



Executive Business Summary Dashboard

Top Sell Country USA	Top Sell Region North West	Top Sell State WA	Top Sell Brand Hermanos	Top Sell Store Store 13	Top Sell Product Great Pumpnick...
Most Returns Store Store 17	Most Return Brand Hermanos	Most Valuable Customer Ida Rodriguez	Maximum Profit Margin Product Great Pumpnickel Bread		

SALES ANALYSIS:

- Sales up by **114%** in 1998 vs 1997 – strong business growth
- December alone = 57.34% of sales**, showing critical **year-end demand spike**

RETURN ANALYSIS:

- Returns increased by **214.22% in 1998** indicating **possible seasonal or product issues**

CUSTOMER ANALYSIS:

- Most customers are **Bronze members(55.47%)**, suggesting **premium upsell potential**

STORE ANALYSIS:

- No clear link between store size & sales**, potential for **space optimization**

PRODUCT ANALYSIS:

- Top-margin product differs from top-selling product**, optimize sales mix for profit

Sales Analysis

Return Analysis

Customer Analysis

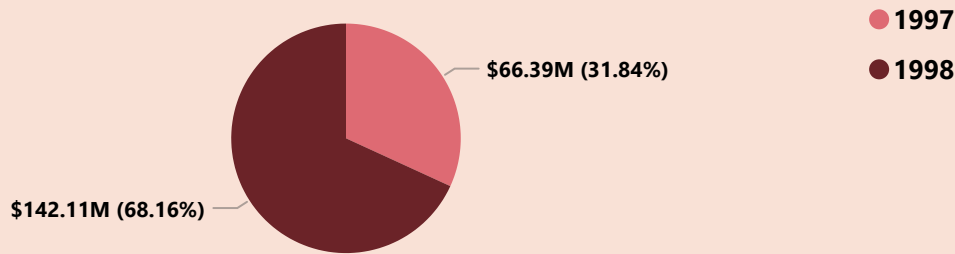
Stores Analysis

Product Analysis

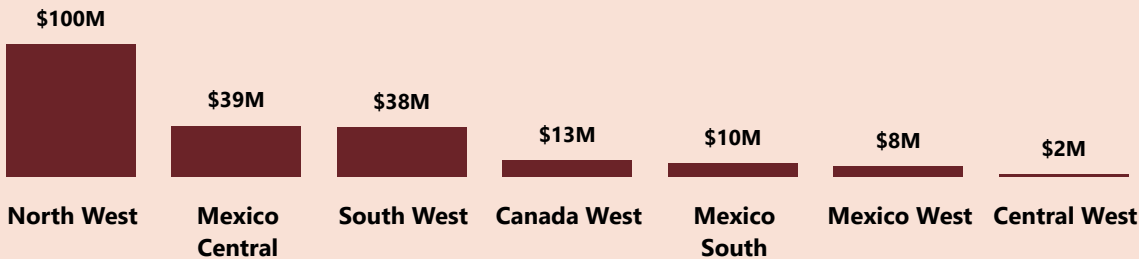


Sales Analysis

Sales of 1997&1998 Yearwise

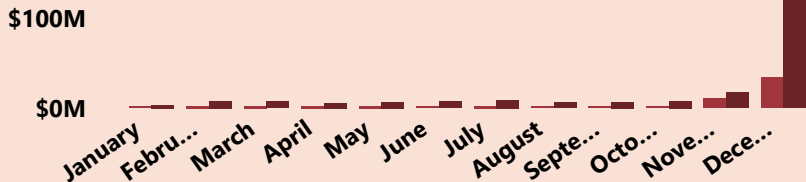


Sales By Region

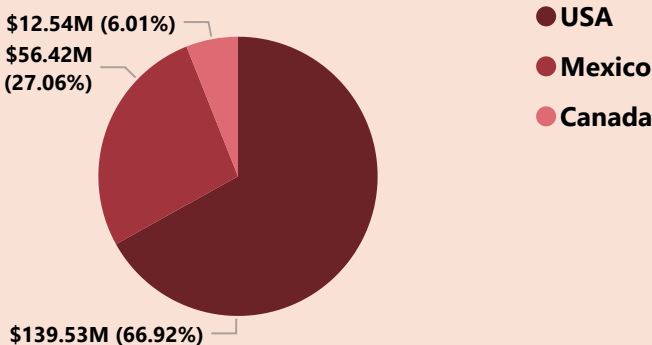


Sales of 1997&1998 Monthwise

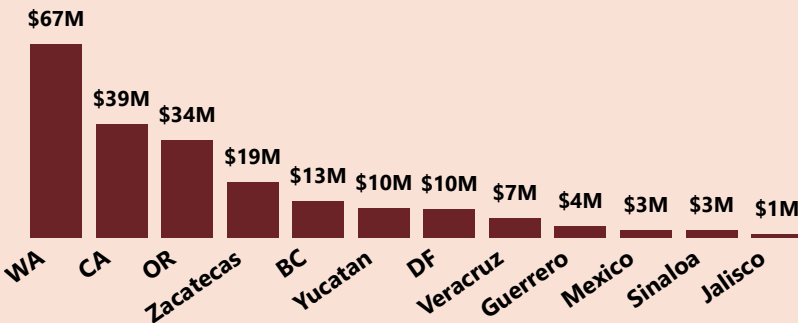
Sum of Sales_1997 (pink), Sum of Sales_1998 (dark red)



