



# Sales Order Analytics

Distributor

Export

Wholesale

2014

2015

2016

\$1.4bn

Total Revenue

\$1.3bn

Total Profit

\$100.1M

Total Order Cost

7991

Orders

60

Avg. Delivery Days

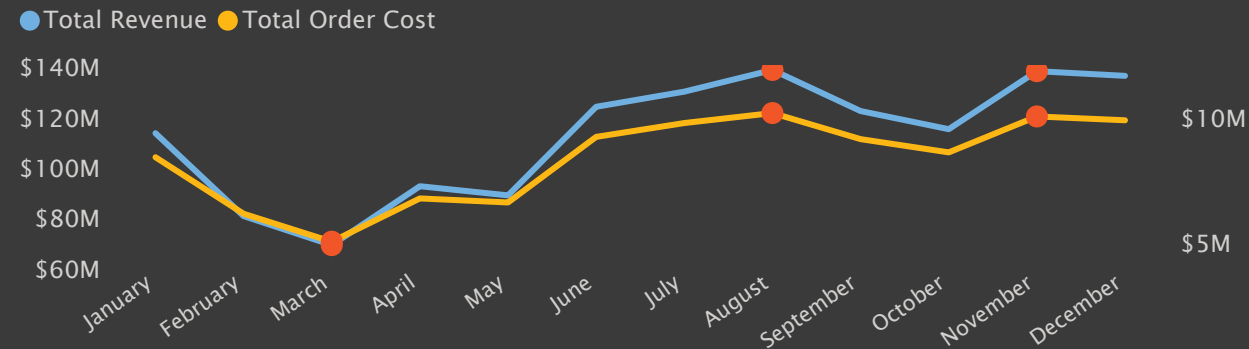
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Max. Delivery Days

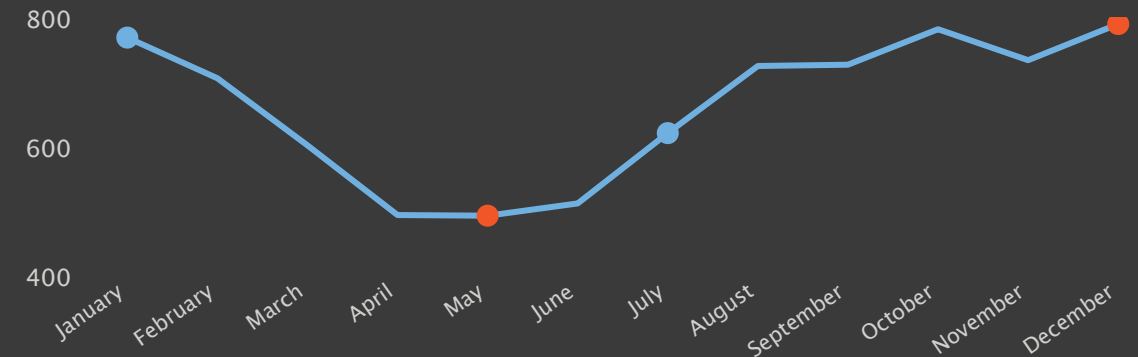
593K

Quantity Sold

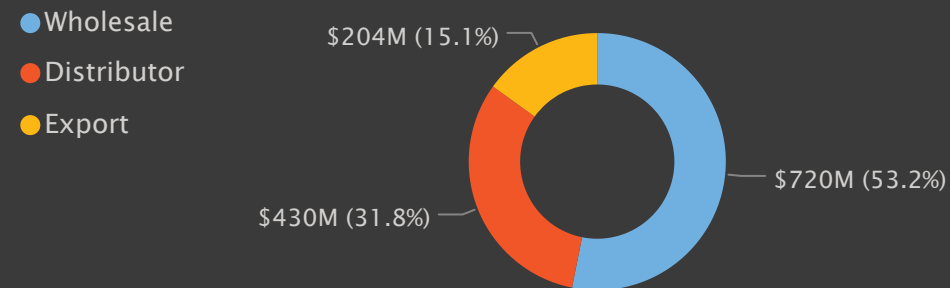
Total Revenue and Total Order Cost by Month



Orders by Month



Total Revenue by Channel



Total Revenue by Warehouse Code



Sales and order analysis

Product quantity...

