

TRANSACTIONS REVIEW



Graph interpretation

Carrefour shows a steady rise to 200M over time, while Géant remains flat at ~50M, with the performance gap widening significantly. Both trends are stable, but the divergence highlights a clear imbalance in market impact.

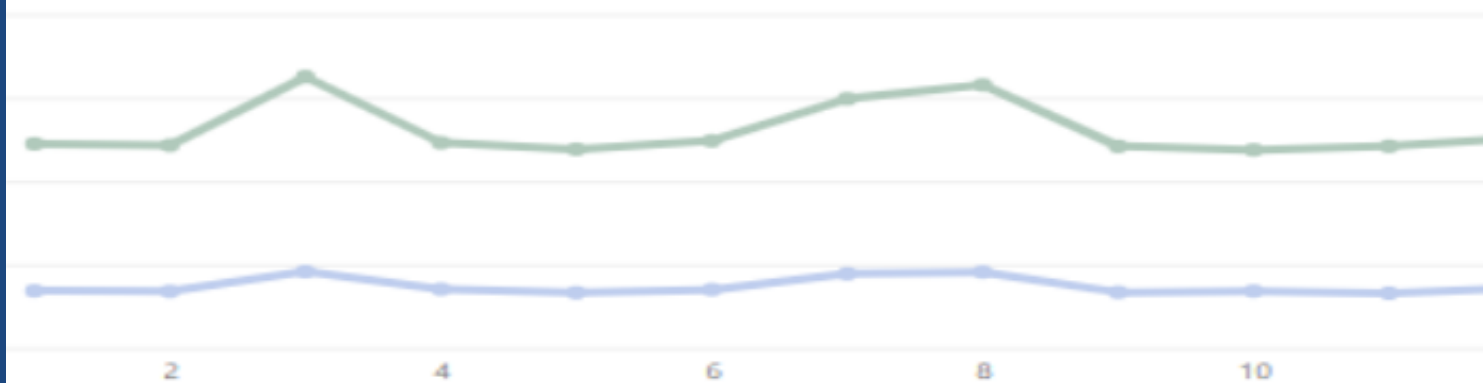


Action to take

Investigate Géant's stagnation (e.g., marketing, logistics) and adopt Carrefour's successful strategies. Implement targeted campaigns to revitalize Géant's sales and monitor progress to balance performance while maintaining Carrefour's growth.

Evolution du montant total d'achat par source par rapport au temps

● carrefour ● geant





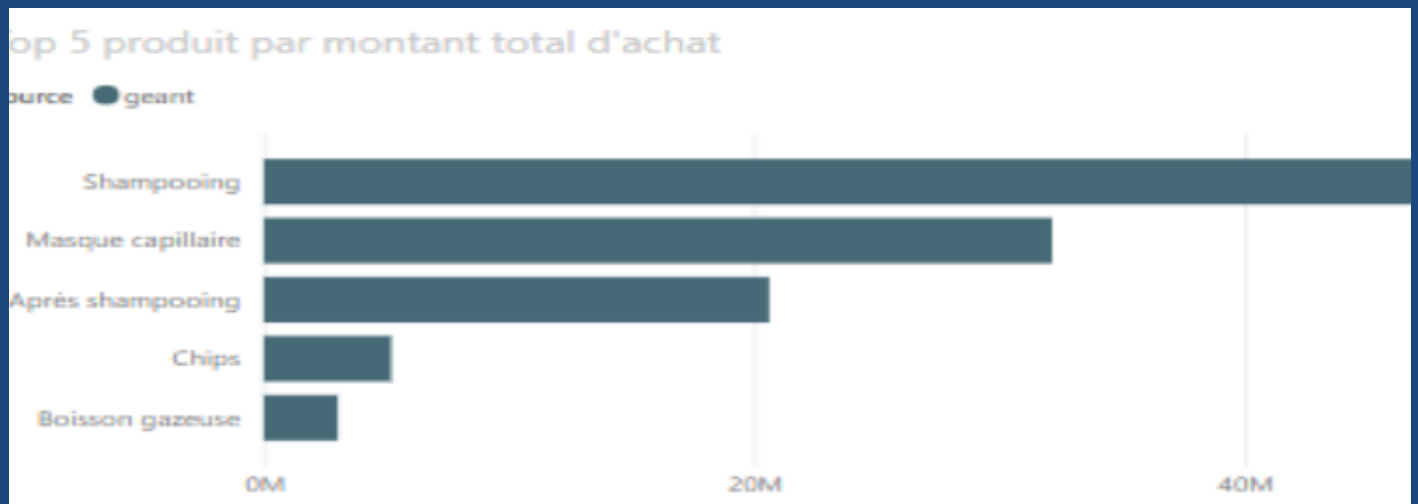
Graph interpretation

The graph ranks Géant's top 5 products by total purchase amount. Haircare products (shampoo, hair mask, conditioner) and snacks (chips, carbonated drinks) dominate, with carbonated drinks likely leading at ~40M. Lower-tier products (e.g., shampoo) lag behind, indicating uneven performance across categories.



