Maven Market datset

Maven Market
BETTER FOR YOU

Total_cost

9.87M

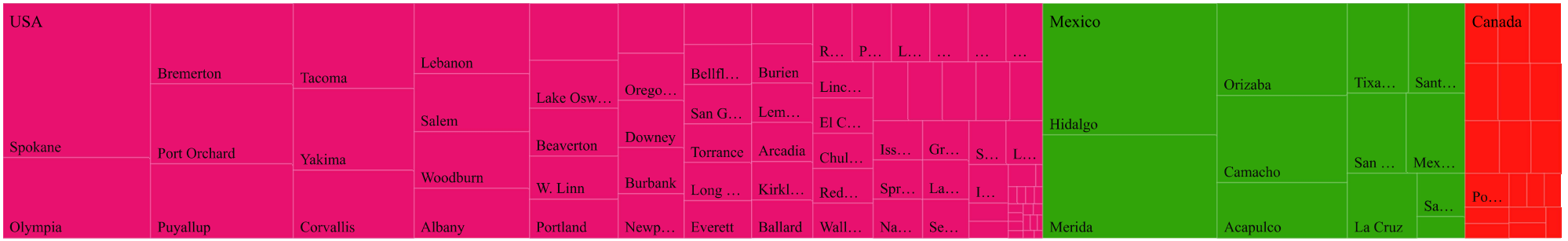
Month Name

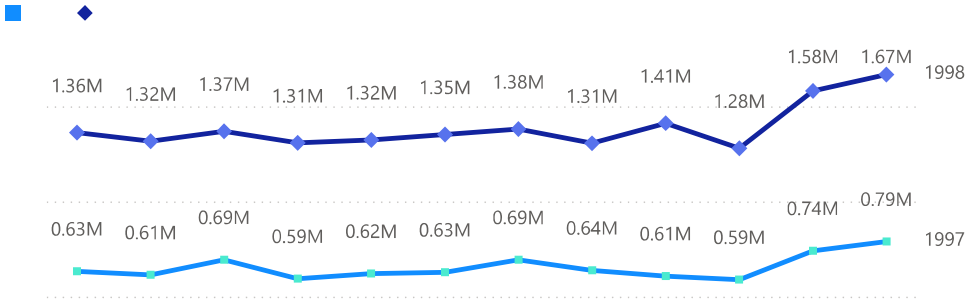
All

Total_revenue

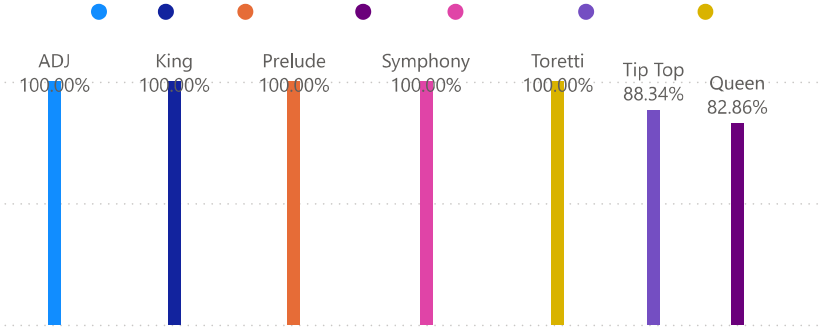
24.49M

Total_revenue by customer_country and customer_city





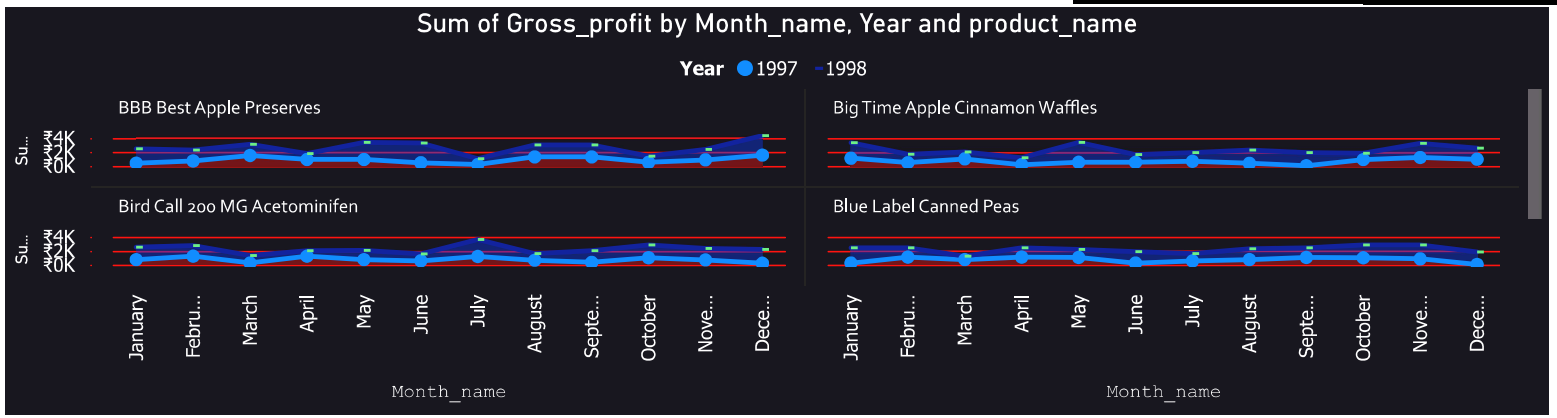
Revenue_contribution by product_name and product_brand



