



ADZEL SUPPLIES - FOOD AND BEVERAGES

Adzel supplies founded in 2020 is a leading food and beverage distributor serving retail stores, restaurants, supermarkets, and hotels across the USA. As a top player in the industry, Adzel's goal is to connect people with the food and beverages they love.



SALES PERFORMANCE DASHBOARD

OVERVIEW

- We are pleased to present a comprehensive data analysis of Adzel Supplies' operations. This dashboard offers a robust overview of our performance across key metrics, providing valuable insights into our supply chain, customer segments, and overall business health.
- By leveraging this data-driven tool, we aim to optimize our operations, identify growth opportunities, and make informed strategic decisions.
- This analysis will equip us with the information necessary to enhance our market position and drive sustainable growth."

Tools used:

- **Microsoft Excel**
- **Power pivot**
- **Powerpoint presentation**



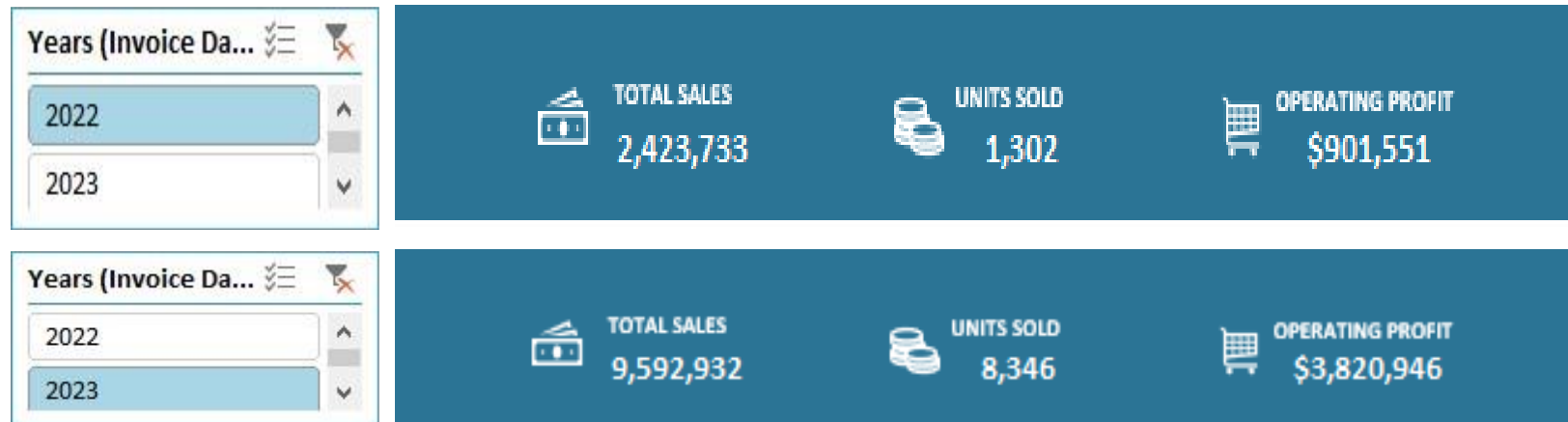
SALES PERFORMANCE DASHBOARD

PROCESS

- **Data Collection:** Collected sales data from multiple sources including CSV files and databases.
- **Data Cleaning:** Handled missing values and inconsistencies, corrected data types, units and removed duplicates.
- **Data Analysis:** Conducted exploratory data analysis to identify sales trends and patterns.
- **Visualization:** Created visualizations to highlight key insights.
- **Recommendation:** Provided suggestive recommendations to improve sales and track progress.

ADZEL SUPPLIES SALES PERFORMANCE DASHBOARD AND VALUABLE INSIGHTS

- **What is our Year-over-Year (YOY total sales, units sold, and profit growth)**
- **How did we perform year over year.**



The data shows a significant increase in sales from 2022 to 2023. Sales grew by 295.79% in 2023, compared to \$2,423,733 in 2022.

This is a very positive trend for Adzel supplies company.

