**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:

1. Objective: Analyze the impact of fat content on total sales.
2. KPI metric: Assess how other KPIs (Average Sales, Number of Items, Average Rating) vary with fat content.

* Total Sales by Item Type:

1. Objective: Identify the performance of different item types in terms of total sales.
2. 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:

1. Objective: Compare total sales across different outlets segmented by fat content.
2. KPI metric: Asses how other KPIs (Average Sales, Number of Items, Average Rating) vary with fat content.

* Total Sales by Outlet Establishment:

1. Objective: Evaluate how the age or type of outlet establishment influences total sales.

* Sales by Outlet Size:

1. Objective: Analyze the correlation between outlet size and total sales.

* Sales by Outlet Location:

1. Objective: Assess the geographic distribution of sales across different locations.

* All Metrics by Outlet Type:

1. 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;

1. Item Fat Content
2. Item Type
3. Outlet Establishment Year
4. Outlet Location Type
5. Outlet Size
6. Outlet Type
7. Sales
8. Rating

**Discovery**

I noticed that;

* Sales and Revenue

1. Supermarket Type1 outlets dominate sales with £788K, including strong performance.
2. Tier 3 locations contribute the highest revenue, making up 71.3% of total sales.
3. Sales peaked in 2018 (£205K) and have since declined – possible signs of operational or external market shifts.

* Inventory & Product Performance

1. High revenue is driven by Fruits & Vegetables and Snack Foods (£0.18M each).
2. Low performing items like Seafood, Breakfast, and Starchy Foods contribute less than £0.02M – potential overstocking risk.

* Outlet Performance

1. High size outlets generate the most sales (£507.9K) showing scalability.
2. Small outlets underperform, generating £248.99K, needing deeper evaluation.

* Customer Satisfaction

1. 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

1. Focus expansion and promotions on Tier 3 regions and Supermarket Type1 outlets.
2. Investigate the sales drop post 2018 to uncover operational or market challenges.

* Inventory Optimization

1. Reduce investment in underperforming product categories (e.g., Seafood).
2. Reallocate shelf space to top-selling categories like Fruits & Snacks.

* Customer Satisfaction

1. Collect qualitative customer feedback to improve the rating from 3.9 to 4.5+.
2. Introduce loyalty programs and feedback incentives at top outlets to retain and grow the customer base.

* Outlet Review

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

**Action Plan**

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| --- | --- | --- | --- |
| **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 Weks |