

Businellytics

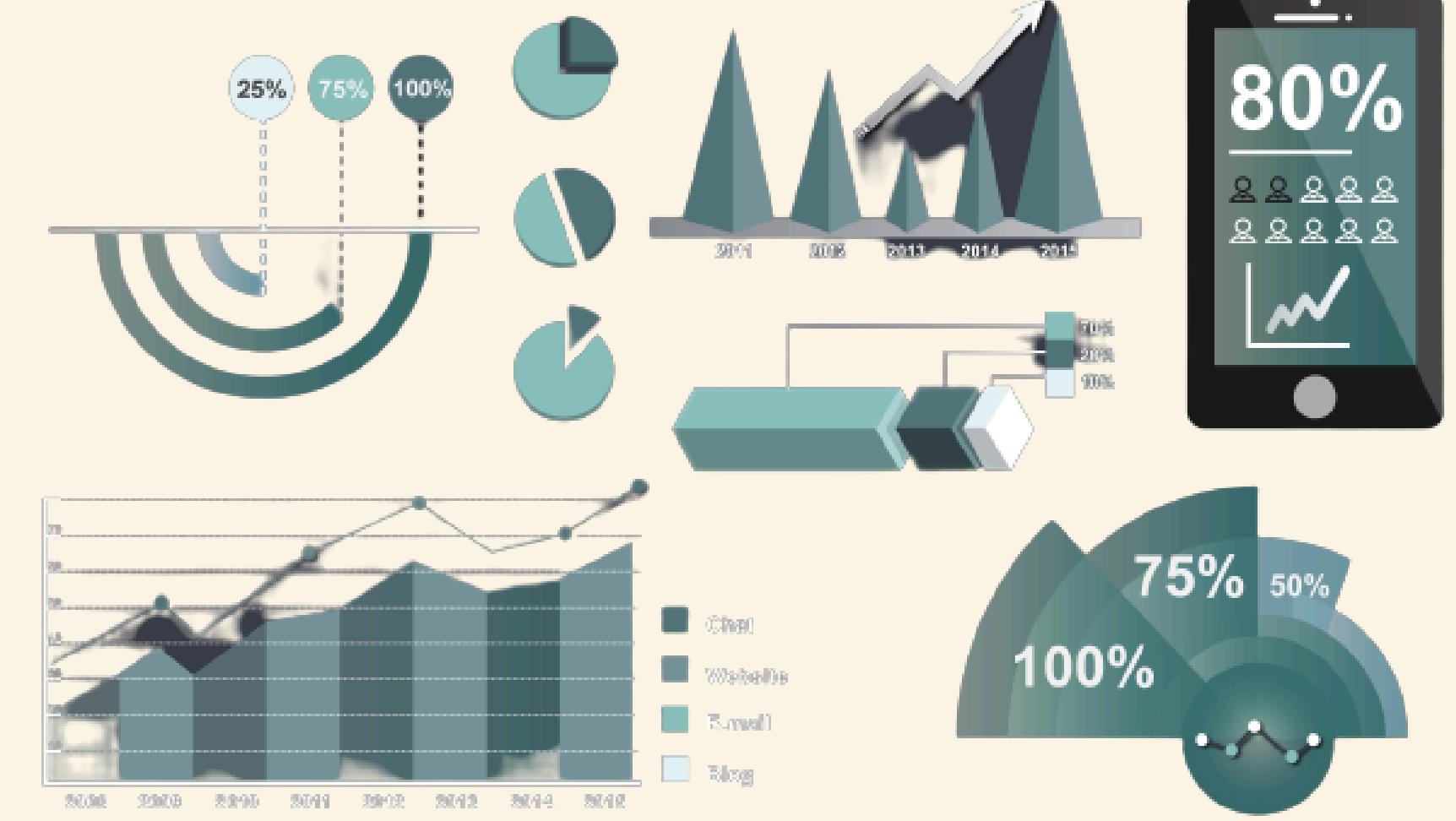
Vintage Limited

Analysis of Dataset

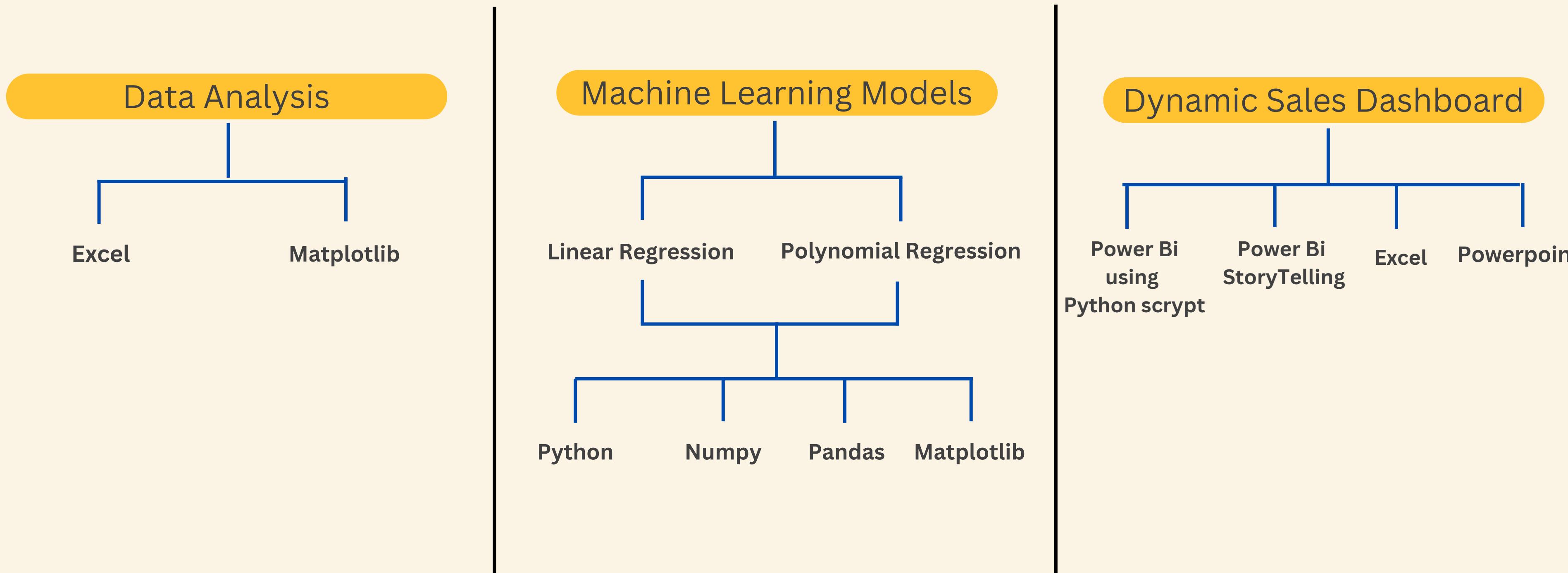
Problems Inspected

Possible Reasons of Problems

Solutions..



Tech Stuff Used for Analysis



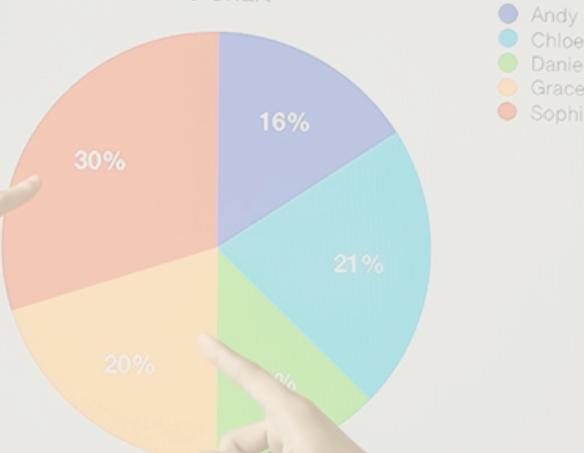
single category, such as the number of products sold by each salesperson. Pie charts show each category's value as a percentage of the whole.

