



# DATA ANALYSIS

ORGANISATION: PARLE INDUSTRIES

PROJECT: VISHAL KHOT

# PROJECT STATEMENT

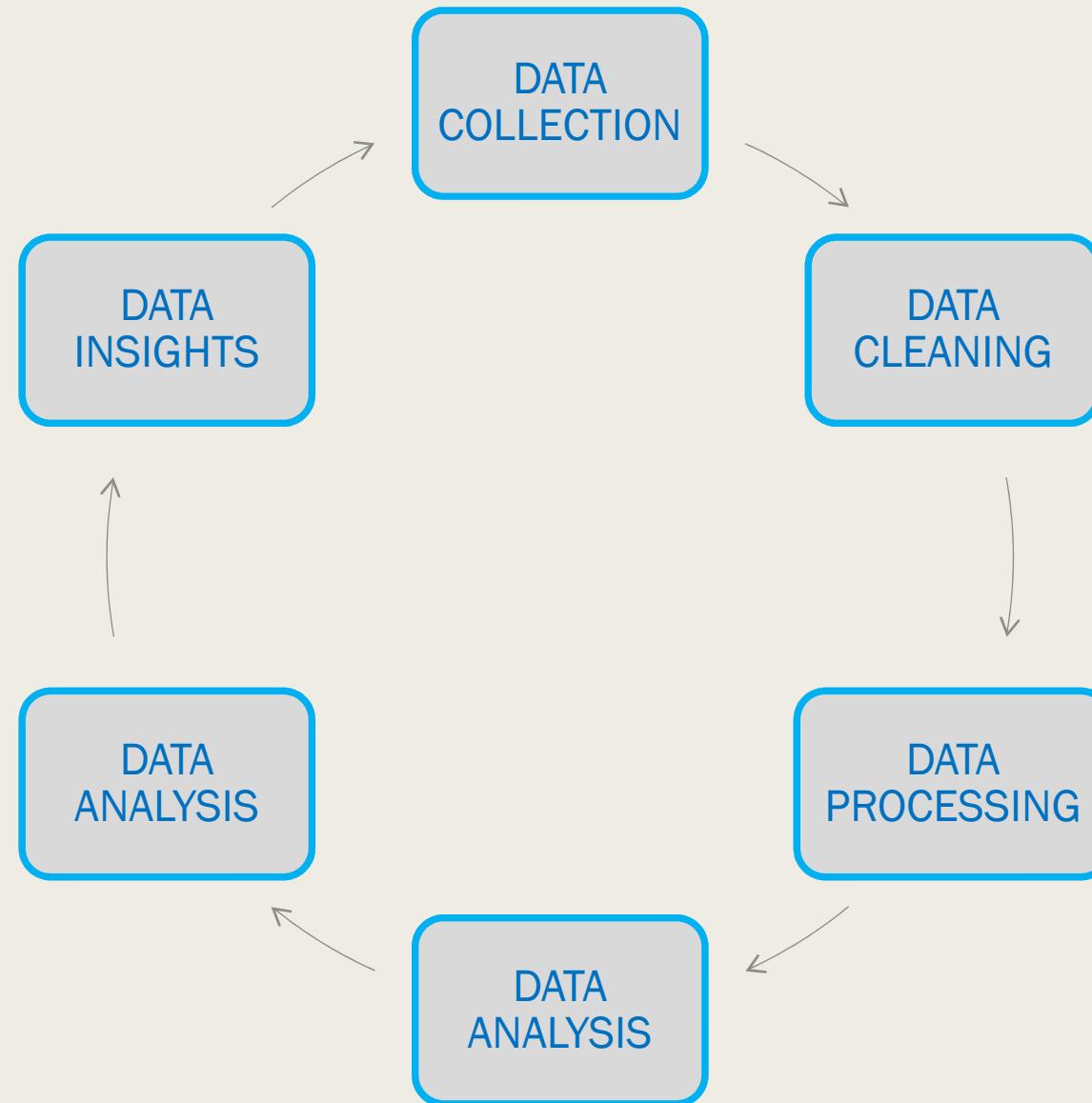
- PARLE INDUSTRIES IS GLOBAL LEADER IN MANUFACTURE OF VARIOUS SNACKS
- CLIENT PLANNING TO INCREASE GLOBAL OUTREACH OF THEIR PRODUCTS.

