



BOGESHWAR CERAMICS

Sales Analysis



Business Presentation

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INTRODUCTION

- BODGESHWAR CERAMICS is one of the leading ceramic shops in Goa. With 3 branches. In this analysis, we delve into their sales data from March 2022 to March 2024 to evaluate their sales Trends and inform Feature strategies.

Agenda

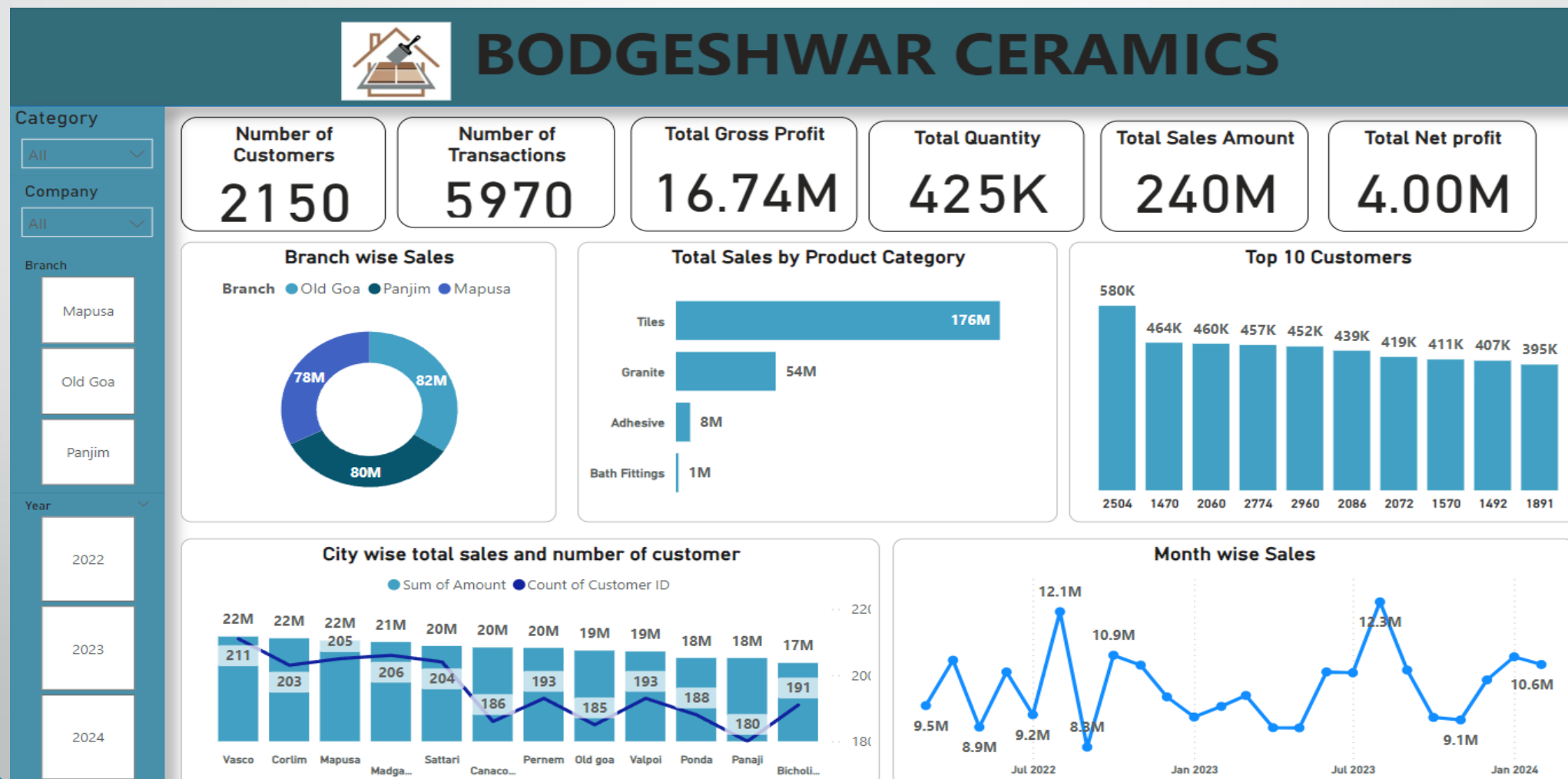
- Overview of sales performance
- Branch-wise analysis
- Product category performance
- Customer insights
- Seasonal trends
- Financial performance
- Key findings and recommendations

