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Overview

Sales Value YTD By Departments

Sales Per Employee

Air Traffic

Passenger Data

Basket Size & Average Trans.value

Profit By City

Customer Count



Airport Travel Retail Analysis

14.42M

Total Revenue

1.70M

Profit

645K

Total Units Sold

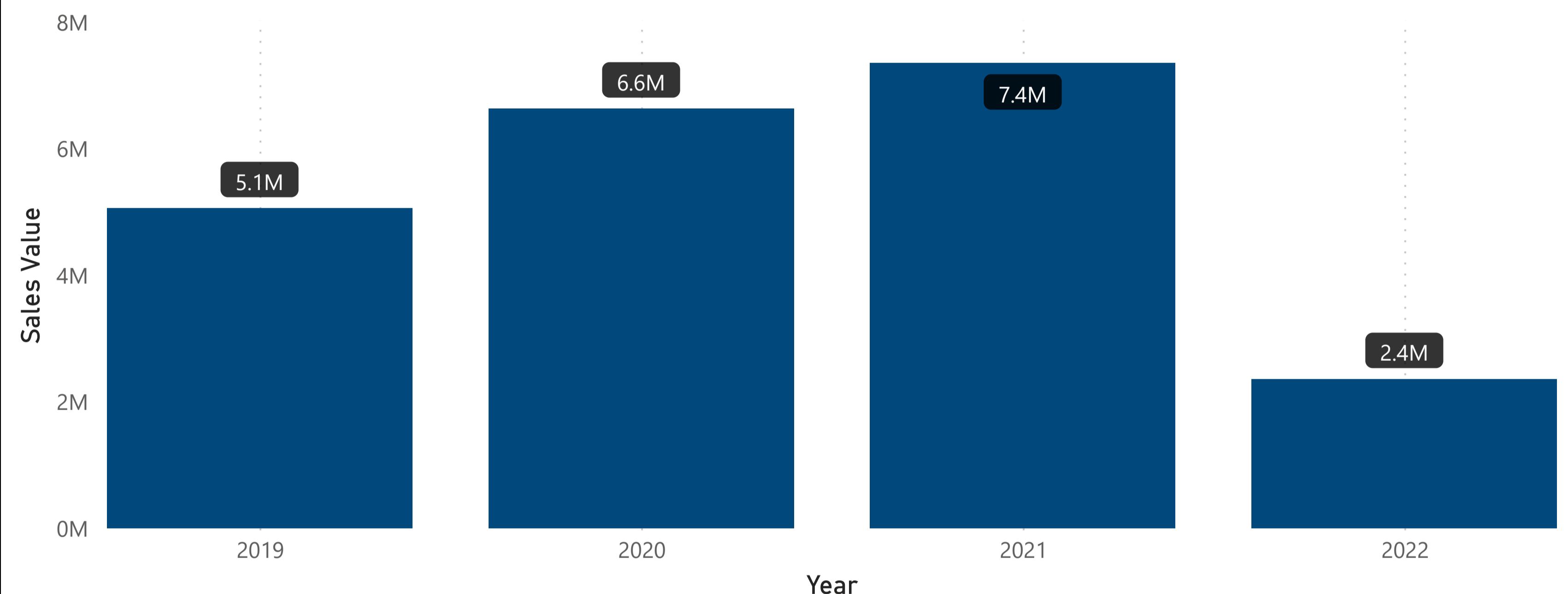
514.86K

Count of Transaction ID

Store Location

- Select all
- Arrival
- Departure

Sales Value and YOY Change by Year



28M

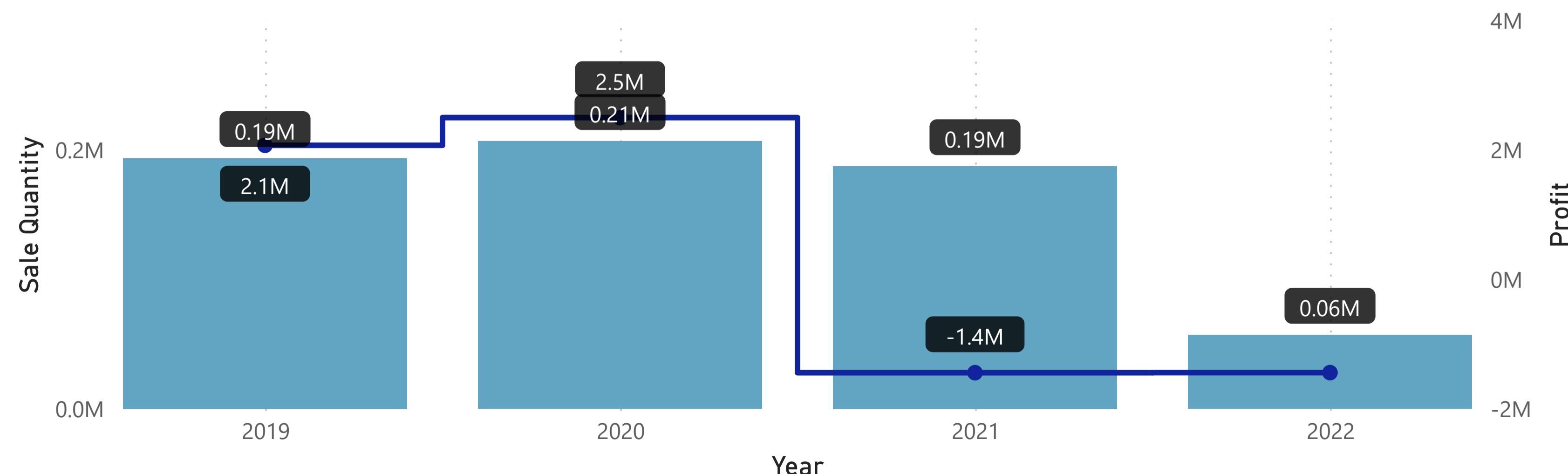
Total Stock Value

515K

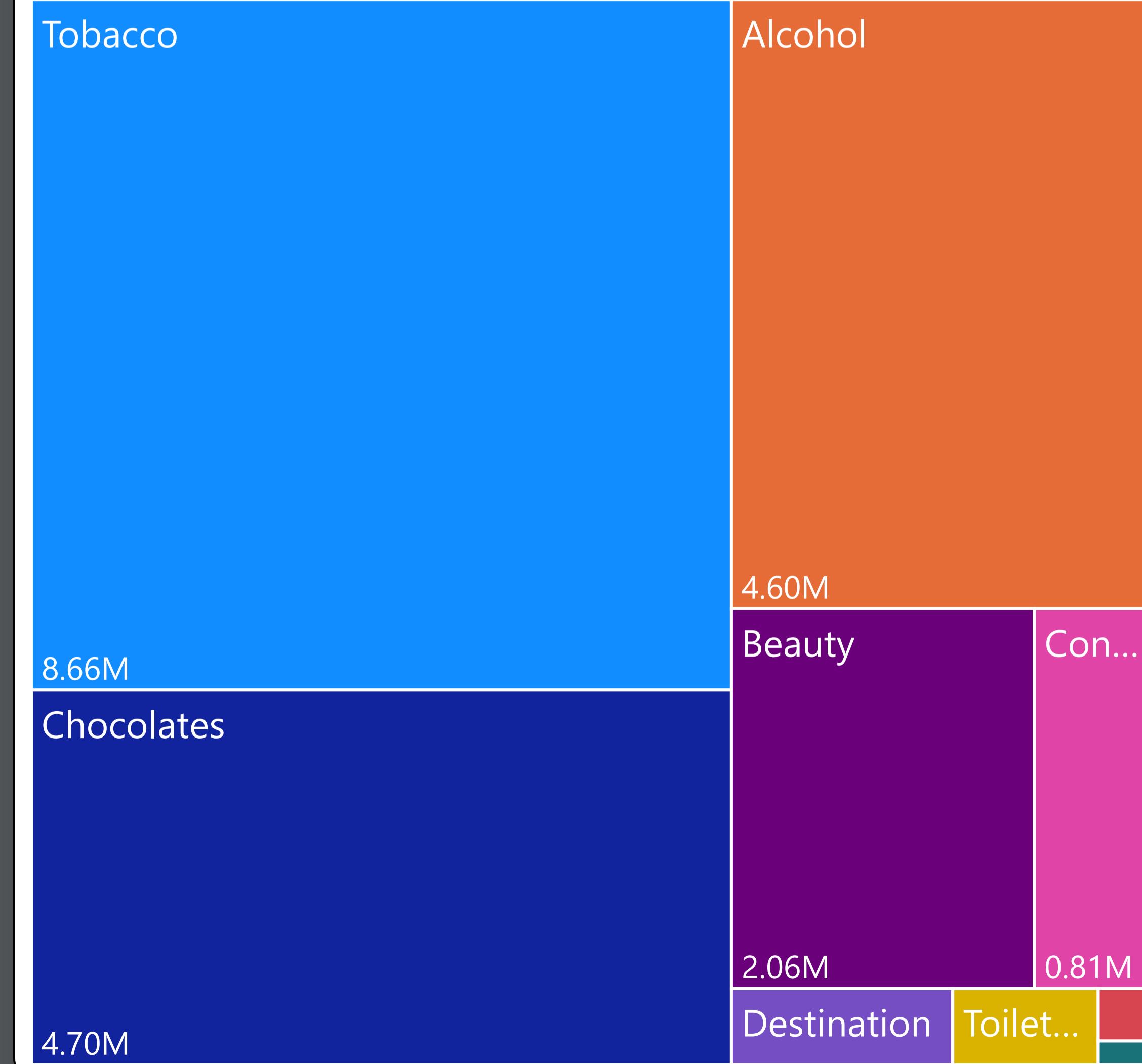
Total Stores

Sale Quantity, Profit and Profit by Year

