



Fathalla Market Sales Analysis Report

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Key Performance Indicators

- Total Quantity Sold: 64,900,860
- Total Sales: 2,252,780,049
- Avg Sales per Item: 5,487.68
- Total Items: 20,718
- Departments: 33
- Branches: 52
- **Insight** : Total sales exceed 2.25B, with ~20K customers and ~20K products





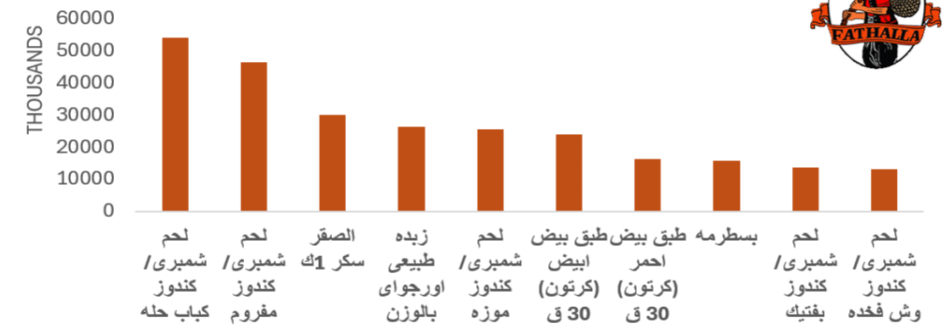
Fathalla Market

1 Top 10 products drive most of sales

- لحم كندوز / كباب الحله
- لحم كندوز مفروم

✓ These products represent the core of customer demand and should remain priority in stock and Promotions

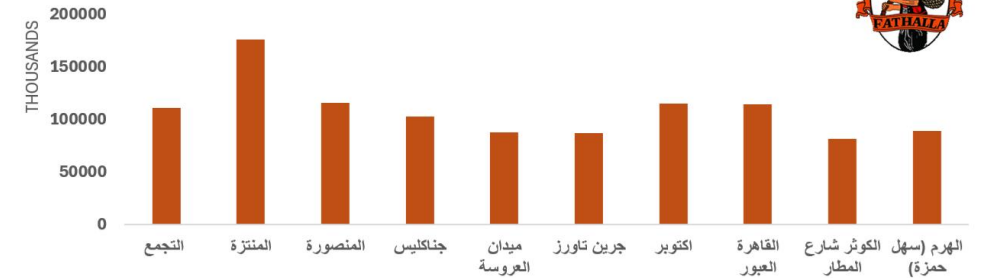
Top 10 Products by Sales



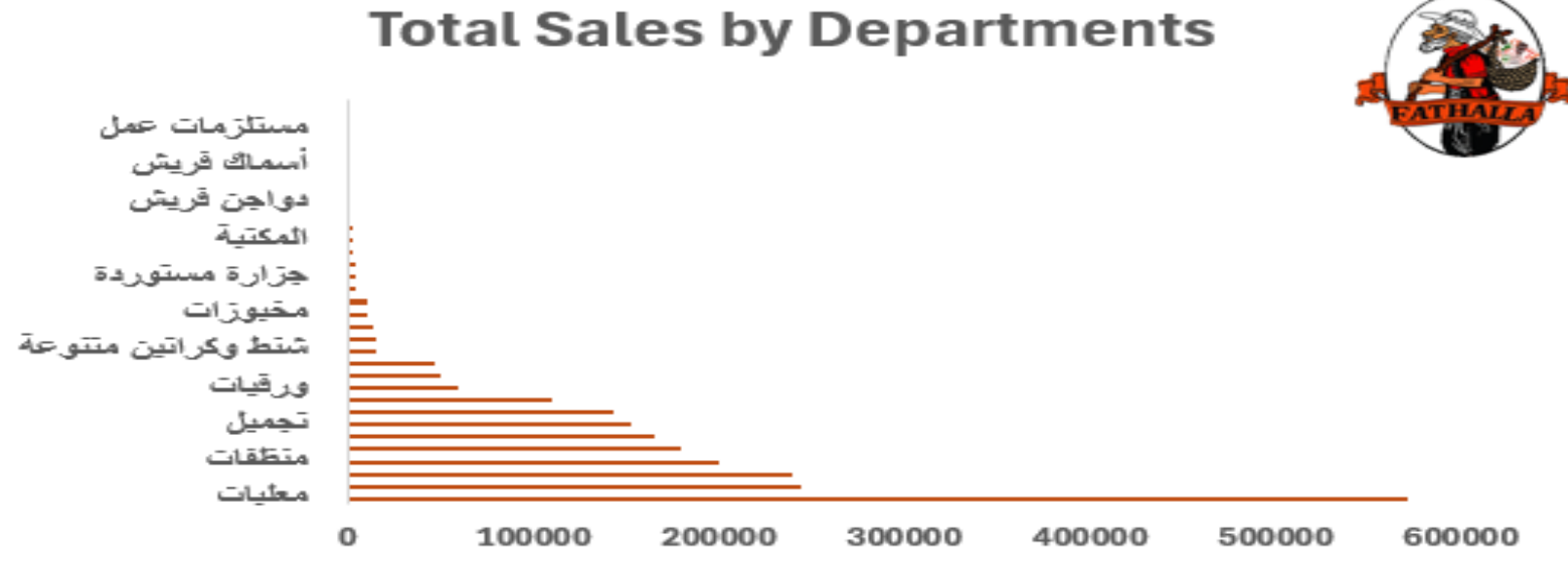
2 المنصوره branch leads sales, followed by المنتزه

