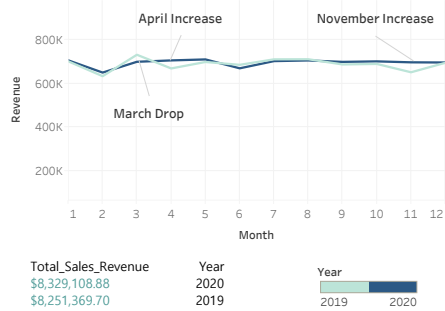
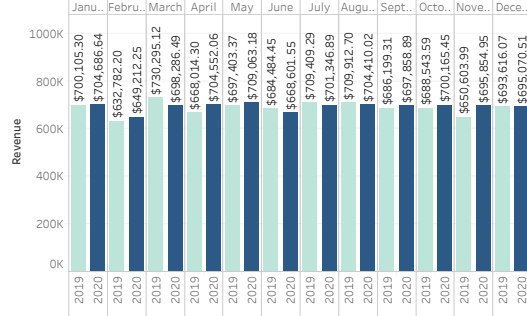


2019 vs 2020 Revenue



Monthly Revenue Comparition 2019 vs 2020



Insights:

Overall, there was a modest year-over-year increase in total revenue for 2020 compared to 2019. **March** 2020 saw a significant revenue **decline**, while **April** 2020 showed substantial **growth** compared to the previous year. **November** 2020 had a noteworthy **increase**, positively impacting the annual performance.

February experienced a decline in both years, followed by a March recovery.

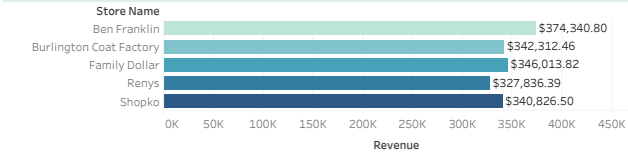
Recommendations:

- Continue monitoring monthly revenue trends to identify contributing factors.
- Investigate the reasons behind the March decline and develop strategies to address such fluctuations.Leverage successful growth months, like April and November, by replicating strategies that led to increased revenue.

Top 5 Stores in 2018

Store Id	Store Name	Revenue	Unit Sales	Inventory	Sell Through Rate (%)
22726	Shopko	\$340,826.50	97,426	11,641	89.33%
22745	Burlington Coat Factory	\$342,312.46	79,011	9,206	89.56%
22748	Renys	\$327,836.39	83,244	9,749	89.52%
71053	Family Dollar	\$346,013.82	96,418	10,879	89.86%
84879	Ben Franklin	\$374,340.80	115,649	15,893	87.92%

Revenue



Insights:

All the top 5 stores maintained a good sell-through rate.

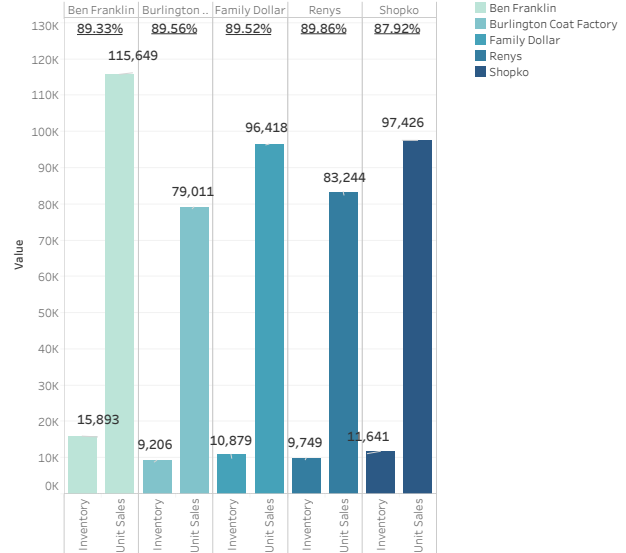
Family Dollar having the highest rate at **89.86%** and **Ben Franklin** having the lowest at **87.92%**.

Ben Franklin's top revenue of **\$374,340.80**, despite a slightly lower sell-through rate, is attributed to its larger inventory and strong unit sales, highlighting its ability to move a significant volume of units for higher overall revenue.

Recommendations:

- Optimizing inventory levels to align better with their unit sales.
- Boost marketing by enhancing marketing strategies to increase unit sales and revenue.
- Compare performance against competitors for realistic targets.
- Focus on increasing turnover to reduce costs.
- Invest in customer engagement for repeat purchases.
- Align inventory with seasonal demand.
- Continuously track and adjust for improved sell-through rates.

Sell-Through %



Top 5 Suppliers and Their Top 5 Products (Based on Profits)

Supplier	Product Name	Revenue
Ben Franklin	Flour - Rye	\$18,374.92
	Parsley Italian - Fresh	\$7,884.81
	Pepper - Cubanelle	\$7,606.40
	Soup - Campbell's, Minestrone	\$13,474.80
	Wine - Red, Metus Rose	\$8,508.00
Burlington Coat Factory	Chips Potato Salt Vinegar 43g	\$13,145.63
	Lid - 3oz Med Rec	\$9,246.53
	Oranges	\$9,767.52
	Soup - French Onion, Dry	\$9,938.09
	Table Cloth 54x72 Colour	\$8,388.00
Family Dollar	Cheese - Valancey	\$10,450.08
	Coffee Cup 16oz Foam	\$9,429.37
	Container - Foam Dixie 12 Oz	\$9,715.20
	Juice - Apple, 500 Ml	\$8,058.26
	Onions - Cooking	\$10,424.40
Renys	Bread - Italian Sesame Poly	\$14,318.53
	Pepper - Green, Chili	\$11,412.54
	Soup - Tomato Mush. Florentine	\$6,463.10
	Tarragon - Primerba, Paste	\$7,272.60
	Vodka - Hot, Lnferno	\$13,200.66
Shopko	Bandage - Flexible 1x3	\$7,790.55
	Cheese - Pont Couvert	\$9,245.61
	Chocolate - Liqueur Cups With Foil	\$17,021.21
	Latex Rubber Gloves Size 9	\$11,019.16
	Wine - Cousino Macul Antiguas	\$10,269.00

Suppliers

- Ben Franklin
- Burlington Coat Factory
- Family Dollar
- Renys
- Shopko

Supplier

- ☒ Ben Franklin
- ☒ Burlington Coat F..
- ☒ Family Dollar
- ☒ Renys
- ☒ Shopko

Insights:

Diverse Product Mix: Wide range of top-selling products, from food items to specialty goods.

Customer-Centric Approach: Offers both daily essentials and niche items, catering to diverse preferences.

Profitable Portfolio: These products are profitable, indicating customer satisfaction.

Recommendations:

- Inventory Optimization: Ensure optimal stock levels to prevent shortages and reduce costs.
- Marketing Strategies: Promote product uniqueness and benefits effectively.
- Supplier Relationships: Strengthen ties for consistent product supply.
- Product Diversification: Explore items aligning with market trends.
- Customer Engagement: Gather feedback to adapt to evolving preferences.
- Data-Driven Decisions: Use analytics for informed choices in inventory, pricing, and marketing.