

# Maven Market Analysis Project



Multi-National Grocery Chain



Sales Insights

Product Insights

Overall Business Performance

Customer Insights

Store Performance

# Overall Business Performance

1997

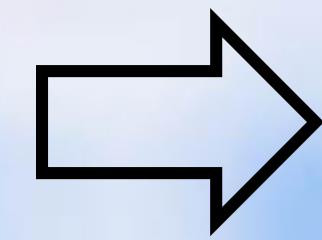
1998

Brands

All

Products

All



**\$2M**

Total Revenue

**833K**

Quantity Sold

**\$1M**

Total Profit

**270K**

Total Transactions

**7087**

Total Returns

Current Month Revenue

**\$120K**

Goal: \$114K (+5.6%)

Current Month Profit

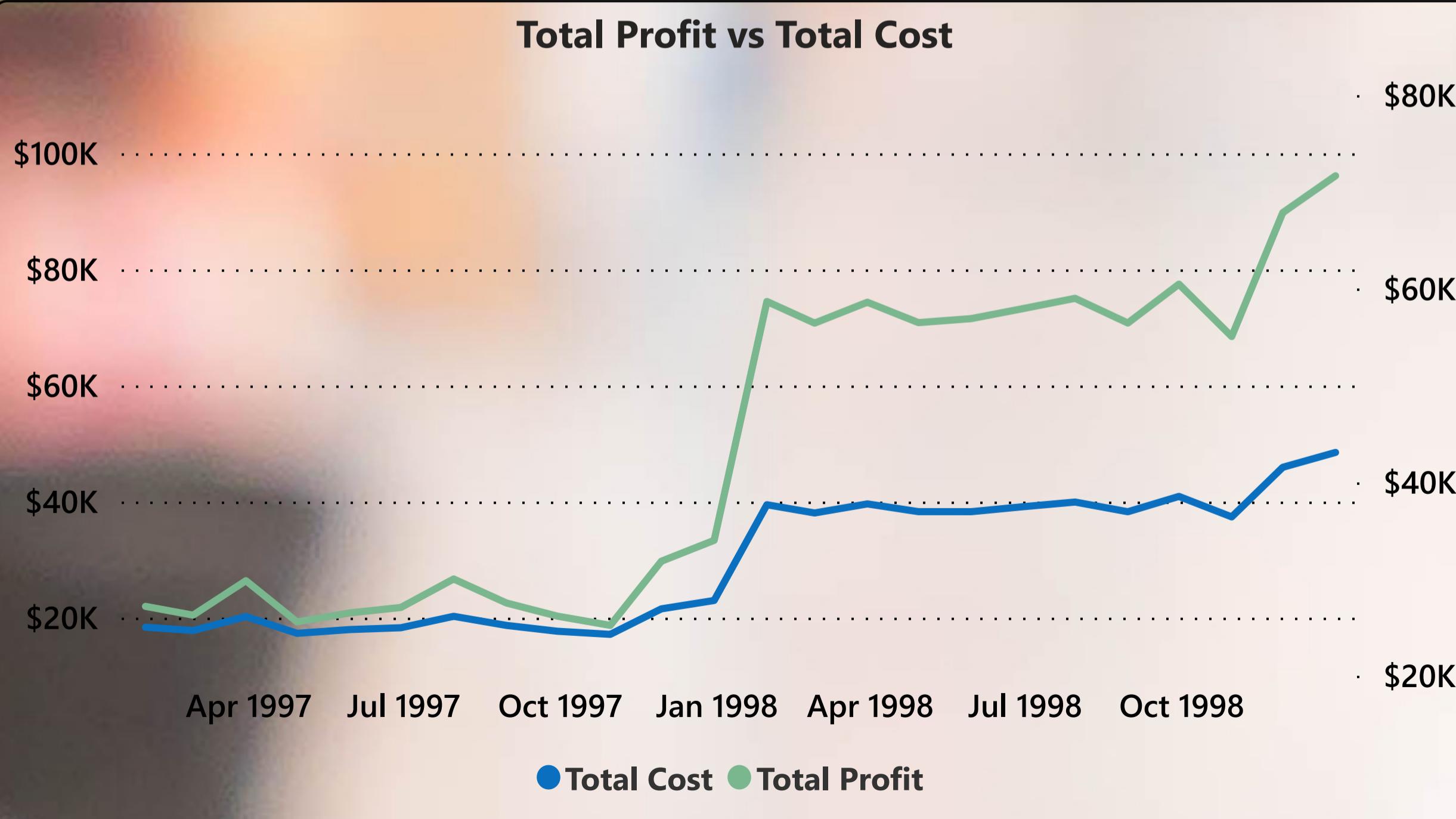
**\$72K**

Goal: \$68K (+5.61%)

