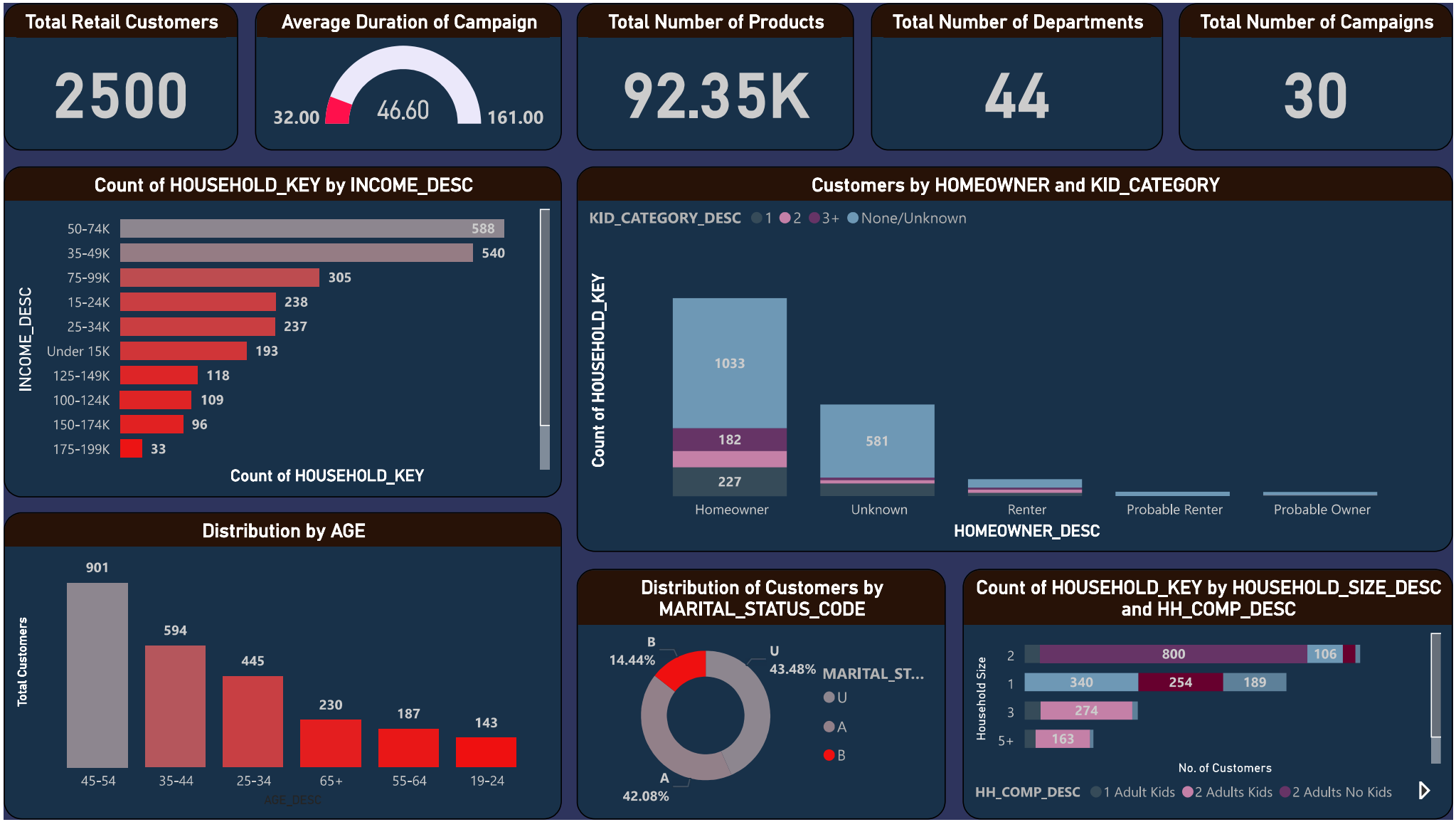
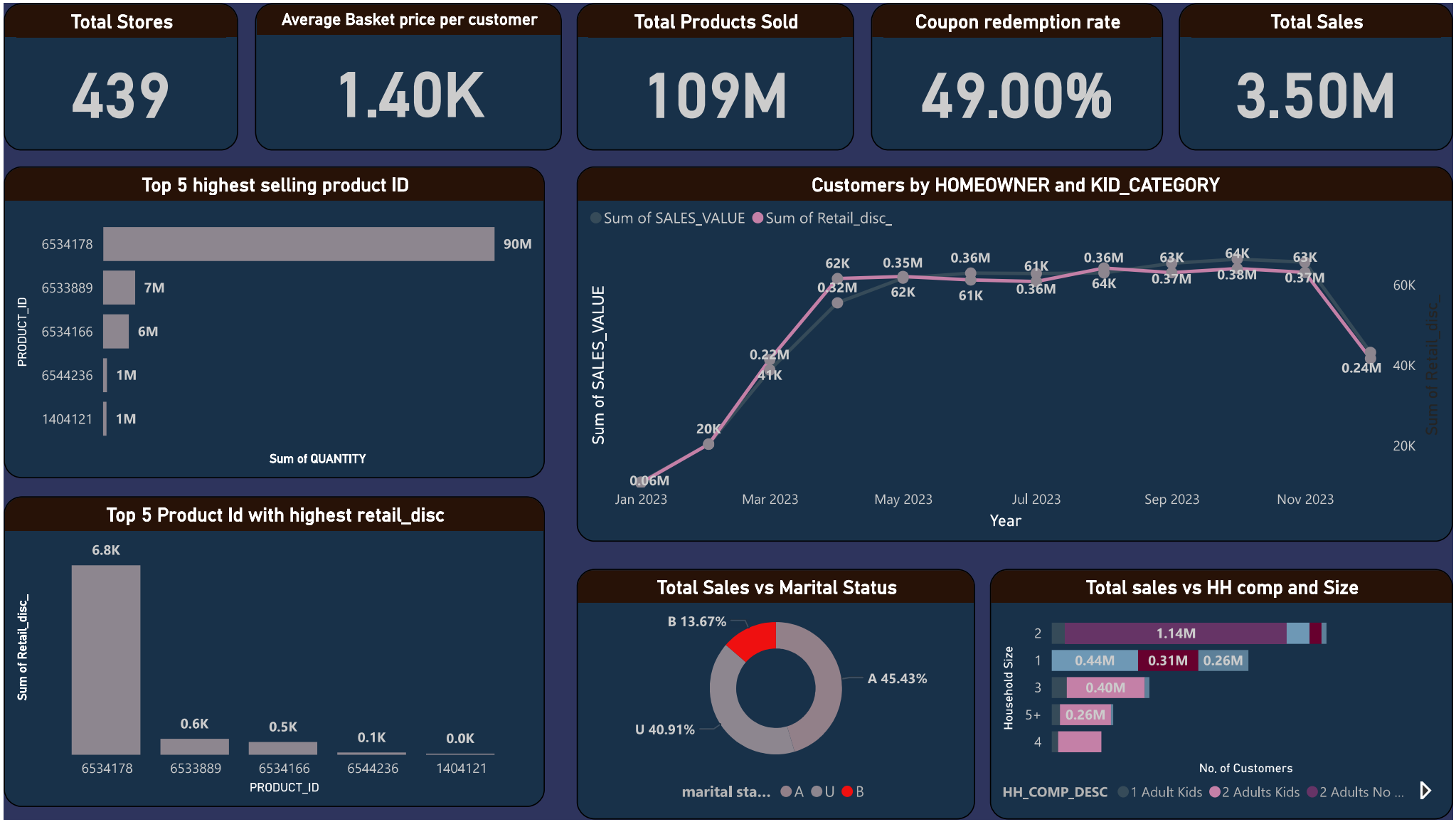
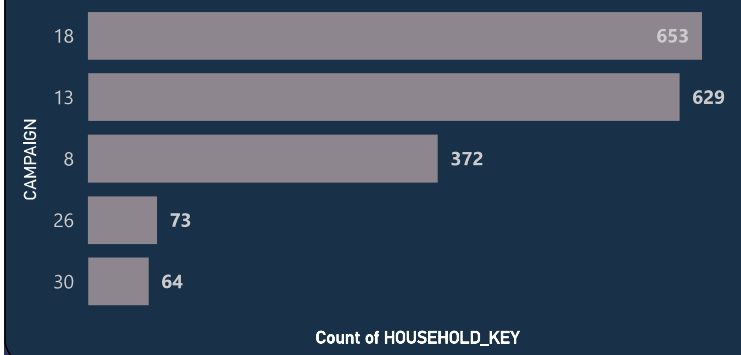

