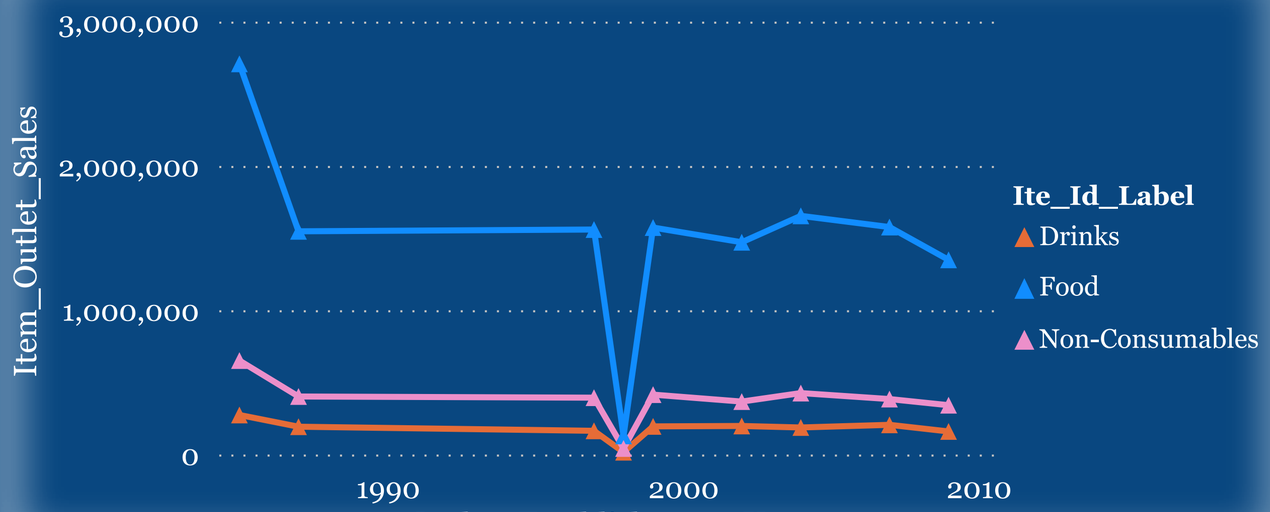
THE SALES ANALYSIS OF A BIG-MART'S SALES IN ITS VARIOUS STORES FROM 1985 TO 2009.

13.57M
Total_Food_Sales

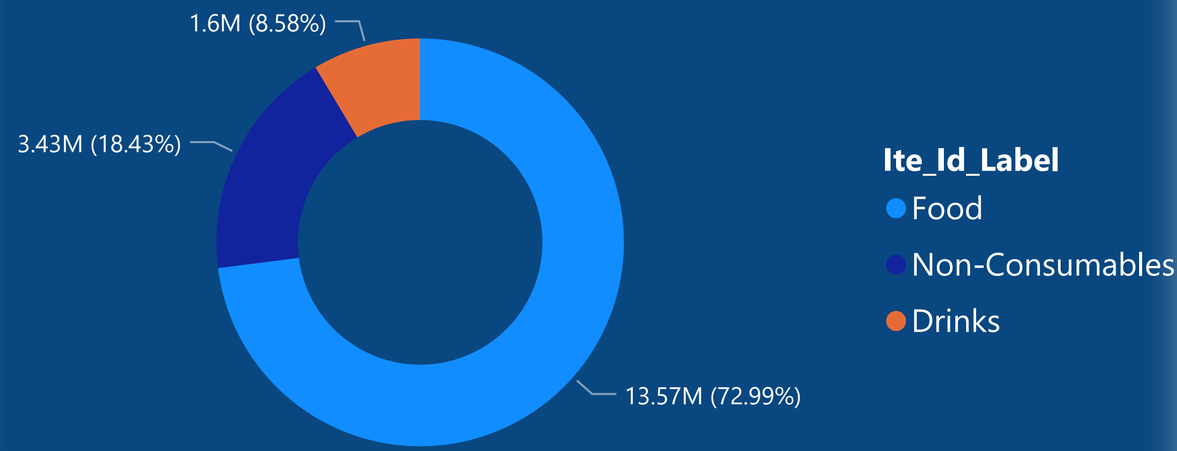
3.43M
Total_Sales_Non-Con...

