

# RETAIL DATA ANALYSIS



**DEMOGRAPHIC PROFILE**



**CAMPAIGN AND COUPON**



**PRODUCT ANALYSIS**



**TRANSACTION BEHAVIOUR**



**INSIGHTS**



## DEMOGRAPHIC

## CAMPAIGN

## PRODUCT

## TRANSACTION

## INSIGHTS

### DEMOGRAPHIC

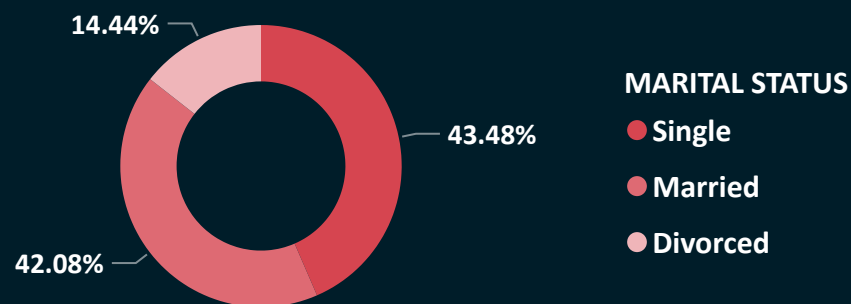
#### MARITAL STATUS

- ☐ Divorced
- ☐ Married