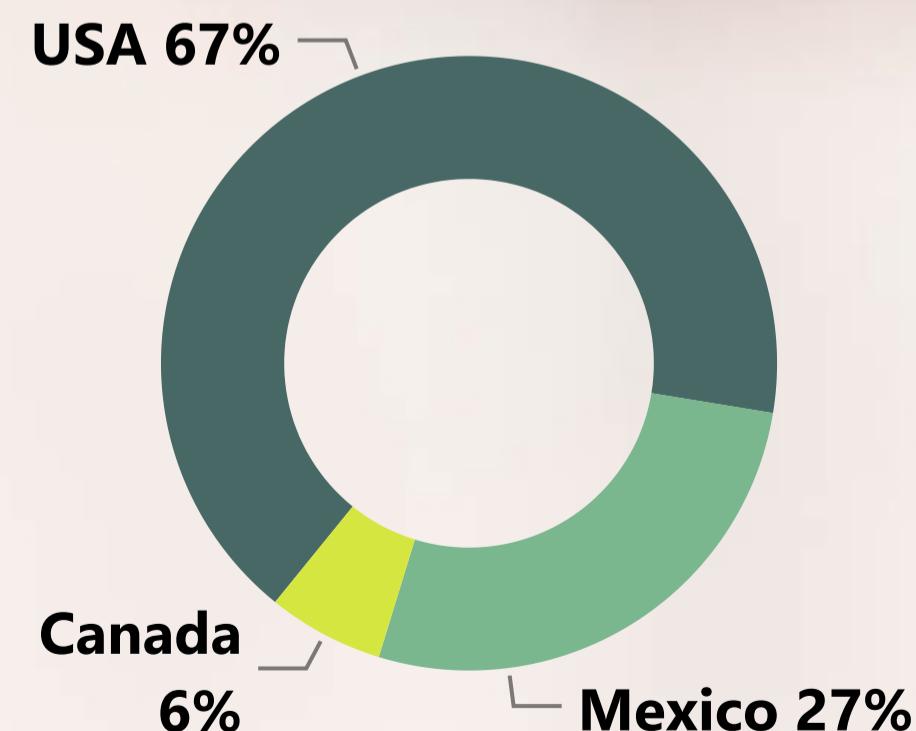
Current Month Returns

**496**

Goal: 482 (-2.9%)



Country Wise Revenue



Top Brands by Order Volume

8K	Hermanos
8K	Tell Tale
8K	Ebony
7K	Tri-State
7K	High Top
6K	Nationeel
6K	Fast
6K	Fort West
6K	Horatio
6K	Best Choice
6K	Sunset
6K	Red Wing
6K	Big Time
6K	Carrington
5K	Cormorant
5K	High Quality
5K	BBB Best
5K	Imagine
5K	Denny
5K	Golden
5K	PigTail
5K	Super
5K	Landslide
5K	Plato
5K	CDR
4K	Better
4K	Just Right
4K	Pleasant

