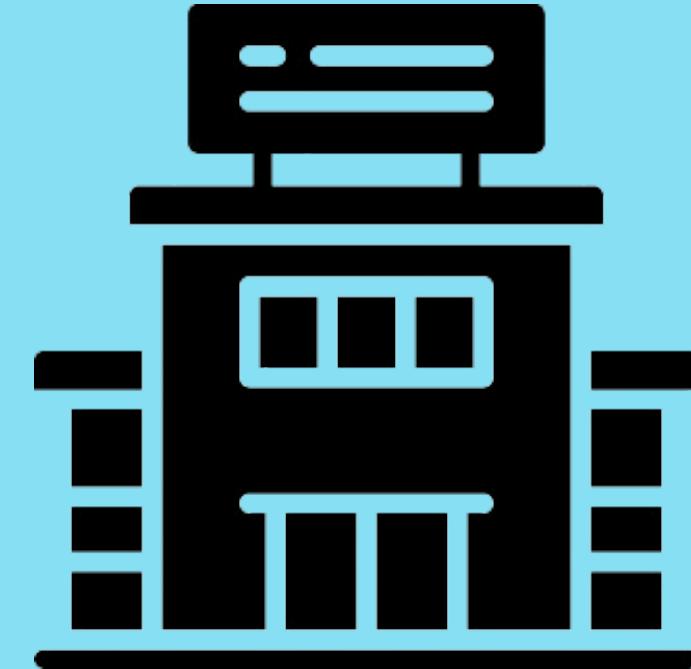


CONSUMER GOODS INSIGHT HUB

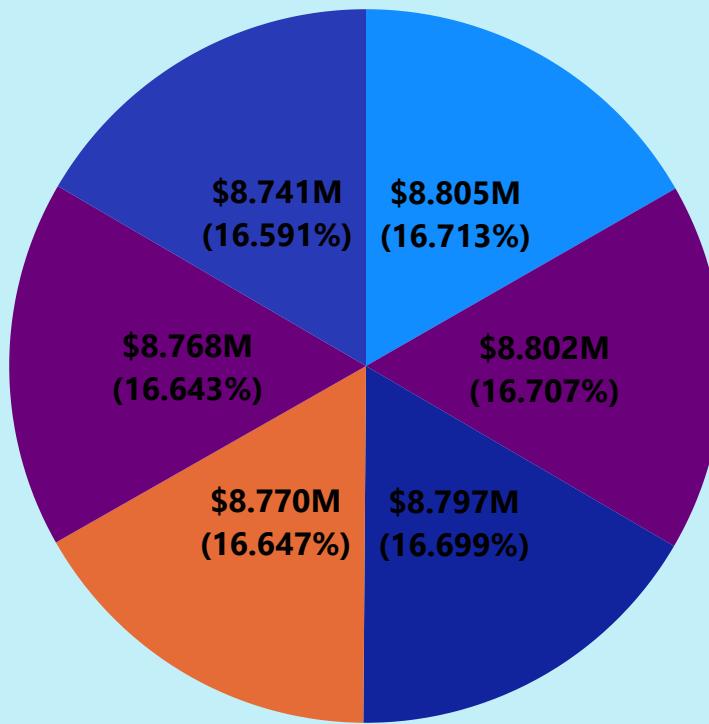


26 May 2024

OVERALL SALES PERFORMANCE

Store_Type	Total_Sales
Pharmacy	\$8.806 M
Supermarket	\$8.803 M
Warehouse Club	\$8.798 M
Department Store	\$8.771 M
Convenience Store	\$8.769 M
Specialty Store	\$8.741 M

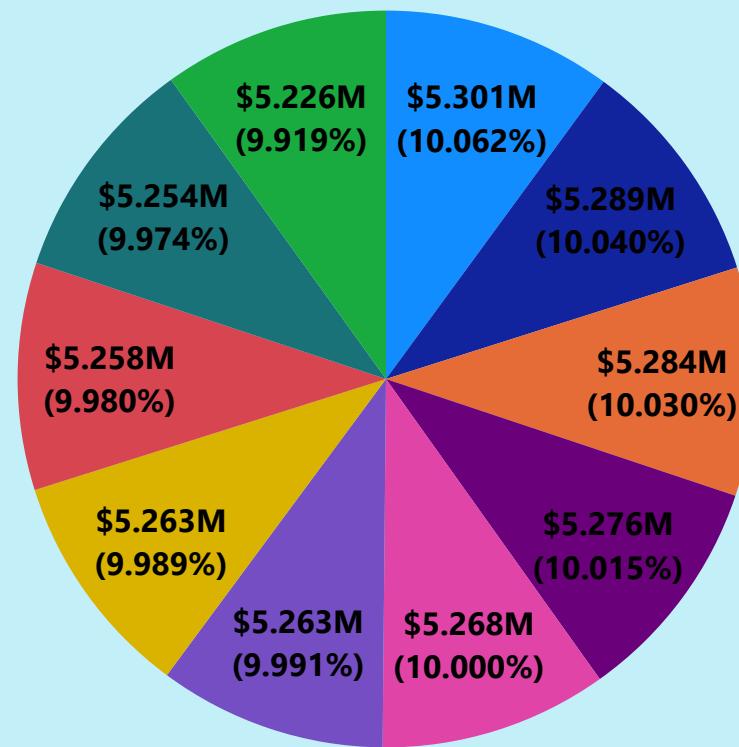
TOTAL SALES BY STORE TYPE



- Store_Type
 - Pharmacy
 - Supermarket
 - Warehouse Club
 - Department Store
 - Convenience Store
 - Specialty Store

TOTAL SALES BY CITIES

City	Total_Sales
Dallas	\$5.301 M
Boston	\$5.290 M
Chicago	\$5.284 M
New York	\$5.277 M
Houston	\$5.269 M
Miami	\$5.264 M
San Francisco	\$5.263 M
Seattle	\$5.259 M
Los Angeles	\$5.255 M
Atlanta	\$5.226 M



- City
- Dallas
- Boston
- Chicago
- New York
- Houston
- Miami
- San Francisco
- Seattle
- Los Angeles
- Atlanta

ANNUAL SALES TRENDS

YEARLY SALES PERFORMANCE BY STORE TYPE

Year	Store_Type	Total_Sales
2020	Department Store	\$ 1.977 M
2020	Pharmacy	\$ 1.992 M
2020	Specialty Store	\$ 1.993 M
2020	Convenience Store	\$ 2.003 M
2020	Supermarket	\$ 2.016 M
2020	Warehouse Club	\$ 2.034 M
2021	Specialty Store	\$ 1.969 M
2021	Pharmacy	\$ 1.991 M
2021	Convenience Store	\$ 1.999 M
2021	Department Store	\$ 2.001 M
2021	Warehouse Club	\$ 2.002 M
2021	Supermarket	\$ 2.009 M
2022	Convenience Store	\$ 1.977 M
2022	Specialty Store	\$ 1.981 M
2022	Supermarket	\$ 1.989 M
2022	Department Store	\$ 1.996 M
2022	Warehouse Club	\$ 1.996 M
2022	Pharmacy	\$ 2.010 M



YEARLY SALES PERFORMANCE BY STORE TYPE

Year	Store_Type	Total_Sales
2020	Department Store	\$ 1.977 M
2020	Pharmacy	\$ 1.992 M
2020	Specialty Store	\$ 1.993 M
2020	Convenience Store	\$ 2.003 M
2020	Supermarket	\$ 2.016 M
2020	Warehouse Club	\$ 2.034 M
2021	Specialty Store	\$ 1.969 M
2021	Pharmacy	\$ 1.991 M
2021	Convenience Store	\$ 1.999 M
2021	Department Store	\$ 2.001 M
2021	Warehouse Club	\$ 2.002 M
2021	Supermarket	\$ 2.009 M
2022	Convenience Store	\$ 1.977 M
2022	Specialty Store	\$ 1.981 M
2022	Supermarket	\$ 1.988 M
2022	Department Store	\$ 1.996 M
2022	Warehouse Club	\$ 1.996 M
2022	Pharmacy	\$ 2.010 M
2023	Warehouse Club	\$ 1.978 M
2023	Supermarket	\$ 1.994 M
2023	Specialty Store	\$ 1.998 M
2023	Convenience Store	\$ 2.000 M
2023	Department Store	\$ 2.005 M
2023	Pharmacy	\$ 2.010 M
2024	Warehouse Club	\$ 0.788 M
2024	Convenience Store	\$ 0.790 M
2024	Department Store	\$ 0.791 M
2024	Supermarket	\$ 0.796 M
2024	Specialty Store	\$ 0.800 M
2024	Pharmacy	\$ 0.803 M

