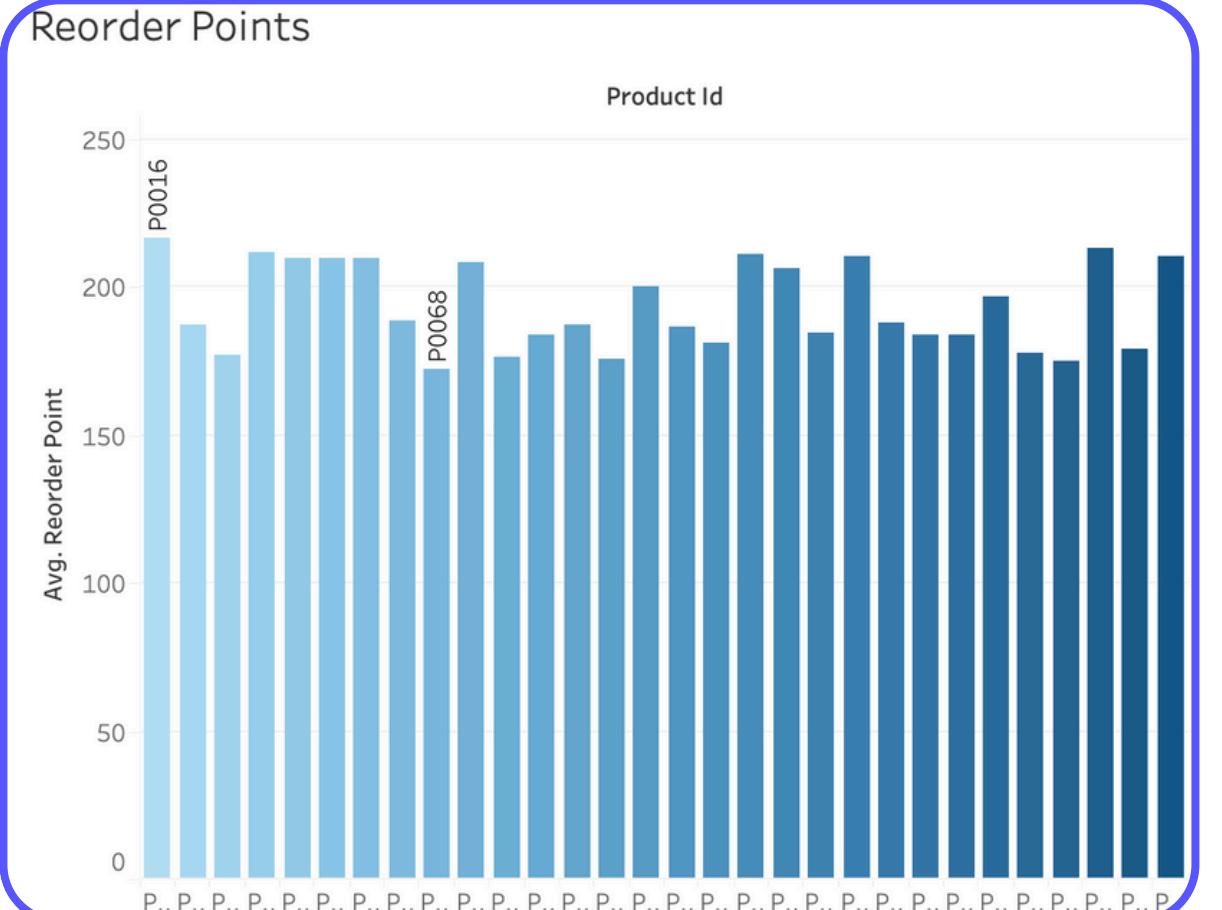
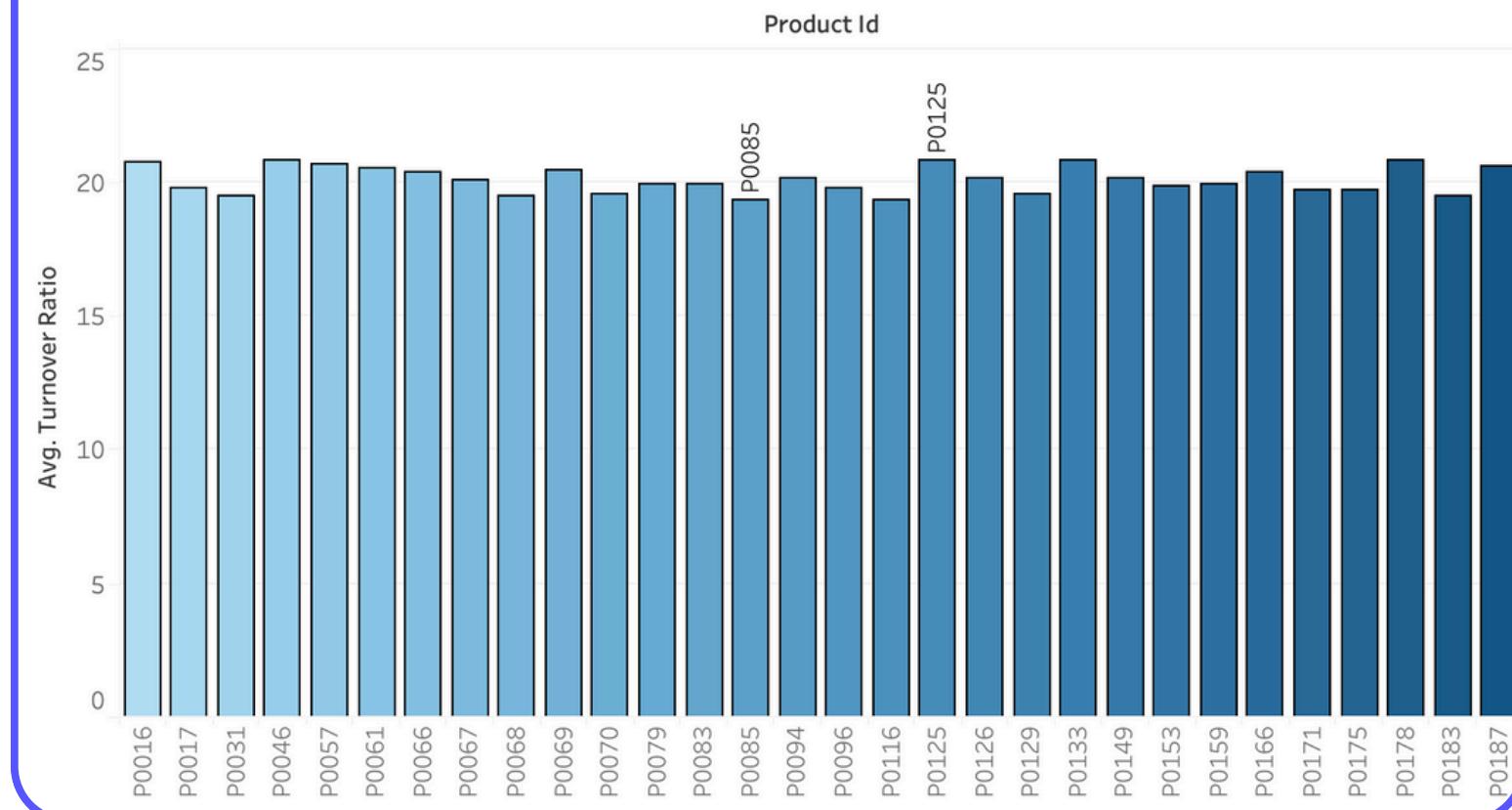
- Products like P0046 and P0171 have high turnover, indicating strong movement and efficient inventory cycling.
- Products with lower turnover are likely candidates for review.
- Audit low turnover products for excess holding, poor demand fit, or markdown opportunities.



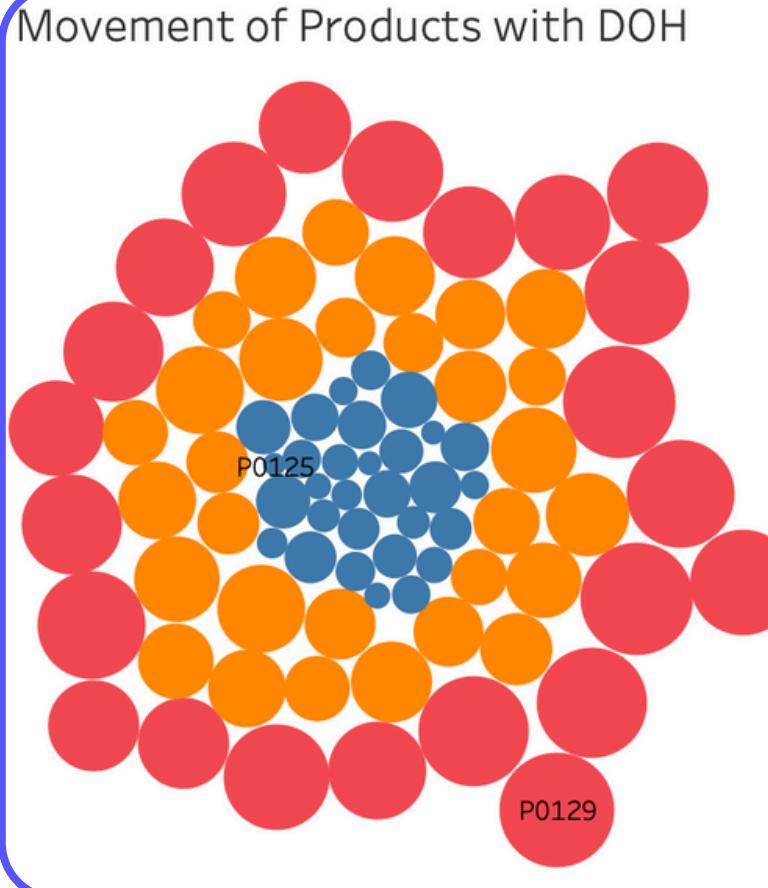
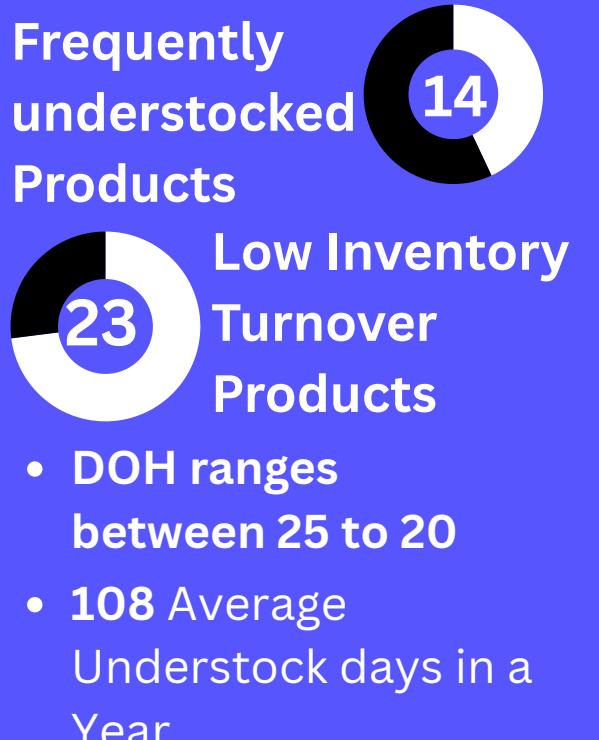
KPI Highlights



Inventory Turnover Ratio



KPI Highlights



Fast-Moving, Understocked SKU



- Product: **P0125**
- Avg. Sales: **High**
- Reorder Point: **212.5**
- **Insight:** Prioritize restocking. Frequent understocking of a fast mover can cause revenue loss.