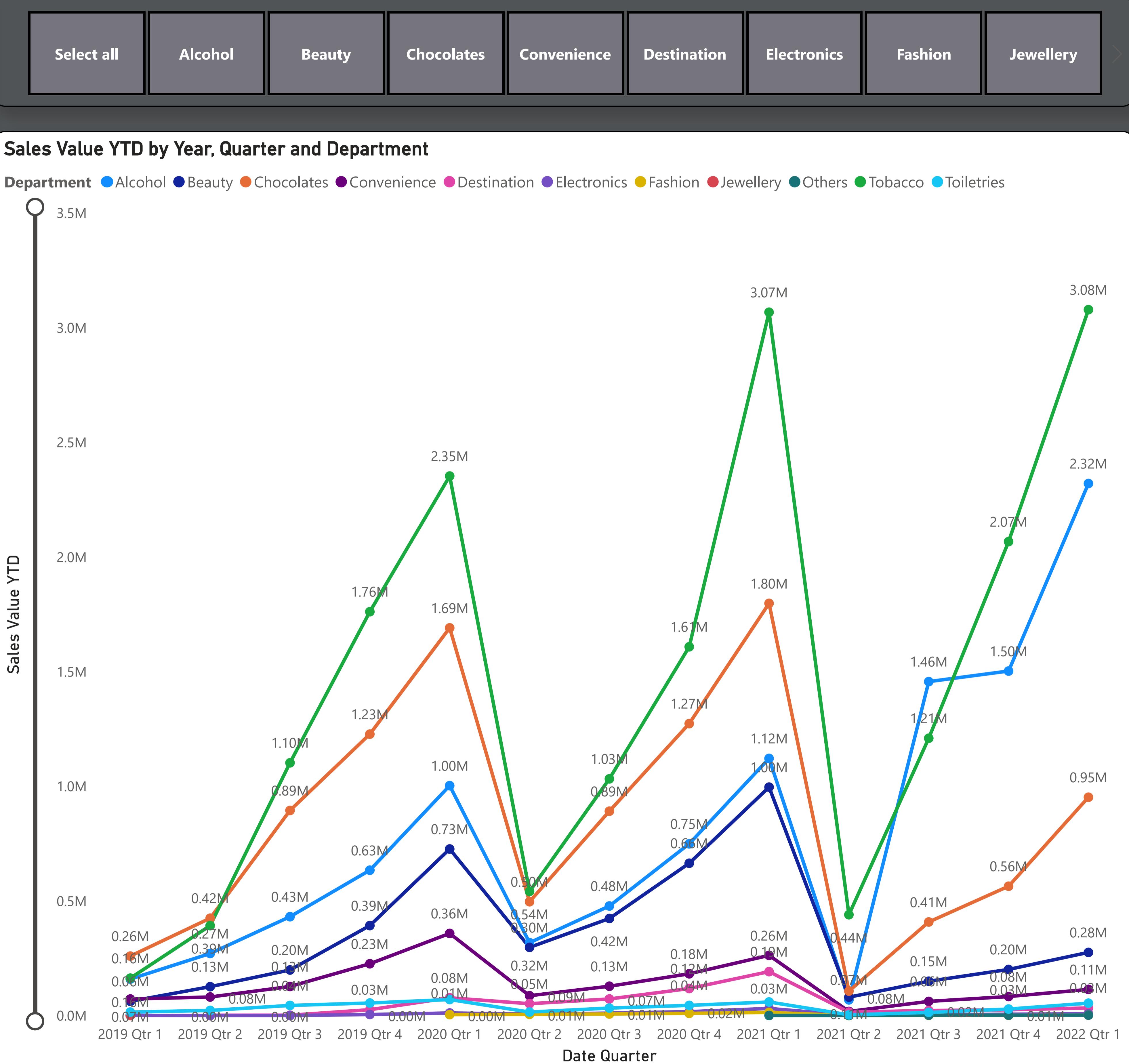
● Sale Quantity ● Profit



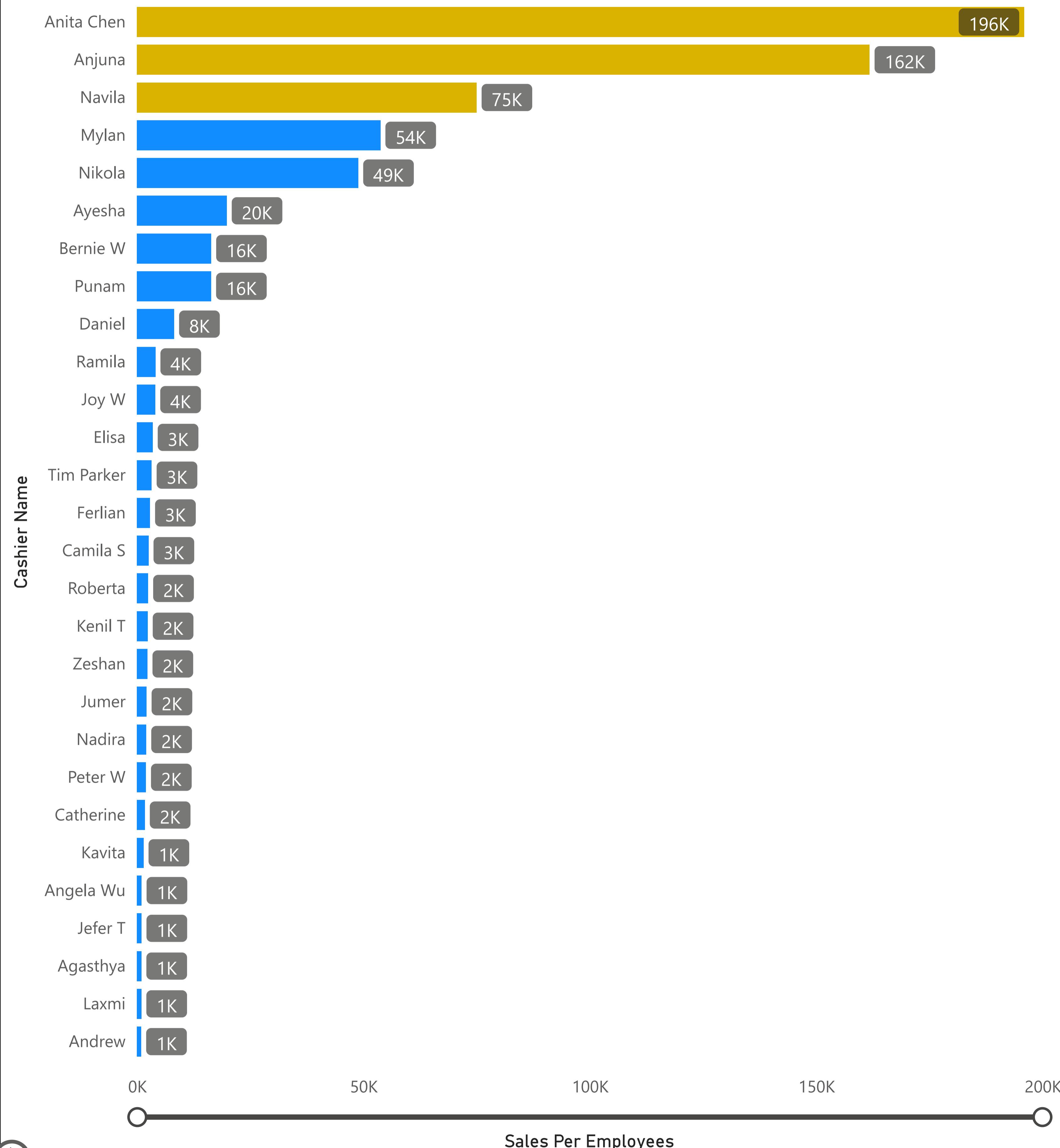
Sales Value by Department



Year	Sales Value	Sales Value YTD
2021	7,355,790.10	4,481,224.01
August	1,145,579.93	2,837,637.55
January	1,096,129.52	5,763,520.87
March	1,034,467.20	7,541,957.43
July	956,533.16	1,692,057.62
February	743,969.36	6,507,490.23
April	656,312.77	656,312.77
December	591,539.19	4,481,224.01
September	491,527.89	3,329,165.44
November	304,420.49	3,889,684.82
October	256,098.89	3,585,264.33
June	59,139.99	735,524.46
May	20,071.70	676,384.47
2020	6,635,182.92	4,667,391.35
December	902,097.21	4,667,391.35
