

AdHoc Analysis Deck

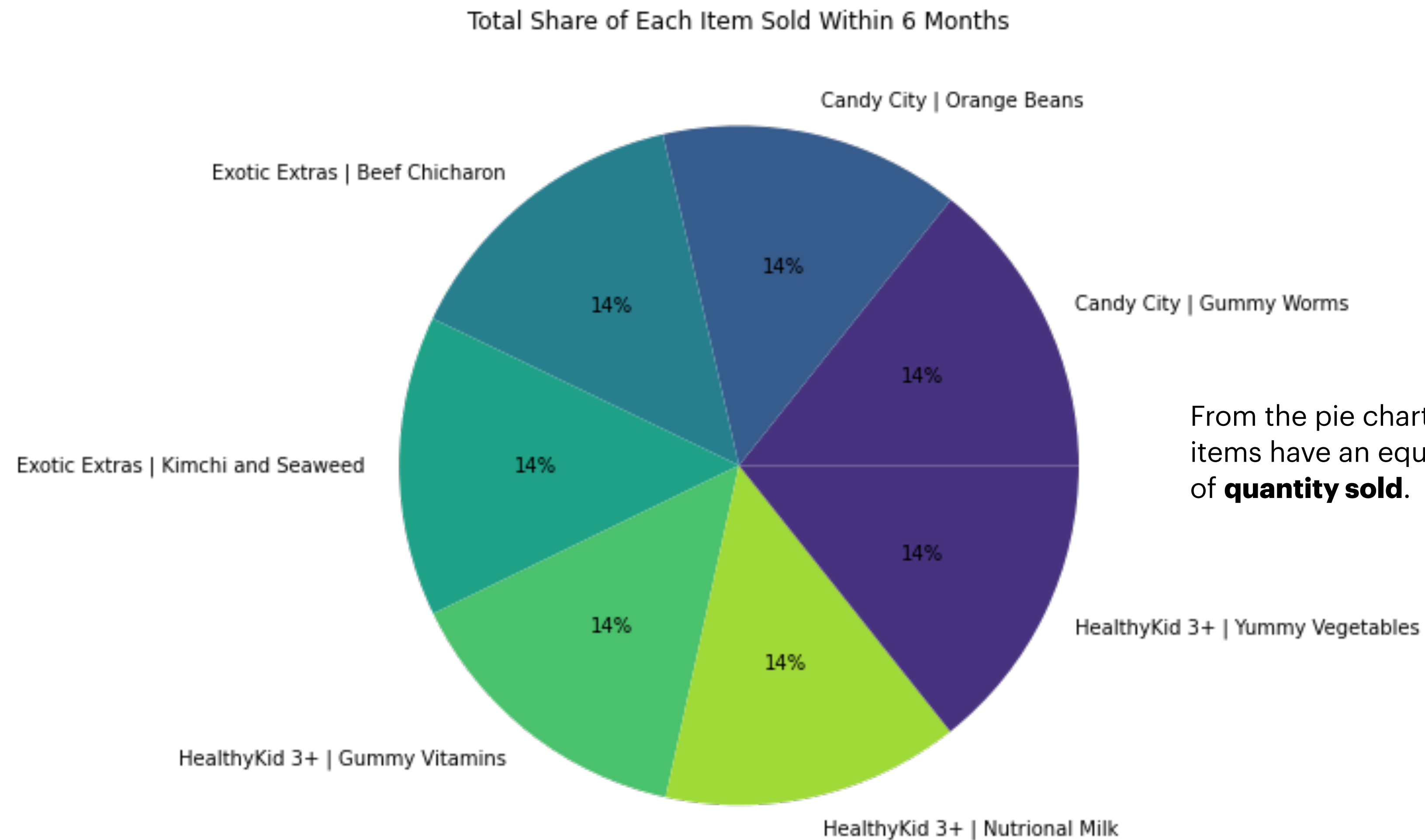
An Analysis of Lola Tamis's Business

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Data Representing The Quantity of Item Sold Per Month and The Grand Total of Each Item (Jan-Jun 2022)

