



Food Mart Retail Analysis Sales report

By : Mohamed Wahban



Project Overview

We will be working with Food Mart Data in different files, containing important information about our customers, stores, sales and returns. This dataset is a valuable resource that will help us gain insights into our customer behavior and inform strategic decision-making.

The goal is not just to understand the data but to extract actionable insights that can drive informed decision-making within our organization.

This project analyzes the Food Mart retail dataset, which includes customer demographics, sales, profits, and product returns.

The objective is to extract actionable insights across:

- Customer Behavior
- Sales & Profit Trends
- Product Performance

All analysis was done using Power BI, applying interactivity, storytelling, and clean visuals.



Cleaning Data

First, we must clean and prepare data to do our analysis, this can be done by these steps:

- **remove duplicates**
- **split tables**
- **handle null values**
- **standardization of data type**



Main Figures

This dashboard highlights main KPIs that summarize the business performance:

- Total Sales, Total Cost, Total Profit
- Profit Percentage
- Number of Transactions
- Active Member Cards
- Total Returns
- Top 10 Brands by Sales
- Top Regions by Sales
- Top Customers by Purchase Volume



key figures

Total Sales, Total Cost, Total Profit

1.76M

total_sales

711.73K

total_cost

1.05M

total_profit

Profit Percentage

147.92%

profit_percentage

Total Returns

8289

Total_Returns

Number of Transactions

270K

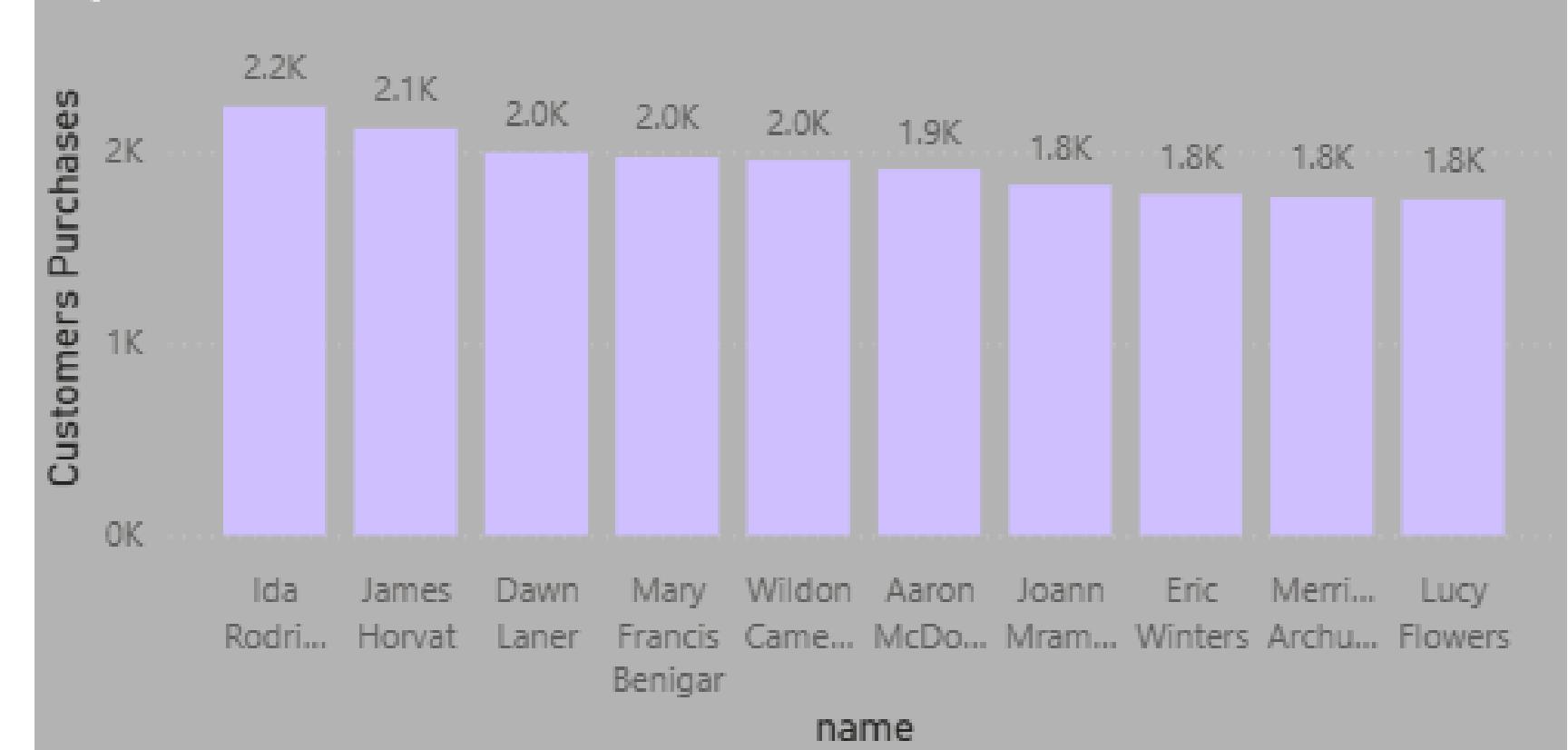
count_trans

Brand Traded

111

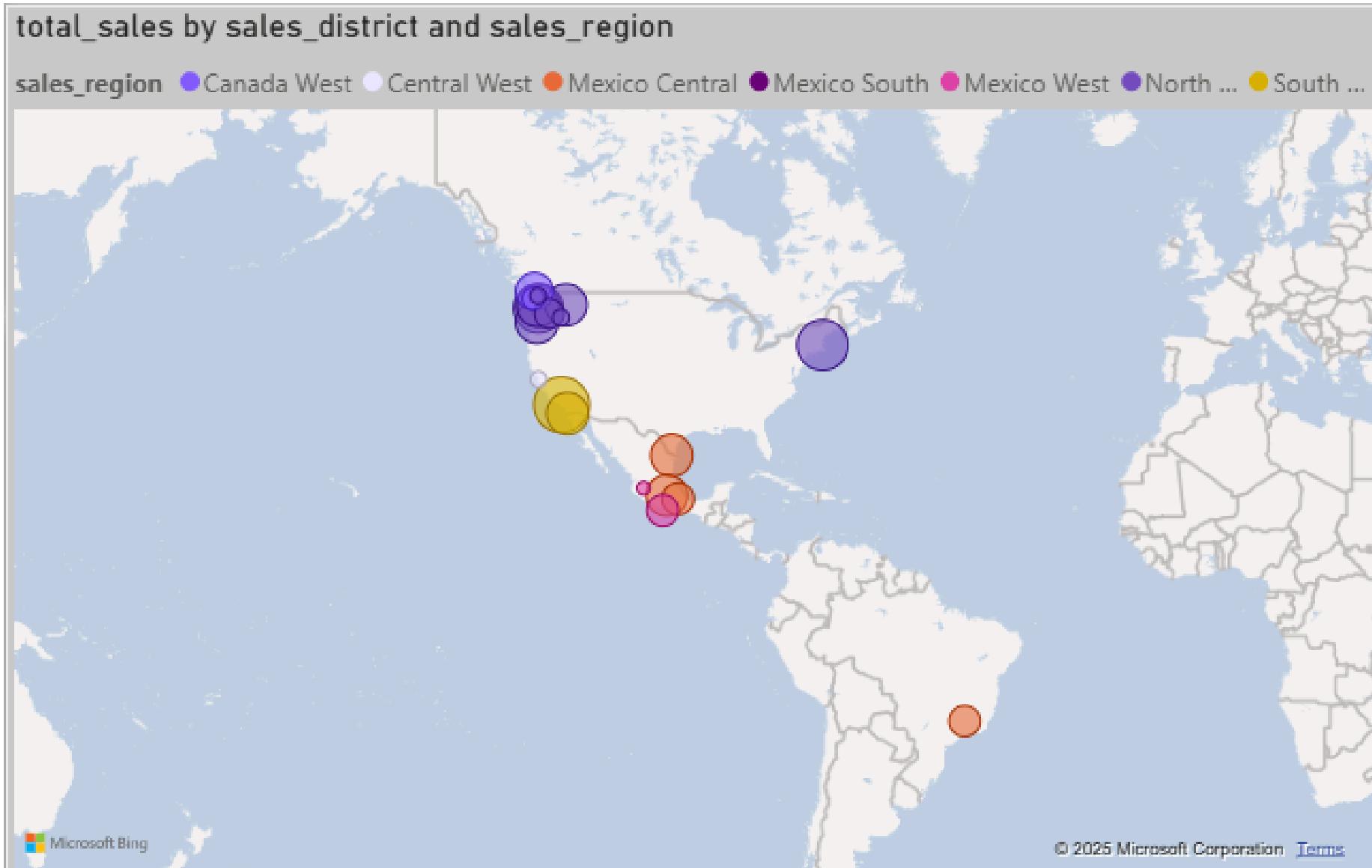
brand_traded

Top Customers Purchases

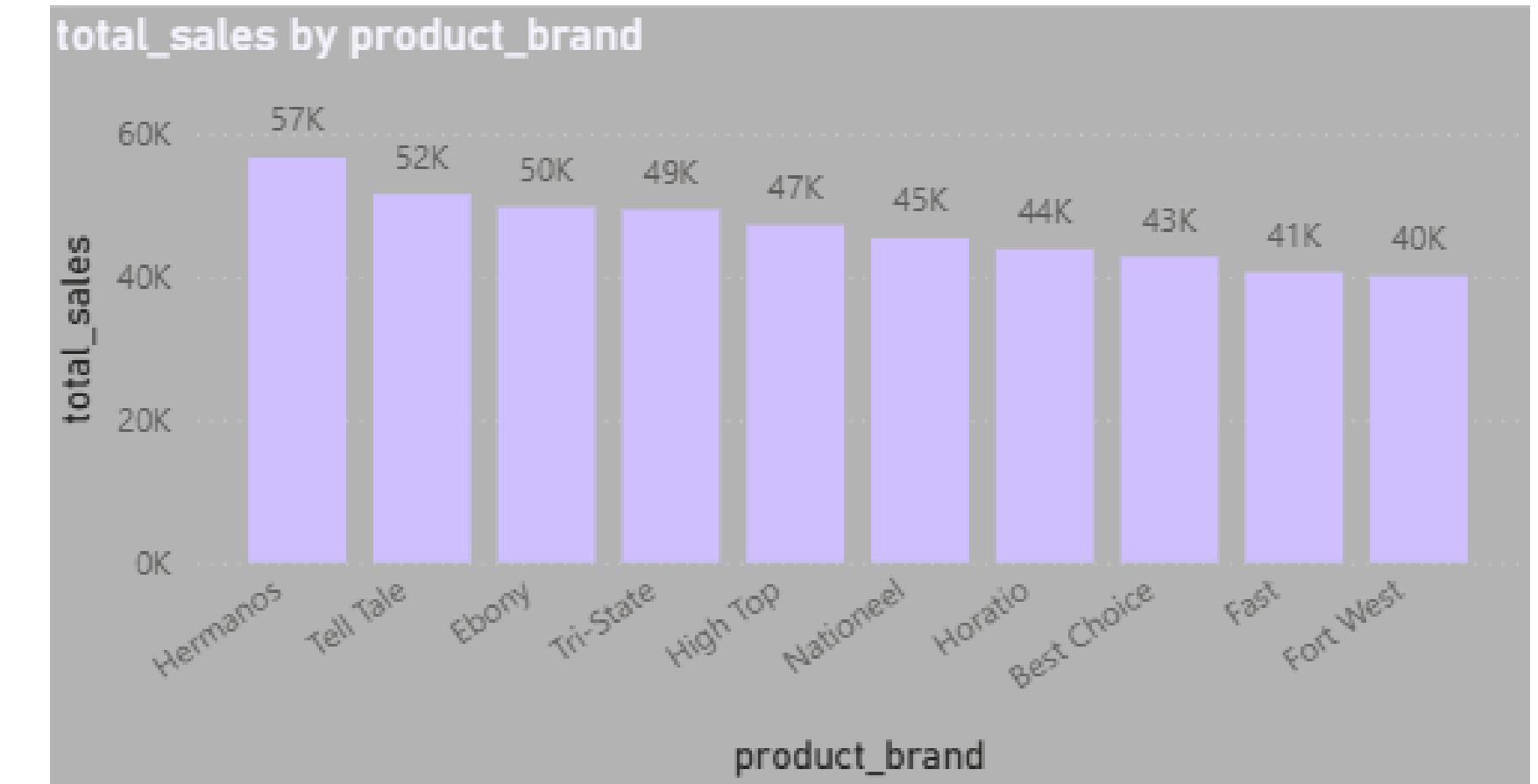


This chart shows the top 10 Customers by total Purchases. It is clear that top customer called Ida Rodriguez purchased by 2.2k

key figures cont.



This map shows the distribution of total sales by region as the bigger bubble means more sales



This chart shows the top 10 brands by total sales.

