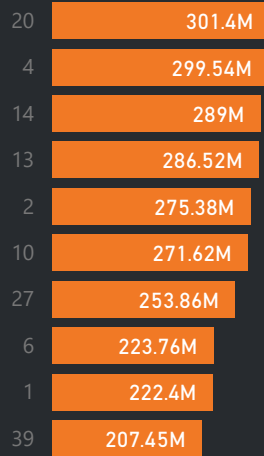


SALES DASHBOARD

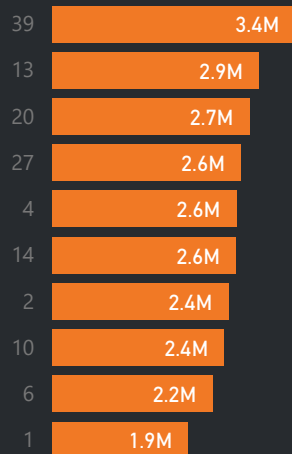
Top 10

Top 5

Top 5 Stores make Sales

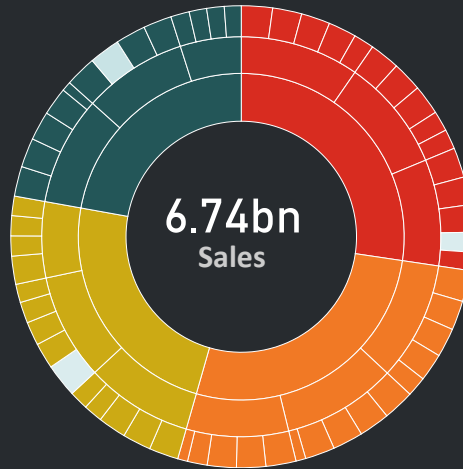


Top 5 Stores do markdowns

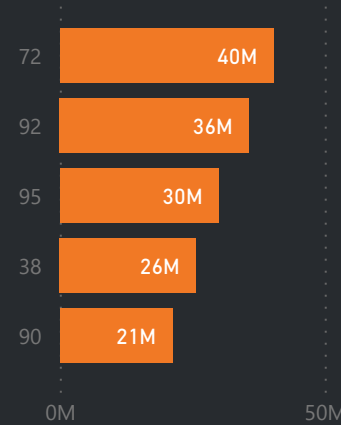


Levels breakdown from Quarters to Week

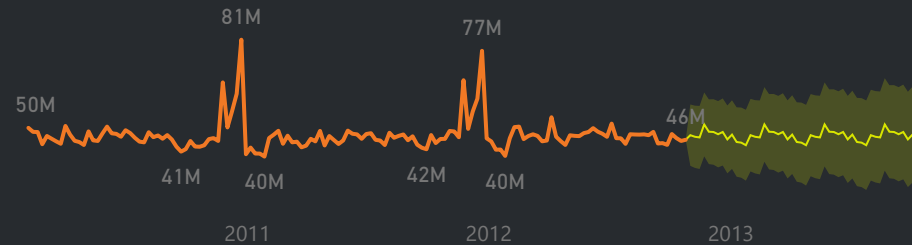
Qtr 1 Qtr 4 Qtr 2 Qtr 3



Top 5 Department sales at holidays

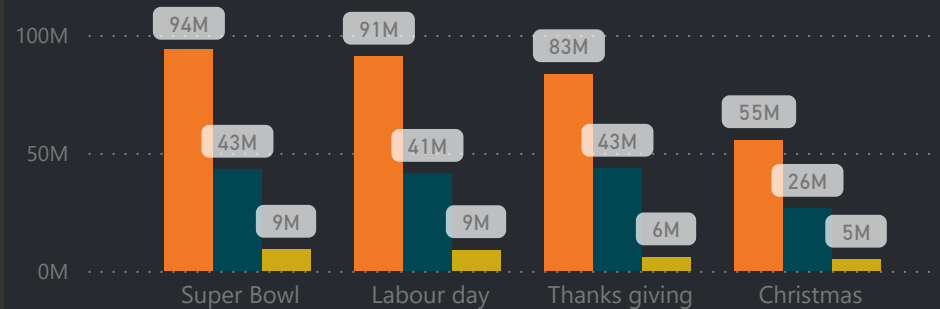


Sles Trend



How events contribute to sales with respect to stores type

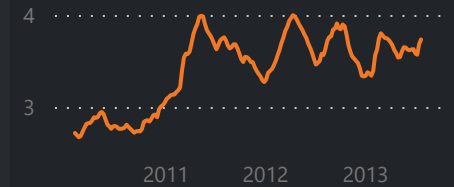
Type A B C



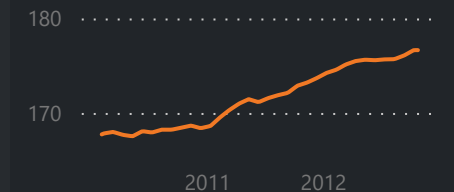
