

Retail Data Analysis

Lets Data Define Everything

Household Analysis

Sales And Discount

Campaign And Products

Quantity And Forecasting

Total Distinct
Manufacturer

6476

Total Product

92.4K

Total
Quantity

2.6M

Total Sales

8.1M

Total Stores

582

Total Redempt
Coupon

2318

Total Coupon
Count

124.5K

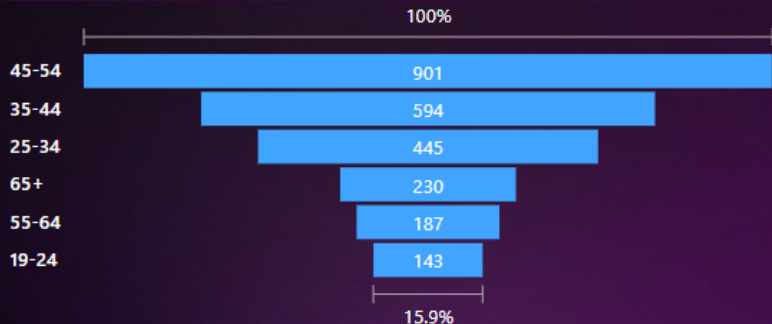


Home

Household Analysis

Next

NUM_OF_HOUSEHOLD BY AGE_DESC



NUM_OF_HOUSEHOLD BY HOMEOWNER_DESC



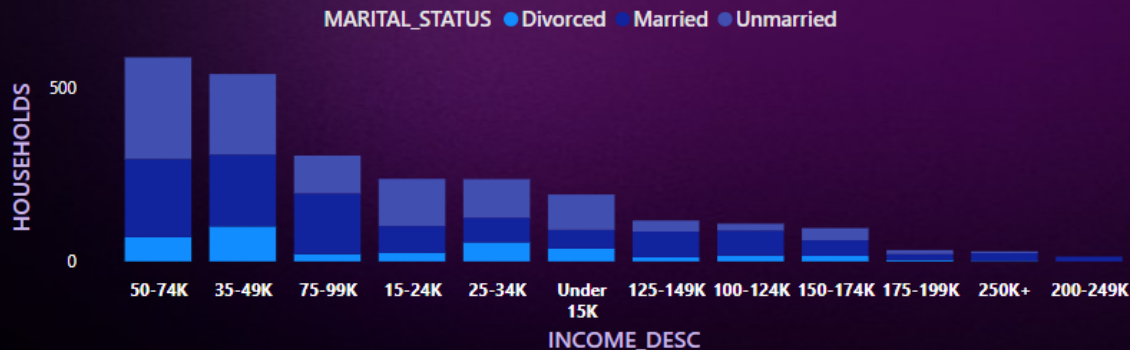
Total
Houses

2.5K

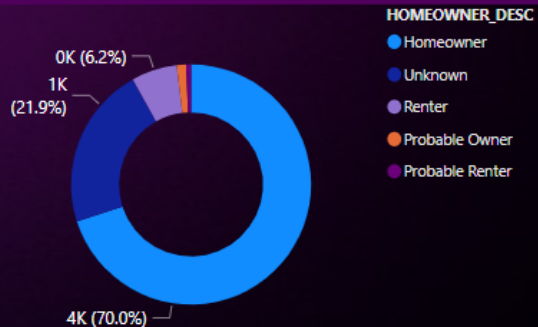
Total
Persons

6K

NUM_OF_HOUSEHOLD BY INCOME_DESC AND MARITAL_STATUS_CODE



HOUSEHOLD_SIZE_DESC BY HOMEOWNER_DESC



[Home](#)[Prev](#)

Sales and Discount

[Next](#)

MARITAL_STATUS

MARITAL_ST...

