

Customer Sales Report - Insights & Analysis

\$48.7K

Total Sales

10.0K

Customers

\$4.9

Avg. sale per cust.

1536

Distinct Products

2019

2020

2021

2022

2023

Qtr 1

Qtr 2

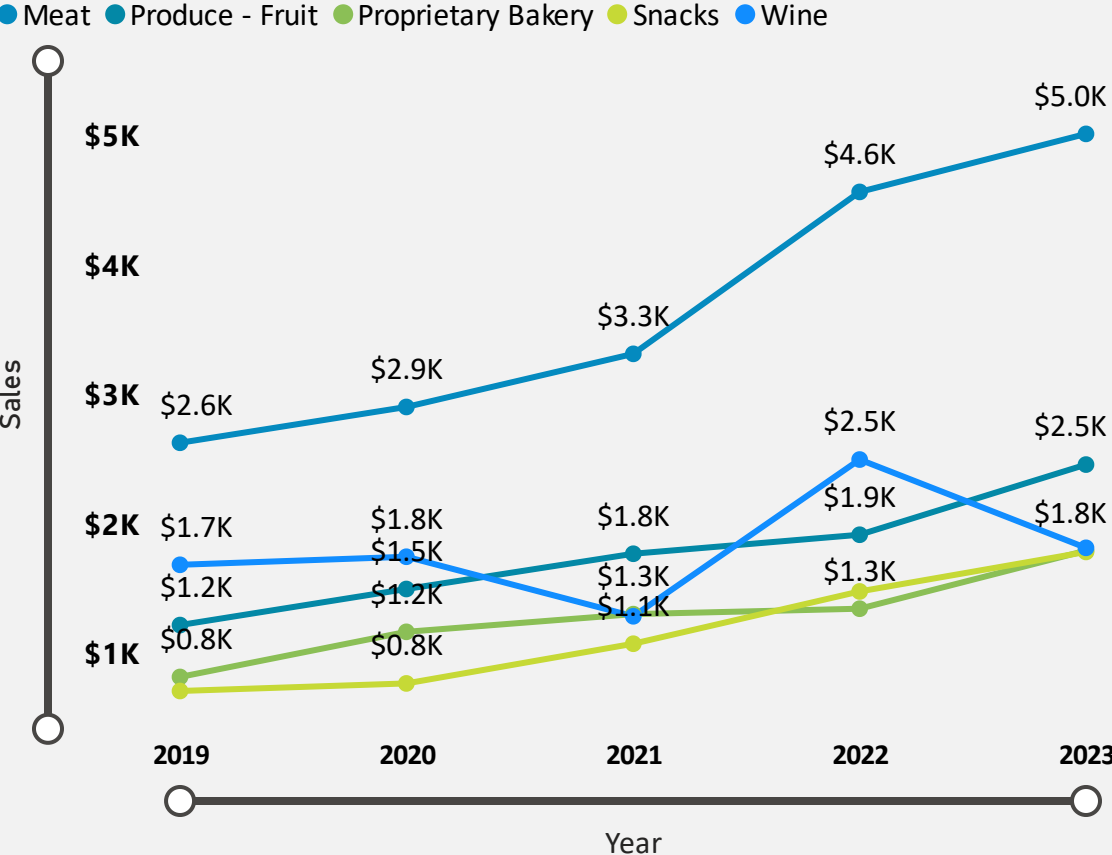
Qtr 3

Qtr 4

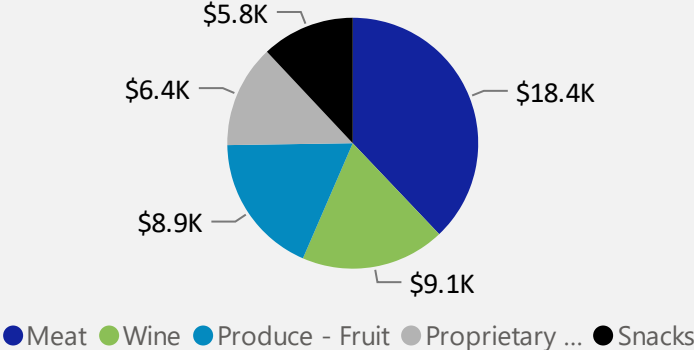
Month

All

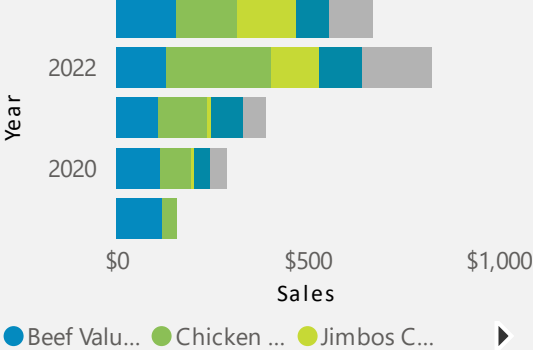
