

DETERGENT DATA ANALYSIS

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Detergent ANALYSIS



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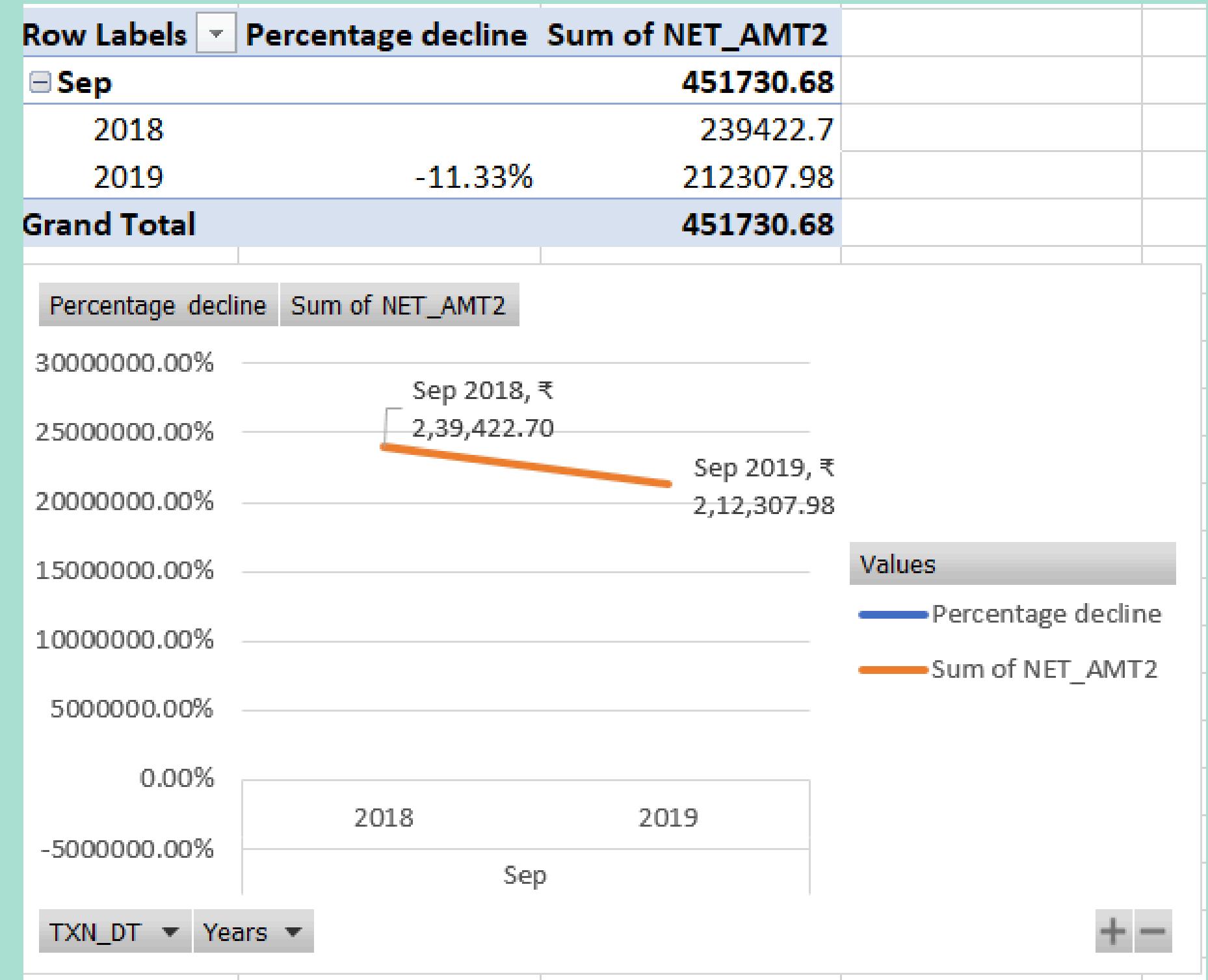