Total Sales 6.74bn



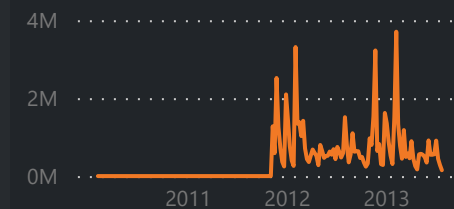
Avg. Fuel Price 3.41



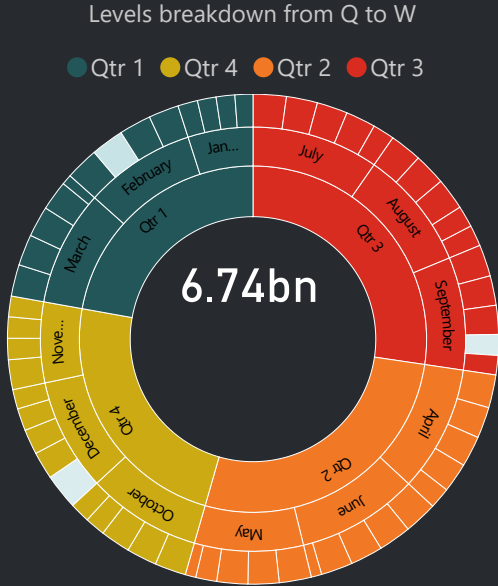
Avg. CPI 175.18



Markdowns 72.74M



SALES PERFORMANCE STORY



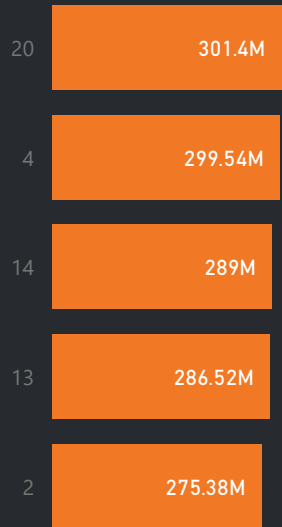
The Sunburst chart allows a three-level sales breakdown from the Quarter to week

Looking at the chart Q2, Q3 Contribute the most to total Sales, and December contribute the most among other months and last week in the years the most week

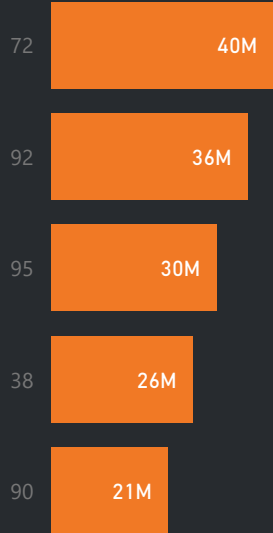
Top 5 Stores contribute to total sales are 20, 4, 14, 13, and 2.