Sales Trend by Category



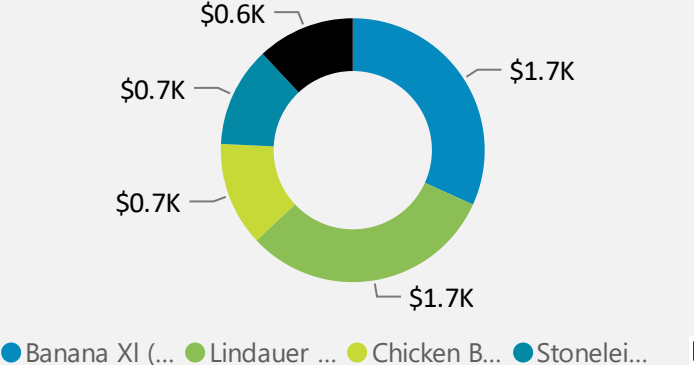
Category by Sales



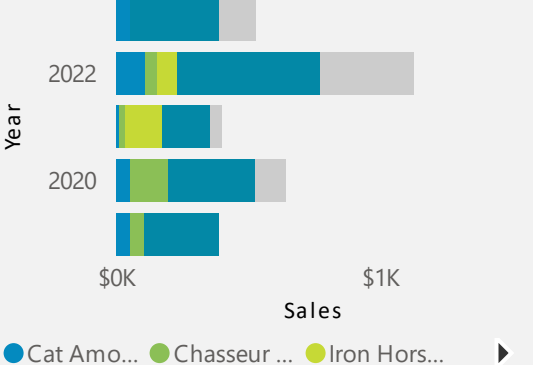
Top 5 Meat Products Sales



Top 5 Products by sales



Top 5 Wine Products Sales



Customer Analysis CY19 to CY23

2019

2020

2021

2022

2023

Qtr 1

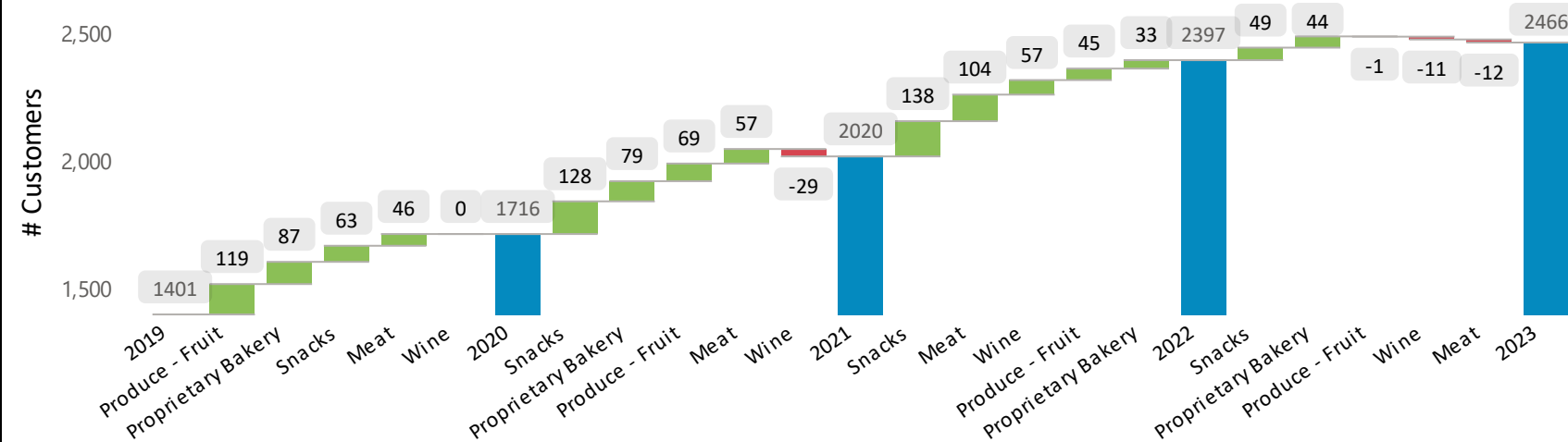
Qtr 2

Qtr 3