## TASK:

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



## PROJECT APPROACH:



## 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.

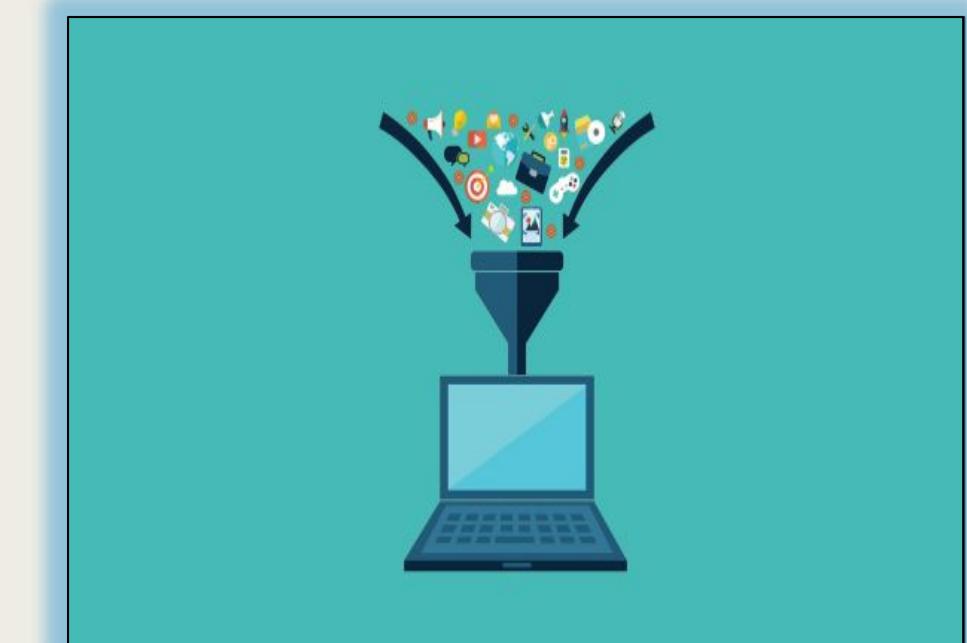
**Record:** 3 Data Points

**DATA OUTLOOK:**

**PRODUCTS:** Product, Category, Cost per box.

**LOCATION:** Geo, Region.

**AGENT:** Salespersons, Team.

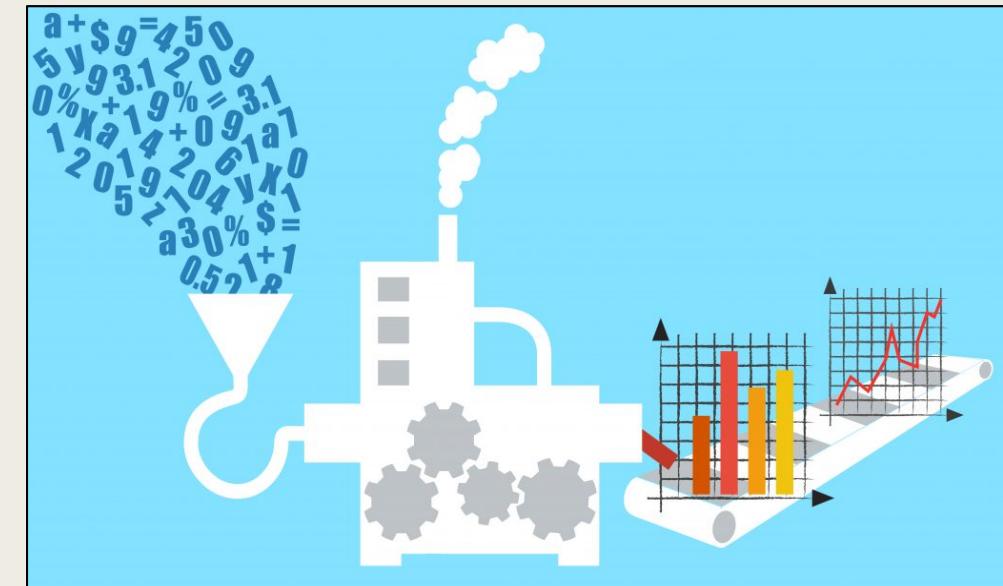


## DATA CLEANING AND PROCESSING:

TOOL: MICROSOFT EXCEL POWERQUERY

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

OUTPUT: DATA READY FOR ANALYSIS



## DATA ANALYSIS AND VISUALISATION:

TOOL: MICROSOFT POWERBI

PROCESS: DATA MODELLING

OUTOUT: INTERACTIVE DASHBOARD

PREPARATION OF INTERACTIVE DASHBOARD WILL PROVIDE

- OPPRUTINITY TO TEST DYNAMIC CONDITION AS PER REQUIREMENT OF CLIENT.
- CAN CHECK MULTIPLE CONDITION ON VARIOUS PARAMETERS.

