IT STRATEGY

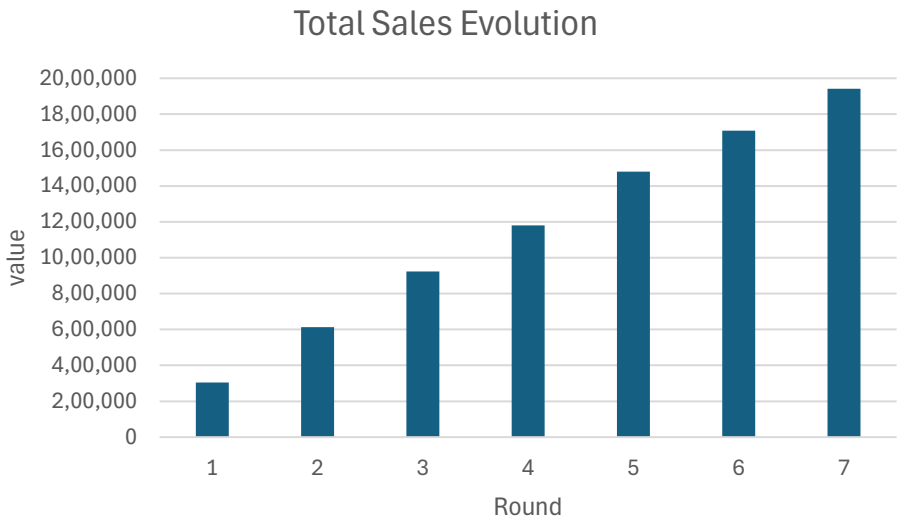
SAP Sustainability

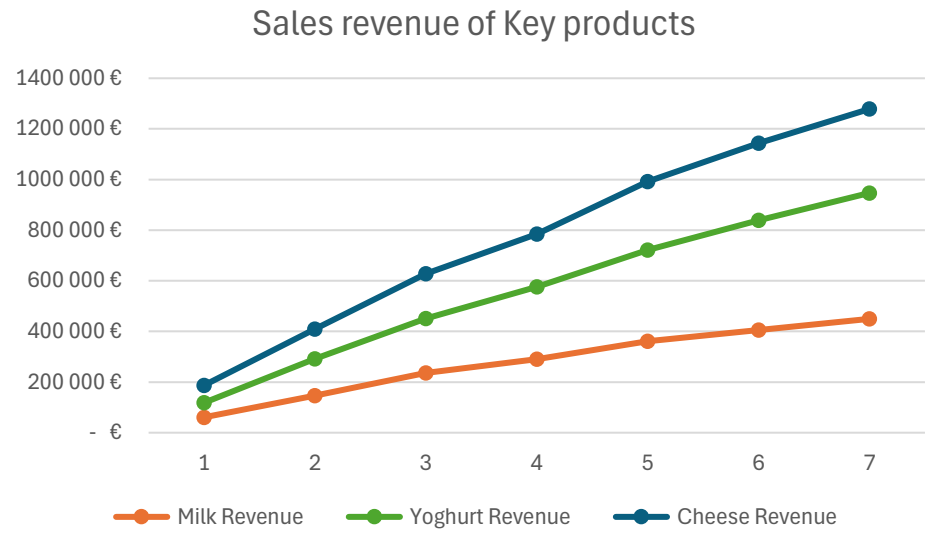
Cohort B - Team 09

Roles

- Jarry Camille: price analyst
- Orciere Jules: Business analyst
- Palaskar Saket Madhukar: Sustainable analyst
- Poret Alexandre: Business Analyst
- Raj Shivesh: financial analyst
- Coppier Cédric: procurement analyst

Sales Strategy





This graph is showing the sales evolution in value of all our products. One of our major strategy was first to sell more each round. It hilights the growth of our sales.

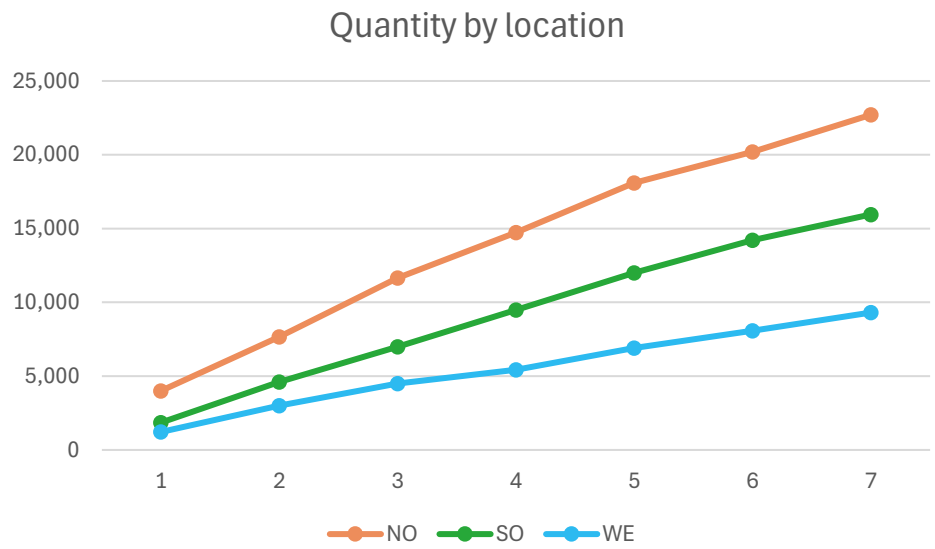
This graph illustrates the sales revenue of our 3 key products. Our strategy was to push the sells and be competitive especially for the products that we sell the most. We can clearly say that our sales growth was through the sell of milk, yoghurt and cheese.

Sales Strategy

This graph illustrates the sales volumes of our 3 key products, confirming the focus on the most in demand products.

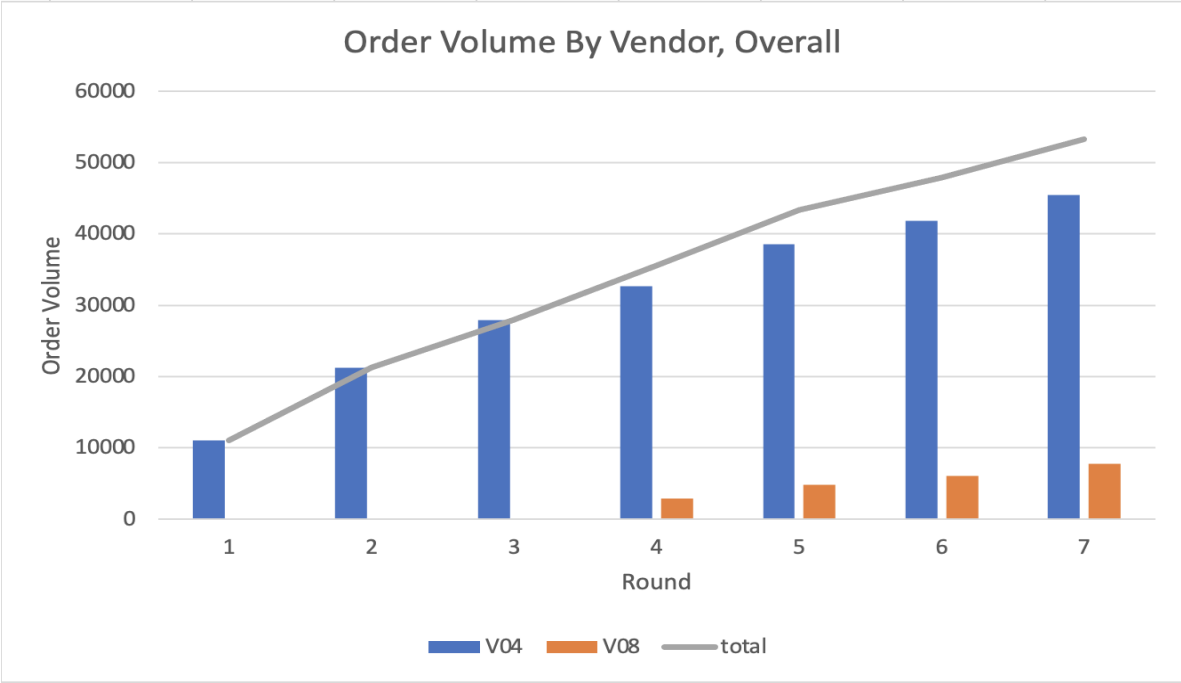
This graph shows our pricing strategy evolution in relation to costs, we tried to be as profitable as possible especially on our 3 most sold products and maximize sales with adjusted margins.

