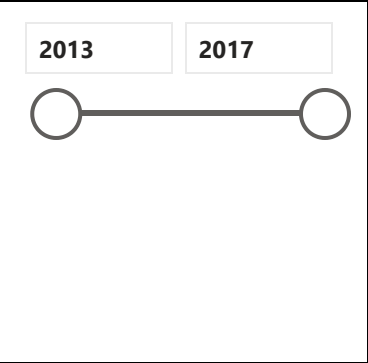


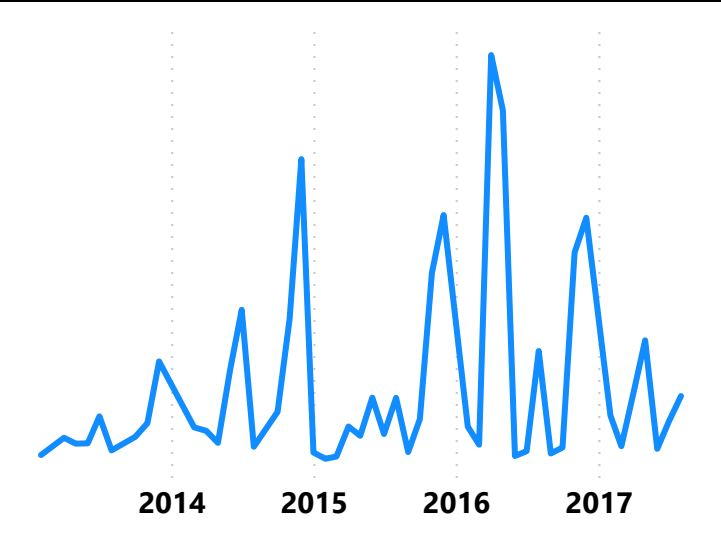
YEARS



CITY

- ☐ Ambato
- ☐ Babahoyo
- ☐ Cayambe
- ☐ Cuenca
- ☐ Daule
- ☐ El Carmen
- ☐ Esmeraldas
- ☐ Guaranda
- ☐ Guayaquil
- ☐ Ibarra
- ☐ Latacunga
- ☐ Libertad

