



DATA ANALYSIS

ORGANISATION: PARLE INDUSTRIES

PROJECT: VISHAL KHOT

Project Agenda

Project Problem Statement

Process

Dashboard

Data Analysis



Content:

Project Problem Statement:

- Brief Project Problem introduction

Process

- Data Collection
 - Data Outlook
- Data Cleaning
- Data Processing
- Data Modelling
- Data Analysis

Dashboard

- Sale Dashboard
- Salesperson Performance Dashboard
- Product Report

Data Analysis

- Primary Insights
 - Summary
 - Salesperson Performance
 - State Performance
 - Top 5 Products
-
- Project Insights



PROJECT PROBLEM STATEMENT

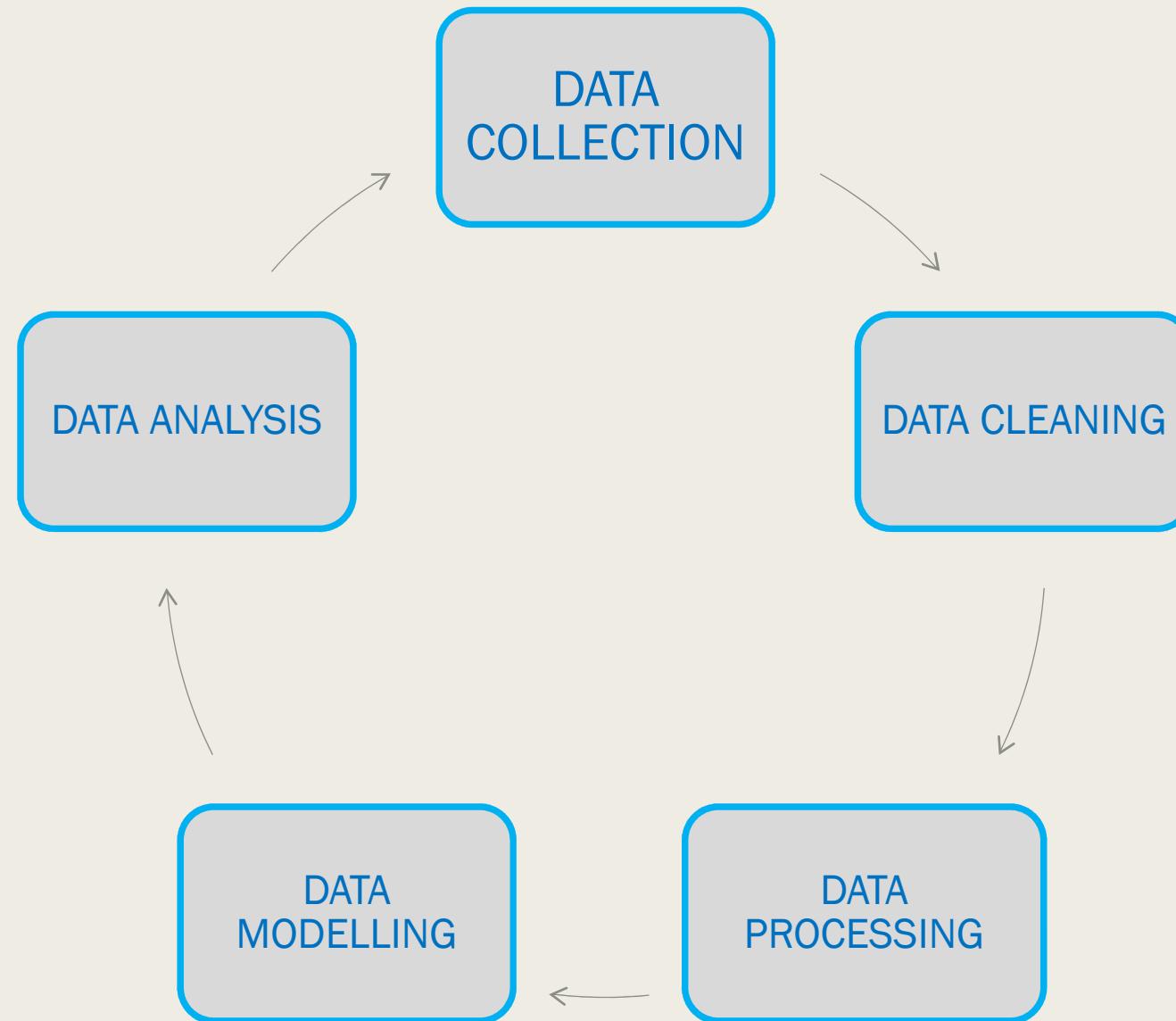
- PARLE INDUSTRIES IS GLOBAL LEADER IN MANUFACTURE OF VARIOUS SNACKS
- CLIENT PLANNING TO INCREASE GLOBAL OUTREACH OF THEIR PRODUCTS.