Channel performance..

Sales order report

Product quantity report

Channel performance..

Recommendation



# Product Quantity Analytics

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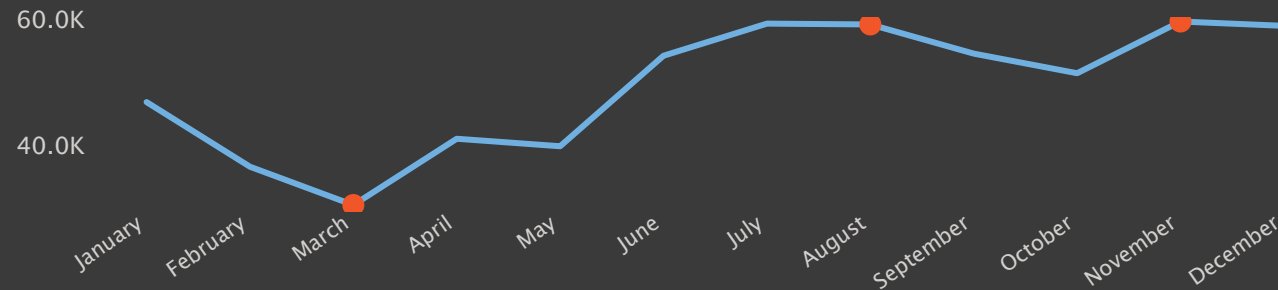
90

Max. Delivery Days

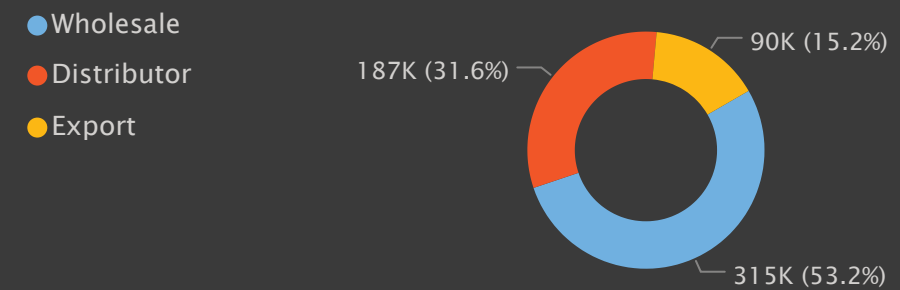
593K

Quantity Sold

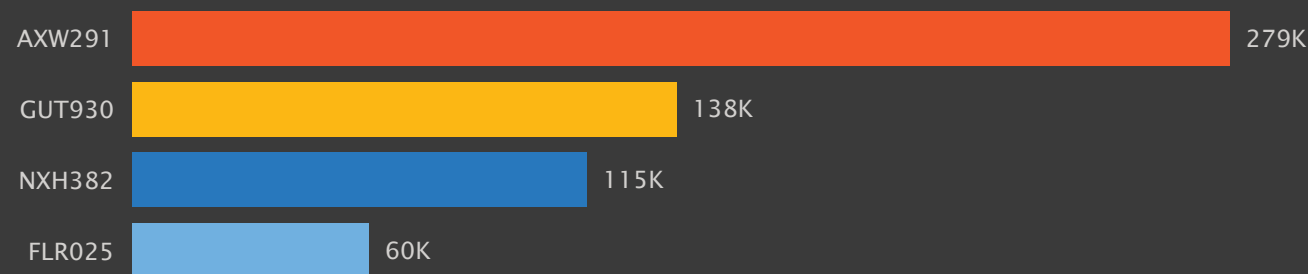
Total Product Quantity Sold by Month



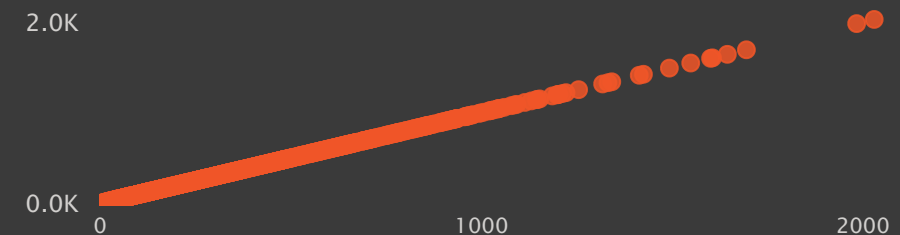
Total Product Quantity Sold by Channel



Total Product Quantity Sold by Warehouse Code



Total Product Quantity Sold by Total Revenue



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# Channel Performance Analytics