2022



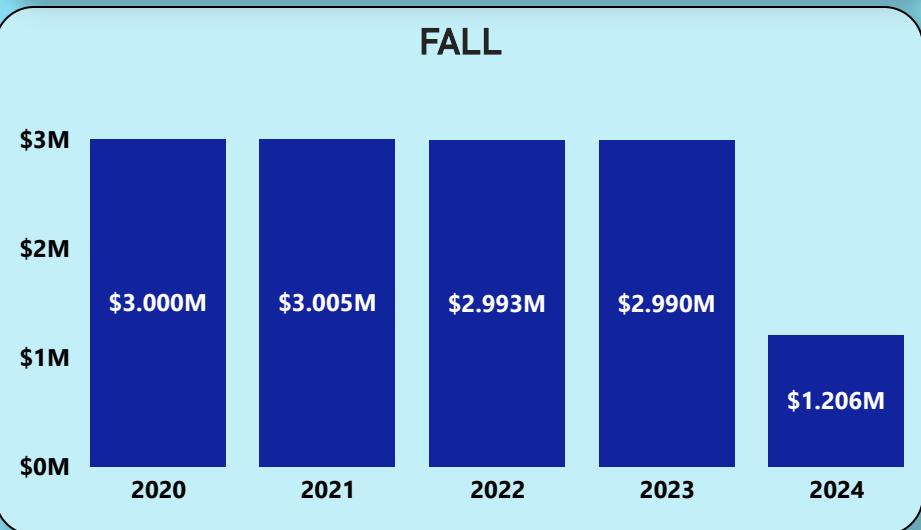
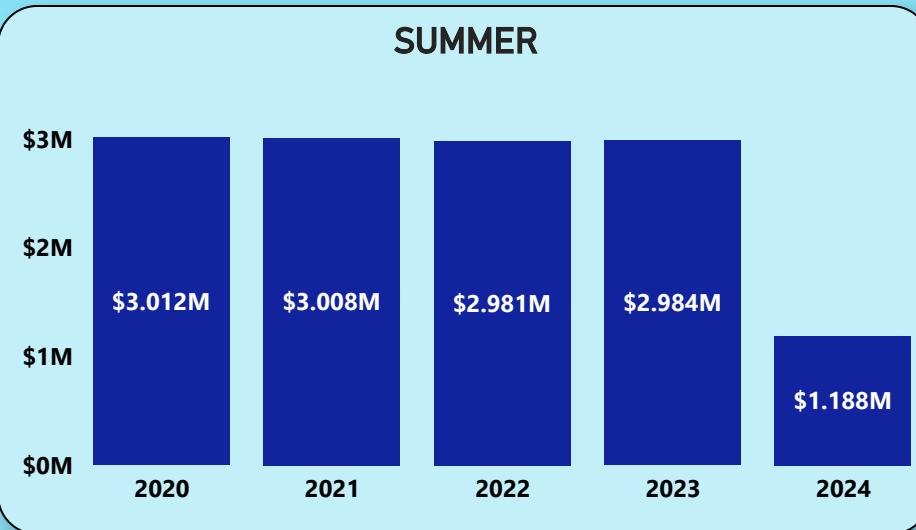
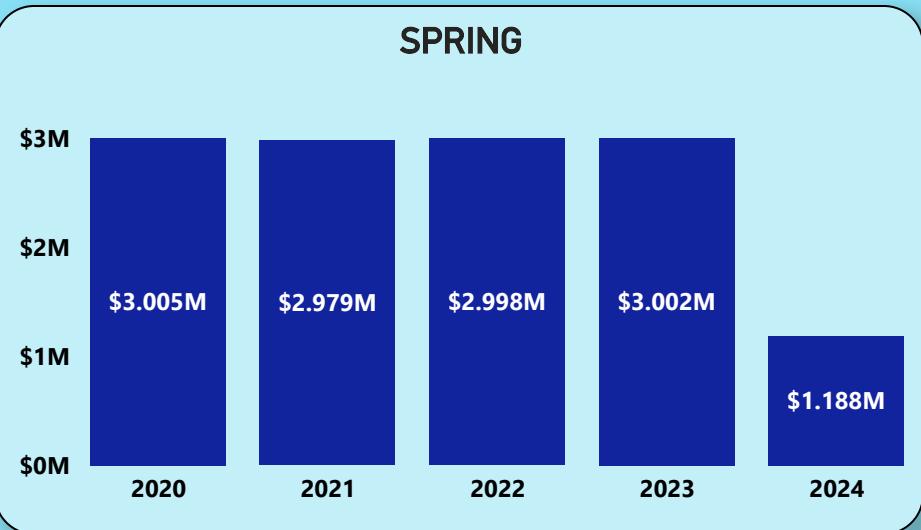
2023