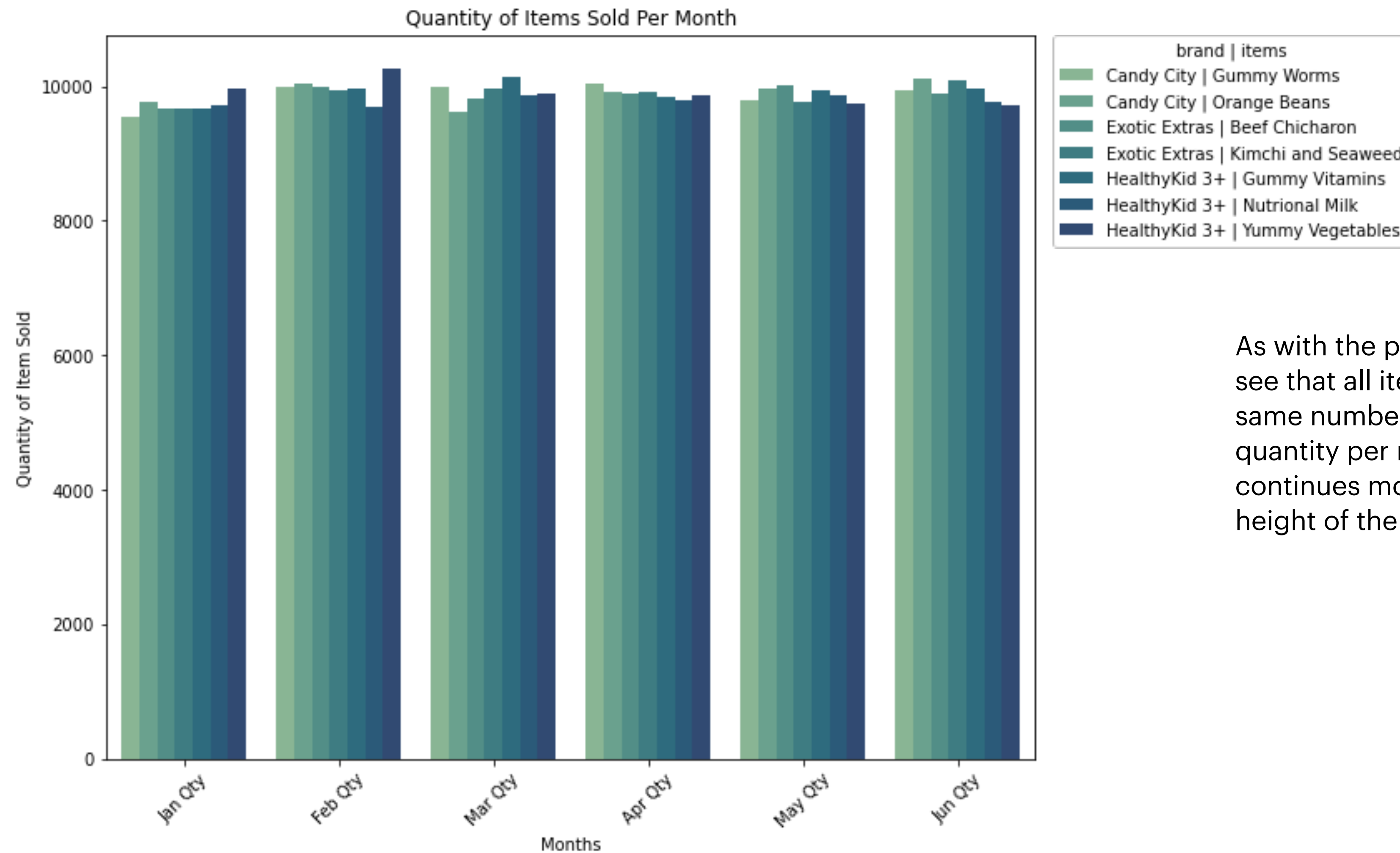
	brand item	Jan Qty	Feb Qty	Mar Qty	Apr Qty	May Qty	Jun Qty	Total Items Sold
0	Candy City Gummy Worms	9559	9996	9986	10043	9801	9934	59319
1	Candy City Orange Beans	9774	10037	9611	9914	9964	10106	59406
2	Exotic Extras Beef Chicharon	9665	10001	9816	9890	10028	9902	59302
3	Exotic Extras Kimchi and Seaweed	9676	9949	9967	9921	9773	10104	59390
4	HealthyKid 3+ Gummy Vitamins	9681	9980	10145	9842	9948	9980	59576
5	HealthyKid 3+ Nutrional Milk	9727	9691	9876	9786	9881	9767	58728
6	HealthyKid 3+ Yummy Vegetables	9959	10256	9896	9861	9735	9722	59429

