

BIGMART SALES *Overview*

INTRODUCTION

Welcome to the **Big Mart Sales and Outlet Insights Dashboard**. This tool provides in-depth analysis of item sales and outlet performance, helping uncover trends, top-selling products, and factors influencing sales. The goal is to optimize sales strategies, refine pricing models, and understand outlet dynamics.

Column Overview

- **Item_Identifier**: Unique product code.
- **Item_Weight**: Product weight for logistics.
- **Item_Fat_Content**: Health-conscious product types (low-fat/regular).
- **Item_Visibility**: Product visibility percentage.
- **Item_Type**: Product category (e.g., Dairy, Snacks).
- **Item_MRP**: Maximum Retail Price.
- **Outlet_Identifier**: Unique outlet code.
- **Outlet_Establishment_Year**: Year outlet was opened.
- **Outlet_Size**: Store size (Small, Medium, High).
- **Outlet_Location_Type**: Outlet location (Urban/Suburban).
- **Outlet_Type**: Store model (e.g., Supermarket Type 1).
- **Visibility_Category**: Categorizes visibility (Low, Medium, High).
- **Price_Range**: Categorizes products by price (Budget, Premium).

KPI CARD



RECOMMENDATION

The analysis reveals key insights into product performance, outlet sales, and market segmentation. Focusing on top-selling categories, optimizing visibility strategies, and improving outlet efficiency can drive significant growth opportunities.

1 Capitalize on High-Selling Categories:

Snack Foods and Fruits & Vegetables dominate sales with 0.29M each. Strengthen inventory and marketing for these categories to maintain and grow revenue.

2 Enhance Product Placement:

High-visibility products account for over 91% of sales. Improve the positioning of low-visibility items to capture untapped potential.

3 Maximize Tier 3 Market Share:

Sales distribution favors Tier 3 locations (39.32%). Expand resources and promotional efforts in this segment to further boost sales.

4 Optimize Outlet Size Performance:

Medium outlets generate the highest sales (0.66M). Focus on improving efficiency and offerings in larger outlets to enhance their contribution.