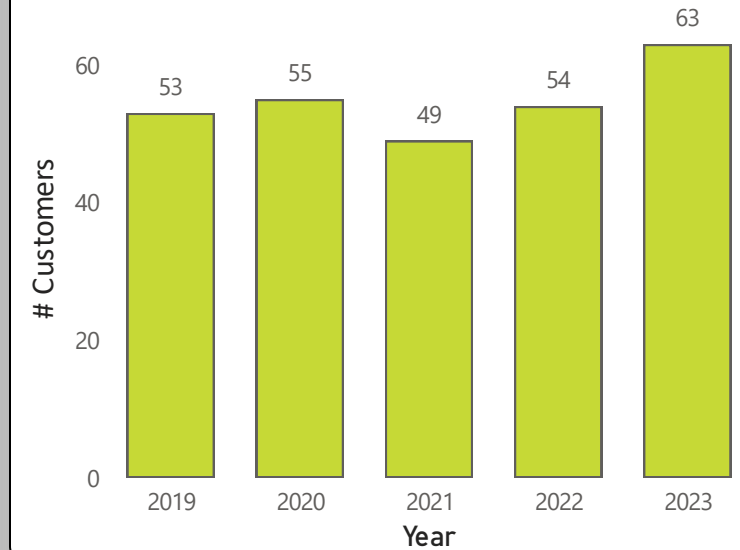
Qtr 4

Change in Customers YoY

● Increase ● Decrease ● Total ● Other

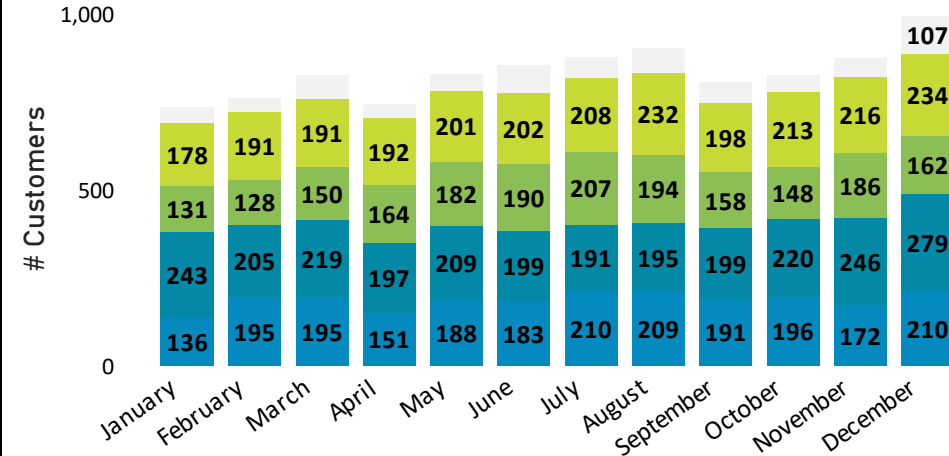


Overall cust. trend YoY

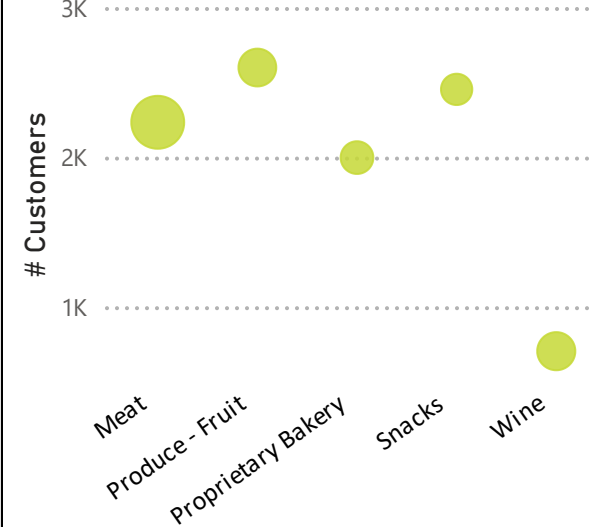


Customers by month and Category

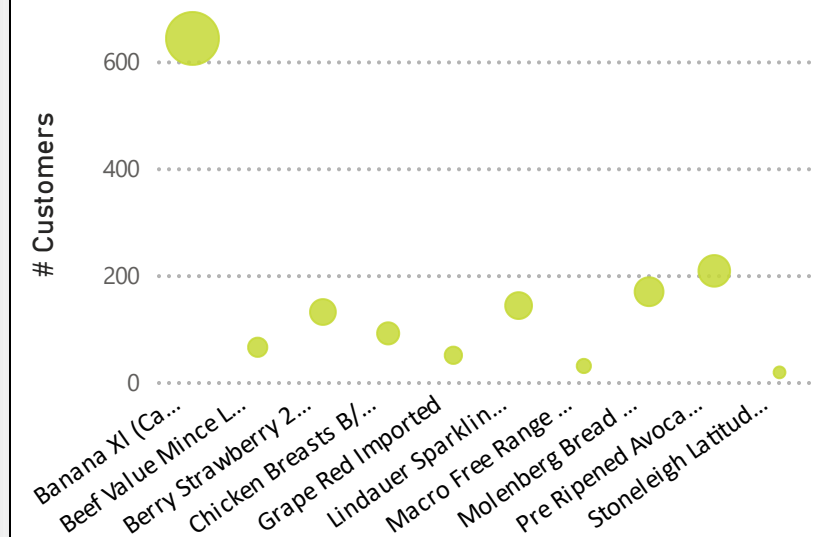
● Meat ● Produce - Fruit ● Proprietary Bakery ● Snacks ● Wine



