

Super-mart Grocery Store

Summary

Super-mart grocery store is popular store in the State of Tamil Nadu(India). Sales took place at twenty-four(24) cities and those cities are grouped into have five(5) sales regions (East, South, North, West and Central). The store made the total sales of 14,956,982 within the period of four years (that is., 2015 - 2018) and recorded the following customers as displayed in the customer behavioural analysis page. The dataset was evaluated and presented as Sales Analysis, Customer Behavioural analysis and Category Performance Analysis.

Sales Analysis

Total Sales

15M

15M

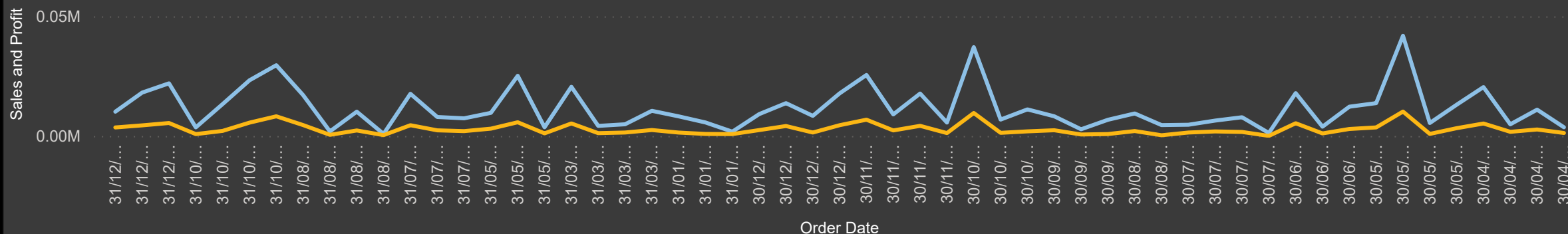
Total Profit

3.75M

3.75M

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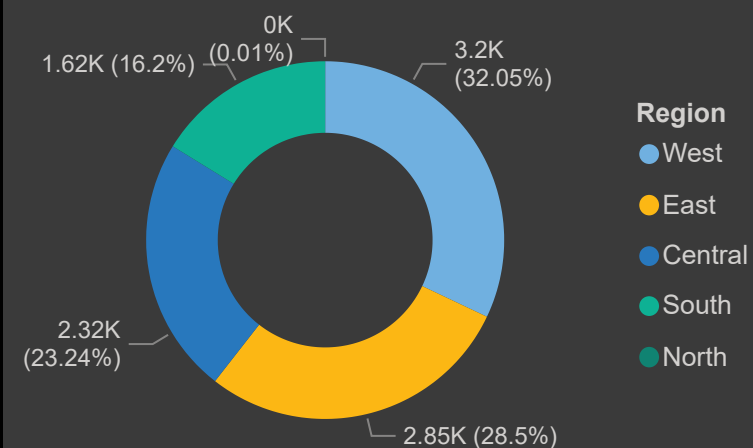
● Sales ● Profit



Sales region

A donut chart illustrating the distribution of sales across five regions. The chart is divided into five segments of different colors, each labeled with its value in thousands (K) and its percentage of the total. A legend on the right side of the chart maps the colors to the region names.

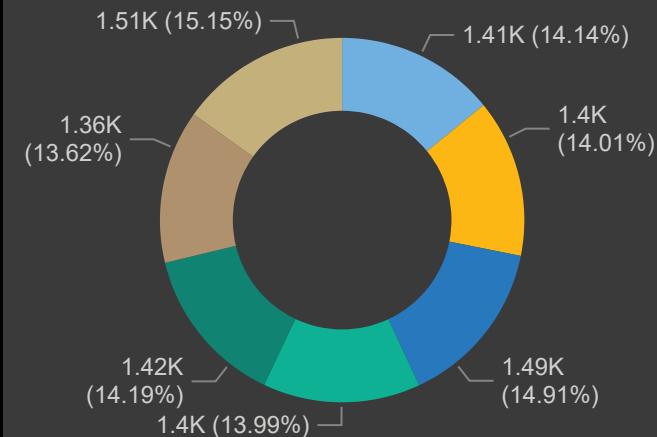
Region	Sales (K)	Percentage
West	3.2K	32.05%
East	2.85K	28.5%
Central	2.32K	23.24%
South	1.62K	16.2%
North	0K	0.01%



Sales Products

A donut chart titled "Sales Products" showing the distribution of sales across eight categories. The chart is divided into eight segments of varying sizes and colors, each labeled with its value in thousands (K) and its percentage of the total. The segments are: 1.41K (14.14%) in light blue, 1.4K (14.01%) in orange, 1.49K (14.91%) in blue, 1.4K (13.99%) in teal, 1.42K (14.19%) in dark teal, 1.36K (13.62%) in tan, 1.51K (15.15%) in light tan, and 1.4K (14.01%) in yellow.

