



# Report on Grocery Store

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### 1. Introduction :

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This grocery store designed to bring convenience and quality right to you. At Aatre Falam, we understand the importance of fresh, healthy ingredients in your daily life. Our mission is to provide a wide range of high quality groceries, from fresh produce and pantry staples to specialty items, all at competitive prices.

### 2. Purpose :

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To boost revenue and expand customer reach. Utilize advanced data analytic for Strategic insights. Empower teams with actionable intelligence. Drive growth and enhance customer engagement. Revolutionize market presence through data-driven decisions.

### 3. Questions on Data:

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What is the average sales Growth ?

Which category of the product mostly buy ?

What is customer return rate ?

Are there any specific month where we see increase or decrease in customer purchase ?

#### 4. KPIS:

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- **Average Order Value:** It refers to the average amount of money each customer spends per transaction. It's calculated by dividing total revenue by the number of orders over a specific period.
- **Sales Growth:** It refers to the increase in sales revenue over a specific period, usually expressed as a percentage.
- **Number customer increase by Month:** It refers to the growth in the number of unique customers who engage with or purchase from a business over each month.
- **Repeat Purchase Rate:** It measures the percentage of customers who make more than one purchase from a business within a specific time frame.
- **Net promoter Score:** It measure of customer loyalty and satisfaction.

#### 5. Data Model:

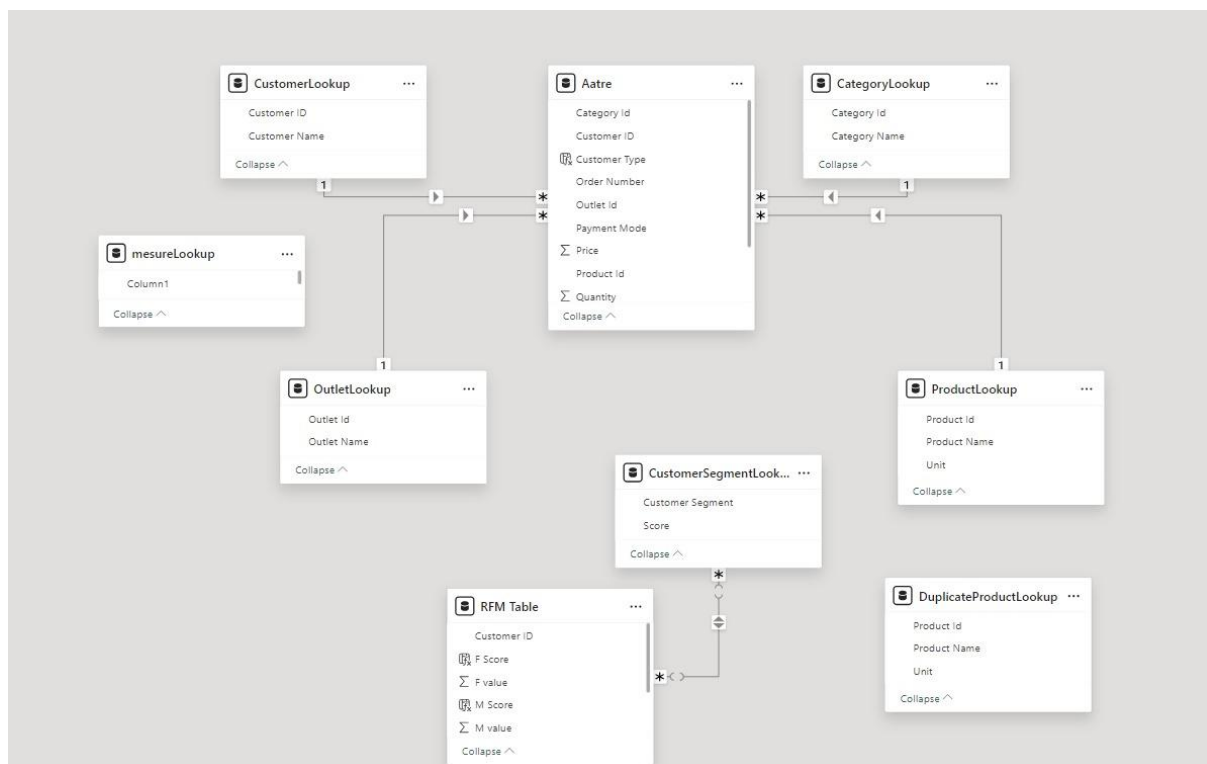
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What is Data Model?

It defining how data is organized, related, and stored in a database system. It serves as a foundation for database design, ensuring data consistency, integrity, and efficient retrieval.

