

BIGMART SALES FACTOR: OUTLET AND PRODUCT

ACTUAL SALES

\$29.8M

FORECASTED SALES

\$30.1M

TOTAL OUTLETS

10

TOTAL PRODUCT SOLD

14K

TOP 1 OUTLET

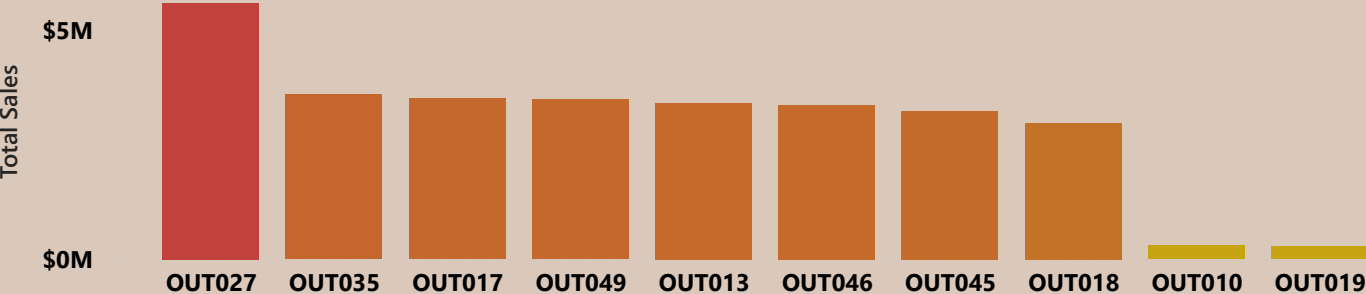
OUT027

TOP 1 PRODUCT TYPE

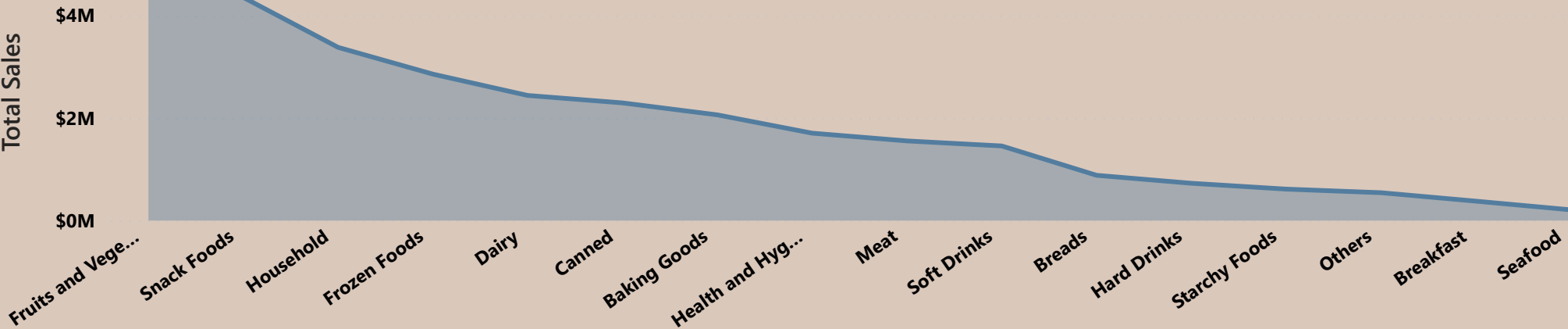
Fruits and
Vegetables



Total Sales by Outlet



Total Sales by Item Type



BIGMART SALES FACTOR: OUTLET ANALYSIS

\$29.8M

TOTAL SALES

100.00%

% OF SALES

OUTLET: All

YEAR: All

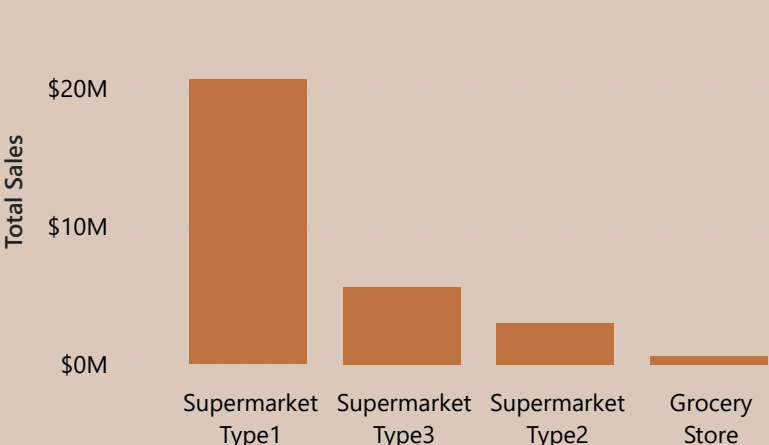
