

Food Sales Analysis

Tejashree Tirunagari

US Food Sales Analysis

Story Point 1:
Observation and
Question of interest

Story Point 2:
Visualisation 1 - Food
Sales Quantity for 20..

Story Point 3:
Visualisation 2 -
Product Price Variati..

Story Point 4:
Visualisation 3 - Total
Price Obtained For 20..

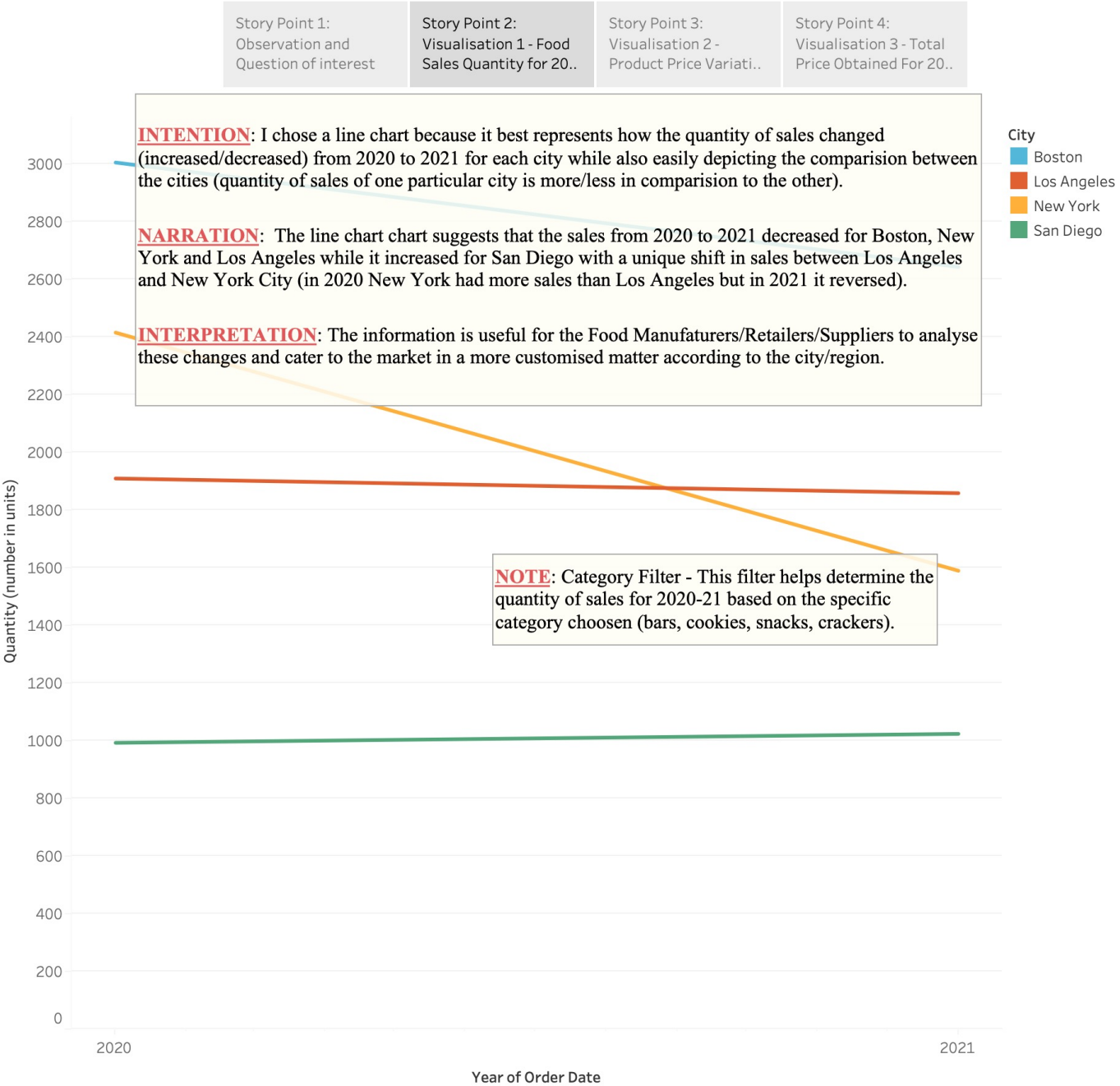
Observation:

Observation in this dataset is an item that is part of the orders (of years 2020 and 2021) from different cities (New York, Boston, Los Angeles, San Diego) for regions (west/east) in the Unites States of America.

