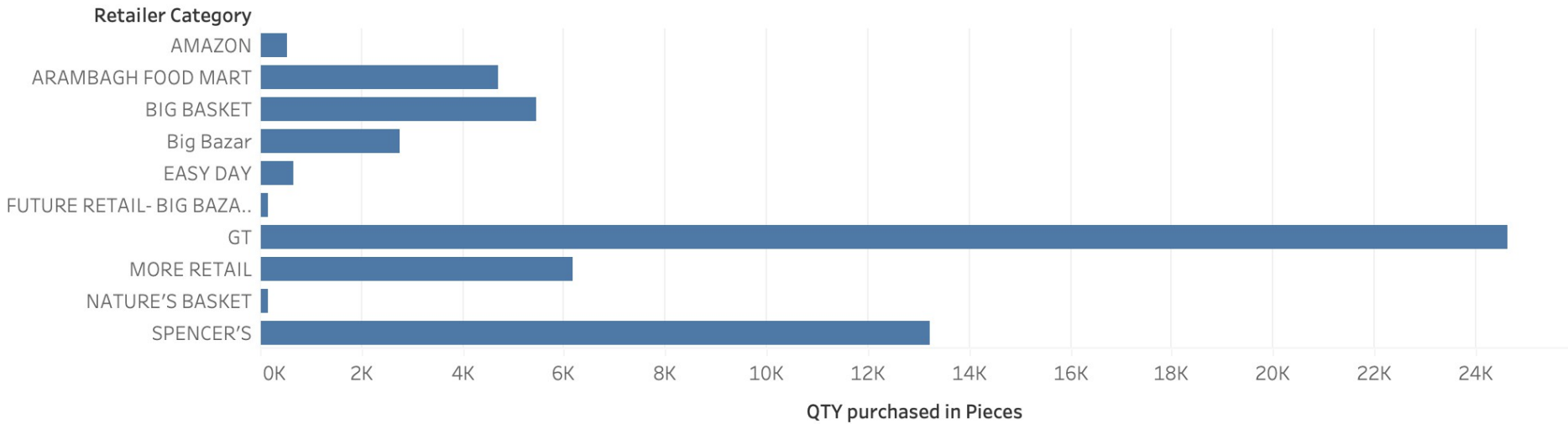
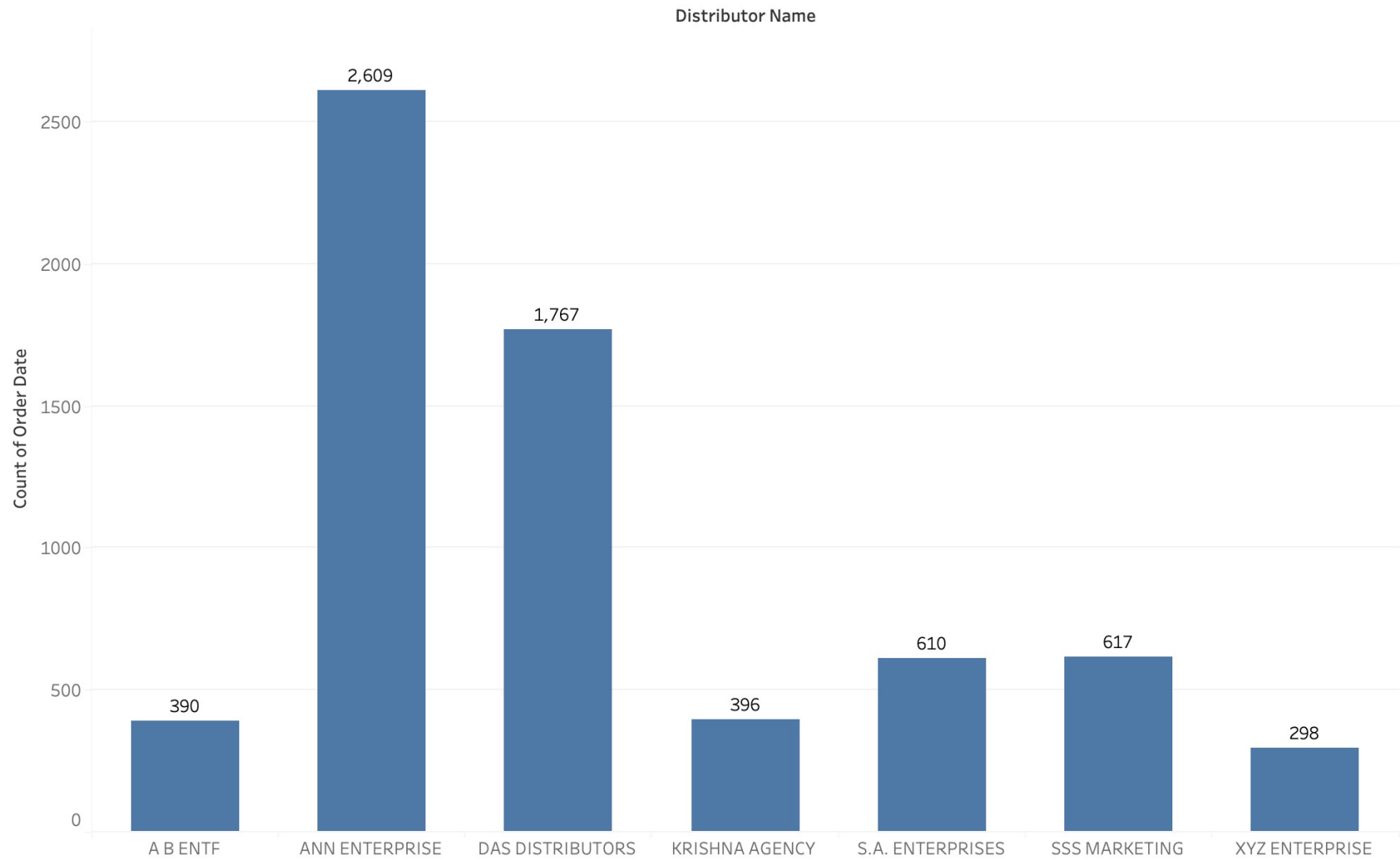


