

Customer Acquisition Analysis

food_type

All

occupation

All

promotion_name

All

media_type

All

brand_name

All

99.26

Avg Acquisition Cost

2.62

Avg Store Cost

6.54

Avg Store Sales

3.09

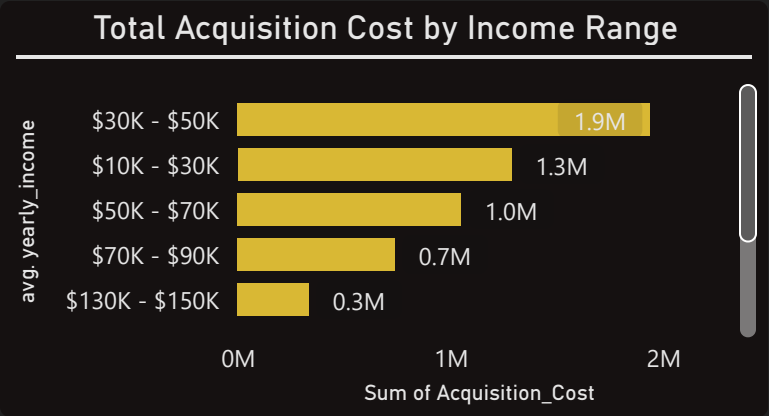
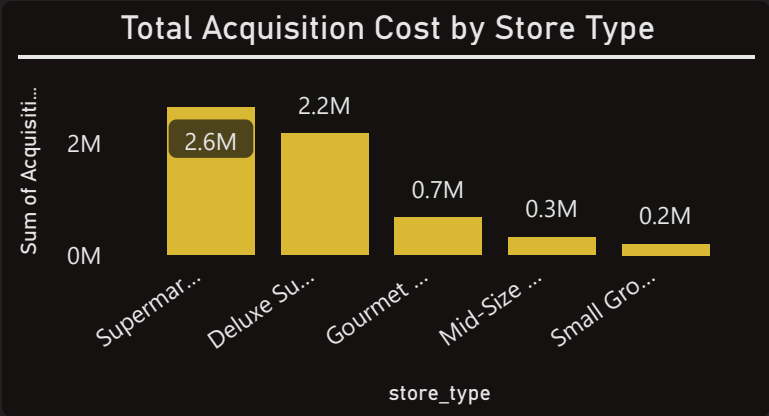
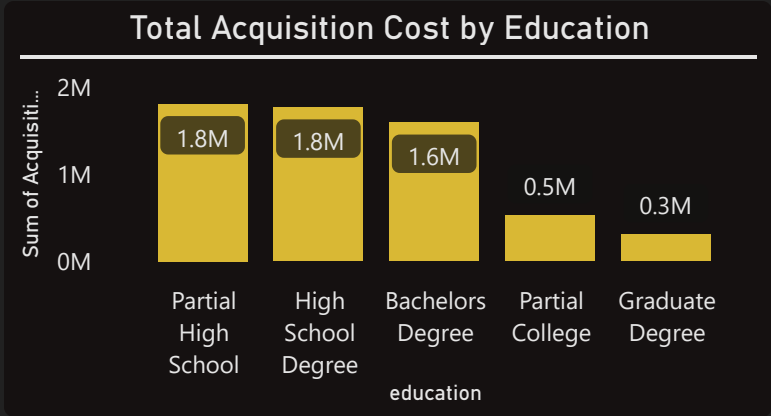
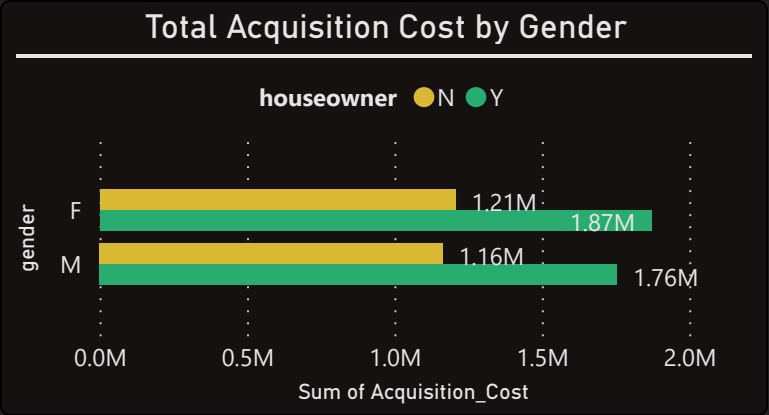
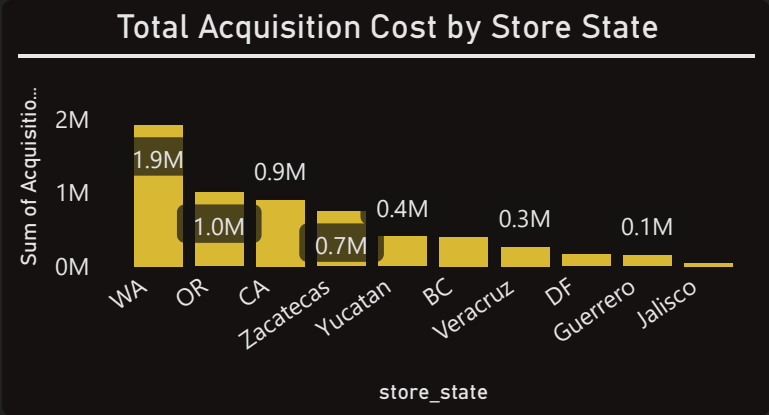
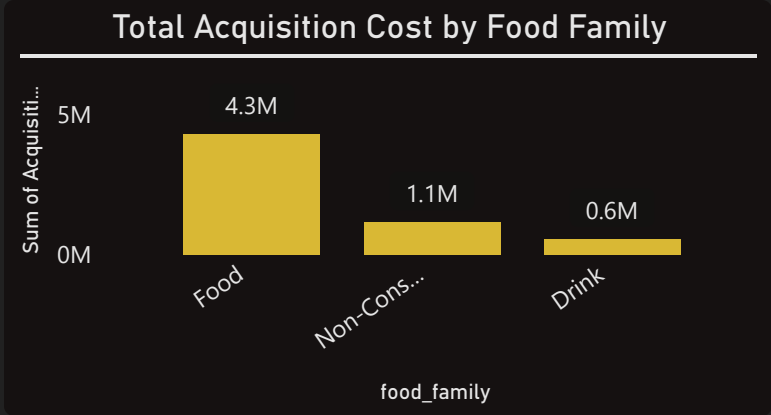
Avg Unit Sold

