

Sales Overview Dashboard

Store ID

All

Department

All

8.06M

Total Sales

276K

Total Transactions

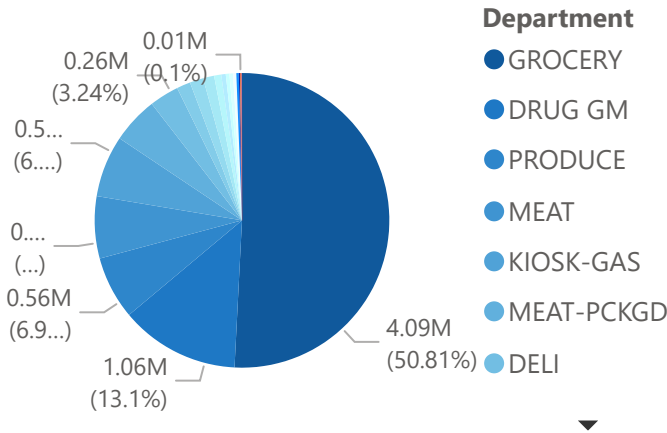
29.24

Avg Sales per Basket

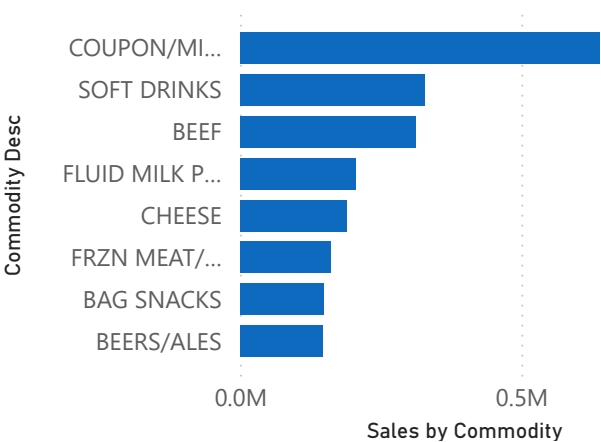
261M

Total Quantity

Sales by Department



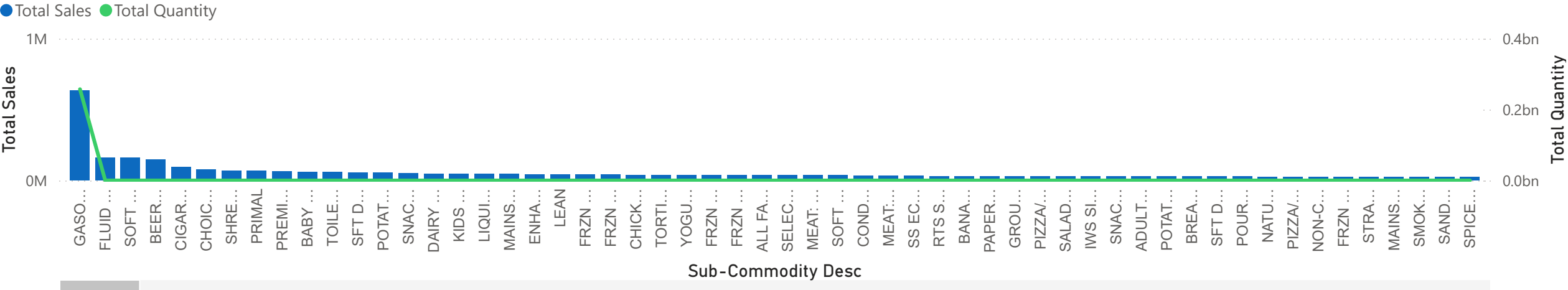
Sales by Commodity



Top 10 Sub-Commodity by Revenue

Sub Commodity Desc	Total Sales By Sub Commodity
GASOLINE-REG UNLEADED	633957
FLUID MILK WHITE ONLY	161907
SOFT DRINKS 12/18&15PK CAN CAR	158186
BEERALEMALT LIQUORS	148868
CIGARETTES	96394
CHOICE BEEF	76749
SHREDDED CHEESE	67663
PRIMAL	65820
PREMIUM	64759

