

food mart analyze

# Food Mart Project Analyze



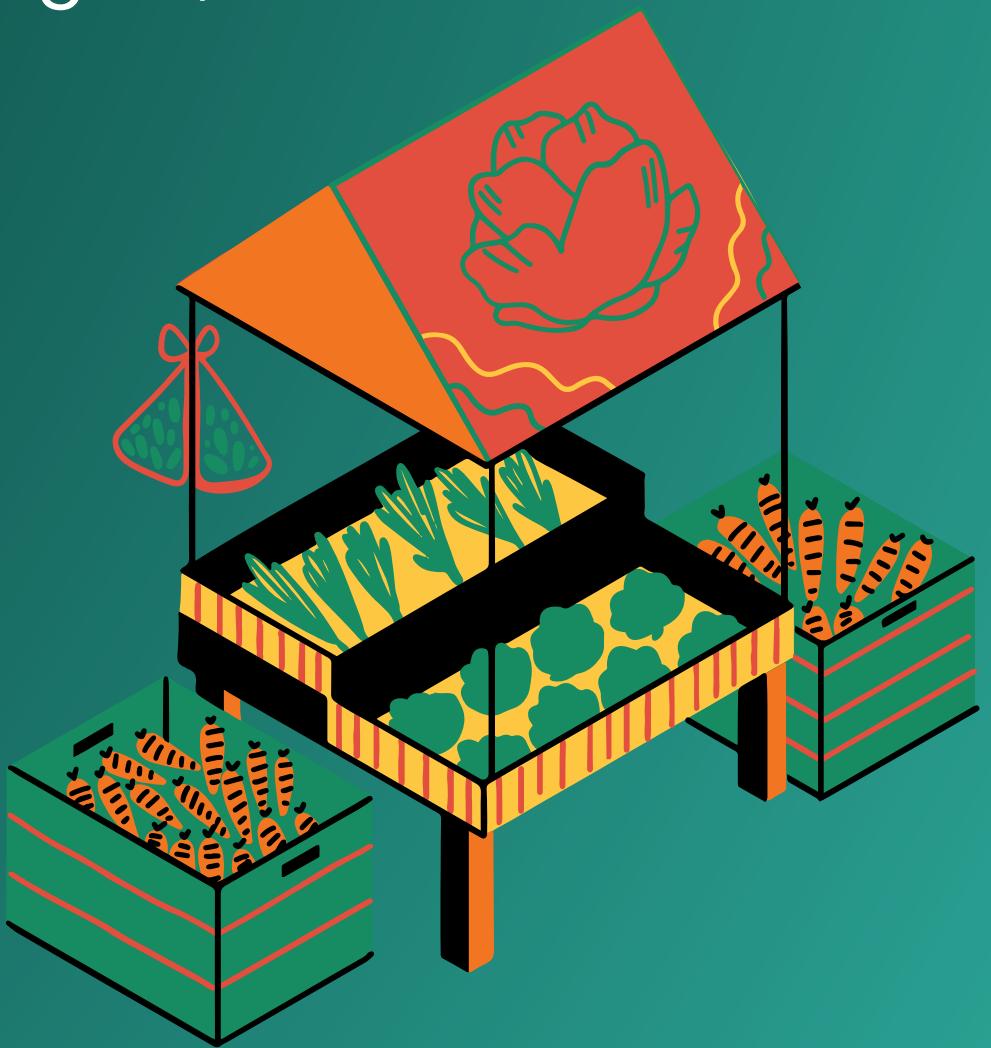


# Overview of the Food Mart Analyze :

This project aims to analyze customer and sales data from a retail environment in order to derive meaningful insights about customer demographics, income levels, regional sales distribution, and promotional effectiveness. The dataset includes information about customer details such as age, gender, marital status, income, region, and purchase behavior.



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# Key Sales & Operations Metrics

- Displays the most successful brands in terms of sales volume.
- Helps understand brand performance and popularity.

## Top 10 Brands by Total Sales

- Shows the geographic distribution of sales.
- North West clearly dominates with 72% of total sales, highlighting it as the strongest region.

## Top Region by Sales

- Identifies the top purchasing customers based on total sales.
- Useful for loyalty targeting or special campaigns.

## Top Customers Purchases

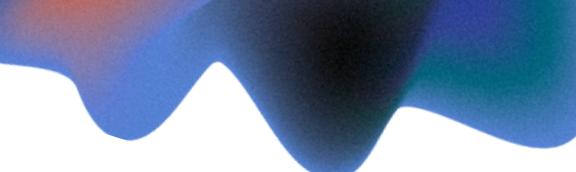
- Show tabular details for sales by product and by region.
- Useful for more granular exploration alongside the visuals.

## Brand & Region Tables



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# Business Questions – Customer Insights



Gender: Fairly balanced, with a slightly higher number of female customers.

Age: Most customers are in the 50+ age group.

Marital Status: Both single and married customers are well represented.

Education: Most customers hold a Bachelor's Degree or High School Degree.

**What is the demographic profile of our customer base in terms of age, gender, marital status, and education?**

Highest income region: Canada West (48%)

Top sales region: Canada West again, suggesting a direct positive correlation between income level and sales.



**How does customer income vary across different regions and states? How does that relate to regional sales?**

## Top states by sales: CA (California) and Mexico

Sales vary significantly across regions, with concentration in a few high-performing areas.



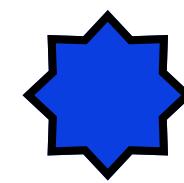
**What is the geographic distribution of customers and/or sales across different regions?**

- Elite customers generate 10% of total profit ( $\approx 109,956.37$ ).
- Regular customers generate 90% ( $\approx 951,859.2$ ).

Insight: Promotions to elite customers may not be justified if based solely on profitability.



## Profitability of elite vs regular customers?



Sales increase with the number of children, peaking at 3–4 children.

Customers with 0 children have the lowest total sales.



**Does family size increase customer purchasing behavior?**



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# Sales, Profitability, and Product Performance

- Clear upward trend in both sales and profit over the years.
- Monthly: Fluctuations observed, peaking in December.

- Highest performance: South West region.
- Lowest performance: Canada West (sales) and South West (profit).
- Central and Western regions show strong results overall.

- Leading brands: Fort West, Best Choice, Suncoast, Club Roca.
- Regional impact: Fort West and Best Choice dominate in the South and West.

- Top profitable products: Tri-State, Telltale, Horizon, Hermans.
- These products deliver the highest margins and drive profitability.

**1. Identify trends and patterns in the food mart sales and profit over time (yearly and monthly).**

**2. Explain the sales and profit variation across different regions**

**3. Explore which product brands are the most popular/most selling. Is that brand's popularity affected by regions (consider the top 10 brands)?**

**4. Explore which products are associated with higher profit margins (consider the top 10 products).**

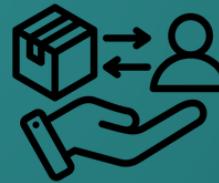
- Best-selling products: Carlton Head, Eye Better, Fabulous Star, Fort West Chips.
- High sales from ready-to-eat foods and beverages

- Highest return rates: ADU, Amigo, Horizon.
- Geographic distribution: Returns more concentrated in Western markets, especially for high-selling brands.



**5. Assess the performance of different products based on sales quantity.**

**6. Explore which product brands have higher return rates. Examine the geographic distribution of returned quantities for different product brands.**



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Thank you for your attention – looking forward to your feedback and discussion