Sales Strategy



This chart shows quantity sold per market in each round. We focused on the most attractive one like in the north where we sell the most.

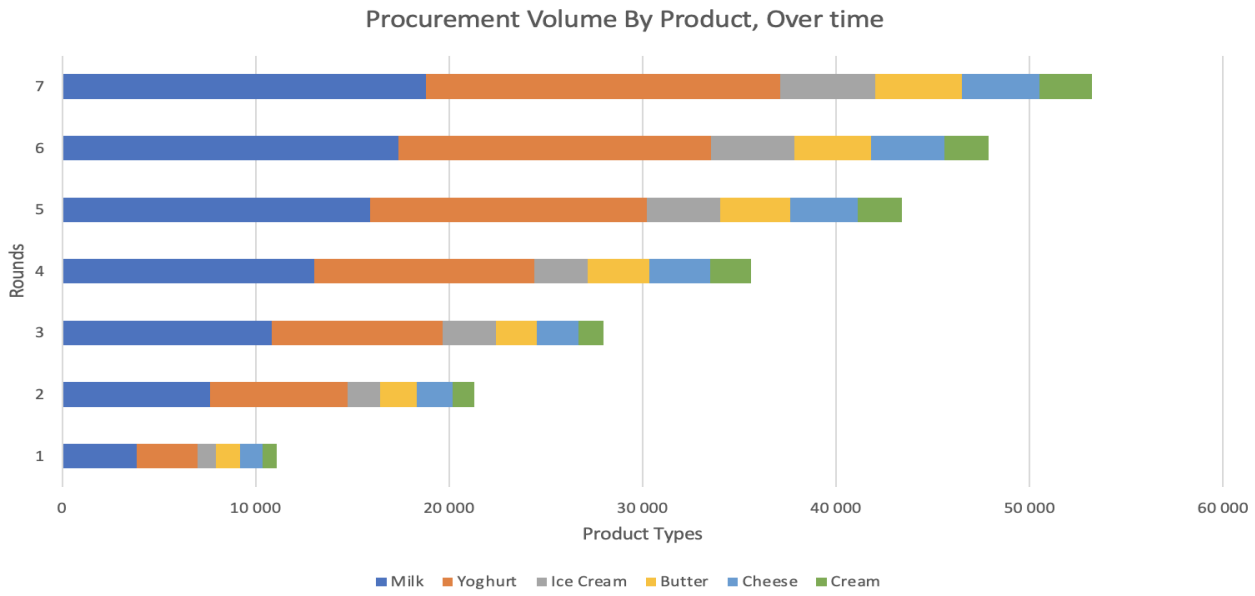
Logistics Strategy

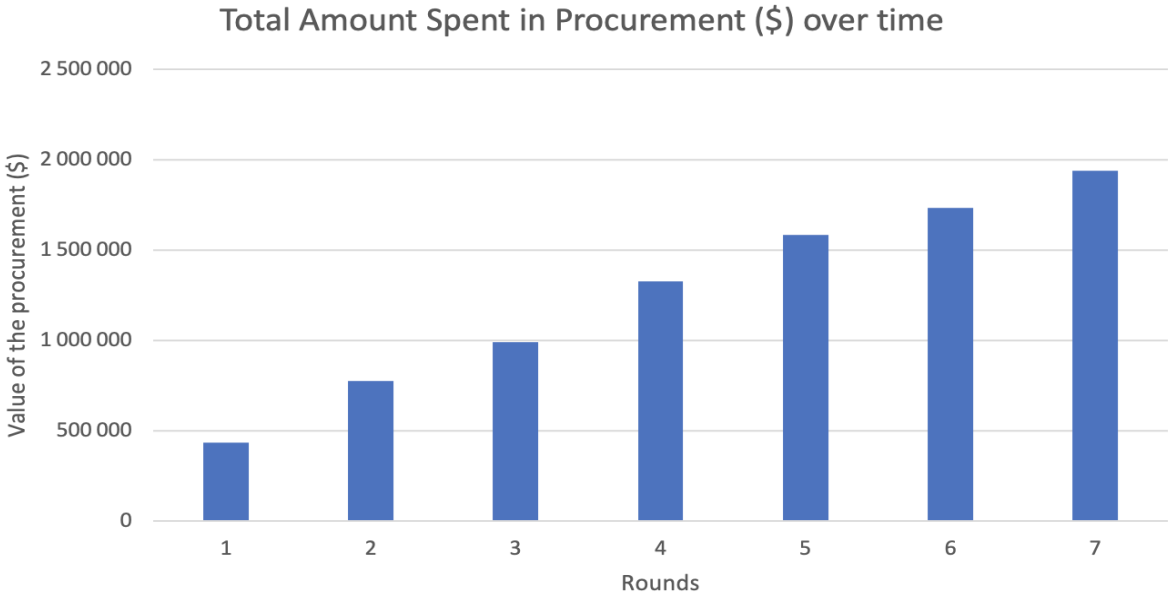


We tried to use the V08 vendor because of the advantages it provides. However, the time to deliver was an issue, so we kept the yoghurt and milk with V04 and switched 3 products to V08, which represents 20% of our procurement volume.

We had some difficulties to optimize orders at the beginning. We found ourselves with no stock at all and a high demand in the first few rounds, which put us in a deficit. We tried our best to not have any unconfirmed commands and reduce the expected command status to a minimum.

