

Dolle Food Production Company

A passionate purveyor of nature's finest, transforming fresh fruits into delightful beverages and sauces. Dolle's commitment to quality and taste is unwavering and the strive to deliver products that nourish body and soul is unmatched

OVERVIEW

The dashboard comprehensively analyzes the retailer's performance and supply chain data to provide a clear and actionable overview of key metrics, trends, and opportunities.

By leveraging data-driven tools to gain valuable insights into areas such as:

- Retailer performance and cost efficiency
- Product profitability and demand
- Supply chain bottlenecks and optimization opportunities

This presentation will delve into the key findings from the dashboard, highlighting areas of strength and areas where improvements can be made.

Ultimately, the goal is to provide actionable recommendations to optimize operations, increase profitability, and drive growth."

Tools used:

- Microsoft Excel
- Powerpoint presentation

Retailers Supply Dashboard



Retailer

- Aplus
- Barn
- Bp

County

- Chautauqua
- Erie
- Fulton
- Jefferson

Fruit

- Apples
- Apples, applesa...
- Apples, frozen c...
- Apples, ready to...

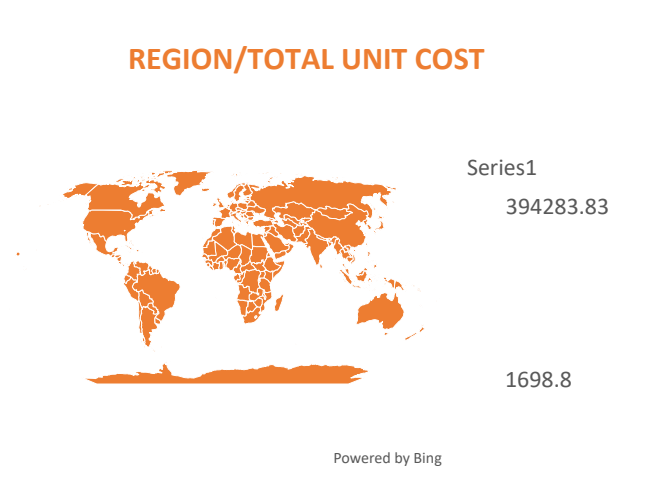
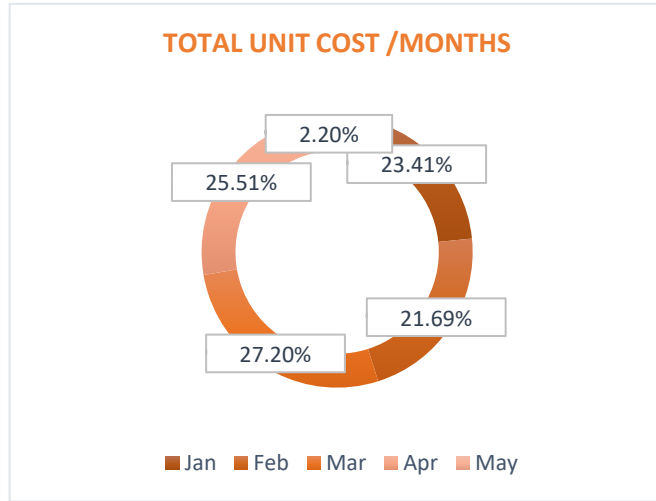
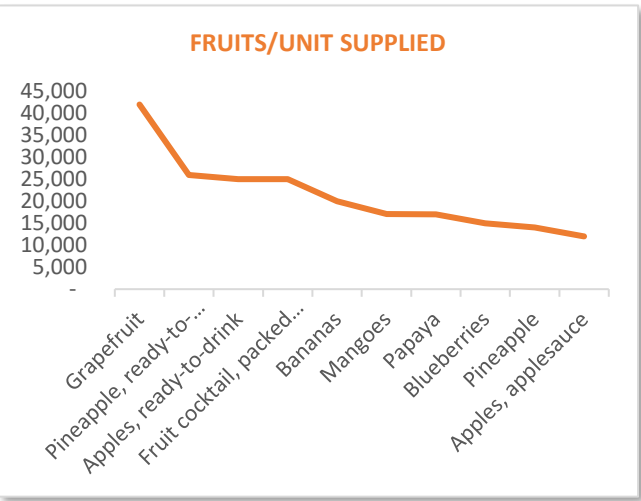
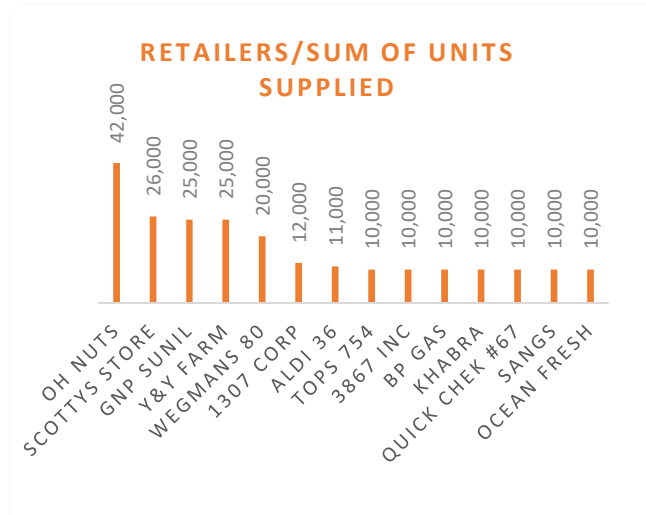
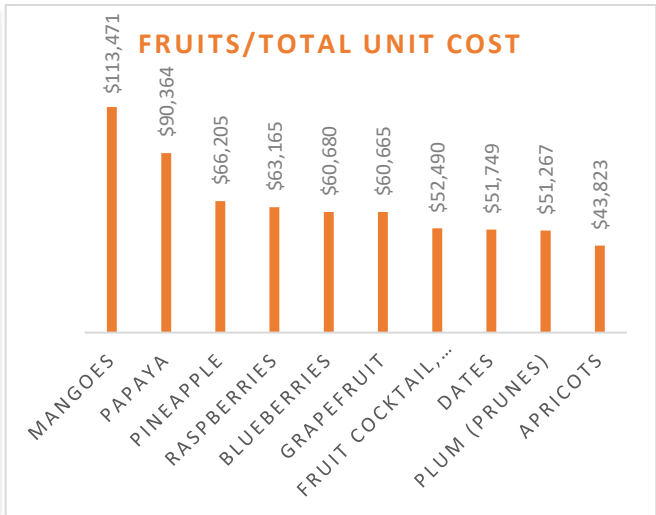
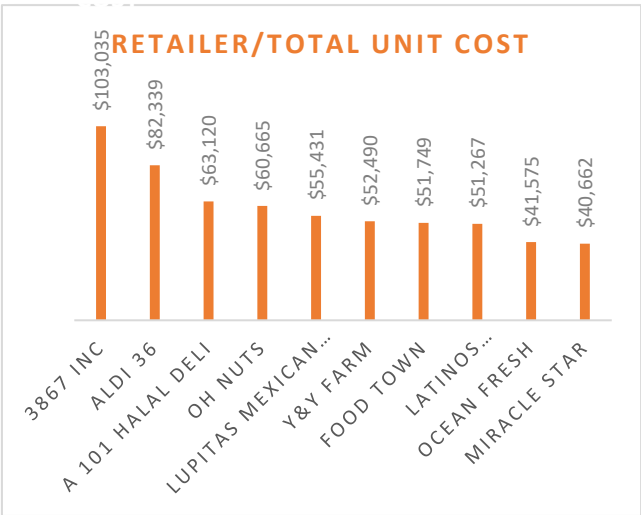
Months (Date)

