# Maven Food Sales Analysis

**$2M**
Total Sales

**1.05M**
Total Profit

**270K**
Total Orders

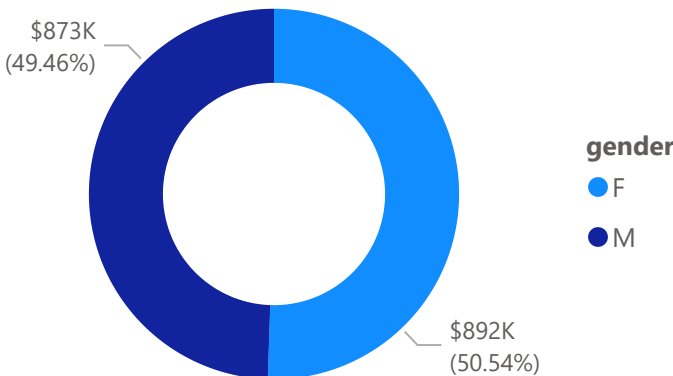**711.73K**
Total Cost

**59.67%**
Profit Margin

## Total Sales by sales_region



## Total Sales by gender

$873K (49.46%)

$892K (50.54%)

**gender**
- F
- M

**Year**

| 1997 |
|------|
| 1998 |

**Quarter**

| 1 | 3 |
|---|---|
| 2 | 4 |

## Total Sales and Total Profit by Year, Quarter and Month

- Total Sales
- Total Profit
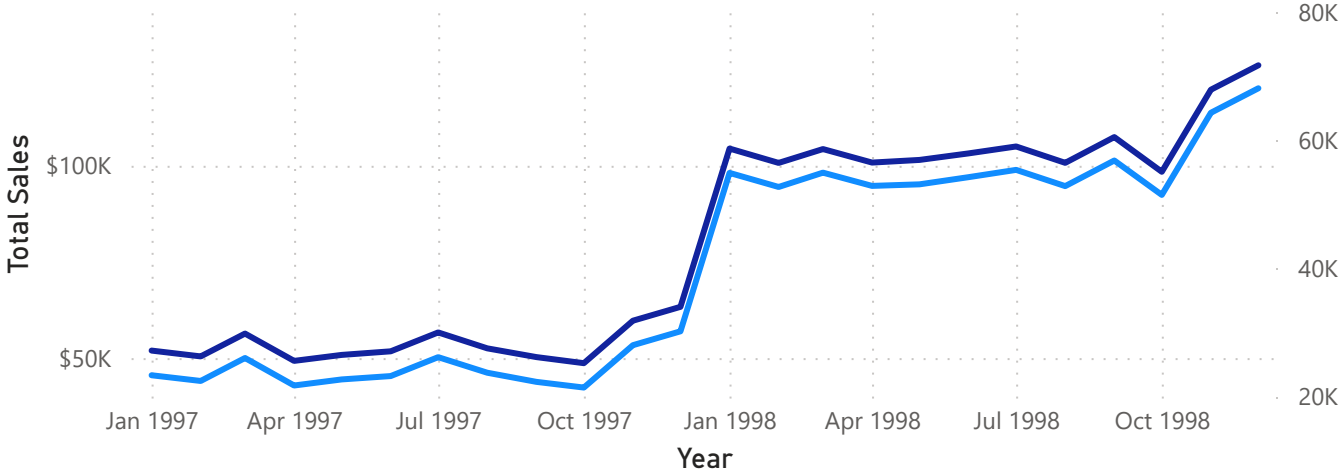


## Total Profit by homeowner
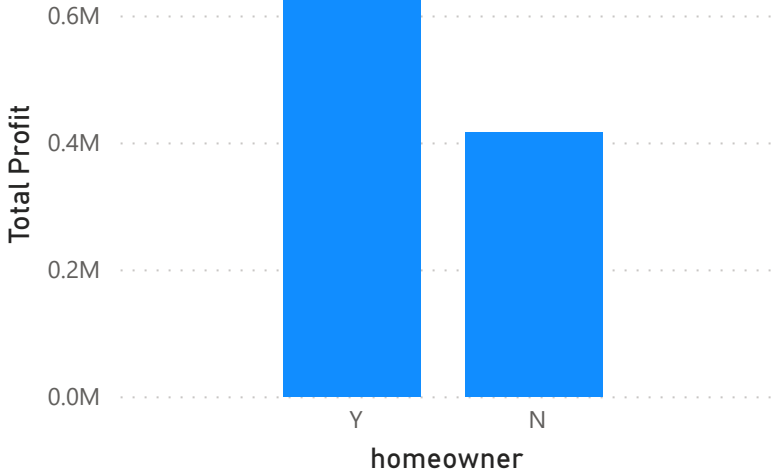


**total_children**

| 0 | 3 |
|---|---|
| 1 | 4 |
| 2 | 5 |

# Maven Food Sales Analysis

**$2M** Total Sales

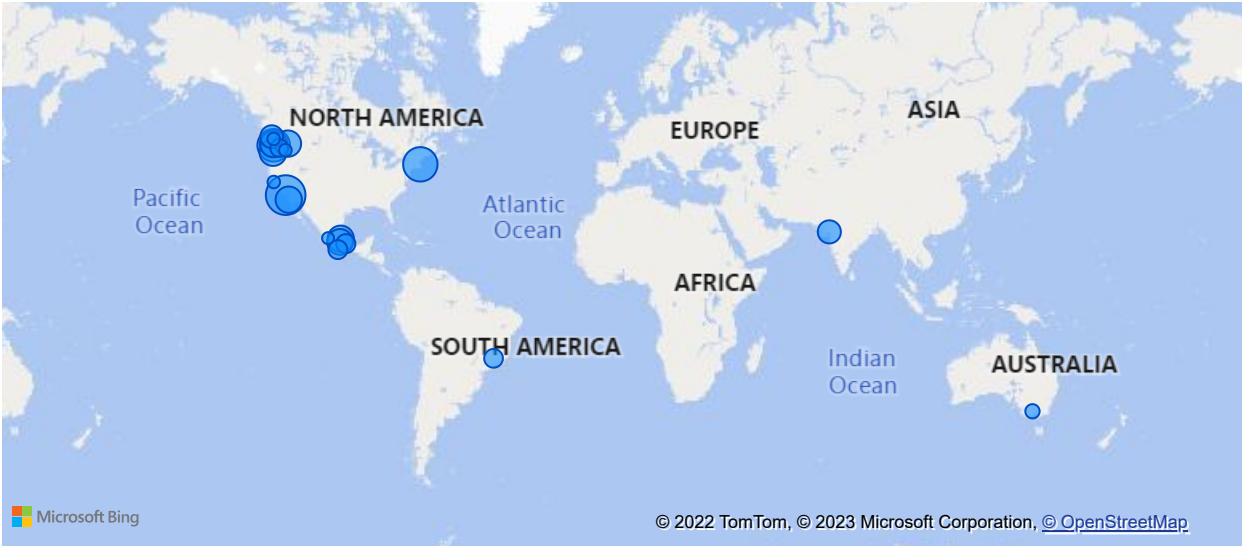**1.05M** Total Profit

**270K** Total Orders

**711.73K** Total Cost

**59.67%** Profit Margin
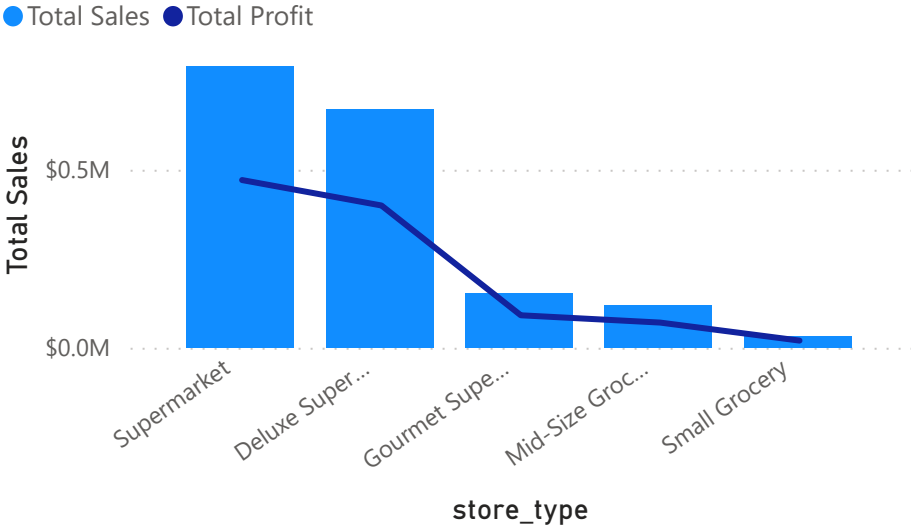
