



\$711.73K

Total Cost



\$2M

TOTAL REVENUE



\$1M

TOTAL PROFIT



59.67%

PROFIT MARGIN



833K

QUANTITY SOLD



8289

QUANTITY RETURNED



0.99%

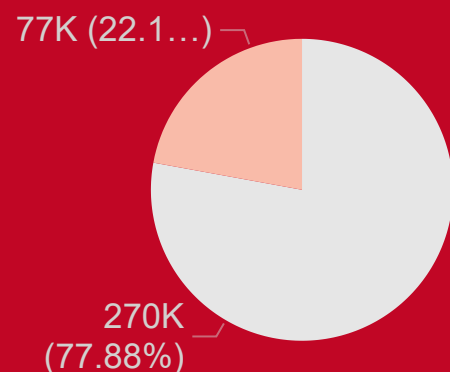
RETURN RATE



1560

UNIQUE PRODUCTS

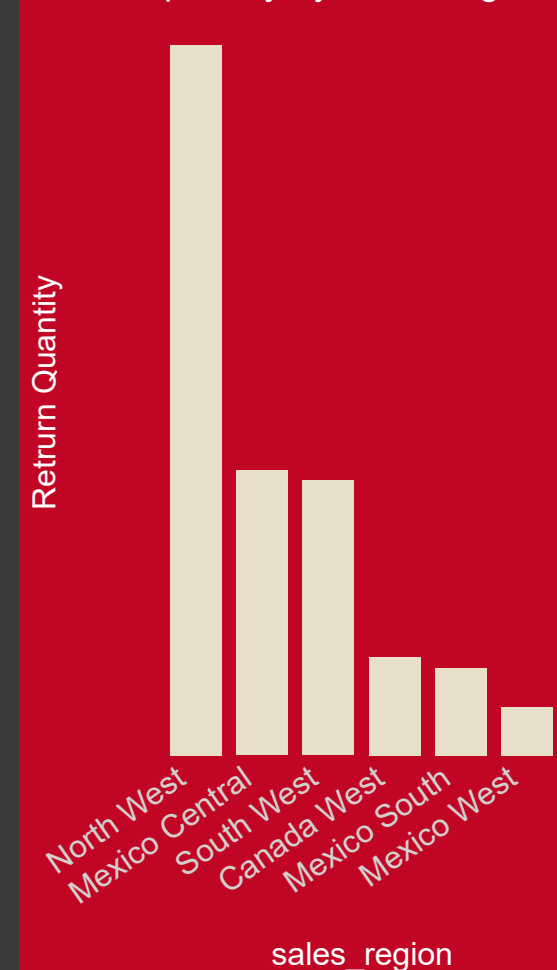
Total Transaction VS Weekend Transaction