Total Sales and Total Quantity by Sub-Commodity Desc



Households and Coupons Dashboard

Store ID

All

Department

All

2.318K

Total Coupons Redeemed

0.54

Households Using Coupons Ratio

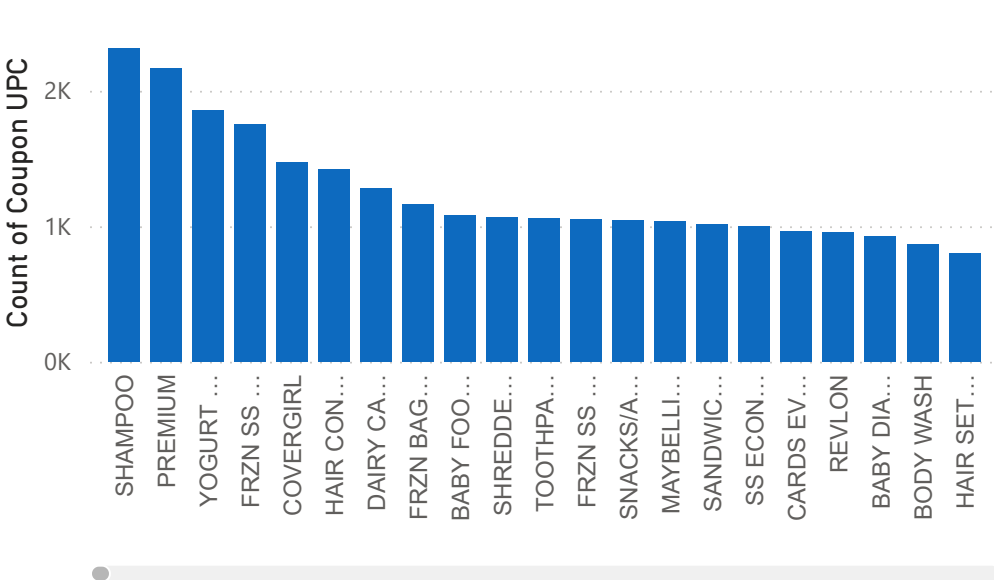
0.36

Sales from Coupons Ratio

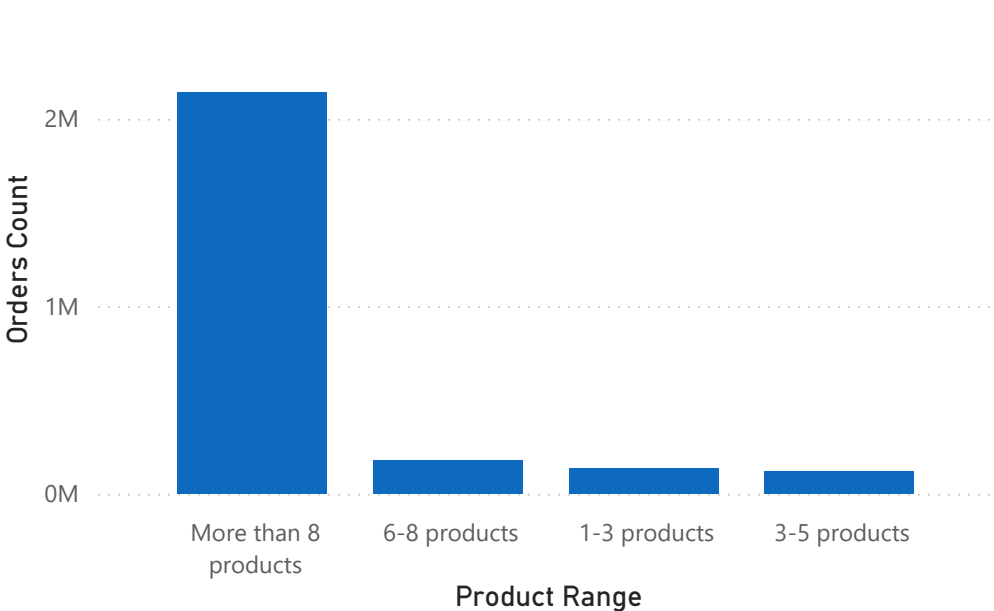
0.35

Coupon Order Ratio

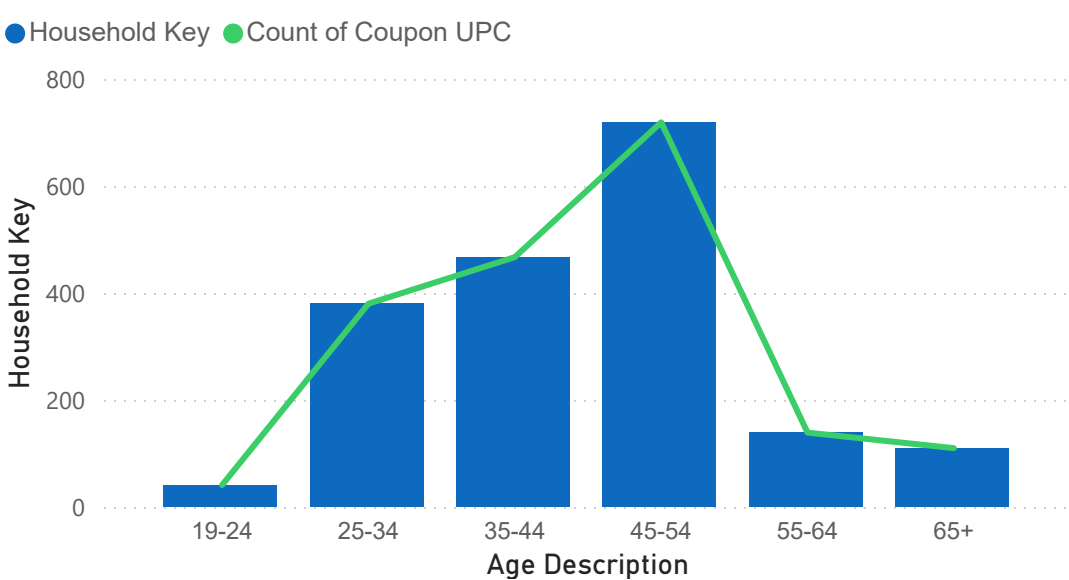
Top Sub-Commodity with the Most Coupons Used