### Key components of a data model:

- **Entities:** These are the basic building blocks representing objects or concepts in the real world, such as customers, products, orders, etc.
- **Attributes:** These are the properties or characteristics of entities, like customer name, product price, order date, etc.
- **Relationships:** These define how entities are connected to each other. For example, a customer can place multiple orders, or a product can be part of many orders.
- **Constraints:** These are rules that enforce data integrity and consistency, such as ensuring that a customer ID is unique or that a product price is positive.



## 6. Result :

### Sales Growth



This dashboard shows the sales growth of Aatre Falam grocery store . Which has five KPIS which helps to measure sales growth .



This KPIS indicates sales revenue of Aatre Falam which based on product sales .To calculate Sales Revenue

Total sales Revenue = Number of Units Sold × Price per Unit



This KPIS refers to the average number of items purchased in a single transaction by customers.

Average Basket Size= 
$$\frac{\text{Total Number of Transactions}}{\text{Total Number of Items Sold}}$$

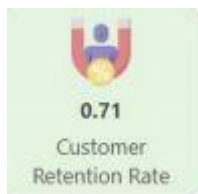


This KPIS measures the average amount spent by customers per order over a specific period.

$$\text{AOV} = \frac{\text{Total Number of Orders}}{\text{Total Revenue}}$$



This KPI refers to the complete number of individual sales made within a specific period.

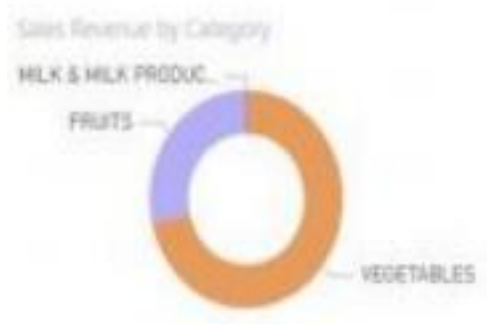


This KPI measures the percentage of customers who continue to do business with a company over a specific period.

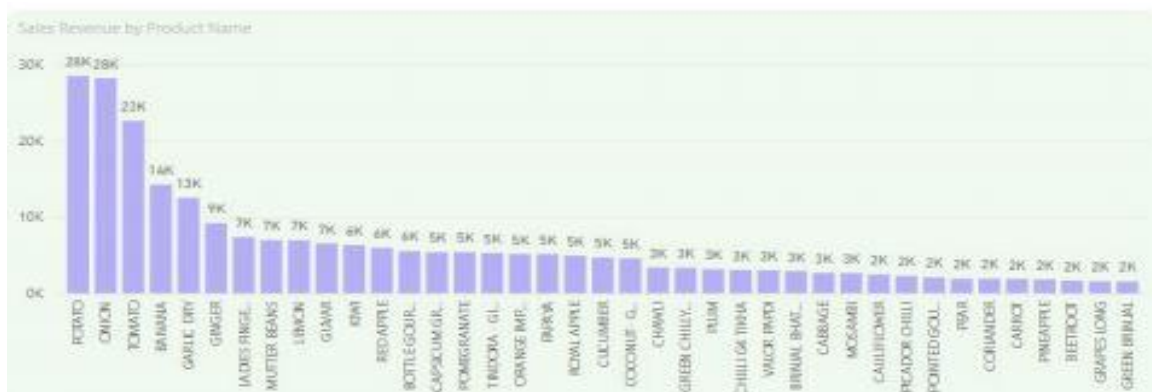
$$\text{Retention Rate} = \left[ \frac{\text{Customers at End} - \text{New Customers Acquired}}{\text{Customer at start}} \right] \times 100$$



This bar graph shows that more than 75 % covers returning customer and the another 15% for new customer . Which shows the customer like to buy product form the Aatre Falam.



This Donut graph shows the sales revenue by category which indicates that the customer like to buy vegetables more than fruits and milk



This bar graph shows the sales revenue by product name which indicates that which product sell more in the store and which product sell less in the store .

This graph shows that Potato and Onion sell more than other products .

## Customer Segmentation



This Dashboard shows customer loyalty for the store. It visually represents different customer groups based on their behaviour and potential value to the business.

**Promising:** These customers are new and have shown early signs of engagement. They're considered potential high-value customers.

**Cannot Lose Them But Losing:** This group has been with the company for a while but is showing signs of disengagement. They need to be retained to prevent them from becoming lost customers.

**Hibernating Customers:** These customers are inactive but still have the potential to be reactivated.

**New Customers:** These are recent customers who haven't been categorized yet.

**At Risk:** This group is showing signs of churn and needs immediate attention to prevent them from leaving.

**Potential Loyalists:** These customers have been with the company for a while and are showing signs of loyalty.

**Loyal:** These customers are highly engaged and have a strong relationship with the company.

**Lost Customers:** These customers have churned and are no longer active.



**Need Attention:** This group requires immediate attention to address their needs and prevent churn.

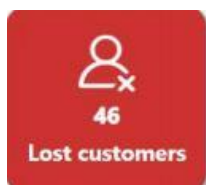
**Champions:** These customers are highly satisfied and promote the company to others.