Distributor

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\$1.4bn

Total Revenue

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Total Profit

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Total Order Cost

7991

Orders

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Avg. Delivery Days

90

Max. Delivery Days

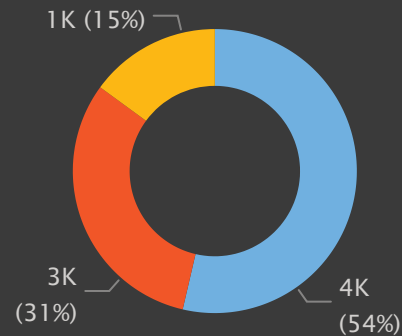
593K

Quantity Sold

## Channel by Orders

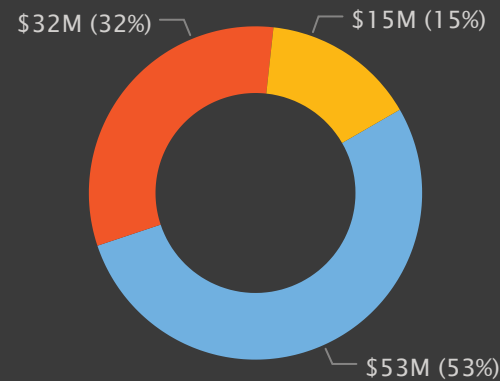
Channel

- Wholesale
- Distributor
- Export

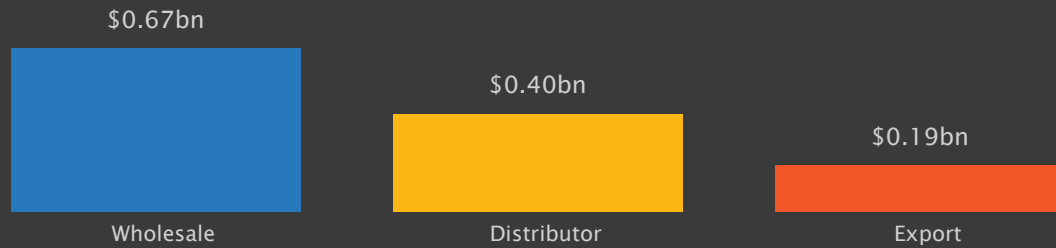


## Total Quantity Sold by Channel

- Wholesale
- Distributor
- Export



## Channel by Total Profit



Order Quantity	Distributor	Export	Wholesale	Total
5	34,445,035	14,510,358	51,874,918	100,830,310
6	40,788,488	20,751,361	62,584,285	124,124,133
7	43,068,880	20,996,708	71,117,378	135,182,965
8	50,593,898	25,058,107	90,696,292	166,348,297
10	61,901,568	26,815,611	91,612,919	180,330,098
9	56,266,774	26,114,543	107,364,753	189,746,070
12	62,122,588	34,199,426	118,660,832	214,982,846
Total	430,226,792	203,947,551	719,579,015	1,353,753,358

Sales and order...

Product quantity...

