



SkillsHub
Vietnam Vending Machine
Company

Data Storytelling
MDA - BI Capstone Project

Presentor: Luu Trong Hung -K25

1

Audience
Sales Team

2

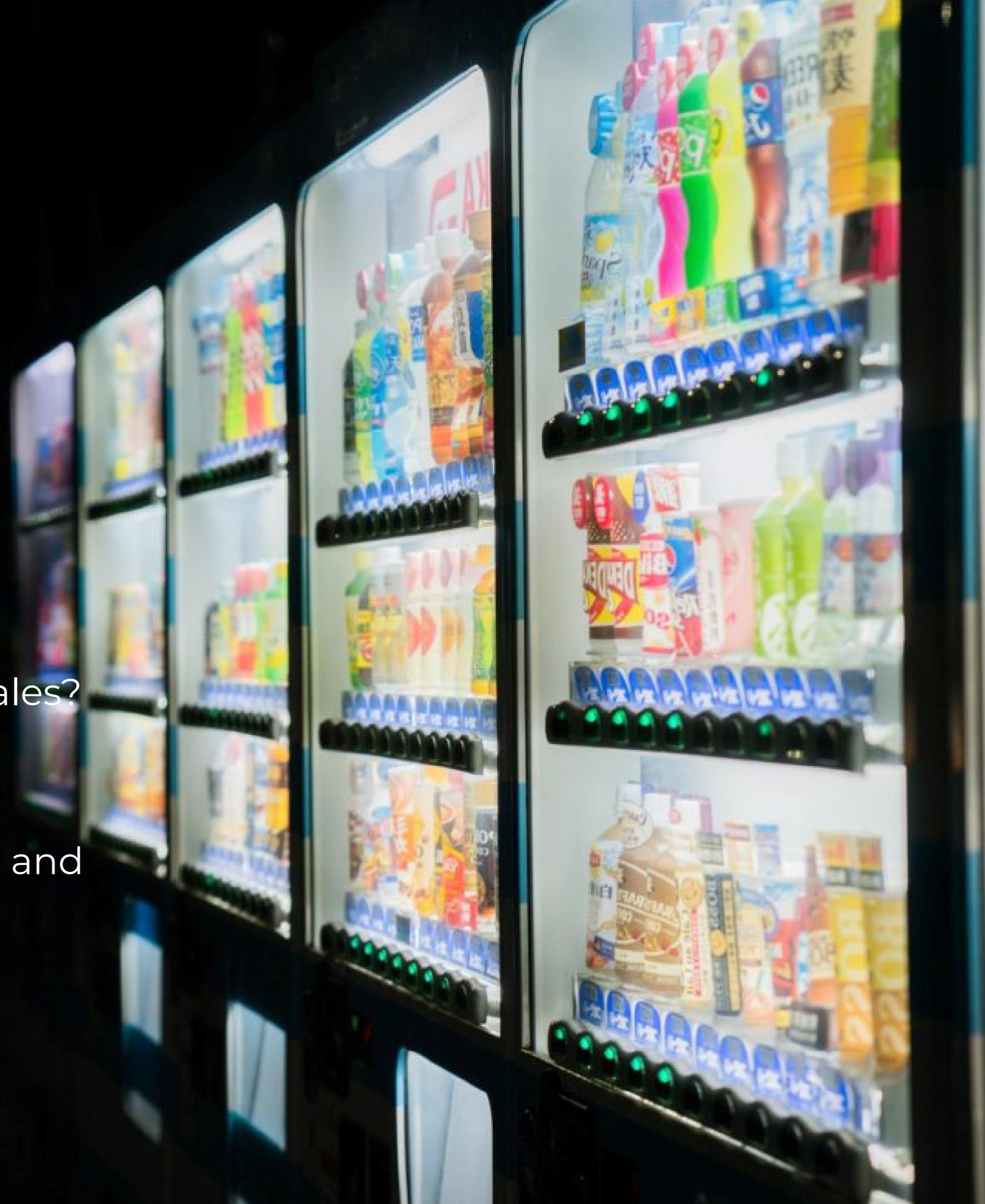
Type of Analysis
Sales Strategy (MoM)

3

Context
Which products and
locations to improve sales?

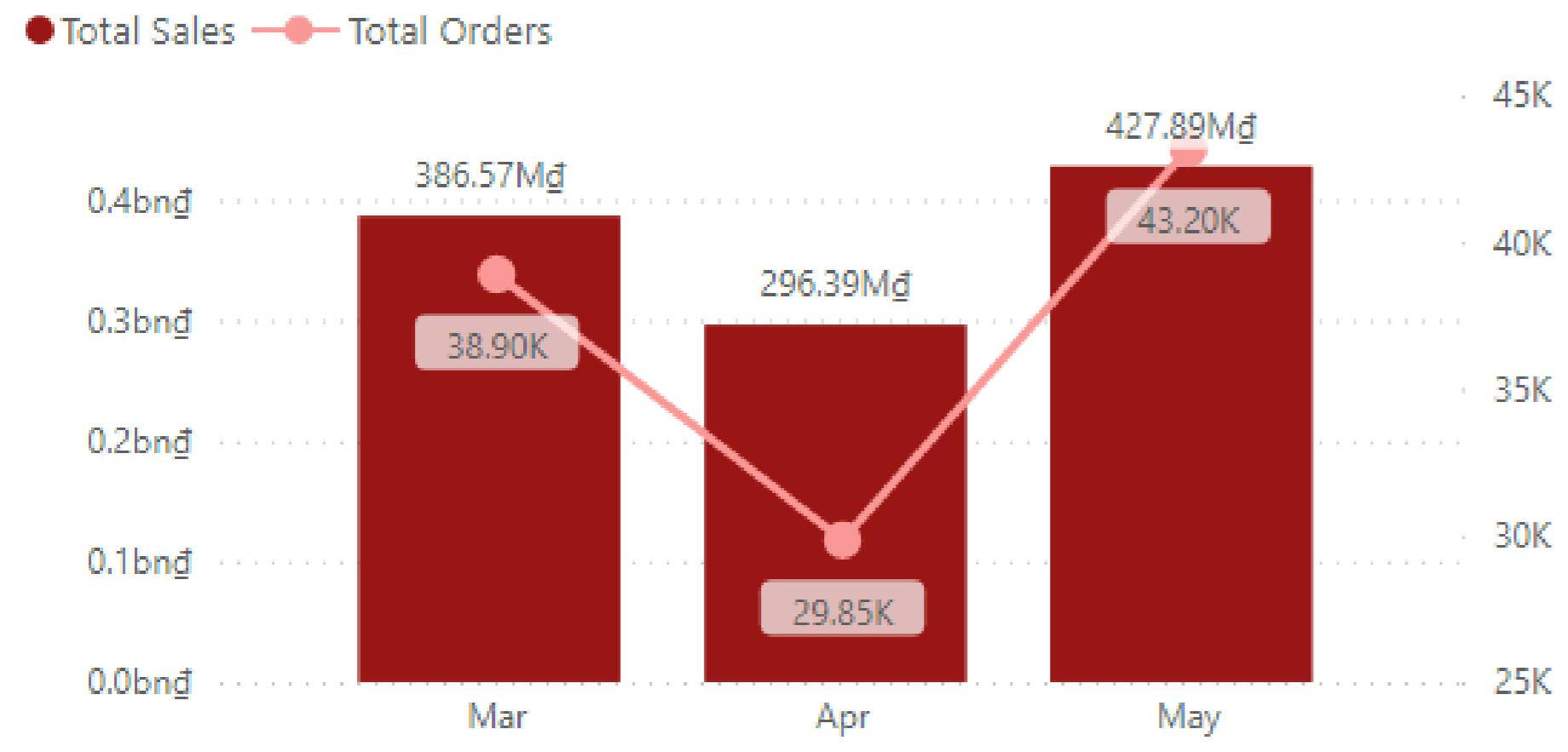
4

Discovery
Focus on key products and
locations to
generate more sales

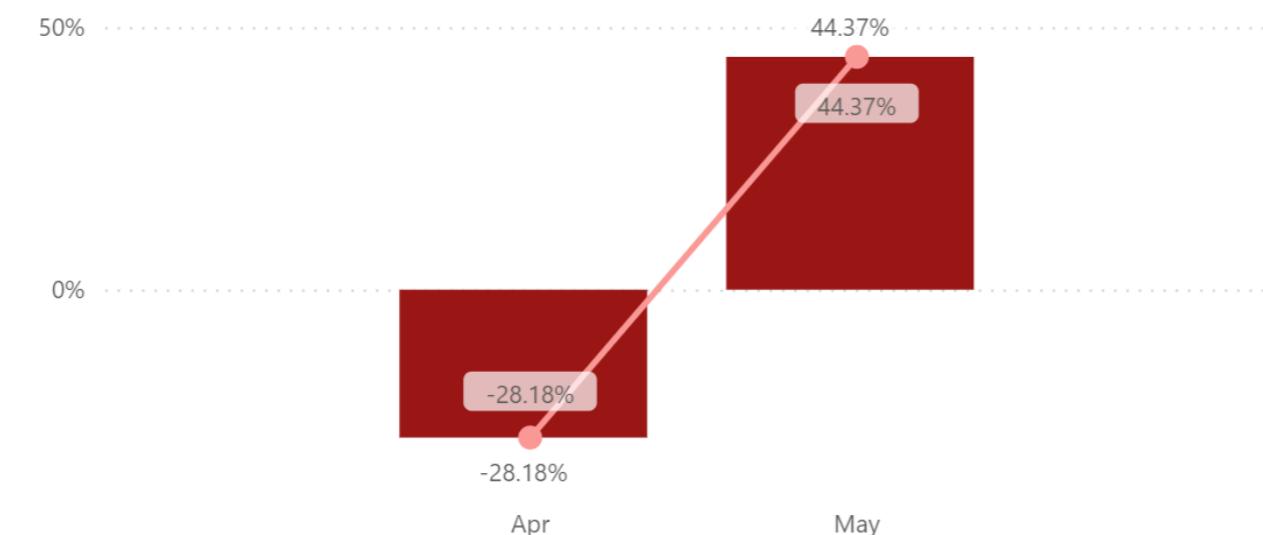


Sales performance over the last 3 months

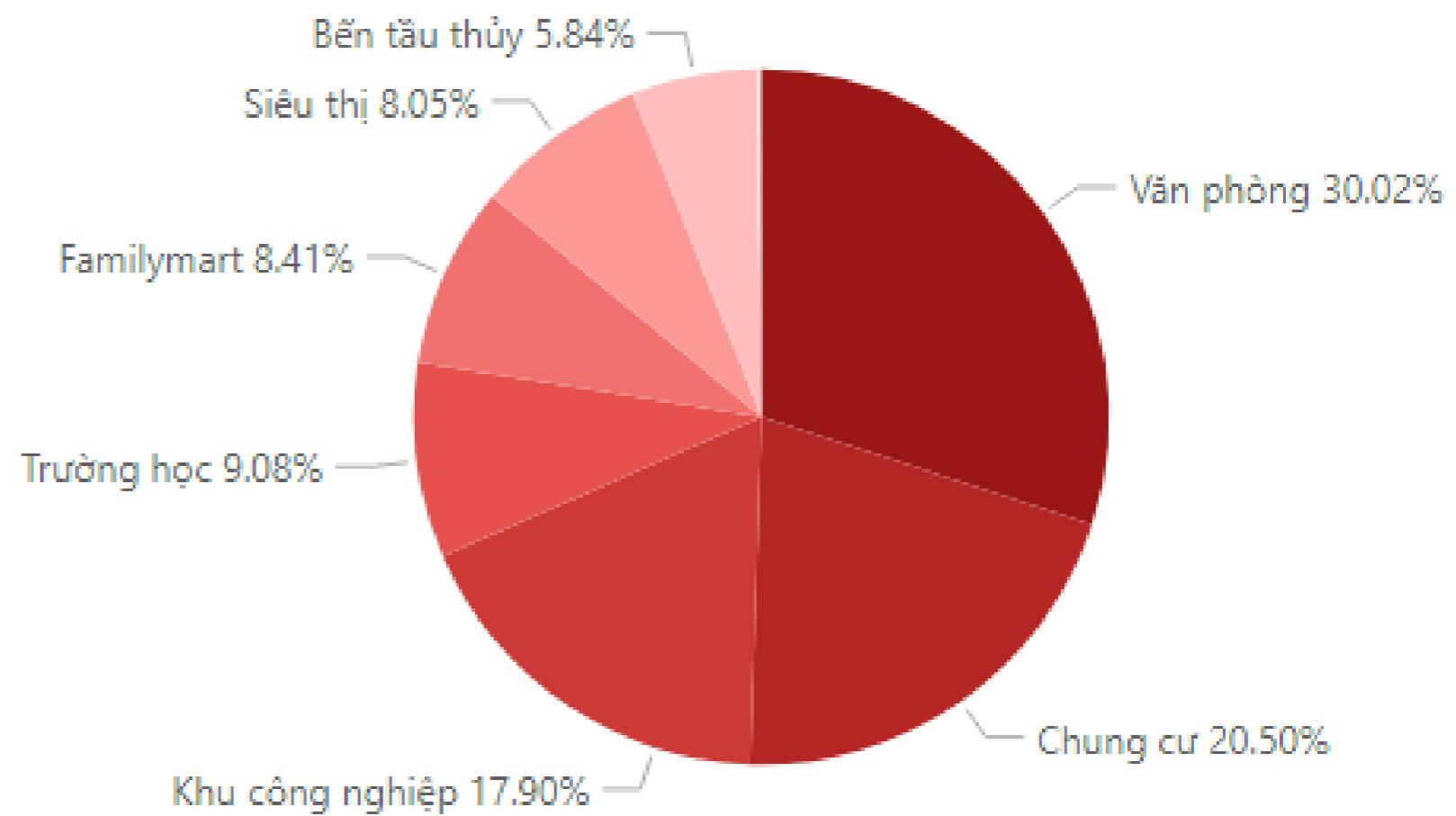
Total Sales and Total Orders in 3 months