This Visual shows that the company or organization represented by the image has a total of 1,000 customers.



This Visual indicates that the company or organization represented by the image has recently acquired 195 new customers.

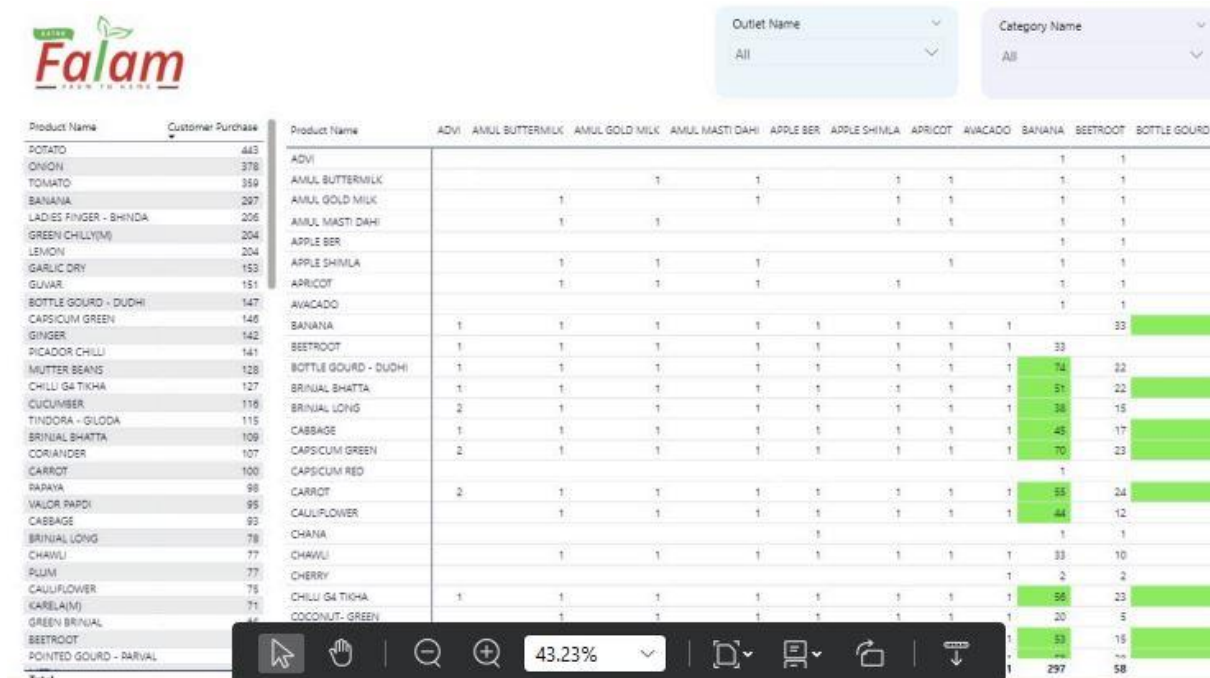


This Visual indicates that the company or organization represented by the image has lost 46 customers, possibly due to churn or other reasons.



This Visual indicates that the company or organization represented by the image has 195 customers who are at risk of churning or leaving.

## Market Basket Analysis Dashboard



This dashboard made based on previous purchase sales. This analysis is based on which multiple products were sold together from multiple customer and data is gather from purchase data. The dashboard shows that Brinjal Long and Banana sold together so that it can be store together in one shelf so it can be easily find the customer this analysis known as Market Basket Analysis.

- **Product Name:** Lists the names of different products.
- **Customer Purchase:** Indicates the number of times each product was purchased.
- **Product Name:** A second column for product names, possibly for categorization or grouping.
- **ADVI, AMUL, BUTTERMILK, AMUL GOLD MILK, AMUL MASTI DAHI, APPLE BER, APPLE SHIMLA, APRICOT, AVACADO, BANANA, BEETROOT, BOTTLE GOURD:** These are likely product categories or brands.

### Rows:

- Each row represents a different product or product category.

### Other Elements:

- **Outlet Name:** A drop down menu that might allow you to filter data by outlet.
- **Category Name:** A drop down menu that might allow you to filter data by category.
- **43.23%:** This number is likely a percentage, possibly indicating the percentage of total sales or purchases represented by the data shown in the table.

## 7. Conclusion :

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The based on data of Aatre Falam it analyse the purchase sales based on that they calculate sales revenue and they focus on the customer based on customer retention rate and it use market basket analysis which use to improve their sales and it is easy for customer to purchase the products.