January	697,121.66	5,024,108.27
March	670,505.86	6,294,778.18
May	652,614.32	1,296,738.02
April	644,123.70	644,123.70
February	600,164.05	5,624,272.32
June	523,216.48	1,819,954.50
August	436,303.27	2,651,411.71
September	425,537.60	3,076,949.31
July	395,153.95	2,215,108.45
November	368,679.85	3,765,294.14
October	319,664.97	3,396,614.28
2019	5,060,754.72	4,326,986.61
December	689,228.55	4,326,986.61
September	529,923.89	2,800,910.76
August	481,197.42	2,270,986.87
November	480,249.45	3,637,758.06
July	469,900.01	1,789,789.46
May	458,711.70	905,644.82
April	446,933.13	446,933.13
June	414,244.63	1,319,889.45
February	374,696.35	374,696.35
Total	21,410,935.00	



Sales Per Employees by Cashier Name



Cashier Name Sales Per Employees

Cashier Name	Sales Per Employees
Anita Chen	195,985.90
Anjuna	161,819.28
Navila	75,029.52
Mylan	53,783.31
Nikola	48,876.10
Ayesha	19,841.10
Bernie W	16,405.10
Punam	16,383.21
Daniel	8,214.48
Ramila	4,092.28
Joy W	4,051.83
Elisa	3,494.59
Tim Parker	3,254.76
Ferlian	2,910.31
Camila S	2,565.62
Roberta	2,487.38
Kenil T	2,392.17
Zeshan	2,338.45
Jumer	2,141.07
Nadira	2,066.34
Peter W	2,008.10
Catherine	1,744.31
Kavita	1,466.14
Angela Wu	1,031.69
Jefer T	1,010.38
Agasthya	986.41
Laxmi	981.59
Andrew	940.03
Total	638,301.45