Question of Interest:

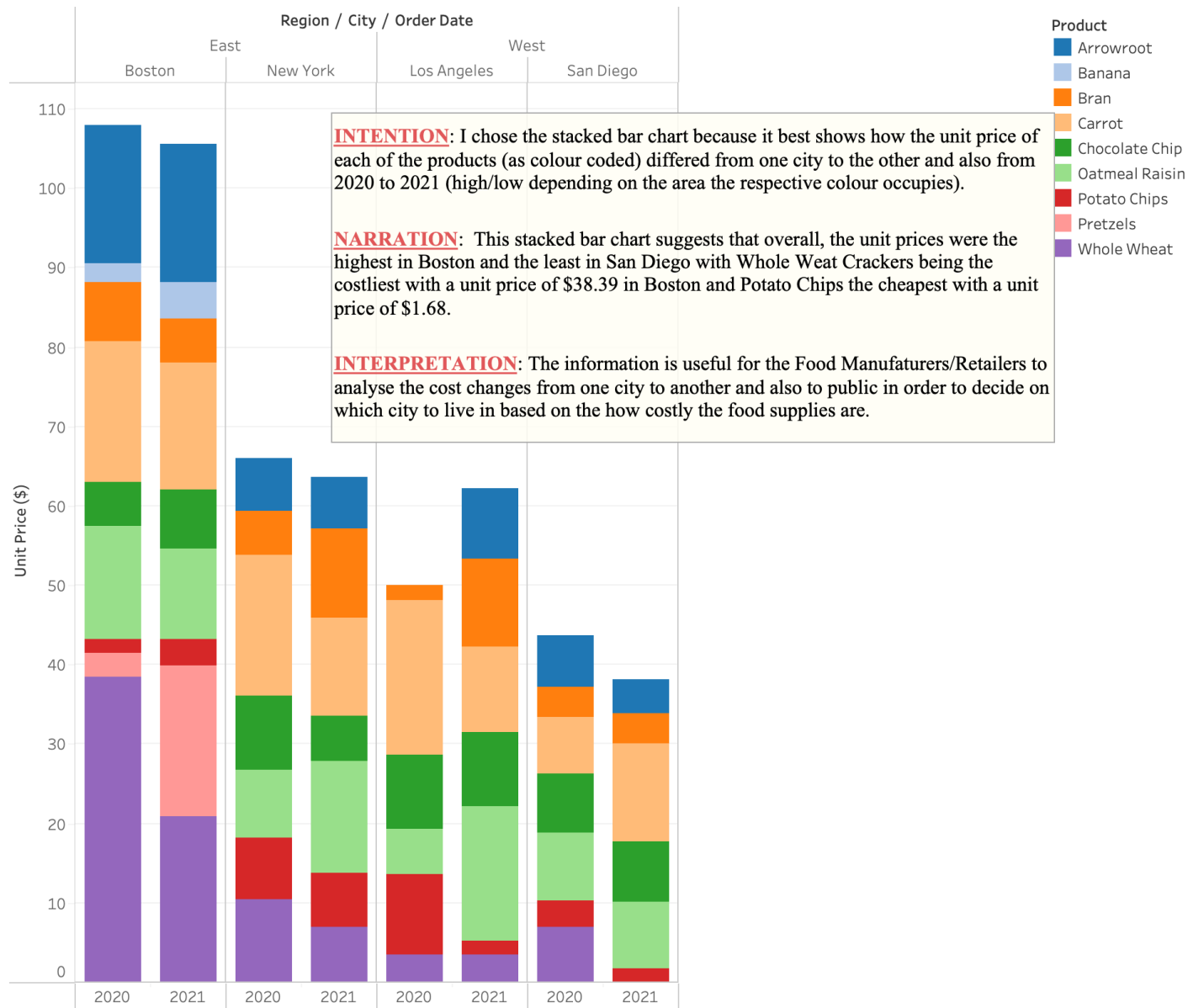
How do product sales vary over time (for years 2020 and 2021) by different cities/regions in the US and by how much?

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INTENTION: I chose the packed bubbles chart because it easily depicts which one among the categories provided (Cookies, Bars, Snacks, Crackers) comprised most of the total price obtained from the sales for the cities (NYC, Boston, LA, SD) for the years 2020 and 2021.