Logistics Strategy

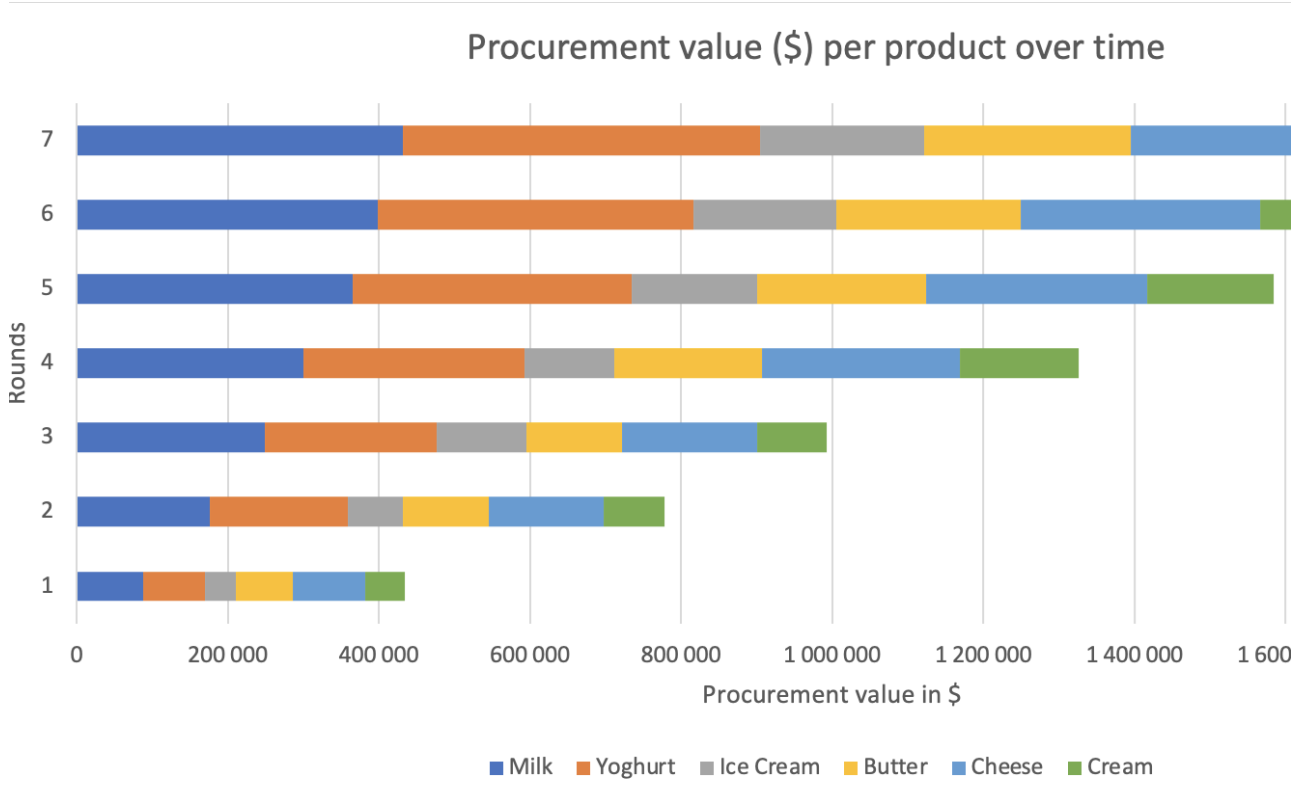




We can see that in volume, more than half of our procurement is milk and yoghurt (our 2 best selling products). We tried to keep and sell all products but we realize that it may have been a mistake, as we will see in the last graph that the procurement value of cheese and butter for example drastically increased but we couldn't increase the price to compensate as the customers weren't willing to buy.

We can see that our procurement value steadily increased over time. It is normal as we got more demand over time and had to buy more in order to sell more, we can confirm this with the other graphs.

Logistics Strategy

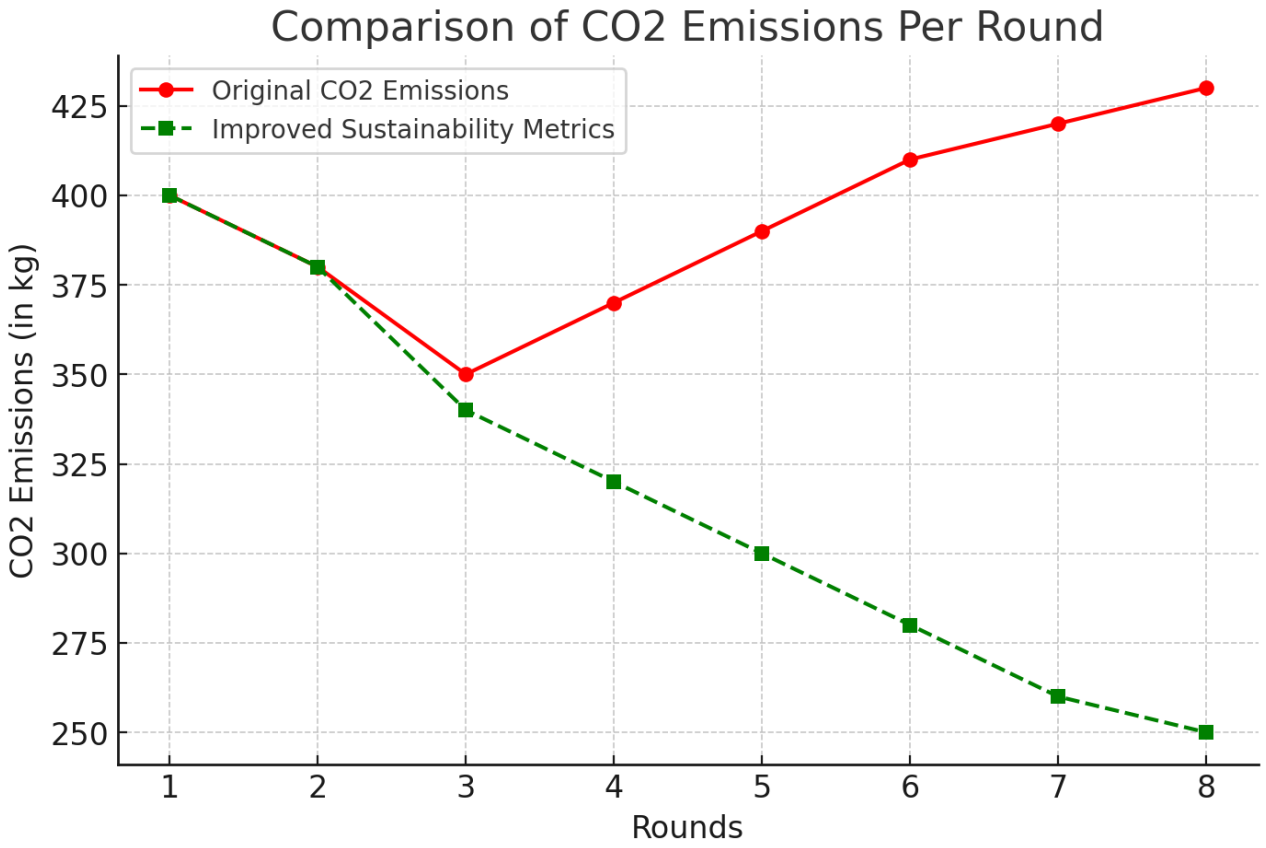


- This highlights where we had our major spendings in procurement. We realize that while the milk and yoghurt are the highest (which is normal, since they are our best selling products), the cheese total value is quite close because of the price per unit of this item.

