

DATA FIESTA -3.0

ABC Inc. & it's challenges

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INSIGHTS AND DISCUSSIONS:

1. Top 5 SKU by units i.e. the most sold products are WATER-CREAM, SILK CANVAS, SEPH-BOTF-2018, SKIN-MIST, PC-OIL.
2. Top 5 SKU by Volume i.e. the products that generate the greatest revenue are: WATER-CREAM, SILK CANVAS, ESSENCE, SKIN-MIST, CHANNEL 3-TSV-JUNE-2018-A305748.
3. Net Sales (Total units) for January 2017, 2018, and 2019 are 2.001M, 3.499M, and 4.562M respectively. Similarly, the Total revenue (Total Revenue) for January 2017, 2018, and 2019 are 89.204M, 168.720M, and 229.921M respectively.
4. COGS% (Net Sales * COGS per SKU) for the top 3 SKU is 3608.78K for WATER-CREAM, 2678.45K for SILK-CANVAS, and 2098.98K for CHANNEL 3-TSV-JUNE-2018-A305748.
5. The greatest number of sales take place in the Northeast region followed by the Southern and the Central Region. The maximum revenue is generated from the Northeast region followed by the Western and the Central Region.

6. The maximum revenue is generated from the Northeast, Western and Central regions while the maximum profit is generated from International Sales, Canada, and the Northeast region. Hence the sales to maximum profit regions should be increased to maximize revenue.

7. YOY graph can be analyzed to understand the increase or decrease in total revenue in the subsequent years. Total Revenue increased from 14.512M in Jan 2017 to 19.784M in Jan 2018 and decreased to 18.620M in January 2019.

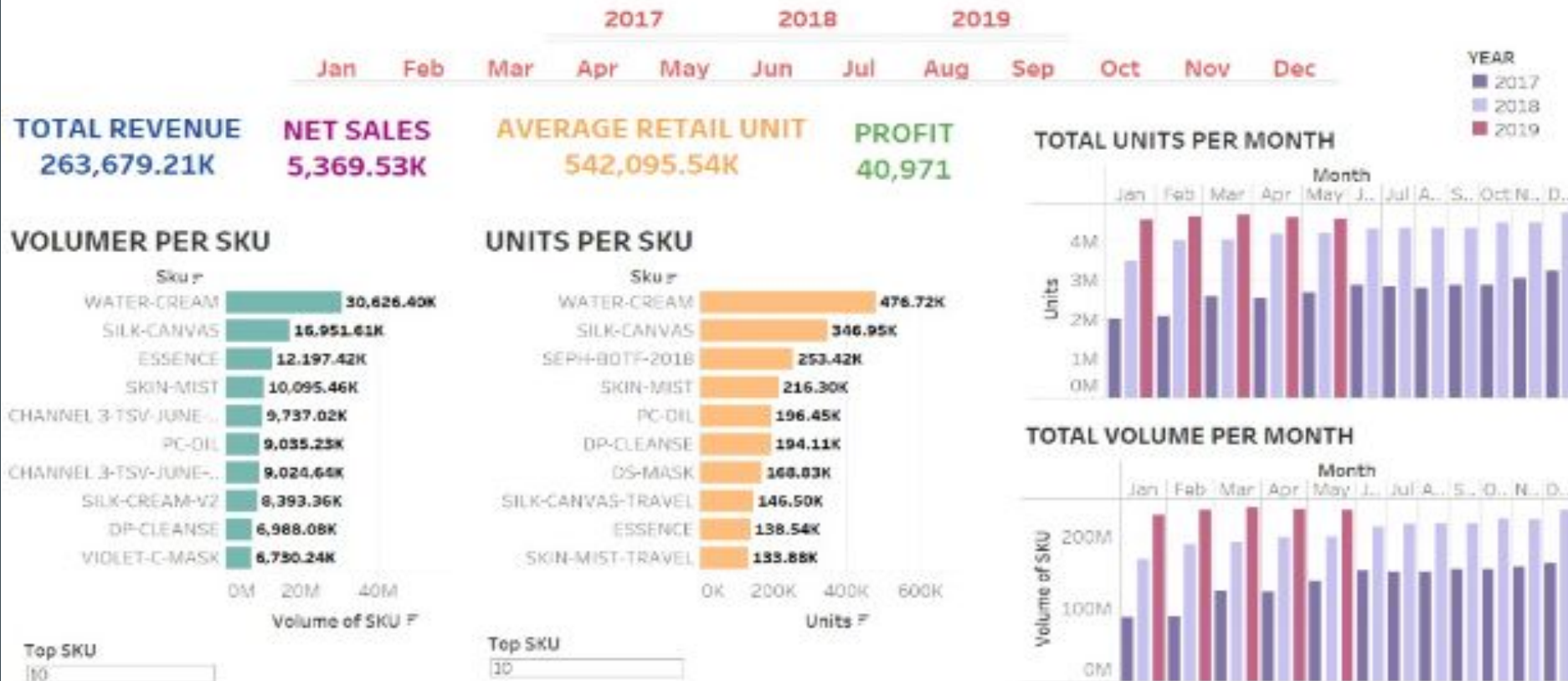
8. The top 5 most profitable SKUs are DRY-RITUAL-KIRI, NORM-DRY-RITUAL-KIRI-V2, SENSITIVE-COMPLETE-KIRI, NORM-RITUAL-KIRI, and NORM-COMPLETE-KIRI with a total profit amount of 614.10, 586.71, 578.50, 578.50 and 578.50 respectively per SKU unit.