Total Retail Customers
2500
Average Duration of Campaign
32.00
46.60
161.00
Total Number of Products
92.35K
Total Number of Departments
44
Total Number of Campaigns
30
Count of HOUSEHOLD_KEY by INCOME_DESC
50-74K 588
35-49K 540
75-99K 305
15-24K 238
25-34K 237
Under 15K 193
125-149K 118
100-124K 109
150-174K 96
175-199K 33
INCOME_DESC
Count of HOUSEHOLD_KEY
Customers by HOMEOWNER and KID_CATEGORY
KID_CATEGORY_DESC 1 2 3+ None/Unknown
Count of HOUSEHOLD_KEY
1033
182
227
581
Homeowner
Unknown
Renter
Probable Renter
Probable Owner
HOMEOWNER_DESC
Distribution by AGE
Total Customers
901
594
445
230
187
143
45-54
35-44
25-34
65+
55-64
19-24
AGE_DESC
Distribution of Customers by MARITAL_STATUS_CODE
B
14.44%
U
43.48%
A
42.08%
MARITAL_ST...
U
A
B
Count of HOUSEHOLD_KEY by HOUSEHOLD_SIZE_DESC and HH_COMP_DESC
Household Size
2 800 106
1 340 254 189
3 274
5+ 163
No. of Customers
HH_COMP_DESC 1 Adult Kids 2 Adults Kids 2 Adults No Kids