## Total Sales by sales_district
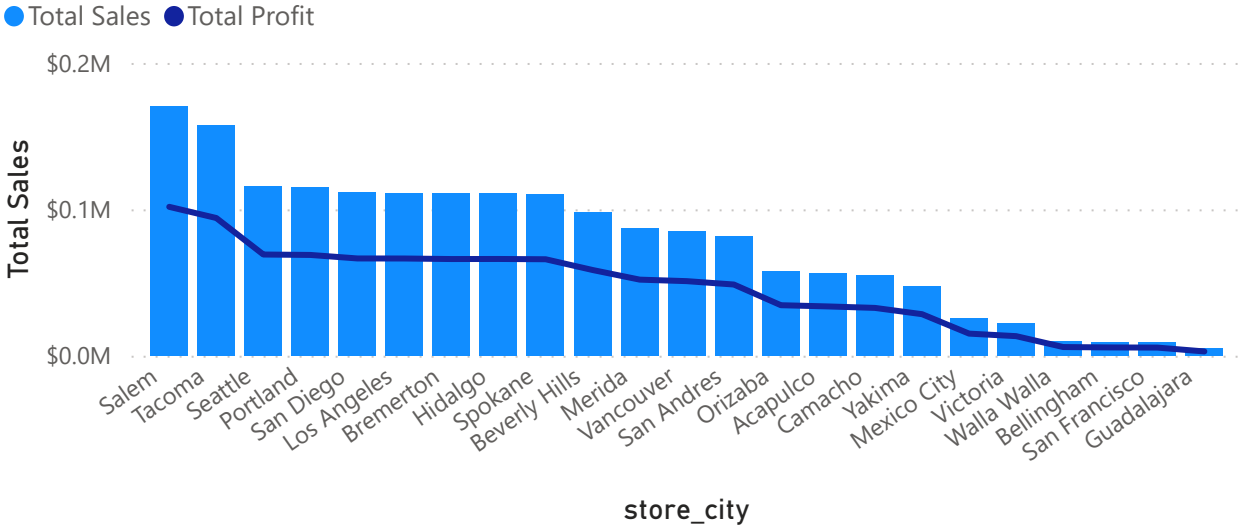


## Total Sales and Total Profit by occupation

- ● Total Sales ● Total Profit

(bar and line chart by occupation: Professional, Skilled Manual, Manual, Management, Clerical)

**Year**
- 1997
- 1998

**Quarter**
- 1
- 3
- 2
- 4

## Total Sales and Total Profit by store_city

- ● Total Sales ● Total Profit

(bar and line chart by store_city: Salem, Tacoma, Seattle, Portland, San Diego, Los Angeles, Bremerton, Hidalgo, Spokane, Beverly Hills, Merida, Vancouver, San Andres, Orizaba, Acapulco, Camacho, Yakima, Mexico City, Victoria, Walla Walla, Bellingham, San Francisco, Guadalajara)

## Total Sales and Total Profit by store_type

- ● Total Sales ● Total Profit

(bar and line chart by store_type: Supermarket, Deluxe Super..., Gourmet Supe..., Mid-Size Groc..., Small Grocery)