Also the top Departments are 72, 92, 95, 38 and 90

Top Sales per Stores



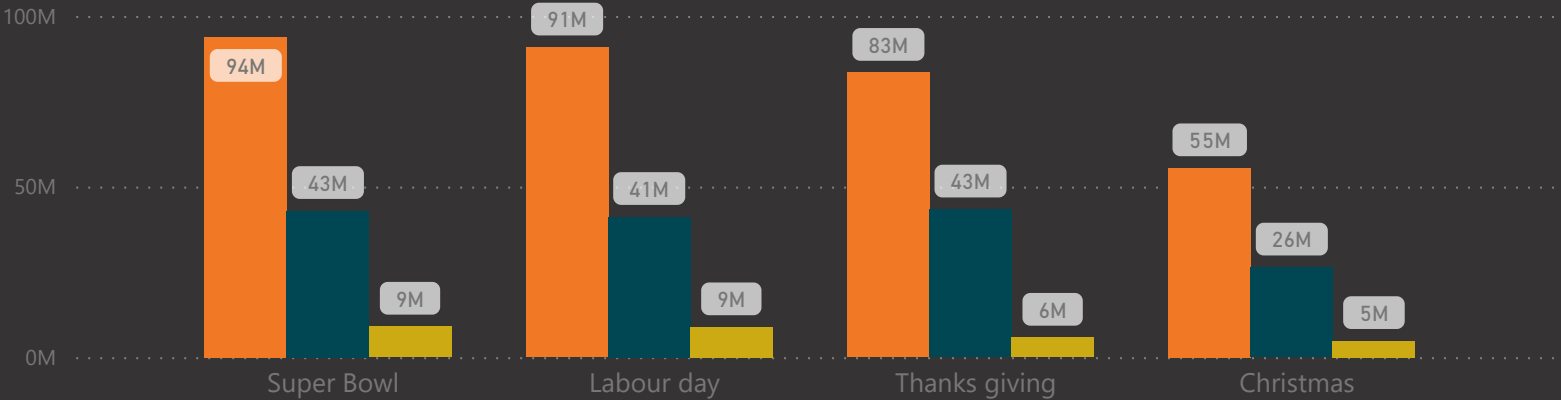
Top Department in holidays



The Chart Below Shows how different markdowns contribute to total sales with respect to type of store

Sales of Events per Type

Type ● A ● B ● C

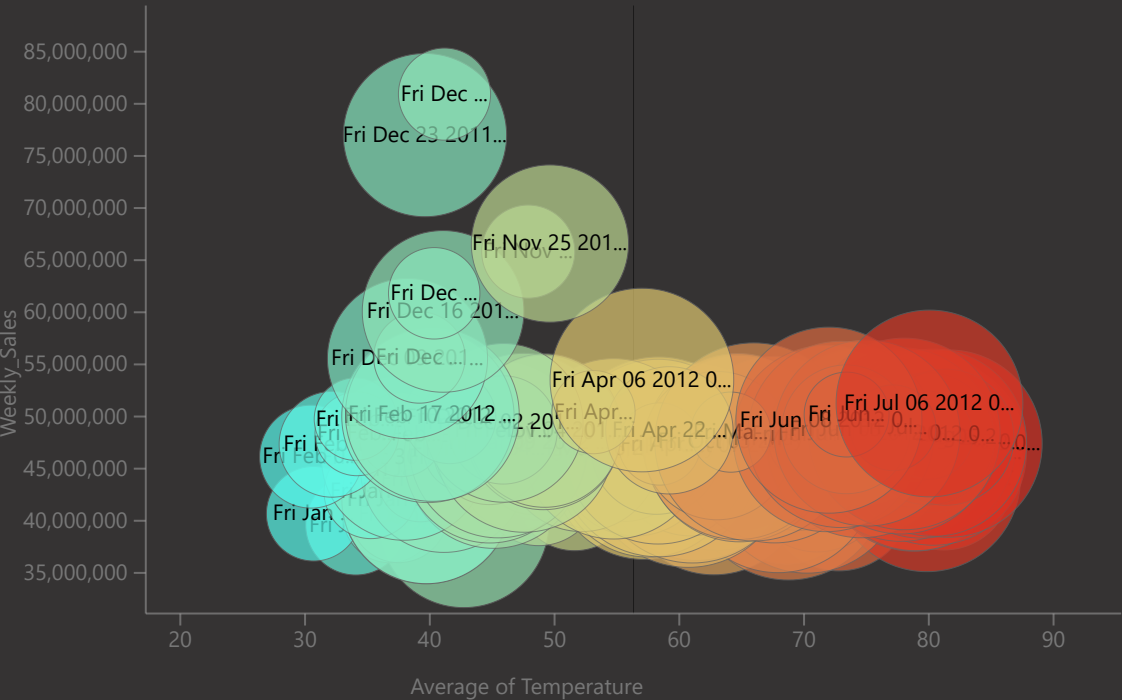


EXTERNAL EFFECTS

The Affect of temperature (colour) and CPI (circle) on total sales across the time.

The Total sales increase with decrease in temperature, but higher CPI is not Associated with higher Sales.