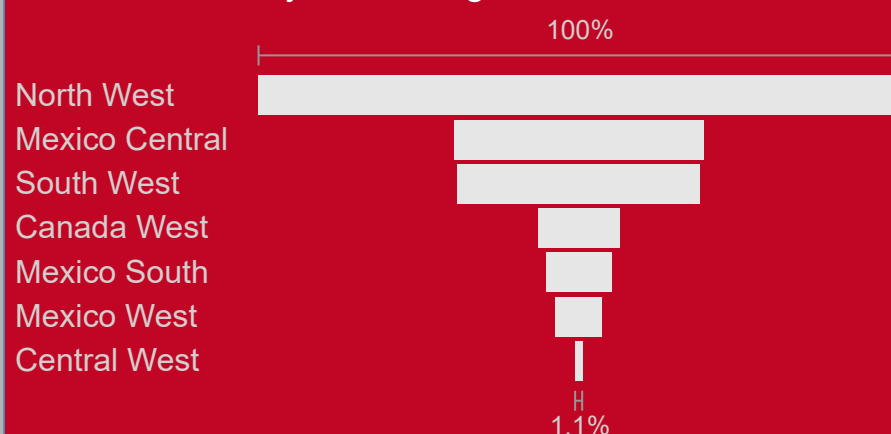
Total Transactions by Sales Region



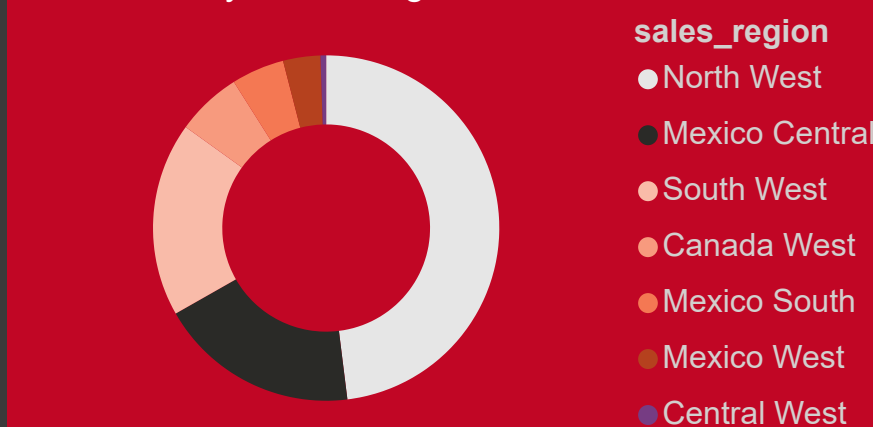
Return quantity by Sales region



Total Revenue by Sales Region



Total Profit by Sales Region



INSIGHTS :

- > The Grocery Store has 1560 unique products and its making \$2M revenue and \$1M profit with 0.99% return rate & 59.67% profit margin.
- > The store has sold 833k products and its costed \$711.73k but the store has gained plenty profit in the business.
- > The store has 22.12% contribution towards total transactions in the weekends which indicates the store has low performing business in the weekends.
- >The store has acquired business mostly in North America and somewhat in Africa.
- >The Sales Region in North America where the store is having most business are North West, Mexico Central, South West, Canada West, Mexico South , Mexico West and Central west as respectively these regions are making highest revenue and profit and also have returned products.



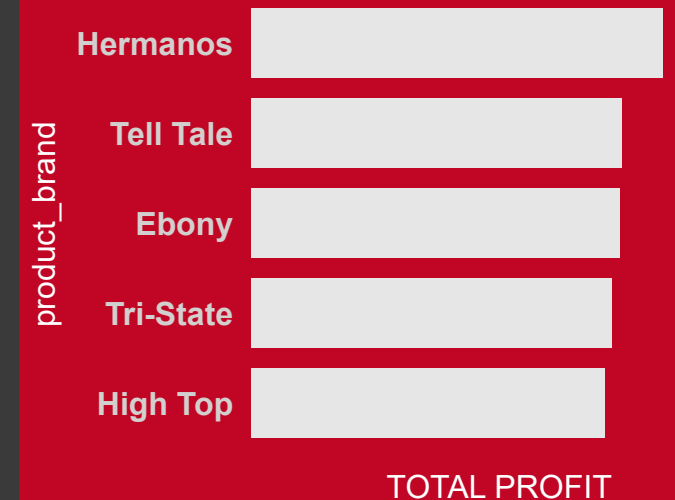
Quantity Sold of High Price (>\$3) VS Low Price(>\$1) Products



Top 5 Brands & Unique Product Names under them

product_brand	Sum of Unique Product Names
Ebony	44
Hermanos	44
High Top	44
Tell Tale	44
Tri-State	44

TOTAL PROFIT by Product Brand



Bottom 5 Product Names by Profit

product_name	TOTAL PROFIT
Club Sour Cream	\$143
Cormorant Large Sponge	\$137
Denny Glass Cleaner	\$129
Jardon Spaghetti	\$142
Super Columbian Coffee	\$132

Distinct Product Brands by Year



Top 5 Brands by Profit (with yearly contribution)

product_brand	TOTAL PROFIT
<input type="checkbox"/> Ebony	\$29,749
1997	\$9,396
1998	\$20,354
<input type="checkbox"/> Hermanos	\$33,167
1997	\$11,414
1998	\$21,753
<input type="checkbox"/> High Top	\$28,503
1997	\$8,692
1998	\$19,810
<input type="checkbox"/> Tell Tale	\$29,926
1997	\$9,944
1998	\$19,982
<input type="checkbox"/> Tri-State	\$29,065
1997	\$9,085
1998	\$19,980
Total	\$1,50,410