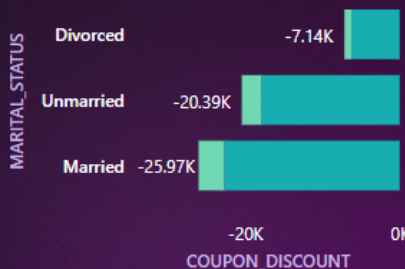
- ☐ Divorced
- ☐ Married
- ☐ Unmarried

YEAR

- ☒ 2019
- ☐ 2020

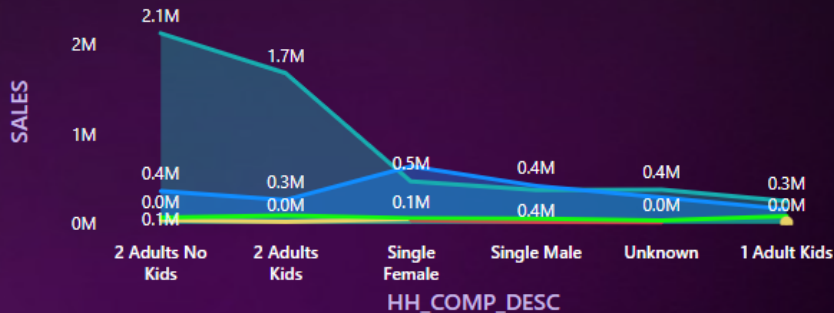
COUPON_DISCOUNT BY MARITAL_STATUS

Sum of COUPON_DISC Sum of COUPON_MATCH_...



SALES_VALUE BY HH_COMPOSITION AND HOMEOWNER_DESC

HOMEOWNER_DE... Homeo... Probable ... Probabl... Renter Unkn...



