
SPIRITS DISTRIBUTION INTELLIGENCE

HS OBEROI

Sales, Profitability & Inventory Analytics

A decision-ready view of sales, profitability, outlet performance and inventory.

Pushpal Kawara

"I am the bridge that turns data into smarter business decisions."

pushpalanalytics@gmail.com | pushpalkawara.pages.dev

The Distribution Challenge

A spirits distribution business needs visibility across sales, outlets, profitability, inventory and demand. In this project, sales data was spread across multiple Excel sheets, making it harder to maintain a single view of performance.

Data Visibility

Multiple operational records make it harder to maintain one consistent view of performance.

Profitability Visibility

Revenue alone does not show where discounts are affecting margins or which areas are more profitable.

Inventory Visibility

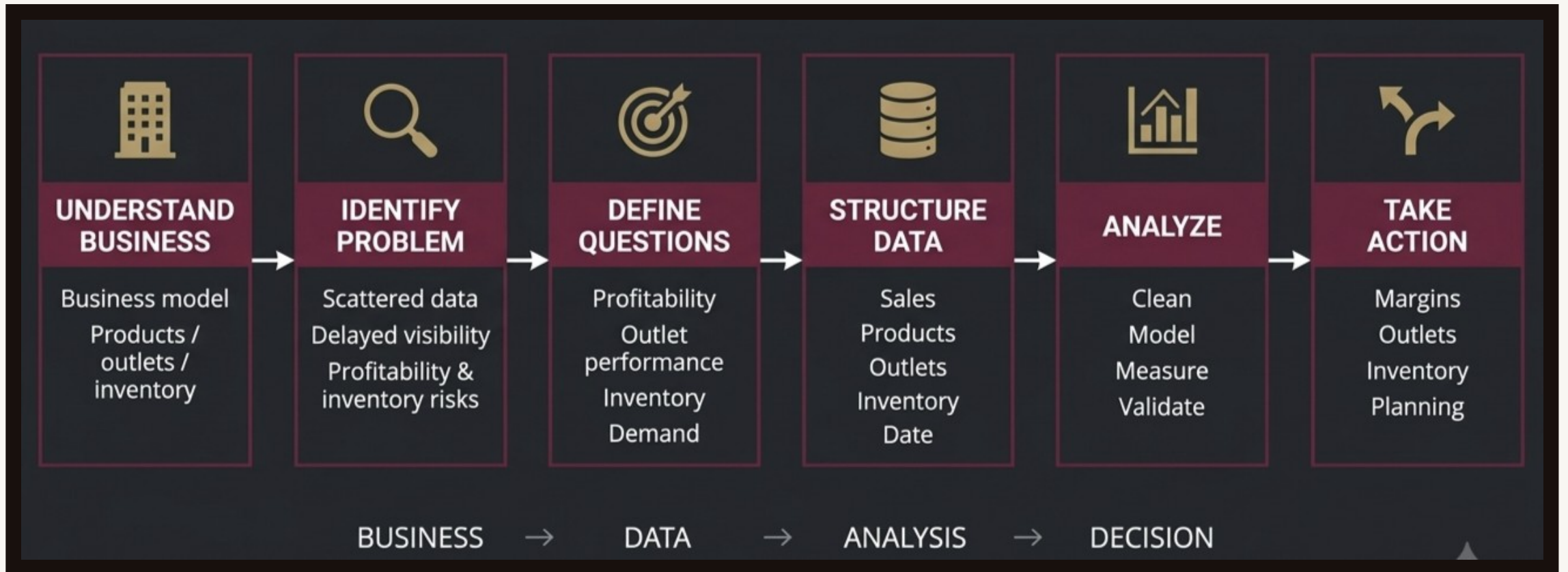
Stock movement and reorder requirements are harder to identify without a connected view of sales and inventory.

Bring these views together so the business can see what is happening, where attention is needed, and what action makes sense.



How I Approached the Problem

I did not start with the dashboard. I first tried to understand how the business works and what decisions the data should support.



Data Foundation

The model was built around the business questions, with sales at the center and the supporting dimensions connected around it.