2024

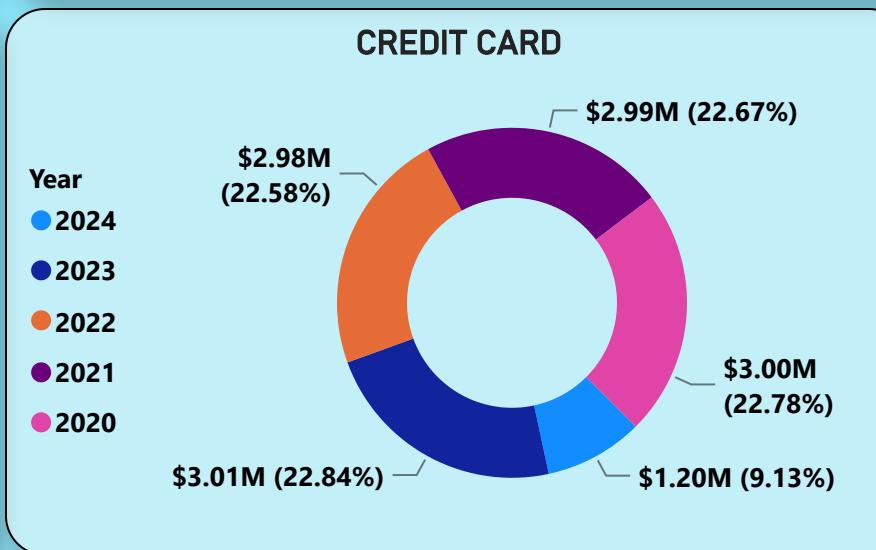
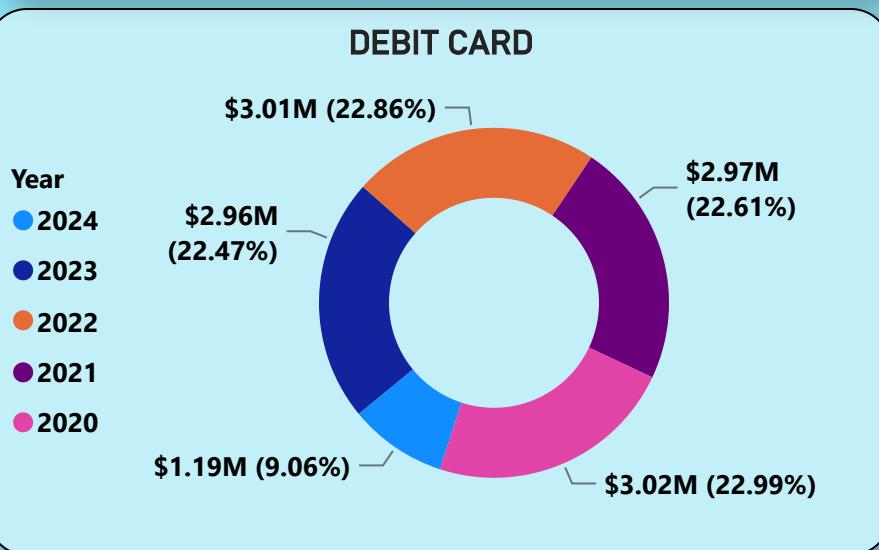
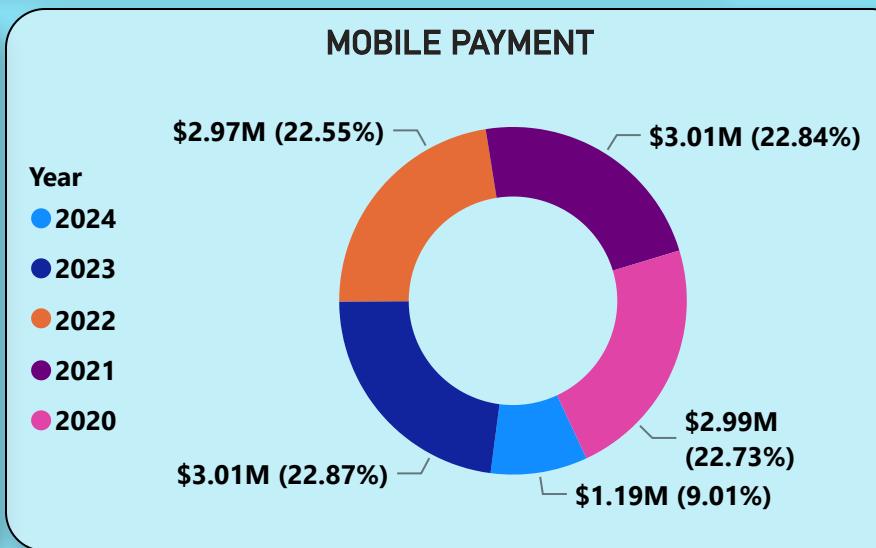
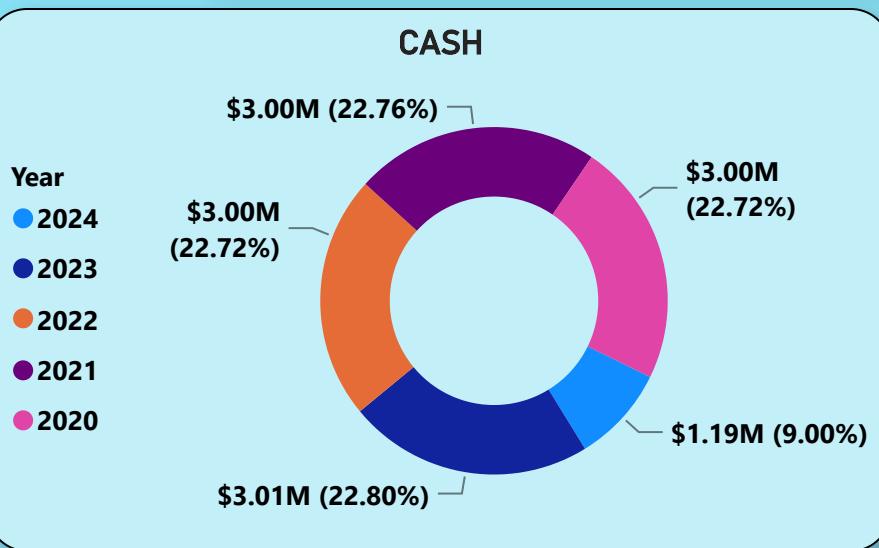


TOTAL SEASONAL SALES TRENDS



Year	Season	Total_Sales
2020	Fall	\$ 3.000 M
2020	Spring	\$ 3.005 M
2020	Summer	\$ 3.012 M
2020	Winter	\$ 2.999 M
2021	Fall	\$ 3.006 M
2021	Spring	\$ 2.979 M
2021	Summer	\$ 3.008 M
2021	Winter	\$ 2.978 M
2022	Fall	\$ 2.993 M
2022	Spring	\$ 2.998 M
2022	Summer	\$ 2.981 M
2022	Winter	\$ 2.976 M
2023	Fall	\$ 2.990 M
2023	Spring	\$ 3.002 M
2023	Summer	\$ 2.985 M
2023	Winter	\$ 3.007 M
2024	Fall	\$ 1.206 M
2024	Spring	\$ 1.188 M
2024	Summer	\$ 1.188 M
2024	Winter	\$ 1.187 M

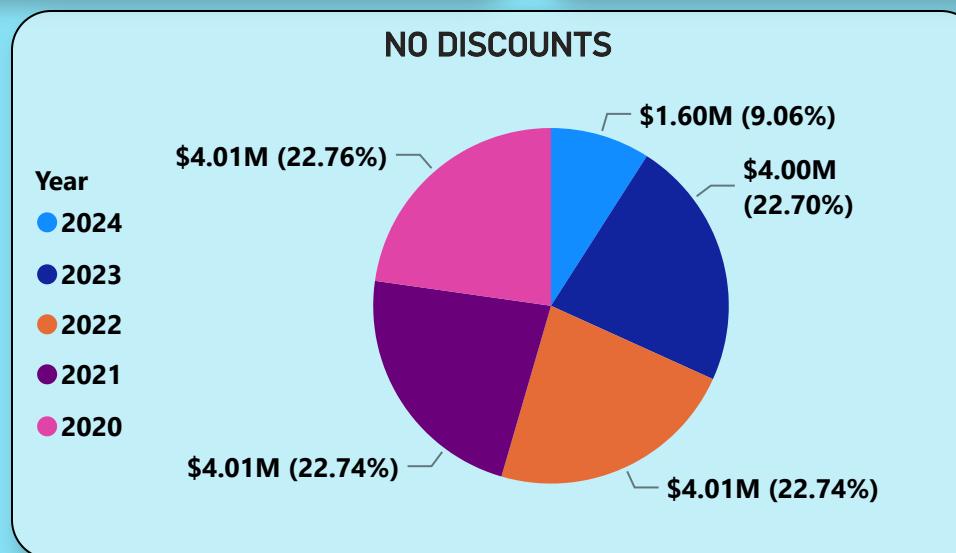
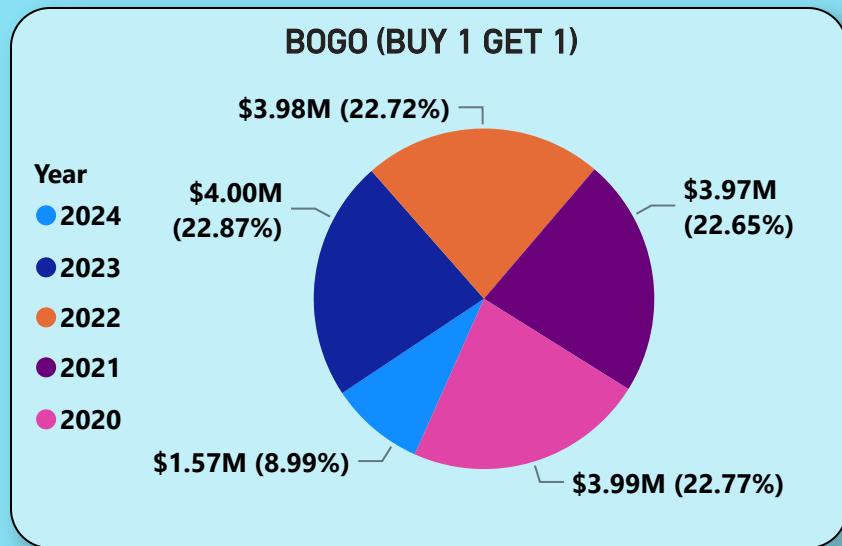
TOTAL SALES BY PAYMENT METHOD OVER THE YEARS