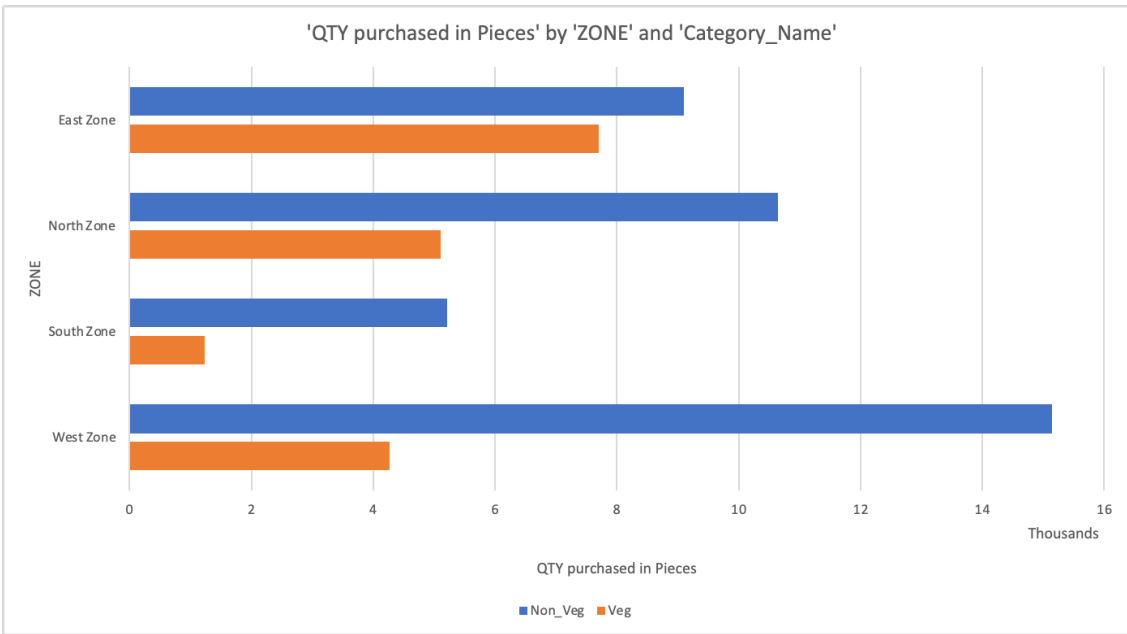
ASSIGNMENT

SHEETHAL JOSEPH

1. Company's performance based on one month data:
 - A. The company total sales was around 9 million for the month of September.
 - B. The total number of orders were 7195 for the month of September.
 - C. The Company processed orders very quickly,.
 - D. The overall performance of the company was good enough for the month of September.

