

\$14.44M

Sum of Revenue

\$10.43M

Sum of Total cost

\$4.01M

Sum of Profit

1.09M

Sum of Units sold

829.26K

Total Transaction

\$17.42

Average Transaction Val...

35

Count of Product_ID

27.79%

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SELECT

Store_Location

▼

All

Store_City

▼

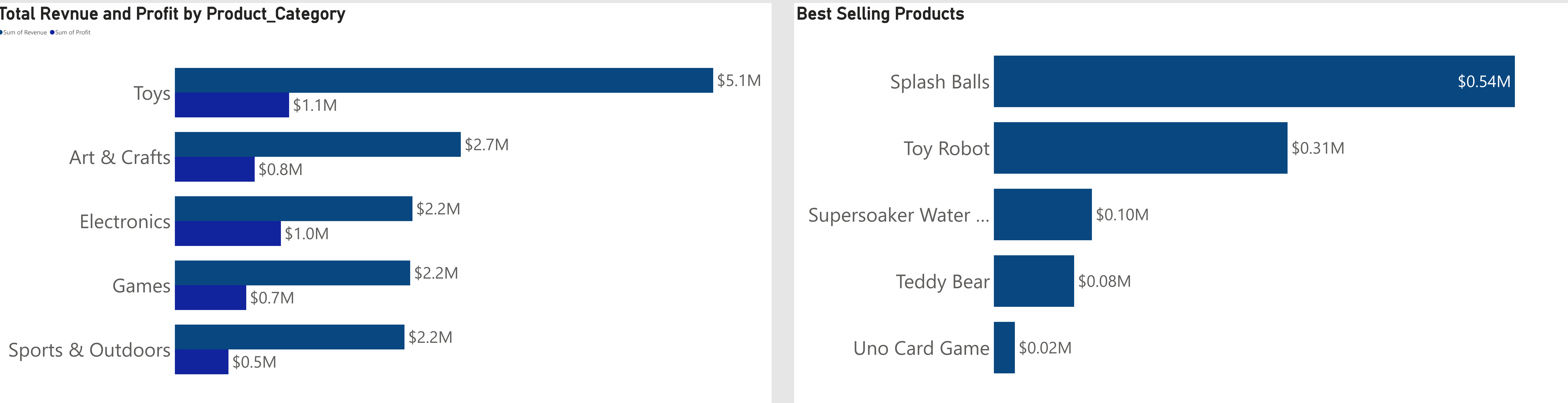
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Date