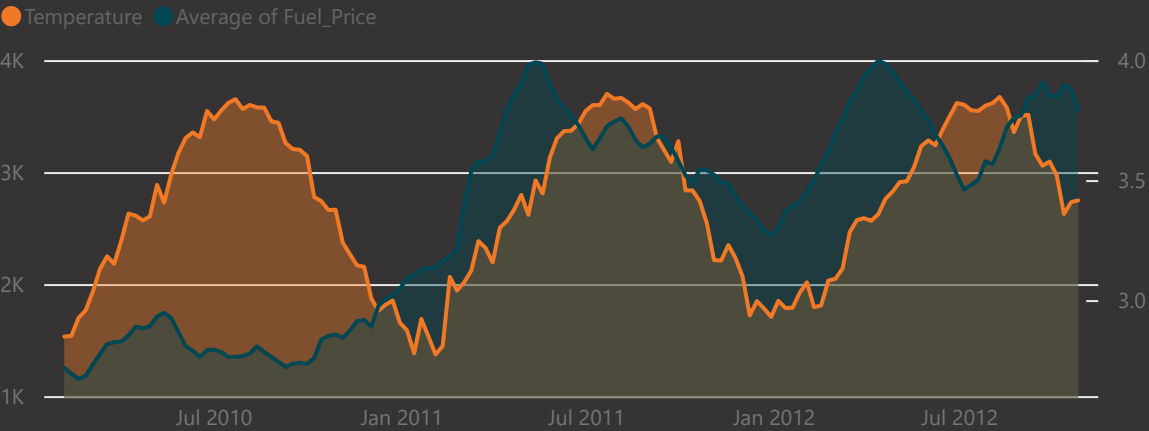
Average of Temperature, Weekly_Sales and Average of CPI by Date



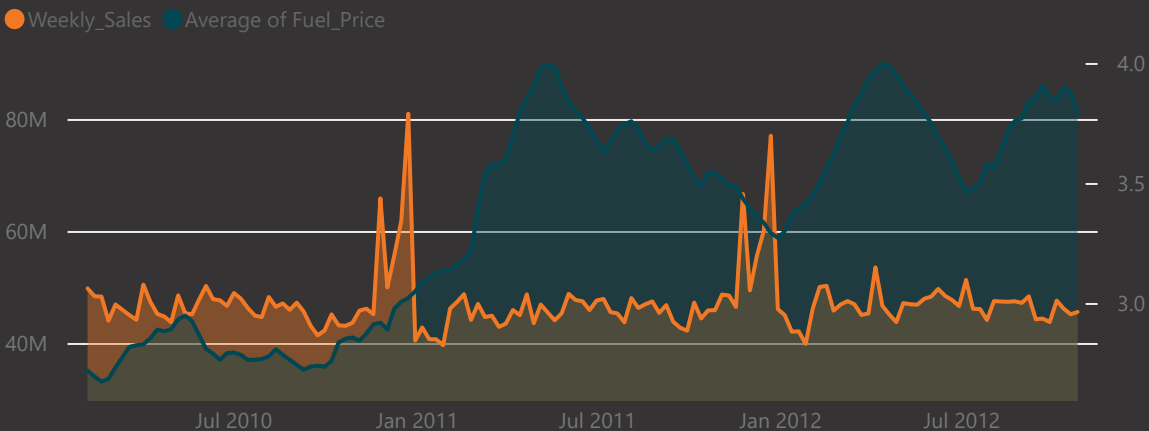
The Two Graphs Below shows the effect of Temperature on the Fuel Price and the effect of Fuel Price on total Sales.

It shows that High temperature increase the Fuel Price but higher Fuel Price not systematically associated with higher sales.