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Sales order report

Product quantity report

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# Sales Order Report

Distributor

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Wholesale

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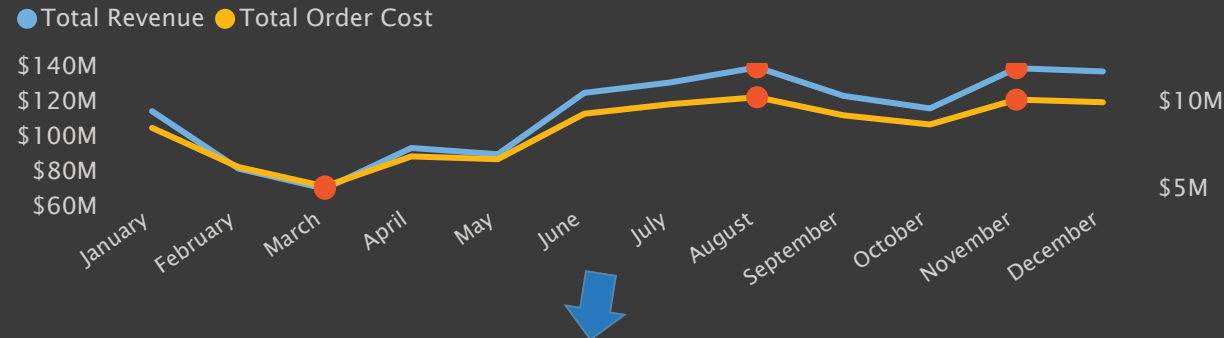
Sales order report

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Channel performance..

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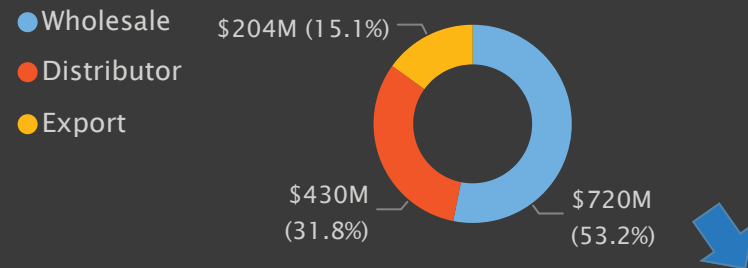
## Total Revenue and Total Order Cost by Month



The month of March experienced the lowest revenue and order cost with a total value of \$69.5M and \$5.1M, respectively compared to the month of August with a total value of \$139M and \$10.2M, respectively.

This suggests that March was a weaker month in terms of financial performance compared to August. A simple recommendation would be to investigate the reasons behind the lower revenue and order costs in March, and see if there are any lessons or strategies that can be applied to improve performance in the future.

## Total Revenue by Channel

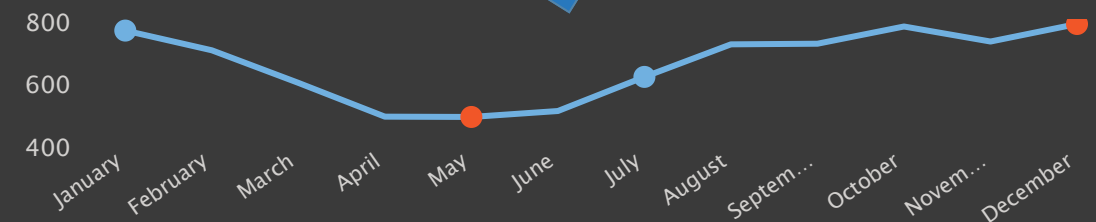


The Warehouse AXW291 generated the highest revenue \$0.64B followed by the Warehouse with code GUT930 with a total revenue of \$0.32B while the least is the Warehouse with the code FLR025 with a total revenue of \$0.14B. This suggest that the Warehouse with code AXW291 outperformed every other Warehouse. More attention should be put on the Warehouse AXW291 while checking the reason behind the low revenue for the warehouse FLR025.

The month of May had the lowest orders with a total orders of 496 compared to the month of December with a total orders of 793.

This suggests that May was a weaker month in terms of customer purchase orders compared to December. A simple recommendation would be to investigate the factors behind the lower orders in May, and see how customers could be made to make more orders.

## Orders by Month



Wholesale channel generated the highest proportion of revenue with a percentage distribution of 53.2% followed by Distributor channel with a percentage contribution of 31.8% while the least is the Export channel with a percentage distribution of 15.1%.

A simple recommendation is that the company should continue to explore the Wholesale channel to maintain high profit generation.