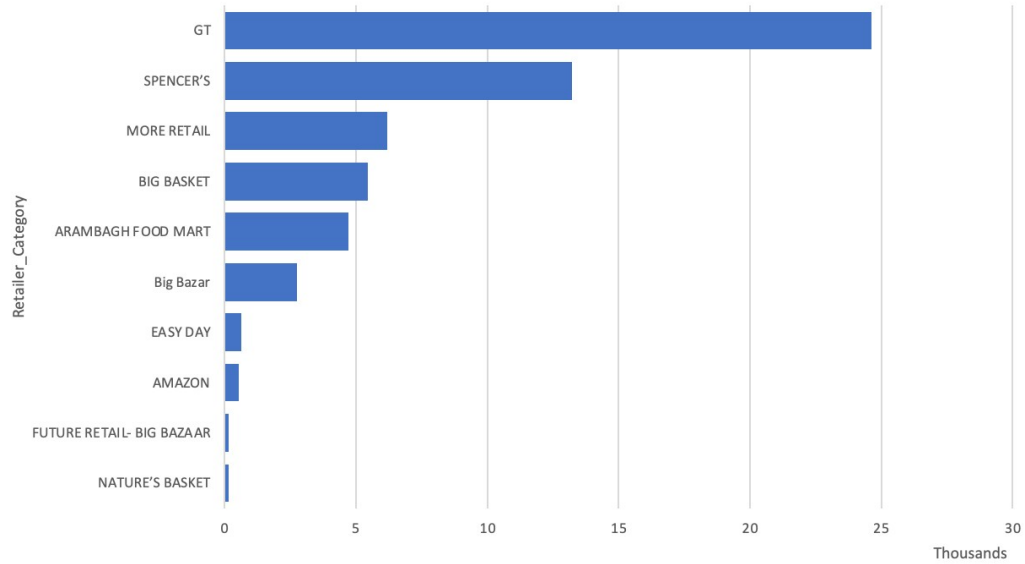






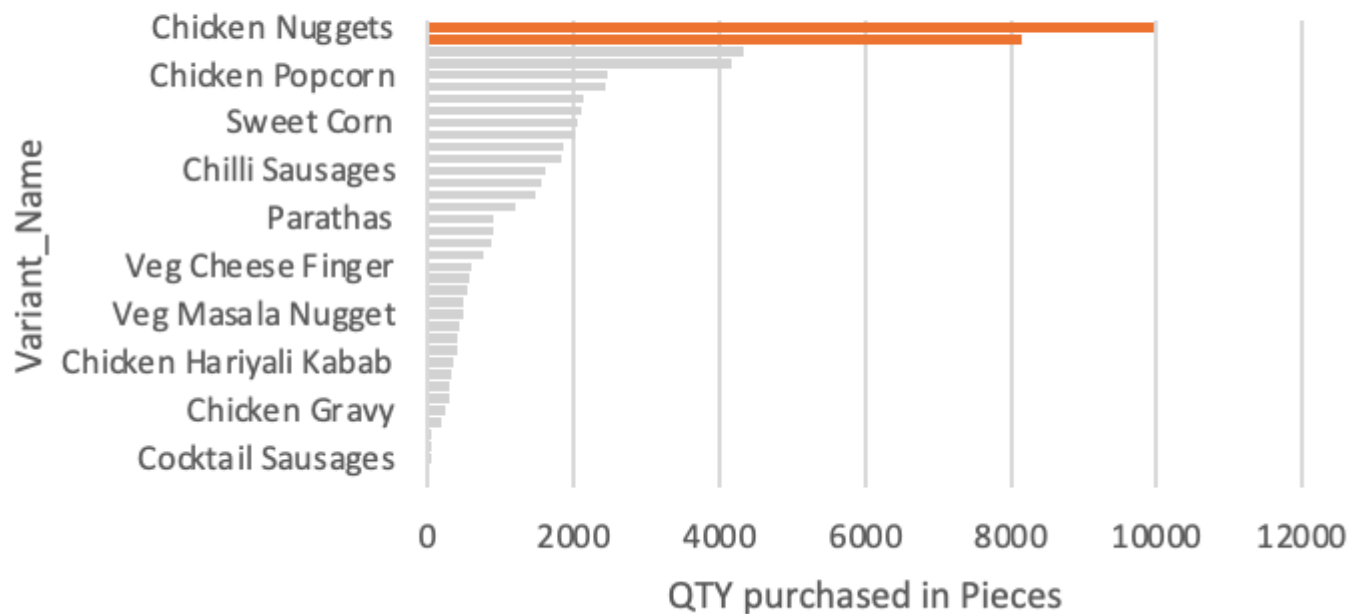
- The west zone has higher non-veg purchases
- East Zone has higher veg purchases
- South Zone has the least veg and non-veg purchases

'Retailer_Category': GT has noticeably higher 'QTY purchased in Pieces'.