Sales MoM%



Contribution of Sales by Location Type in 3 months

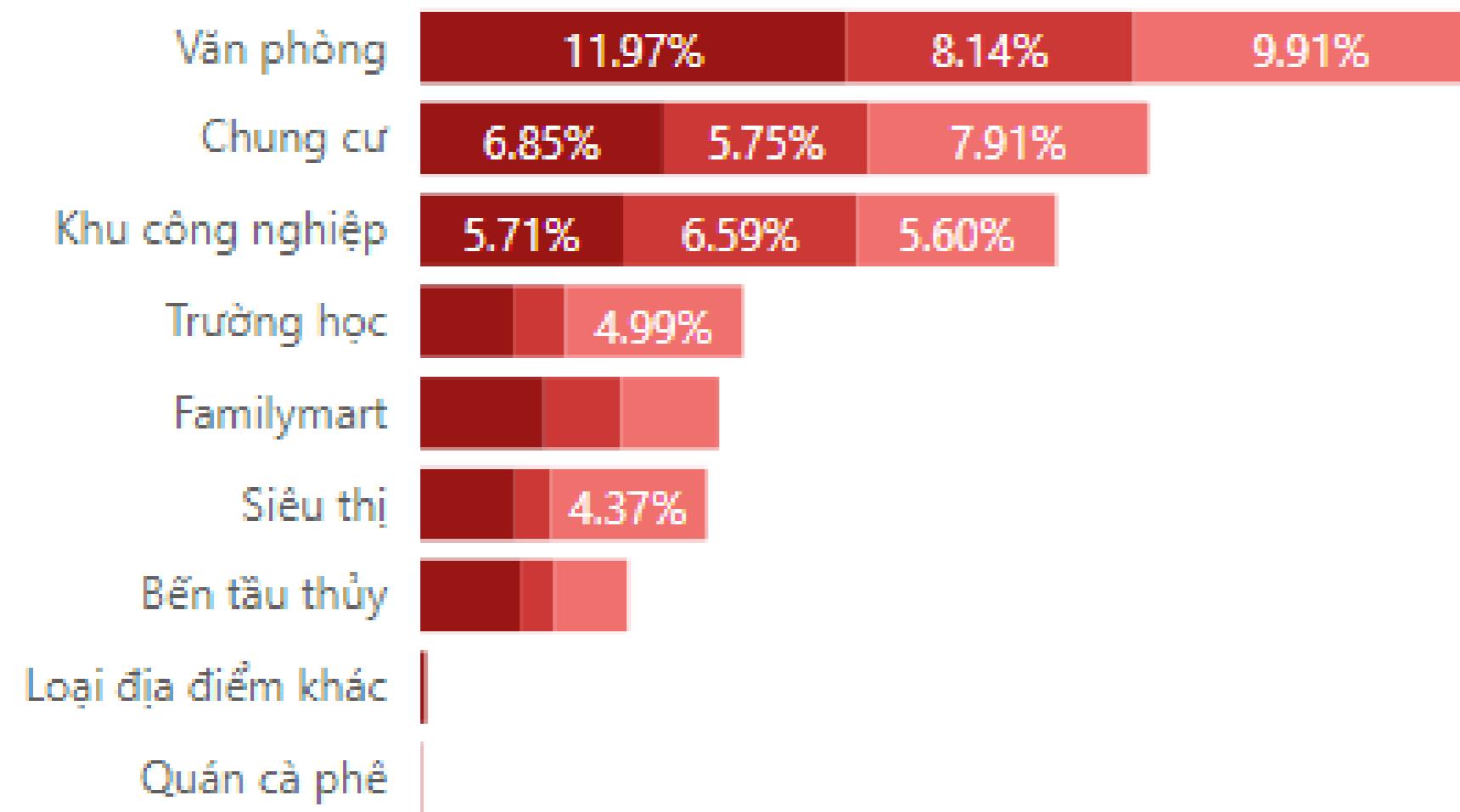


During social distancing occurred in April, sales significantly **dropped by 28.18%**. Despite the drop, sales had recovered in May, which highlighted an **increase of 44.37% in sales**. And among the Location Types, **Văn phòng**, **Chung cư** and **Khu công nghiệp** were the top 3 for sales contributors.