3.92

Avg Store Profit

60.43K

Total Customers



Potential
Customers

food_type

All

occupation

All

promotion_name

All

media_type

All

brand_name

All

99.26

Avg Acquisition Cost

2.62

Avg Store Cost

6.54

Avg Store Sales

3.09

Avg Unit Sold

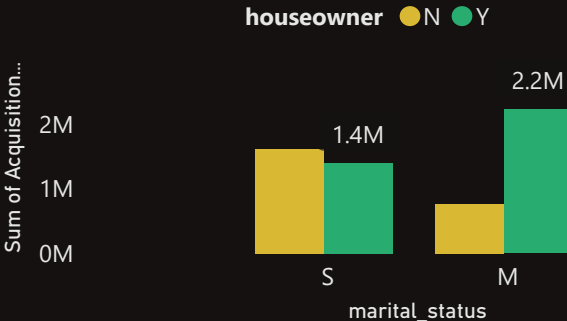
3.92

Avg Store Profit

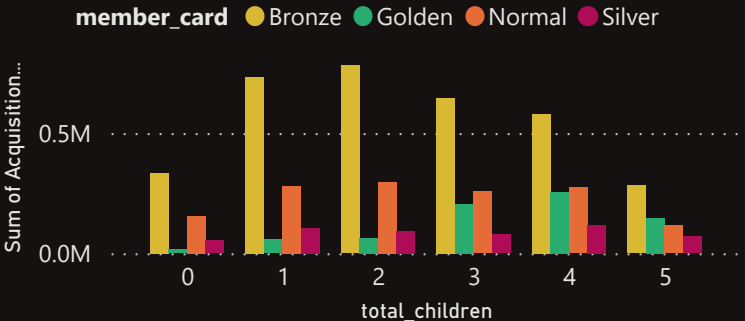
60.43K

Total Customers

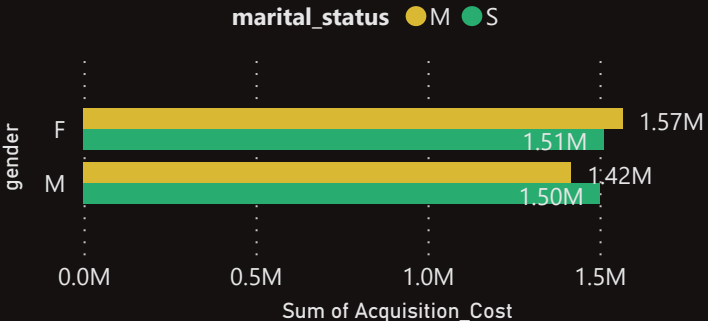
Total Acquisition Cost by Marital Status



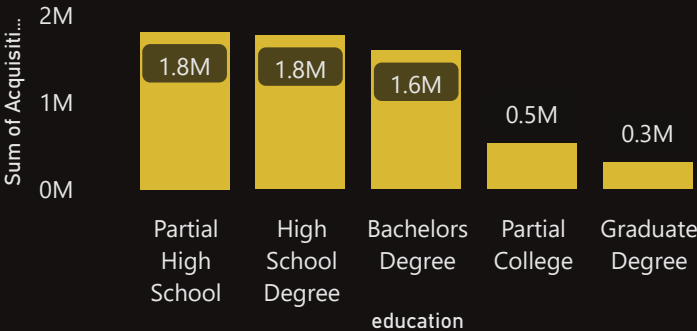
Total Acquisition Cost by Total Childrens



