D'MART SALES ANALYSIS REPORT

- The dashboard provides a detailed analysis of D' Mart's sales data, summarized across various dimensions. Here's an insight into the key areas:

- **1. Sales by Brand**

- Top-performing Brands:
  - FACES CANADA and PREMIA are the top two brands based on their performance.

Top 2 Brands
FACES CANADA
PREMIA

- Bottom-performing Brands:
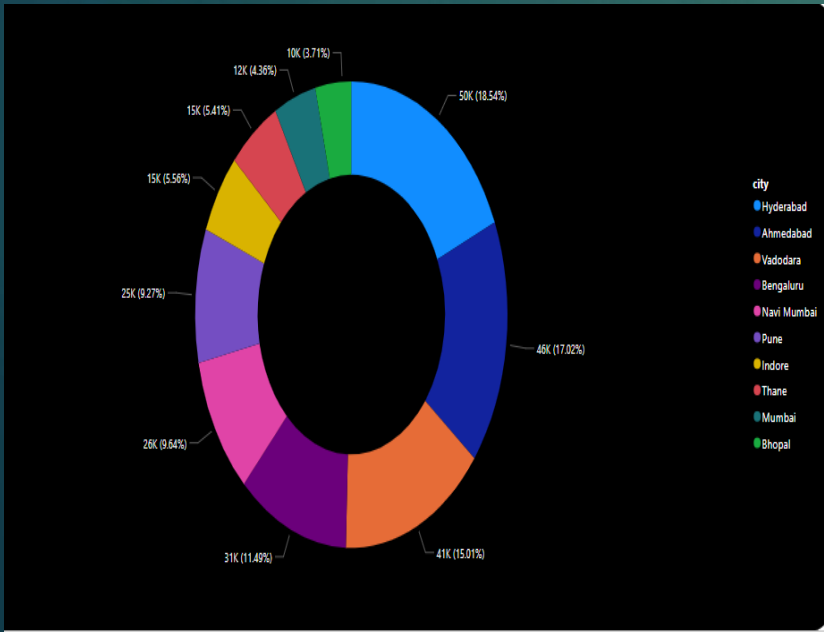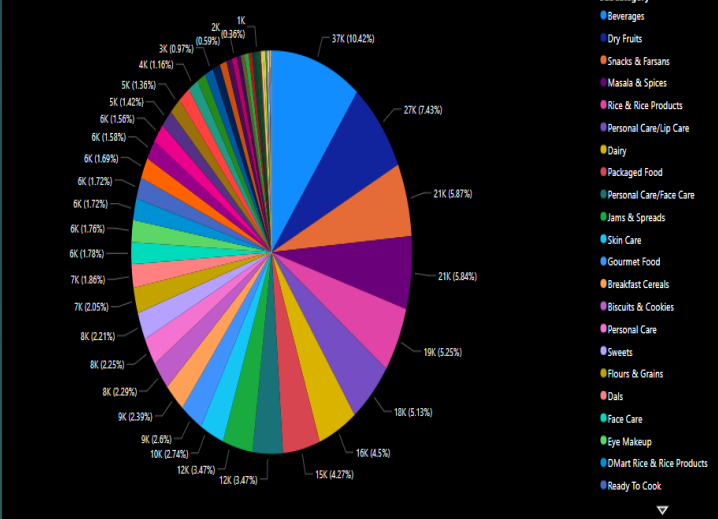 - KOPIKO and STAR LIGHT have the least contribu

Bottom 2 Brands
KOPIKO
STAR LIGHT

2. Sales by Category

• Categories like **Grocery** and **Packaged Foods** dominate the sales quantities.

• A breakdown of the sales shows percentage contributions, such as **26.33%** or **49K (units)**.

3. Sales by City

• **Hyderabad, Ahmedabad, Vadodara, and Bengaluru** are among the cities contributing significantly to the sales volume.

• The visualization ranks cities based on their respective contributions.
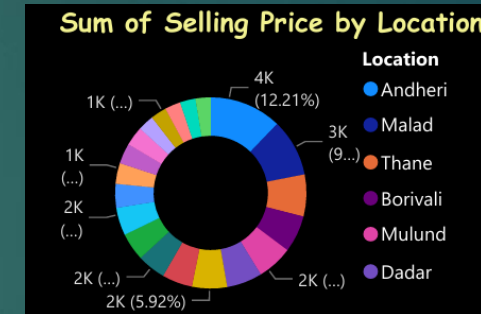
4. Selling Price Analysis

• **By Brand:**

  • Brands like **AMUL**, **DAAWAT**, and **LAKME** show varying selling price totals ranging from **4K to 16K**.
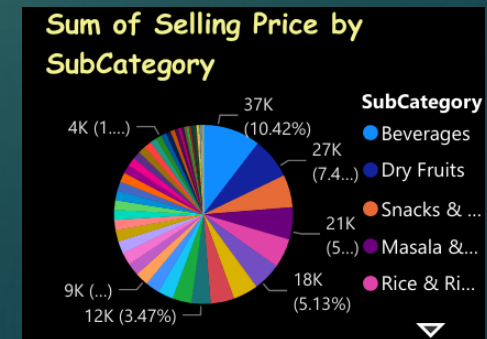

•**By Location:**

  • Locations such as **Andheri, Malad, Thane, and Borivali** are highlighted for their sales.

•**By Sub-Category:**

  • Sub-categories like **Beverages, Dry Fruits, Snacks, and Masala** account for significant portions of the sales.

5. Market Price vs. Actual Price

•The analysis compares market prices for the brands, such as **NUTRAJ (75)**, **INDIA GATE (79)**, and **PREMIA (204)**, providing a cost insight.

Brand	Sum of Market Price
NUTRAJ	7566
INSIGHT	7717
INDIA GATE	7950
DAAWAT	8143
AMUL	9262
LAKME	11102
LOTUS	12676
PREMIA	20463
FACES CANADA	20940
LOCAL	25956
Total	**131775**

6. General Statistics

•Total number of cities analyzed: **20**
•Total number of states: **5**

Total no of States	Total no of Cities
5	20

Observations:

• Cities like **Hyderabad** and brands like **FACES CANADA** drive high sales, indicating target market preferences.

• Lower sales for brands like **KOPIKO** and **STAR LIGHT** suggest areas for strategic improvement or reassessment of product offerings.

• Packaged foods and beverages dominate in terms of sub-category performance, signifying consumer preferences in these categories.