1.60M
Total_Sales_Drinks

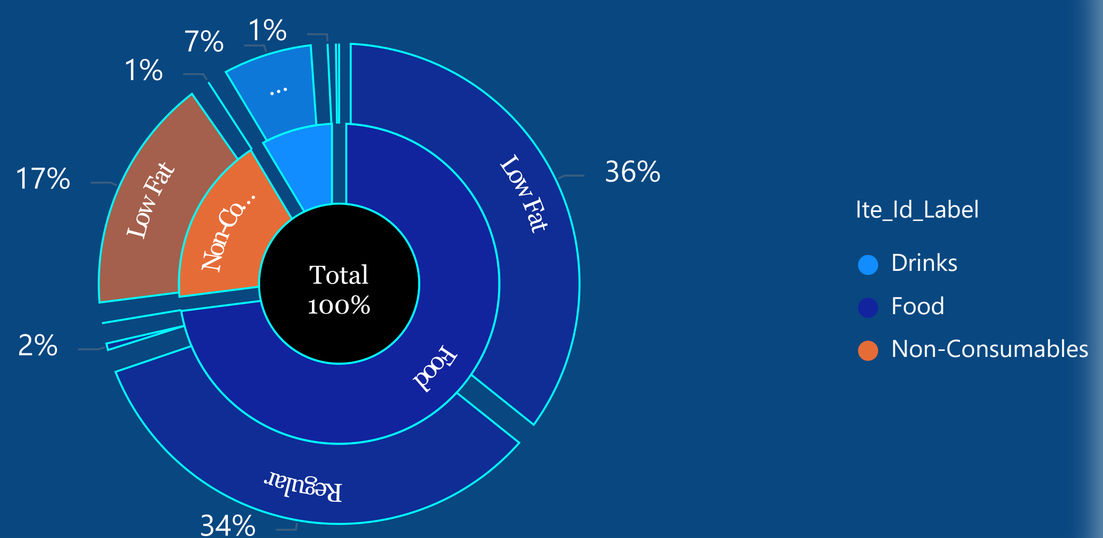
Item_Outlet_Sales by Outlet_Establishment_Year and Ite_Id_Label