Python



SQL Server

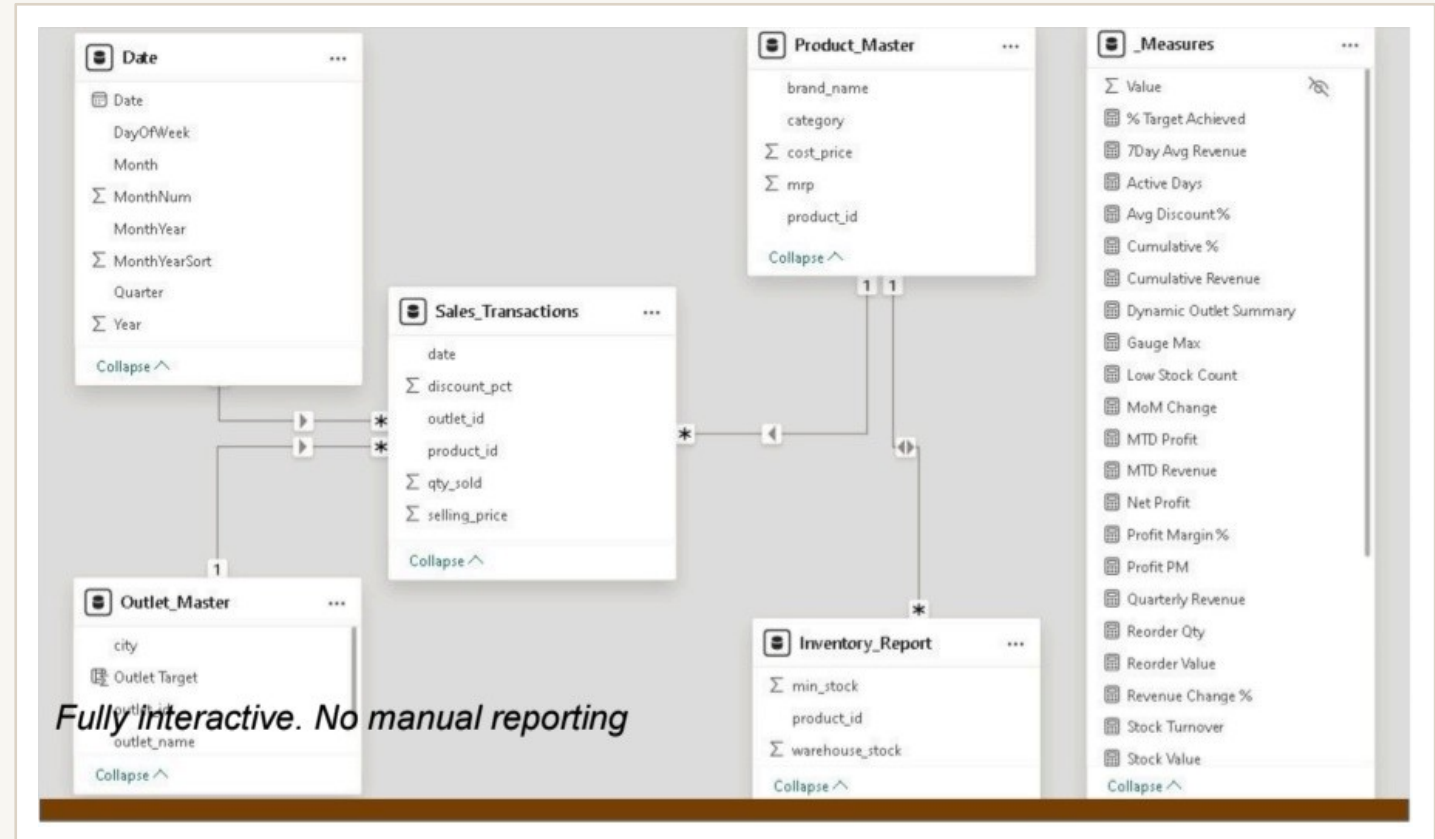


Power Query



Power BI

- Data cleaning and preparation across sales, outlet and inventory records.
- A structured relational model rather than scattered spreadsheets.
- Sales connected with product, outlet, date and inventory information.
- Measures designed around the business metrics that matter.



