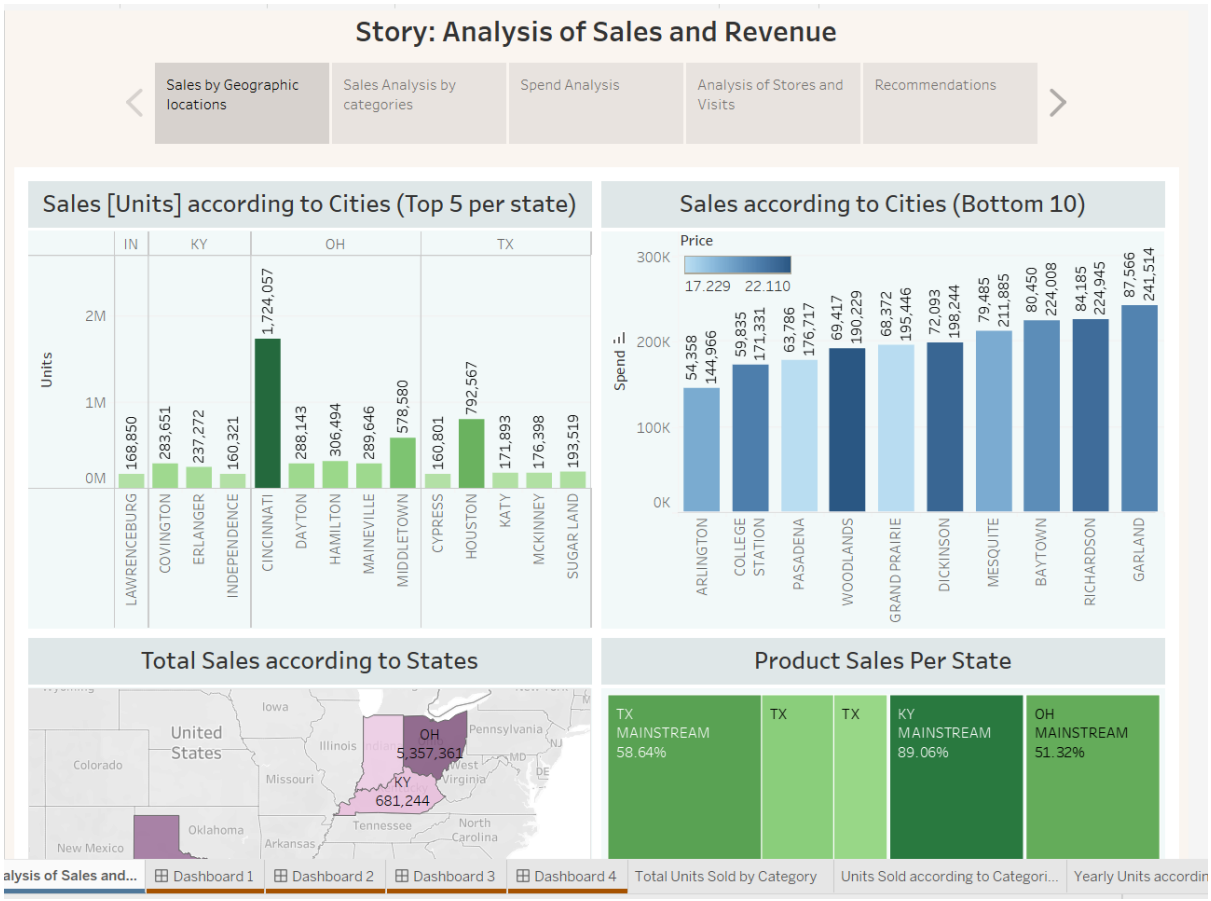
MINIPROJECT:

NAME: Atharv Satish Nikam

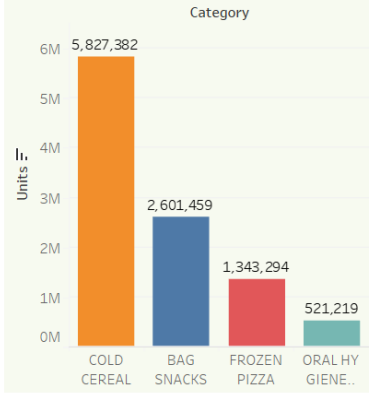
STORY:



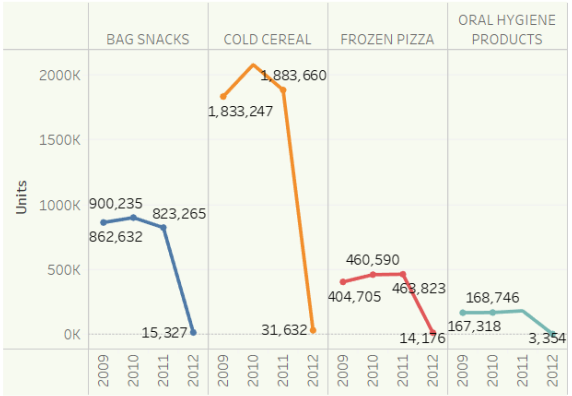
Story: Analysis of Sales and Revenue

Sales by Geographic locations | Sales Analysis by categories | Spend Analysis | Analysis of Stores and Visits | Recommendations

Total Units Sold by Category



Yearly Units according to Categories



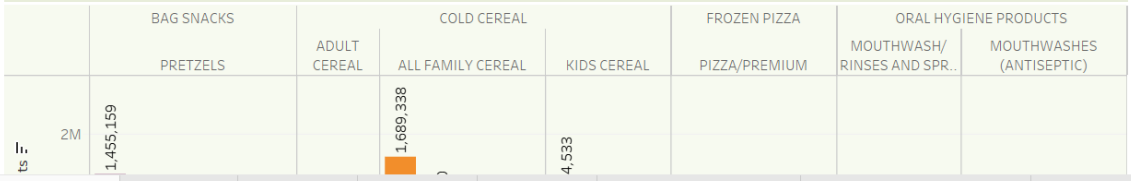
Category
- BAG SNACKS
- COLD CEREAL
- FROZEN PIZZA
- ORAL HYGIENE PRO..

Sub Category
- ADULT CEREAL
- ALL FAMILY CEREAL
- KIDS CEREAL
- MOUTHWASH/RINSE..
- MOUTHWASHES (AN..
- PIZZA/PREMIUM
- PRETZELS

Highlight Manufacturer

Highlight Manufacturer

Units Sold according to Categories and Manufacturers

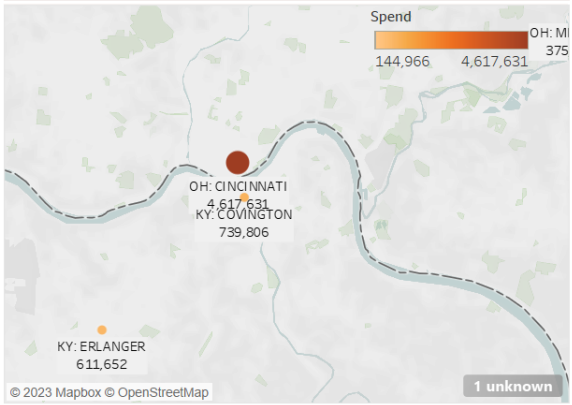


alysis of Sales and... | Dashboard 1 | Dashboard 2 | Dashboard 3 | Dashboard 4 | Total Units Sold by Category | Units Sold according to Categori... | Yearly Units according t

Story: Analysis of Sales and Revenue

Sales by Geographic locations | Sales Analysis by categories | Spend Analysis | Analysis of Stores and Visits | Recommendations

Spend according to Stores



Spend according to Stores [Table]

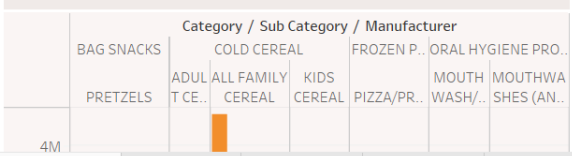
Addre..	Week End Date 2009	2010	2011
CINCINNATI	1,394,779	1,593,466	1,599,52
HOUSTON	723,766	765,478	738,87
MIDDLETO..	452,299	527,501	555,33
DAYTON	272,797	282,069	272,28
HAMILTON	243,359	285,487	284,63
MAINEVILLE	232,258	263,022	265,27
KETTERING	173,910	274,625	292,71
COVINGTON	223,759	269,987	241,63
LOVELAND	235,844	246,036	246,31
BLUE ASH	199,358	240,816	262,44
LEBANON	194,165	207,496	213,51
ERLANGER	178,349	231,795	197,20
SUGAR LAND	182,373	186,079	177,21

Year of Week End Date
- (All)
- 2009
- 2010
- 2011
- 2012

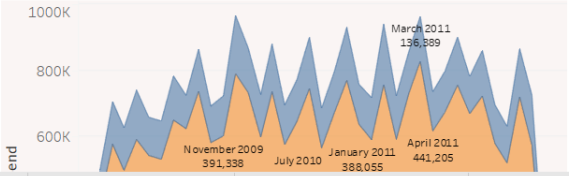
Category
- BAG SNACKS
- COLD CEREAL
- FROZEN PIZZA
- ORAL HYGIENE PRO..

Sub Category
- ADULT CEREAL
- ALL FAMILY CERE..
- KIDS CEREAL
- MOUTHWASH/RI..
- MOUTHWASHES (..
- PIZZA/PREMIUM

Spends according to Sub-categories and Manufacturer



Monthly Spends

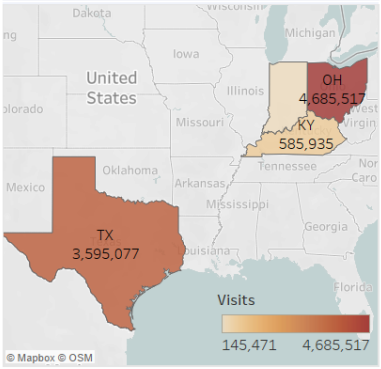


lysis of Sales and... | Dashboard 1 | Dashboard 2 | Dashboard 3 | Dashboard 4 | Total Units Sold by Category | Units Sold according to Categori... | Yearly Units accordin

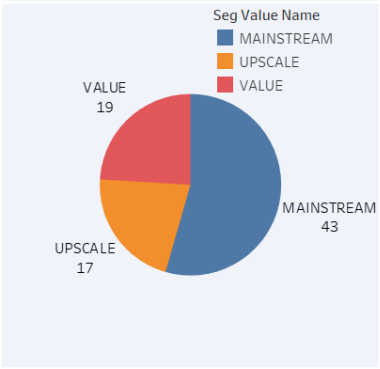
Story: Analysis of Sales and Revenue

Sales by Geographic locations | Sales Analysis by categories | Spend Analysis | **Analysis of Stores and Visits** | Recommendations

