

Analysis of Food Manufacturing Company

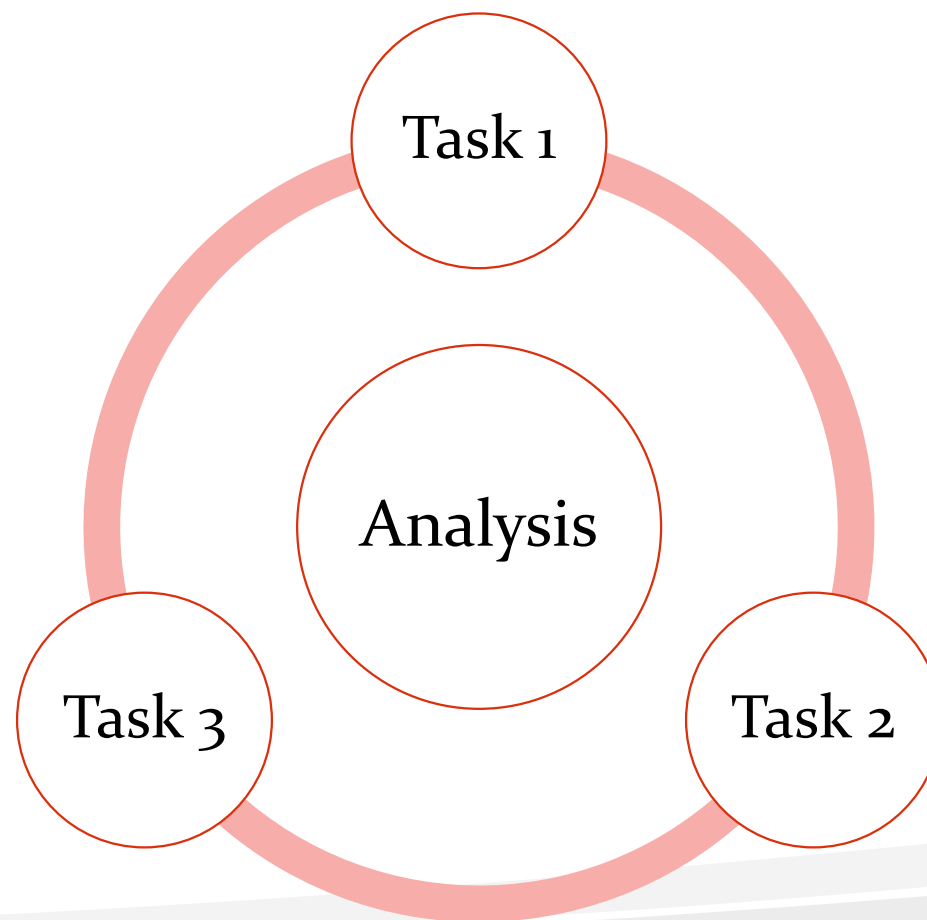
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Project Analysis

- Objectives
- Charts
- Insights





The food industry is a complex, global network of diverse businesses that supplies most of the food consumed by the world's population.

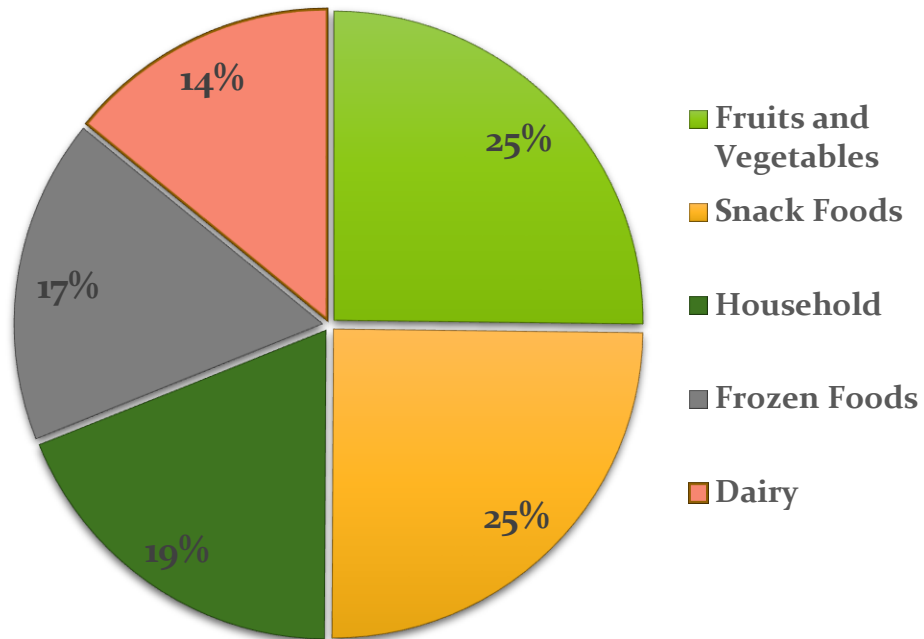
The term food industries covers a series of industrial activities directed at the production, distribution, processing, conversion, preparation, preservation, transport, certification and packaging of foodstuffs.

