

FUELING STRATEGY WITH DATA

BARBARA LORENZO AND BOSCO MORALES

TABLE OF CONTENTS

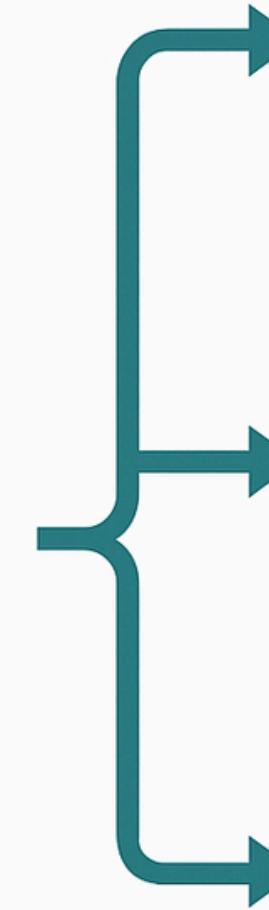


ABOUT VALUE LUBRICANTS

- Leader in fuel and lubricant distribution
- Optimizes operations through data



PROJECT OBJECTIVES



Identify contract-eligible customers

Find VMI candidates

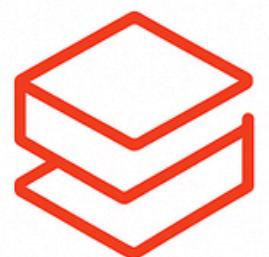
Highlight top products and brands

METHODOLOGY

DATA PREPROCESSING



Data exported from
Power BI to CSV
using DAX



Loaded and prepped
in Databricks
using PySpark



QUERYING & AGGREGATION

- Identified contract candidates by volume
- Found bulk buyers via "BU" code
- Ranked top products and brands