it is clear that top saler brand called Hermanos , sold 57k

Customer Insights

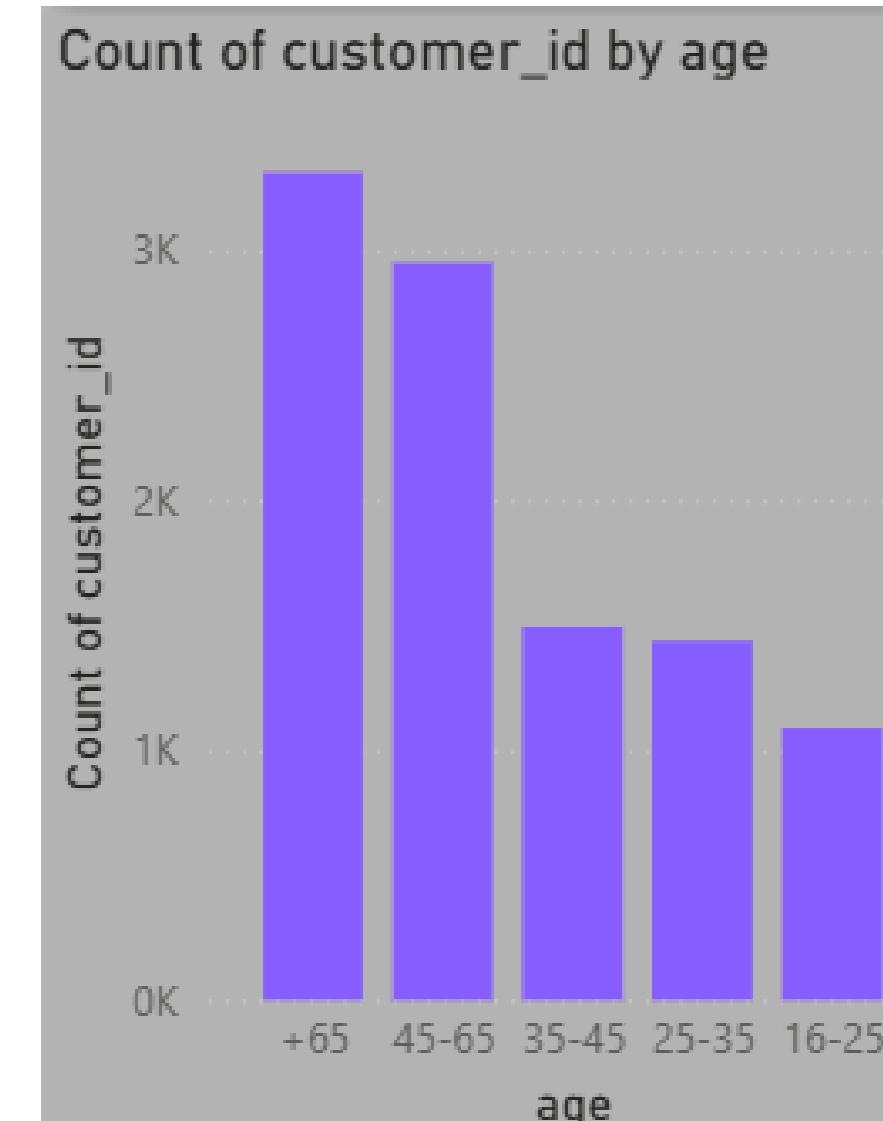
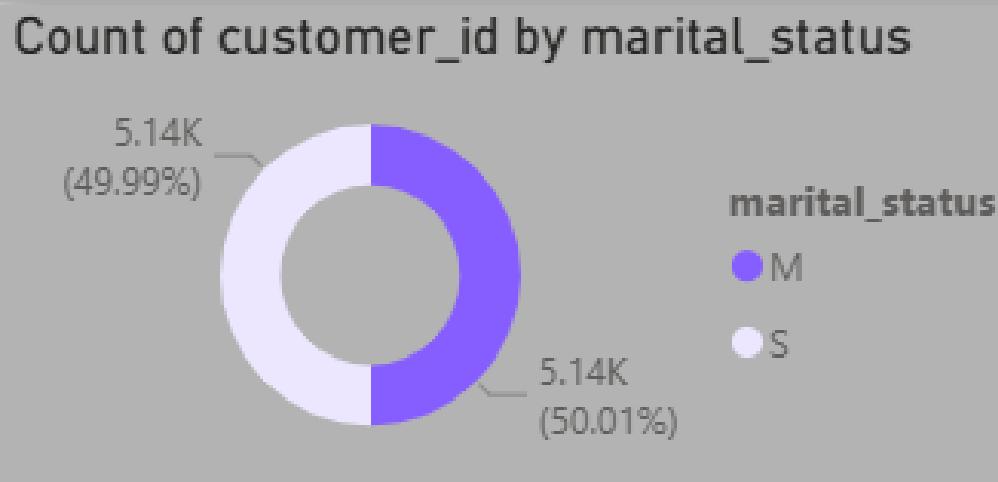
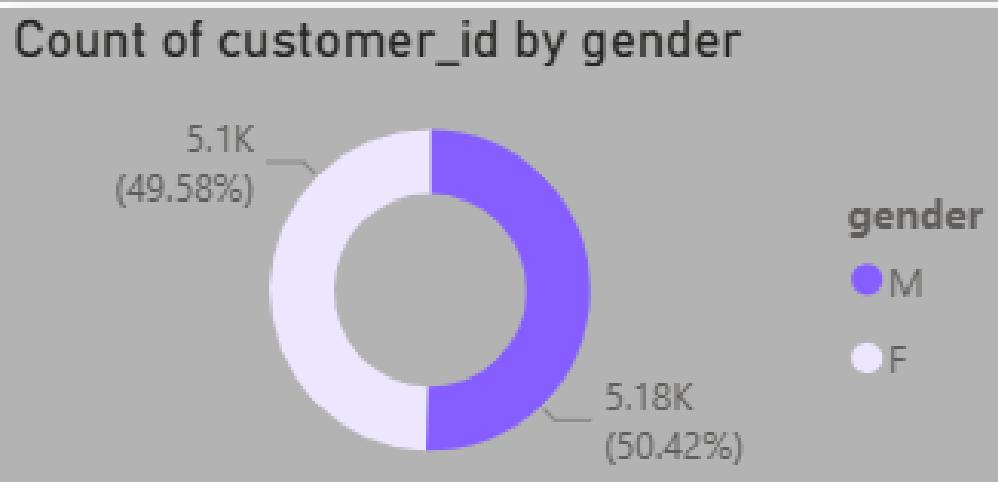
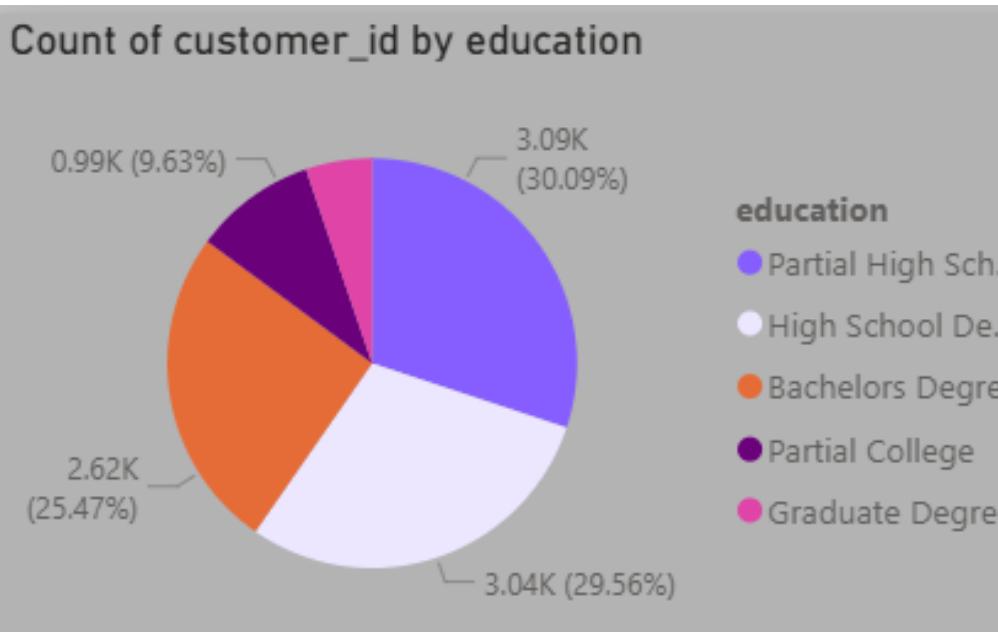
This dashboard answers:

- What is our customer demographic profile?
- How does income differ across regions/states?
- What is the geographic spread of customers and sales?
- Are elite customers (own house + golden membership) more profitable?
- Does family size affect purchasing behavior?
- How did our customer base evolve over time (yearly & monthly)?