The food industry today has become highly diversified, with manufacturing ranging from small, traditional, family-run activities that are highly labor-intensive, to large, capital-intensive and highly mechanized industrial processes.

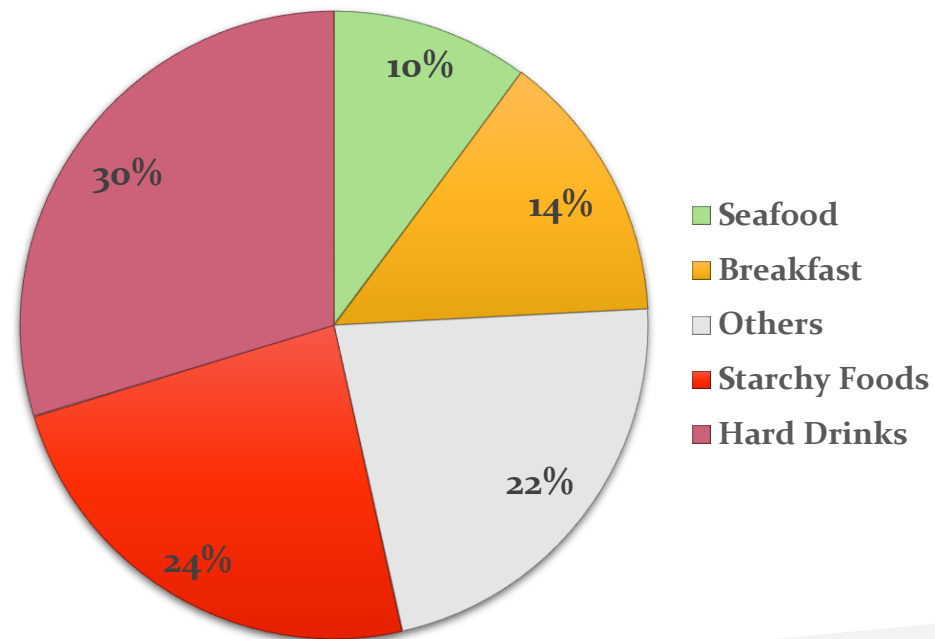


Top & least Selling Products

Five best selling products

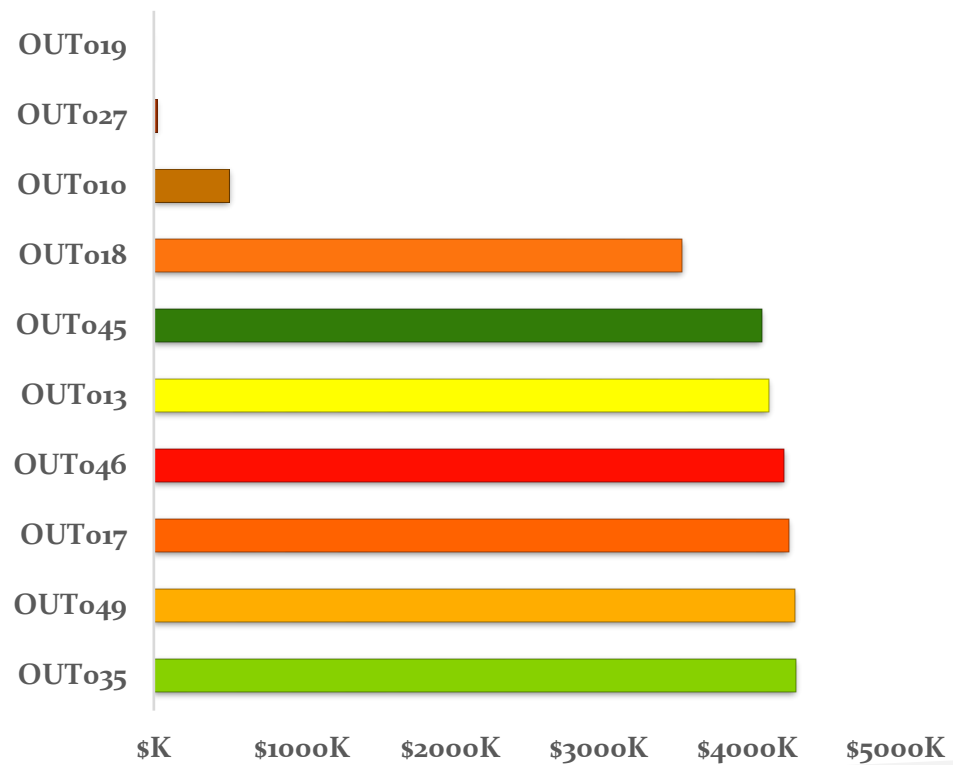


Five least selling products