PARTICIPANT	UNITS SOLD
Andy	11
Chloe	15
Daniel	9
Grace	14
Sophia	21

Column Chart



Pie Chart



1) Analysis of Dataset

Given Data Set

	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O
1															
2	Row ID	Order ID	Order Date	Ship Date	Ship Mode	Customer ID	Customer Name	Segment	City	State	Country	Region	Market	Product ID	Category
3	11731	IT-12-EM14140124-40909	01/01/2012	05/01/2012	Second Class	EM-14140124	Eugene Moren	Home Office	Stockholm	Stockholm	Sweden	Northern Europe	Europe	OFF-PA-4177	Office Supplies
4	22253	IN-12-JH159857-40909	01/01/2012	08/01/2012	Standard Class	JH-159857	Joseph Holt	Consumer	Wagga Wagga	New South Wales	Australia	Oceania	Asia Pacific	OFF-SU-3002	Office Supplies
5	22254	IN-12-JH159857-40909	01/01/2012	08/01/2012	Standard Class	JH-159857	Joseph Holt	Consumer	Wagga Wagga	New South Wales	Australia	Oceania	Asia Pacific	OFF-PA-3990	Office Supplies
6	22255	IN-12-JH159857-40909	01/01/2012	08/01/2012	Standard Class	JH-159857	Joseph Holt	Consumer	Wagga Wagga	New South Wales	Australia	Oceania	Asia Pacific	FUR-FU-4075	Furniture
7	42433	AG-12-TB112803-40909	01/01/2012	06/01/2012	Standard Class	TB-112803	Toby Braunhardt	Consumer	Constantine	Constantine	Algeria	North Africa	Africa	OFF-ST-6261	Office Supplies
8	48883	HU-12-AT73557-40909	01/01/2012	05/01/2012	Second Class	AT-73557	Annie Thurman	Consumer	Budapest	Budapest	Hungary	Eastern Europe	Europe	OFF-ST-6230	Office Supplies
9	49550	CA-12-MM726023-40910	02/01/2012	06/01/2012	Standard Class	MM-726023	Magdelene Morse	Consumer	St. Catharines	Ontario	Canada	Canada	USCA	TEC-MA-5503	Technology
10	8187	MX-12-SV2078551-40911	03/01/2012	07/01/2012	Standard Class	SV-2078551	Stewart Visinsky	Consumer	Mixco	Guatemala	Guatemala	Central America	LATAM	TEC-PH-5341	Technology
11	16385	ES-12-DD13570139-40911	03/01/2012	07/01/2012	Standard Class	DD-13570139	Dorothy Dickinson	Consumer	Southport	England	United Kingdom	Northern Europe	Europe	FUR-BO-3896	Furniture
12	20302	IN-12-KN164507-40911	03/01/2012	03/01/2012	Same Day	KN-164507	Kean Nguyen	Corporate	Sydney	New South Wales	Australia	Oceania	Asia Pacific	OFF-LA-3263	Office Supplies
13	20303	IN-12-KN164507-40911	03/01/2012	03/01/2012	Same Day	KN-164507	Kean Nguyen	Corporate	Sydney	New South Wales	Australia	Oceania	Asia Pacific	OFF-AP-4733	Office Supplies
14	23991	ID-12-CM12235130-40911	03/01/2012	08/01/2012	Standard Class	CM-12235130	Chris McAfee	Consumer	Nakhon Ratchasima	Nakhon Ratchasima	Thailand	Southeastern Asia	Asia Pacific	OFF-ST-6031	Office Supplies
15	25375	IN-12-DP1339078-40911	03/01/2012	09/01/2012	Standard Class	DP-1339078	Dennis Pardue	Home Office	Kuching	Sarawak	Malaysia	Southeastern Asia	Asia Pacific	TEC-CO-4574	Technology
16	26360	IN-12-LB16735102-40911	03/01/2012	07/01/2012	Second Class	LB-16735102	Larry Black	Consumer	Manila	National Capital	Philippines	Southeastern Asia	Asia Pacific	OFF-FA-6204	Office Supplies
17	26361	IN-12-LB16735102-40911	03/01/2012	07/01/2012	Second Class	LB-16735102	Larry Black	Consumer	Manila	National Capital	Philippines	Southeastern Asia	Asia Pacific	FUR-TA-3769	Furniture
18	26362	IN-12-LB16735102-40911	03/01/2012	07/01/2012	Second Class	LB-16735102	Larry Black	Consumer	Manila	National Capital	Philippines	Southeastern Asia	Asia Pacific	OFF-ST-6262	Office Supplies
19	30450	ID-12-KL1664592-40911	03/01/2012	09/01/2012	Standard Class	KL-1664592	Ken Lonsdale	Consumer	Papakura	Auckland	New Zealand	Oceania	Asia Pacific	TEC-CO-4593	Technology
20	30451	ID-12-KL1664592-40911	03/01/2012	09/01/2012	Standard Class	KL-1664592	Ken Lonsdale	Consumer	Papakura	Auckland	New Zealand	Oceania	Asia Pacific	FUR-CH-4684	Furniture
21	30452	ID-12-KL1664592-40911	03/01/2012	09/01/2012	Standard Class	KL-1664592	Ken Lonsdale	Consumer	Papakura	Auckland	New Zealand	Oceania	Asia Pacific	FUR-CH-5757	Furniture
22	30453	ID-12-KL1664592-40911	03/01/2012	09/01/2012	Standard Class	KL-1664592	Ken Lonsdale	Consumer	Papakura	Auckland	New Zealand	Oceania	Asia Pacific	TEC-AC-3396	Technology
23	41807	IR-12-NG835560-40911	03/01/2012	08/01/2012	Second Class	NG-835560	Nat Gilpin	Corporate	Mashhad	Razavi Khorasan	Iran	Southern Asia	Asia Pacific	OFF-AR-3471	Office Supplies
24	45193	TZ-12-JG5115129-40911	03/01/2012	08/01/2012	Standard Class	JG-5115129	Jack Garza	Consumer	Dar es Salaam	Dar Es Salaam	Tanzania	Eastern Africa	Africa	OFF-SU-6174	Office Supplies
25	46681	IZ-12-LW699061-40911	03/01/2012	07/01/2012	Standard Class	LW-699061	Lindsay Williams	Corporate	Mosul	Ninawa	Iraq	Western Asia	Asia Pacific	FUR-CH-5414	Furniture
26	46682	IZ-12-LW699061-40911	03/01/2012	07/01/2012	Standard Class	LW-699061	Lindsay Williams	Corporate	Mosul	Ninawa	Iraq	Western Asia	Asia Pacific	OFF-EN-3663	Office Supplies
27	50042	IR-12-JO528060-40911	03/01/2012	07/01/2012	Standard Class	JO-528060	Jas O'Carroll	Consumer	Yazd	Yazd	Iran	Southern Asia	Asia Pacific	OFF-AP-3566	Office Supplies
28	50043	IR-12-JO528060-40911	03/01/2012	07/01/2012	Standard Class	JO-528060	Jas O'Carroll	Consumer	Yazd	Yazd	Iran	Southern Asia	Asia Pacific	OFF-ST-5695	Office Supplies
29	50044	IR-12-JO528060-40911	03/01/2012	07/01/2012	Standard Class	JO-528060	Jas O'Carroll	Consumer	Yazd	Yazd	Iran	Southern Asia	Asia Pacific	OFF-FA-3063	Office Supplies
30	130	MX-12-BT1130531-40912	04/01/2012	11/01/2012	Standard Class	BT-1130531	Beth Thompson	Home Office	Manzanillo	Granma	Cuba	Caribbean	LATAM	OFF-EN-4912	Office Supplies
31	1970	MX-12-RA1991518-40912	04/01/2012	09/01/2012	Second Class	RA-1991518	Russell Applegate	Consumer	Francisco Beltrão	Parana	Brazil	South America	LATAM	OFF-SU-4308	Office Supplies
32	1971	MX-12-RA1991518-40912	04/01/2012	09/01/2012	Second Class	RA-1991518	Russell Applegate	Consumer	Francisco Beltrão	Parana	Brazil	South America	LATAM	FUR-BO-3891	Furniture
33	9065	MX-12-AW1093031-40912	04/01/2012	08/01/2012	Standard Class	AW-1093031	Arthur Wiediger	Home Office	Santiago de Cuba	Santiago de Cuba	Cuba	Caribbean	LATAM	TEC-AC-5219	Technology
34	9066	MX-12-AW1093031-40912	04/01/2012	08/01/2012	Standard Class	AW-1093031	Arthur Wiediger	Home Office	Santiago de Cuba	Santiago de Cuba	Cuba	Caribbean	LATAM	FUR-CH-5757	Furniture
35	9067	MX-12-AW1093031-40912	04/01/2012	08/01/2012	Standard Class	AW-1093031	Arthur Wiediger	Home Office	Santiago de Cuba	Santiago de Cuba	Cuba	Caribbean	LATAM	OFF-EN-5041	Office Supplies
36	9489	MX-12-MH1778582-40912	04/01/2012	09/01/2012	Standard Class	MH-1778582	Maya Herman	Corporate	Mérida	Yucatán	Mexico	Central America	LATAM	TEC-CO-6004	Technology
37	9490	MX-12-MH1778582-40912	04/01/2012	09/01/2012	Standard Class	MH-1778582	Maya Herman	Corporate	Mérida	Yucatán	Mexico	Central America	LATAM	TEC-AC-4155	Technology
38	10124	US-12-BT1130518-40912	04/01/2012	11/01/2012	Standard Class	BT-1130518	Beth Thompson	Home Office	Pilar	Alagoas	Brazil	South America	LATAM	OFF-EN-4912	Office Supplies
39	15586	ES-12-AP1091545-40912	04/01/2012	08/01/2012	Standard Class	AP-1091545	Arthur Prichep	Consumer	Valence	Auvergne-Rhône-Alpes	France	Western Europe	Europe	OFF-AR-3500	Office Supplies
40	18455	IT-12-GT14635139-40912	04/01/2012	09/01/2012	Standard Class	GT-14635139	Grant Thornton	Corporate	Birmingham	England	United Kingdom	Northern Europe	Europe	OFF-AR-3538	Office Supplies
41	18456	IT-12-GT14635139-40912	04/01/2012	09/01/2012	Standard Class	GT-14635139	Grant Thornton	Corporate	Birmingham	England	United Kingdom	Northern Europe	Europe	OFF-ST-4062	Office Supplies
42	25987	IN-12-BD1150066-40912	04/01/2012	08/01/2012	Standard Class	BD-1150066	Bradley Drucker	Consumer	Tottori	Tottori	Japan	Eastern Asia	Asia Pacific	OFF-LA-4533	Office Supplies
43	39277	CA-12-DP13000140-40912	04/01/2012	08/01/2012	Standard Class	DP-130001402	Darren Powers	Consumer	Houston	Texas	United States	Central US	USCA	OFF-PA-5229	Office Supplies
44	44301	SU-12-IC5340122-40912	04/01/2012	08/01/2012	Standard Class	IC-5340122	Jasper Cacionno	Consumer	Khartoum	Khartoum	Sudan	North Africa	Africa	OFF-AR-3548	Office Supplies

Vintage Limited.