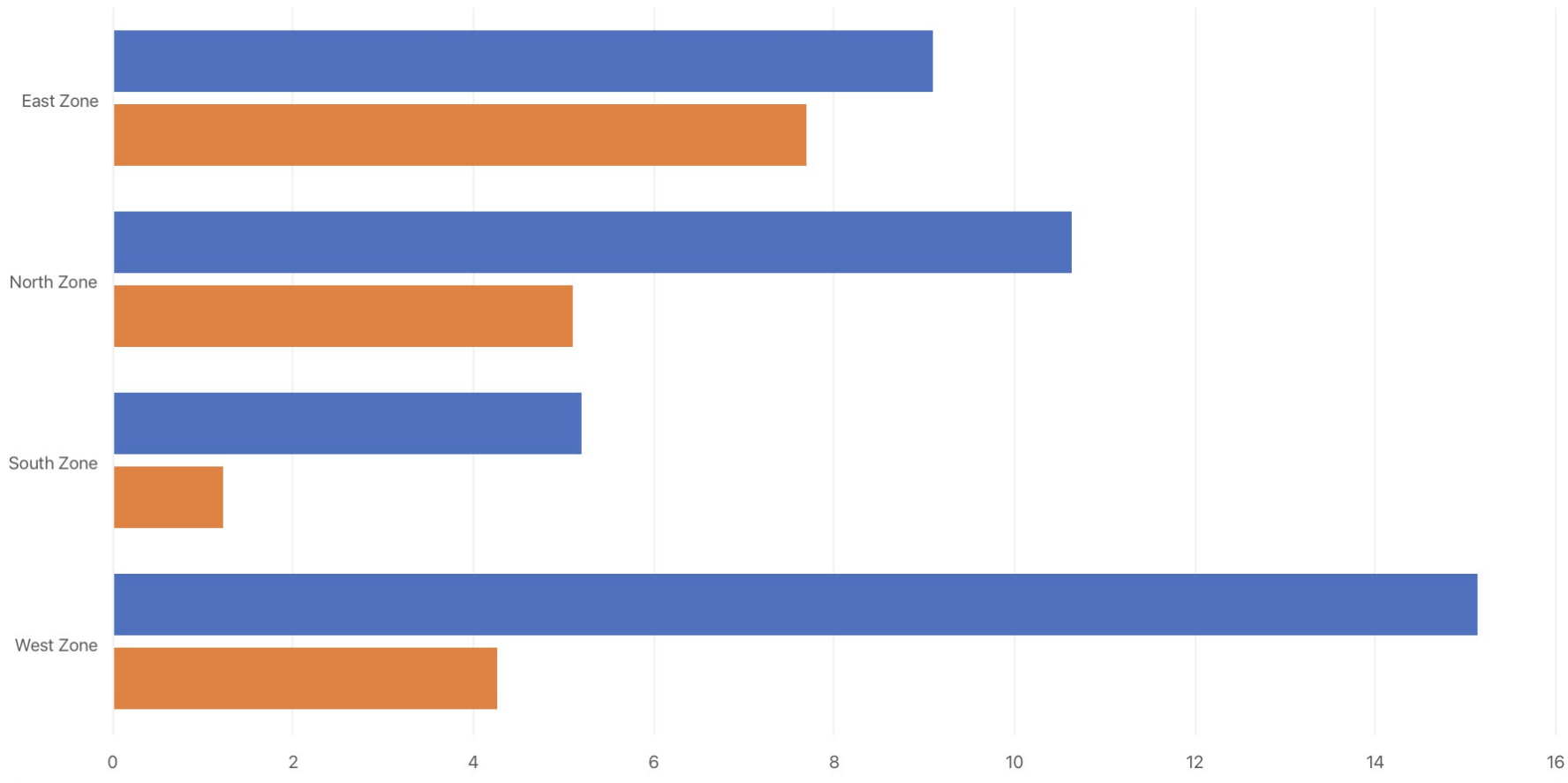
QTY purchased in Pieces

'Variant_Name': **Chicken Nuggets** and **Green Peas**
have noticeably higher 'QTY purchased in Pieces'.



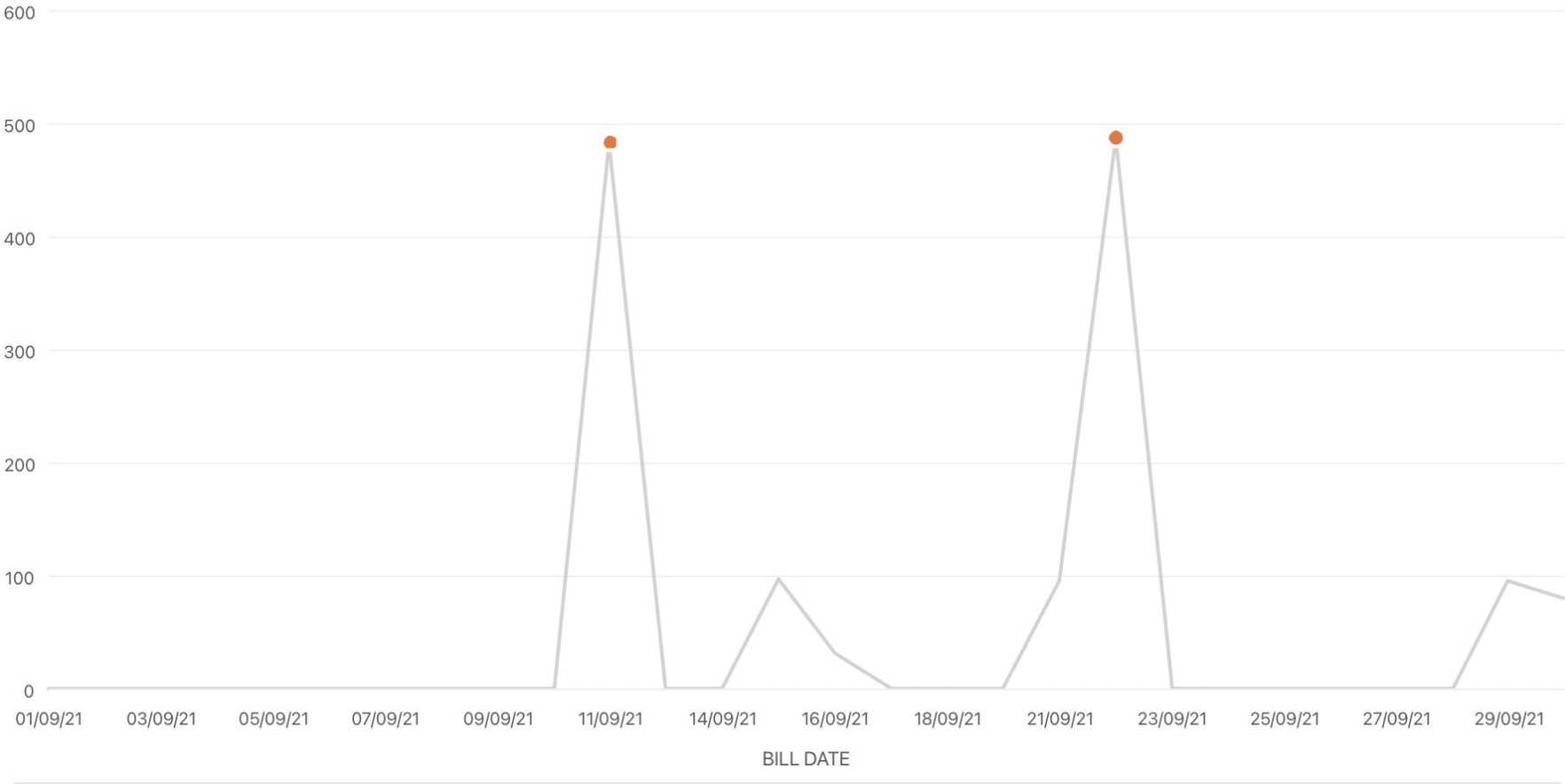
'QTY purchased in Pieces' by 'ZONE' and 'Category_Name'