About Data-Set

- Customer : Details about the customer.
- Products : Details about product category and sub-category.
- Expenses : details about Transport cost per month.
- Transactions : Details about gross profit, transactions, etc.

Overview of sales performance

- Total customers: 2,150
- Total transactions: 5,970
- Total sales: ₹240M
- Total net profit: ₹4.00M

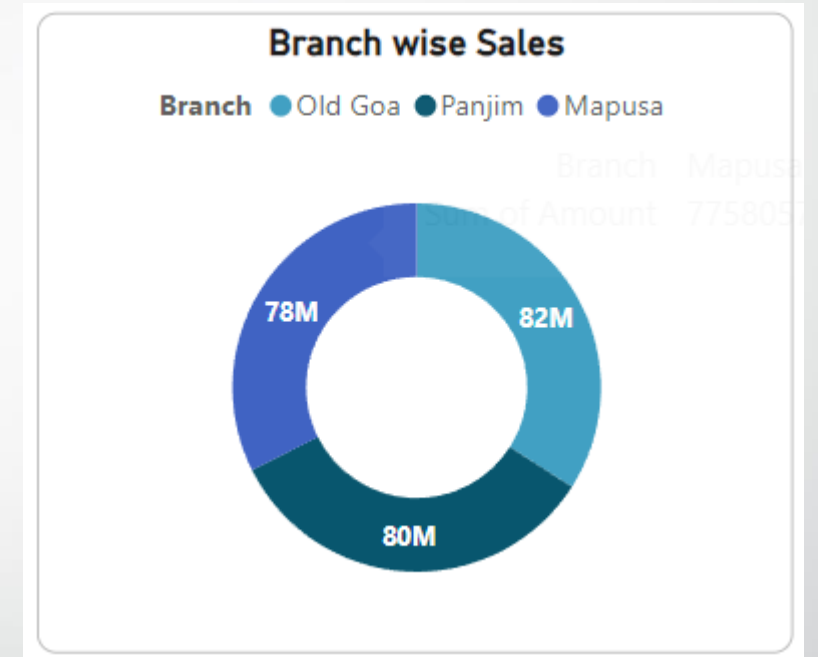


Branch Performance

- Old Goa: ₹82M
- Mapusa: ₹80M
- Panjim: ₹78M

SQL query

```
--*Branch Performance:*  
select Branch ,SUM([Amount])as Totalrevenue ,  
        round(SUM( [Gross_Profit]),1)as Gross_profit  
from [dbo].[transactions]  
group by Branch
```