**total_children**
- 0
- 4
- 1
- 5
- 2
- 3

# Maven Food Product Analysis

**$2M** Total Sales

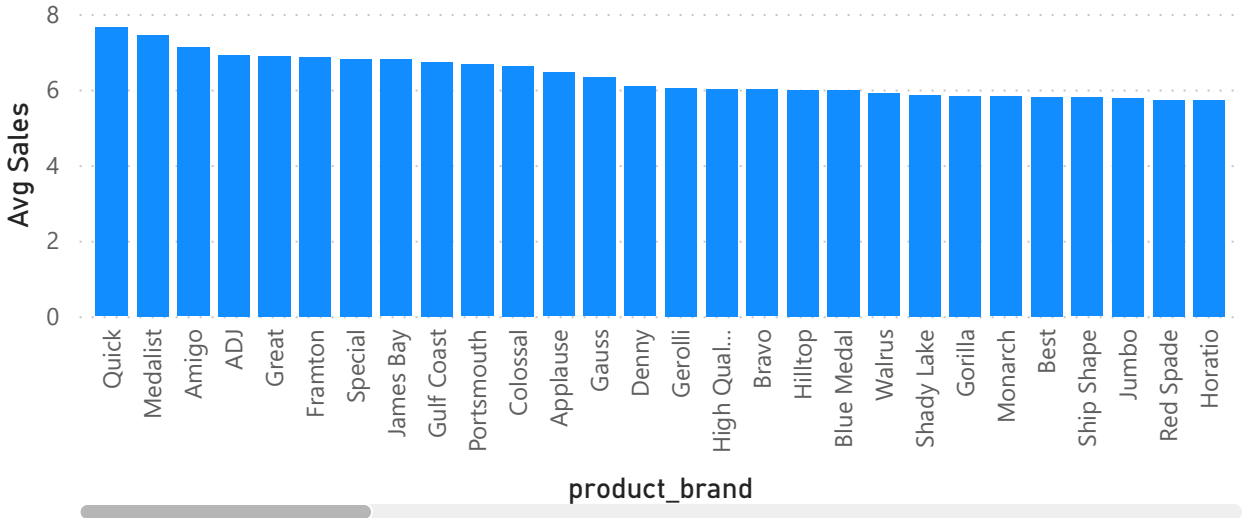**1.05M** Total Profit

**270K** Total Orders
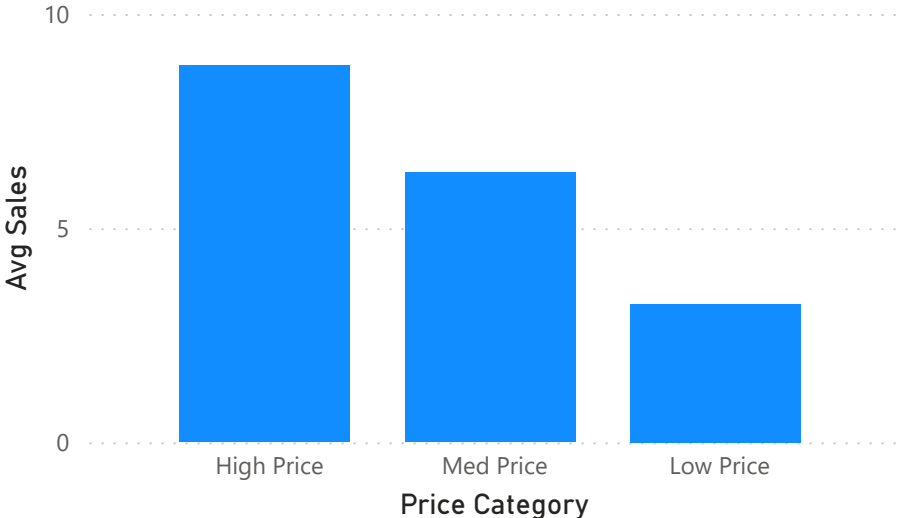
**711.73K** Total Cost

**59.67%** Profit Margin
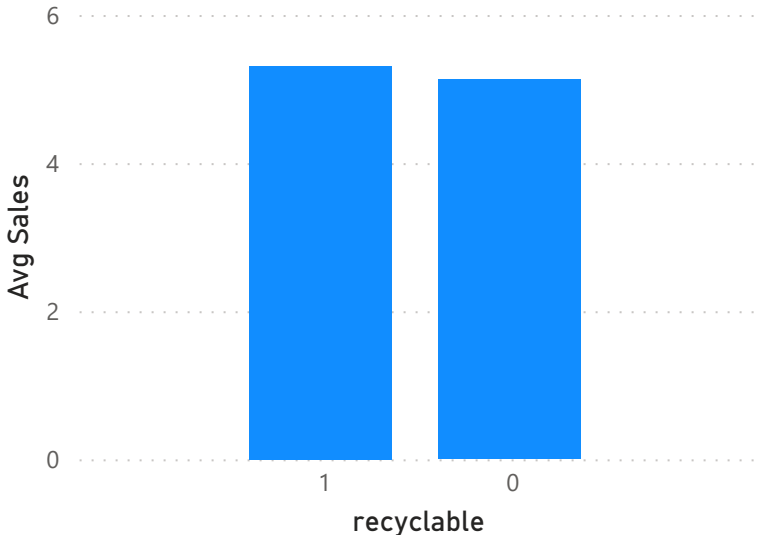
## Avg Sales by product_brand
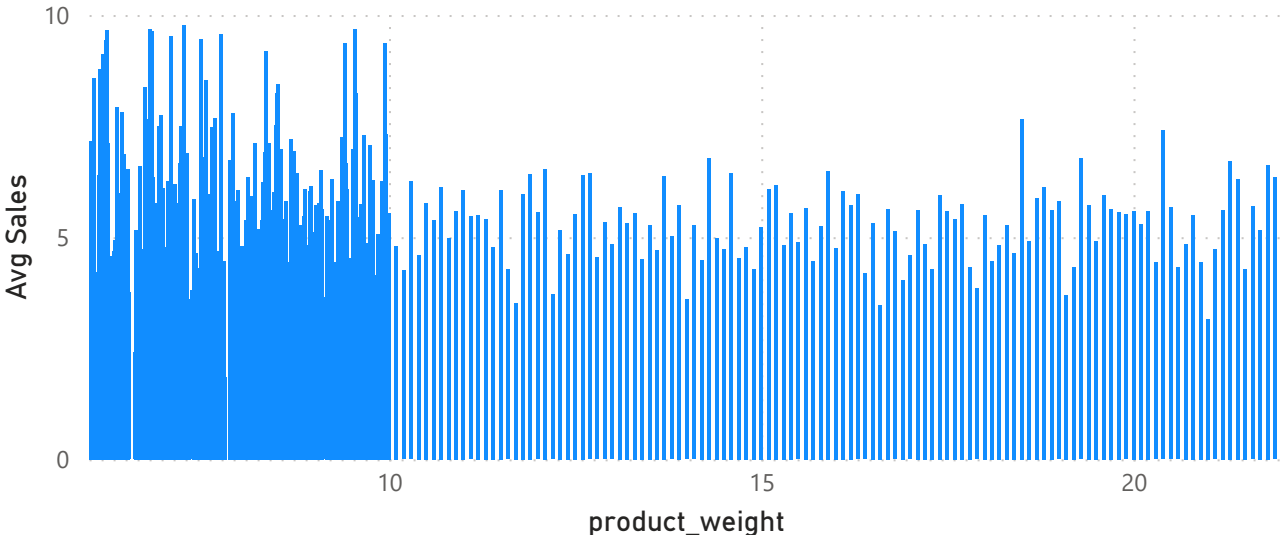