Sum of QTY purchased in Pieces (Thousands)



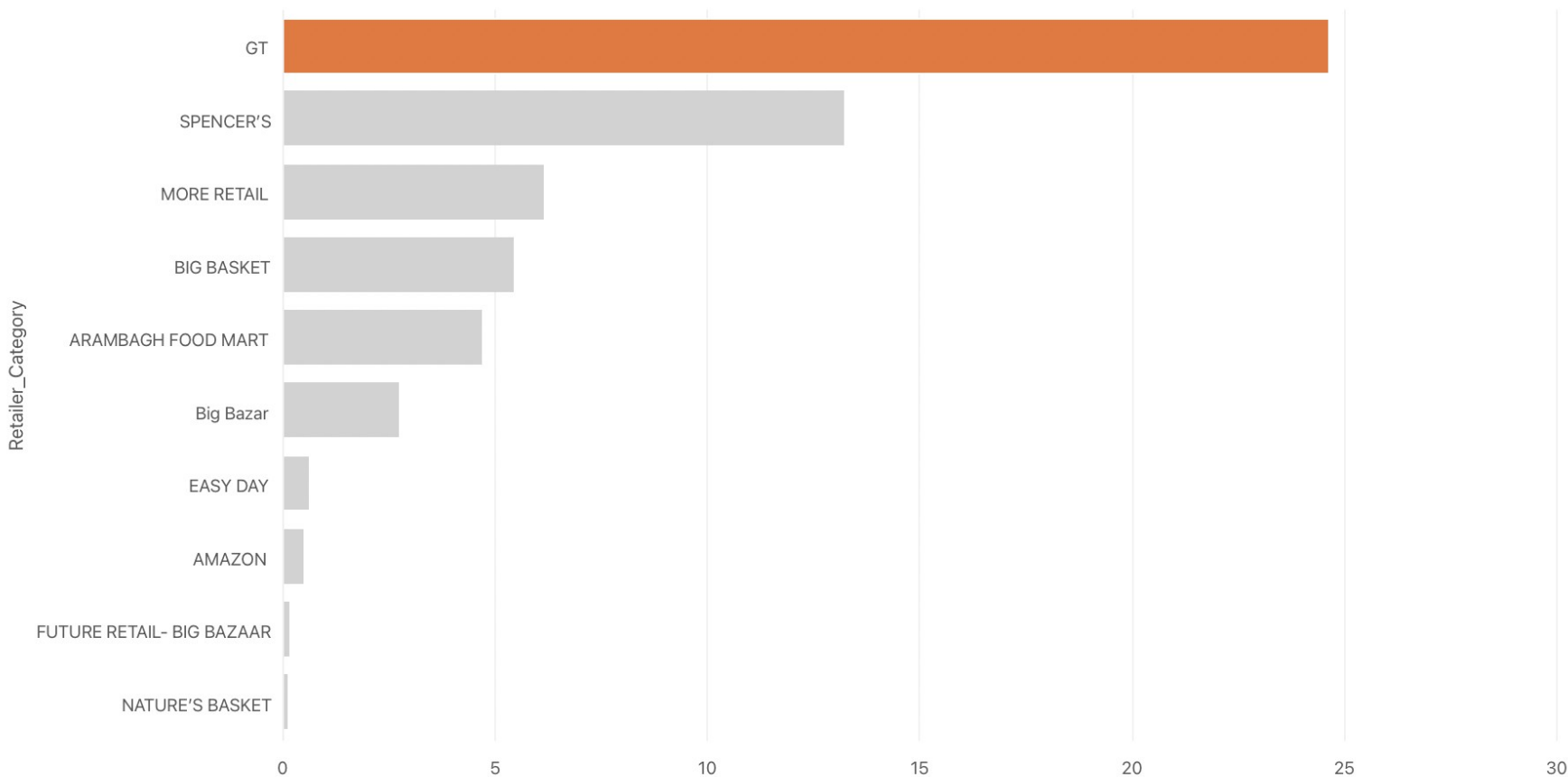
'SALE RETURN QTY' has outliers at 'BILL DATE': 11/09/21 and 22/09/21.

