

# Understanding the performance of LES retail

## 1. Finding the top 10 customers with highest transaction amount

### Filters

Transcation	All
Customers	All

Transaction_id	Customer_id	Sale(INR)
31245038	712345388	₹7,762.00
31245012	712345122	₹6,880.00
31245029	712345299	₹5,510.00
31245028	712345288	₹4,698.00
31245025	712345255	₹4,451.00
31245039	712345399	₹4,029.00
31245044	712345444	₹3,991.00
31245011	712345111	₹3,979.00
31245021	712345211	₹3,932.00
31245013	712345133	₹3,092.00

### Findings:-

#### 1. Top 10 Customers' Contribution:

The top 10 customers contribute significantly to the total sales, representing 37.3% of the total sales.

This indicates that a small percentage of customers are responsible for a large portion of the revenue.

#### 2. Highest Contributing Customer:

The customer with ID "712345388" has the highest sales amounting to ₹7,762.0.

This customer alone contributes 16% of the total sales among the top 10 customers.

suggests that this customer is highly valuable to the business and might be a key focus for customer retention strategies.

## 2. Sales of Product for the period of 8th to 15th December

### Filters

Date	8th - 15th December
Product Id	All

Product_id	Product	SUM of Sales (INR)
10000345	Cornflakes_1Kg	₹5,372.00
10000330	Orange_200mL_x6	₹5,280.00
10000328	Mango_1L	₹5,060.00
10000346	Cornflakes_almond_1Kg	₹4,992.00
10000344	Cornflakes_500g	₹4,592.00
10000349	Museli 1 Kg	₹4,256.00
10000339	Eggs_1x30	₹4,080.00
10000338	Cheese_200g_1x6	₹4,000.00
10000326	Pepsi_2L	₹3,456.00
10000331	Lemon_1L	₹2,736.00
10000348	Museli_500g	₹2,560.00
10000347	Museli_200g	₹2,303.00
10000350	Chocos_200g	₹2,077.00
10000333	Eggs_1x12	₹1,836.00
10000334	Milk_MD_1L	₹1,776.00
10000327	Pepsi_1L	₹1,720.00
10000335	Milk_Amul_1L	₹1,560.00
10000321	Soda_1L	₹1,296.00
10000340	Curd_Amul_500mL	₹1,260.00
10000332	Eggs_1x6	₹1,204.00
10000343	Curd MD_1L	₹1,188.00
10000324	Coke_1L	₹1,188.00
10000341	Curd MD_500 mL	₹1,160.00
10000329	Orange_200mL	₹1,080.00
10000342	Curd_Amul_1L	₹1,008.00
10000336	Milk_MD_500ml	₹858.00
10000322	Soda_500mL	₹780.00
10000323	Soda_200mL	₹645.00
10000325	Coke_500mL	₹540.00
10000337	Cheese_200g	₹520.00
<b>Grand Total</b>		<b>₹70,383.00</b>

### Findings:-

1. Cornflakes\_1Kg is the product with highest sales.
2. Sales amount of the product with highest sales is 5,372 rupees.
3. Total Sales for period 8th to 15th december is 70,383 rupees.
4. Top 5 selling products in overall sales are :
  - A. Conflakes\_1Kg
  - B. Mango\_1L
  - C. Conflakes\_almonds\_1Kg
  - D. Eggs\_1X30
  - E. Orange\_200mL\_x6

### Lowest Selling Products in overall sales are :

- A. Soda\_200mL
- B. Cheese\_200g
- C. Coke\_500mL

### 3. Finding ARPU for Both Ciltie and States

#### 3.1 ARPU - Average Revenue Per User for States

States	User	Sales	ARPU
Maharashtra	14	₹28,338.00	₹2,024.14
Delhi	7	₹18,222.00	₹2,603.14
Karnataka	10	₹31,683.00	₹3,168.30
Telangana	5	₹12,874.00	₹2,574.00
Tamil Nadu	5	₹10,576.00	₹2,115.20
West Bengal	3	₹6,783.00	₹2,261.00
Uttar Pradesh	6	₹19,715.00	₹3,285.83

#### 3.2 ARPU - Average Revenue Per User for Cities

City	Users	Sales	ARPU
Mumbai	10	₹19,106.00	₹1,910.60
Delhi	7	₹18,608.00	₹2,658.29
Bangalore	8	₹25,389.00	₹3,173.63
Hyderabad	5	₹13,327.00	₹2,665.40
Pune	4	₹9,232.00	₹2,308.00
Chennai	5	₹11,863.00	₹2,372.60
Kolkata	3	₹7,636.00	₹2,545.33
Mysore	2	4,958.00	2,479.00
Lucknow	3	7,482.00	2,494.00
Kanpur	3	11,923.00	3,974.33

#### Findings:-

1. Average Revenue per Customer for Maharashtra is 2022.14 rupees.
2. Highest and lowest ARPU is in state of 'Uttar pradesh' and 'Maharashtra' respectively.
3. Higest ARPU is in 'Kanpur' city and lowest is in 'Mumbai' city.

4. Sales by Category with city level breakup

Filters

City	All
Category	All

City	Category	Sales
Bangalore	Cereals	₹9,032.00
	Dairy	₹7,637.00
	Drinks & Beverages	₹8,720.00
Chennai	Cereals	₹4,810.00
	Dairy	₹2,438.00
	Drinks & Beverages	₹4,615.00
Delhi	Cereals	₹6,676.00
	Dairy	₹4,946.00
	Drinks & Beverages	₹6,986.00
Hyderabad	Cereals	₹5,406.00
	Dairy	₹2,554.00
	Drinks & Beverages	₹5,367.00
Kanpur	Cereals	₹5,320.00
	Dairy	₹3,794.00
	Drinks & Beverages	₹2,809.00
Kolkata	Cereals	₹3,882.00
	Dairy	₹1,498.00
	Drinks & Beverages	₹2,256.00
Lucknow	Cereals	₹2,604.00
	Dairy	₹2,990.00
	Drinks & Beverages	₹1,888.00
Mumbai	Cereals	₹6,284.00
	Dairy	₹7,556.00
	Drinks & Beverages	₹5,266.00
Mysore	Cereals	₹1,564.00
	Dairy	₹1,230.00
	Drinks & Beverages	₹2,164.00
Pune	Cereals	₹4,083.00
	Dairy	₹3,115.00
	Drinks & Beverages	₹2,034.00
Grand Total		₹129,524.00

Findings:-

1. Sales Amount of 'Cereal' in 'Pune' is 4,083 ruppes.
2. Highest sales is in 'Banglore'.