Action to take

Focus on scaling promotions for top-performing snacks (e.g., carbonated drinks, chips) to drive revenue, while revitalizing underperforming haircare products through targeted marketing or bundled deals. Investigate pricing or competition issues causing lagging categories and adjust strategies.





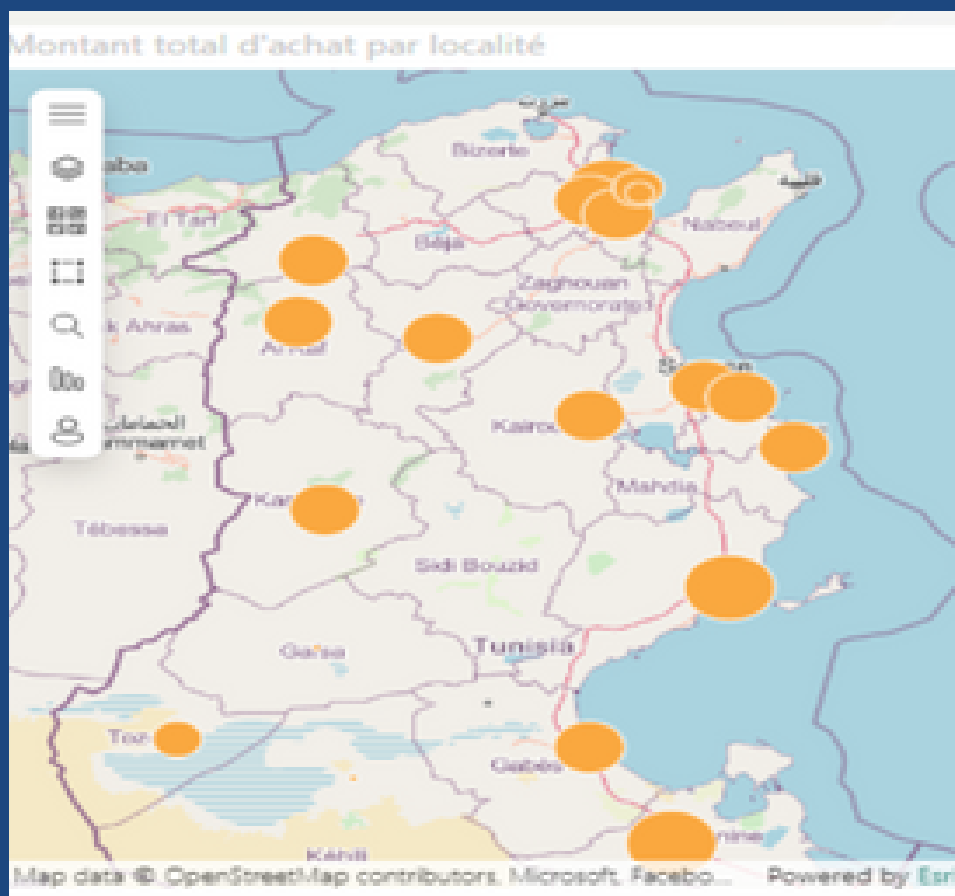
Graph interpretation

The graph visualizes total purchase amounts across localities, with key areas like Tunisia, Bizerte, and Sidi Bouzid recurring in both lists, suggesting these are high-priority regions. Smaller localities (e.g., Aba, Kahras, Gafag) show dispersed activity. The use of map data (OpenStreetMap, Esri) implies geographic insights are central to understanding purchase distribution



Action to take

Prioritize marketing and stock allocation in high-performing regions (e.g., Tunisia, Bizerte) while investigating lower activity in smaller localities (e.g., Aba, Kahali) using geographic tools like Esri to optimize logistics. Launch region-specific campaigns in areas like Sidi Bouzid to align with local preferences, balancing focus on core markets with targeted outreach to underperforming zones.





Graph interpretation

The data reveals stable total purchase amounts (2.01B, 0.00% variation) and a purchased quantity of 144.65K (no variation data). Géant dominates revenue share (77.91%), vastly outperforming Carrefour (22.09%), highlighting a significant market imbalance. Despite stable spending, stagnant quantity growth and Carrefour's low share suggest untapped potential or inefficiencies in volume-driven strategies.



Action to take

Strengthen Géant's dominance through loyalty programs or exclusive offers while addressing Carrefour's underperformance via localized promotions, pricing adjustments, or enhanced visibility. Investigate stagnant quantity metrics to identify supply-demand mismatches or data gaps, and incentivize bulk purchases to boost volume. Balance efforts to elevate Carrefour's market presence without compromising Géant's leadership.