➤ These two branches outperform the rest and act as the main sales hubs

Top 10 Branches by Sales



Fathalla Market



- Sales are led by Four key department
 1. معلبات
 2. منظفات
 3. تجميل
 4. ورقيات
- Core departments dominate total sales, reflecting strong demand in essential product categories
- Key departments capture the largest share of sales, highlighting their critical role in overall performance

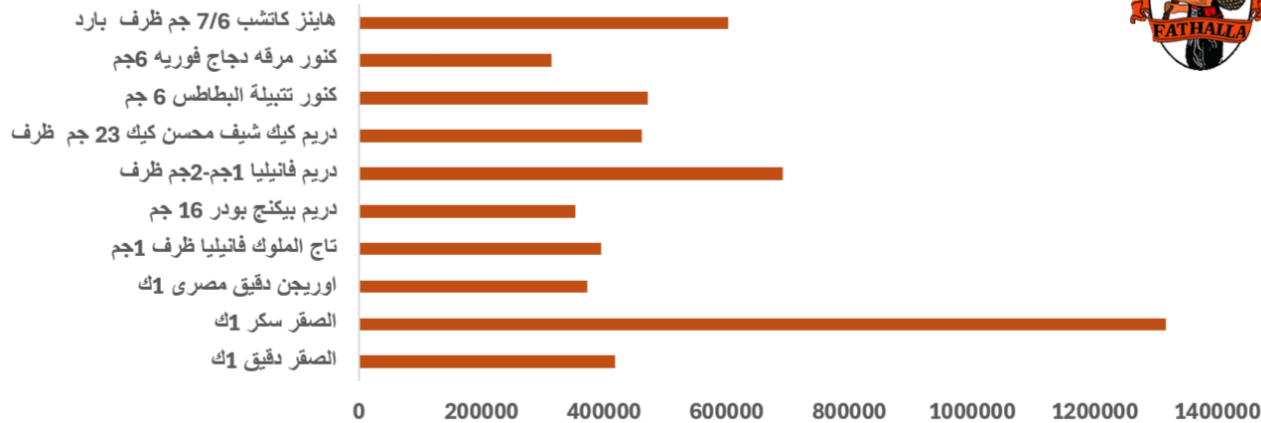


Fathallah Market