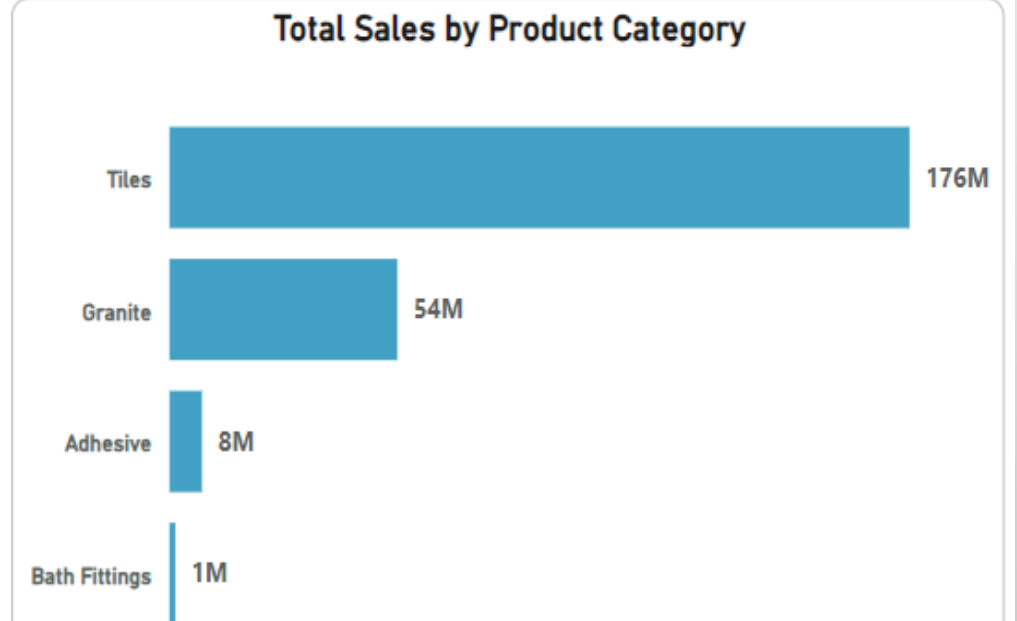
Product Category Performance

SALES

- Tiles: ₹176M
- Granite: ₹54M
- Adhesive: ₹8M
- Bath Fittings: 1M

SQL query

```
--*Sales by Product Category:*  
select [Product_Category] ,SUM([Amount]) AS Total_Sales  
      from [dbo].[transactions] as t  
join [dbo].[product] as p on t.[Product_ID]=P.[Product_ID]  
group by [Product_Category]  
order by Total_Sales desc
```

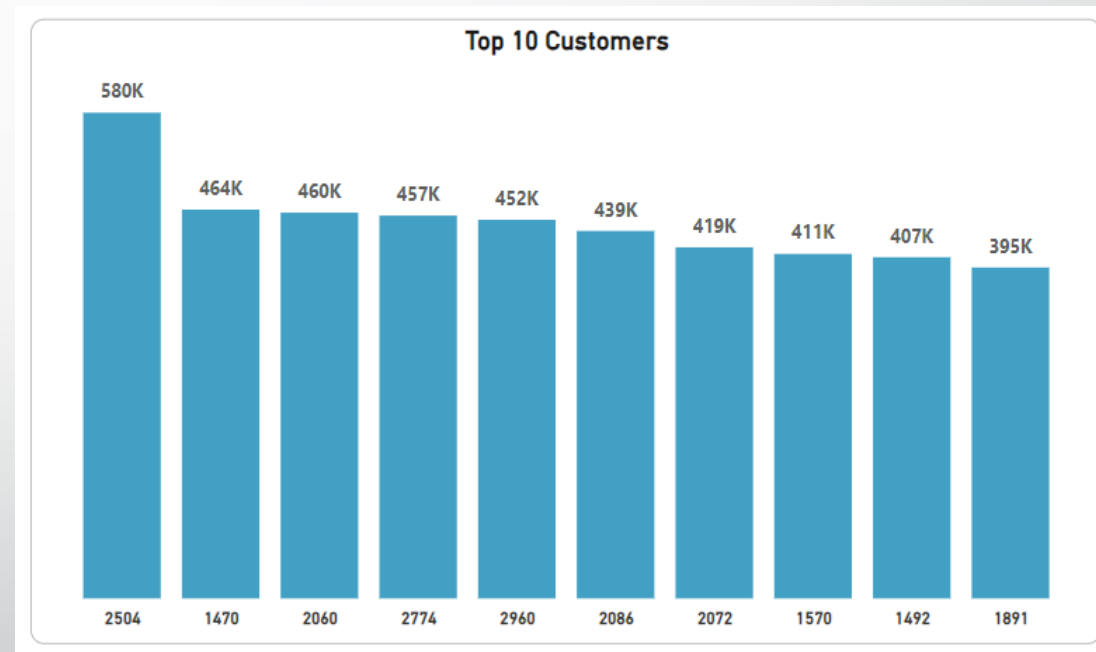


Customer Insights

- Top customer spent ₹580K
- Top 10 customers account for ₹4.69M in sales

SQL query

```
--Customer Purchase Frequency:  
select Top 10 t.[Customer_ID],SUM([Amount])as Total_sales,  
             COUNT([Transaction_ID]) as PurchaseCount  
from [dbo].[customer] AS c  
join [dbo].[transactions] as t on t.[Customer_ID] =c.[Customer_ID]  
group by t.Customer_ID  
order by Total_sales desc
```