29

Cashier Count

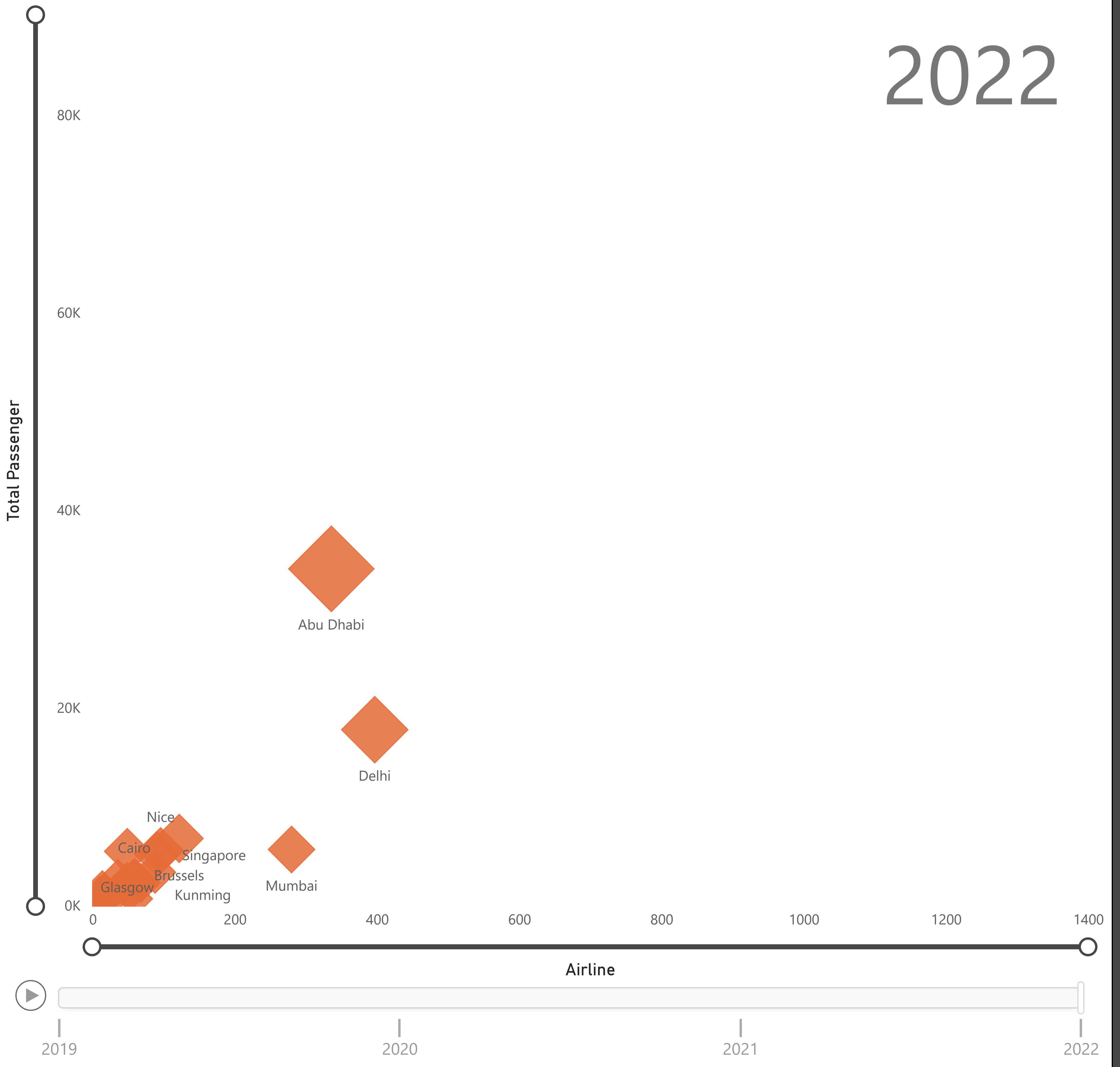
City of Travel

- Select all
- Abu Dhabi
- Almaty
- Amsterdam
- Bahrain
- Bangkok
- Beijing
- Cairo
- Cochin
- Delhi
- Dhaka
- Dubai
- Frankfurt
- Inflight
- Istanbul
- Jeddah
- Kathmandu
- Katowice
- Kuala Lumpur
- Kuwait
- Luxembourg
- Moscow
- Mumbai
- Prague
- Shanghai
- Singapore
- Warsaw



Airline, Total Passenger and Total Passenger by City of Travel and Year

2022



July had the highest Count of Airline (421) and March had the highest Sum of Total Passenger (34727.00). The City of Travel with the highest Count of Airline was Delhi and the City of Travel with the highest Sum of Total Passenger was Abu Dhabi.

Most Month were below 48 in Count of Airline and below 3000.13 in Sum of Total Passenger.

City of Travel	Count of Airline	Sum of Total Passenger
Abu Dhabi	2725	225381.00
2021	1317	84220.00
2020	795	64135.00
2022	336	34052.00
2019	277	42974.00
Delhi	2457	102368.00
2021	1072	31825.00
2020	514	25743.00
2019	474	27026.00
2022	397	17774.00
Mumbai	1579	58431.00
2021	708	20913.00
2019	313	17020.00
2022	280	5650.00
2020	278	14848.00
Glasgow	1305	96797.00
2020	615	42437.00
2021	434	25460.00
2019	207	23439.00
2022	49	5461.00
Brussels	1137	91033.00
Cairo	928	63518.00
Johannesburg	839	53996.00
Kunming	743	39837.00
Paris	666	47355.00
Shanghai	631	39181.00
Nice	599	49945.00
Total	17544	1086047.00

Airline

ABC Aviation	City Invitation	D Two Flights	Express Air	Fly Beach	Maxx Flight	PeakJet	Rocket Air	Singago	SnowFlakes	Starry Airlines	Yeti Airways
Air Bohemian	Comfort Air	D2 Aviation	Express Air Long	Fly Romelle	Orange Wings	QuickGo Aviation	Shanxi Air	Sky Flip Air	Star Airline	SweetJet	