## Total Revenue by Warehouse Code





# Product Quantity Report

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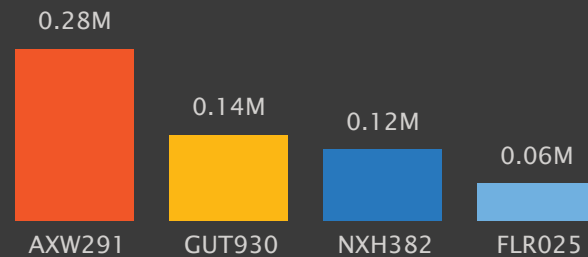
## Total Product Quantity Sold by Month



The month of November has the highest quantity sold with a total number of 59,640 followed by the month of August with a total number of 59,176 while the month of March has the lowest total quantity product sold with a total number of 30,639.

This suggest that there is a gradual increase in product quantity sold from the month of March to August, the company should ensure that more quantity of product is stocked in the warehouse and through the most efficient channel for distribution.

## Total Product Quantity Sold by Warehouse Code



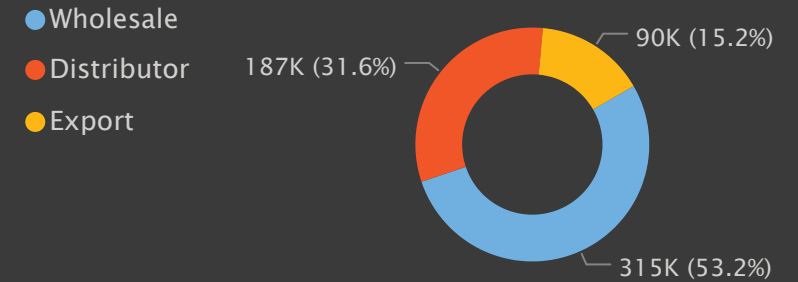
The AXW291 Warehouse is the most effective in terms of total product quantity sold with a total number of 0.28M followed by CUT930 with a total number of 0.14M while the least is the Warehouse with code FLR025,

This suggest that the Warehouse with the code AXW291 should be properly optimized to keep facilitating the storage of product and purchase.

The channel with the most contribution of total product quantity sold is Wholesale with a contribution of 53.2% followed by Distributor channel with 31.6% contribution while the least is Export with a 15.2% contribution.

This suggest that the Wholesale should be further maximized in ensuring sales of product and other factors affecting the Export channel.

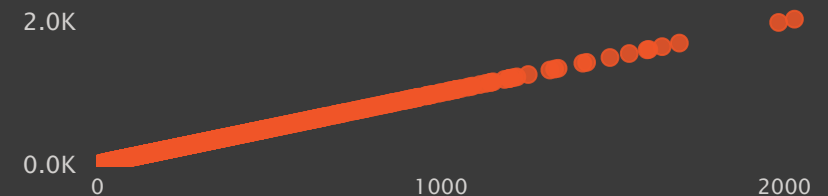
## Total Product Quantity Sold by Channel



Total product quantity sold and Total Revenue showed a high positive correlation. It means that as total quantity sold is increasing the total revenue is increasing.

This suggest that the more product quantity sold will lead to total revenue generation, so will need to further look at other factors that is influencing the increase in revenue.

## Total Product Quantity Sold by Total Revenue





# Channel Performance Report

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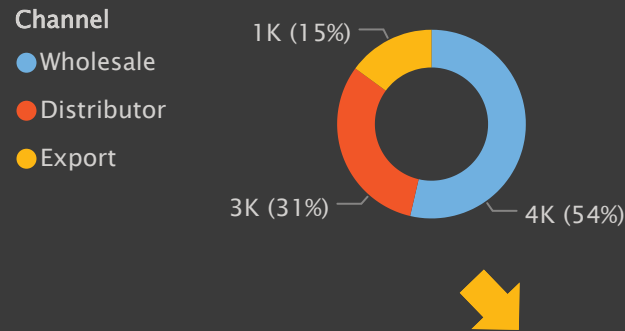
Channel performance...

Recommendation

The channel with the most contribution of minimum total cost is Export with a contribution of 35% followed by Wholesale channel with 33% contribution while the least is Distributor with a 32% contribution.