Top 5 Sold Product Names

product_name	QUANTITY SOLD
Tell Tale Fresh Lima Beans	698
Steady Whitening Toothpast	684
Hilltop Mint Mouthwash	676
Moms Roasted Chicken	675
Hilltop Silky Smooth Hair Conditioner	665

Top 5 Product Names by Profit

product_name	TOTAL PROFIT
Hermanos Green Pepper	\$1,671
Hilltop Mint Mouthwash	\$1,494
Imagine Popsicles	\$1,514
Nationeel Potato Chips	\$1,480
Super Extra Chunky Peanut Butter	\$1,485

Top 5 Brands with their top ranked Product name & their % contribution in Total Revenue

product_brand	product_name	% Contribution in Revenue	TOTAL REVENUE
Ebony	Ebony Lettuce	4.05%	\$2,015
Hermanos	Hermanos Green Pepper	4.39%	\$2,490
High Top	High Top New Potatos	4.90%	\$2,314
Tell Tale	Tell Tale Cantelope	4.43%	\$2,284
Tri-State	Tri-State Red Delcious Apples	4.23%	\$2,087

date

01-01-1997

31-12-1998

INSIGHTS :

> Green Pepper , Mouthwash, Popsicles have made the highest profit where as Sour cream , Large Sponge, Glass Cleaner has made the least. But its been observed that most sold products are Mouthwash which made 2nd most profit but Lima Beans, Toothpaste have been sold more than this as well.

>From 1997 to 1998 there's no new brand added to the store and its time to add more as each top brands have increased their profit from 1997 to 1998 .

> The top 5 brands Hermanos, Tell Tale, Ebony, Tri State have been top from 1997 to 1998 but High top has made its place in the top 5 in 1998 overcoming 5th top Nationeel from 1997 but High top also ranked in the top 5 in 1997.

> Now its been observed that all the top 5 brands are increasing their profit over the years but they have total 44 unique products under them and hence its time to add more products of these brands specially Food items and Hygiene products to grow the business.

>Its been also observed that brands making highest profits have highest revenue as well where those brands' rank 1 products in terms of revenue have 4% to 4.5% contribution towards the total revenue.

>As its been highlighted that high priced products are sold more in the store, it better to stock high priced products that low priced products to the store to have a higher selling rate.



YoY QUANTITY SOLD

566716✓

Goal: 266773 (+112.43%)

YoY REVENUE

\$11,99,308✓

Goal: 565.24K (+112.18%)

YoY PROFIT

\$7,15,693✓

Goal: 337.13K (+112.29%)

YoY CUSTOMERS

10281✓

Goal: 10281 (+0%)

PROFIT TREND

REVENUE TREND

QUANTITY SOLD TREND

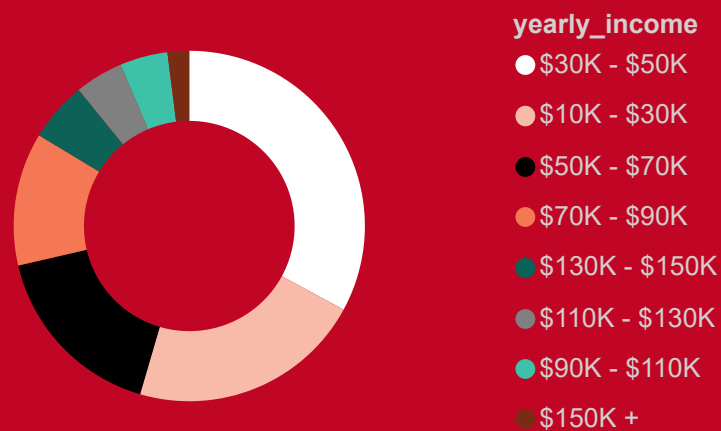
TOTAL PROFIT by Year and Month (with next 6 months Prediction)



Revenue vs Revenue Target (10% increase from previous year)