1.09M

Total Passenger Travelled

1.07M

Adult Passenger Travelled

16.89K

Infant Travelled

PAX Type

- Arrival
- Arrival Transit
- Departure
- Transit

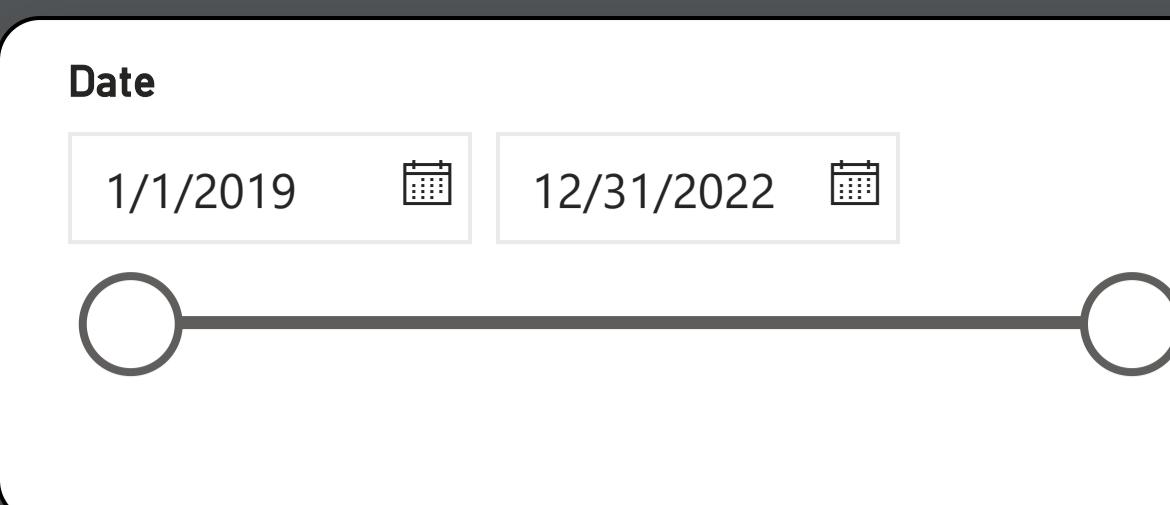
Store Location

- Arrival
- Departure

Total Passenger by City of Travel



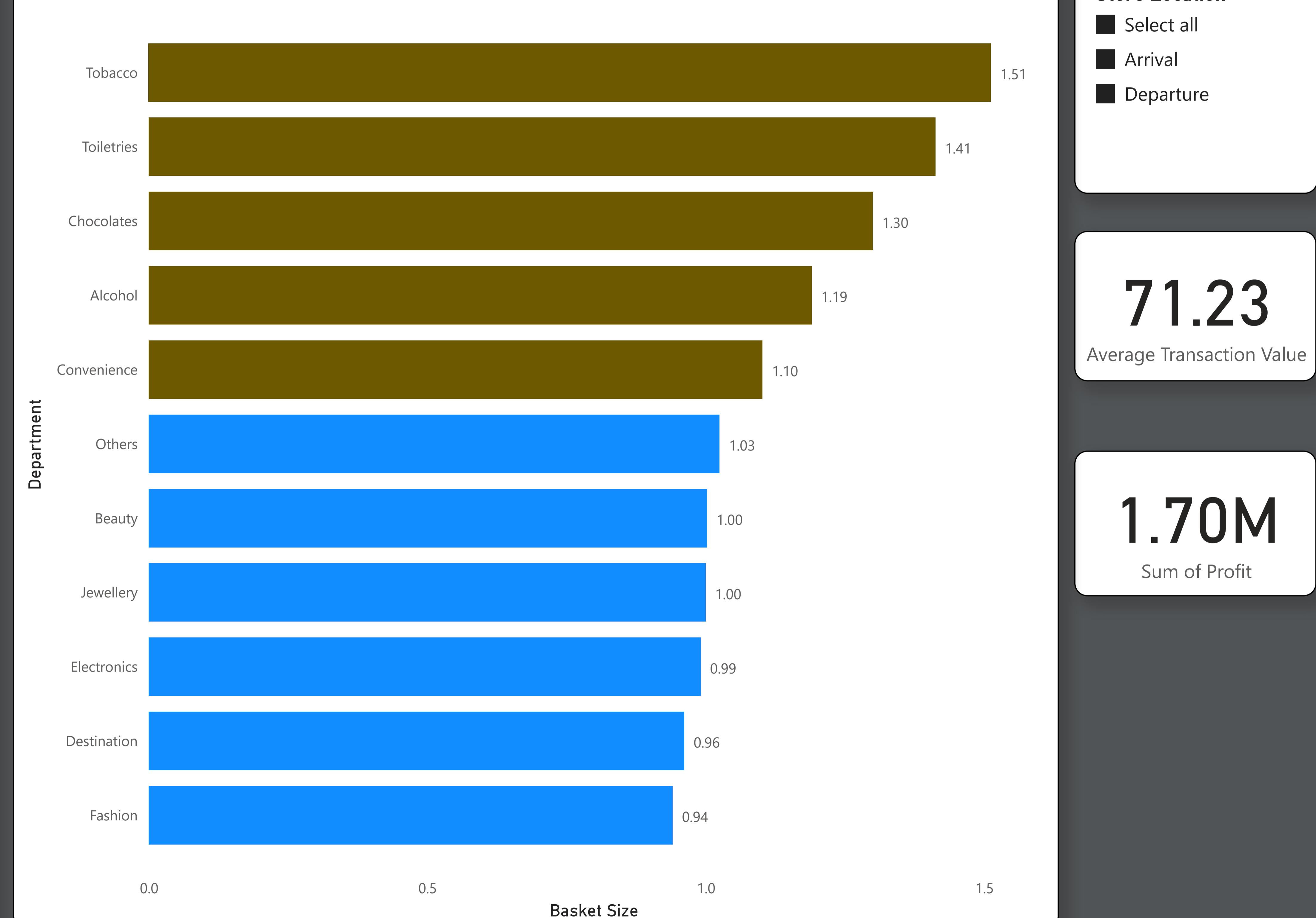
City of Travel	Average Transaction Value
Frankfurt	281.49
Luxembourg	153.00
Cairo	121.67
Moscow	114.63
Warsaw	109.96
Prague	99.70
Katowice	97.72
Wroclaw	73.98
Jeddah	73.68
Beijing	57.96
Shanghai	53.31
Delhi	40.41
Bangkok	36.48
Bahrain	30.36
Mumbai	3.92
Kuala Lumpur	3.38
Cochin	1.30
Almaty	0.27
Abu Dhabi	0.00
Amsterdam	0.00
Dhaka	0.00
Dubai	0.00
Inflight	0.00
Istanbul	0.00
Kathmandu	0.00
Kuwait	0.00
Singapore	0.00
Total	71.23



At 1.51, Tobacco had the highest Basket Size and was 60.76% higher than Fashion, which had the lowest Basket Size at 0.94.

Across all 11 Department, Basket Size ranged from 0.94 to 1.51.

