

Sales Analysis





Business Focus: Improve Sales

Questions to consider:

- **What factors influence sales numbers?**
- **How can we utilize that information to improve sales?**

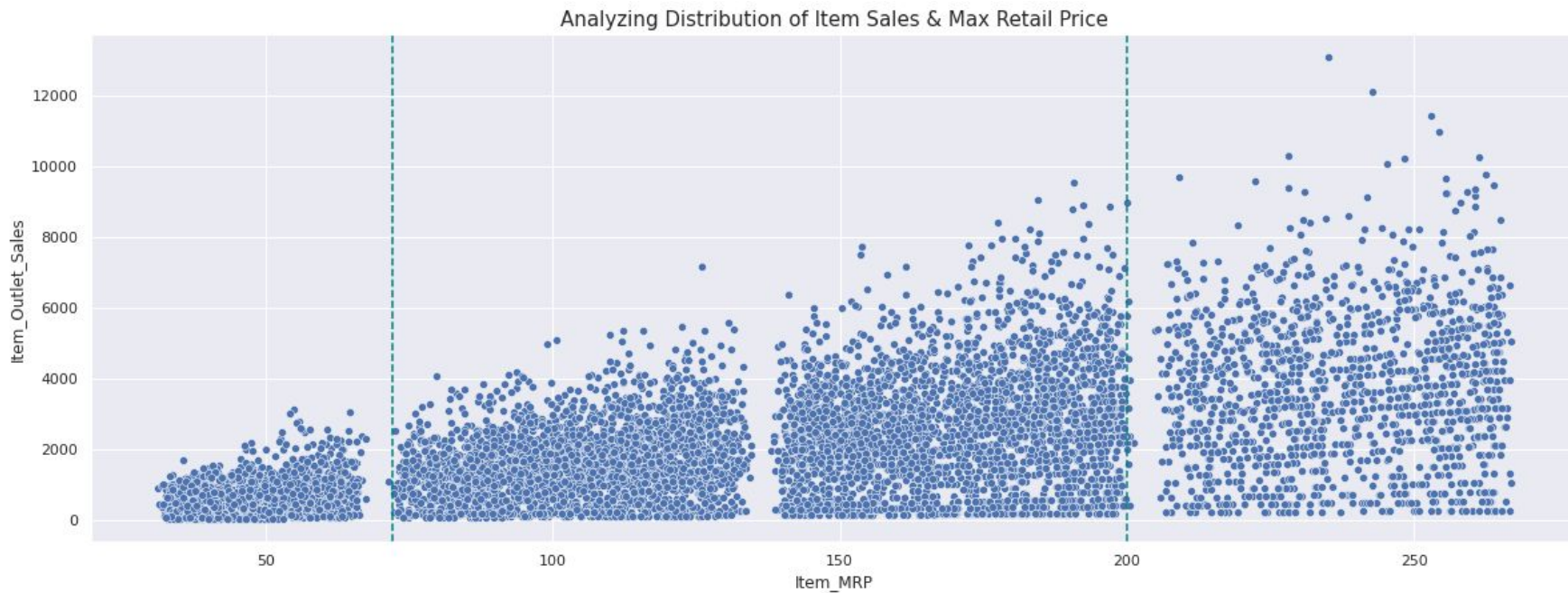
Factor 1: Retail Price

The large majority of items have a max retail price of about \$75 - \$200



Factor 2: Item Sales

Items with a max retail price of about \$75 - \$200 represent a significant portion of total sales



Factor 3: Outlet Type

Supermarket Type 1 represents represents the largest portion of sales in our data





Summary

- The majority of items have a max retail price of about \$75 - \$200
- Items with a max retail price of about \$75 - \$200 represent the largest portion of total sales
- Supermarket Type 1 represents the largest portion of sales in our data



Conclusions

To Improve Sales I recommend:

- Prioritize selling items with a max retail price of \$75-\$200
- Strongly consider Supermarket Type 1 when designing/opening new locations. Or when renovating existing locations.

Thank You

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