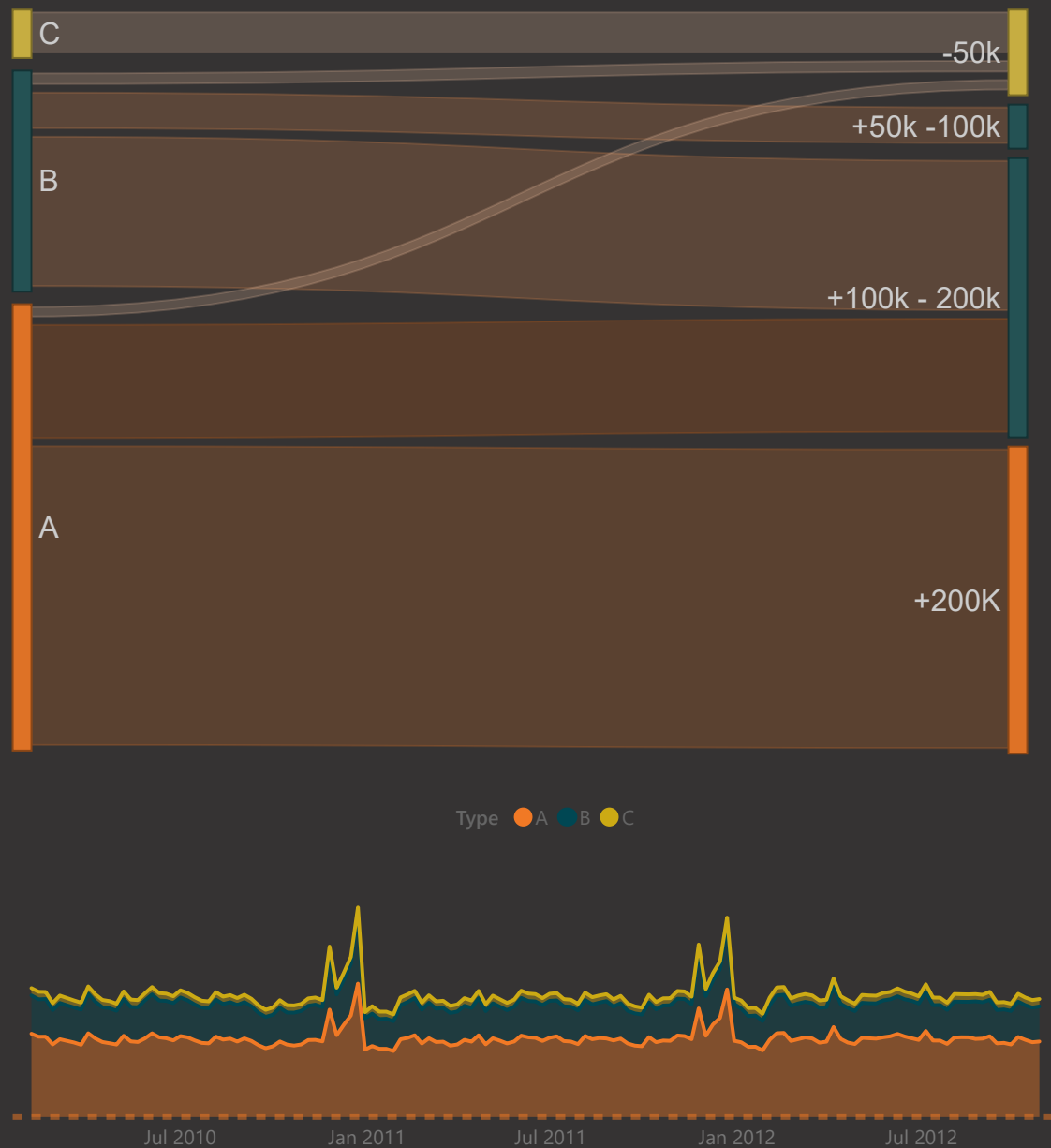
Temperature and Average of Fuel_Price by Date