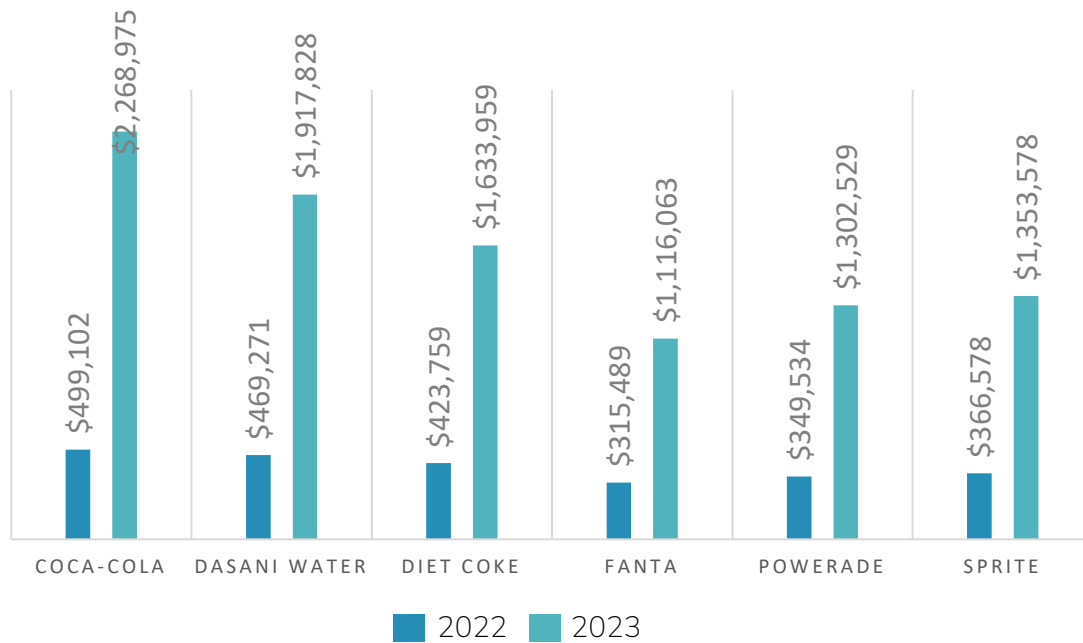
Some possible factors that could have contributed to the increase in sales include:

- Increased marketing and advertising efforts
- Expansion into new markets
- Favorable economic conditions

SALES DASHBOARD AND VALUABLE INSIGHTS

- What are our top-selling products. Focus resources on high performing items.

BEVERAGE/TOTAL SALES



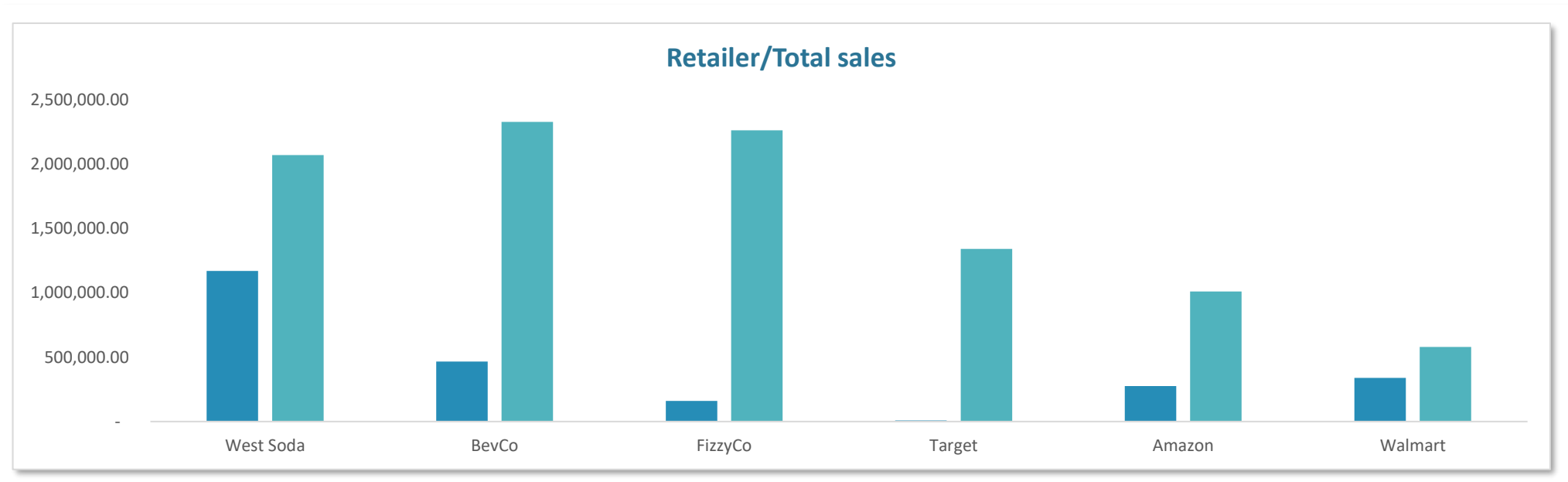
Our sales data indicates Coca-Cola is the best-selling beverage product among the five offered (Coca-Cola, Dasani Water, Diet Coke, Fanta, Powerade and Sprite) with total sales of \$499,102 and \$2,268,975 in 2022 and 2023 respectively.