Sum of SALE RETURN QTY



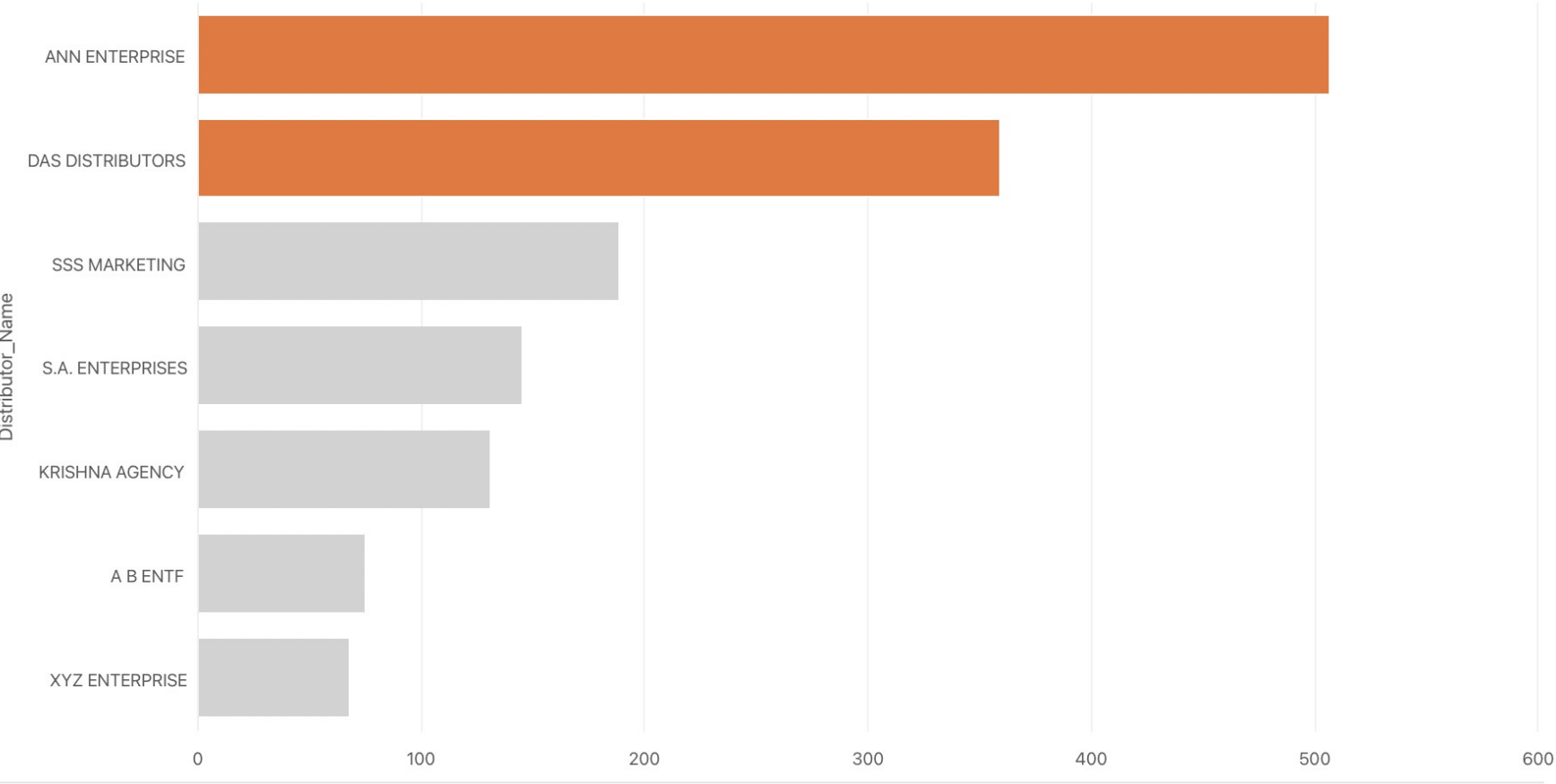
'Retailer_Category': GT has noticeably higher 'QTY purchased in Pieces'.

Sum of QTY purchased in Pieces (Thousands)