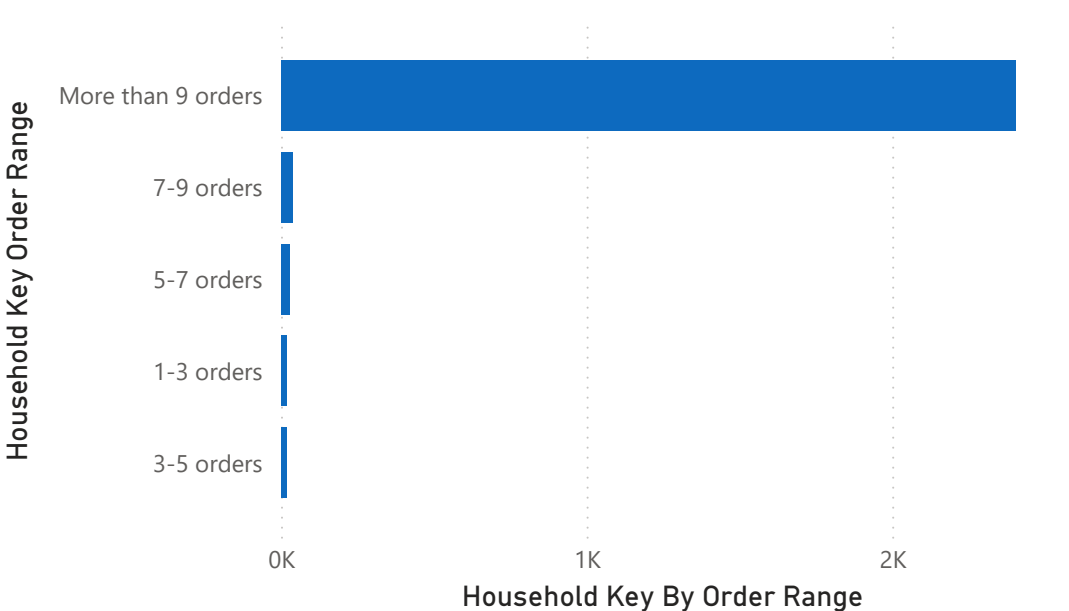
Number of Orders by Product Range



Households Age Using the Most Coupons



Number of Households by Order Range



Market Basket Analysis Dashboard

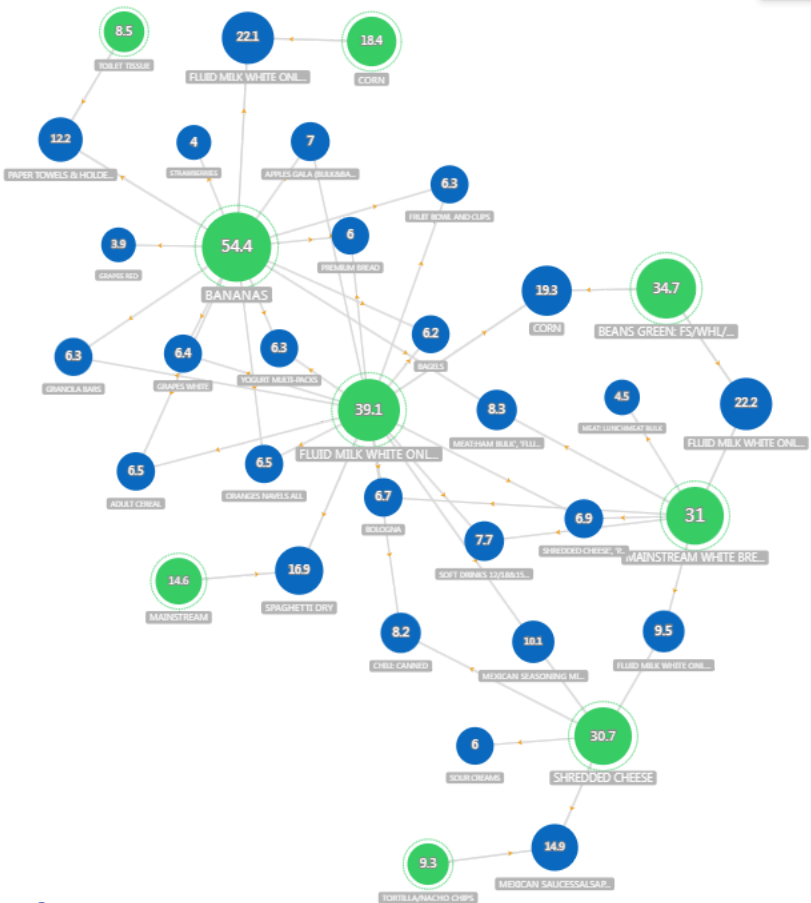
385

Total Basket

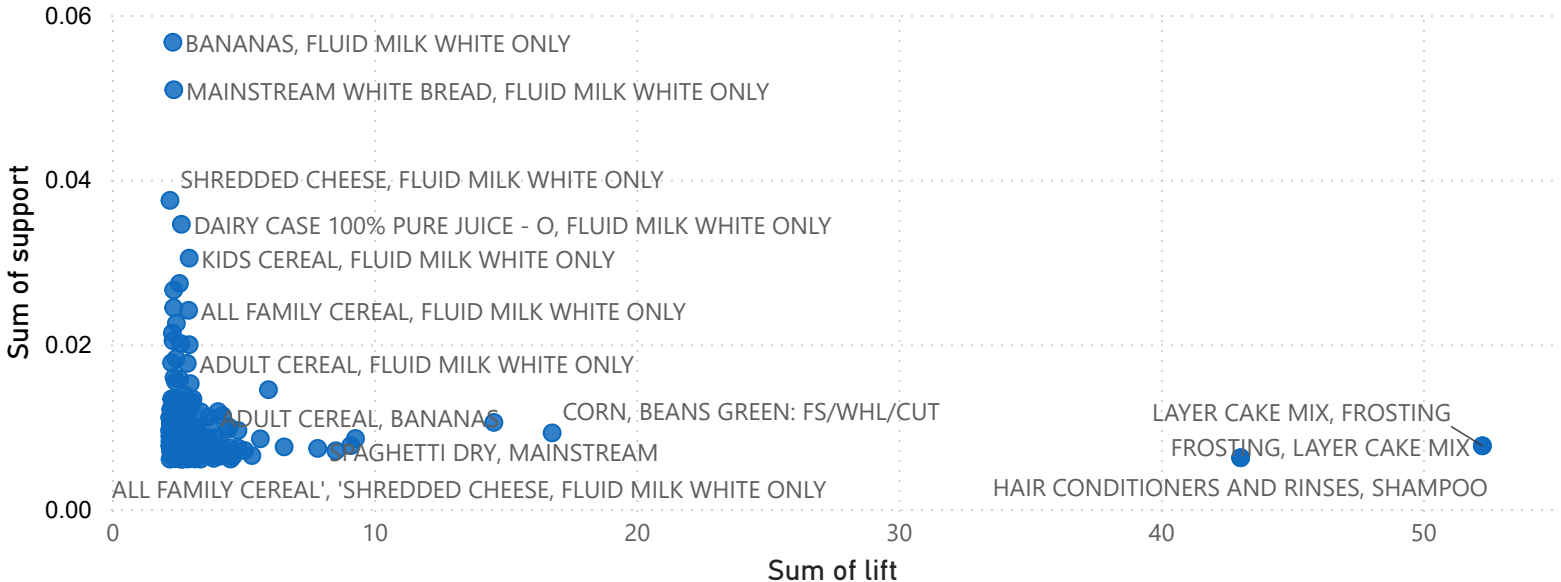
276K

Total Transactions

Basket analysis network



Basket analysis map



Basket analysis detail

Basket	Sum of support	Sum of lift	Sum of confidence
ADULT CEREAL, BANANAS	0.01	3.68	0.40
ADULT CEREAL, FLUID MILK WHITE ONLY	0.02	2.87	0.64
ADULT CEREAL', 'FLUID MILK WHITE ONLY, BANANAS	0.01	4.09	0.45
ALL FAMILY CEREAL, FLUID MILK WHITE ONLY	0.02	2.92	0.65
ALL FAMILY CEREAL', 'FLUID MILK WHITE ONLY, BANANAS	0.01	3.73	0.41
ALL FAMILY CEREAL', 'KIDS CEREAL, FLUID MILK WHITE ONLY	0.01	3.14	0.70
ALL FAMILY CEREAL', 'SHREDDED CHEESE, FLUID MILK WHITE ONLY	0.01	3.37	0.75
APPLE JUICE & CIDER (OVER 50%, FLUID MILK WHITE ONLY	0.01	2.65	0.59
APPLES GALA (BULK&BAG), BANANAS	0.01	4.62	0.51
APPLES GALA (BULK&BAG), FLUID MILK WHITE ONLY	0.01	2.40	0.53
ASEPTIC PACK JUICE AND DRINKS, FLUID MILK WHITE ONLY	0.01	2.32	0.51
BAGELS, FLUID MILK WHITE ONLY	0.01	2.46	0.55
BANANAS', 'ADULT CEREAL, FLUID MILK WHITE ONLY	0.01	3.19	0.71