Several factors can contribute to this.

- **Brand Recognition:** Coca-Cola boasts superior brand recognition compared to others. This established reputation fosters consumer trust and purchase preference.
- **Product Appeal:** Coca-Cola's classic taste caters to a broad audience. Its versatility for individual consumption, mixing, and cocktails further broadens its appeal.
- **Target Audience:** Some beverages such as Diet Coke target a specified audience and this may narrow down its request.

SALES DASHBOARD AND VALUABLE INSIGHTS

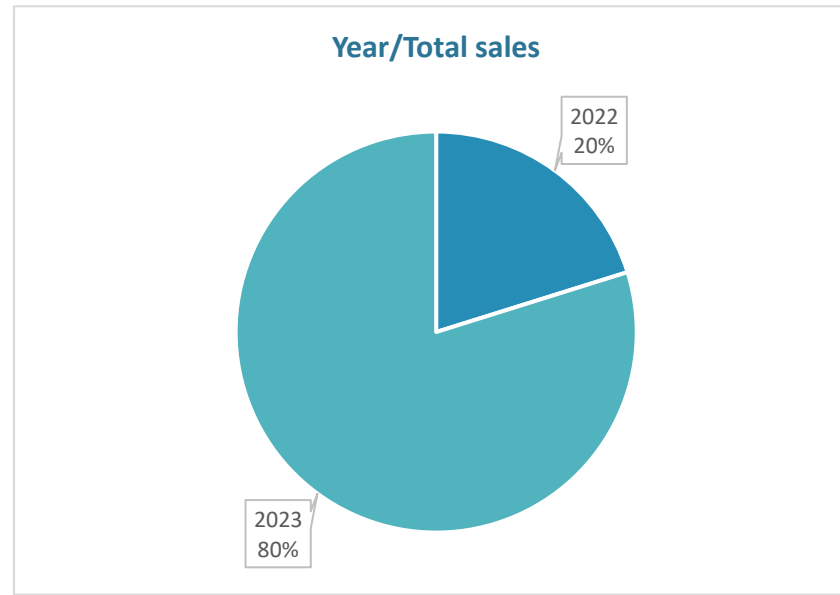
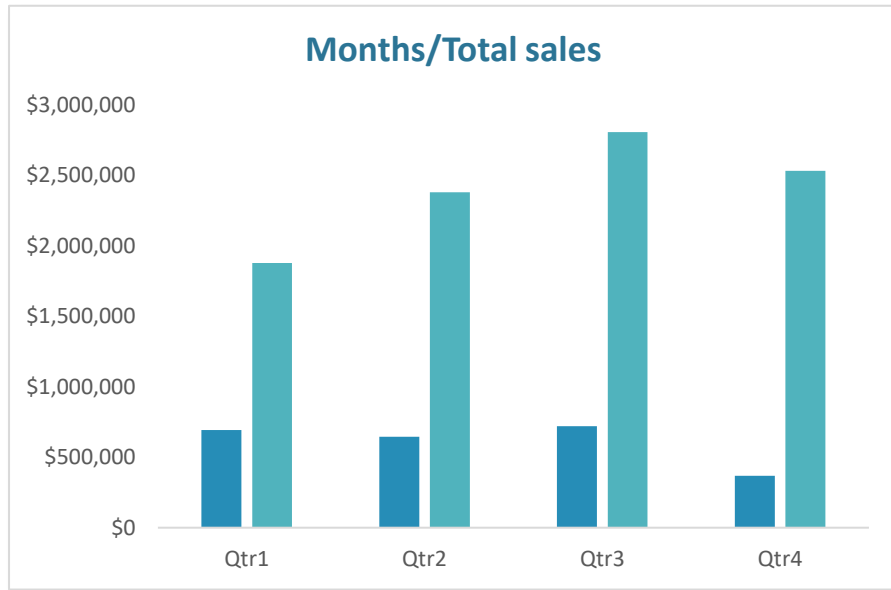
- Which customer segments are driving the most sales from 2022.



