



TECHTRONIX

An HI-tech case study presentation by

FATOKI ADEOLA

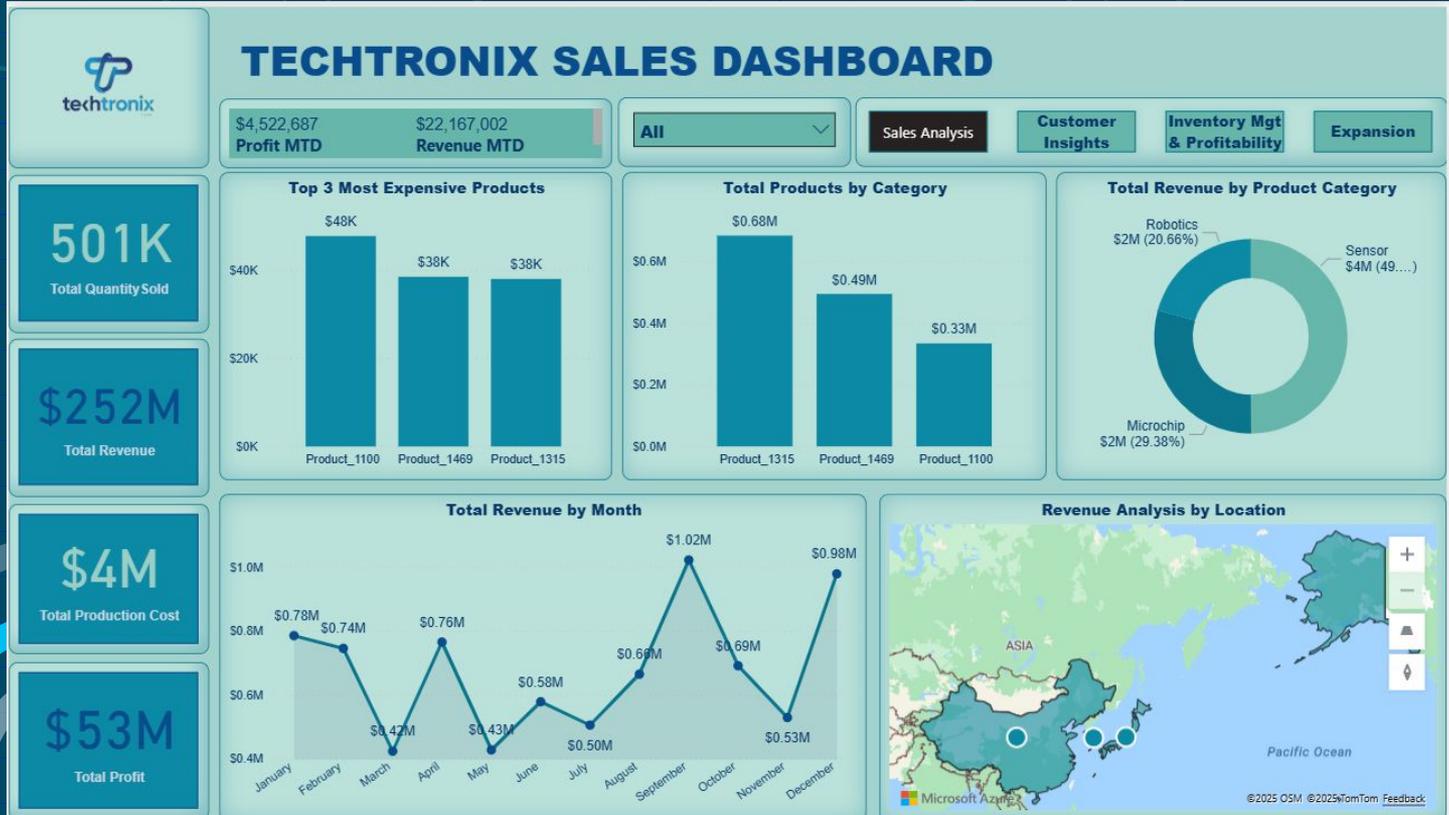
Understanding Business Problem

Techtronix Innovations, a forefront player in the microchip and robotics industry, is encountering challenges in streamlining its sales strategies, optimizing production planning, and pursuing market expansion. The company grapples with demand unpredictability, inventory management inefficiencies, and the identification of profitable market opportunities.

PROJECT AIM

To create a dashboard for Techtronix Innovations that encapsulates key findings on sales performance, customer insights, and profitability to inform strategic decisions.