Data Analysis with Pivot Charts

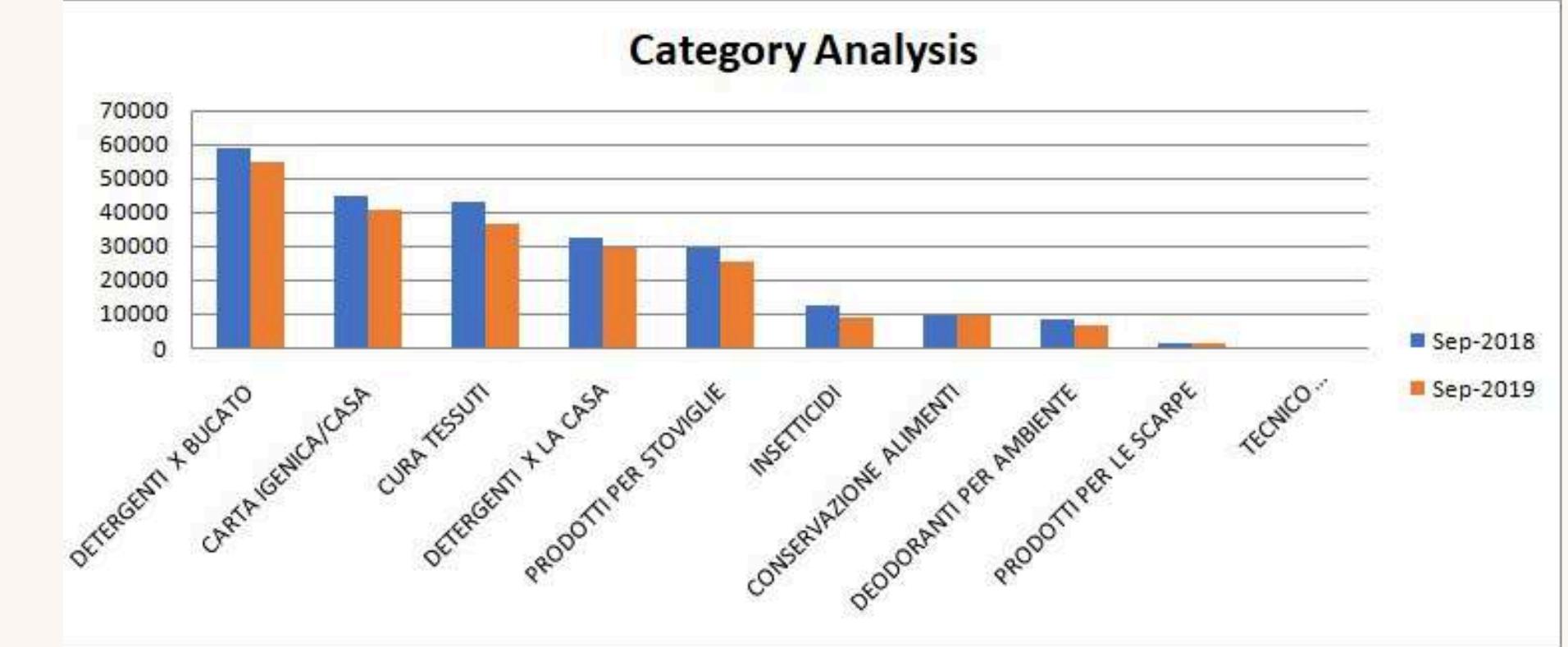


Overall Sales Decline

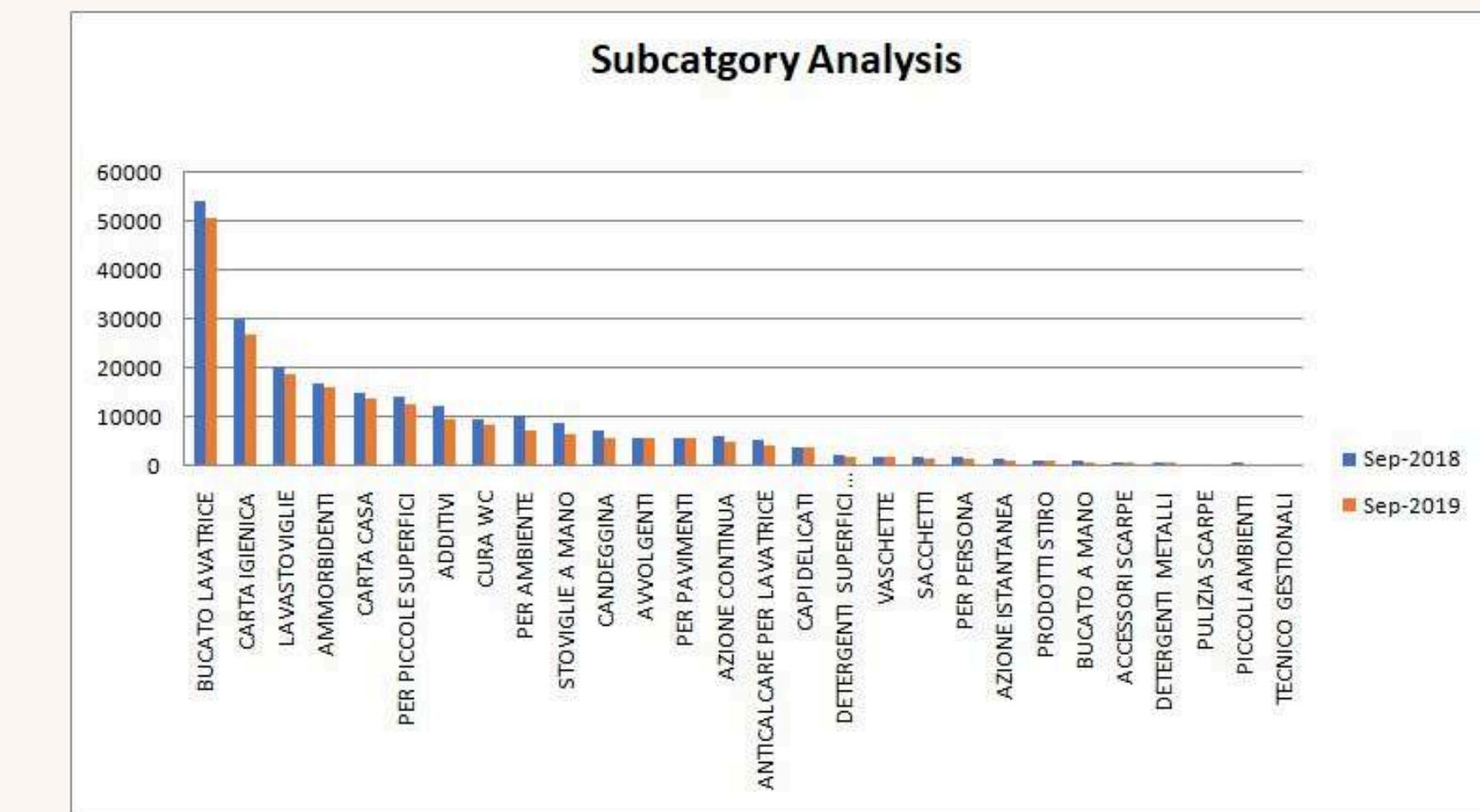
- September 2018 Sales: \$239,422.70
- September 2019 Sales: \$212,307.98
- Decline: \$27,114.72 (-11.3%)