West soda had the highest sales in 2022 while BevCo had the highest sales in 2023. This may be due to several factors such as increased marketing strategy or advertisement, brand popularity, accessibility, product collaboration, or promotion. However, all products have had over 50% increased sales since 2022, which is a recorded success.

SALES DASHBOARD AND VALUABLE INSIGHTS

- Which period of the year has the most sales.



- Sales in 2023 are significantly higher than sales in 2022. Overall, sales appear to be stronger in 2023 compared to 2022.
- Within 2023, sales are highest in Q3 (third quarter). This can be influenced by season, events or holiday.

SALES DASHBOARD



BEVERAGE DRINK SALES PERFORMANCE

TOTAL SALES
12,016,665

UNITS SOLD
9,648

OPERATING PROFIT
\$4,722,497

Years (Invoice Da...)

2022

2023

State

Alabama

Alaska

Arizona

Arkansas

California

Colorado

Connecticut

Delaware

Beverage Brand

Coca-Cola

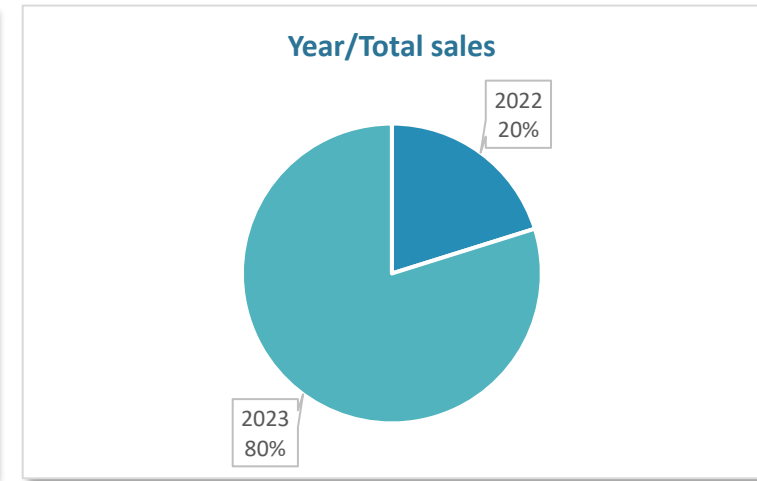
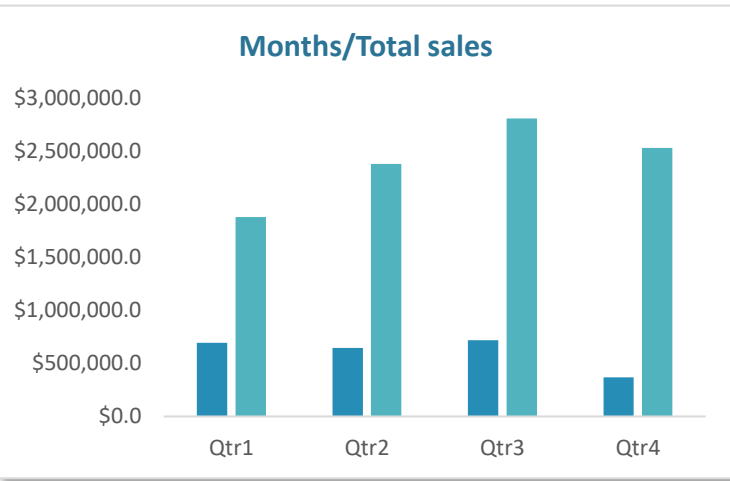
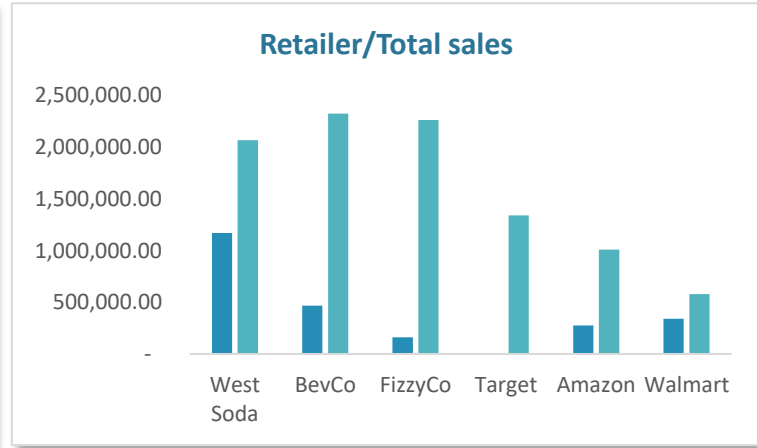
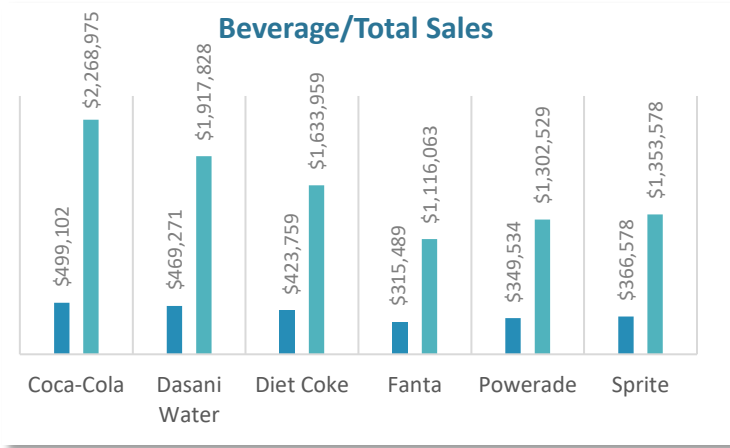
Dasani Water

Diet Coke

Fanta

Powerade

Sprite





SUMMARY & KEY INSIGHTS

- **Sales Growth:** Sales grew by 295.79% from 2022 to 2023, indicating strong performance and growth.
- **Top-Selling Products:** Coca-Cola is the best-selling beverage product, showing significant sales figures.
- **Customer Segments:** BevCo was the highest-performing customer segment in 2023.
