

# Sales Performance & Supply Chain Optimization

This report delves into the sales performance, inventory management, and supplier contributions of the business, identifying key trends and areas for improvement. The analysis focuses on driving profitability and optimizing supply chain efficiency.

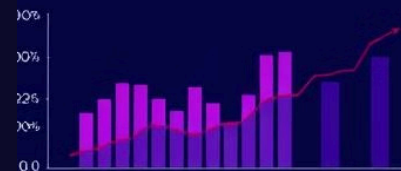


by Yousif Mohamed

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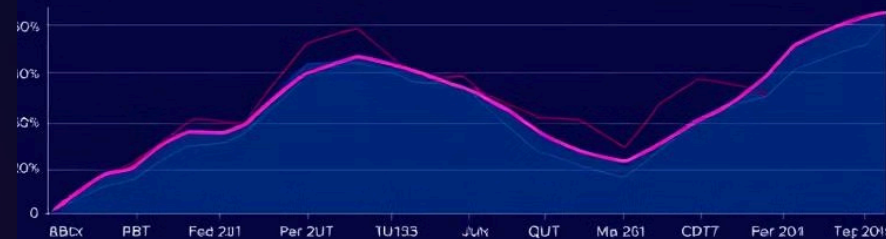
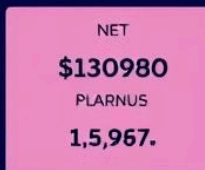
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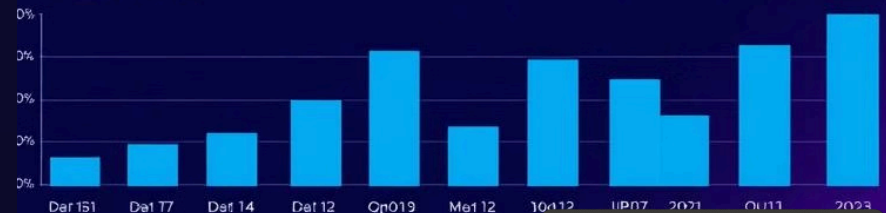


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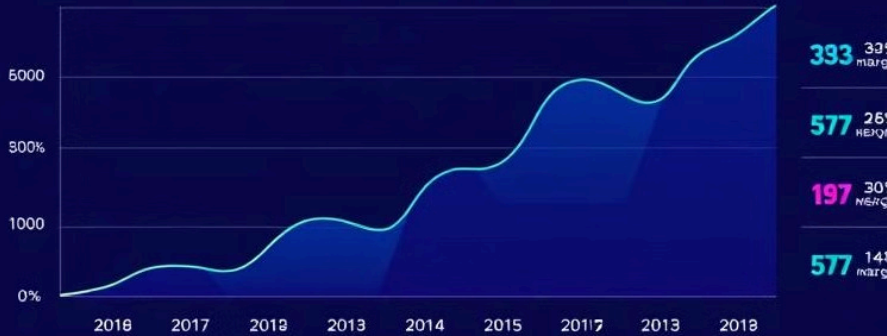
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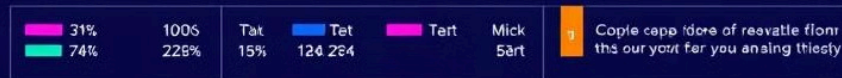
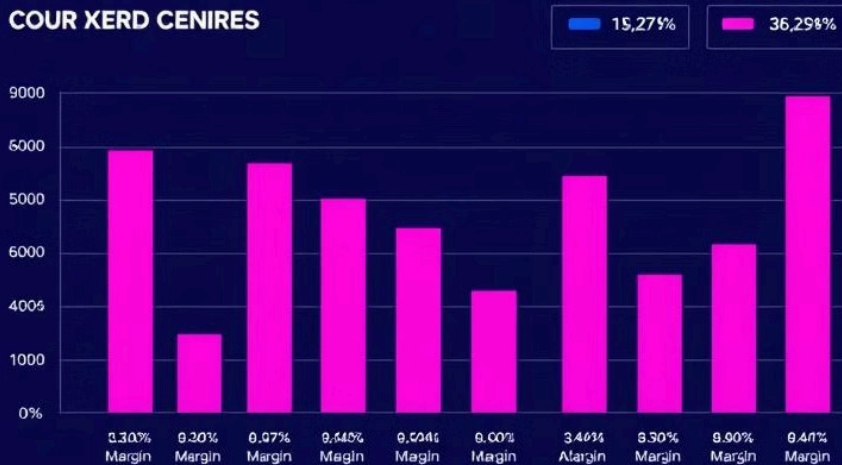
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# Sales Performance Analysis

1

## Net Profit

The business achieved a net profit of \$82.03K, showcasing a healthy financial standing. This positive result is attributed to efficient cost management and strong sales strategies.