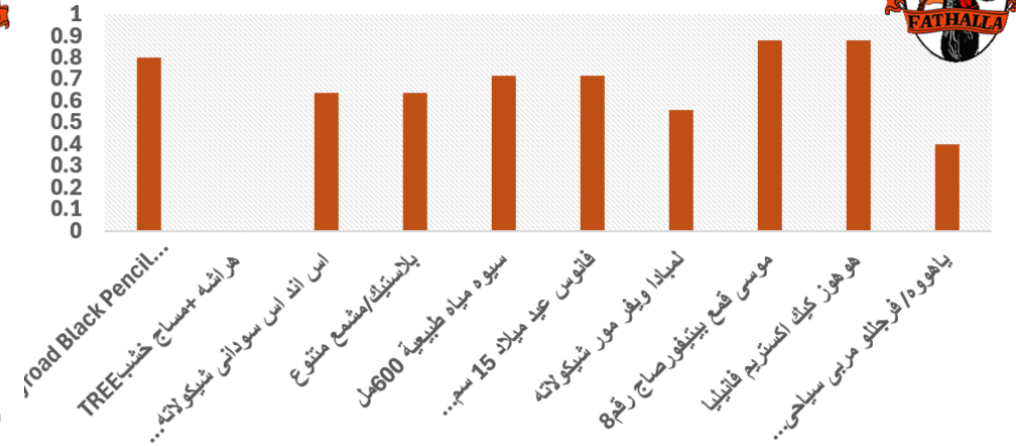
➤ A SMALL GROUP OF PRODUCTS DOMINATES SALES, SHOWING CLEAR MARKET LEADERS.

➤ THESE ITEMS CONTRIBUTE MINIMALLY, INDICATING VERY LIMITED DEMAND.

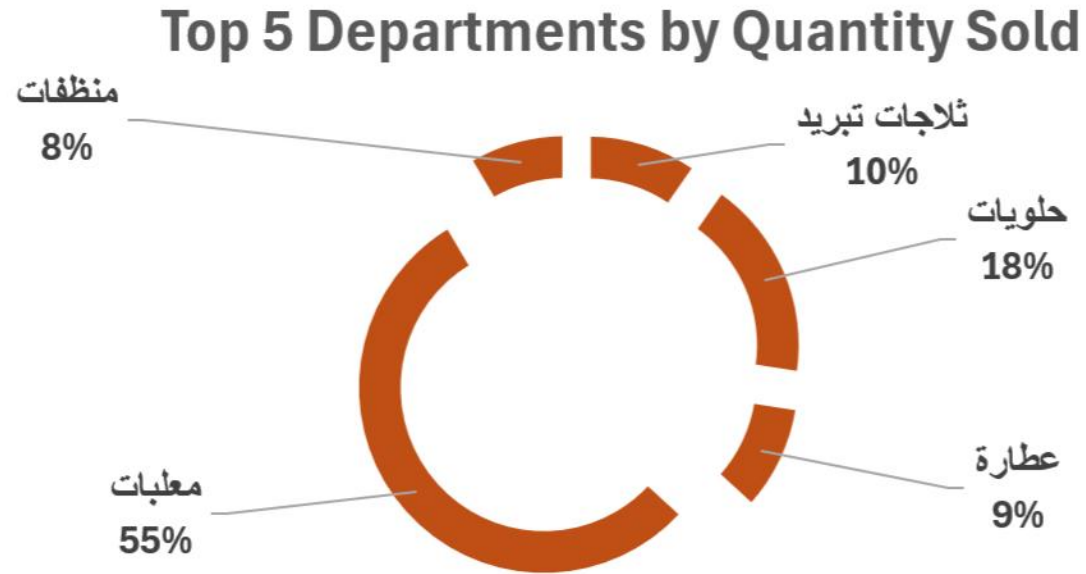
Top 10 Products by Quantity



Lowest 10 Selling Products by Sales



Department Quantity Analysis



- The majority of sold quantities come from only five departments
- The Top 5 Departments Account for the Majority of Quantities Sold, Showing their Critical Role in Overall