Category and Sub-Category Analysis

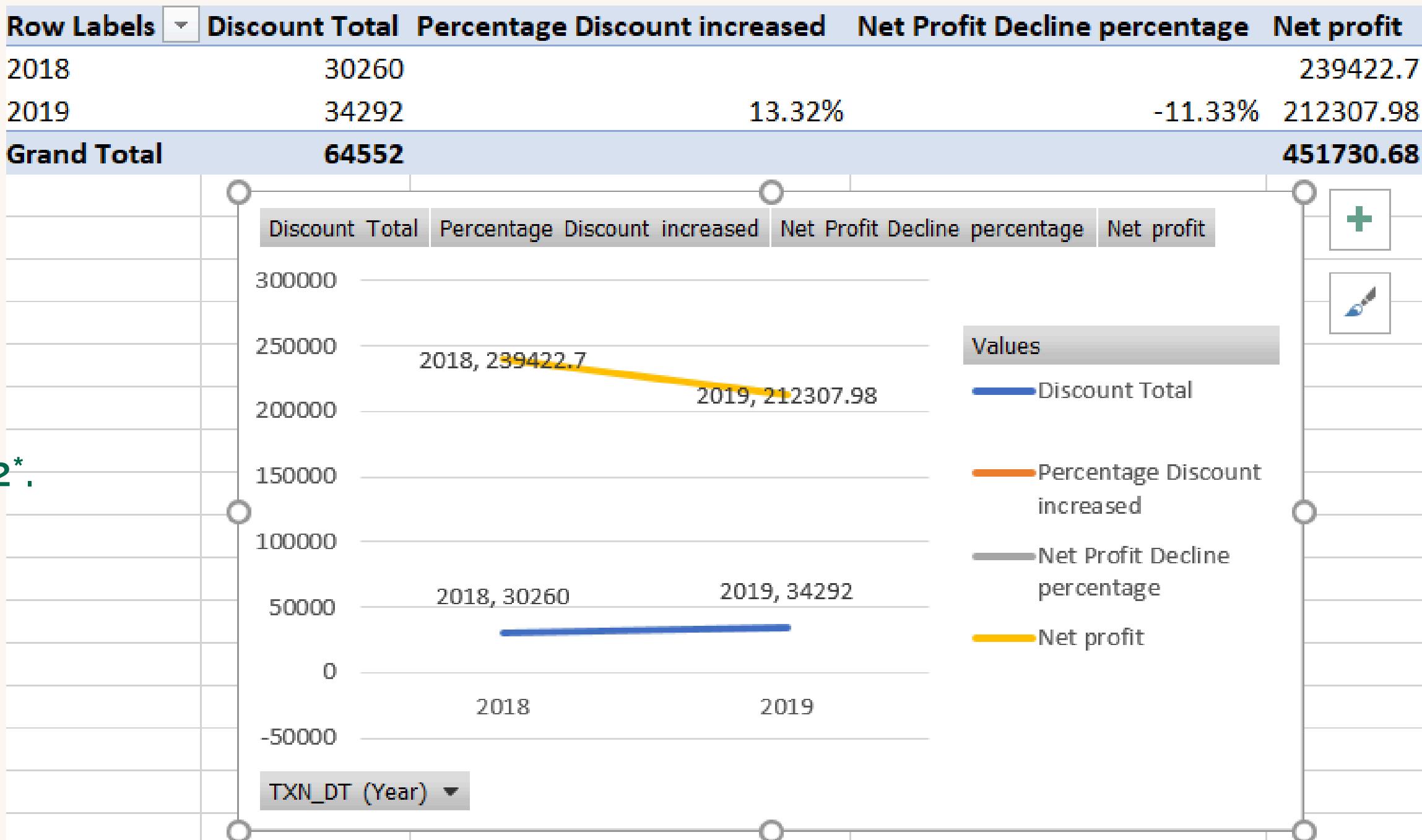


- Detergenti x Bucato (Laundry Detergent) declined by *6.8%*.
- Bucato Lavatrice (Washing Machine Detergent)* dropped by *6.8%, contributing significantly to the overall decline.
- Cura Tessuti (Fabric Care) saw a *15% decline*.



