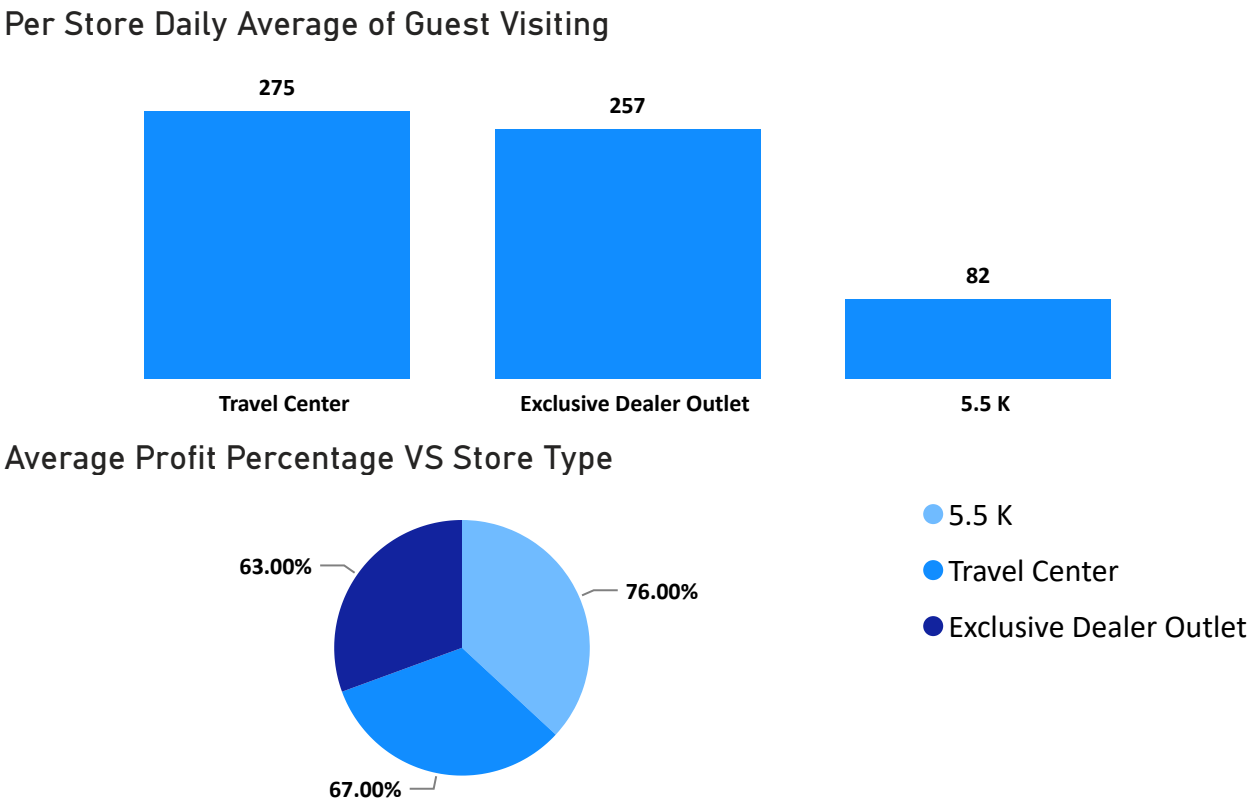