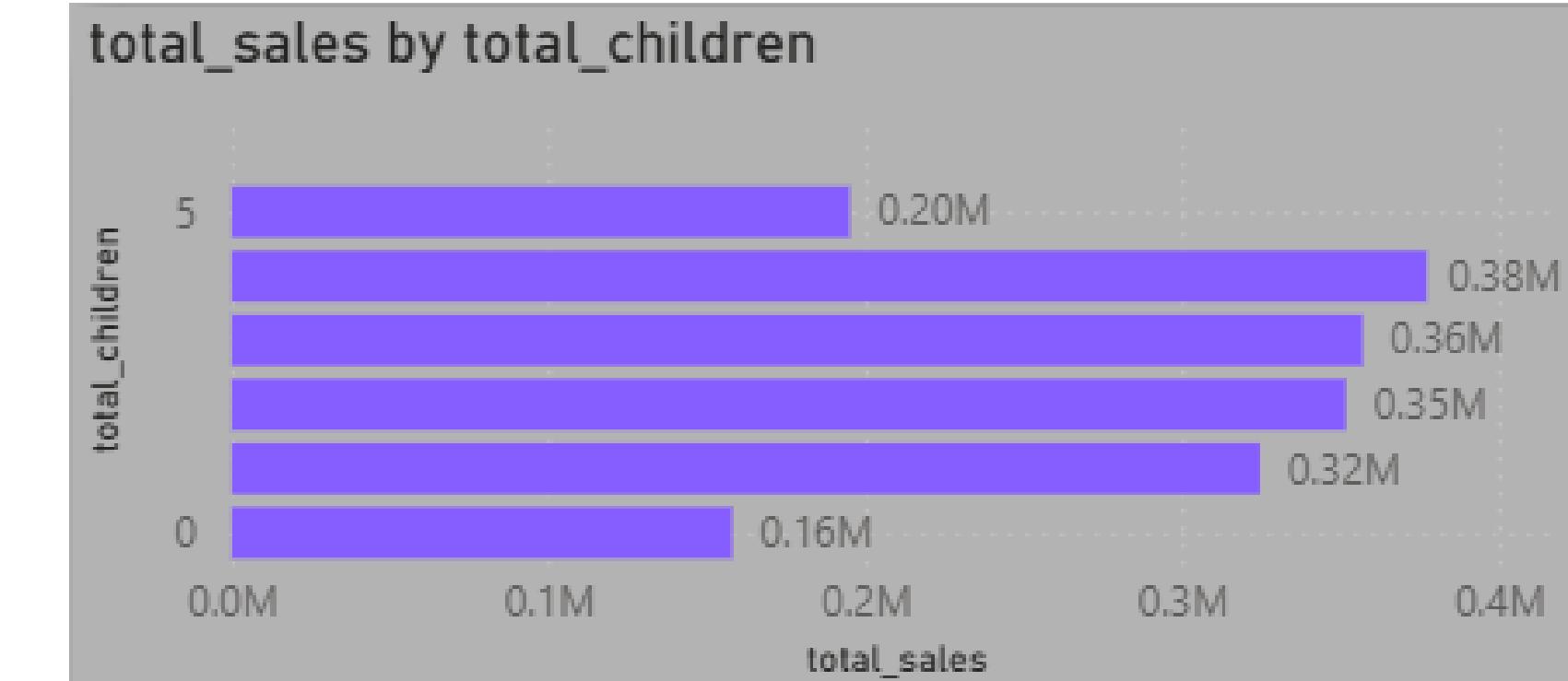


Customer Insights

What is our customer demographic profile?



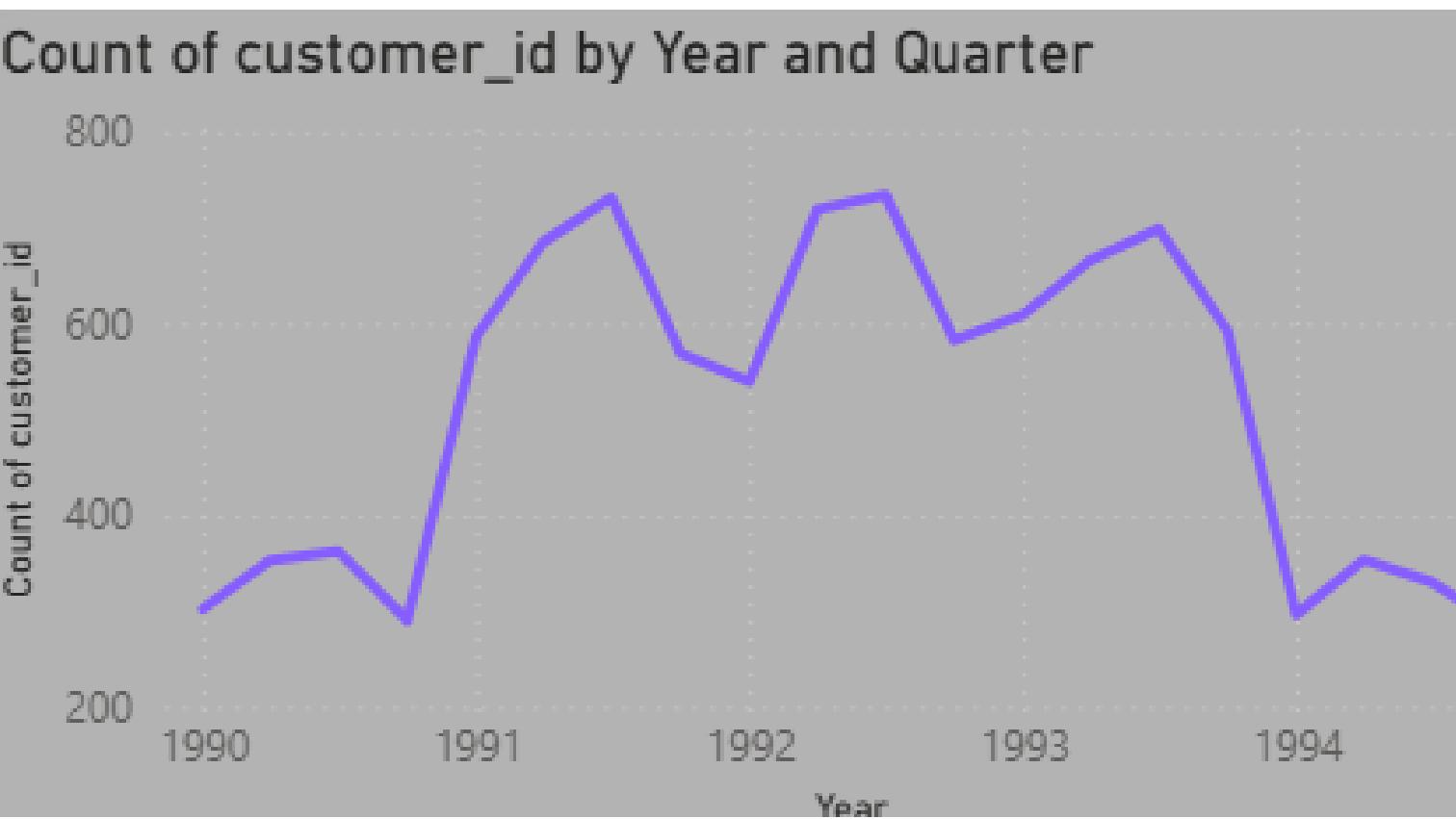
This chart shows that most of our customer is above 65 year