For P0046: Increase ROP or order frequency – high understock risk = missed sales.

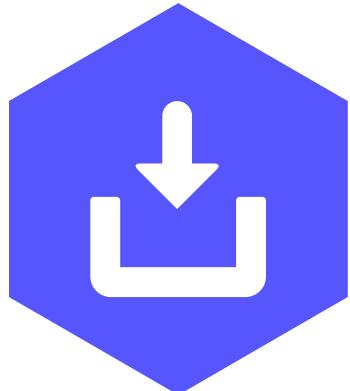
Slow-Moving, Overstocked SKU



- Product: **P0031**
- Avg. Sales: **Low**
- Reorder Point: **177.25**
- **Insight:** Consider reducing reorder point or stock levels to free up capital.

Reduce reorder point, consider markdowns

Reorder Point Analysis



- **Insight:** Compares predefined reorder thresholds for all products, reflecting safety stock levels.
- **Observation:** High reorder points for products like P0016 and P0068 indicate critical demand levels.
- **Business Use:** Aids in automating replenishment decisions and avoiding stockouts.

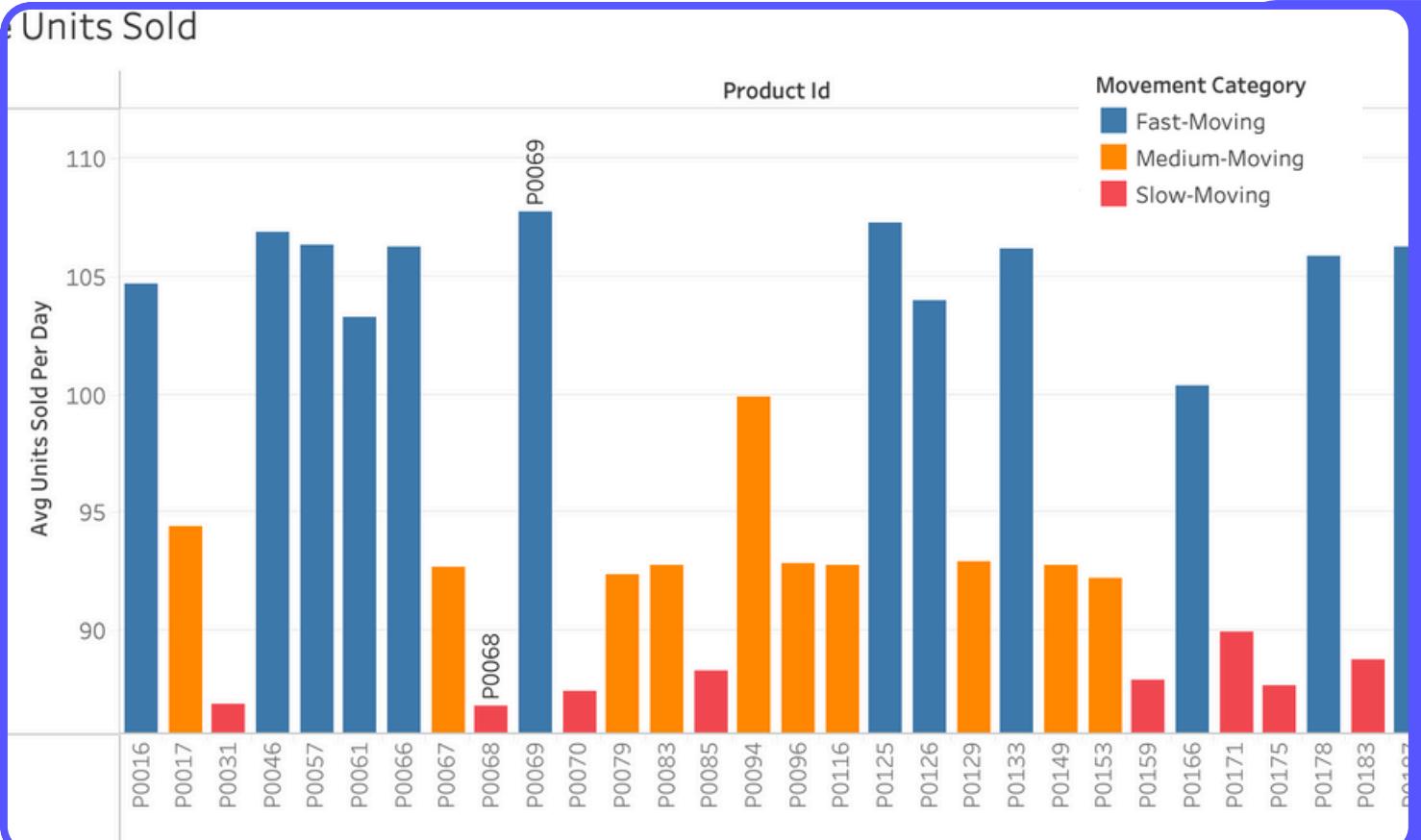
Inventory Turnover Performance



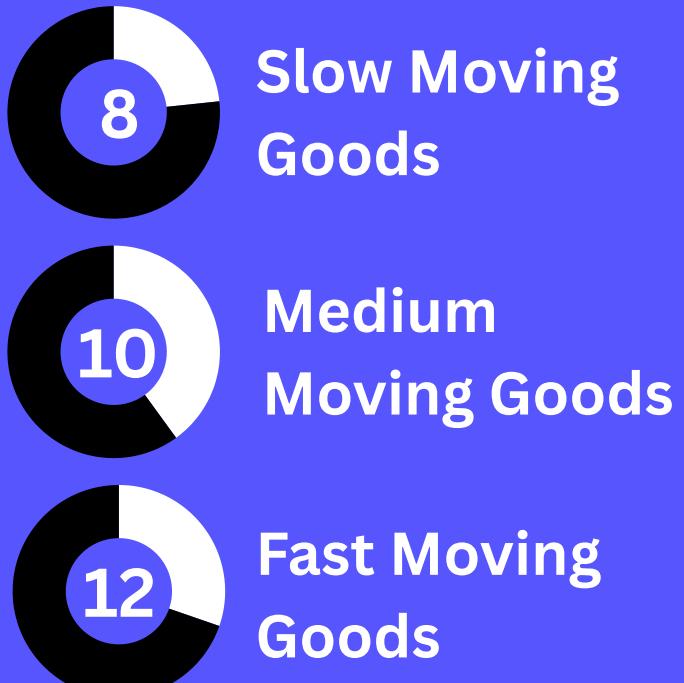
- **Insight:** Plots the number of days a product was understocked (below reorder level).
- **Key Findings:**
 - P0125 has the highest understock days.
 - P0016 and others fall below the average, suggesting chronic shortages.
- **Business Use:** Drives action for better demand forecasting, stock buffering, and reviewing reorder logic.