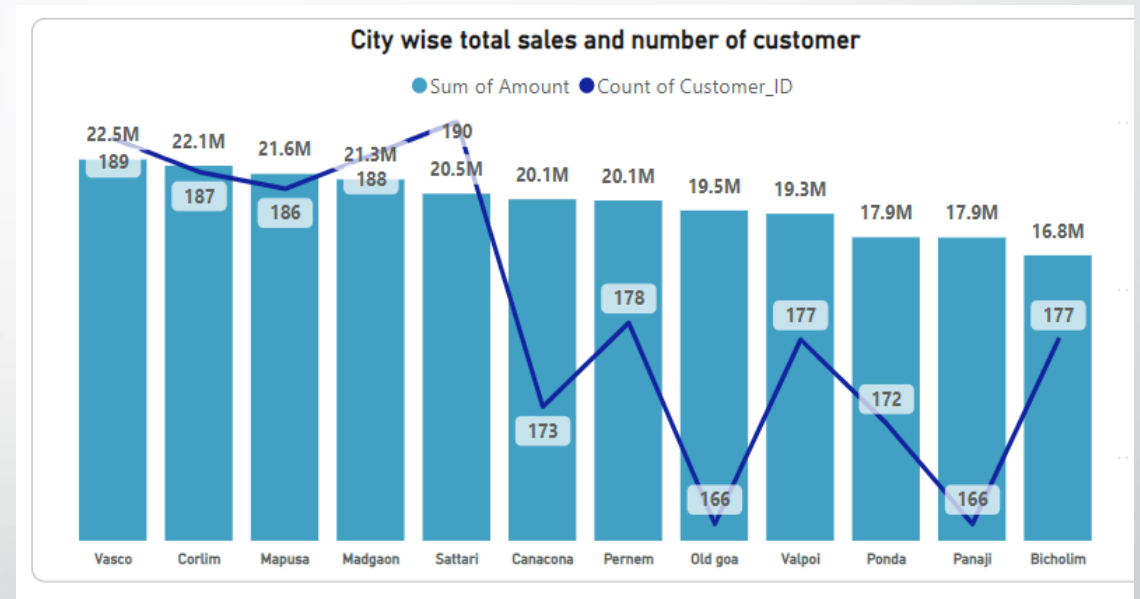


Customer city Performance

- Customer from Vasco City has high sales(22.5M)
- Sattari City has the highest number of customers (190) and the highest is Vasco(189)

SQL query

```
--Location-Based Customer Analysis:
SELECT  c.Address AS Location,
        COUNT(t.Transaction_ID) AS TotalPurchases,
        round(SUM(t.Amount),1) AS TotalSpent,
        COUNT(DISTINCT t.Customer_ID)as number_of_customer
FROM    customer c
        JOIN [dbo].[transactions] as t ON c.Customer_ID = t.Customer_ID
GROUP BY c.Address
order by TotalSpent desc
```

