📊 Insights Summary: What the Dashboard Reveals

🔹 1. Overall KPIs (Top Panel)

KPI	Value	Insight
Total Sales	1.20M	Strong overall sales performance
Average Sales	140.99	Decent average per transaction
No of Items	9K	High volume of items sold
Avg Rating	3.92	Good customer satisfaction

🔹 2. Fat Content Performance

By Fat Type (Donut Chart) | Fat Content | Total Sales | % Contribution | |----------|----------|----------| | Regular | 776.32K | 64.6% ☑ | | Low Fat | 425.3K | 35.4% ✖ |

Insight: Regular Fat items dominate, nearly 2x Low Fat. Driving most revenue.

By Outlet Location (Bar Chart) | Outlet Tier | Low Fat Sales | Regular Sales | Total | |----------|----------|----------|----------| | Tier 3 | 247K | 1.18M | 🔝 Highest | | Tier 2 | 98K | 1.54M | Strong | | Tier 1 | 85K | 1.54M | Strong |

Insight: Tier 3 sells most Low Fat; Tier 2 leads in Regular Fat.

🔹 3. Outlet Location Performance (100% Stacked Bar)

Tier	Sales	Insight
Tier 3	472.13K	🔝 Top contributor
Tier 2	393.15K	Mid performer
Tier 1	336.40K	📉 Least performer

Insight: Tier 3 is strongest. Focus promotions/stock here.

🔹 4. Item Type Sales (Horizontal Bar)

Top Selling: - ☑ Fruits & Vegetables – 0.18M - ☑ Snacks – 0.18M - ☑ Household – 0.14M - ☑ Frozen Foods – 0.12M

Least Selling: - ❌ Seafood – 0.01M - ❌ Breads – 0.04M - ❌ Hard Drinks – 0.03M **Insight:** Demand highest for daily consumables. Weak in niche categories.

🔹5. Outlet Type Breakdown (Matrix)

Outlet Type	Total Sales	Avg Sales	Avg Rating	Items	Insight
Supermarket Type1	7.87L	141.21	3.92	5577	✅ Dominates sales & volume
Supermarket Type3	1.30L	139.31	3.91	925	Weak performer
Grocery Store	1.51L	140.29	3.92	1083	Decent
Supermarket Type4	1.31L	141.68	3.93	938	✅ Best ratings, hidden gem

Insight: Type1 dominates, Type4 shows potential with best ratings.

🔹6. Outlet Size Analysis (Pie Chart)

Outlet Size	Total Sales	% Share
Medium	507.9K	42.2% ✅
Small	248.99K	20.7%
High	444.79K	37.0%

Insight: Medium-sized outlets outperform High ones. Likely efficiency/location advantage.

✅ **Final Recommendations:** 1. Focus on **Regular Fat** products (~65% revenue).

2. Promote **Tier 3 outlets** – top in sales & Low Fat demand.
3. Explore **Supermarket Type4** – high avg sales & best ratings.
4. Boost **daily consumables** (Fruits, Snacks, Household).
5. Reassess **large outlets** – Medium outlets perform better.
6. Target **Low Fat** buyers in Tier 3 – health-conscious segment.