- Multinational Brand Which Sells Office supplies.
- Connectivities all over the world.
- Headquarters in Florida USA.
- Sources of Supplies from Japan.
- Profit making since 2004.
- Problem facing due to macroeconomics and microeconomics problems.

VINTAGE LTD.

796

Unique Customers

242.33\$ **26.91\$**

Average Sales per year

Average Profit per year

15K+

Corporate Product Sold

9K+

Home Office Product Sold

25K+

Consumer Product Sold

OUR FLAGSHIP DASHBOARD

Live Sales Dashboard

SALES
DASHBOARD
WILL HELPS
ANALYSIS
OF
MULTIPLE
DATA
EASILY.



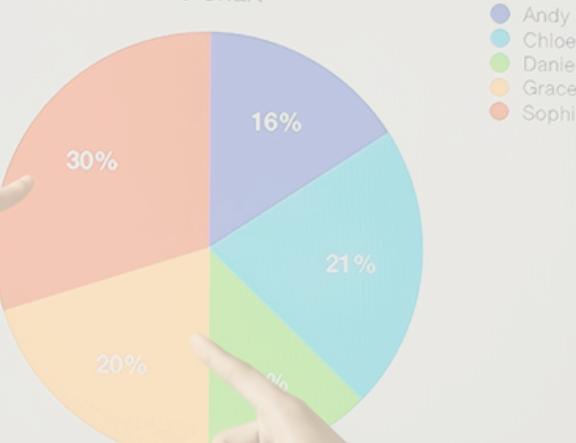
single category, such as the number of products sold by each salesperson. Pie charts show each category's value as a percentage of the whole.

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Column Chart



Pie Chart



2) Problems Inspection and Solutions

Analysis pyramid

1

YEAR ON YEAR ANALYSIS

2

PARTICULAR REGION ANALYSIS

3

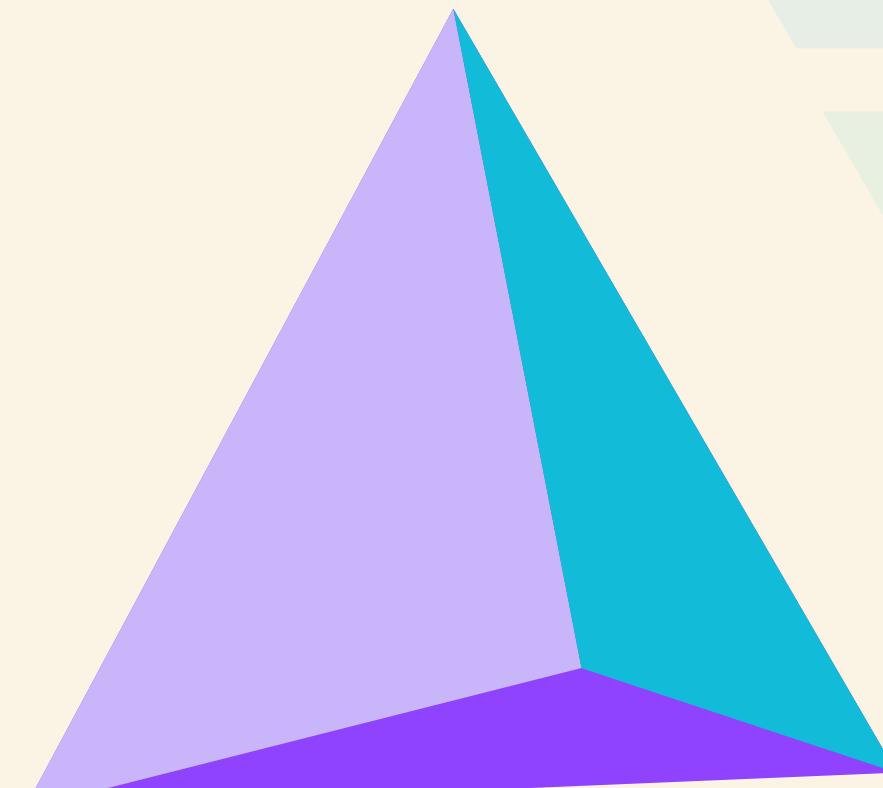
COUNTRY ANALYSIS

4

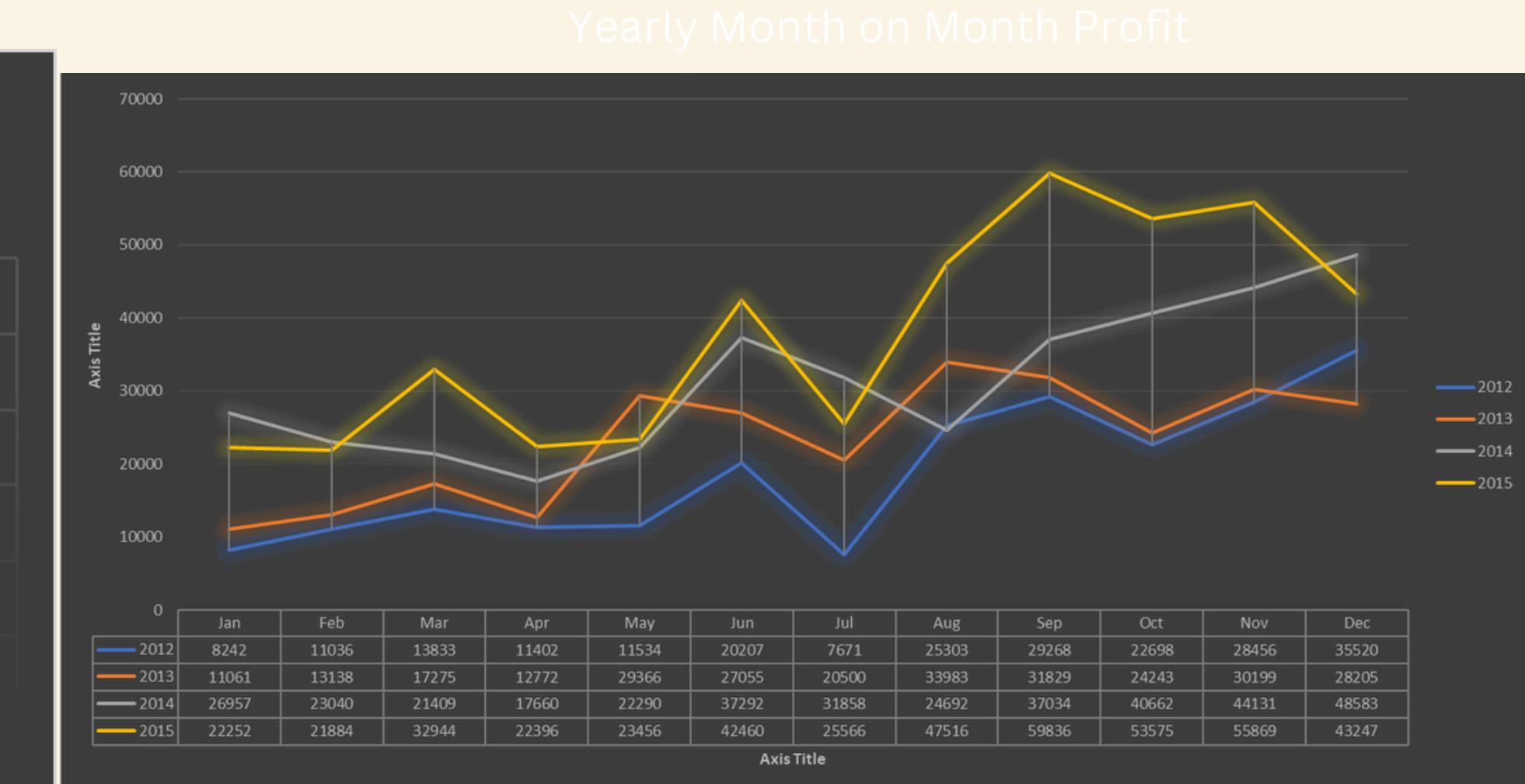
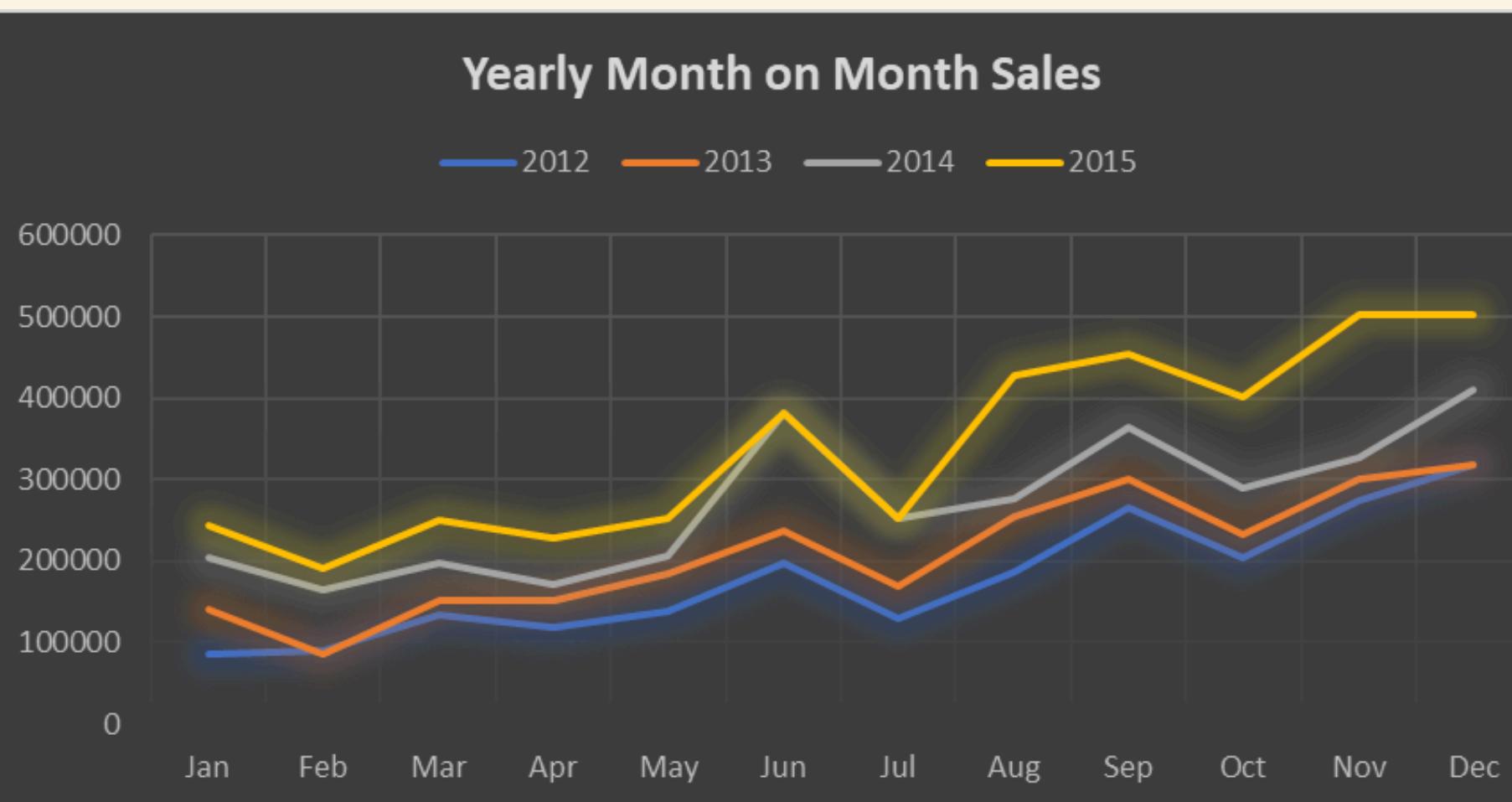
PRODUCT ANALYSIS