2

## Profit Margin

A profit margin of 6.02% indicates a healthy balance between revenue generation and operational costs. This metric can be further enhanced by optimizing product pricing and streamlining operations.

3

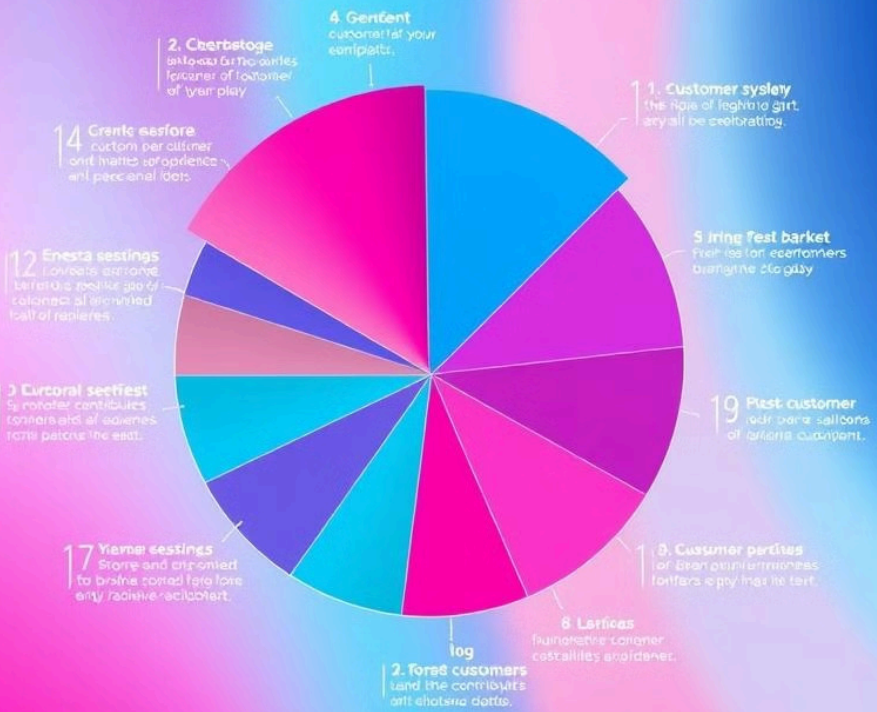
## Revenue Growth Rate

The revenue growth rate of 2.46% demonstrates steady progress in expanding the customer base and increasing sales volume. Continued investments in marketing and customer acquisition are crucial for sustained growth.

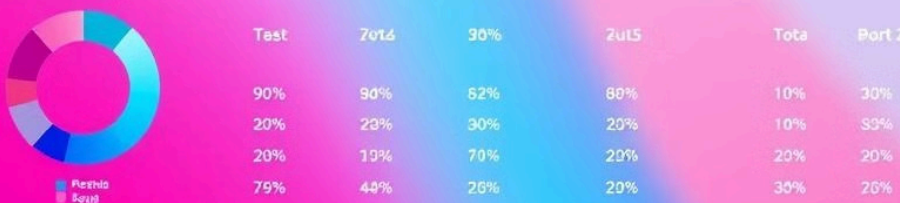
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# Customer Lifetime Value

Customer	Lifetime Value
RATTC	\$12,500
MEREP	\$11,800
Customer 3	\$9,200
Customer 4	\$8,700
Customer 5	\$7,500



# Product Performance Analysis

## Top 10 Sold Products

1. Côte de Blaye
2. Thüringer Rostbratwurst
3. Product 3
4. Product 4
5. Product 5
6. Product 6
7. Product 7
8. Product 8
9. Product 9
10. Product 10

## Low 10 Sold Products

1. Product 11
2. Product 12
3. Product 13
4. Product 14
5. Product 15
6. Product 16
7. Product 17
8. Product 18
9. Product 19
10. Product 20



**Stock**  
inver value!



units



units in stock

# Stock Management Insights

1

## Stock Turnover Rate

The stock turnover rate of 23.19% indicates active inventory management. This rate can be further optimized by streamlining inventory replenishment processes.