Store S003

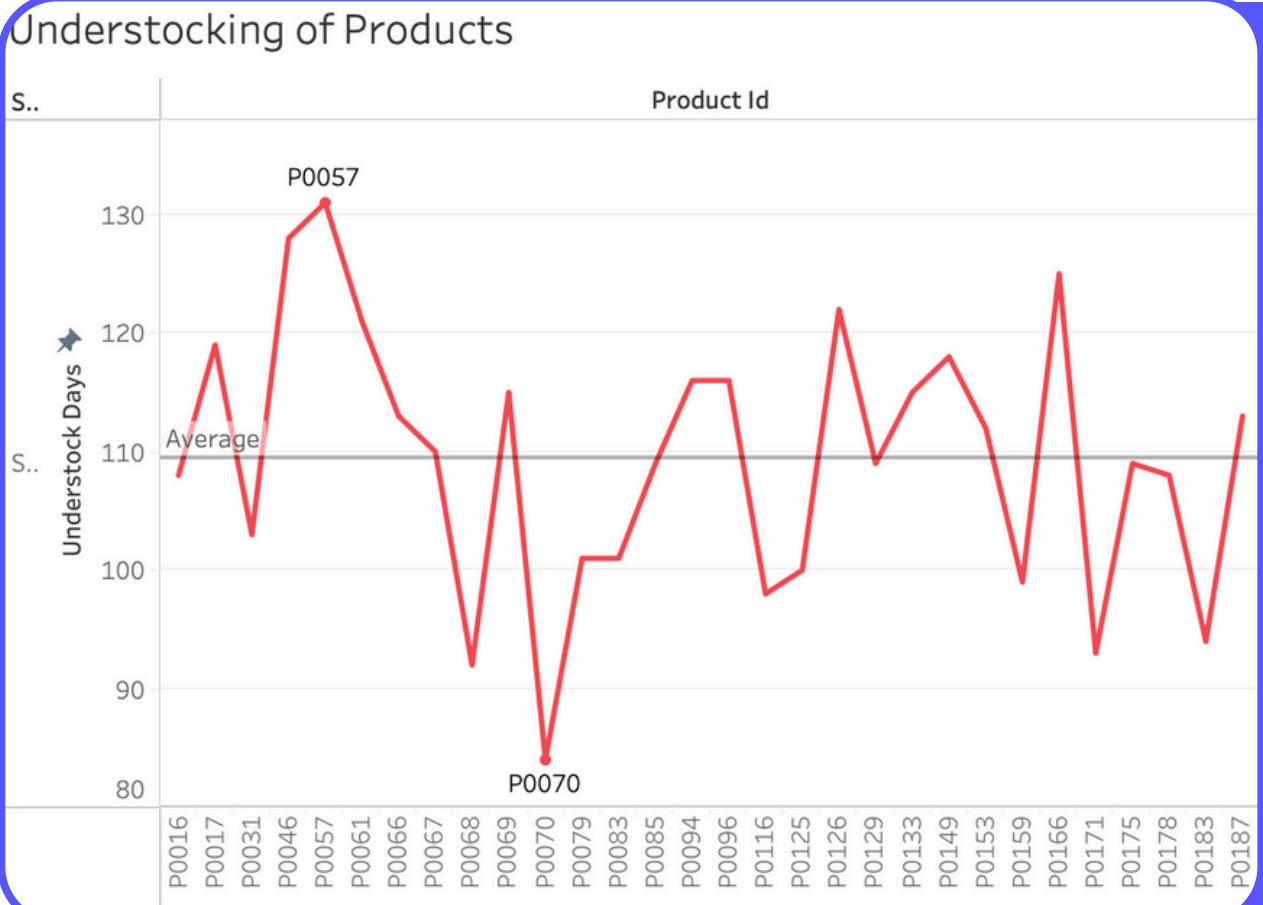
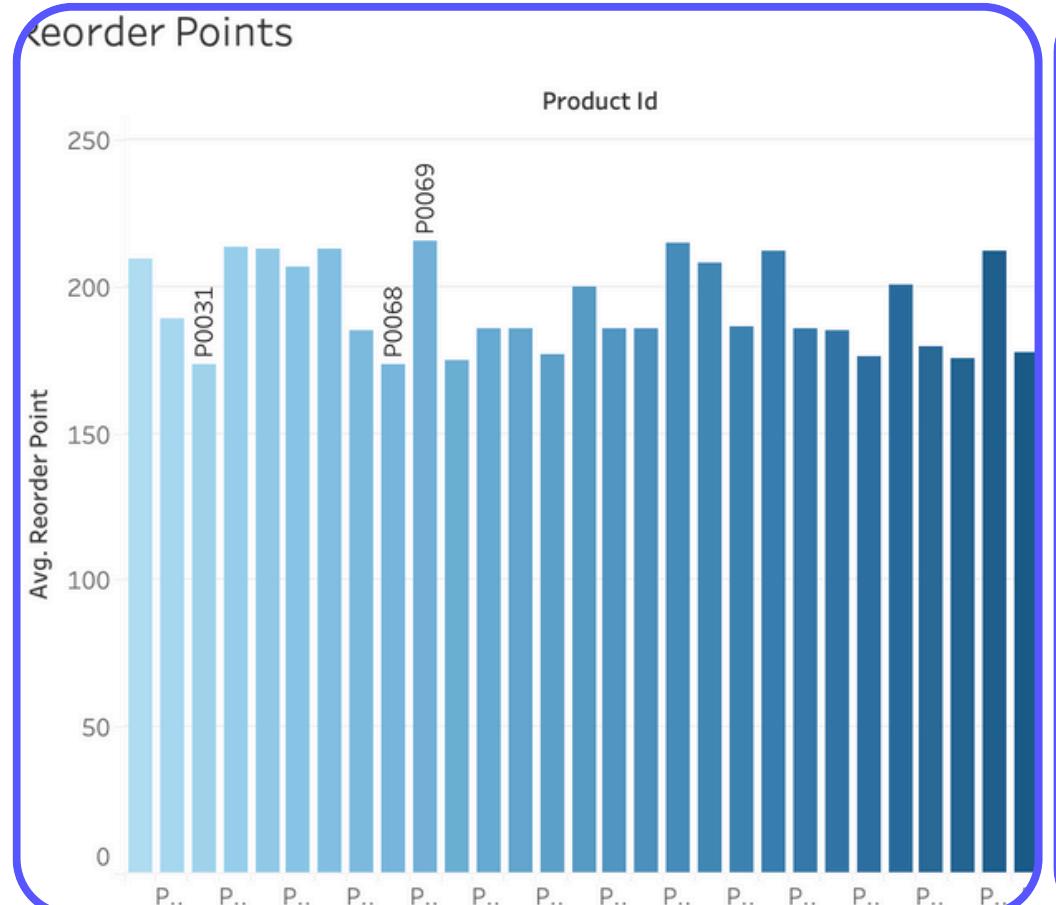
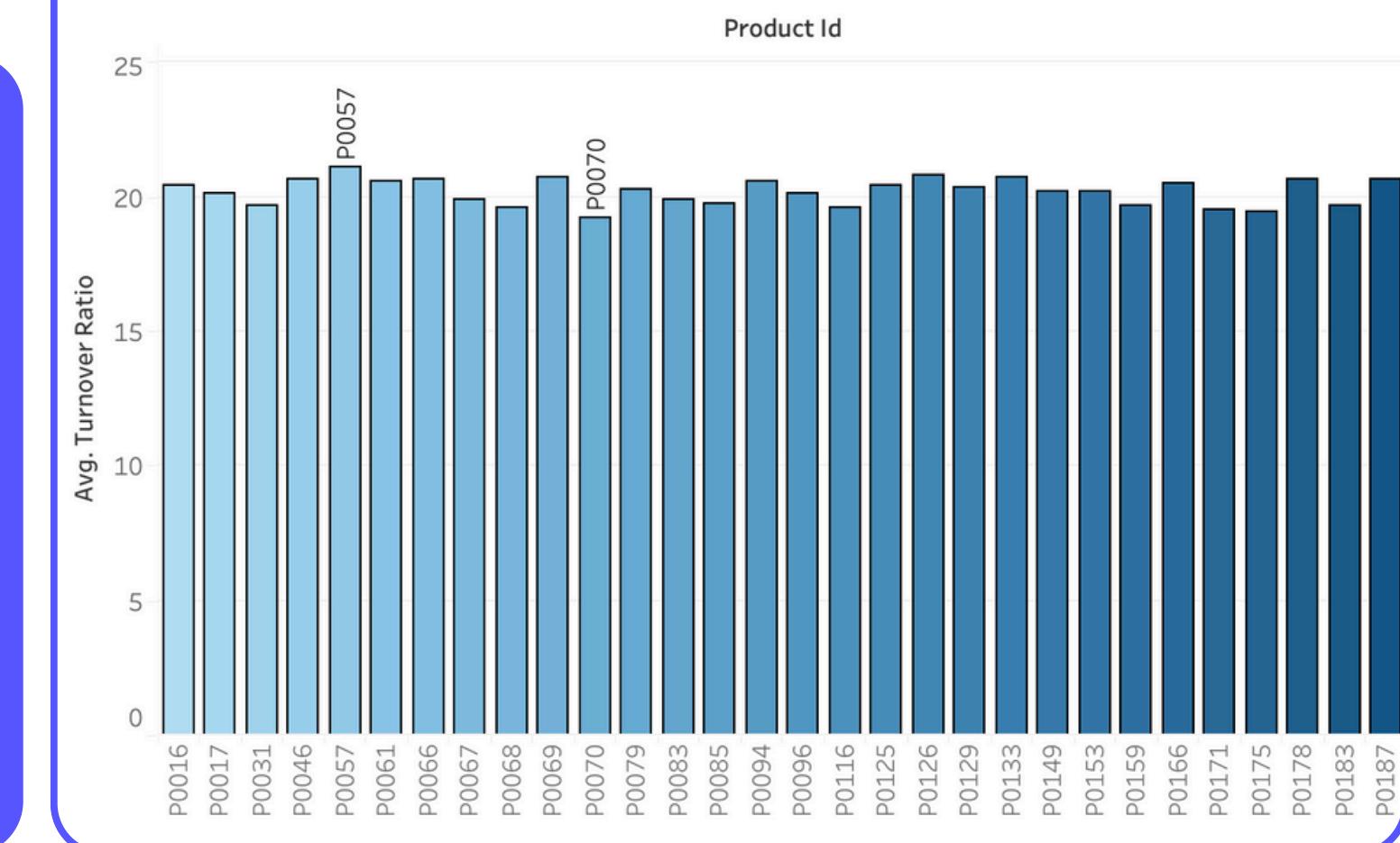
6



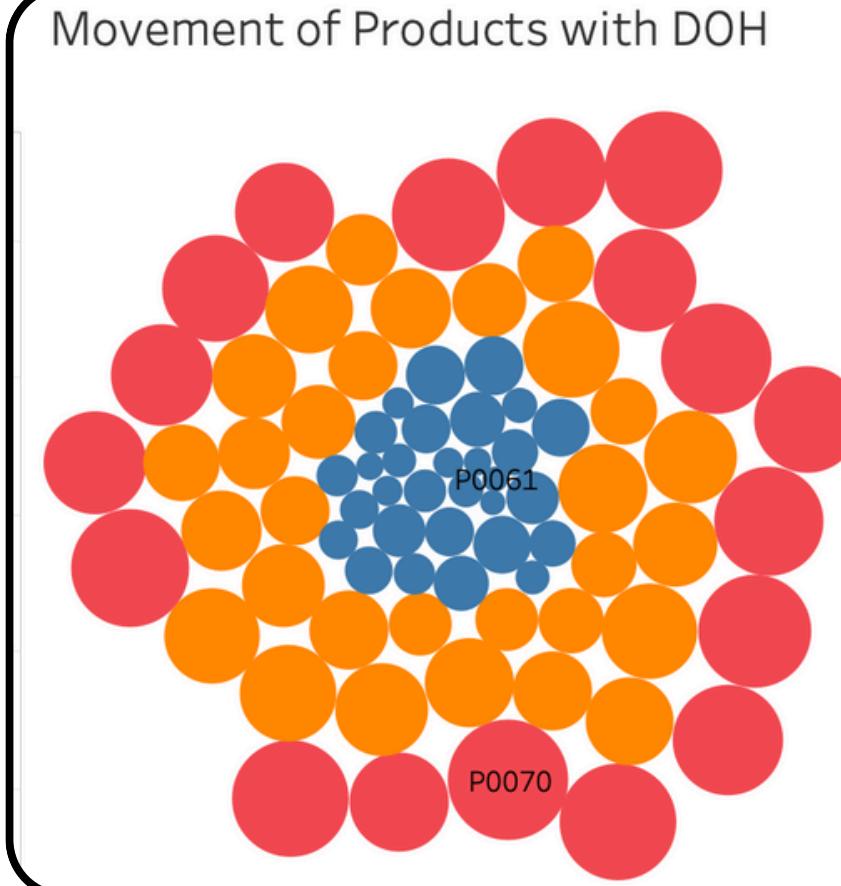
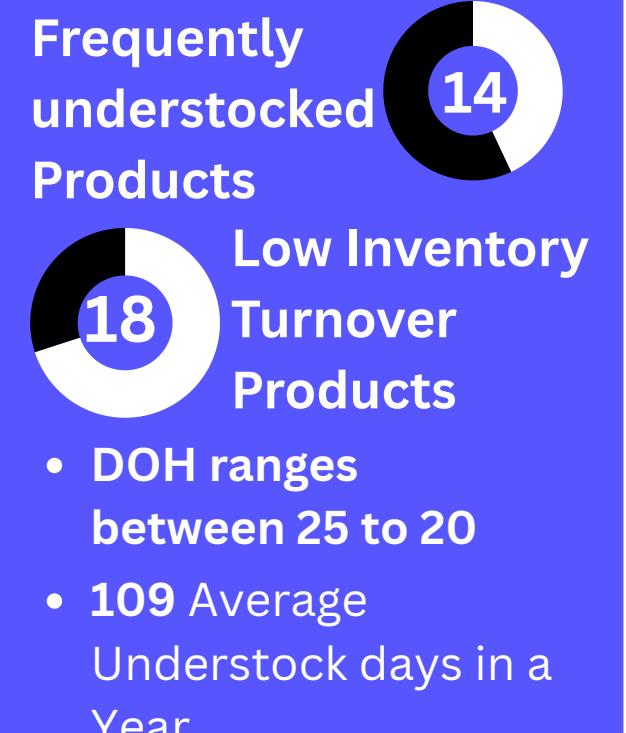
KPI Highlights