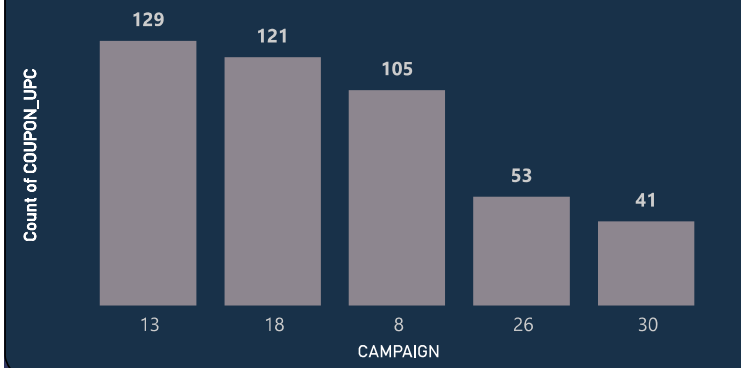

Total Stores
439
Average Basket price per customer
1.40K
Total Products Sold
109M
Coupon redemption rate
49.00%
Total Sales
3.50M
Top 5 highest selling product ID
6534178
90M
6533889
7M
6534166
6M
6544236
1M
1404121
1M
PRODUCT_ID
Sum of QUANTITY
Customers by HOMEOWNER and KID_CATEGORY
Sum of SALES_VALUE
Sum of Retail_disc_
0.06M
20K
0.22M
41K
0.32M
62K
0.35M
62K
0.36M
61K
0.36M
61K
0.36M
64K
63K
0.37M
64K
0.38M
63K
0.37M
0.24M
Jan 2023
Mar 2023
May 2023
Jul 2023
Sep 2023
Nov 2023
Year
60K
40K
20K
Top 5 Product Id with highest retail_disc
Sum of Retail_disc_
6.8K
0.6K
0.5K
0.1K
0.0K
6534178
6533889
6534166
6544236
1404121
PRODUCT_ID
Total Sales vs Marital Status
B 13.67%
A 45.43%
U 40.91%
marital sta...
A
U
B
Total sales vs HH comp and Size
Household Size
2
1.14M
1
0.44M
0.31M
0.26M
3
0.40M
5+
0.26M
4
No. of Customers
HH_COMP_DESC
1 Adult Kids
2 Adults Kids
2 Adults No ...

Total Stores	Average Basket price per customer	Total Products Sold	Coupon redemption rate	Total Sales
439	1.40K	109M	49.00%	3.50M