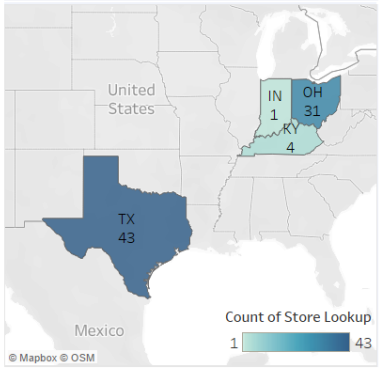
Visits per state



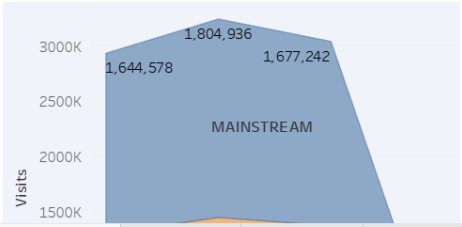
Counts of Stores



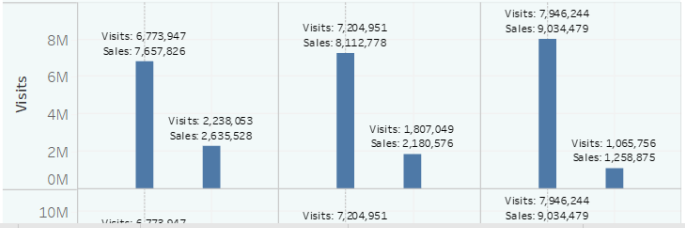
Stores per States



Yearly Visits according to Store Types



Effect of Display, TPR, and Feature on Visits



Story: Analysis of Sales and Revenue

Recommendations:

Make Stock Levels for High-Demand Categories Optimal:

- Across all years, it is clear that the "Cold Cereal" and "Bag Snack" categories have consistently sold the most units. It is essential for retailers to maintain sufficient inventory of these two categories at all times if they are to make a profit on this trend and guarantee consumer happiness.
- In the "Bag Snack" category, it is advised that retailers enhance their supply chain by obtaining more packets from the producer "Private Label Pretzels." Similarly, for the "Cold Cereal" category, stores should focus on increasing their stock from the manufacturers "Kellogg" (for kids' cereal) and "General MI" (for all family cereal).
- Stores can increase sales and have a favorable effect on revenue growth by coordinating their stocking strategy with the high-demand categories and working with important manufacturers.

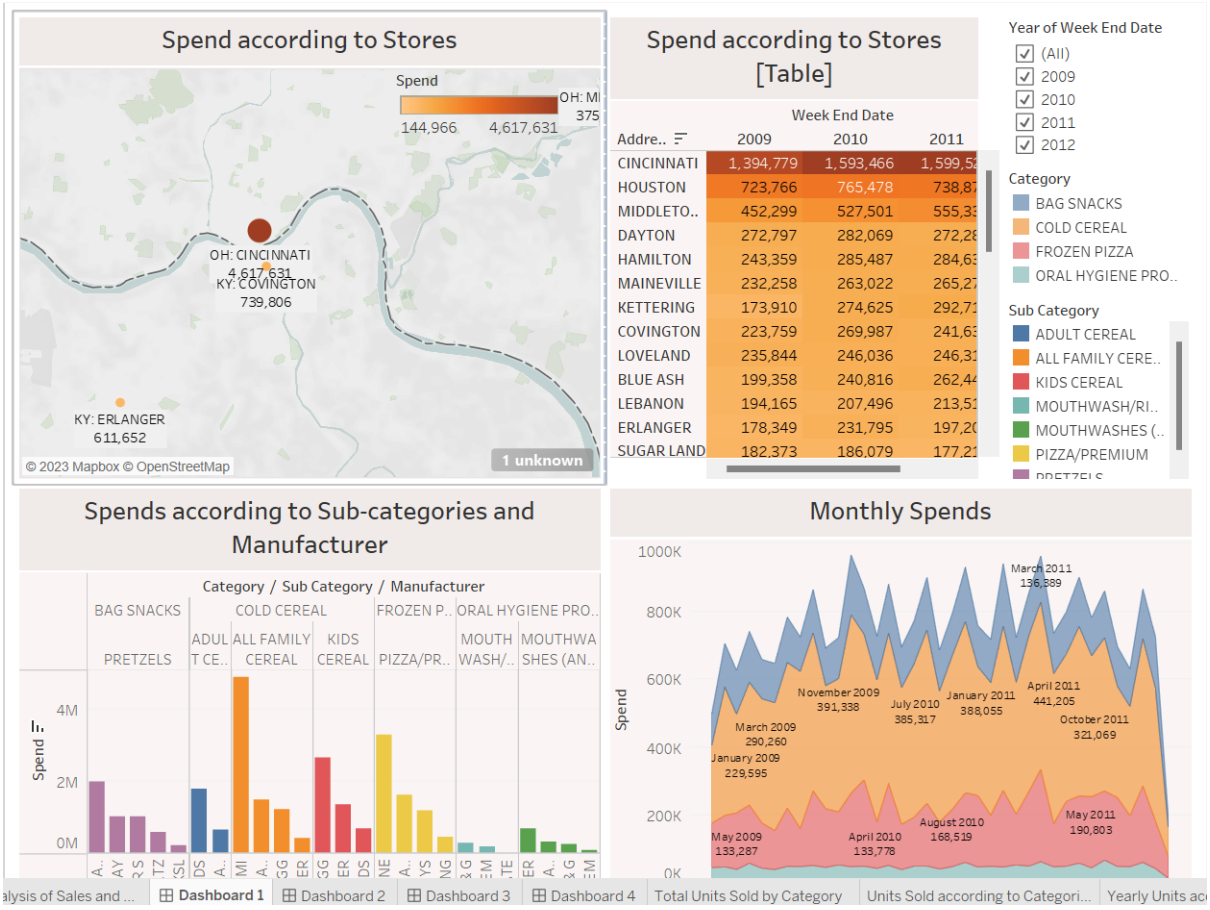
Improve promotional tactics and concentrate on mainstream retailers:

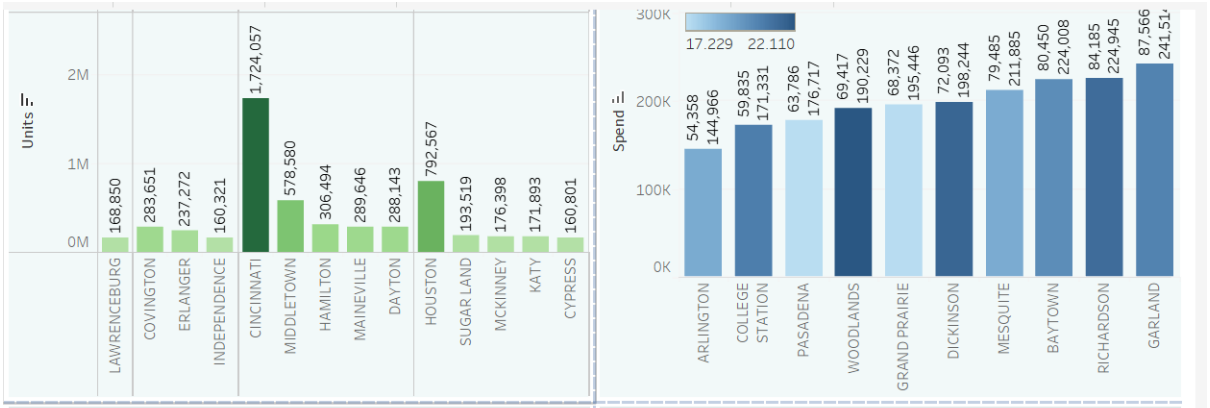
- Increasing visits and sales has not been significantly impacted by in-store promotional displays, in-store circulars, or temporary price reductions (TPR). As a result, retailers are urged to review their promotional tactics and reallocate funds to growth projects that will be more successful. Shops should investigate other marketing strategies that can have better outcomes in attracting customers and increasing sales. To draw in additional clients, stores can involve customer loyalty programs, focused digital marketing efforts, or partnerships with well-known local influencers.
- In terms of visitors and sales, mainstream retailers consistently exceed other store kinds (value and upmarket). Stores should concentrate on simplifying the processes of mainstream stores if they want to profit in on this trend.
- Texas stores have the highest number of visits, which is likely due to having the most number of stores in the dataset. However, this also presents an opportunity for stores to concentrate their efforts on the Texas region

Expansion in High-Performing Areas and Assessment of Underperforming Locations:

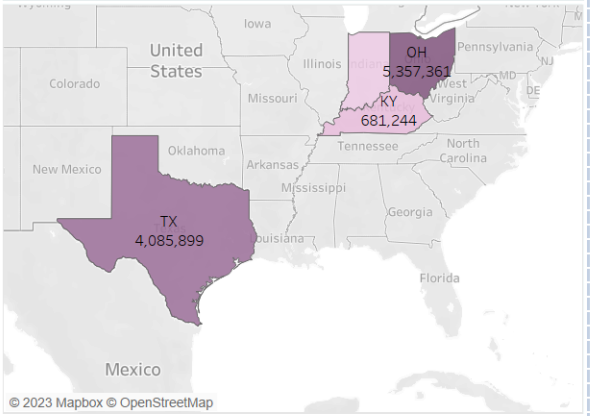
- In terms of total sales and sold items, sites in the Cincinnati region have performed well. In order to profit, retailers should examine the elements influencing their high sales and implement these effective techniques in additional locations.
- Aelington and College Station, on the other hand, are exhibiting indicators of underperformance. Stores should carry out a thorough performance evaluation to pinpoint the reasons for this. It is important to carefully evaluate elements including competition, and customer preferences

DASHBOARD:

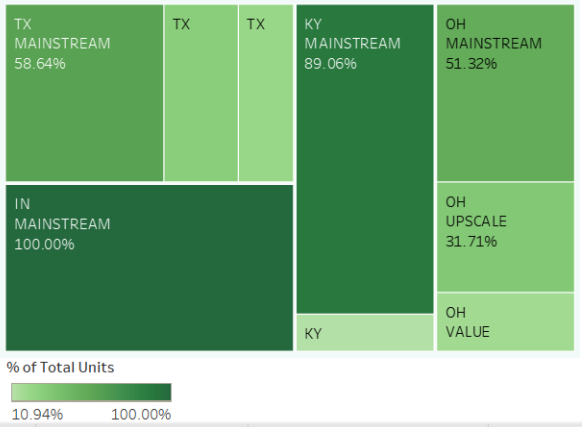

Spend according to Stores
Spend
144,966
4,617,631
OH: CINCINNATI
4,617,631
KY: COVINGTON
739,806
KY: ERLANGER
611,652
© 2023 Mapbox © OpenStreetMap
1 unknown
Spend according to Stores [Table]
Week End Date
Addre..
2009
2010
2011
CINCINNATI 1,394,779 1,593,466
HOUSTON 723,766 765,478
MIDDLETO.. 452,299 527,501
DAYTON 272,797 282,069
HAMILTON 243,359 285,487
MAINEVILLE 232,258 263,022
KETTERING 173,910 274,625
COVINGTON 223,759 269,987
LOVELAND 235,844 246,036
BLUE ASH 199,358 240,816
LEBANON 194,165 207,496
ERLANGER 178,349 231,795
SUGAR LAND 182,373 186,079
Year of Week End Date
(All)
2009
2010
2011
2012
Category
BAG SNACKS
COLD CEREAL
FROZEN PIZZA
ORAL HYGIENE PRO..
Sub Category
ADULT CEREAL
ALL FAMILY CERE..
KIDS CEREAL
MOUTHWASH/RI..
MOUTHWASHES (..
PIZZA/PREMIUM
Spends according to Sub-categories and Manufacturer
Category / Sub Category / Manufacturer
BAG SNACKS
COLD CEREAL
FROZEN P..
ORAL HYGIENE PRO..
PRETZELS
ADULT CE..
ALL FAMILY CEREAL
KIDS CEREAL
PIZZA/PR..
MOUTH WASH/..
MOUTHWASHES (AN..
Spend
4M
2M
0M
Monthly Spends
Spend
1000K
800K
600K
400K
200K
0K
March 2011
136,389
November 2009
391,338
July 2010
385,317
January 2011
388,055
April 2011
441,205
October 2011
321,069
March 2009
290,260
January 2009
229,595
May 2009
133,287
April 2010
133,778
August 2010
168,519
May 2011
190,803
alysis of Sales and ...
Dashboard 1
Dashboard 2
Dashboard 3
Dashboard 4
Total Units Sold by Category
Units Sold according to Categori...
Yearly Units ac