## Avg Sales by Price Category



### Measure Select...

- ☐ Total Sales
- ☐ Total Profit
- ☐ Total Orders
- ☐ Total Sold Qty
- ☐ Total Cost
- ☐ Min Sales
- ☐ Max Sales
- ☑ Avg Sales

## Avg Sales by recyclable



## Avg Sales by product_weight



### Year

1997

1998

### Quarter

| 1 | 3 |
| 2 | 4 |

# Maven Food Customer Analysis

**$2M**
Total Sales

**1.05M**
Total Profit

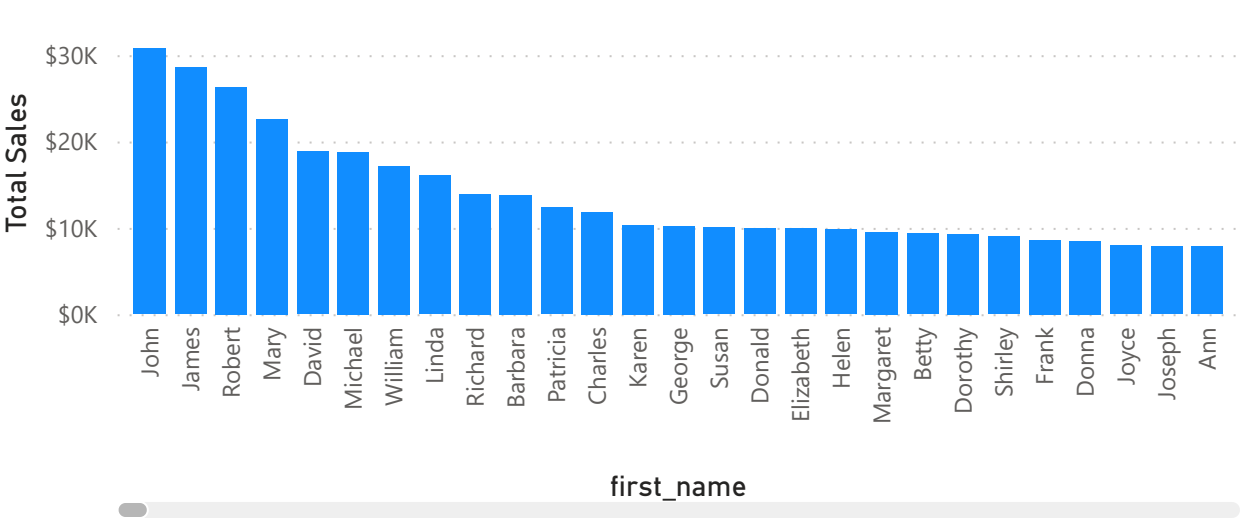**270K**
Total Orders

**711.73K**
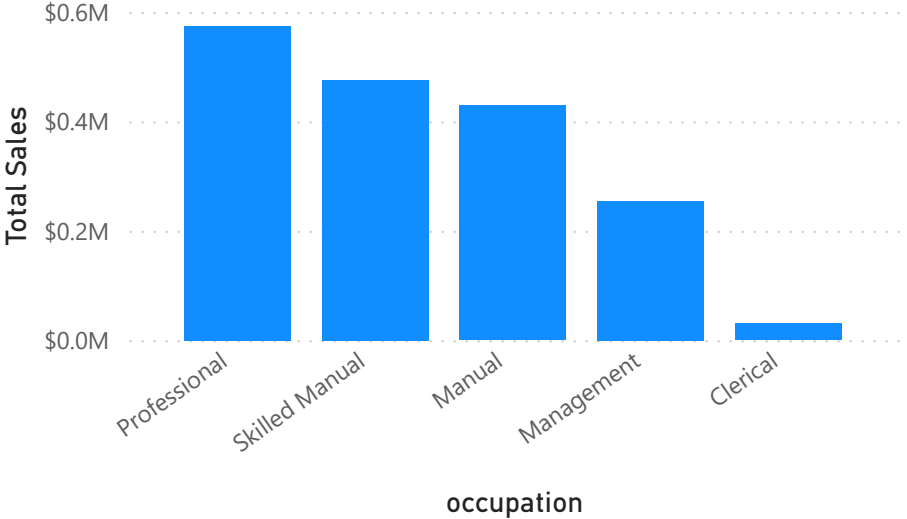Total Cost

**59.67%**
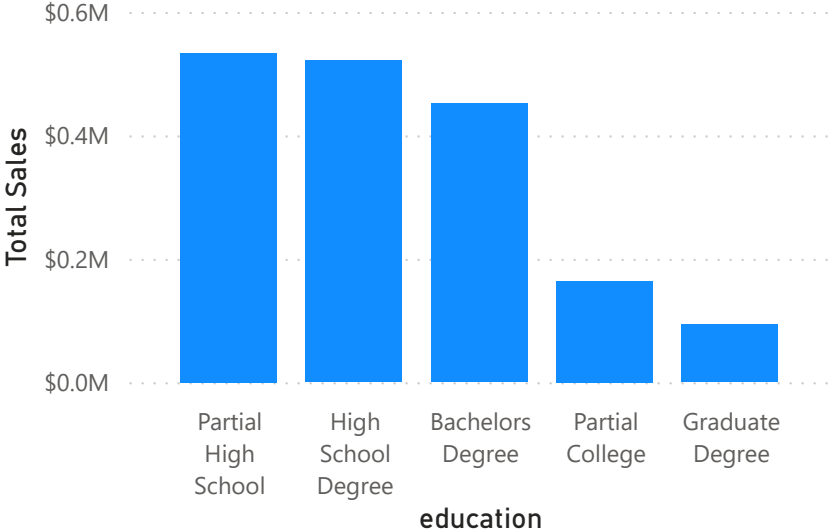Profit Margin

## Total Sales by first_name



## Total Sales by occupation



**Measure Select...**

- ☑ Total Sales
- ☐ Total Profit
- ☐ Total Orders
- ☐ Total Sold Qty
- ☐ Total Cost
- ☐ Min Sales
- ☐ Max Sales
- ☐ Avg Sales

## Total Sales by education



## Total Sales by num_children_at_home



**Year**

| 1997 |
| 1998 |

**Quarter**

| 1 | 3 |
| 2 | 4 |

# Maven Food Product Analysis

**$2M**
Total Sales

**1.05M**
Total Profit

**270K**
Total Orders

**711.73K**
Total Cost

**59.67%**
Profit Margin

## Total Sales by sales_region

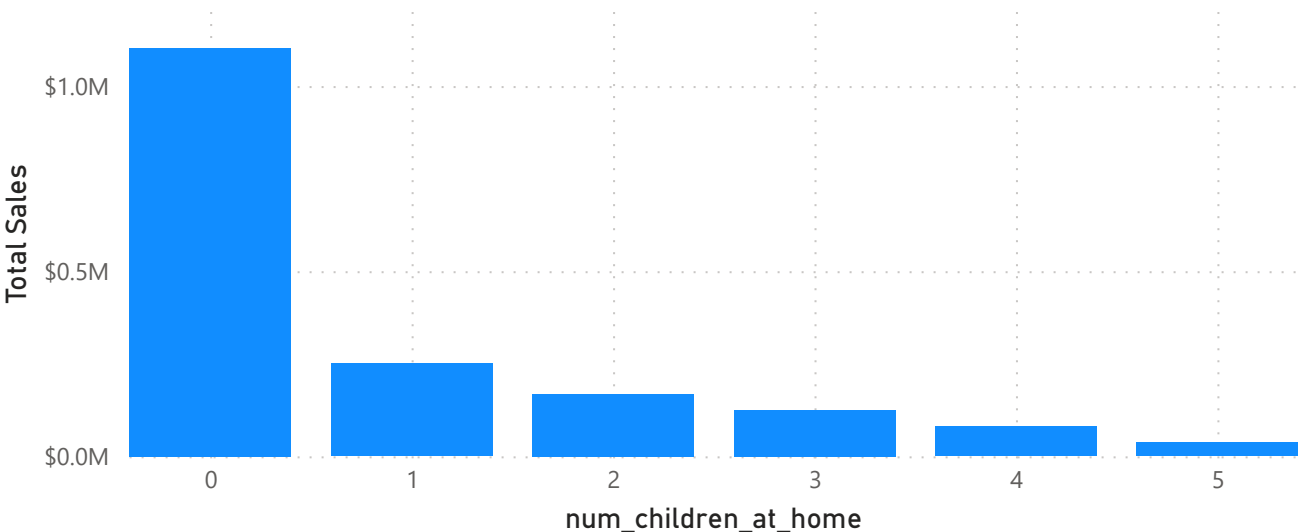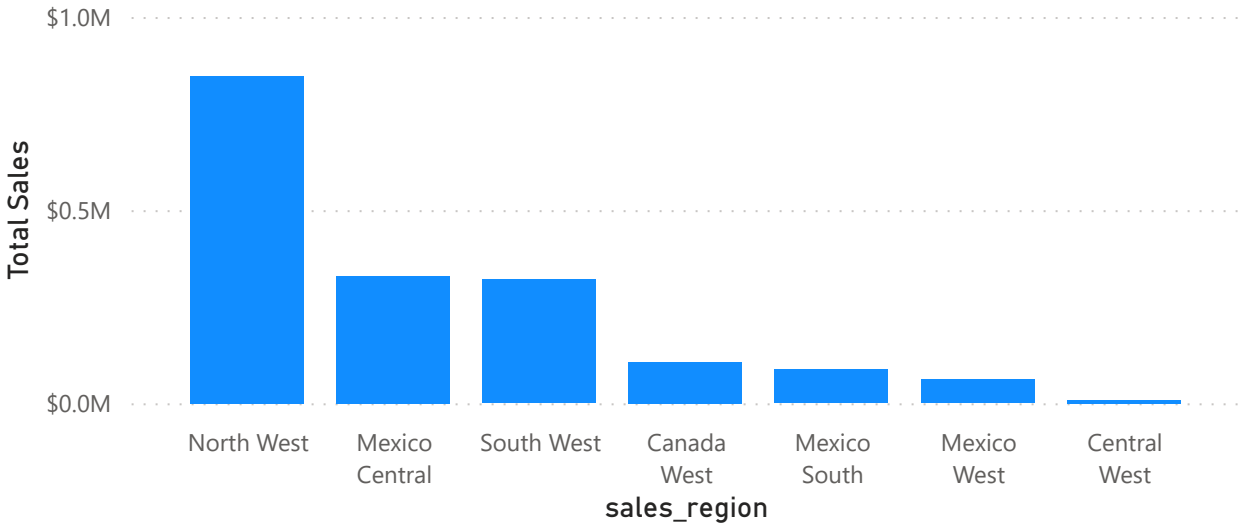

## Total Sales by store_type



Measure Select...