Key insights

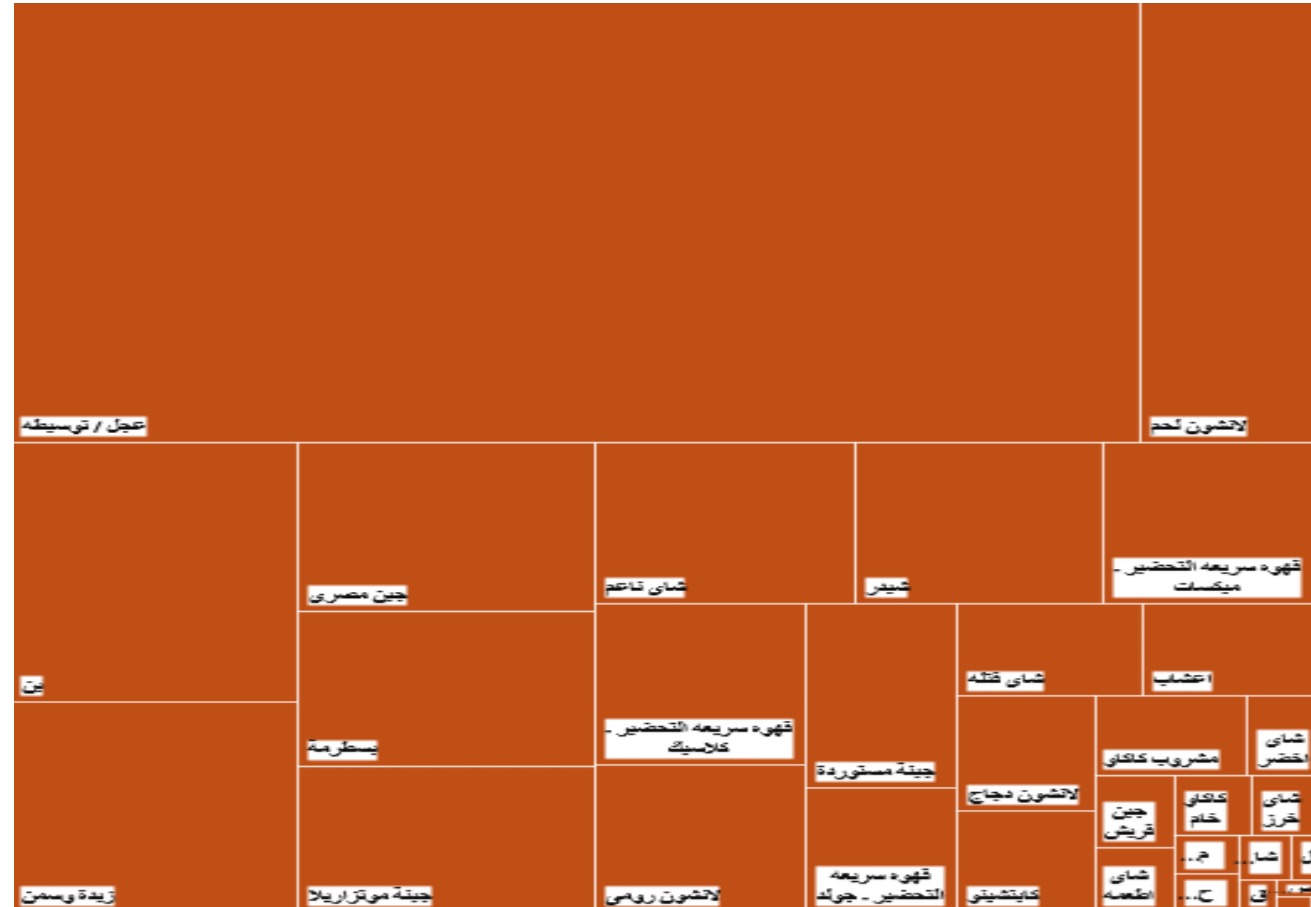
- They Should be the Key focus for growth and inventory planning
- Focusing on these departments ensures stability, while growth opportunities may lie in the smaller



Best-Selling Categories & Subcategories

Key insights

- The treemap shows that a few categories dominate sales, while most subcategories contribute only a Small Share
- Branch performance is highly uneven, with a few locations driving most of the sales
- Product sales are concentrated, suggesting the need to diversify demand across more items
- Focusing on leading categories can maximize growth, while smaller ones may need strategies to boost demand



Recommendations

- Focus on leading branches (El Montazah and El Mansoura) to maintain growth.
- Ensure stock and promotions prioritize top-selling products.
- Support smaller departments/categories with targeted strategies.
- Diversify sales by boosting demand across low-performing products.
- Leverage seasonal trends to maximize peak-period sales.

