

Retail Data Analysis

REPORT-SUMMARY

This is the Retail Data Analysis project where all the details of Demographic scenario, campaign ,all the product types and their sales value, transactions details , forecasted sales has been analyzed and some important insights has been found which can lead to take some crucial decisions with respect to future campaigns , products and so on .

DEMOGRAPHIC ANALYSIS

CAMPAIGN ANALYSIS

PRODUCT & SALES

FORECAST ANALYSIS

IMPORTANT INSIGHTS

LAST REFRESH DATE

13-10-2024

LAST REFRESH TIME

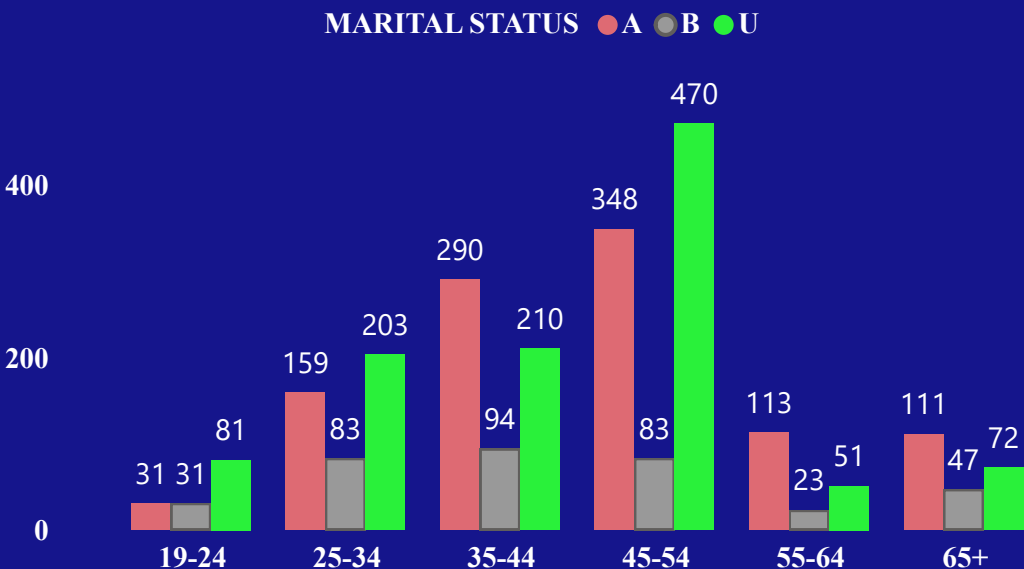
21:37:15

HOME

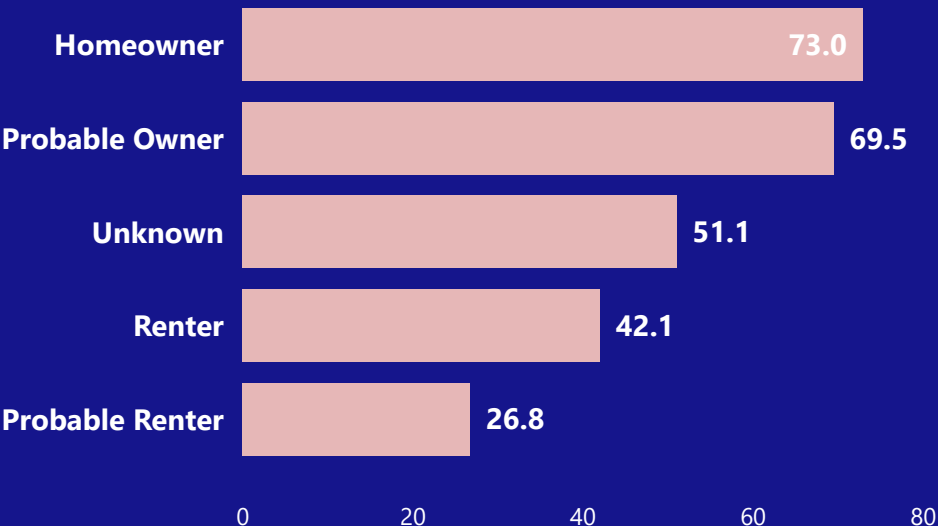


DEMOGRAPHIC ANALYSIS

HOUSEHOLD COUNT BY AGE BUCKET



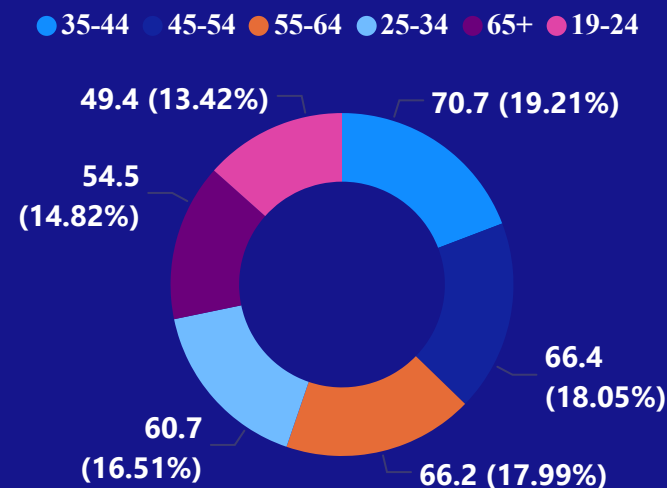
AVERAGE INCOME OF HOMEOWNER TYPE



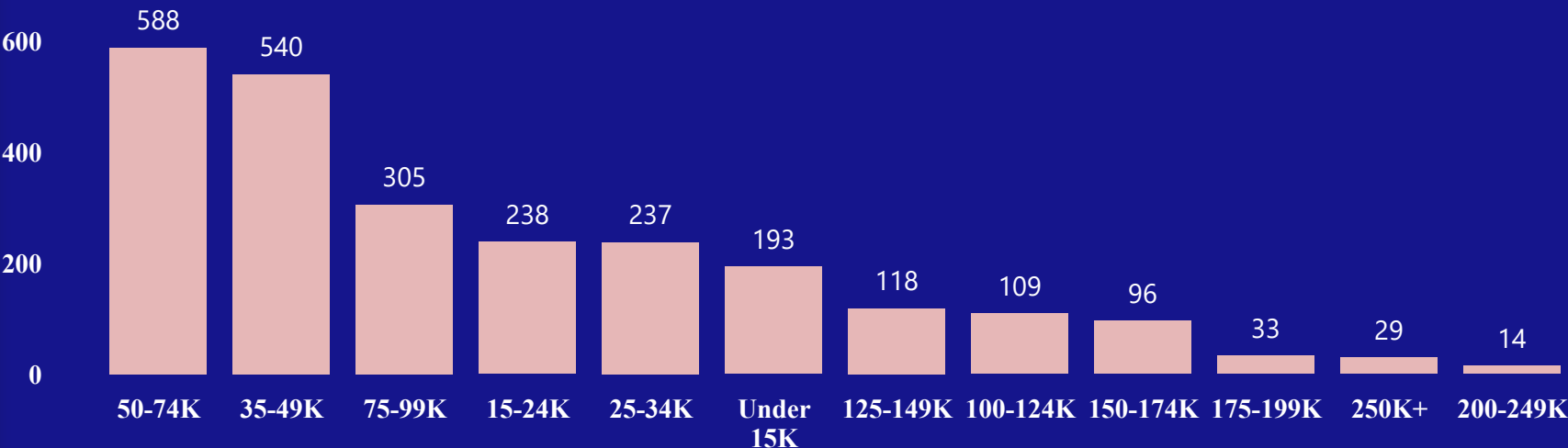
124.55K
TOTAL COUPON USED

8.06M
TOTAL SALES
AMOUNT

AVERAGE INCOME BY AGE BUCKETS



HOUSEHOLD COUNT BY INCOME BUCKETS



[HOME](#)

CAMPAIGN ANALYSIS

[RESET FILTER](#)

