**Business Data Analysis Report**

**Overview**  
This report presents an analysis of key business metrics, focusing on revenue trends, customer contributions, product sales, and transaction insights. The insights are derived from the provided dataset.

**1. Total Revenue by Category and Brand**

* **Health Care**: ₹1,382,999,959.66, driven by Action 500 and Vaporub.
* **Fabric & Home Care**: ₹2,777,077.17, led by Tide and Ariel.
* **Grooming**: ₹904,087.80, with Guard and Wilkinson Sword as key contributors.
* **Skin Care & Aircare**: Low revenue, indicating limited market presence or demand.  
  **Recommendations**:
* Expand Health Care through increased distribution.
* Strengthen Fabric & Home Care with more targeted marketing.
* Reassess or innovate within low-performing categories like Skin Care and Aircare.

**2. Top Customers by Revenue**

* **JCK Enterprise**: ₹13,919,763,002.98
* **Kyra Enterprises**: ₹7,272,322,703
* **Star Exports (GST)**: ₹365,299,200
* **Vinayak Marketing**: ₹158,046,112.60
* **Vinod Pharma**: ₹128,224,082.40  
  **Recommendations**:
* Focus on building stronger relationships with top customers.
* Develop loyalty programs to encourage repeat business.

**3. Most Frequently Sold Product by UPC**

* **New WS Platinum (Semi WS Traditional)**: 20,160 units.  
  **Recommendation**: Ensure inventory levels for high-demand products like New WS Platinum.

**4. Transaction Reasons and Impact**

* **Wrong Orders**: Loss of ₹161,023.32.
* **Short Supplies**: Loss of ₹16,741.16.  
  **Recommendations**:
* Improve order accuracy and minimize supply disruptions through quality control and better supplier coordination.

**5. City-wise Revenue and Quantity Trends**

* **Indore**: ₹14,692,194,084.19 (56,496 units sold).
* **Vadodara**: ₹7,509,895,611.72 (27,705 units sold).  
  **Recommendations**:
* Focus on Indore and Vadodara for growth.
* Develop strategies to boost performance in lower-performing cities.

**6. City-wise Transaction Trends**

* **Indore**: 501 transactions (highest revenue).
* **Ahmedabad**: Negative revenue despite 428 transactions.  
  **Recommendations**:
* Investigate operational inefficiencies in Ahmedabad.
* Focus marketing efforts on cities with strong transaction counts and improve performance in weaker ones.

**7. Total Revenue by City**

* **Indore**: 65.6% of total revenue.
* **Vadodara**: 33.5% of total revenue.
* **Pune**: 0.89%.
* **Ahmedabad & Surat**: Negligible revenue.  
  **Recommendations**:
* Prioritize Indore and Vadodara for marketing and resource allocation.
* Explore growth opportunities in Pune and investigate reasons for low performance in Ahmedabad and Surat.

**8. Number of Transactions per City**

* **Indore**: 501 transactions (33.4% of total).
* **Ahmedabad**: 428 transactions (28.5% of total).
* **Vadodara**: 418 transactions (27.8% of total).
* **Pune & Surat**: Lower transaction counts.  
  **Recommendations**:
* Increase engagement in Indore, Ahmedabad, and Vadodara.
* Boost transactions in Pune and Surat with targeted marketing campaigns.

**9. Average Quantity Sold per Transaction by Channel**

* **Top Performers**: Semi WS Traditional (1356.46 units/transaction), SubD A (68.63 units).
* **Underperformers**: Channels like Small A Pharmacy show negative averages.  
  **Recommendations**:
* Expand efforts in high-performing channels.
* Investigate underperforming channels for improvements or discontinuation.

**Conclusion**  
The analysis identifies strong growth areas in Health Care and cities like Indore and Vadodara. Strategic marketing and operational improvements in underperforming cities and sales channels will drive further success. Focusing on top customers and high-performing product categories will enhance overall business performance.