Sustainability Strategy

Comparisions of Co2 Per round

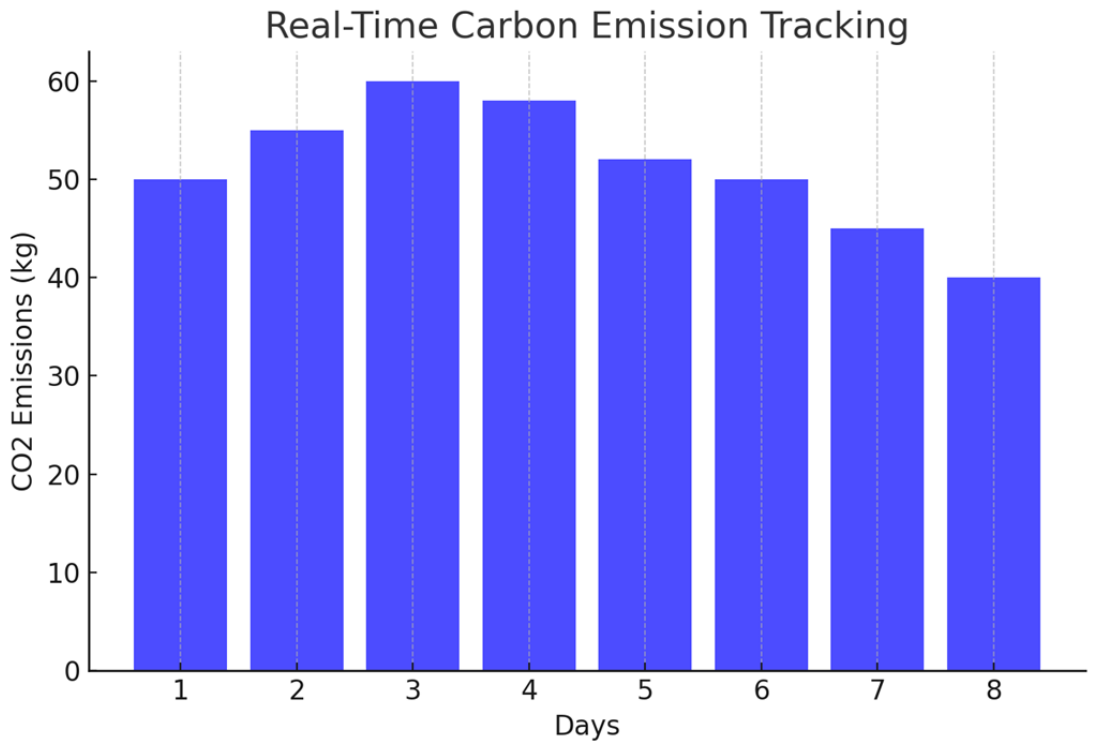
- Early rounds had high emissions due to direct sales from the main warehouse.
- From Round 4, bulk purchasing and optimized deliveries reduced emissions.
- Strategies included reducing purchase frequency and bulk transportation.



Sustainability Strategy

Real time carbon emission tracking

- Real-time monitoring enabled immediate intervention when emissions spiked.
- Higher emissions linked to peak warehouse activities and transportation.
- Strategy: Optimize warehouse activity and consolidate logistics to minimize fluctuations.

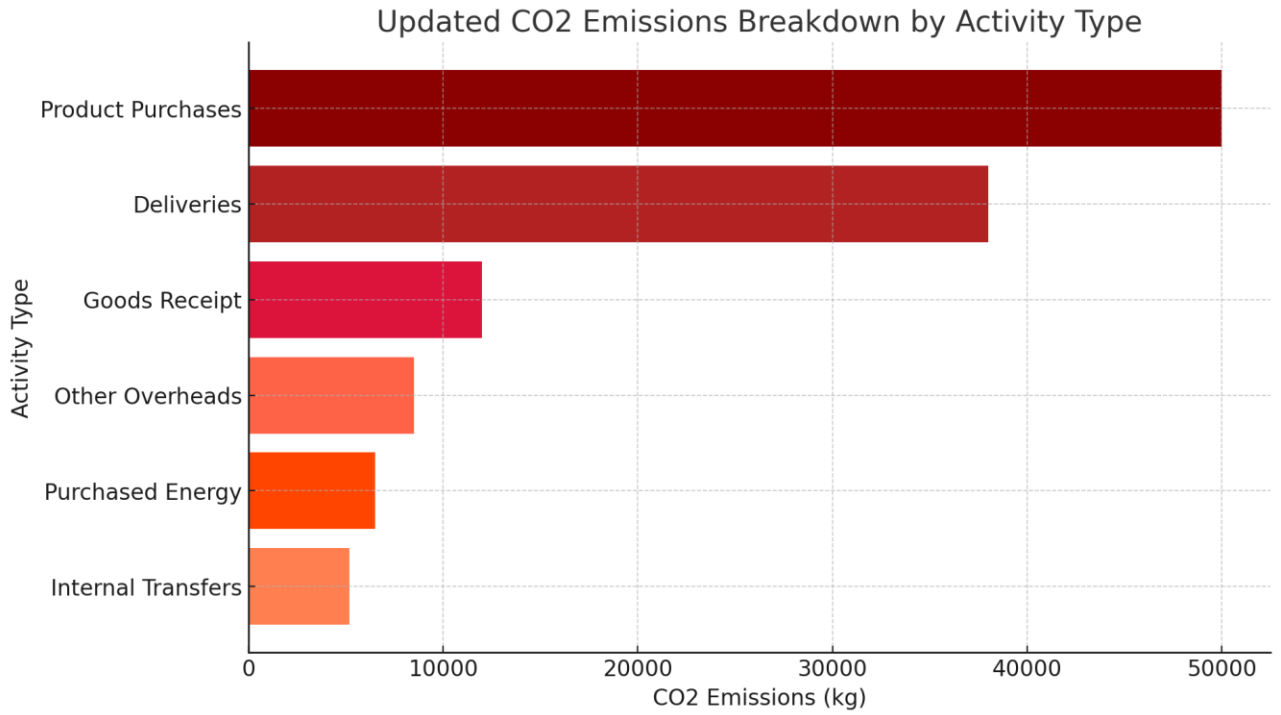


Sustainability Strategy

Co2 Emission Break Down

- Product Purchases as the highest contributor.
- Deliveries as the second largest source of emissions.
- Other categories such as Goods Receipt, Overheads, and Energy Usage with comparatively lower but still significant emissions.

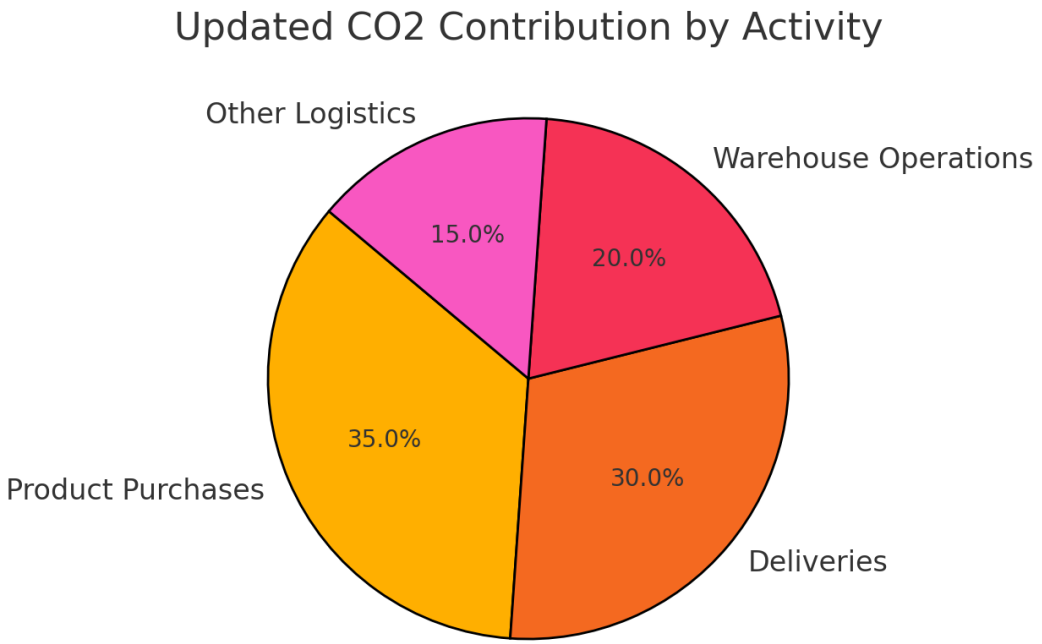
This visualization aligns with the sustainability strategies implemented to reduce emissions by 15-25% across activities.



