

What's Affecting Food Sales?

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03/4/2022





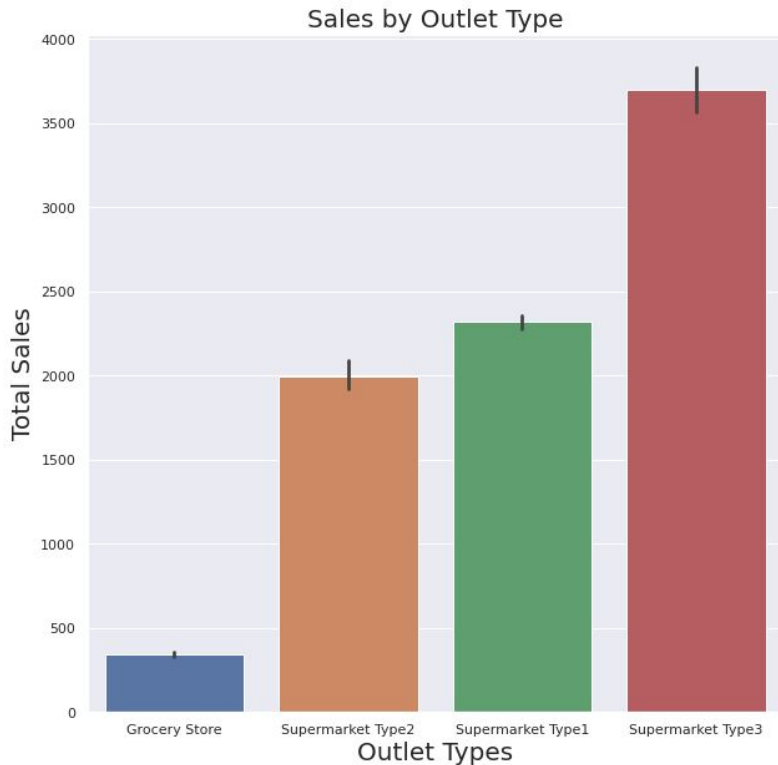
What we will be covering:

Topic/Business Problem - Help the retailer understand the properties of products and outlets that play crucial roles in predicting sales.

Questions to cover:

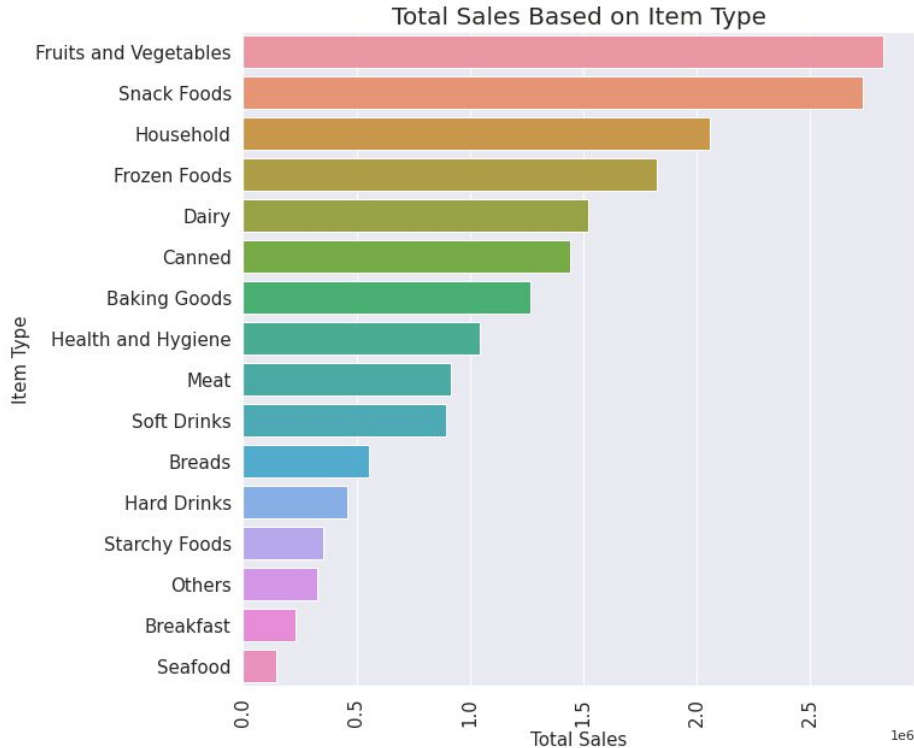
- What outlet size do customers prefer?
- What are customers buying the most?
- Is visibility of items affecting sales?

