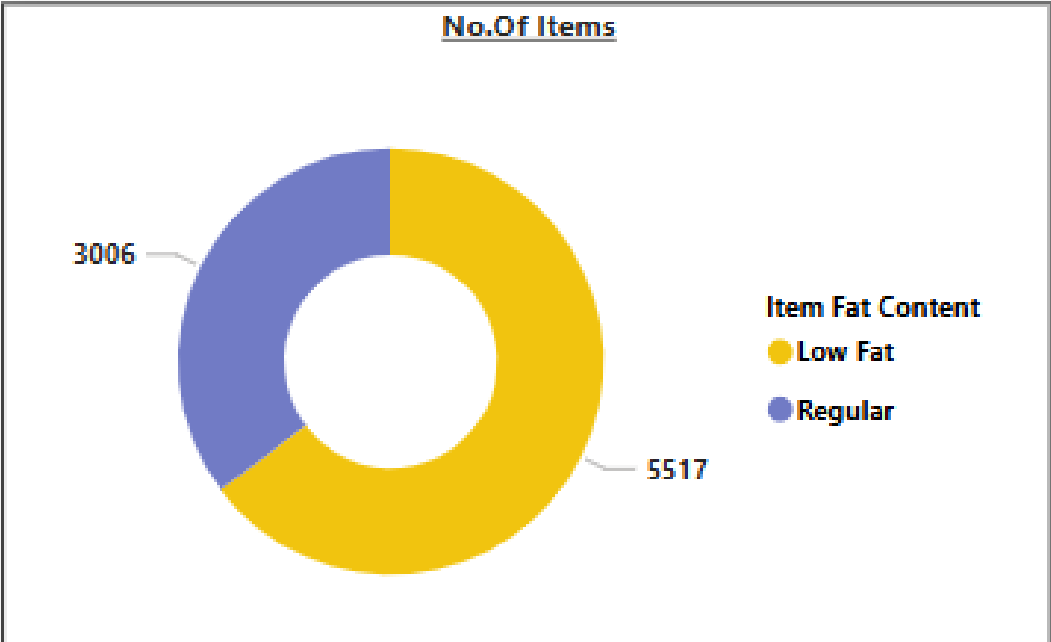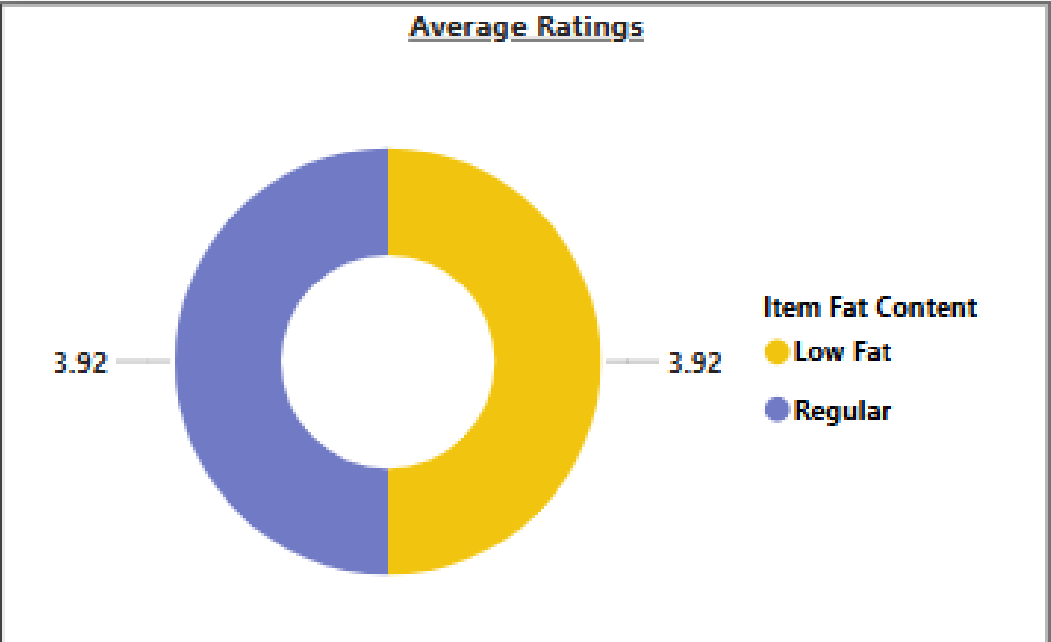