- ■ Total Sales
- ☐ Total Profit
- ☐ Total Orders
- ☐ Total Sold Qty
- ☐ Total Cost
- ☐ Min Sales
- ☐ Max Sales
- ☐ Avg Sales
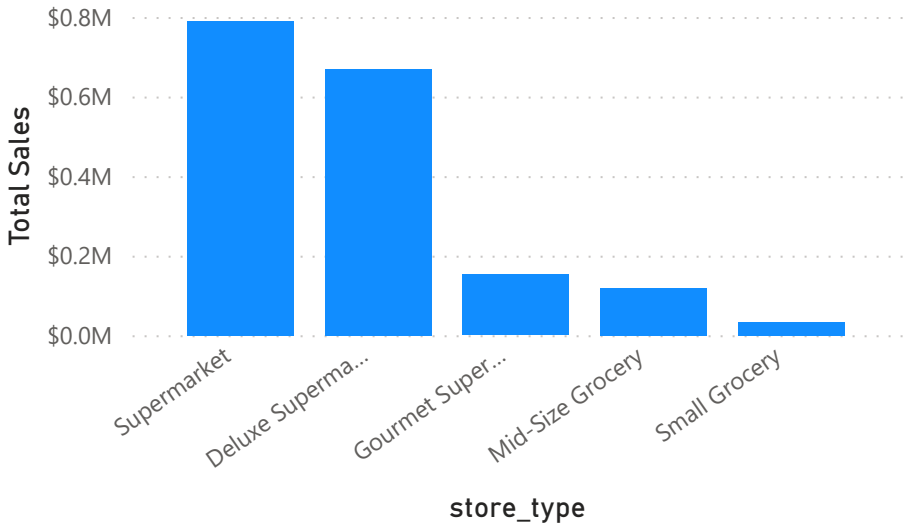
## Total Sales by store_state



