

GROCERY CASE-STUDY

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PURPOSE OF STUDY:

Analyzing sub-categories and their relationship with sales and discounts

STUDY'S TOOLS:

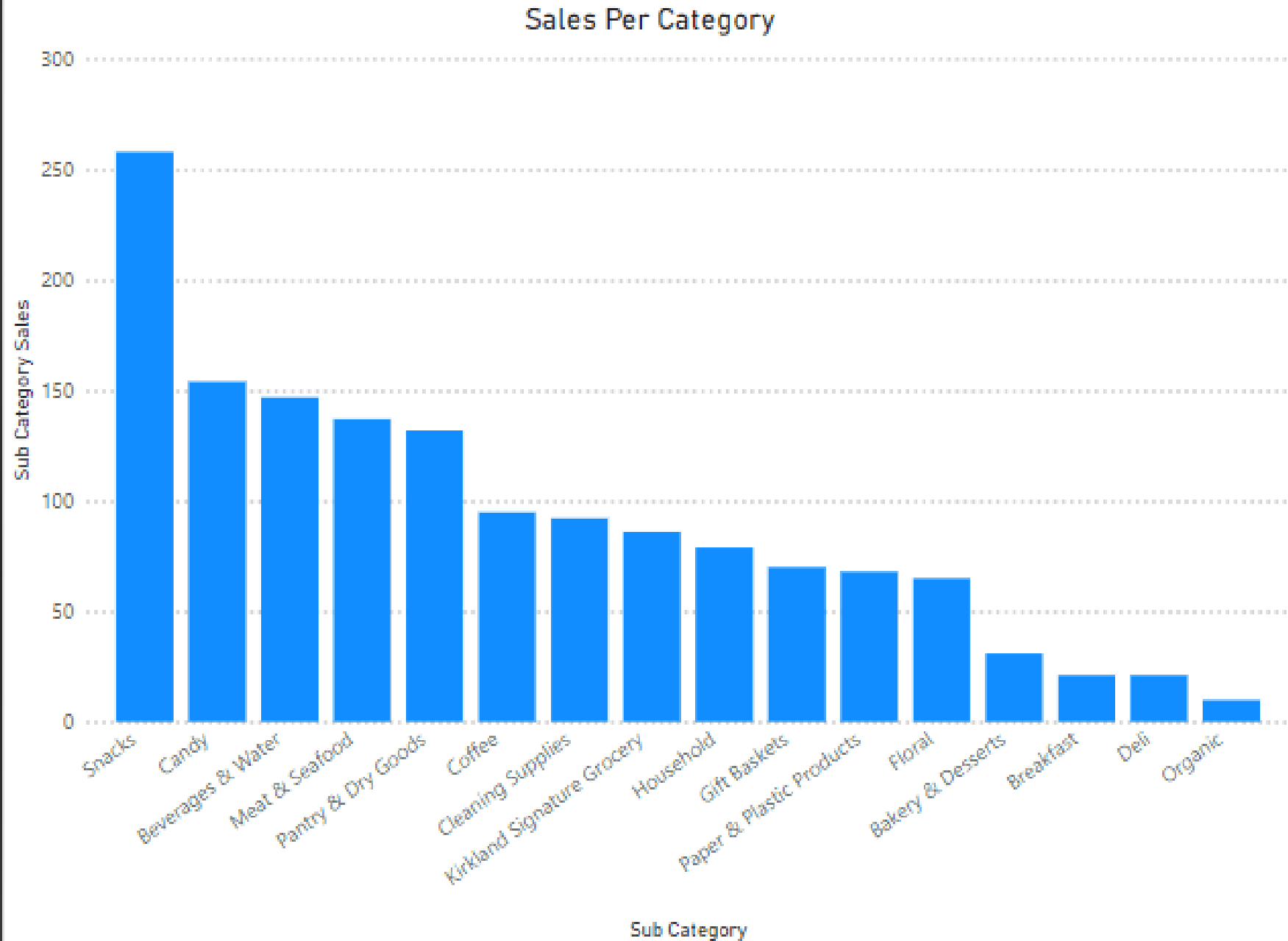
Power BI

DATA SUMMARY

- Our data comes from Coscto's online market.
- Our data contains only 4 fields related to our study, and they are respectively:
 1. Sub-category (Snacks, Meat & Seafood, Beverages, Candy etc)
 2. Discount (Ranges between 0-80% OFF)
 3. Price (Ranges between \$3.99 for the cheapest product and \$1999.9 for the most expensive product)
 4. Net price (after the discount)

SALES PER CATEGORY

This photo depicts that Snacks category has sold more than all the other categories, while the Organic category has sold the fewest.



Q1:
DOES THAT MEAN THE
SNACKS CATEGORY
REACHED THE HIGHEST
REVENUE ?

DO MORE SALES MEAN HIGHER REVENUE?

