

# Hypermarket Sales Performance 2015

Year

2015

|        |          |
|--------|----------|
| AOV    | Quantity |
| Profit | Sales    |

PYTD

484.2K

YTD vs PYTD

-13.7K

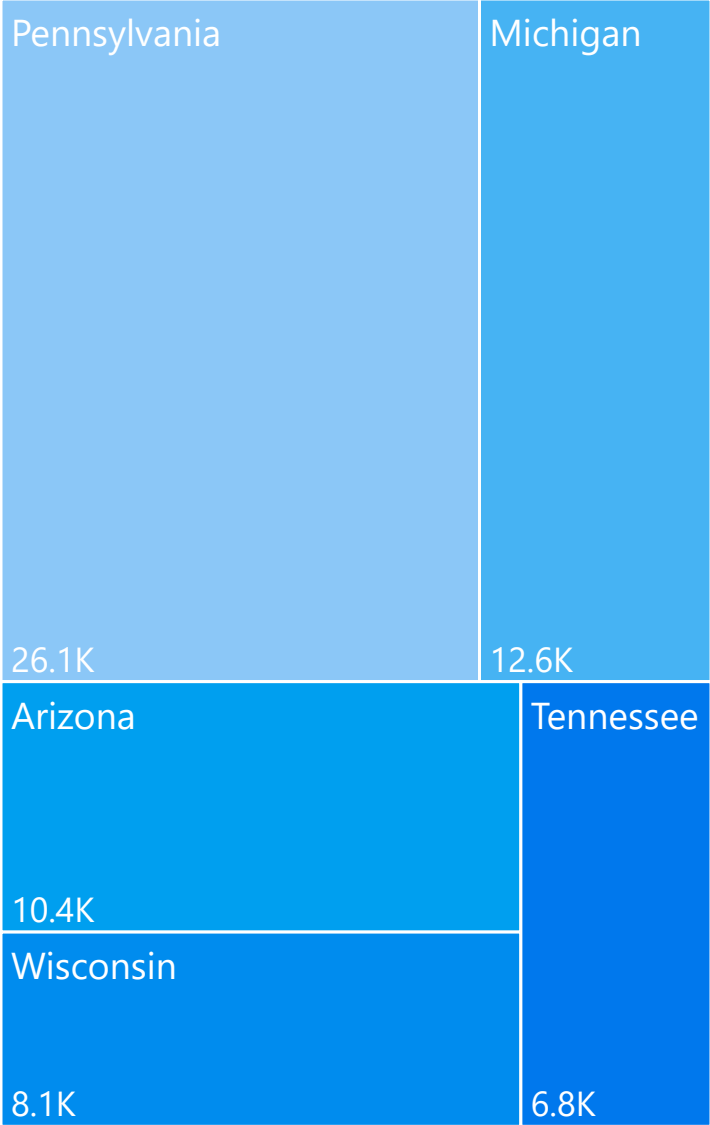
YTD

470.5K

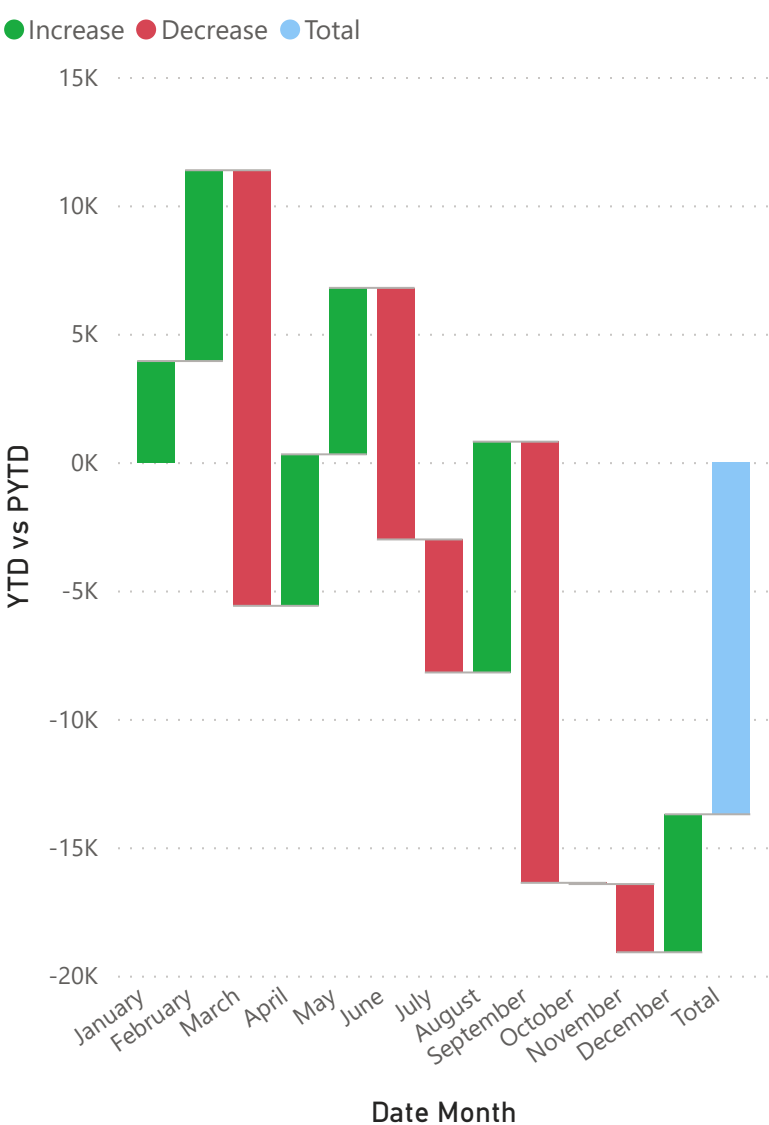
GP%

13.1%

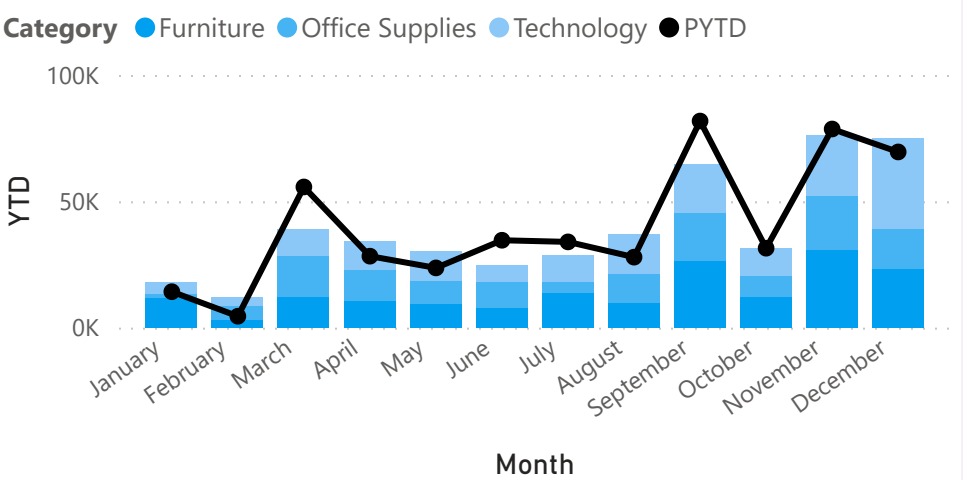
Sales Top 5 YTD vs PYTD by | State



Sales YTD vs PYTD by | Month - Segment - State



Sales YTD & PYTD by | Month - Category



Sales YTD vs PYTD Heatmap by | Month - Region

| Month     | Central    | East      | South      | West      |
|-----------|------------|-----------|------------|-----------|
| January   | 5,668.39   | 1,589.01  | -5,443.75  | 2,123.53  |
| February  | 2,924.58   | -532.45   | -466.59    | 5,505.98  |
| March     | 3,500.30   | -1,644.07 | -12,967.21 | -5,853.78 |
| April     | 3,310.50   | 8,715.19  | -1,668.77  | -4,457.05 |
| May       | 351.30     | 2,853.56  | -4,384.22  | 7,662.75  |
| June      | -2,764.07  | -2,348.97 | 2,411.83   | -7,096.62 |
| July      | -6,106.63  | 3,863.98  | 898.15     | -3,836.57 |
| August    | -2,776.74  | 8,710.79  | 346.57     | 2,708.24  |
| September | -12,473.42 | 7,956.49  | -3,333.17  | -9,331.34 |
| October   | -3,053.36  | 1,601.15  | 2,776.31   | -1,372.57 |
| November  | 88.39      | -5,952.49 | 255.72     | 2,952.23  |
| December  | 8,173.78   | 5,084.78  | -4,490.68  | -3,393.97 |

# Hyper Market Product Sales Performance

Year

All

|          |       |
|----------|-------|
| Profit   | Sales |
| Quantity |       |