Sales by Location Type changed MoM

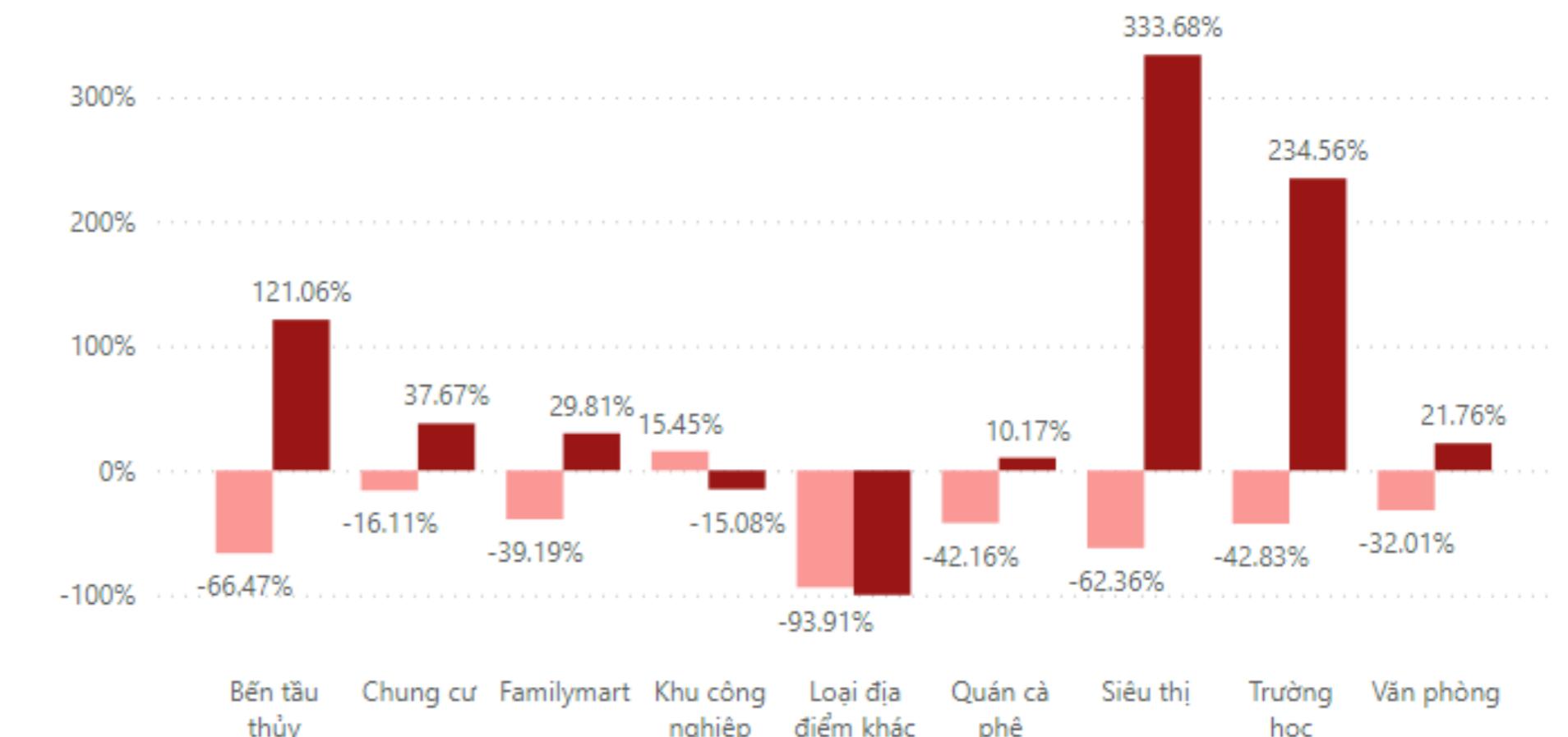
Contribution of sales by Location Type

MonthName ● Mar ● Apr ● May



Sales by Location Type MoM%

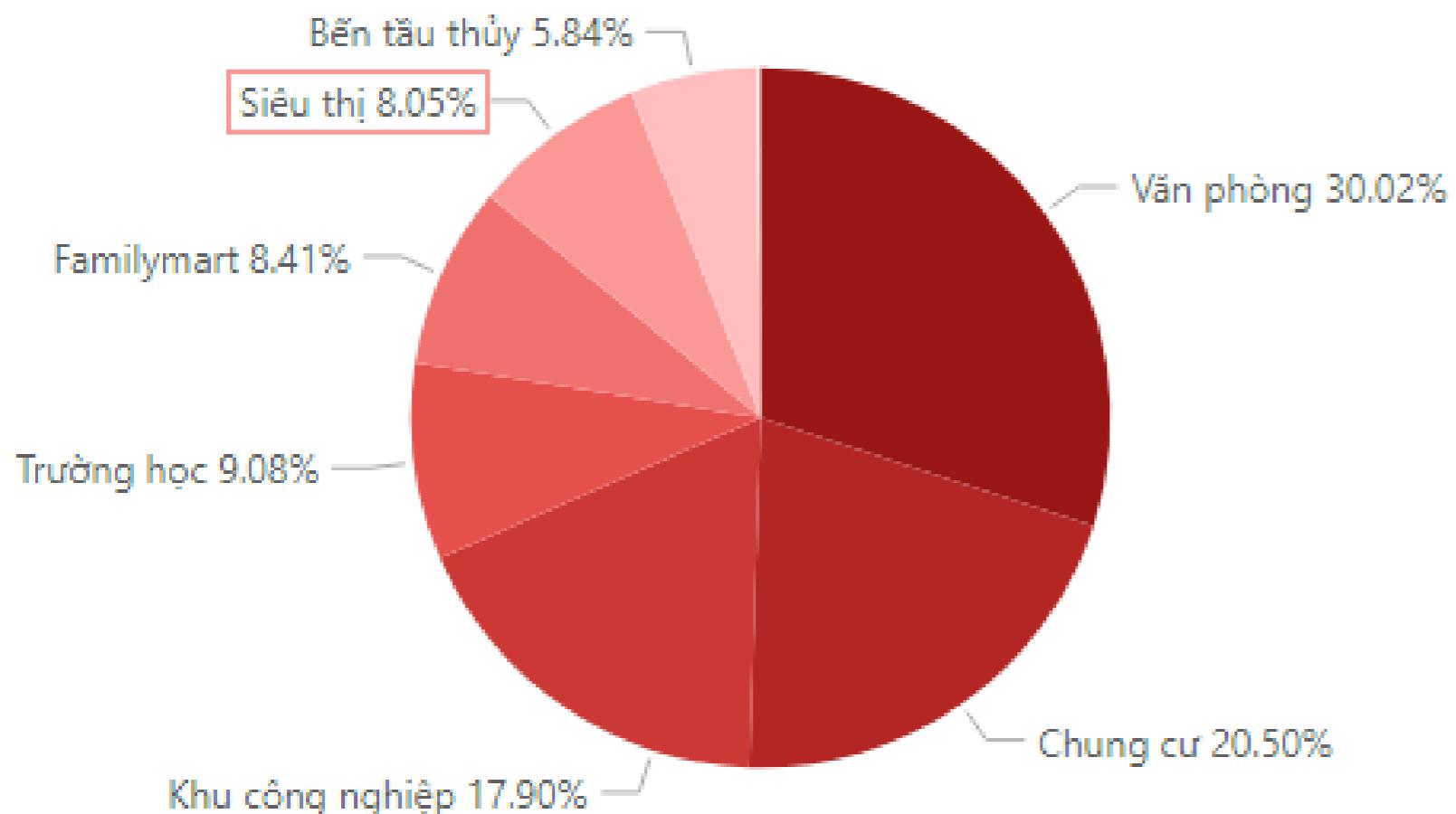
MonthName ● Apr ● May



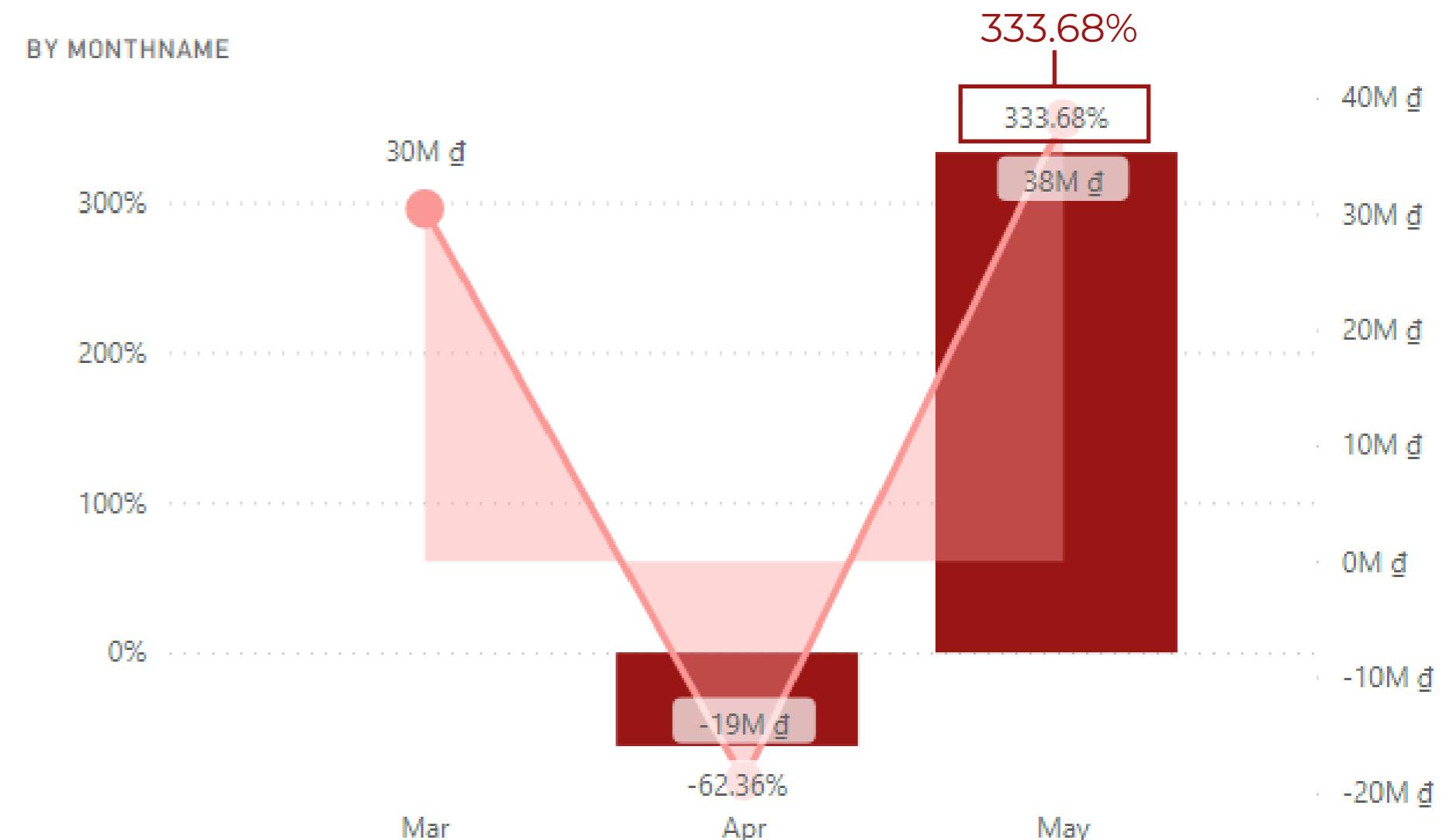
Văn phòng was still the main Location Type that had the highest sales over the last 3 months, which was **30.02% in total**. Noticeably, in May, Siêu thị and Trường học had experienced a significant increase in sales, especially **Siêu thị had grown by 333.68%** compared to April.

Sales at Siêu thị over the last 3 months

Contribution of Sales by Siêu thị in 3 months



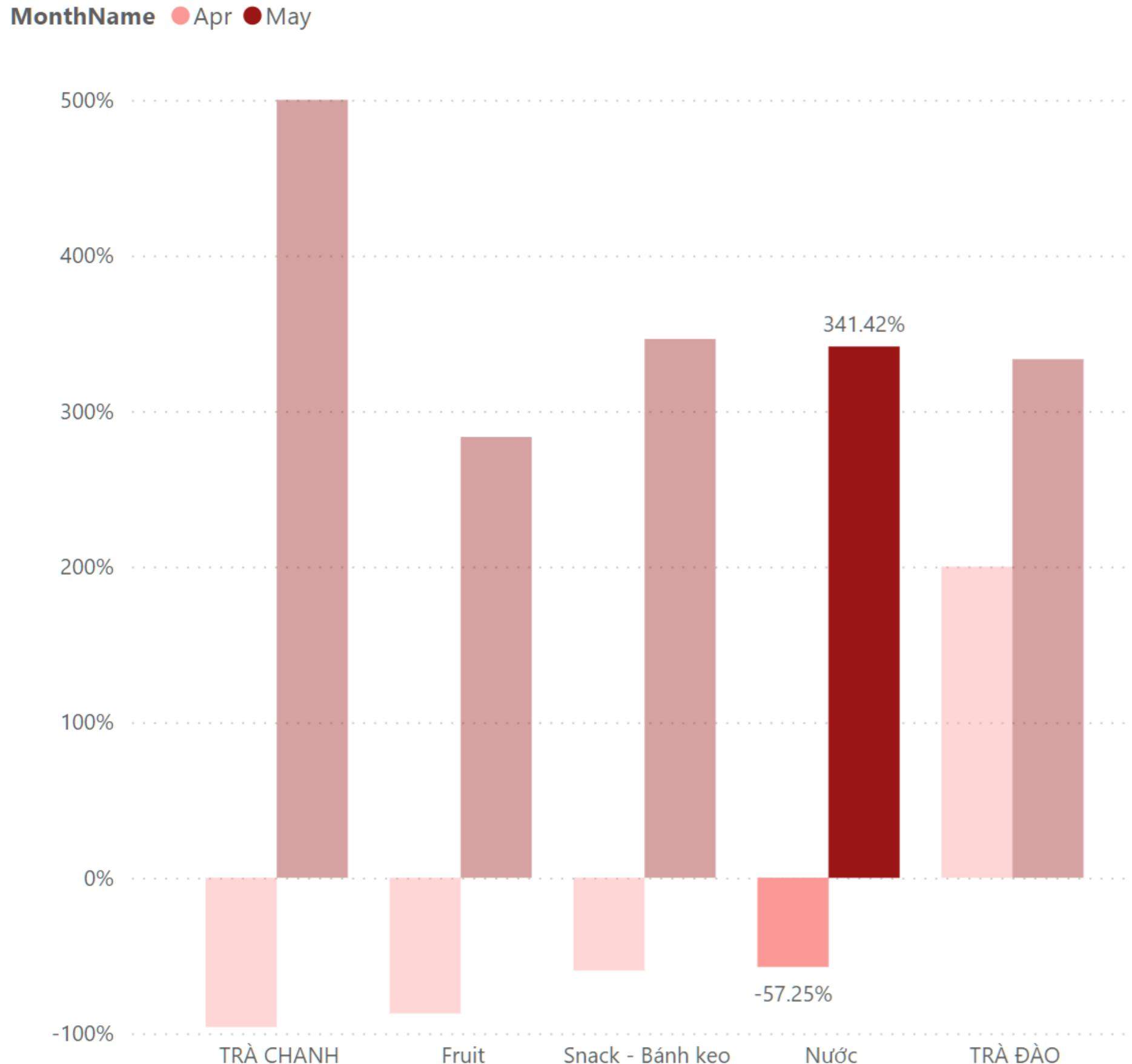
Sales at Siêu thị changed MoM%



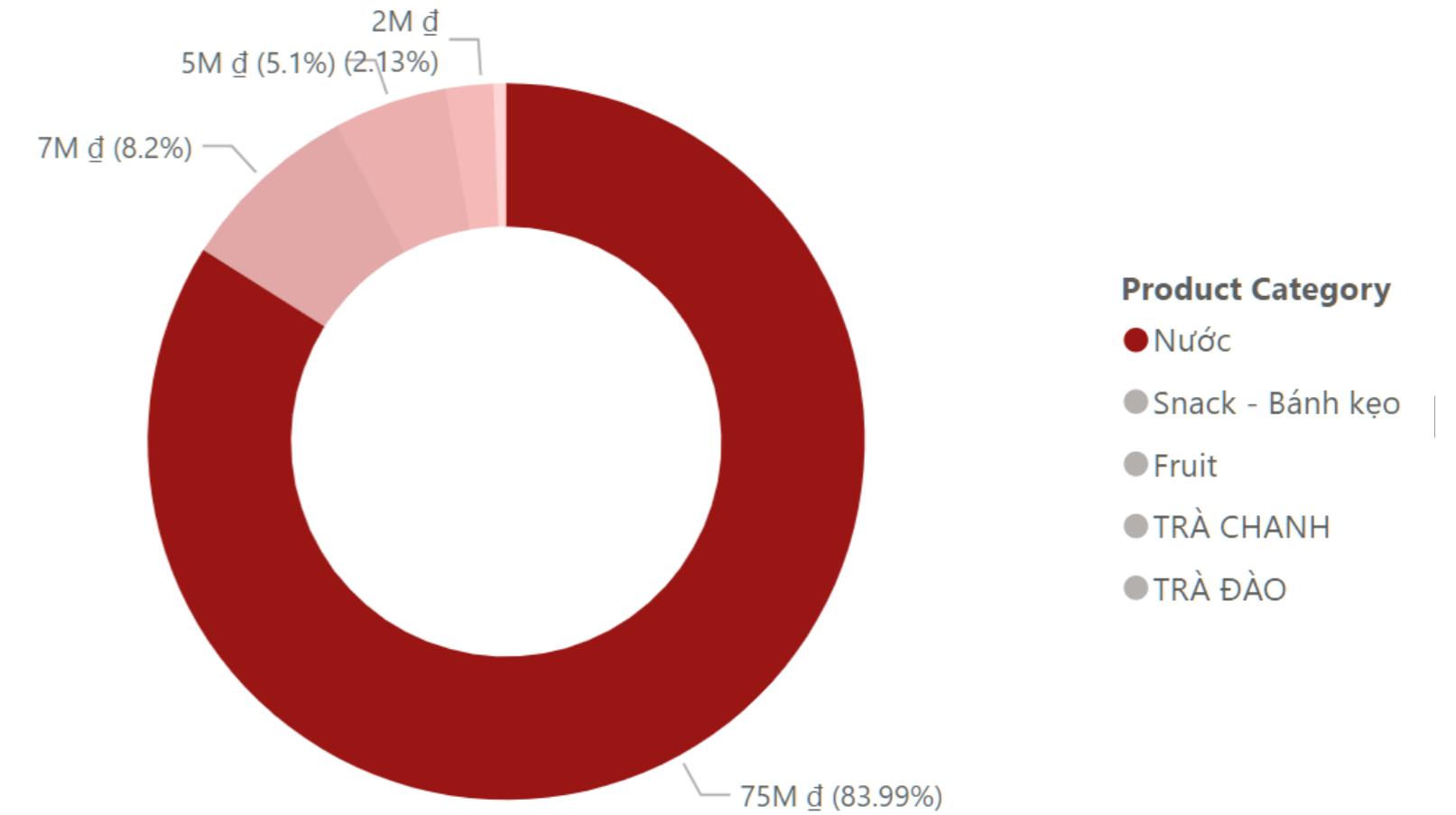
Even though sales by **Siêu thị** increased significantly in May, which was approximately 334%, this location type only contribute for **around 8% in total sales** over the last 3 months.