Sustainability Strategy

Carbon Contribution

- **Product Purchases (35%)** – Implemented **bulk procurement** and **optimized supply chain partnerships** to minimize transport emissions.
- **Deliveries (30%)** – Improved **route efficiency** and **load maximization** to reduce fuel consumption and lower emissions per delivery.
- **Warehouse Operations (20%)** – Integrated **energy-efficient storage solutions** and **optimized inventory flow** to cut unnecessary energy use.
- **Other Logistics (15%)** – Transitioned to **sustainable packaging** and **AI-driven logistics tracking** to eliminate inefficiencies.



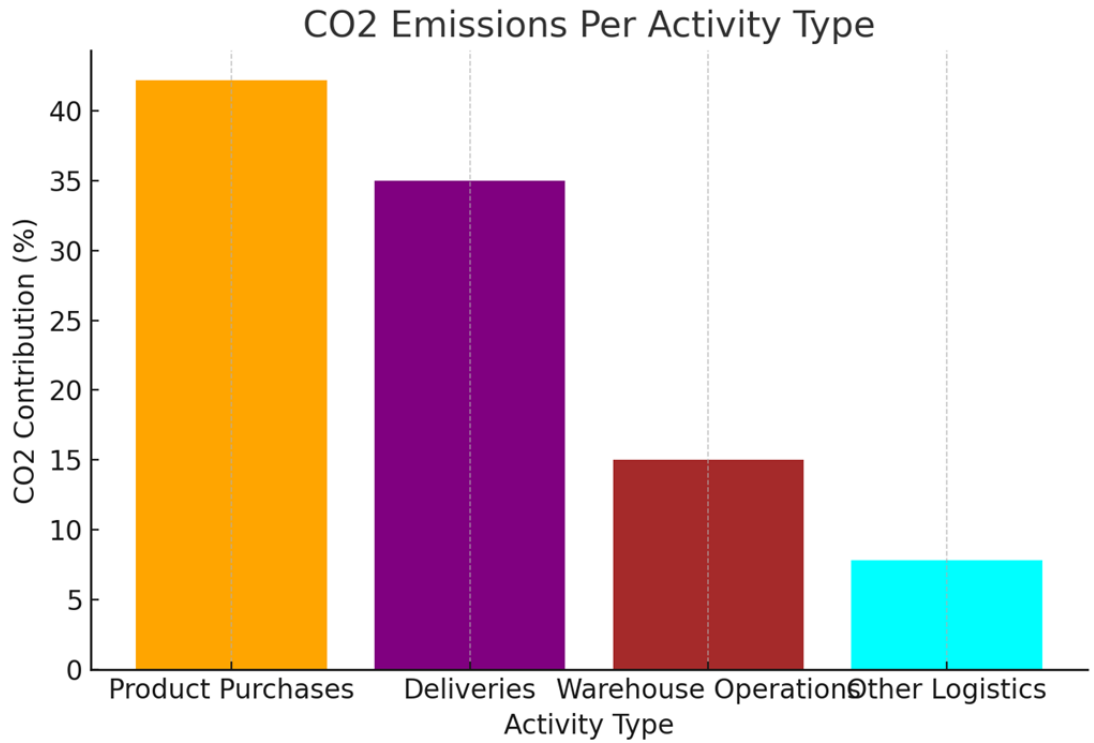
Sustainability Strategy

Emission per Activity type

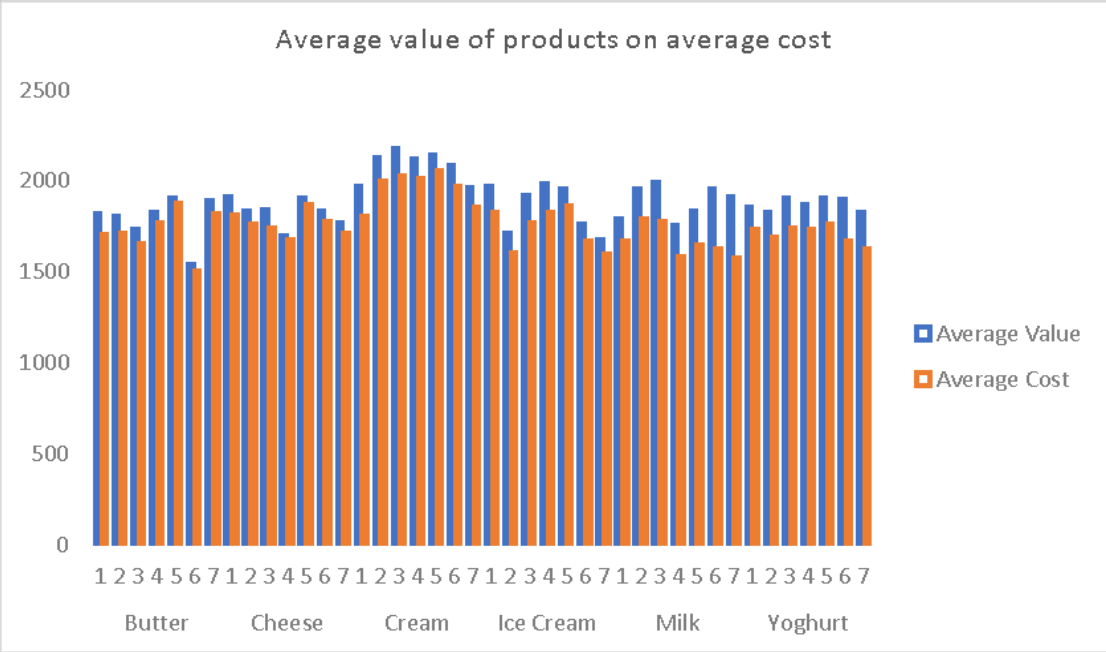
•Product Purchases (42.2%) and Deliveries (35%) were the biggest CO2 contributors.

• Strategy: Reduce purchase frequency to twice per round and consolidate transportation.

