

# Business Performance Analysis - Key Insights & Recommendations

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## 1. Executive Summary

This dashboard provides a consolidated view of the company's sales performance across Products, Customers, Categories, and Regions. The analysis highlights overall revenue trends, performance variations across dimensions, and opportunities for targeted improvement. The insights aim to help business leaders identify high-impact areas and make data-driven commercial decisions.

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## 2. Key Insights

### A. Overall Performance

- Total Revenue: **₹4M**
- Total Quantity Sold: **11K units**
- Revenue per Case: **₹344.44**
- Revenue Last Year (LY): **₹3.71M**
- Growth %: **0%** (Flat due to masked data & identical LY values)
- Monthly revenue trend shows gradual decline across the period, suggesting a slowdown in demand or distribution.

### B. Product-Level Insights

- Top SKUs contribute a major share of revenue, with the highest-selling SKU generating **₹1.01M+**.
- A long tail of low-performing SKUs shows negligible or zero contribution indicating inventory or product rationalization opportunities.
- Revenue per Case varies significantly across SKUs, suggesting pricing or cost structure inconsistencies.

### C. Customer-Level Insights

- The dataset contains **a single recorded customer entity**, likely due to data masking.
- Revenue and quantity for this customer remain consistent month-to-month.

- Customer segment distribution appears stable, but no growth trend is observed.

#### **D. Category Insights**

- One category dominates revenue with **₹1.6M+**, followed by a few mid-range performers.
- Most categories show declining revenue trends over months.
- Further deep-dive on category profitability is recommended.

#### **E. Geographic Insights**

- Only **one state, one zone, and two districts** contribute to sales again due to masked data.
- District **FzPDjqjpVJlqVLBL** appears to be the primary revenue contributor.
- Geographic performance is highly concentrated, suggesting reliance on a single region.

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### **3. Recommendations**

#### **1. Strengthen High-Performing Product Categories**

- Focus marketing and distribution efforts on top-performing SKUs and categories.
- Consider targeted promotions or channel expansion to increase volume.

#### **2. Rationalize Low-Contribution SKUs**

- Many SKUs contribute negligible revenue.
- A SKU portfolio optimization exercise can reduce operational complexity and improve inventory turnover.

#### **3. Investigate the Declining Monthly Trend**

- Examine factors such as:
  - declining demand
  - reduced distributor activity
  - seasonality
  - pricing changes
  - supply chain issues
- Implement corrective strategies (discounting, channel incentives, push marketing).

#### **4. Improve Customer Segmentation Strategy**

- Even though masked data limits view, the revenue consistency suggests potential to:
  - build loyalty programs
  - run segment-specific campaigns

- deepen engagement with high-value customers

## **5. Expand Geographic Reach**

- Revenue is highly concentrated in one zone/state.
- Diversification into additional regions can reduce dependence and unlock new demand pockets.

## **6. Enhance Data Collection & Quality**

- Masked fields limit granularity and insights.
- Future datasets should include:
  - actual customer names
  - SKU descriptions
  - geographic hierarchy
  - promotional indicators
  - cost/profitability dimensions

This will allow more robust decision-making.

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## **4. Conclusion**

The dashboard provides a clear and intuitive view of the business performance across key dimensions.

While masked data restricts certain conclusions, the analysis identifies important revenue patterns, product opportunities, and strategic focus areas.

Implementing the recommendations can help the organization drive better commercial outcomes and enhance overall sales effectiveness.