Customers & Categories



Cust. concentration by products

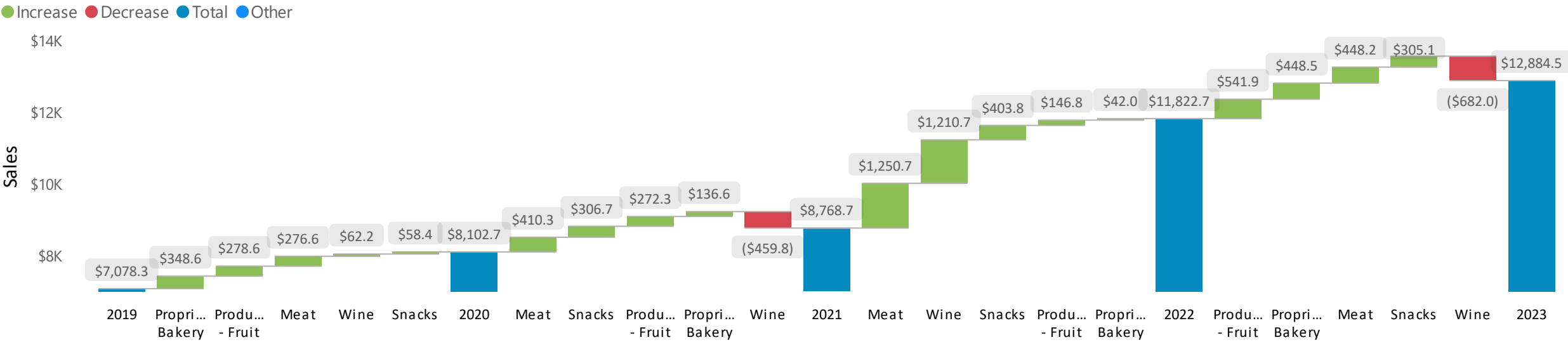


Product Analysis CY19 to CY23

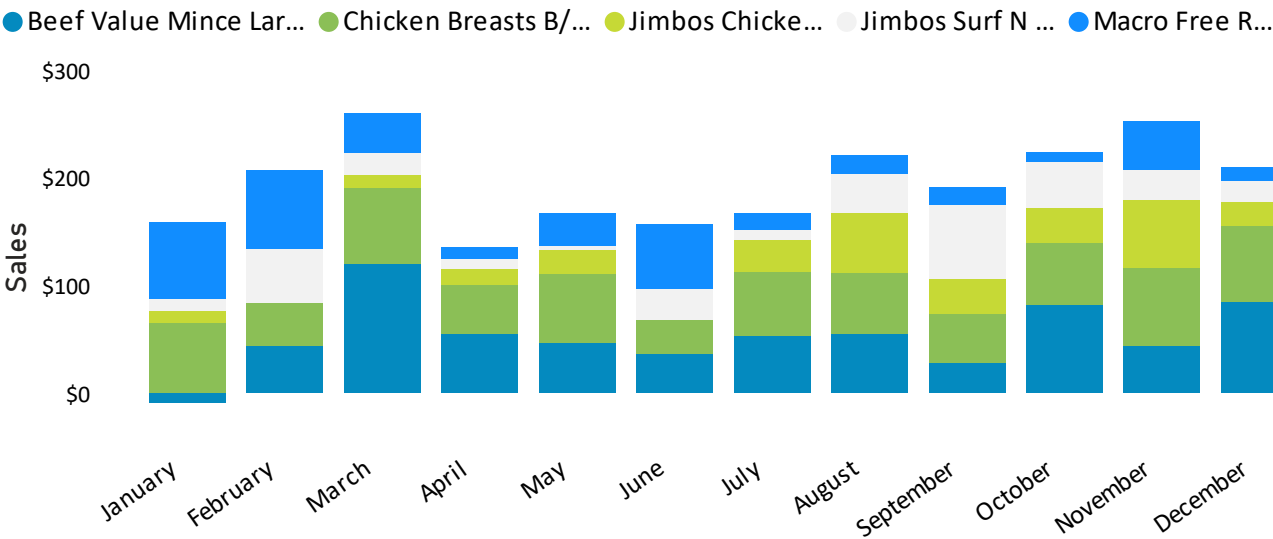
2019 | 2020 | 2021 | 2022 | 2023

Qtr 1 | Qtr 2 | Qtr 3 | Qtr 4

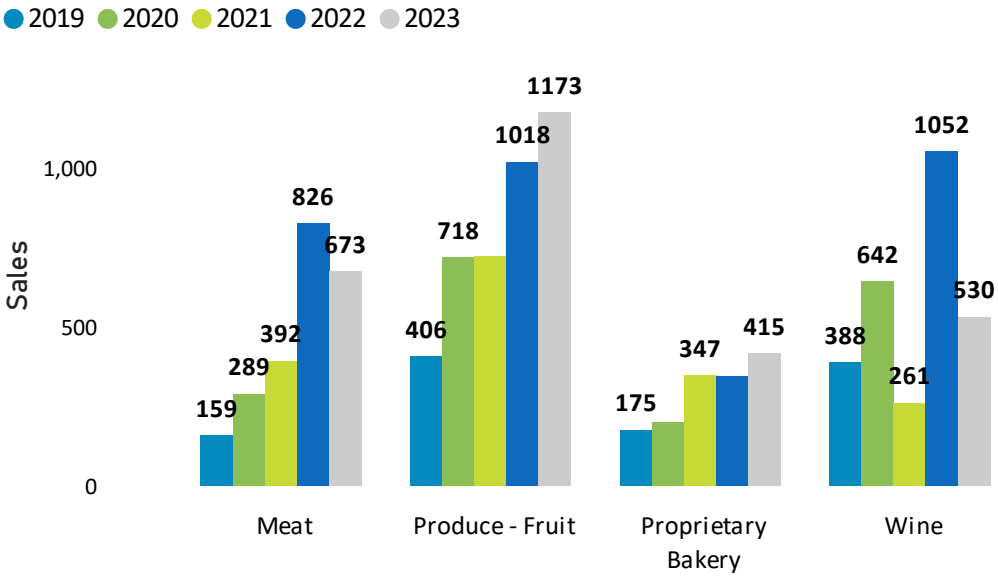
Sales movement YoY



Monthly Sales Trends per Top 10 Products



Category Sales CY19 - CY23



category_description	Sum of gst_excluded_amount
Meat	\$18,441.8
Produce - Fruit	\$8,881.6
Proprietary Bakery	\$6,447.2
Snacks	\$5,835.2
Wine	\$9,051.0
Total	\$48,656.9

category_id	category_description	Sum of gst_excluded_amount
C12568	Meat	\$18,441.8
C13069	Produce - Fruit	\$8,881.6
C14760	Proprietary Bakery	\$6,447.2
C10558	Snacks	\$5,835.2
C12075	Wine	\$9,051.0
Total		\$48,656.9

