

GlobalMart Inventory Analysis Report

Objective of the Analysis

The objective of this analysis is to provide actionable insights into GlobalMart's inventory, purchases, sales, and defect management to support data-driven decision-making. Key goals include:

- **Optimizing inventory management** by analyzing stock levels, price distribution, and product performance.
- **Enhancing purchase strategies** by evaluating vendor performance and purchase-price impacts on profitability.
- **Improving sales performance** through trend analysis across locations, products, and price categories.
- **Addressing defects** by identifying patterns, repair costs, and quality improvement opportunities.
- **Driving strategic decisions** to align operations with financial and growth objectives.

Page 1: Inventory Analysis Overview

- **Key Metrics:**
 - Total Store Cities: 68
 - Inventory Stores: 80
 - Total Products: 9,653
 - Total Vendors: 126
 - Defects Found: 1,000
 - Inventory at Beginning of FY: 42,19,275 units (Value: ₹6,80,53,780)
 - Inventory at End of FY: 48,85,776 units (Value: ₹7,97,04,851)
- **Insights:**
 - **Top Stocked Stores:** Store ID 50, Store ID 74, Store ID 73
 - **Least Stocked Stores:** Store ID 3, Store ID 4261, Store ID 12
 - **Top Stocked Products:** Ketel One Vodka, Capt Morgan Spiced Rum, Smirnoff 80 Proof
 - **Least Stocked Products:** 1800 Select Silver Tequila, A Bichot Merc Champs M (0 stock)

Page 2: Purchase Analysis

- **Key Metrics:**
 - Total Purchase Orders: 5,543
 - Products Purchased: 32,549,235 units
 - Purchase Price: ₹32,35,41,240
 - Freight Charges: ₹16,40,475
- **Insights:**
 - Top Brands by Purchase: Smirnoff, Yukon J.
 - Top Stores by Purchase Price: ₹1,75,25,106 (highest)
 - Top Vendors: DIAGEO NORTH, JIM BEAM BRAN

Page 3: Store Inventory Analysis

- **Key Metrics:**
 - Total Stores: 68 cities
 - Inventory Transition:
 - Beginning of FY: 42,19,275 units
 - End of FY: 48,85,776 units
- **Insights:**
 - Inventory heavily concentrated in the ₹0.49 - ₹50 price bin (97.25%).

Page 4: Products Inventory Analysis

- **Key Metrics:**
 - End Inventory: 48,85,776 units
 - Vendors: 126
 - Top Products: Jack Daniels, Tito's Handmade Vodka
 - Distinct Products (₹0.49 - ₹50): 8485
- **Insights:**
 - Store ID 50 holds the largest variety (7,111 products).

Page 5: Defects Analysis

- **Key Metrics:**
 - Total Defects: 1,000
 - Repair Costs: ₹5,07,627
- **Insights:**
 - Defect Types: Cosmetic, Functional, Structural
 - Locations: Surface, Component, Internal
 - Major repairs attributed to **Structural Critical Defects** (₹58,832).

Page 6: Sales Analysis

- **Key Metrics:**
 - Products Sold: 24,51,169
 - Sales: ₹3,17,48,077
- **Insights:**
 - Top Selling Brands: Captain Morgan Spiced Rum, Jack Daniels No 7 Black
 - City with Highest Sales: Mountmend (₹25,94,862)
 - Sales concentrated in the ₹0.49 - ₹50 price category (93.19%).

Drillthrough: Sales Analysis

- **Total Sales for FY 2016-17:** ₹3,17,48,077
- **Top Cities for Store Sales:** MOUNTMEND, DONCASTER, EANVERNESS, etc.
- **Price Category-wise Brand and Product Sales:**
 - ₹0.49 - ₹50: ₹2,95,84,626 (93.19%)
 - ₹51 - ₹100: ₹17,15,348 (5.40%)
 - Other bins: Smaller percentages
- **Top Brands and Products:** Smirnoff, Jack Daniels, Tito's Handmade Vodka, Absolut 80 Proof

Drillthrough: Inventory Analysis

- **2016 End Inventory:** 48,85,776 units
- **End Inventory Value:** ₹7,97,04,851
- **Top Store Cities & Store ID Wise Stock:**
 - Hornsey (ID 50), DONCASTER, EANVERNESS, etc.
- **Price Category Wise Stock Quantity & Value:**
 - ₹0.49 - ₹50: 47,51,383 units, ₹6,79,69,527 (85.24%)
 - ₹51 - ₹100: 17,15,348 units, ₹2,45,67,012 (8.14%)
 - Other bins: Smaller percentages

Conclusion:

Our inventory analysis highlights the following insights into sales and stock distribution:

- Products priced between **₹0.49 and ₹50 contribute to 93% of sales**, showcasing the dominance of low-priced items in revenue generation.
- Beverages of **750 ml account for 58% of sales**, with **53% of these sales** coming from products priced **under ₹50**. **Inventory** for this volume is at **58% level**, **49%** of which is **under Rs.50** category.
- **1750 ml beverages contribute to 27% of sales**, supported by **20% of the inventory**, making it a significant volume category.
- Smaller volume categories, such as **375 ml, contribute to 3% of sales**, with inventory levels at 2%. Similarly, **50 ml products account for 2% of sales**, with stock levels at **1.48%**.

These insights indicate the importance of focusing on high-performing volume categories like **750 ml and 1750 ml beverages**, while maintaining a balanced inventory to avoid overstocking smaller volumes. With **84% of stock under ₹50** and **49% of 750 ml stock priced below ₹50**, a strategy emphasizing low-cost, high-demand products will align inventory with customer preferences and drive sustained profitability.