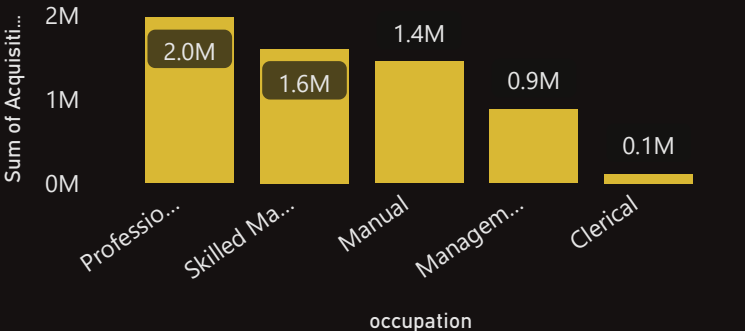
Total Acquisition Cost by Gender



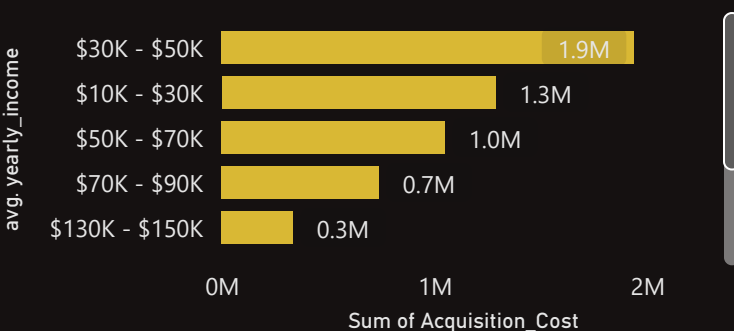
Total Acquisition Cost by Education



Total Acquisition Cost by Occupation



Total Acquisition Cost by Income Range



Potential
Stores

food_type

All

occupation

All

promotion_name

All

media_type

All

brand_name

All

99.26

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2.62

Avg Store Cost

6.54

Avg Store Sales

3.09

Avg Unit Sold

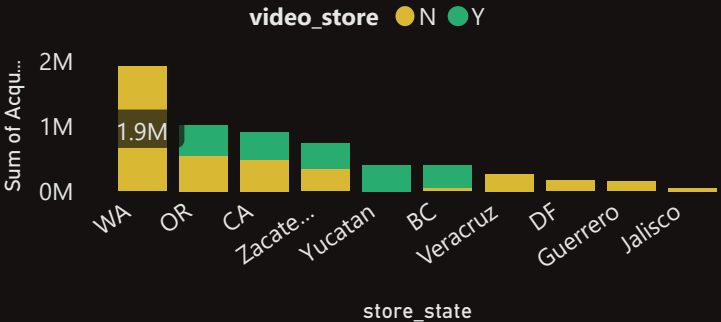
3.92

Avg Store Profit

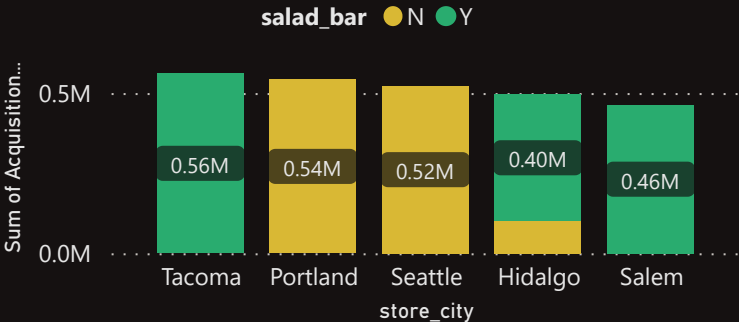
60.43K

Total Customers

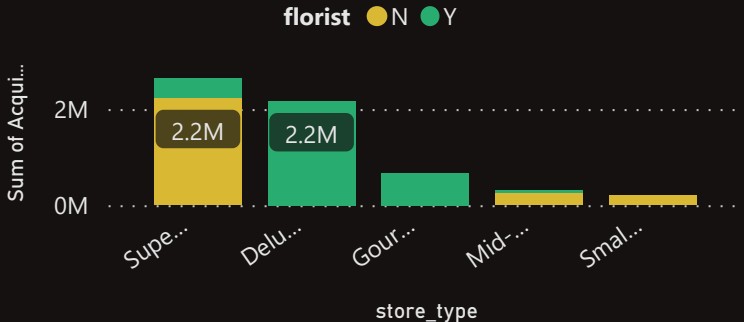
Total Acquisition Cost by Store State



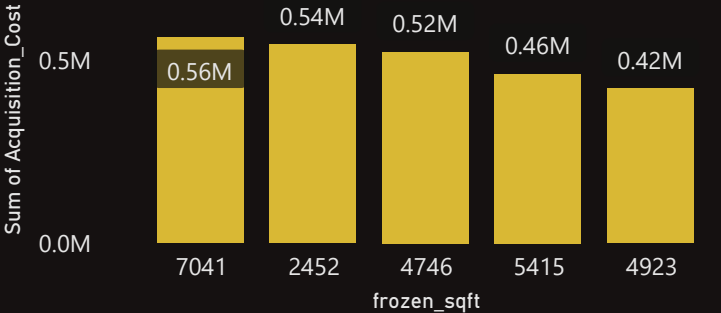
Total Acquisition Cost by Store City



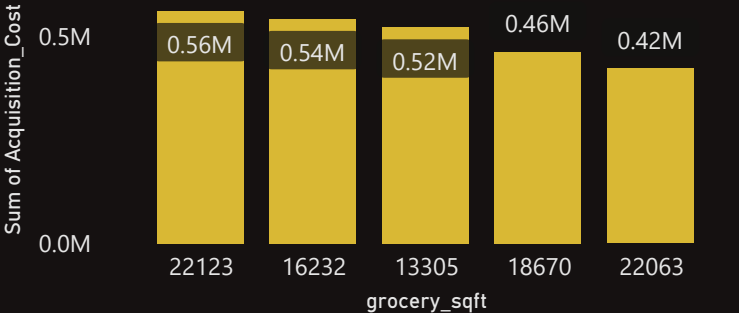
Total Acquisition Cost by Store Type



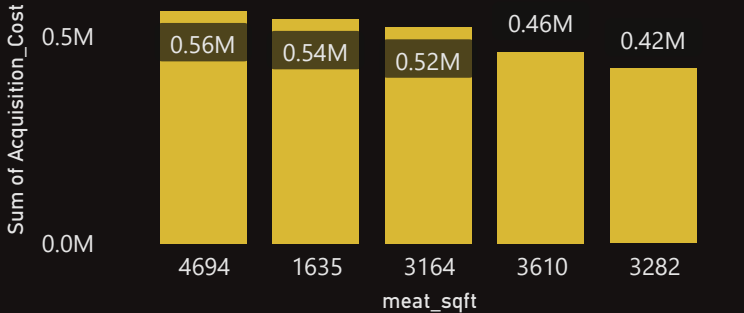
Total Acquisition Cost by Store Frozen Area sqft



Total Acquisition Cost by Store Grocery Area sqft



Total Acquisition Cost by Avg Store Area sqft



Potential Foods

food_type
All

occupation
All

promotion_name
All

media_type
All

brand_name
All

99.26

Avg Acquisition Cost

2.62

Avg Store Cost

6.54

Avg Store Sales

3.09

Avg Unit Sold

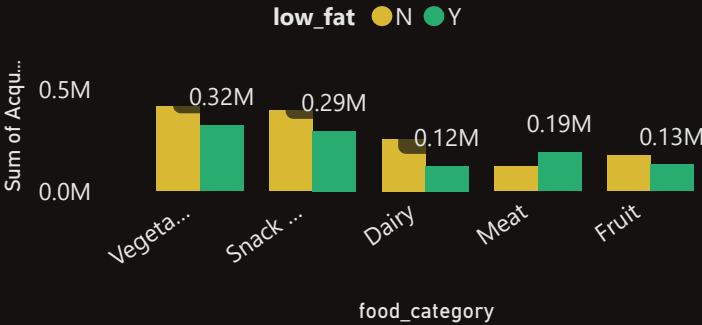
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Avg Store Profit