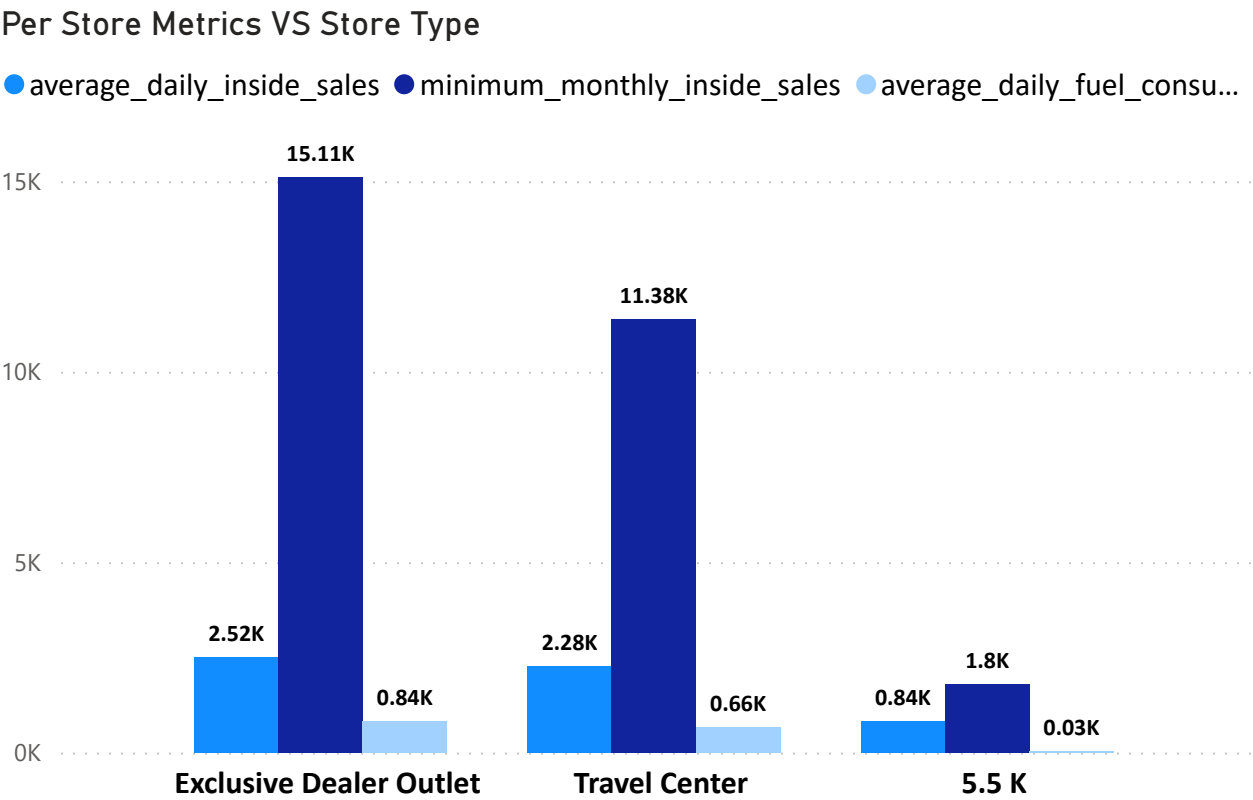


