

# BIG MART SALES ANALYSIS

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## InfoTech Internship

CognoRise

Authored by: Mahmoud Elmahdy

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**MAHMOUD ELMAHDY**

Discover the hidden insights

# Overview

This dashboard provides a comprehensive analysis of sales data from Big Mart outlets over several years, focusing on total sales, sales performance by product type, outlet characteristics, and item attributes. The visualizations facilitate insights into sales trends, top-performing categories, and the influence of outlet and product features on revenue.



# Key Insights

## 1. Total Sales Summary

- **Overall Sales:** The total sales across all years and outlets amount to 18.59M.
- Sales trends indicate consistent growth with a peak in specific years like 2004.

## 2. Product Performance

- **Top Categories by Sales:**
  - *Fruits and Vegetables:* Highest sales at 2.8M.
  - *Snack Foods:* Second highest at 2.7M.
- **Least Profitable Categories:**
  - *Breakfast:* 0.2M.
  - *Seafood:* 0.1M.

## 3. Outlet Analysis

- **Best-Performing Outlet Types:**
  - Supermarket Type 3 leads with an average sales figure of 9.3K.
- **Outlet Size Performance:**
  - Medium-sized outlets generate the highest average sales at 4.7K, followed by small and high-sized outlets.
- **Outlet Location Types:**
  - Tier 3 locations show the highest average sales at 5.6K, outperforming Tier 1 and Tier 2.

## 4. Item Characteristics

- **Fat Content:**
    - Low-fat items dominate with an average sales figure of 8.7K, compared to regular fat items.
  - **No Relationship Found:**
    - No significant correlation exists between item weight and sales performance.
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## Observations

- **Growth Opportunities:**  
Focus on underperforming categories like *Seafood* and *Breakfast* through targeted promotions or bundling with high-performing items.
  - **Outlet Expansion:**  
Emphasize opening more medium-sized outlets in Tier 3 locations to maximize sales potential.
  - **Product Development:**  
Expand the portfolio of low-fat products to cater to the higher-performing segment.
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## Conclusion

The dashboard effectively highlights performance metrics across various dimensions, enabling data-driven strategies to boost sales and optimize operational efficiency. Recommendations include leveraging insights on outlet size, location, and product preferences to sustain growth and profitability.