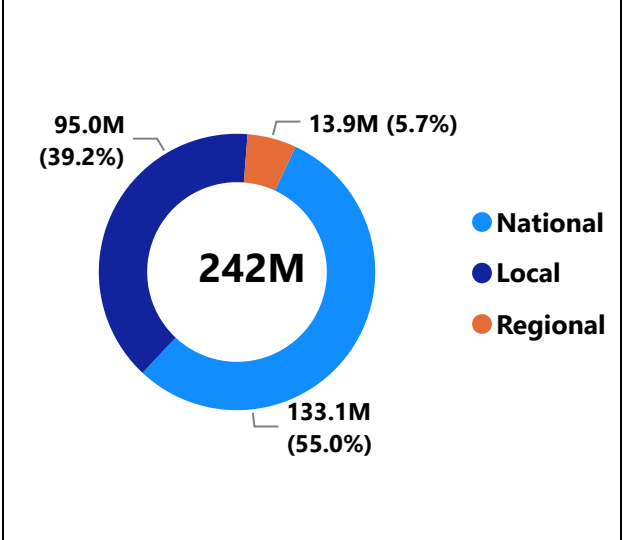
TOTAL SALES BY YEAR & MONTH



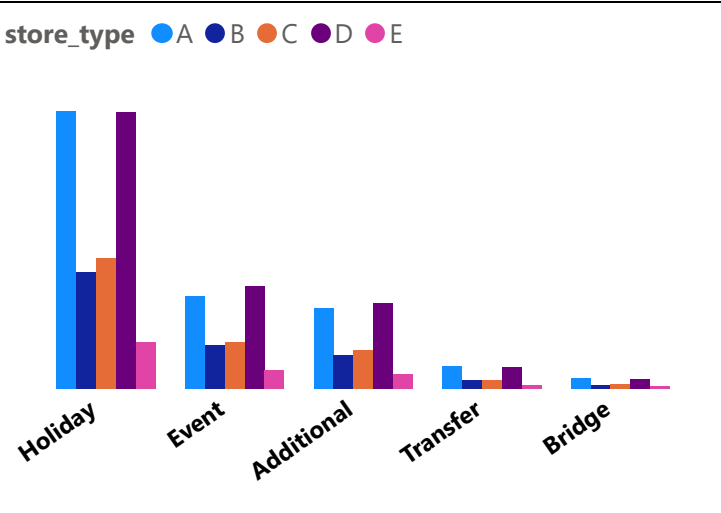
STATES MAP



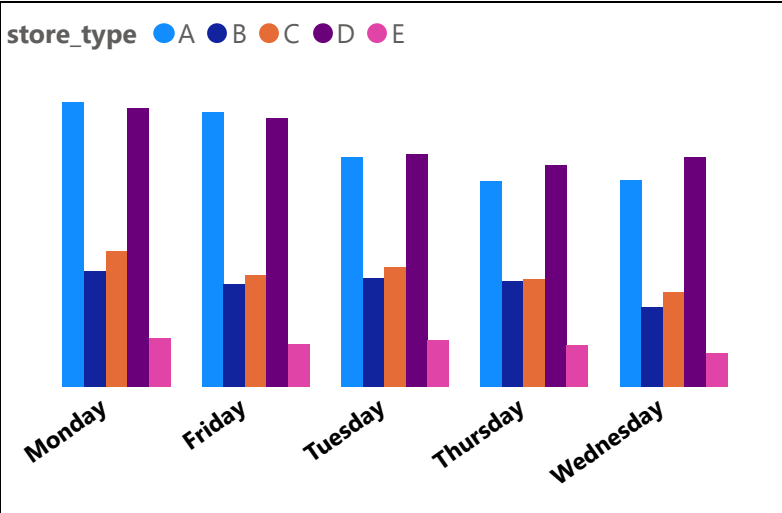
TOTAL SALES BY LOCAL



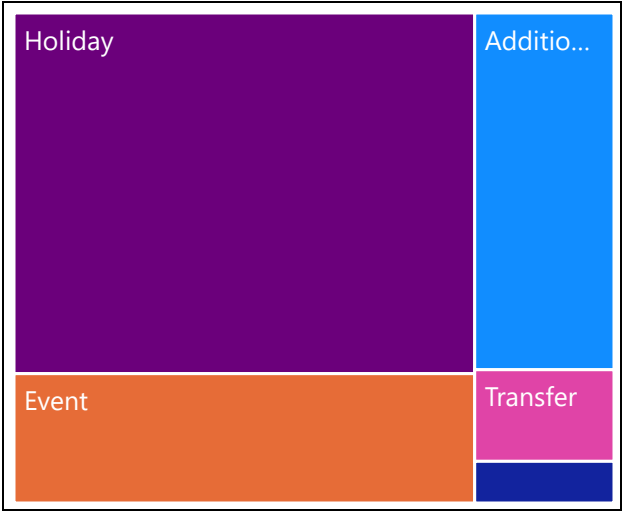
TOTAL SALES BY EVENT TYPE



TOTAL SALES BY DAY NAME



TOTAL SALES BY EVENT TYPE



TOTAL SALES KEY INFLUENCERS

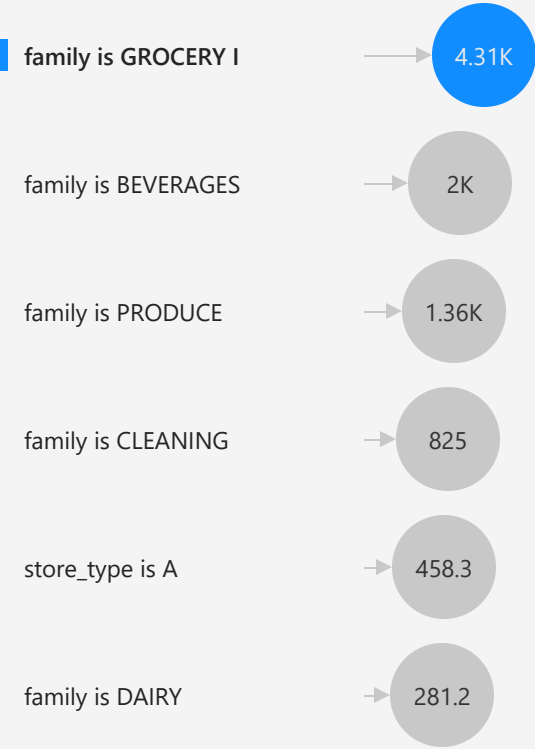
Key influencers Top segments

What influences sales to

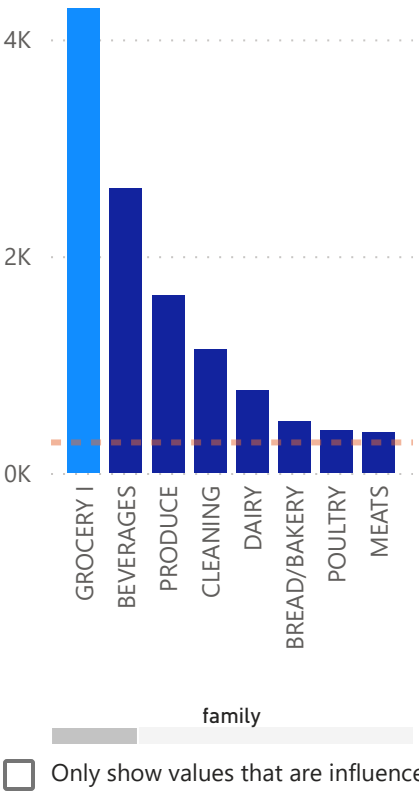
Increase

 ?

When... the average of sales increases by



← sales is more likely to increase when family is GROCERY I than otherwise (on average).



TOTAL SALES BY FAMILY AND EVENT TYPE

family	Additional	Bridge	Event	Holiday	Transl
GROCERY I	13,249,615.32	1,497,928.26	16,027,580.15	44,061,545.63	3,112,6
BEVERAGES	7,384,270.00	989,840.00	10,326,148.00	26,820,002.00	2,273,2