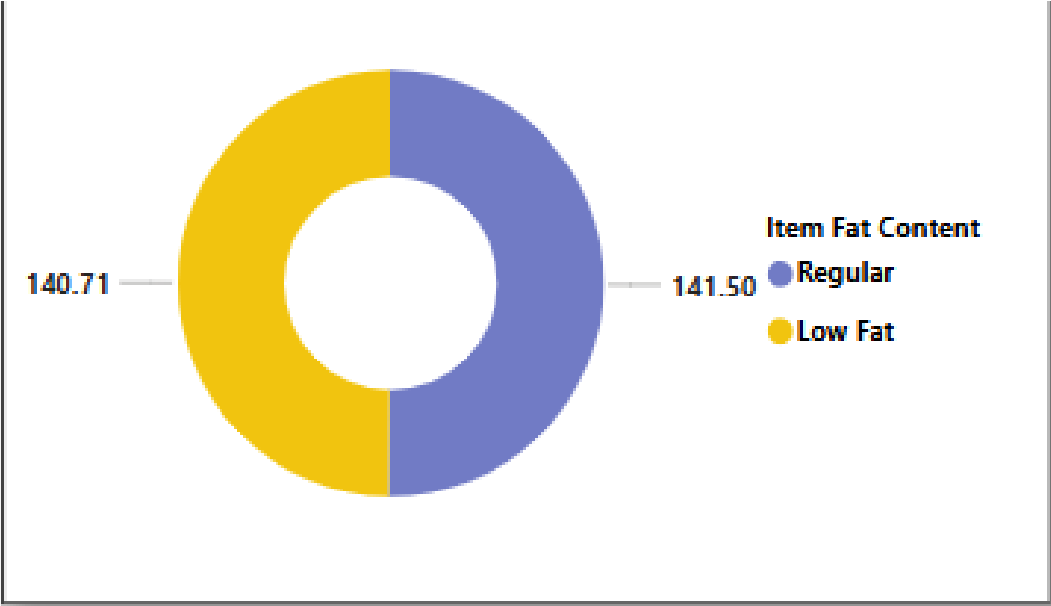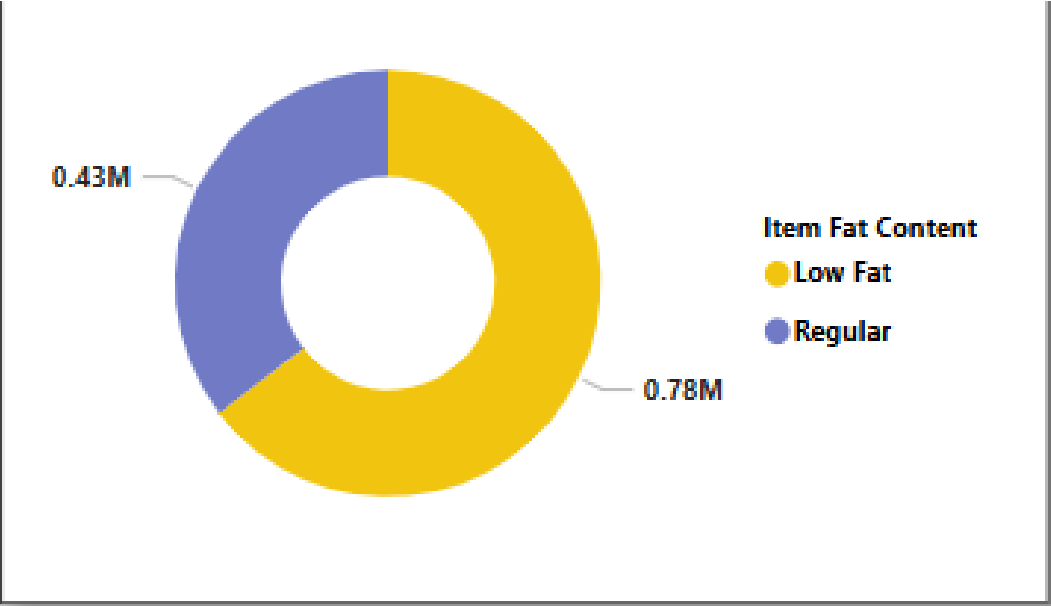# Online Grocery App Analysis