Pie Chart Representing the Total Share of Quantity Sold For Each Item (Jan-Jun 2022)



From the pie chart, we can see that all items have an equal share of sales in terms of **quantity sold**.

Bar Graph Representing the Quantity of Each Item Sold Per Month (Jan-Jun 2022)

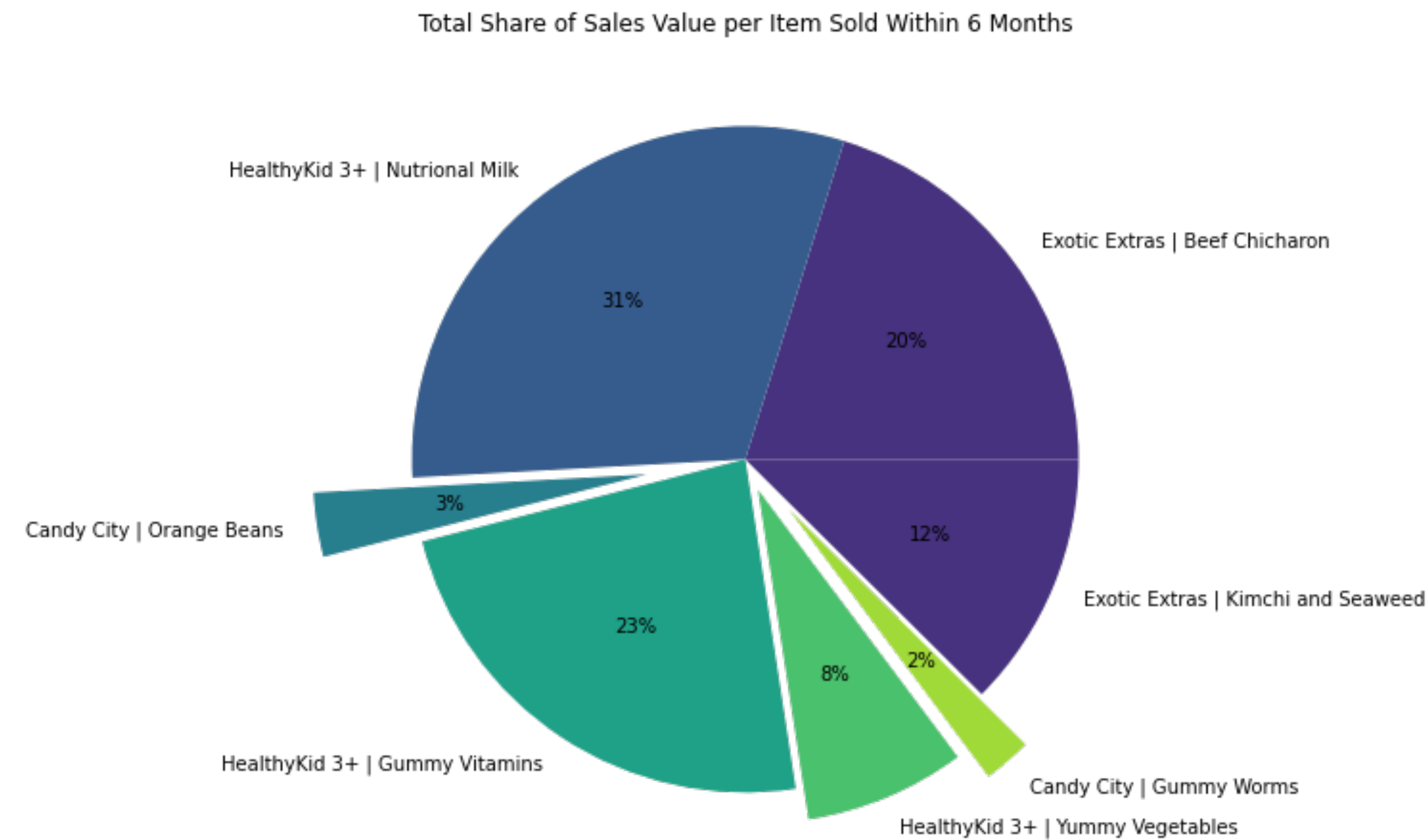


As with the pie chart from earlier, we can see that all items have an approximately same number of items sold in terms of quantity per month. And this trend continues monthly, thus the consistent height of the bars throughout the graph.

Data Representing the Sales Value of Each Item Per Month (Jan-Jun 2022)

	brand item	Jan Sale	Feb Sale	Mar Sale	Apr Sale	May Sale	Jun Sale	Total Sale Per Item
0	Exotic Extras Beef Chicharon	12554835.0	12991299.0	12750984.0	12847110.0	13026372.0	12862698.0	77033298.0
1	HealthyKid 3+ Nutrional Milk	19356730.0	19285090.0	19653240.0	19474140.0	19663190.0	19436330.0	116868720.0
2	Candy City Orange Beans	1945026.0	1997363.0	1912589.0	1972886.0	1982836.0	2011094.0	11821794.0
3	HealthyKid 3+ Gummy Vitamins	14521500.0	14970000.0	15217500.0	14763000.0	14922000.0	14970000.0	89364000.0
4	HealthyKid 3+ Yummy Vegetables	4979500.0	5128000.0	4948000.0	4930500.0	4867500.0	4861000.0	29714500.0
5	Candy City Gummy Worms	1433850.0	1499400.0	1497900.0	1506450.0	1470150.0	1490100.0	8897850.0
6	Exotic Extras Kimchi and Seaweed	7731124.0	7949251.0	7963633.0	7926879.0	7808627.0	8073096.0	47452610.0
7	Total Monthly Sales	62522565.0	63820403.0	63943846.0	63420965.0	63740675.0	63704318.0	---