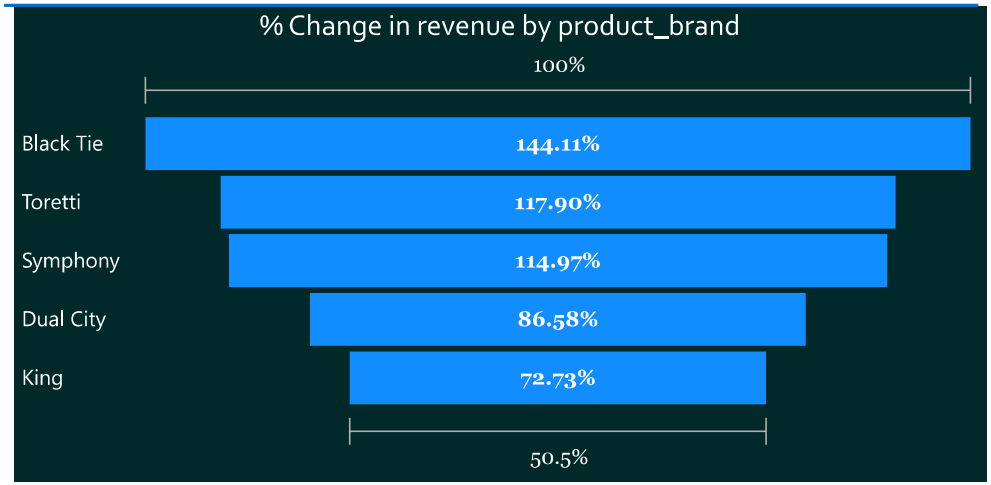
product_brand

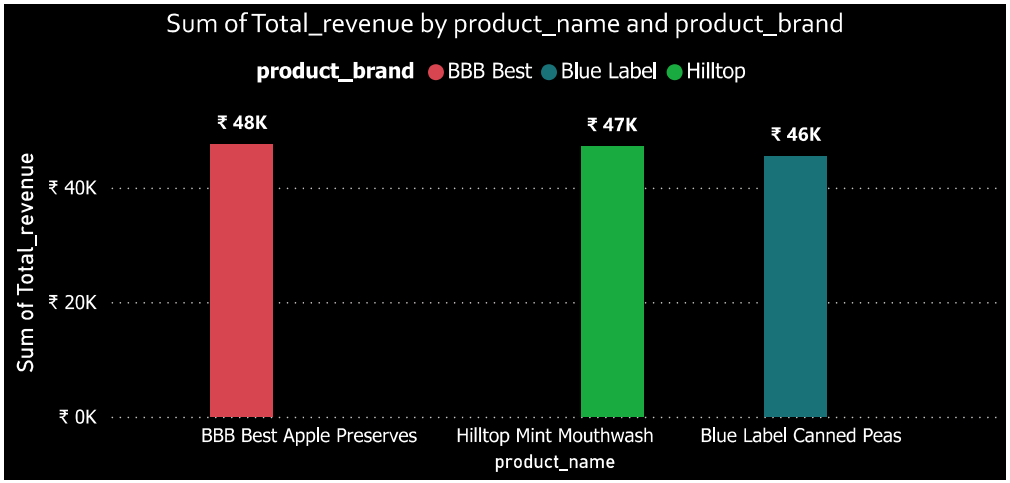
All

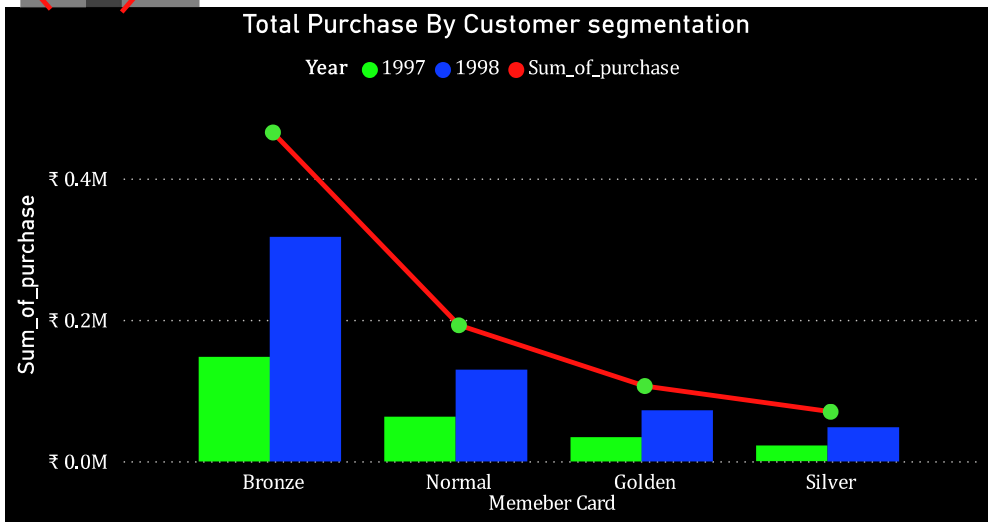
Sum of Gross_profit	Count of product_id	Sum of quantity
₹14.62M	1.56K	833.5K

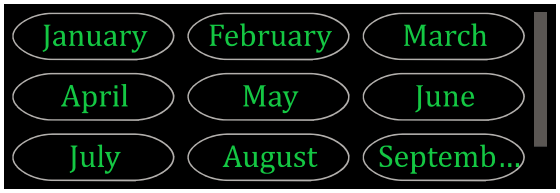


product_brand	Margin_product
ADJ	68.84%
Akron	62.98%
American	60.99%
Amigo	56.90%
Applause	52.11%
Atomic	56.76%
BBB Best	62.64%
Best	61.93%
Best Choice	60.21%
Total	**59.71%**