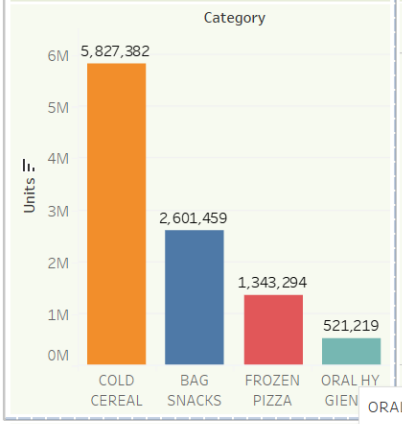
Total Sales according to States



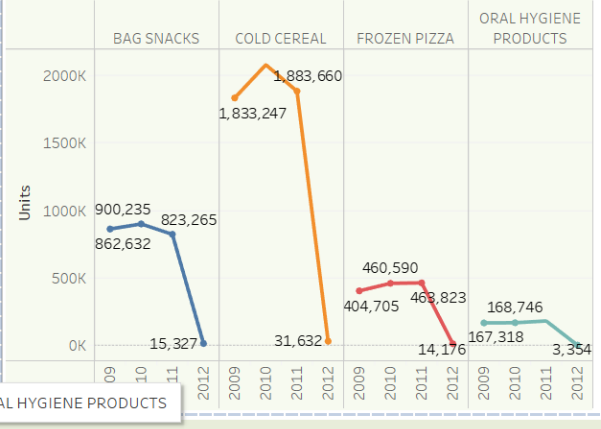
Product Sales Per State

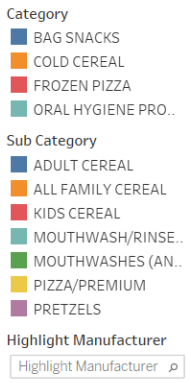


Total Units Sold by Category

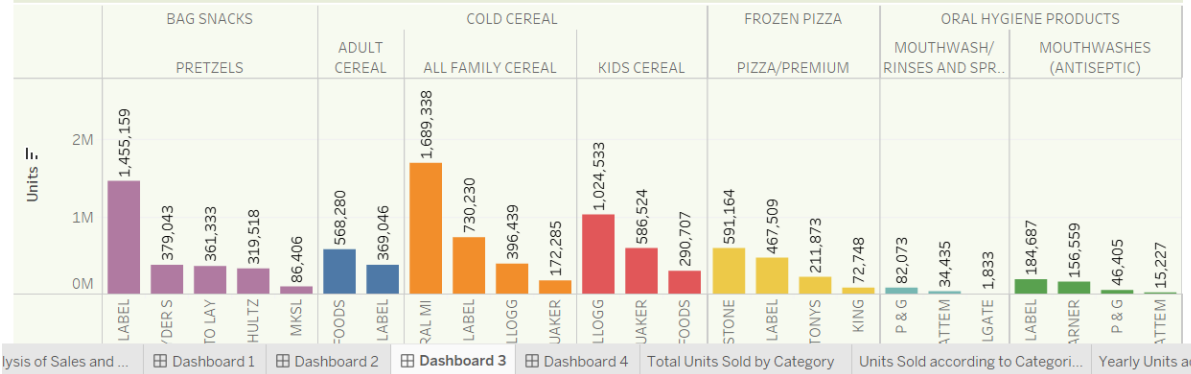


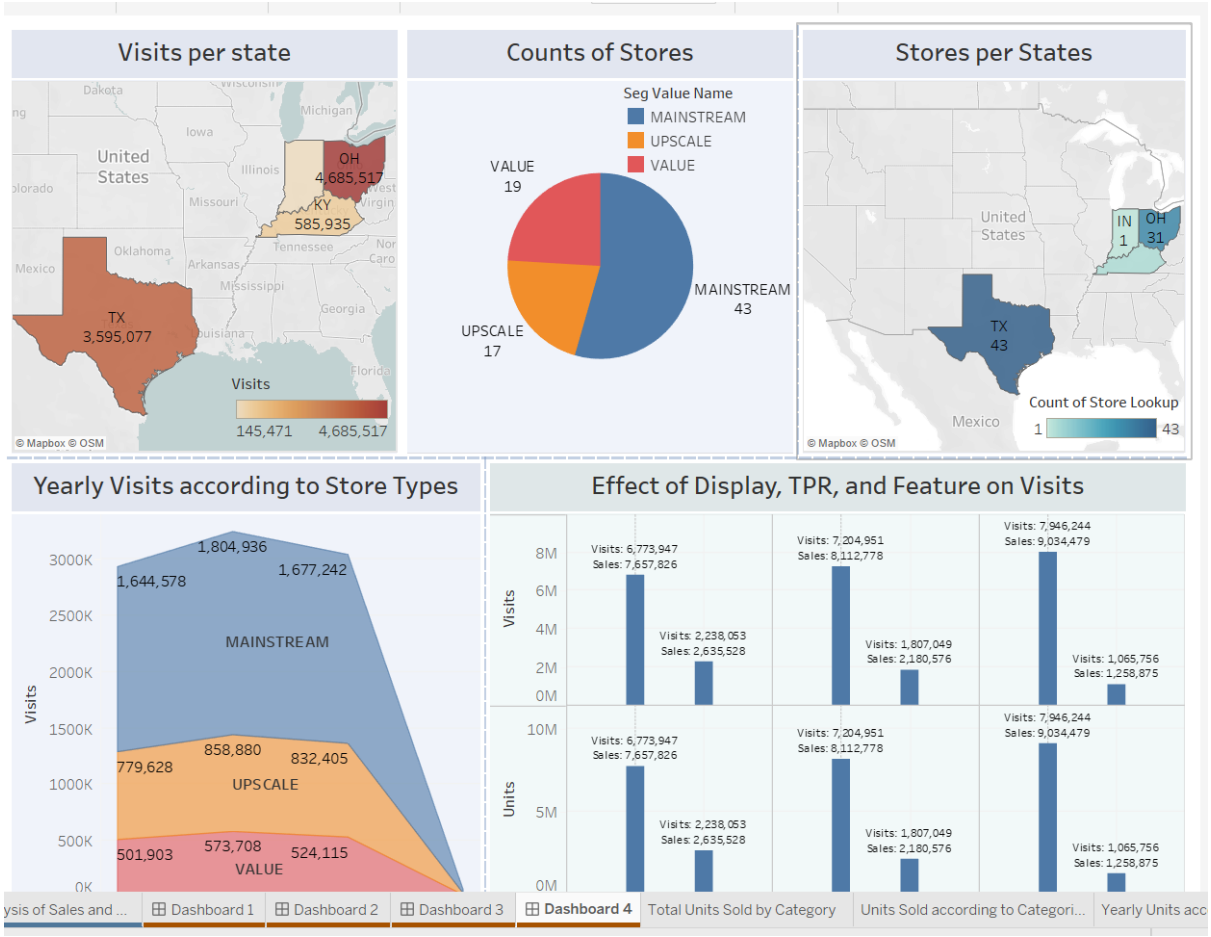
Yearly Units according to Categories



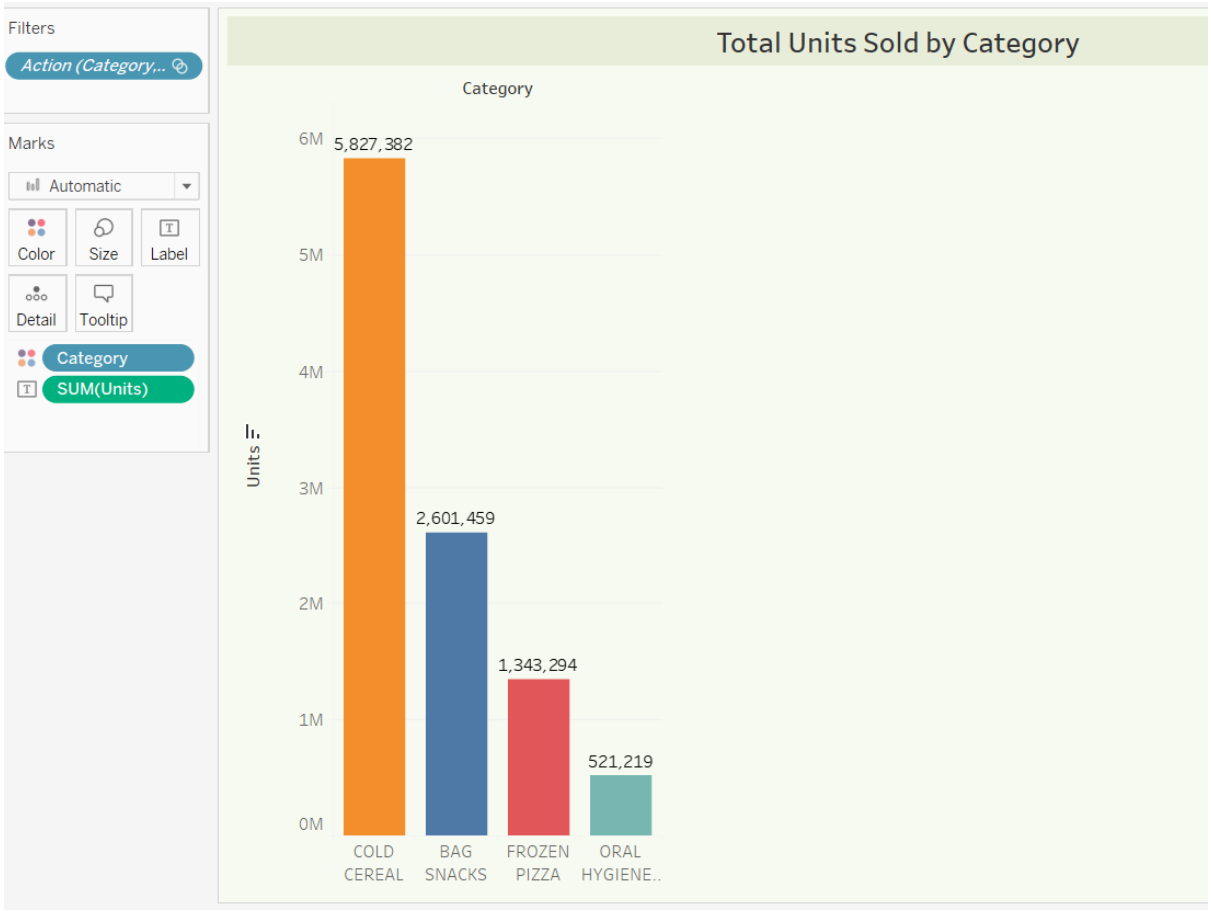


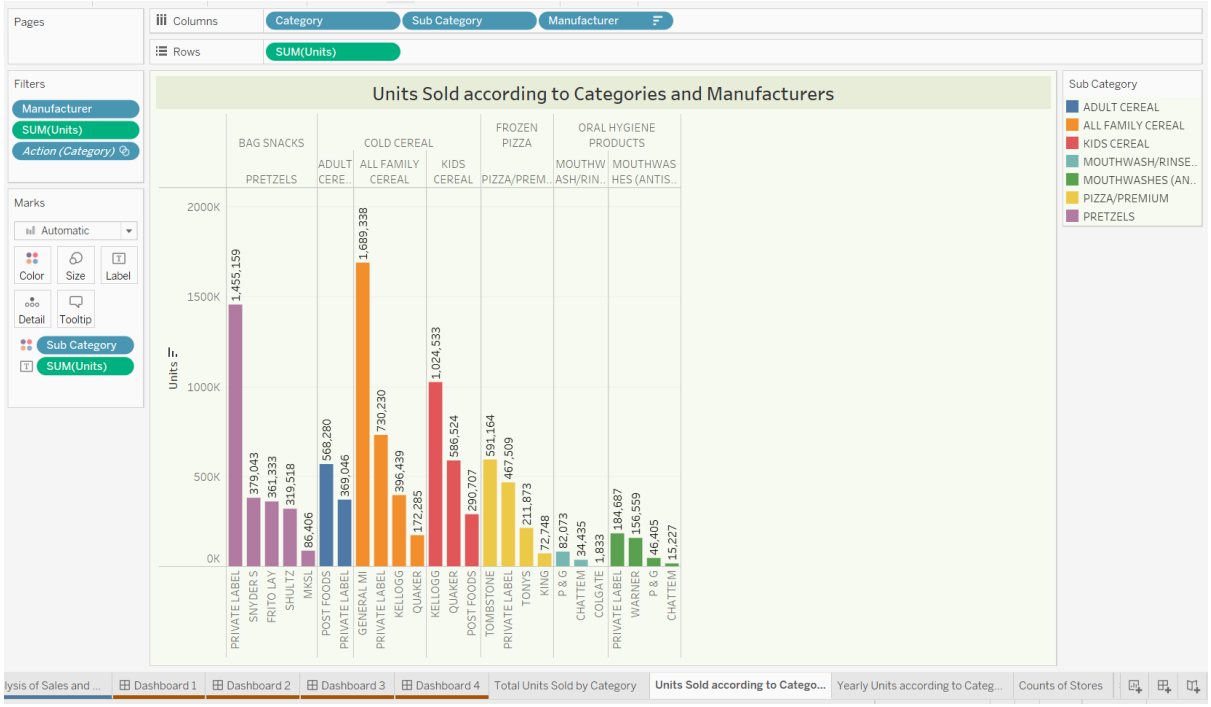
Units Sold according to Categories and Manufacturers

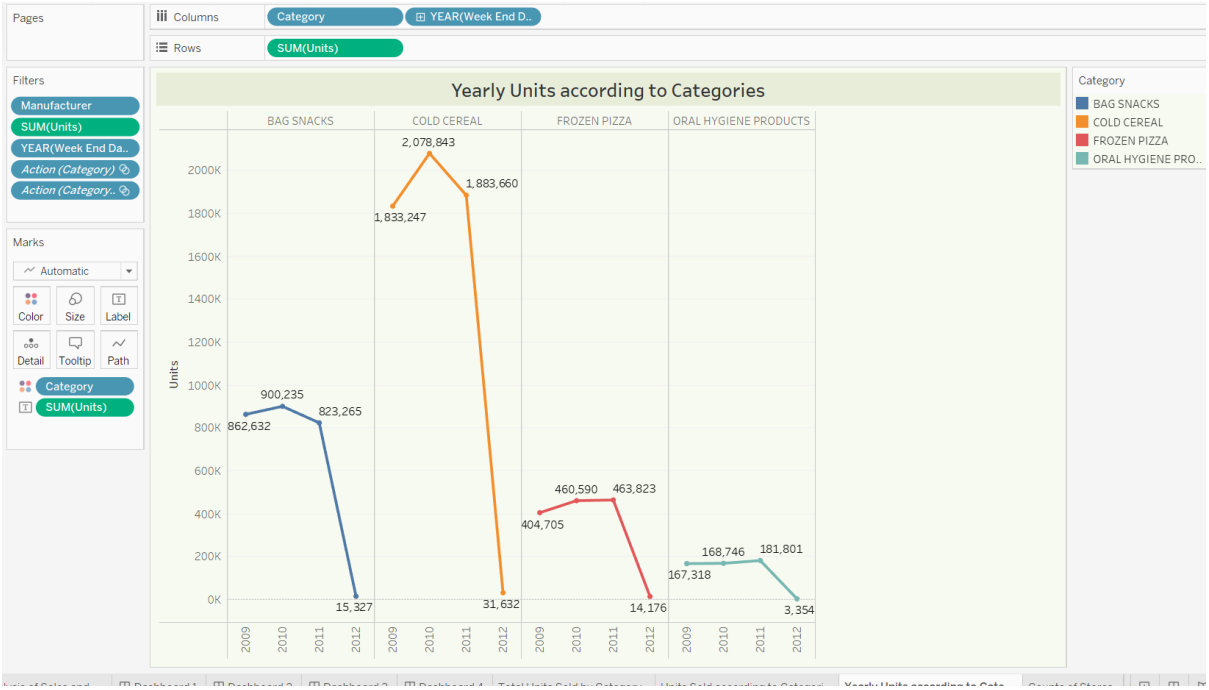


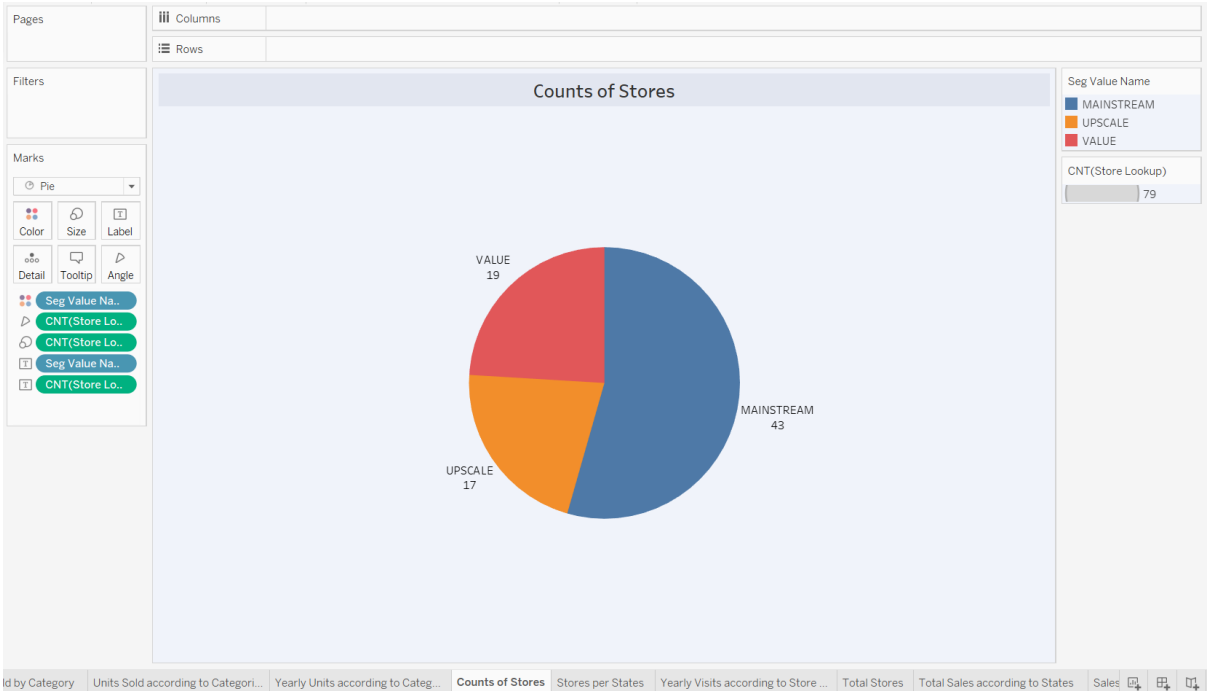


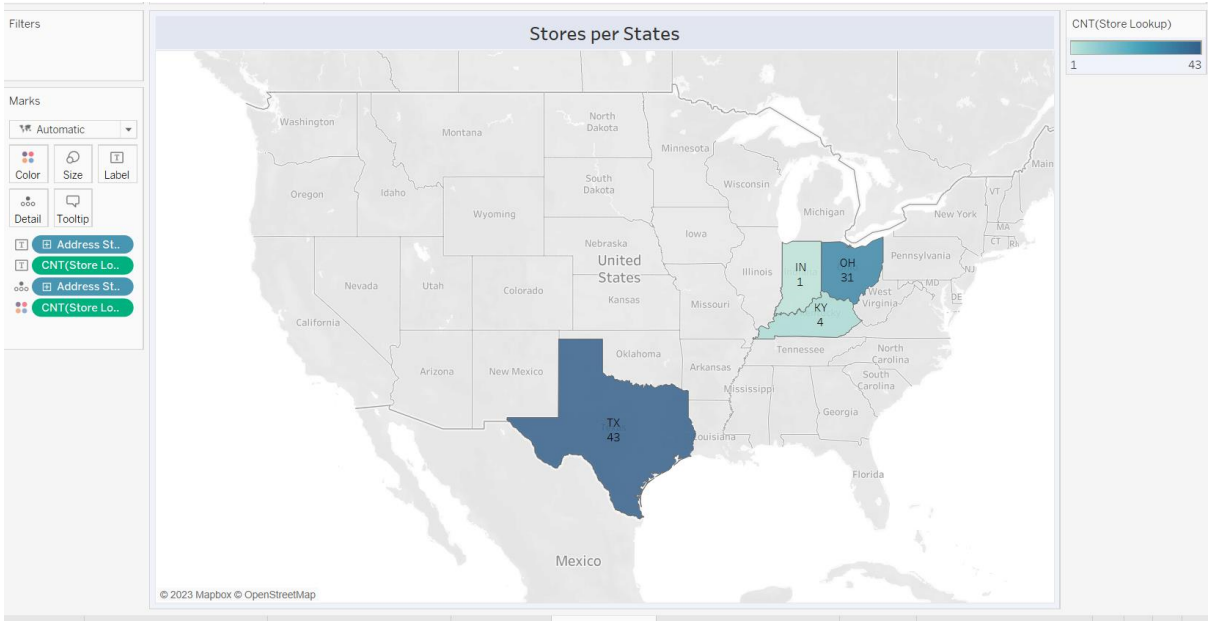
VISUALIZATIONS:

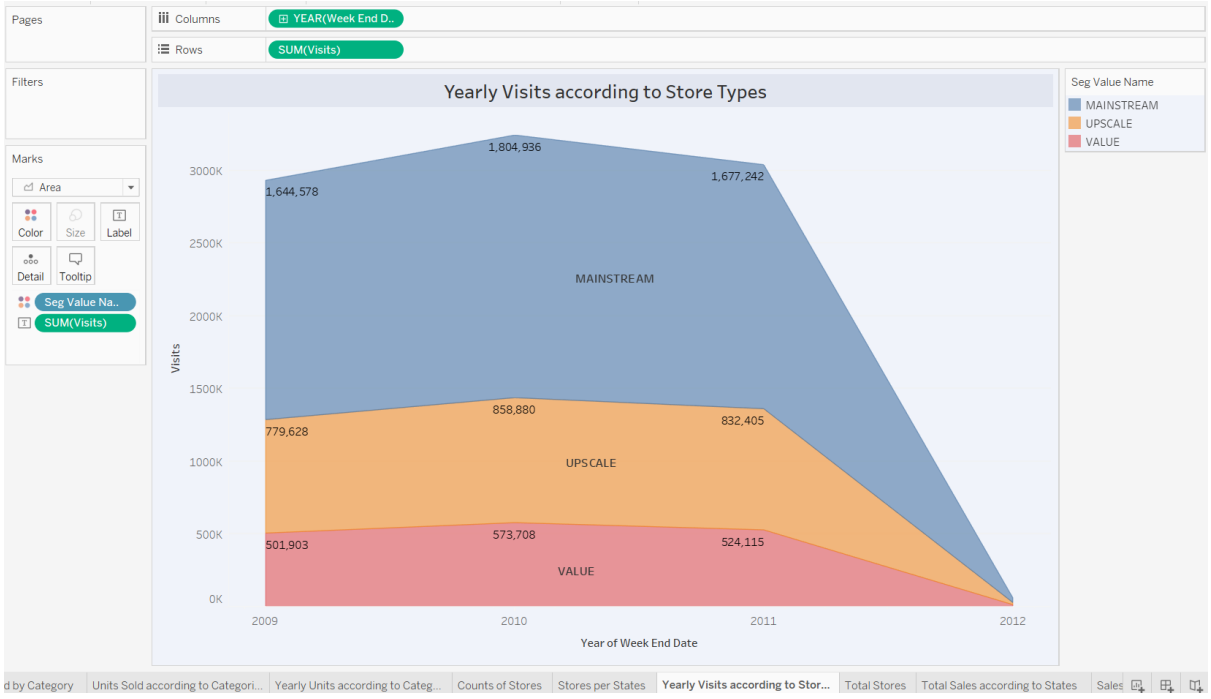

Filters
Action (Category,..
Marks
Automatic
Color
Size
Label
Detail
Tooltip
Category
SUM(Units)
Total Units Sold by Category
Category
Units
6M
5M
4M
3M
2M
1M
0M
5,827,382
2,601,459
1,343,294
521,219
COLD CEREAL
BAG SNACKS
FROZEN PIZZA
ORAL HYGIENE..

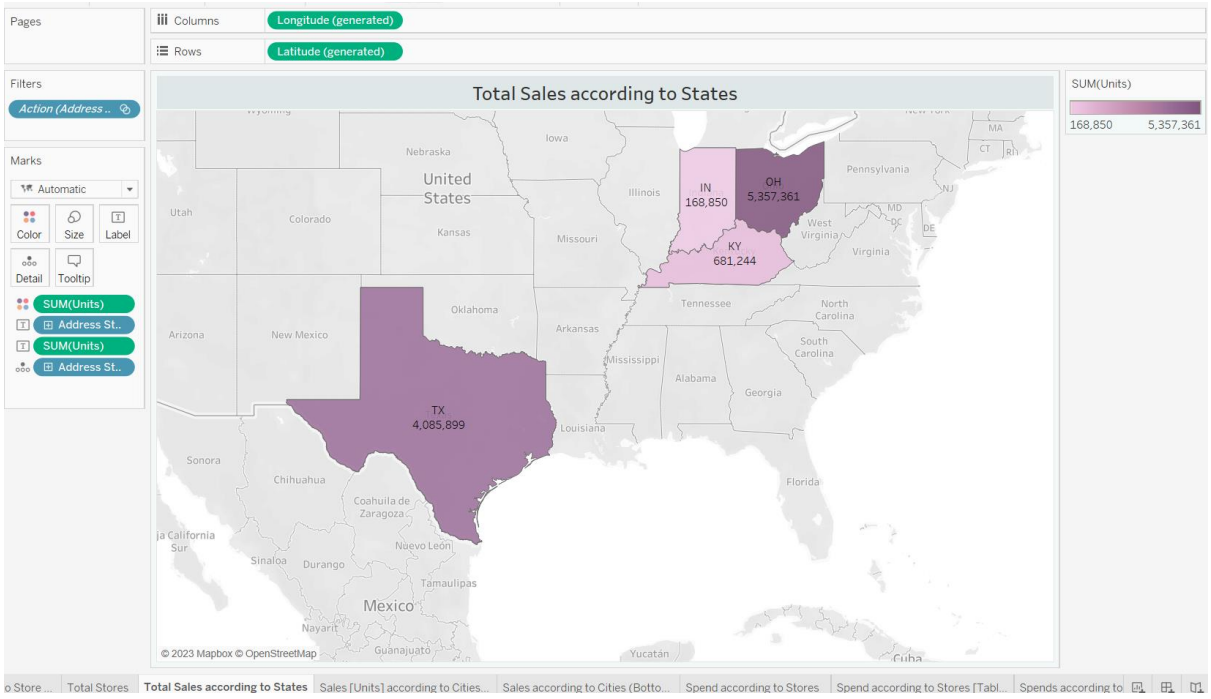

Pages
Columns
Category
Sub Category
Manufacturer
Rows
SUM(Units)
Filters
Manufacturer
SUM(Units)
Action (Category)
Marks
Automatic
Color
Size
Label
Detail
Tooltip
Sub Category
SUM(Units)
Units Sold according to Categories and Manufacturers
BAG SNACKS
PRETZELS
COLD CEREAL
ADULT CERE..
ALL FAMILY CEREAL
KIDS CEREAL
FROZEN PIZZA
PIZZA/PREM..
ORAL HYGIENE PRODUCTS
MOUTHW ASH/RIN..
MOUTHWAS HES (ANTIS..
Units
2000K
1500K
1000K
500K
0K
1,455,159
379,043
361,333
319,518
86,406
568,280
369,046
1,689,338
730,230
396,439
172,285
1,024,533
586,524
290,707
591,164
467,509
211,873
72,748
82,073
34,435
1,833
184,687
156,559
46,405
15,227
PRIVATE LABEL
SNYDER'S
FRITO LAY
SHULTZ
MKSL
POST FOODS
PRIVATE LABEL
GENERAL MI
PRIVATE LABEL
KELLOGG
QUAKER
KELLOGG
QUAKER
POST FOODS
TOMBSTONE
PRIVATE LABEL
TONY'S
KING
P & G
CHATTEM
COLGATE
PRIVATE LABEL
WARNER
P & G
CHATTEM
Sub Category
ADULT CEREAL
ALL FAMILY CEREAL
KIDS CEREAL
MOUTHWASH/RINSE..
MOUTHWASHES (AN..
PIZZA/PREMIUM
PRETZELS
Dashboard 1
Dashboard 2
Dashboard 3
Dashboard 4
Total Units Sold by Category
Units Sold according to Catego...
Yearly Units according to Categ...
Counts of Stores

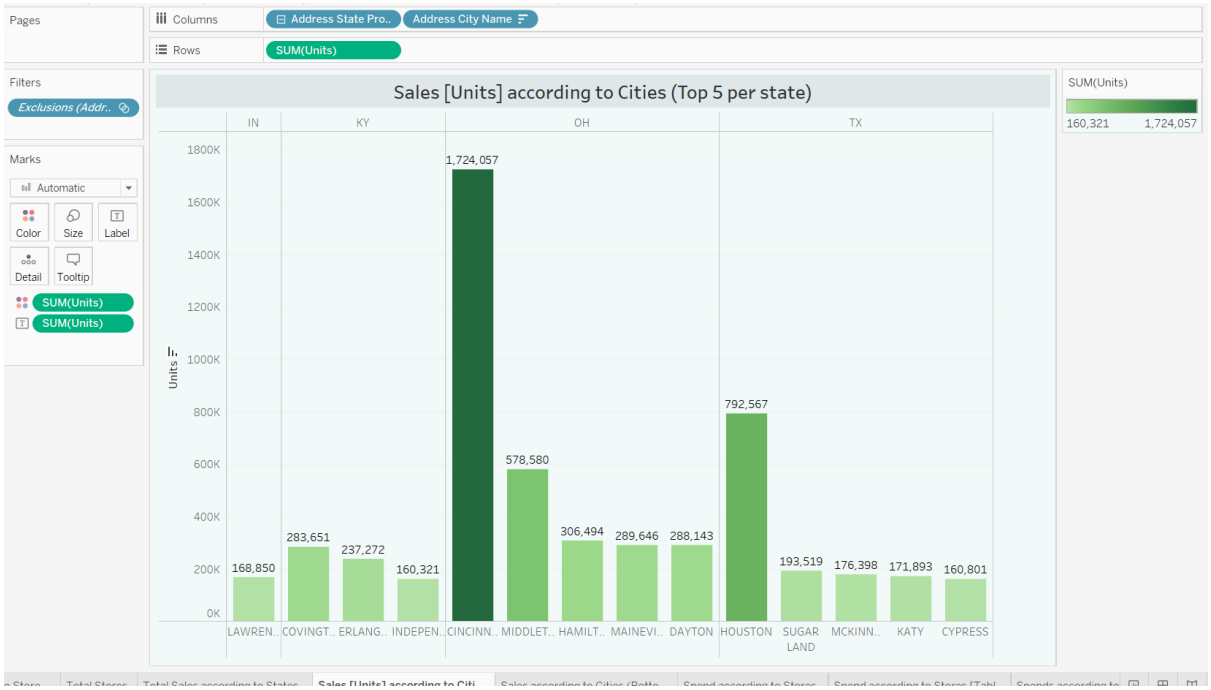

Pages
Columns
Category
YEAR(Week End D..
Rows
SUM(Units)
Filters
Manufacturer
SUM(Units)
YEAR(Week End Da..
Action (Category)
Action (Category..
Marks
Automatic
Color
Size
Label
Detail
Tooltip
Path
Category
SUM(Units)
Yearly Units according to Categories
BAG SNACKS
COLD CEREAL
FROZEN PIZZA
ORAL HYGIENE PRODUCTS
Units
2000K
1800K
1600K
1400K
1200K
1000K
800K
600K
400K
200K
0K
862,632
900,235
823,265
15,327
1,833,247
2,078,843
1,883,660
31,632
404,705
460,590
463,823
14,176
167,318
168,746
181,801
3,354
2009
2010
2011
2012
Category
BAG SNACKS
COLD CEREAL
FROZEN PIZZA
ORAL HYGIENE PRO..