Sales

2.3M

Quantity

37.9K

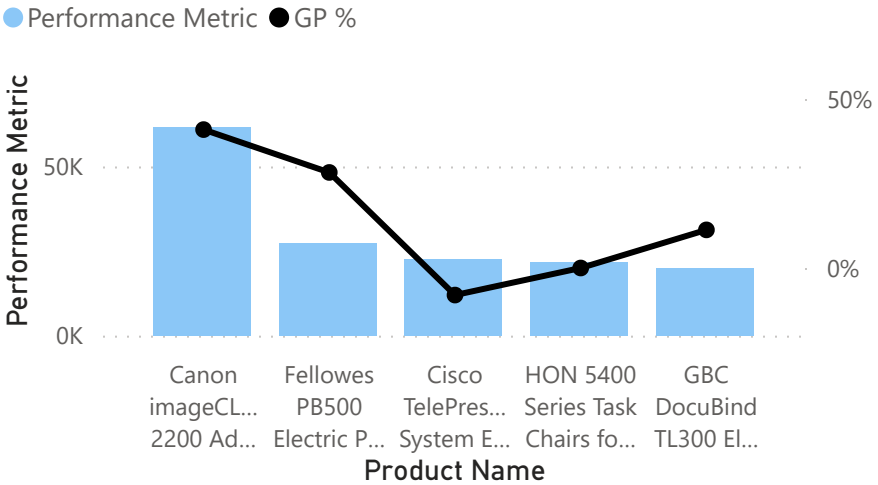
Profit

286.4K

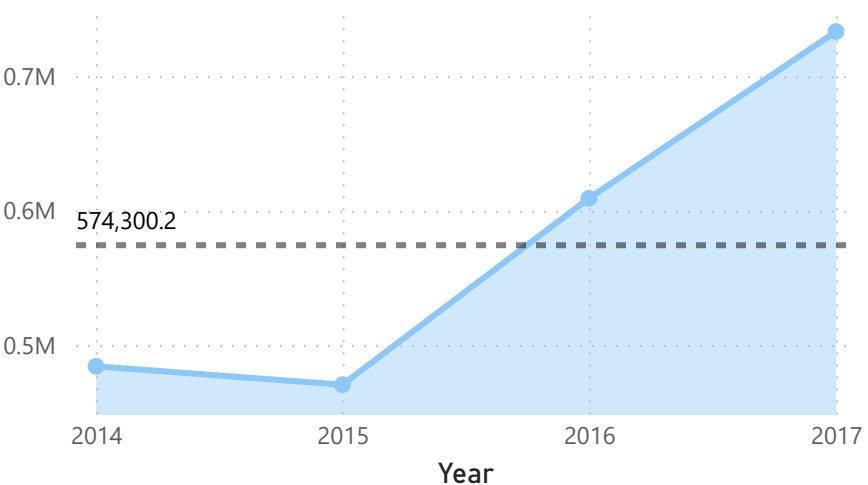
GP%

12.5%

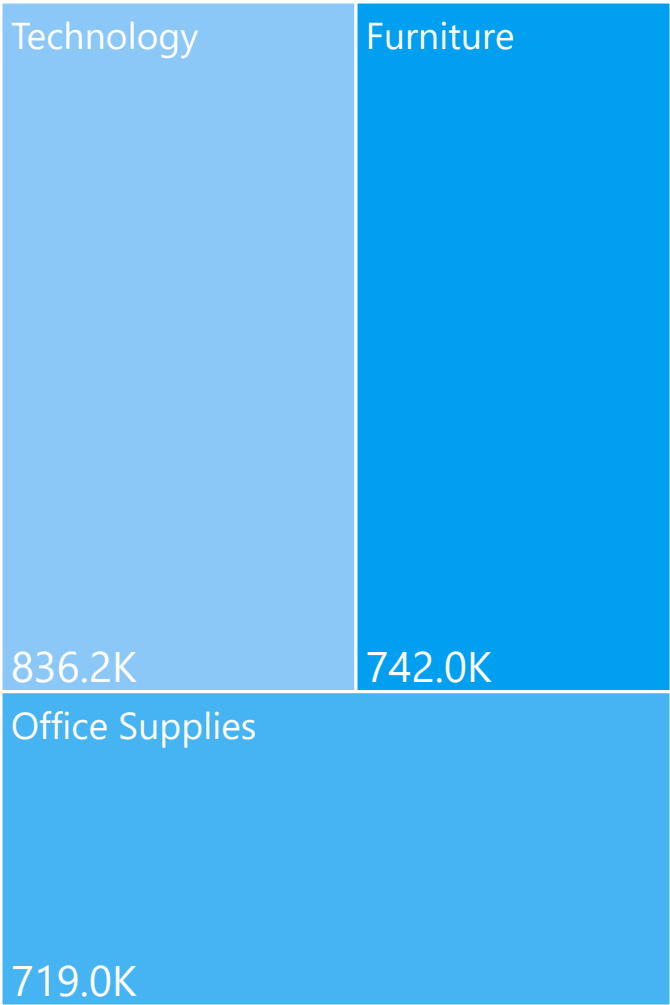
Top 5 Products by | Sales -GP%



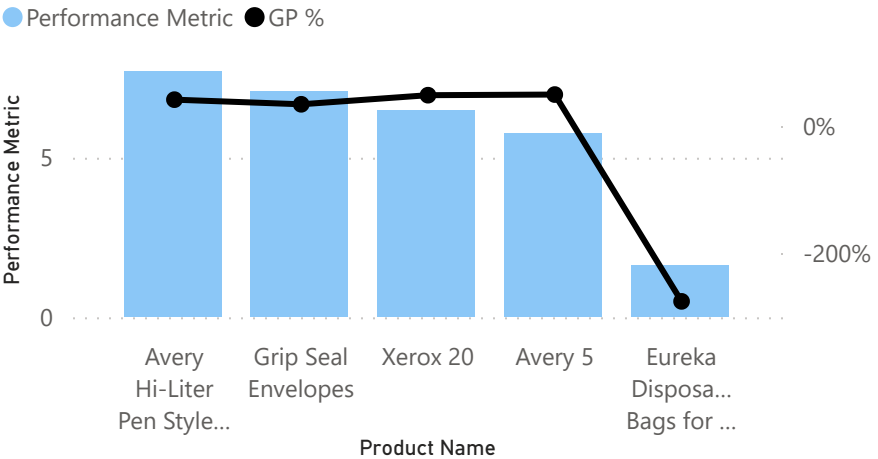
Total Sales by | Year- Month- Day