Inventory Turnover Ratio



KPI Highlights



Fast-Moving, Understocked SKU



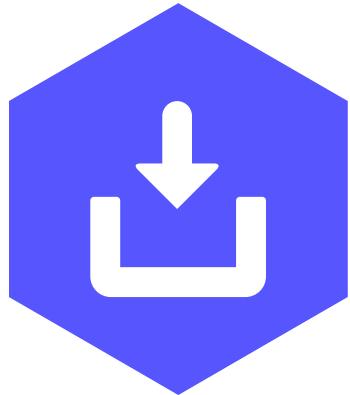
- Product: P0090
- Avg. Sales: **Very High**
- Reorder Point: **~190**
- **Insight:** High turnover with frequent understocking. A top-performing SKU that risks stockouts.
- **Action :** Increase ROP or replenishment frequency and automate restocking triggers to avoid missed sales.

Slow-Moving, Overstocked SKU



- Product: P0179
- Avg. Sales: **Low**
- Reorder Point: **179.5**
- **Insight:** Product moves slowly but rarely understocked → ties up capital.
- **Action :** Reduce safety stock and reorder point and evaluate for markdowns or bundling.

Reorder Point Analysis

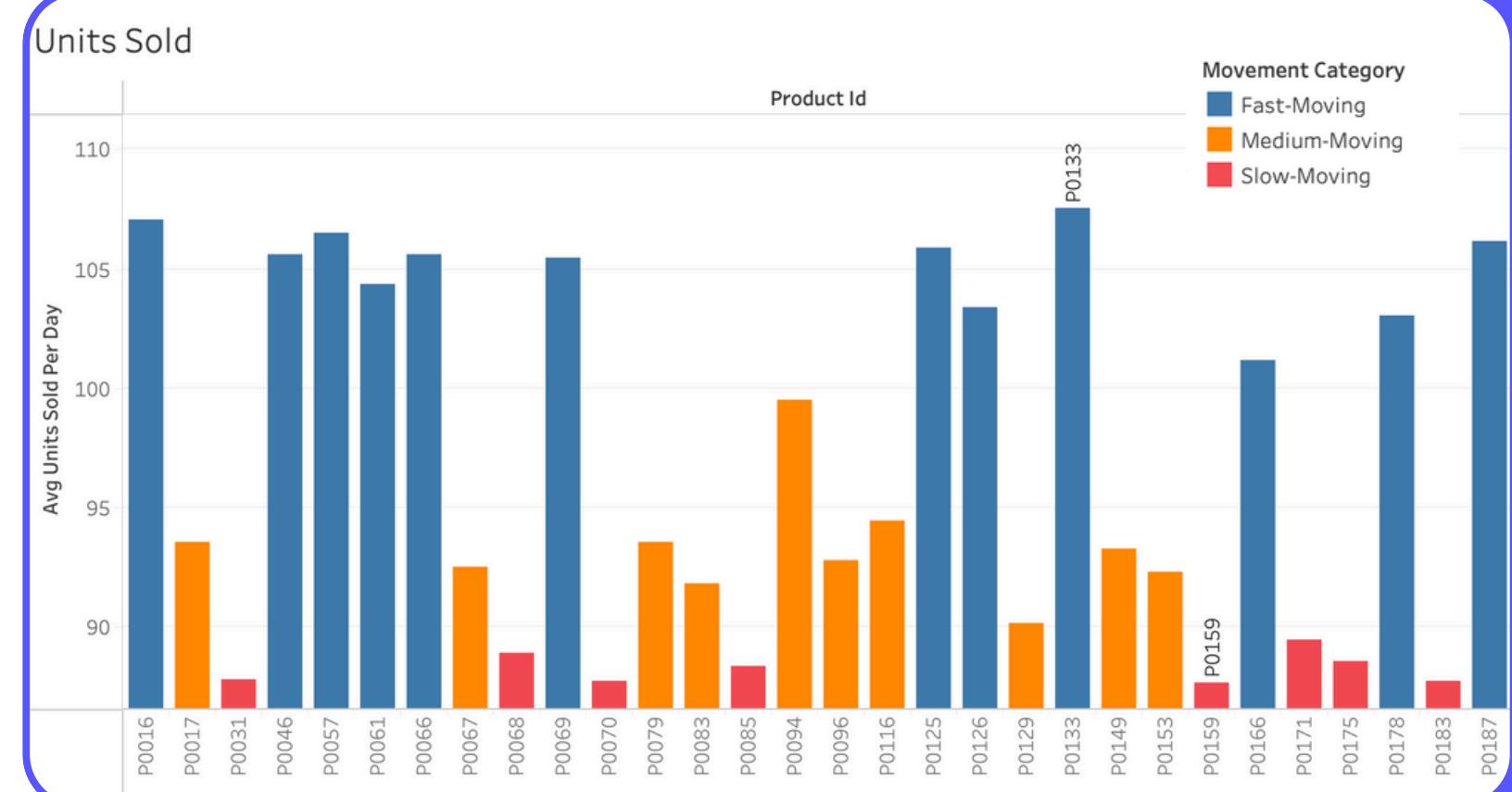


- Significant variance in ROPs; high ROPs for fast movers like P0090 are justified.
- P0067 shows relatively high ROP and inventory turnover → high service level SKU.
- Suggests lead times or service priorities differ across SKUs.