# Product Insights

111

Total Brands

1560

Total Products

Price Tier

High

Low

Mid

Brands

All

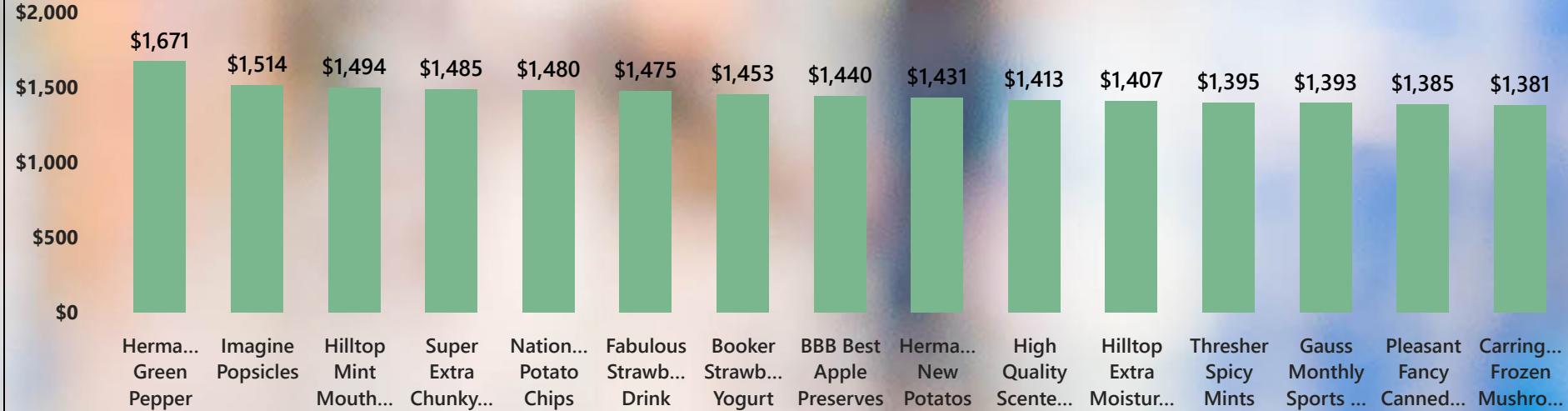
Year

All

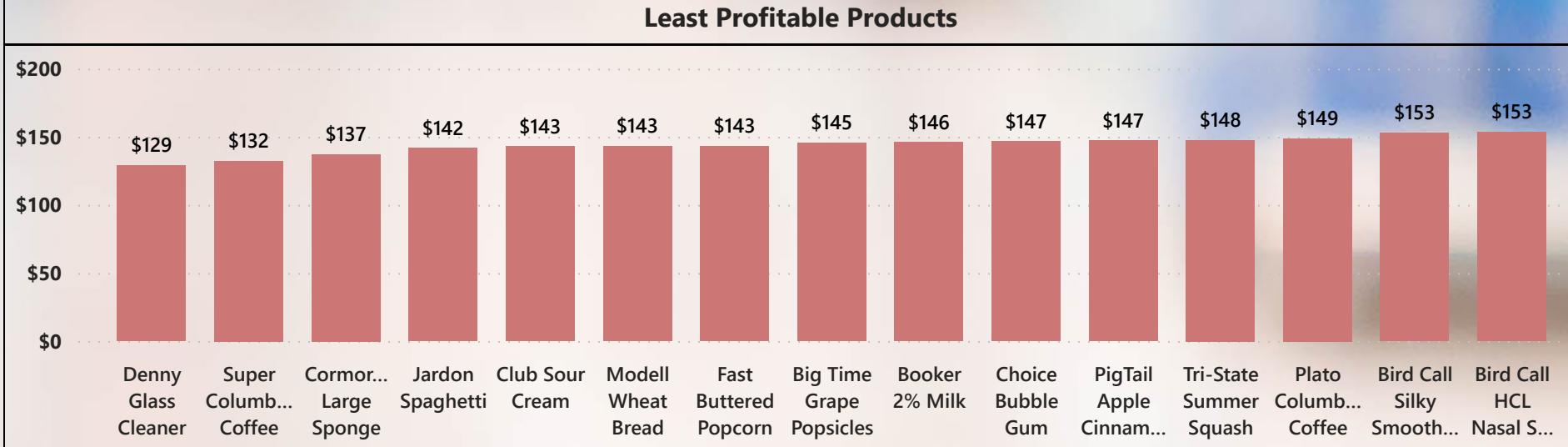
## Top Selling Brands

8.1K	Hermanos
7.7K	Tell Tale
7.7K	Ebony
7.4K	Tri-State
7.2K	High Top
6.5K	Nationeel
6.2K	Fast
6.2K	Fort West
6.1K	Horatio
6.0K	Best Choice
5.9K	Sunset
5.8K	Red Wing
5.8K	Big Time
5.6K	Carrington
5.4K	Cormorant
5.3K	High Quality
5.3K	BBB Best
5.2K	Imagine
5.2K	Denny
5.2K	Golden
5.2K	PigTail
5.1K	Super
5.0K	Landslide
4.9K	Plato