Transaction_Year	Payment_Method	Total_Sales
2020	Cash	\$3.00M
2020	Credit Card	\$3.00M
2020	Debit Card	\$3.02M
2020	Mobile Payment	\$2.99M
2021	Cash	\$3.00M
2021	Credit Card	\$2.99M
2021	Debit Card	\$2.97M
2021	Mobile Payment	\$3.01M
2022	Cash	\$3.00M
2022	Credit Card	\$2.98M
2022	Debit Card	\$3.01M
2022	Mobile Payment	\$2.97M
2023	Cash	\$3.01M
2023	Credit Card	\$3.01M
2023	Debit Card	\$2.96M
2023	Mobile Payment	\$3.01M
2024	Cash	\$1.19M
2024	Credit Card	\$1.20M
2024	Debit Card	\$1.19M
2024	Mobile Payment	\$1.19M

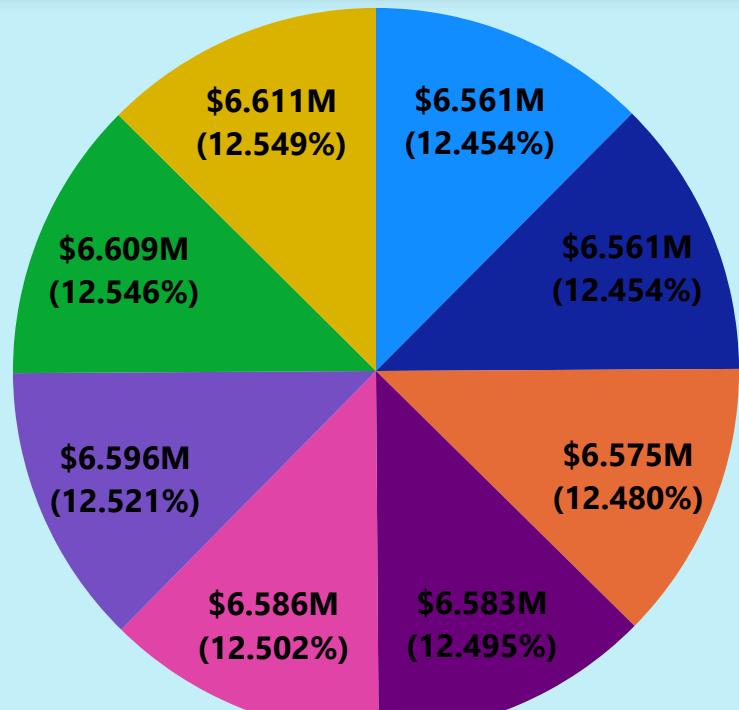
TOTAL SALES BY PROMOTIONS OVER THE YEARS

Transaction_Year	Promotion	Total_Sales
2020	BOGO (Buy One Get One)	\$ 3.99 M
2020	Discount on Selected Items	\$ 4.01 M
2020	None	\$ 4.01 M
2021	BOGO (Buy One Get One)	\$ 3.97 M
2021	Discount on Selected Items	\$ 3.99 M
2021	None	\$ 4.01 M
2022	BOGO (Buy One Get One)	\$ 3.98 M
2022	Discount on Selected Items	\$ 3.96 M
2022	None	\$ 4.01 M
2023	BOGO (Buy One Get One)	\$ 4.01 M
2023	Discount on Selected Items	\$ 3.98 M
2023	None	\$ 4.00 M
2024	BOGO (Buy One Get One)	\$ 1.57 M
2024	Discount on Selected Items	\$ 1.60 M
2024	None	\$ 1.60 M



CUSTOMER INSIGHTS

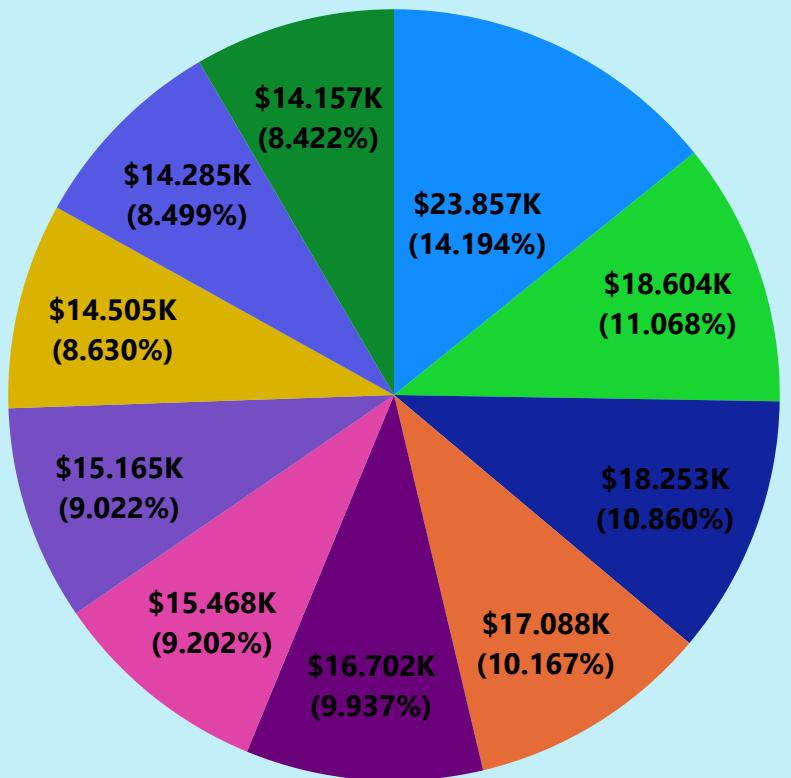
TOTAL SALES BY CUSTOMER CATEGORY



- Customer_Categories**
- Middle-Aged
 - Young Adult
 - Professional
 - Student
 - Retiree
 - Senior Citizen
 - Homemaker
 - Teenager

Customer_Categories	Total_Sales
Middle-Aged	\$6.562M
Young Adult	\$6.562M
Professional	\$6.575M
Student	\$6.584M
Retiree	\$6.587M
Senior Citizen	\$6.597M
Homemaker	\$6.610M
Teenager	\$6.612M

TOP 10 CUSTOMER BY LIFETIME SPENDINGS

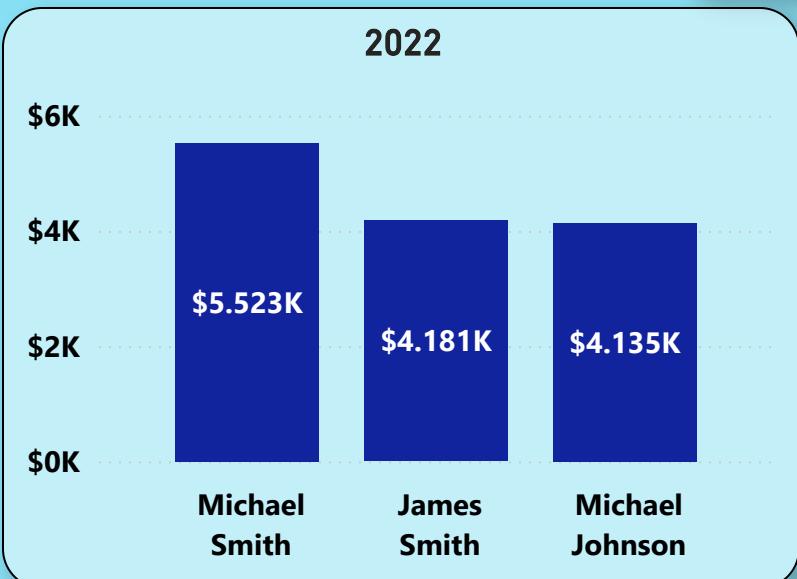


- Customer_Name**
- Michael Smith
 - James Smith
 - Michael Johnson
 - Christopher Smith
 - David Smith
 - Michael Williams
 - Michael Jones
 - Jennifer Smith
 - John Smith
 - Michael Brown

customer_name	lifetime_value
Michael Smith	\$ 23,858 K
James Smith	\$ 18,599 K
Michael Johnson	\$ 18,259 K
Christopher Smith	\$ 17,094 K
David Smith	\$ 16,700 K
Michael Williams	\$ 15,476 K
Michael Jones	\$ 15,166 K
Jennifer Smith	\$ 14,503 K
John Smith	\$ 14,291 K
Michael Brown	\$ 14,160 K