TOTAL PROFIT by Customers' Yearly Income Group



SUMMERIZE BY

☐ QUANTITY SOLD

☒ PROFIT

☐ REVENUE

SELECT ONE

☐ sales region

☐ store country

☐ product name

☒ product brand

SALES OVERVIEW

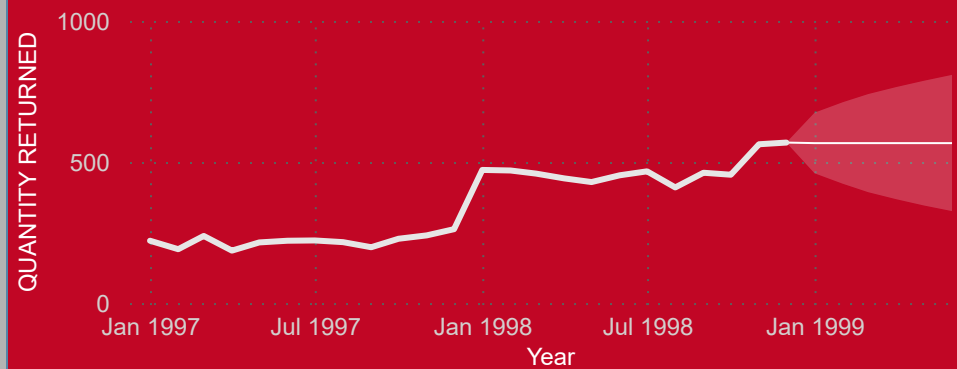


INSIGHTS :

- > From 1997 to 1998 number of goods sold has been increased & also revenue and profit trend is increasing which indicates the business is growing but number of customers has remained the same over the years . Hence the Grocery Store has a customer base already.
- > The prediction of profit trend shows in the coming 6 months the profit would be same as the current time and as there is already a customer base , its time to recheck the marketing and give some attention to the customer group which has bigger contribution to the profit. The income group of yearly \$30k to \$50k followed by \$10k to \$30k can be given some offers so that they contribute to the profit of the store more.
- > Profit , Revenue and Quantity sold is mostly acquired from USA followed by Mexico and Canada.
- > Most sold products are Hygiene products & food items but revenue & profit is gained mostly from food items then hygiene products.
- > Top 3 brands which made the highest revenue and profit are Hermanos, Tell Tale & Ebony . These brands are required more marketing strategies and advertisement to grow the business.
- > As the store could reach the 10% revenue increase target from last year hence its having a promising business strategy.



QUANTITY RETURNED by Year and Month (with next 6 months Prediction)

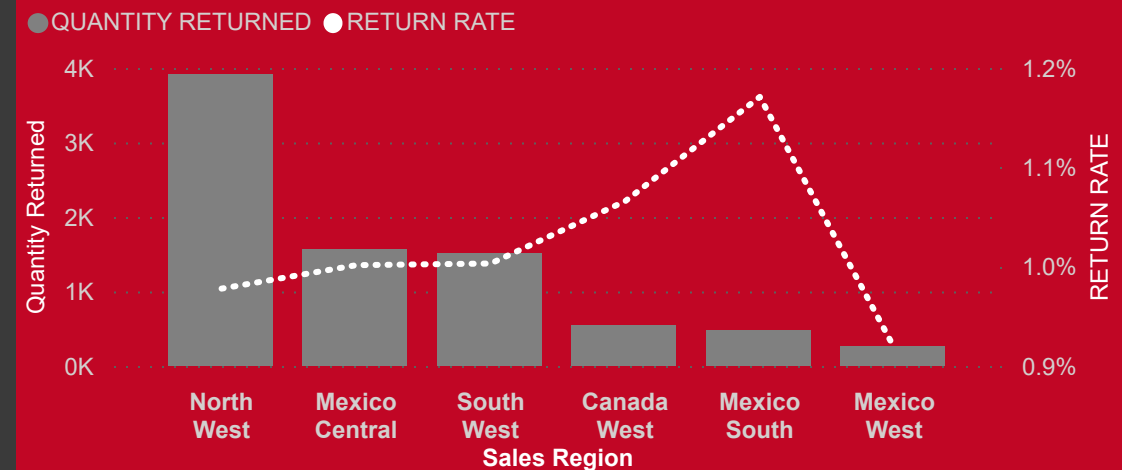


YoY QUANTITY RETURNED

5651 !