## Most Profitable Products



## Least Profitable Products



◀
▶

Year

All

All

# Sales Insights

833K

Quantity Sold

\$7

Average Order Value

60%

Profit Margin

Brands

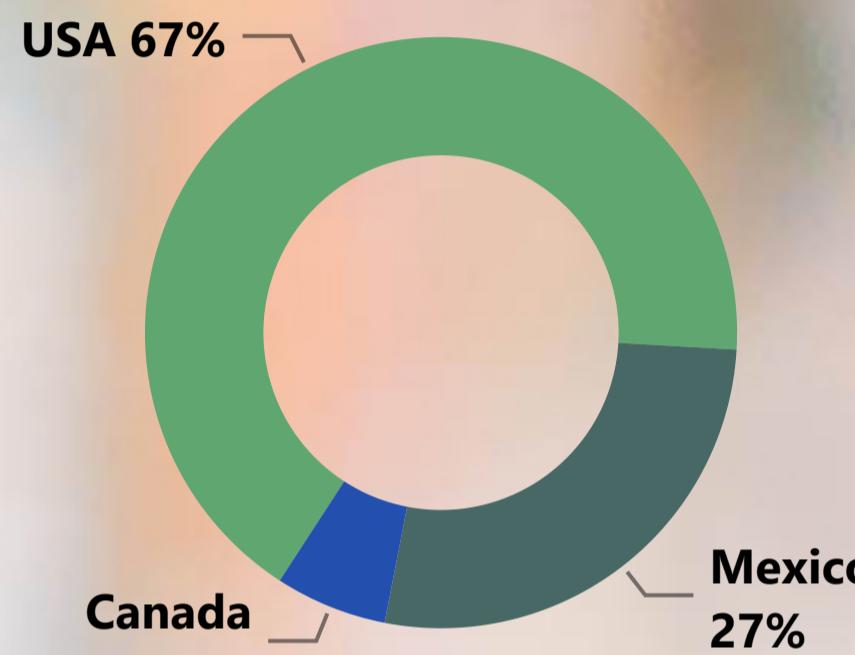
Year

All