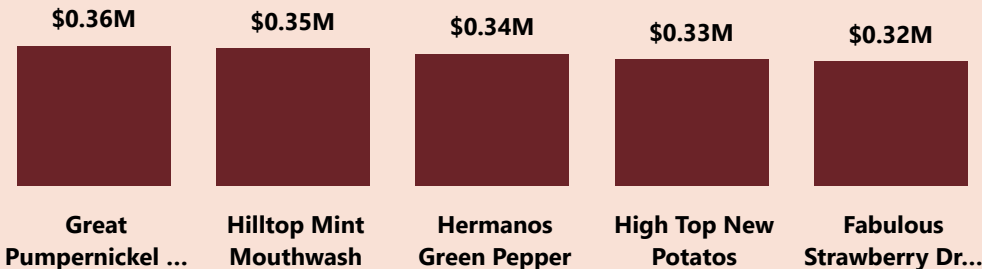
Sales By Country



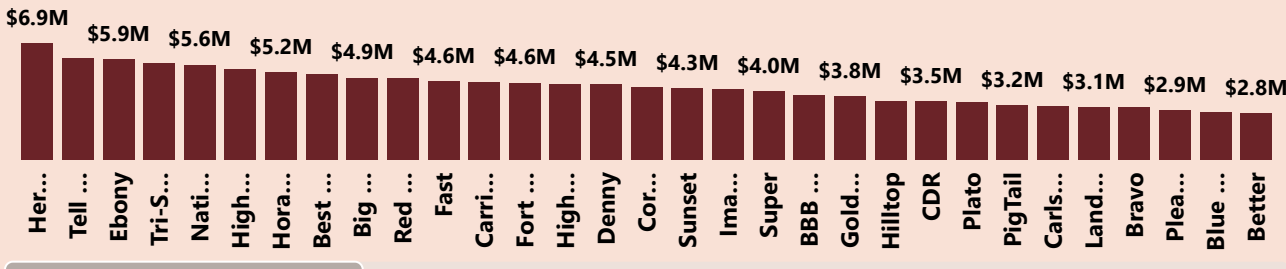
Sales By State



Top 5 Top-Selling Product



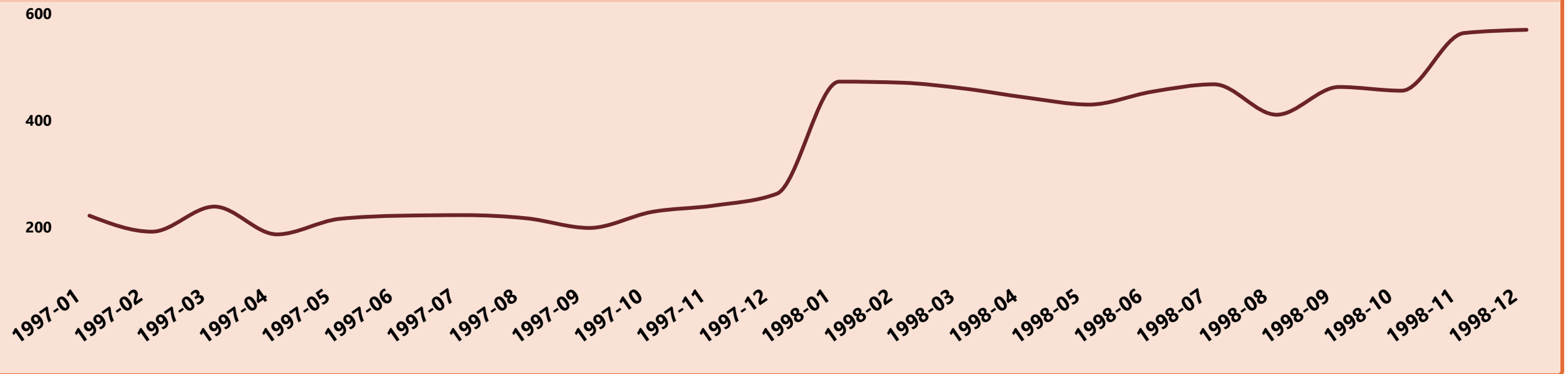
Sales By Brand



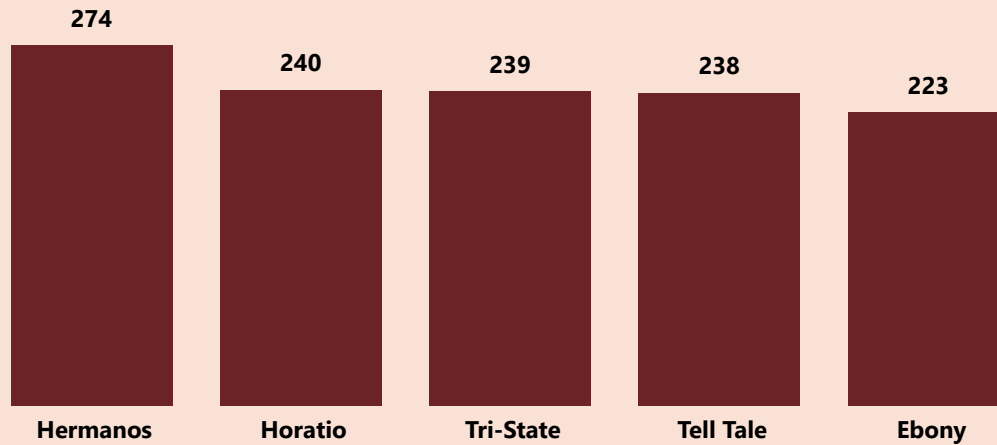


Return Analysis

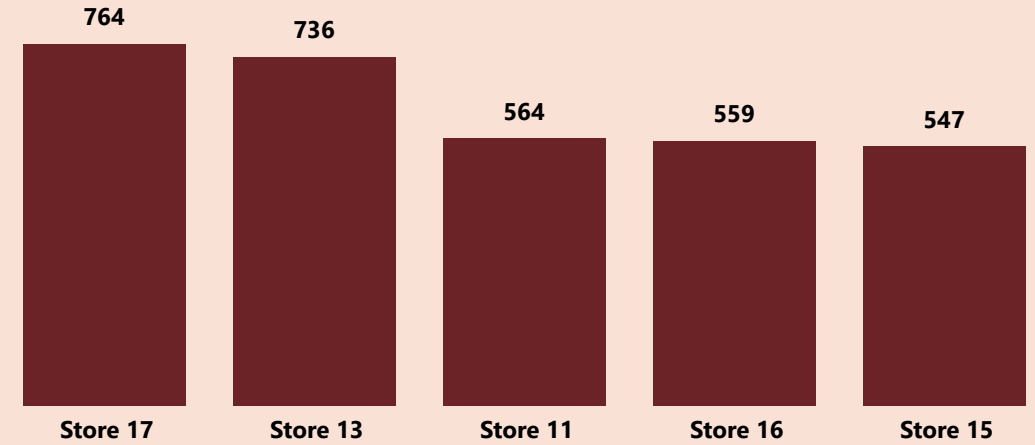
Return Over The Time



Top 5 Brands With Most Return



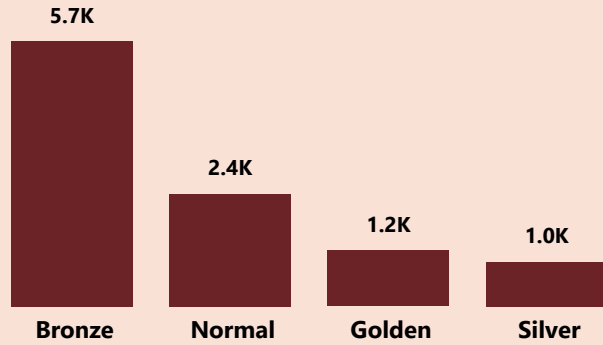
Top 5 Stores With Most Return



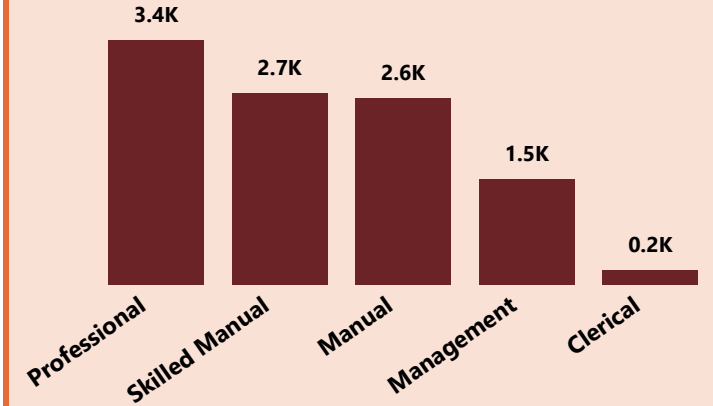


Customer Analysis

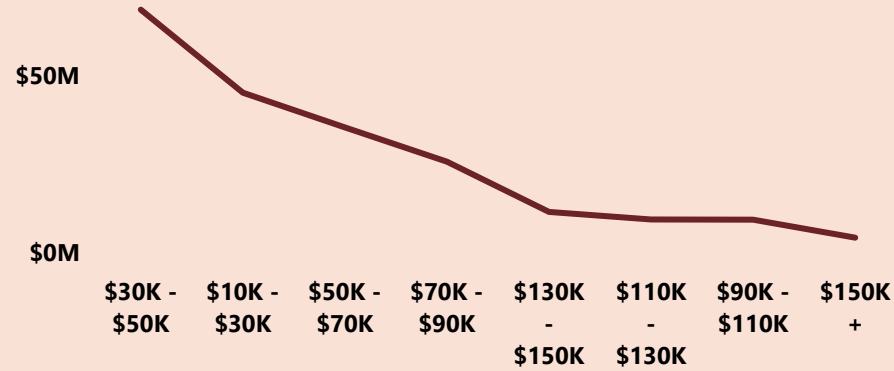
Customer By Member Card