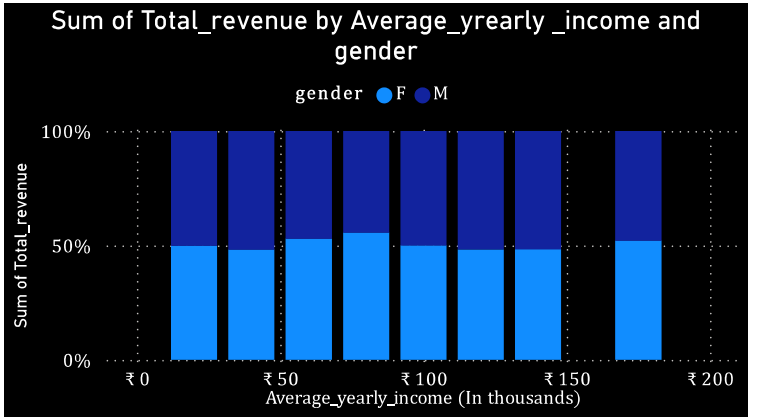


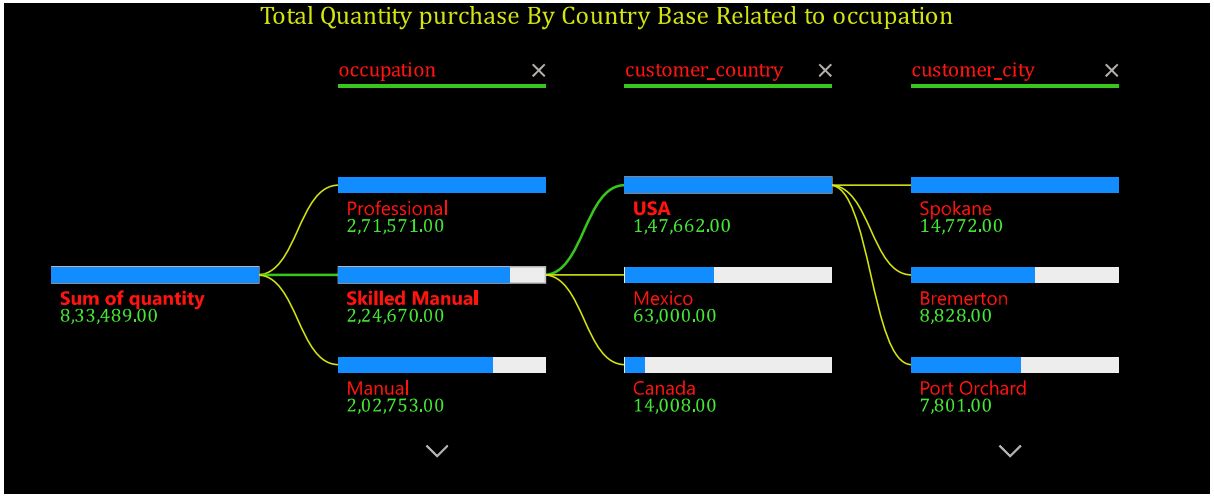


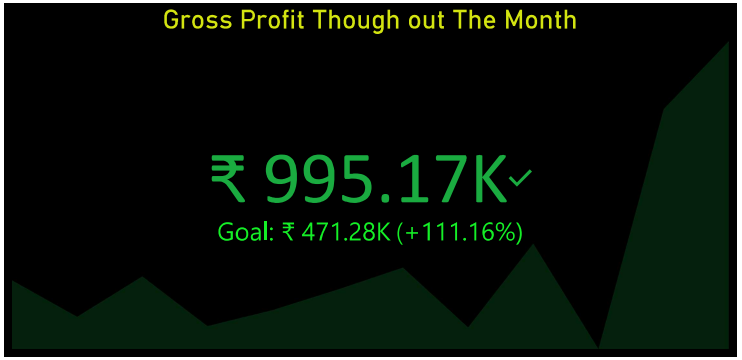

Total Purchase By Customer segmentation
Year 1997 1998 Sum_of_purchase
₹ 0.4M
₹ 0.2M
₹ 0.0M
Sum_of_purchase
Bronze
Normal
Golden
Silver
Memeber Card


January
February
March
April
May
June
July
August
Septemb...