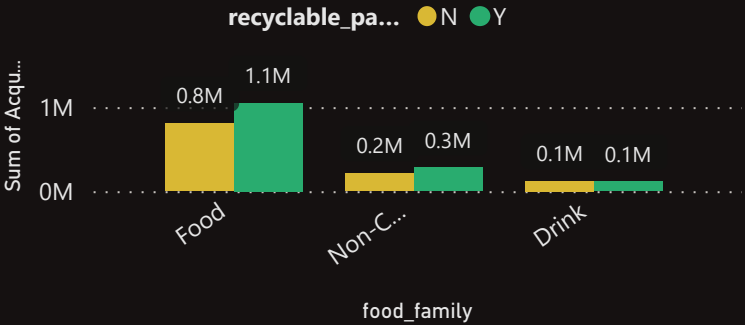
60.43K

Total Customers

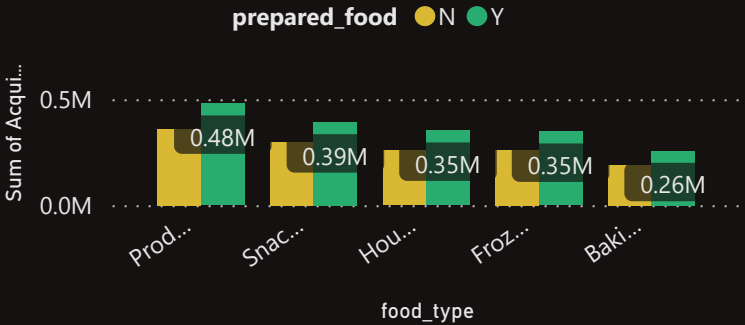
Total Acquisition Cost by Food Category



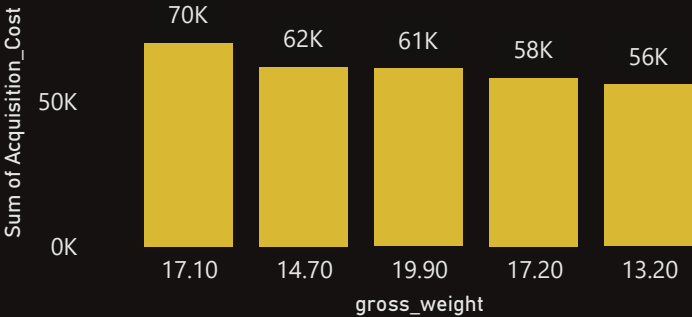
Total Acquisition Cost by Food Family



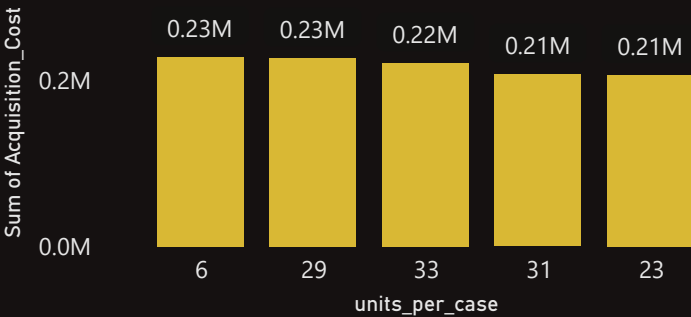
Total Acquisition Cost by Food Type



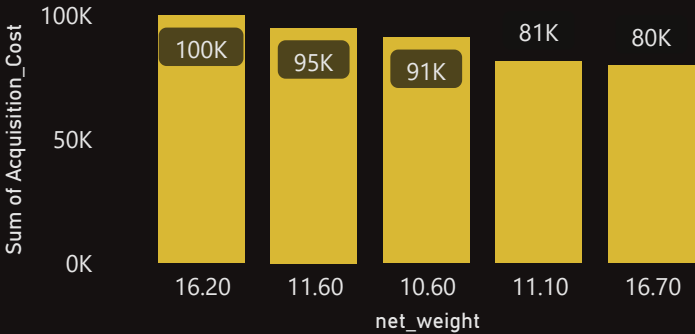
Total Acquisition Cost by Gross Weight



Total Acquisition Cost by Units per Case