TOP 3 CUSTOMERS BY TOTAL SPENDING ANNUALLY

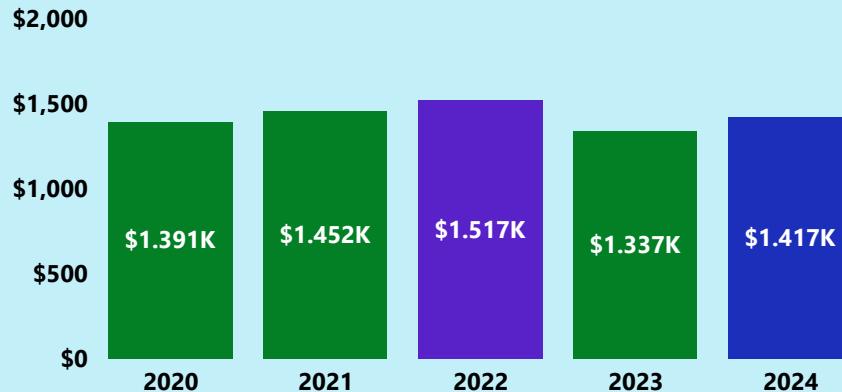
Transaction_Year	Customer_Name	Total_Spending
2020	Michael Smith	\$ 5057
2020	Michael Johnson	\$ 4958
2020	James Smith	\$ 4476
2021	Michael Smith	\$ 5737
2021	James Smith	\$ 4271
2021	John Smith	\$ 3929
2022	Michael Smith	\$ 5523
2022	James Smith	\$ 4181
2022	Michael Johnson	\$ 4135
2023	Michael Smith	\$ 5030
2023	David Smith	\$ 4669
2023	James Smith	\$ 4141
2024	Michael Smith	\$ 2511
2024	David Smith	\$ 2326
2024	Christopher Smith	\$ 1807



TOP CUSTOMER BY SEASONAL SPENDING ANNUALLY

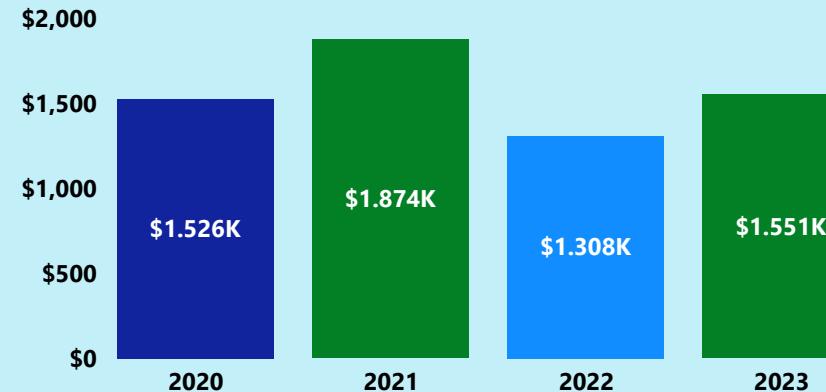
SPRING

Customer_Name ● David Smith ● Michael Jones ● Michael Smith



SUMMER

Customer_Name ● Christopher Johns... ● Michael Johns... ● Michael Smith



FALL

Customer_Name ● Jennifer Williams ● Michael Jones ● Michael Smith



WINTER

Customer_Name ● James Smith ● Michael Smith ● Michael Williams



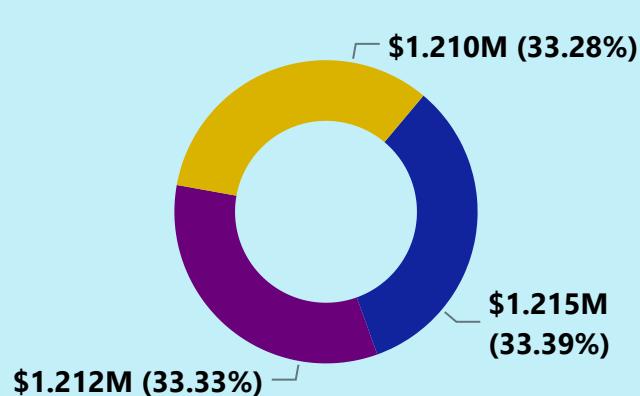
Transaction_Year	Season	Customer_Name	Total_Spending
2020	Fall	Michael Smith	\$1270
2020	Spring	Michael Smith	\$1391
2020	Summer	Michael Johnson	\$1526
2020	Winter	James Smith	\$1695
2021	Fall	Michael Jones	\$1178
2021	Spring	Michael Smith	\$1452
2021	Summer	Michael Smith	\$1874
2021	Winter	Michael Smith	\$1587
2022	Fall	Michael Smith	\$1281
2022	Spring	Michael Jones	\$1517
2022	Summer	Christopher Joh...	\$1308
2022	Winter	Michael Smith	\$1519
2023	Fall	Jennifer Williams	\$1421
2023	Spring	Michael Smith	\$1337
2023	Summer	Michael Smith	\$1551
2023	Winter	Michael Williams	\$1373
2024	Spring	David Smith	\$1417
2024	Winter	Michael Smith	\$1115

GEOGRAPHIC SALES ANALYSIS

TOP 3 TOTAL SALES BY CITIES YEARLY

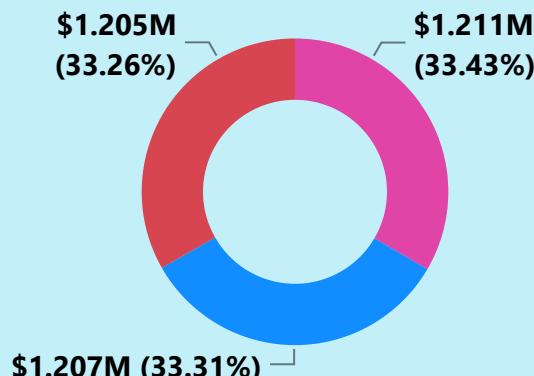
- City
- Boston
 - New York
 - San Francisco

2020



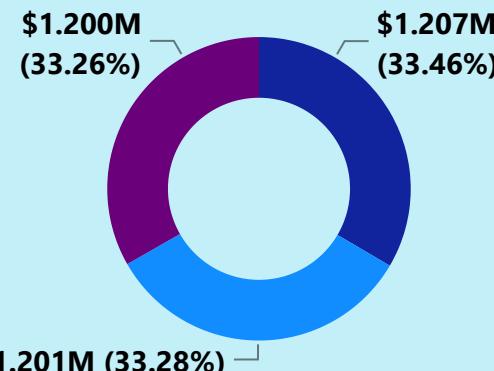
- City
- Houston
 - Dallas
 - Seattle

2021



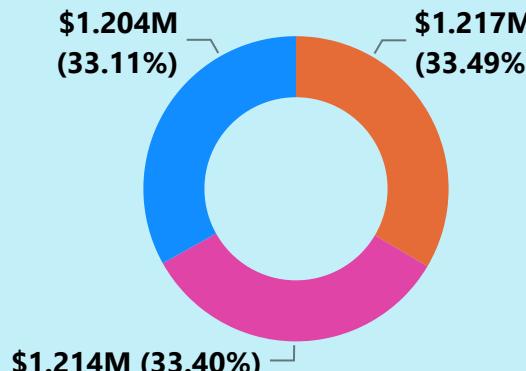
- City
- Boston
 - Dallas
 - New York

2022



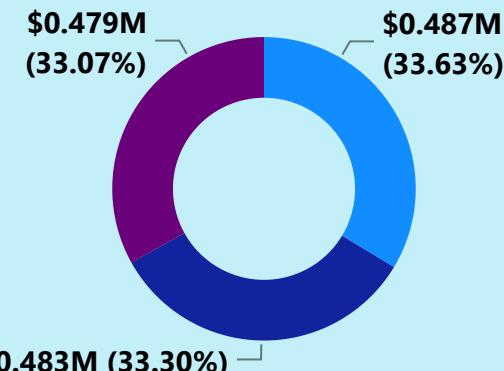
- City
- Chicago
 - Houston
 - Dallas

2023



- City
- Dallas
 - Boston
 - New York

2024



Year	City	Total_Sales_Millions
2020	Boston	\$ 1.215 M
2020	New York	\$ 1.212 M
2020	San Francisco	\$ 1.211 M
2021	Houston	\$ 1.211 M
2021	Dallas	\$ 1.207 M
2021	Seattle	\$ 1.205 M
2022	Boston	\$ 1.207 M
2022	Dallas	\$ 1.201 M
2022	New York	\$ 1.200 M
2023	Chicago	\$ 1.217 M
2023	Houston	\$ 1.214 M
2023	Dallas	\$ 1.204 M
2024	Dallas	\$ 0.487 M
2024	Boston	\$ 0.483 M
2024	New York	\$ 0.479 M