This provides a comprehensive analysis of sales and performance data from an online grocery platform. It highlights key metrics such as **total sales**, **average sales per item**, **average customer ratings**, and **total number of items sold**.

Interactive filters allow the user to explore data based on **outlet location type**, **outlet type**, and **item category**, enabling detailed insights into specific segments of the business.

**Item Fat Content**
- Low Fat
- Regular

0.43M
0.78M

140.71
141.50

**Item Fat Content**
- Regular
- Low Fat

## Average Ratings

3.92
3.92

**Item Fat Content**
- Low Fat
- Regular

## No.Of Items

3006
5517

**Item Fat Content**
- Low Fat
- Regular

**Sales by Outlet Establishment Year**

# Total_sales by Outlet Size



248.99K

507.9K

444.79K

**Outlet Size**
- Medium
- Small
- High
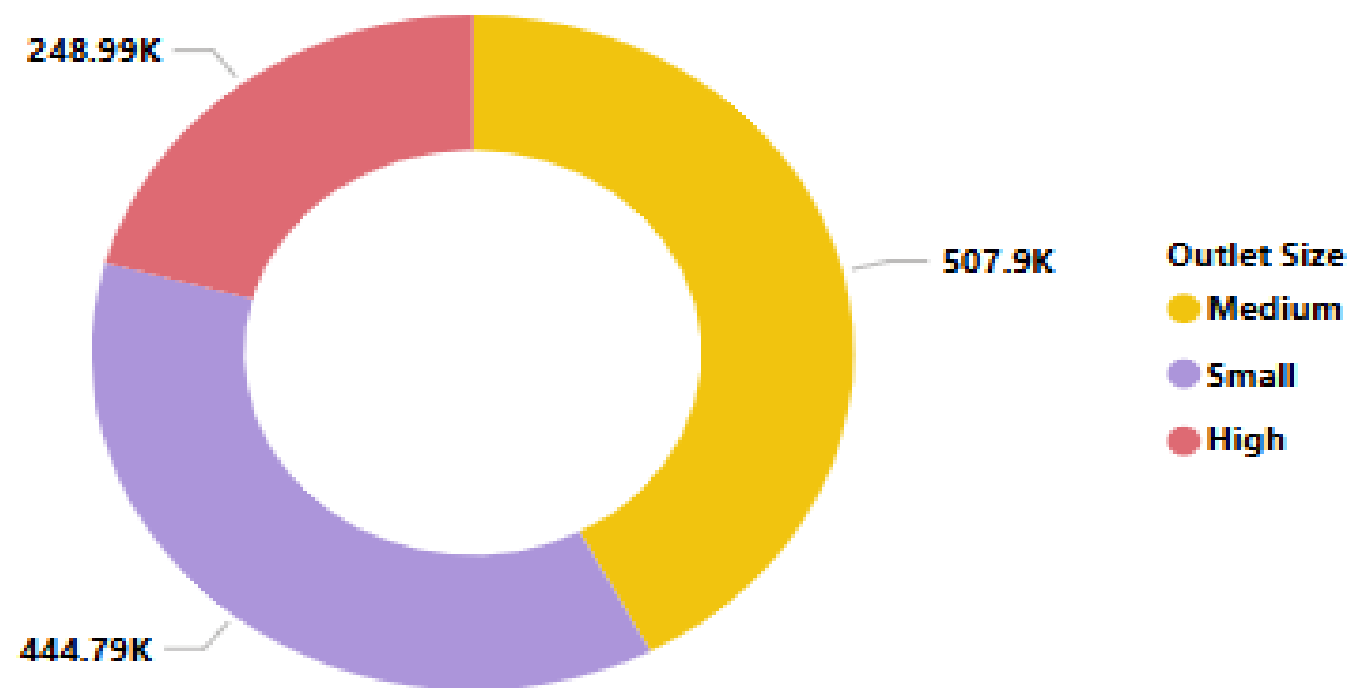
Count of Item Identifier by Outlet Location Type