PRODUCE	5,141,748.64	448,772.97	6,620,574.52	16,185,523.10	1,396,6
CLEANING	3,224,488.00	462,958.00	3,887,386.00	12,293,972.00	831,1
DAIRY	2,186,586.00	266,940.00	2,686,264.00	8,031,228.00	610,5
BREAD/BAKERY	1,157,178.13	165,363.38	1,685,371.74	5,238,682.96	374,7
POULTRY	1,146,061.98	159,049.81	1,326,133.04	4,105,517.90	315,3
MEATS	877,132.40	145,159.91	1,260,396.93	4,213,057.13	334,9
PERSONAL CARE	742,818.00	131,358.00	1,151,730.00	3,050,088.00	205,7
DELI	794,715.43	118,825.41	913,710.97	3,030,627.60	231,4
FROZEN FOODS	2,499,767.46	89,493.29	420,444.45	1,940,969.66	121,8
HOME CARE	546,892.00	72,392.00	939,266.00	2,030,210.00	176,4
EGGS	472,358.00	71,240.00	604,686.00	1,971,604.00	135,9
LIQUOR,WINE,BEER	691,088.00	60,226.00	322,420.00	1,061,614.00	149,2
Total	40,896,625.03	4,776,660.13	49,042,823.00	136,747,823.61	10,503,3

TOTAL SALES BY MONTH