Total Sales

8.1M

Coupon Discount

-46.8K

Cup Match Discount

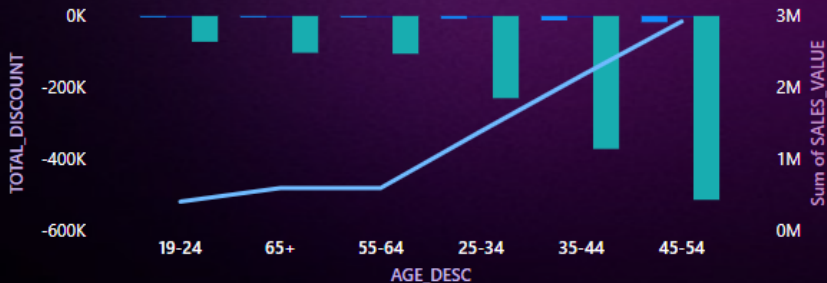
-6.7K

Retail Discount

-1.40M

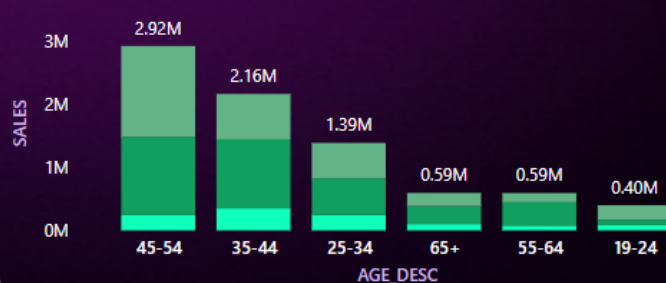
DISCOUNT AND SALES BY AGE_DESCRIPTION

Sum of COUPON_DISC Sum of COUPON_MATCH_... Sum of RETAIL_DISC Sum of SALES_VALUE



SALES_VALUE BY AGE_DESC AND MARITAL_STATUS

MARITAL_STATUS Divorced Married Unmarried



Home

Prev

Campaign and Product



Next

BRAND

- ☐ National
- ☐ Private

MARITAL STATUS

- ☐ Divorced
- ☐ Married
- ☐ Unmarried

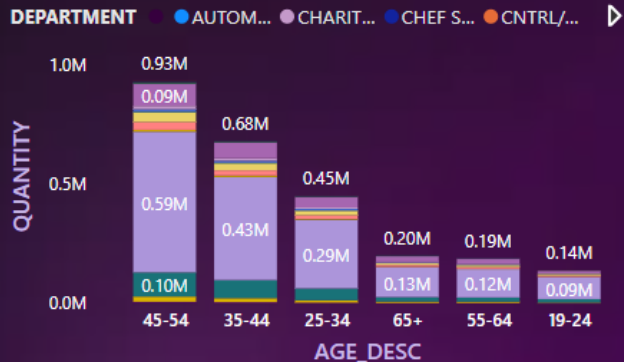
YEAR

- ☒ 2019
- ☒ 2020

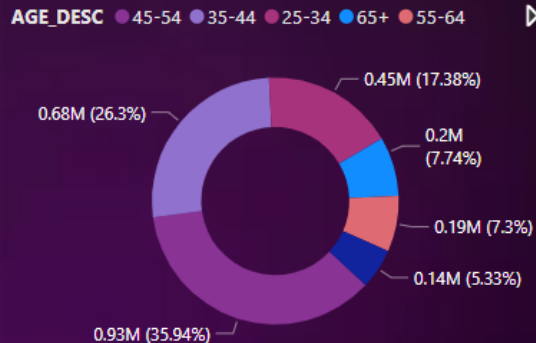
CAMPAIGN_TYPE

- ☐ TypeA
- ☐ TypeB
- ☐ TypeC

QUANTITY BY DEPARTMENT AND AGE



PRODUCTS BY AGE



Total Product

92.4K

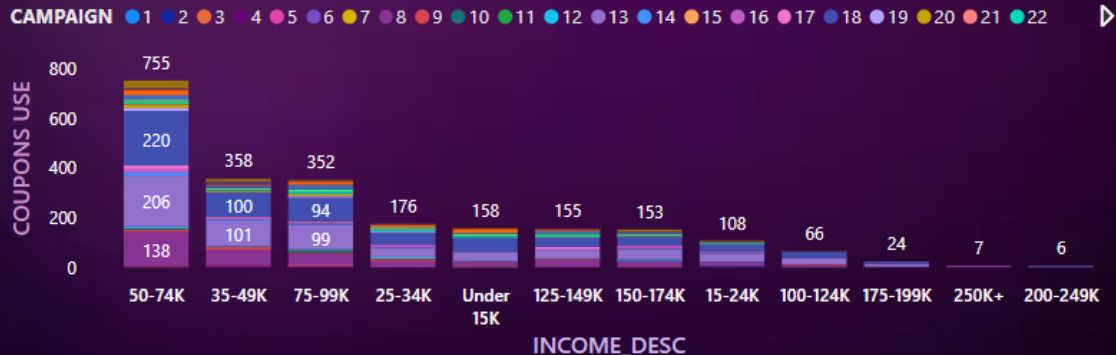
Total Redempt
Coupon

2318

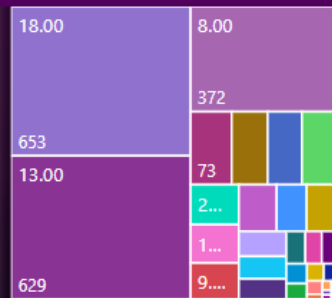
Total Campaign

30

COUPONS USE BY CUSTOMERS INCOME



HOUSEHOLDS PARTICIPATE IN CAMPAIGN



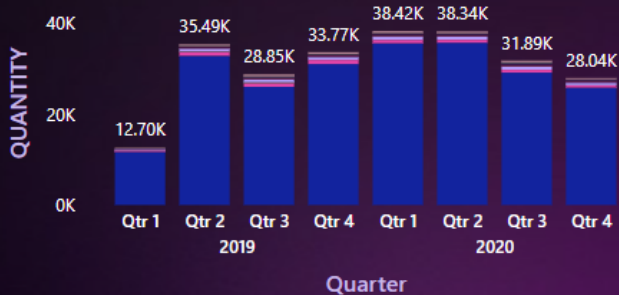
[Home](#)

Quantity and Forecasting

[Prev](#)

QUANTITY BY MANUFACTURER AND TIME

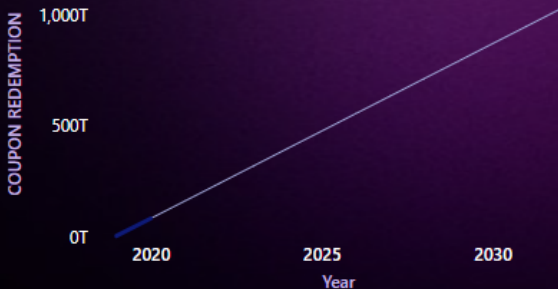
MANUFACTURER 1 2 3 4 5 6 7 8 9 10 11 ▶



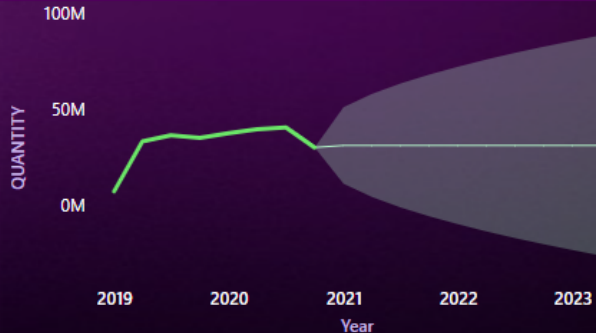
SALES FORECASTING BY TIME



COUPON REDEMPTION FORECASTING BY TIME



QUANTITY FORECASTING BY TIME



COMMODITY WISE SALES