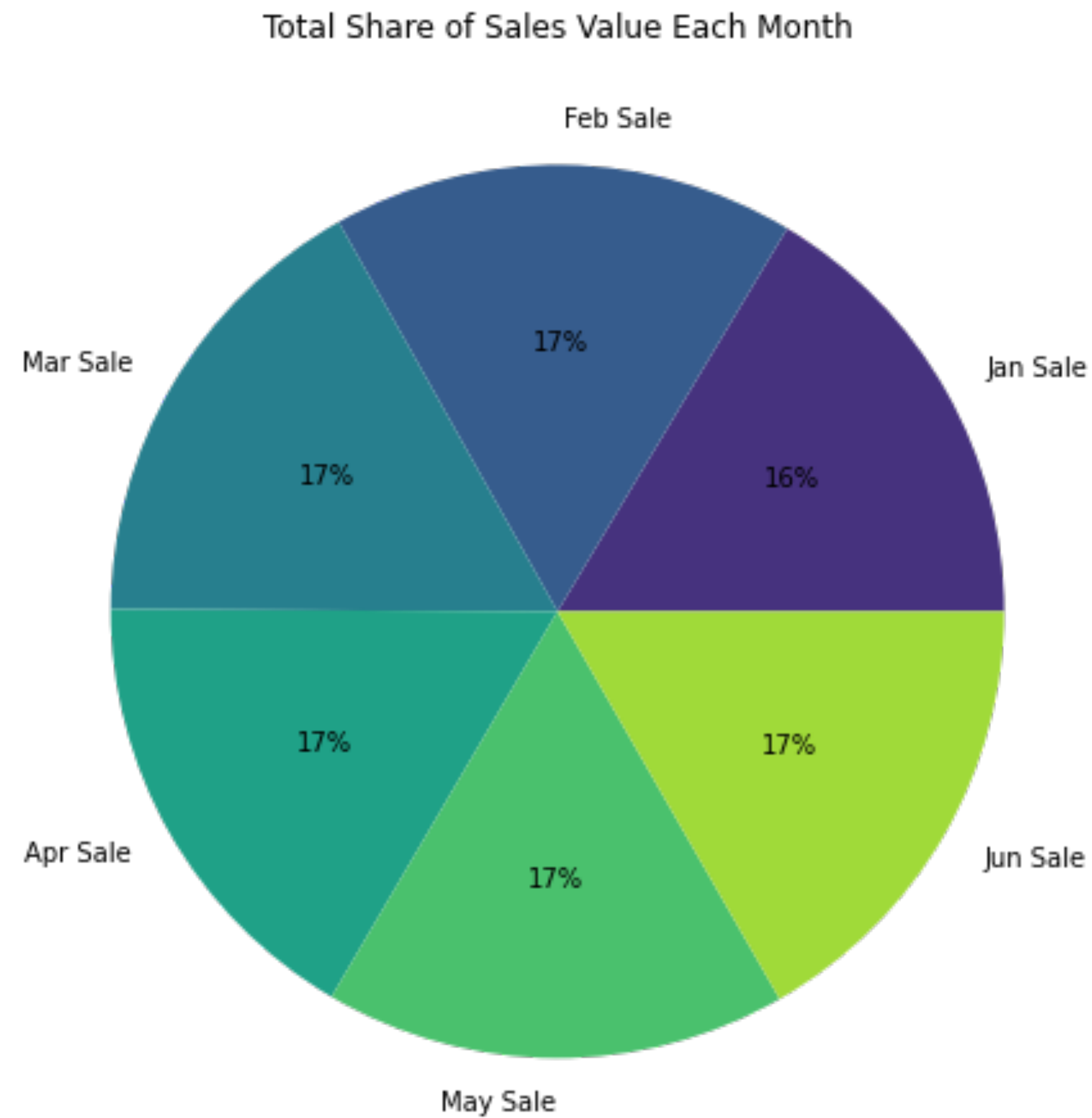
Pie Chart Representing the Total Share of Sales Value of Each Item (Jan-Jun 2022)



From the pie chart, we can see that the Gummy Worms from Candy City has the smallest share of total sales for the duration of 6 months, while Nutritional Milk by HealthyKid 3+ has the largest. These differences can be attributed to the unit prices of each item. See the table below for the unit prices of each item.