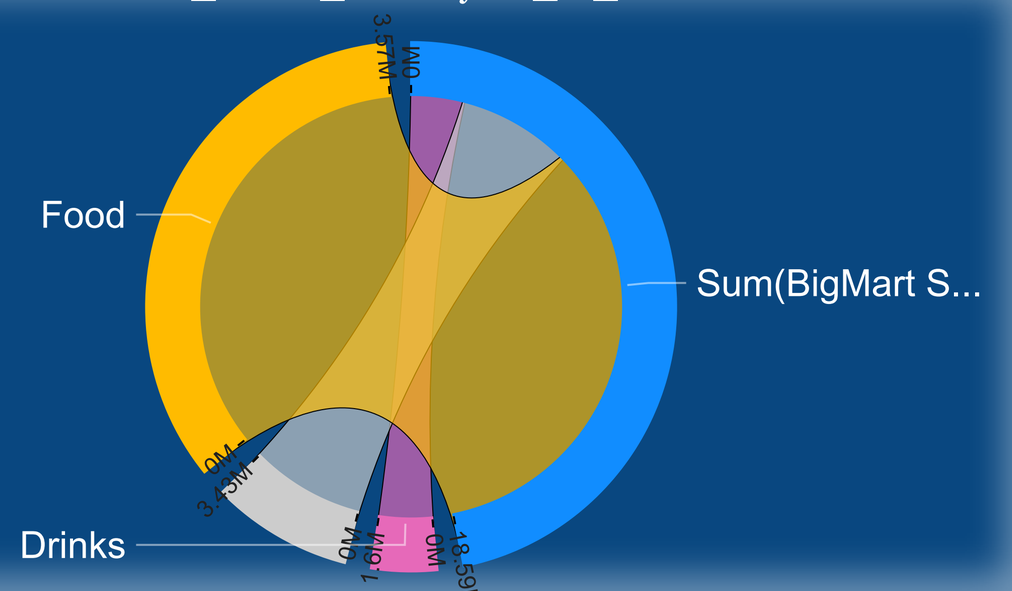
Item_Outlet_Sales by Ite_Id_Label



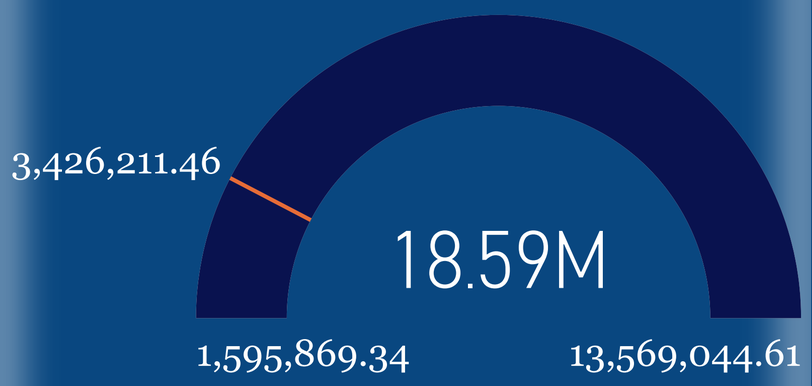
%GT Item_Outlet_Sales by Ite_Id_Label and Item_Fat_Content



