

KIX BUSINESS

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ABOUT CLIENT

Meet Kix Business, the fizzy fuel behind your favourite moments! With stores located across multiple regions in the United States, it sells an exhilarating range of beverages that spark joy and quench your thirst for life's flavourful experiences.

OBJECTIVE

Our goal is to analyse customer demographics and spending patterns, track profitability trends over time, and assess product performance and store-specific revenues. By doing so, we aim to derive actionable insights to optimize operations and facilitate strategic planning, thereby enhancing both customer satisfaction and financial performance.

DATA

The dataset comprises the following normalized tables for the year 2023:

- Transactional sales
- Customers
- Stores
- Products
- Monthly store targets

Source

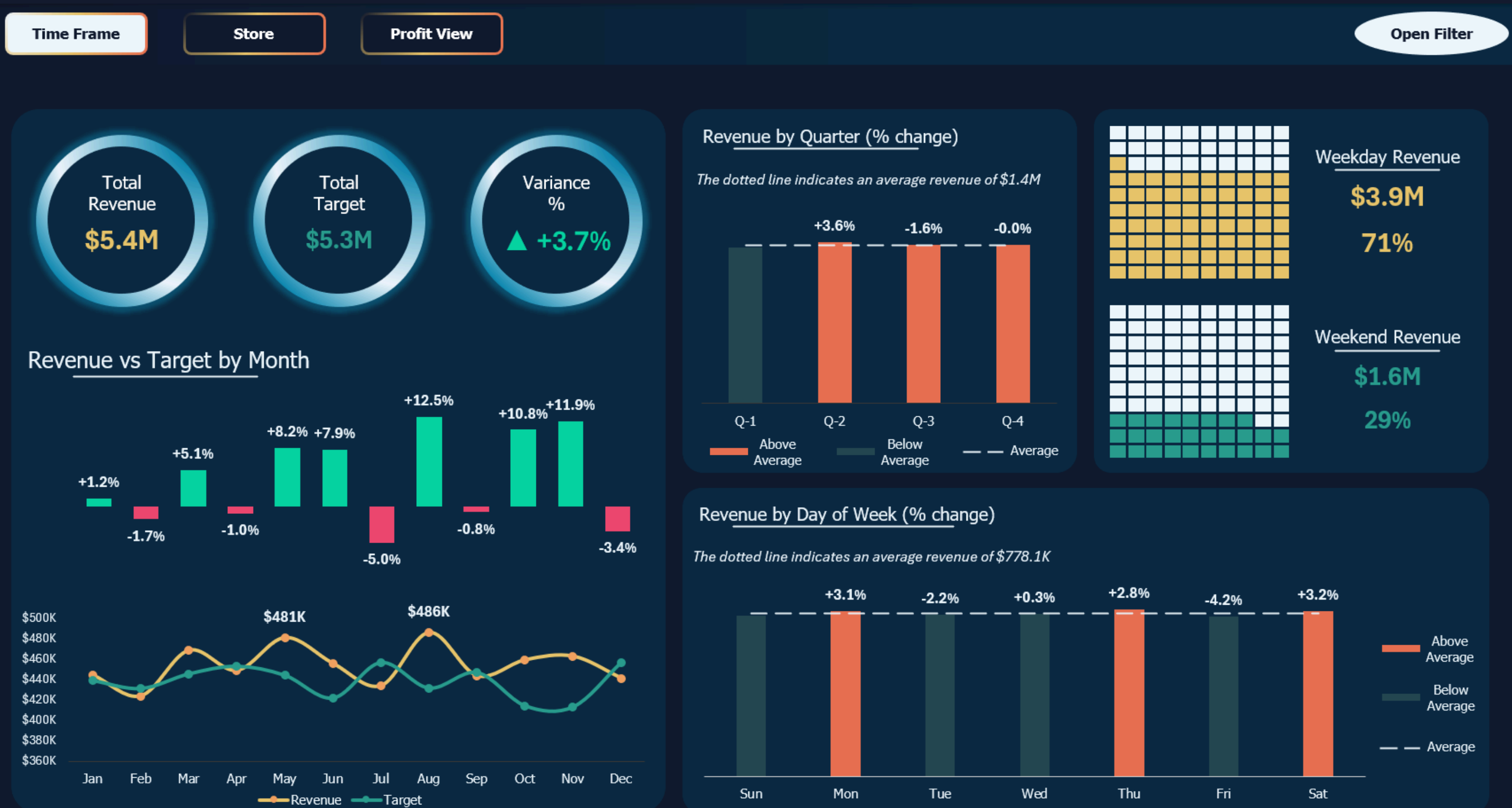
DASHBOARD OVERVIEW

Developed three robust **Excel** dashboards that illuminate the operational prowess of Kix Business.