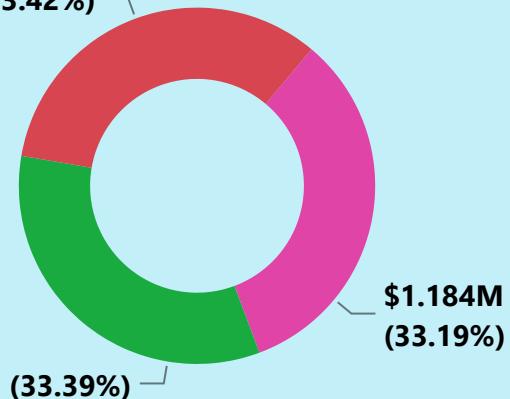
Year	City	Total_Sales_Millions
2020	Houston	\$ 1.184 M
2020	Atlanta	\$ 1.191 M
2020	Seattle	\$ 1.192 M
2021	Boston	\$ 1.186 M
2021	Chicago	\$ 1.190 M
2021	San Francisco	\$ 1.190 M
2022	Seattle	\$ 1.181 M
2022	Atlanta	\$ 1.189 M
2022	Houston	\$ 1.190 M
2023	Atlanta	\$ 1.179 M
2023	Los Angeles	\$ 1.182 M
2023	New York	\$ 1.188 M
2024	Houston	\$ 0.470 M
2024	Los Angeles	\$ 0.472 M
2024	San Francisco	\$ 0.472 M

BOTTOM 3 SALES BY CITIES YEARLY

2020

\$1.192M (33.42%)

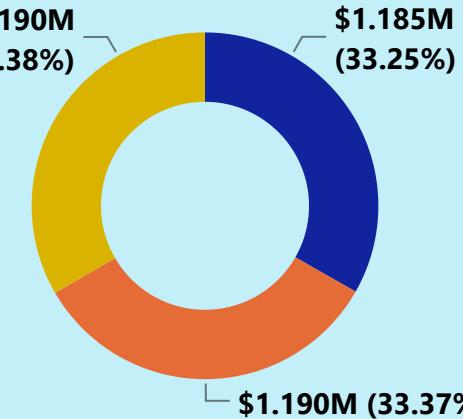
- City
- Houston
 - Atlanta
 - Seattle



2021

\$1.190M (33.38%)

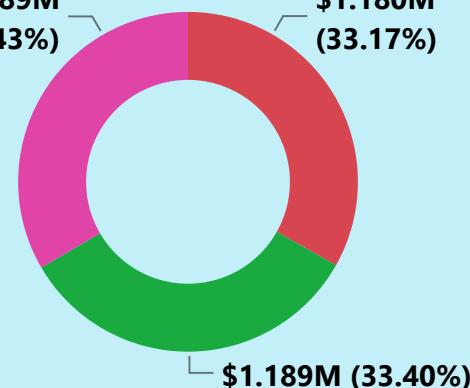
- City
- Boston
 - Chicago
 - San Francisco



2022

\$1.189M (33.43%)

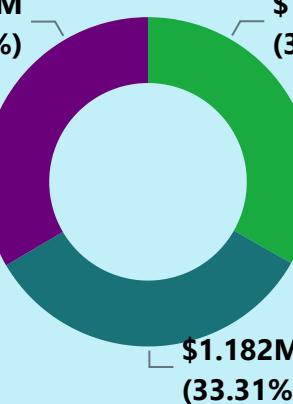
- City
- Seattle
 - Atlanta
 - Houston



2023

\$1.187M (33.47%)

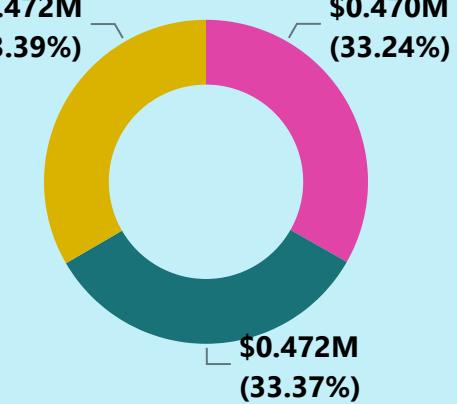
- City
- Atlanta
 - Los Angeles
 - New York



2024

\$0.472M (33.39%)

- City
- Houston
 - Los Angeles
 - San Francis...



PRODUCT PERFORMANCE ANALYSIS

TOTAL PRODUCT SALES

Product	Total_Sales
Toothpaste	\$ 1277.551 K
Soap	\$ 661.414 K
Air Freshener	\$ 658.355 K
Yogurt	\$ 657.270 K
Tuna	\$ 654.027 K
Deodorant	\$ 653.580 K
Baby Wipes	\$ 652.500 K
Banana	\$ 652.360 K
Beef	\$ 651.763 K
Trash Cans	\$ 651.514 K
Plant Fertilizer	\$ 651.514 K
Jam	\$ 649.001 K
Garden Hose	\$ 648.916 K
Hand Sanitizer	\$ 648.856 K
Salmon	\$ 648.269 K
Vinegar	\$ 648.174 K
Eggs	\$ 648.011 K
Honey	\$ 648.008 K
Shaving Cream	\$ 647.593 K
Power Strips	\$ 647.301 K
Cleaning Rags	\$ 647.296 K

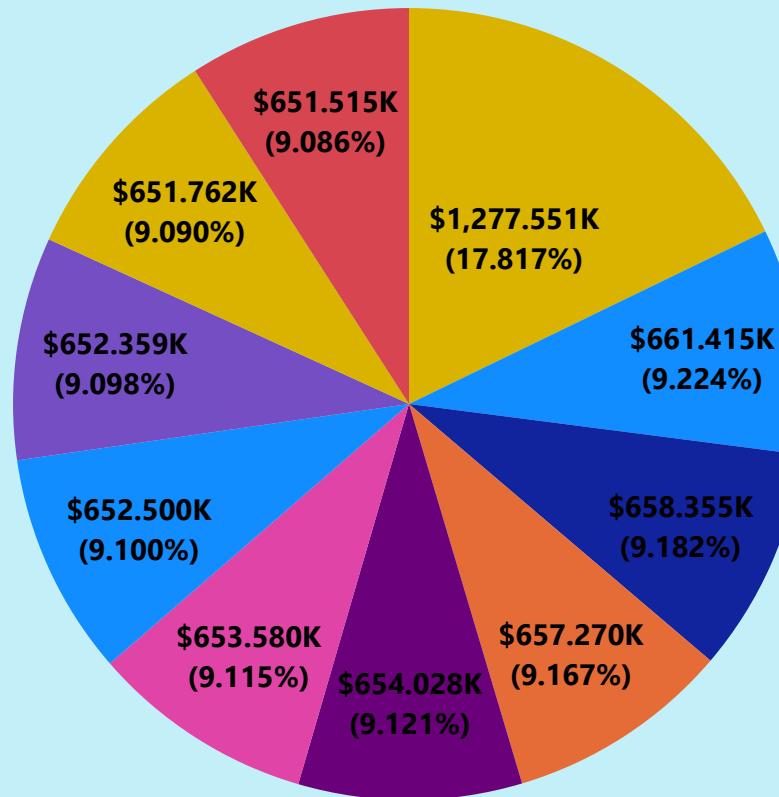
Product	Total_Sales
Pasta	\$ 647.144 K
Orange	\$ 647.135 K
Extension Cords	\$ 646.193 K
Cereal Bars	\$ 646.187 K
Soda	\$ 645.987 K
Tomatoes	\$ 645.830 K
Feminine Hygiene Products	\$ 645.703 K
Pickles	\$ 645.574 K
Mustard	\$ 644.658 K
Razors	\$ 644.312 K
Tissues	\$ 643.674 K
Shrimp	\$ 643.425 K
Rice	\$ 643.403 K
Dishware	\$ 643.352 K
Shower Gel	\$ 643.329 K
Diapers	\$ 643.289 K
Shampoo	\$ 643.091 K
Sponges	\$ 643.028 K
Mop	\$ 642.933 K
Laundry Detergent	\$ 642.809 K