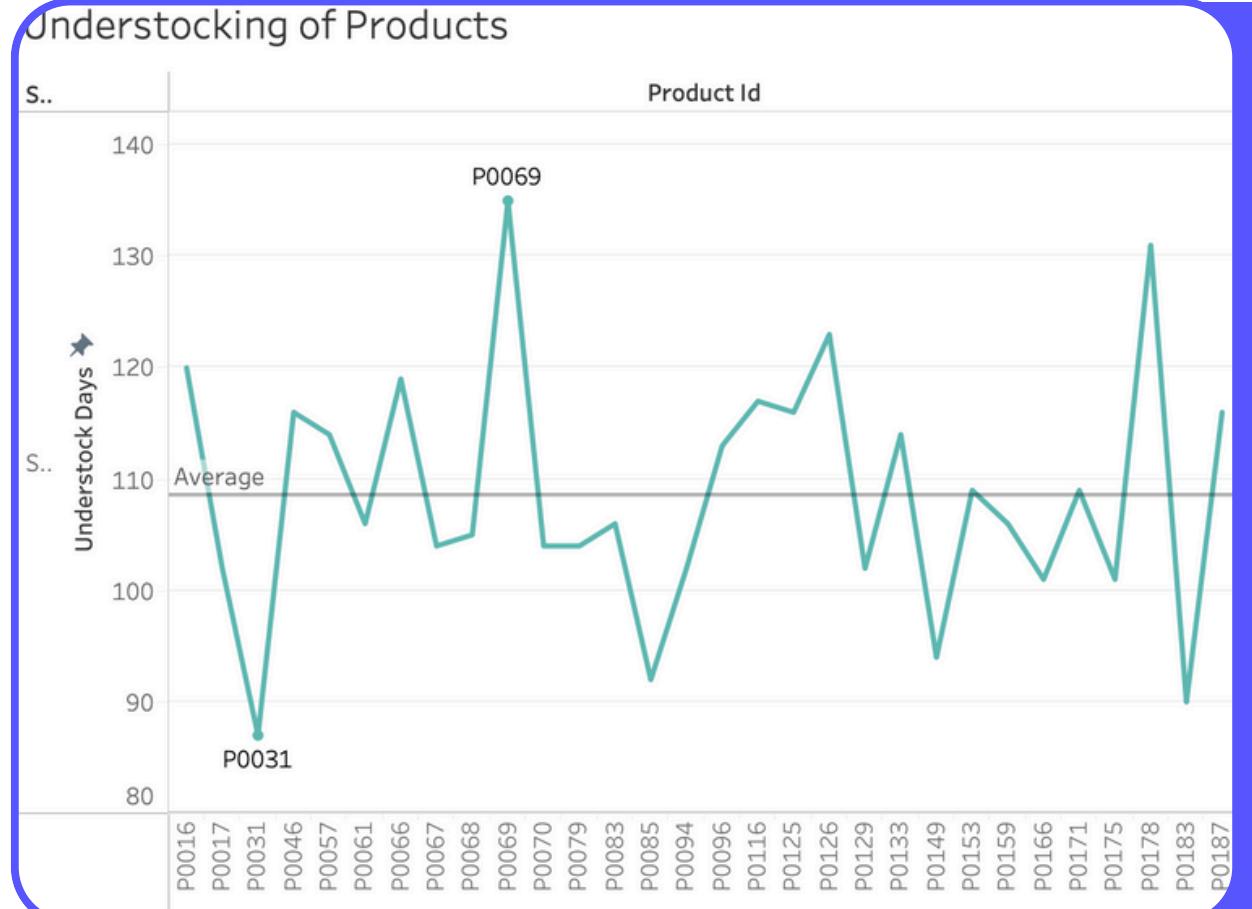
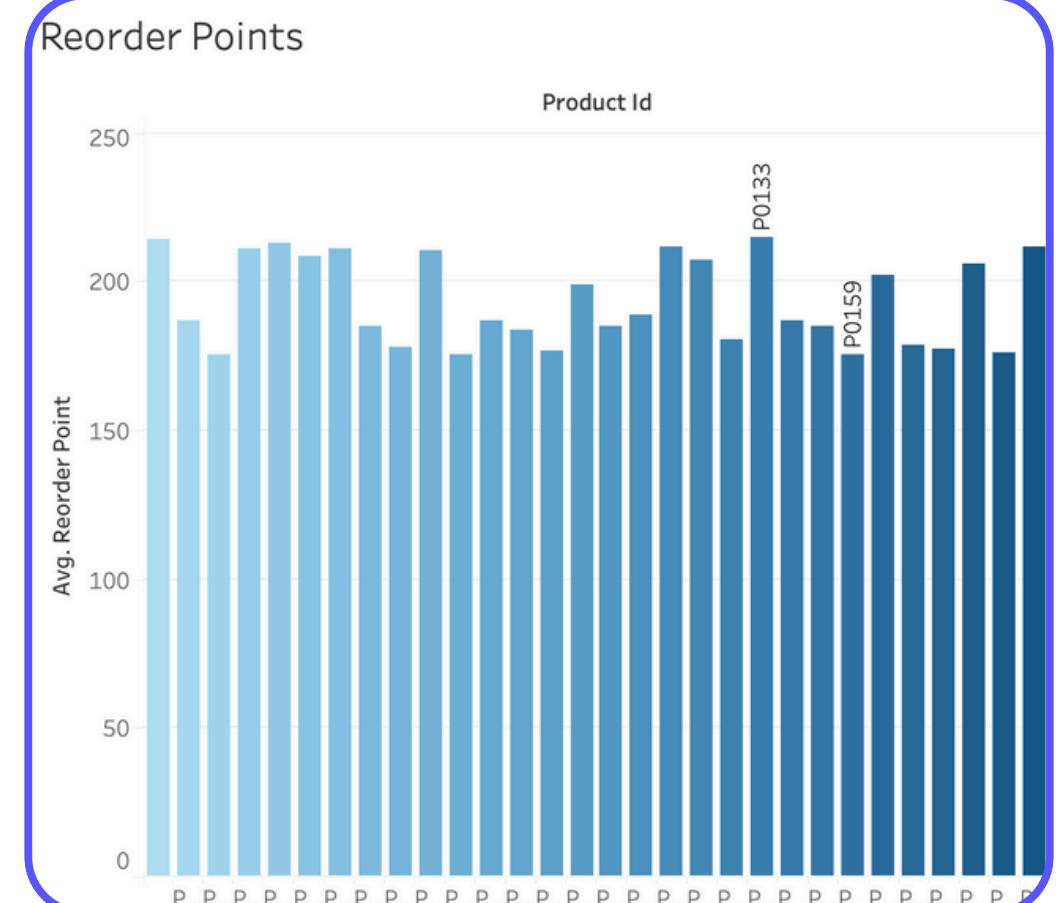
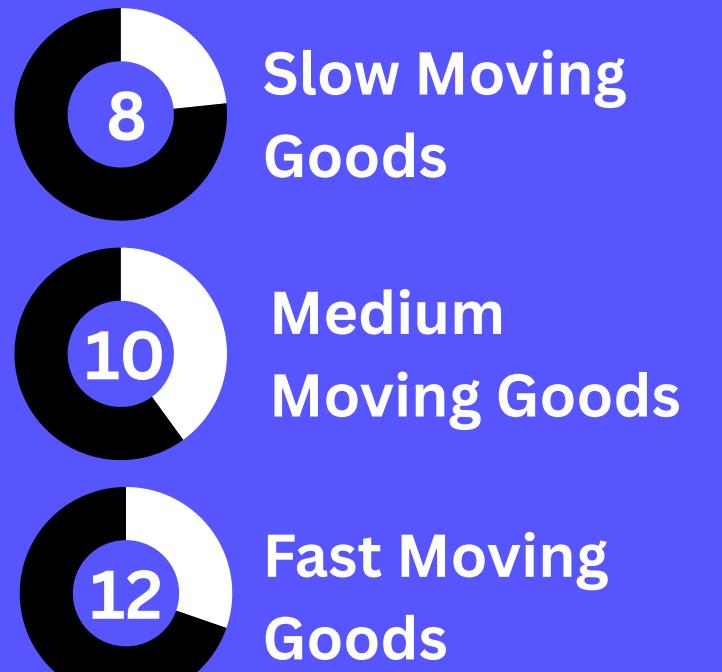
Inventory Turnover Performance



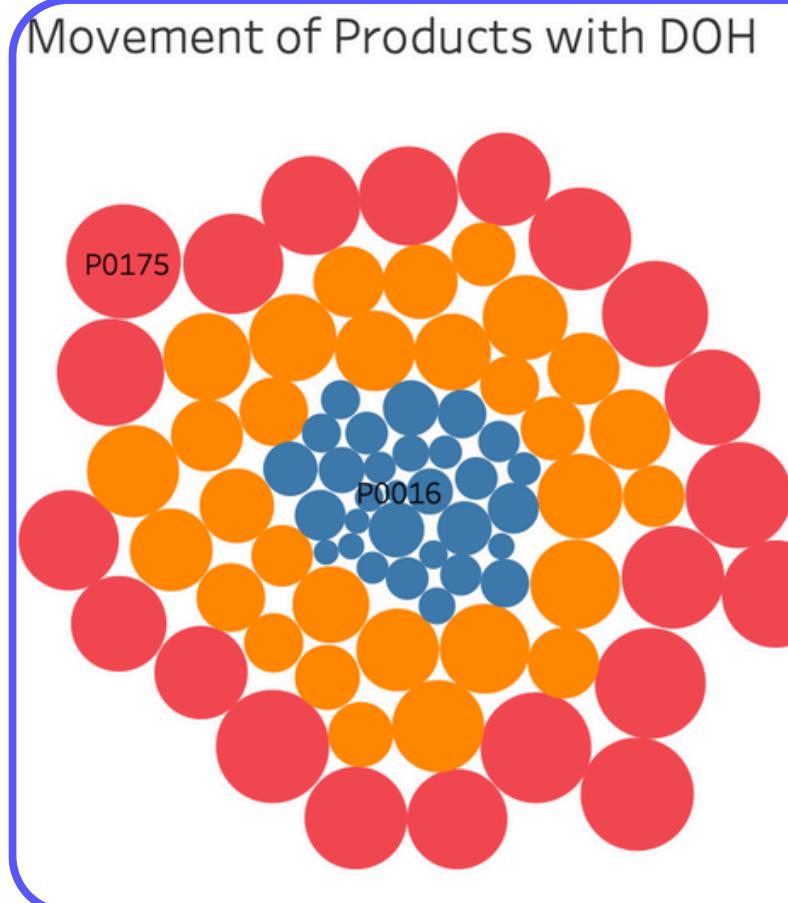
- Turnover ratio ranges from ~18 to 22.
- P0067 and P0090 are top performers with efficient cycles.
- Highlight SKUs with low turnover for review (e.g., slow-movers like P0179).



KPI Highlights



KPI Highlights



Fast-Moving, Understocked SKU



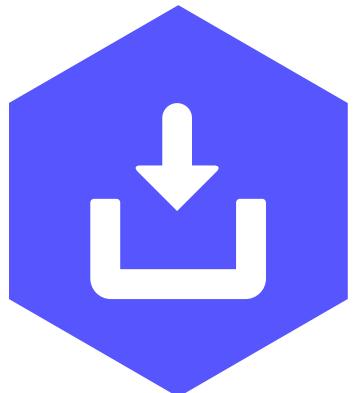
- Product: P0123
- Avg. Sales: High
- Reorder Point: ~185 units
- **Insight:** Understocked despite fast movement. Needs restocking optimization.
- **Action :** Raise ROP or reduce lead times and evaluate stock buffer policies.

Slow-Moving, Overstocked SKU



- Product: P0179
- Avg. Sales: **Very Low**
- Reorder Point: ~160 units
- **Insight:** Overholding stock with low movement. Inefficient capital usage.
- **Action :** Lower ROPs and evaluate for clearance or substitution.

Reorder Point Analysis



- Consistent ROPs across most SKUs.
- High ROPs for P0090 and P0123 match their demand velocity.
- Some SKUs like P0031 may be overstocked relative to demand.