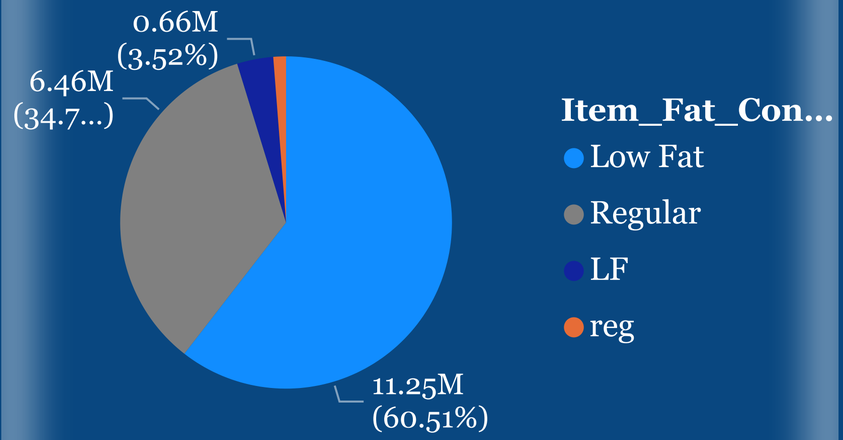
Item_Outlet_Sales by Ite_Id_Label

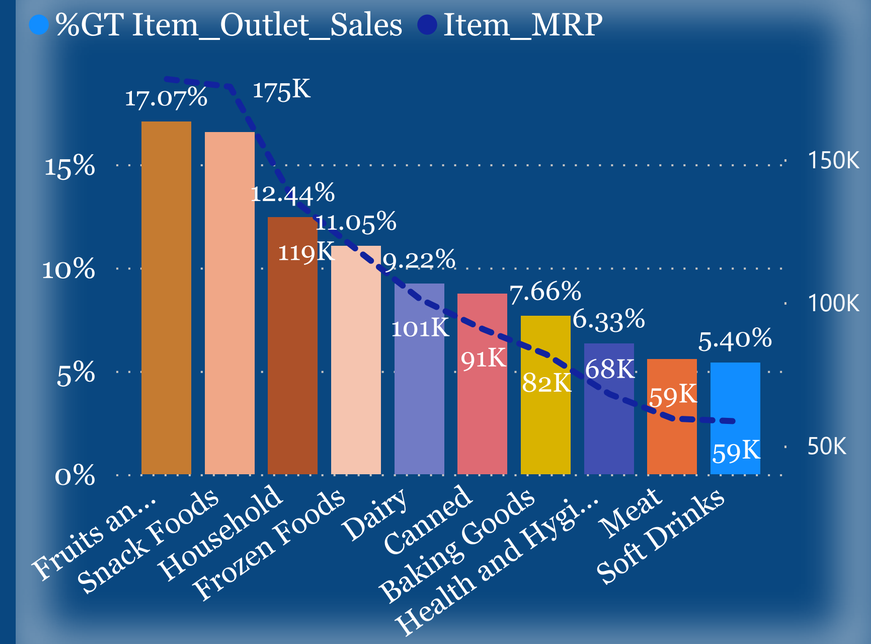


Item_Outlet_Sales, Total_Sales_Drinks, Total_Food_Sales and Total_Sales_Non-Consumable