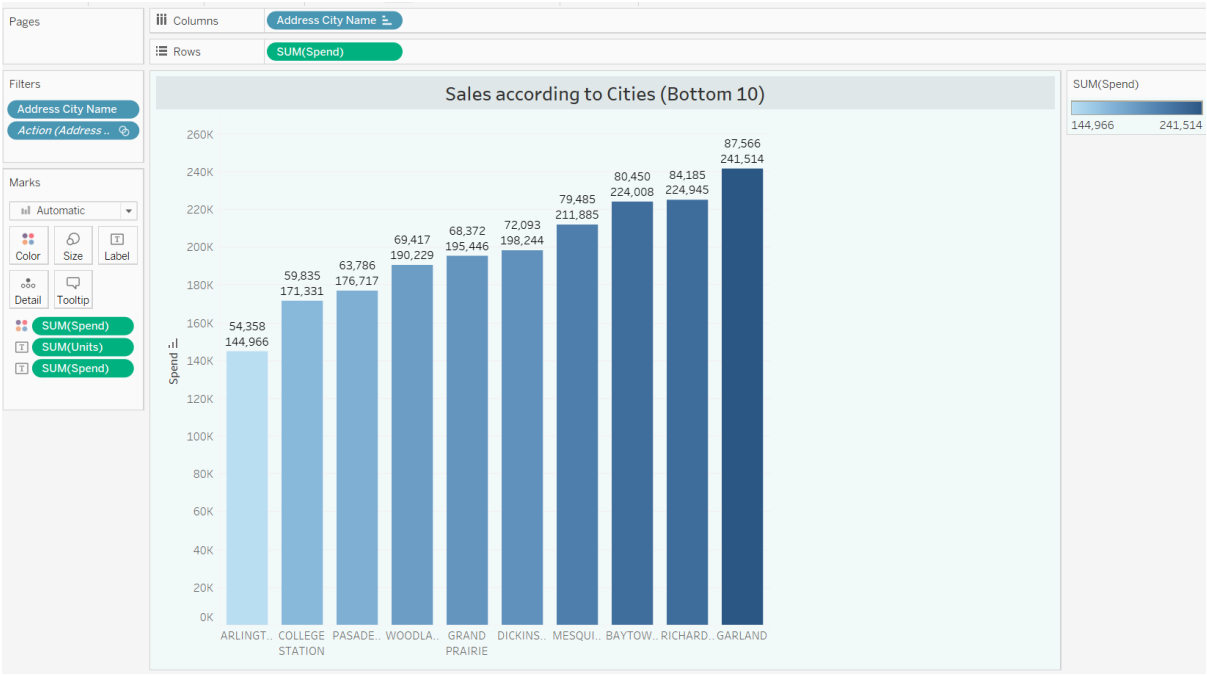

Pages
Columns
Rows
Filters
Marks
Pie
Color
Size
Label
Detail
Tooltip
Angle
Seg Value Na..
CNT(Store Lo..
CNT(Store Lo..
Seg Value Na..
CNT(Store Lo..
Counts of Stores
VALUE
19
MAINSTREAM
43
UPSCALE
17
Seg Value Name
MAINSTREAM
UPSCALE
VALUE
CNT(Store Lookup)
79
d by Category
Units Sold according to Categori...
Yearly Units according to Categ...
Counts of Stores
Stores per States
Yearly Visits according to Store ...
Total Stores
Total Sales according to States
Sales

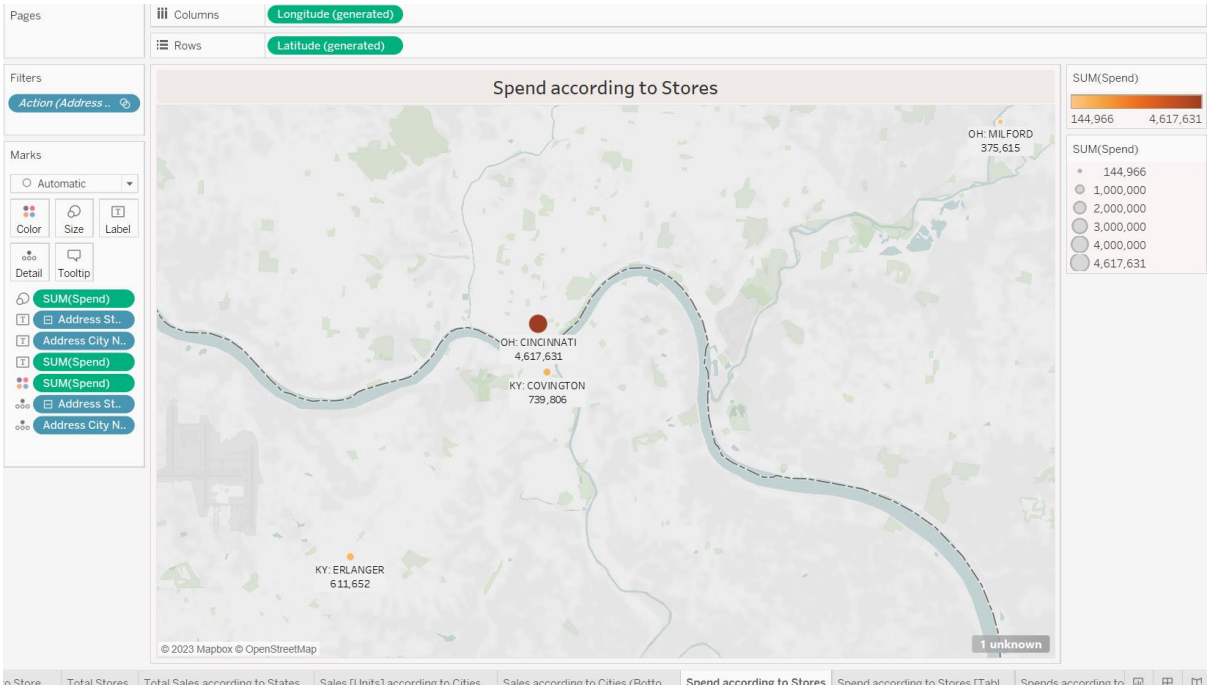

Filters
Marks
Automatic
Color
Size
Label
Detail
Tooltip
Address St..
CNT(Store Lo..
Address St..
CNT(Store Lo..
Stores per States
CNT(Store Lookup)
1
43
Washington
Montana
North Dakota
Minnesota
Oregon
Idaho
South Dakota
Wisconsin
Michigan
Wyoming
New York
Nebraska
Iowa
United States
Illinois
IN
1
OH
31
Pennsylvania
Nevada
Utah
Colorado
Kansas
Missouri
West Virginia
KY
4
California
Oklahoma
Tennessee
North Carolina
Arizona
New Mexico
Arkansas
South Carolina
Mississippi
Georgia
TX
43
Florida
Mexico
© 2023 Mapbox © OpenStreetMap

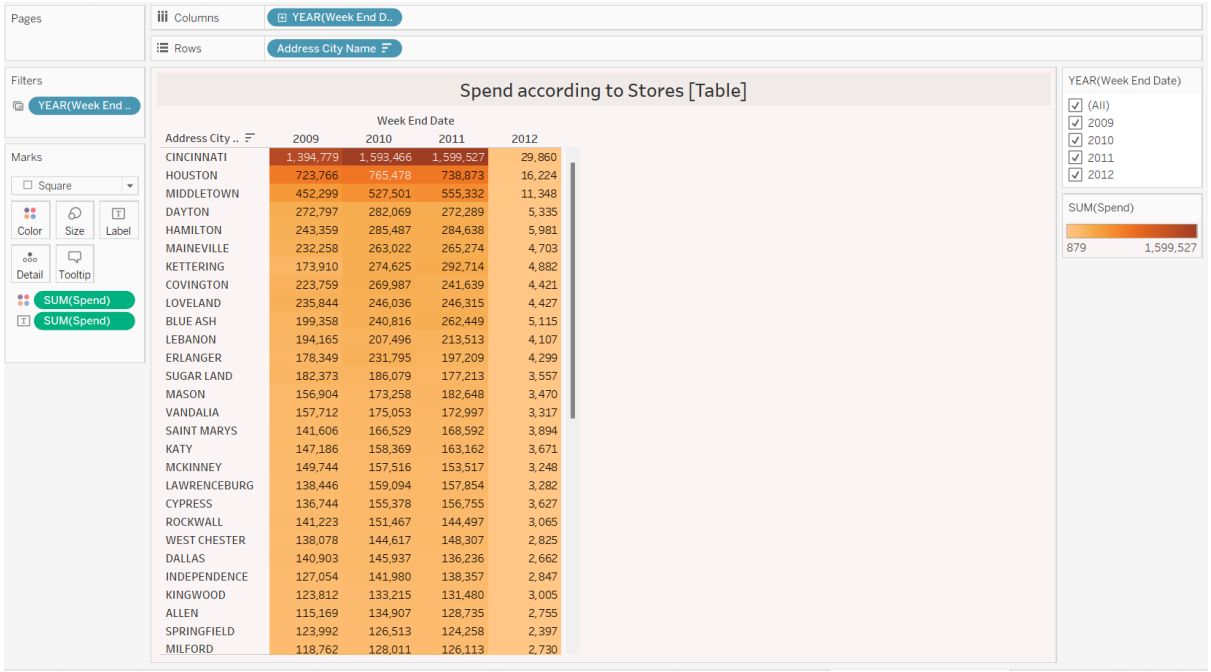

Pages
Columns
YEAR(Week End D..
Rows
SUM(Visits)
Filters
Marks
Area
Color
Size
Label
Detail
Tooltip
Seg Value Na..
SUM(Visits)
Yearly Visits according to Store Types
Seg Value Name
MAINSTREAM
UPSCALE
VALUE
3000K
2500K
2000K
1500K
1000K
500K
0K
Visits
1,804,936
1,677,242
1,644,578
MAINSTREAM
858,880
832,405
779,628
UPSCALE
573,708
524,115
501,903
VALUE
2009
2010
2011
2012
Year of Week End Date