This suggest that the Company should look at maximizing cost of product by continuous use of the Wholesale and Distributor channel for optimal revenue generation.

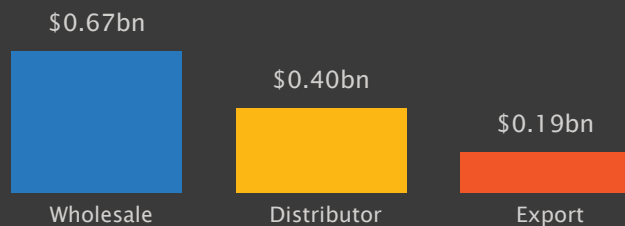
## Channel by Orders



54% of the total orders came from Wholesale channel, 31% came from the Distributor while 15% is from the Export channel.

This suggest the customer preference of product distribution is mostly Wholesale, they love buying in bulk from the Company Wholesalers and Distributors.

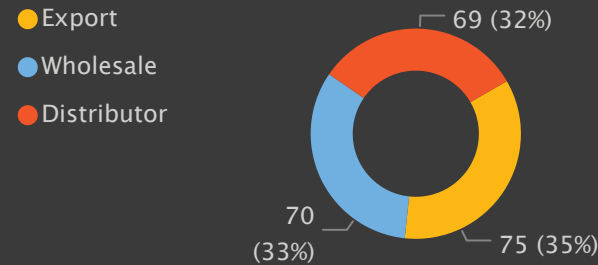
## Channel by Total Profit



Wholesale Channel had the highest profit with a total value of \$0.67B followed by Distributor with a total value of \$0.40B while the least is Export with a total value of \$0.19B.

This suggest the Company must keep maximizing the Wholesale and Distributor channel for optimal revenue and increase in profit while looking at reducing cost of product.

## Minimum Total Cost by Channel



Customer purchase 5 quantity of product more than 7 quantity of product through the Wholesale and Distributor channel with a total revenue of \$51.9M and \$34.4M, respectively.

This suggest that the Company should prioritize product that can be cross-sell with their quantity range between 5 and 7 to effectively maximize revenue and ensure customer preference.

Order Quantity	Distributor	Export	Wholesale	Total
5	34,445,035	14,510,358	51,874,918	100,830,310
6	40,788,488	20,751,361	62,584,285	124,124,133
7	43,068,880	20,996,708	71,117,378	135,182,965
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9	56,266,774	26,114,543	107,364,753	189,746,070
12	62,122,588	34,199,426	118,660,832	214,982,846
11	81,039,562	35,501,437	125,667,639	242,208,638
Total	430,226,792	203,947,551	719,579,015	1,353,753,358



- ◆ Investigate the reasons behind the lower revenue and order costs in March compared to August. Analyze the factors that contributed to the weaker financial performance in March and see if there are any strategies that can be applied to improve performance in the future.
- ◆ Explore the factors behind the lower orders in May compared to December. Analyze customer behavior and preferences to understand how customers can be encouraged to make more orders, especially during traditionally slower months.
- ◆ Continue to focus on and maximize the Wholesale channel, as it generated the highest proportion of revenue. Explore ways to further optimize and enhance the Wholesale channel to maintain high profit generation.

Closely monitor the performance of the Warehouse AXW291, as it generated the highest revenue compared to other

- ◆ warehouses. Investigate the reasons behind its success and see how the practices and strategies used in this warehouse can be replicated in other warehouses, particularly the underperforming one (FLR025).
- ◆ Prioritize the Wholesale and Distributor channels, as they contributed the most to total product quantity sold. Ensure that these channels are well-stocked and efficiently managed to capitalize on customer preferences.
- ◆ Analyze the factors driving the positive correlation between total product quantity sold and total revenue. Identify ways to further increase product quantity sold, as this directly impacts revenue generation.
- ◆ Explore the customer preference for products in the 5-7 quantity range, as they generated the highest revenue through the Wholesale and Distributor channels. Develop strategies to cross-sell and promote these product quantities to effectively maximize revenue.