

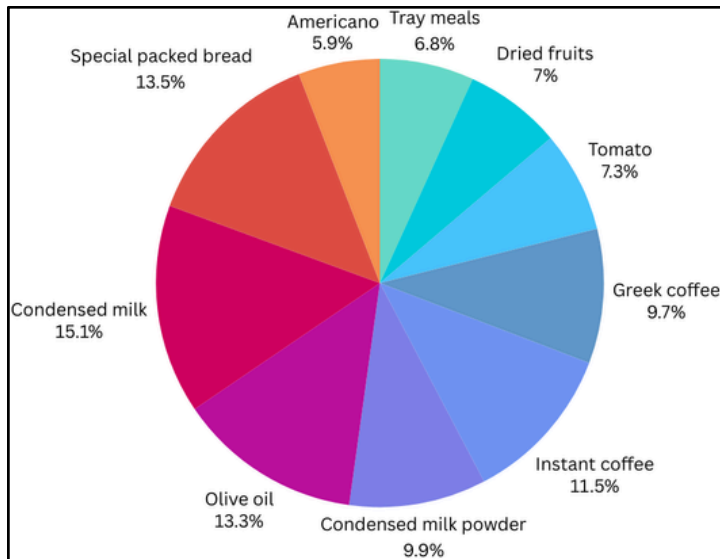


Focus on Grocery Food

contributing 24% to overall revenue

Grocery foods account for the highest revenue (€136,311.25) out of the total revenue (€570,581.10). Analysis has been conducted to identify the top-selling products, weekly trends and peak days, characteristics of shoppers, and recommendations to boost revenue.

Top 10 Selling Products:



Shopper Profile:



- 59% are Females
- 36-50 age group
- Household size: 1
- No children

Basket Findings:

Association rule mining was done to identify the relation between the different products purchased.

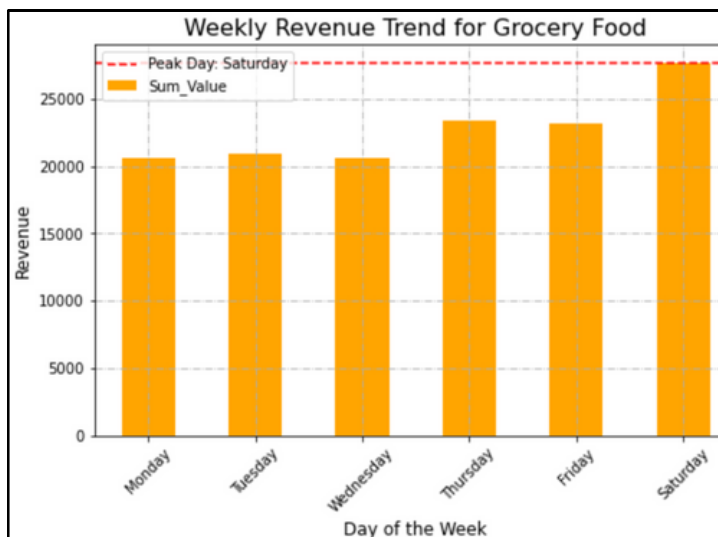
Purchase patterns identified:

- Customers who bought pasta are 3 times more likely to buy spaghetti.
- Customers who bought condensed milk are twice as likely to buy instant coffee.
- 8.16% of customers who bought special packed bread (limited duration) also bought crumpets.

Weekly & Peak Day Analysis:

Peak day: Saturday **Revenue: €27,658.53**

Grocery food sales are high throughout the week, however, they peak on Saturday closely followed by Thursday and Friday.



Recommendations to Boost Revenue:

Marketing:

- Items like **condensed milk** and **instant coffee** can be marketed as complementary products.

Bundles:

- Pair **pasta** and **spaghetti** in a combo to boost sales.
- Create a bundle of **Greek coffee** and **milk powder**.

Placement:

- Keep **sweet and savoury base (pastry making)** and **milk powder** in the same section.
- Similarly, place **plain flour** and **milk powder** side by side.

Inventory:

- Stock inventory on Wednesday, as sales pick up on Thursday and peak on Saturday.