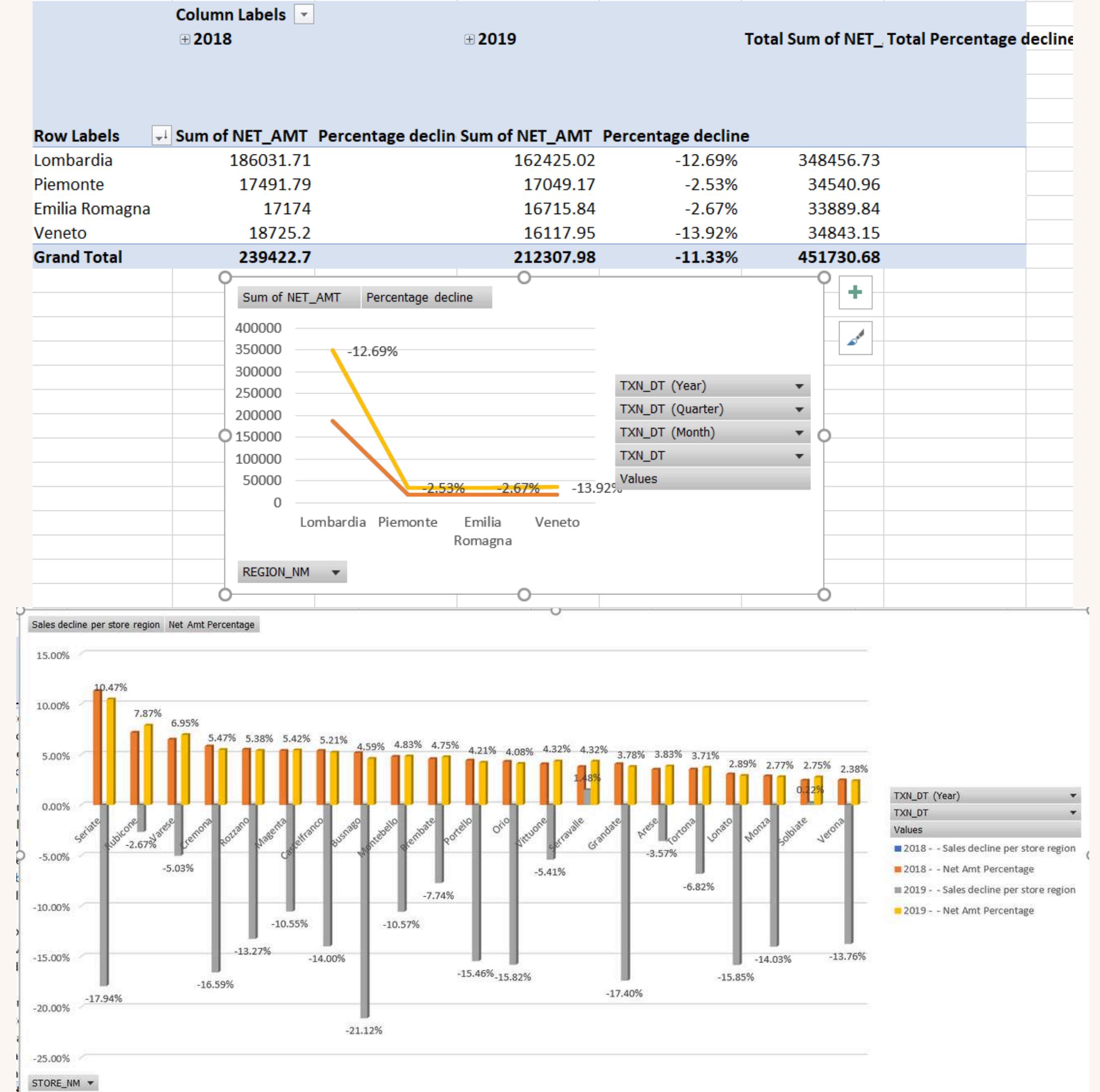
Discount Impact

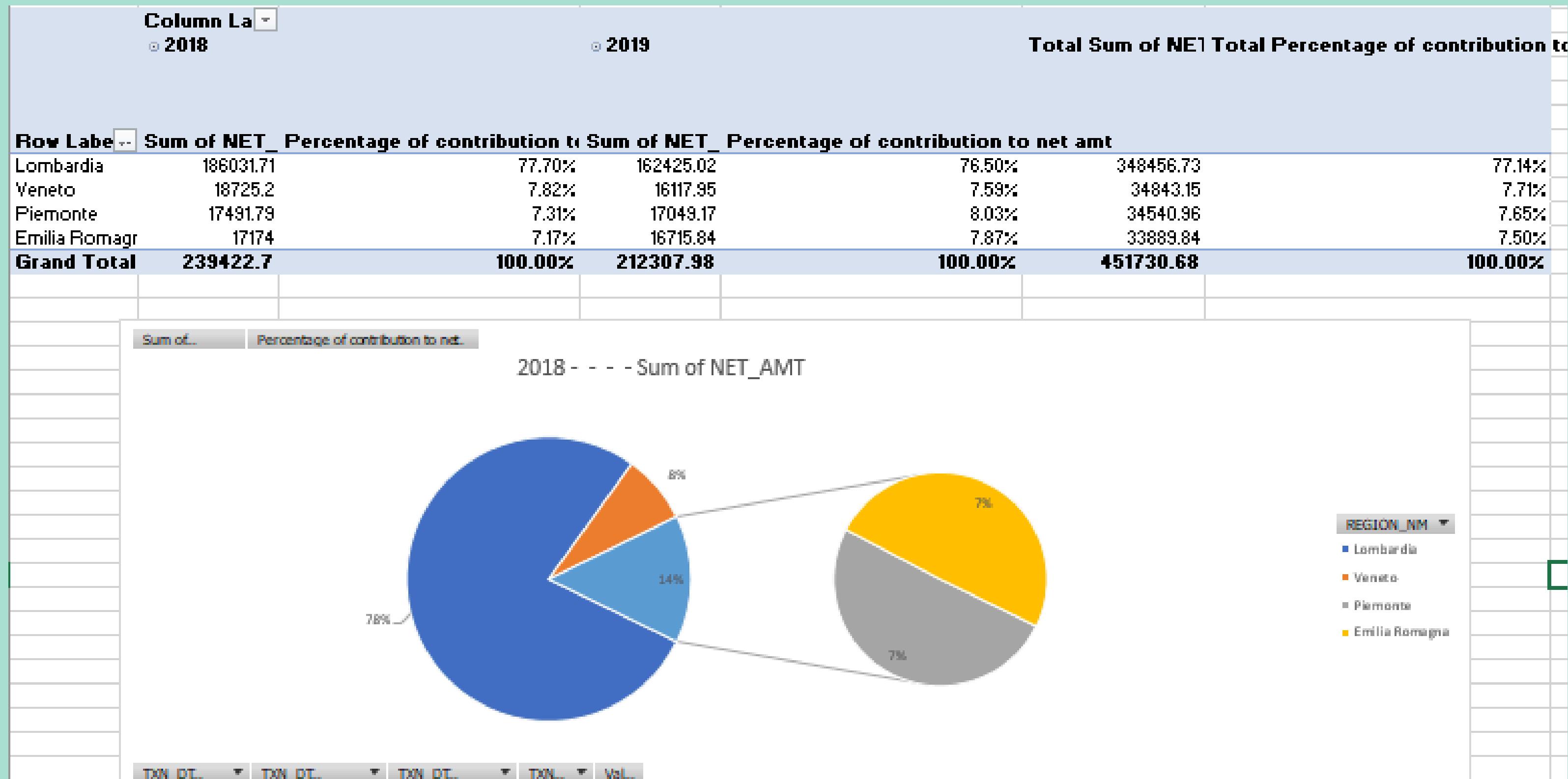
- Discounts increased from *\$30,260 to \$34,292*.
- Despite higher discounts, sales still declined, suggesting promotions were ineffective.



Store and Regional Performance