Basket Size by Department



Store Location

- Select all
- Arrival
- Departure

71.23

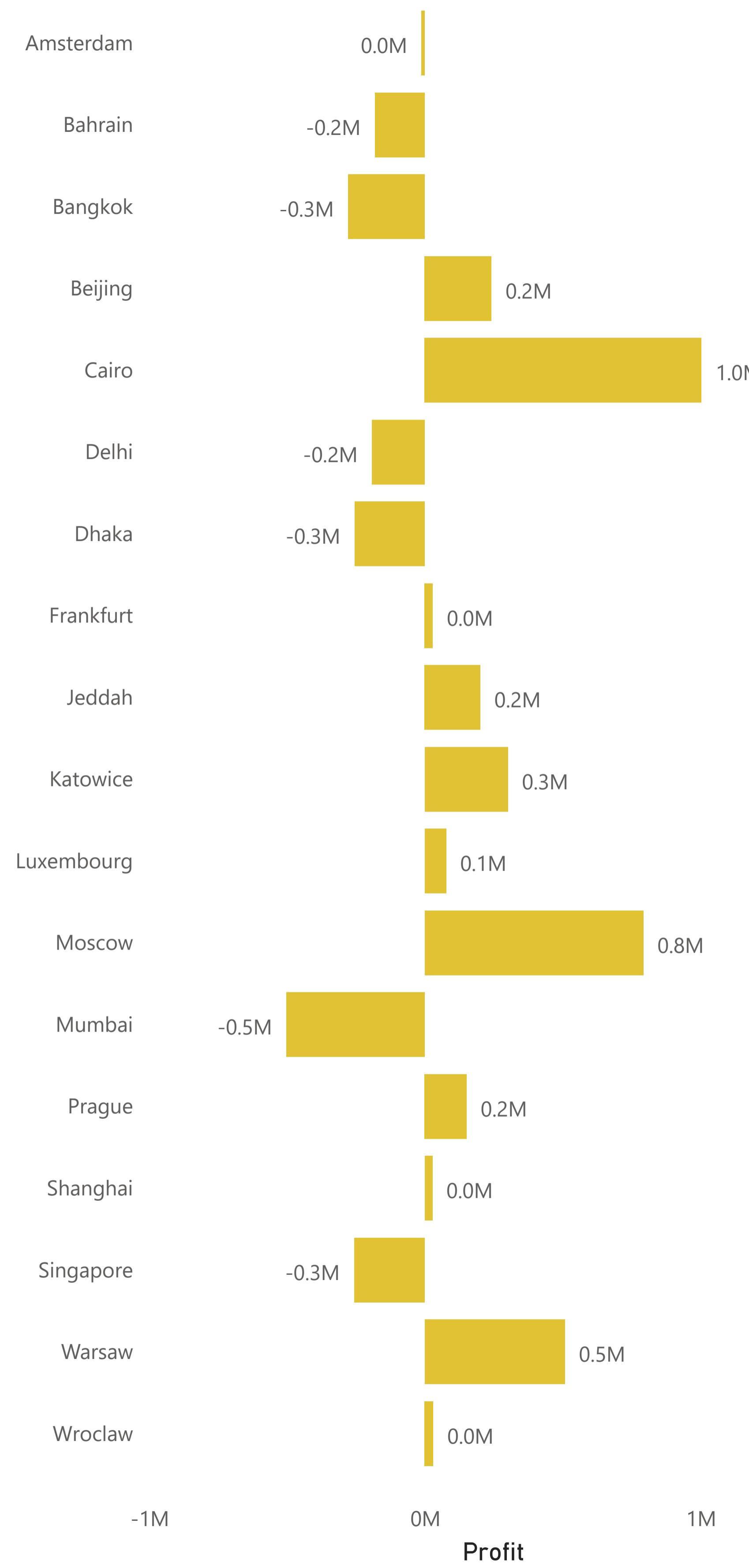
Average Transaction Value

1.70M

Sum of Profit



Profit by City of Travel



Store Location

- Select all
- Arrival
- Departure

At 1003889.26, Cairo had the highest Sum of Profit and was 300.07% higher than Mumbai, which had the lowest Sum of Profit at -501772.33.

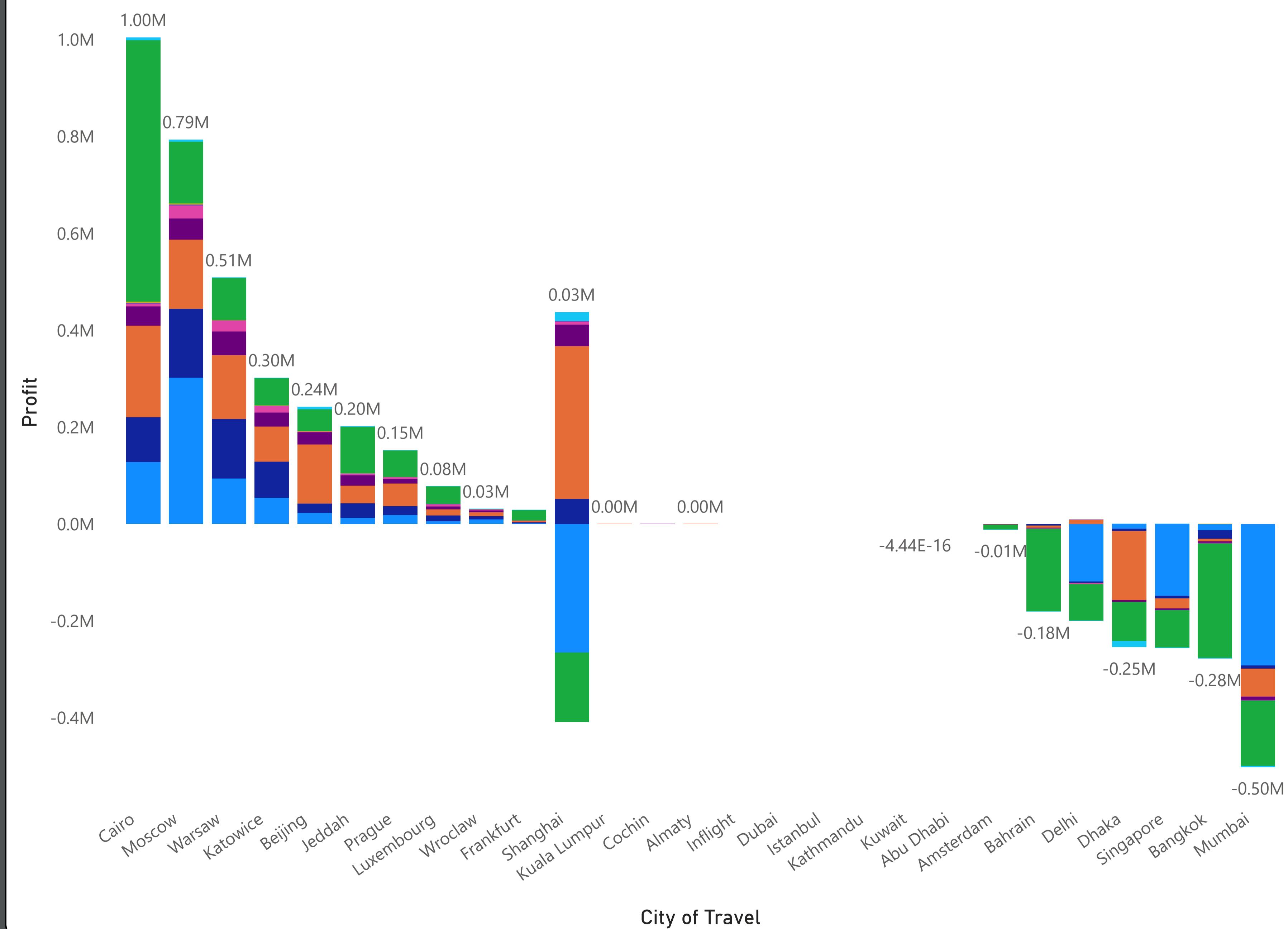
Cairo accounted for 19.91% of Sum of Profit.