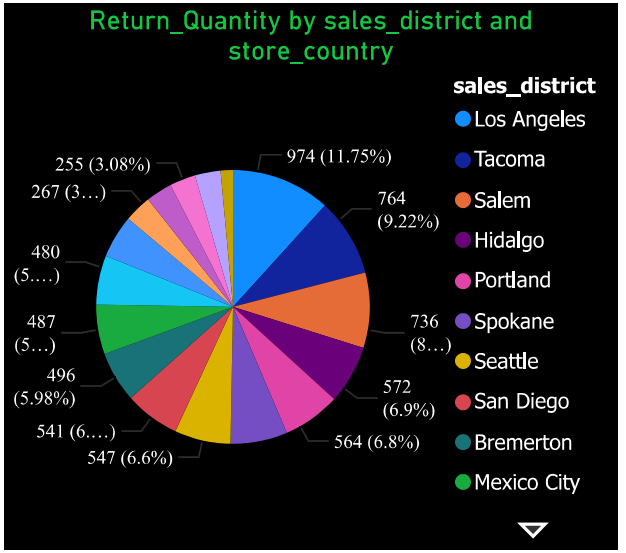
Count of customer_id
10.281K

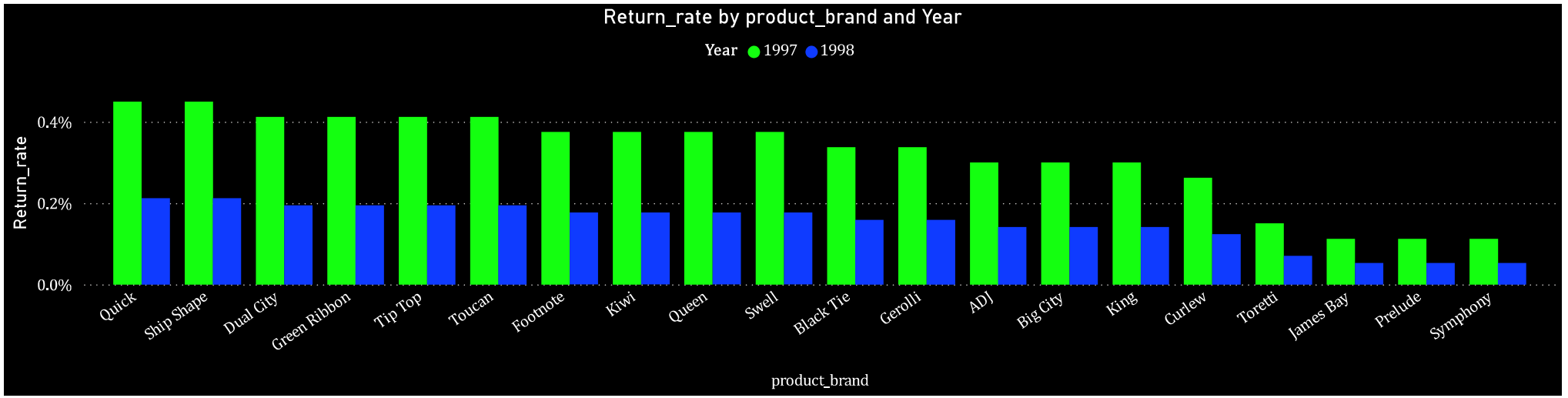

Sum of Total_revenue by Average_yrearly _income and gender
gender F M
100%
50%
0%
Sum of Total_revenue
₹ 0
₹ 50
₹ 100
₹ 150
₹ 200
Average_yearly_income (In thousands)

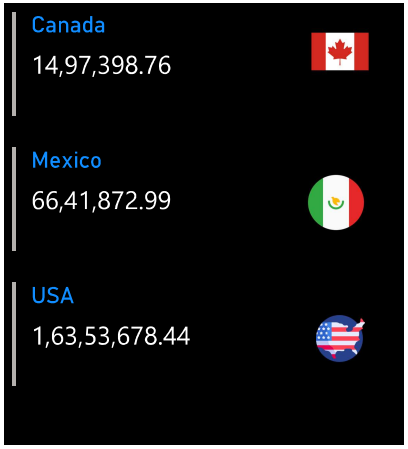

Total Quantity purchase By Country Base Related to occupation
occupation
customer_country
customer_city
Sum of quantity
8,33,489.00
Professional
2,71,571.00
Skilled Manual
2,24,670.00
Manual
2,02,753.00
USA
1,47,662.00
Mexico
63,000.00
Canada
14,008.00
Spokane
14,772.00
Bremerton
8,828.00
Port Orchard
7,801.00