- ☐ Single

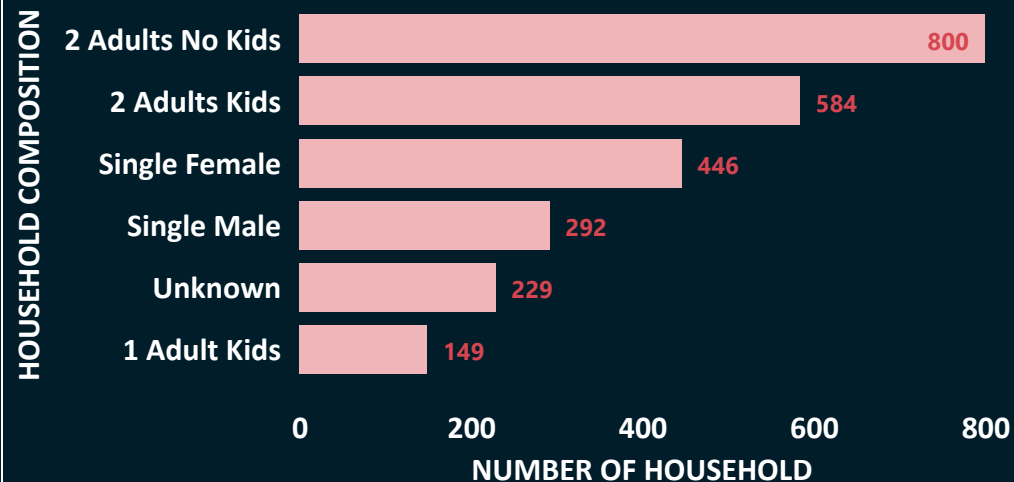
### TOTAL HOUSEHOLD

2500

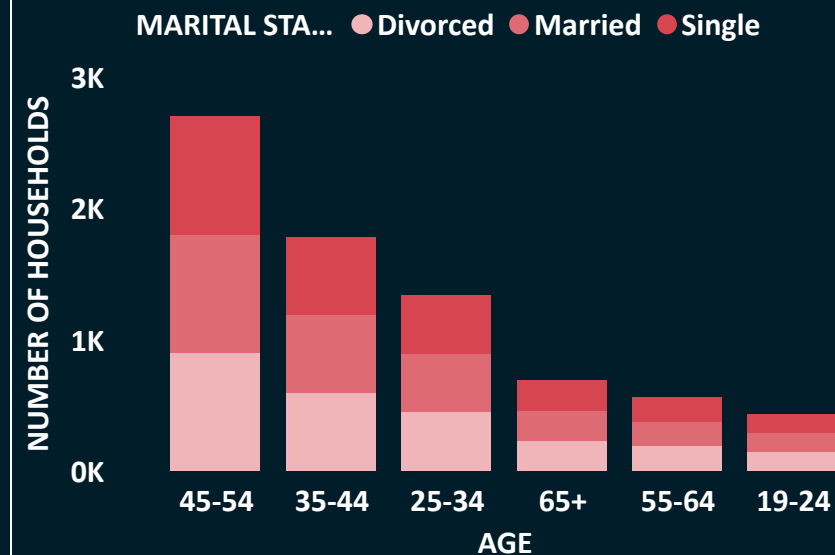
#### MARITAL STATUS DISTRIBUTION



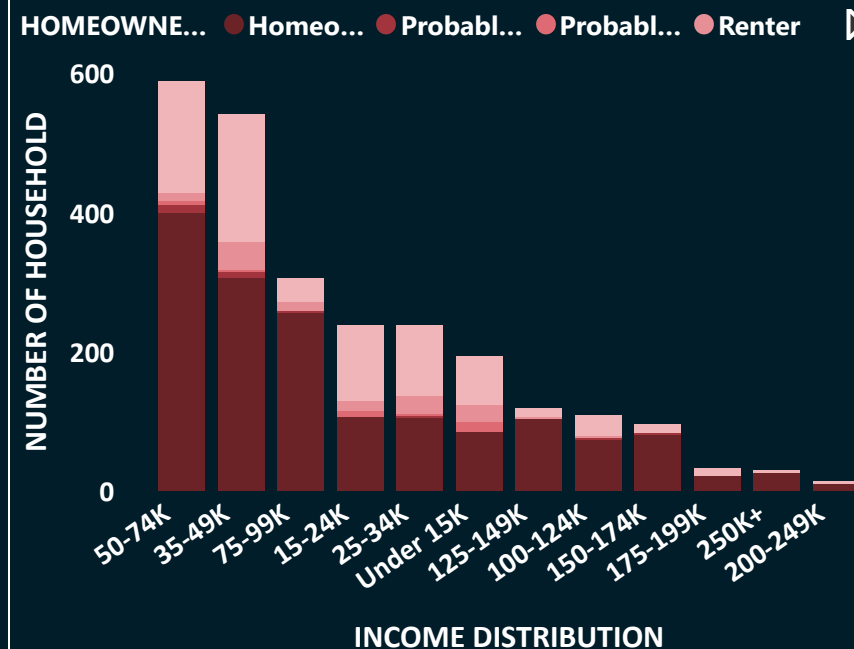
#### HOUSEHOLD COMPOSITION DISTRIBUTION



### AGE DISTRIBUTION



### HOUSEHOLD DISTRIBUTION





DEMOGRAPHIC

CAMPAIGN