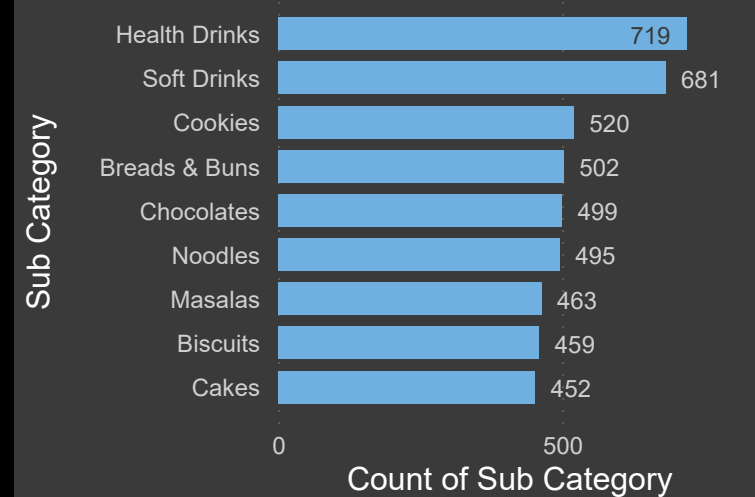
Product	Value (K)	Percentage (%)
Product 1	1.41K	14.14%
Product 2	1.4K	14.01%
Product 3	1.49K	14.91%
Product 4	1.4K	13.99%
Product 5	1.42K	14.19%
Product 6	1.36K	13.62%
Product 7	1.51K	15.15%
Product 8	1.4K	14.01%



Sales sub-category

A horizontal bar chart with a dark gray background. The y-axis is labeled 'Sub Category' in white text, oriented vertically on the left. The x-axis is labeled 'Count of Sub Category' in white text at the bottom. There are ten blue bars representing different sub-categories. The counts for each bar are displayed in white text at the end of each bar. The sub-categories and their counts are: Health Drinks (719), Soft Drinks (681), Cookies (520), Breads & Buns (502), Chocolates (499), Noodles (495), Masalas (463), Biscuits (459), and Cakes (452). The x-axis has major ticks at 0 and 500.

Sub Category	Count of Sub Category
Health Drinks	719
Soft Drinks	681
Cookies	520
Breads & Buns	502
Chocolates	499
Noodles	495
Masalas	463
Biscuits	459
Cakes	452



Customer Behavioural Analysis

Total Customers
1

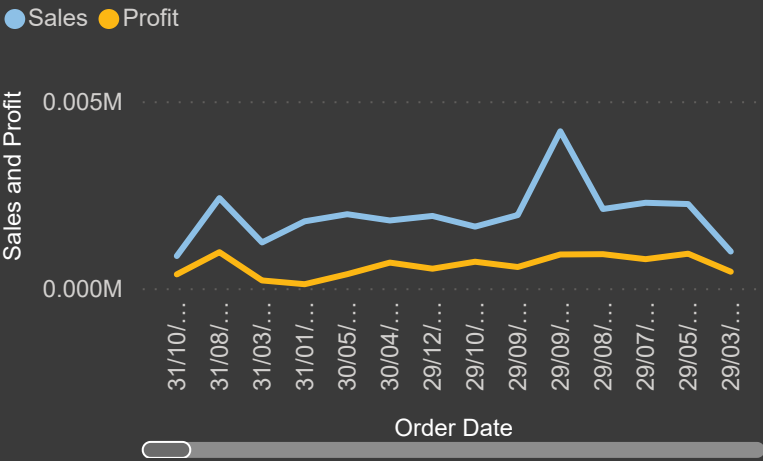
Total Sales
315K

Total Profit
78.04K

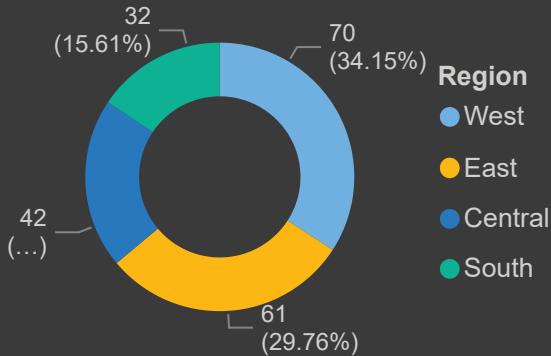
Customer Na... ▾

- Adavan
- Aditi
- Akash
- Alan
- Amrish
- Amy
- Anu
- Arutra
- Arvind
- Esther
- Ganesh
- Hafiz