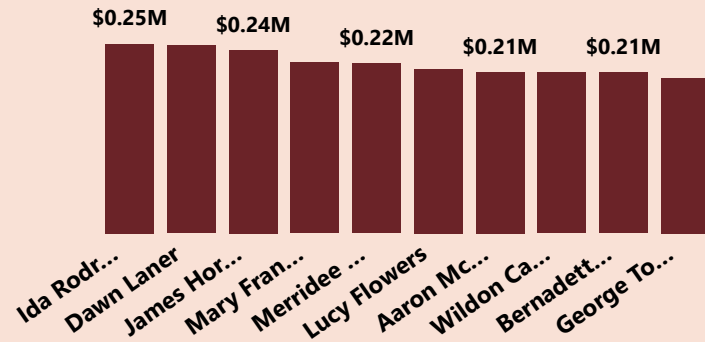
Customer By Occupation



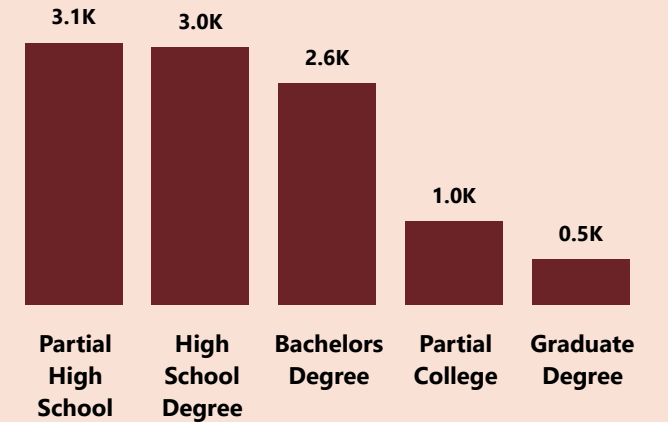
Sales By Customer Yearly Income



Top 10 Most Valuable Customers By Revenue



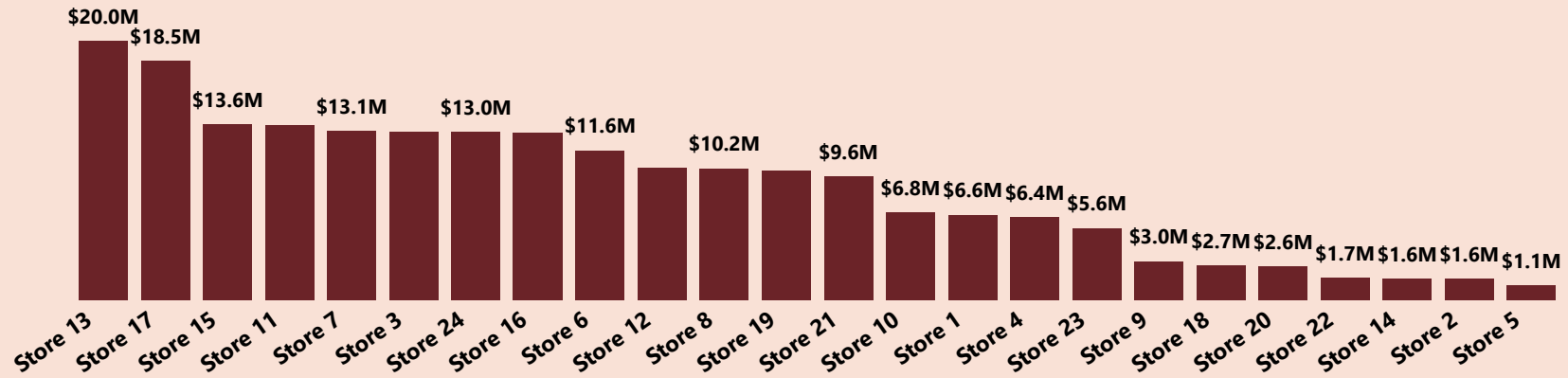
Customer By Education



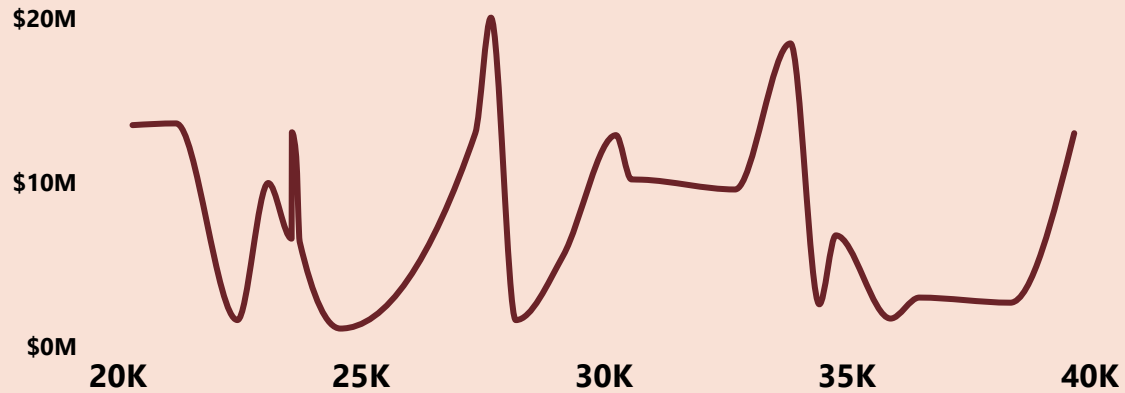


Store Analysis

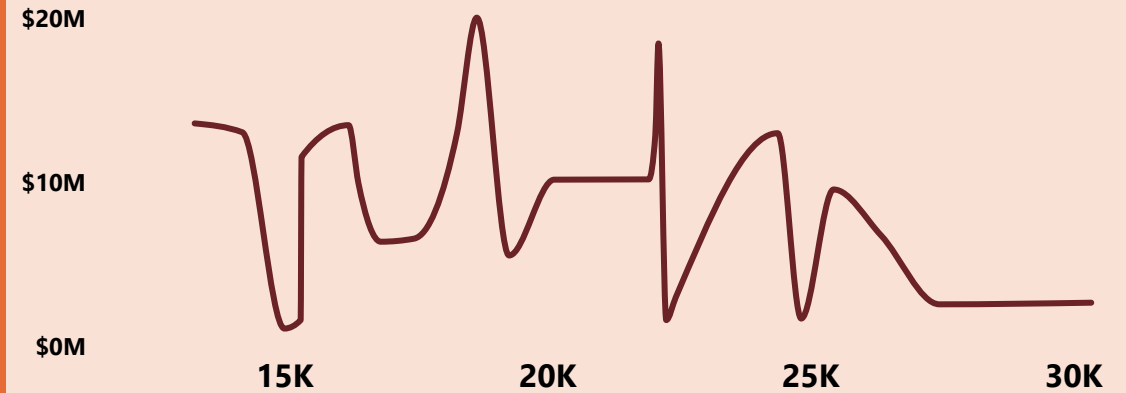
Sales By Store



Sales By The Total Size Of Store



Sales By The Grocery Size Of Store





Product Analysis

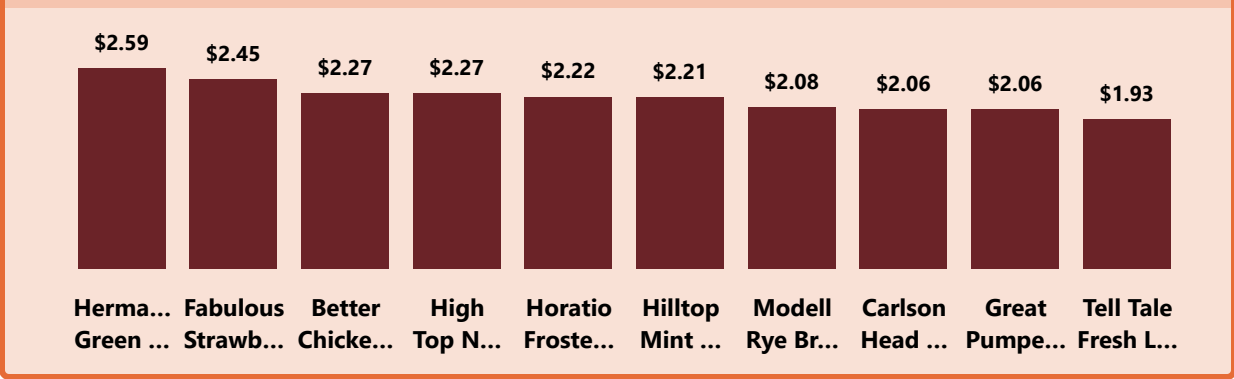
Product Sales Regionwise

