


AD HOC ANALYSIS

Jose Gabriel A. Salvador



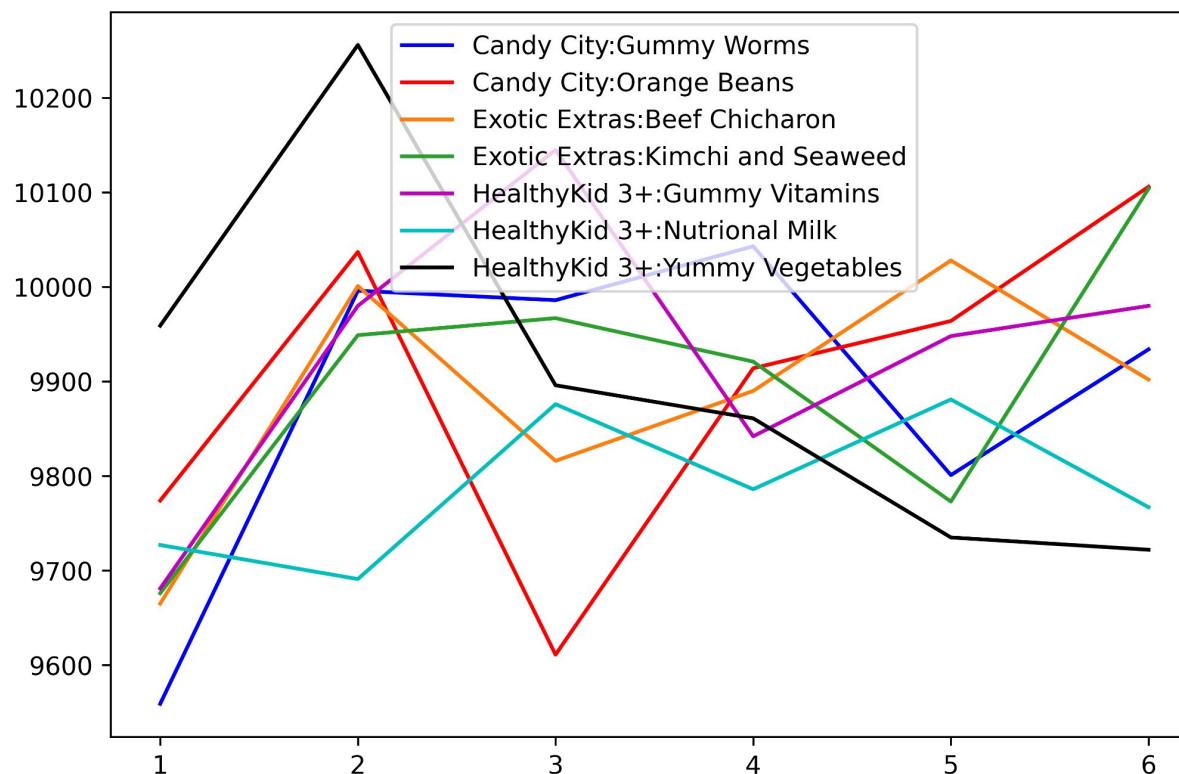
**In this part, we analyze the
number of purchases per item.**

Jose Gabriel A. Salvador

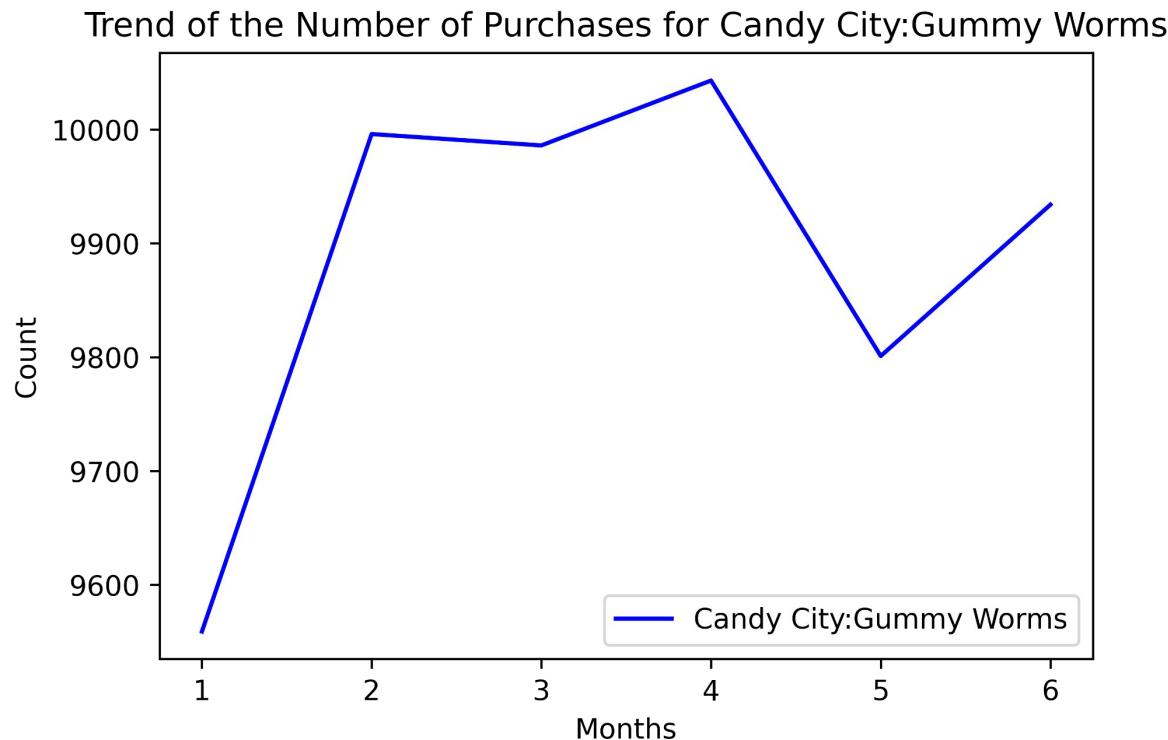
Total Count per Item per Month

month	Count					
	1	2	3	4	5	6
Items						
Candy City:Gummy Worms	9559.0	9996.0	9986.0	10043.0	9801.0	9934.0
Candy City:Orange Beans	9774.0	10037.0	9611.0	9914.0	9964.0	10106.0
Exotic Extras:Beef Chicharon	9665.0	10001.0	9816.0	9890.0	10028.0	9902.0
Exotic Extras:Kimchi and Seaweed	9676.0	9949.0	9967.0	9921.0	9773.0	10104.0
HealthyKid 3+:Gummy Vitamins	9681.0	9980.0	10145.0	9842.0	9948.0	9980.0
HealthyKid 3+:Nutritional Milk	9727.0	9691.0	9876.0	9786.0	9881.0	9767.0
HealthyKid 3+:Yummy Vegetables	9959.0	10256.0	9896.0	9861.0	9735.0	9722.0

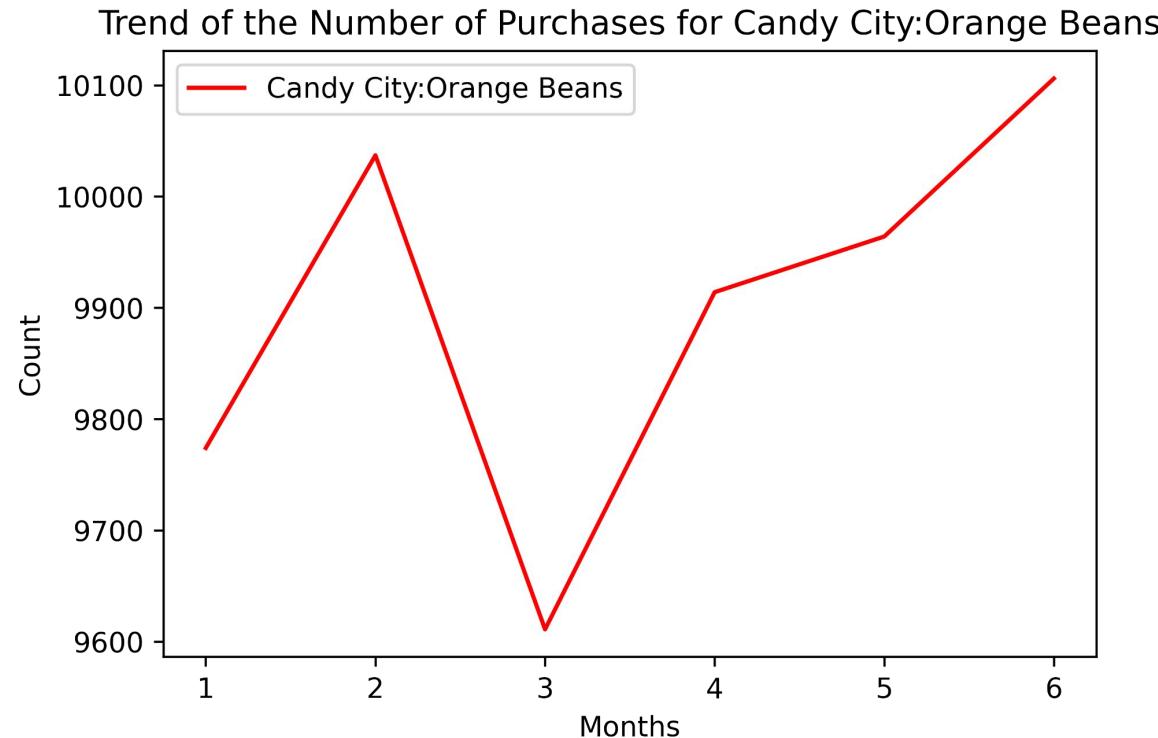
Trends of the No. of Purchases for each Item for all months



