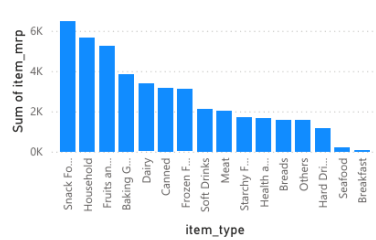


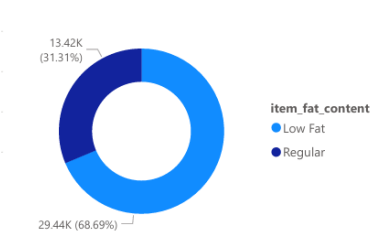
## Graphical Representation:

Sum of item\_mrp by item\_type



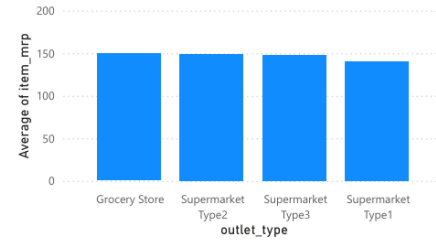
Snack Foods generate the highest total MRP - a clear leader in sales revenue.

Sum of item\_mrp by item\_fat\_content



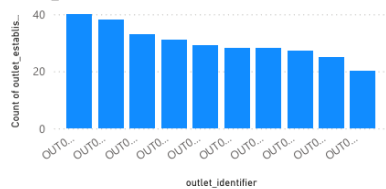
Low Fat items account for most sales - consumer preference leans toward healthier options.

Average of item\_mrp by outlet\_type



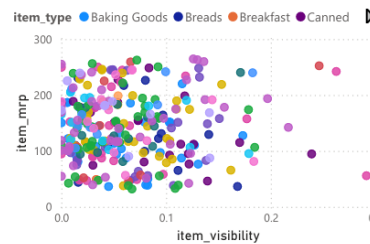
Supermarket Type3 shows the highest average MRP, suggesting a premium pricing model targeting upscale consumers.

Count of outlet\_establishment\_year by outlet\_identifier



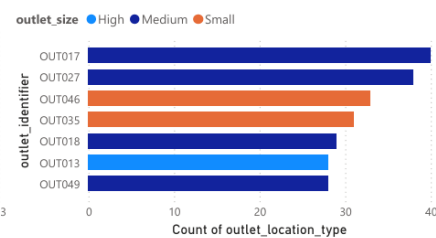
Most outlets were launched in 1985, marking a key expansion year. Older outlets may now require review or upgrades.

item\_type, item\_visibility and item\_mrp



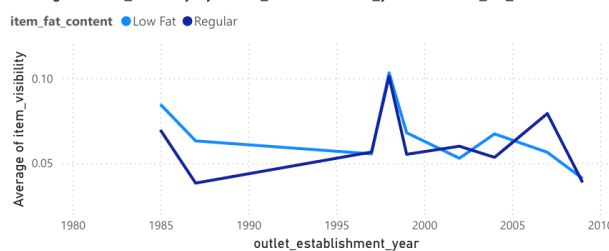
No clear link between visibility and price. Some high-MRP items are poorly displayed — potential for better shelf strategy.

Count of outlet\_location\_type by outlet\_identifier and outlet\_size



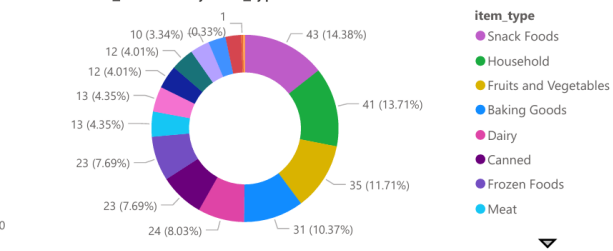
Tier 3 cities dominate, with mostly small/medium outlets. Consider expanding into underrepresented Tier 1 locations.

Average of item\_visibility by outlet\_establishment\_year and item\_fat\_content



Low Fat products consistently receive better visibility across all outlet establishment years — indicating a clear prioritization in shelf placement driven by consumer demand trends.

Count of item\_identifier by item\_type



Snack Foods and Frozen Foods dominate the product mix, accounting for the majority of inventory. This indicates high consumer demand or stock preference across the entire outlet network — suggesting these categories are central to the business model.

## Summary of the Dataset

- The dataset contains sales-related information for various consumer products sold across multiple retail outlets.
- Key fields include:
  - item\_type, item\_mrp, item\_fat\_content, item\_visibility,
  - outlet\_type, outlet\_location\_type, outlet\_establishment\_year.
- The data captures product characteristics, pricing, and outlet-level demographics — enabling analysis of sales trends, consumer preferences, and retail strategy.

## Key Business Insights

- **Snack Foods** are top performers in total sales (MRP), indicating strong market demand.
- **Low Fat** items are more popular than Regular, showing a health-driven consumer trend.
- **Supermarket Type3** has the highest average item prices, pointing to a premium pricing strategy.
- Most outlets were launched in **1985**, suggesting legacy infrastructure that may need modernization.
- Product visibility doesn't correlate with price — indicating missed opportunities in shelf space optimization.
- **Snack Foods and Frozen Foods** dominate the overall product mix, highlighting them as the core revenue drivers across outlets.
- **Low Fat products** enjoy consistently higher shelf visibility across all outlet establishment years, showing a strategic focus on health-oriented consumer preferences.

## Strategic Recommendations

- **Enhance visibility** for high-MRP items with low shelf presence to drive conversions.
- **Promote Low Fat products** across all outlet types, especially in low-performing areas.
- **Adopt premium pricing strategies** similar to Supermarket Type3 in other outlet types where feasible.
- **Expand outlet presence in Tier 1 cities** to tap into high-value urban markets.
- **Audit older outlets** (especially those from 1985) for performance, renovation, or repositioning.
- **Monitor underrepresented categories** and evaluate their performance to determine if space reallocation is needed.
- **Customize visibility strategies** in newer outlets to further reinforce the Low Fat segment's success.