Overview



Top Picks



Outlet View

Created
by
*Nisha
Chandila*

BIGMART SALES *Top Sellers & Pricing*



Item Type
All

Price Range
All



KPI CARD



2M

Total Sales

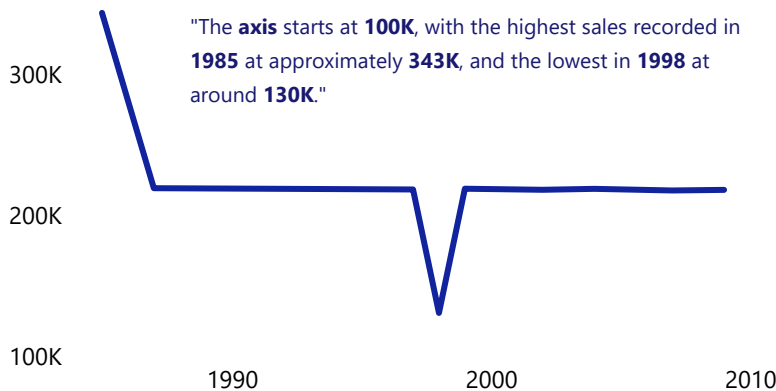


141

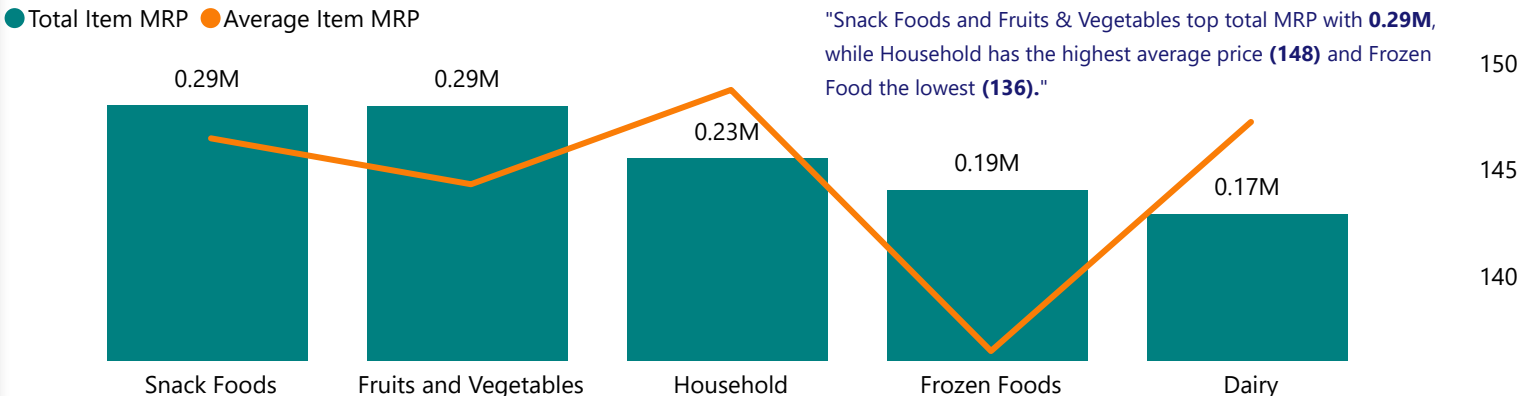
Average Price

"Maximizing the potential of top-selling products and strategic pricing to drive revenue growth."

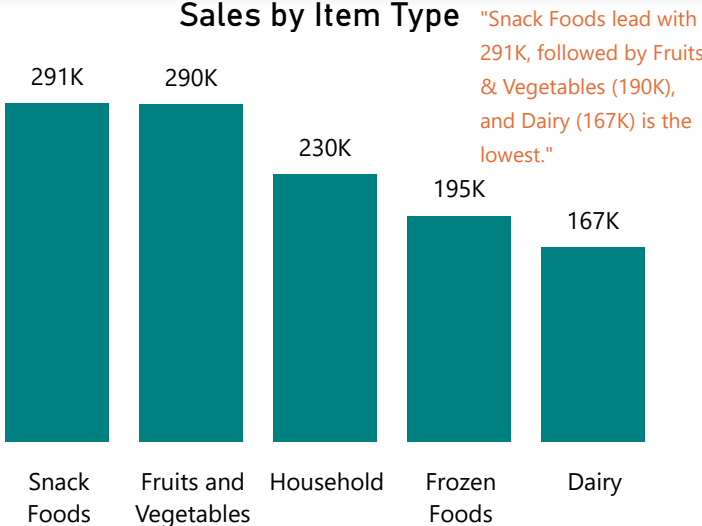
Sales Trend Over Time



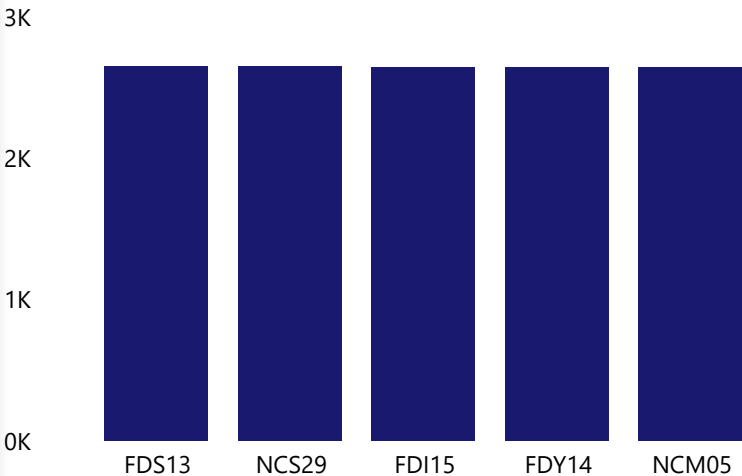
Compare Sales by Item Type with Average Price