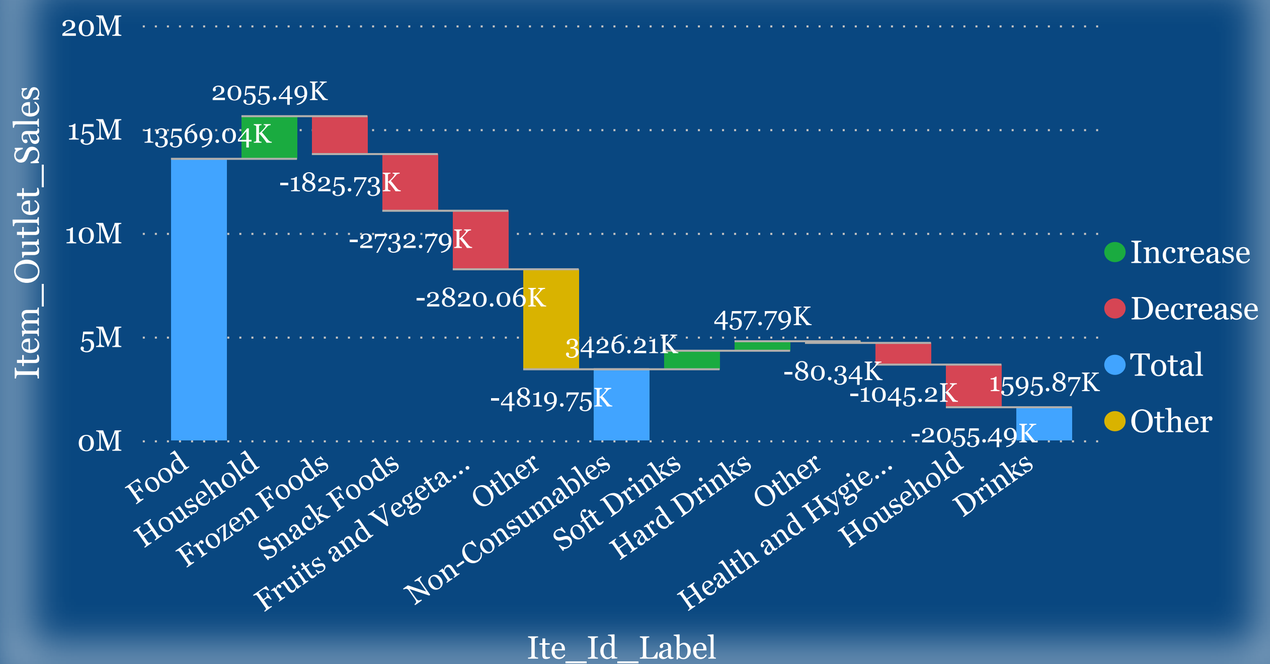


Item_Outlet_Sales by Item_Fat_Content

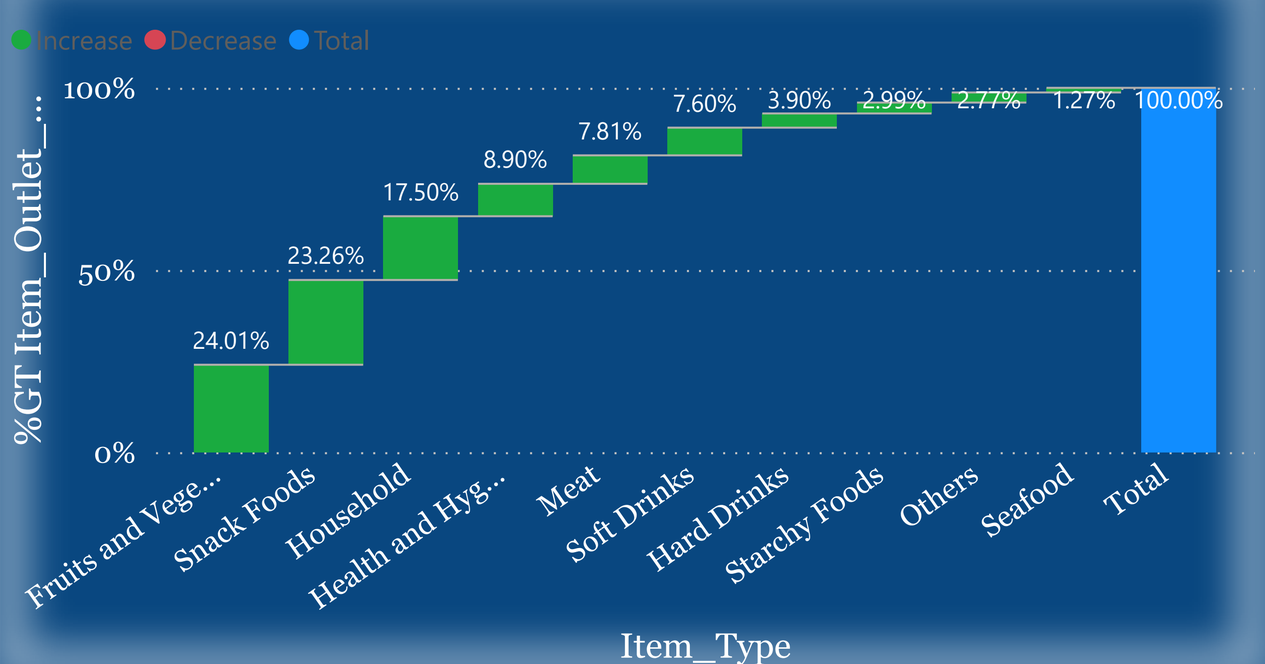




Item_Outlet_Sales by Ite_Id_Label and Item_Type



%GT Item_Outlet_Sales by Item_Type



KPI Analysis of Total Sales to Sum of Sales in Food, Drinks and Non-Conbls--

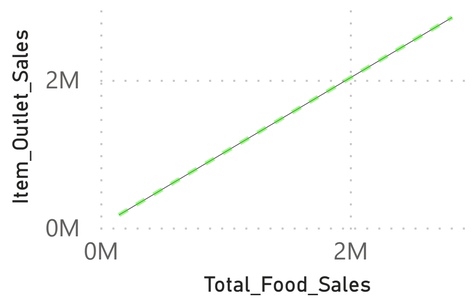
Key influencers

What influences Item_Outlet_Sales to Increase ?