Gross Profit Though out The Month
₹ 995.17K
Goal: ₹ 471.28K (+111.16%)

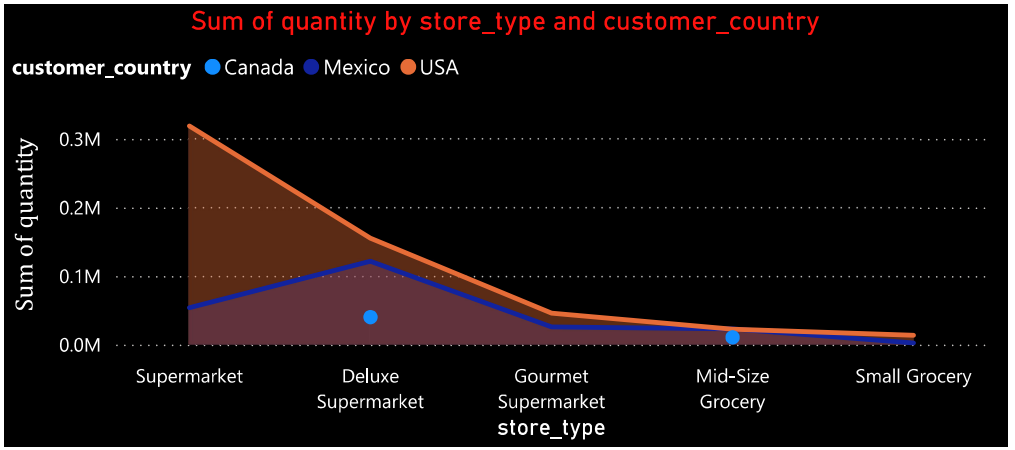
Total_return	Total_sales_of qauntity	Return_rate
8.29K	833.49K	99.45%