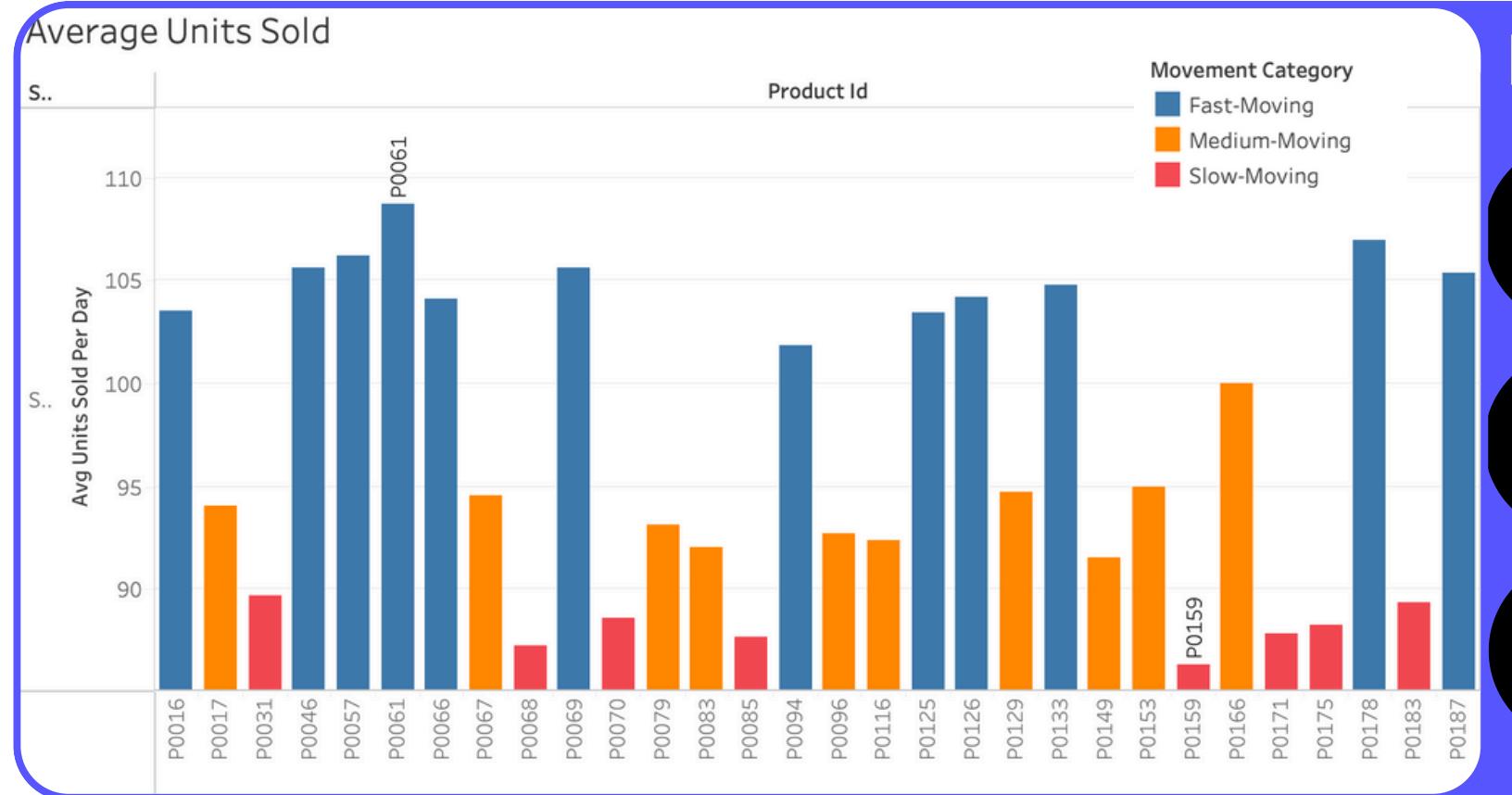
Inventory Turnover Performance



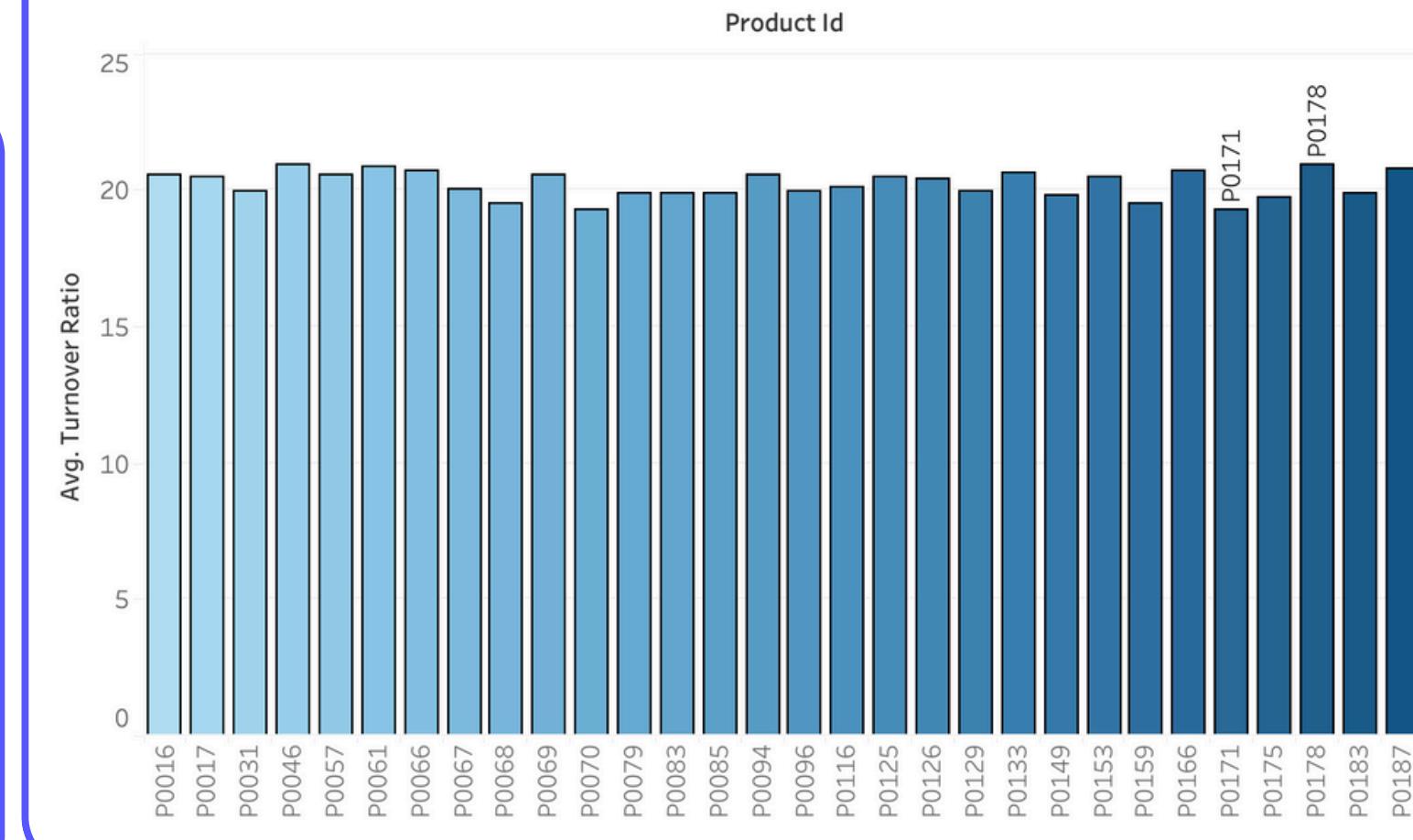
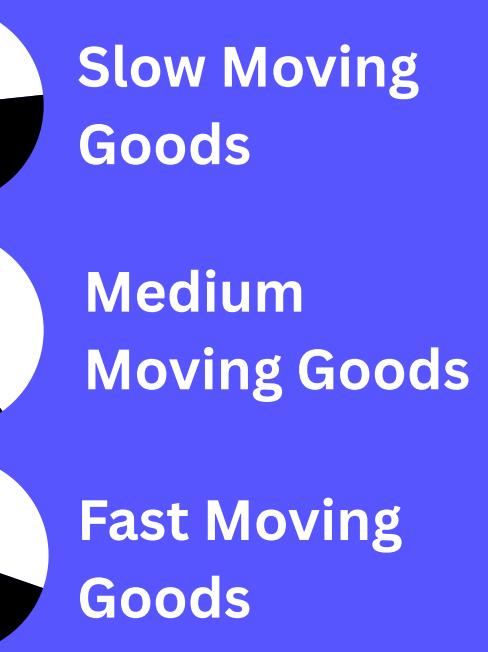
- Top SKUs like P0123 show efficient inventory cycling.
- Turnover fairly stable (~18–21) across products.
- P0099 and P0031 appear in understocking reports, may indicate demand volatility.