Why Sales at Siêu thị increased over months?

Sales by Top Category Changed Over Months



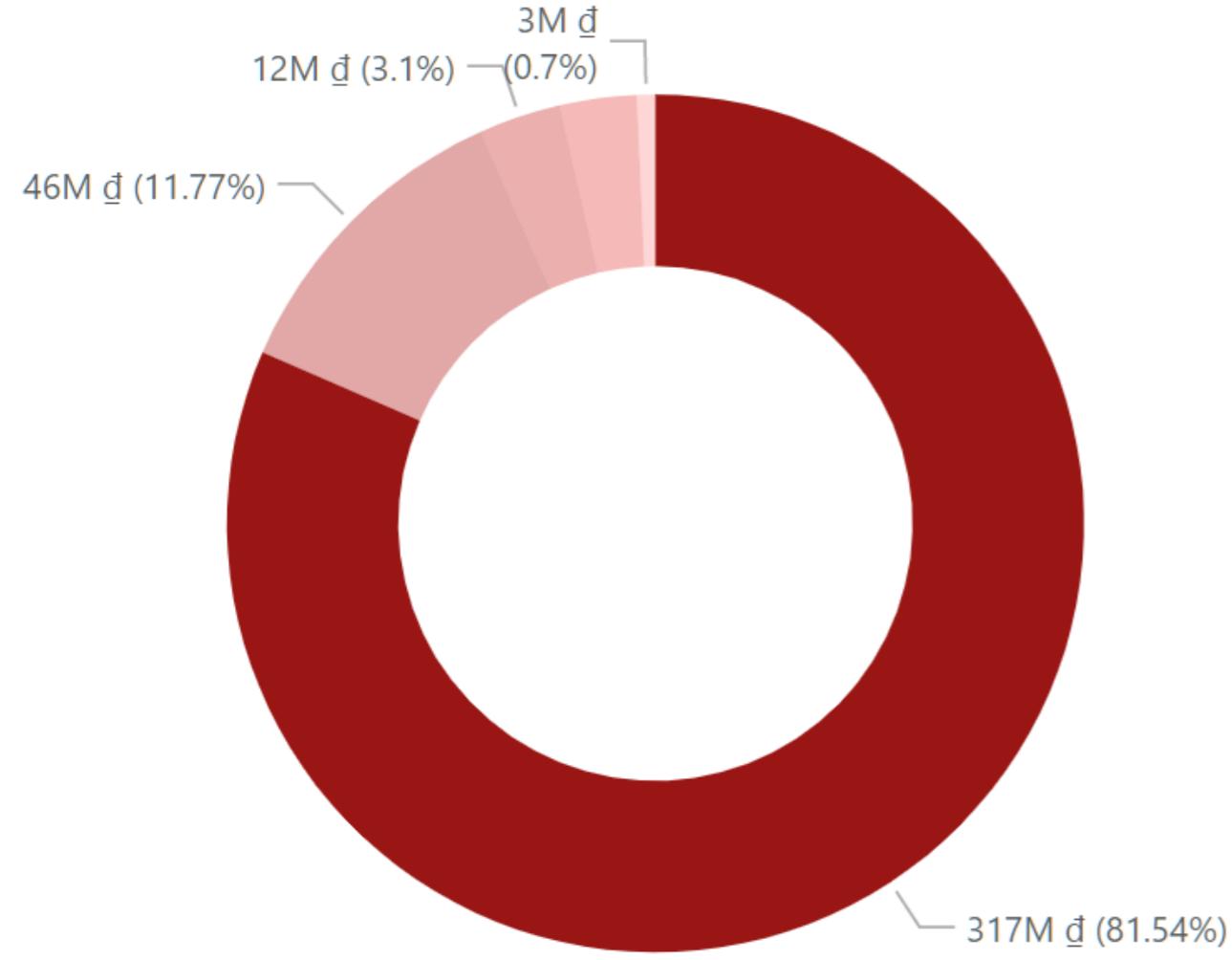
Sales by Top Product Category at Siêu thị



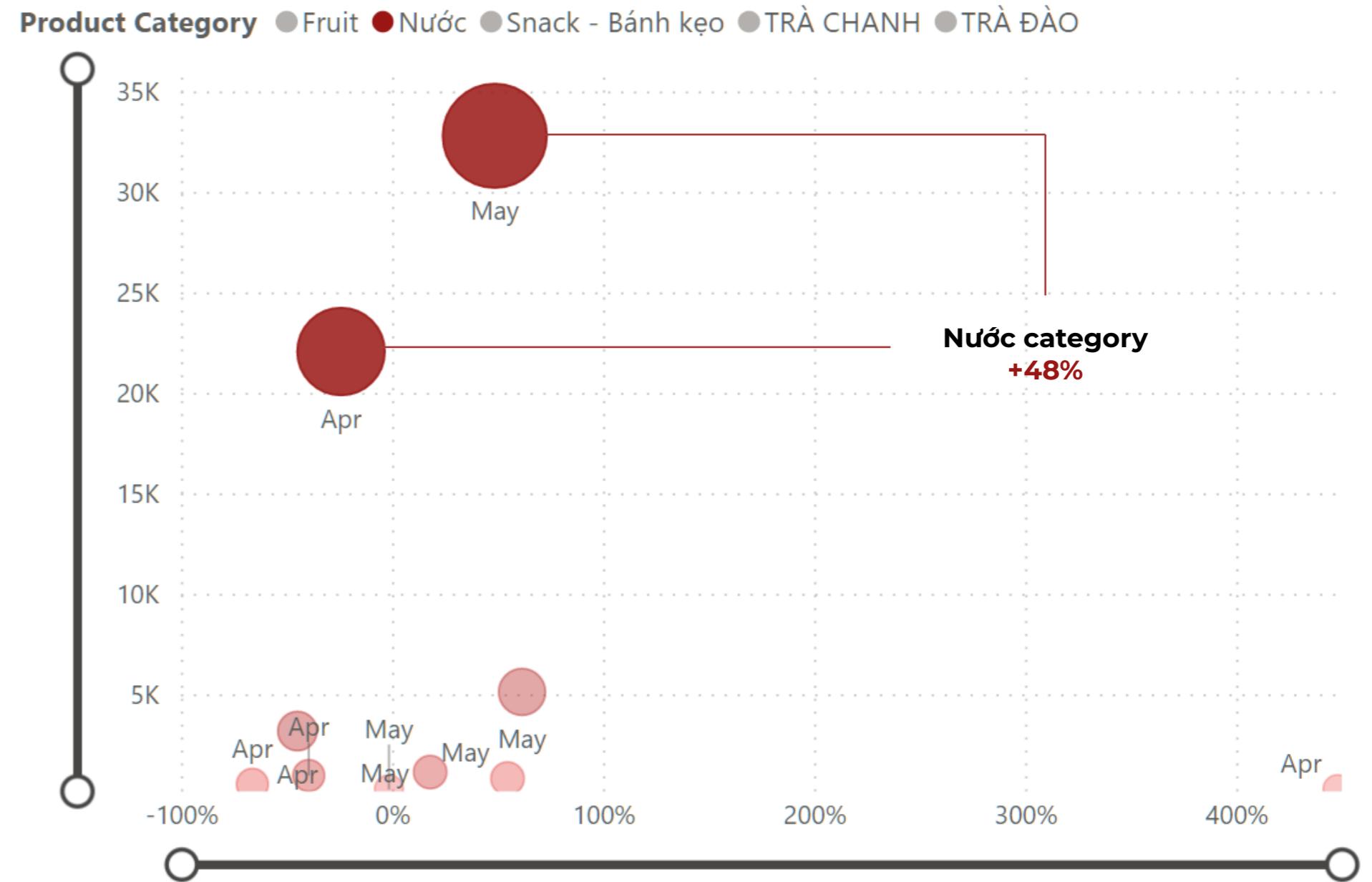
Throughout data discovery, it was recorded that sales at Siêu thị grew due to a **significant increase in sales by Nước category**, which **grew by around 341%** and accounted for approximately **84% of total sales** at this location.