5

SUPPLY CHAIN ANALYSIS

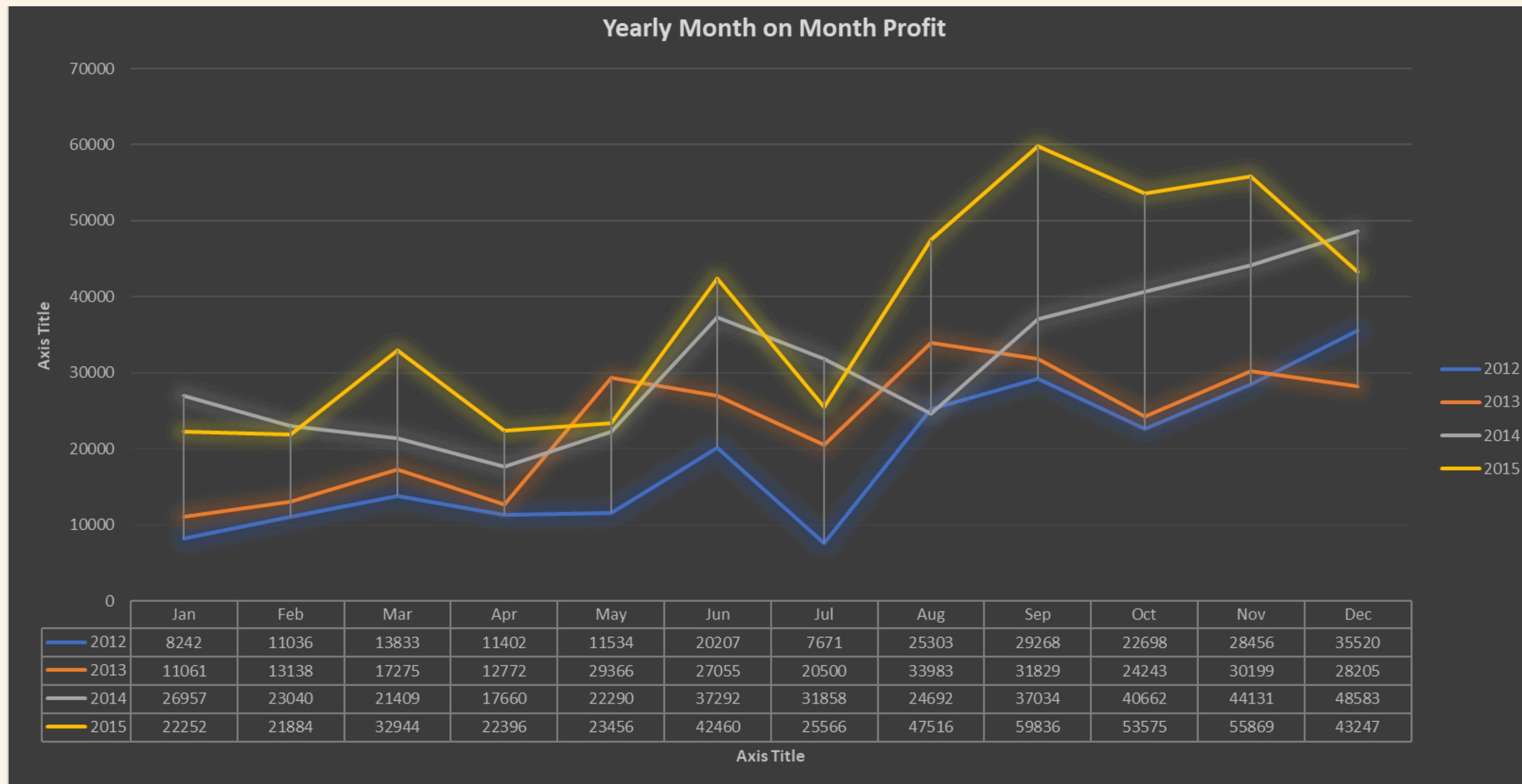


Why Company is in Danger?



