

Requirement Gathering / Business Requirements: MaxMart Express Dashboard

Objective:

To conduct a comprehensive analysis of MaxMart sales performance, customer satisfaction, and inventory distribution to identify key insights and opportunities for optimization using various KPIs and visualization in Power BI.

KPIs Requirements:

- Total Sales: The overall revenue generated from all items sold.
- Average Sales: The average revenue per sales.
- Number of Items: The total amount of different items sold.
- Average Rating: The average customer rating for items sold.

Charts Requirement:

- Total Sales by Fat Content:
 - i. Objective: Analyze the impact of fat content on total sales.
 - ii. KPI metric: Assess how other KPIs (Average Sales, Number of Items, Average Rating) vary with fat content.
- Total Sales by Item Type:
 - i. Objective: Identify the performance of different item types in terms of total sales.
 - ii. KPI metric: Assess how the other KPIs (Average Sales, Number of Items, Average Rating) vary with item type.
- Fat Content by Outlet for Total Sales:
 - i. Objective: Compare total sales across different outlets segmented by fat content.
 - ii. KPI metric: Asses how other KPIs (Average Sales, Number of Items, Average Rating) vary with fat content.
- Total Sales by Outlet Establishment:
 - i. Objective: Evaluate how the age or type of outlet establishment influences total sales.
- Sales by Outlet Size:
 - i. Objective: Analyze the correlation between outlet size and total sales.
- Sales by Outlet Location:
 - i. Objective: Assess the geographic distribution of sales across different locations.
- All Metrics by Outlet Type:
 - i. Objective: Provide a comprehensive view of all key metrics (Total Sales, Average Sales, Number of Items, Average Rating) broken down by different outlet types.

Data Needed

The dataset to produce the information we need should include the following fields;

- i. Item Fat Content
- ii. Item Type
- iii. Outlet Establishment Year
- iv. Outlet Location Type
- v. Outlet Size
- vi. Outlet Type
- vii. Sales
- viii. Rating

Discovery

I noticed that;

- Sales and Revenue
 - i. Supermarket Type1 outlets dominate sales with £788K, including strong performance.
 - ii. Tier 3 locations contribute the highest revenue, making up 71.3% of total sales.
 - iii. Sales peaked in 2018 (£205K) and have since declined – possible signs of operational or external market shifts.
- Inventory & Product Performance
 - i. High revenue is driven by Fruits & Vegetables and Snack Foods (£0.18M each).
 - ii. Low performing items like Seafood, Breakfast, and Starchy Foods contribute less than £0.02M – potential overstocking risk.
- Outlet Performance
 - i. High size outlets generate the most sales (£507.9K) showing scalability.
 - ii. Small outlets underperform, generating £248.99K, needing deeper evaluation.
- Customer Satisfaction
 - i. Average rating is 3.9, with all outlet types consistently rated 4.0, suggesting uniform service but opportunities to push higher.

Recommendations

- Sales and Expansion
 - i. Focus expansion and promotions on Tier 3 regions and Supermarket Type1 outlets.
 - ii. Investigate the sales drop post 2018 to uncover operational or market challenges.
- Inventory Optimization
 - i. Reduce investment in underperforming product categories (e.g., Seafood).
 - ii. Reallocate shelf space to top-selling categories like Fruits & Snacks.
- Customer Satisfaction
 - i. Collect qualitative customer feedback to improve the rating from 3.9 to 4.5+.
 - ii. Introduce loyalty programs and feedback incentives at top outlets to retain and grow the customer base.

- Outlet Review
 - i. Audit small outlets for efficiency and relevance – consider consolidating or upgrading to medium-size format where feasible.

Action Plan

Area	Action Item	Owner	Timeline
Sales	Deep-dive into sales trend post-2018	Sales Analyst	2 Weeks
Inventory	Phase out low-selling SKUs and restock top performers	Inventory Manager	1 Month
Customer Experience	Launch customer satisfaction survey and analyze results	CX Team	3 Weeks
Outlet Strategy	Evaluate underperforming small outlets for upgrade or closure	Operations Lead	1 Month
Marketing	Launch geo-targeted campaigns in Tier 3 areas	Marketing Team	2 Weeks