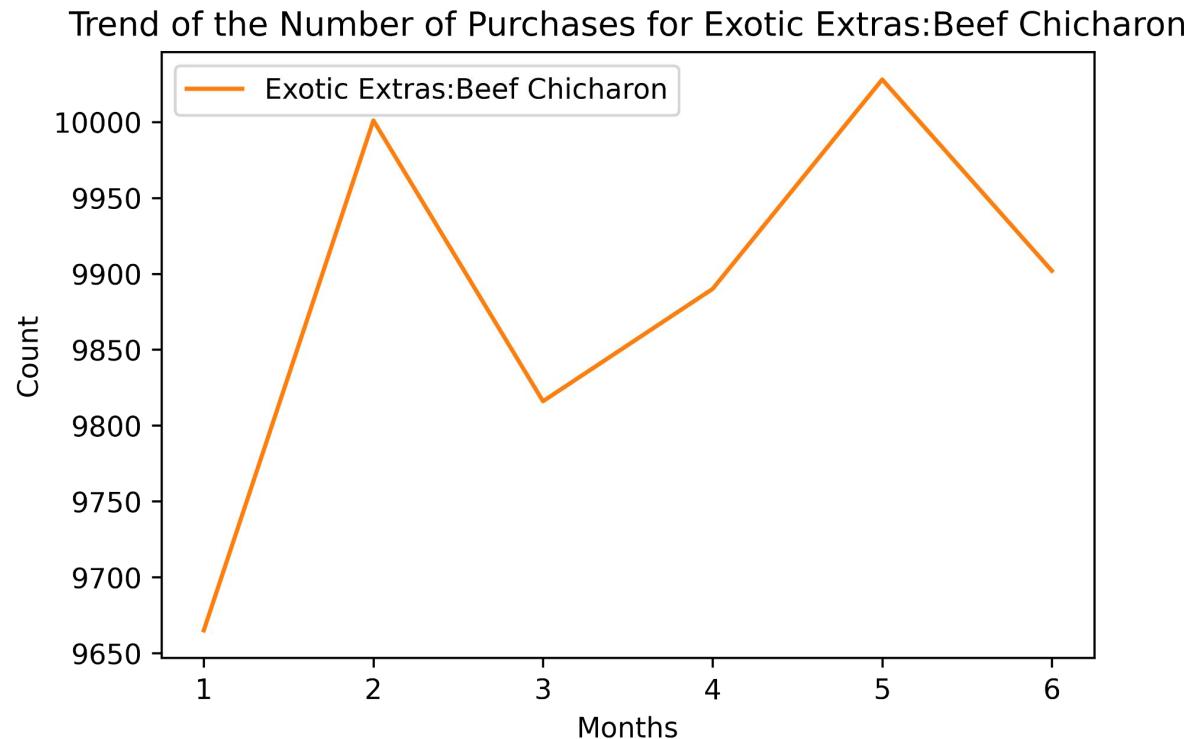
Trend of the No. of Purchases for Candy City:Gummy Worms for all Months



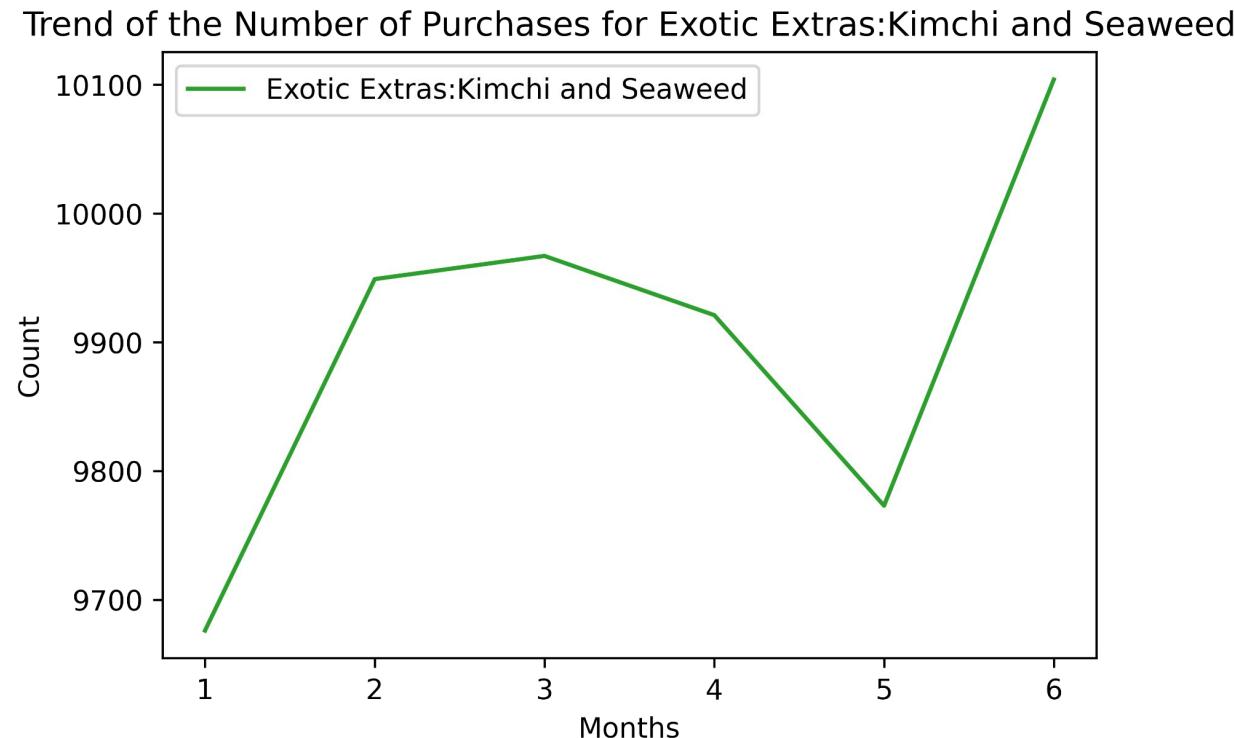
Trend of the No. of Purchases for Candy City:Orange Beans for all Months



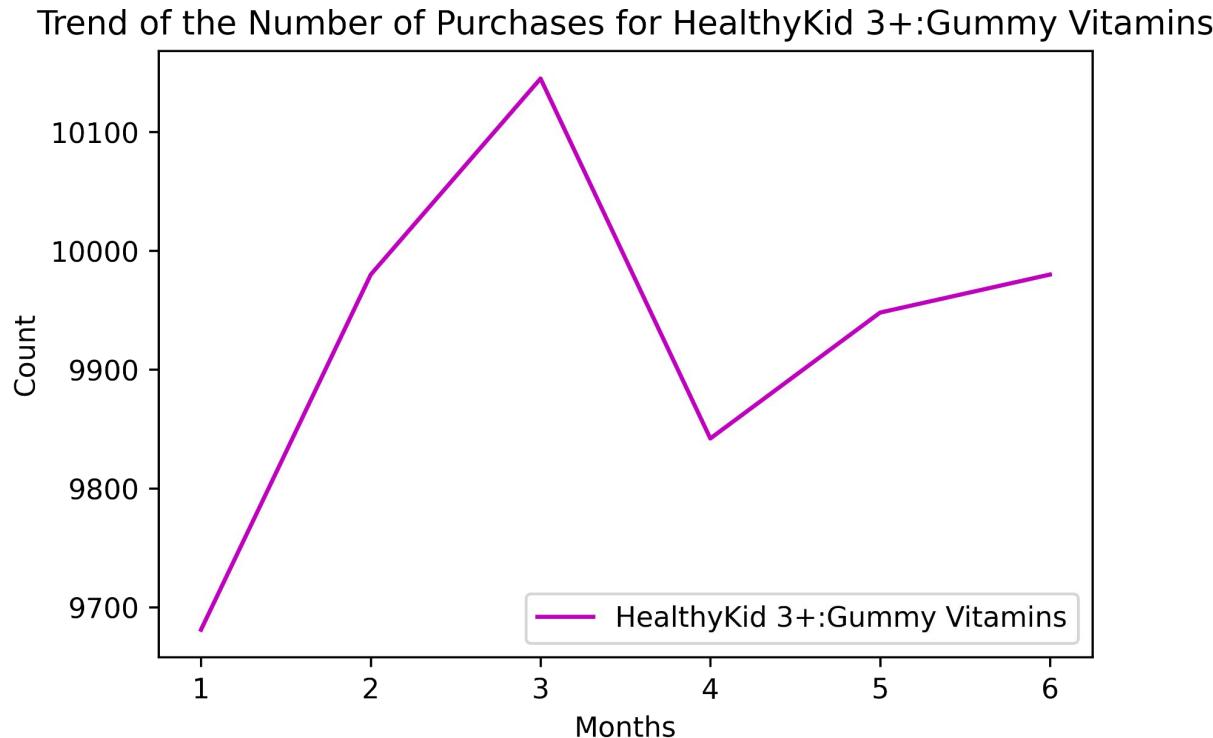
Trend of the No. of Purchases for Exotic Extras: Beef Chicharon for all Months