sales_district	ADJ Rosy Sunglasses	Akron City Map	Akron Eyeglass Screwdriver	American Beef Bologna
Yakima	\$2,704.7999999999999	\$1,385.04	\$716.3199999999999	\$1,432.64
Walla Walla	\$772.7999999999998		\$716.3199999999999	
Victoria	\$3,775.6799999999998	\$1,224.9600000000001		\$1,432.64
Vancouver	\$11,327.04	\$6,124.8000000000008	\$4,297.9199999999999	
Tacoma	\$17,509.44	\$7,730.8200000000013	\$9,908.800000000003	
Spokane	\$14,031.84	\$5,573.2200000000009	\$6,387.040000000001	
Seattle	\$12,673.92	\$7,570.740000000001	\$6,983.6799999999998	
San Francisco	\$3,289.9199999999999	\$612.4800000000007	\$716.3199999999999	
San Diego	\$11,901.12	\$8,762.6400000000016		\$11,739.2
Salem	\$13,347.359999999999	\$10,307.759999999999	\$18,036.479999999999	
Portland	\$23,206.079999999998	\$8,795.7000000000015	\$9,699.359999999993	
Orizaba	\$8,809.9199999999998	\$3,062.4000000000006		\$5,730.56
Total	\$23,367.999999999999	\$1,02,171.06000000001	\$1,32,932.8	

Product Sales Customer Countrywise

product_name	customer_country	Sum of Total_Sales
ADJ Rosy Sunglasses	Canada	\$15,102.72
Akron City Map	Canada	\$7,349.7600000000007
Akron Eyeglass Screwdriver	Canada	\$5,730.5600000000001
American Beef Bologna	Canada	\$3,114.5400000000003
American Chicken Hot Dogs	Canada	\$7,325.6399999999993
American Cole Slaw	Canada	\$5,166.45
American Corned Beef	Canada	\$11,575.200000000002
American Foot-Long Hot Dogs	Canada	\$5,820.7999999999987
American Low Fat Bologna	Canada	\$10,848.600000000001
American Low Fat Cole Slaw	Canada	\$6,846.32
American Pimento Loaf	Canada	\$11,020.679999999998
American Potato Salad	Canada	\$2,966.6999999999996
Total		\$20,84,92,905.6800001

Top 10 Products By Margin/Profit



Top 10 Products By Sales