- Jan
- Feb
- Mar
- Apr
- May

\$1,210,476.59
TOTAL UNIT

\$444,100
TOTAL UNITS SUPPLIED

62
NUMBER OF PRODUCTS



DOLLE SUPPLIES SALES PERFORMANCE DASHBOARD AND VALUABLE INSIGHTS

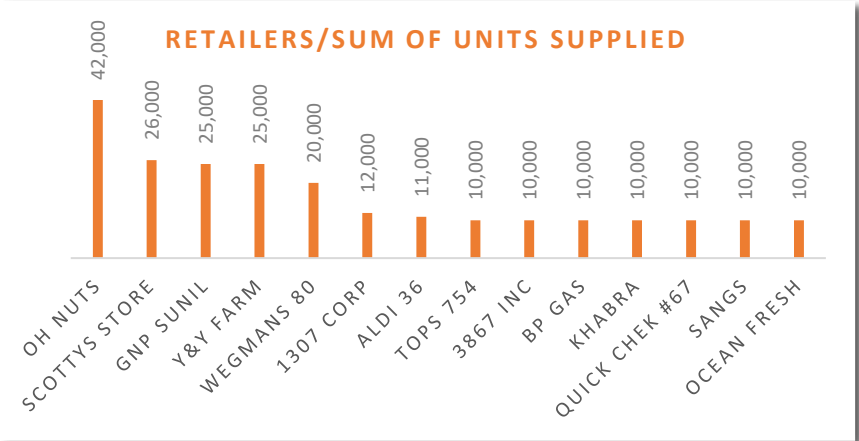
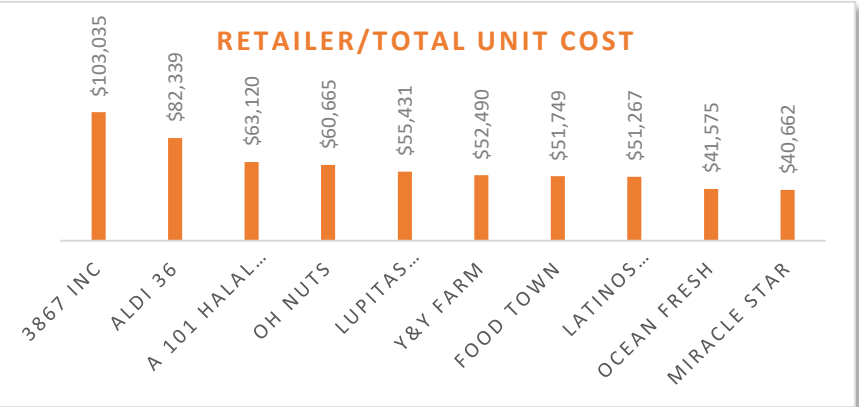
Which retailers are driving the most of our fruit sales