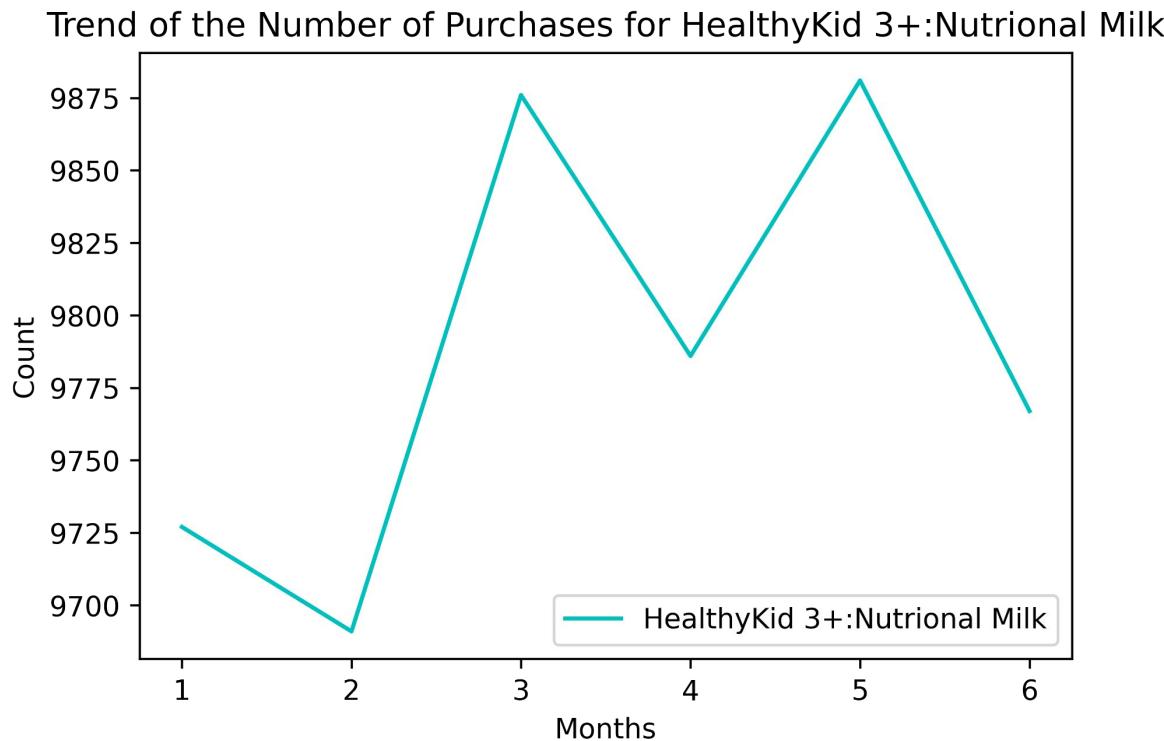
Trend of the No. of Purchases for Exotic Extras: Kimchi and Seaweed for all Months



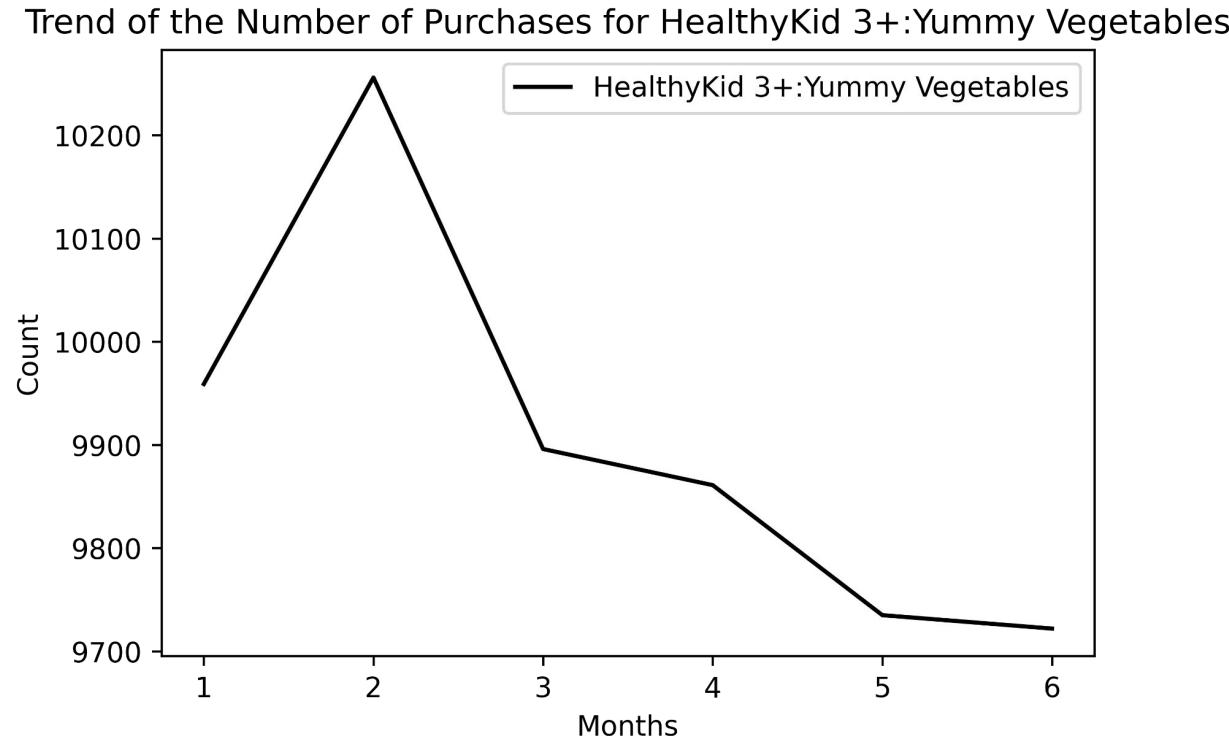
Trend of the No. of Purchases for Healthy Kid 3+: Gummy Vitamins for all Months



Trend of the No. of Purchases for Healthy Kid 3+: Nutrional Milk for all Months



Trend of the No. of Purchases for Healthy Kid 3+: Yummy Vegetables for all Months



Best-Selling Item per Month (Based from Count)

	Item	Count
Month		
1	HealthyKid 3+:Yummy Vegetables	9959.0
2	HealthyKid 3+:Yummy Vegetables	10256.0
3	HealthyKid 3+:Gummy Vitamins	10145.0
4	Candy City:Gummy Worms	10043.0
5	Exotic Extras:Beef Chicharon	10028.0
6	Candy City:Orange Beans	10106.0

Month with the most purchases for each item



Items	Best-Selling Month	Count
Candy City:Gummy Worms	4	10043.0
Candy City:Orange Beans	6	10106.0
Exotic Extras:Beef Chicharon	5	10028.0
Exotic Extras:Kimchi and Seaweed	6	10104.0
HealthyKid 3+:Gummy Vitamins	3	10145.0
HealthyKid 3+:Nutritional Milk	5	9881.0
HealthyKid 3+:Yummy Vegetables	2	10256.0

Least-Selling Item per Month (Based from Count)

Month	Item	Count
1	Candy City:Gummy Worms	9559.0
2	HealthyKid 3+:Nutrional Milk	9691.0
3	Candy City:Orange Beans	9611.0
4	HealthyKid 3+:Nutrional Milk	9786.0
5	HealthyKid 3+:Yummy Vegetables	9735.0
6	HealthyKid 3+:Yummy Vegetables	9722.0

Month with the least purchases for each item

Items	Least-Selling Month	Count
Candy City:Gummy Worms	1	9559.0
Candy City:Orange Beans	3	9611.0
Exotic Extras:Beef Chicharon	1	9665.0
Exotic Extras:Kimchi and Seaweed	1	9676.0
HealthyKid 3+:Gummy Vitamins	1	9681.0
HealthyKid 3+:Nutritional Milk	2	9691.0
HealthyKid 3+:Yummy Vegetables	6	9722.0