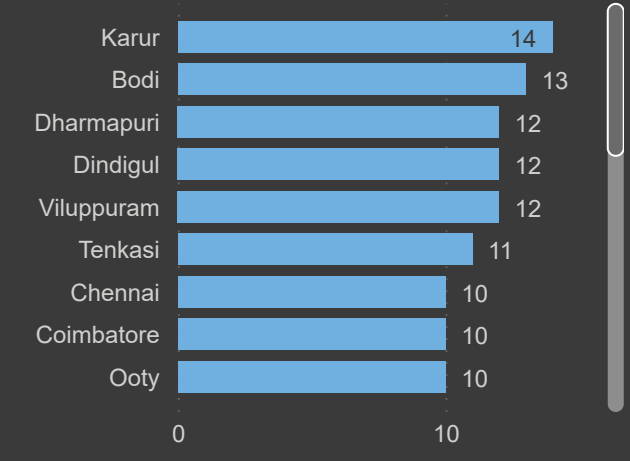
Customer Sales Vs Profit Trend



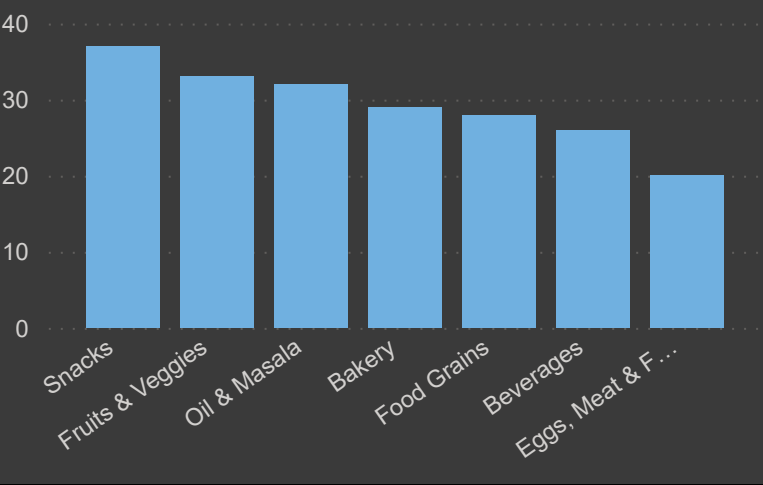
Customer Sales Region



Customer Sales City



Customer Sales Products



Customer by Category

Category	Sales	Profit
Snacks	58146	14,486.01
Fruits & Veggies	53665	13,317.34
Oil & Masala	45645	11,762.20
Beverages	43145	11,756.20
Food Grains	43007	8,876.27
Bakery	40517	9,585.97
Eggs, Meat & Fish	31216	8,260.30
Total	315341	78,044.29

Customer by Sub-Category

Sub Category	Sales	Profit
Atta & Flour	10343	1,937.95
Biscuits	13618	2,680.77
Breads & Buns	17011	4,186.60
Cakes	9888	2,718.60
Chicken	7695	1,505.59
Chocolates	20466	5,263.33
Cookies	17630	4,660.85
Dals & Pulses	13878	2,970.64
Edible Oil & Ghee	11610	3,769.03
Eggs	4643	1,412.41
Fish	9326	2,543.39
Total	315341	78,044.29