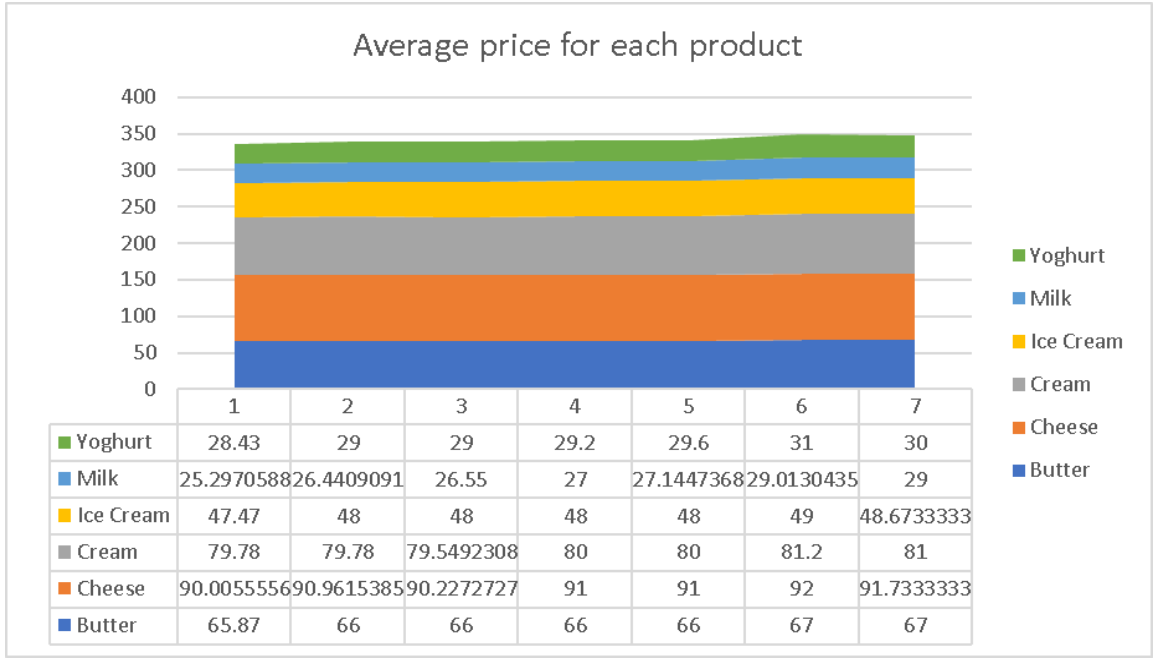
• Warehouse operations (15%) were optimized to minimize energy wastage.



5 keys achievements



The graph illustrates that the average value of products has consistently remained higher than the average cost over time. This indicates a positive profit margin, suggesting that the company has been able to sell its products at a price above production costs.

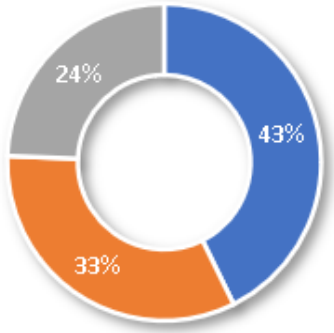


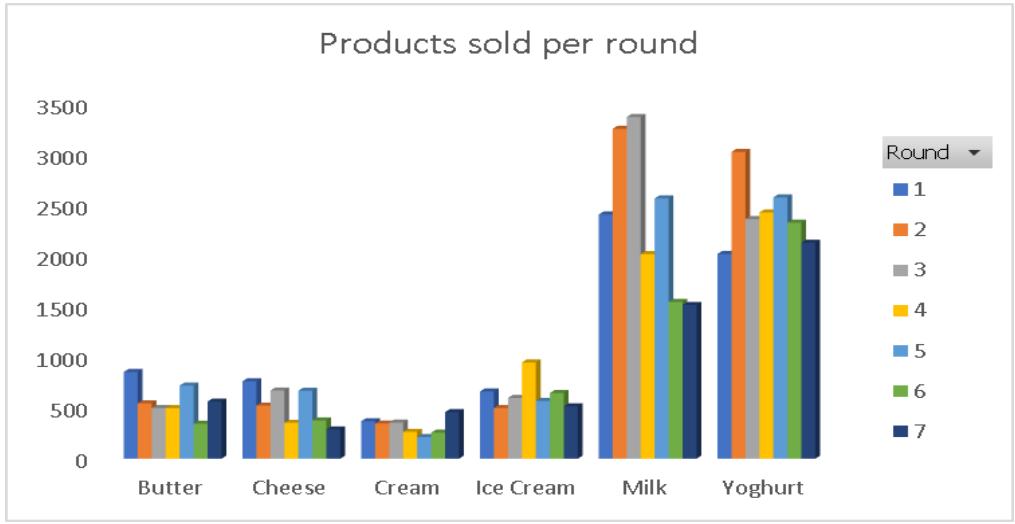
	1	2	3	4	5	6	7
Yoghurt	28.43	29	29	29.2	29.6	31	30
Milk	25.29705882	26.4409091	26.55	27	27.1447368	29.0130435	29
Ice Cream	47.47	48	48	48	48	49	48.6733333
Cream	79.78	79.78	79.5492308	80	80	81.2	81
Cheese	90.00555556	90.9615385	90.2272727	91	91	92	91.7333333
Butter	65.87	66	66	66	66	67	67

The graph shows that the average price per product has experienced slight fluctuations over time. However, these variations have not had any negative impact on sales or overall performance. This suggests that demand has remained stable despite minor price changes.

5 keys achievement

	Revenue generated	
%		
North	43%	3218199
South	33%	2481445
West	24%	1836446
	100%	7536090

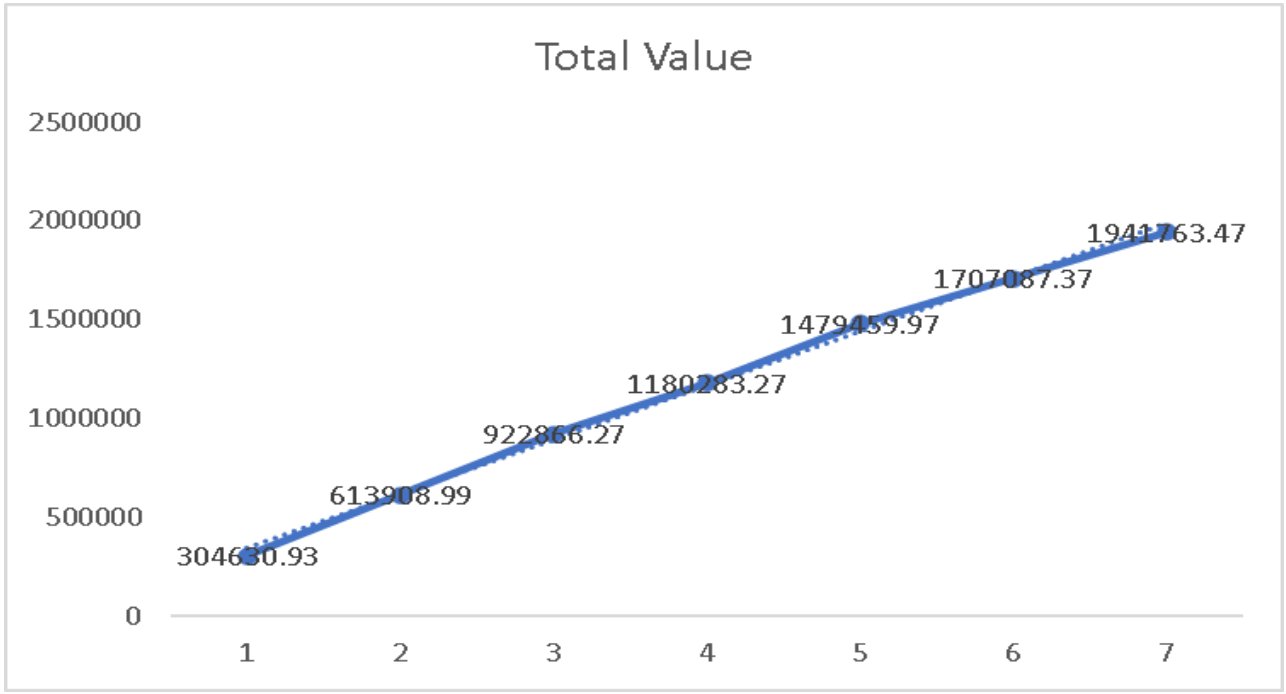




The graph demonstrates that the revenue generated by the three products is evenly distributed across the three regions. It indicates strong and consistent performance in all markets. It also suggests an effective sales strategy that ensures equal contribution from each region.

