Case Study: Who is not buying my top product lines

Problem:

A customer of ours knew that his top 20 lines represented 75-80% of his total sales. He had a hunch that some of his better customers were not purchasing a few of these top 20 product lines, but he had a very difficult time creating a single report that could show him the data to prove or disprove his hunch.

He could get reports that showed sales for his top product lines, or of a single product line's sales by customer, or of all product lines sales for a single customer, but he had no easy way to combine any of this data except to cut and paste it from each of the individual reports. Combining these reports was a frustrating, tedious process.

The Solution:

AutoCube, we were able to build him a report in just a few minutes.

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First, we identified his top 20 lines based upon a certain time period of sales data. For this exercise we used 1 full year of product line sales data and sorted it in descending order.

As you can see, their top selling line is Wagner braking products (WAB), followed by other familiar lines like Cardone (CAR), Monroe (MON), and Goodyear (GOO) among others.

	A	B	C
1	Invoice Date	2007	
2	Region-Loc	ALABAMA	
3			
4	**Row Labels**	**Ext Price**	
5	⊞ WAB	314,951.98	
6	⊞ CAR	279,080.60	
7	⊞ SPO	263,701.46	
8	⊞ MON	233,652.20	
9	⊞ BBB	227,393.78	
10	⊞ GOO	194,509.88	
11	⊞ CHL	184,597.58	
12	⊞ MIS	149,741.93	
13	⊞ PHC	147,579.30	
14	⊞ DOR	130,282.75	
15	⊞ GSP	119,630.75	
16	⊞ DPI	116,547.49	
17	⊞ SWI	106,064.89	
18	⊞ LAB	102,383.93	
19	⊞ KEM	97,104.57	
20	⊞ EAS	91,989.80	
21	⊞ AAD	88,669.18	
22	⊞ COR	83,843.47	
23	⊞ EXI	76,804.82	
24	⊞ MOO	68,194.42	
25	**Grand Total**	**3,076,724.78**	

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Next, we want to analyze one of the lines, in this case Wagner (WAB). We grouped all of the other lines except WAB in one group and left WAB in its own group. This allows us to see the Wagner sales as opposed to the sales of all other lines as well as the overall total sales. We then added the Customers to the mix and sorted by descending overall total sales.

Right away we can see that the first two customers on this list stick out, especially when compared to the next 4 or 5 customers. These first two customers each purchased over $110K in parts but less than $3K of their individual totals was WAB.

Since they obviously purchased braking parts (WAB) during the time period the low dollar amount raises some questions. Could these customers be buying another line of braking parts from a competitor, or is there is some other reason for the low purchase amount of WAB?

Our customer can now have his salesperson talk to these customers to see if there is an opportunity to increase their sales of braking parts.

	A	B	C	D	E
1	Invoice Date	2007			
2	Region-Loc	ALABAMA			
3					
4	**Ext Price**	Column Labels			
5		⊟ Wagner	⊞ Other	**Grand Total**	
6	**Row Labels**	⊞ WAB			
7	100 -LARRYS AUTO REPAIR	2,663.66	113,225.69	115,889.35	
8	1601 -PARTS PLUS FARMINGTON	2,876.82	108,553.64	111,430.46	
9	1828 -GOODYEAR #5151	15,563.13	59,409.89	74,973.02	
10	74865 -MANNYS AUTOMOTIVE INC.	4,741.46	56,987.49	61,728.95	
11	1851 -GOODYEAR #5171	7,591.60	53,173.56	60,765.16	
12	1820 -GOODYEAR #5144	11,643.03	46,677.22	58,320.25	
13	11451 -MARTINS TIRE #21	7,068.48	39,852.59	46,921.07	
14	23451 -JACKSONS TRANSPORT	225.34	45,580.50	45,805.84	
15	4482493 -PALMER FORD TRUCKS	1,549.67	40,282.10	41,831.77	
16	1314 -MARTINS TIRE #4	6,395.70	33,359.83	39,755.53	
17	1838 -GOODYEAR #5160	6,538.12	32,694.55	39,232.67	
18	21474 -NEWTON CHEVROLET	10,631.46	28,464.53	39,095.99	
19	2513384 -DANNY'S COMPLETE AUTO	579.29	34,853.95	35,433.24	
20	25022 -LANGS FORD INC.	1,210.85	32,757.95	33,968.80	
21	7520023 -TIRES PLUS KENDALL 250120	1,846.82	31,415.51	33,262.33	
22	19944 -WEST END TOYOTA & SCION	3,559.70	28,872.22	32,431.92	
23	20758 -BEILERS AUTO REPAIR	7,343.25	23,681.69	31,024.94	
24	21016 -HERITAGE FORD	2,262.64	26,758.48	29,021.12	