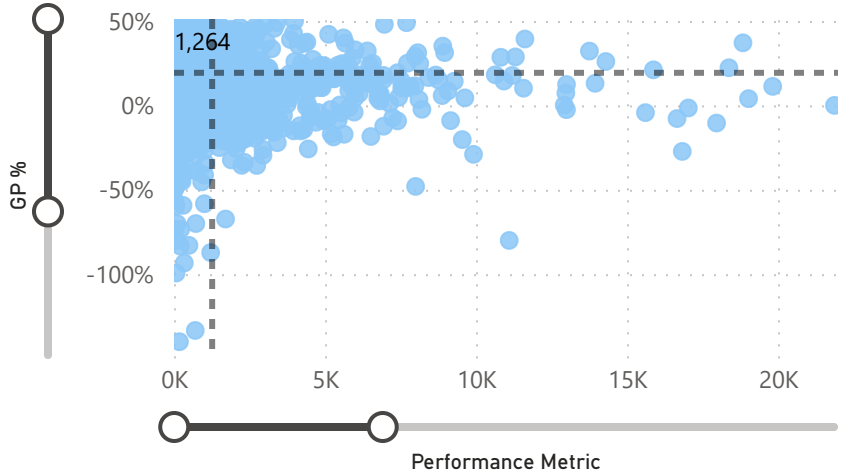
Total Sales by | Category - Sub-Category



Bottom 5 Products by | Sales -GP%



Total Sales and GP% by | Product Name



# Hypermarket Customer Sales Performance

Year

All

|        |          |
|--------|----------|
| AOV    | Quantity |
| Profit | Sales    |

