

OUTLET LOCATION

All

OUTLET TYPE

All

ITEM TYPE

All

FAT CONTENT

All



\$1.2M

TOTAL SALES



\$141

AVG SALES



9K

NO OF ITEMS



3.9

AVG RATING

Total Sales

Avg Sales

No.of Items

Avg Rating

FAT CONTENT

Low Fat

Regular

\$425.36K

\$1.2M  
Total Sales

\$776.32K

ITEM TYPE

Fruits and Ve...

\$0.18M

Snack Foods

\$0.18M

Household

\$0.14M

Frozen Foods

\$0.12M

Dairy

\$0.10M

Canned

\$0.09M

Baking Goods

\$0.08M

Health and H...

\$0.07M

Meat

\$0.06M

Soft Drinks

\$0.06M

Breads

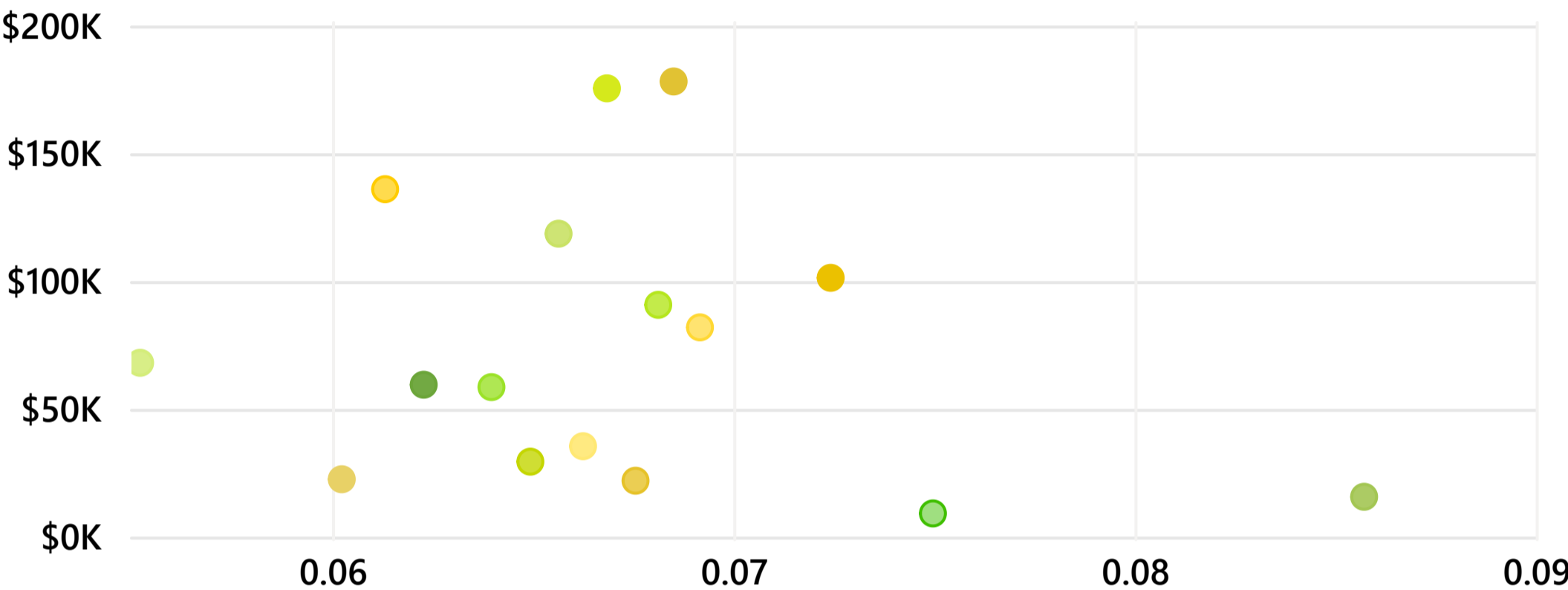
\$0.04M

\$0.0M

\$0.1M

\$0.2M

HIGHLY VISIBLE LOW-SELLING ITEMS



TOP SELLING PRODUCTS

Item Type	Total Sales	Item Visibility	No.of Items	Avg Item Rating
Fruits and Vegetables	\$178K	84.4	1232	3.9
Household	\$136K	55.8	910	4.0
Frozen Foods	\$119K	56.2	856	3.9
Dairy	\$101K	49.4	682	3.9
Canned	\$91K	44.2	649	4.0
Baking Goods	\$82K	44.8	648	3.9
Health and Hygiene	\$68K	28.7	520	3.9
Meat	\$59K	26.5	425	4.0
Others	\$22K	10.2	169	3.9
Seafood	\$9K	4.8	64	3.9
Total	\$866K	405.0	6155	3.9