9. Total Amount that is $\text{Net Sales} * \text{Total Revenue}$ describes the total revenue generated for all the units sold. The Total Amount increased by 76.141% over a span of 29 Months. The Total Amount increased from 74.69B in Jan 2017 to 278.39B in Dec 2017. Similar calculations can be done for the subsequent years as well.

10. Maximum Total revenue was generated in Mar '19, with the value being 29.797M and the minimum Total revenue was generated in Jul '17, with the value for total revenue being 8.509M.

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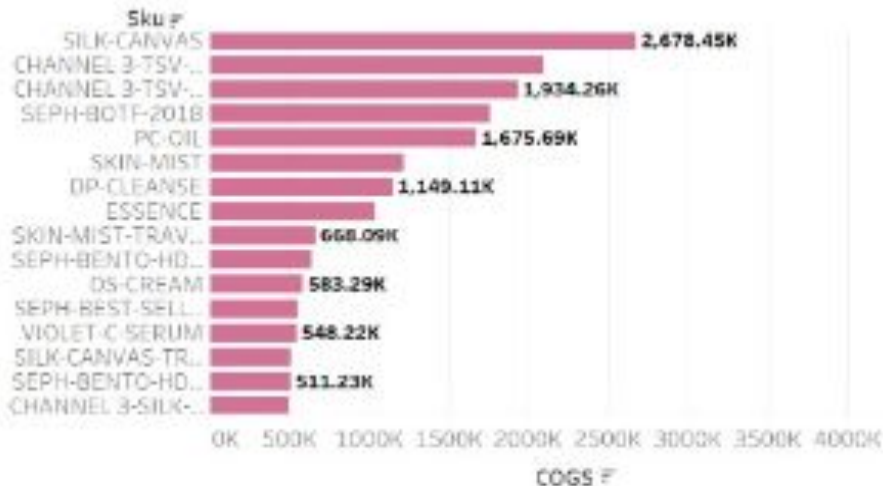
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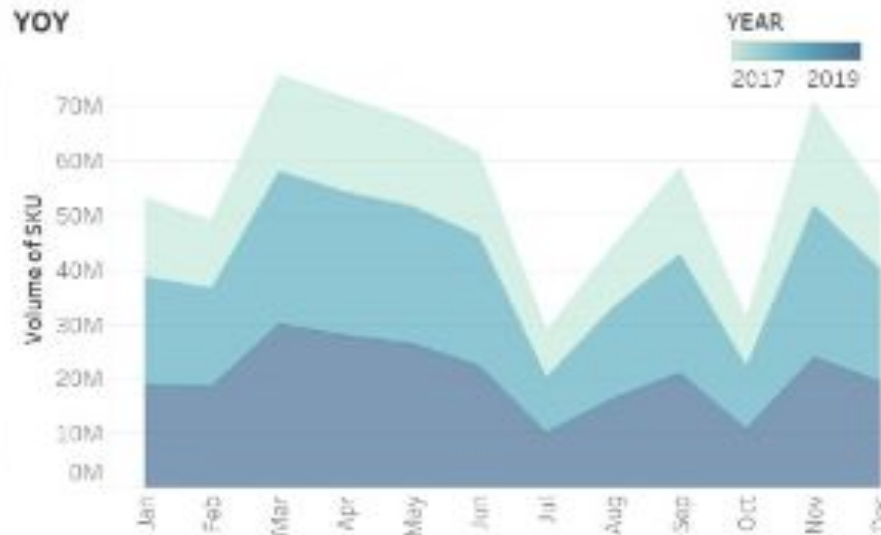
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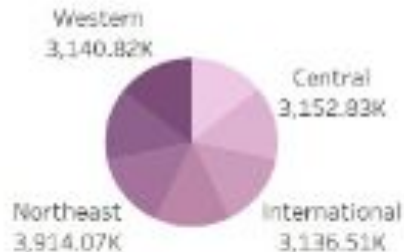
COGS



