Understanding the performance of LES retail

1. Finding the top 10 customers with highest transaction amount

Filters

Transcation	All
Customers	All

Transaction_id	Customer_id	Sales (INR)
31245038	712345388	₹ 7,762.0
31245012	712345122	₹ 6,880.0
31245029	712345299	₹ 5,510.0
31245028	712345288	₹ 4,698.0
31245025	712345255	₹ 4,451.0
31245039	712345399	₹ 4,029.0
31245044	712345444	₹ 3,991.0
31245011	712345111	₹ 3,979.0
31245021	712345211	₹ 3,932.0
31245013	712345133	₹ 3,092.0

Findings:-
1. Top 10 customers are contributing 37.3% of total sales.
2. Customer_id "712345388" with Highest sales is alone contributing 16% in top 10 Sales.

2. Sales of Product for the period of 8th to 15th December.

Filters

Date	8th - 15th December
Product Id	All

Product_id	product	SUM of Sales
10000345	Cornflakes_1Kg	RS 5,372.00
10000330	Orange_200mL_x6	RS 5,280.00
10000328	Mango_1L	RS 5,060.00
10000346	Cornflakes_almond_1Kg	RS 4,992.00
10000344	Cornflakes_500g	RS 4,592.00
10000349	Museli 1 Kg	RS 4,256.00
10000339	Eggs_1x30	RS 4,080.00
10000338	Cheese_200g_1x6	RS 4,000.00
10000326	Pepsi_2L	RS 3,456.00
10000331	Lemon_1L	RS 2,736.00
10000348	Museli_500g	RS 2,560.00
10000347	Museli_200g	RS 2,303.00
10000350	Chocos_200g	RS 2,077.00
10000333	Eggs_1x12	RS 1,836.00
10000334	Milk_MD_1L	RS 1,776.00
10000327	Pepsi_1L	RS 1,720.00
10000335	Milk_Amul_1L	RS 1,560.00
10000321	Soda_1L	RS 1,296.00
10000340	Curd_Amul_500mL	RS 1,260.00
10000332	Eggs_1x6	RS 1,204.00
10000343	Curd MD_1L	RS 1,188.00
10000324	Coke_1L	RS 1,188.00
10000341	Curd MD_500 mL	RS 1,160.00

10000329	Orange_200mL	RS 1,080.00
10000342	Curd_Amul_1L	RS 1,008.00
10000336	Milk_MD_500ml	RS 858.00
10000322	Soda_500mL	RS 780.00
10000323	Soda_200mL	RS 645.00
10000325	Coke_500mL	RS 540.00
10000337	Cheese_200g	RS 520.00
Grand Total		**RS 70,383.00**

Findings:-
1. Cornflakes_1Kg is the product with highest sales.
 2. Sales amount of the product with highest sales is 5,372 rupees.
3. Total Sales for period 8th to 15th december is 70,383 rupees.
4. Top 5 selling products in overall sales are
1. Conflakes_1Kg
2. Mango_1L
3. Conflakes_almonds_1Kg
4. Eggs_1X30
5. Orange_200mL_x6

Lowest Selling Products in overall sales are
A. Soda_200mL
B. Cheese_200g
C. Coke_500mL

3.1 ARPU for the States

ARPU - Average Revenue Per User

State	Users	Sales	ARPU
Maharashtra	14	RS 28,338.00	RS 2,024.14
Delhi	7	RS 18,222.00	RS 2,603.14
Karnataka	10	RS 31,683.00	RS 3,168.30
Telangana	5	RS 12,874.00	RS 2,574.80
Tamil Nadu	5	RS 10,576.00	RS 2,115.20
West Bengal	3	RS 6,783.00	RS 2,261.00
Uttar Pradesh	6	RS 19,715.00	RS 3,285.83

3.2 ARPU for the Cities

City	Users	Sales	ARPU
Mumbai	10	RS 19,106.00	RS 1,910.60
Delhi	7	RS 18,608.00	RS 2,658.29
Bangalore	8	RS 25,389.00	RS 3,173.63
Hyderabad	5	RS 13,327.00	RS 2,665.40
Pune	4	RS 9,232.00	RS 2,308.00
Chennai	5	RS 11,863.00	RS 2,372.60
Kolkata	3	RS 7,636.00	RS 2,545.33
Mysore	2	RS 4,958.00	RS 2,479.00
Lucknow	3	RS 7,482.00	RS 2,494.00
Kanpur	3	RS 11,923.00	RS 3,974.33

Findings:-

1. Average Revenue per Customer for Maharashtra is 2022.14 rupees.
 2. Highest and lowest ARPU is in state of 'Uttar pradesh' and 'Maharashtra' respectively.
3. Higest ARPU is in 'Kanpur' city and lowest is in 'Mumbai' city.

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4. Sales by Category with city level breakup

City	*Category*	**Sales**
Bangalore	Cereals	9032
	Dairy	7637
	Drinks & Bevrages	8720
Chennai	Cereals	4810
	Dairy	2438
	Drinks & Bevrages	4615
Delhi	Cereals	6676
	Dairy	4946
	Drinks & Bevrages	6986
Hyderabad	Cereals	5406
	Dairy	2554
	Drinks & Bevrages	5367
Kanpur	Cereals	5320
	Dairy	3794
	Drinks & Bevrages	2809
Kolkata	Cereals	3882
	Dairy	1498
	Drinks & Bevrages	2256
Lucknow	Cereals	2604
	Dairy	2990
	Drinks & Bevrages	1888
Mumbai	Cereals	6284
	Dairy	7556
	Drinks & Bevrages	5266

Mysore	Cereals	1564
	Dairy	1230
	Drinks & Bevrages	2164
Pune	Cereals	4083
	Dairy	3115
	Drinks & Bevrages	2034
Grand Total		**129524**

Findings:-

1. Sales Amount of 'Cereal' in 'Pune' is 4,083 ruppes.
2. Highest sales is in 'Banglore'.

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