Goal: 2638 (-114.22%)

QUANTITY RETURNED & RETURN RATE by Sales Region



Bottom 5 Returned Product Brands & their Return Rates

product_brand	QUANTITY RETURNED	RETURN RATE
Curlew	7	0.65%
Toretti	4	0.78%
James Bay	3	0.27%
Prelude	3	0.56%
Symphony	3	0.57%

COUNTRY

store_country

Select all

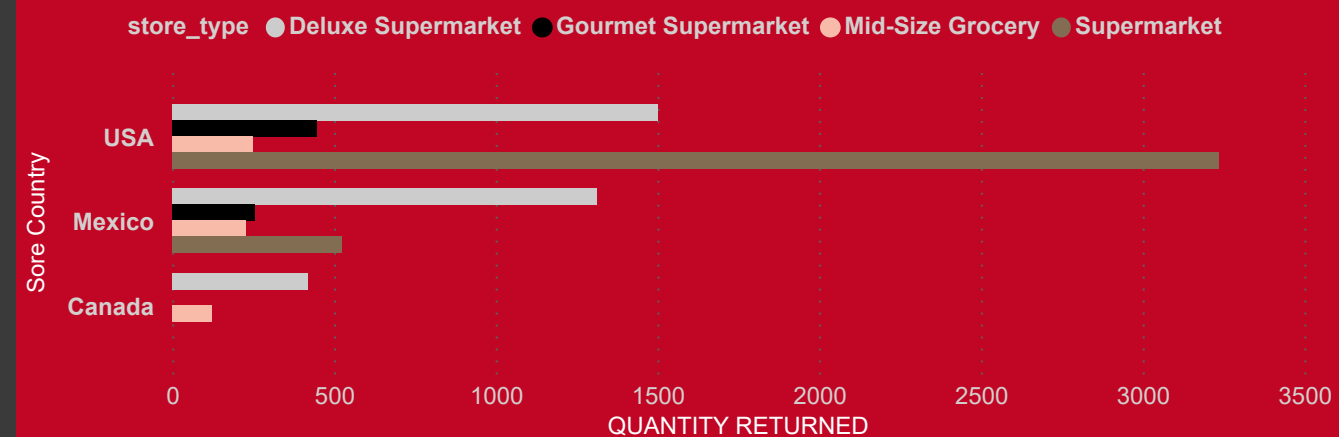
Top 5 Returned Product Brands & their Return Rates

product_brand	QUANTITY RETURNED	RETURN RATE
Ebony	223	0.95%
Hermanos	274	1.11%
Horatio	240	1.25%
Tell Tale	238	1.00%
Tri-State	239	1.02%

TOP 5 Returned Product names & their Return Rates

product_name	QUANTITY RETURNED	RETURN RATE
Hermanos Red Pepper	17	2.83%
Hermanos Oranges	15	2.71%
Walrus Merlot Wine	15	2.79%
Monarch Rice Medly	14	2.19%
Shady Lake Spaghetti	14	2.93%
Super Creamy Peanut Butter	14	2.30%
Tell Tale Cauliflower	14	2.45%
Tell Tale Walnuts	14	2.62%

QUANTITY RETURNED by Store Country and Store Type



INSIGHTS :

- > More products have been returned in 1998 than 1997. We have 5651 more products have been returned from 1997 to 1998 and this high returning of products will remain the same for next 6 months as predicted.
- > USA has returned most products followed by Mexico & Canada. Where Super Market stores return most products in USA, but Deluxe Super Market Stores return most products in Mexico & Canada.
- > There are 8 products which have been enlisted in top 5 returned products , where highest return rate is 2.83% & lowest is 2.19%.
- > Where North West Region has most returned products but it has lower return rate but Mexico south is the region where products are less returned but with the highest return rate.
- > Where Ebony is the brand which has most returned products (223) , there Symphony & Prelude has a tie for having lowest number of returns (3).
- > For the food products we have most returns & hence their marketing needs to be looked by the countries & region.