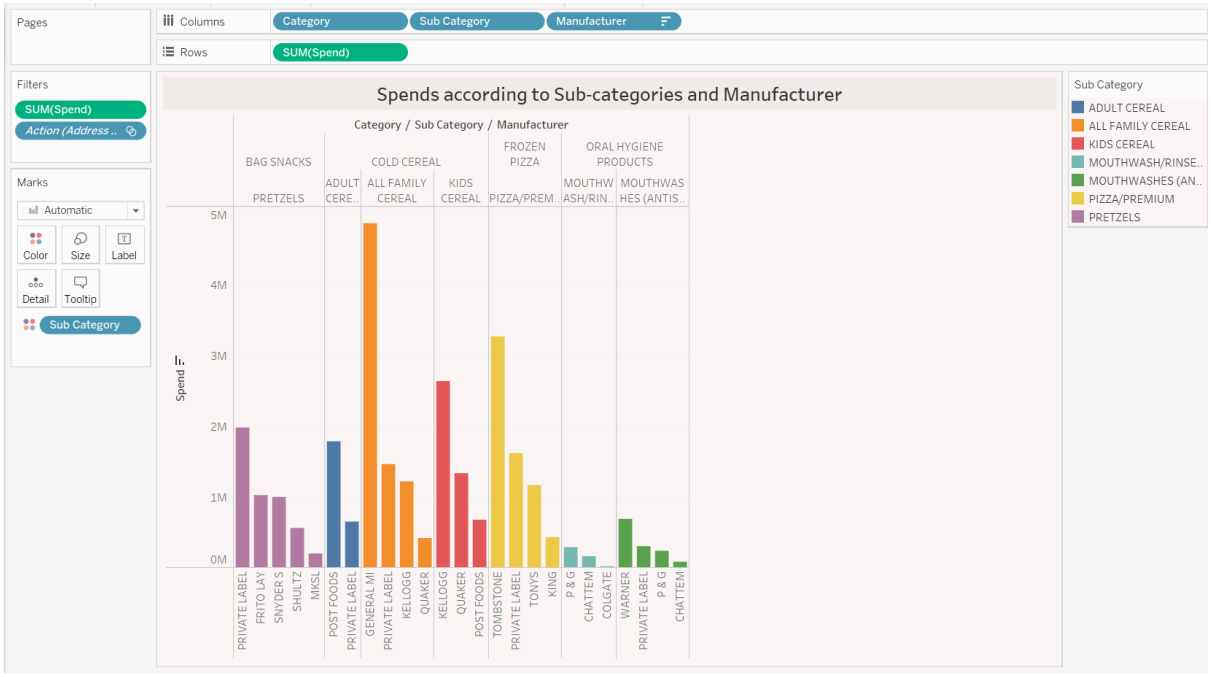

Pages
Columns
Longitude (generated)
Rows
Latitude (generated)
Filters
Action (Address ..
Marks
Automatic
Color
Size
Label
Detail
Tooltip
SUM(Units)
Address St..
SUM(Units)
Address St..
Total Sales according to States
SUM(Units)
168,850
5,357,361
United States
Nebraska
Iowa
Illinois
Missouri
Kansas
Utah
Colorado
Arizona
New Mexico
Oklahoma
Arkansas
Tennessee
Mississippi
Alabama
Georgia
Louisiana
Florida
South Carolina
North Carolina
Virginia
West Virginia
Pennsylvania
IN
168,850
OH
5,357,361
KY
681,244
TX
4,085,899
Sonora
Chihuahua
Coahuila de Zaragoza
Nuevo León
Tamaulipas
Sinaloa
Durango
Nayarit
Guanajuato
Mexico
Yucatán
Cuba
© 2023 Mapbox © OpenStreetMap
Total Stores
Total Sales according to States
Sales [Units] according to Cities...
Sales according to Cities (Botto...
Spend according to Stores
Spend according to Stores [Tabl...
Spends according to

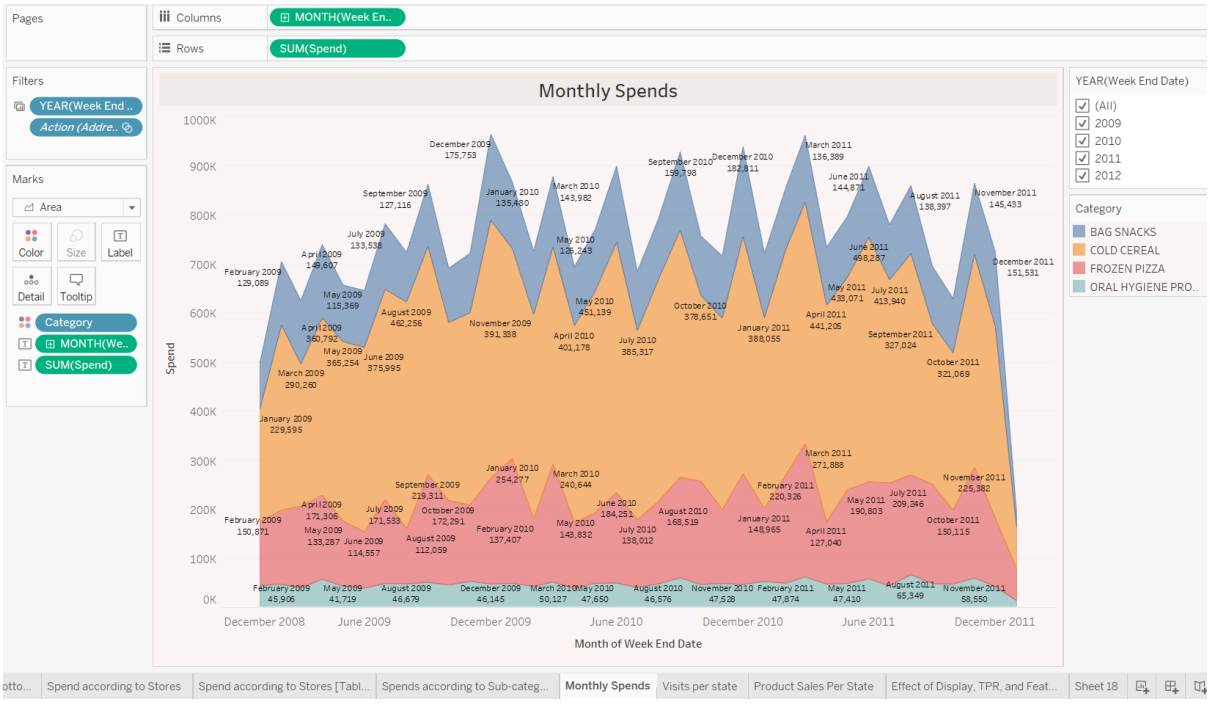

Pages
Columns
Address State Pro..
Address City Name
Rows
SUM(Units)
Filters
Exclusions (Addr..
Marks
Automatic
Color
Size
Label
Detail
Tooltip
SUM(Units)
SUM(Units)
Sales [Units] according to Cities (Top 5 per state)
SUM(Units)
160,321
1,724,057
IN
KY
OH
TX
1800K
1600K
1400K
1200K
1000K
800K
600K
400K
200K
0K
168,850
283,651
237,272
160,321
1,724,057
578,580
306,494
289,646
288,143
792,567
193,519
176,398
171,893
160,801
LAWREN..
COVINGT..
ERLANG..
INDEPEN..
CINCINN..
MIDDLET..
HAMILT..
MAINEVI..
DAYTON
HOUSTON
SUGAR LAND
MCKINN..
KATY
CYPRESS

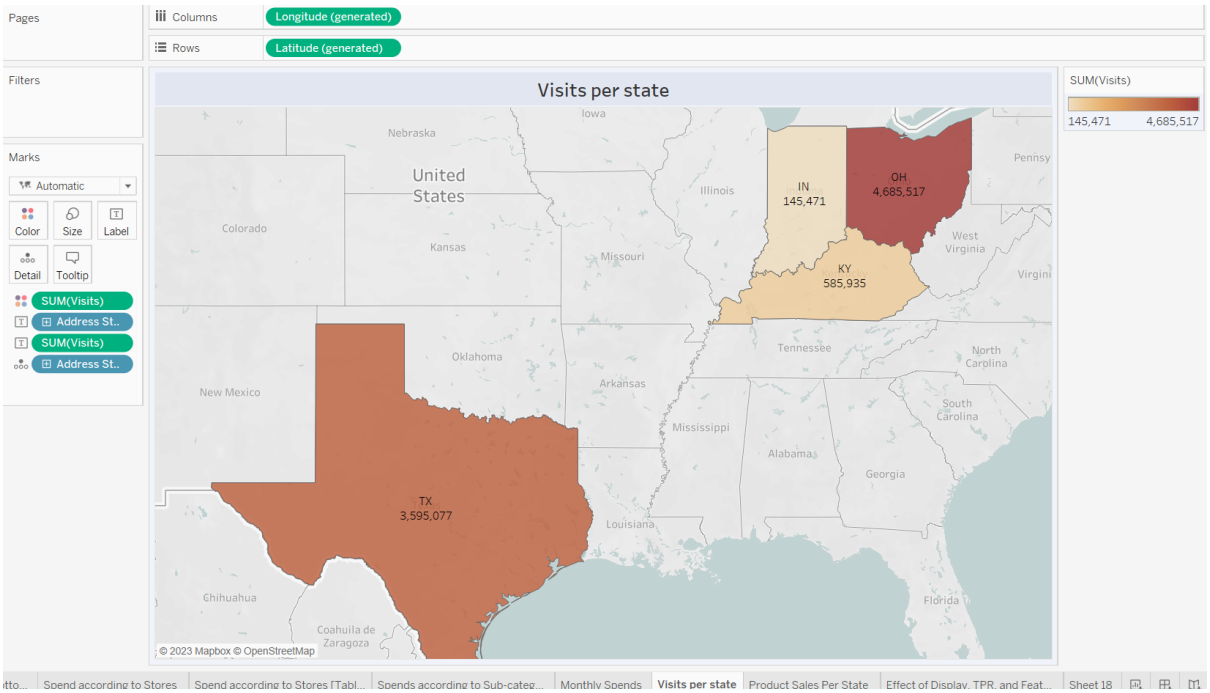

Pages
Columns
Address City Name
Rows
SUM(Spend)
Filters
Address City Name
Action (Address ..
Marks
Automatic
Color
Size
Label
Detail
Tooltip
SUM(Spend)
SUM(Units)
SUM(Spend)
Sales according to Cities (Bottom 10)
Spend
260K
240K
220K
200K
180K
160K
140K
120K
100K
80K
60K
40K
20K
0K
54,358
144,966
59,835
171,331
63,786
176,717
69,417
190,229
68,372
195,446
72,093
198,244
79,485
211,885
80,450
224,008
84,185
224,945
87,566
241,514
ARLINGT..
COLLEGE STATION
PASADE..
WOODLA..
GRAND PRAIRIE
DICKINS..
MESQUI..
BAYTOW..
RICHARD..
GARLAND
SUM(Spend)
144,966
241,514

