

INSIGHTS

Project Overview 📊

This dashboard analyzes sales performance, customer preferences, and outlet trends across multiple dimensions :

◆ Key Highlights:

- Total Sales: \$1.20M
- Average Sales: \$141
- Number of Items Sold: 8,523
- Average Rating: 4.0

Key Insights 💡

1 Fat Content Analysis:

Low Fat contributed **65%** of total sales (**\$776.3K**), compared to **Regular** at **35%**.

This indicates a clear customer preference for healthier options.

2 Top Item Types:

Fruits & Vegetables and **Snack Foods** emerged as top contributors with **\$178.1K** and **\$175.4K** in sales, respectively.

Household items and Frozen Foods also performed strongly.

3 Outlet Performance:

High-Sized Outlets contributed the largest share of sales at **42%** (**\$507.9K**).

Medium outlets followed with **37%** (**\$444.8K**), while smaller outlets contributed **21%**.

4 Tier 3 Locations Lead the Way:

Tier 3 outlets generated the highest sales at **\$472.1K**, highlighting the importance of smaller cities and emerging markets.

5 Sales Trends:

Sales peaked in **2018** at **\$204.5K** but showed fluctuations in recent years. Identifying causes for these trends can drive future strategies.

This project was a great opportunity to apply **data visualization techniques** and uncover actionable insights using tool **MS Excel**.