NARRATION: This packed bubbles chart suggests cookies made most of the total price while snacks made the least, while also noting that the trend remains the same for both the years, 2020 and 2021.

INTERPRETATION: This information can be used by the food departments to understand the greater need for cookies in the market and better provide these goods accordingly.

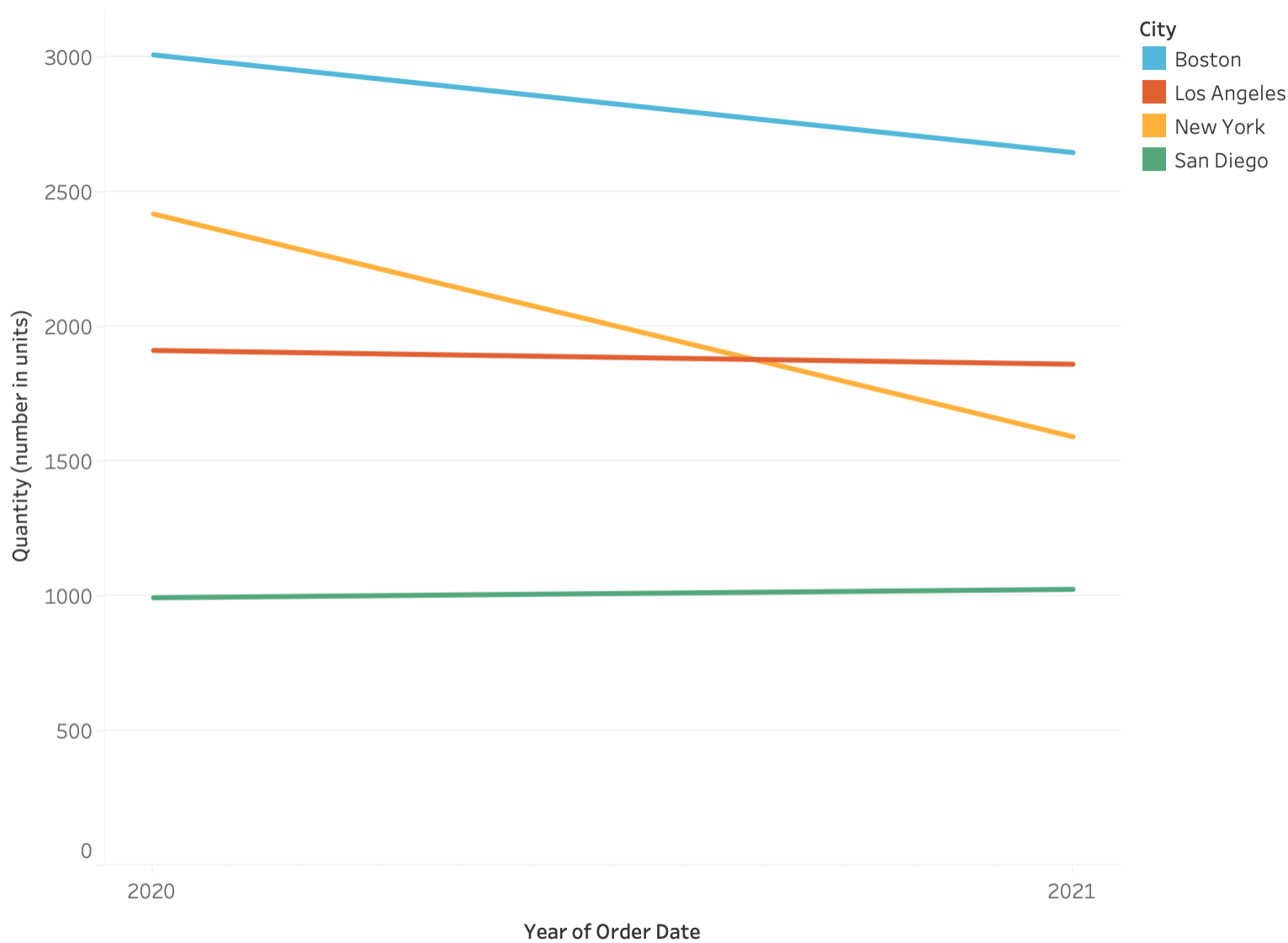
Total Price (\$)
To Null

Category

- Bars
- Cookies
- Crackers
- Snacks

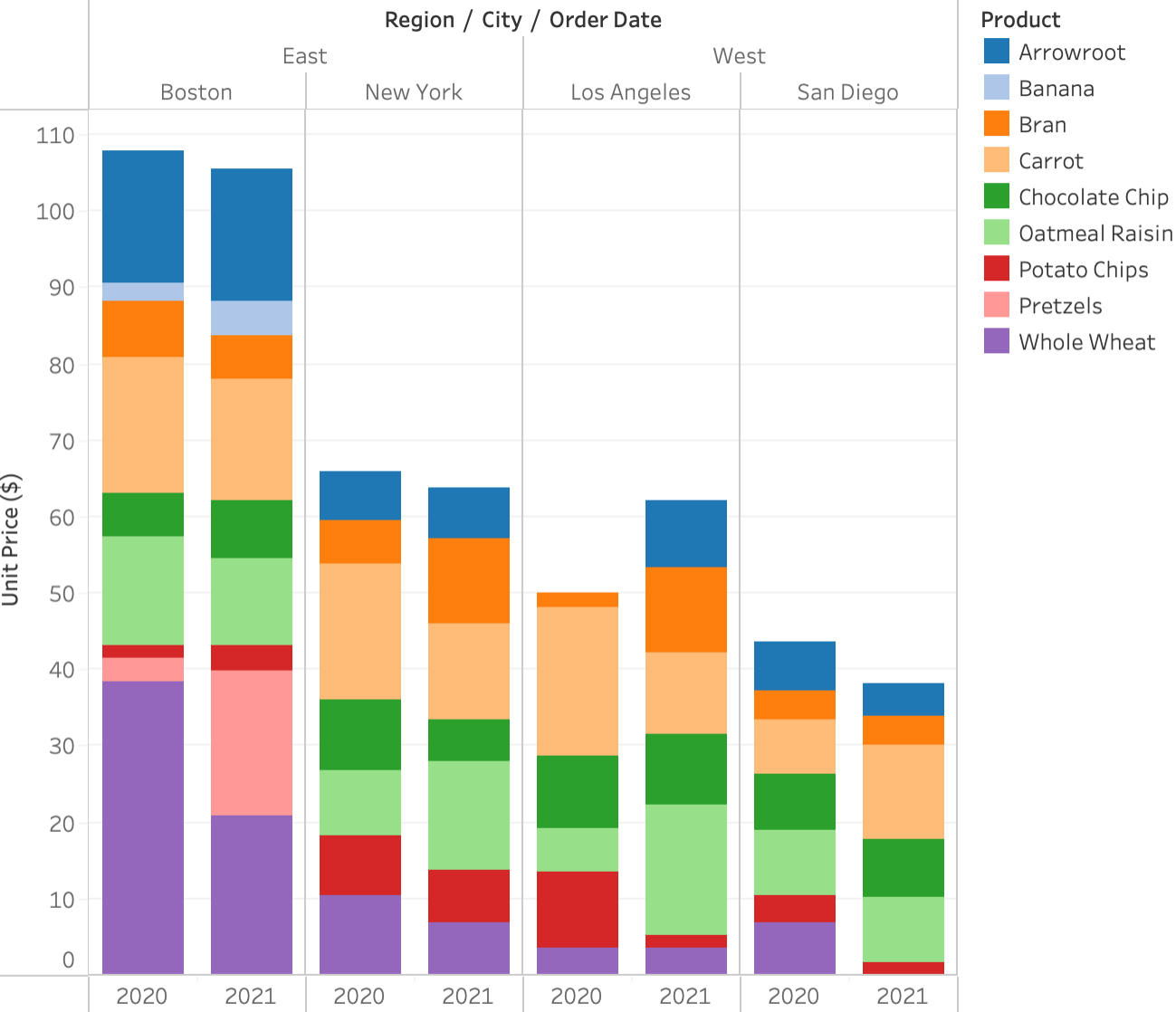