Across all 18 City of Travel, Sum of Profit ranged from -501772.33 to 1003889.26.

Cairo in Department made up 9.18% of Sum of Profit.

Profit by City of Travel and Department

Department ● Alcohol ● Beauty ● Chocolates ● Convenience ● Destination ● Electronics ● Fashion ● Jewellery ● Others ● Tobacco ● Toiletries



Customer Count trended up, resulting in a 41.88% increase between January 2019 and January 2022.

Customer Count started trending down on October 2020, falling by 56.38% (8131) in 4 quarters.

Customer Count dropped from 14422 to 6291 during its steepest decline between October 2020 and October 2021.

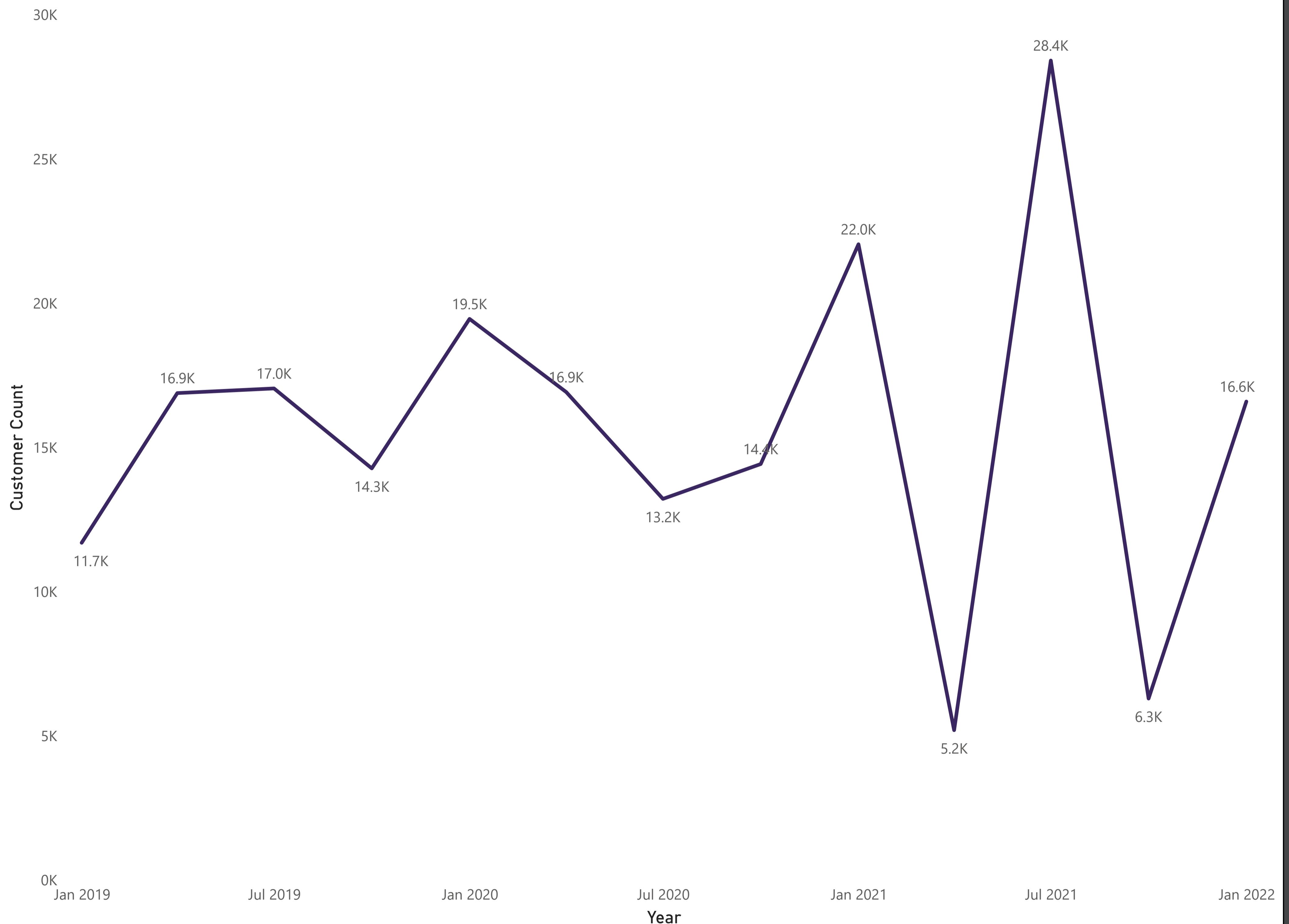
Store Location

Select all

Arrival

Departure

Customer Count by Year and Quarter



City of Travel

City of Travel	Customer Count	Sum of Revenue
Shanghai	68642	3,659,042.00
2021	22247	795,112.00
2019	20282	1,451,836.00
2020	19417	1,412,094.00
2022	6696	0.00
Cairo	28992	3,527,447.00
2020	12337	1,693,033.00
2019	11178	1,225,257.00
2021	4674	609,157.00
2022	803	0.00
Beijing	18216	1,055,758.00
2019	7261	466,896.00
2020	6468	420,813.00
2021	3463	168,049.00
2022	1024	0.00
Moscow	16644	1,907,910.00
2020	7355	906,914.00
2019	5162	474,461.00
2021	4109	526,535.00
2022	18	0.00
Warsaw	12228	1,344,595.00
2020	5004	636,805.00
2019	4060	386,103.00
2021	3164	321,687.00
Mumbai	11405	44,703.00
2021	11038	0.00
2019	258	25,392.00
2020	68	19,311.00
2022	41	0.00
Delhi	11048	446,485.00
2021	4107	22,508.00
2019	2480	230,277.00
2022	2299	0.00
2020	2162	193,700.00
Katowice	8912	870,910.00
2020	5383	547,897.00
2021	1847	176,794.00
2019	1682	146,219.00
Total	202425	14,419,534.00