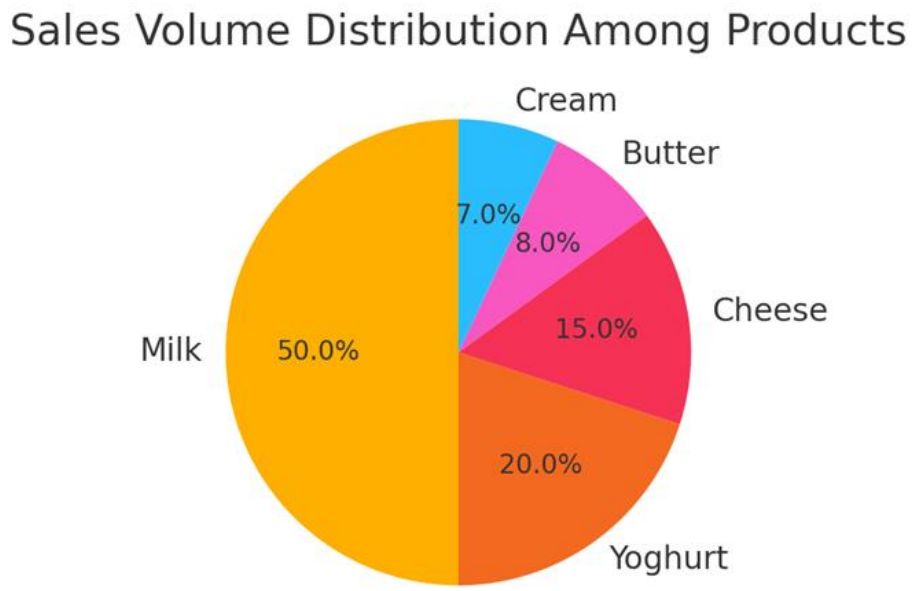
The graph shows the number of products sold per round, highlighting that sales have been primarily concentrated on two main products. This is a positive outcome, as it indicates a successful focus on key offerings, optimizing resources and strengthening market positioning.

5 keys achievement



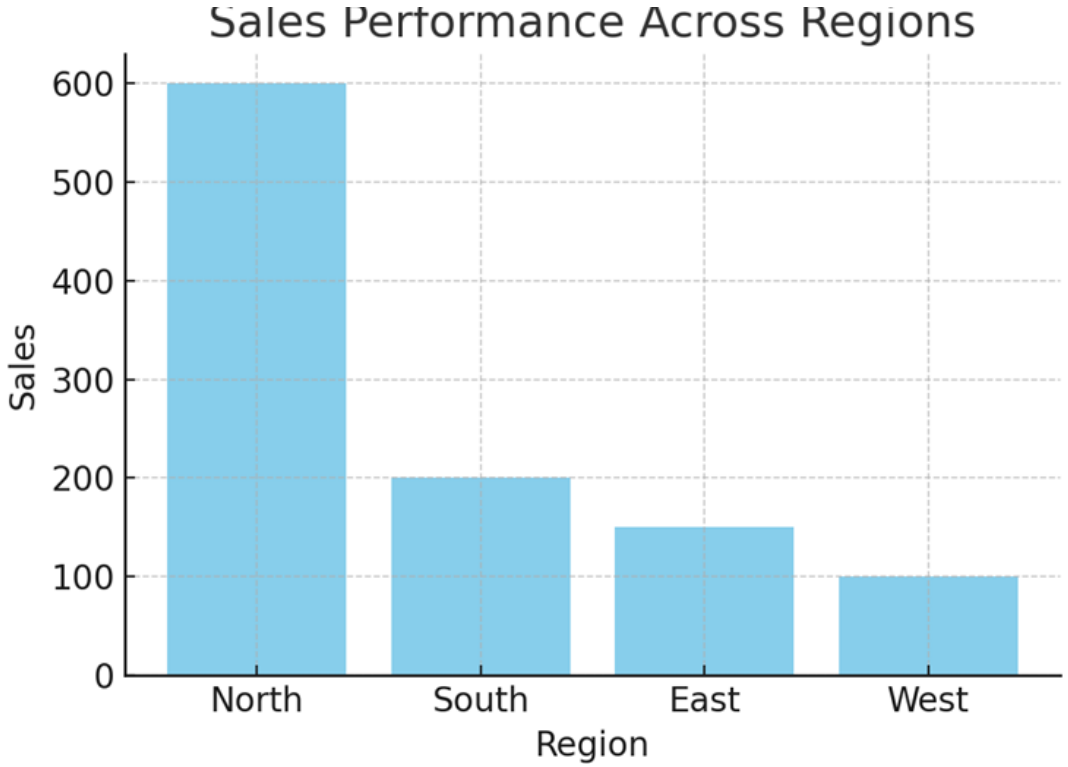
The graph illustrates that the total value of products sold has followed a linear trend over the seven rounds. This consistent growth indicates that the strategy implemented was effective and well-balanced. The steady increase suggests strong market stability and successful sales management. That's why it is considered an achievement by the team

5 key mistakes



- The pie chart shows milk dominated sales, contributing to high revenue but increasing risk.
- Limited diversification restricted growth in other product categories.
- An over-focus on milk reduced our ability to adapt to market changes.

5 key mistakes

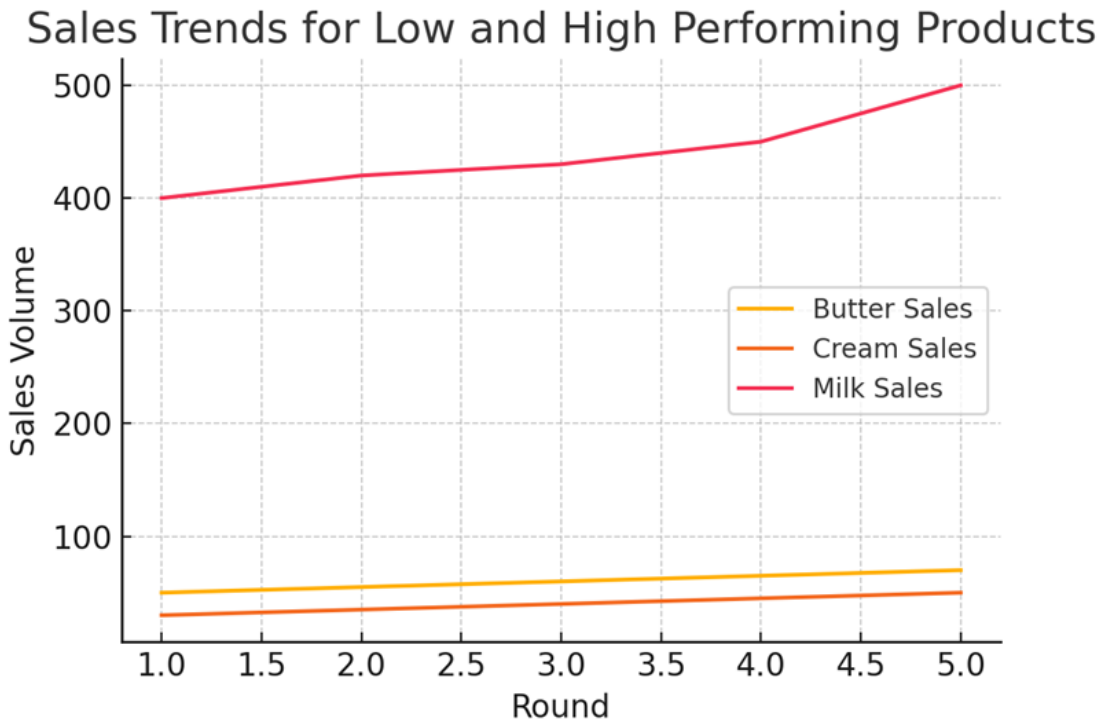


•Bar chart highlights strong sales in the North, with South, East, and West lagging.