## Total Sales by Month
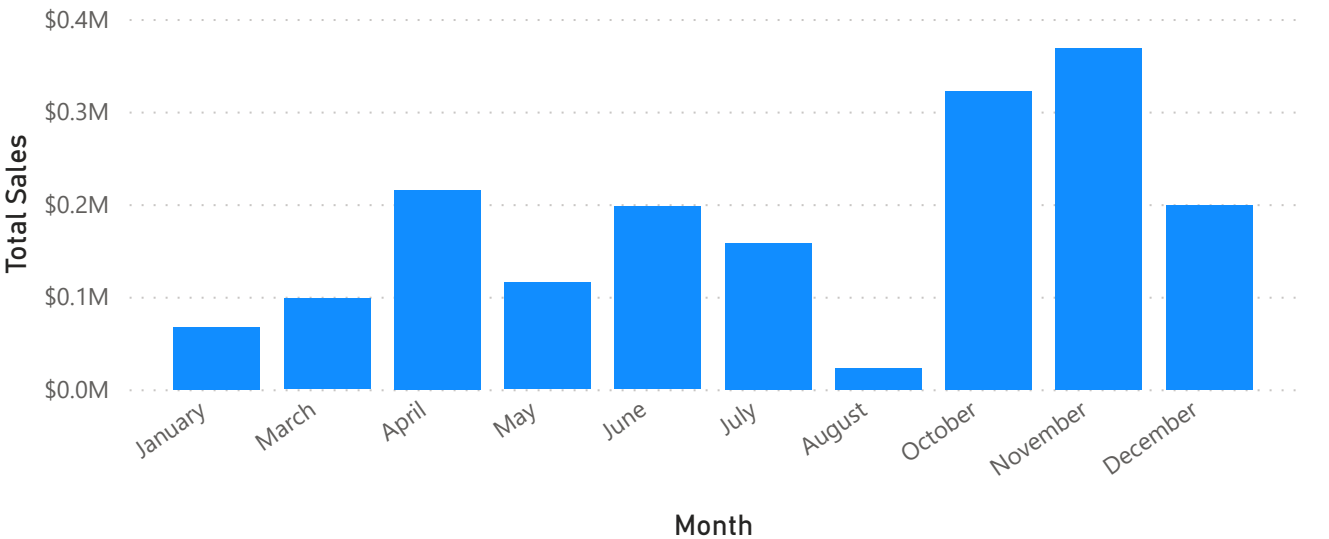


Year

| 1997 |
| 1998 |

Quarter

| 1 | 3 |
| 2 | 4 |

# Maven Food Interval Analysis

**$2M**
Total Sales

**1.05M**
Total Profit

**270K**
Total Orders

**711.73K**
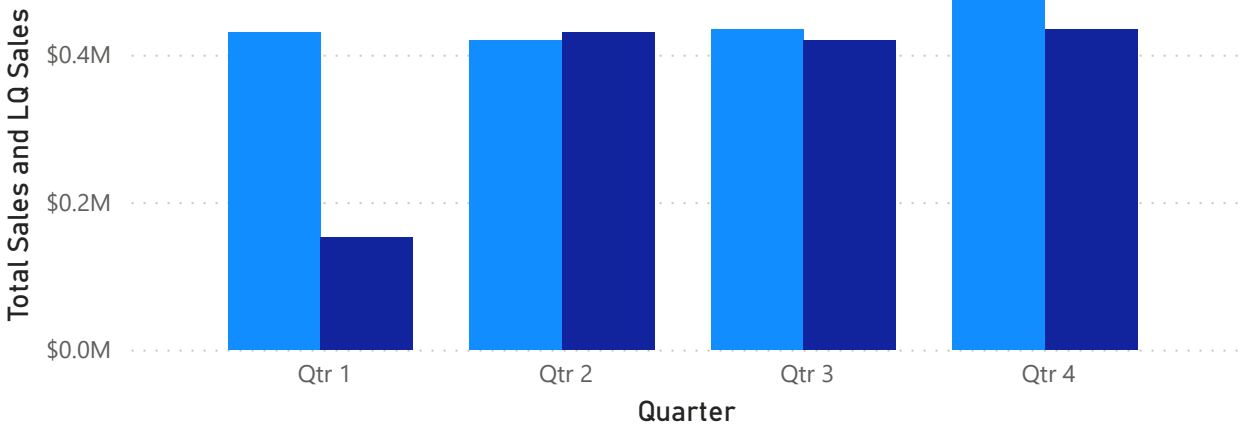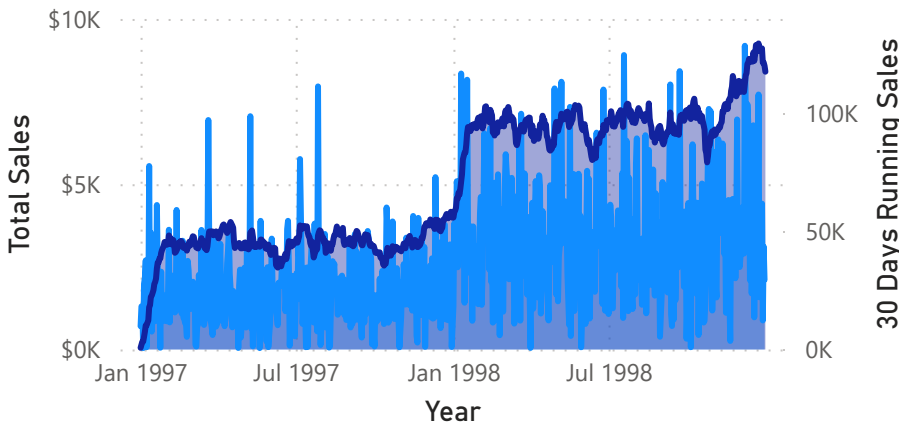Total Cost

**59.67%**
Profit Margin

## Total Sales and LQ Sales by Quarter



- ● Total Sales  ● LQ Sales

## Total Sales and 30 Days Running Sales by Year, Quarter, Month and Day



- ● Total Sales  ● 30 Days Running Sales

### Measure Select...

- ■ Total Sales
- ☐ Total Profit
- ☐ Total Orders