## Revenue by City



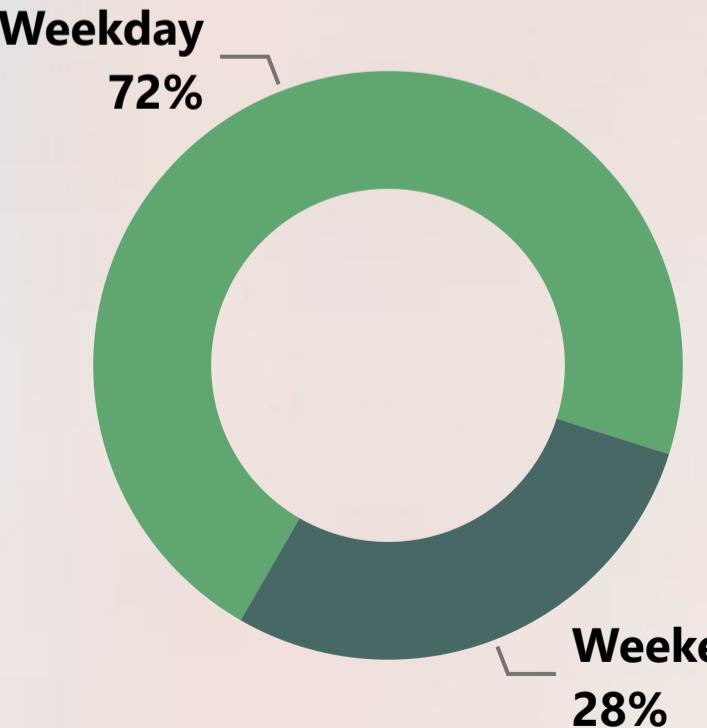
## Profit by Country



## Revenue by Region



## Weekend vs Weekday Sales



## Revenue Trend



# Customer Insights

**10281**

Total Customers

**270K**

Total Orders

Gender