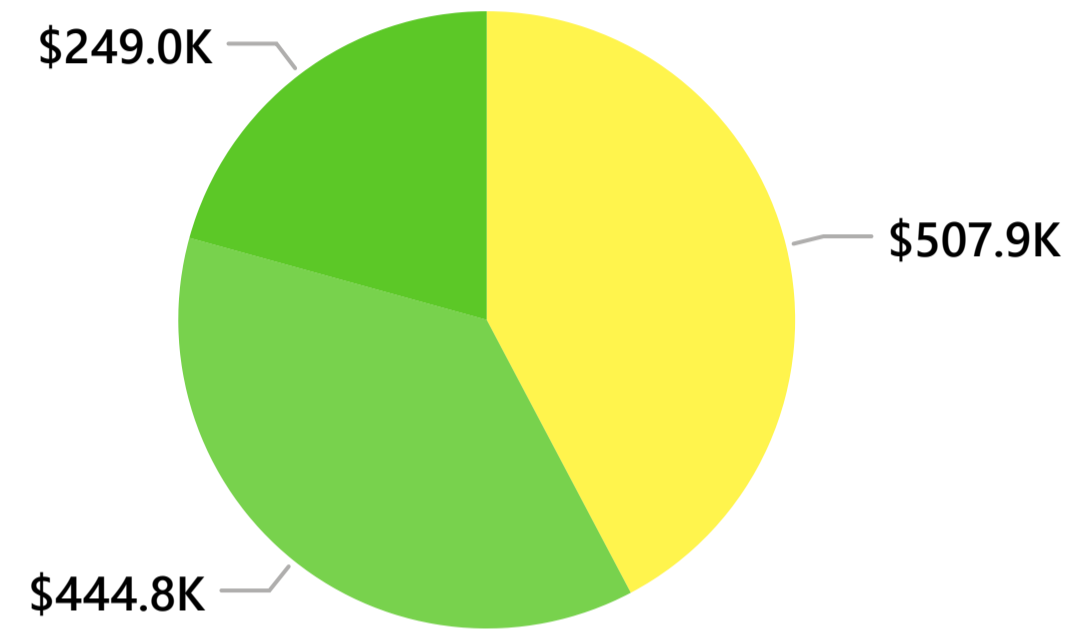
### TOTAL SALES

Outlet Size

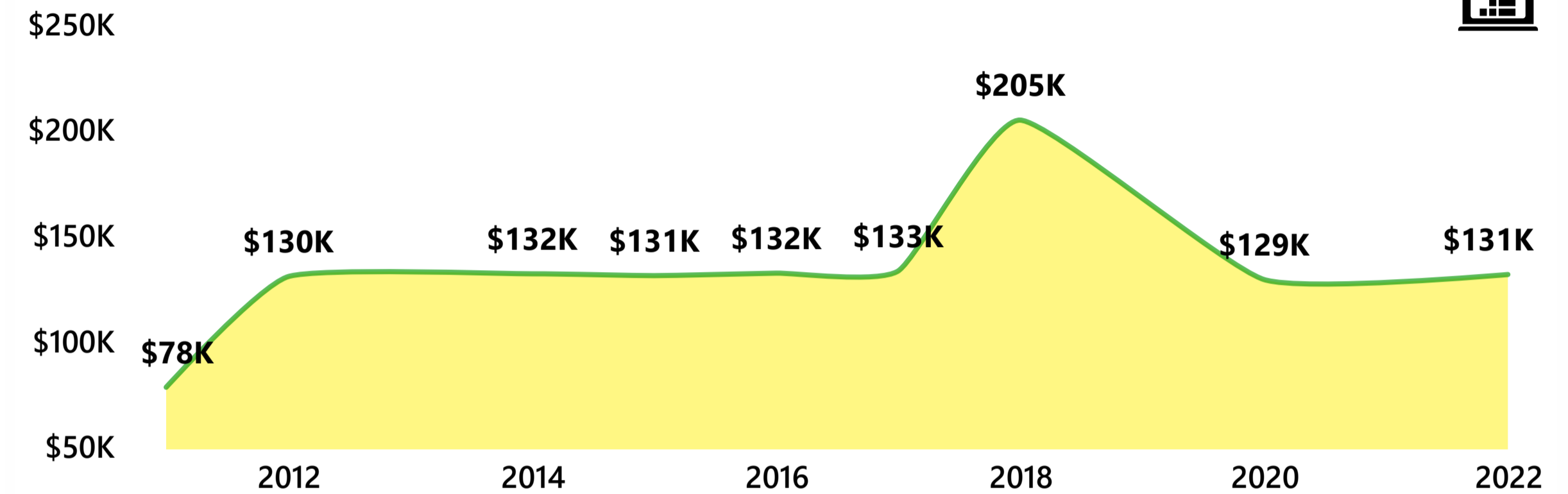
Medium

Small

High



### OUTLET ESTABLISHMENT



### OUTLET LOCATION

100%

Tier 3

\$472.1K

Tier 2

\$393.2K

Tier 1

\$336.4K

71.3%