CAMPAIGN NUMBER

All

YEAR

Select all

2020

2021

CAMPAIGN DESCRIPTION

Select all

TypeA

TypeB

TypeC

INCOME CATEGORY

All

CAMPAIGN_DURATION (AVG) IN DAYS

47

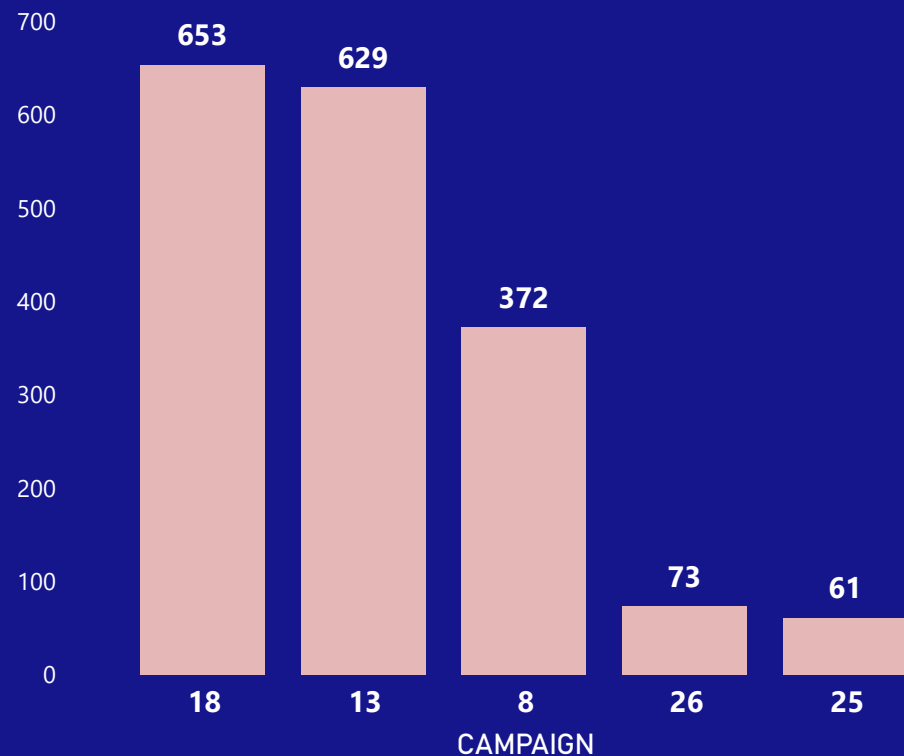
TOTAL CAMPAIGN NO.

30

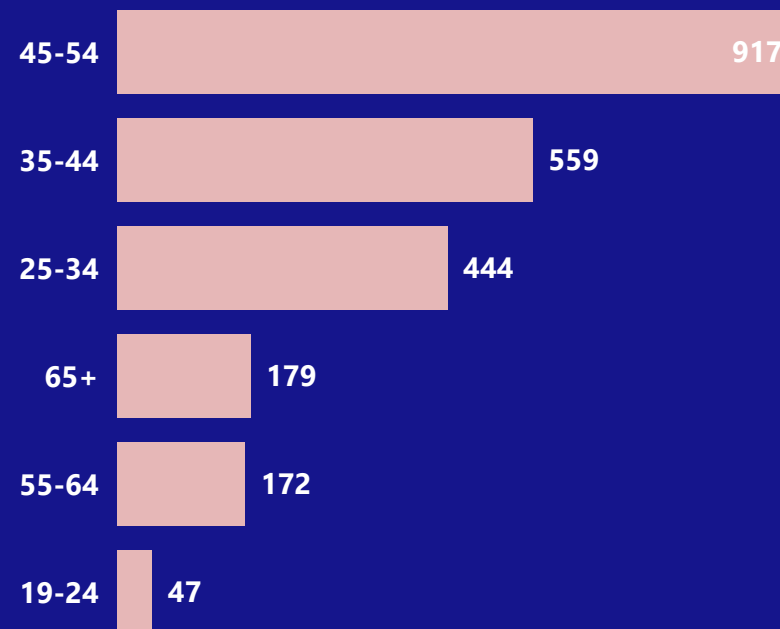
TOTAL HOUSEHOLD ACCOCIATED WITH THIS CAMPAIGN