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CAMPAIGN

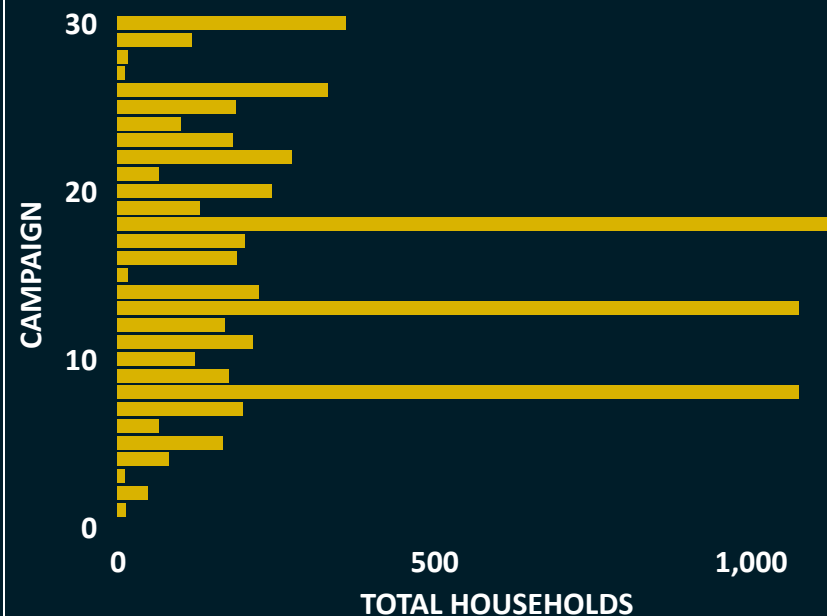
CAMPAIGN

All

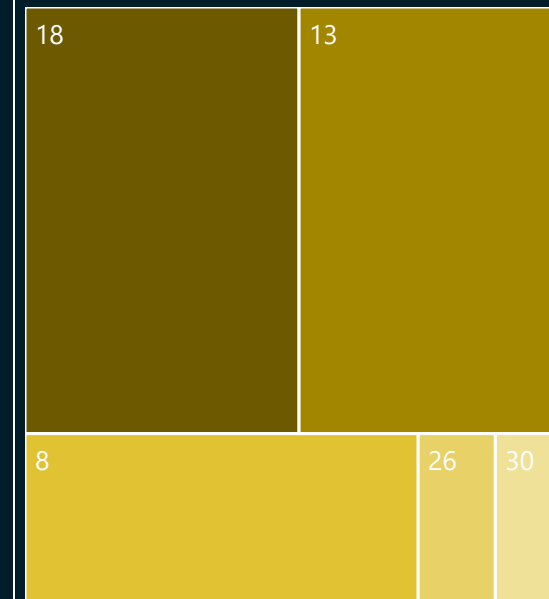
NUMBER OF CAMPAIGNS

30

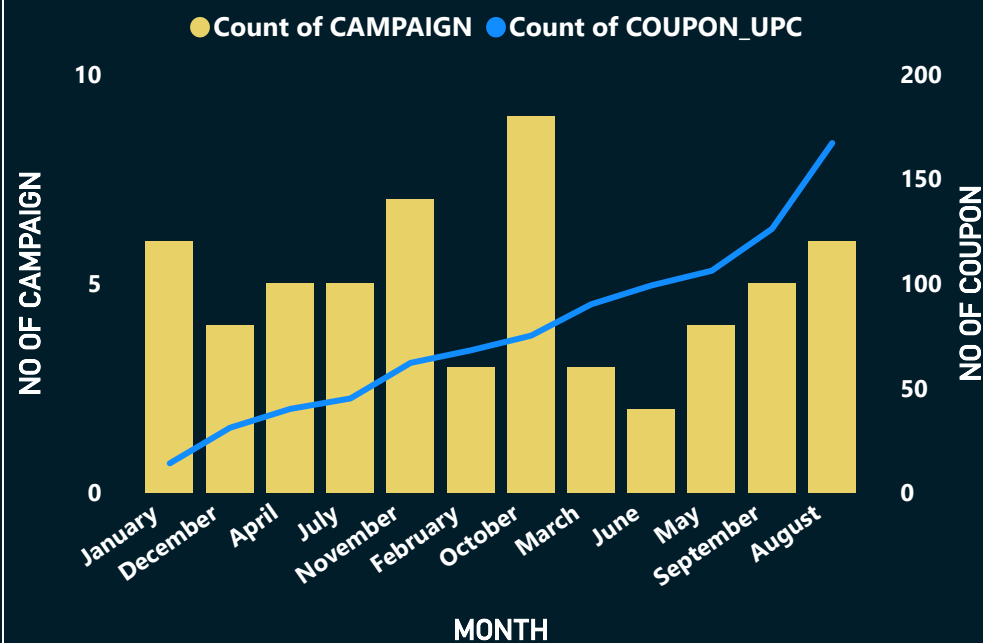
CAMPAIGN EFFECTIVENESS



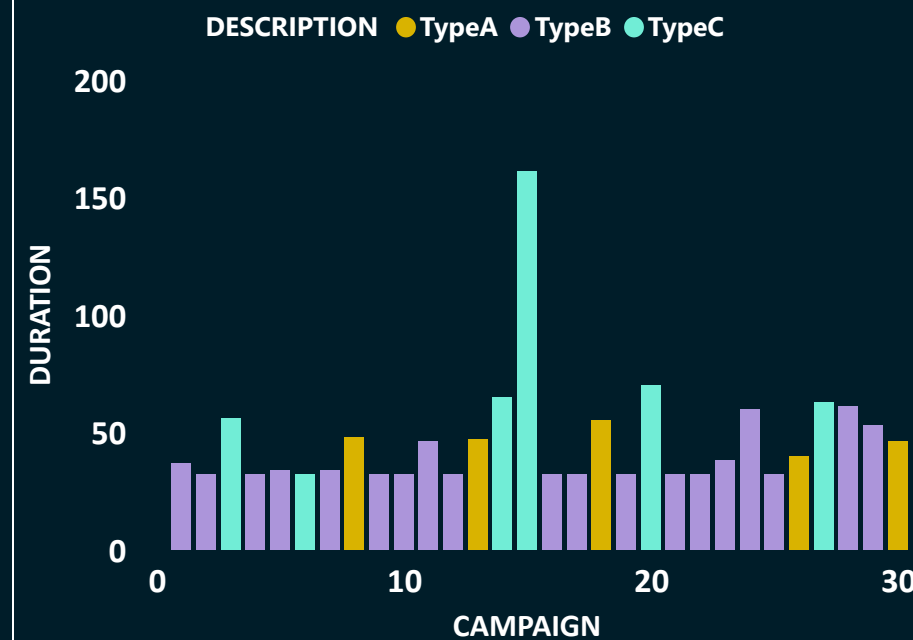
TOP 5 CAMPAIGN WITH HIGHEST COUPON REDEMPTION