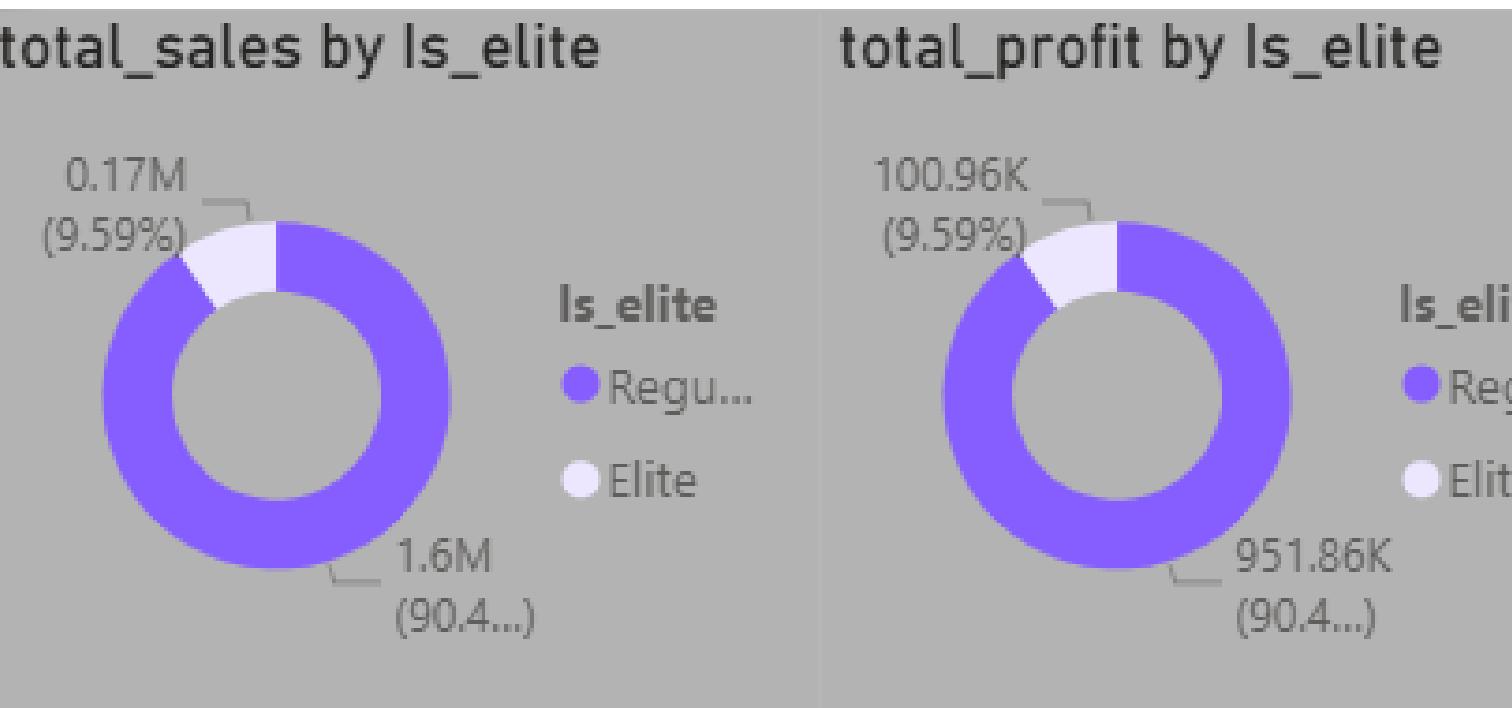
this chart represents the total sales by family number

Customer Insights cont.