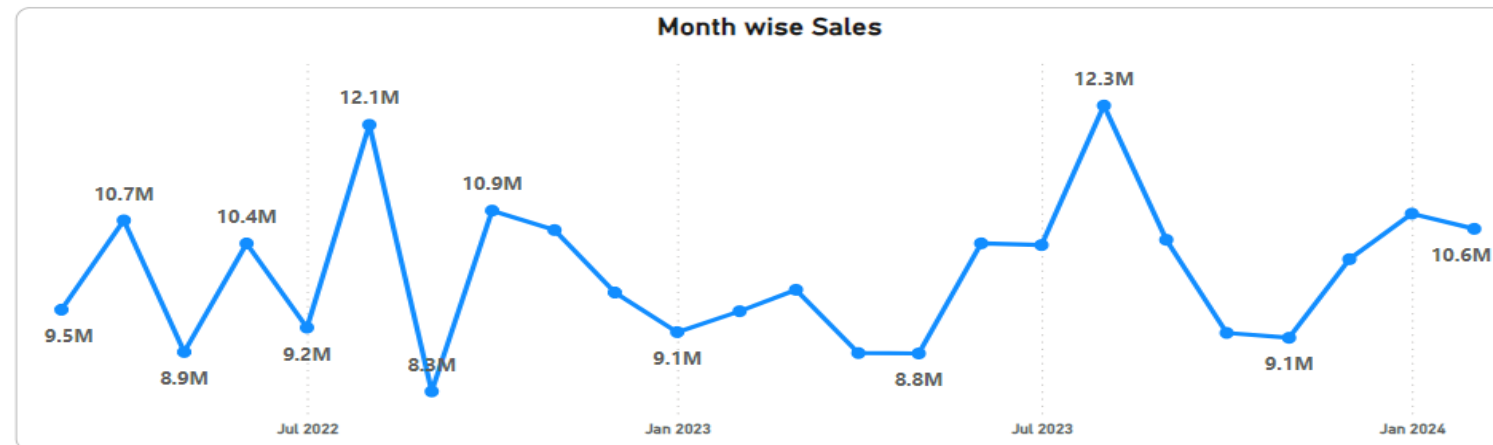


Seasonal Trends

- Peak sales in August 2023 (₹12.1M) and August 2021(₹12.1M)
- Lower sales in May and September

SQL query

```
-- * Sales Trends:*  
select FORMAT([Order_Date], 'yyyy-MM') AS Month,  
       SUM([Amount]) AS Total_Sales  
from   [dbo].[transactions]  
group by FORMAT([Order_Date], 'yyyy-MM')  
order by Month
```



Financial Performance

- Net profit fluctuations: highest in July 2023 (₹0.40M) and February 2023 (₹0.40M)
- Losses in February 2023 (-₹0.02M) and April 2023 (-₹0.05M)
- Expenses peak in March 2022 (₹0.63M)