Total Acquisition Cost by Net Weight



Promotion Analysis

food_type

All

occupation

All

promotion_name

All

media_type

All

brand_name

All

99.26

Avg Acquisition Cost

2.62

Avg Store Cost

6.54

Avg Store Sales

3.09

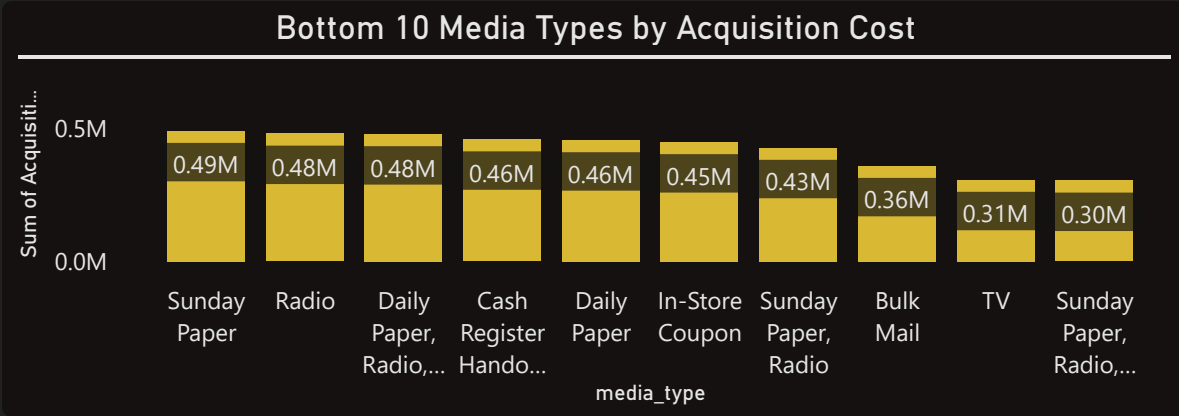
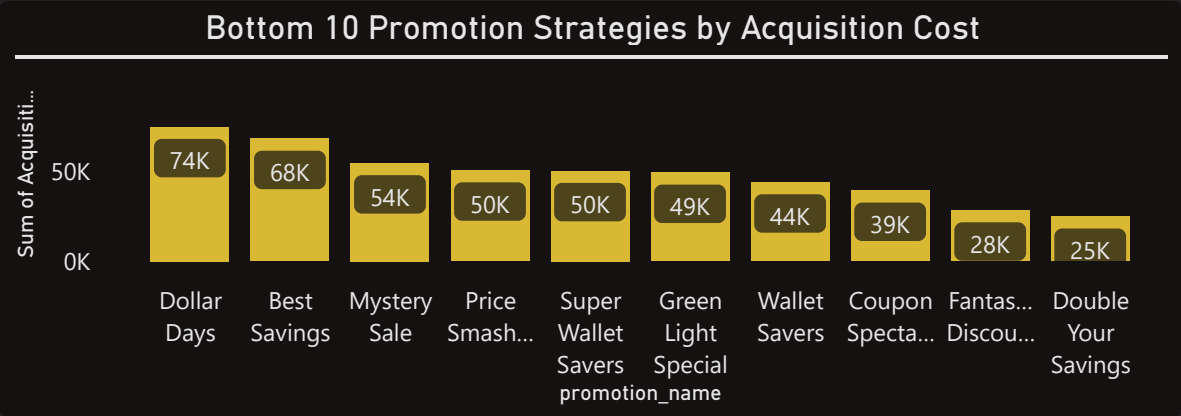
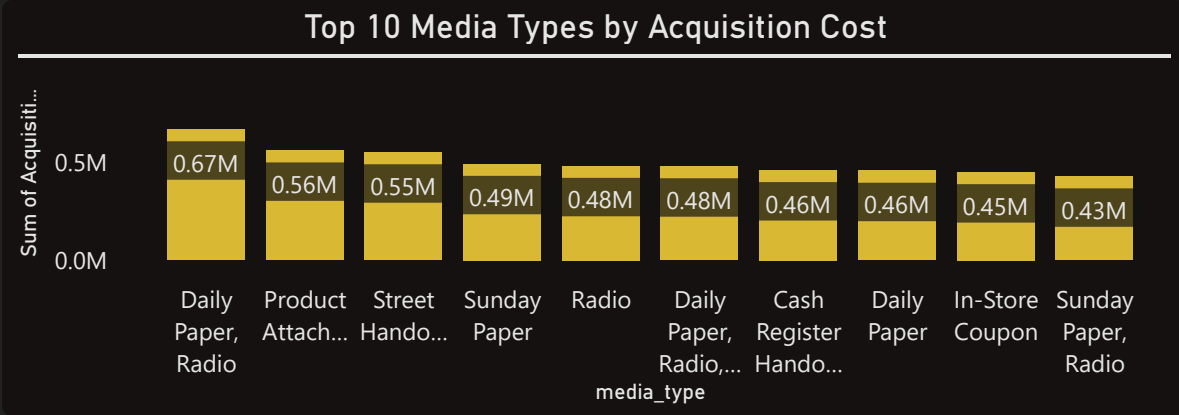
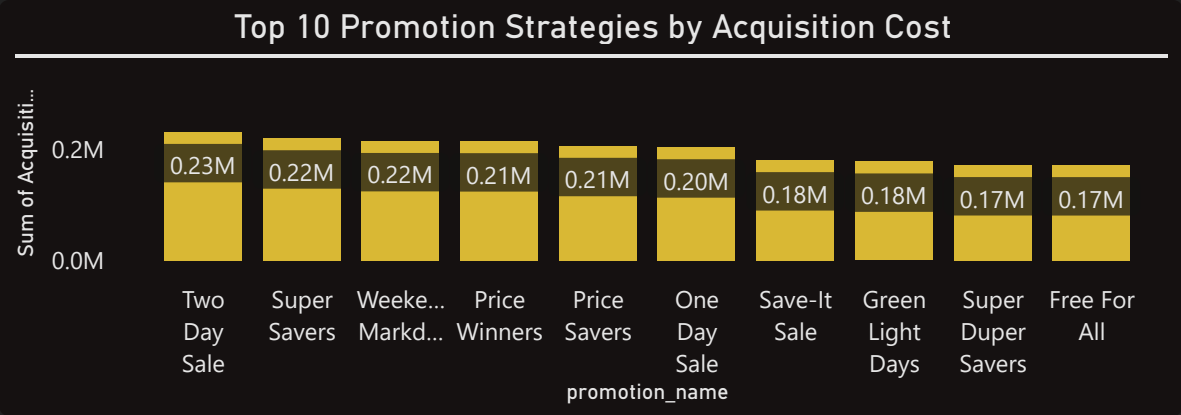
Avg Unit Sold

