

Final Analysis - Story

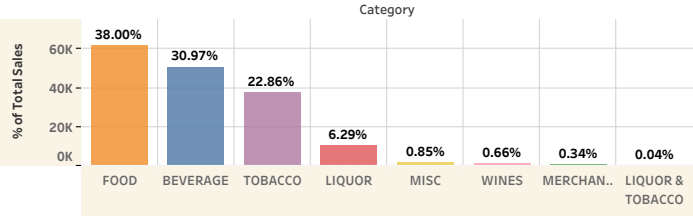
Sales & Revenue Generation : Although Food being the highest selling item , Tobacco is generating the highest revenue generating item followed by food.

Tobacco has the highest Revenue but also it's taxed the highest compared to food. The discount in food is more than Tobacco , beverage and liquors.

Tobacco has the highest revenue of 14507076 which has the running t..

Sales & Revenue

Sales vs Category



Revenue vs Category

		Category							
Total	20M	14,507,076	9,952,728	5,510,239	2,113,447	352,912	206,858	120,074	42,562
		TOBACCO	FOOD	BEVERAGE	LIQUOR	WINES	MISC	MERCHAN..	LIQUOR & T..

Rates vs Category

		Category							
% of : 20M	OM	10,725,050	7,423,570	3,909,570	1,048,492	225,043	134,333	98,849	27,800
		TOBACCO	FOOD	BEVERAGE	LIQUOR	WINES	MISC	MERCHAN..	LIQUOR & T..

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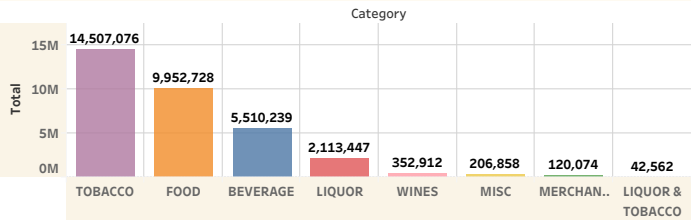
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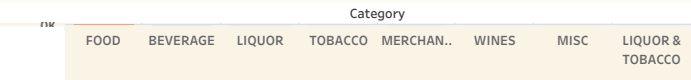
Tobacco has the highest revenue of 14507076 which has the running total of 44.22% with highest rates of 45.46% of running t..

Revenue with Tax and Discount

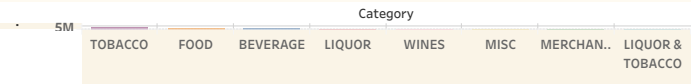
Revenue vs Category



Discounts vs Category



Tax vs Category



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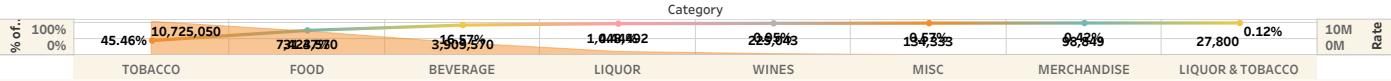
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Tobacco has the highest revenue of 14507076 which has the running total of 44.22% with highest rates of 45.46% of running total. Second is the food category.

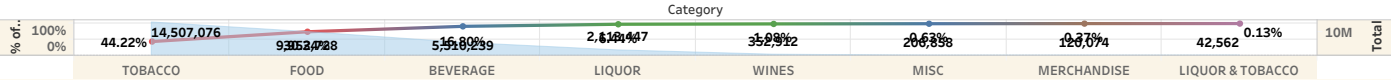
Food has the highest discount of 58.13% running total compared to tobacco of only 5.74%. Tobacco also has highest tax of 49.26% run...

Pareto Chart - Sales & Revenue

Sales vs Category - Pareto



Revenue vs Category - Pareto



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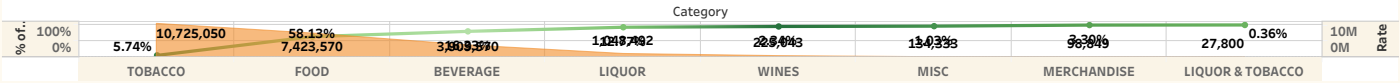
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Food has the highest discount of 58.13% running total compared to tobacco of only 5.74%. Tobacco also has highest tax of 49.26% running total compared to food which is only 26.76%.

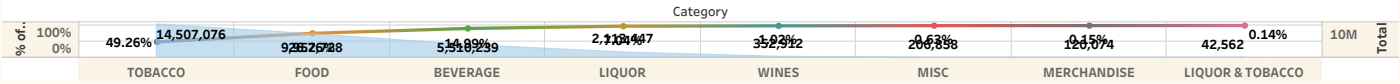
Monthly Trends- Indicates increase in sales of food, beverage and tobacco between July to August and highest in December to slowly..

Pareto - Discounts & Taxes

Discount vs Rates - Pareto



Tax vs Revenue - Pareto



Final Analysis - Story

Food has the highest discount of 58.13% running total compared to tobacco of only 5.74%. Tobacco also has highest tax of 49.26..