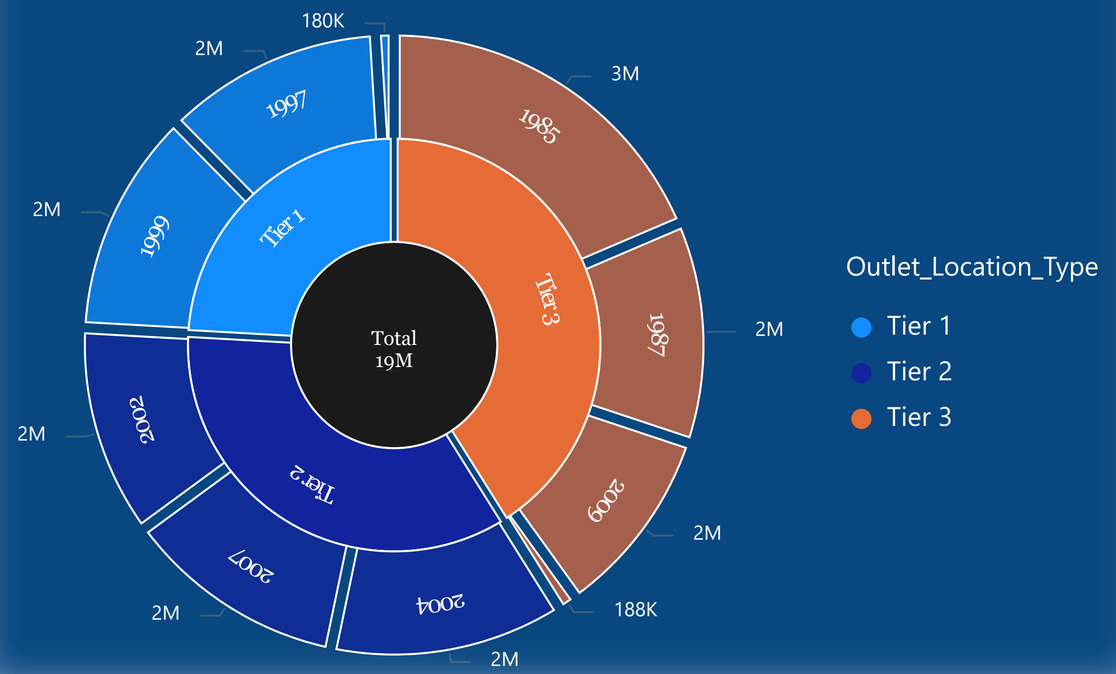
When...	....the average of Item_Outlet_Sales increases by
Total_Food_Sales goes up 888440.97	878.3K
Total_Sales_Non-Consumable goes up 709573.69	672.4K
Total_Sales_Drinks goes up 269580.25	255K

Sort by: **Impact** Count

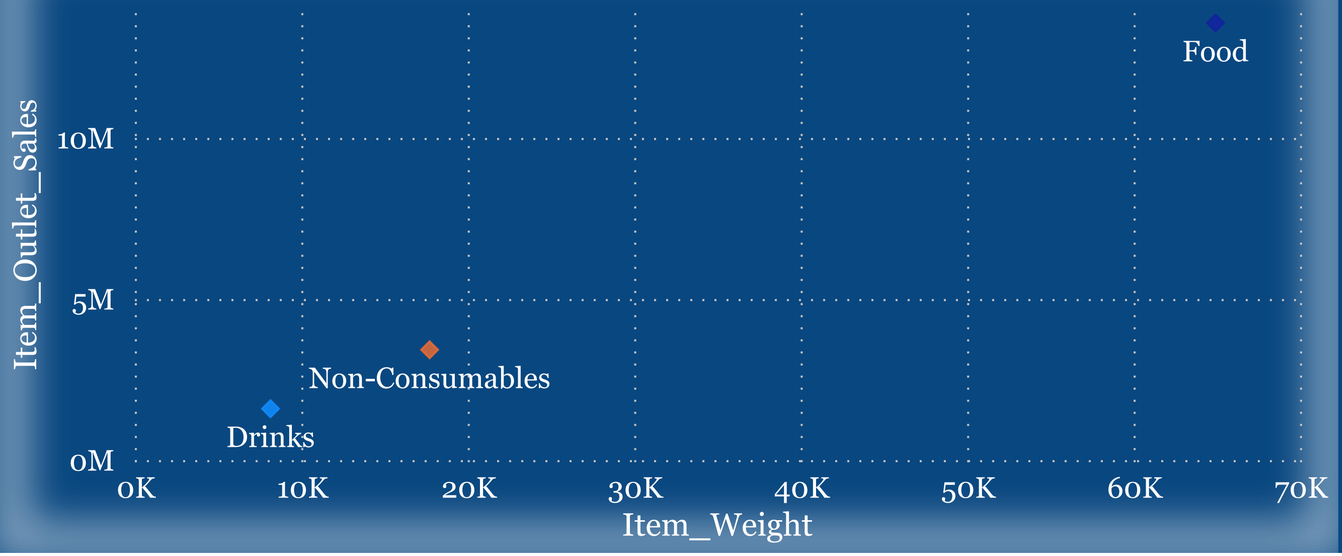
← On average when Total_Food_Sales increases, Item_Outlet_Sales also increases.