Problems Inspection

1) YEAR TO YEAR ANALYSIS

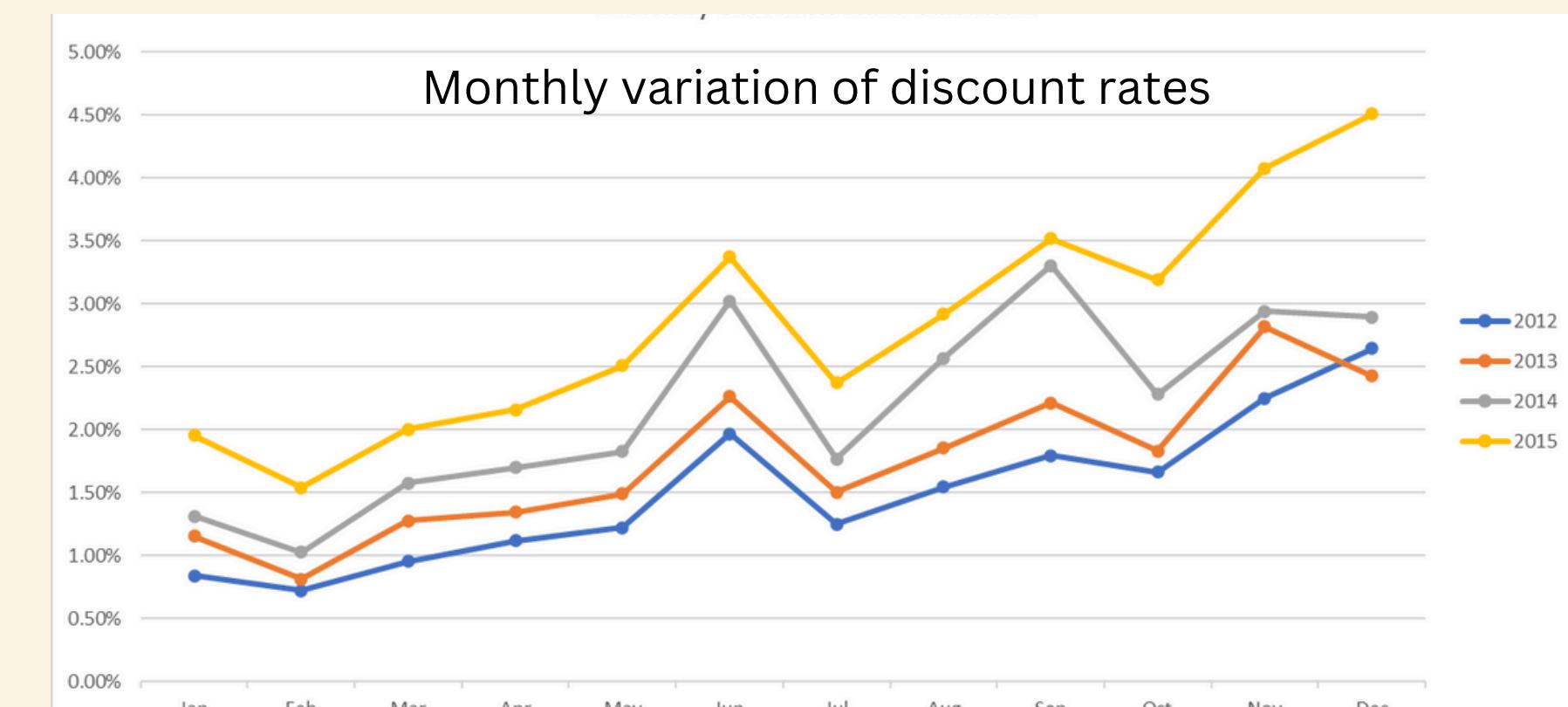
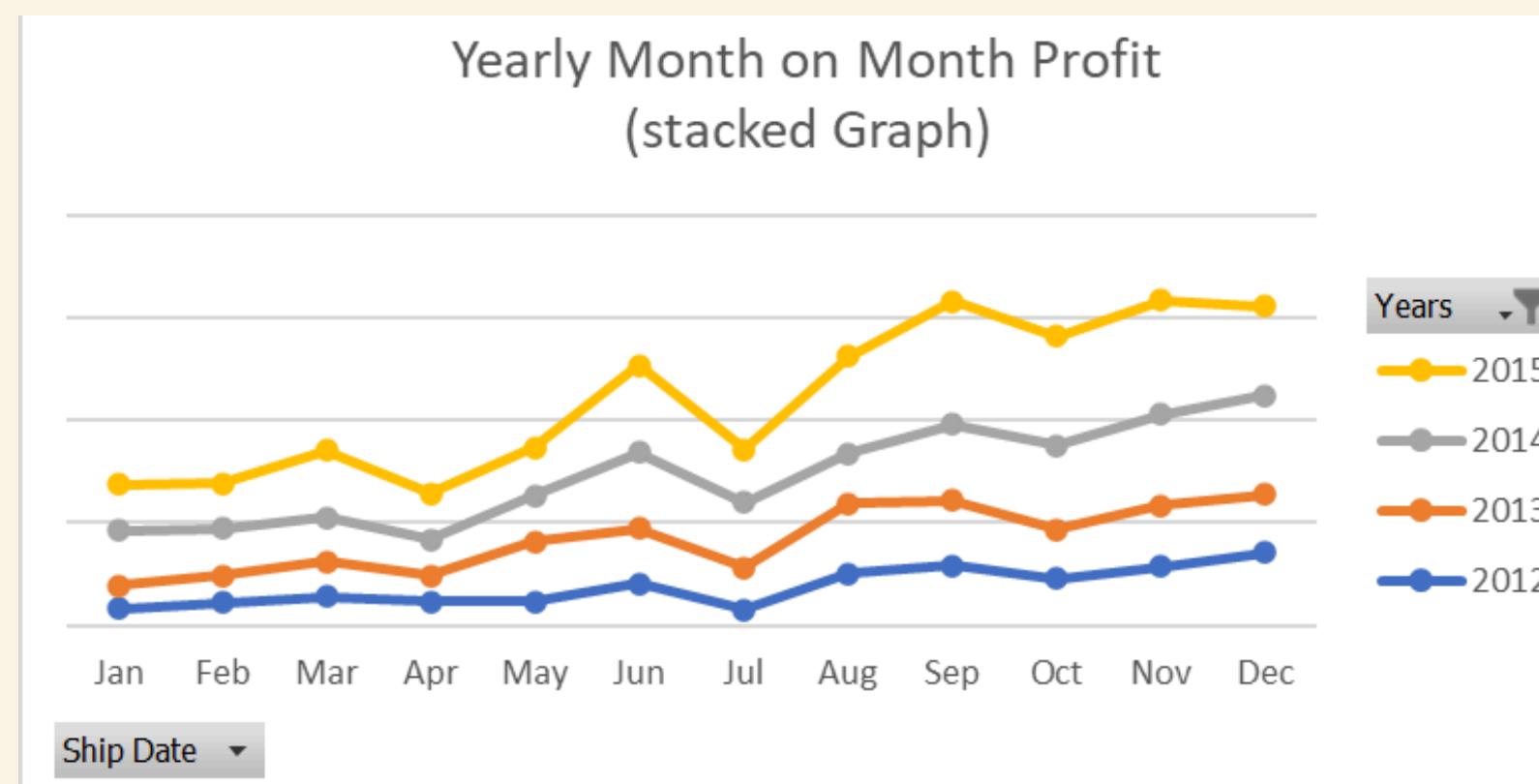


Problem: Month of July & April in every year is giving a minimal profit.

Reason: 1) A reason for it could be because of the variation in discount rates month on month.

2) In month of September most noteworthy discounts are given which is elevating profits and deals for that month.

Solutions: If we want to increase no of sales and profit in July and April we can try introducing new Schemes, Offers and discount which would encourage the people to buy products for our company that can increase the sales for these months



Possible Reasons for Drop in Sales

1) POOR COMPENSATION PLAN :

Maybe the old compensation plan of the company is complicated or confusing. If this is the case then we need to design a completely new compensation plan. We should make sure that our **compensation plan works to motivate your sales people** while helping the company to achieve its overall business goals. An effective compensation plan is **simple, easy to understand, and structured to motivate.**

A strategically designed compensation philosophy that is kept current, relevant and in accordance with employment laws, supports several important components of your business:

- Strategic plans
- Budgeting and business goals
- Industry-competitive challenges
- Operating needs
- Total reward strategies that support retention of the company's top talent

2) POOR MARKETING AND SALES ALIGNMENT :

If Company's salespeople and the marketing team aren't getting along, sharing information, or collaborating, it can affect sales. There Could be recent changes in the marketing team or marketing strategy that might be affecting the numbers. Our salespeople depend on marketers to give them qualified leads, so this might be a problem. To Overcome this problem We need to design a **completely new go-to marketing strategy for the company.**

Define business and marketing goals.

- **Grow customer base**
- **Increase sales**
- **Increase brand awareness**

These overarching goals will guide Us as we further develop your marketing strategy. Moreover, these goals and objectives also **clarify us our business.**

Create a customer profile.

The purpose of every marketing campaign is to **connect with a consumer.** To help guide the development of a strong marketing plan, then, our marketing strategy needs to include a comprehensive profile of your **target audience.**

Conduct market research.

Strategic marketing requires a **comprehensive understanding of the marketplace**, its economic and political context, and the Company's place in it. So, **market research is a must.**

Synthesize and strategize.

The critical question we will want to answer is: **how will we align with our target market to meet our overall objectives?**

The answer to this question will be our strategy

3. OLD-SCHOOL SELLING TECHNIQUES

We should try to introduce new Selling techniques that reduces the amount of human labour and which empowers the user. We should try using **New Technology** for this purpose.

4. POOR HIRING

If the company have recently hired new sales professionals. This could be a reason for the drop in sales at the end of 2015 if the new employees aren't performing well. The solution to this is that we should conduct **regular development workshops** for the employees. The hiring process must be tough and transparent in order to get the best brains for the company.

5. IGNORING THE COMPETITORS

May be the competitors might have just come out with an innovative new marketing campaign or a top-of-the-line product that's unmatched, and this could be why the sales are currently suffering. We need to have our competition on our radar at all times, so we can react effectively and quickly.

6. SOME MACROECONOMIC ISSUE IN THE MARKET

After analysing the profit and sales data for 4 years (2012- 2015) we got to know that every time sales and profit are proportional but at the endmonths of 2015. There is a rise in sales but then also we see a sharp fall in profit a reason for this could be some major macro economic issue in the market. Factors Such as **Inflation, GDP and Unemployment as a whole Globally** can also be a possible reason for the drop down in profit

Problems Inspection

2 - LOSS MAKING COUNTRIES

Problem: There are 32-33 countries making losses

our majority priority is to concentrate on these countries and derive the Solution to make it profitable.

Reason:

Among all of these Turkey is country making huge loss of 98K+. As Between 2012 - 2015 Turkey faced huge downfall in GDP, also many of countries suffers from same reasons.

Row Labels	Sum of Profit	Sum of Quantity	Sum of Profit / Su
+ Turkey	-98447	3024	-32.55530159
+ Nigeria	-80751	2056	-39.27564105
+ Netherlands	-41070	1682	-24.41740488
+ Honduras	-29482	2556	-11.5345741
+ Pakistan	-22447	948	-23.67789873
+ Argentina	-18694	1504	-12.42938612
+ Panama	-17723	1426	-12.42878856
+ Sweden	-17519	753	-23.26609163
+ Philippines	-16128	2606	-6.188881427
+ South Korea	-12793	643	-19.8955381
+ Venezuela	-11223	774	-14.49962589
+ Lithuania	-8966	143	-62.70012587
+ Portugal	-8703	286	-30.43027972
+ Dominican Republic	-7613	2736	-2.78271152
+ Ireland	-7392	414	-17.85599275
+ Thailand	-7308	1110	-6.583959459
+ Kazakhstan	-7100	209	-33.97079426
+ Peru	-5508	567	-9.714067513
+ Zimbabwe	-5429	190	-28.57255263
+ Denmark	-4282	220	-19.46385
+ Haiti	-4187	392	-10.68191582
+ Yemen	-3706	71	-52.2036338
+ Turkmenistan	-3303	58	-56.94325862
+ Uganda	-2426	63	-38.50928571
+ Myanmar (Burma)	-2109	489	-4.313411656

Solution Fetched

It can be done by focusing on target Consumables. Company can consider dropping the consumables that have fewer sales.