Weekly_Sales and Average of Fuel_Price by Date

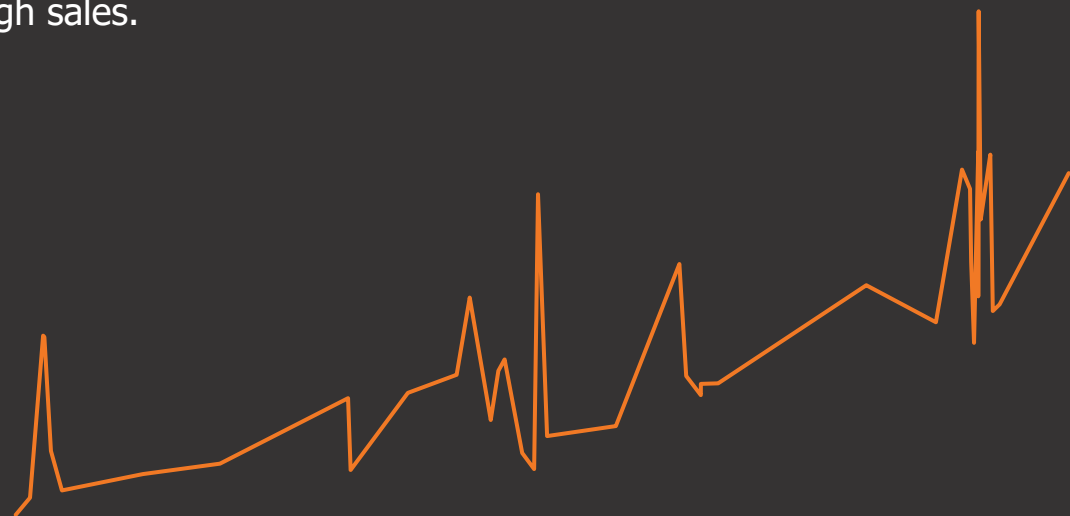


Correlations between Store size and Type with respect to total Sales



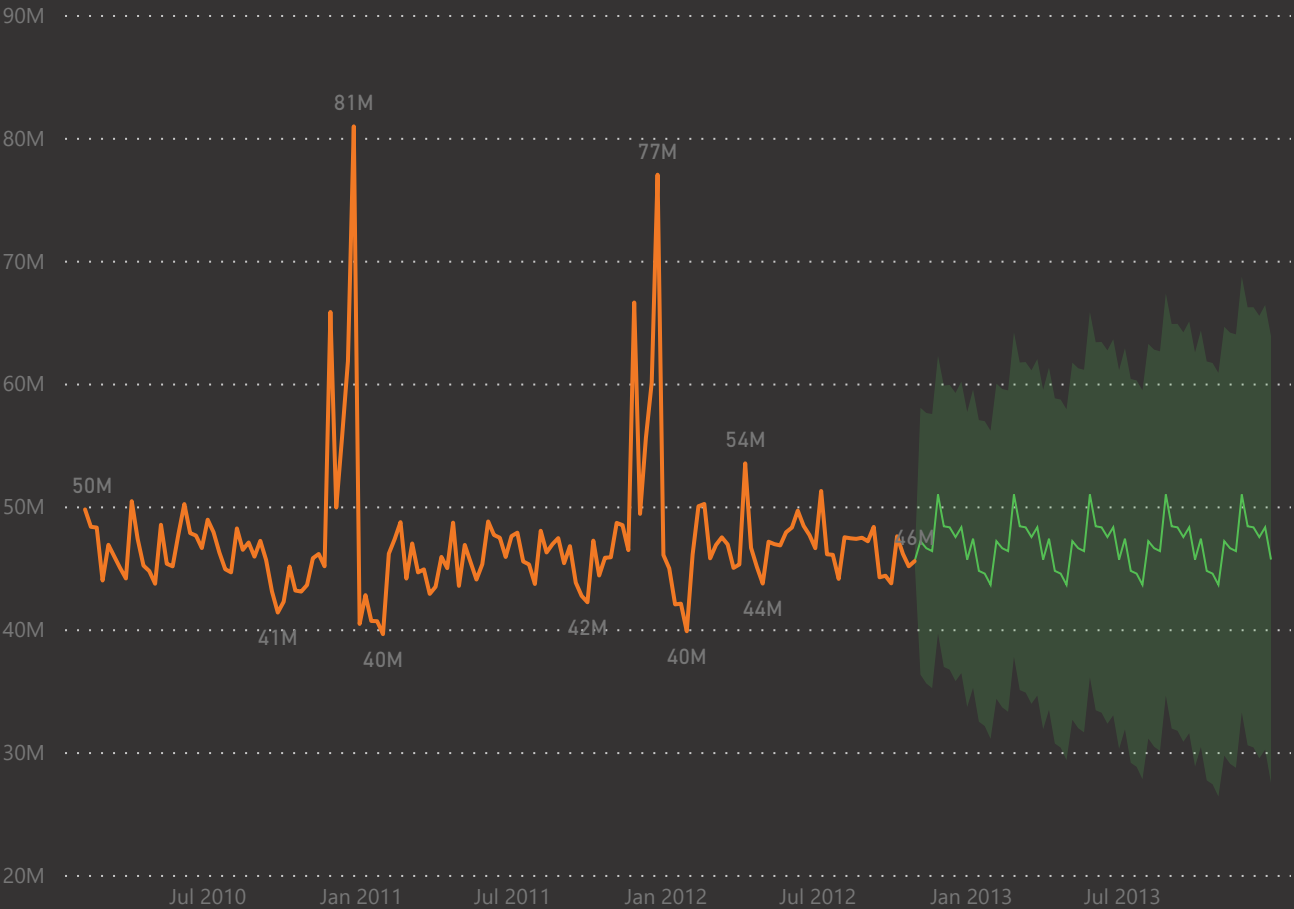
Looking at the Sankey Chart, It shows the association between Size of store and Type of the store and how they contribute to total sales.

It shows that the size impact the type and higher size leads to high sales.



2013 Forecasting

Forecasting for next year saless



2012 Cumulative Sales

cumulative sales and cumulative 2012 forecast by Date