01

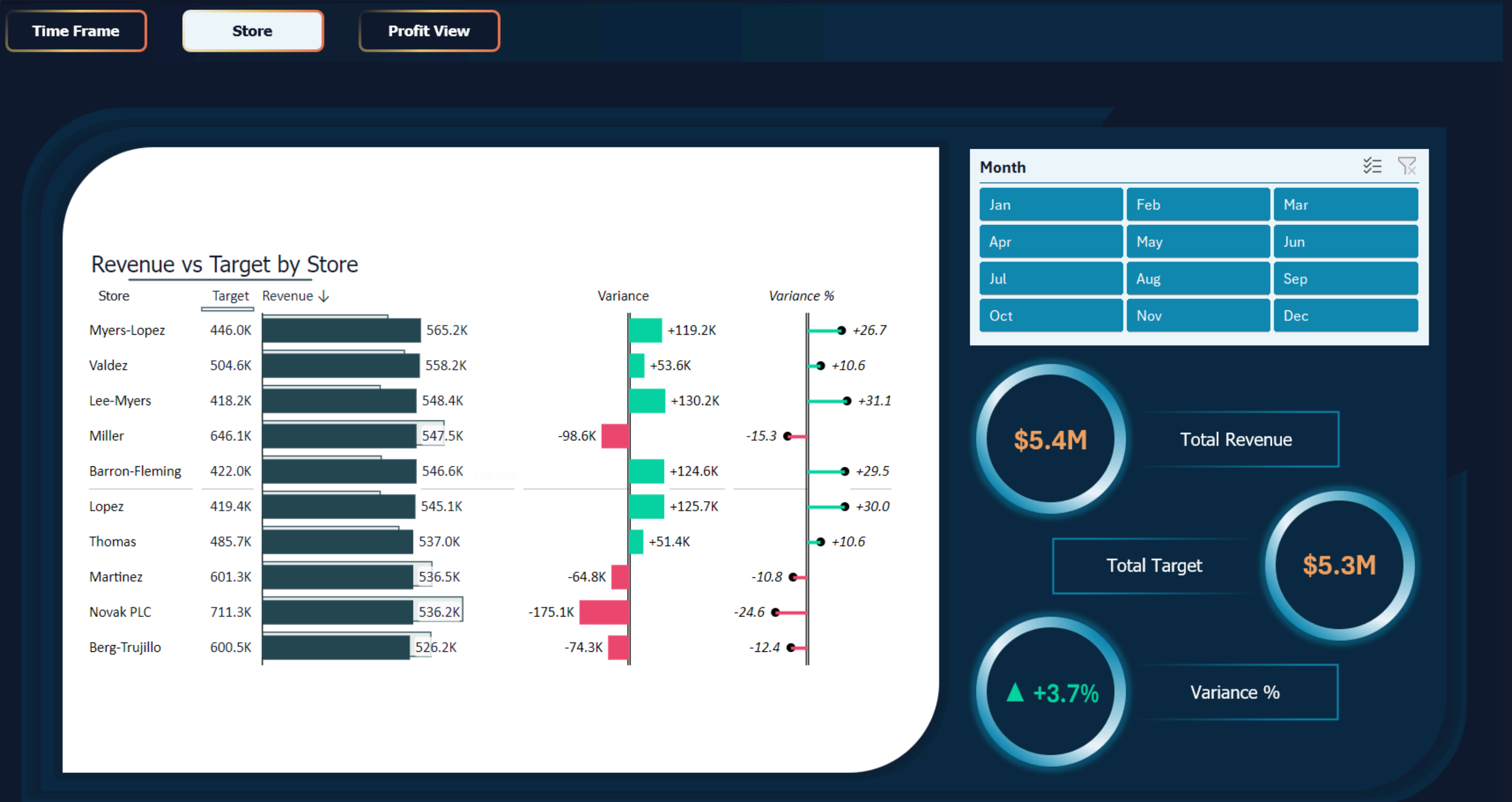
The **Time Frame** dashboard delivers comprehensive insights into key performance metrics such as total revenue, target variances by month, quarterly trends, and detailed weekday versus weekend revenue analysis.