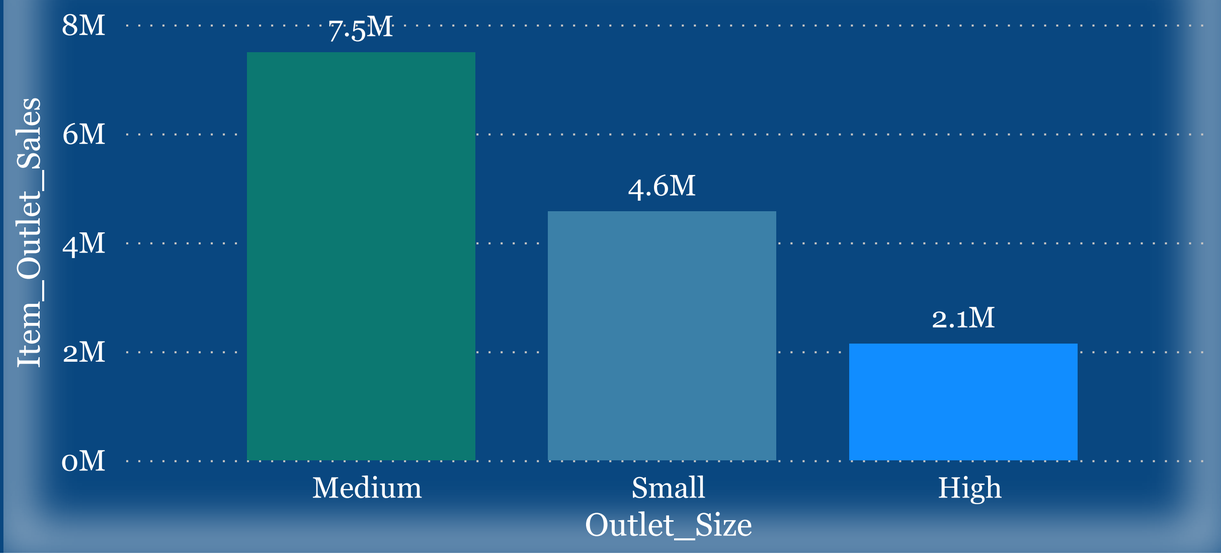
Item_Outlet_Sales by Outlet_Location_Type and Outlet_Establishment_Year



Item_Weight and Item_Outlet_Sales by Ite_Id_Label



Item_Outlet_Sales by Outlet_Size



Key influencers Top segments

What influences Item_Outlet_Sales to Increase ?

When...

