

SalesHeatmap Weekly Report

Week 0

- Area A101: 2500 | Top Categories: Dairy, Snacks
 - Area B202: 1800 | Top Categories: Hygiene, Cleaning
 - Area C303: 3000 | Top Categories: Frozen, Beverages
 - Area D404: 1500 | Top Categories: Produce, Bakery
- > *Best Performing Area: C303 with 3000*
- > *Worst Performing Area: D404 with 1500*
- > *Suggestion: Relocate excess stock from D404 to C303 to optimize shelf turnover.*

Week 1

- Area A101: 2300 | Top Categories: Dairy, Frozen
 - Area B202: 1700 | Top Categories: Cleaning, Snacks
 - Area C303: 3100 | Top Categories: Beverages, Frozen
 - Area D404: 1600 | Top Categories: Produce, Bakery
- > *Best Performing Area: C303 with 3100*
- > *Worst Performing Area: D404 with 1600*
- > *Suggestion: Boost marketing for area B202; consider end-of-aisle promotions.*

Week 2

- Area A101: 2000 | Top Categories: Dairy, Snacks
 - Area B202: 1600 | Top Categories: Cleaning, Hygiene
 - Area C303: 2800 | Top Categories: Frozen, Beverages
 - Area D404: 1400 | Top Categories: Bakery, Produce
- > *Best Performing Area: C303 with 2800*
- > *Worst Performing Area: D404 with 1400*
- > *Suggestion: Restock fast-moving items in C303 and consider reducing space in B202.*

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Week 3

- Area A101: 2200 | Top Categories: Snacks, Dairy
- Area B202: 1500 | Top Categories: Hygiene, Cleaning
- Area C303: 2900 | Top Categories: Frozen, Beverages
- Area D404: 1300 | Top Categories: Produce, Bakery

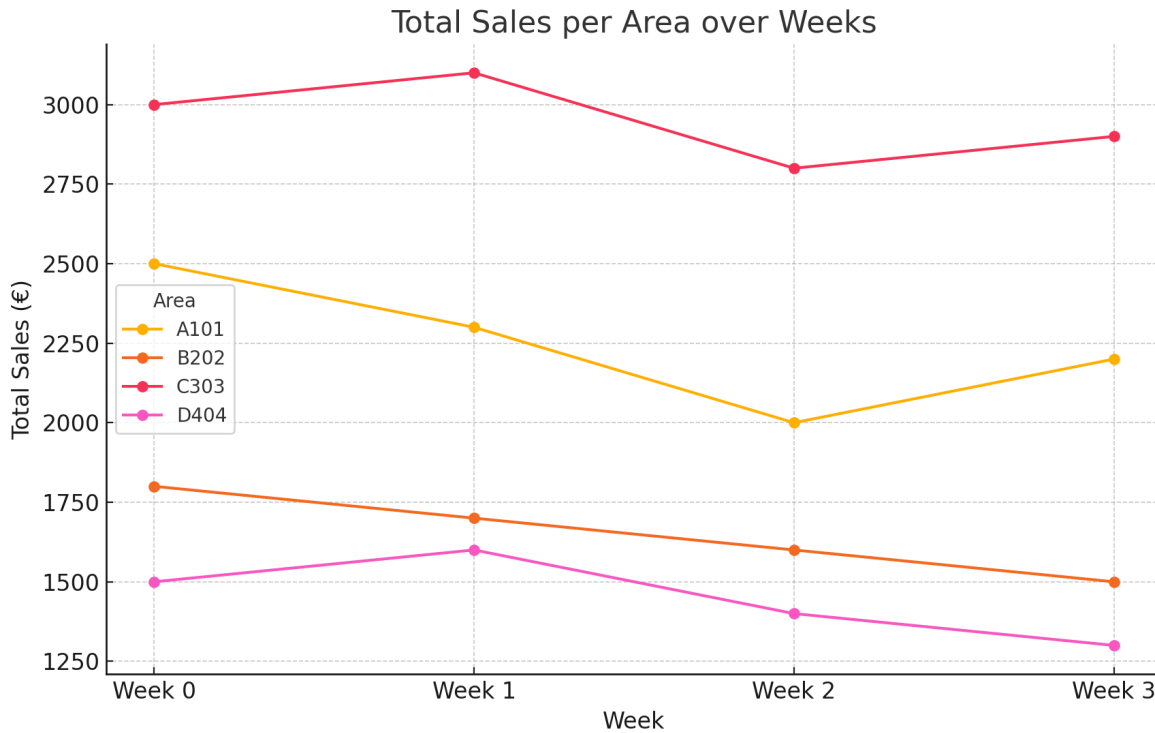
> *Best Performing Area: C303 with 2900*

> *Worst Performing Area: D404 with 1300*

> *Suggestion: Consider re-allocating hygiene products from B202 to A101 for better exposure.*

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Overall Comparison Summary



Insights:

- C303 consistently ranks highest in sales, showing strong demand for frozen and beverage products.
- D404 is the weakest area, indicating potential issues with produce and bakery layout or positioning.
- A101 is stable but not dominant - a good candidate for pilot product testing.
- B202 underperforms across all weeks; needs review of product mix and shelf placement.

Recommendations:

- Strengthen inventory in C303 to maintain momentum.
- Introduce attractive bundles or promotions in B202.
- Re-evaluate D404's layout and consider cross-merchandising with better performing areas.
- Monitor week-over-week growth trends to adjust strategies dynamically.