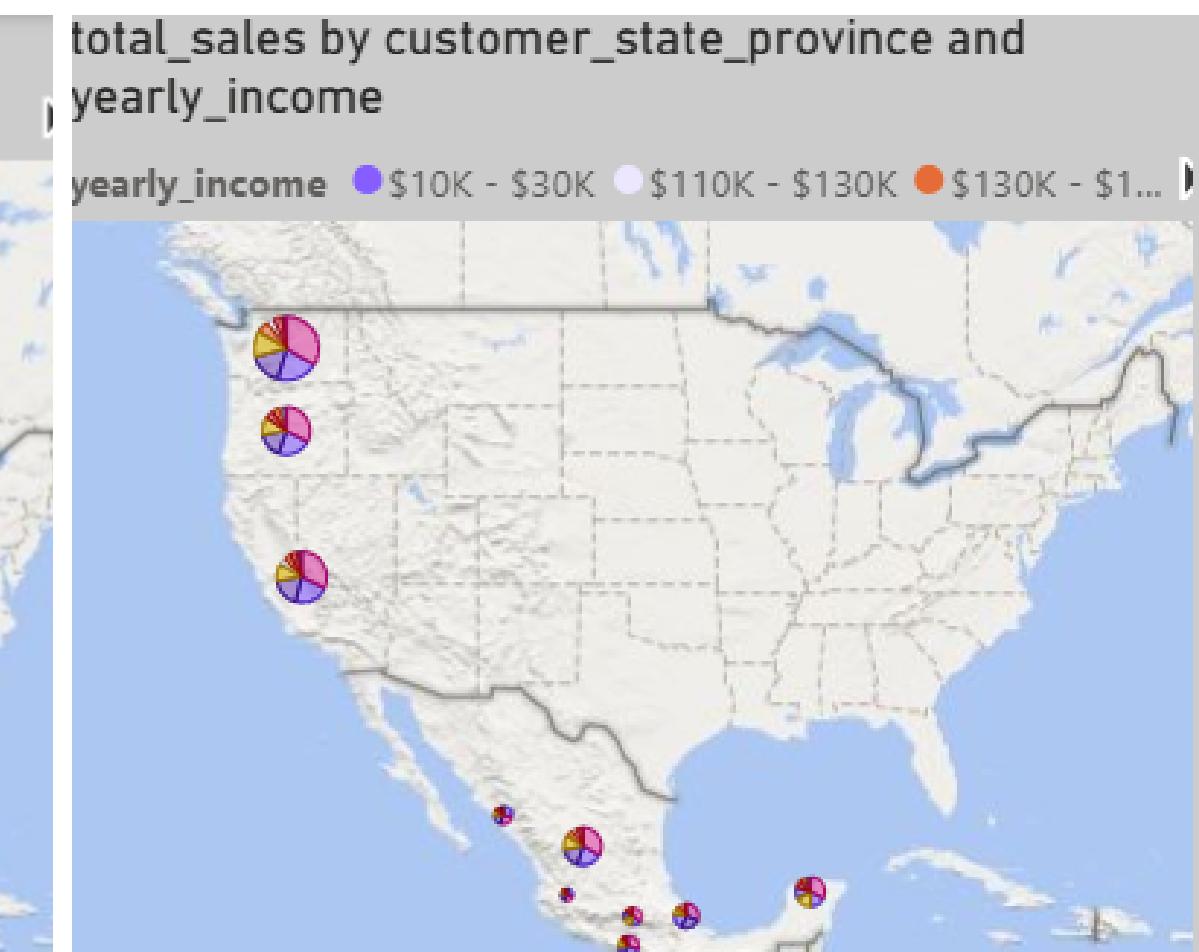
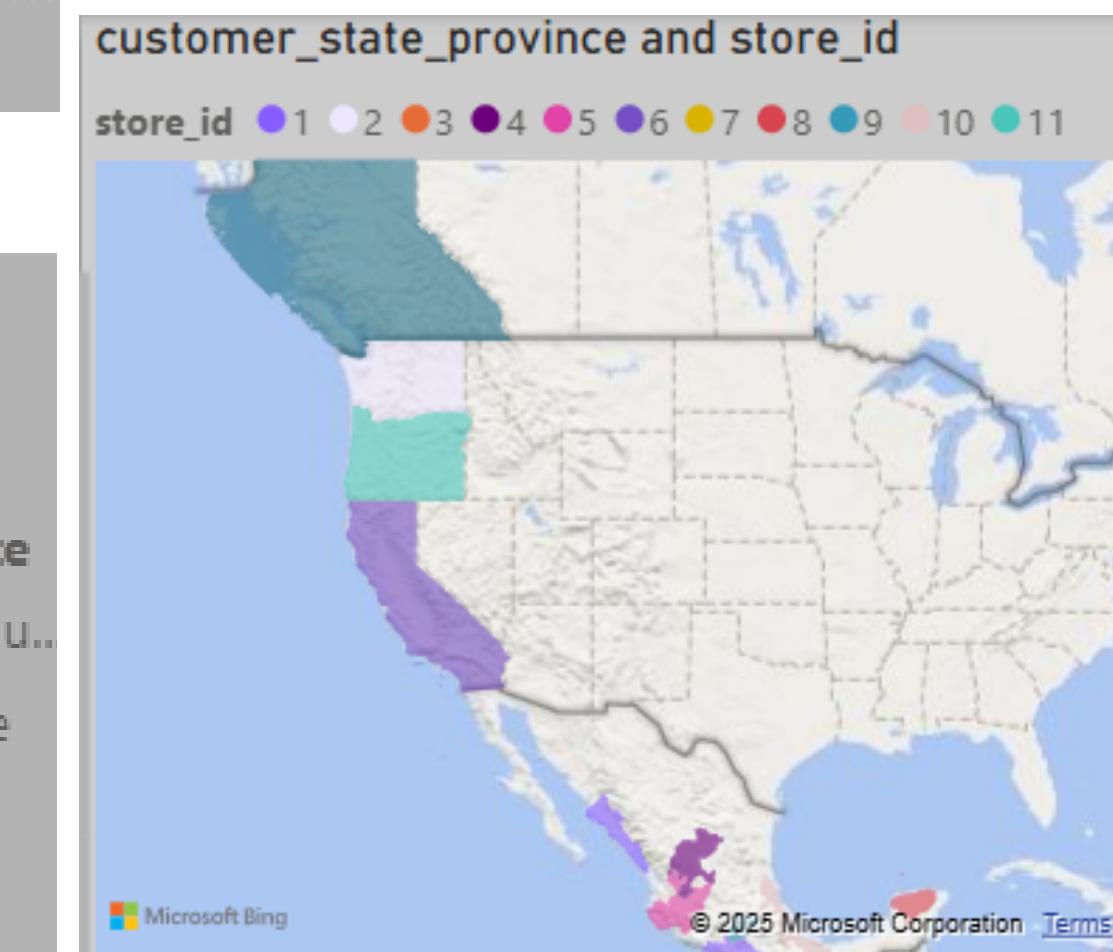
The distribution of customer gained every year