2500

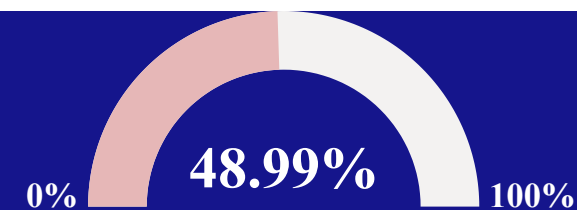
TOP 5 CAMPAIGN -REDEMPED COUPON WISE



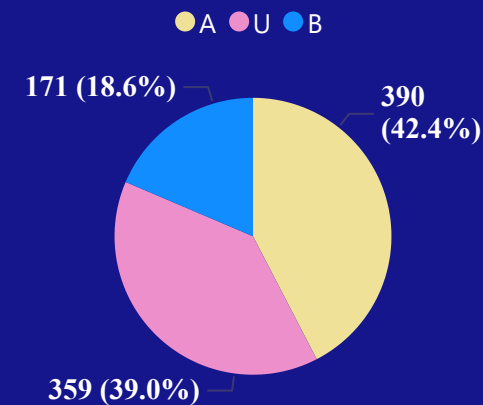
AGE DESCRIPTION WISE CAMPAIGN REDEMPTION



COUPON REDEMPTION PERCENTAGE



COUPON REDEMPTION ON MARITAL STATUS



HOME



PRODUCT & TRANSACTION ANALYSIS

RESET FILTER

AGE BUCKETS

All

YEAR

All

COMMODITY TYPES

All

INCOME CATEGORY

All

PRODUCT DEPARTMENT

All

BRAND

Select all

National

Private

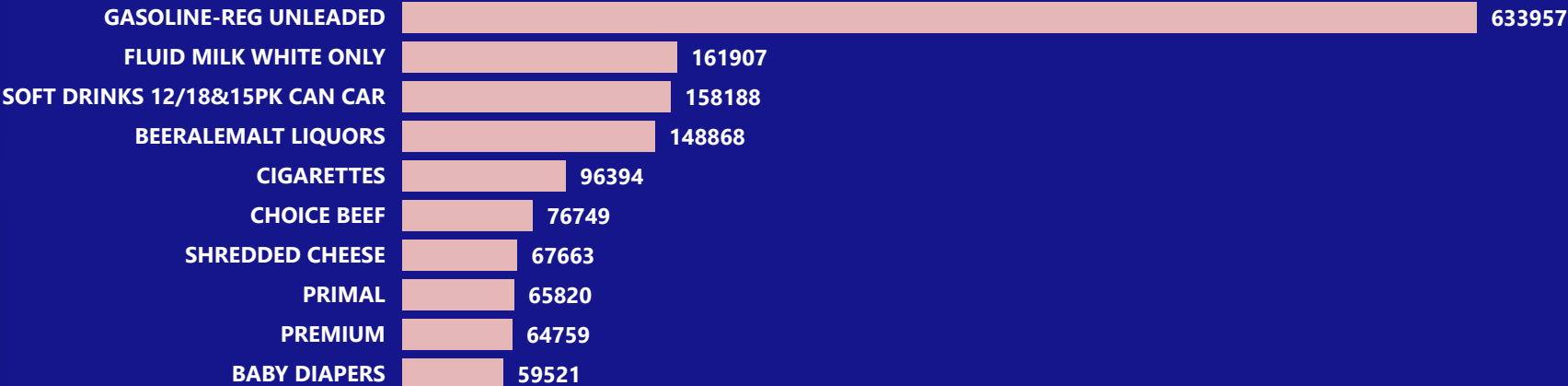
TOTAL RETAIL
DISCOUNT

1.40M

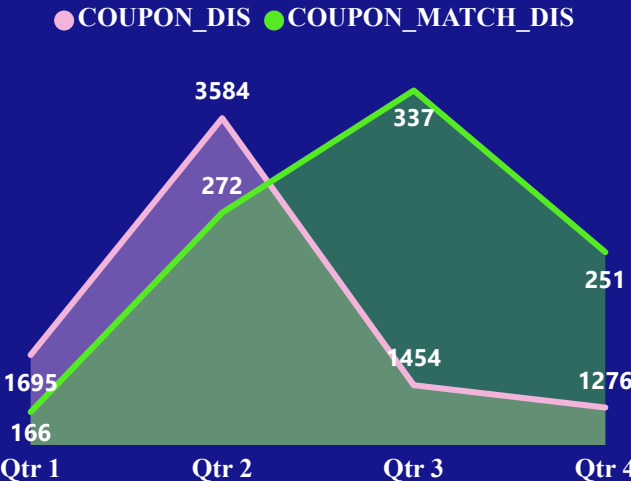
TOTAL SALES AMOUNT

8.06M

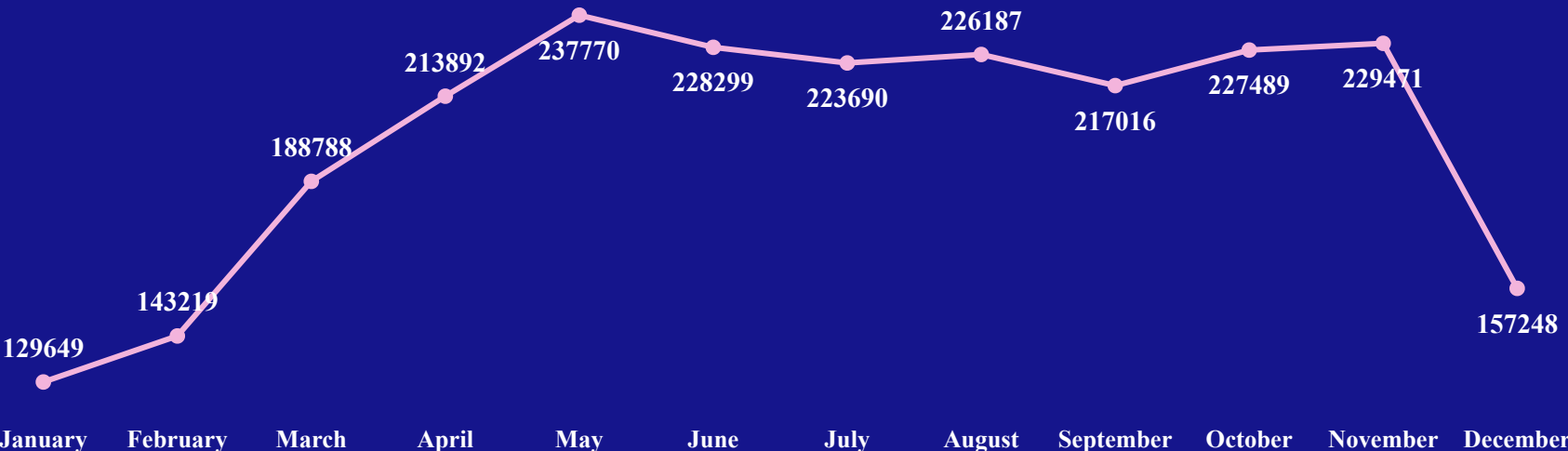