**In this part, we analyze the
total sales revenue per item.**

Jose Gabriel A. Salvador

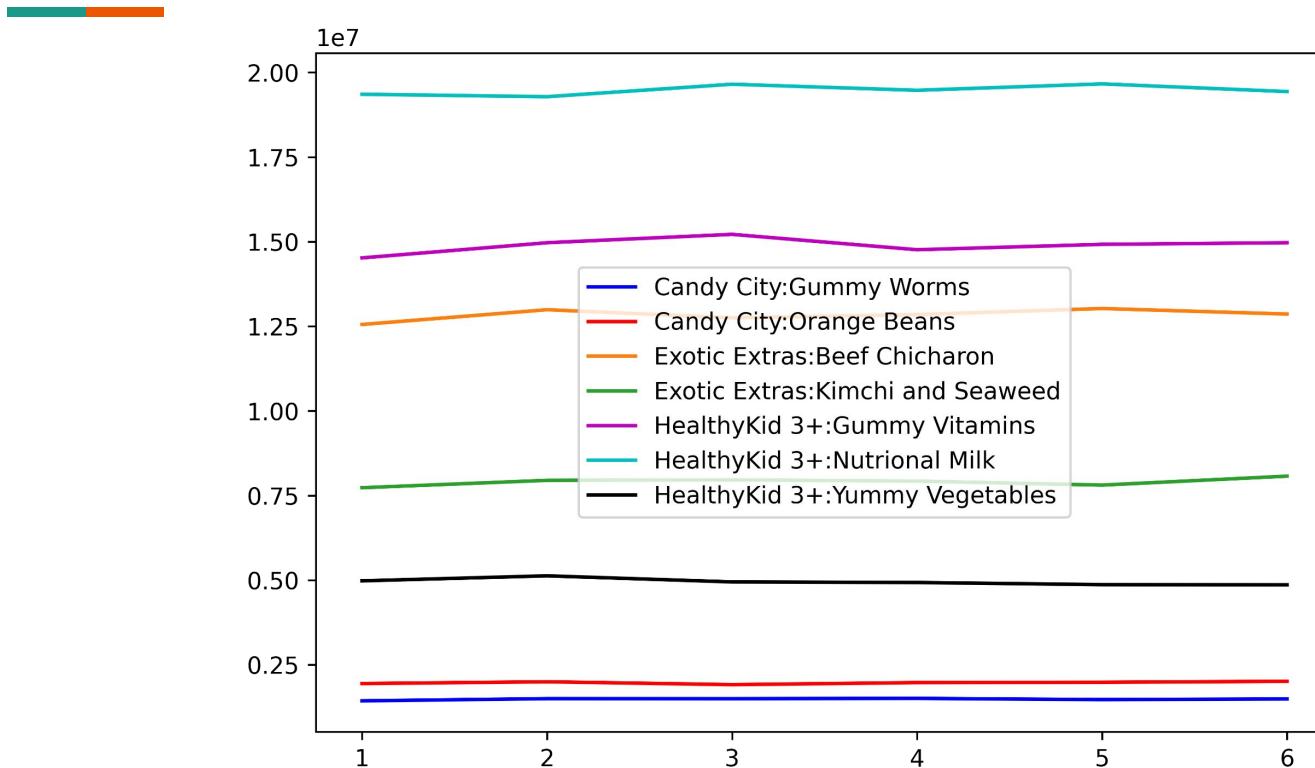
Total Sales Value/Revenue per Item per month



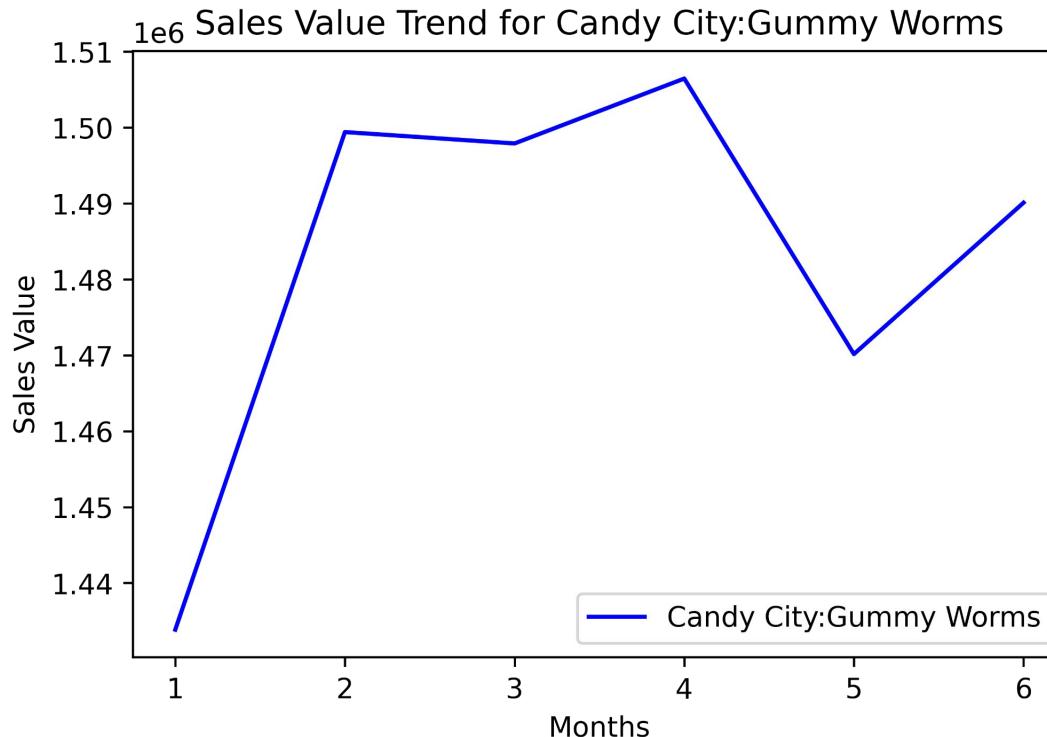
Sales Value

month	1	2	3	4	5	6
Items						
Candy City:Gummy Worms	1433850.0	1499400.0	1497900.0	1506450.0	1470150.0	1490100.0
Candy City:Orange Beans	1945026.0	1997363.0	1912589.0	1972886.0	1982836.0	2011094.0
Exotic Extras:Beef Chicharon	12554835.0	12991299.0	12750984.0	12847110.0	13026372.0	12862698.0
Exotic Extras:Kimchi and Seaweed	7731124.0	7949251.0	7963633.0	7926879.0	7808627.0	8073096.0
HealthyKid 3+:Gummy Vitamins	14521500.0	14970000.0	15217500.0	14763000.0	14922000.0	14970000.0
HealthyKid 3+:Nutritional Milk	19356730.0	19285090.0	19653240.0	19474140.0	19663190.0	19436330.0
HealthyKid 3+:Yummy Vegetables	4979500.0	5128000.0	4948000.0	4930500.0	4867500.0	4861000.0

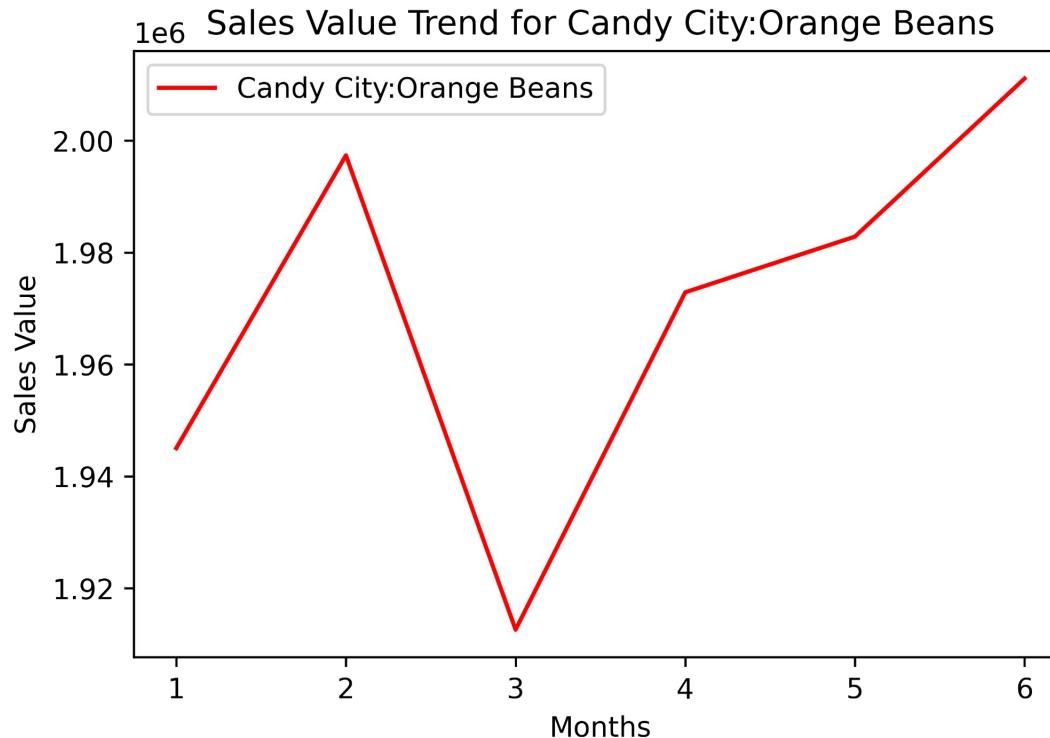
Trends of the Total Sales Value/Revenue for each Item for all months



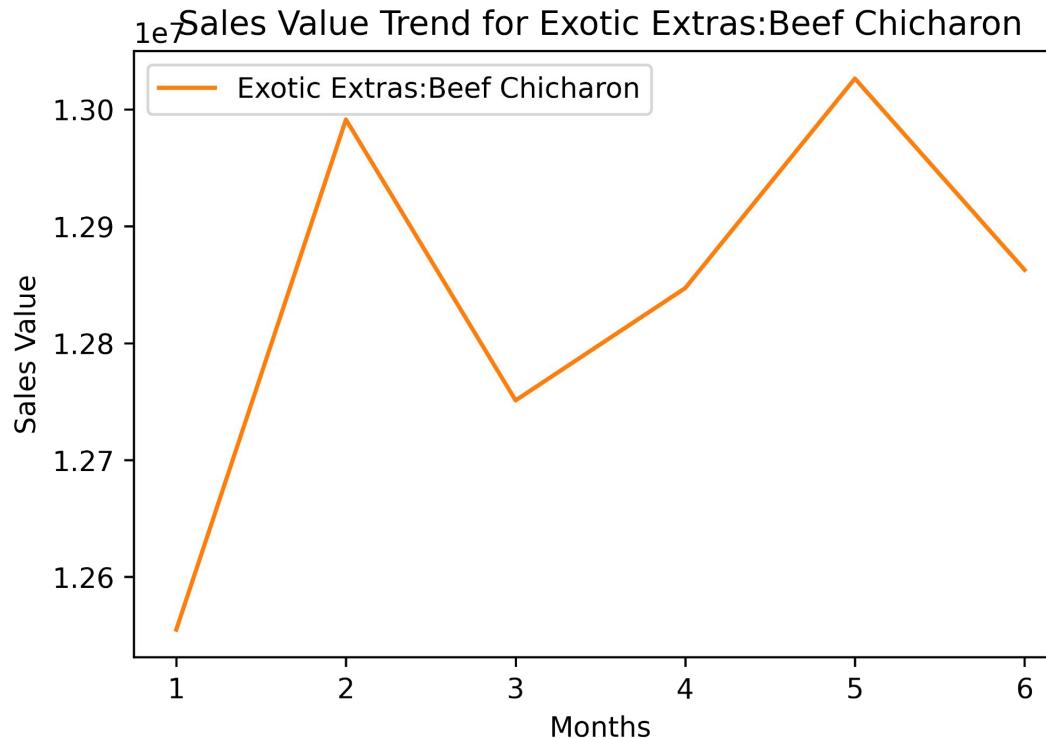
Trend of the Sales Revenue for Candy City:Gummy Worms for all Months