The profitability of elite customers

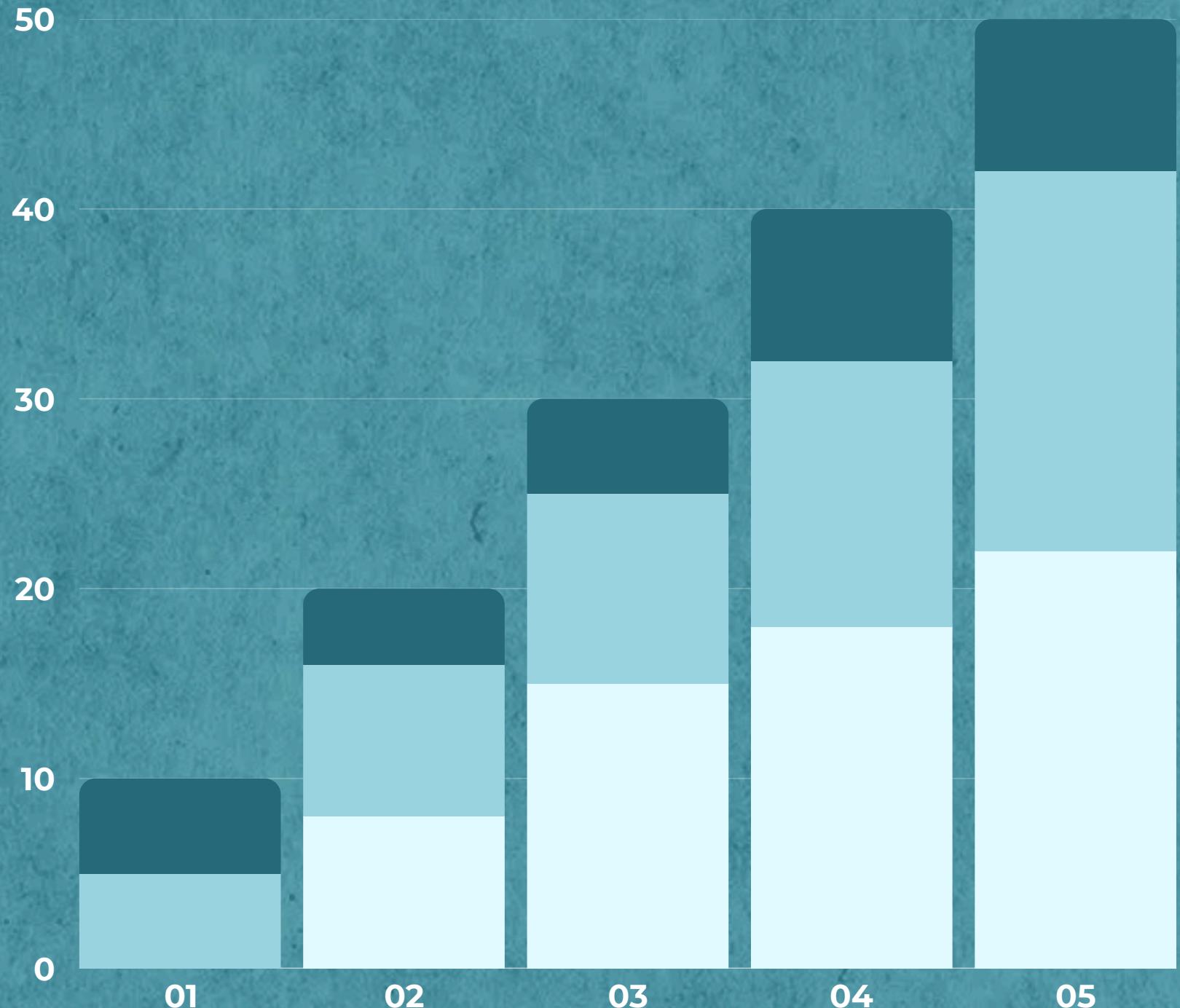


The geographic distribution of customers and/ or Sales across different regions



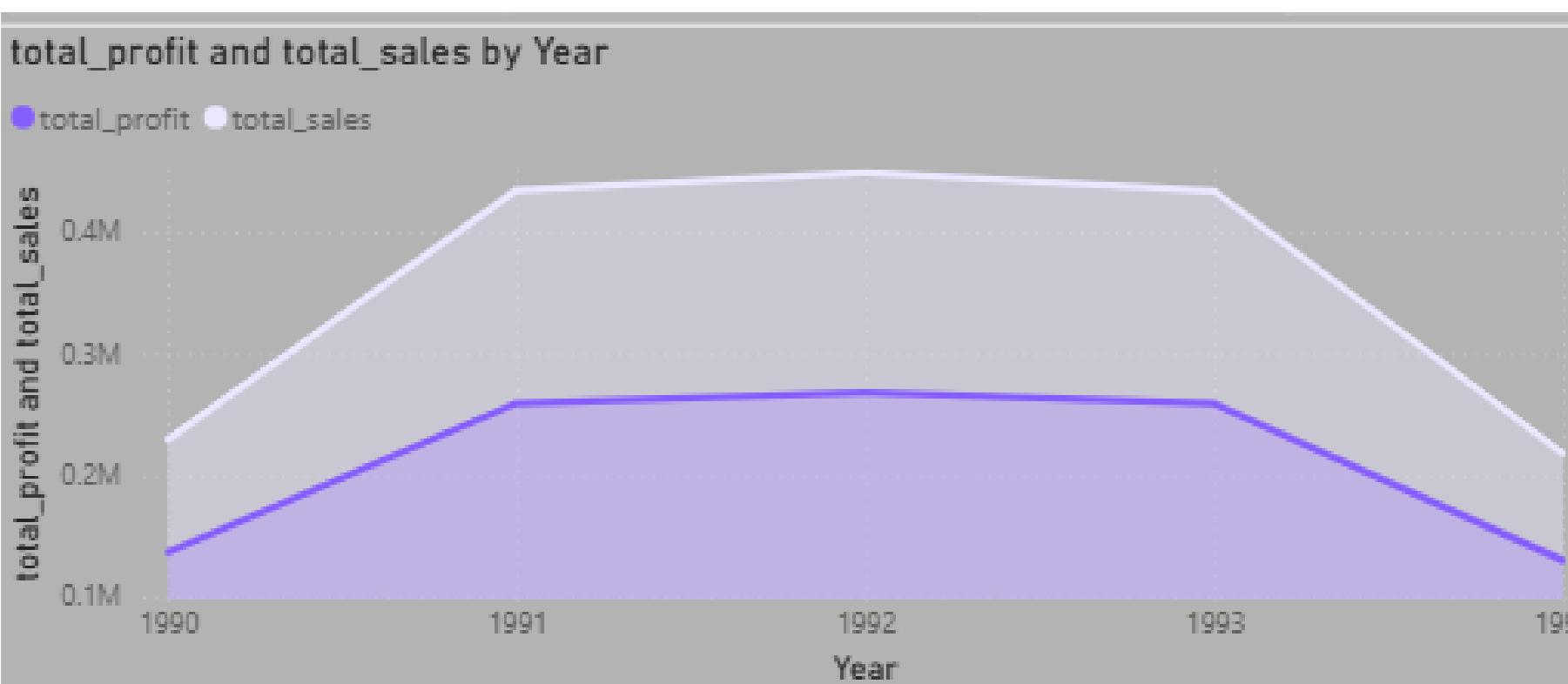
Product Insights

- Sales and profit trends over time
- Profit and sales differences across regions
- Top brands & products by popularity and profitability
- Products with the highest return rates
- Return quantity by region



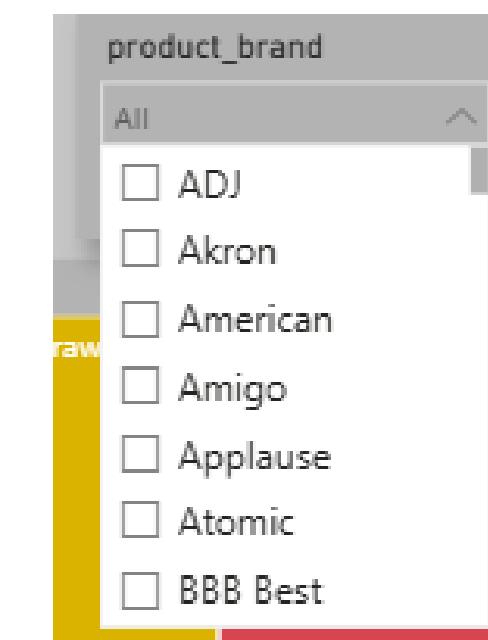
Customer Insights

food mart sales and profit over time (yearly and monthly)



we noticed that our sales are beginning low and it raises for some year, and it becomes low again