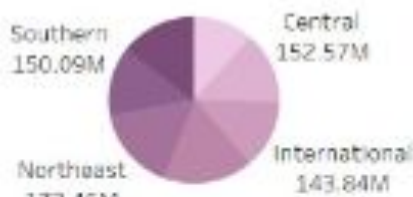
YOY



Units of SKU per region



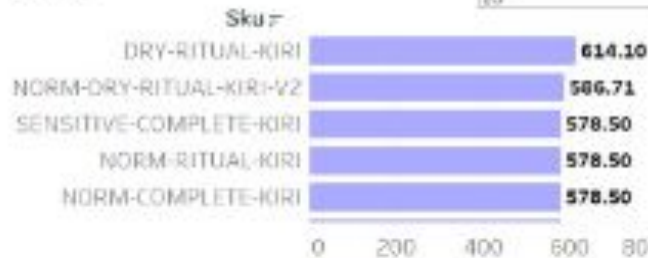
Volume of SKU per region



Region Name

- Canada
- Central
- International
- NA
- Northeast
- Southern
- Western

Profit



Top Profitable SKU

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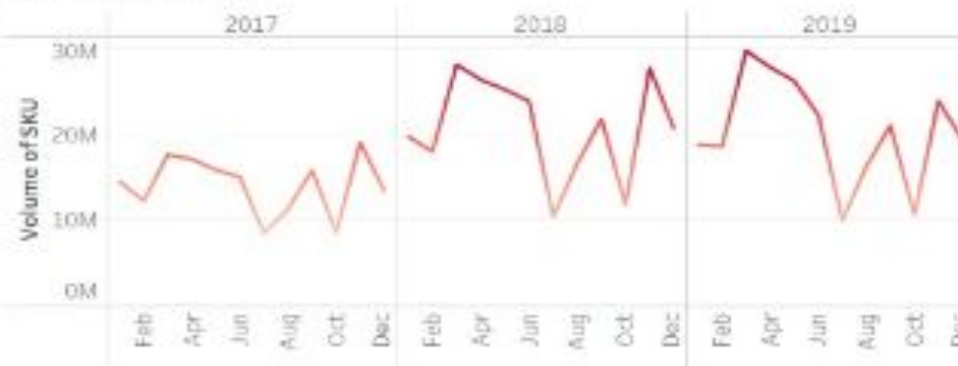
TOTAL PRODUCTS
123B 3T

Total Products



Volume of SKU
8,509,294 29,797,389

Total Revenue



Measure Names

PROFIT
Volume of SKU

Revenue and Profit by region