TOP 10 COMMODITY SALES WISE



QUARTER WISE COUPON DISCOUNT
AMOUNT



MONTHLY SALES





COMMODITY TYPES

All



BRAND

All



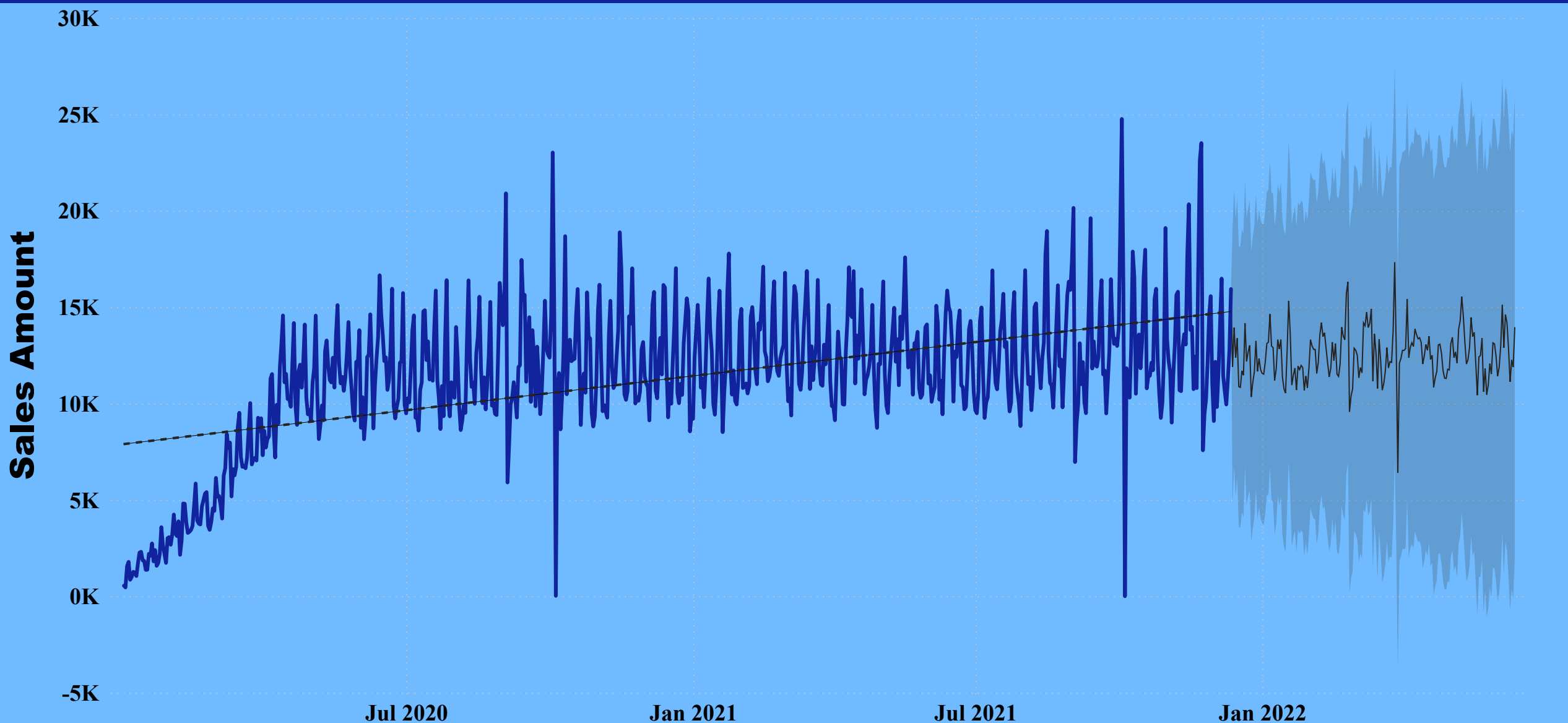
PRODUCT DEPARTMENT

All



RESET FILTER

Sales Amount and Forecasting Amount By time Periods





IMPORTANT INSIGHTS

- 1) The highest number of household (almost 37%) participated from the age group 45-54 among them 52% are unmarried.
- 2) With respect to income buckets the highest number of household participated in this campaign is from 50-74k.
- 3) Observe that only 49% coupon has been redeemed among those 43% are redeemed by divorced people.
- 4) 18 no campaign has highest no of coupon-redemptions whereas campaign no 6 has only 1 coupon redemption.
- 5) Gasoline reg unleaded has the highest sales.
- 6) National brand has almost 65% sales .so we need to focus on Private more.
- 7) In term of income category we need to target more to 250+,200-249k,175-199k buckets as they have least sales amount.
- 8) we need to introduce more product with coupon for targeting the age group of 19-24yr.
- 9) We need to give special attention on some department like 'ELECT & PLUMPING','GRO BAKERY','HOUSEWARES' whose sales is very low.