DIPLOMACY STRATEGY

-A Company should keep on seeing on basic diplomatic points while doing trade in different countries

- i. Tarrifs
 - ii. Foreign Policies
 - iii. Foreign Affairs

nternal Political Affairs



CONCESSION STRATEGY

As you can see in Data, Discount Strategy is not working properly in these countries as the sales are not increase on increasing the discount which results in huge loses so companies should look new strategy as follows.....

DISCOUNTTACTICS#1: - BOGO Strategy
Buy one - Get one

DISCOUNTTACTICS#2: - DCM Strategy
Digital Coupan Marketting

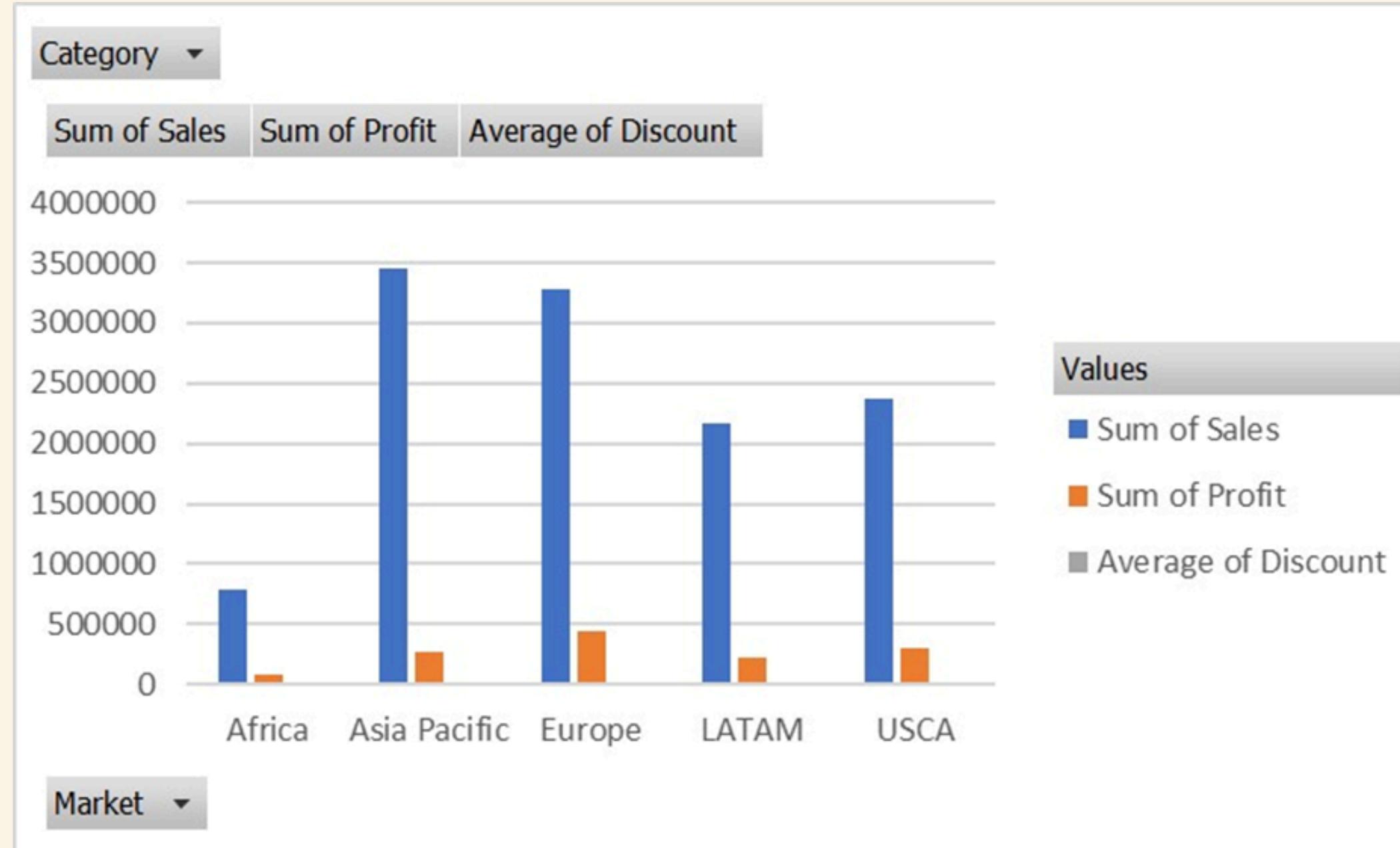
DISCOUNTTACTICS#3: - FLASH MARKETING Strategy
Limited Period Offer Marketting

and many more....

Row Labels	Sum of Profit	Sum of Discount	Average of Sales
Turkey	-98447	827	79
Nigeria	-80751	634	60
Netherlands	-41070	210	178
Honduras	-29482	290	126
Pakistan	-22447	111	236
Argentina	-18694	169	147
Panama	-17723	158	133
Sweden	-17519	103	150
Philippines	-16128	236	269
South Korea	-12793	78	193
Venezuela	-11223	79	137
Lithuania	-8966	35	134
Portugal	-8703	35	216
Dominican Republic	-7613	180	170
Ireland	-7392	53	157
Thailand	-7308	107	261
Kazakhstan	-7100	71	46
Peru	-5508	66	110
Zimbabwe	-5429	56	47
Denmark	-4282	33	133
Haiti	-4187	46	106
Yemen	-3706	21	82
Turkmenistan	-3303	18	81
Uganda	-2426	26	44
Myanmar (Burma)	-2109	32	251
Vietnam	-1697	63	248
United Arab Emirates	-1037	10	53
Papua New Guinea	-419	10	133
Tajikistan	-263	2	81
Cyprus	-192	0	219
Laos	-173	1	295
Suriname	3	0	24
The Gambia	10	0	20

Problems Inspection

3- LESS SALES IN AFRICA



Consumer-oriented scalability

Both consumer-oriented and scalable are very important when it comes to Expanding the Business. The reason is simple although market growth is driven by multiple factors, the demand of African consumers is currently the most dynamic and fastest expanding element.

However, targeting consumers and meeting their needs is not sufficient. Africa is a large emerging market with low competition, and the potential of large scalability will be one of our best advantages.

Problem :

As compared to all other markets Africa has fewer sales in most of the products. Specially Western and Eastern Africa.

Problems Inspection

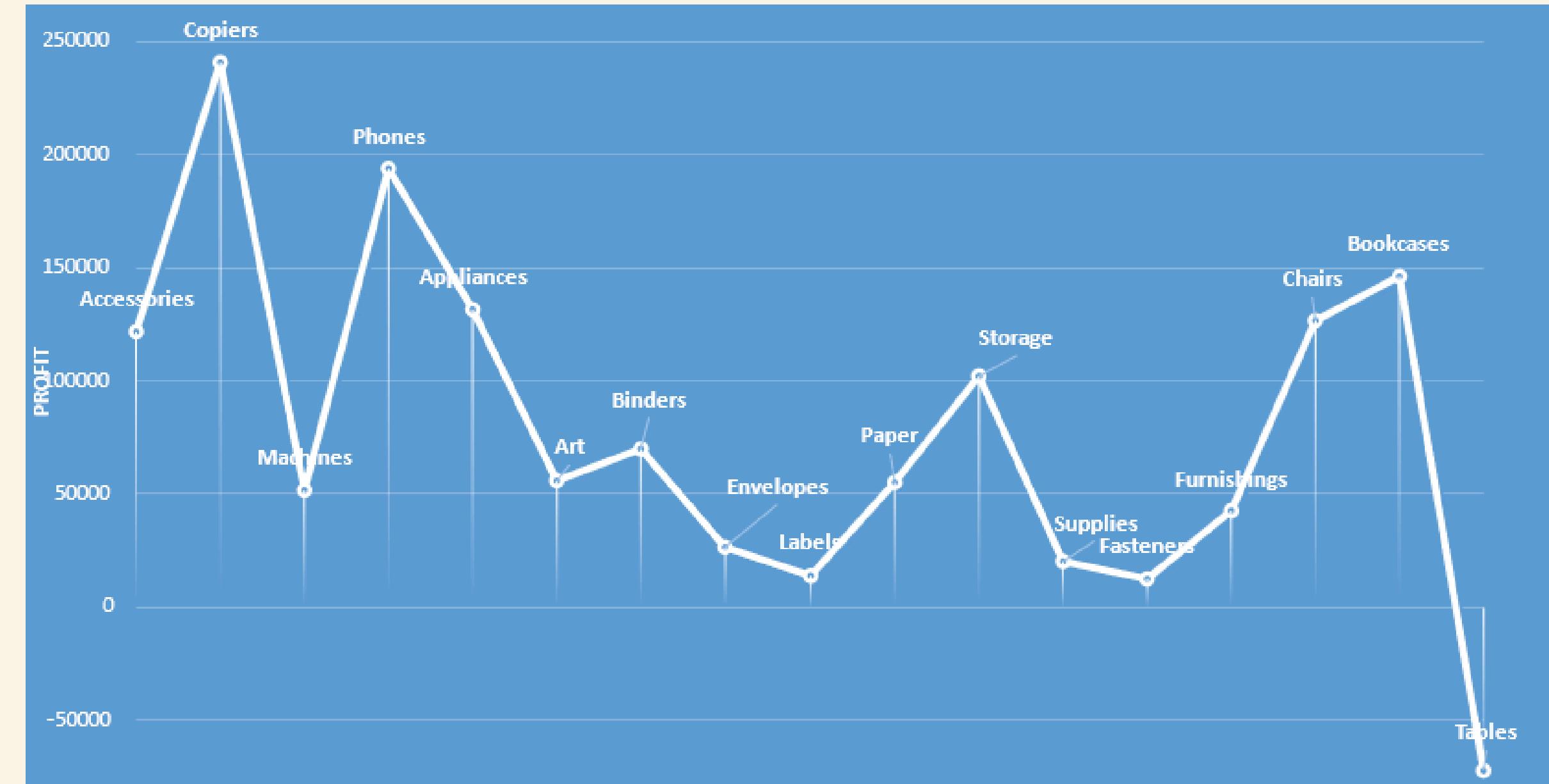
4- PARTICULAR PRODUCT MAKING HUGE LOSSES