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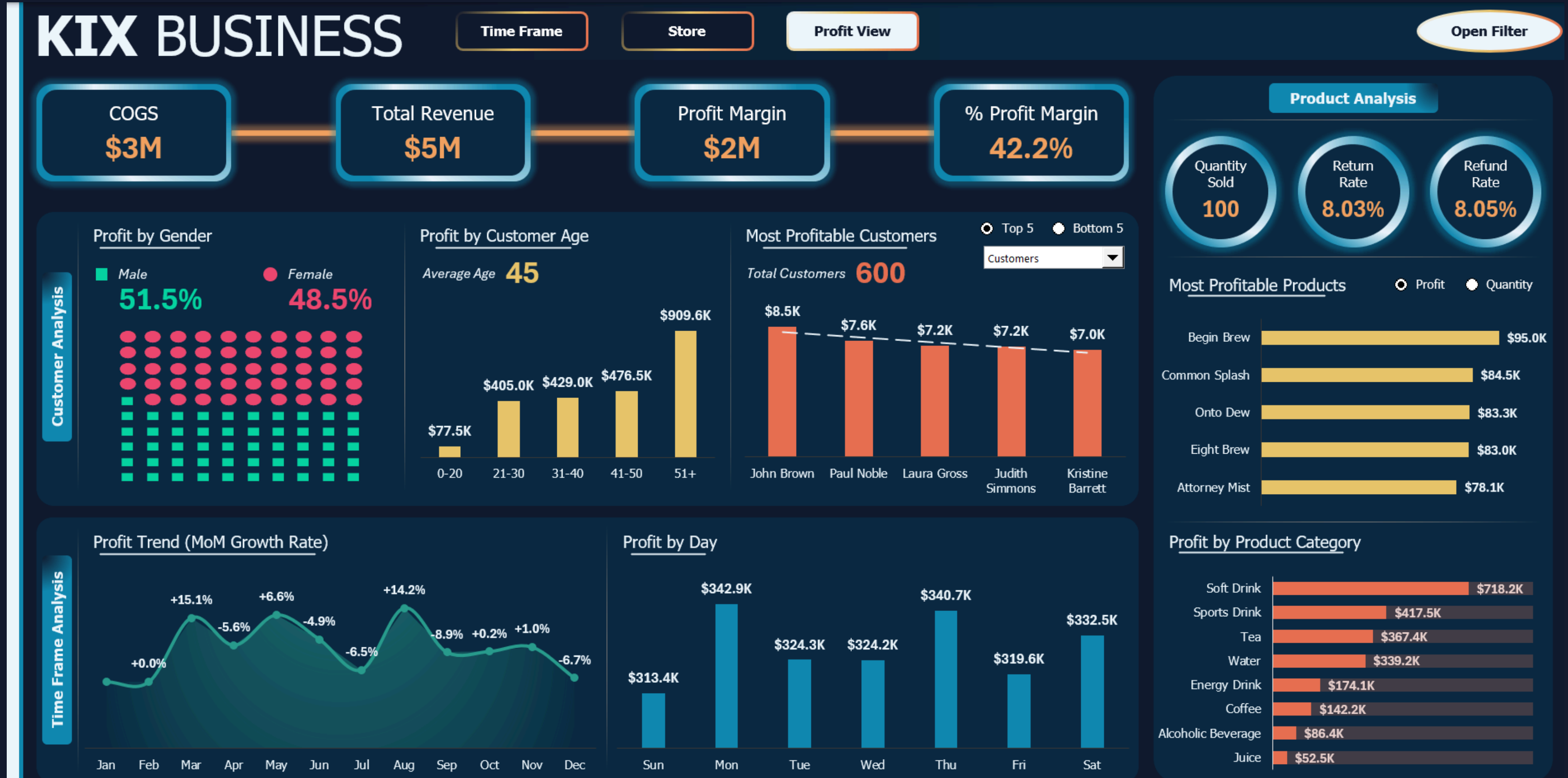


02 The **Store** dashboard provides a focused view on individual store performance against targets, offering clarity on operational efficiencies.

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03 The Profit View dashboard delves deep into profitability metrics including cost of goods sold, profit margins, and detailed customer and product analyses.

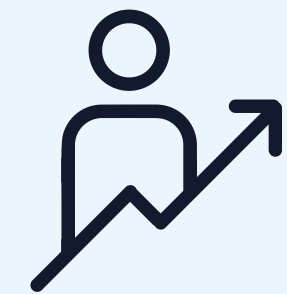




KEY INSIGHTS

Financial Overview

- Total Revenue: \$5.4M, Total Target: \$5.3M, Variance: +3.7% (revenue exceeded the target by 3.7%)
- Top Revenue Months: August (\$486K), closely followed by May (\$481K)
- Quarterly Insight: Consistent revenue across quarters, with Q2 slightly leading with \$1.38M
- Weekdays vs. Weekends: Weekdays contribute 71% of revenue.
- Top Revenue Day: Thursday (\$796K)
- Profit Margin: \$2M, Profit Margin %: 42.2%
- Least Profitable Location: New York (\$86.6K)
- Top Profit Month: August (\$208.6K)
- Top Profit Day: Monday (\$342.9K), closely followed by Thursday (\$340.7K)



KEY INSIGHTS

Store & Product Insights

- Top Store: Lee Myers (+31.1% variance, exceeding revenue target)
- Bottom Store: Novak PLC (-24.6% variance, below revenue target)
- Return/Refund Rate: 8.03%/8.05% – Low rates, positive for business.
- Top Product Category: Soft Drinks (\$718.2K profit)

Customer Insights

- Gender Profit Contribution: Males 51.5%, Females 48.5% (almost equal contribution)
- Top Age Group: 51+ years, with an average customer age of 45.



KEY RECOMMENDATIONS

Tailor strategies to address -24.6% revenue variance at Novak PLC, focusing on meeting sales targets.

Optimize Weekend Sales

Increase weekend revenue through targeted promotions and incentives to balance sales with weekdays.

Improve Novak PLC Store Performance

Expand Soft Drinks Line

Boost profitability by expanding the soft drinks product line and launching new promotions.

Ensure Low Return Rates

Maintain high product quality and customer satisfaction to sustain low return and refund rates.



Thank You...