What outlet size do customers prefer?



- Grocery stores have the least amount of sales
- Supermarket Type 3, compared to the other two supermarket types, has higher number of sales.

What are customers buying the most?

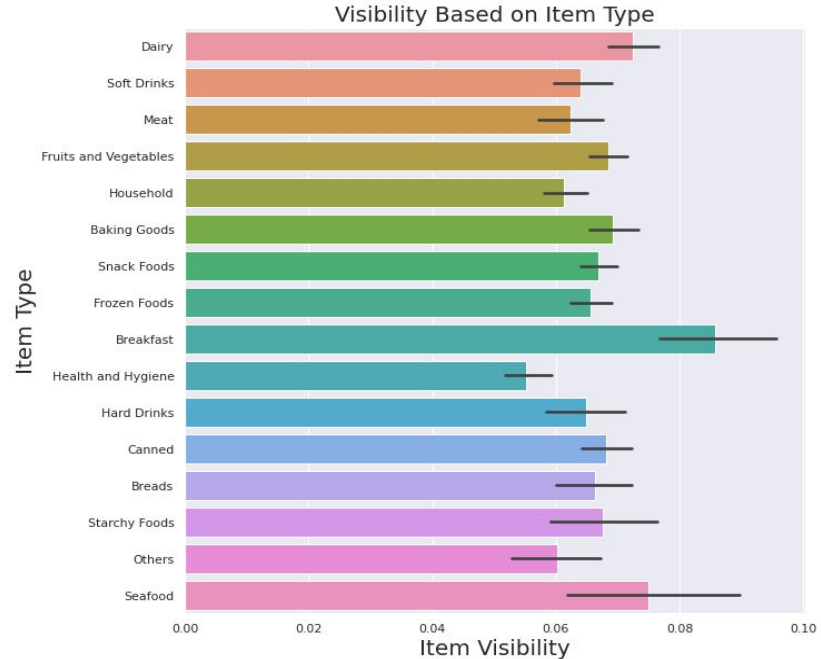
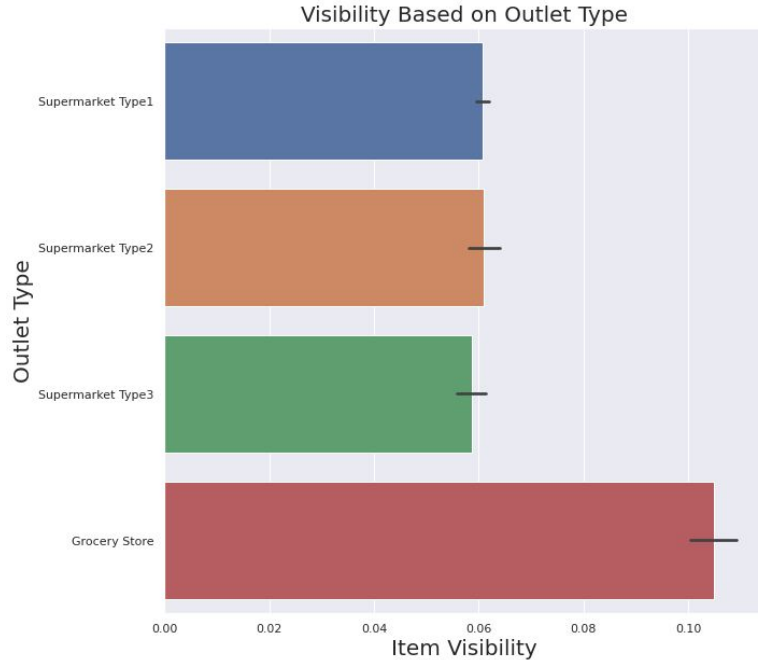


Customers are mostly buying:

- Fruits and Vegetables
- Snack Foods
- Frozen Foods
- Canned
- Dairy
- Household

These are items that can make quick meals and are household items.

Is visibility of items affecting sales?



- Since Grocery stores are small, most, if not all, of their inventory is already presented to the customer.
- Supermarkets strategize what product to present right at the door to possibly increase sales



Conclusion

Summary

- Outlet Size
- Outlet Type
- Item Visibility

Recommendations

- Increase outlet size to supermarkets to maximize total sales of products
- Expand inventory to include products customers are buying the most.
- Arrange item visibility strategically in 'hotspot' areas, closer to high sale items.