

## Fathallah Supermarket Report

- Pivot Tables
- Pivot Charts
- Data Cleaning
- Data Visualization:



### Market Share Distribution

**First Position:** Heinz Ketchup 7/6 - 37%

**Second Position:** Drama Fania - 20%

**Third Position (Tied):**

- Dreem Cake Chief (23g) - 13%
- Harrak - 13%
- Kaboul Taniyah al-Batangan (6g) - 13%

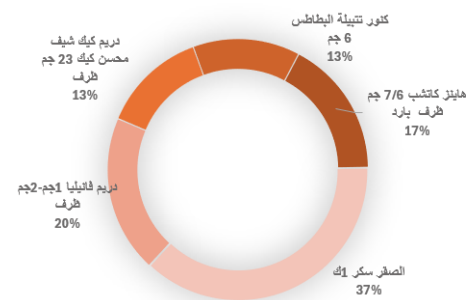
### Total Market Coverage

Combined market share of top 5 items: 96% Remaining market: 4%

### Performance Rankings

1. Heinz Ketchup 7/6: 37%
2. Drama Fania: 20%
3. Dreem Cake Chief (23g): 13%
4. Harrak: 13%
5. Kaboul Taniyah al-Batangan (6g): 13%

Net sales volume of the top 5 items



Net Sales Volume Distribution

Heinz Ketchup 7/6 leads with 37% market share. Dramafania follows at 20%. Three items tied at 13% each: Dreem Cake Cheef (23g), Harrak, and Kabour Taniyat al-Bitingan (6g).

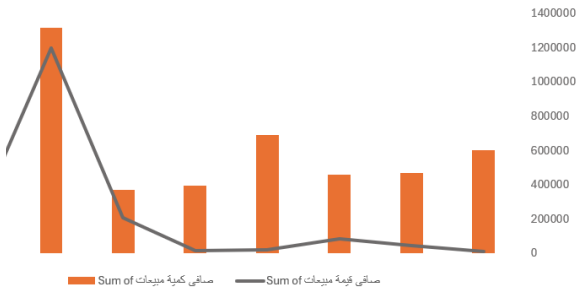
Total Sales and Quantity Performance

Item 2 achieved highest sales at \$33M with 1.2M units sold. Item 5 generated \$18M revenue with 100K units. Item 8 reached \$15M sales with 50K units. Items 6 and 7 both hit \$12M in sales. Item 1 recorded \$11M with 400K units. Item 4 made \$10M with 50K units. Item 3 generated \$9M with 200K units sold.

Key Performance Indicators

Top performer by revenue: Item 2 (\$33M) Highest volume seller: Item 2 (1.2M units) Market leader by share: Heinz Ketchup (37%) Revenue range: \$9M - \$33M Volume range: 50K - 1.2M units

Total sales and quantity for each item



Average Sales by Department and Branch

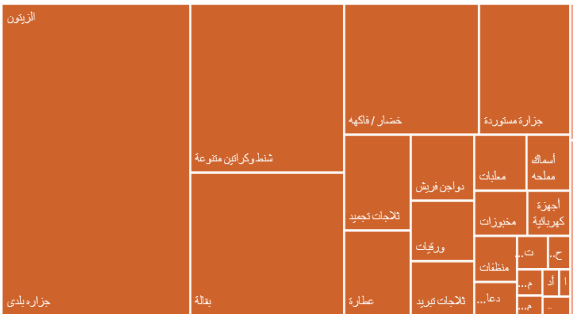
Zayton department shows the largest sales volume, followed by Baqala. Attor department has moderate performance. Shampoo Kirin shows strong sales within its category. Electronics departments including Thalajat, Computers, and various appliance categories demonstrate varied performance levels.

Branch performance varies significantly across locations. Kadmat/Taqiya and Khazan Mastaba branches show notable sales figures. Multiple smaller branches including Atayal, Mahalet, Akhisar Kahrabaeya, and various electronics-focused locations contribute to overall department totals.

Key Performance Indicators

Top performer by revenue: Item 2 (\$33M) Highest volume seller: Item 2 (1.2M units) Market leader by share: Heinz Ketchup (37%) Largest department: Zayton Revenue range: \$9M - \$33M Volume range: 50K - 1.2M units

Average sales per department and per branch



Top 10 Most Sold Items Report

Al-Asfar Sokkar Ek leads as the best-selling item with highest volume. Dreem Vanilla Ajmarim follows in second place. Heinz Ketchup 7/6 ranks third in sales volume. Kabour Fanila Taniyat Al-Bitingan 6g and Dreem Cake Cheef 23g show strong performance in the middle rankings.

Other top sellers include Dreem Cake Berry 16g, Taj Al-Mulook Vanilla 1g, Lorichen Dakhi Masri Ek, Al-Asfar Dakhi Ek, and various cream products completing the top 10 list.

The ranking shows a mix of confectionery items, condiments, and dairy products dominating sales volume across all product categories.

Top 10 Most Sold Items



Total Sales Per Department Report

One department dominates with approximately \$5.7 million in total sales, significantly outperforming all others. Several departments achieved strong performance in the \$2.5 million range, with three departments hitting around \$2.5M, \$1.7M, and \$1.5M respectively.

The mid-tier departments generated sales between \$1M-\$2M, showing consistent moderate performance. Multiple smaller departments recorded sales in the \$500K-\$600K range.

The majority of departments show minimal sales activity below \$500K, indicating a highly concentrated sales structure with a few dominant departments driving most revenue.