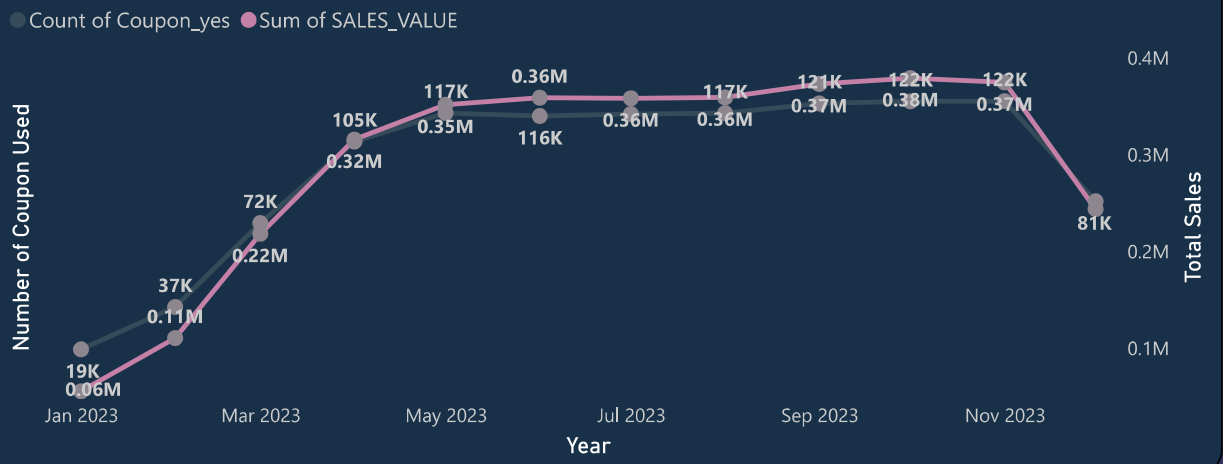
Top 5 Campaign by number of household



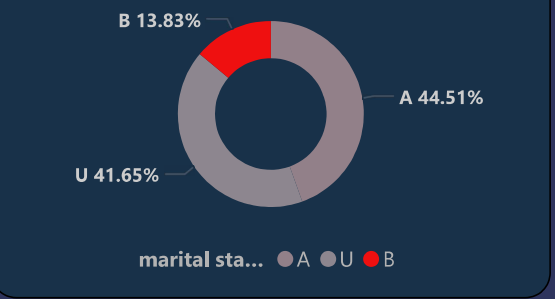
Top 5 Campaign with highest number of coupan distribute



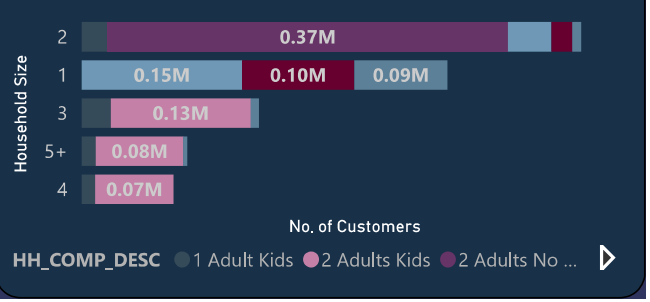
Customers by HOMEOWNER and KID_CATEGORY



Coupon Used vs marital Status



Coupon vs HH comp and Size



Customer Demographic

1. **Age Distribution**
    a. **45–54 years** is the largest age group (**36.04%**), making it the **modal age group**.
2. **Household Composition**
    b. **32%** of households: 2 adults, no kids.
    c. **23.4%** of households: 2 adults with kids.
3. **Marital Status of Customers**
    d. **43.5%** unmarried.
    e. **42.1%** married.
    f. **14.4%** single/divorced.
4. **Income Distribution**
    g. **23.52%** earn **$50k–$74k.**
    h. **21.60%** earn **$75k–$99k.**
5. **House Ownership**
    i. **62.92%** households are **owned** by retail customers.
    j. **29.12%** households: ownership data missing or not updated.

Products Sales Analysis

1. Total **109M** products got sold.
2. Total **92.35 k** category of products are available in the Warehouse, distributed in 44 departments.
3. Product with **ProductID 6534178** is highest selling product.
4. Manufacturer with **ID 69** is responsible for manufacturing **14%** of the total products.(Highest among all).
5. Almost **73%** of the Sales comes from **National Brands** and **27%** comes from **Private Brands.**
6. Top 5 products on which the retail customers have used most Coupons are applied -:
    a. Hair Care Products.
    b. Makeup and Treatments.
    c. Frozen Meat/Meat Dinners.
    d. Frozen Pizza.
    e. Beef.
7. Top 5 products based on Sales value -:
    f. Soft Drinks.
    g. Refrigerated Dough Products.
    h. Cold Cereals.
    i. Frozen Meat/Meat Dinners.
    j. Frozen Pizza.

Campaign Efficiency

1. Till the year total **30 Campaigns** has been done to increase the Sales.
2. Among 2500 Household the campaigns managed to **penetrate** upto **63.36%** of the Households.
3. **Type C** campaign runs for the longest period of time**(161 days)** while **Type B (61 days)** and **Type A(55 days)**.
4. **Campaign 18** managed to make **653** customers to redeem their coupons- highest among all the campaigns , **Campaign 13** led to **629** redemptions while **Campaign 8** generated **372** redemptions.
5. Whenever the coupon redemption rate increases, Sales has been increased.
6. **Campaign 6,15,24** are the most effective campaign as the coupon redemption rate is **100%**.
7. The **average sales value per basket** when coupon is applied is **66.20** and **26.10** when coupon is not used.