- ☐ Total Sold Qty
- ☐ Total Cost
- ☐ Min Sales
- ☐ Max Sales
- ☐ Avg Sales

## Total Sales and LM Sales by Month Name



- ● Total Sales  ● LM Sales

## Total Sales and 6 Months Running Sales by Month Name



- ● Total Sales  ● 6 Months Running Sales

### Year

| 1997 |
| 1998 |

### Quarter

| 1 | 3 |
| 2 | 4 |

# Maven Food Forecast and Breakdown Analysis

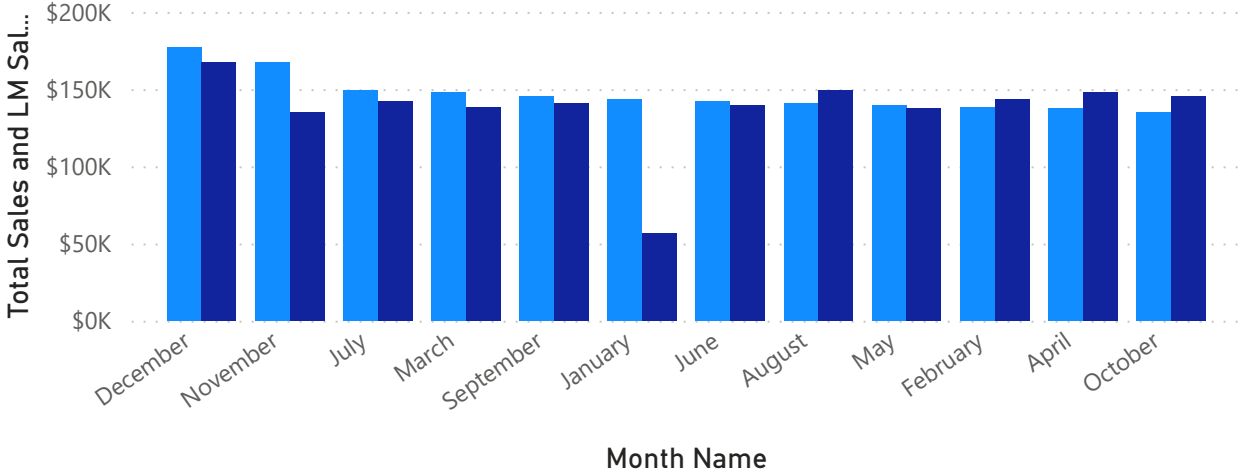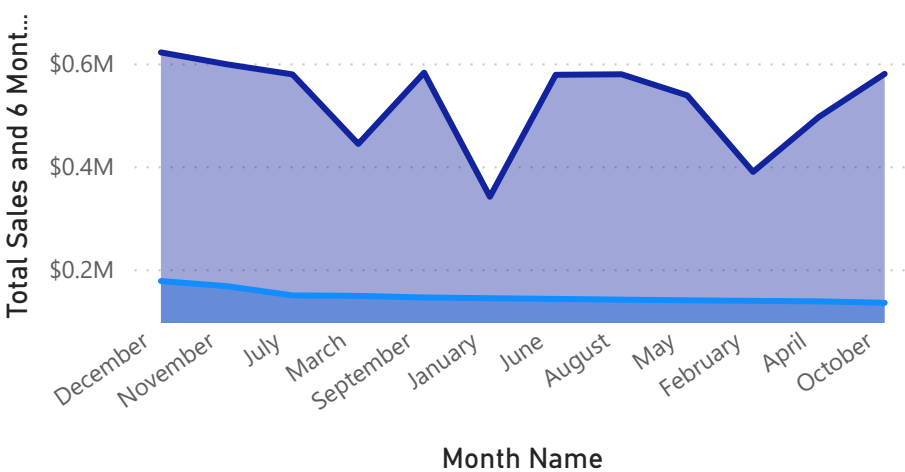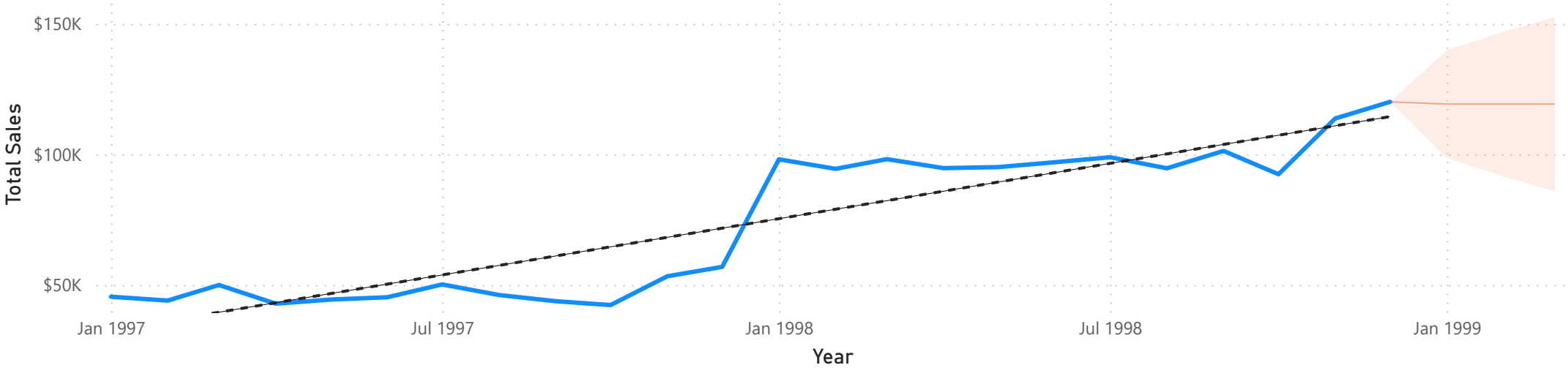| $2M | 1.05M | 270K | 711.73K | 59.67% |
|---|---|---|---|---|
| Total Sales | Total Profit | Total Orders | Total Cost | Profit Margin |

