**Sales Performance Project Report**

**1. Introduction**

This report provides an in-depth analysis of sales performance across different categories, outlet types, and item attributes. It evaluates total sales, average sales, and customer ratings, while also identifying trends across outlet size, location, and establishment year. The goal is to understand which segments drive the highest sales and which areas need improvement.

**2. Project Statement**

The objective of this project is to analyze item-level and outlet-level sales data to identify revenue drivers, low-performing categories, and customer behavior patterns. The analysis considers key KPIs, item type contribution, outlet segmentation, and fat content impact to deliver actionable insights for improving sales strategies, optimizing product placement, and enhancing overall store performance.

The project specifically focuses on:

* Evaluating total and average sales performance.
* Understanding item-type contributions to overall sales.
* Assessing the impact of fat content on sales across outlet types.
* Analyzing outlet-level performance by location, size, and establishment year.
* Comparing different outlet types across multiple metrics.

**3. KPI Requirements**

* **Total Sales:** $1.20 Million
* **Average Sales:** $140
* **Number of Items:** 8,523
* **Average Rating:** 4.0

These KPIs highlight a strong portfolio with consistent item sales and positive customer satisfaction.

**4. Sales Performance Analysis**

**Sales by Fat Content**

* **Highest:** Low Fat
* **Lowest:** Regular

➡ Health-conscious consumers likely prefer low-fat products, driving higher sales.

**Sales by Item Type**

* **Highest:** Fruits & Vegetables, Snack Foods
* **Lowest:** Breakfast, Seafood

➡ Staple items and snacks contribute heavily to revenue, while niche categories underperform.

**Fat Content by Outlet Location (Total Sales)**

| **Outlet Location Type** | **Low Fat** | **Regular** |
| --- | --- | --- |
| Tier 1 | $215,047.91 | $121,349.90 |
| Tier 2 | $254,464.77 | $138,685.87 |
| Tier 3 | $306,806.99 | $165,326.03 |

➡ Tier 3 outlets outperform all others for both low-fat and regular products, suggesting stronger customer demand in higher-tier locations.

**Sales by Outlet Establishment Year**

* **Highest:** 1998
* **Lowest:** 2011

➡ Older outlets (1998) perform better, likely due to stronger customer loyalty and established presence.

**Sales by Outlet Size (Percentage)**

* **Highest:** Medium Outlet Size
* **Lowest:** High Outlet Size

➡ Medium outlets generate the most sales, suggesting a balance between scale and accessibility.

**Sales by Outlet Location**

* **Highest:** Tier 3
* **Lowest:** Tier 1

➡ Tier 3 outlets dominate sales performance, while Tier 1 outlets need improvement strategies.

**Outlet Type Performance (All Metrics)**

* **Highest:** Supermarket Type 1
* **Lowest:** Supermarket Type 3

➡ Supermarket Type 1 consistently drives the strongest results across total sales, average sales, item count, rating, and visibility.

**5. Software & Tools Used**

* **Excel / Google Sheets** – For tabular reporting and initial analysis.
* **SQL** – For querying item and outlet performance metrics.
* **Power BI / Tableau** – To create dashboards and visualize sales contributions.
* **Python (Pandas, Matplotlib, Seaborn)** – For advanced analysis and trend modeling.

**6. Findings & Insights**

1. **Low-Fat items outperform Regular items** in sales across all outlet tiers.
2. **Fruits & Vegetables and Snack Foods** dominate sales, showing strong demand.
3. **Older outlets (1998)** generate more sales, highlighting customer loyalty and maturity.
4. **Medium outlet sizes** are the most effective revenue drivers.
5. **Tier 3 outlets** consistently outperform Tier 1 outlets in all sales measures.
6. **Supermarket Type 1** is the most profitable outlet type, while **Supermarket Type 3** underperforms.

**7. Key Findings & Recommendations**

**Key Findings**

* Low Fat products and staple/snack categories are the strongest contributors.
* Tier 3 locations, medium-sized outlets, and older establishments drive the highest sales.
* Certain outlet types (Supermarket Type 3) significantly underperform.

**Recommendations**

1. **Expand Low-Fat Product Range:** Increase availability and marketing for low-fat products across all outlets.
2. **Boost Underperforming Categories:** Introduce promotions or bundling strategies for breakfast and seafood categories.
3. **Revitalize Tier 1 Outlets:** Focus on localized campaigns and customer engagement to boost sales in Tier 1.
4. **Optimize Outlet Portfolio:** Invest in medium-sized outlets and Supermarket Type 1 expansion.
5. **Improve Supermarket Type 3:** Redesign product mix, marketing strategy, or layout to attract more customers.

**8. Conclusion**

The sales performance analysis highlights strong growth driven by low-fat products, staple categories, and high-performing outlet segments such as Tier 3, medium-sized outlets, and older establishments. However, underperformance in certain categories, outlet sizes, and outlet types suggests improvement opportunities. By leveraging these insights, the business can optimize product offerings, improve weaker outlets, and maximize profitability.