TASK:

- ❖ PROVIDE SOLUTION TO MINIMISE RISK AVERSION WITH HIGH SUCCESS RATE



PROCESS



DATA COLLECTION

- CLIENT PROVIDE DATA FROM FROM 1 JANUARY 2021 TO 31 MARCH 2021

DATA ONLOOK: EXCEL FILE

SALE: 2037 RECORDS 1 Data Point

DATA OUTLOOK:

Sale : Salesperson, Geography, Product, Date, Amount, Customers Boxes.

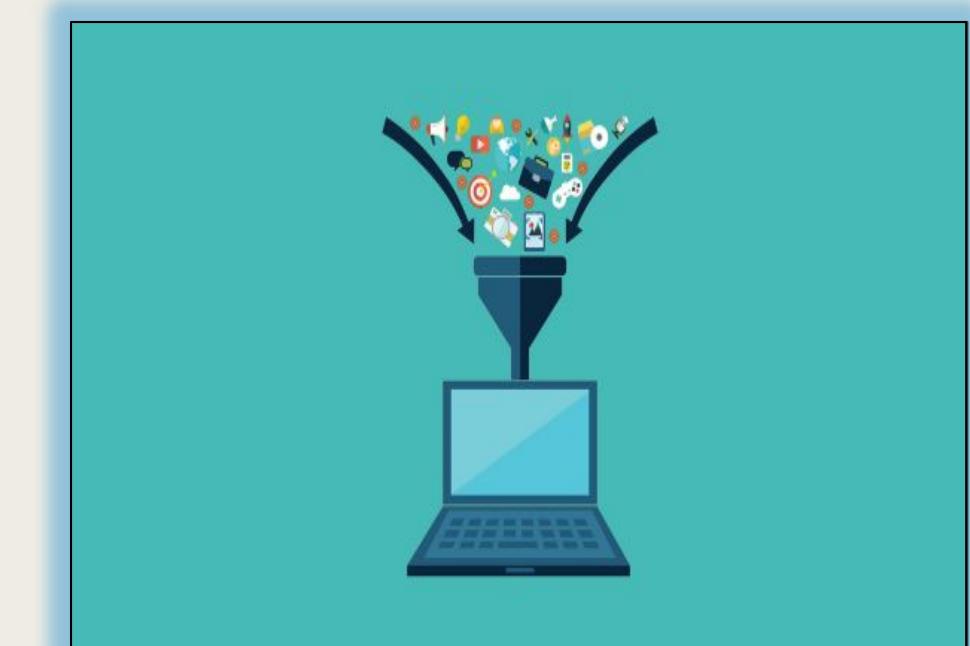
Record: 3 Data Points

DATA OUTLOOK:

PRODUCTS: Product, Category, Cost per box.

LOCATION: Geo, Region.