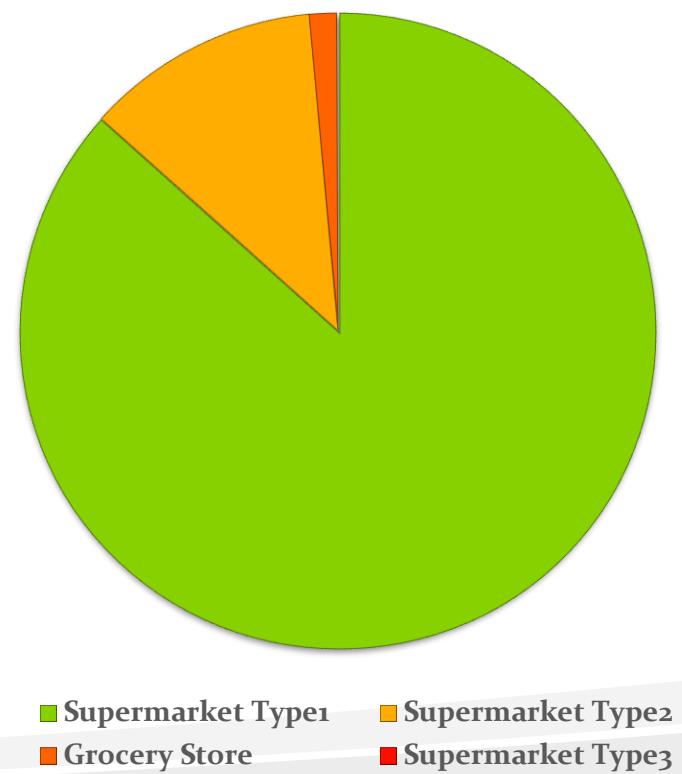


Outlets

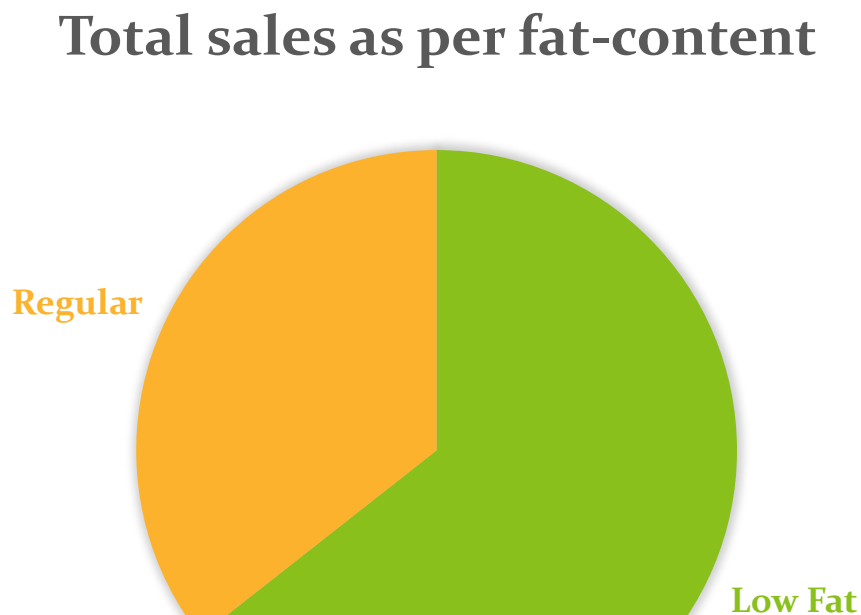
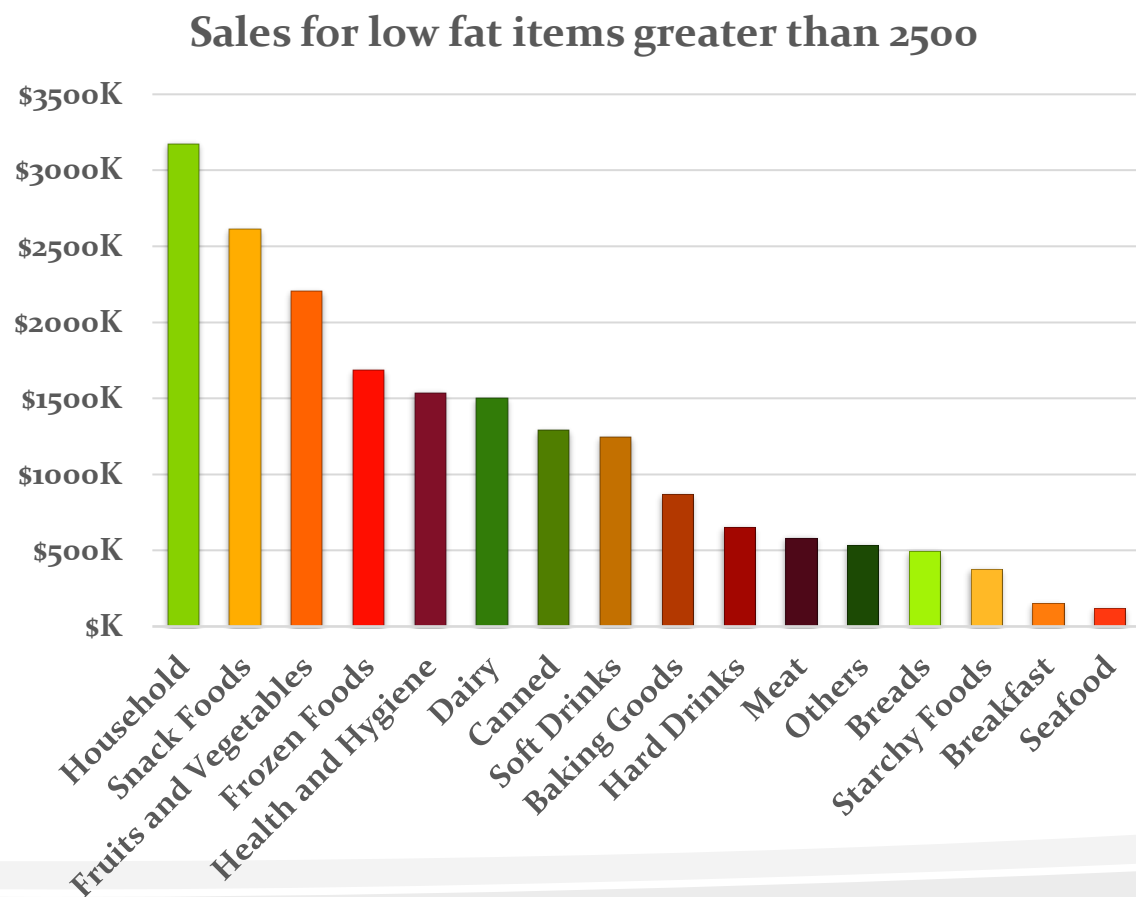
Best seller outlets



Sales at different outlet types



Outlets





Insights

- ❖ The sales of **fruits and vegetables** are higher.
- ❖ **Seafood** is the least selling products.
- ❖ Customers have purchased more **low-fat items** as a comparison to any regular fat items.
- ❖ The most favourite shopping destination is **Supermarket Type1** and **60%** revenue is generated by fruits and vegetables, snacks, household, frozen food and dairy.
- ❖ Mostly sales were done at **medium size** outlet and least at the high size.
- ❖ **Canned** is the most expensive product.
- ❖ Sales for **soft drink** is the highest as a comparison to the hard drink.

Thank You!