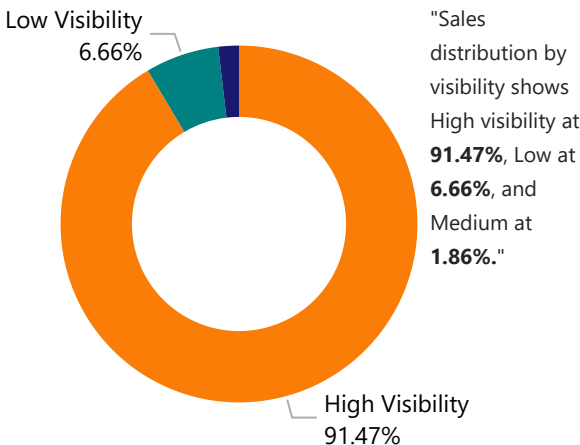
Sales by Item Type



Top-Selling Items by Total Sales



Sales Distribution by Visibility Category



Overview



Top Picks



Outlet View

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Nisha
Chandila

BIGMART SALES *Outlet Insights*

 Outlet Size

All

Outlet Location

All



KPI CARD



10

Total Outlets

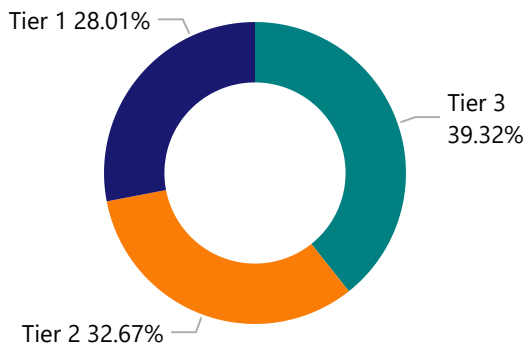


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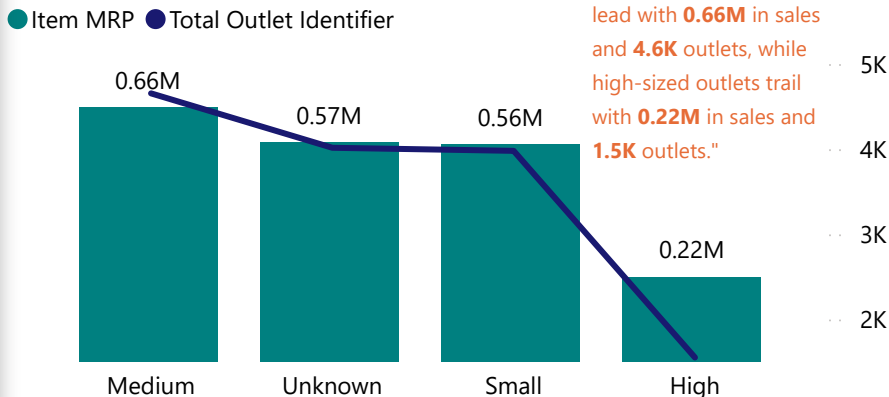
Outlet with Highest Sales

"Leveraging outlet performance data to uncover key trends and optimize location-specific strategies."

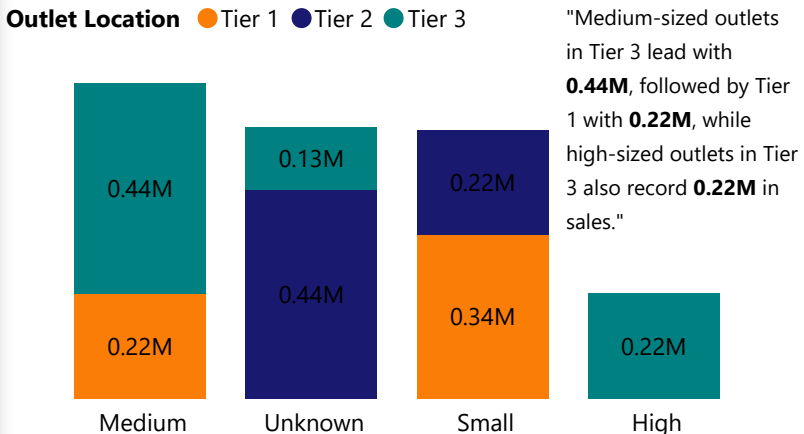
Sales Distribution by Outlet Location Type