Product	Total_Sales
Butter	\$ 642.591 K
Carrots	\$ 642.328 K
Light Bulbs	\$ 641.920 K
Broom	\$ 641.908 K
Lawn Mower	\$ 641.905 K
Ice Cream	\$ 641.807 K
Potatoes	\$ 641.341 K
Pancake Mix	\$ 640.956 K
Dustpan	\$ 640.854 K
Cereal	\$ 640.483 K
BBQ Sauce	\$ 640.410 K
Trash Bags	\$ 640.402 K
Insect Repellent	\$ 639.875 K
Hair Gel	\$ 639.797 K
Vacuum Cleaner	\$ 639.765 K
Apple	\$ 639.454 K
Bath Towels	\$ 638.873 K
Canned Soup	\$ 638.348 K
Spinach	\$ 638.299 K
Olive Oil	\$ 638.260 K

Product	Total_Sales
Coffee	\$ 638.034 K
Cheese	\$ 637.725 K
Peanut Butter	\$ 637.363 K
Ketchup	\$ 637.282 K
Onions	\$ 636.379 K
Tea	\$ 636.112 K
Chicken	\$ 636.068 K
Syrup	\$ 635.052 K
Dish Soap	\$ 635.028 K
Mayonnaise	\$ 635.012 K
Toilet Paper	\$ 634.727 K
Toothbrush	\$ 634.277 K
Cleaning Spray	\$ 633.603 K
Milk	\$ 633.452 K
Iron	\$ 631.135 K
Ironing Board	\$ 630.791 K
Water	\$ 630.754 K
Bread	\$ 630.122 K
Chips	\$ 628.776 K
Paper Towels	\$ 627.561 K

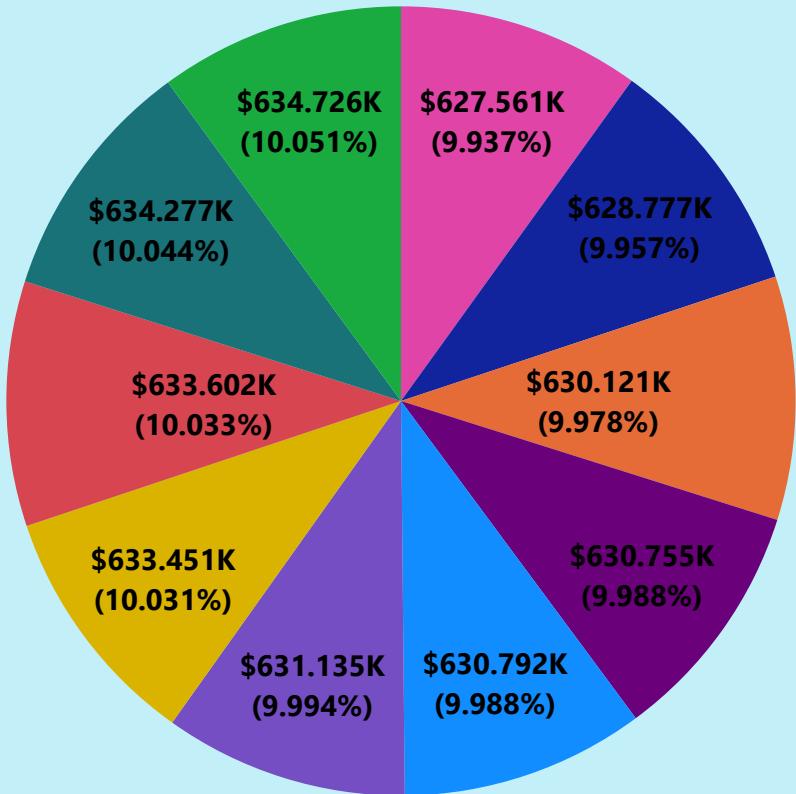
TOP 10 PRODUCTS BY SALES

Product	Total_Sales
Toothpaste	\$ 1277.551 K
Soap	\$ 661.414 K
Air Freshener	\$ 658.355 K
Yogurt	\$ 657.270 K
Tuna	\$ 654.027 K
Deodorant	\$ 653.580 K
Baby Wipes	\$ 652.500 K
Banana	\$ 652.360 K
Beef	\$ 651.763 K
Trash Cans	\$ 651.514 K



- Product
- Toothpaste
- Soap
- Air Freshener
- Yogurt
- Tuna
- Deodorant
- Baby Wipes
- Banana
- Beef
- Trash Cans

BOTTOM 10 PRODUCTS BY SALES

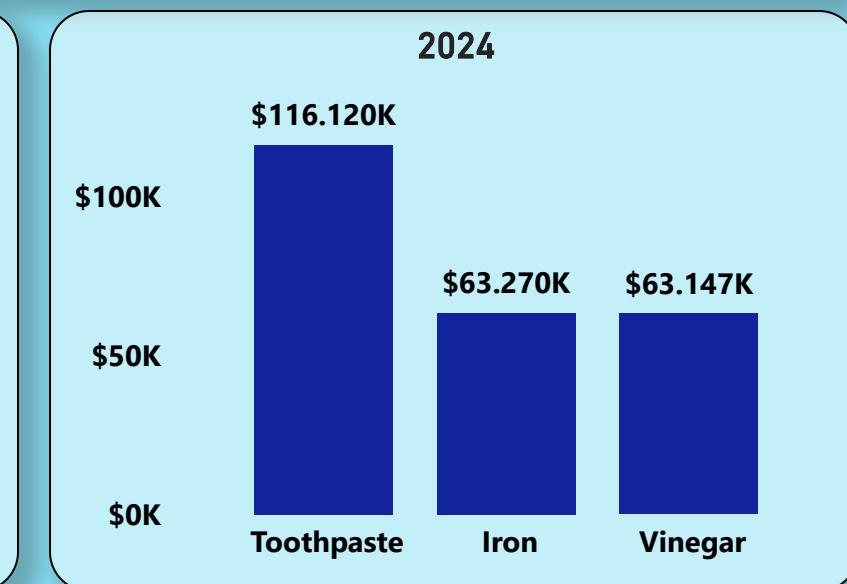
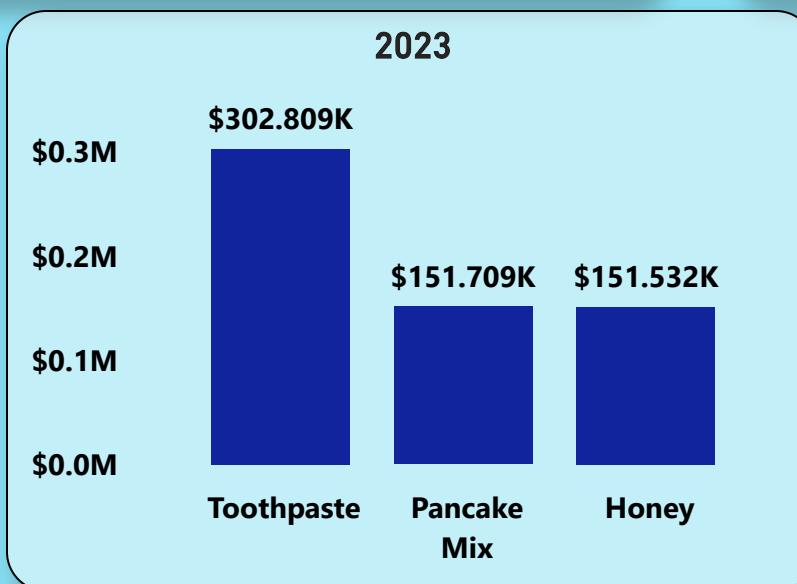
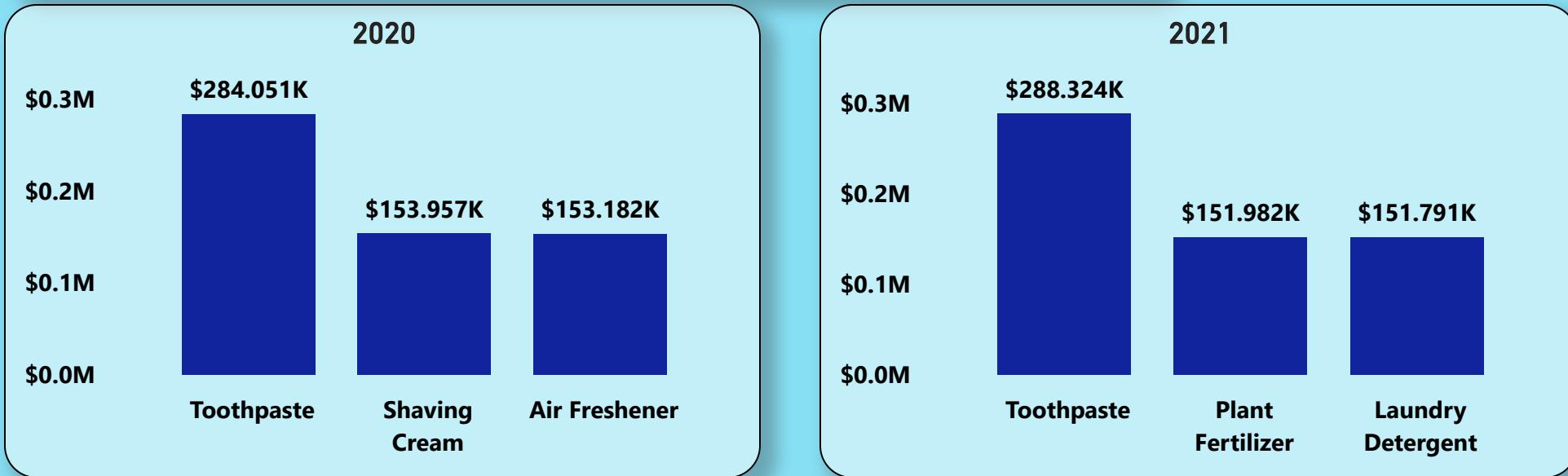