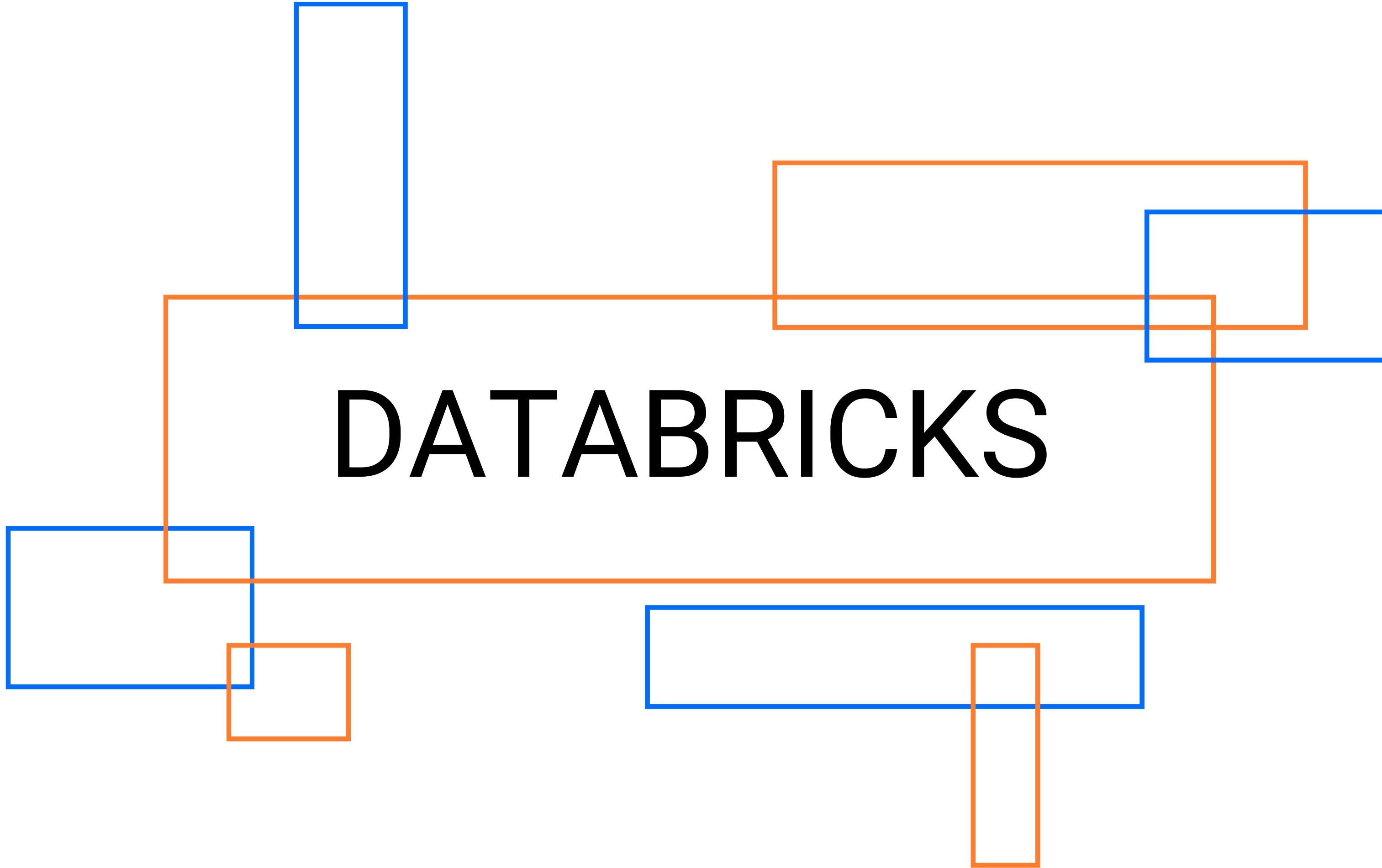
DATA ANALYSIS

OUTCOME



Segmentation
and product
insights

DATA BRICKS



KEY FINDINGS

1

Contracts

Customers with 10,000+ gallons over 3 months

2

Vendor Managed Inventory (VMI)

Filtered for product codes ending in 'BU' and aggregated totals by customer

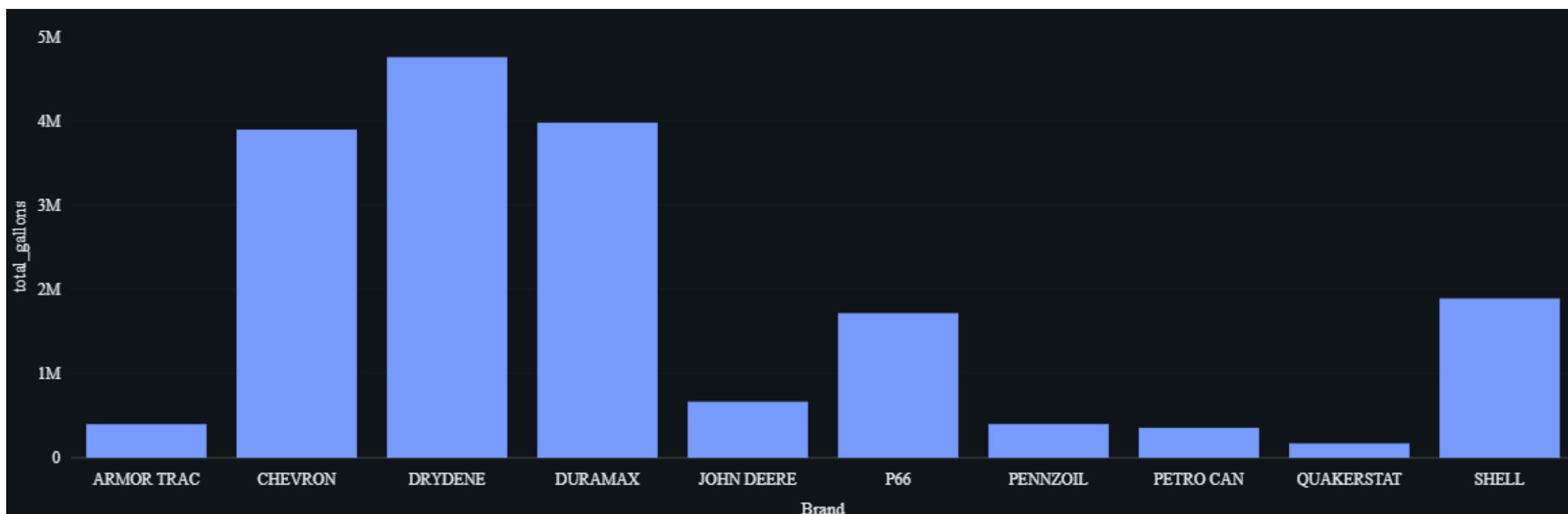
3

Brand and Product Trends

Key brands that dominate sales volume, while analyzing top products/ brands

STRATEGIC IMPLICATIONS

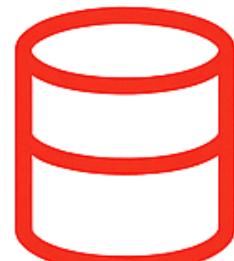
- Improved sales planning and engagement
- Insights for growth and margin control



RECOMMENDATIONS



Fixed contracts for high-volume customers



VMI tanks for bulk buyers



Review negative-margin accounts



Target top brands in promotions

THANK YOU