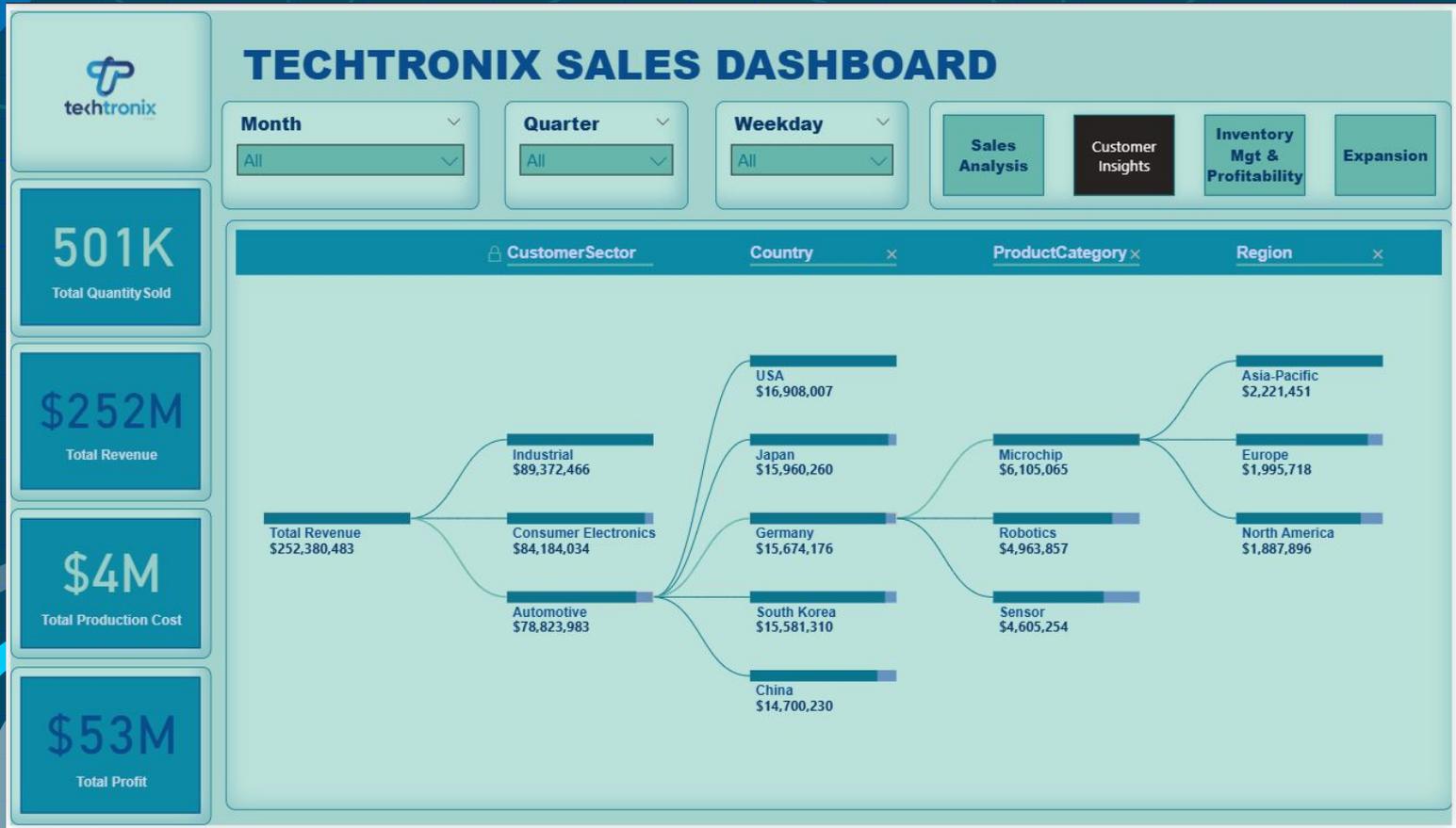
SALES ANALYSIS



KEY FINDINGS

- The most expensive products are Product 1100 (\$48k), Product 1469 (\$38k), and Product 1315 (\$38k).
- Product 1315 generates the highest profit (\$0.68m), followed by Product 1469 (\$0.49m) and Product 1100 (\$0.33m).
- Sensors generate the highest revenue (\$4m), followed by Microchip (\$2m) and Robotics (\$2m).
- September has the highest revenue (\$1.02m), with a significant spike compared to other months.
- Japan generates the highest revenue (\$1.99m), followed by the USA (\$1.67m), South Korea (\$1.64m), and China (\$1.56m).