- Product**
- Paper Towels
 - Chips
 - Bread
 - Water
 - Ironing Board
 - Iron
 - Milk
 - Cleaning Spray
 - Toothbrush
 - Toilet Paper

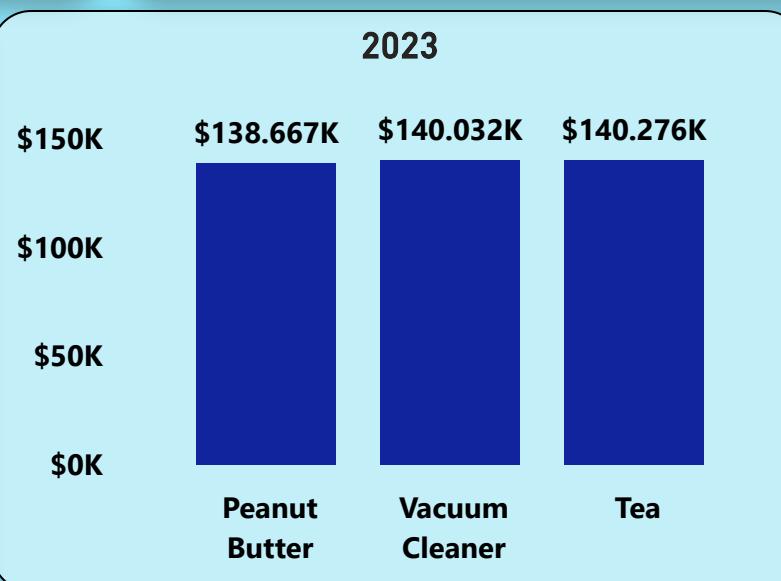
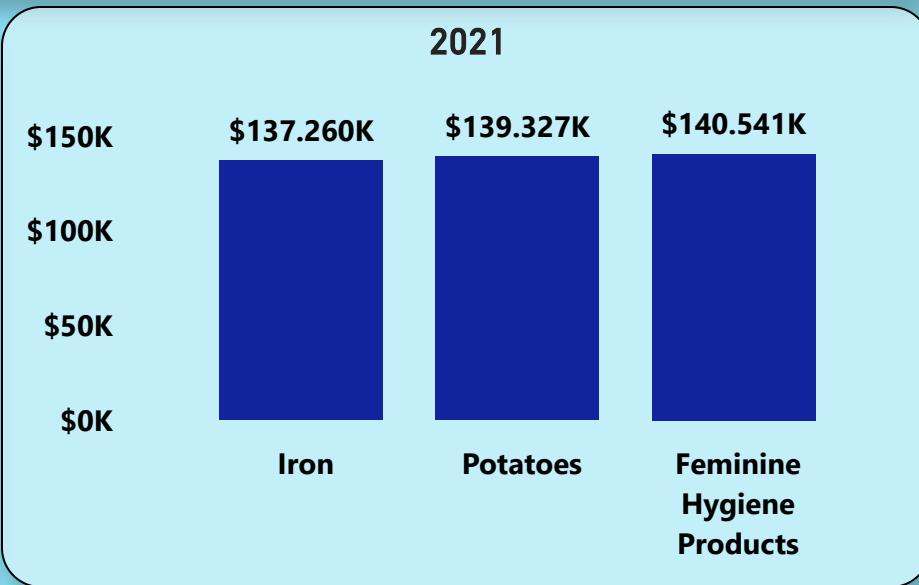
Product	Total_Sales
Paper Towels	\$ 627.561 K
Chips	\$ 628.776 K
Bread	\$ 630.122 K
Water	\$ 630.754 K
Ironing Board	\$ 630.791 K
Iron	\$ 631.135 K
Milk	\$ 633.452 K
Cleaning Spray	\$ 633.603 K
Toothbrush	\$ 634.277 K
Toilet Paper	\$ 634.727 K

TOP 3 BEST SELLING PRODUCTS ANNUALLY

Year	Product	Total_Sales
2020	Toothpaste	\$ 284.051K
2020	Shaving Cream	\$ 153.957K
2020	Air Freshener	\$ 153.182K
2021	Toothpaste	\$ 288.324K
2021	Plant Fertilizer	\$ 151.982K
2021	Laundry Detergent	\$ 151.791K
2022	Toothpaste	\$ 286.247K
2022	Rice	\$ 153.593K
2022	Soap	\$ 153.262K
2023	Toothpaste	\$ 302.809K
2023	Pancake Mix	\$ 151.709K
2023	Honey	\$ 151.532K
2024	Toothpaste	\$ 116.120K
2024	Iron	\$ 63.270K
2024	Vinegar	\$ 63.147K



BOTTOM 3 SELLING PRODUCTS ANNUALLY



Year	Product	Total_Sales
2020	Razors	\$ 140.805 K
2020	Spinach	\$ 141.376 K
2020	Bread	\$ 141.437 K
2021	Iron	\$ 137.260 K
2021	Potatoes	\$ 139.327 K
2021	Feminine Hygiene Products	\$ 140.541 K
2022	Mayonnaise	\$ 135.785 K
2022	Ironing Board	\$ 138.932 K
2022	Cleaning Spray	\$ 139.814 K
2023	Peanut Butter	\$ 138.667 K
2023	Vacuum Cleaner	\$ 140.032 K
2023	Tea	\$ 140.276 K
2024	Shampoo	\$ 54.779 K
2024	Dishware	\$ 54.783 K
2024	Cleaning Spray	\$ 54.871 K