3.92

Avg Store Profit

60.43K

Total Customers



Correlation Analysis

food_type

All

occupation

All

promotion_name

All

media_type

All

brand_name

All

99.26

Avg Acquisition Cost

2.62

Avg Store Cost

6.54

Avg Store Sales

3.09

Avg Unit Sold

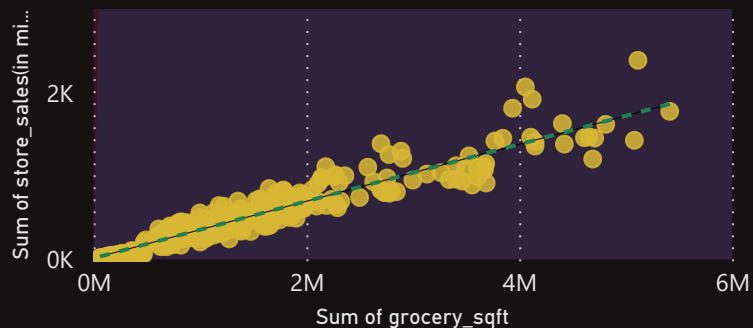
3.92

Avg Store Profit

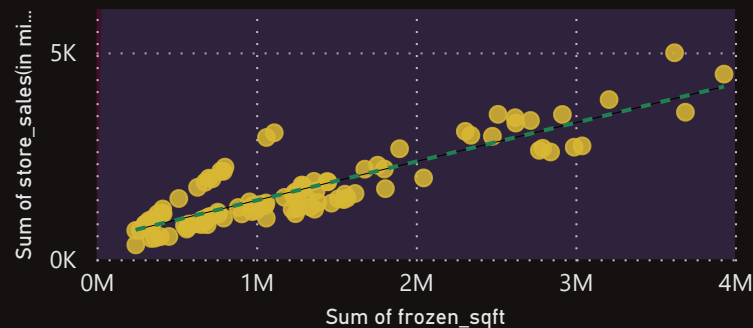
60.43K

Total Customers

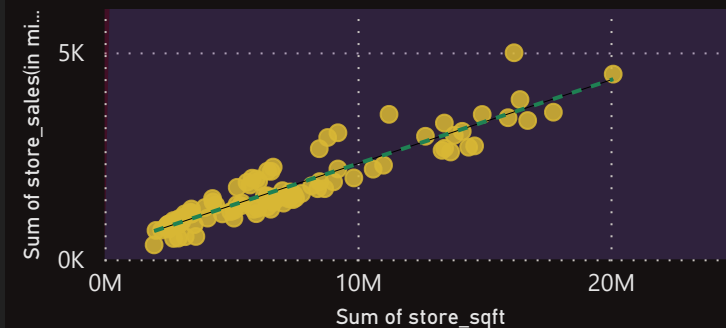
Total Sales by Store Area Grocery sqft



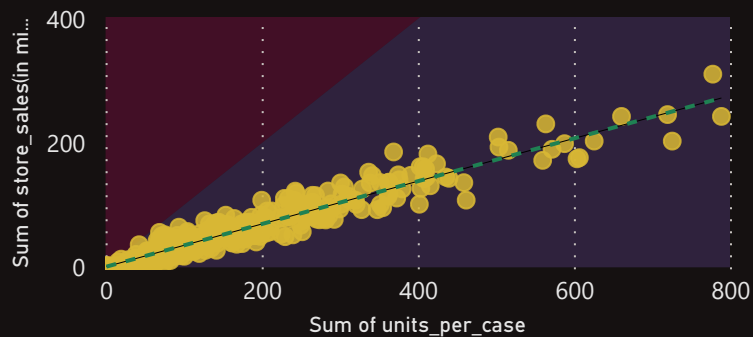
Total Sales by Store Area Frozen sqft



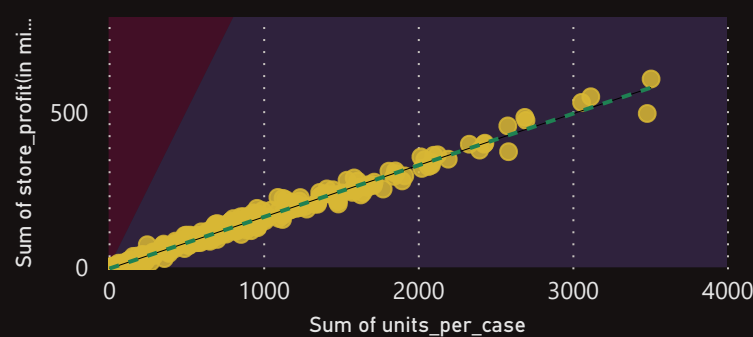
Total Sales by Store Area Overall sqft



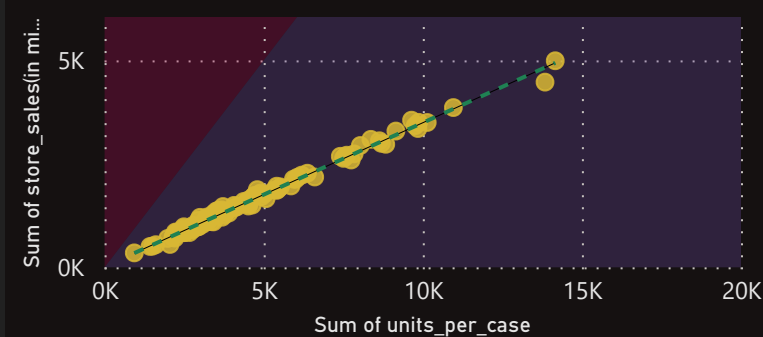
Total Sales by Units per Case



Total Profit by Units per Case



Total Sales by Units per Case



Tabular Food Analysis

food_type

All

occupation

All

promotion_name

All

media_type

All

brand_name

All

99.26

Avg Acquisition Cost

2.62

Avg Store Cost

6.54

Avg Store Sales

3.09

Avg Unit Sold

3.92

Avg Store Profit

60.43K

Total Customers

food_category	Store Cost	Retail Price	Units Bought	Unit Sales	Total Sales	Total Profit	Acquiring Cost	gross_weight	avg_cars_at home	total_children	member_card
Vegetables	20,059.26	16,142.36	144703	23041	50,067.64	30,008.38	737,236.10	102,932.67	16381	18704	7440
Hermanos	3,084.64	2,466.10	20403	3184	7,690.83	4,606.19	100,173.76	13,668.71	2248	2610	1021
Tell Tale	2,471.81	1,962.87	17882	2987	6,122.95	3,651.14	94,087.93	13,923.79	2095	2375	961
High Top	2,403.37	1,968.07	15589	2855	6,051.12	3,647.75	91,189.04	12,909.05	1993	2294	925
Ebony	2,471.06	2,027.94	18176	2799	6,178.99	3,707.93	90,707.86	14,199.21	2027	2357	918
Tri-State	2,291.94	1,844.78	18418	2763	5,733.98	3,442.04	88,860.77	12,605.99	1970	2163	888
Big Time	1,005.18	789.94	4431	1049	2,506.24	1,501.06	33,162.50	4,216.08	712	821	334
Golden	881.29	712.56	6588	1008	2,193.78	1,312.49	32,971.29	4,772.98	743	855	327
PigTail	845.02	675.33	5695	958	2,078.52	1,233.50	30,934.83	2,734.40	682	778	311
Carrington	620.29	497.44	3803	922	1,542.18	921.89	29,818.95	3,804.14	662	800	301
Imagine	803.35	648.23	5269	906	2,044.61	1,241.26	28,092.44	4,393.01	667	747	287
Better	501.09	405.33	7002	802	1,240.76	739.67	27,079.22	3,830.10	572	683	262
Pleasant	688.08	541.50	5456	762	1,729.13	1,041.05	23,429.93	2,728.40	537	601	240
Bravo	616.99	494.91	5092	701	1,544.75	927.76	22,737.10	2,628.06	497	540	228
Just Right	582.68	468.50	4751	711	1,468.94	886.26	22,724.91	3,004.48	522	577	227
Blue Label	792.45	638.86	6148	634	1,940.86	1,148.41	21,265.57	3,514.27	454	503	210
Snack Foods	19,115.39	15,372.44	135760	21491	47,726.96	28,611.57	689,479.67	95,416.04	15021	17716	6919
Dairy	10,335.85	8,353.59	73331	11825	25,705.33	15,369.48	378,648.93	53,914.12	8447	9709	3835
Misc	8,470.75	6,864.61	68876	8622	21,336.17	12,725.43	310,636.56	41,600.03	6770	7878	3107
Total	66,044.70	53,224.97	476064	75508	164,841.03	98,796.33	2,421,383.30	336,970.55	53306	61763	24381