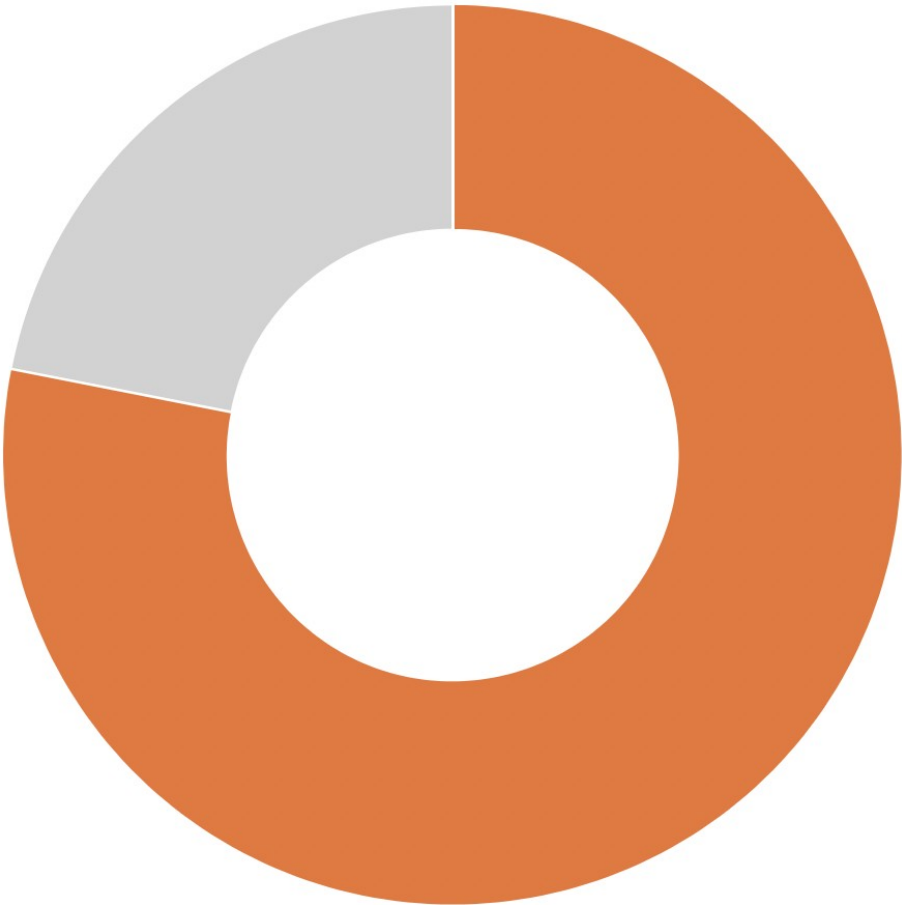


'Distributor_Name': ANN ENTERPRISE and DAS DISTRIBUTORS have noticeably higher 'MRP'.

Sum of MRP (Thousands)

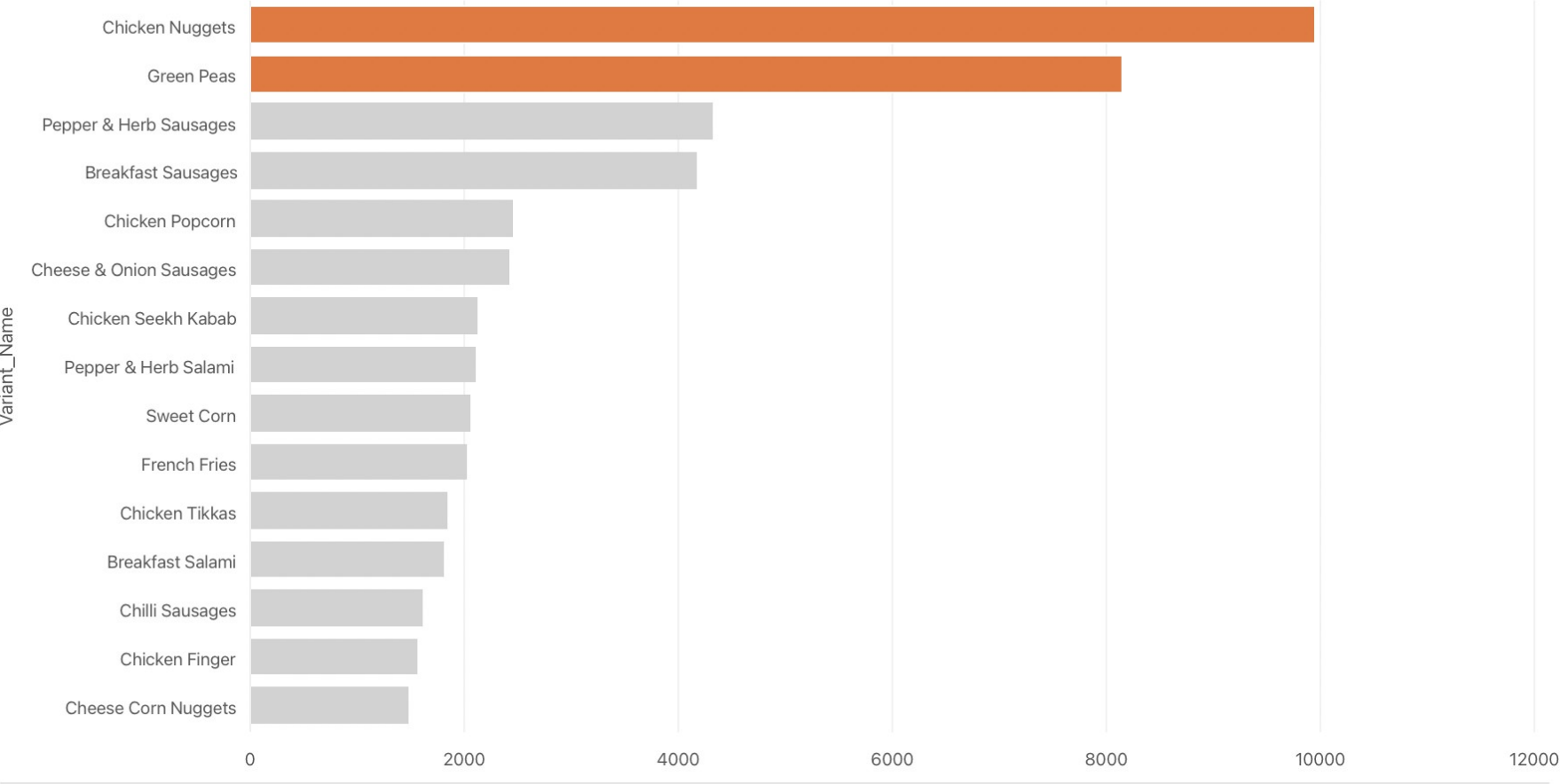


'Category_Name': Non_Veg accounts for the majority of 'MRP'.



