**BIGMART SALES ANALYSIS-DOCUMENTATION**

1. **Total Sales Over Time:**

* **Visualization Type:** Line Chart
* **Data Used:** "Outlet\_Establishment\_Year" (X-axis), "Item\_Outlet\_Sales" (Y-axis)
* **Description**: This line chart displays the trend in total sales over the years, allowing us to identify sales patterns and trends
* **Highlight**: Highest outlet sales in year 1985 has 36,33,620

1. **Sales Distribution by Product Type**:

* **Visualization Type: Bar** Chart
* **Data Used:** "Item\_Type" (Y-axis), "Item\_Outlet\_Sales" (X-axis)
* **Description:** This bar chart visualizes the distribution of sales across different product types, providing insights into which product types contribute most to sales.
* **Highlight**: Fruits and Vegetables has highest sales count 1232 and highest sum of sales 28,20,059

1. **Average Sales by Outlet Type:**

* **Visualization** Type: Bar Chart
* **Data Used:** "Outlet\_Type" (Y-axis), Average of "Item\_Outlet\_Sales" (X- axis)
* **Description:** This bar chart illustrates the average sales for each outlet type, enabling comparison of sales performance across different outlet types.
* **Highlight**: Highest Average of Outlet sales 3,694 in super market type 3

1. **Product MRP vs. Sales:**

* **Visualization Type:** Scatter Plot
* **Data Used:** "Item\_MRP" (Y-axis), "Item\_Outlet\_Sales" (Value)
* **Description:** This scatter plot visualizes the relationship between product Maximum Retail Price (MRP) and sales, allowing us to identify any patterns or correlations.
* **Highlight**: MRP 196.576 has highest sum of outlet sales 25,817

1. **Outlet Size Distribution:**

* **Visualization Type**: Pie Chart
* **Data Used:** "Outlet\_Size"
* **Description:** This pie chart represents the distribution of outlet sizes, providing insights into the prevalence of different outlet sizes.
* **Highlight**: Outlet Size Medium has 32.77%

1. **Geographical Sales Distribution:**

* **Visualization Type:** Bar Chart
* **Data Used:** "Outlet\_Location\_Type", "Item\_Outlet\_Sales"
* **Description:** This visualization depicts the distribution of sales across different outlet location types, allowing us to identify geographical sales patterns.
* **Highlight**: Tier-3 has highest count of location type.

1. **Fat Content vs Sales:**

* **Visualization Type:** Bar Chart
* **Data Used:** "Item\_Fat\_Content" (Y-axis), "Item\_Outlet\_Sales" (X-axis)
* **Description:** This bar chart explores how different levels of fat content in products correlate with sales, providing insights into consumer preferences.
* **Highlight**: Low Fat has highest number of outlet sales - 1,19,04,094

1. **Item Visibility on Sales:**

* **Visualization Type:** Scatter Plot
* **Data Used:** "Item\_Visibility" (X-axis), "Item\_Outlet\_Sales" (Y-axis)
* **Description:** This visualization investigates the impact of item visibility on sales, helping us understand the relationship between item visibility and sales performance
* **Highlight**: Item visibility 0.07 has highest outlet sales 5060

1. **Outlet Type Breakdown:**

* **Visualization Type:** Pie Chart
* **Data Used**: "Outlet\_Type"
* **Description:** This visualization represents the distribution of outlet types, providing insights into the prevalence of different types of outlets.
* **Highlight**: Supermarket Type 1 has 65.43%.

1. **Outlet Sales vs. Sales:**

* **Visualization Type:** Bar Chart
* **Data Used:** "Outlet\_Size" (Y-axis), "Item\_Outlet\_Sales" (X-axis)
* **Description:** This visualization explores how outlet size influences sales, allowing us to identify any correlations between outlet size and sales performance.
* **Highlight**: Medium size has highest outlet sales – 74,89,718.