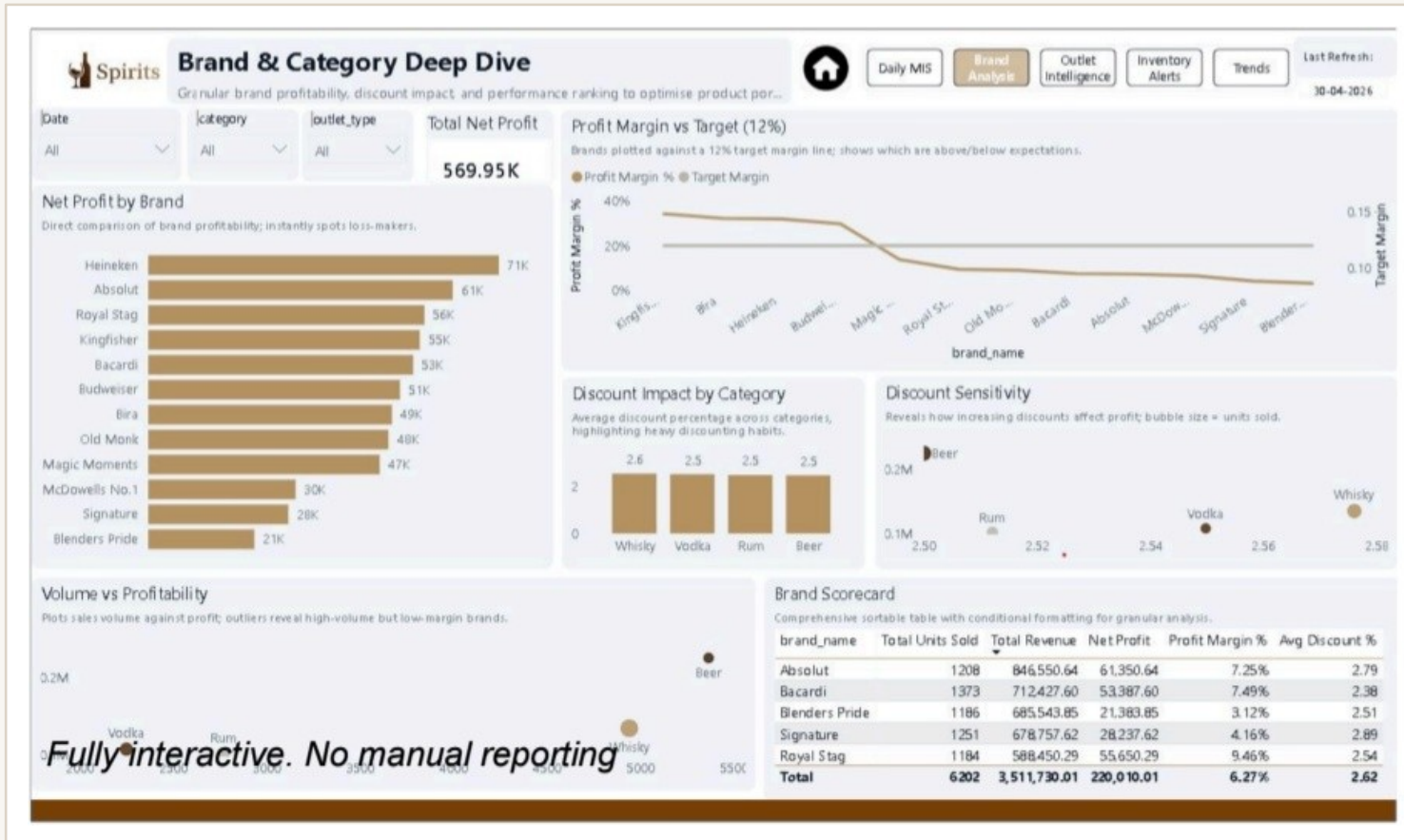
One View of the Business

The main dashboard brings sales, profitability, discounts, inventory and trends into one place.