### SALES BY FAT CONTENT & OUTLET

Low Fat Regular

Tier 3

\$0.31M

\$0.17M

Tier 2

\$0.25M

\$0.14M

Tier 1

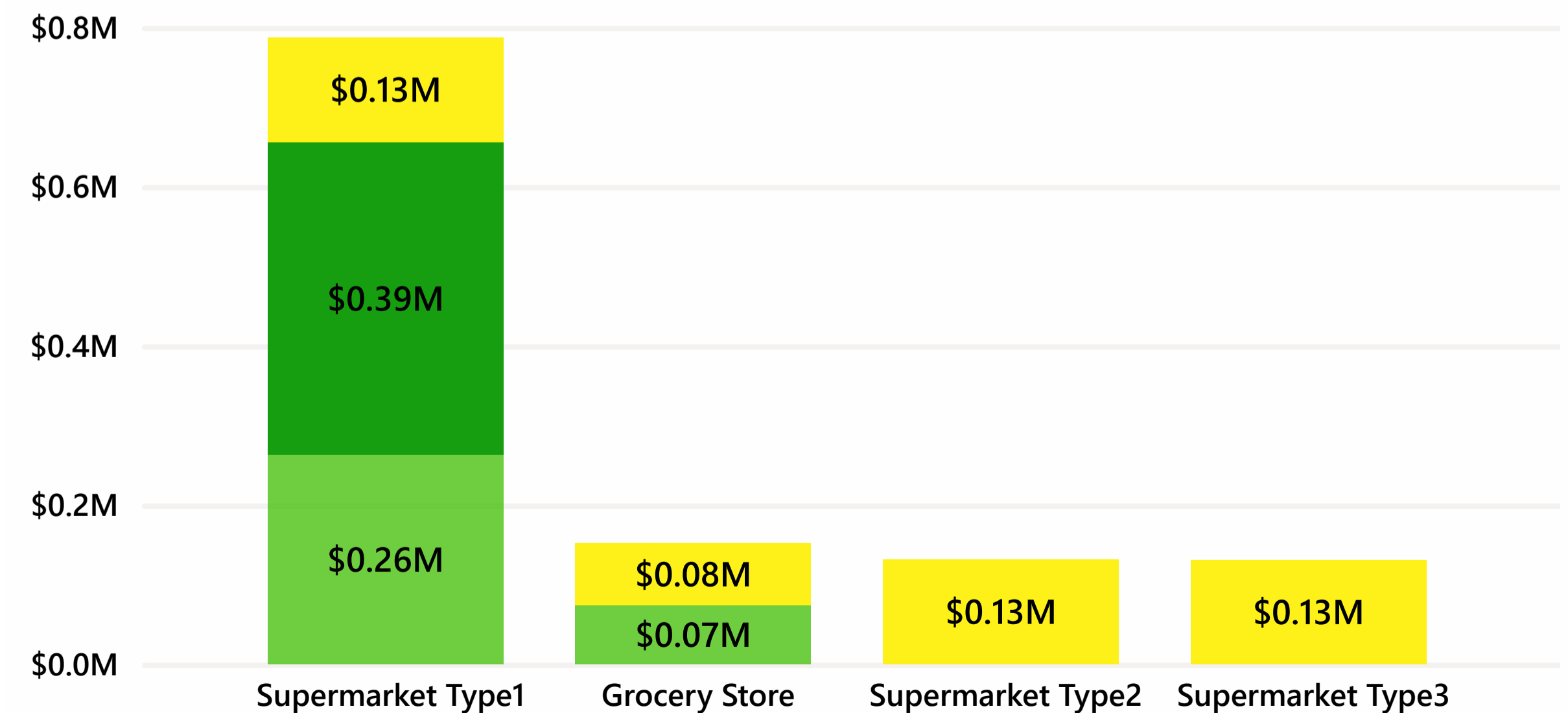
\$0.22M

\$0.12M

\$0.0M

\$0.2M

### OUTLET SALES





Sales Performance Overview

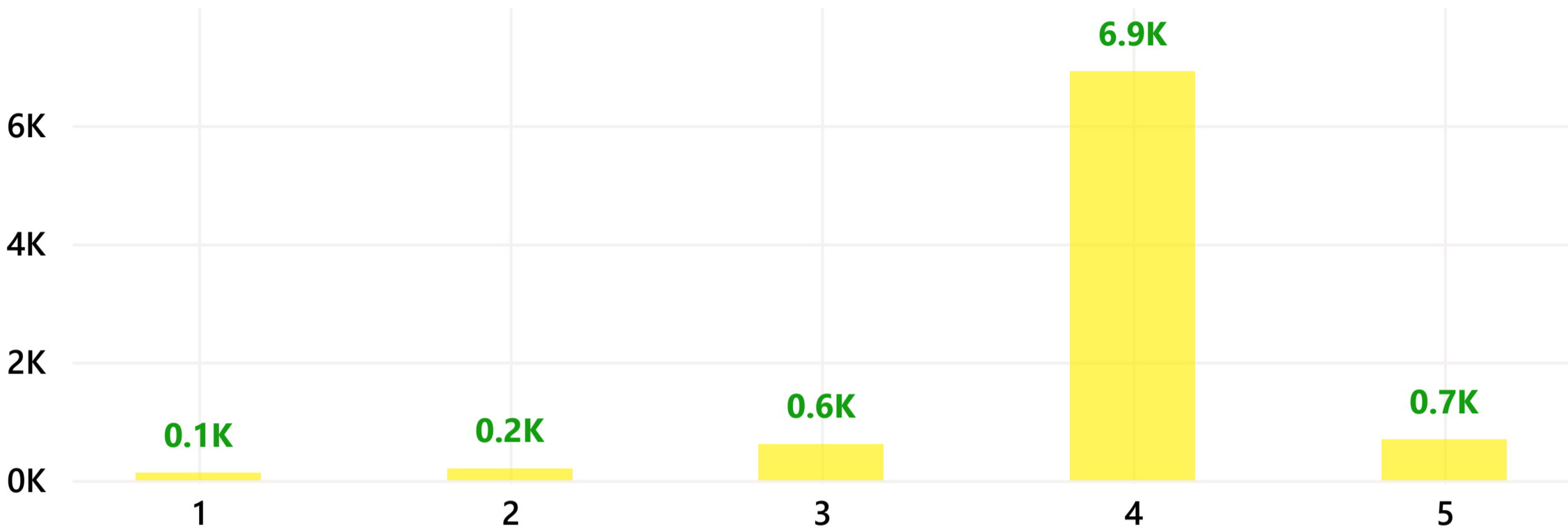