Total Customers

793

ARPC

2.90K

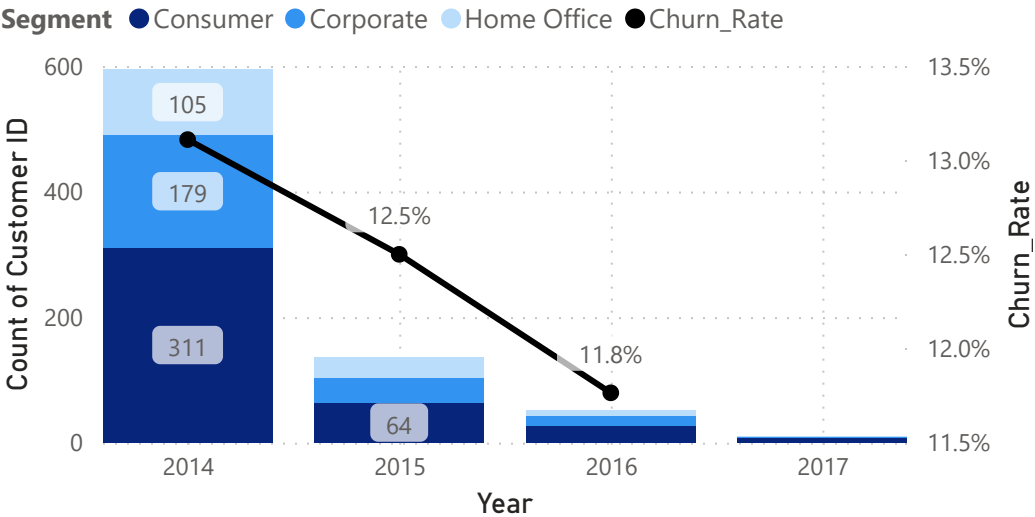
Churn Rate

12.7%

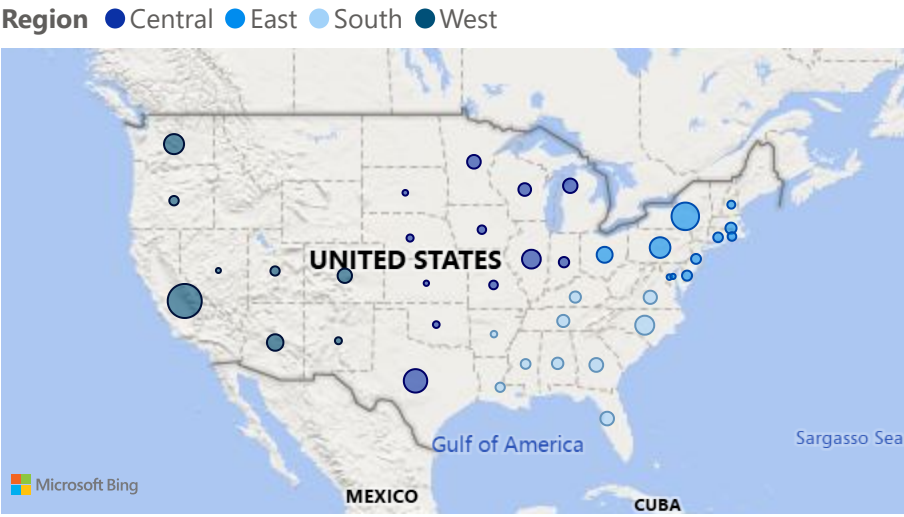
CLV

143.18K

Customers Aquired & Churn Rate by | Year - Month - Segment



Sales by | state - Region



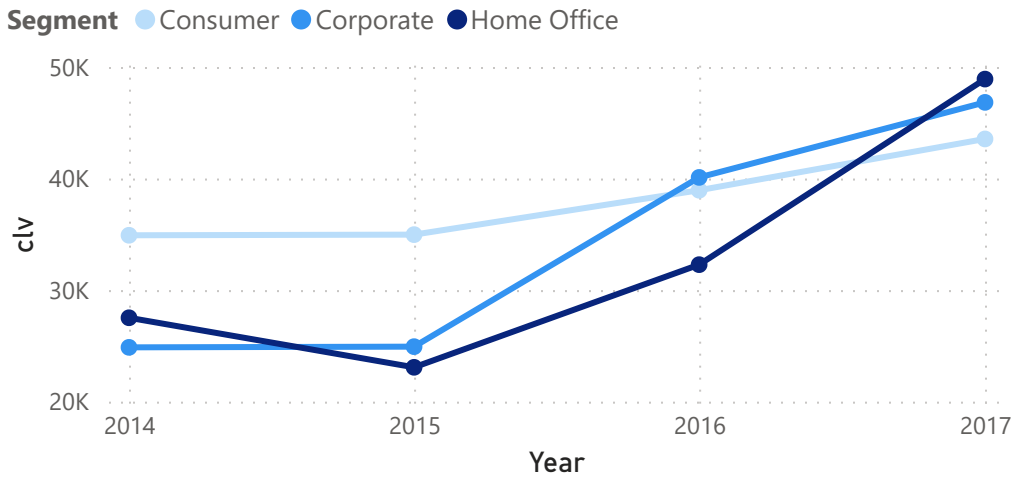
Sales & Churn Rate by | Customer Segment

**Consumer**  
1,161,401.35  
Performance Metric  
11.7%  
Churn Rate

**Corporate**  
706,146.37  
Performance Metric  
14.0%  
Churn Rate

**Home Office**  
429,653.15  
Performance Metric  
13.5%  
Churn Rate

CLV by | Year - Quarter - Segment



Customers by | Sales - CLV