Analyzing the Sales Performance of Store Types in the Year 2023-2024 & Generating Insights for New Stores

Problem Statement: The dataset depicts the sales classification by store types, location, and offerings for FY 2023–2024. The company wishes to leverage the insights generated from these sales figures to plan offerings for its five new stores. The current data is in aggregated form, so metrics need to be calculated from this aggregated data to generate actionable insights and present recommendations to senior leadership regarding the offerings each new location should have.

Per Store Sales Metrics (\$) VS Store Type								
Store_Type	Total Active Stores	average_daily_inside_sales	average_daily_hot_food_sales	average_daily_chicken_sales	average_daily_adv_gng_sales	average_bean_to_cup_sales	average_daily_frozen_yogurt_sales	average_daily_door_dash_sales
5.5 K	14	839.57	95.09	0.00	70.58	35.09	10.48	3.23
Exclusive Dealer Outlet	5	2,518.78	279.51	91.33	185.31	89.01	39.25	0.00
Travel Center	6	2,275.12	314.73	101.73	179.60	106.50	41.95	9.51



⬅ Analyzing the Sales Performance of Store Types in the Year 2023-2024 & Generating Insights for New Stores

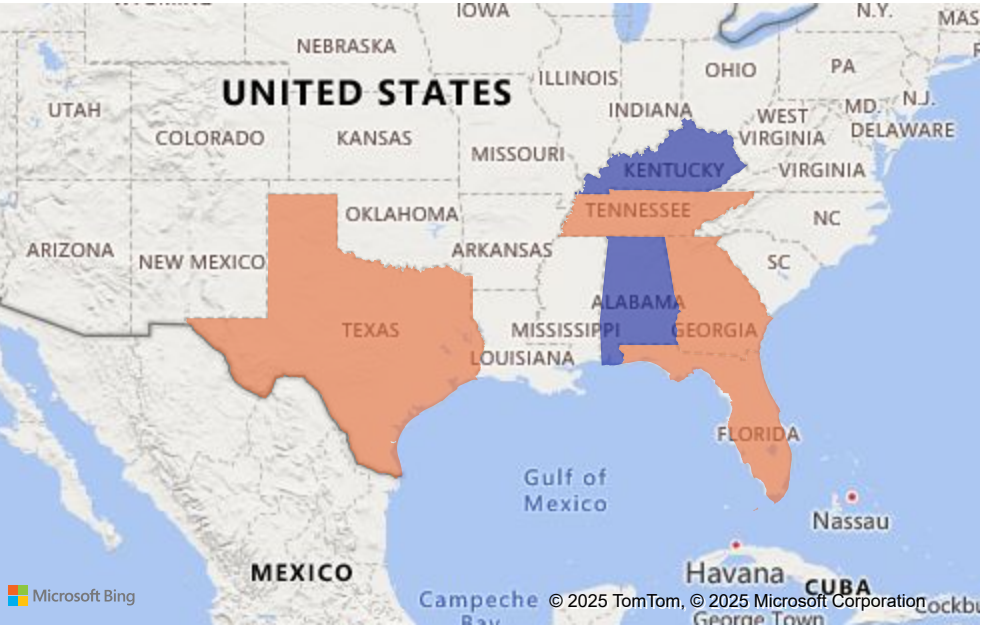
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Aggregated Table Sowcasing 2023-2024 Sales Location Wise in the US

Full Name	Total Inside Sales	Total Chicken Sales	Total Coffee Sales (BTC)	Total Pizza Sales (GNG)	Total Hot Food Sales	Total Frozen Yogurt Sales	Total DoorDash Sales
⊕ Georgia	5,23,42,604.63	1184561	2010598	3371199	5370638	7,22,314.00	328814
⊕ Florida	2,97,26,063.00	267642	1334438	2574414	3524292	4,23,024.50	32658
⊕ Texas	2,06,80,572.00	215683	503671	1520613	2288918	2,17,331.00	62352
⊕ Tennessee	34,71,932.00	71255	149934	298857	438223	61,192.00	0
⊕ Alabama	6,40,402.00	51247	53285	78659	117858	21,322.00	0
⊕ Kentucky	4,28,117.00	25915	24565	49121	80439	7,952.00	0
Total	10,72,89,690.63	1816303	4076491	7892863	11820368	14,53,135.50	423824

Total Inside Sales by Full Name and STORE_TYPE

STORE_TYPE ● 5.5 K ● Exclusive Dealer Outlet ● Travel Center



Observations and Recommended Suggestions for New Store Offerings

- As we are opening one Travel Center store in South Carolina, in close vicinity we have Georgia and Florida. The Travel Center in Georgia is performing well across all offerings; hence, management can consider introducing the full range of food options in the Travel Center of South Carolina.
- The same approach can be applied to the Travel Center store in North Carolina, as NC is also in close vicinity to Georgia, South Carolina, and Florida.
- For the Exclusive Dealer Outlet (EDO) that is planned in Moss Point, its closest vicinity is Alabama, where only one EDO is currently operational. In the Alabama EDO, **pizza, hot food, and frozen yogurt sales have performed remarkably well**, while **chicken sales have been the lowest**. Therefore, the focus can initially be placed on the first three offerings, and chicken offerings may be expanded gradually as demand grows. We may also begin with simpler chicken options before scaling up.