Tabular Promotion Analysis

food_type

All

occupation

All

promotion_name

All

media_type

All

brand_name

All

99.26

Avg Acquisition Cost

2.62

Avg Store Cost

6.54

Avg Store Sales

3.09

Avg Unit Sold

3.92

Avg Store Profit

60.43K

Total Customers

media_type	Store Cost	Retail Price	Units Bought	Unit Sales	Total Sales	Total Profit	Acquiring Cost	gross_weight	avg_cars_at home	total_children	member_ca
+ Daily Paper, Radio	7,243.58	5,852.22	52443	8356	18,048.33	10,804.75	265,574.66	37,266.34	5989	6829	270
+ Street Handout	5,725.74	4,566.14	41745	6533	14,207.45	8,481.71	227,593.46	28,777.94	4618	5423	210
+ Product Attachment	5,863.65	4,707.05	41569	6607	14,642.06	8,778.41	222,098.53	29,195.12	4700	5481	212
+ Sunday Paper	5,353.78	4,292.26	37771	6098	13,313.65	7,959.87	200,169.35	27,269.87	4315	4831	190
+ Radio	5,513.98	4,364.33	39167	6312	13,747.83	8,233.85	194,265.50	27,633.59	4460	5136	200
+ Daily Paper, Radio, TV	5,736.17	4,595.64	41066	6602	14,375.20	8,639.03	190,418.65	29,294.83	4665	5370	210
+ In-Store Coupon	5,038.92	4,062.84	36633	5843	12,577.05	7,538.13	189,369.62	25,979.49	4057	4884	188
- Daily Paper	5,670.22	4,589.06	40658	6518	14,290.07	8,619.85	186,118.85	29,099.24	4480	5249	209
+ High Roller Savings	963.62	763.79	6846	1121	2,404.66	1,441.04	36,051.36	5,044.39	740	847	3
+ Weekend Markdown	503.46	379.37	3295	571	1,265.89	762.43	24,037.47	2,323.61	394	516	1
+ Save-It Sale	757.99	605.15	5487	912	1,934.69	1,176.70	23,228.36	4,074.50	637	690	2
+ Super Duper Savers	544.89	442.07	3878	652	1,399.09	854.20	19,994.66	2,779.28	480	559	2
+ Green Light Days	499.56	406.93	3468	569	1,270.48	770.92	13,285.19	2,597.21	390	478	1
+ Big Time Discounts	357.40	289.83	2549	417	897.83	540.43	12,957.30	1,886.46	314	328	1
+ Unbeatable Price Savers	211.56	181.58	1580	254	533.79	322.23	9,079.92	1,183.91	165	234	8
+ Two for One	278.32	239.02	2044	309	698.18	419.86	7,241.85	1,428.68	185	253	10
+ Free For All	389.31	305.34	2538	419	971.90	582.59	6,871.92	1,753.48	284	299	1
+ Bag Stuffers	245.42	188.30	1899	278	611.25	365.83	6,117.84	1,209.16	160	253	8
Total	66,044.70	53,224.97	476064	75508	164,841.03	98,796.33	2,421,383.30	336,970.55	53306	61763	2438

Tabular Customer Analysis

food_type

All

occupation

All

promotion_name

All

media_type

All

brand_name

All

99.26

Avg Acquisition Cost

2.62

Avg Store Cost

6.54

Avg Store Sales

3.09

Avg Unit Sold

3.92

Avg Store Profit

60.43K

Total Customers

occupation	Store Cost	Retail Price	Units Bought	Unit Sales	Total Sales	Total Profit	Acquiring Cost	gross_weight	avg_cars_at home	total_children	member
Professional	21,528.68	17,417.63	156685	24761	53,781.44	32,252.76	791,182.69	110,427.21	20064	19953	
F	11,230.93	9,109.25	81674	12904	28,081.60	16,850.67	414,415.82	57,620.08	10307	10857	
Bachelors Degree	6,313.24	5,132.17	45623	7241	15,751.92	9,438.68	231,642.13	32,608.44	5649	5959	
\$50K - \$70K	3,815.63	3,089.78	27740	4364	9,518.34	5,702.71	137,874.65	19,574.63	3480	3567	
\$70K - \$90K	1,510.30	1,239.26	10617	1705	3,764.68	2,254.38	55,585.77	7,844.96	1383	1473	
\$30K - \$50K	248.43	189.94	1668	290	616.31	367.88	9,071.87	1,206.10	204	243	
\$130K - \$150K	176.50	152.24	1460	228	453.07	276.57	7,472.95	1,042.81	191	149	
\$10K - \$30K	189.80	150.05	1386	220	471.17	281.37	7,448.49	967.90	68	213	
\$110K - \$130K	187.26	142.86	1233	207	457.93	270.67	6,598.61	973.14	134	144	
\$90K - \$110K	154.61	141.36	1308	194	392.58	237.97	6,435.57	846.04	170	147	
\$150K +	30.70	26.68	211	33	77.84	47.14	1,154.22	152.86	19	23	
High School Degree	1,682.63	1,353.70	12497	1935	4,240.89	2,558.26	60,312.41	8,438.00	1546	1866	
Graduate Degree	1,234.90	1,022.26	9948	1493	3,090.65	1,855.75	49,100.38	6,692.52	1183	1140	
Partial College	1,065.77	833.66	7279	1205	2,672.53	1,606.76	38,411.45	5,120.88	955	984	
Partial High School	934.40	767.46	6327	1030	2,325.61	1,391.21	34,949.45	4,760.24	974	908	
M	10,297.75	8,308.38	75011	11857	25,699.84	15,402.09	376,766.87	52,807.13	9757	9096	
Skilled Manual	17,741.17	14,207.19	126738	20220	44,181.16	26,439.99	649,991.74	90,004.25	12217	16709	
Manual	15,778.87	12,781.79	114745	18001	39,379.88	23,601.01	577,650.97	80,703.98	10947	14843	
Total	66,044.70	53,224.97	476064	75508	164,841.03	98,796.33	2,421,383.30	336,970.55	53306	61763	

