

# BIG MART SALES DATA

**NOTE:**  
MRP - MAXIMUM RETAIL PRICE. ( It represents the highest price at which a product can be sold to customers, including all taxes.)



Outlet Sales  
**3.4M**

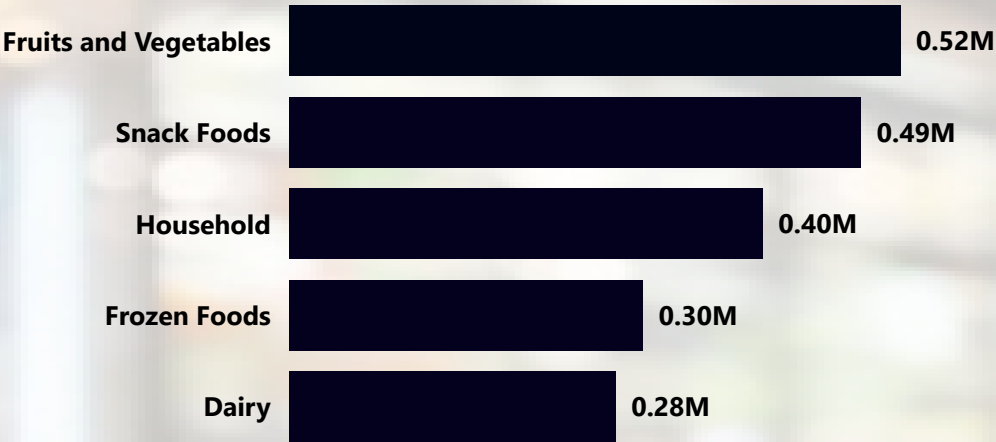
Item Weight  
**20.0K**

Item MRP  
**219.8K**

Item Type  
**16**

Outlet Type  
**4**

Top 5 Item Types by Sales



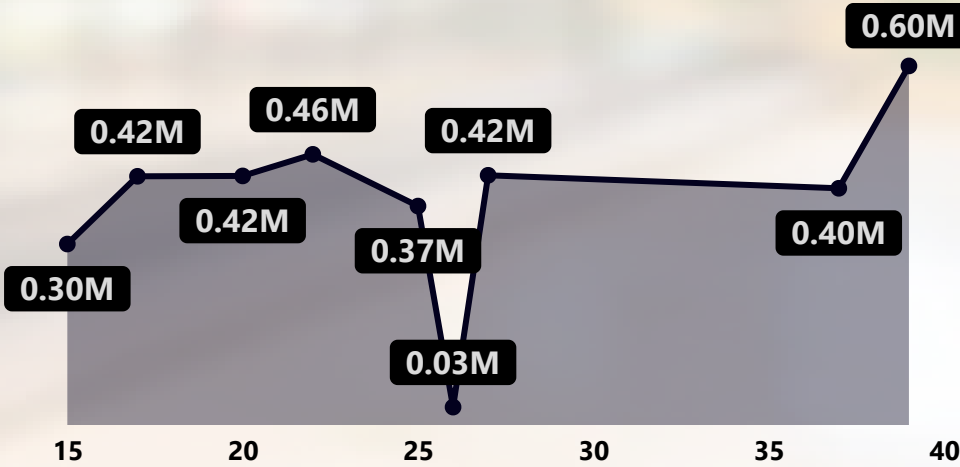
Outlet Sales by Outlet Type



Outlet Sales by Location Type



Outlet Sales by Years of Operation



Location Ty...

All

Years of Op...

All

Price Band

All

Item Type

All

## INSIGHTS

- 1.**Outlet Sales Overview:** Total sales amount to 3.4 million units, with 20K item weights and 219.8K maximum retail price (MRP) across 16 item types and 4 outlet types.
- 2.**Top 5 Item Types by Sales:** Fruits and Vegetables lead sales with 0.52M units, followed closely by Snack Foods at 0.49M units. Household items contribute 0.40M units, Frozen Foods 0.30M units, and Dairy 0.28M units. These categories form the majority of the sales, indicating their popularity and high demand.
- 3.**Outlet Sales by Outlet Type:** Supermarket Type 1 has the highest sales volume with 2.5M units, significantly outperforming other outlet types. Supermarket Type 3 and Type 2 have 0.6M and 0.3M sales respectively, while Grocery Stores contribute the least with 0.1M units. This suggests that Supermarket Type 1 is the most successful outlet type, possibly due to its size, product range, or customer base.
- 4.**Outlet Sales by Location Type:** Tier 3 and Tier 2 locations show similar sales volumes, with 1.31M and 1.29M units respectively, indicating strong performance in these areas. Tier 1 locations lag behind with 0.82M units, suggesting lower customer engagement or market penetration in these areas.
- 5.**Outlet Sales by Years of Operation:** Outlets that have been operating for around 40 years show the highest sales at 0.60M units. Sales fluctuate slightly in earlier years of operation, indicating that the most experienced outlets tend to perform better. This may highlight the impact of customer trust, market presence, and established operational efficiency.

## RECOMMENDATIONS

- 1.**Focus on High-Performing Item Categories:** Increase inventory and marketing efforts for high-demand items like Fruits and Vegetables, Snack Foods, and Household items. Consider introducing more product variations or promotions in these categories to boost sales further.
2. **Optimize Outlet Performance:** Leverage the success of Supermarket Type 1 by exploring what contributes to its high sales—such as product variety, location, or pricing strategies and replicate these in other supermarket types. Evaluate the underperformance of Grocery Stores to identify areas for improvement, such as better product assortment or targeted promotions.
- 3.**Expand in High-Performing Locations:**
  - Focus on expanding presence or enhancing service in Tier 3 and Tier 2 locations, as they generate the highest sales.
  - Develop strategies to boost sales in Tier 1 locations, such as localized marketing campaigns or adjustments to the product mix.
- 4.**Leverage Experience for Growth:**
  - Outlets with longer years of operation have higher sales; thus, newer outlets can benefit from mentoring or best practices shared by more established outlets.
  - Consider strategies like loyalty programs or community engagement to build long-term customer relationships and trust.
- 5.**Enhance Sales Through Targeted Promotions:**
  - Utilize the data to run targeted promotions in lower-performing outlet types and locations to stimulate sales.
  - Focus on items with lower sales figures but high potential, such as Dairy and Frozen Foods, with promotional campaigns to increase visibility and customer interest.