Category Analysis

Total Catgeory
1

Category

Snacks

Oil & Masala

Fruits & Veggies

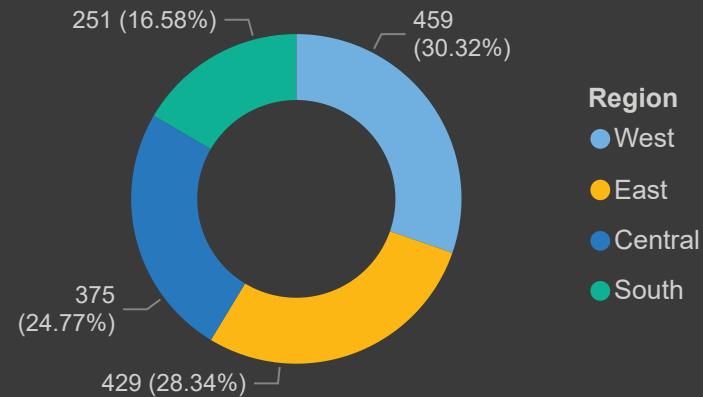
Food Grains

Eggs, Meat & Fish

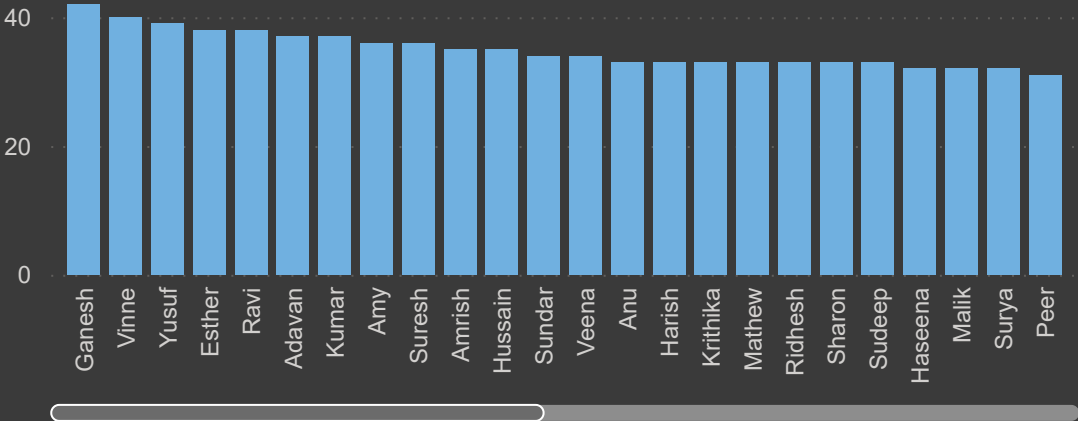
Beverages

Bakery

Category Sales Region



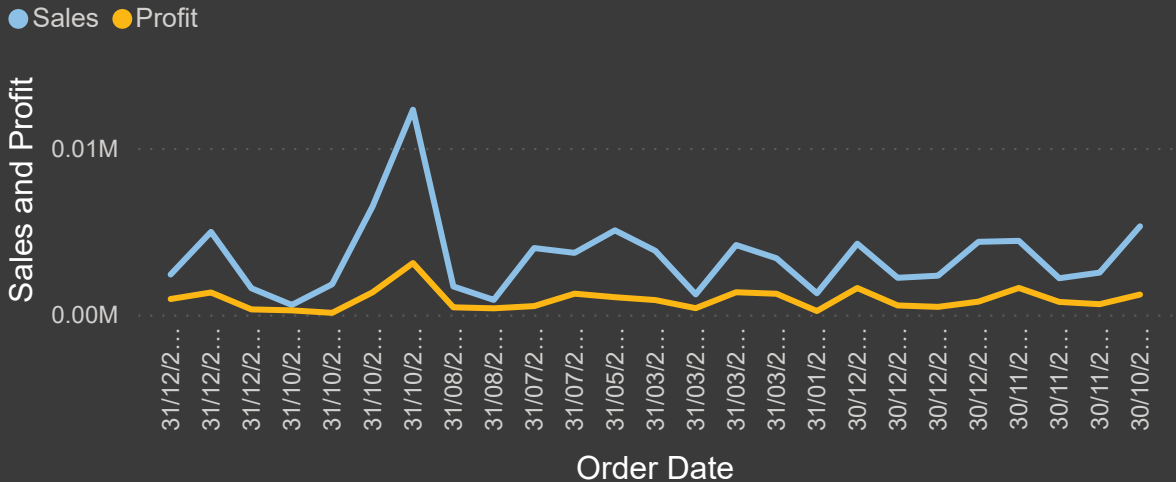
Sales Category by Customer



Category by City

City	Count of City
Kanyakumari	75
Virudhunagar	74
Tirunelveli	72
Perambalur	71
Chennai	68
Dindigul	68
Tenkasi	68
Vellore	67
Salem	65
Viluppuram	65
Cumbum	64
Krishnagiri	64
Pudukottai	63
Ramanadhapuram	63
Namakkal	62
Karur	59
Madurai	59
Bodi	58
Coimbatore	58
Theni	58
Dharmapuri	54
Nagercoil	54
Ooty	54
Trichy	51
Total	1514

Category Sales Vs Profit Trend



Category Total Sales and Profit

Category	Sales	Profit
Snacks	2237546	568,178.85
Total	2237546	568,178.85

Sub Category Total Sales and Profit

Sub Category	Sales	Profit
Chocolates	733898	183,849.34
Cookies	768213	190,643.70
Noodles	735435	193,685.81
Total	2237546	568,178.85