Revenue • Profit • Margin • Units • Discount • Inventory • Trends

Not Every Sale Is a Good Sale



8%

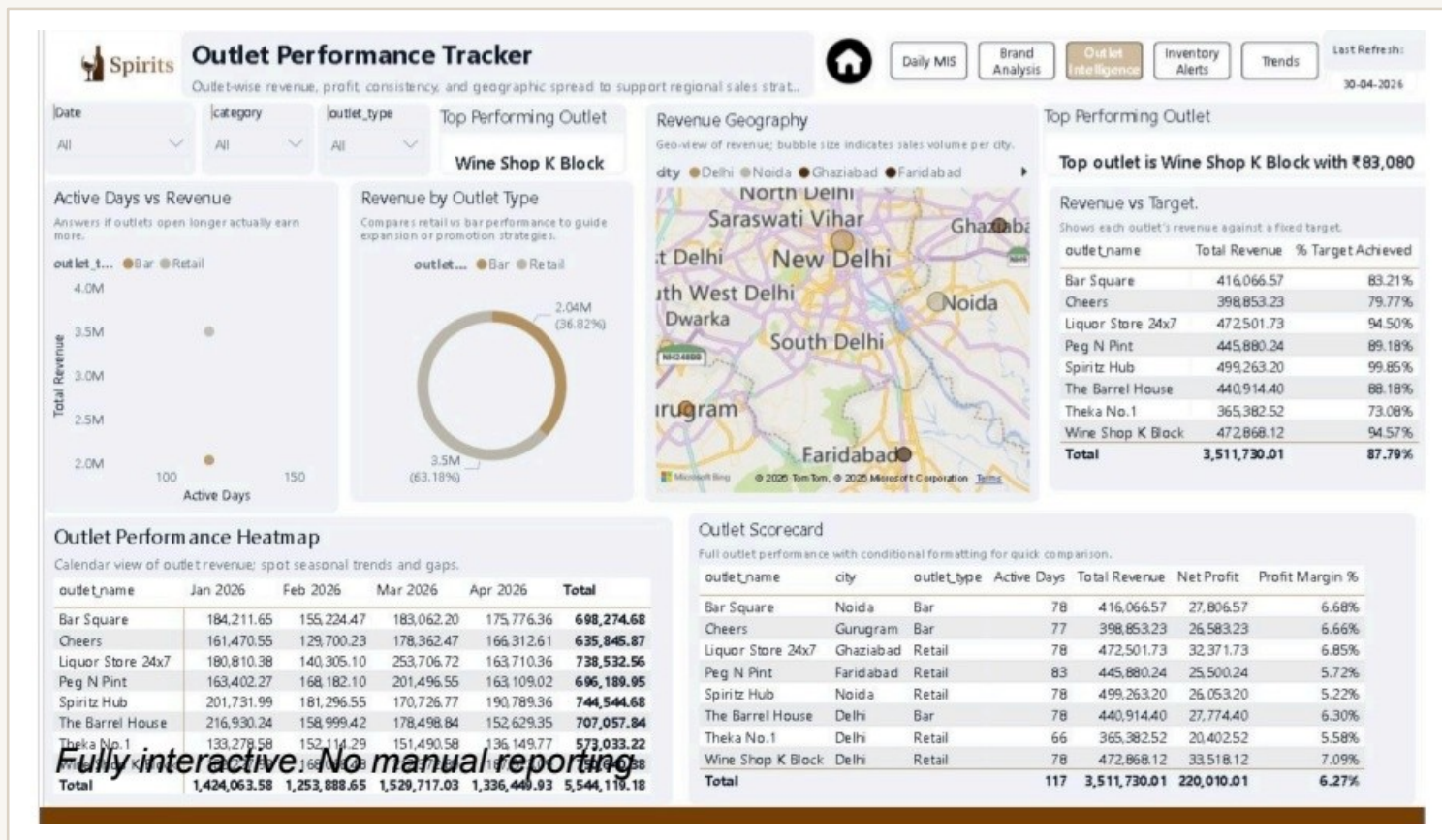
discount threshold where margin pressure begins

Four high-revenue brands showed significant margin pressure where discounts moved above 8%.

High sales volume can look healthy until the margin impact is considered.

Review discounting at brand level and focus pricing decisions on profitable revenue, not revenue alone.

Where Is the Profit Coming From?



₹83,080

top retailer revenue — Wine Shop K Block

55%

higher net profit — retail channels vs bar channels in the analyzed data

Channel profitability provides a stronger basis for deciding where to focus commercial effort than sales volume alone.

Prioritize high-profit outlets and investigate locations where activity is high but profitability is weak.

What Needs Attention Before It Becomes a Stock Problem?



4 products

Four critical low-stock products were identified, requiring approximately ₹1.2L in reorder capital.

Slow-moving products can create a different problem: cash remains tied up without generating enough sales.

Inventory → Cash → Action

Prioritize critical replenishment while reducing unnecessary working-capital lock-up in slow-moving stock.

When Does Demand Actually Happen?



40%

lower Mon–Thu sales compared to weekends

The pattern matters for promotion timing, inventory planning and day-to-day operations.

Use targeted mid-week promotions and align planning with the observed demand pattern.

CONCLUSION

What the Analysis Uncovered

>8%

discount threshold

Significant margin pressure across identified high-revenue brands.

55%

higher net profit

Retail channels generated stronger profitability than bar channels in the analyzed data.

4

critical products

Approximately ₹1.2L reorder requirement identified.

40%

lower Mon–Thu sales

Clear opportunity for more targeted mid-week planning.

The value of the analysis is not in the dashboard itself. It is in making the right business questions easier to answer.

Pushpal Kawara

Bengaluru, India

Email: pushpalanalytics@gmail.com | Phone: +91 7796004314 | LinkedIn: [linkedin.com/in/pushpalanalytics](https://www.linkedin.com/in/pushpalanalytics) | GitHub: github.com/pushpal-analytics | Portfolio: pushpalkawara.pages.dev

"The key to uncovering business problems and hidden opportunities."

DATA

"Turning insight into growth and greater profitability."