Monthly Trends- Indicates increase in sales of food, beverage and tobacco between July to August and highest in December to slowly declining in January.

Weekdays trend- Indicates highest selling during weekends,i.e., Saturdays and then sundays for almost all the categories.

Monthly Trend - Sales & Revenue

Monthly Sales vs Category



Monthly Revenue vs Category



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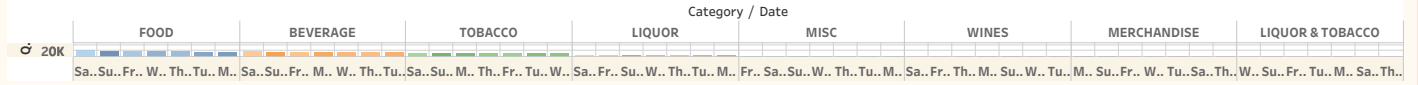
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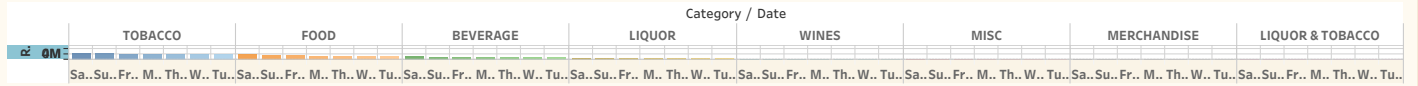
Hourly Trend- Indicates higher selling during the late hours of the day. Mostly from 10 pm to 12 am. No sale after 12 am till 10 am in ..

Weekly trend - Sales & Revenue

Weekdays Sale



Weekdays Revenue



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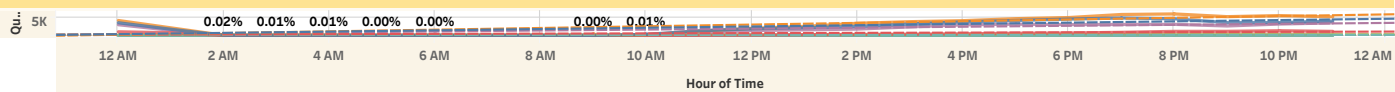
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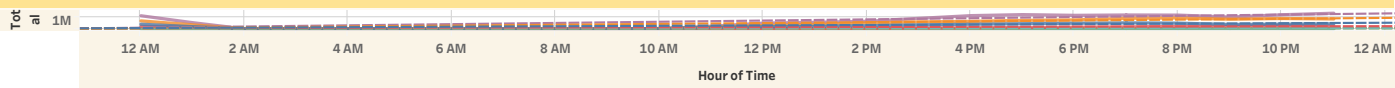
Quarterly Sales- the quarterly sales indicate good sales in the beginning of Q1 and at the ending of Q4. Q1 and Q4 being the highest.

Hourly Trend - Sales & Revenue

Hourly Sales Trend



Hourly Revenue Generation



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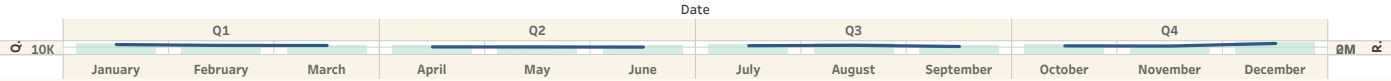
Hourly Trend- Indicates higher selling during the late hours of the day. Mostly from 10 pm to 12 am. No sale after 12 am till 10..

Quarterly Sales- the quarterly sales indicate good sales in the begining of Q1 and at the ending of Q4. Q1 and Q4 being the highest time of the year generating most revenue and sales.

Food Category has the highest item followed by Beverages and Tobacco. Nirvana hookah Single is the most sold item. Least perfor..

Quaterly Trend - Sales & Revenue

Sales Trend - Quaterly



Revenue Trend - Quaterly



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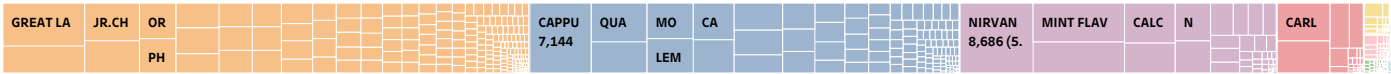
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In top 10 Most Performing Item, Nirvana Hookah Single generates the highest revenue. While Mothers Day Spl is the least performin..

Items vs Sales

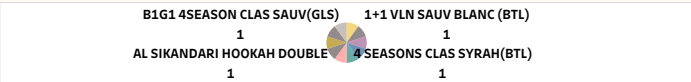
Items Per Category



Highest Selling items



Lowest Selling items



Final Analysis - Story

Quarterly Sales- the quarterly sales indicate good sales in the beginning ..

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In top 10 Most Performing Item, Nirvana Hookah Single generates the highest revenue. While Mothers Day Spl is the least performing item in the top 10 least performing item. It looks like ..

Highest & Lowest Selling items