100%

Tier 3 — 3.35K

Tier 2 — 2.79K

Tier 1 — 2.39K

71.3%
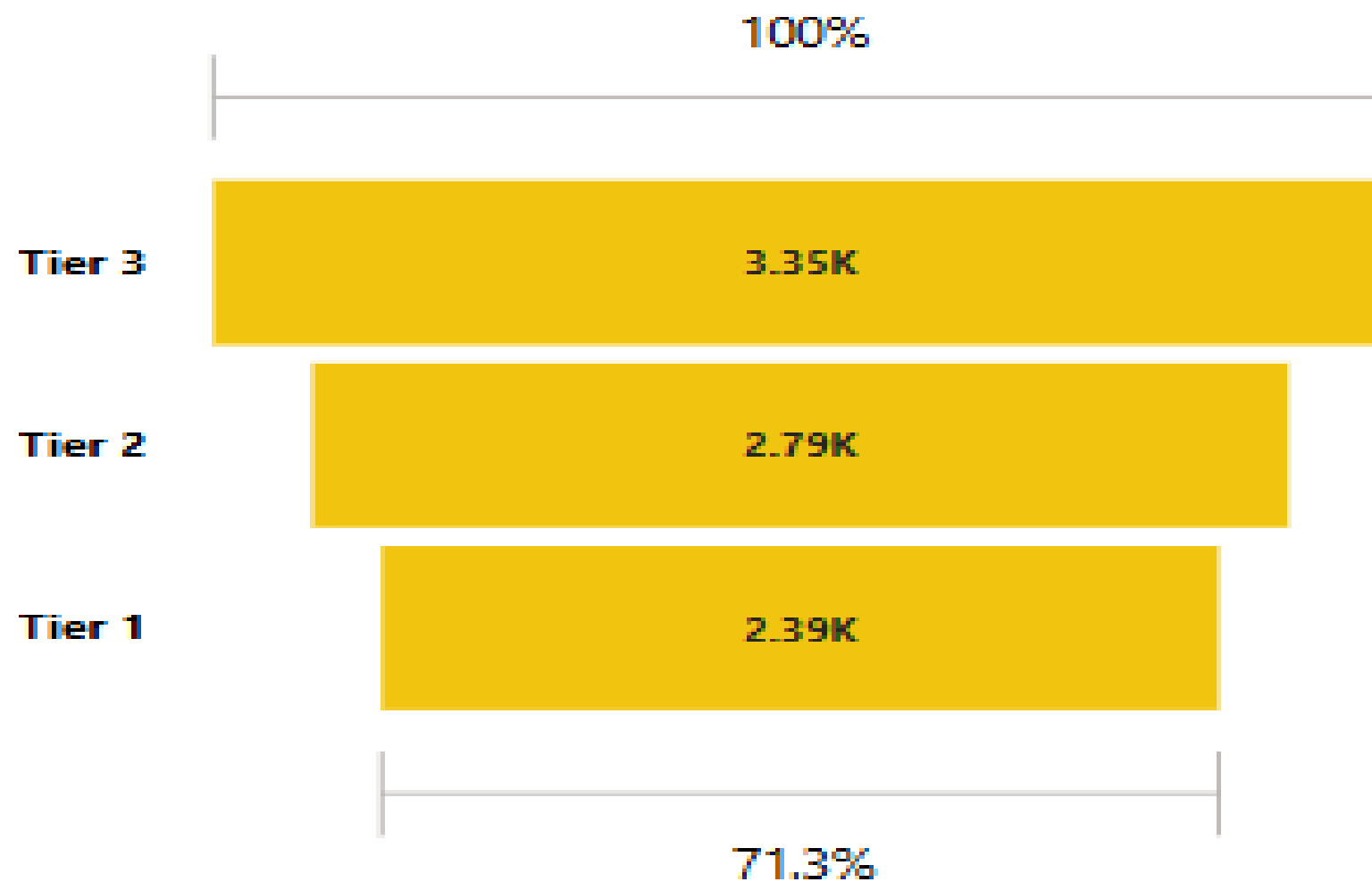
# Total sales by Item Fat Content



425.4K

776.3K

**Item Fat Content**

● Low Fat

● Regular

☐ Total_sales

☐ Total_Items

☐ Avg_sales

☐ Avg_Ratings

## Item Type

| Item Type | Value |
|---|---|
| Fruits and Vegetables | ~178K |
| Snack Foods | ~175K |
| Household | ~135K |
| Frozen Foods | ~118K |
| Dairy | ~102K |
| Canned | ~90K |
| Baking Goods | ~82K |
| Health and Hygiene | ~67K |
| Meat | ~58K |
| Soft Drinks | ~57K |
| Breads | ~35K |
| Hard Drinks | ~28K |
| Others | ~20K |
| Starchy Foods | ~20K |
| Breakfast | ~13K |
| Seafood | ~8K |