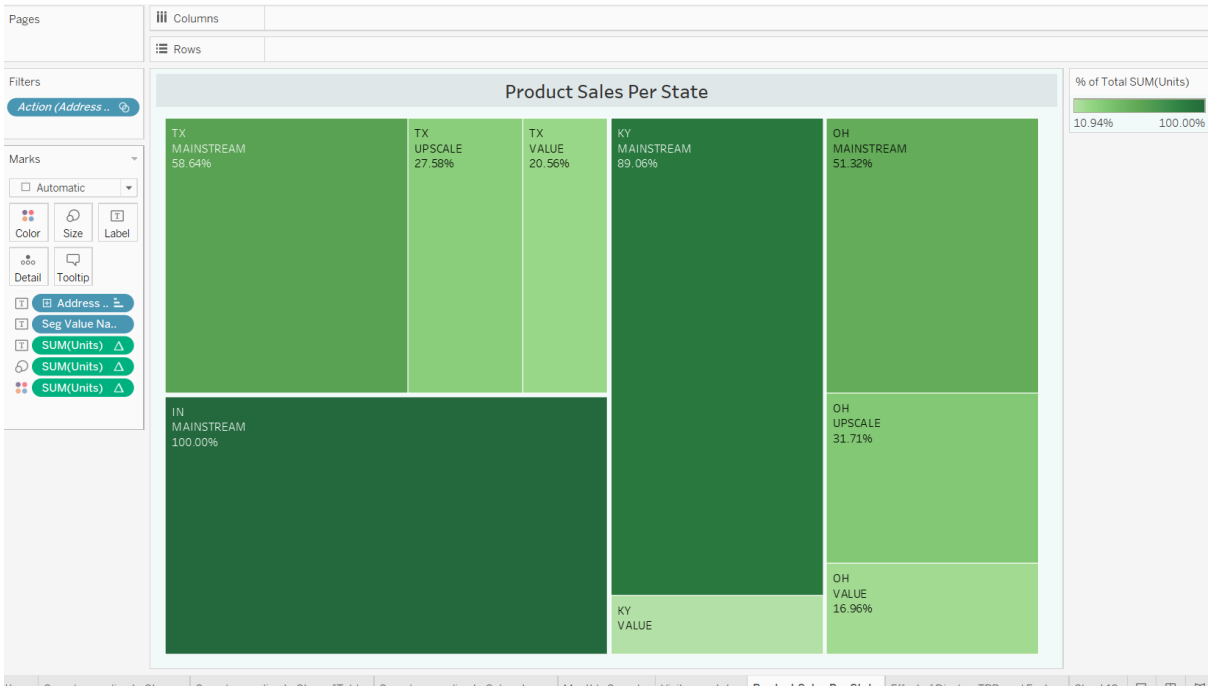

Pages
Columns
Longitude (generated)
Rows
Latitude (generated)
Filters
Action (Address ..
Marks
Automatic
Color
Size
Label
Detail
Tooltip
SUM(Spend)
Address St..
Address City N..
SUM(Spend)
SUM(Spend)
Address St..
Address City N..
Spend according to Stores
OH: MILFORD
375,615
OH: CINCINNATI
4,617,631
KY: COVINGTON
739,806
KY: ERLANGER
611,652
© 2023 Mapbox © OpenStreetMap
1 unknown
SUM(Spend)
144,966
4,617,631
SUM(Spend)
144,966
1,000,000
2,000,000
3,000,000
4,000,000
4,617,631


Pages
Columns
YEAR(Week End D..
Rows
Address City Name
Filters
YEAR(Week End ..
Marks
Square
Color
Size
Label
Detail
Tooltip
SUM(Spend)
SUM(Spend)
Spend according to Stores [Table]
Week End Date
Address City ..
2009
2010
2011
2012
CINCINNATI 1,394,779 1,593,466 1,599,527 29,860
HOUSTON 723,766 765,478 738,873 16,224
MIDDLETOWN 452,299 527,501 555,332 11,348
DAYTON 272,797 282,069 272,289 5,335
HAMILTON 243,359 285,487 284,638 5,981
MAINEVILLE 232,258 263,022 265,274 4,703
KETTERING 173,910 274,625 292,714 4,882
COVINGTON 223,759 269,987 241,639 4,421
LOVELAND 235,844 246,036 246,315 4,427
BLUE ASH 199,358 240,816 262,449 5,115
LEBANON 194,165 207,496 213,513 4,107
ERLANGER 178,349 231,795 197,209 4,299
SUGAR LAND 182,373 186,079 177,213 3,557
MASON 156,904 173,258 182,648 3,470
VANDALIA 157,712 175,053 172,997 3,317
SAINT MARYS 141,606 166,529 168,592 3,894
KATY 147,186 158,369 163,162 3,671
MCKINNEY 149,744 157,516 153,517 3,248
LAWRENCEBURG 138,446 159,094 157,854 3,282
CYPRESS 136,744 155,378 156,755 3,627
ROCKWALL 141,223 151,467 144,497 3,065
WEST CHESTER 138,078 144,617 148,307 2,825
DALLAS 140,903 145,937 136,236 2,662
INDEPENDENCE 127,054 141,980 138,357 2,847
KINGWOOD 123,812 133,215 131,480 3,005
ALLEN 115,169 134,907 128,735 2,755
SPRINGFIELD 123,992 126,513 124,258 2,397
MILFORD 118,762 128,011 126,113 2,730
YEAR(Week End Date)
(All)
2009
2010
2011
2012
SUM(Spend)
879
1,599,527


Pages
Columns
Category
Sub Category
Manufacturer
Rows
SUM(Spend)
Filters
SUM(Spend)
Action (Address ..
Marks
Automatic
Color
Size
Label
Detail
Tooltip
Sub Category
Spends according to Sub-categories and Manufacturer
Category / Sub Category / Manufacturer
BAG SNACKS
COLD CEREAL
FROZEN PIZZA
ORAL HYGIENE PRODUCTS
PRETZELS
ADULT CERE..
ALL FAMILY CEREAL
KIDS CEREAL
PIZZA/PREM..
MOUTHW ASH/RIN..
MOUTHWAS HES (ANTIS..
Spend
5M
4M
3M
2M
1M
0M
PRIVATE LABEL
FRITO LAY
SNYDER S
SHULTZ
MKSL
POST FOODS
PRIVATE LABEL
GENERAL MI
PRIVATE LABEL
KELLOGG
QUAKER
KELLOGG
QUAKER
POST FOODS
TOMBSTONE
PRIVATE LABEL
TONYS
KING
P & G
CHATTEM
COLGATE
WARNER
PRIVATE LABEL
P & G
CHATTEM
Sub Category
ADULT CEREAL
ALL FAMILY CEREAL
KIDS CEREAL
MOUTHWASH/RINSE..
MOUTHWASHES (AN..
PIZZA/PREMIUM
PRETZELS


Pages
Columns
MONTH(Week En..
Rows
SUM(Spend)
Filters
YEAR(Week End ..
Action (Addre..
Marks
Area
Color
Size
Label
Detail
Tooltip
Category
MONTH(We..
SUM(Spend)
Monthly Spends
Spend
Month of Week End Date
December 2008
June 2009
December 2009
June 2010
December 2010
June 2011
December 2011
YEAR(Week End Date)
(All)
2009
2010
2011
2012
Category
BAG SNACKS
COLD CEREAL
FROZEN PIZZA
ORAL HYGIENE PRO..
Spend according to Stores
Spend according to Stores [Tabl...
Spends according to Sub-categ...
Monthly Spends
Visits per state
Product Sales Per State
Effect of Display, TPR, and Feat...
Sheet 18


Pages
Columns
Longitude (generated)
Rows
Latitude (generated)
Filters
Marks
Automatic
Color
Size
Label
Detail
Tooltip
SUM(Visits)
Address St..
SUM(Visits)
Address St..
Visits per state
SUM(Visits)
145,471
4,685,517
United States
Nebraska
Colorado
Kansas
Missouri
Illinois
Iowa
Oklahoma
New Mexico
Arkansas
Mississippi
Tennessee
Alabama
Georgia
Louisiana
Florida
South Carolina
North Carolina
West Virginia
Chihuahua
Coahuila de Zaragoza
IN
145,471
OH
4,685,517
KY
585,935
TX
3,595,077
© 2023 Mapbox © OpenStreetMap
Spend according to Stores
Spend according to Stores [Tabl...
Spends according to Sub-categ...
Monthly Spends
Visits per state
Product Sales Per State
Effect of Display, TPR, and Feat...
Sheet 18


Pages
Columns
Rows
Filters
Action (Address ..
Marks
Automatic
Color
Size
Label
Detail
Tooltip
Address ..
Seg Value Na..
SUM(Units)
SUM(Units)
SUM(Units)
Product Sales Per State
TX
MAINSTREAM
58.64%
TX
UPSCALE
27.58%
TX
VALUE
20.56%
KY
MAINSTREAM
89.06%
OH
MAINSTREAM
51.32%
IN
MAINSTREAM
100.00%
OH
UPSCALE
31.71%
KY
VALUE
OH
VALUE
16.96%
% of Total SUM(Units)
10.94%
100.00%

Pages
Columns
Display
Feature
Tpr Only
Rows
SUM(Visits)
SUM(Units)
Filters
Marks
All
Bar
Color
Size
Label
Detail
Tooltip
SUM(Units)
SUM(Visits)
Display
Feature
Tpr Only
Effect of Display, TPR, and Feature on Visits
Visits
Units
Visits: 6,773,947
Sales: 7,657,826
Visits: 2,238,053
Sales: 2,635,528
Visits: 7,204,951
Sales: 8,112,778
Visits: 1,807,049
Sales: 2,180,576
Visits: 7,946,244
Sales: 9,034,479
Visits: 1,065,756
Sales: 1,258,875
Display
Feature
Tpr Only
Spend according to Stores
Monthly Spends
Visits per state
Product Sales Per State
Effect of Display, TPR, and Fea...
Sheet 18