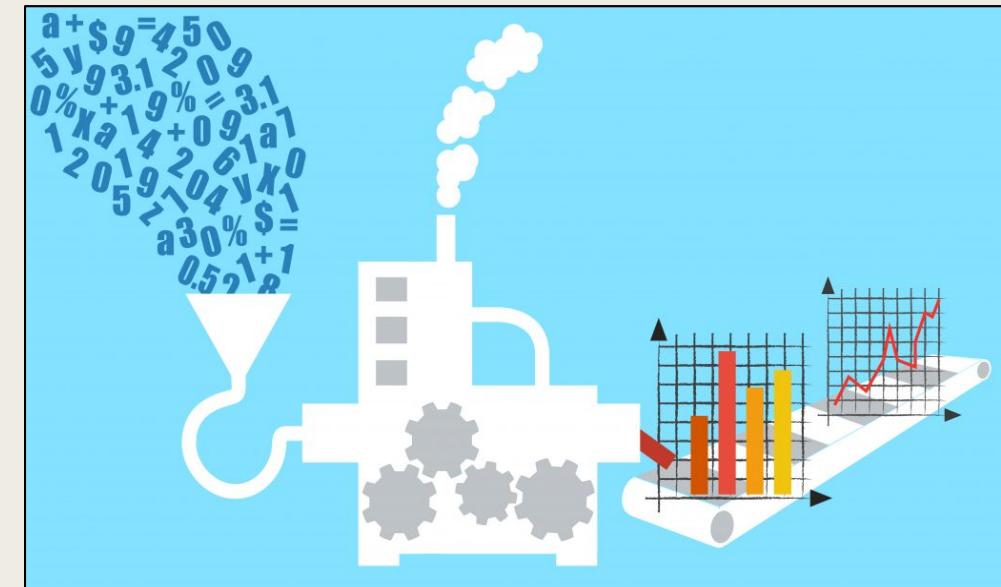
AGENT: Salespersons, Team.