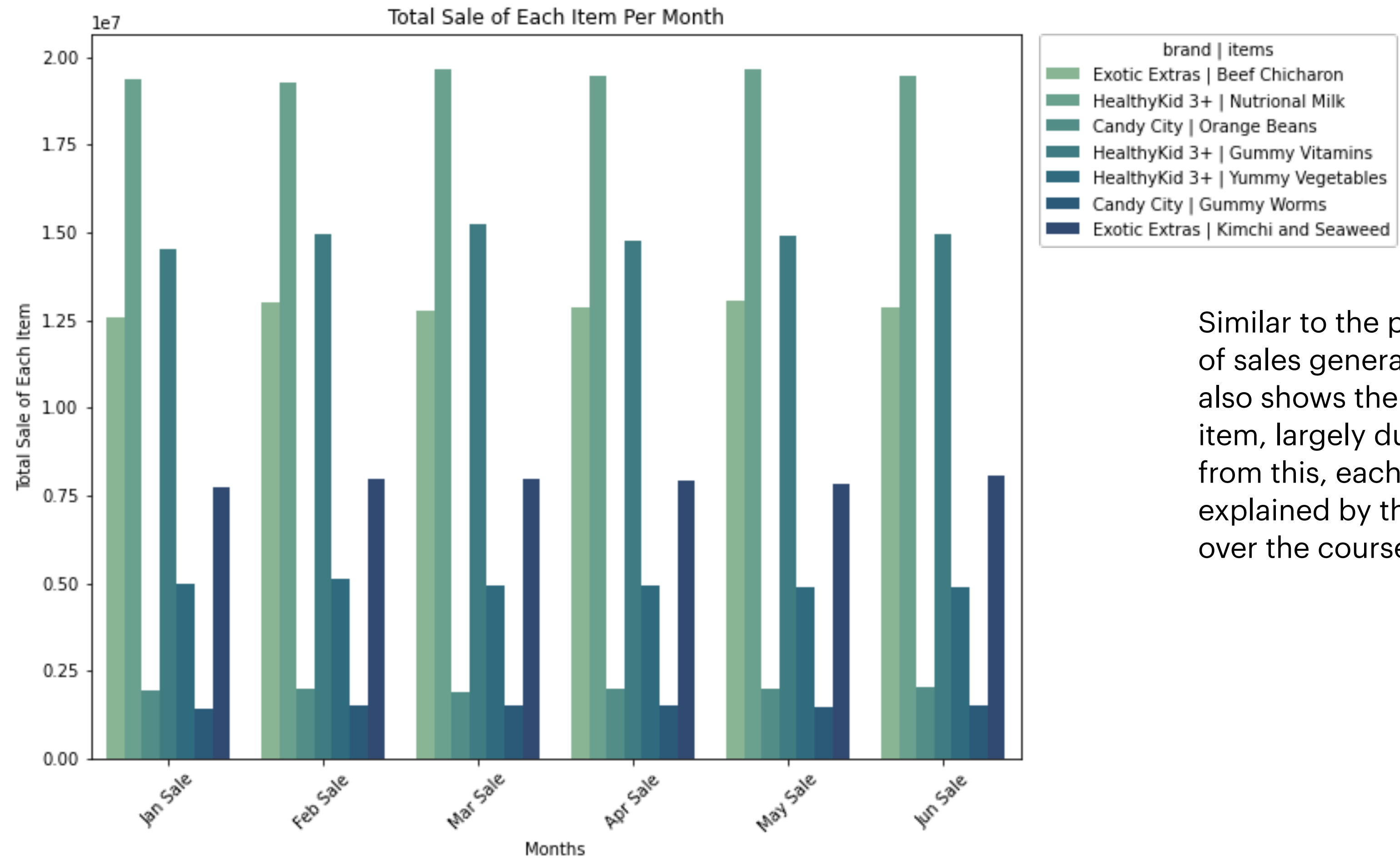
	brand item	unit price
0	Exotic Extras Beef Chicharon	1299.0
1	HealthyKid 3+ Nutritional Milk	1990.0
2	Candy City Orange Beans	199.0
3	HealthyKid 3+ Gummy Vitamins	1500.0
4	HealthyKid 3+ Yummy Vegetables	500.0
5	Candy City Gummy Worms	150.0
6	Exotic Extras Kimchi and Seaweed	799.0

Pie Chart Representing the Total Share of Sales Value Per Month (Jan-Jun 2022)



As seen in the pie chart, all months have generated similar sales.

Bar Graph Representing the Total Sales Value Generated by Each Item Per Month (Jan-Jun 2022)



Similar to the pie chart that represented the total share of sales generated by each item overall, the bar graph also shows the difference in revenue generated by each item, largely due to the difference in unit prices. Aside from this, each item performs consistently, which can be explained by the consistent quantities sold for each item over the course of 6 months.

Loyalty Metrics Month Over Month from Jan-Jun 2022

	Jan	Feb	Mar	Apr	May	Jun
Repeater	0.0	5172.0	5216.0	5154.0	5110.0	5193.0
Inactive	0.0	1416.0	1378.0	1437.0	1445.0	1393.0
Engaged	6588.0	5172.0	4126.0	3289.0	2667.0	2190.0

Looking at both the data table and the bar graph, the number of inactive and repeater customers remain consistent. Engaged customers, on the other hand, are declining month over month.

The number of repeaters, which is described to be customers who have purchased on a current month and the previous one, consists the majority of Lola Tamis customers.

However, there is also a significant number of inactive customers by Lola Tamis.

Engaged customers are described to be customers who have consistently purchased from Lola Tamis every single month until the current month. Thus, the decline in the number can mean that there are customers who did not buy from Lola Tamis the next month, and only 2190 customers remain to buy from the establishment ever since Jan 2022.