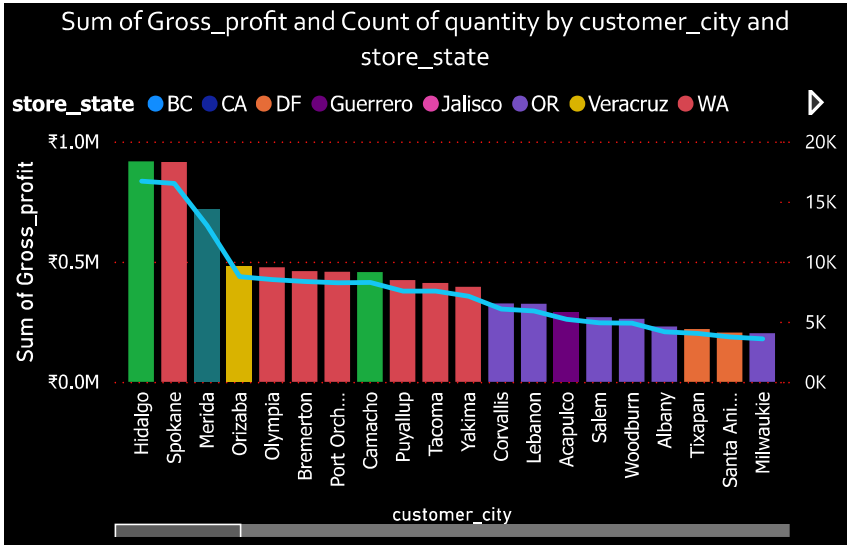


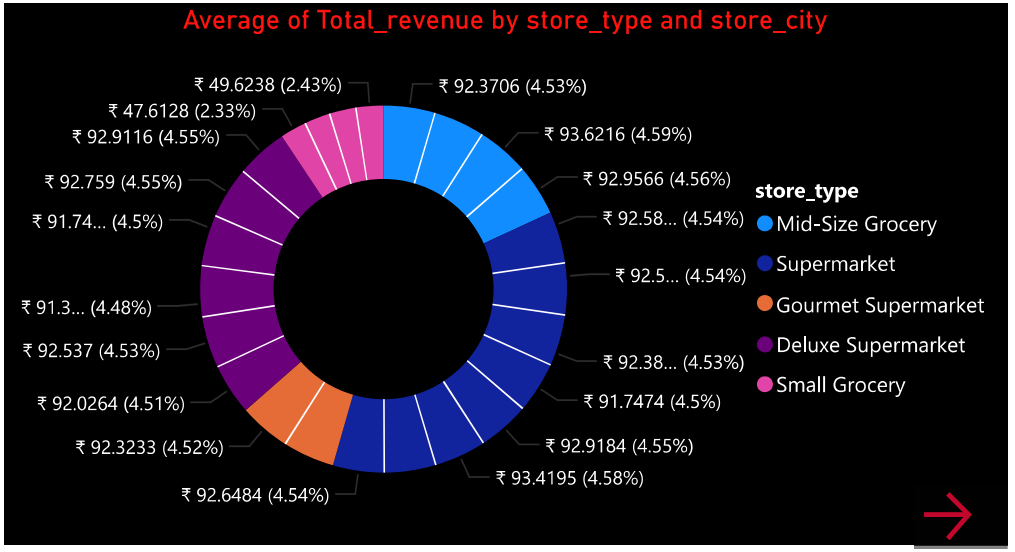



Canada
14,97,398.76
Mexico
66,41,872.99
USA
1,63,53,678.44

24
Count of store_id
store_id
1
2
3
4
5
6
7
8
9


Sum of quantity by store_type and customer_country
customer_country Canada Mexico USA
Sum of quantity
0.3M
0.2M
0.1M
0.0M
Supermarket
Deluxe Supermarket
Gourmet Supermarket
Mid-Size Grocery
Small Grocery
store_type


Sum of Gross_profit and Count of quantity by customer_city and store_state
store_state BC CA DF Guerrero Jalisco OR Veracruz WA
Sum of Gross_profit
₹1.0M
₹0.5M
₹0.0M
20K
15K
10K
5K
0K
Hidalgo
Spokane
Merida
Orizaba
Olympia
Bremerton
Port Orch...
Camacho
Puyallup
Tacoma
Yakima
Corvallis
Lebanon
Acapulco
Salem
Woodburn
Albany
Tixapan
Santa Ani...
Milwaukie
customer_city


Average of Total_revenue by store_type and store_city
₹ 49.6238 (2.43%)
₹ 92.3706 (4.53%)
₹ 47.6128 (2.33%)
₹ 92.9116 (4.55%)
₹ 93.6216 (4.59%)
₹ 92.759 (4.55%)
₹ 92.9566 (4.56%)
₹ 91.74... (4.5%)
₹ 92.58... (4.54%)
₹ 92.5... (4.54%)
₹ 91.3... (4.48%)
₹ 92.537 (4.53%)
₹ 92.38... (4.53%)
₹ 92.0264 (4.51%)
₹ 91.7474 (4.5%)
₹ 92.3233 (4.52%)
₹ 92.9184 (4.55%)
₹ 92.6484 (4.54%)
₹ 93.4195 (4.58%)
store_type
Mid-Size Grocery
Supermarket
Gourmet Supermarket
Deluxe Supermarket
Small Grocery

Conclusion From The Data

We have better sales Performence in the year of 1998 than the last year

BBB Best Brand Has Highest Revenue as it has highest gross profit and 68.84% mergin

USA has the highest revenue from the city of **sporkane.**

The return rate is lower of this these 3 **Brands Symphony, Prelude, James Bay.**

Most of the returns also came form **USA**.

USA based Supermarket Has highest purchase also highest Revenue Generated.

ADJ ,King, Symphony, Toetri , Prelude has full revenue