TOOL: MICROSOFT EXCEL POWERQUERY

PROCESS: SEARCH FOR DATA CONSISTENCY, DATA COMPLETENESS, DUPLICATION, DATA AVAILABILITY

OUTOUT: DATA READY FOR ANALYSIS



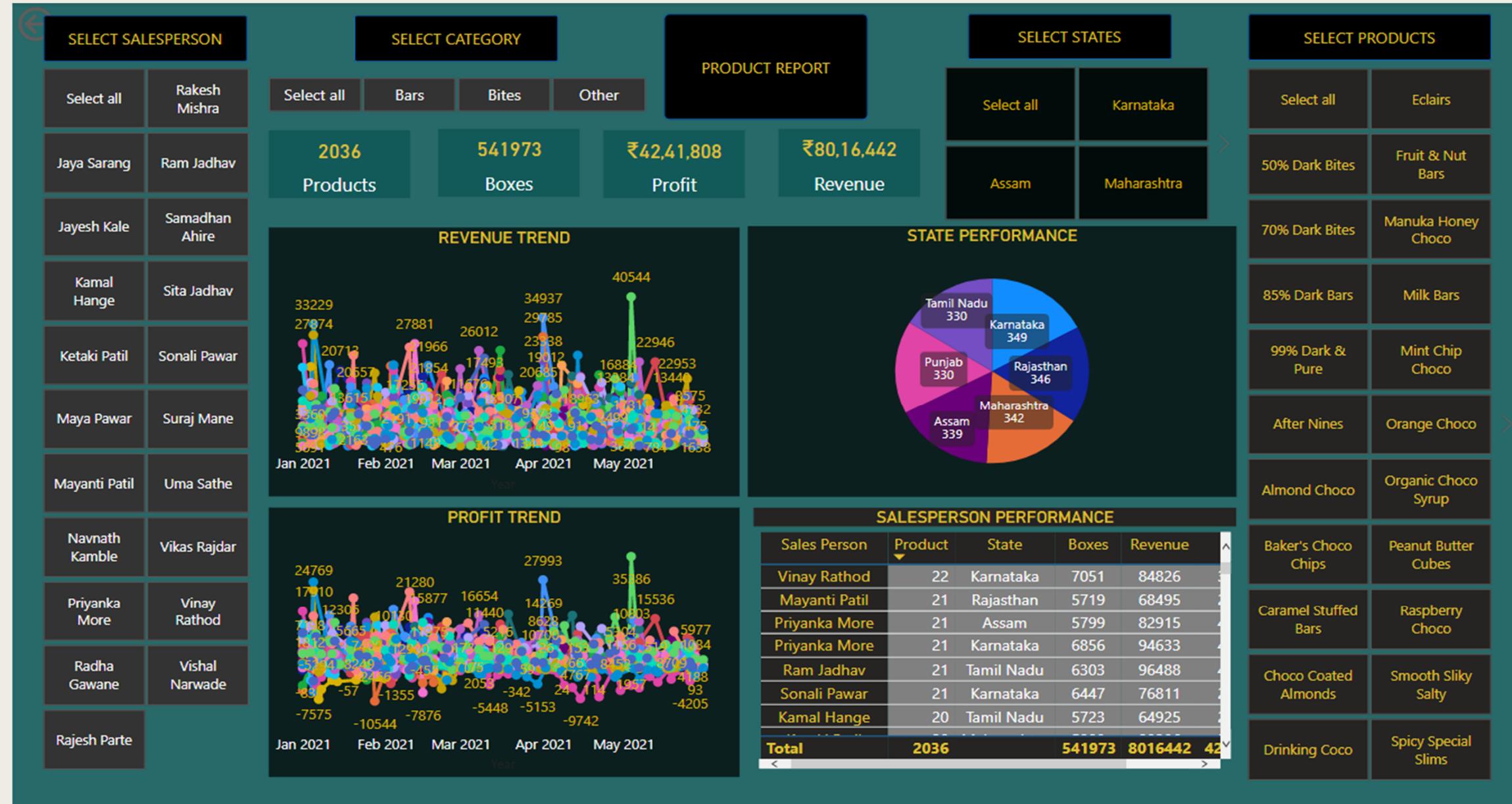
Sale Dashboard



Salesperson Performance Report



Product Report



DATA INSIGHTS: PRIMARY INSIGHTS



SUMMARY

- TOTAL SALE AMOUNT: 5072 K
- TOTAL COST AMOUNT: 2227K
- TOTAL PROFIT AMOUNT: 2845K
- PROFIT MARGIN: 56.09%



SALESPERSON PERFORMANCE

- 1 PRIYANKA MORE
- 2 RAKESH MISHRA
- 3 KETAKI PAWAR
- 4 MAYA PAWAR
- 5 SAMADHAN AHIRE



SATE WISE PERFORMANCE

- 1 ASSAM
- 2 MAHARSHTRA
- 3 RAJASTHAN
- 4 PUNJAB
- 5 TAMIL NADU



TOP 5 PRODUCTS

- 1 PEANUT BUTTER CUBE
- 2 FRUIT & NUT BAR
- 3 ORANGE CHOCO
- 4 MINT CHOCO CHIPS
- 5 70% DARK BITES



PROJECT INSIGHTS:

PRODUCTS NEED TO DISCONTINUE: BAKER'S CHOCO CHIPS,AFTER NINES,85% DARK BARS,SPICY SPECIAL SLIMS

REASON: BRINGING LESS PROFIT BUT HAS HIGH COST.

CONCERN: FROM LAST 3 MONTHS PROFITS DECREASING.

CLIENT NEED TO HAVE FOCUS ON TOP 5 PRODUCTS TO EXPAND IN MARKET THROUGH BEST PERFORMING SALESPERSON

TARGET PRIDUCTS: BARS HAS HIGHER % PROFIT THAN OTHER 2 CATEGORIES

TARGET LOCATION:ASSAM,MAHARSHTRA,RAJASTHAN

FOCUS COULD GIVEN TO **MAHARSHTRA** DUE TO LESS LOGISTIC COST,AVAILABLE FINANCIAL MEANS, COULD DEVEOPED INTO LOGISTIC HUB DUE TO CENTRAL AVAILABILITY

THANK YOU

Microsoft PowerBI Link: <https://github.com/vkhot2023/Sale-Project/blob/main/UPLOAD%20powerbi%20sales.pbix>

Detail Report :<https://github.com/vkhot2023/Sale-Project/blob/main/sale%20powerbi.docx>