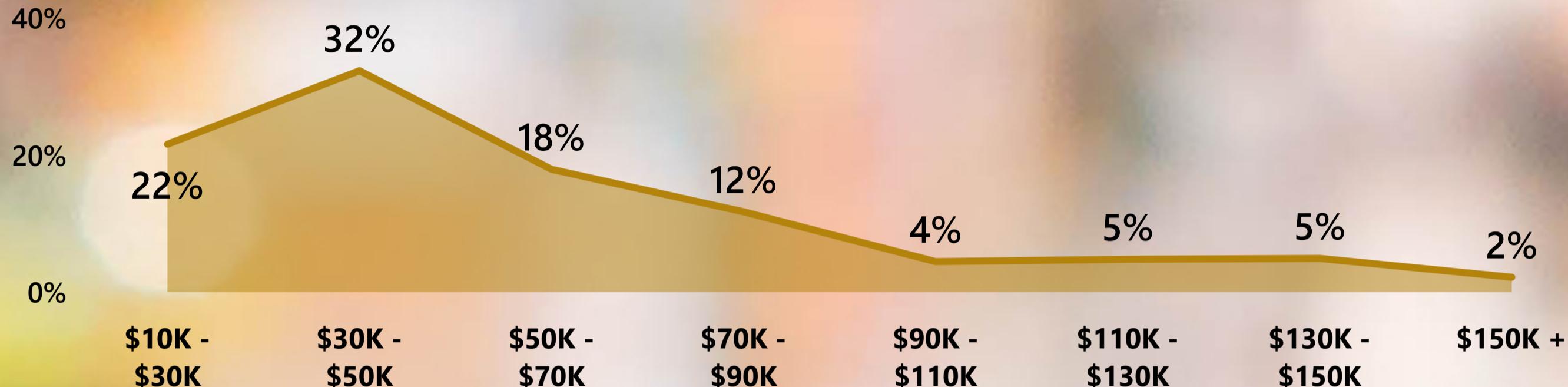
M

F

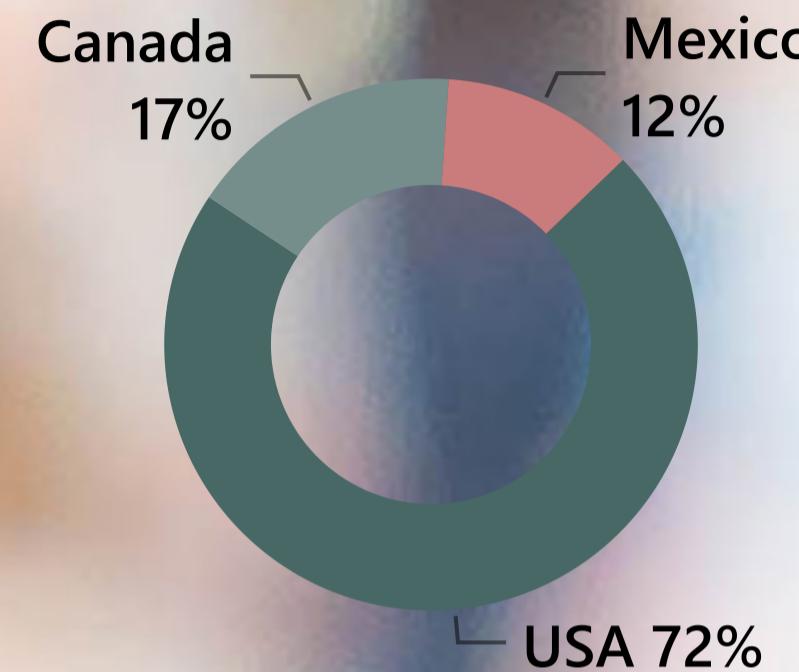
City

All

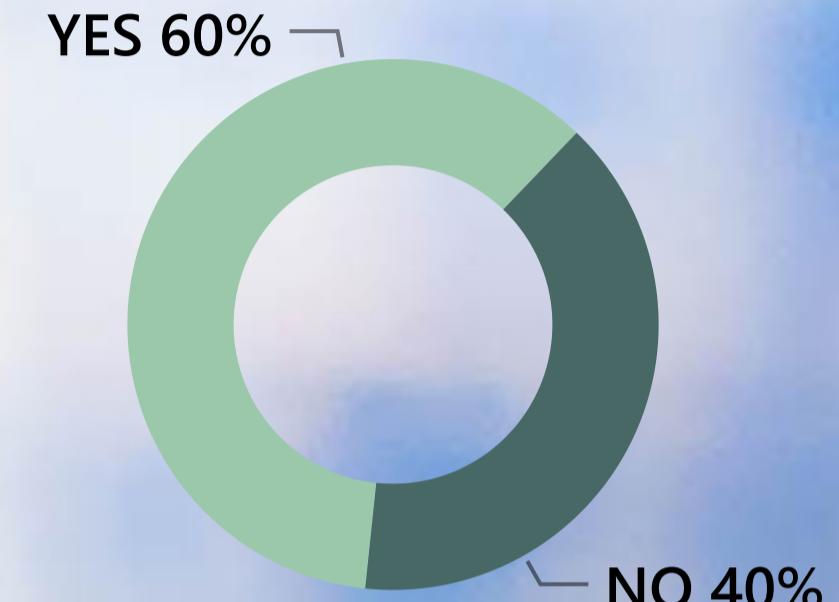
## Income Level of Customers



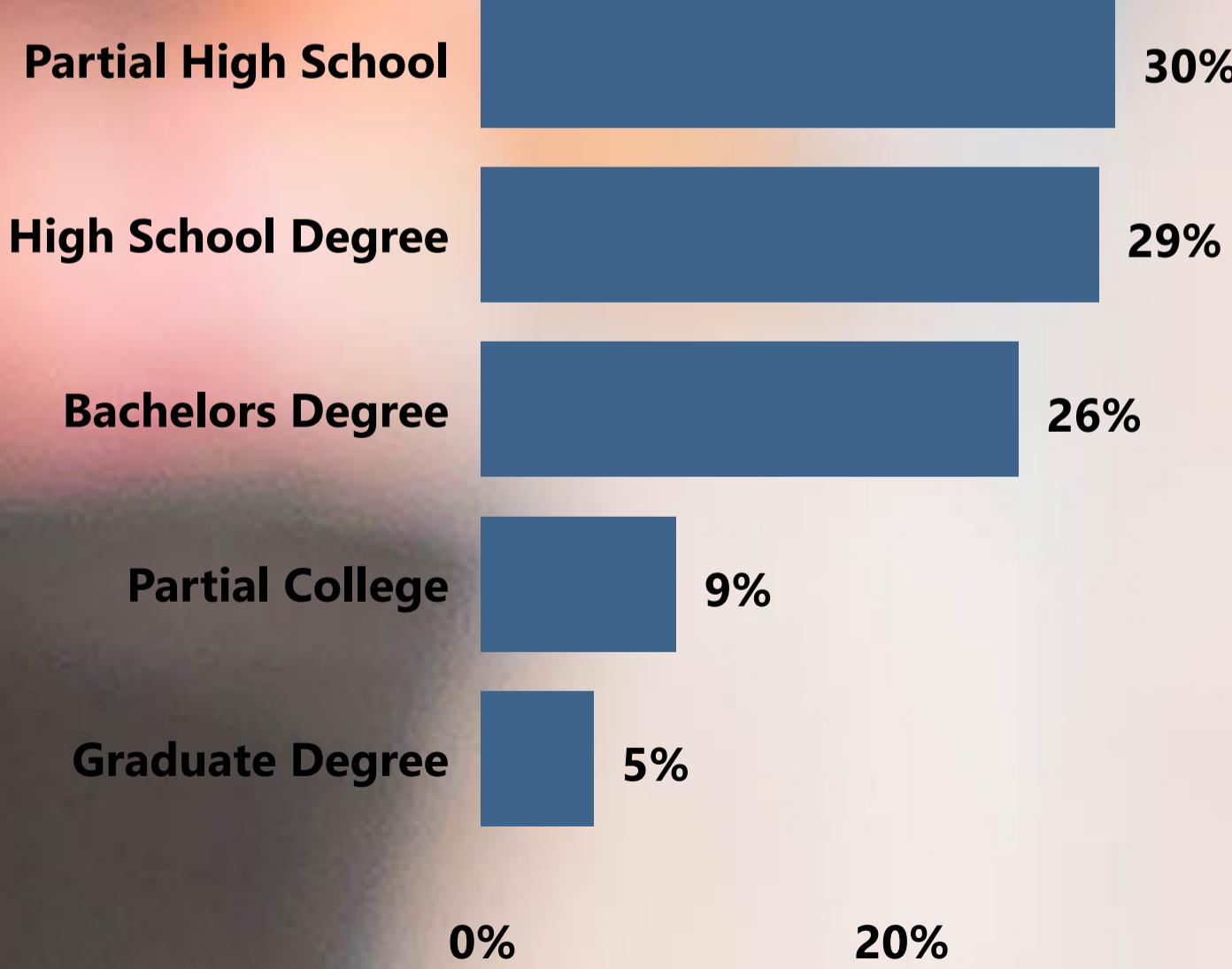
## Customer % by Country



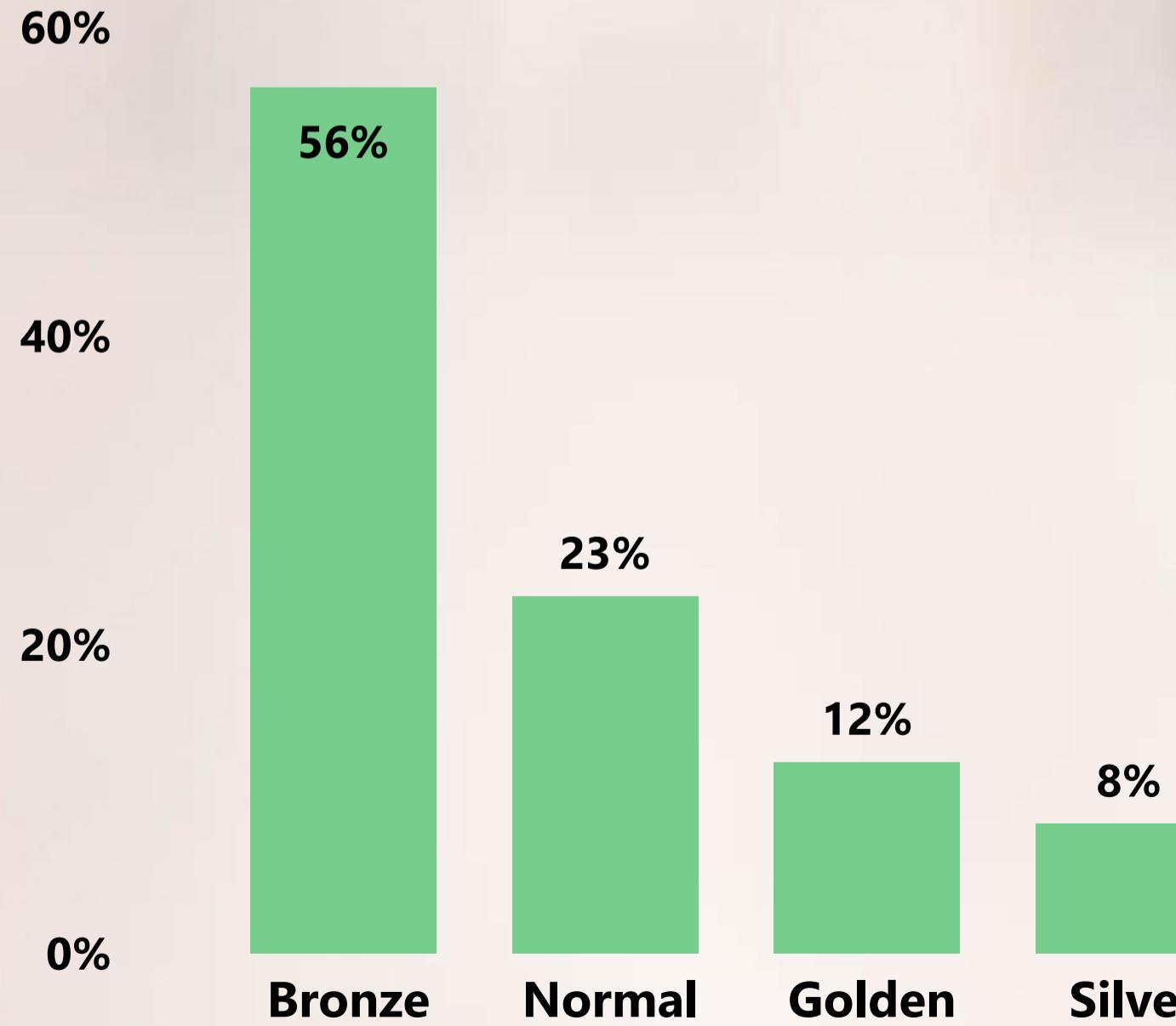