Key Factor Analysis

food_type
All

occupation
All

promotion_name
All

media_type
All

brand_name
All

99.26

Avg Acquisition Cost

2.62

Avg Store Cost

6.54

Avg Store Sales

3.09

Avg Unit Sold

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Avg Store Profit

60.43K

Total Customers

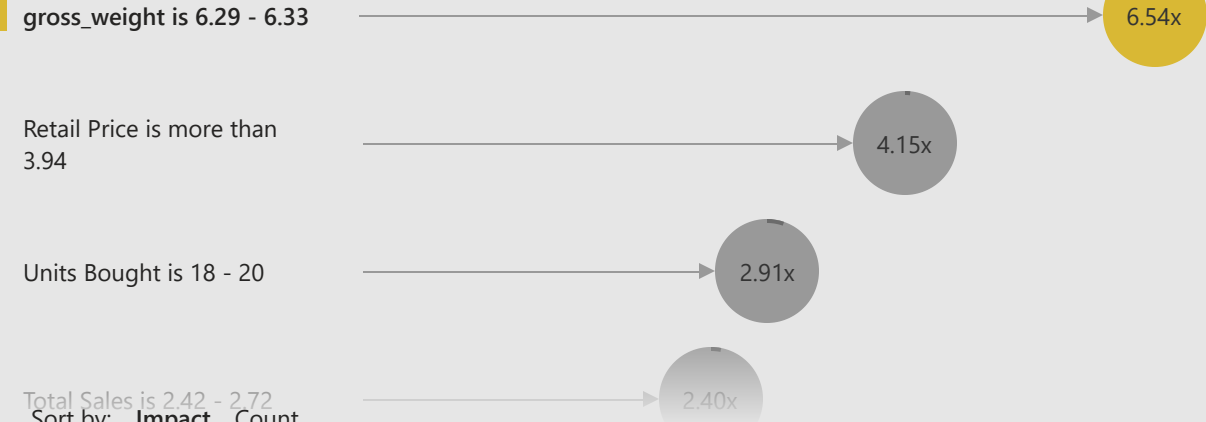
Key influencers Top segments



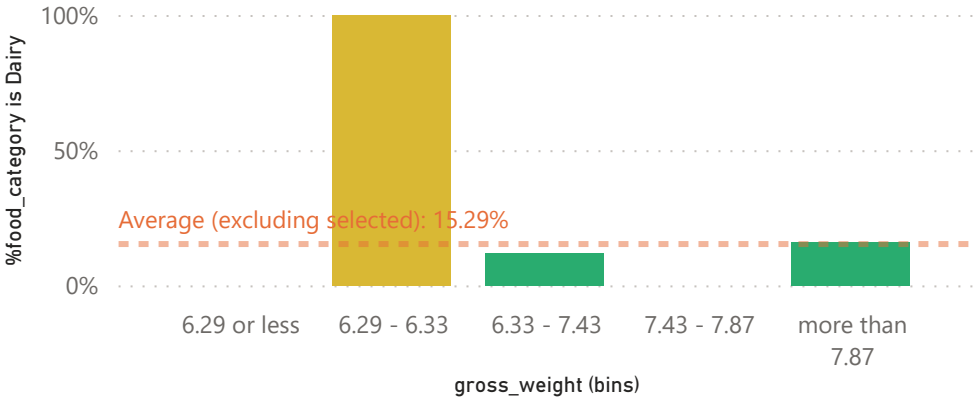
What influences food_category to be Dairy

When...

....the likelihood of food_category being Dairy increases by




← food_category is more likely to be Dairy when gross_weight is 6.29 - 6.33 than otherwise (on average).




☐ Only show values that are influencers

Decomposition Analysis

food_type

occupation 

All 

promotion_name

media_type

brand_name

99.26

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3.09
Avg Unit Sold

3.92

Avg Store Profit

60.43K
Total Customers

media_type × promotion_name × gender × food_category × brand_name ×

Daily Paper, Radio Bag Stuffers M Vegetables

media_type × promotion_name × gender × food_category × brand_name ×

Daily Paper, Radio Bag Stuffers M Vegetables

media_type × promotion_name × gender × food_category × brand_name ×

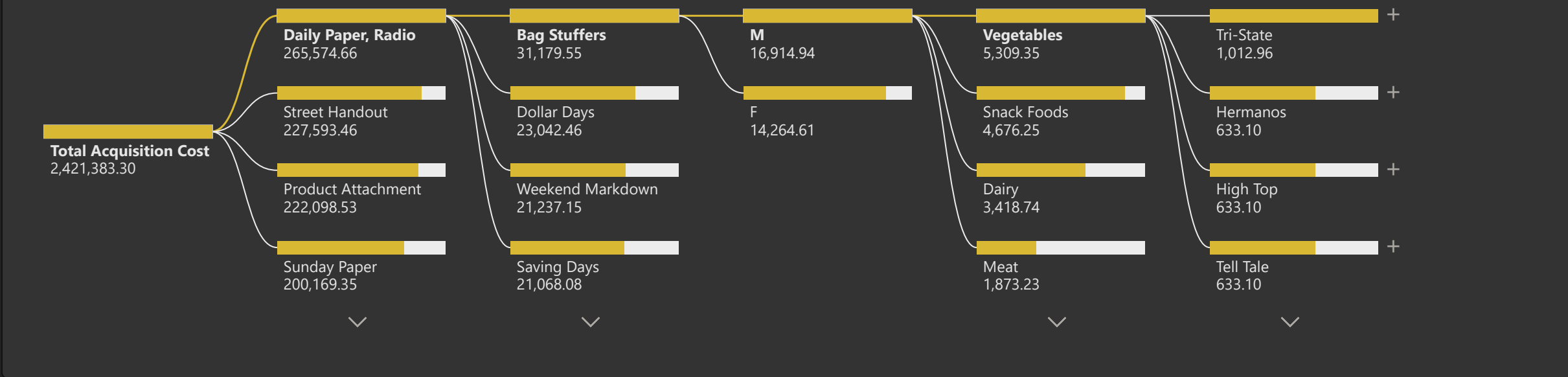
Daily Paper, Radio Bag Stuffers M Vegetables

media_type × promotion_name × gender × food_category × brand_name ×

Daily Paper, Radio Bag Stuffers M Vegetables

media_type × promotion_name × gender × food_category × brand_name ×

Daily Paper, Radio Bag Stuffers M Vegetables



Q & A Analysis

food_type

All

occupation

All

promotion_name

All

media_type

All

brand_name

All

99.26

Avg Acquisition Cost

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Avg Store Cost

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Total Customers

Q & A Analysis

Ask a question about your data



Try one of these to get started

total srp

maximum total child

maximum grocery sqft

what is the total store sqft

what is the total total child

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