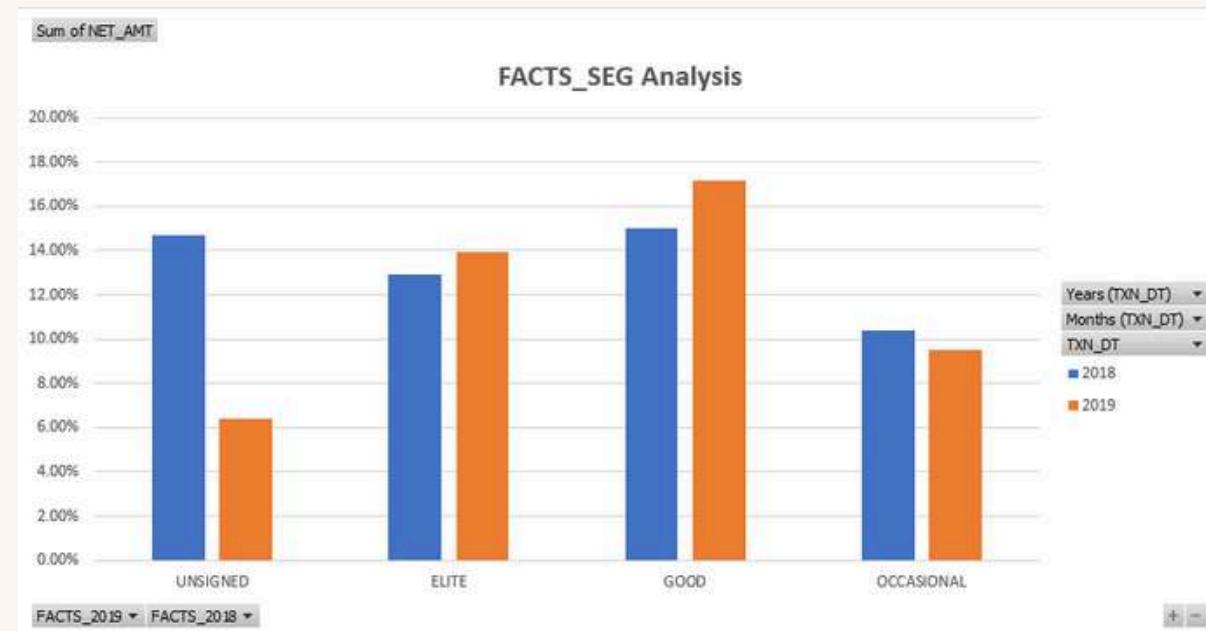
- Major Store Sales Drops:
Seriate (-18%)
Cremona (-16.6%)
- Regional Declines:
Lombardia (-12.7%)
Veneto, Piemonte, and Emilia Romagna.
- Seriate is the highest-performing location
- Verona is the lowest-performing location