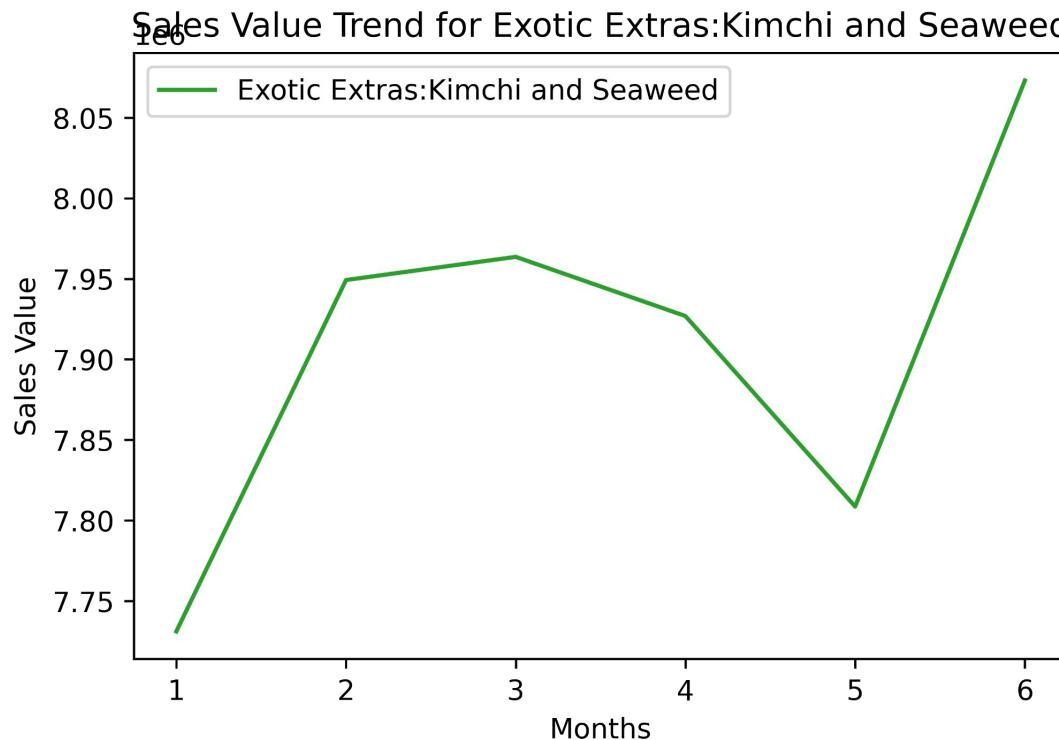
Trend of the Sales Revenue for Candy City:Orange Beans for all Months



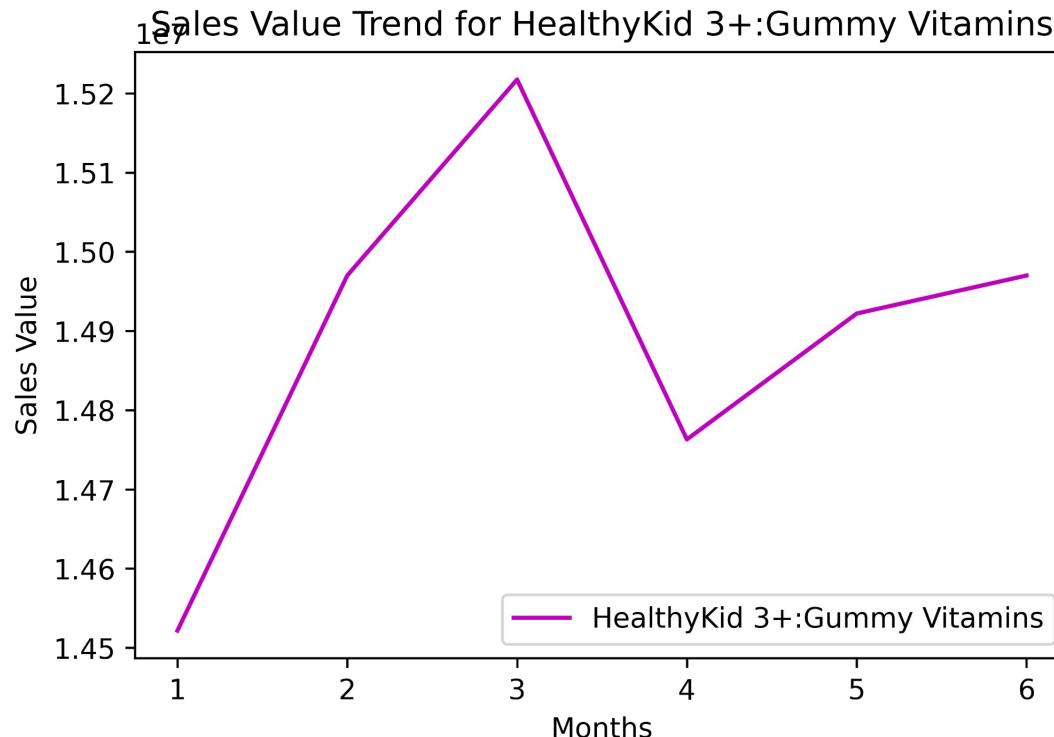
Trend of the Sales Revenue for Exotic Extras: Beef Chicharon for all Months



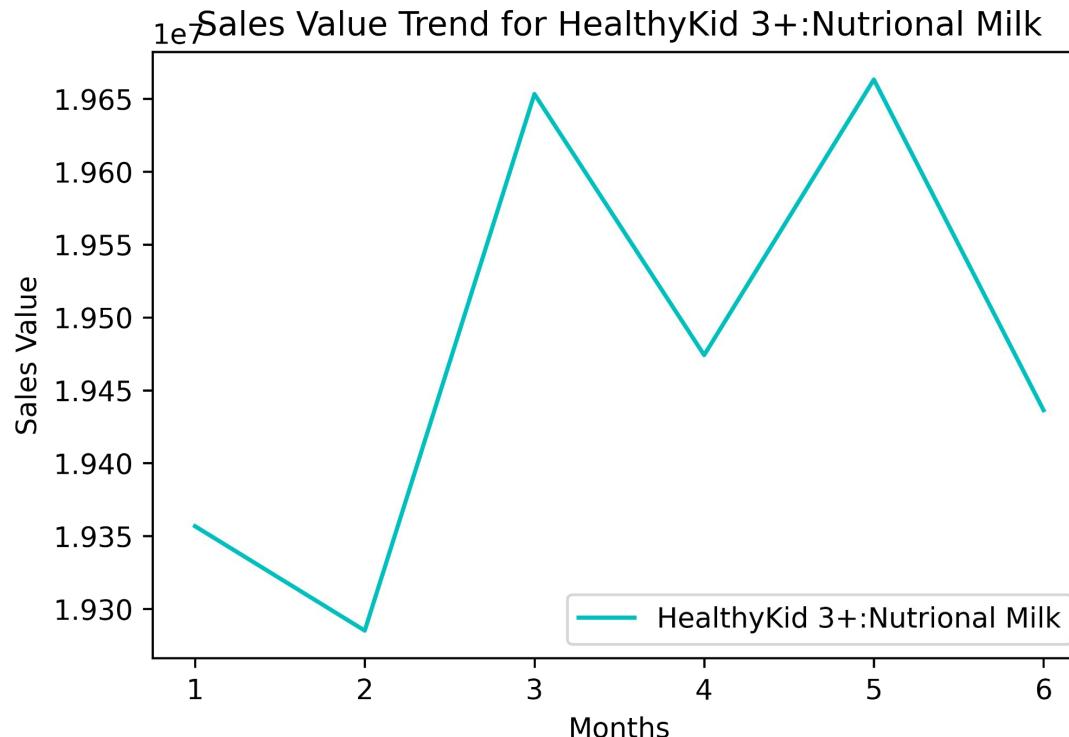
Trend of the Sales Revenue for Exotic Extras: Kimchi and Seaweed for all Months