Outlet Wise Sales Overview

Items Performance Overvies

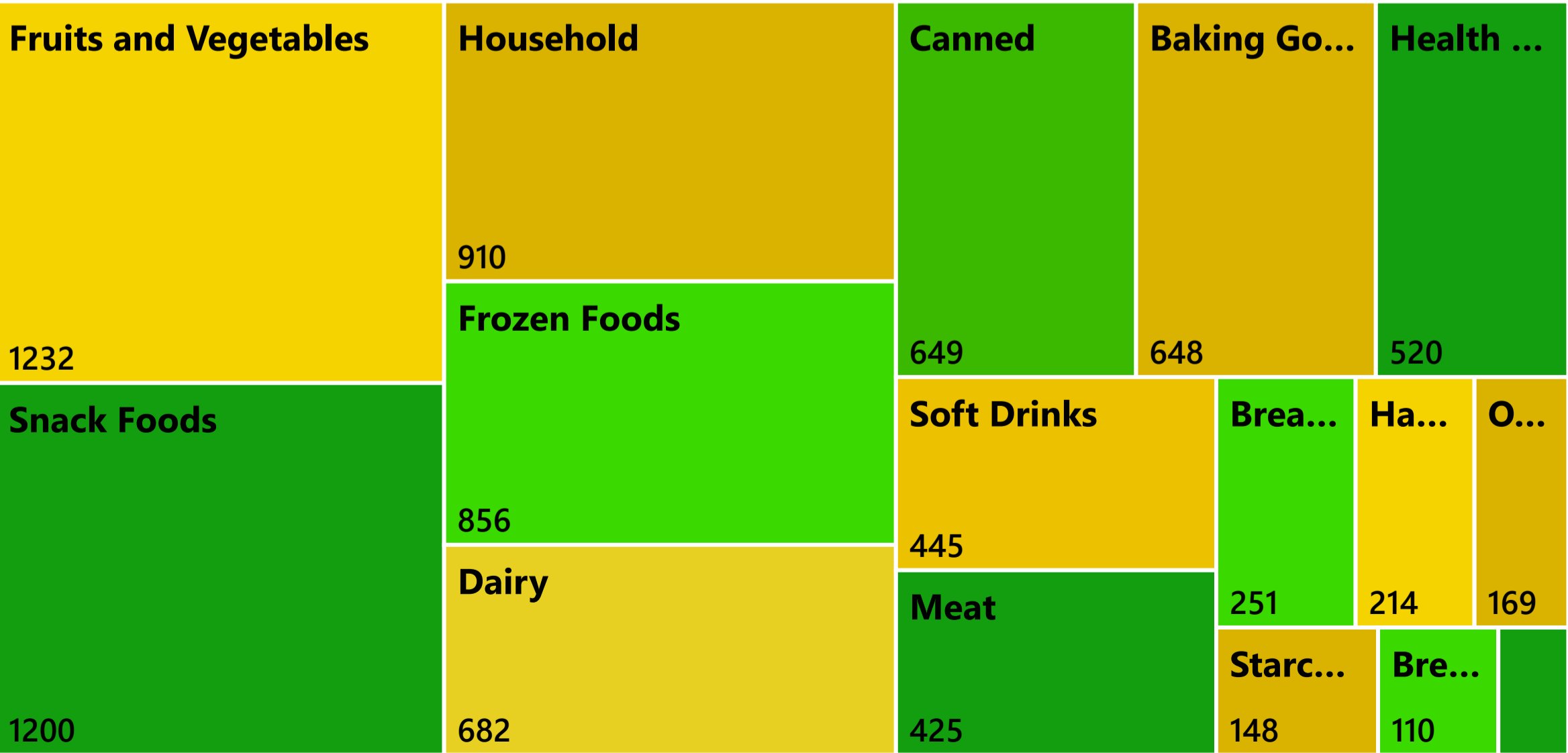
UNDERPERFORMING OUTLET SALES

Outlet Location Type	Outlet Type	Sum of Sales
Tier 3	Supermarket Type3	\$130,714.67
Tier 3	Supermarket Type2	\$131,477.78
Tier 1	Supermarket Type1	\$262,590.23
Tier 2	Supermarket Type1	\$393,150.65
Tier 3	Supermarket Type1	\$131,809.02
Tier 1	Grocery Store	\$73,807.58
Tier 3	Grocery Store	\$78,131.57

PRODUCTS SATISFACTION BY RATINGS



QUANTITY DISTRIBUTION BY PRODUCT TYPE



FAT CATEGORY BREAKDOWN BY WEIGHT