BENEFITS:

- USER FRIENDLY.

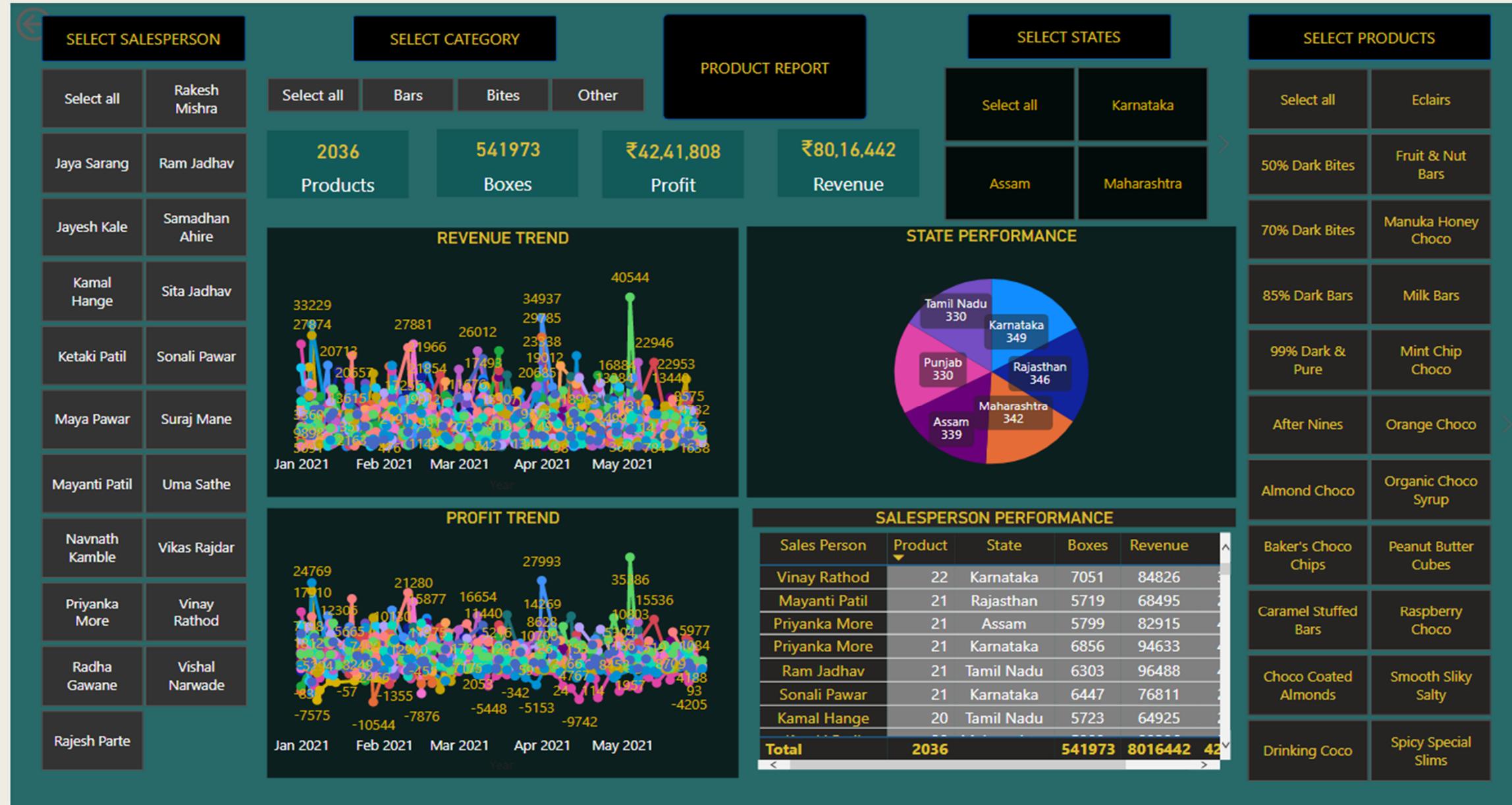
# Sale Dashboard



# 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