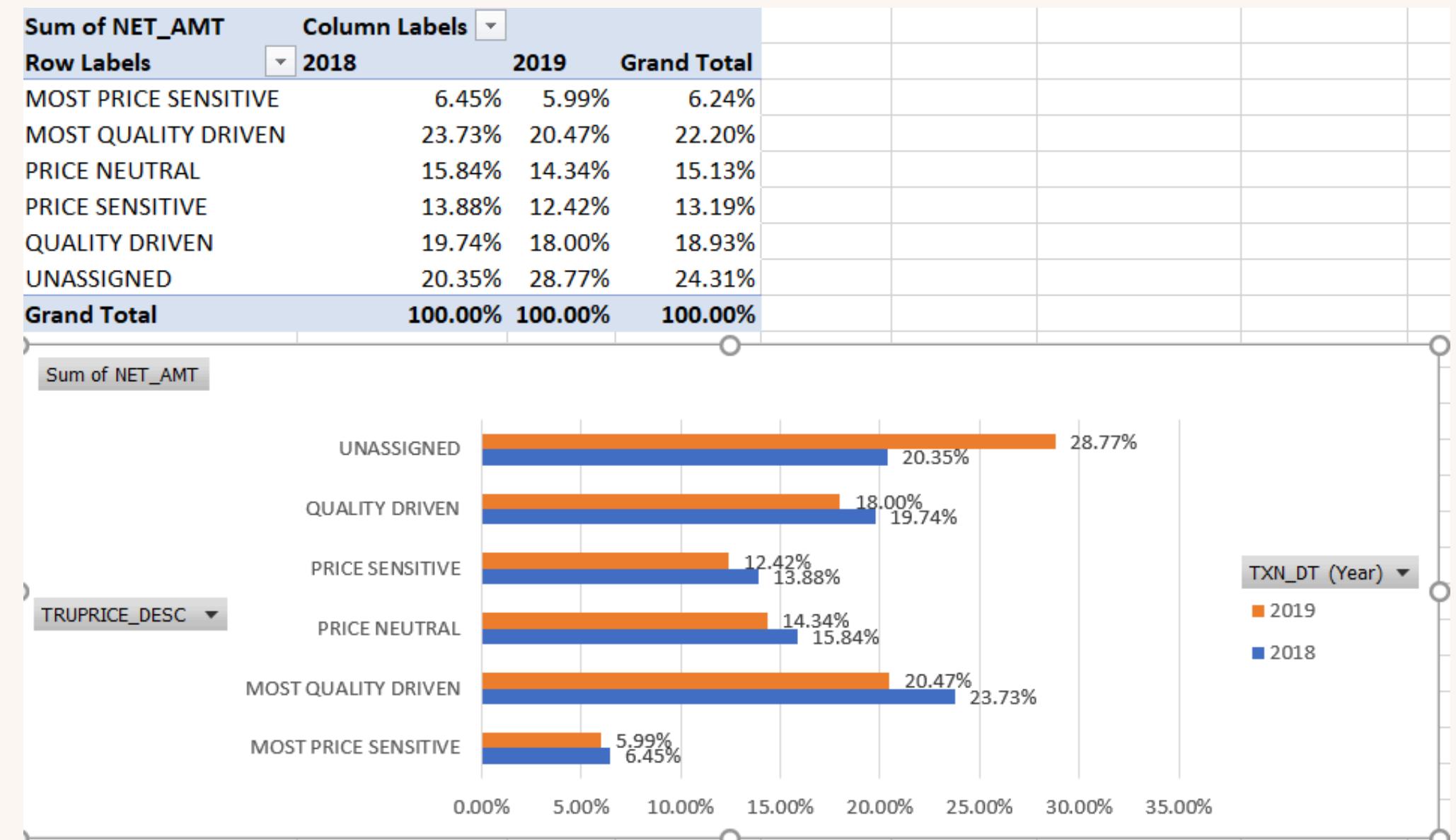


Price Sensitivity Analysis

- Most Price-Sensitive customers decreased significantly.
- Most Quality Driven segment remained stable, but "Price Neutral" buyers also declined.



	2018	2019	Grand Total
Row Labels			
UNSIGNED	14.71%	6.42%	21.13%
ELITE	12.91%	13.91%	26.82%
GOOD	15.02%	17.17%	32.19%
OCCASIONAL	10.36%	9.50%	19.86%
Grand Total	53.00%	47.00%	100.00%



Key Insights



1. Ineffective Discounts & Promotions

Despite higher discounts (+13%), sales still dropped, suggesting that promotions were not attractive enough or not targeted properly.

2. Decline in Key Categories

Laundry Detergent (-6.8%) and Fabric Care (-15%) both declined, indicating a drop in consumer demand for essential detergent products.

3. Poor Brand Performance

Major brands like Finish (-25.6%) and Dixan (-22.6%) lost market share, possibly due to competition, lower promotions, or stock availability issues.

4. Changing Consumer Preferences

A significant drop in price-sensitive customers suggests that budget-conscious buyers either switched to cheaper alternatives or stopped purchasing altogether.



5. Regional Economic Factors

Lombardia (-12.7%), Veneto, Piemonte, and Emilia Romagna all saw declines, possibly due to regional economic slowdowns or shifting consumer behavior.

6. Store-Specific Declines

Major sales losses in Seriate (-18%) and Cremona (-16.6%) indicate localized factors, such as stronger competition, stock issues, or reduced foot traffic.

7. Potential Stock Availability Issues

If popular detergent brands or sizes were out of stock, customers may have shifted to other brands or postponed purchases.