## House Owners



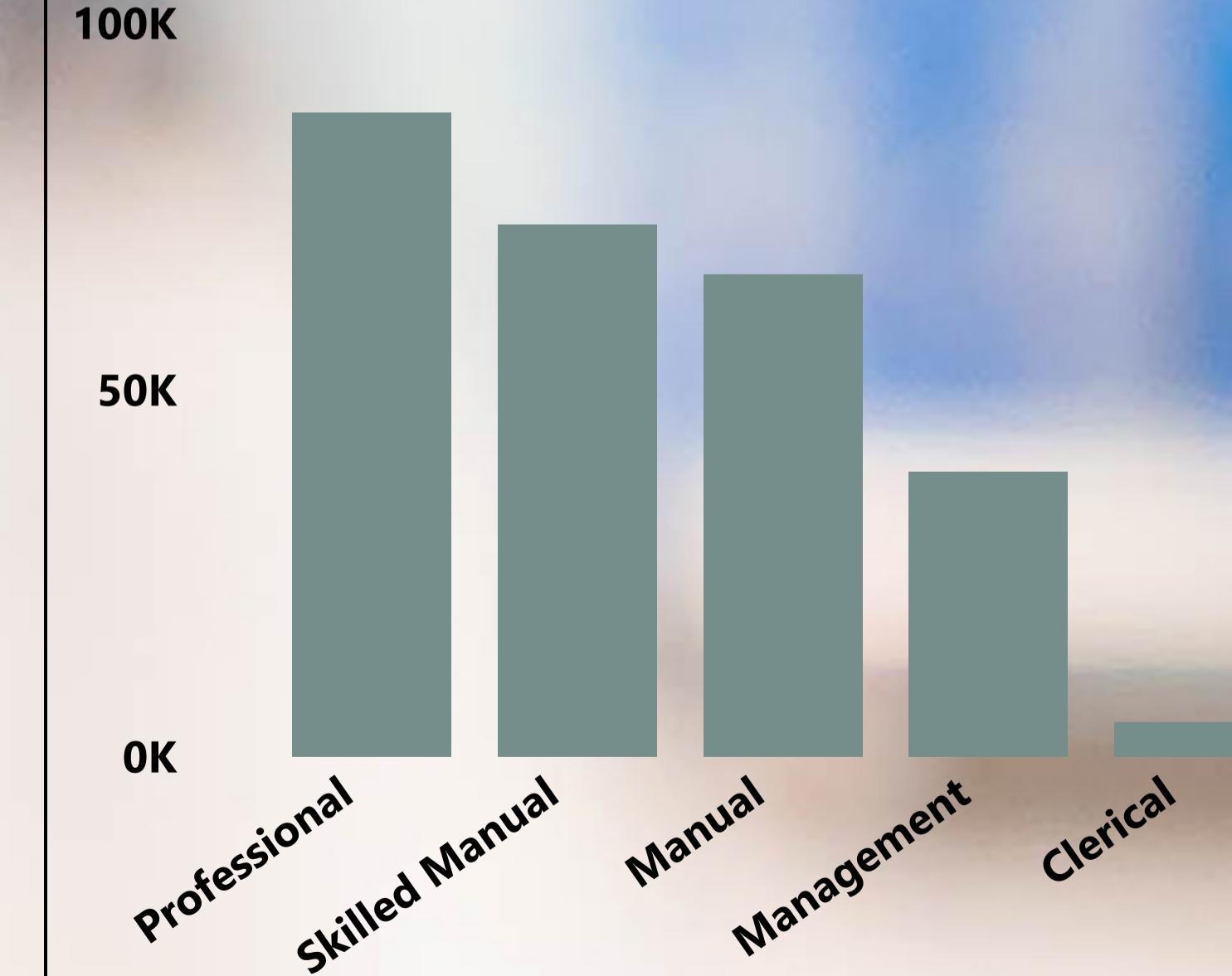
## Education Level of Customers



## Transactions by Card Type



## Transactions by Customers Occupation



# Store Performance

24

Total Stores

10

Available in States

3

Available in Country

## Top Profitable Stores



Map and filled map visuals aren't enabled for your org. Contact your tenant admin to fix this. [See details](#)

## Least Profitable Stores



## Total Transactions % by Store Type