Food Sales Quantity For 2020-21



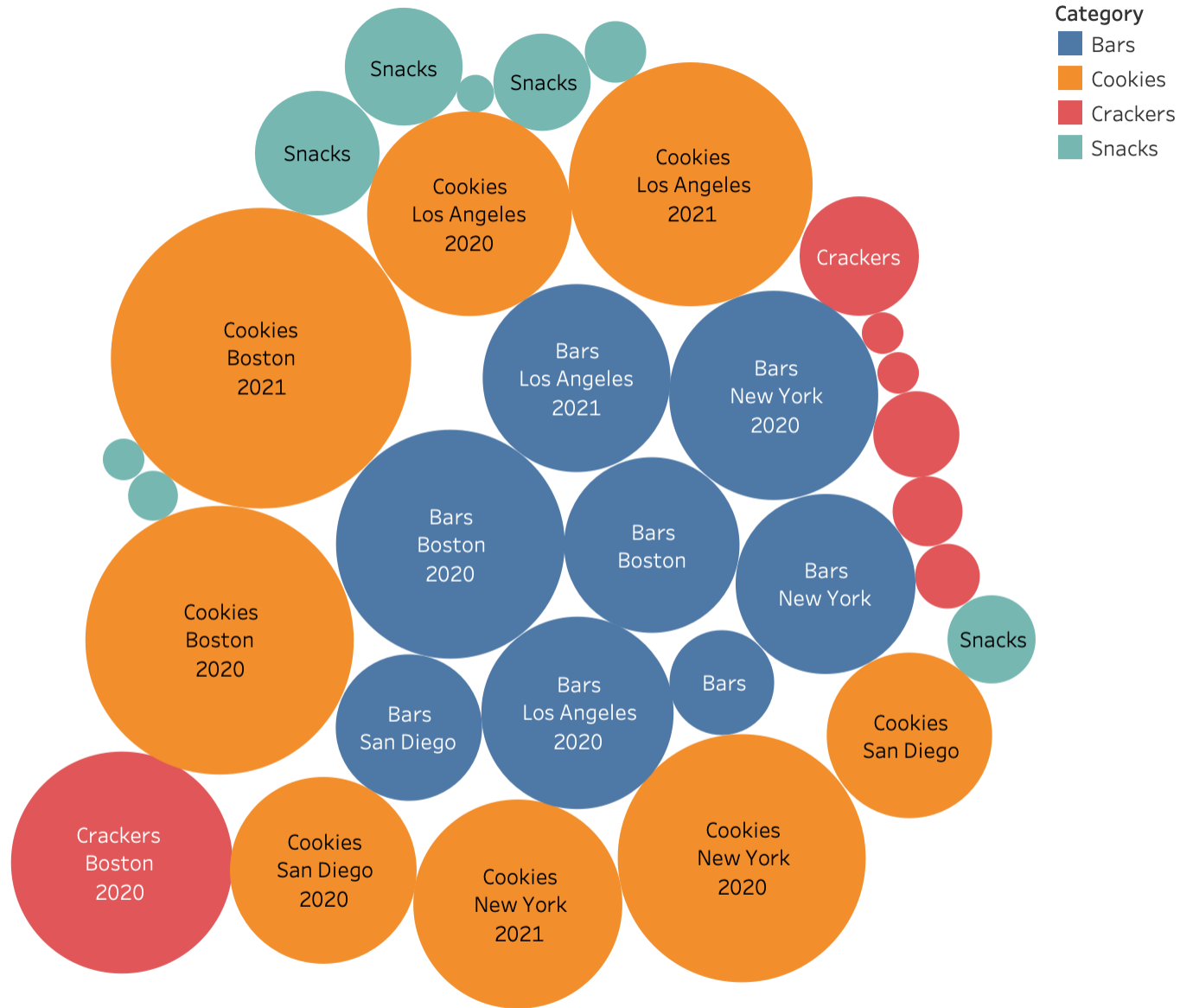
The trend of sum of Quantity for Order Date Year. Color shows details about City. The data is filtered on Category, which excludes Null.

Product Price Variations For 2020-21



Sum of Unit Price (\$) for each Order Date Year broken down by Region and City. Color shows details about Product. Details are shown for Category. The view is filtered on Region, City and Order Date Year. The Region filter excludes Null. The City filter excludes Null. The Order Date Year filter keeps 2020 and 2021.

Total Price Obtained For 2020-21



Category, City and Order Date Year. Color shows details about Category. Size shows sum of Total Price (\$). The marks are labeled by Category, City and Order Date Year. The data is filtered on Product, which excludes Null. The view is filtered on Order Date Year and sum of Total Price (\$). The Order Date Year filter keeps 2020 and 2021. The sum of Total Price (\$) filter includes everything.