Month	January			
customer_id	# Products	# Sales	Sale per Prod.	%CT Sales
⊕ 1595179	76	\$241.7	\$3.2	7.26%
⊕ 1098172	35	\$239.8	\$6.9	7.21%
⊕ 14417766	43	\$304.3	\$7.1	9.14%
⊕ 2968739	29	\$135.4	\$4.7	4.07%
⊕ 1686924	45	\$274.5	\$6.1	8.25%
⊕ 19234957	29	\$126.9	\$4.4	3.81%
⊕ 81675	24	\$94.5	\$3.9	2.84%
⊕ 19576322	17	\$151.6	\$8.9	4.55%
Total	732	\$3,328.2	\$4.5	100.00%

Top 10 customers contribute to 50.71% of overall sales.

Top customer (20078714) contributed highest to sales in 2023.

He started buying from 2021 covid and scaled his purchases from \$268 in CY21 to \$1119.7 in CY23A, primarily driven by meat sales earning \$9.5 sales per product or \$493.3.

Negative sales registered for 7 customers in CY23A, this can be

article_id	article_description	Year	Sum
⊖ 133211	⊖ Banana XI (Cavendish)	⊕ 2022	
		⊕ 2023	
		⊕ 2020	
		⊕ 2021	
		⊕ 2019	

Month	January				February
customer_id	# Products	# Sales	Sale per Prod.	%CT Sales	# Products
⊕ 16706844					
⊕ 19576322					
⊕ 16659254					
Total	4	(\$2.4)	(\$0.6)	100.00%	1

Month	January				February
customer_id	# Products	# Sales	Sale per Prod.	%CT Sales	# Products
⊕ 16706844					
⊕ 19576322					1
⊖ 16659254					
Total	4	(\$2.4)	(\$0.6)	100.00%	2

category_description	2019	2020	2021	2022	2023
Meat	\$2,631.0	\$2,907.6	\$3,317.9	\$4,568.6	\$5,016.8
Produce - Fruit	\$1,223.0	\$1,501.6	\$1,773.9	\$1,920.7	\$2,462.6
Total	\$7,078.3	\$8,102.7	\$8,768.7	\$11,822.7	\$12,884.5

category_description	2019	%CT 2019	2020	%CT 2020	2021
⊕ Meat	159.03	14.09%	288.78	15.63%	392.29
⊕ Produce - Fruit	406.11	35.98%	717.74	38.85%	721.43
⊕ Proprietary Bakery	175.16	15.52%	198.78	10.76%	346.67
⊕ Wine	388.39	34.41%	642.27	34.76%	260.61
Total	1,128.69	100.00%	1,847.57	100.00%	1,721.00

article_description	January
Banana XI (Cavendish)	61
Pre Ripened Avocado	23
Molenberg Bread Original Toast 700Gm	9
Lindauer Sparkling Sauvignon Blanc 750M	7
Total	732

Year	2019
category_description	Sum
⊖ Meat	\$59
Chicken Breasts B/Less S/Less Lrg	\$3
Beef Value Mince Large Tray	\$12
Macro Free Range Chicken Whole	
Jimbos Surf N Turf Medallions 1Kg	
Jimbos Chicken Medallions 1 Kg	
Beef Premium Mince	
Superior Chunky Dog Food Original 2.0Kg	
Jimbos Cf Kangaroo Hypoallergenic 450G	
Cd Chicken Breast Bl/SI Lrg	
Cd Whole Lamb Leg Bone In	
Beef Corned Silverside	\$4
Free Farmed Pork Mince	
Cd 18% Fat Beef Mince 1Kg	
Butch Black Label 800G	\$
Total	\$59