- **Seasonal Trends:** Sales peaked in Q3 of 2023, likely due to summer and holiday periods.

RECOMMENDATIONS

Considering the current market conditions, previous growth trends, and the impact of proposed strategies, a qualitative growth target of 20-30% year-over-year (YoY) can be deemed achievable.

Here's how this target can be realized through the proposed recommendations:

1. Expand Marketing and Advertising Efforts (Contributing 5-10% Growth)

- **Target New Markets:** Utilize the success of 2023 to expand into new geographic markets.

2. Focus on Top-Selling Products (Contributing 3-5% Growth)

- **Increase Inventory:** Ensure ample stock of top-selling products like Coca-Cola to meet demand and prevent stockouts.
- **Promotions and Discounts:** To drive more sales, implement targeted promotions and discounts for these high-performing products.

3. Seasonal Sales (Contributing 3-5% Growth)

- **Seasonal Promotions:** Introducing special offers and targeted marketing campaigns during Q3 to capitalize on the high demand during summer and holiday periods.
- **Event Marketing:** Align product promotions with national events, holidays, and other significant dates that drive beverage consumption.

4. Customer Retention (Contributing 3-5% Growth)

- Implementing loyalty programs to high-performing customers can boost customer retention.

By focusing on these areas and setting a target of 20-30% YoY growth, Adzel Supplies can achieve sustainable and realistic progress, further strengthen its market position and drive long-term success.