Asia Pacific: Tables - Loss of 28k+ US\$

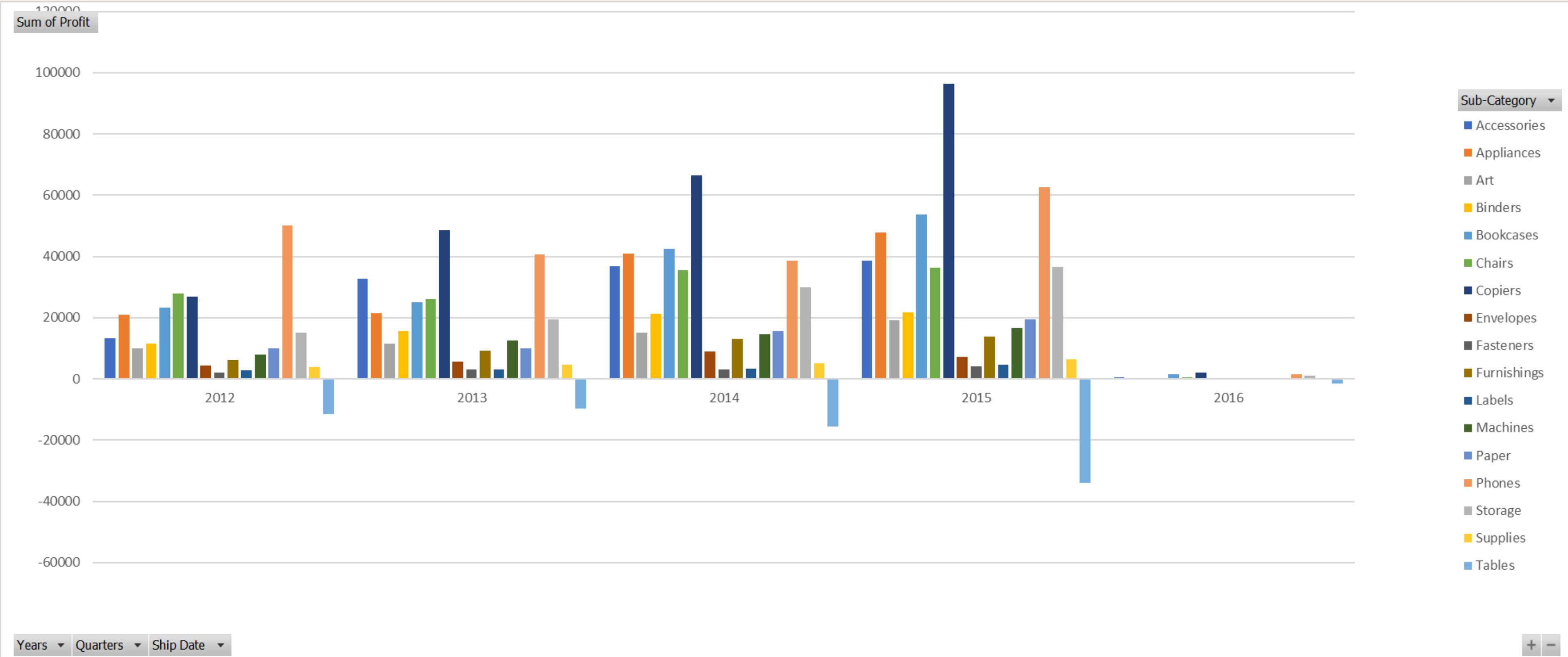
Europe : Tables - Loss of 18k+ US\$

Latam : Tables - Loss of 8k+ US\$

USCA : Tables – Loss 17k+ US\$
Bookcases – Loss of 2k+ US\$
Supplies – Loss of 1k+ US\$



Tables are constantly Making HUGE Losses in all the Years. Moreover, the **Loss is also increasing every year** according to year to year Analysis. Except Africa There is No other Region Which Has given Profit in Tables. In USCA Bookcases have huge sales of about 1210614\$ But then also end up in loss of 2k US\$.



Reasons and Solution :

1.) Shipping Delay:



Row Labels	Count of Ship Mode
First Class	137
Same Day	34
Second Class	166
Standard Class	500
Grand Total	837

As we can clearly See from the above graph that same day Shipping is least(Only 34) when it comes to table .An untimely delivery can cause customer discontent and may cause the customers to shift to the competitors. Therefore we should take measures to reduce this shipping delay for table. Possible Solution For this can be we should not stick to a specific means of transport .We Should think region specific and in this decide the best means of transport Suitable

2.)Affordability_and_Quality_

Tables comes under the category Furniture.While Buying Furniture , There are two aspects which are kept in mind Affordability and Quality. And we should Use Mordern Software to cheak the quality of the tables. For eg – We Can Use Vibrometry Software to measure factures like bearing Capacity of Table , Stress/Strain Ratio etc

Problems Inspection

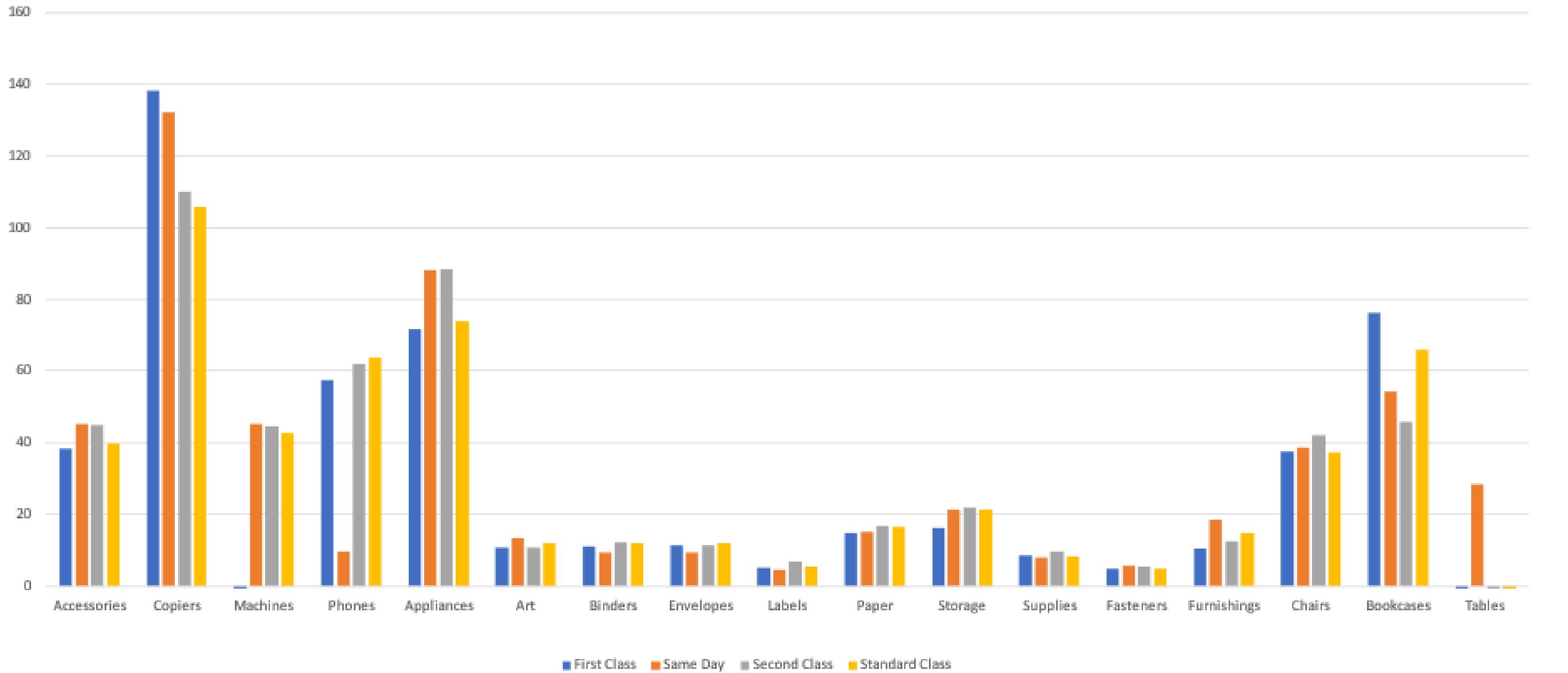
5 - SHIPPING PROBLEM

As seen from the data, the Same day Shipping is less as compared to other shipping modes but still, it manages to get more profit. which emphasis to increase the number of same day delivery.