MONTHLY CAMPAIGN AND COUPON REDEMPTION RATE



CAMPAIGN DURATION





DEMOGRAPHIC

CAMPAIGN

PRODUCT

TRANSACTION

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## PRODUCT

COMMODITY

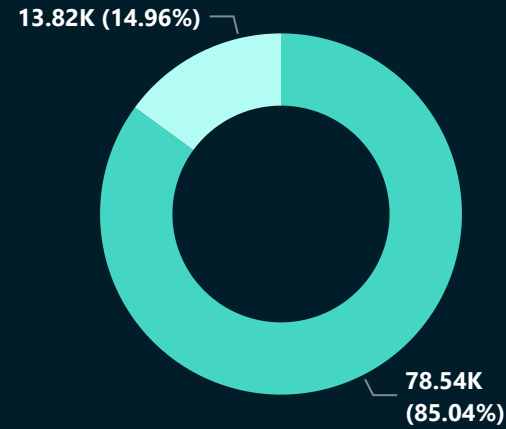
All

### TOTAL PRODUCTS

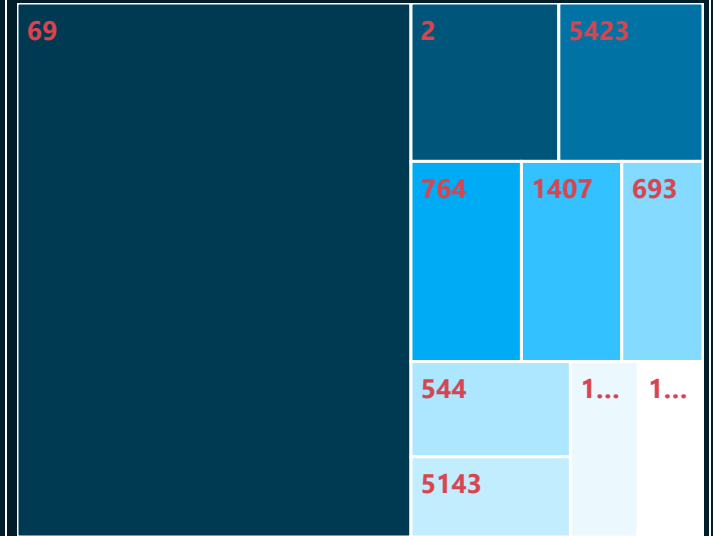
92.353K

### BRAND WISE TOTAL PRODUCTS

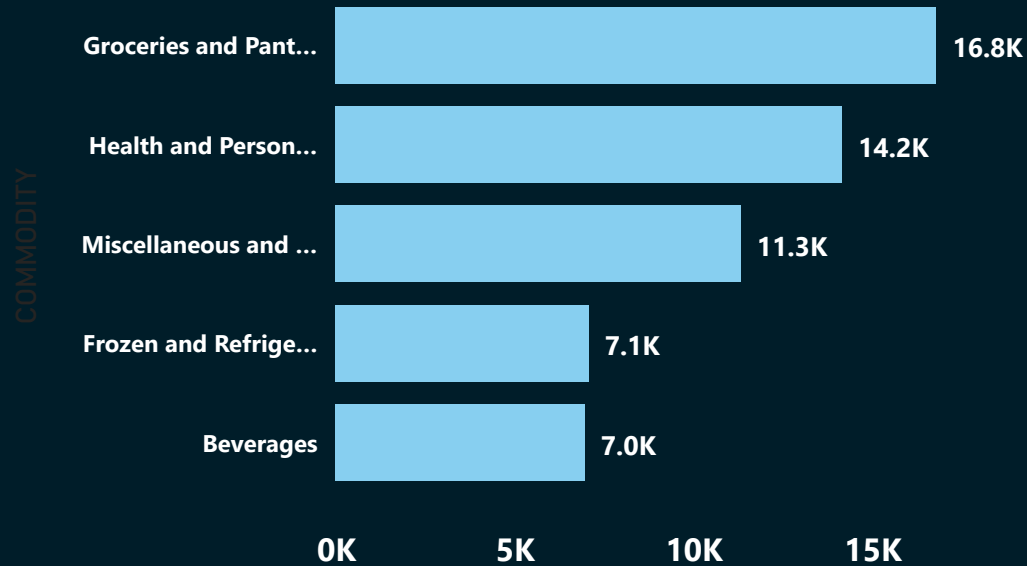
BRAND ● National ● Private



### TOP 10 MANUFACTURERS WITH HIGHEST PRODUCTS

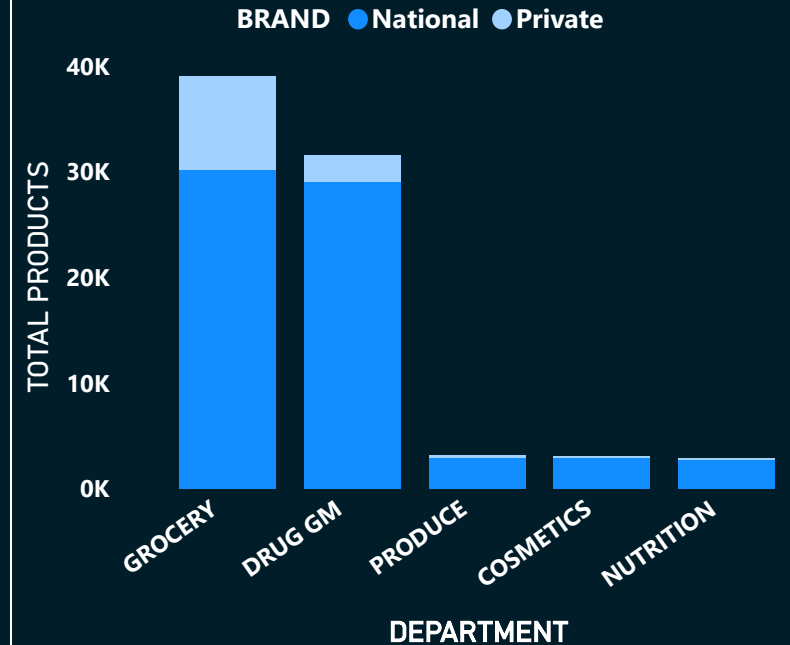


### TOP 5 COMMODITY WITH HIGHEST PRODUCT



Count of PRODUCT\_ID

### TOP 5 DEPARTMENT WITH HIGHEST PRODUCTS





DEMOGRAPHIC

CAMPAIGN

PRODUCT

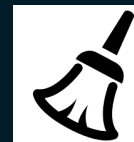
