

Insights Summary

Objective:

The objective of this project is to analyze sales data and visualize key trends using Power BI. The analysis focuses on identifying top-performing products, teams and customers, as well as understanding the impact of returns, expiries and breakages on primary sales. Additionally, future sales trends are forecasted using historical data.

Key Insights:

1. Top-Performing Product:

- i. The highest-selling product in September was **Britorva 20**.
- ii. This product significantly outperformed others due to its consistent demand across regions.

2. Team with the Highest Expiry Returns:

- i. The sales team **EBRIT Kerala** reported the highest percentage of primary sales returned due to expiry at **20.31%**.
- ii. This indicates an issue with inventory management or product shelf life in this region.

3. Customer with Maximum Stock Returns:

- i. **Avenue Pharma Distributor Pvt Ltd** in Bangalore HQ had the highest stock returns in June, valued at **-28.45K**.
- ii. This highlights potential overstocking or poor demand forecasting.

4. Overall Impact of Breakages:

Approximately **0%** of total primary sales were affected by breakages, showing a negligible impact from this factor on sales performance.

5. Team Performance in May:

The **CND Chennai** sales team achieved the highest sales for the product **Britorva 10** during May, reflecting their strong performance in marketing and distribution.

6. Primary Sales for Delhi HQ in September:

Delhi HQ achieved total primary sales of **X (add value here)** in September, marking a strong month for this region.

7. Sales Breakdown:

Products like **Britorva 20** continue to dominate sales in regions such as Coimbatore HQ, particularly with customers like **PALEPU PHARMA DIST PVT LTD**.

Visual Highlights

- **Bar Chart:** Displays the top-selling products in September, with **Britorva 20** leading the sales.
- **Pie Chart:** Illustrates the proportion of returns due to expiry across all sales teams, highlighting **EBRIT Kerala**.
- **Table View:** Shows a detailed comparison of total sales, expiry returns and breakages for each team.

Challenges Identified

1. High Expiry Rates:

Certain teams, especially **EBRIT Kerala**, require better inventory management to reduce expiry returns.

2. Stock Returns:

Large-scale returns, such as those by **Avenue Pharma Distributor Pvt Ltd**, indicate the need for improved demand forecasting.

3. Breakages:

While breakages are minimal, maintaining this standard is critical for ensuring quality.

Conclusions and Recommendations

1. Inventory Optimization:

Sales teams experiencing high expiry returns should review their stock rotation policies and ensure better demand planning.

2. Customer Relationship Management:

Customers with high returns should be engaged to understand their specific challenges and align future stock planning accordingly.

3. Forecasting and Planning:

Predictive models should be implemented to proactively manage inventory and improve overall efficiency.

Next Steps

- Implement predictive analytics to forecast trends and manage inventory more effectively.
- Explore automation tools to reduce manual errors in stock tracking and sales forecasting.

Acknowledgments

This analysis was completed using Power BI, with data visualization and forecasting tools leveraged to derive actionable insights.