2

## Stock Value

The stock value of \$79.69K reflects the current inventory level. Maintaining a healthy stock balance is crucial for meeting customer demand and avoiding stockouts.

3

## Stock Units

Out of 4,143 total units, 3,363 are in stock, and 780 are on order. This suggests a well-managed stock pipeline with sufficient inventory to fulfill current and anticipated demand.



# Supplier Contribution Analysis

## Top 5 Suppliers

Aux joyeux ecclésiastiques and Plutzer Lebensmittelmärkte AG are the top contributors to revenue, indicating strong partnerships and reliable supply chains.

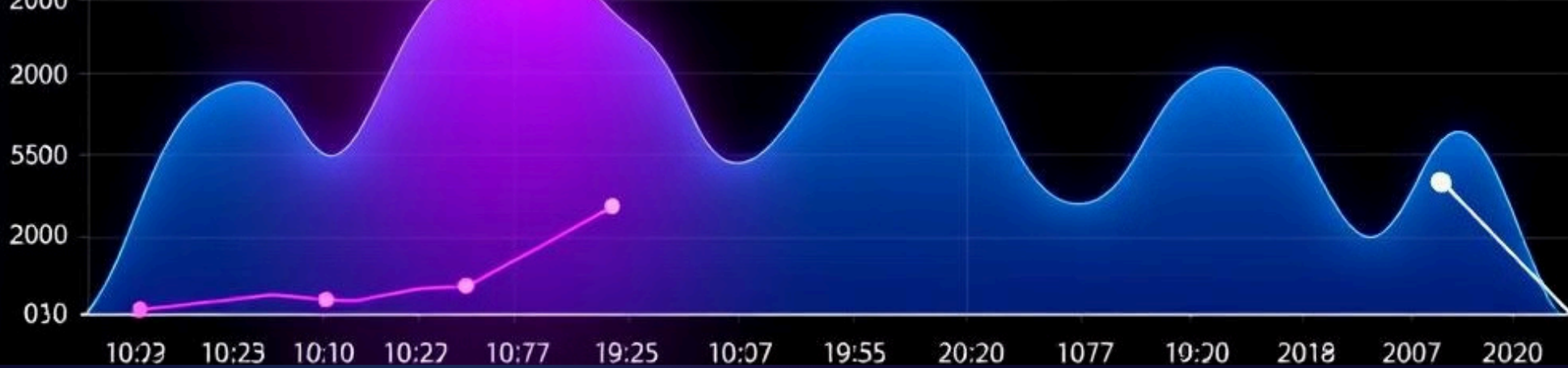
## Supplier Location

The majority of top suppliers are located in France and Germany, showcasing the geographic diversity of the supply chain.

## On-Time Delivery

The on-time delivery rate of 94.8% indicates a reliable and efficient supply chain. This positive metric contributes to customer satisfaction and timely fulfillment of orders.





# Freight Management Optimization



## Average Freight Cost

The average freight cost of \$196.08 presents an opportunity for optimization. Reducing shipping costs can significantly improve profitability.



## Shipping Time

While the on-time delivery rate is high, certain products, such as Mishi Kobe Niku, experience longer shipping times. Investigating and optimizing shipping processes for these products can improve delivery performance.

# Recommendations for Improvement

1

## Enhance Stock Management

Implement inventory management strategies to optimize stock turnover and reduce unnecessary stock holding costs.

2

## Review Low-Performing Products

Analyze low-selling products to determine whether they should be discontinued or repositioned in the market.

3

## Strengthen Supplier Relations

Negotiate freight costs with suppliers and explore alternative shipping methods to reduce overall freight expenses.

4

## Customer Retention Strategies

Develop targeted loyalty programs to retain high-value customers and encourage repeat purchases.

5

## Optimize Freight Efficiency

Implement process improvements to streamline order fulfillment and reduce shipping times, contributing to improved customer satisfaction.



# Operational Efficiency Assessment

1

## Streamline Supply Chain Processes

Identify bottlenecks in the supply chain and implement streamlined processes for improved operational efficiency.

2

## Cost Reduction Strategies

Explore cost-saving opportunities across operations to enhance profitability and competitiveness in the market.

3

## Technology Integration

Integrate technology solutions to automate manual tasks and enhance overall operational effectiveness.

4

## Quality Control Enhancements

Implement rigorous quality control measures to ensure consistent product quality and customer satisfaction.

5

## Employee Training Programs

Invest in training programs to upskill employees and improve overall operational performance and employee satisfaction.