TRANSACTION

INSIGHTS

## CUSTOMER TRANSACTION BEHAVIOUR

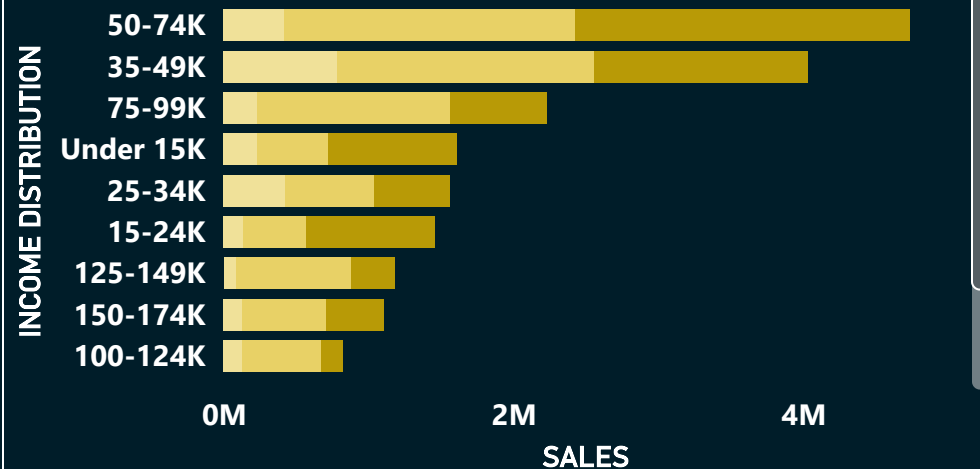
02-01-2020

19-12-2020



### INCOME WISE SALES

MARITAL STATUS ● Divorced ● Married ● Single



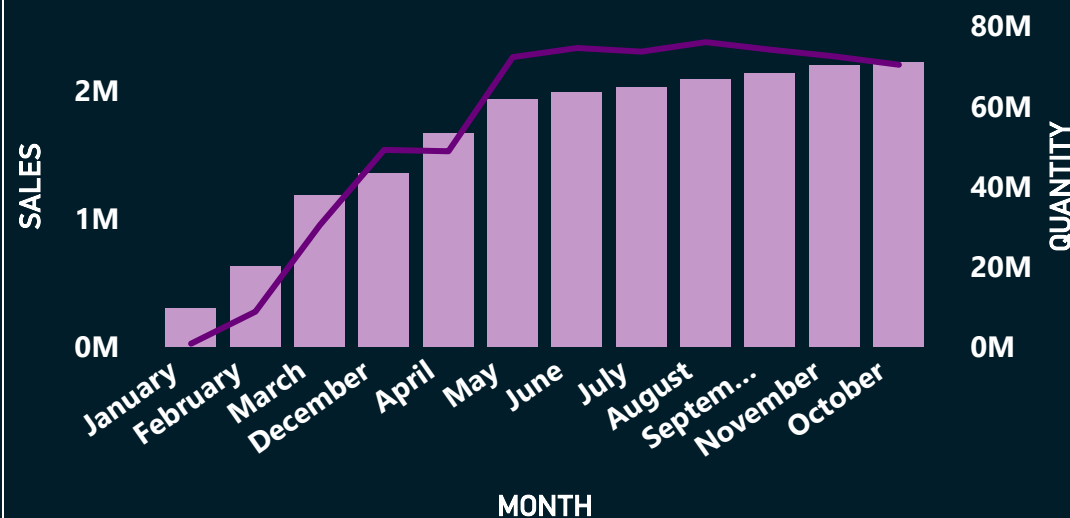
### TOP 5 DEPARTMENTS WITH HIGHEST SALES

BRAND ● National ● Private

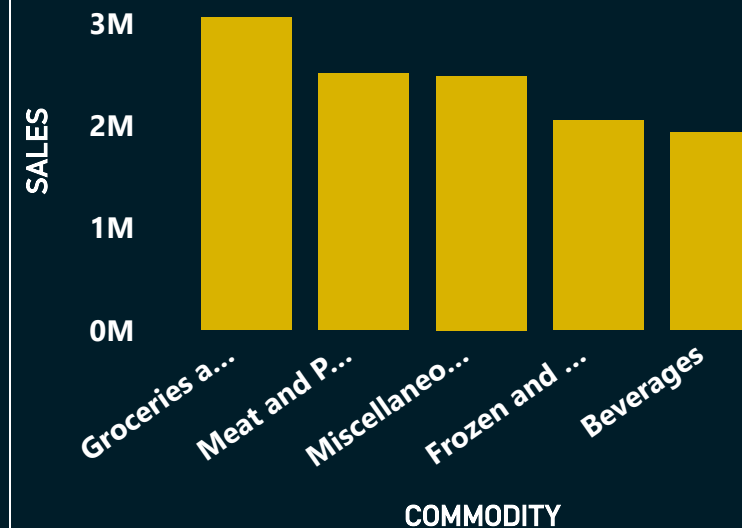


### MONTHLY SALES AND QUANTITY SOLD

● Sum of SALES\_VALUE ● Sum of QUANTITY



### TOP 5 COMMODITY WITH HIGHEST SALES





## DEMOGRAPHIC

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## INSIGHTS

Out of 2500 households majority of the households are single

Majority of the households are from the age group 45-54 earning 50-74K

Campaign 15 ran for the longest duration

Campaign 18 was most effective with total participation of 1133 households

Campaign 18 had utmost coupon redemption

Grocery, Drug GM, Produce, Cosmetics and Nutrition are 5 departments with highest products.

Manufacture 69 produced highest number of products

Most of the products are from Grocery and Pantry staple, Health and personal care, Miscellaneous and other, Frozen and refrigerated and Beverages category.

Highest sale is generated from Grocery department and Grocery and Pantry Staple community

October is the month with maximum sales

Maximum sales is generated from people with income 50-74