Top Performers:

- Based on the "RETAILER/TOTAL UNIT COST" chart, 3867 INC has the highest total unit cost of products sold with \$103,035 possibly indicating high-volume purchases.

- However, OH NUT tops the chart in the "sum of units supplied" with 42,000 products supplied and \$60,665 products sold, while 3867 INC takes the 9th position of products supplied.

- Aldi 36, Lupitas, and Y&Y Farm also appear as prominent retailers based on their presence across multiple fruit categories.

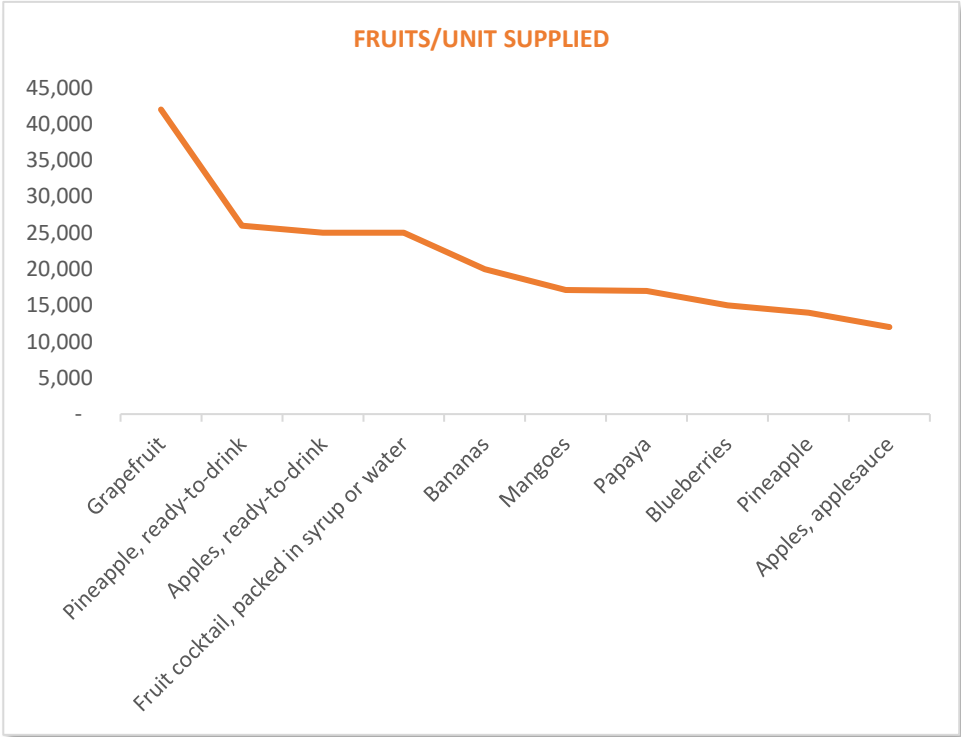


DOLLE SUPPLIES SALES PERFORMANCE DASHBOARD AND VALUABLE INSIGHTS

Which fruits are consistently high performers across retailers?