## Total Sales by Year, Quarter and Month



### Measure Select...

- ☑ Total Sales
- ☐ Total Profit
- ☐ Total Orders
- ☐ Total Sold Qty
- ☐ Total Cost
- ☐ Min Sales
- ☐ Max Sales
- ☐ Avg Sales

| store_country ✕ | Year ✕ | gender ✕ | Price Category ✕ | recyclable ✕ |
|---|---|---|---|---|
| USA | 1998 | M | Med Price | |

| | USA $1,177,956 | 1998 $612,718 | M $313,274 | Med Price $130,251 | 1 $72,468 |
|---|---|---|---|---|---|
| Total Sales $1,764,546 | MEXICO $478,916 | 1997 $565,238 | F $299,444 | Low Price $93,963 | 0 $57,783 |
| | CANADA $107,674 | | | High Price $89,060 | |

### Year
- 1997
- 1998

### Quarter
| 1 | 3 |
|---|---|
| 2 | 4 |

# Maven Food Impact Factor Analysis

What influences Total Sales to [ Decrease ▼ ] ?

When...

....the average of Total Sales decreases by

**Total Sold Qty goes down 22308.95** ──────────────→ $12.19K

Total Cost goes down 19039.69 ──────────────→ $12.07K

Total Profit goes down 28165.48 ──────────────→ $11.98K

Total Orders goes down 6812.85 ──────→ $9.42K
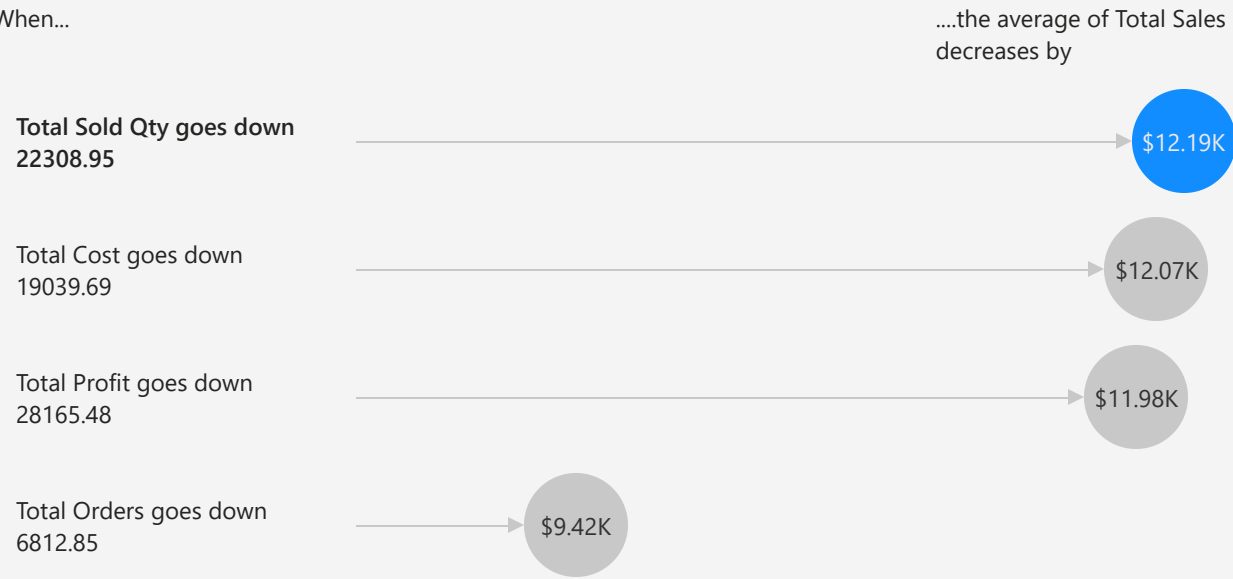
← On average when Total Sold Qty decreases, Total Sales also decreases.



Total Sales (y-axis): $0K, $50K, $100K, $150K

Total Sold Qty (x-axis): 0K, 50K, 100K