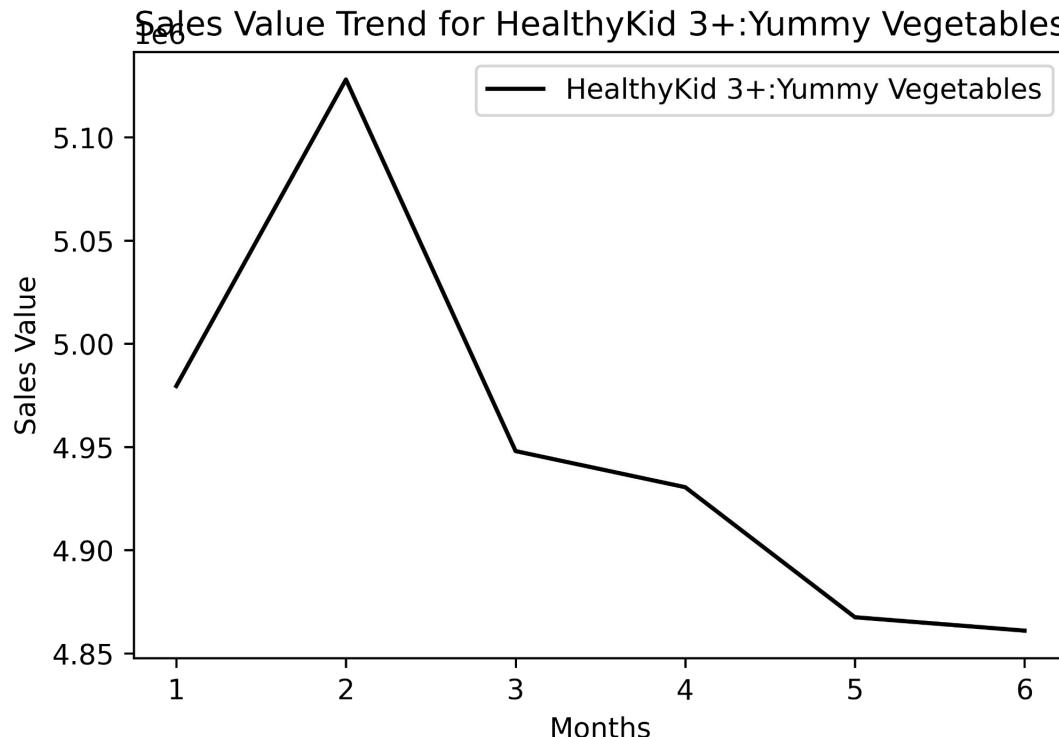
Trend of the Sales Revenue for Healthy Kid 3+: Gummy Vitamins for all Months



Trend of the Sales Revenue for Healthy Kid 3+: Nutrional Milk for all Months



Trend of the Sales Revenue for Healthy Kid 3+: Yummy Vegetables for all Months



Best-Selling Item per Month (Based from Sales Value)

	Item	Sales Value
Month		
1	HealthyKid 3+:Nutrional Milk	19356730.0
2	HealthyKid 3+:Nutrional Milk	19285090.0
3	HealthyKid 3+:Nutrional Milk	19653240.0
4	HealthyKid 3+:Nutrional Milk	19474140.0
5	HealthyKid 3+:Nutrional Milk	19663190.0
6	HealthyKid 3+:Nutrional Milk	19436330.0

Month with most generated revenue for a specific item



Items	Best-Selling Month	Sales Value
Candy City:Gummy Worms	4	1506450.0
Candy City:Orange Beans	6	2011094.0
Exotic Extras:Beef Chicharon	5	13026372.0
Exotic Extras:Kimchi and Seaweed	6	8073096.0
HealthyKid 3+:Gummy Vitamins	3	15217500.0
HealthyKid 3+:Nutritional Milk	5	19663190.0
HealthyKid 3+:Yummy Vegetables	2	5128000.0

Least-Selling Item per Month (Based from Sales Value)

	Item	Sales Value
Month		
1	Candy City:Gummy Worms	1433850.0
2	Candy City:Gummy Worms	1499400.0
3	Candy City:Gummy Worms	1497900.0
4	Candy City:Gummy Worms	1506450.0
5	Candy City:Gummy Worms	1470150.0
6	Candy City:Gummy Worms	1490100.0

Month with least generated revenue for a specific item



Items	Least-Selling Month	Sales Value
Candy City:Gummy Worms	1	1433850.0
Candy City:Orange Beans	3	1912589.0
Exotic Extras:Beef Chicharon	1	12554835.0
Exotic Extras:Kimchi and Seaweed	1	7731124.0
HealthyKid 3+:Gummy Vitamins	1	14521500.0
HealthyKid 3+:Nutritional Milk	2	19285090.0
HealthyKid 3+:Yummy Vegetables	6	4861000.0



In this part, we analyze the different customer types.

Jose Gabriel A. Salvador

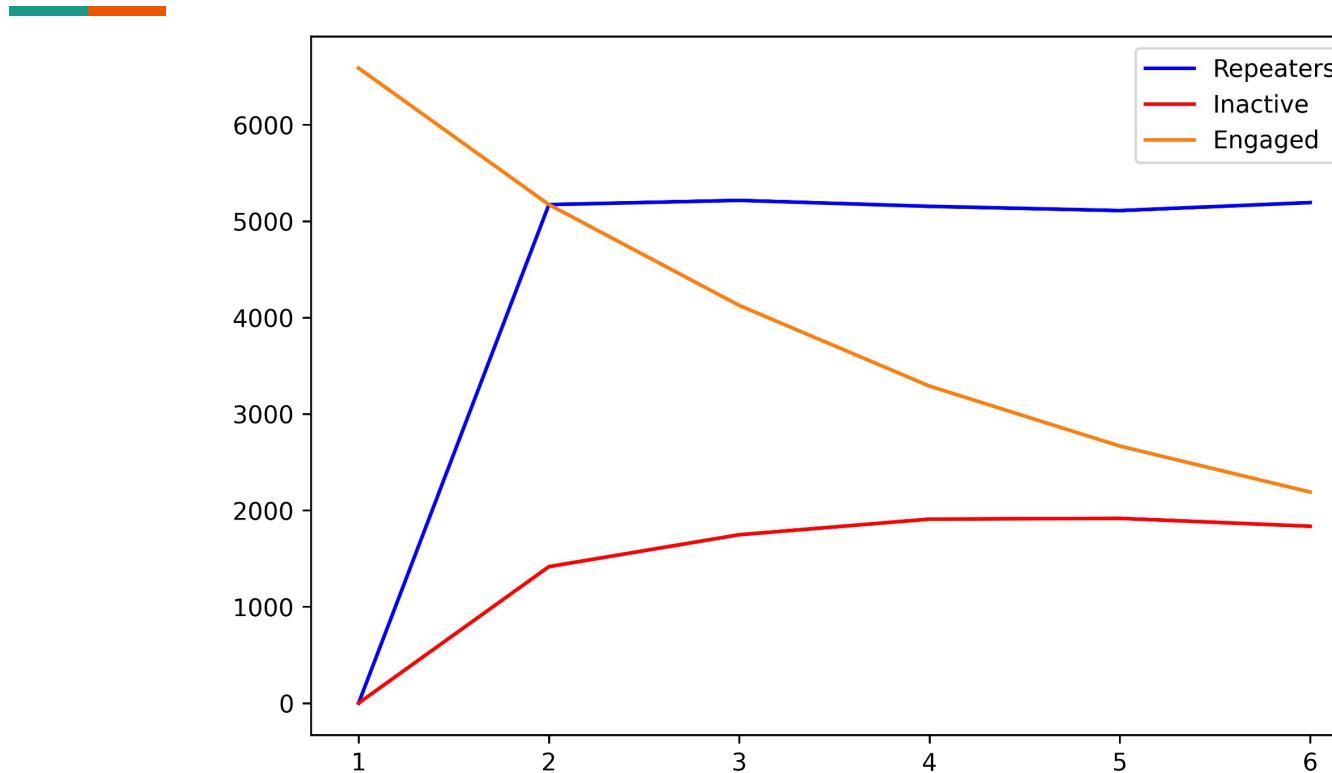
Count of each Customer Type per Month

1 2 3 4 5 6

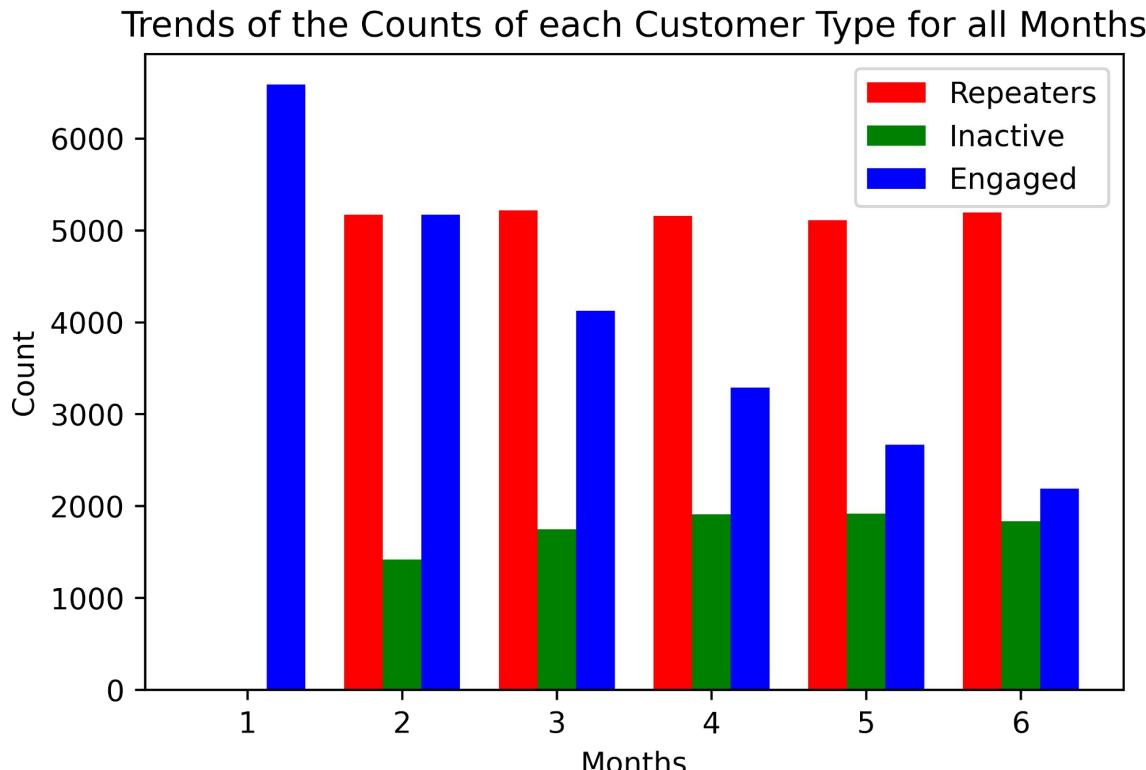
Customer Types

Repeaters	0	5172	5216	5154	5110	5193
Inactive	0	1416	1747	1909	1917	1835
Engaged	6588	5172	4126	3289	2667	2190