Total_sales
Total_Items
Avg_sales
Avg_Ratings

Sum of Sales by Outlet Location Type and Item Fat Content

# Online Grocery App Analysis

## Outlet Location Type
All

## Outlet Type
All

## Item Type
All

| Total Sales | Average Sales |
|---|---|
| 1.20M | 140.99 |

| Average Ratings | No.Of Items |
|---|---|
| 3.92 | 8523 |

## Sales by Outlet Establishment Year



250K
200K
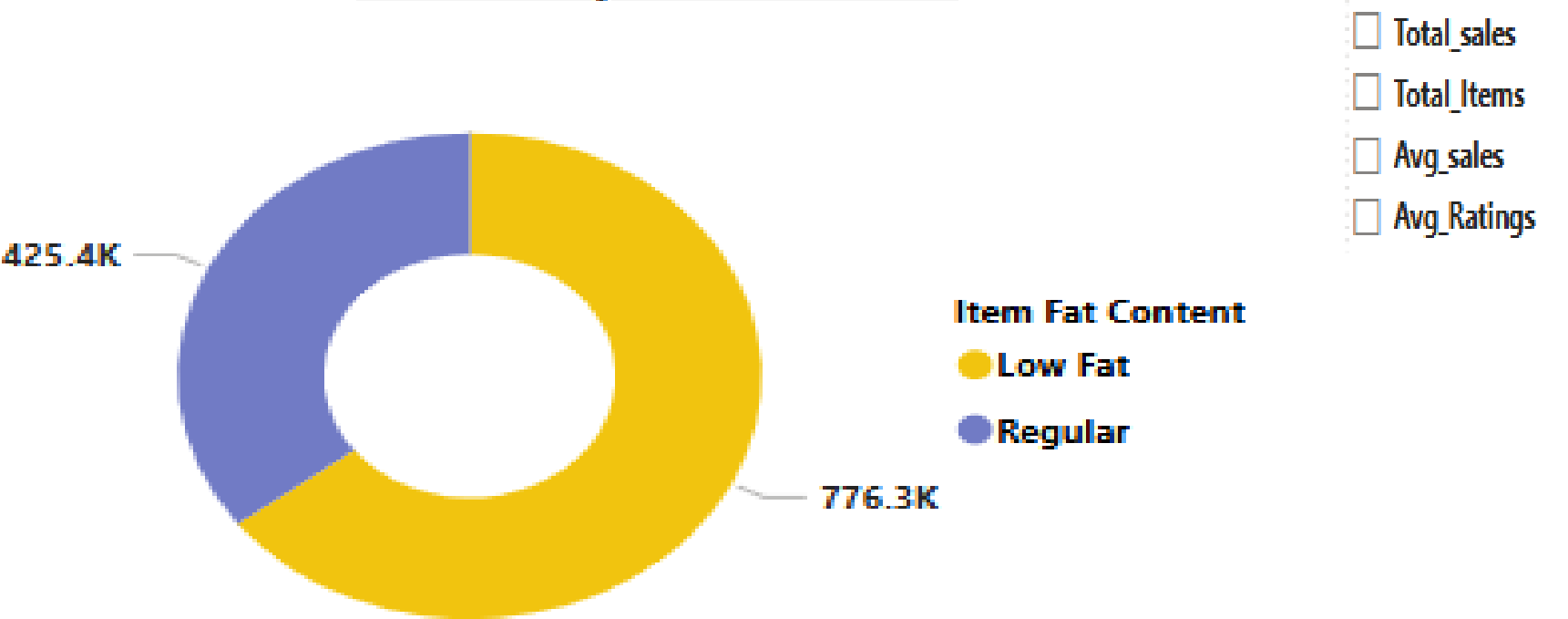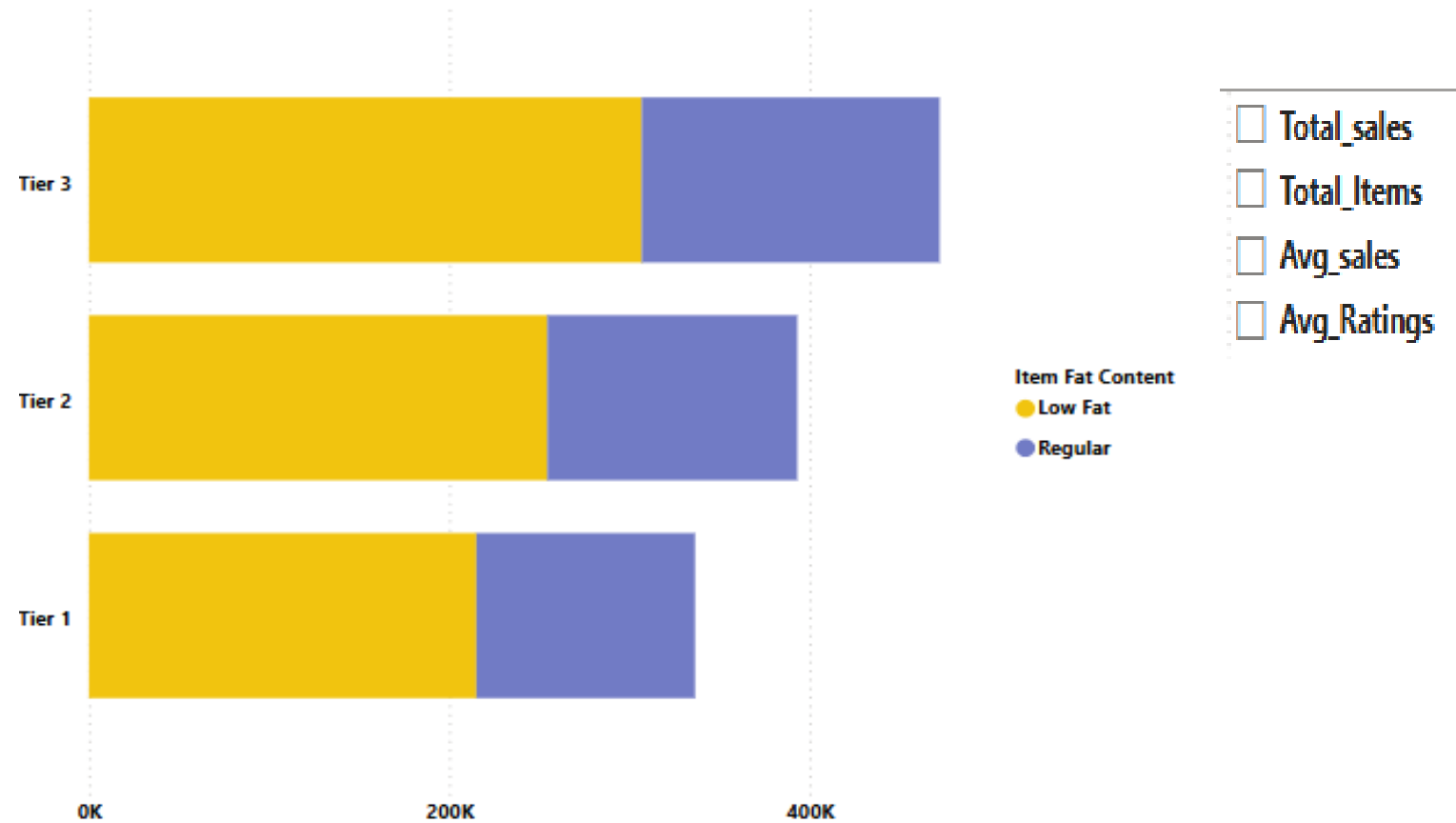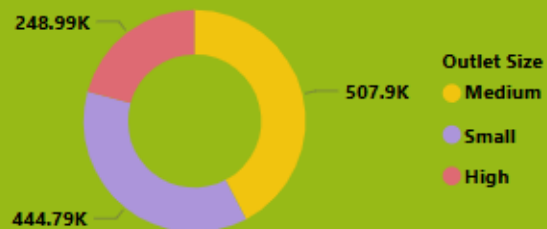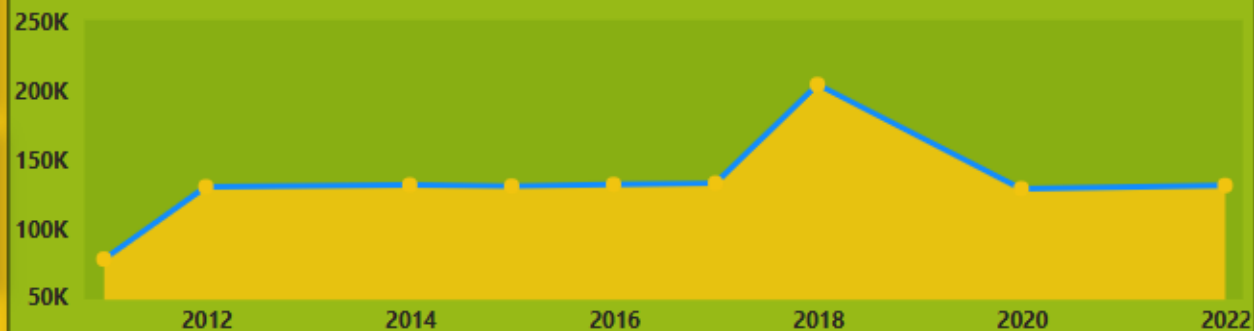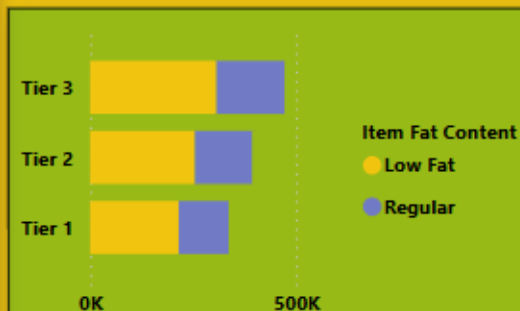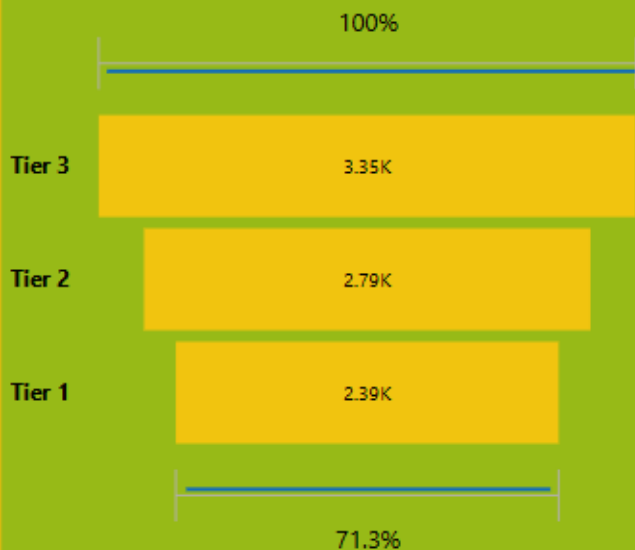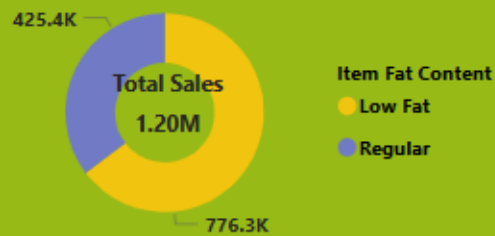150K
100K
50K

2012    2014    2016    2018    2020    2022

**Outlet Size**
- Medium 507.9K
- Small 444.79K
- High 248.99K

| Total_sales | Total_Items | Avg_sales | Avg_Ratings |
|---|---|---|---|

**Item Fat Content**
Total Sales 1.20M
- Low Fat 776.3K
- Regular 425.4K

### Item Type

Fruits and Vegetables
Snack Foods
Household
Frozen Foods
Dairy
Canned
Baking Goods
Health and Hygiene
Meat
Soft Drinks
Breads
Hard Drinks
Others
Starchy Foods
Breakfast
Seafood

0K    50K    100K    150K    200K

100%

| Tier 3 | 3.35K |
| Tier 2 | 2.79K |
| Tier 1 | 2.39K |

71.3%

**Item Fat Content**
- Low Fat
- Regular

Tier 3
Tier 2
Tier 1

0K    500K