Weekly Sales Heatmap Report

# 1. Overview

This report presents a comprehensive overview of weekly sales performance across retail store sectors, based on data from the last four weeks. It highlights heatmap trends, relocation suggestions, high/low performing products, and profit margins to inform strategic decisions.

# 2. Weekly Heatmap Summary

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Week | A101 | B202 | C303 | D404 |
| Week 0 | 160 | 150 | 60 | 100 |
| Week 1 | 155 | 165 | 50 | 105 |
| Week 2 | 170 | 140 | 70 | 95 |
| Week 3 | 165 | 140 | 70 | 95 |

# 3. Product Performance Insights

Across the analyzed period, 'Beef Fillet' consistently emerged as a top-selling item in the meat category, while 'Neutral Soap' performed well in hygiene. On the other hand, cleaning products in area C303, such as 'Pine Disinfectant', recorded the lowest sales volumes, highlighting opportunities for reallocation.

# 4. Strategic Recommendations

Based on performance variations, the following strategic recommendations are suggested:  
- Reallocate cleaning and hygiene products from low-performing areas like C303 to high-performing sectors like A101, as A101 showed a consistent increase in sales across all weeks.  
- Continue promoting products with higher margins such as 'Beef Fillet' and 'Neutral Soap' to maximize profit.  
- Investigate sales strategies in C303 and D404 to understand the recurring low performance and identify improvement areas.  
- Consider internal promotions, visual merchandising, or customer engagement campaigns in underperforming zones.

# 5. Graphs and Visualizations

The following chart illustrates the trend of total sales in each store area over the last four weeks:

