Sales Projections

Outlet & Product Review

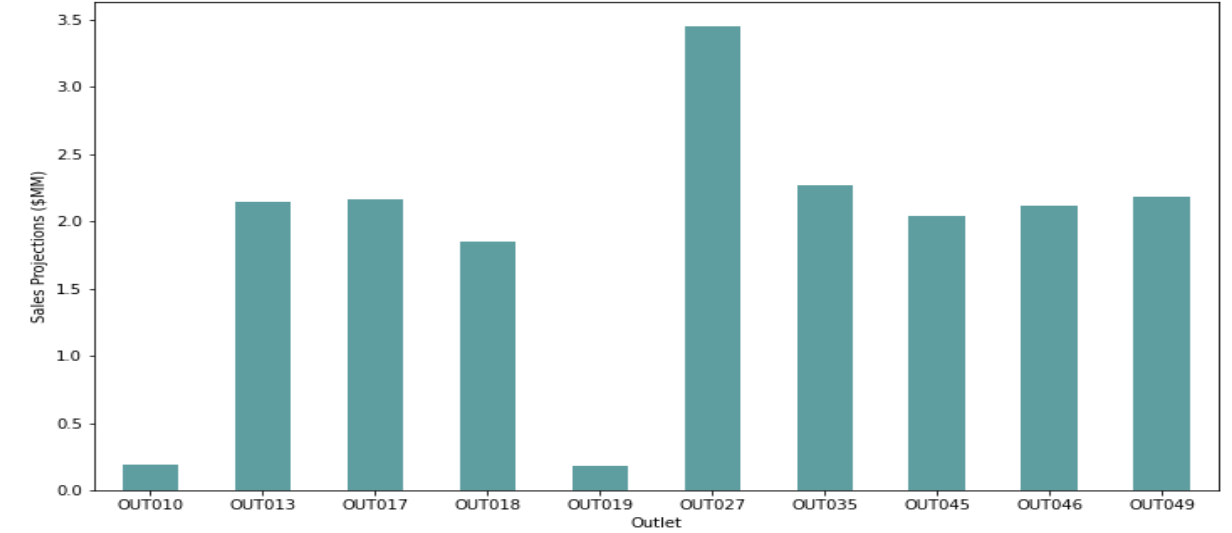# Sales Projections – Outlet & Product Review

This analysis was conducted using a machine learning linear regression model. This approach was able to accurately forecast 60% of future sales revenue.

Key Takeaways

- The firm is projected to generate ~$18.6MM in total sales revenue.
- Outlet 027, Supermarket Type 3 is projected to generate ~$3.4MM and represent 19% of total sales
  - Foods sales projections: ~$2.5MM (~$1MM more than all other outlets)
  - The analysis suggest that this is attributed high item variety. (Positive correlation between store sales and item variety)

- Food sales represent a majority of the total sales (~$13.5MM of the ~$18.6MM; or ~72%)
  - Fruit and Vegetables is projected to be the leading item type with ~$2.8MM in sales
  - Snack Foods is projected to have the second highest with ~$2.7MM in sales

- Drink sales are projected to generate ~$1.5MM in revenue
  - Soft Drinks: ~$892k
  - Hard Drinks: ~$457k
  - Dairy Drinks: ~$245k

- Non-Consumable sales are projected to generate ~$3.4MM in revenue
  - Household: ~$2.0MM
  - Health and Hygiene: ~$1.4MM
  - Others: ~$325k

Sales Projections by Outlet ($)

Outlet Type	#	Outlet	Outlet Size	Food	Drink	Non-Consumable	Total Sales	Total Sales (%)
Supermarket Type3	1	OUT027	Medium	2,575,792	260,237	617,898	3,453,926	19%
Supermarket Type1	2	OUT035	Medium	1,576,697	206,102	384,667	2,167,465	12%
	3	OUT049	Medium	1,471,357	198,143	367,225	2,036,725	12%
	4	OUT017	Small	1,559,509	164,636	394,250	2,118,395	12%
	5	OUT013	Small	1,654,342	187,650	426,131	2,268,123	12%
	6	OUT046	Medium	1,573,241	195,294	415,435	2,183,970	11%
	7	OUT045	High	1,547,201	193,042	402,420	2,142,664	11%
Supermarket Type2	8	OUT018	Medium	1,349,399	160,239	342,185	1,851,823	10%
Grocery Store	9	OUT010	Medium	129,559	16,404	42,377	188,340	1%
	10	OUT019	Small	131,947	14,123	33,624	179,694	1%
Total Sales				13,569,045	1,595,869	3,426,211	18,591,125	100%

Outlet Sales Projections

Sales Projections by Item Type