

# Big Mart Sales Data - README

## Overview

This document contains an analysis of the sales data from Big Mart outlets. The analysis was conducted using Power BI to visualize key insights about item types, outlet performance, and location-based sales.

## Key Insights

### 1. Outlet Sales Overview

- **Total Sales:** 3.4 million units
- **Item Types:** 16 different types of products
- **Outlet Types:** 4 types of outlets
- **Item Weight:** 20K units
- **Maximum Retail Price (MRP):** 219.8K

### 2. Top 5 Item Types by Sales

- **Fruits and Vegetables:** 0.52M units
- **Snack Foods:** 0.49M units
- **Household Items:** 0.40M units
- **Frozen Foods:** 0.30M units
- **Dairy Products:** 0.28M units

These categories account for the majority of sales, indicating high demand and customer preference.

### 3. Outlet Sales by Outlet Type

- **Supermarket Type 1:** 2.5M units (highest sales volume)
- **Supermarket Type 3:** 0.6M units
- **Supermarket Type 2:** 0.3M units
- **Grocery Store:** 0.1M units (lowest sales volume)

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 Locations:** 1.31M units (highest sales)
- **Tier 2 Locations:** 1.29M units
- **Tier 1 Locations:** 0.82M units (lowest sales)

Tier 3 and Tier 2 locations show similar and strong performance, while Tier 1 locations exhibit lower sales, indicating potential for improvement.

## 5. Outlet Sales by Years of Operation

- Outlets operating for 40 years have the highest sales (0.60M units), suggesting that experience correlates with better performance.
- Sales fluctuate slightly for outlets with fewer years of operation.

## Recommendations

### 1. Focus on High-Performing Item Categories

- Increase inventory and marketing efforts for popular items like **Fruits and Vegetables**, **Snack Foods**, and **Household Items**.
- Consider introducing product variations or promotions in these categories.

### 2. Optimize Outlet Performance

- Explore the factors contributing to **Supermarket Type 1**'s success (product variety, location, pricing) and replicate them in other outlet types.
- Address the underperformance of **Grocery Stores** by enhancing product assortment or promotions.

### 3. Expand in High-Performing Locations

- Focus expansion efforts or service enhancements in **Tier 3** and **Tier 2** locations.
- Develop strategies to improve performance in **Tier 1** locations, such as targeted marketing or adjusting the product mix.

### 4. Leverage Outlet Experience for Growth

- Newer outlets can benefit from mentorship or sharing best practices from experienced outlets.
- Implement strategies like loyalty programs to build long-term customer relationships.

### 5. Enhance Sales Through Targeted Promotions

- Run promotions in lower-performing outlet types and locations to stimulate sales.
- Promote items like **Dairy** and **Frozen Foods**, which have lower sales but high growth potential.