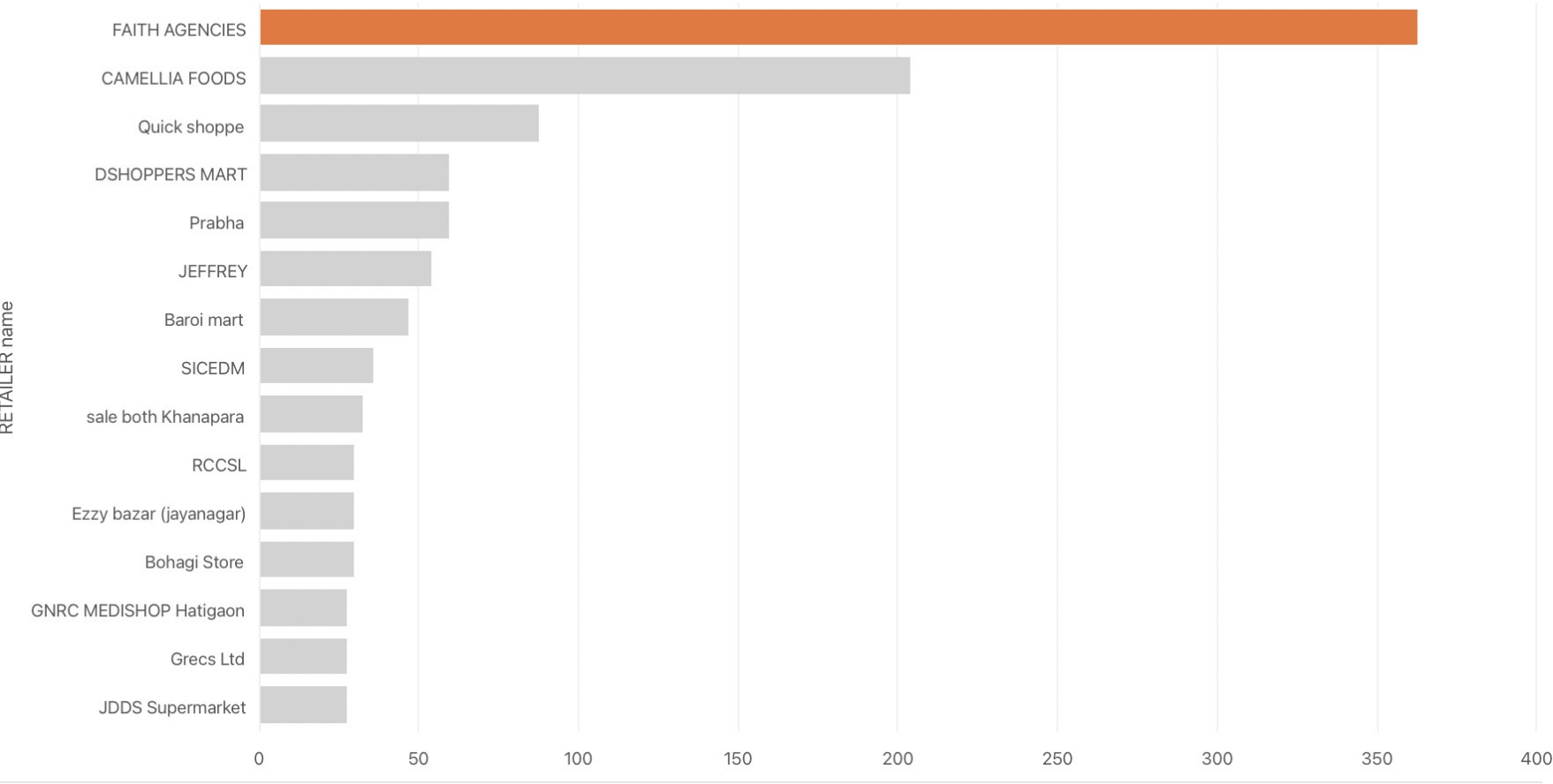
'Variant_Name': **Chicken Nuggets** and **Green Peas** have noticeably higher 'QTY purchased in Pieces'.

Sum of QTY purchased in Pieces



'RETAILER name': FAITH AGENCIES has noticeably higher 'SALE RETURN QTY'.

Sum of SALE RETURN QTY



2. From the above graphs we can derive the following info:

- 1) West zone has the highest purchases compared to all the zones.
- 2) In all the zones, non-veg has higher sales compared to veg sales.
- 3) Only East zone has a comparable difference between veg and non-veg, whereas in all the other zones it is dominated by non-veg.

Suggestion : We need to concentrate more on non-veg in East, west and North zone, and in south zone give both of them the same importance.

1. Chicken nuggets and green peas has more sales compared to all the other items - hence we need to increase the production for these items.

3. The mean of the difference between order date and billing date for most of the orders is around 3 days, this can be reduced to 2 or 1 days for increasing the efficiency.

4. Insights to be provided to CXO:

- a. Distributors ANN and Das distributors have very high MRP. Most of the other companies have not been able to reach that output, the company has to start investigating on the specific reasons and start implementing it to other companies.
- b. In the retail category, GT has the highest OTY purchased in pieces, and Future Retail bazaar and Natures Basket are at a very low level, so instead of focusing on these retailers, its better we close these cases and concentrate on the other Retailers as they are at a medium scale compared to these retailers.
- c. Sale return qty is highest for Faith agencies, which comes out as an outlier, we need to further investigate the reason as it seems to be a bit abnormal compared to all the other agencies.

5. Questions to CXO:

1. What is the profit margin for each of the items ?
2. What are the sizes of each of these items compared to the prices, as it is an important aspect when logistics comes into picture.
3. What are financial plans or projections for the next fiscal year ?