

Task Breakdown

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Using the data from 2018-19, **determine Karma Farm's crop sales (by crop category) for each of the two years**. Using the same data, **devise a 2020 demand projection by product category**, forecasting 2020 sales. For time purposes, focus only on the crop categories that make up the top 50% of Karma Farm's revenue. Your work today will influence operational efficiency, increase Karma Farm's capacity, maximize time and minimize waste. Remember, the focus of this challenge is to determine trends so that Karma Farm can make decisions in 2020.

a. *Your deliverable should be:*

- i. Succinct
- ii. Easy to understand
- iii. Readily implemented

Our Suggested Approach and How to Use the Resources:

- To start, use the two **Quickbooks Sales Summary by Product Reports (2018 + 2019)** to manually put the crops into the correct categories (Hint: You will need the **Product Key spreadsheet tab** for this). Next, you will need to determine each *product category's* % of total sales, both for 2018 and 2019. Your goal is to determine which *categories* make up Karma Farm's top 50% of sales for each of the past two years. Of those crop categories that makes up the top 50% of sales, what is the total revenue and quantity of each crop category for 2018? For 2019?
- Using this same set of **2018 + 2019 Summary Reports**, *average* the yearly revenue and quantity for each of the crop categories that make up the top 50% of yearly sales. Note any differences between 2018 and 2019. Determine your 2020 demand projections for each crop category.



Making Future Recommendations:

Understanding the challenges of the restaurant industry as described throughout the resources, make 3-5 recommendations for how Karma Farm can improve efficiencies within their client relationships or within their operations, whether this includes incentivizing earlier decision-making on the part of head chefs or designing a system of ordering that will maximize the farm's time and resources. The sky's the limit! Get creative. You can also use your experience in working with part one to make recommendations for future recording and demand projection.