Top Performers:

Based on the "FRUITS/UNIT SUPPLIED" shows the following fruits, which could be consistently high performers throughout the year:

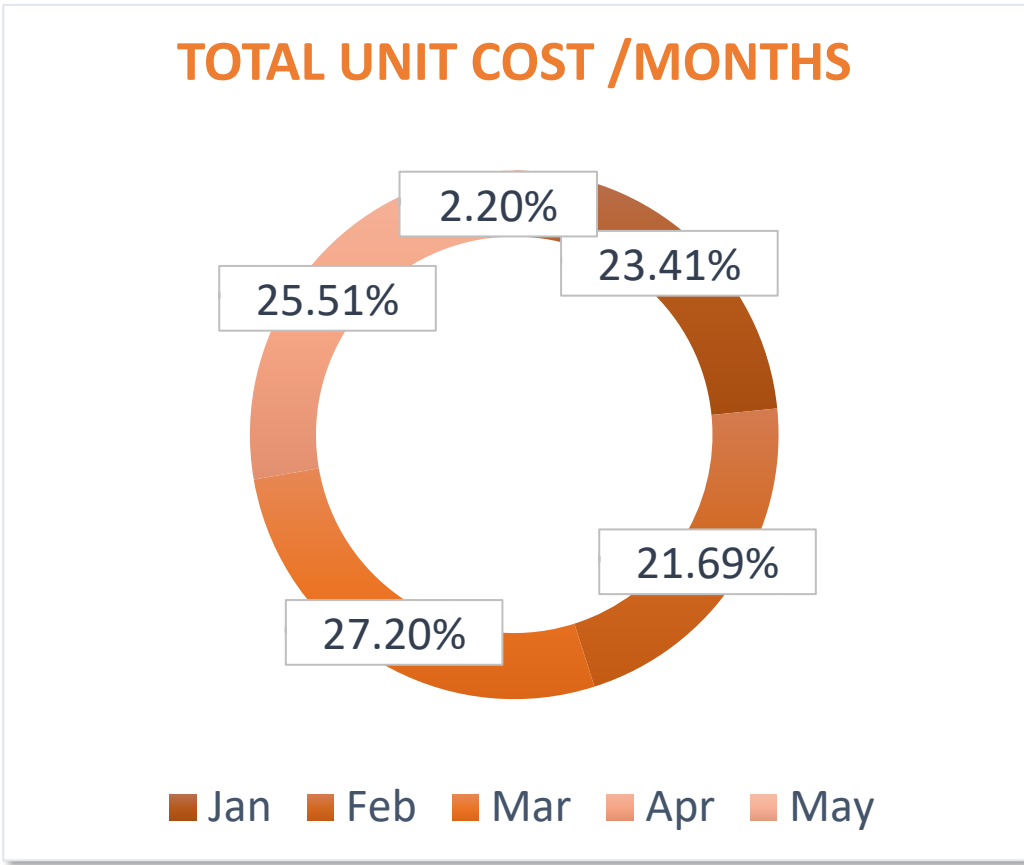


- **Grapefruit** at 42,000 units supplied.
- **Pineapples** (Ready-to-drink and possibly regular pineapples based on the label) at 26,000 units supplied.
- **Apples** (Ready-to-drink and possibly regular apples based on the label) at 25,000 units supplied.

Factors that may have caused these fruits to stand out:

- **Relatively Consistent Supply and availability:** Their supply lines appear to have the least fluctuation throughout the timeframe shown in the chart, suggesting consistent availability throughout the year.
- **Long Shelf Life:** They have a longer shelf life, allowing for more consistent stockpiling by retailers.
- **High Demand:** These fruits are targeted at a particular set of people hence, the high demand.

What is the sales trend in the past months (January-May)



The most prominent feature is the clear downward trend in the donut chart segments (slices) size from January to May. This indicates a decrease in total fruit supplied to retailers across these months.

This is due to:

- Seasonal changes in consumer preferences
- Promotions for other products at the retailers
- Changes in retailer buying strategies

Key Insights

Key Insights from the PDF

1. Sales Performance:

- Significant sales growth observed.
- Grapefruit, pineapples, and apples are consistently high-performing products.

2. Retailer Performance:

- 3867 INC has the highest total unit cost of products sold, indicating high-volume purchases.
- OH NUT tops the chart in the sum of units supplied.
- Seasonal variations affect supply and demand.

3. Cost Efficiency:

- Fluctuations in total unit costs from January to May

Recommendations

Recommendations will be divided into three main focus areas: Geographical analysis, product focus and cost optimization.

Geographic Analysis:

- Identify the region with the highest total unit cost and investigate the reasons behind it.
- Consider expanding into regions with lower costs or higher demand.
- Establish partnerships with local retailers and distributors to strengthen market presence and distribution networks. Prices can be enticing either by giving promo or discount.

Product Focus:

- Boost production and supply of consistently high-performing fruits like grapefruit, pineapples, and apples to meet demand and maximize sales.
- Maintain or increase production of Apples, frozen concentrated to meet high demand.
- Evaluate the demand and profitability of other fruits to optimize the product mix.

Cost Optimization:

- Offer seasonal promotions and special offers to products with lower unit costs and ensure that supplies is higher so that it is readily available.
- Strengthen relationships with key suppliers to ensure a steady supply of raw materials and negotiate better pricing terms.
- Implement advanced inventory management systems to monitor stock levels and demand forecasts.