Row Labels	Sum of Quantity	Average of Shipping Cost	Average of Sales	Average of Profit
First Class	25370	40.63435386	242.0167844	26.33138907
Same Day	8995	42.303739	244.8279074	26.90930873
Second Class	34461	30.09925547	244.5931983	26.58024272
Standard Class	103731	19.69633747	241.4446585	27.16291686
Grand Total	172557	26.06251555	242.339872	26.91021989



Delivery Type vs profit per orders

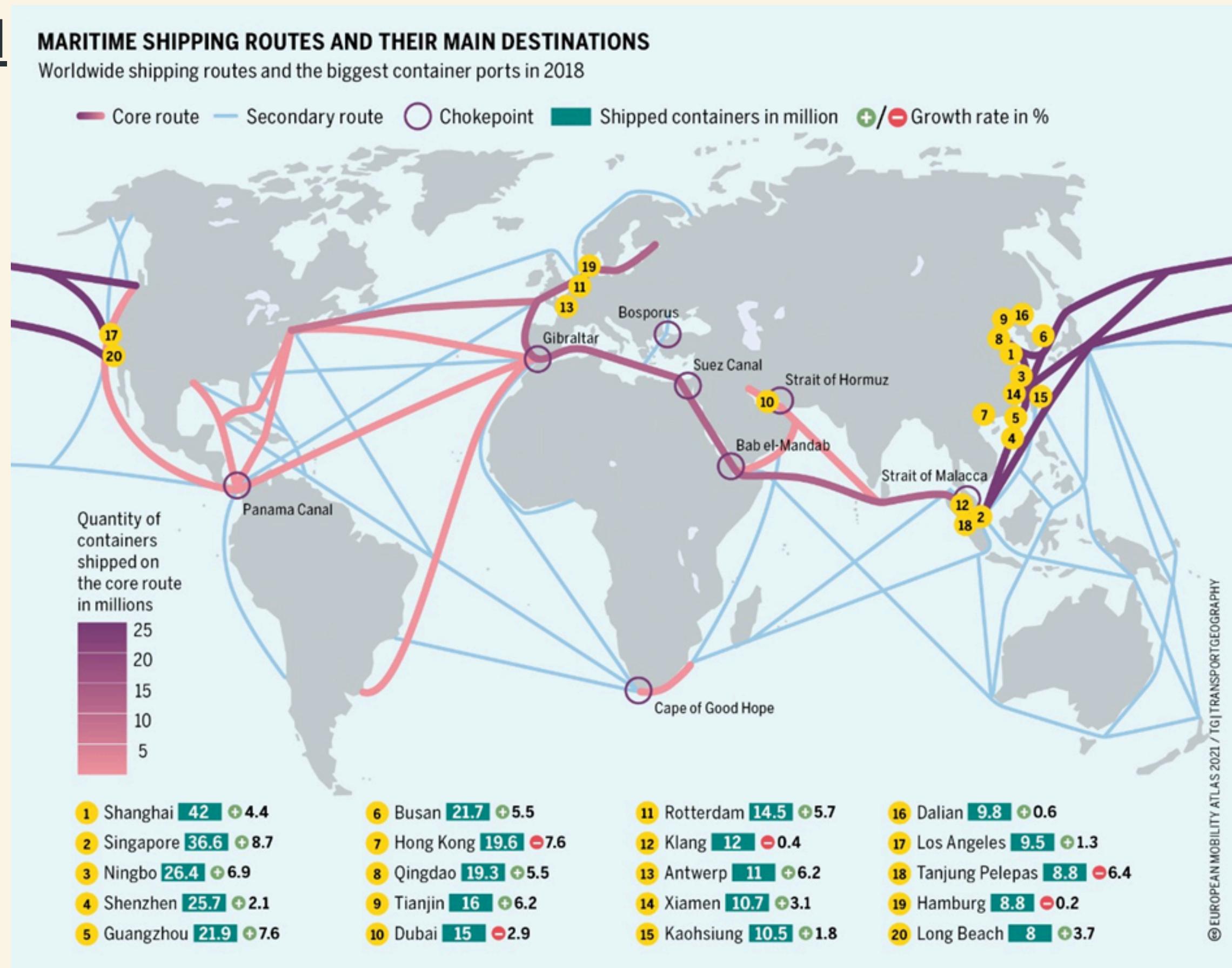


MODE OF TRANSPORTATION

This is the maritime sea-routes map of the world.

Superimposing this map with the above, we can see that the countries making losses receive cargo ships less frequently.

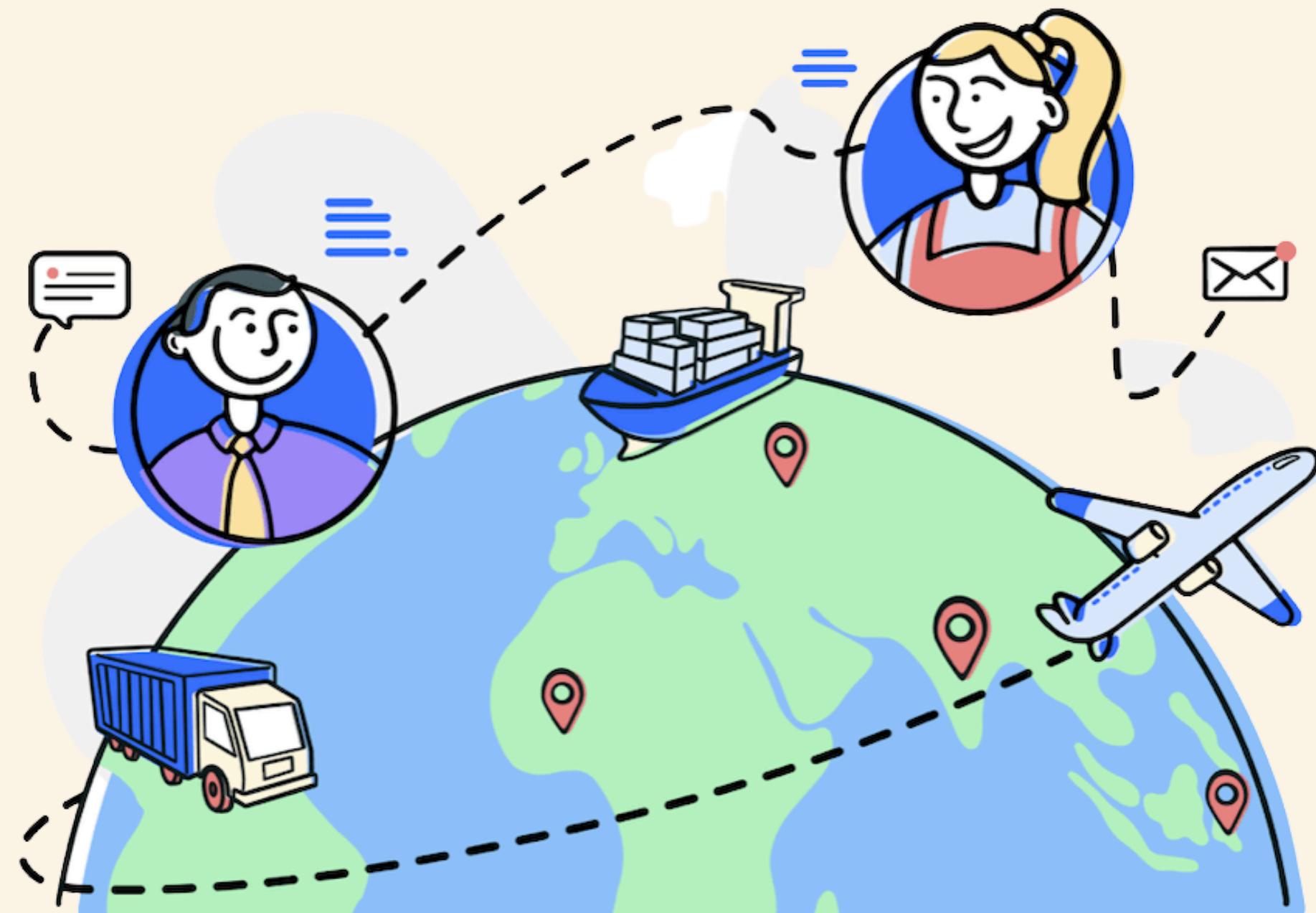
This indicates that the commodities being shipped through standard class take more time than other countries.



Solution Fetched

MULTIPLE SOURCING

Instead of just Japan, can there be some countries from each category of products (Furniture, Office Supplies and Technology) from where the products can be sourced to manage the losses



PYTHON MODEL FOR PROFIT ANALYSIS

This model currently generates
analysis of Profit
Year On Year

REPO - LINK : [Click Here](#)



Businellytics

VINTAGE LTD.

Analysis
ONN

Analysis Workbook

<https://1drv.ms/x/s!ApVPIT1GvHzgjWQpZqISuVaA2JPH>

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