Sales Performed Better with Nước Category

Top 5 Sales Contributors over the last 3 months



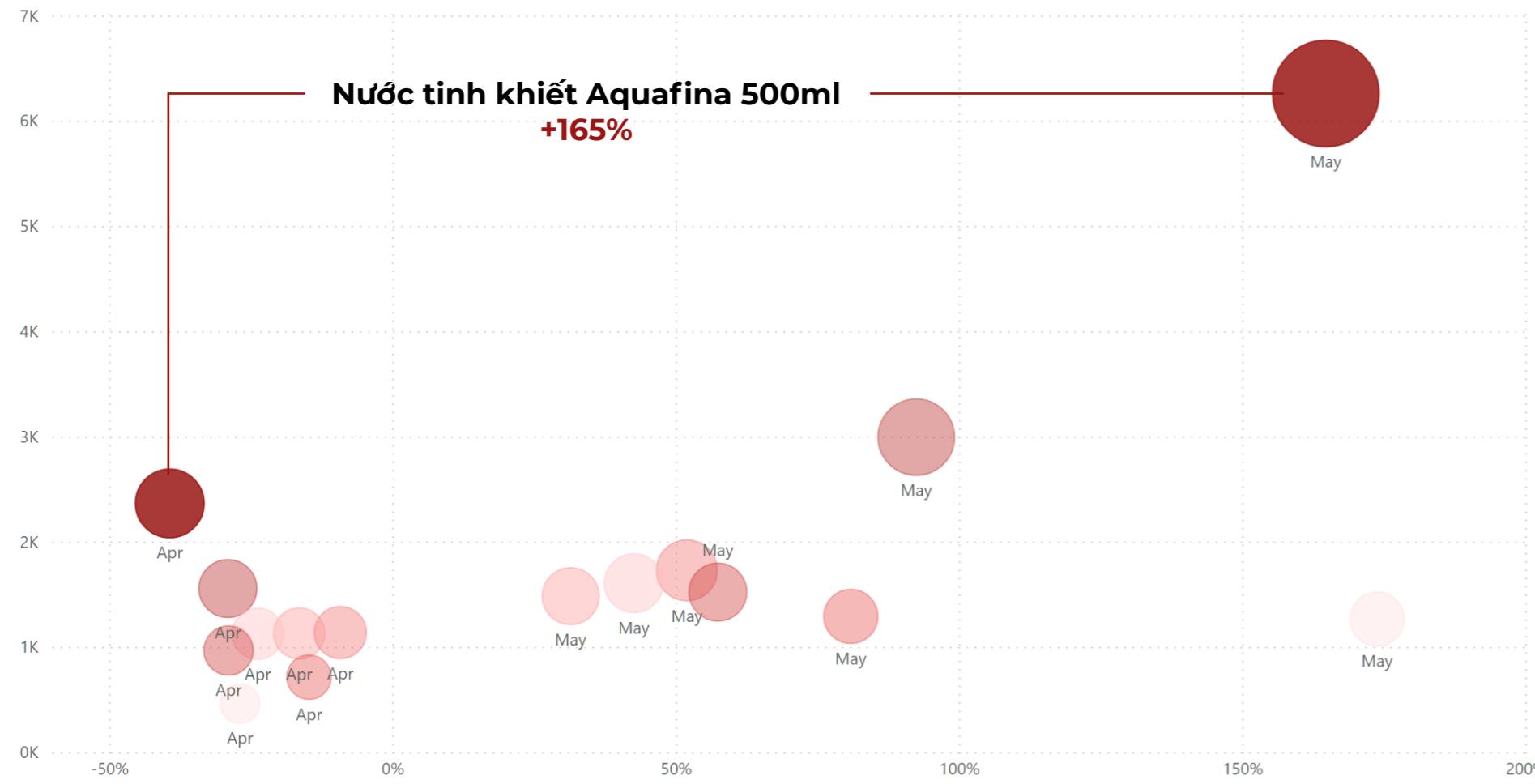
Orders MoM% by Nước Category



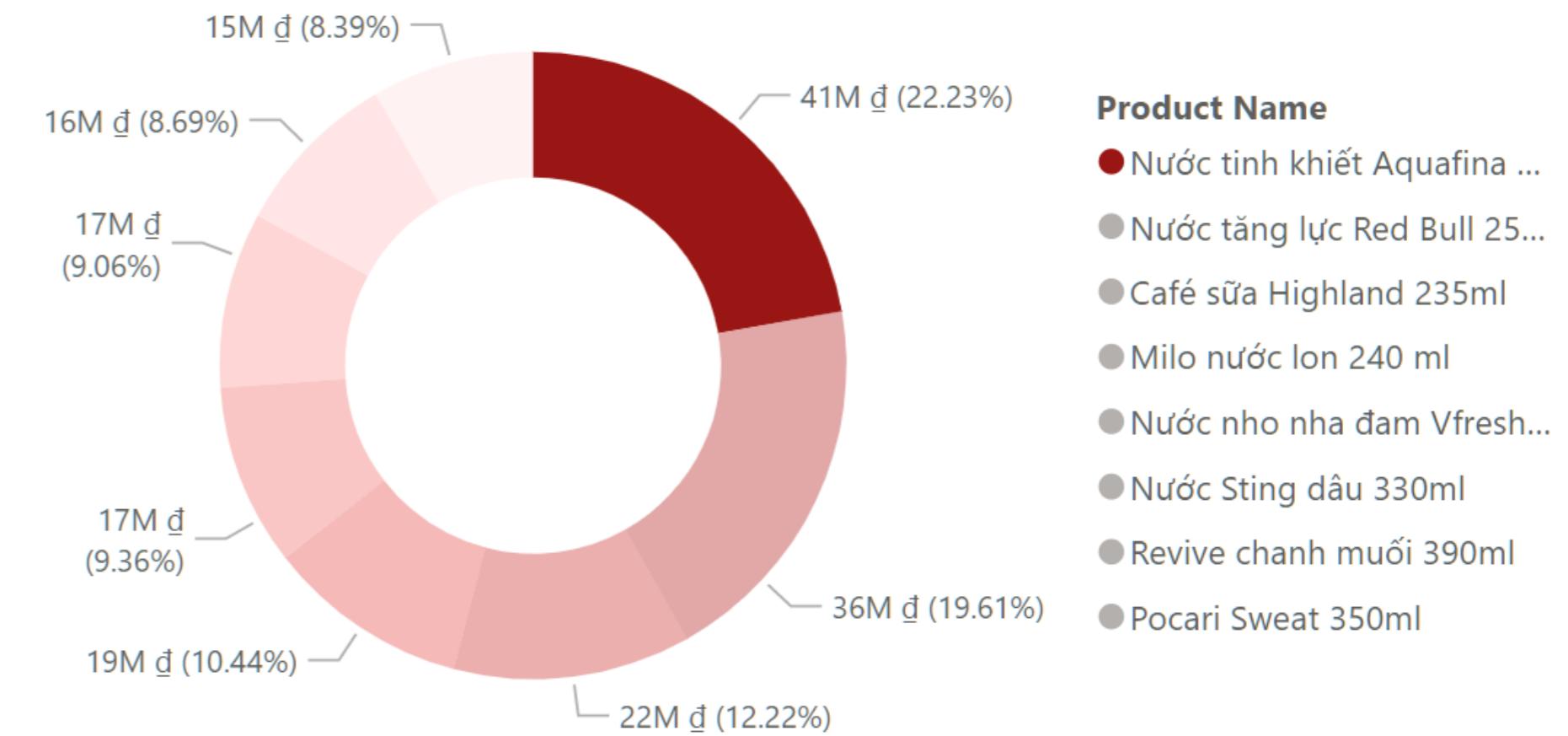
In overall, besides the increase of **Nước category** at Siêu thị, this category also had the highest sales over the last 3 months and **accounted for 81% of total sales**. Additionally, during social distancing that occurred in April, this category still had the highest number of orders among other categories and with **a growth of 48% in May**.

#1: High Sales with Nước Tinh Khiết Aquafina 500ml

Orders MoM% by Nước Products



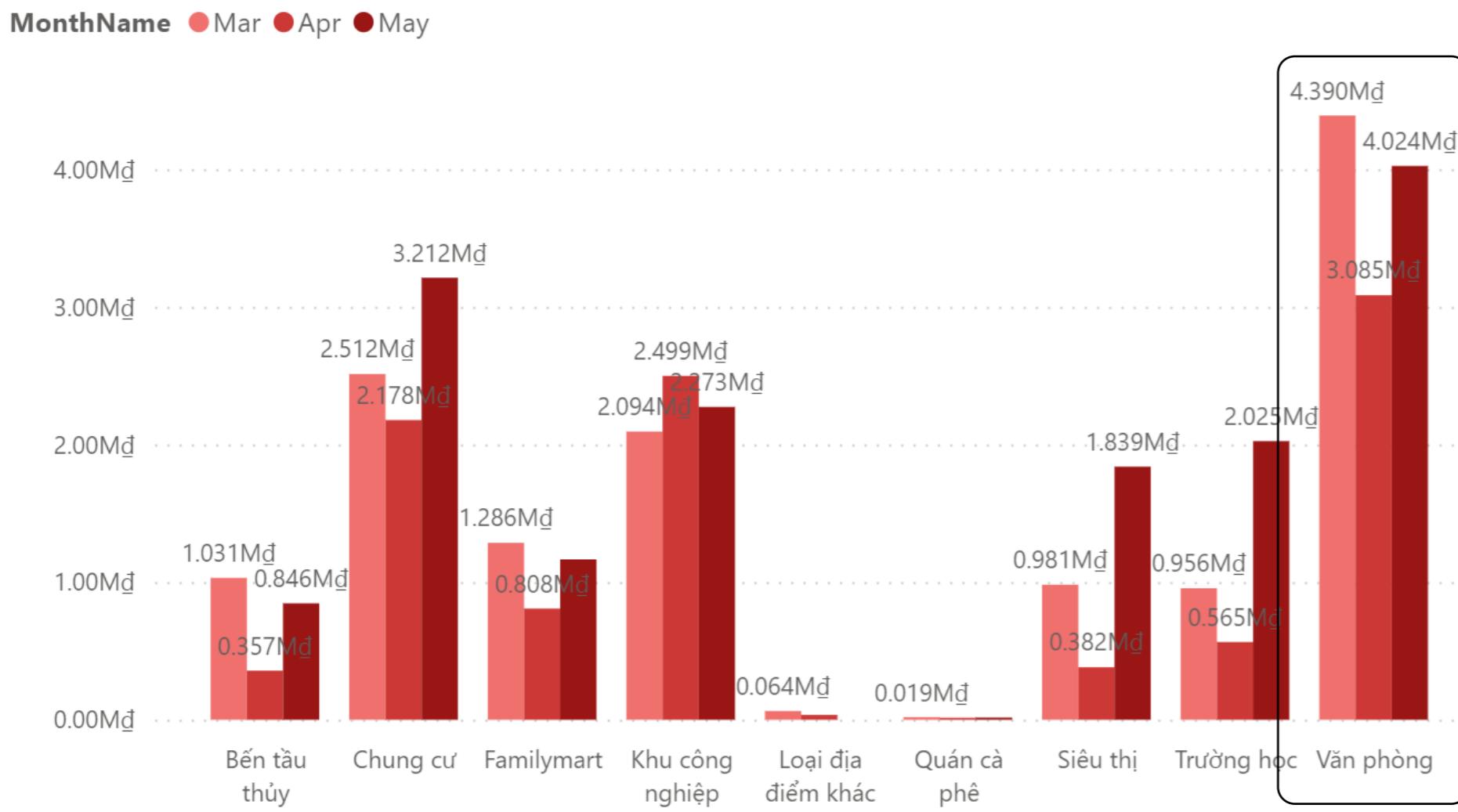
Sales by Top 8 Nước Products in Nước Category



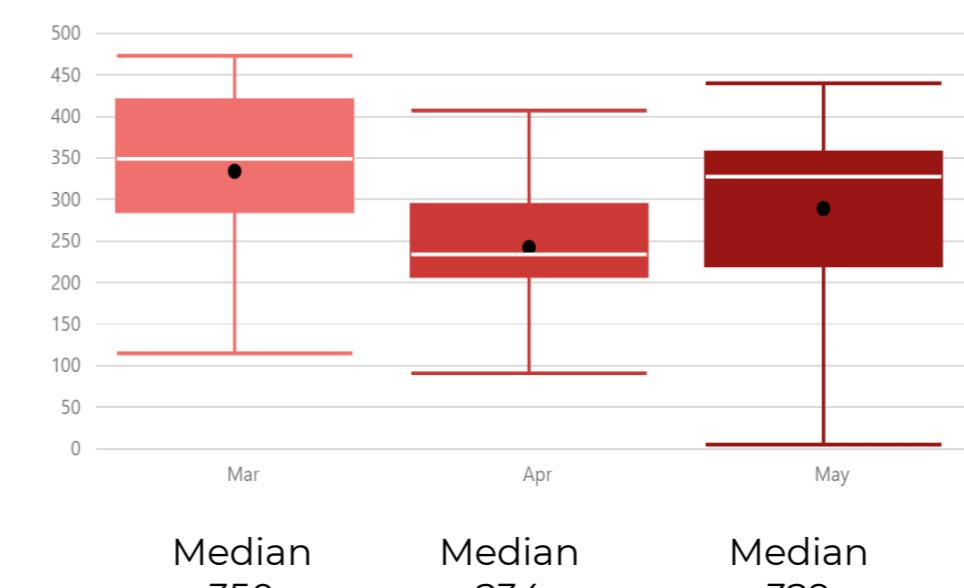
Following the sales increase in Nước category, **Nước tinh khiết Aquafina** had the highest orders in this product category with **an increase of 165%** in comparison between April and May. The product also remarkably contributed for **around 22% of the total sales**.

#2: High Avg. Sales Per Day at Văn Phòng

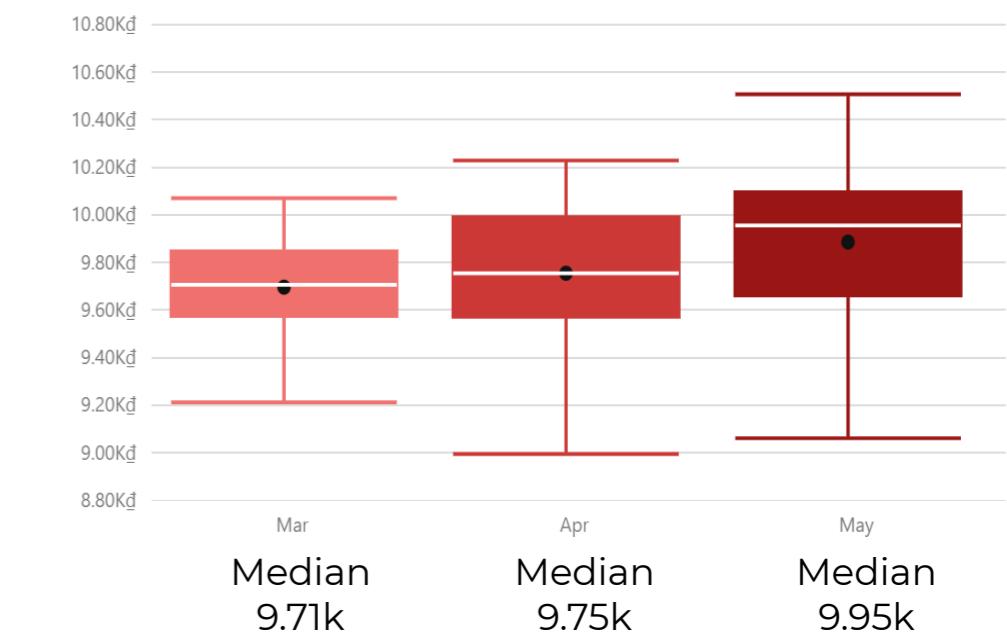
Average Sales Amount by Văn phòng per Day



Orders of Nước Products per Day



Avg. Order Value



Văn phòng Location Type: both **avg. sales and Median orders per day increased** in compared between April and May. During social distancing, it seemed that buyers at Văn phòng were still **very active**, and they tended to **buy Nước products** rather than other product categories. Also, through out 3 months, the avg. order value did not change much, this could mean that there was no change for unit price per product.