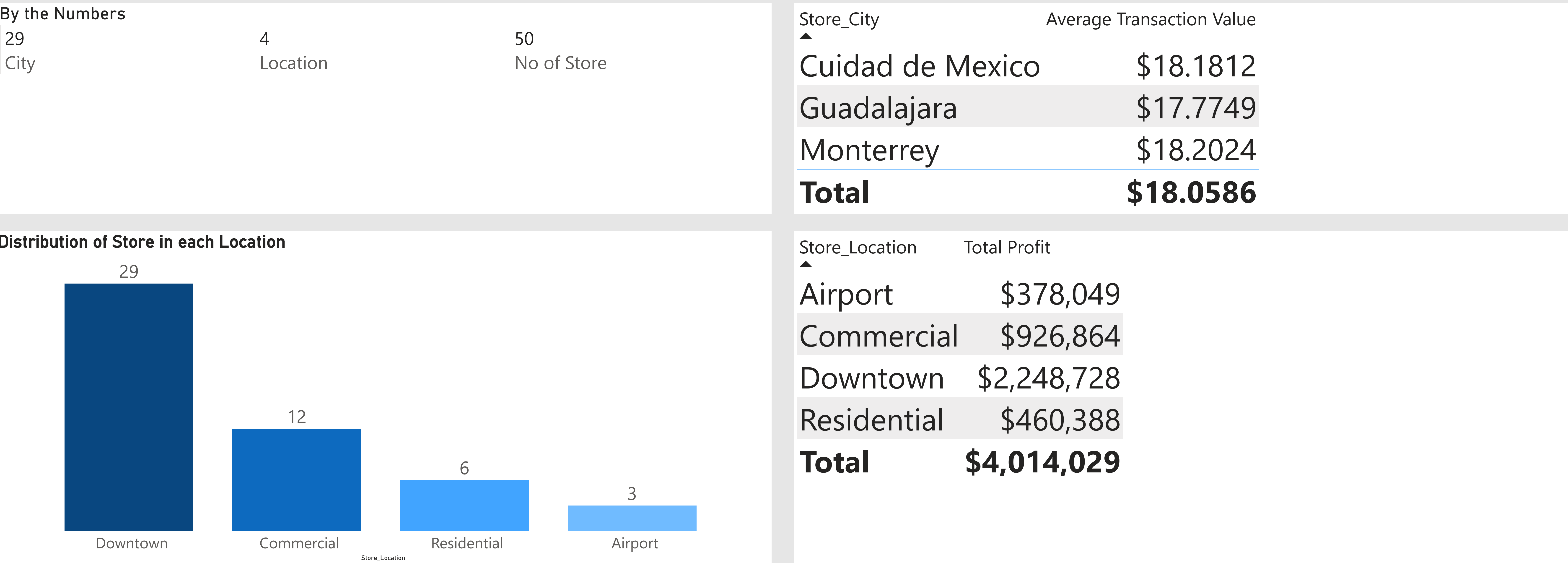
1/1/2017

9/30/2018

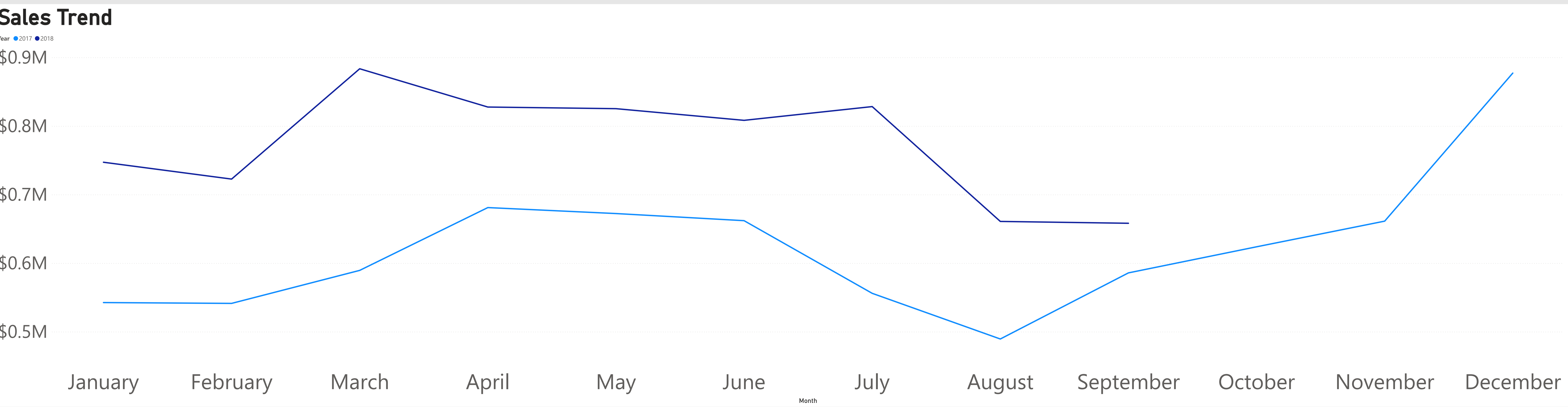
Product Analysis



Store Location Analysis



Time Series Analysis



Recommendation and Insights

- 1

OPEN MORE STORES IN AIRPORT AND DOWNTOWN LOCATION

Airport with the least number of store **3**, generate the highest average revenue per store outlet (**\$429,908**). Also on an average transaction, customers spend **\$2** less in store located in airport region compare to store in residential, downtown, commercial. **Downtown** generate the second largest average revenue per store with **\$283.434**.
- 2

STOCK UP ON TOYS & ART AND CRAFTS

Toy Category is the best selling product category with over **\$5M** generated revenue. This can be attribute to sales of **splash ball**. **Art and crafts** is the second best selling category with over **\$2M** revenue generated.
- 3

OFFER DISCOUNT IN FEB, AUG TO INCREASE REVENUE

August recorded the least revenue generated. Discount and promo can be offered during this month. Total revenue increases in **March** comparing to the previous year by **\$294,030**