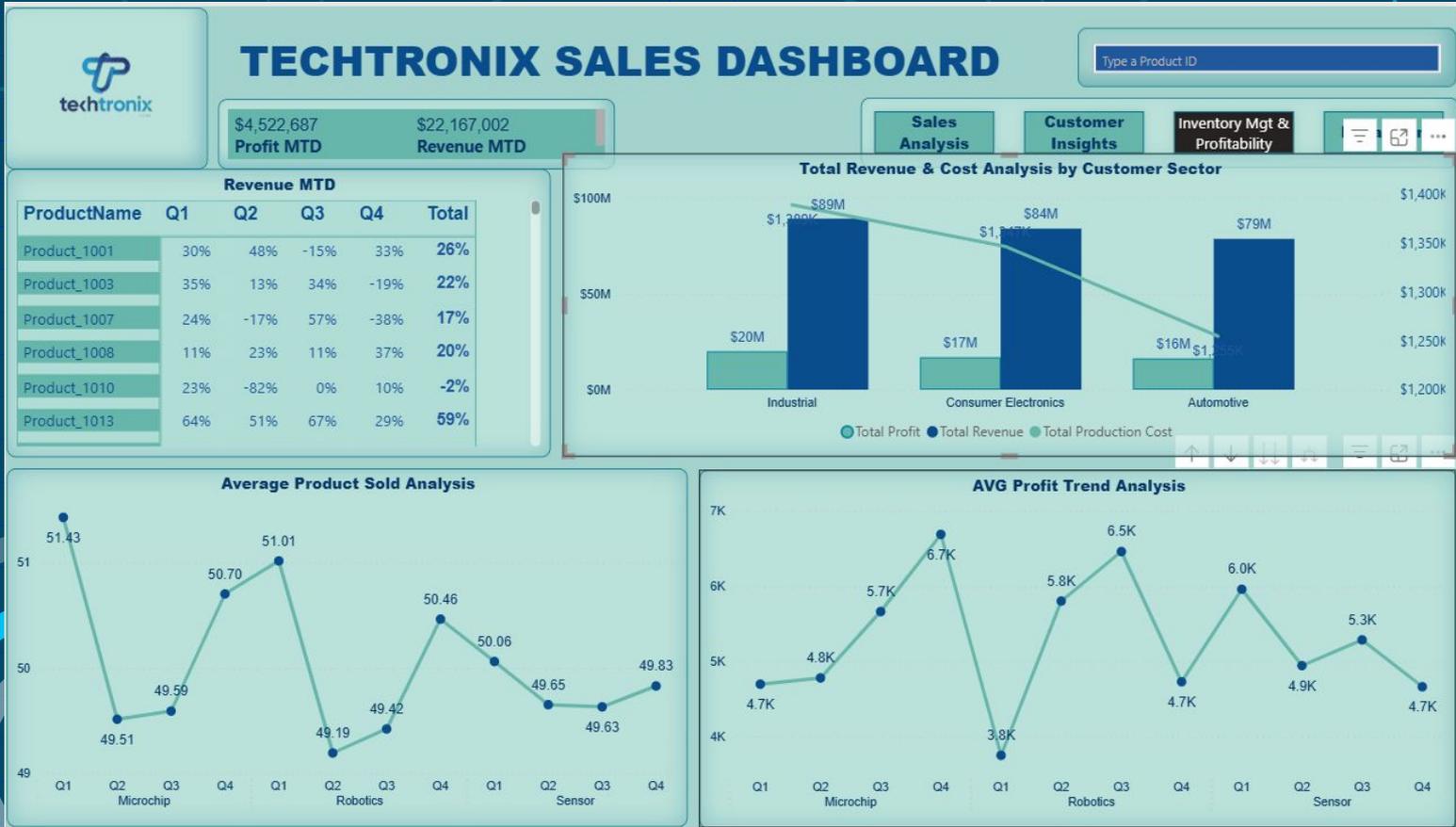
CUSTOMER INSIGHTS



KEY FINDINGS

- Industrial and Customer Electronics sectors drive the majority of revenue.
- Revenue is spread across multiple countries, including the USA, Japan, and Germany, indicating a strong global presence.
- The USA generates \$16.91m in revenue, making it a key market.
- Microchip products are in high demand, followed by Robotics and Sensors, suggesting a diverse product portfolio.
- Asia-Pacific: Generates \$2.22m in revenue, indicating potential for growth in this region.
- Europe: Generates \$1.99m in revenue, showing an established presence in the European market.