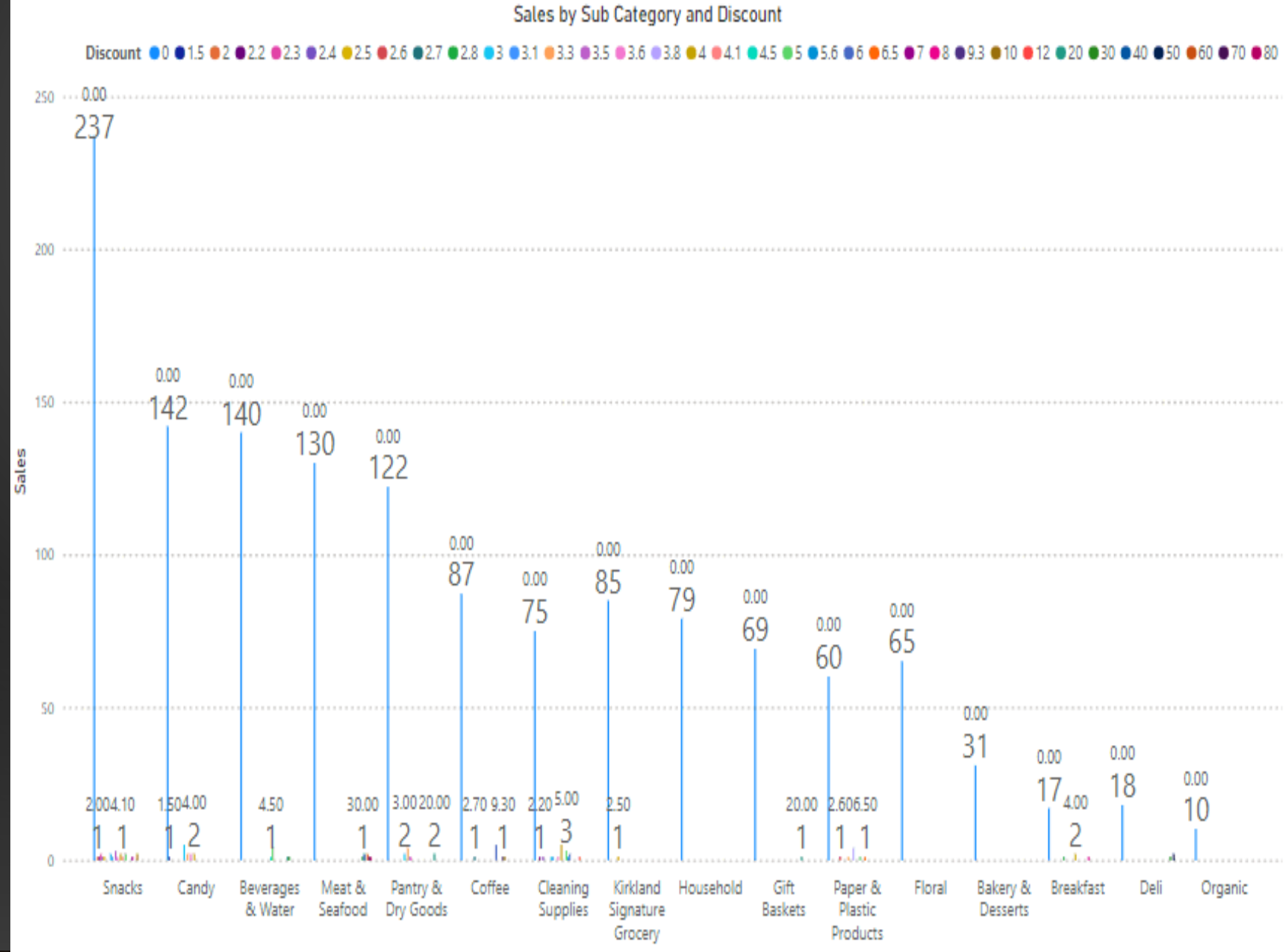
As shown in the image,
Meat & Seafood
reached out the highest
revenue, even though it
sold nearly 50% of what
Snacks category has
sold!

Sub Category	Net Profits	Sales	Total Discounts	Count of Discount
Meat & Seafood	31,448.61	137	380.00	6
Deli	7,654.79	21	130.00	3
Beverages & Water	5,337.63	147	74.50	5
Snacks	5,336.32	258	86.00	15
Floral	4,338.35	65	0.00	1
Gift Baskets	4,278.30	70	20.00	2
Pantry & Dry Goods	4,265.78	132	66.30	6
Candy	3,822.36	154	38.30	6
Coffee	3,071.65	95	52.00	5
Cleaning Supplies	2,706.68	92	78.90	11
Kirkland Signature Grocery	2,646.14	86	2.50	2
Bakery & Desserts	2,535.69	31	0.00	1
Household	2,259.21	79	0.00	1
Paper & Plastic Products	1,785.82	68	32.60	6
Breakfast	260.59	21	18.80	4
Organic	216.90	10	0.00	1
Total	81,964.82	1466	979.90	35

Q2:
DO MORE OFFERS AND
DISCOUNTS MEAN MORE
SALES?

DO MORE OFFERS AND DISCOUNTS MEAN MORE SALES?

Despite the many offers and discounts, people tend to buy products that do not have discounts.
(As its shown in the image)



WHAT ARE THE REASONS BEHIND THAT?

Some reasons include:

- Poor marketing, as people may not know that there are discounts.
- Discounts on items that people not interested in purchasing

RECOMMENDATIONS

- Good marketing, where people notice the amount of discount.
- Focusing on products that are usually considered expensive, and on brands.(people feel good when they notice a discount on expensive products)
- Focusing on products that people are interested in purchasing.

END OF OUR STUDY,
HOPE YOU ENJOY IT!

for any question, please email me at:
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