Store S005

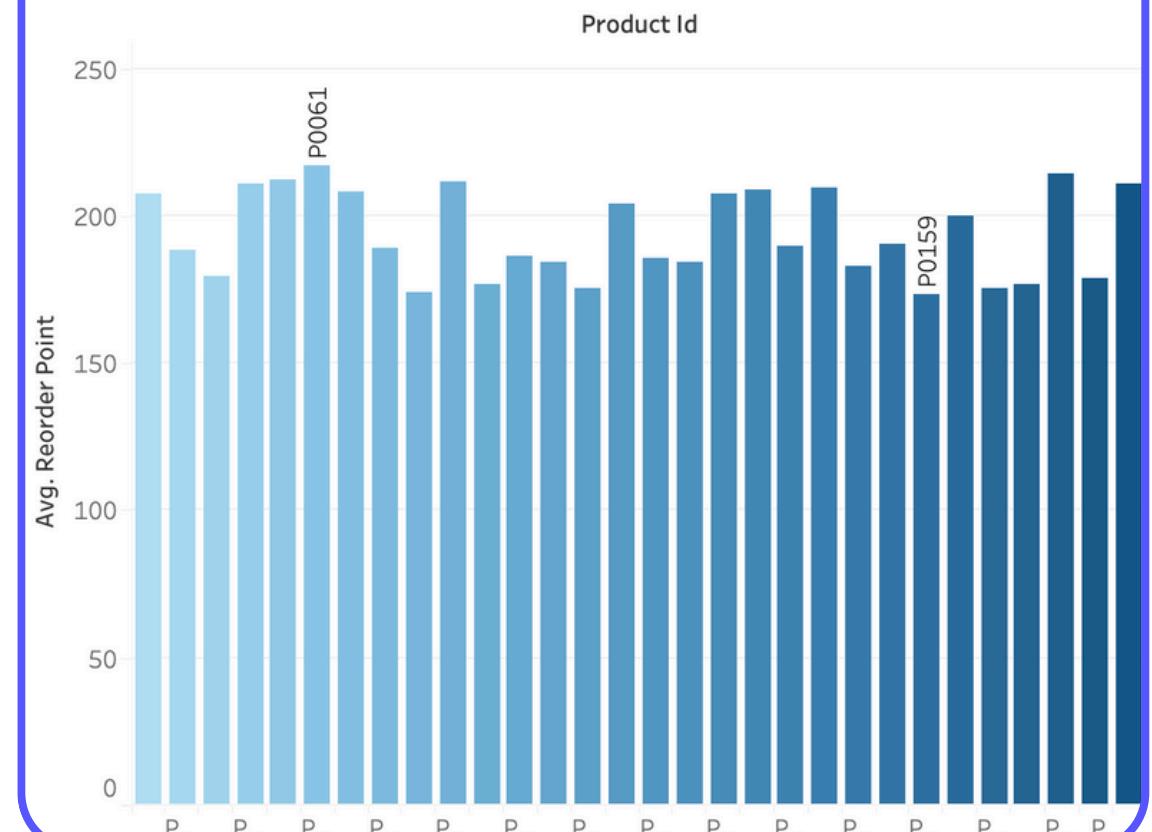
10



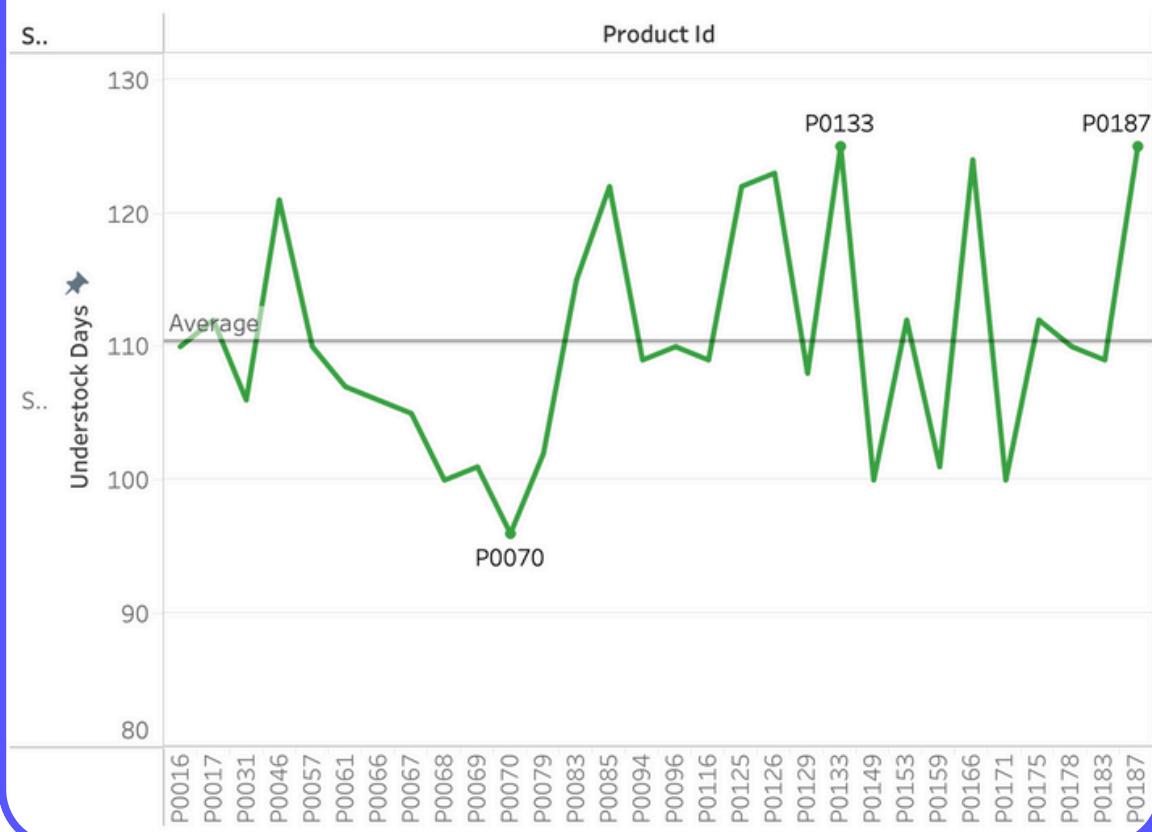
KPI Highlights



Reorder Points



Understocking of Products



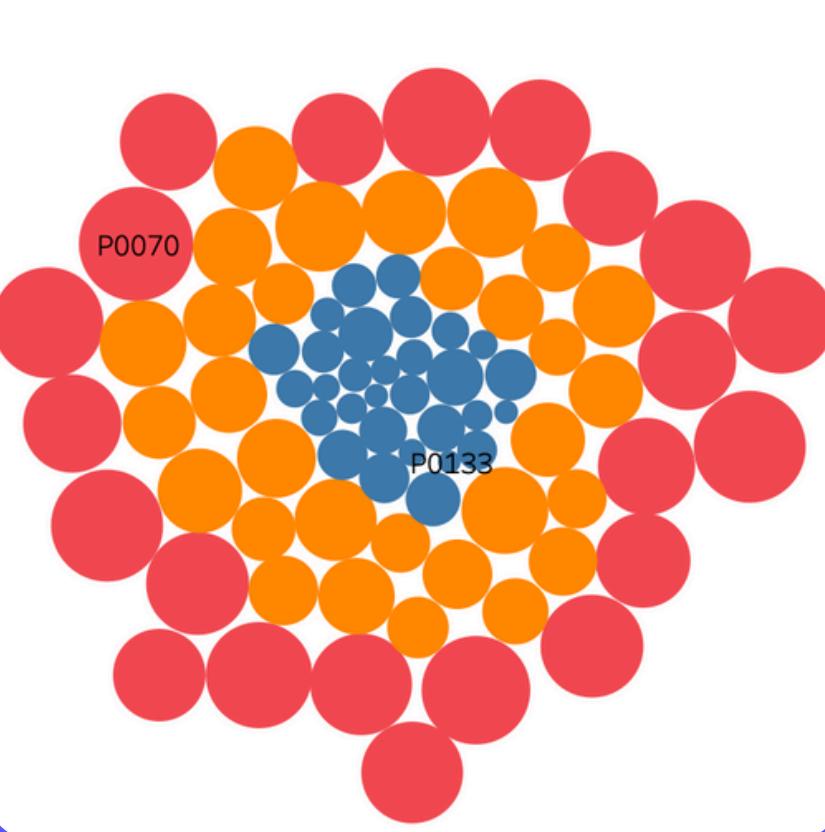
KPI Highlights

Frequently understocked



- DOH ranges between 25 to 20
 - 110 Average Understock days in a Year

Movement of Products with DOH



Fast-Moving, Understocked SKU



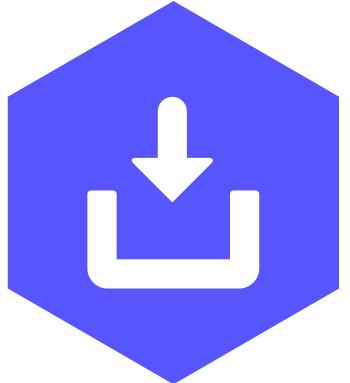
- Product: P0133 & P0187
- Avg. Sales: High
- Reorder Point: ~209 units
- **Insight:** Understocked despite fast movement. Needs restocking optimization.
- **Action :** Raise ROP or reduce lead times and evaluate stock buffer policies.

Slow-Moving, Overstocked SKU



- Product: P0070
- Avg. Sales: **Very Low**
- Reorder Point: ~177 units
- **Insight:** Overholding stock with low movement. Inefficient capital usage.
- **Action :** Lower ROPs and evaluate for clearance or substitution.

Reorder Point Analysis



- **Insight:**
 - Product P0061 has one of the highest reorder points, indicating a critical fast-moving SKU.
 - P0159 also has a notably high reorder level.
- **Business Use:** Supports review of safety stock policies and ensures vital SKUs are never understocked.

Inventory Turnover Performance

Insight:



- P0133 and P0187 have significantly high understock days, exceeding 120 days, highlighting severe replenishment issues.
 - Conversely, P0070 shows fewer understocking days, potentially due to better forecasting or low demand.
- Business Use:** Triggers a review of demand estimation models for underperforming supply chains.

External Factors

12

INSIGHTS

Promotions :

- Promotions lead to a clear boost in daily sales volumes across nearly all product IDs.

Season:

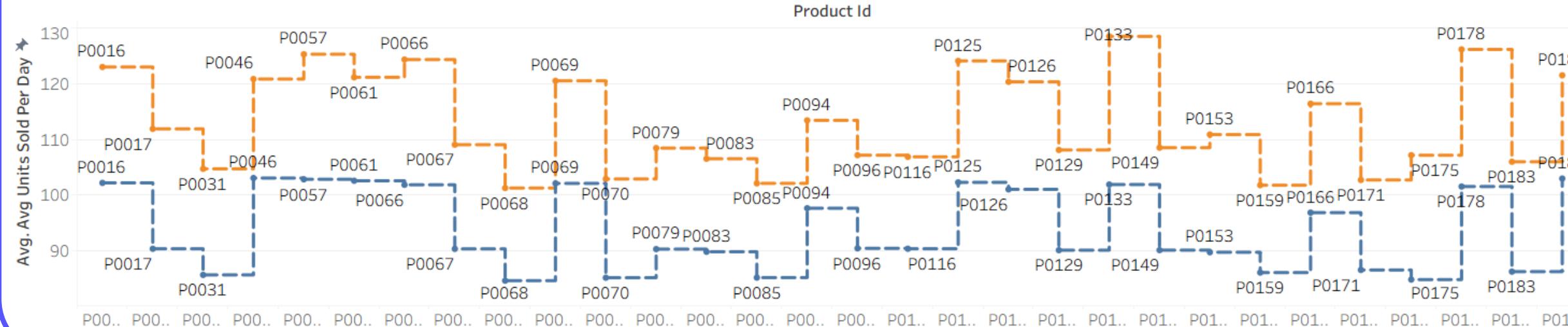
- Winter drives peak seasonal sales, especially for clothing and electronics. Spring is the weakest season for sales across all categories.
- Winter has the highest sales, especially in Clothing and Electronics categories.
- Clothing consistently dominates across all seasons and Groceries and Toys have the lowest seasonal sales in general.