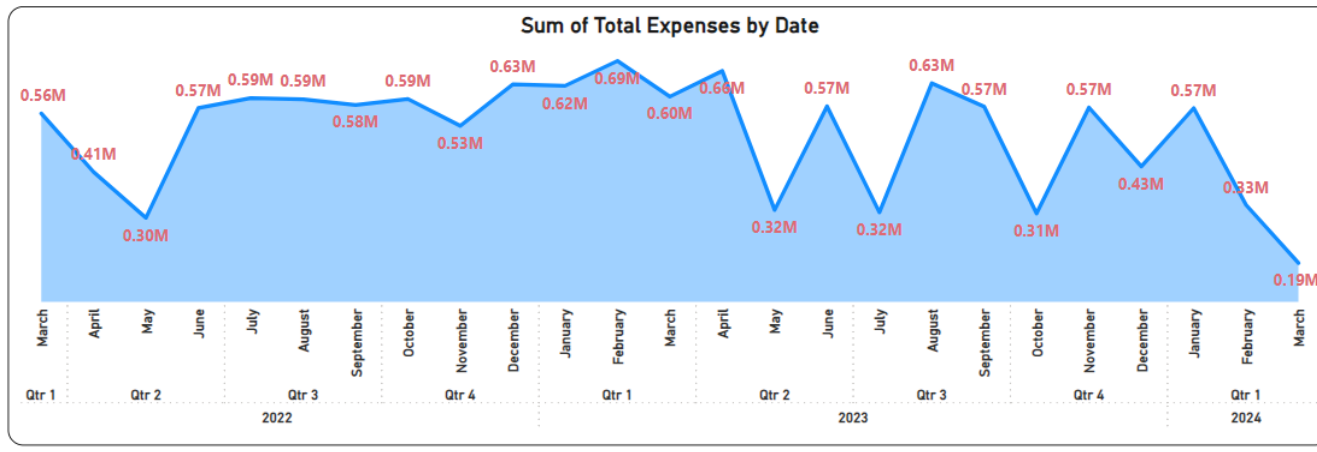
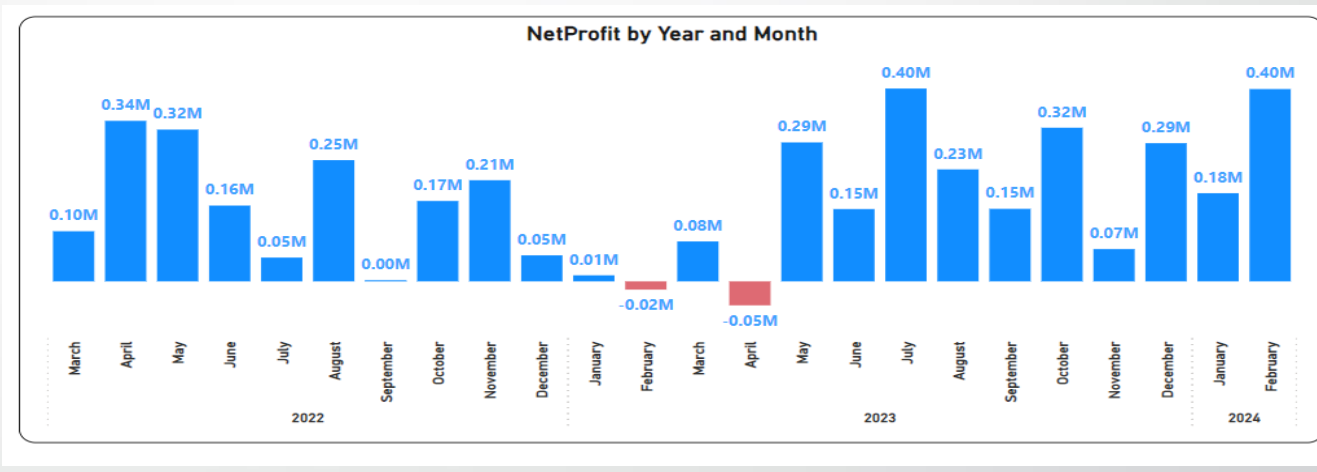
SQL query

```
--creating temporary GrossProfitByMonth
SELECT YEAR(Order_Date) AS Year,
       MONTH(Order_Date) AS Month,
       SUM(Gross_Profit) AS TotalGrossProfit
INTO #GrossProfitByMonth
FROM [dbo].[transactions]
GROUP BY YEAR(Order_Date),MONTH(Order_Date)

-- creating temporary ExpensesByMonth
SELECT YEAR(Month) AS Year,
       MONTH(Month) AS Month,
       SUM(Total_expenses) AS TotalExpenses
INTO #ExpensesByMonth
FROM [dbo].[trasport_cost]
GROUP BY YEAR(Month), MONTH(Month);

--Calculate Net Profit by Joining the Two Temporary Tables
SELECT gp.Year, gp.Month,
       gp.TotalGrossProfit - ISNULL(e.TotalExpenses, 0) AS NetProfit
FROM #GrossProfitByMonth gp
LEFT JOIN #ExpensesByMonth e ON gp.Year = e.Year AND gp.Month = e.Month
ORDER BY gp.Year, gp.Month;
```

```
--Total expenses by date
select [Month]as Date ,[Total_expenses]
from [dbo].[trasport_cost]
```



Recommendations

- **Focus on Tiles and Granite**
- **Branch Strategy**
- **Customer Loyalty Program**
- **Seasonal Planning**
- **Cost Management**
- **Product Diversification**

CONCLUSION

- Our sales analysis at Bodgeshwar Ceramic provides valuable key insights to help the Shop further enhance its product offerings, optimize branch operations, and improve customer loyalty. Implementing the recommended strategies will position BODGESHWAR CERAMICS for sustained growth and profitability, ensuring continued leadership in the ceramic industry.



THANK YOU

By :VISHWA NAIK