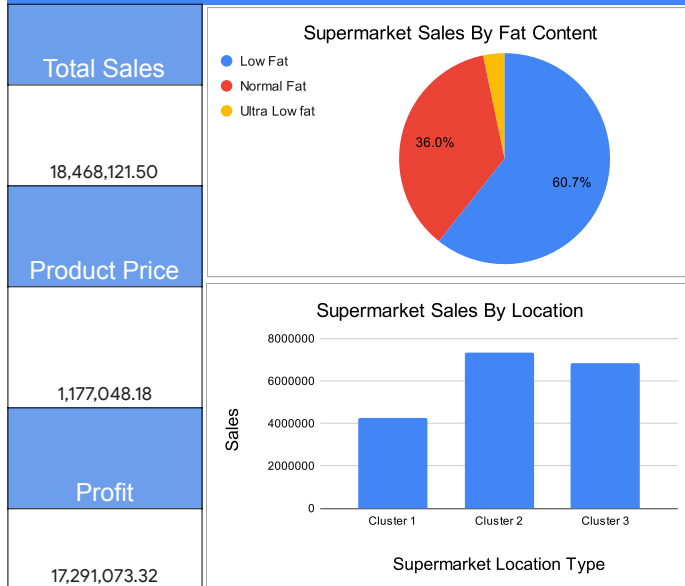


SUPERMARKET SALES ANALYSIS



Product Review: Low fat products make up 60% of the Supermarket sales with the top 3 product type being Fruits and Veg, Snacks and Household Items

Sales by Year: There was a large dip in sales in the year 2005. There will be need to drill further to understand the reason for the dip.

Sales is largely affected by the size and type of the supermarket, where we see Medium size supermarket bringing the highest sales and Supermarket type 1 also bring the largest volume of sales. The location of the supermarket also affects sales a little and based on these, promotions can be run for the medium size markets, supermarket type 1 and cluster 2. We can also drill further to know the reasons for low sales in other location.