AVG. Sales Amount per Day = $SUM(Total\ Quantity * Unit\ Price) / \# Days\ per\ month$

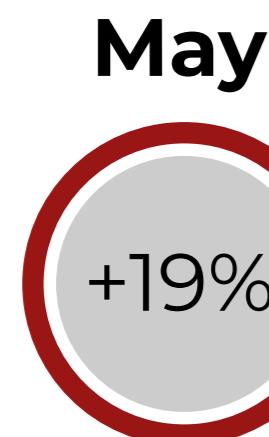
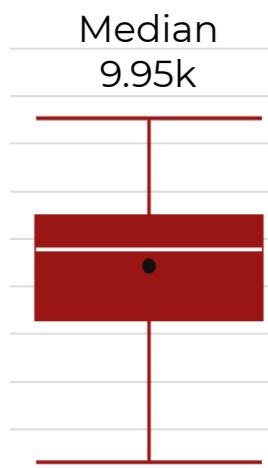
#2: High Avg. Sales Per Day at Văn Phòng

Average Sales Per Day at Văn Phòng

MonthName	Total Orders	Avg. Sales per Day	Total Sales	Sales MoM%
May	11275	4,024,161 đ	112,676,500 đ	21.76%
Văn phòng	11275	4,024,161 đ	112,676,500 đ	21.76%
Apr	9462	3,084,545 đ	92,536,350 đ	-32.01%
Văn phòng	9462	3,084,545 đ	92,536,350 đ	-32.01%
Total	20737	3,538,153 đ	205,212,850 đ	-10.24%

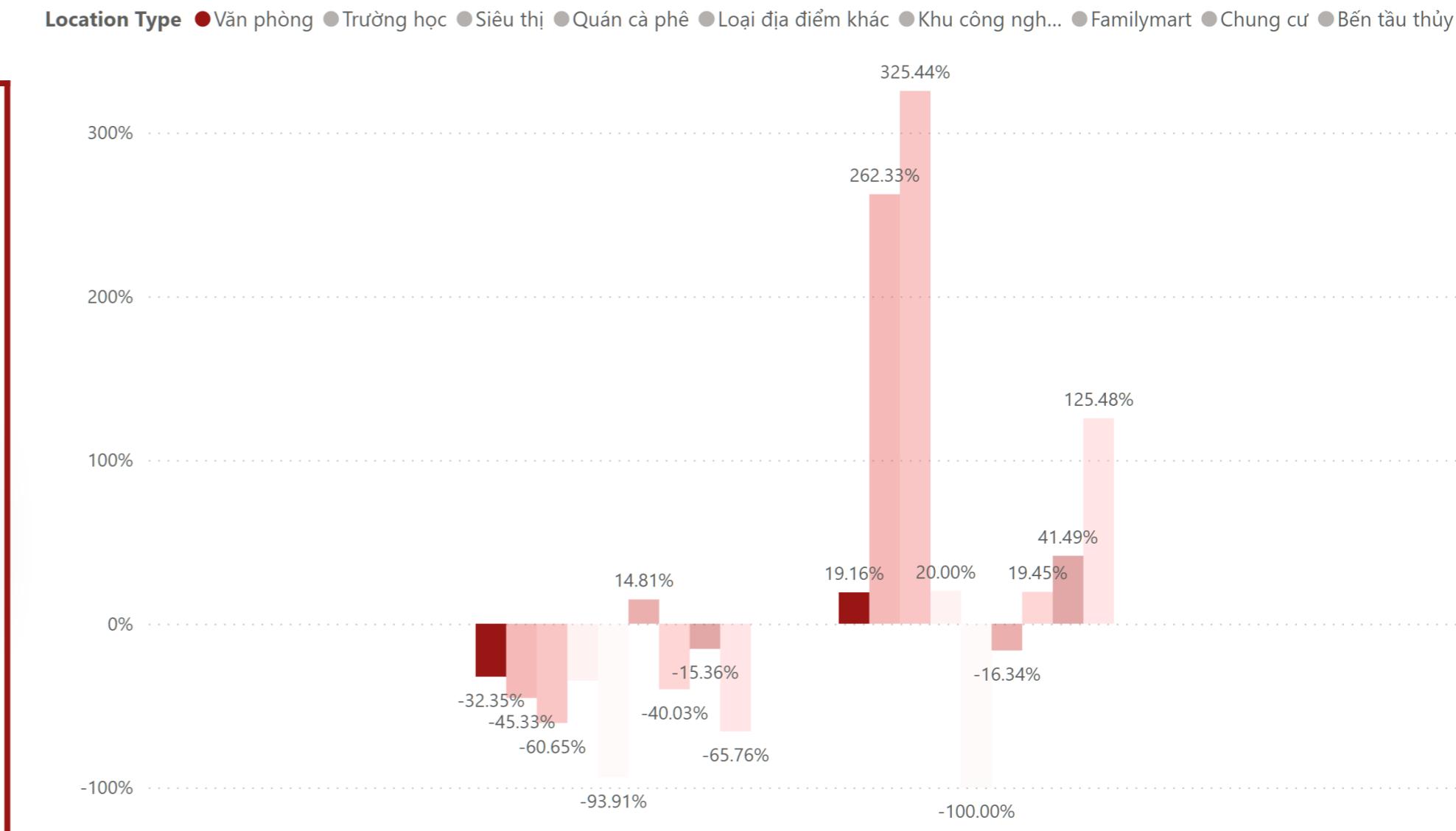
Total Orders in June of Văn phong Location Type **expected to grow double** compared to May, which will **contribute around 224Mđ** in total sales.

Avg. Order Value



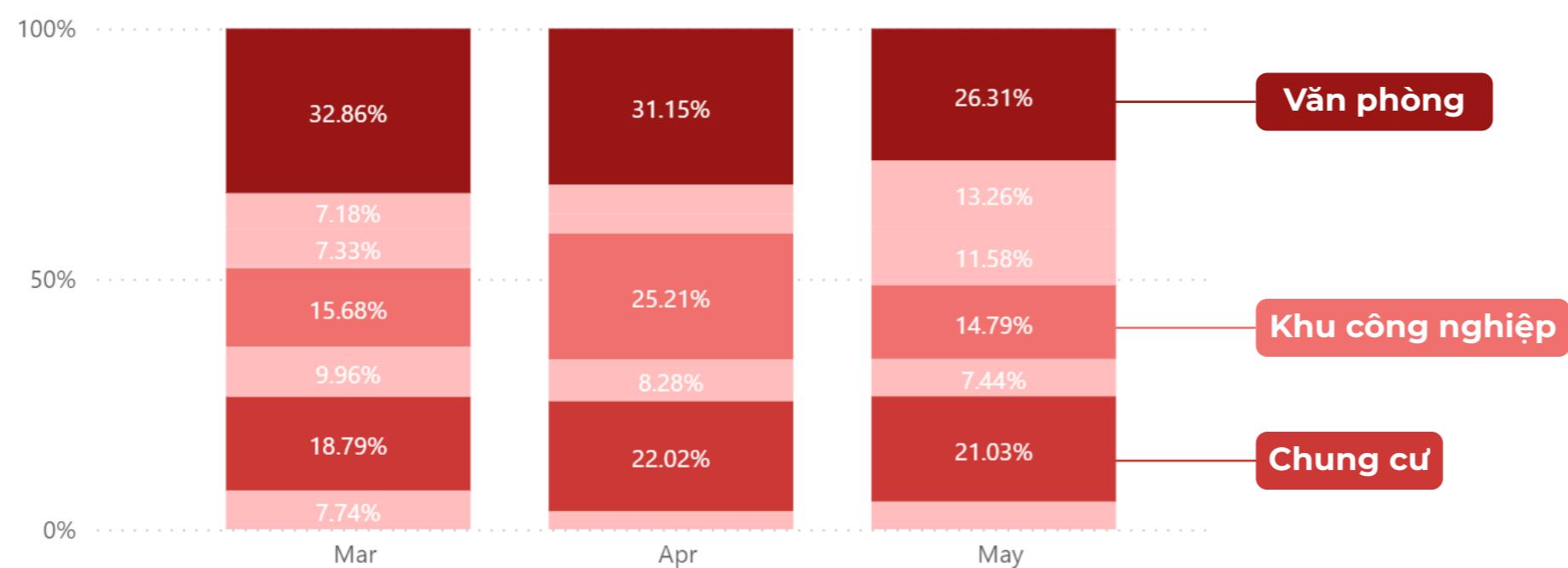
$$22,550 * 9,950k = 224,372,500đ$$

Orders MoM% at Văn Phòng

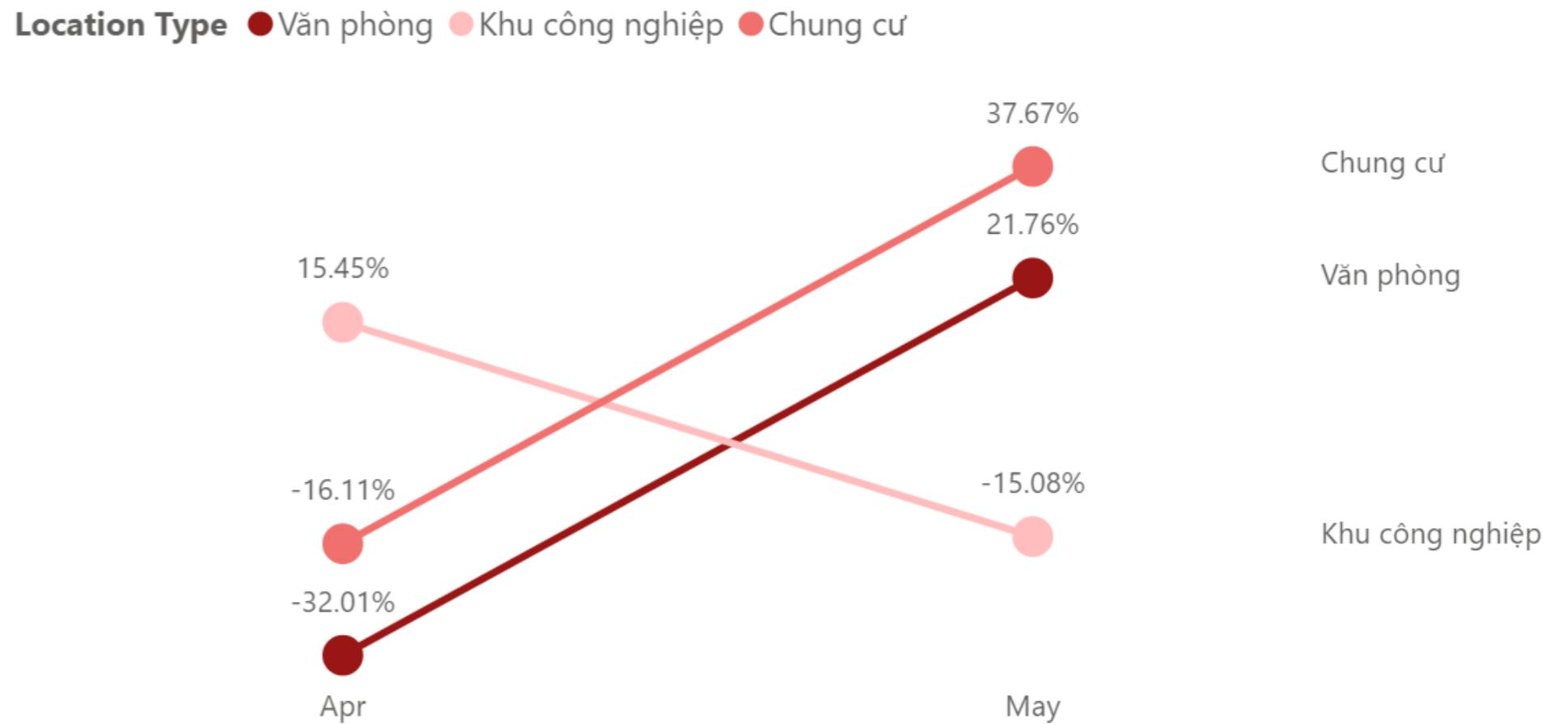


Beside Văn Phòng, Chung Cư and Khu Công Nghiệp?