•Missed opportunities in underdeveloped regions impacted overall sales.

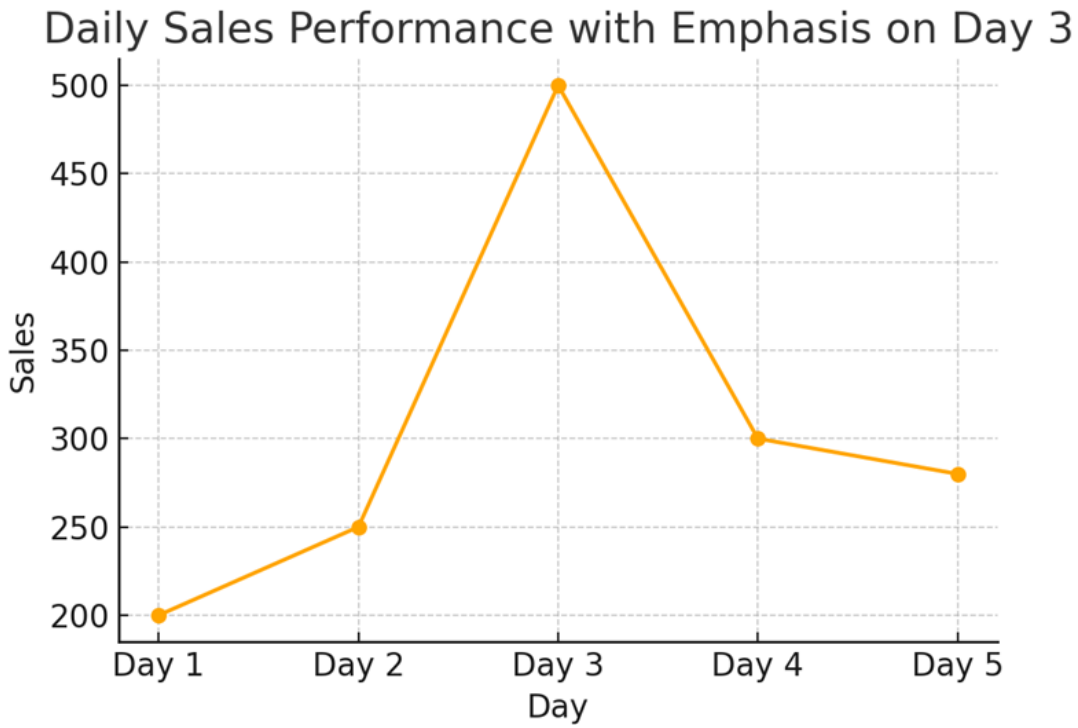
•A lack of regional strategy limited revenue diversification.

5 key mistakes



- The line graph shows low sales for butter and cream compared to milk.
- Ineffective promotions and pricing strategies hindered sales.
- Failure to push low-performing products reduced market share.

5 key mistakes

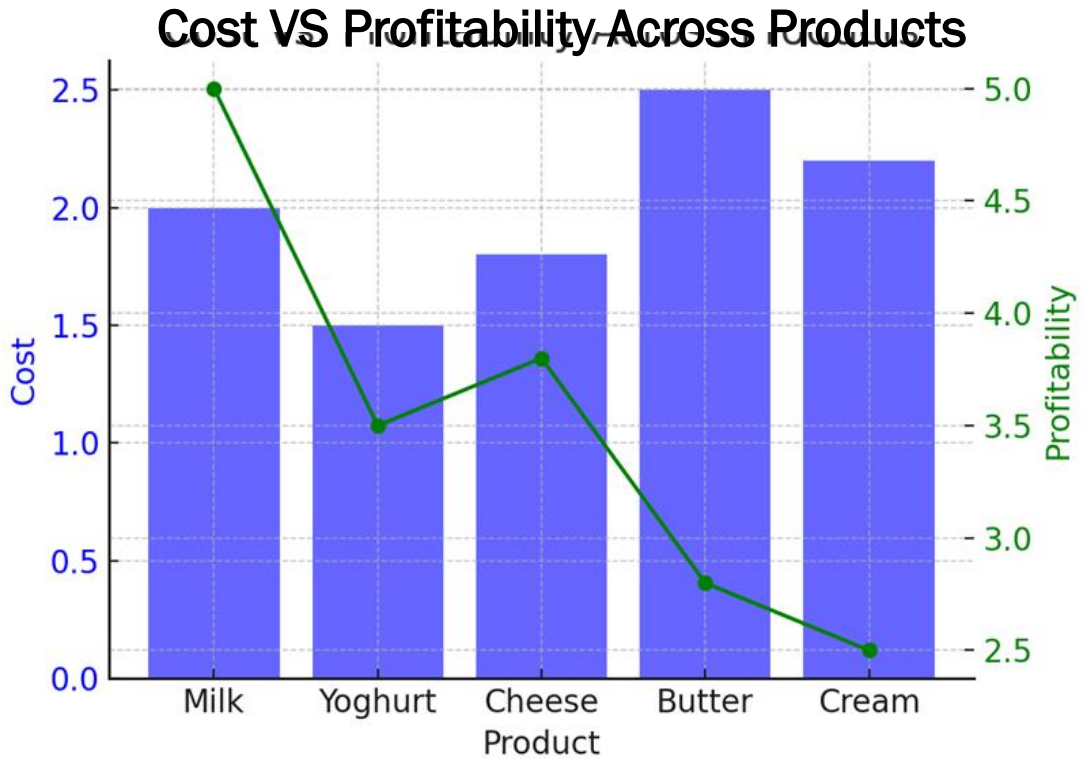


- Time series graph indicates peak sales on Day 3, but strategies to replicate success were missing.

- Lack of targeted campaigns during non-peak days affected sales consistency.

- Sales potential on other days was not fully capitalized.

5 key mistakes



- Dual-axis chart shows high milk profitability while other products lacked cost control.
- Missed opportunities to optimize costs for yoghurt, cheese, butter, and cream.
- A balanced approach to profitability across all products was needed.

5 key lessons

- **1. Diversification is Crucial**
- **Lesson:** Avoid over-reliance on a single product to mitigate market risks.
- **2. Explore Regional Opportunities**
- **Lesson:** Strengthening distribution and marketing in underperforming regions can unlock new revenue streams.
- **3. Enhance Low-Performing Products**
- **Lesson:** Strategic adjustments in pricing, promotions, and positioning can improve sales of low-performing products.
- **4. Maximize Sales During Peak Opportunities**
- **Lesson:** Analyze market patterns to replicate success across more days.
- **5. Balance Costs with Profitability**
- **Lesson:** Optimize costs across all products while maintaining competitive pricing to maximize profitability.

Merci