....the average of Item_Outlet_Sales increases by

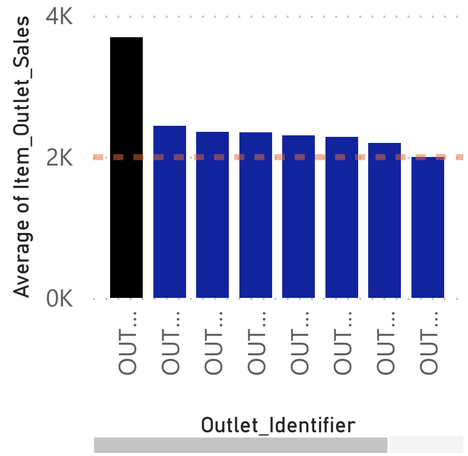
Outlet_Identifier is OUT027 → 1.7K

Outlet_Type is Supermarket Type3 → 1.7K

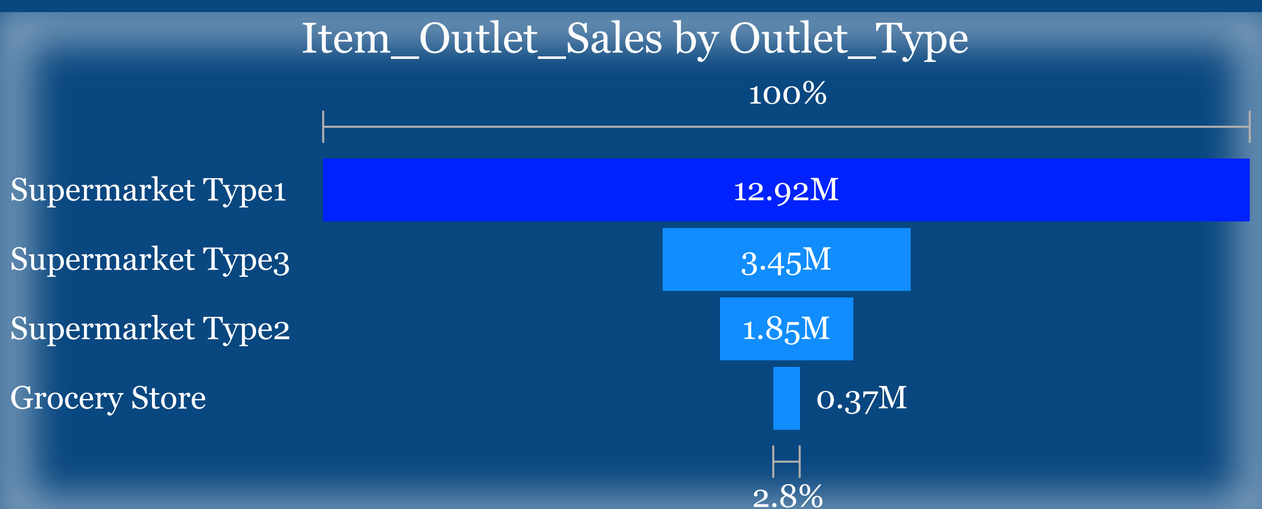
Outlet_Size is Medium → 744.2

Outlet_Type is Supermarket Type1 → 390.3

← Item_Outlet_Sales is more likely to increase when Outlet_Identifier is OUT027 than otherwise (on average).



Only show values that are influencers



SUMMARY REPORT OF SALES FROM 1985 - 2009

Food had the highest total Item_Outlet_Sales at 13,569,044.61, followed by Non-Consumables at 3,426,211.46 and Drinks at 1,595,869.34.

1985 in Ite_Id_Label made up 14.56% of Item_Outlet_Sales.

Food had the highest average Item_Outlet_Sales at 1,507,671.62, followed by Non-Consumables at 380,690.16 and Drinks at 177,318.82.

Low Fat had the highest Item_Outlet_Sales at 11,248,852.12, followed by Regular, LF, and reg.

Low Fat accounted for 60.51% of Item_Outlet_Sales.

At 18,591,125.41, Item_Outlet_Sales has exceeded the max of 13,569,044.61.

At 7,489,718.69, Medium had the highest Item_Outlet_Sales and was 249.55% higher than High, which had the lowest Item_Outlet_Sales at 2,142,663.58.

Medium had the highest Item_Outlet_Sales at 7,489,718.69, followed by Small at 4,566,212.20 and High at 2,142,663.58.

Medium accounted for 52.75% of Item_Outlet_Sales.

Medium had 7,489,718.69 Item_Outlet_Sales, High had 2,142,663.58, and Small had 4,566,212.20.

Food had the highest Item_Weight (64,918.03) and Item_Outlet_Sales (13,569,044.61).

Item_Outlet_Sales Increased the most (by 878,327.51) when Total_Food_Sales went up by 888440.97. 2 other factors also caused Item_Outlet_Sales to Increase, explore them in the key influencers visual.