Trends of the Counts of each Customer Type for all Months



Counts of each Customer Type per Month





**In this part, we group the
data by sex.**

Jose Gabriel A. Salvador

Total No. of Transactions grouped by Sex and Month

Stats

month	1	2	3	4	5	6
-------	---	---	---	---	---	---

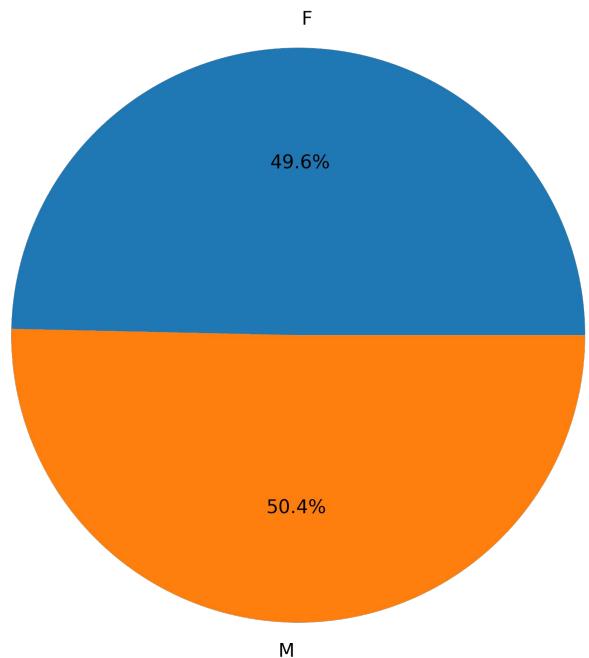
sex

F	6796	7006	6841	6851	6850	6829
M	6892	6966	7061	6928	7014	7002

Percentage of Transactions made by Males and Females in Month 1



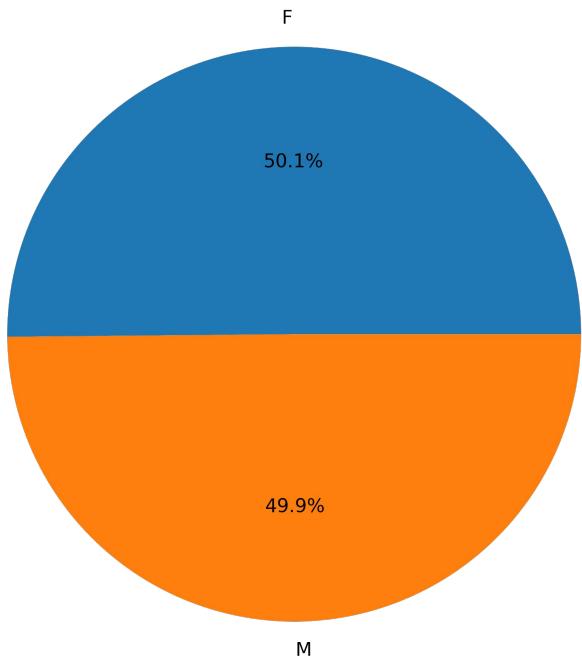
Month 1 Transactions Count (Male vs Female)



Percentage of Transactions made by Males and Females in Month 2



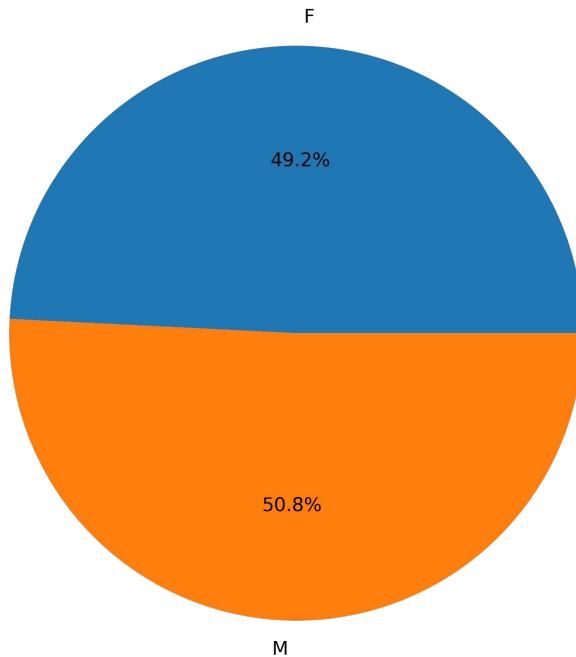
Month 2 Transactions Count (Male vs Female)



Percentage of Transactions made by Males and Females in Month 3



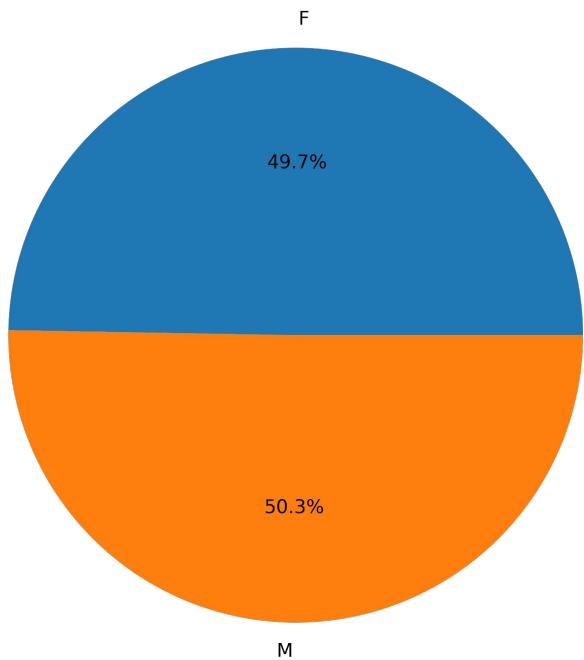
Month 3 Transactions Count (Male vs Female)



Percentage of Transactions made by Males and Females in Month 4



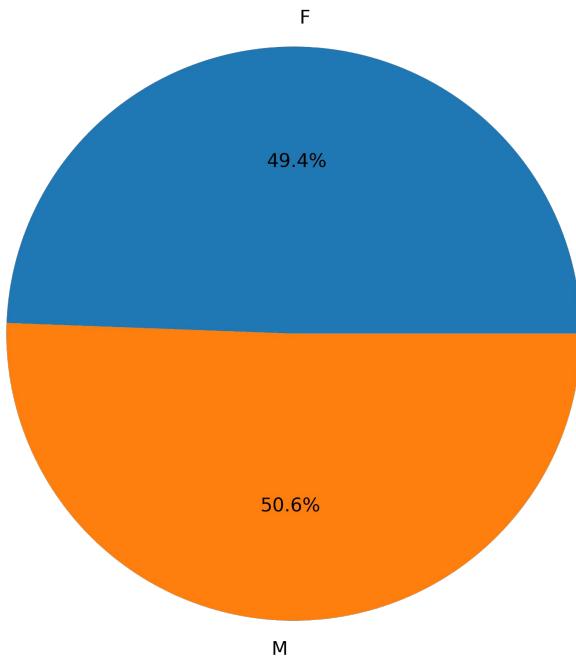
Month 4 Transactions Count (Male vs Female)



Percentage of Transactions made by Males and Females in Month 5



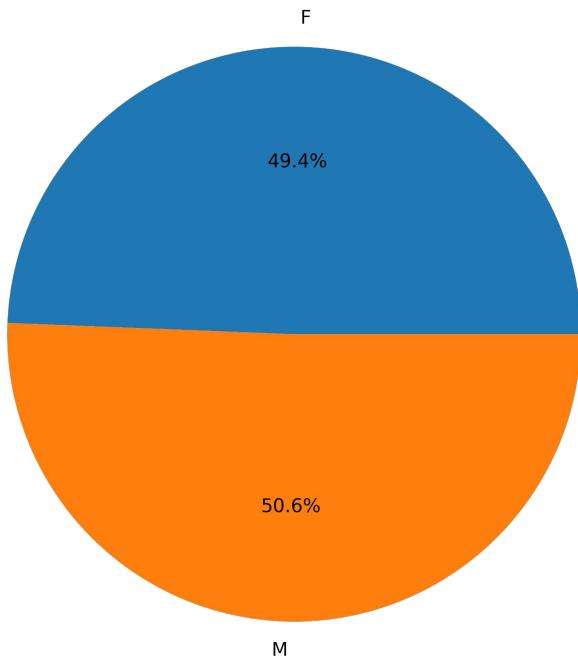
Month 5 Transactions Count (Male vs Female)



Percentage of Transactions made by Males and Females in Month 6



Month 6 Transactions Count (Male vs Female)



Mean Sales Revenue filtered by Sex and Month

Sales Value

month	1	2	3	4	5	6
sex						
F	4578.193938	4546.432915	4602.921064	4549.200555	4591.999708	4618.706399
M	4557.335897	4589.160781	4596.411698	4655.657044	4603.004990	4593.426450

Total Sales Revenue filtered by Sex and Month

Sales Value

month	1	2	3	4	5	6
-------	---	---	---	---	---	---

sex

F	31113406	31852309	31488583	31166573	31455198	31541146
M	31409159	31968094	32455263	32254392	32285477	32163172



In this part, we group the data by generation.