GT% Sales by Location Type



MoM% Sales by Location Type

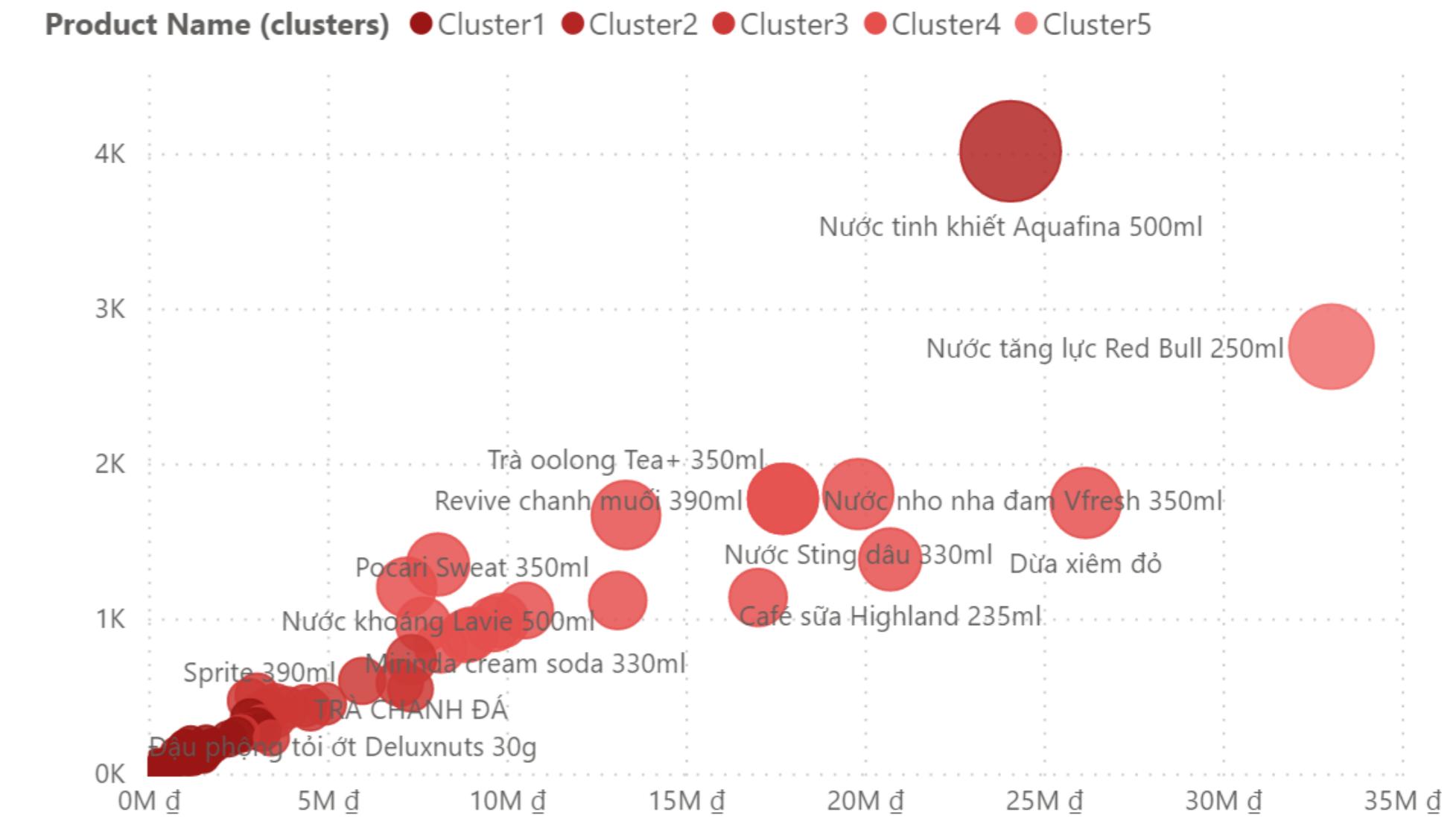


Beside Văn phòng, **Khu công nghiệp** and **Chung cư** were also the 2 locations that had high sales, which contributed 38.4% of the total sales. Is there any opportunity to improve sales for these locations?

Beside Văn Phòng, Chung Cư and Khu Công Nghiệp?

MonthName	Total Orders	Avg. Sales per Day	Total Sales	Sales MoM%	Orders MoM%
May	43198	15,281,839 đ	427,891,500 đ	44.37%	44.74%
Văn phòng	11275	4,024,161 đ	112,676,500 đ	21.76%	19.16%
Chung cư	9262	3,211,857 đ	89,932,000 đ	37.67%	41.49%
Khu công nghiệp	6317	2,273,250 đ	63,651,000 đ	-15.08%	-16.34%
Trường học	6301	2,024,679 đ	56,691,000 đ	234.56%	262.33%
Siêu thị	4582	1,838,963 đ	49,652,000 đ	333.68%	325.44%
FamilyMart	2629	1,165,407 đ	31,466,000 đ	29.81%	19.45%
Bến tàu thủy	2814	846,179 đ	23,693,000 đ	121.06%	125.48%
Quán cà phê	18	16,250 đ	130,000 đ	10.17%	20.00%
Loại địa điểm khác				-100.00%	-100.00%
Apr	29846	9,879,778 đ	296,393,350 đ	-28.18%	-28.37%
Văn phòng	9462	3,084,545 đ	92,536,350 đ	-32.01%	-32.35%
Khu công nghiệp	7551	2,498,533 đ	74,956,000 đ	15.45%	14.81%
Chung cư	6546	2,177,533 đ	65,326,000 đ	-16.11%	-15.36%
FamilyMart	2201	808,000 đ	24,240,000 đ	-39.19%	-40.03%
Trường học	1739	564,833 đ	16,945,000 đ	-42.83%	-45.33%
Siêu thị	1077	381,633 đ	11,449,000 đ	-62.36%	-60.65%
Bến tàu thủy	1248	357,267 đ	10,718,000 đ	-66.47%	-65.76%
Loại địa điểm khác	7	35,000 đ	105,000 đ	-93.91%	-93.91%
Quán cà phê	15	14,750 đ	118,000 đ	-42.16%	-34.78%
Total	73044	12,487,670 đ	724,284,850 đ	2.14%	2.14%

GT% Sales by Location Type



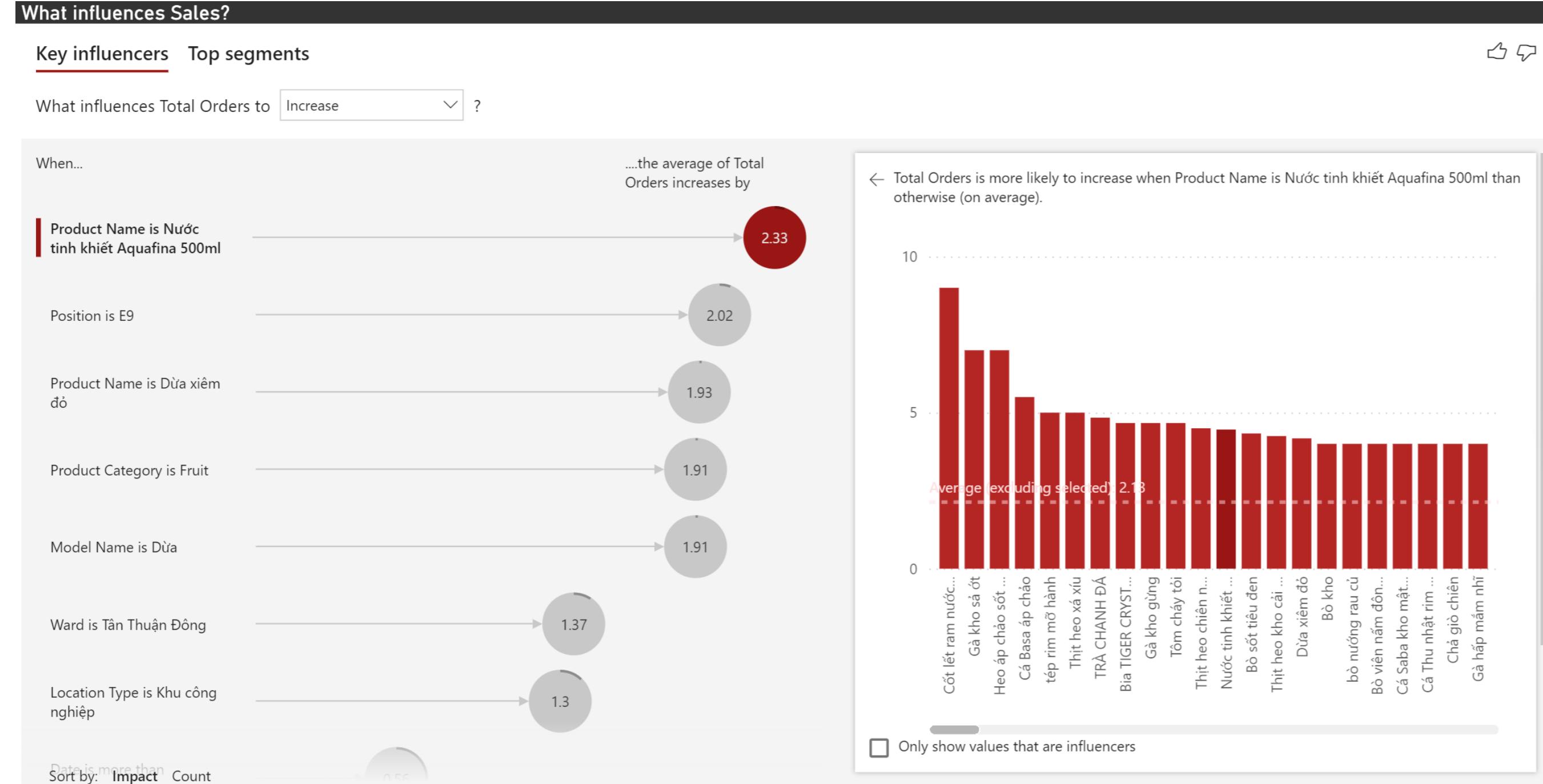
Sales at **Khu công nghiệp** dropped because of the decrease in number of orders.

Sales at **Chung cư** increase because of the increase in number of orders, where **avg. sales per day increased from 2.5Mđ to 3.2Mđ**.

