

OVERVIEW

50

Stores

35

Products

29

Cities

14M

Total Revenue

10.43M

Total Cost

4.01M

Profit

No: of Stores by Location Type

Downtown

29

Commercial

12

Re...

6

Air...

3

Year-by Year Profit Trend

Year ● 2017 ● 2018



Year-by Year Sales Trend

Year ● 2017 ● 2018



Overview

Sales Analysis-1

Sales Analysis-2

Inventory Analysis

Key Insights



22.68K
Average Revenue

17.42
Average Sales

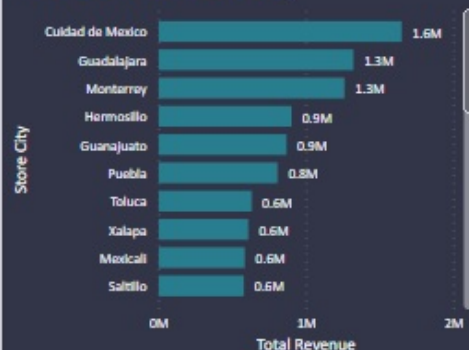
1.71K
Average Sales Per Day

1.30K
Average Customers Per Day

Product_Category
All

SALES ANALYSIS-1

Revenue Generated from each City



Monthly Revenue Trend



Weekly Revenue Trend



Seasonality Trend by Product Category



Overview

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Key Insights

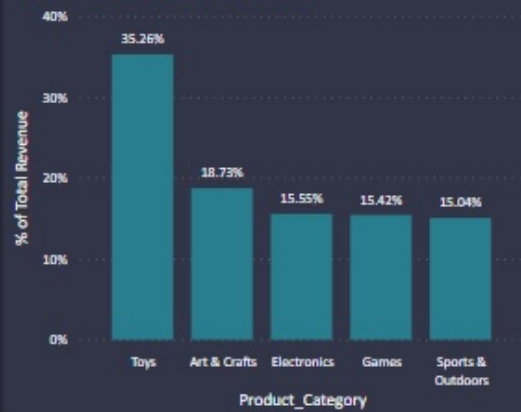
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SALES ANALYSIS-2

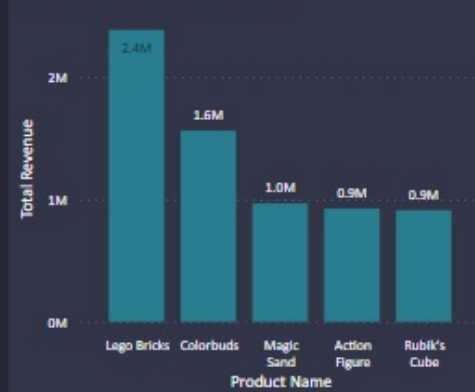
Product_Category

All

Revenue Share by Product Category



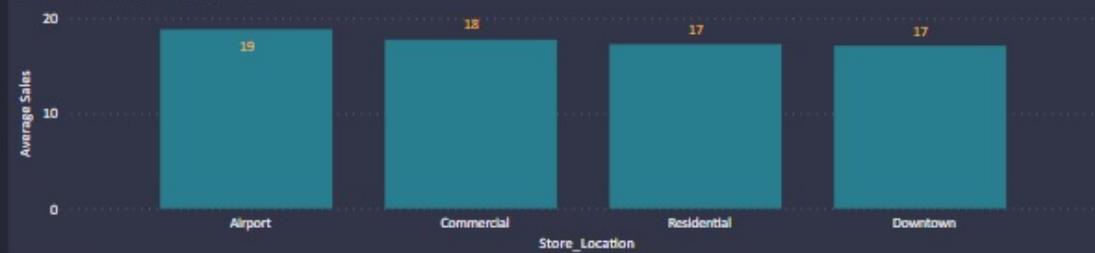
Revenue Share by Product Name



Sales Figures by Store Location



Average Sales by Store Location



Overview

Sales Analysis-1

Sales Analysis-2 ^x

Inventory Analysis

Key Insights



INVENTORY ANALYSIS

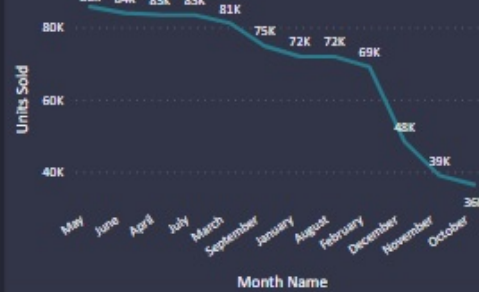
Product_Category

All

Units Sold Each Day



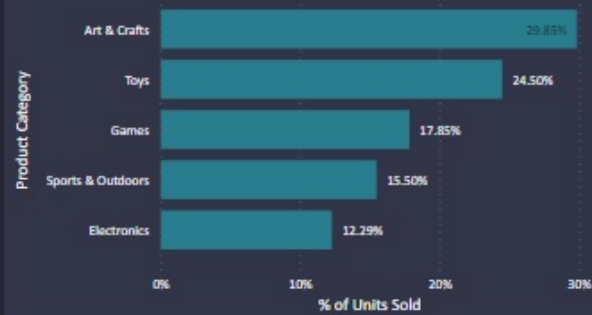
Units Sold Each Month



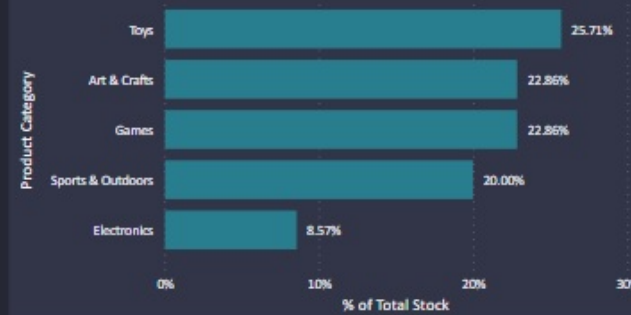
Units Sold by Product Name



% Units Sold by Product category



Total Stock by Product Category



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Key Insights



KEY INSIGHTS

- . Stores located in Downtown area yields 57% of the total revenue than other areas. Prioritize building stores in Airports , Residential and Commercial areas.
- . Items belonging to 'Sports and Outdoors' and 'Games' take 43% of the total shelf space. Limit restocking of items belonging to these categories.
- . The company can provide discounts on slow moving products to boost sales.
- . Both categories generate a combined total of 30% share of total revenue. The company has to look towards improving marketing efforts for these products.
- . Peak seasons during the year is between March and September with sales being higher than any other time of the year.
- . Analyzing on a day level basis, sales starts increasing on Thursdays and peaks on Sundays thus showing an increase in sales during weekends.



Overview

Sales Analysis-1

Sales Analysis-2

Inventory Analysis

Key Insights ^x