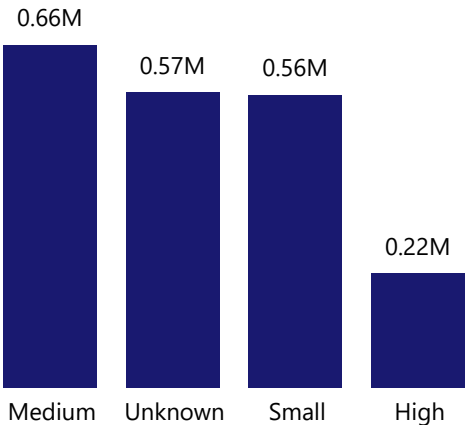
Compare Outlet Sales by Size and Trend of Outlet Size Distribution



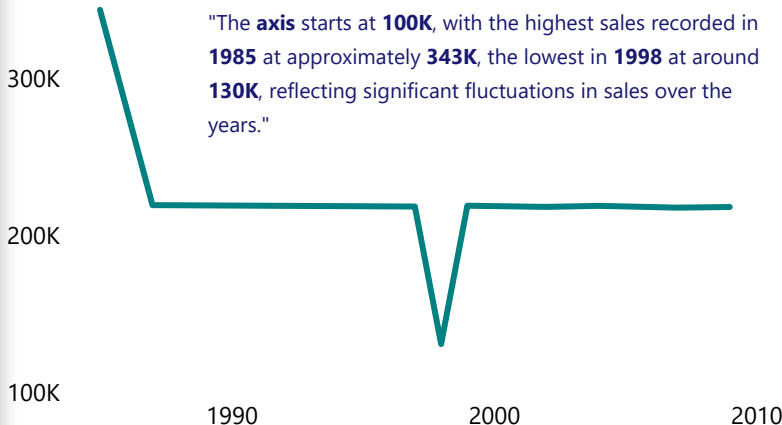
Total Sales by Outlet Size and Location Type



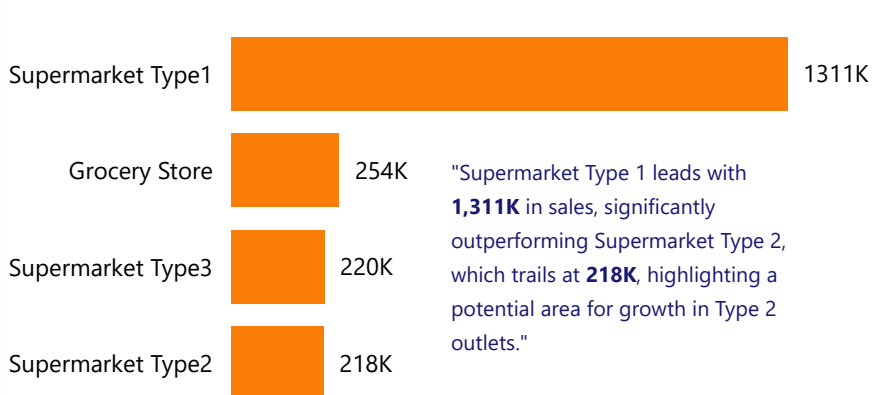
Sales Distribution by Outlet Size



Trend of Total Sales Across Years



Total Sales by Outlet Type



Overview



Top Picks



Outlet View

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