Jose Gabriel A. Salvador

Total No. of Transactions Filtered by Generation

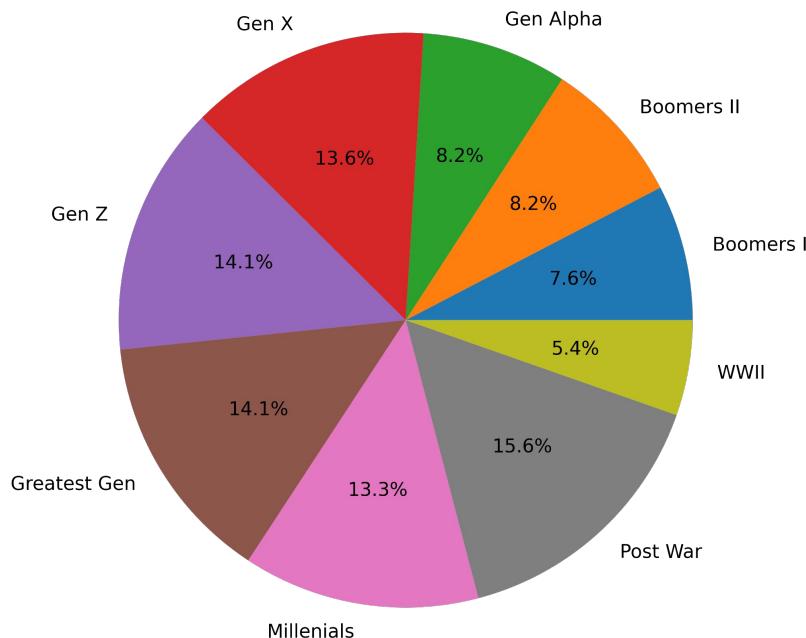


Generation	Count
Boomers I	6335
Boomers II	6807
Gen Alpha	6791
Gen X	11260
Gen Z	11684
Greatest Gen	11725
Millenials	11062
Post War	12922
WWII	4450

Contribution of each Generation to the Total No. of Transactions



Breakdown of Total No. of Transactions by Generation



	Sales Value					
month	1	2	3	4	5	6
Generation						
Boomers I	4509.787793	4603.440693	4712.955882	4586.989362	4758.258735	4555.535344
Boomers II	4806.303965	4488.144014	4598.642669	4677.005124	4666.463436	4601.914875
Gen Alpha	4498.422343	4606.896643	4669.539642	4548.155235	4571.190644	4663.995629
Gen X	4588.065733	4615.136858	4650.567245	4625.541756	4568.158320	4671.525708
Gen Z	4440.611023	4573.192716	4508.281504	4581.672248	4665.317160	4637.228289
Greatest Gen	4494.104199	4683.498457	4563.201593	4651.916062	4546.026749	4553.901981
Millenials	4574.031556	4441.734123	4575.757626	4631.266594	4496.598181	4521.154095
Post War	4572.083994	4538.019177	4528.292694	4536.810900	4556.074551	4674.306535
WWII	4826.521798	4536.401525	4829.760839	4576.453939	4709.721467	4496.685871



month	Sales Value					
	1	2	3	4	5	6
Generation						
Boomers I	4802924	5045371	4807215	4742947	5038996	4833423
Boomers II	5455155	4986328	5237854	5476773	5296436	5135737
Gen Alpha	4952763	5215007	5477370	5039356	5179159	5335611
Gen X	8515450	8902599	8575646	8640512	8483070	8903928
Gen Z	8379433	9041202	8872298	9030476	9134691	8917390
Greatest Gen	8669127	9104721	9167472	8978198	8837476	8966633
Millenials	8407070	8252742	8250091	8512268	8404142	8391262
Post War	9797976	9702285	10102621	9572671	9900350	9942250
WWII	3542667	3570148	3453279	3427764	3466355	3278084



**In this part, we group the data
by the transaction amounts.**

Jose Gabriel A. Salvador

Total No. of Transactions filtered by Transaction Amount

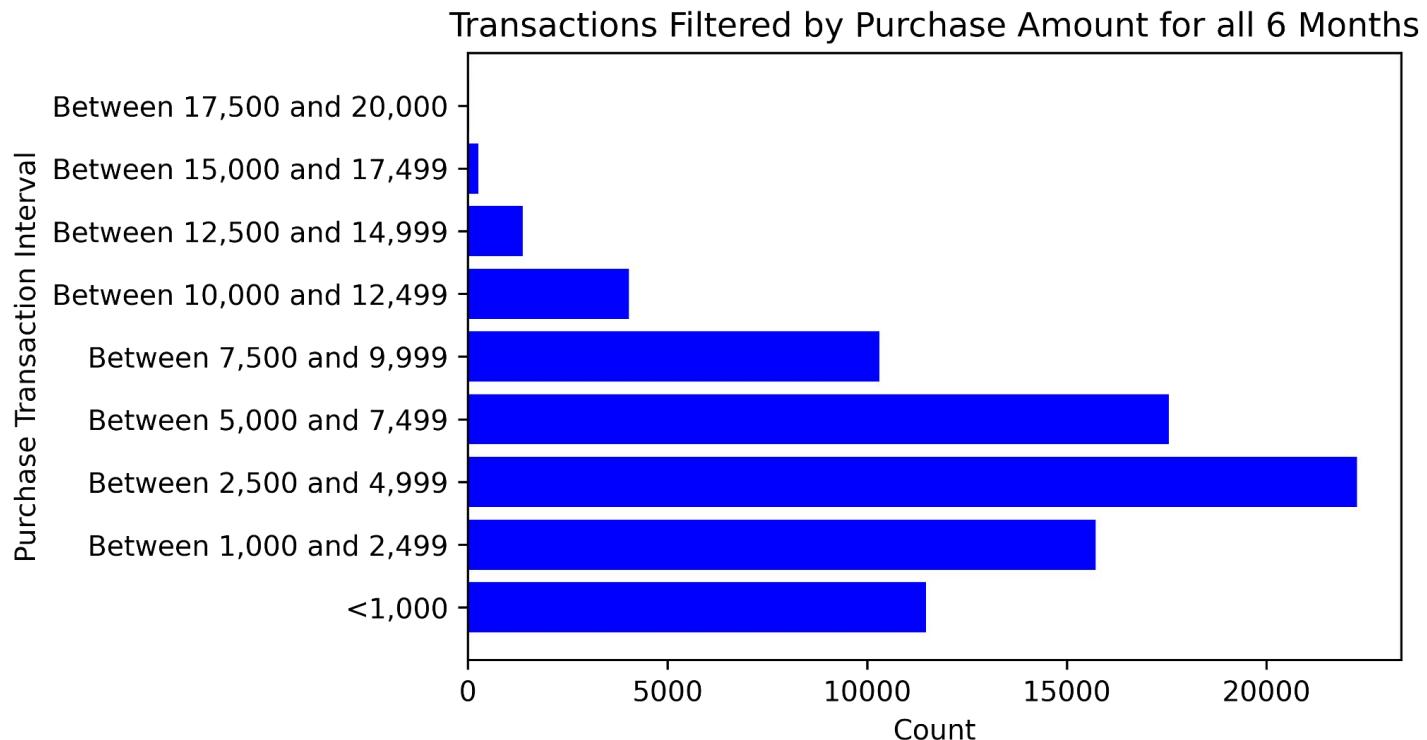


Count

Transaction_Interval

<1,000	11478
Between 1,000 and 2,499	15725
Between 2,500 and 4,999	22265
Between 5,000 and 7,499	17561
Between 7,500 and 9,999	10305
Between 10,000 and 12,499	4037
Between 12,500 and 14,999	1368
Between 15,000 and 17,499	264
Between 17,500 and 20,000	33

Total No. of Transactions filtered by Transaction Amount (Bar Graph)



Total No. of Transactions filtered by Transaction Amount and Month



month	transaction_value					
	1	2	3	4	5	6
Transaction_Interval						
<1,000	1894	1925	1926	1843	1962	1928
Between 1,000 and 2,499	2670	2636	2575	2679	2569	2596
Between 2,500 and 4,999	3650	3819	3771	3715	3648	3662
Between 5,000 and 7,499	2784	2964	2965	2875	2966	3007
Between 7,500 and 9,999	1769	1666	1727	1698	1773	1672
Between 10,000 and 12,499	647	695	666	671	686	672
Between 12,500 and 14,999	231	224	227	235	215	236
Between 15,000 and 17,499	42	39	37	55	40	51
Between 17,500 and 20,000	1	4	8	8	5	7