Weather:

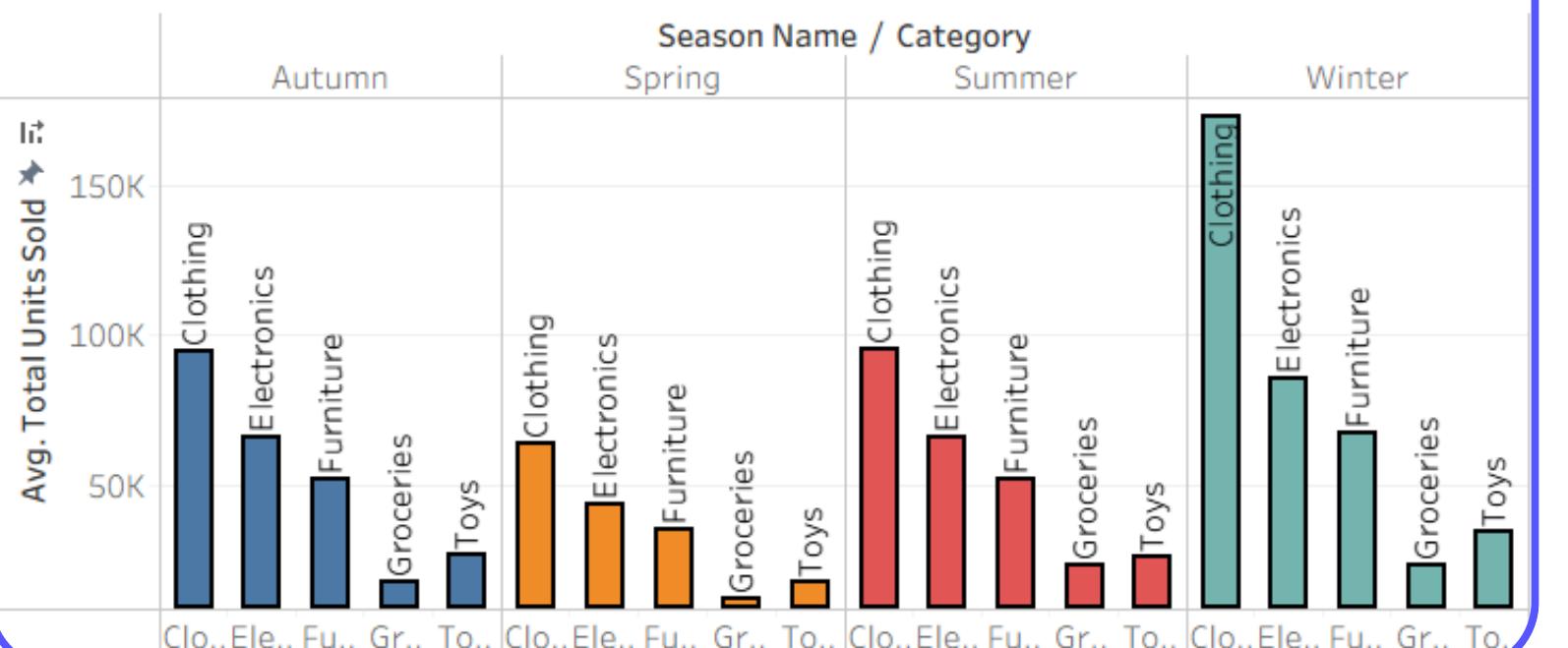
Weather conditions have a limited impact on average sales

- Clothing: Slight peak during rainy weather.
- Electronics: Dip during rainy days, better during snowy/sunny.
- Groceries: Very consistent.
- Furniture & Toys: Minimal variation across weather.

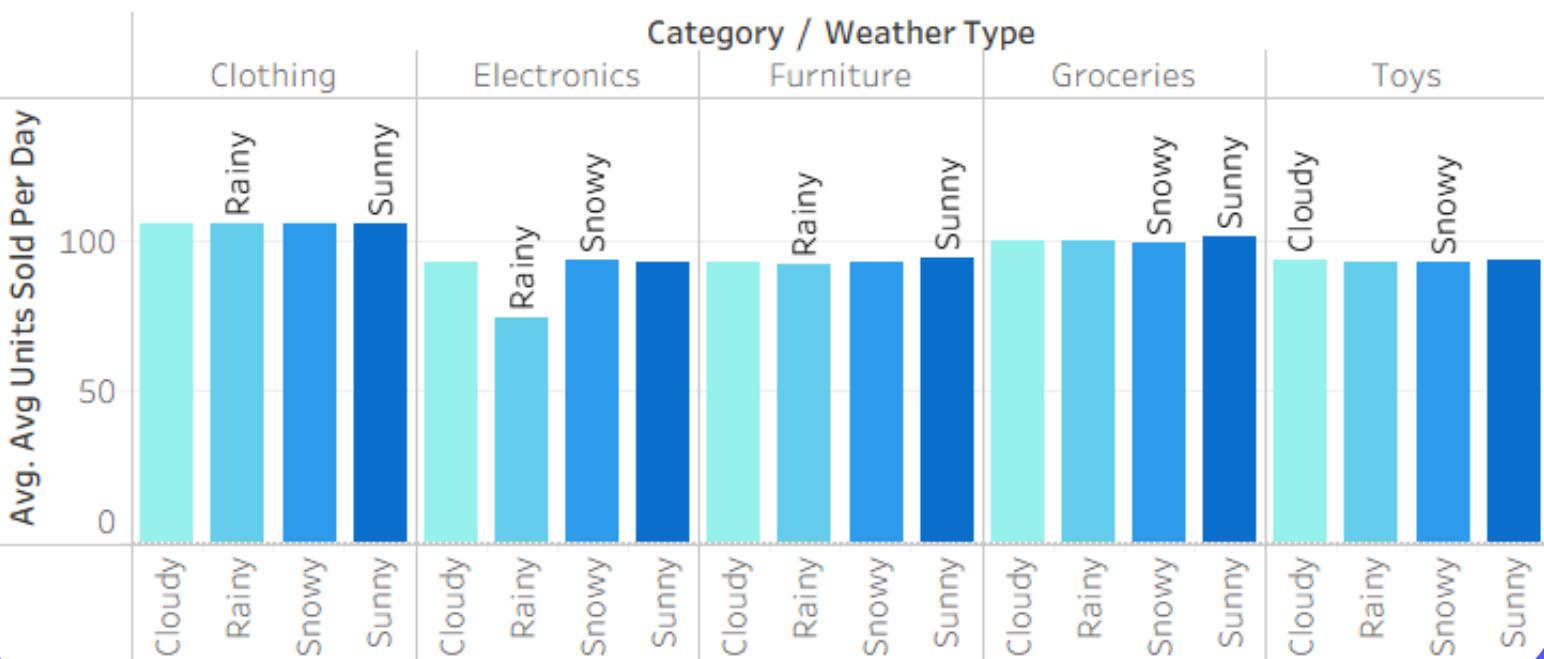
Promotion



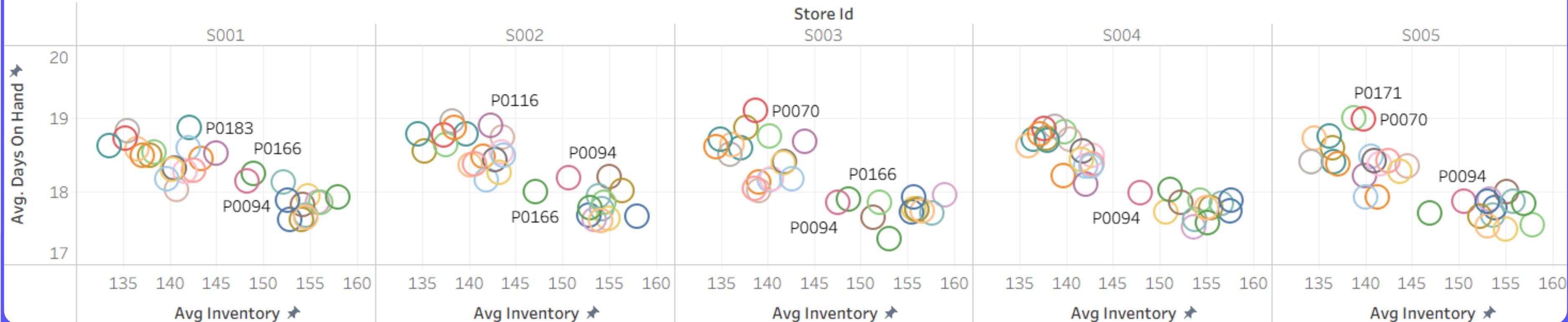
Seasons Sales



Weather



Inventory Vs DOH



OBSERVATIONS

- S005 : Higher inventory (~155) → Lower DOH (~17.5) :** Indicates more efficient turnover in this store, especially for products like **P0094 and P0070**.
- P0094:** Consistently low DOH + decent inventory → Fast-moving product.
- P0171 & P0183:** High DOH → Potential overstock or slow sales.
- P0166 & P0070:** DOH varies across stores → Suggests inconsistent demand.

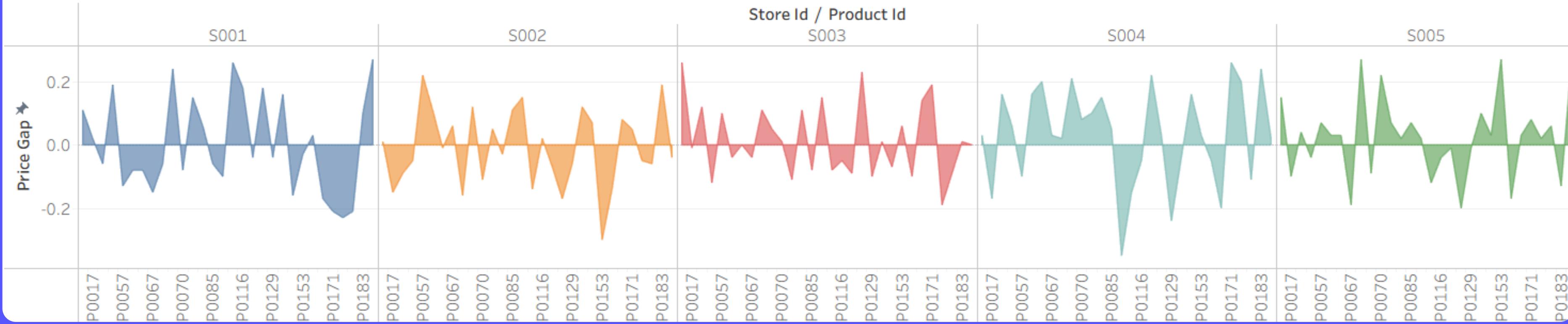
ACTIONABLE INSIGHTS

- Focus on **P0094**: It's **moving fast** across stores. Ensure availability.
- Audit **P0183 and P0171**: Possibly **overstocked or slow sellers** – consider promotions or stocking less.
- Benchmark **P0166, P0070**: Their DOH varies across stores – possibly due to store-level demand fluctuations.

Price Gap = Our Price - Competitor Price

- Positive: We are more expensive
- Negative: We are cheaper

Competitor Pricing Analysis



OBSERVATIONS

- **S001:** Many products (e.g., P0166, P0183) **overpriced** → Possible margin play or mispricing.
- **S002 & S003:** **Mostly underpriced** → Aggressive pricing, but may hurt margins.
- Products with **large negative gaps** (e.g., P0153, P0129) are pricing opportunities.
- **S004:** Wide range with deep negative gaps (P0153, P0129) – we're significantly cheaper.

ACTIONABLE INSIGHTS

- **S001:** **Reevaluate pricing** for overpriced products like P0183, P0166 unless justified by branding.
- **S002 & S003:** **Avoid deep undercutting** unless it's part of a broader strategy (e.g., acquisition or market entry).
- **S004 & S005:** **Mixed strategy – consider optimizing** pricing dynamically based on product performance and elasticity.

THANK YOU