No surprise that both had a **decent number of orders that fell in Nước category**, such as, Nước tinh khiết Aquafina 500ml and Nước tăng lực Red Bull 250ml

#3: Focus on Nước Product that has higher volume

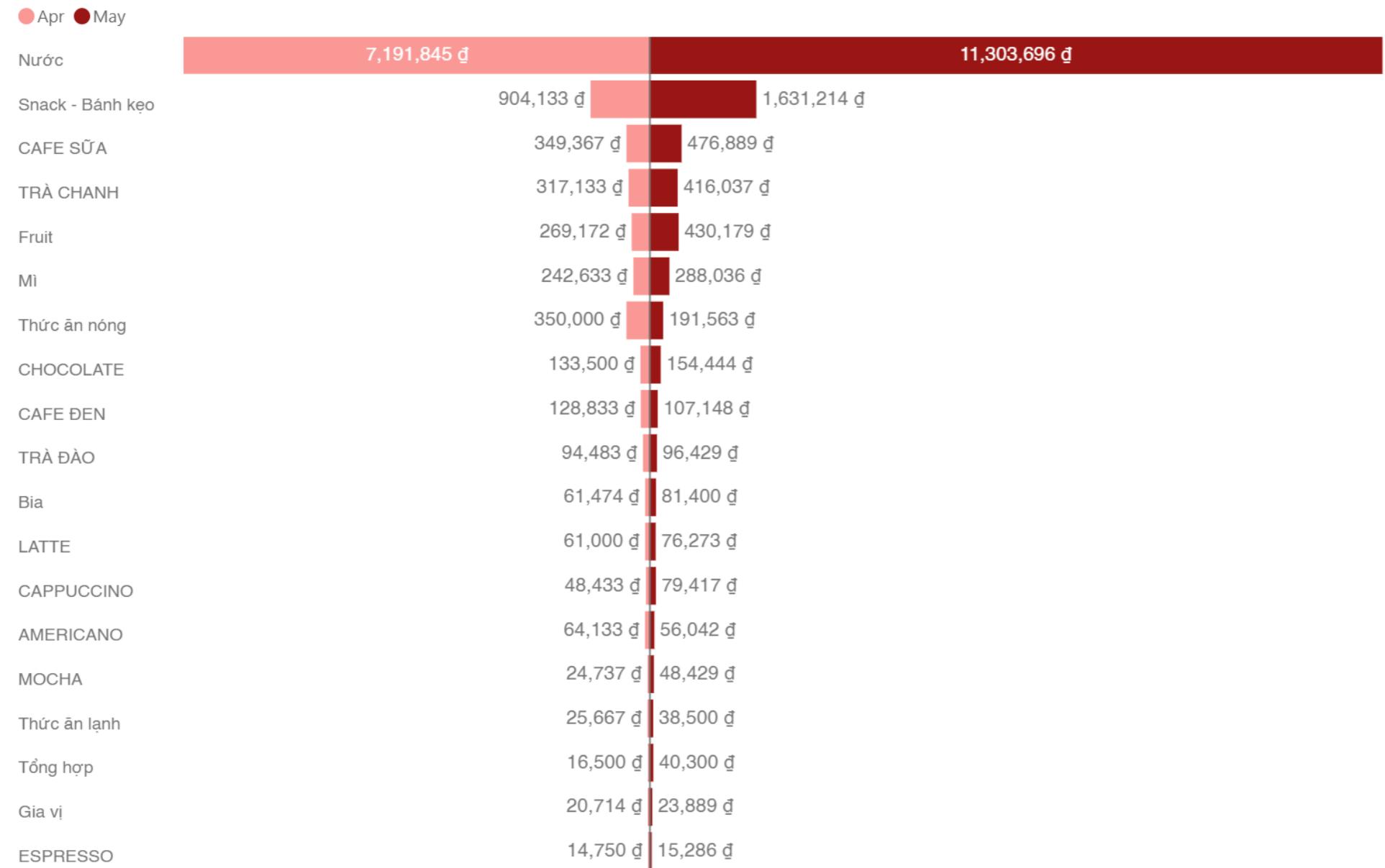
What influences total orders?



Total orders are more likely to increase when the product is **Nước tinh khiết Aquafina 500ml**, which **2.33 times higher** than other products on average.

#3: Focus on Nước Product that has higher volume

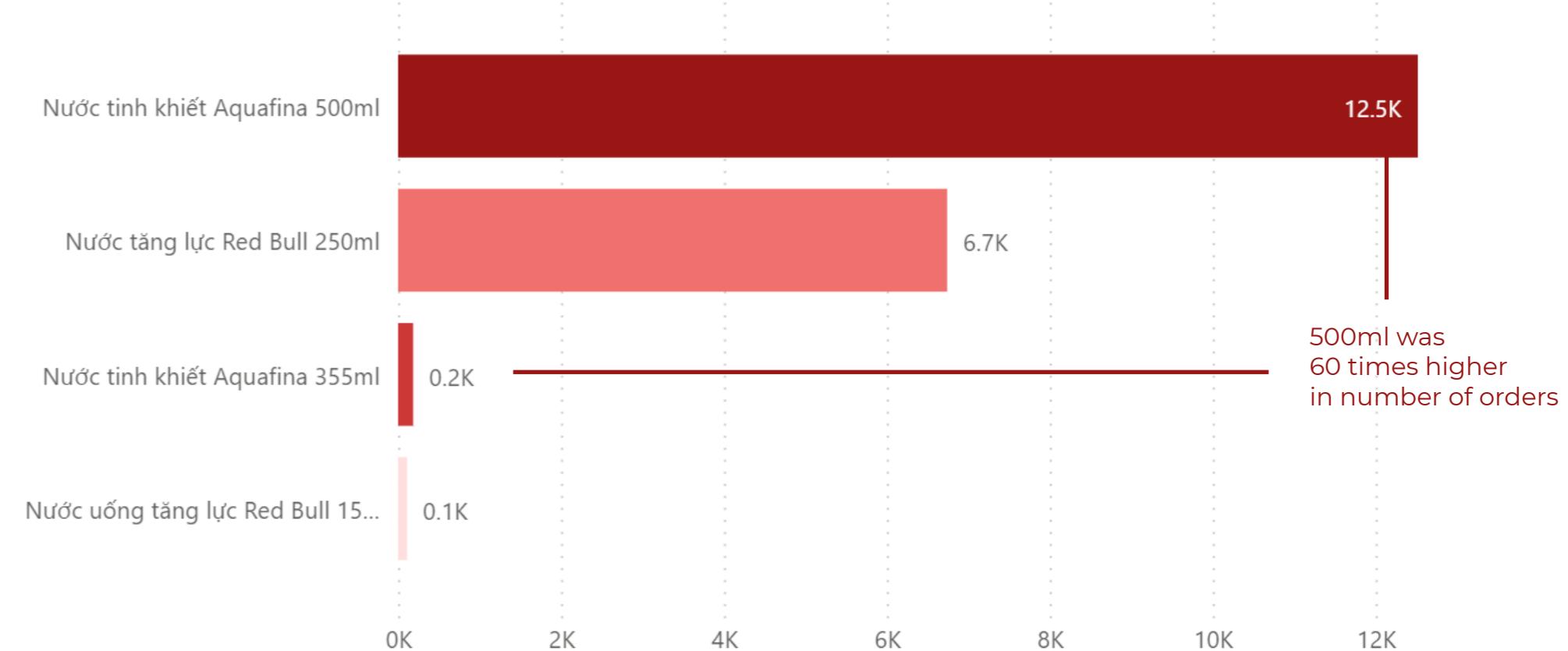
Avg. Sales Per Day by Product Category



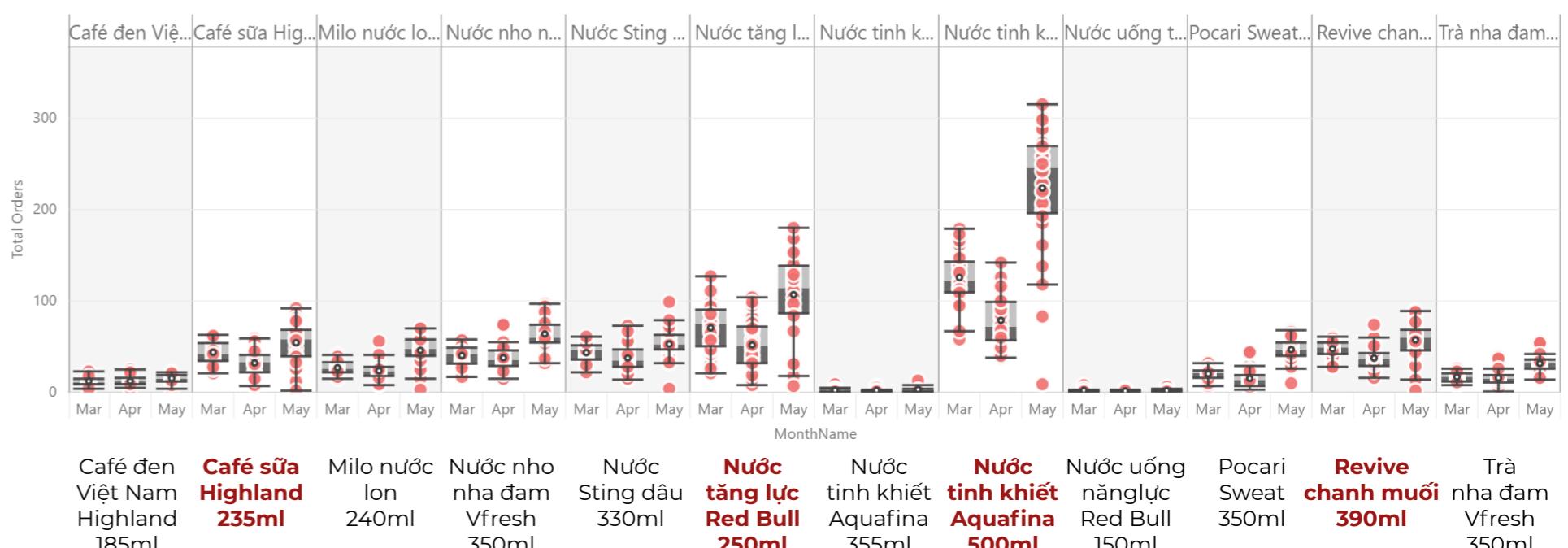
Even when during social distance period that happened in April, Nước category still had the highest avg. sales per day and the amount was drastically greater than the other categories.

Following this overwhelming, buyers were more likely to purchase **Nước products** that had **higher volume**. For example, Nước tinh khiết **Aquafina with 500ml** had orders that was around 60 times higher than those with **255ml**.

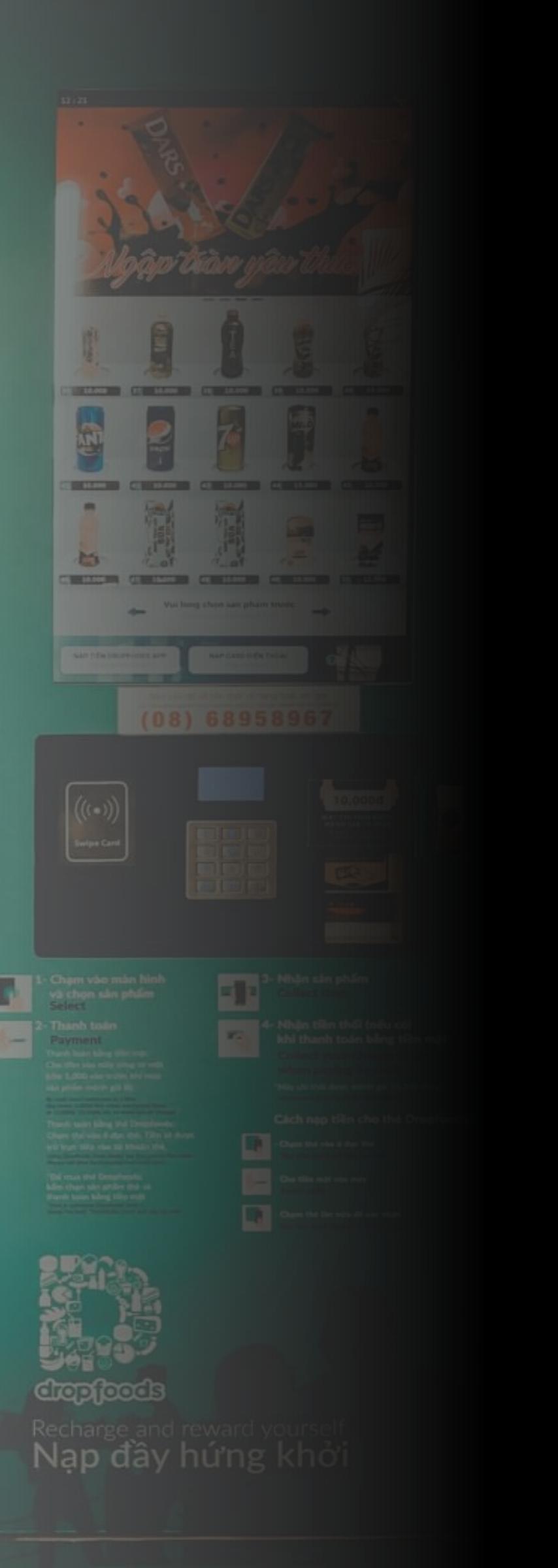
Orders Comparison with different volume



Orders Breakdown By Top Selling Nước Products



Solutions & Next Steps



1 **Increase sales** quantity for **nước** products.

2 **Push sales** at high demand locations: **Văn phòng**, **Chung cư** and **Khu công nghiệp**.

3 **Focus on** nước products that have **higher volume**.



THANK
YOU