8 Less Effective Marketing

If detergent brands did not advertise effectively compared to previous years, brand awareness and consumer engagement may have dropped.

9. Macroeconomic Trends

Inflation or reduced household spending may have impacted detergent purchases, especially for non-essential fabric care products.

10. Shift to Alternative Products

Consumers might be switching to multipurpose cleaners or eco-friendly alternatives, leading to a decline in traditional detergent sales.

Proposed Solutions



Recommendations to Improve Sales

01.

Target Price-Sensitive Customers:

- Reassess pricing strategy to attract budget-conscious buyers.
- Introduce competitive bundling or loyalty programs instead of general markdowns.

02.

Localized Store Promotions:

- Focus on stores with the highest declines (Seriate & Cremona) through targeted marketing campaigns.
- Investigate if these stores faced stock issues or competitor disruptions.

03.

Brand Strategy Adjustments:

- Investigate underperformance of FINISH and DIXAN and consider relaunching or rebranding efforts.
- Expand marketing for high-performing brands like DASH and IPER.

Recommendations to Improve Sales

04.

Regional Focus

- Address consumer preferences in Lombardia, which had the highest regional decline.
- Implement regionalized promotions or surveys to understand consumer behavior better.

05.

Re-evaluate Discounting Strategy*

- Focus on value-driven promotions rather than broad discounts that erode margins.
- Test alternative promotions like cashback offers or tiered discounts.

Thank
you very
much!