LOCATION: All

SIZE: All

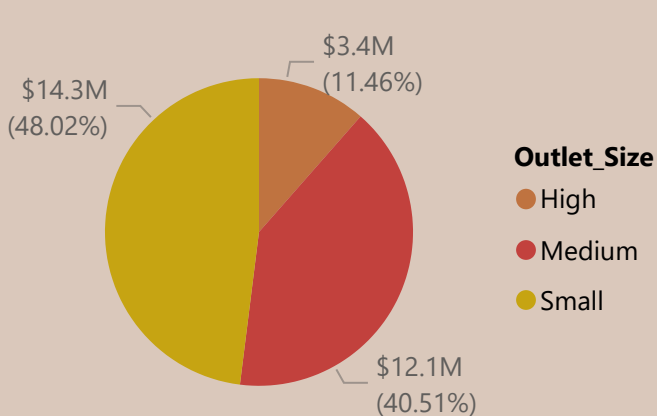
Sales by Location Type



Sales by Outlet Type



Sales by Outlet Size



Sales by Establishment Year



Outlet	Total Sales	Ranking
OUT027	\$5,605,149.9	1
OUT035	\$3,607,244.7	2
OUT017	\$3,517,541.4	3
OUT049	\$3,495,627.9	4
OUT013	\$3,418,605.8	5
OUT046	\$3,370,809.0	6
OUT045	\$3,242,040.6	7
OUT018	\$2,979,587.4	8
OUT010	\$299,023.9	9
OUT019	\$283,302.7	10
Total	\$29,818,933.5	

BIGMART SALES FACTOR: PRODUCT ANALYSIS

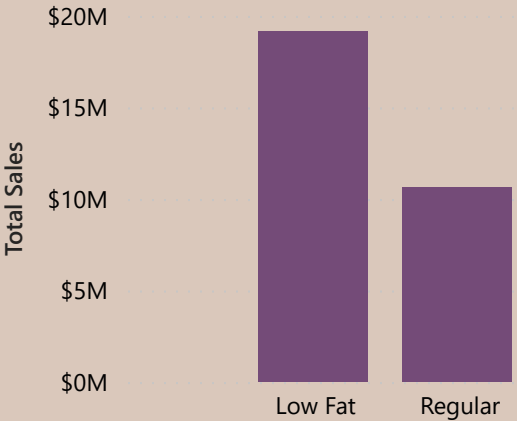
\$29.8M

Total Sales

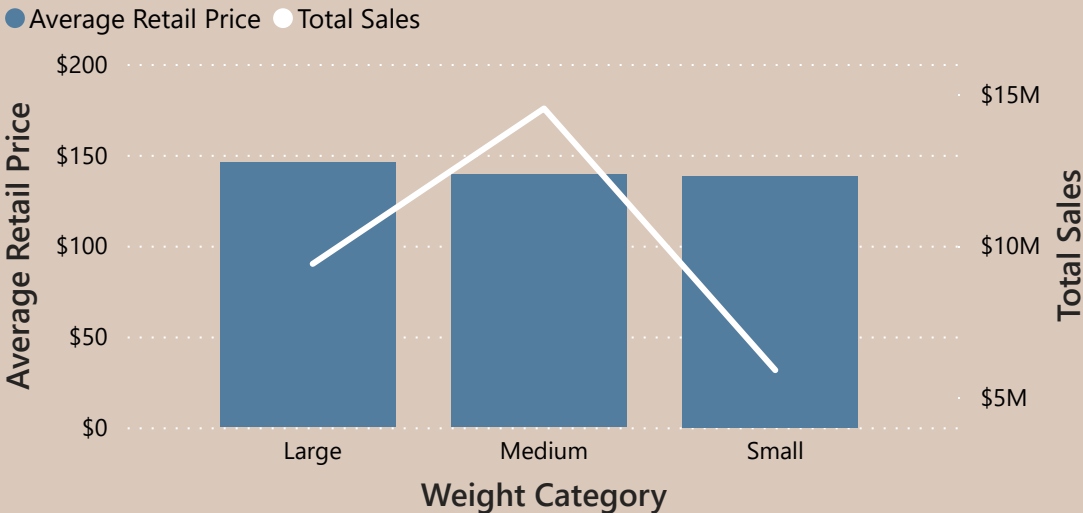
100.00%

% of Sales

Sales by Fat Content

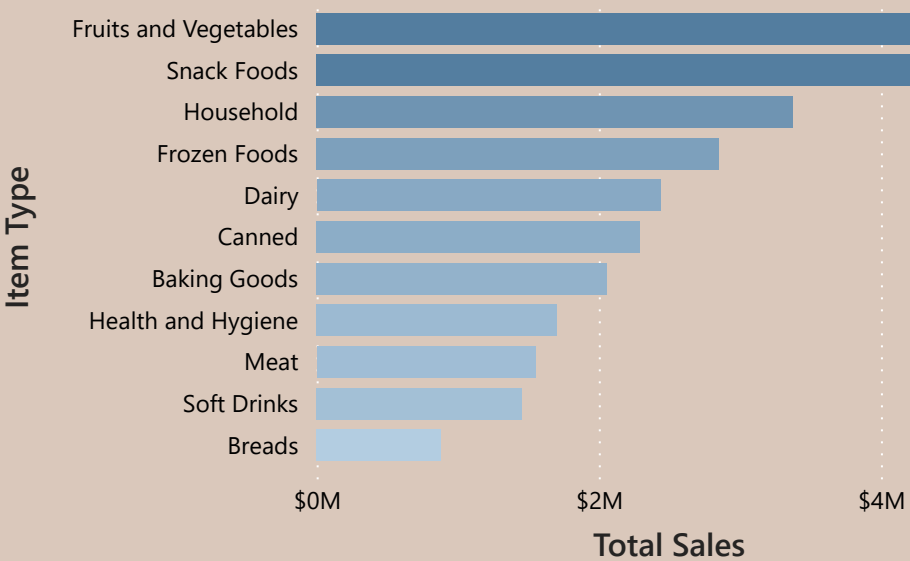


Average Retail Price and Total Sales by Weight Category

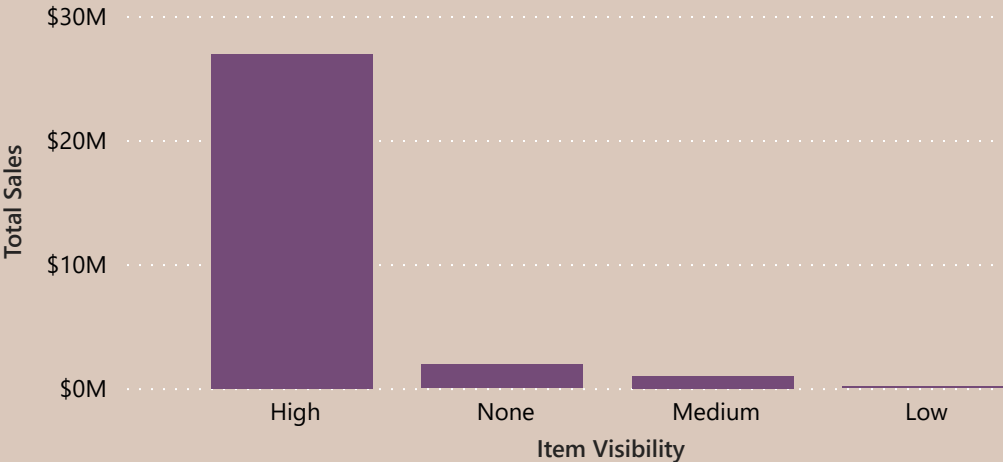


Sales by Item Type

Total Sales \$0.21M \$4.39M

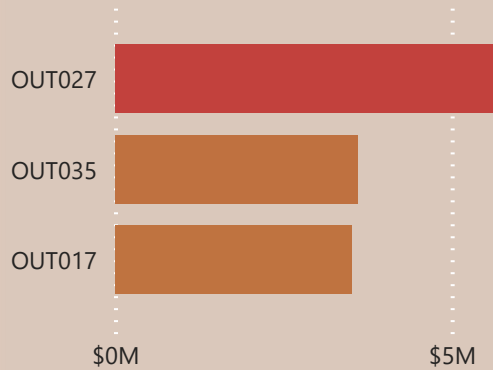


Sales by Visibility

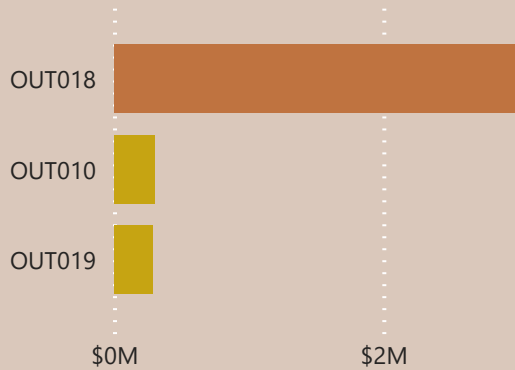


BIGMART SALES FACTOR: RELATIONSHIP

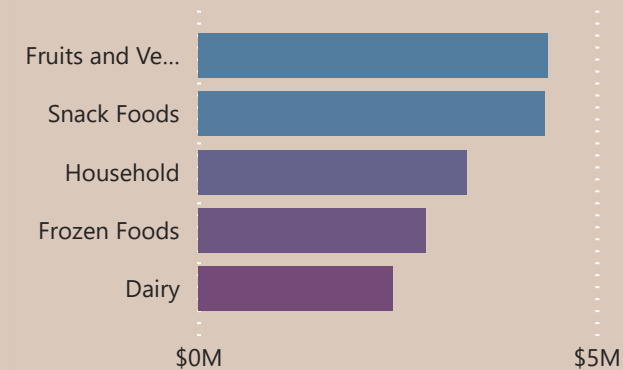
Top 3 Outlet



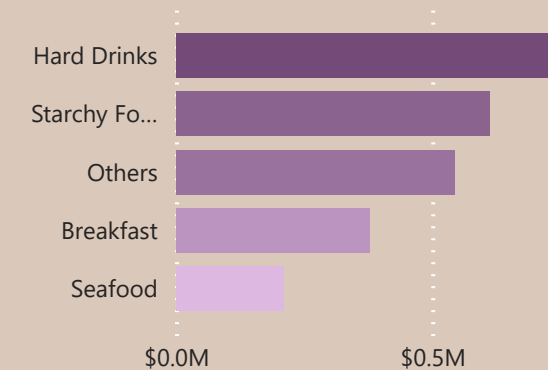
Bottom 3 Outlet



Top 5 Product Type



Bottom 5 Product Type



Top 3 Outlet by Sales

Outlet	Sales	Size	Outlet Type	Location Type
OUT017	\$3,517,541	Small	Supermarket Type1	Tier 2
OUT035	\$3,607,245	Small	Supermarket Type1	Tier 2
OUT027	\$5,605,150	Medium	Supermarket Type3	Tier 3
Total	\$12,729,936			

Bottom 3 Outlet by Sales

Outlet	Sales	Size	Outlet Type	Location Type
OUT018	\$2,979,587	Medium	Supermarket Type2	Tier 3
OUT019	\$283,303	Small	Grocery Store	Tier 1
OUT010	\$299,024	Small	Grocery Store	Tier 3
Total	\$3,561,914			

Top 5 Item Type by Sales

Ranking	Item Type	Sales
1	Fruits and Vegetables	\$4,388,856
2	Snack Foods	\$4,349,840
3	Household	\$3,375,888
4	Frozen Foods	\$2,853,719
		\$17,406,669

Bottom 5 Item Type by Sales

Ranking	Item Type	Sales
16	Seafood	\$209,017
15	Breakfast	\$377,878
14	Others	\$542,582
13	Starchy Foods	\$612,412
		\$2,468,348