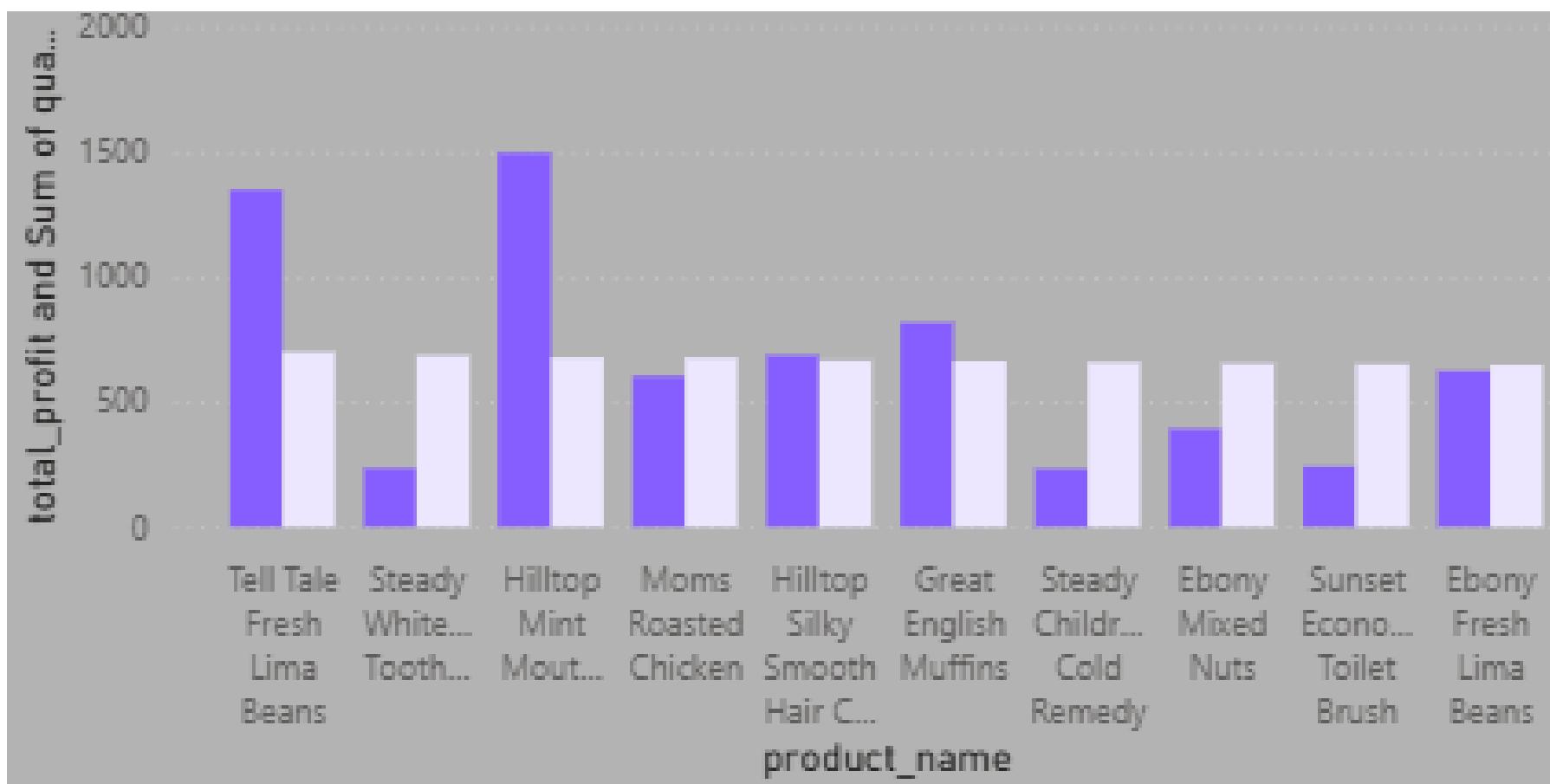
Products are associated with higher profit margins



We can use slicer to filter our data visuals

Customer Insights

The relation between quantity of sales and the profit for the top 10 most sales products



we noticed that it is not necessary to have a large sales to gain a lot of profits

The geographic distribution of returned quantities for different product brands

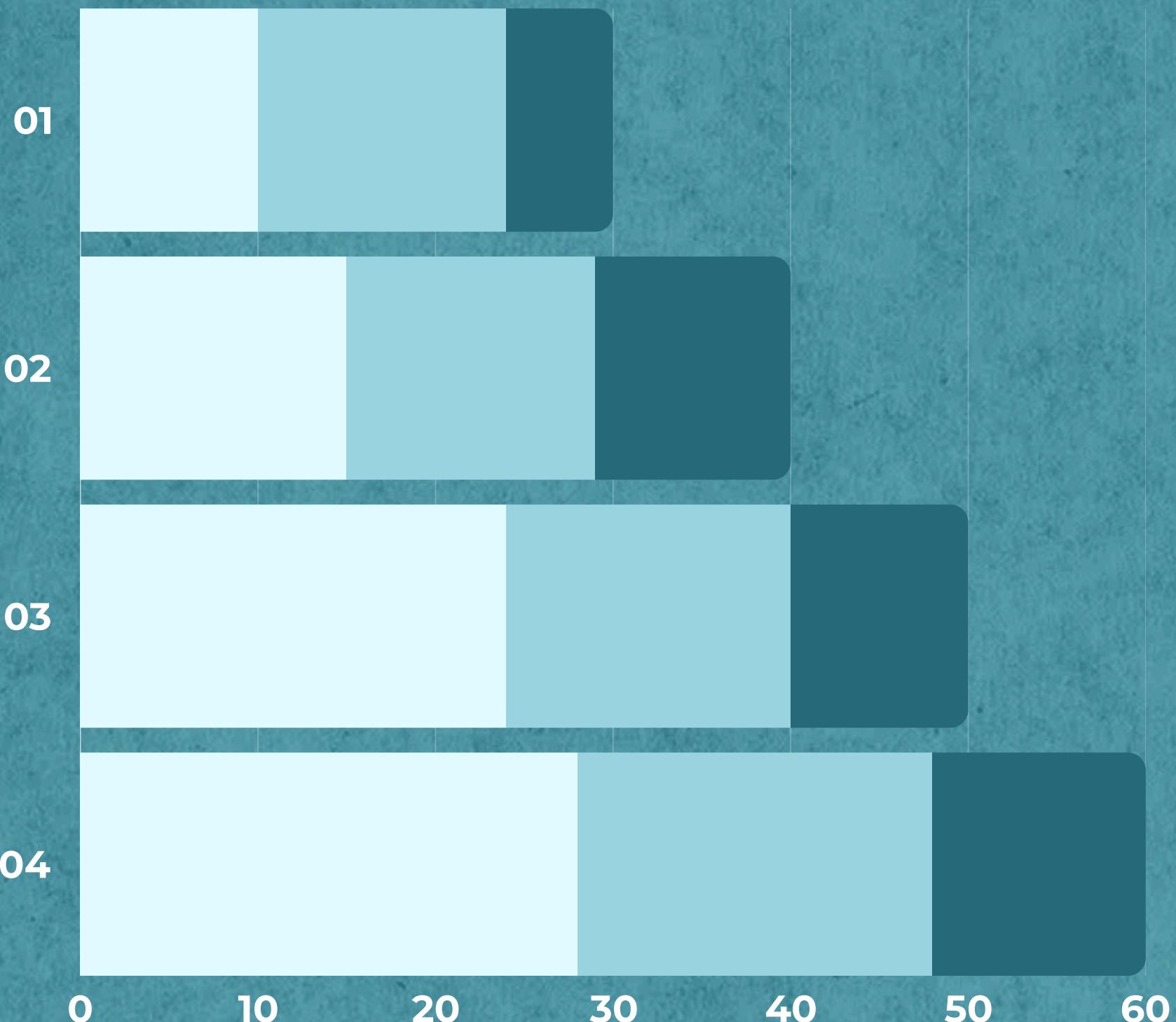


The bigger bubble means more returns

Company performance

Our analysis of Food Mart's sales performance revealed key patterns and actionable insights:

- Sales showed consistent growth over the years, with noticeable peaks during specific months — indicating strong seasonal trends.
- Top-performing regions and top 10 brands contributed significantly to total revenue, highlighting high-impact areas to focus marketing and inventory efforts.
- Profit margins varied across products and regions, suggesting opportunities to optimize pricing or reduce costs in low-margin areas.
- Elite customers were not as profitable as expected, prompting a reconsideration of targeting strategies and loyalty programs.
- Family size positively influenced sales, reinforcing the value of targeting larger households with bundled offers or promotions.
- Return rates from some brands and regions were unusually high, signaling the need for better quality control or regional adaptation.



Conclusion

Overall, Food Mart is performing well in sales, but there are clear areas to improve for even higher profitability and smarter growth.

This project has equipped us with the insights needed to:

- Refine customer segmentation
- Enhance product and pricing strategies
- Time marketing campaigns more effectively

With data-driven decisions, Food Mart can move from growth... to smarter, more sustainable success.



Thank you!

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