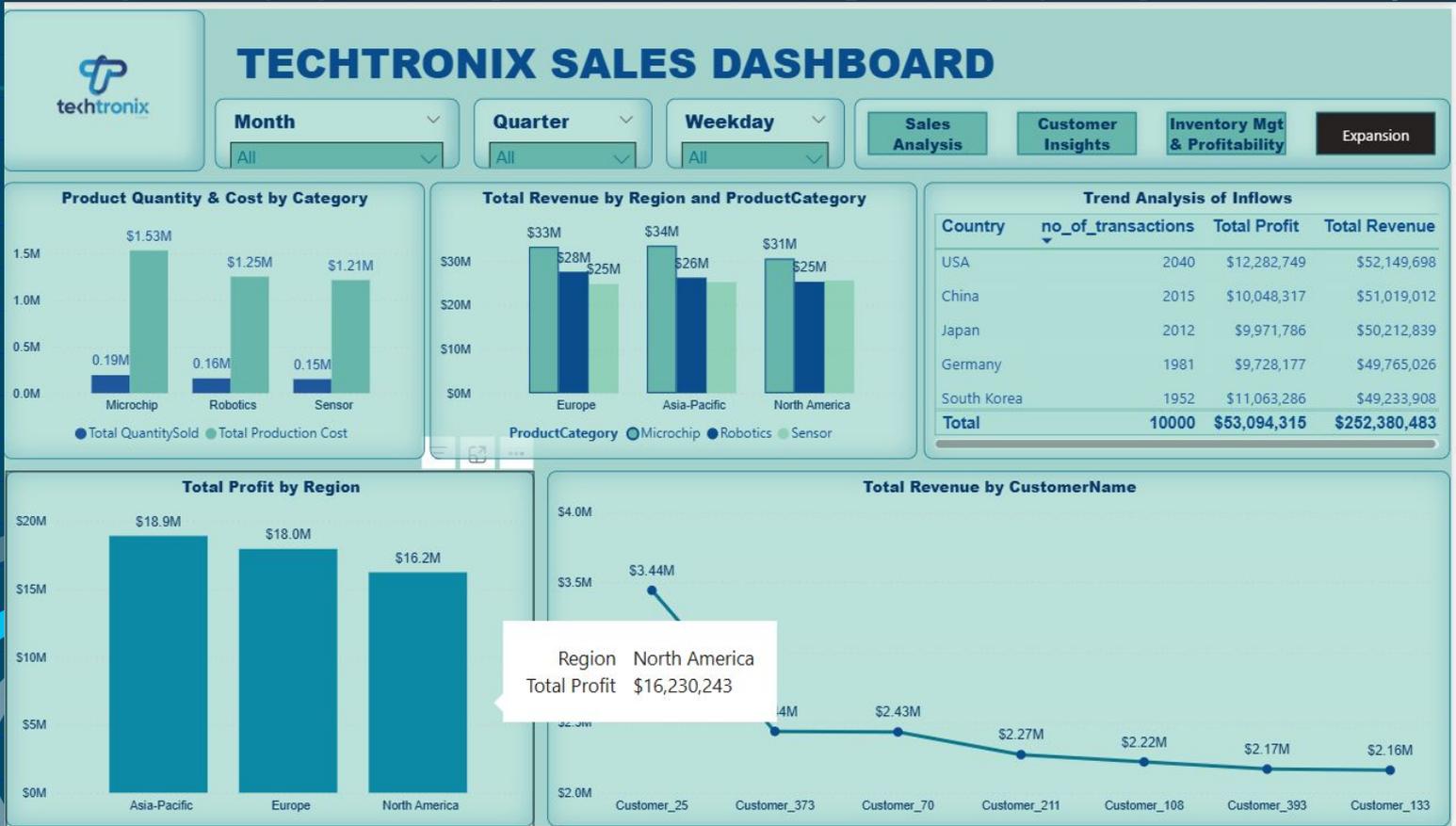
INVENTORY & PROFITABILITY ANALYSIS



KEY FINDINGS

- Microchip and Sensor products have high profit margins.
- Product 1013 is a top performer, contributing 59% to total revenue.
- The industrial sector generates the highest revenue (\$89m) and profit (\$20m).
- Microchip shows stable sales and increasing profit, while Robotics and Sensor shows stable sales but varying profit.
- Product 1007 was identified as a product with high variability in sales. Hence, production needs to be adjusted accordingly.

MARKET EXPANSION OPPORTUNITIES



KEY FINDINGS

- Microchip has a high production cost (\$1.53m) compared to quantity sold (0.19m), indicating potential for optimization.
- Robotics and Sensor production costs \$1.25m & \$1.21m, and compared to quantities sold (0.16m, 0.15m), indicating assessment needs.
- Europe, Asia-Pacific, and North America make significant revenue from microchips, robotics, and sensors.
- USA recorded 2040 transactions, \$12.28m in profit, and \$52.15m in revenue.
- China recorded 2015 transactions, \$10.05m profit, and \$51.02m revenue.
- Japan recorded 2012 transactions, \$9.97m profit, and \$50.21m revenue.

RECOMMENDATION

By implementing these recommendations, Techtronix Innovations can improve sales performance, customer satisfaction, inventory management, profitability, and expansion opportunities.

- Conduct regular sales and customer analysis: Monitor sales trends and customer behavior to inform business decisions.
- Optimize inventory management: Implement data-driven forecasting and monitor production costs.
- Focus on high-growth regions: Prioritize Asia-Pacific and Europe for expansion.
- Continuously review and adjust product mix: Ensure alignment with customer demand and market trends.



THANK YOU



FATOKI ADEOLA

adewunmi.fatoki@gmail.com