Understanding the performance of LES retail

REPORT-1 FINDING THE TOP 10 CUSTOMERS WITH HIGHEST TRANSACTIONS

FILTER	
CUSTOMER	TOP 10
Transaction	ALL

Transaction_id	Customer_id	Sales
31245038	712345388	7762
31245012	712345122	6880
31245029	712345299	5510
31245028	712345288	4698
31245025	712345255	4451
31245039	712345399	4029
31245044	712345444	3991
31245011	712345111	3979
31245021	712345211	3932
31245013	712345133	3092

Findings :-

1. Top 10% customers are contributing 37.3% of the total sales.
2. Customer_id **712345388** with the highest sales is alone contributing 16% in top 10 sales

REPORT-2 SALES OF THE PRODUCT FOR THE PERIOD OF 8TH TO 15TH DECEMBER.

FILTER	
TIME PERIOD	8th To 15th Dec
TOTAL SALE	70383

Product_id	Product_Desc	Sum of Total
10000350	Chocos_200g	5372
10000349	Museli 1 Kg	5280
10000348	Museli_500g	5060
10000347	Museli_200g	4992
10000346	Cornflakes_almond_1Kg	4592
10000345	Cornflakes_1Kg	4256
10000344	Cornflakes_500g	4080
10000343	Curd MD_1L	4000
10000342	Curd_Amul_1L	3456
10000341	Curd MD_500 mL	2736
10000340	Curd_Amul_500mL	2560

10000339	Eggs_1x30	2303
10000338	Cheese_200g_1x6	2077
10000337	Cheese_200g	1836
10000336	Milk_MD_500ml	1776
10000335	Milk_Amul_1L	1720
10000334	Milk_MD_1L	1560
10000333	Eggs_1x12	1296
10000332	Eggs_1x6	1260
10000331	Lemon_1L	1204
10000330	Orange_200mL_x6	1188
10000329	Orange_200mL	1188
10000328	Mango_1L	1160
10000327	Pepsi_1L	1080
10000326	Pepsi_2L	1008
10000325	Coke_500mL	858
10000324	Coke_1L	780
10000323	Soda_200mL	645
10000322	Soda_500mL	540
10000321	Soda_1L	520
Grand Total		70383

Findings :-

1. Total sales for the period of 8th to 15th Dec. is 70,383/-.

2. Cornflakes_1kg is the product with the highest sales.

3. Sales amount of the product for highest sales is 5,372/-.

4. Top 5 high selling product for the same period.

Cornflakes_1Kg	5372
Orange_200mL_x6	5280
Mango_1L	5060
Cornflakes_almond_1Kg	4992
Eggs_1x30	4080

5. Lowest selling product for the same period

Soda_200mL	645
Coke_500mL	540
Cheese_200g	520

REPORT-3.1 ARPU FOR THE STATE.

ARPU- AVERAGE REVENUE PER USER

State	User	Sales	ARPU
Delhi	7	18608	3234
Karnataka	10	30347	3035
Telangana	5	13327	2665
Maharashtra	14	28338	2658
Tamil Nadu	5	11863	2545
West Bengal	3	7636	2373
Uttar Pradesh	6	19405	2024

Findings:-

1.Highest ARPU in the state of Uttar Pradesh.

2. Lowest ARPU in the state of West Bengal.

3. Highest sales in the state of Karnatka.

4.In the state of West Bengal sales is low but ARPU is good in terms of business.

REPORT-3.1 ARPU FOR THE CITY

ARPU- AVERAGE REVENUE PER USER

City	User	Sales	ARPU
Delhi	7	18608	3974
Bangalore	8	25389	3174
Hyderabad	5	13327	2665
Pune	4	9232	2658
Chennai	5	11863	2545
Kolkata	3	7636	2494
Mumbai	10	19106	2479
Lucknow	3	7482	2373
Mysore	2	4958	2308
Kanpur	3	11923	1911

Findings:-

1. Highest sales in the city of banglore

2. ARPU is high for Kanpur.

REPORT-4 SALES BY CATEGORY WITH CITY LEVEL BREAKUP.

FILTER	
CITY	ALL
TOTAL SALES	129524

City	Cat Desc	SUM of Sales
Bangalore	Cereals	9032
	Dairy	8720
	Drinks & Bevrages	7637
Chennai	Cereals	7556
	Dairy	6986
	Drinks & Bevrages	6676
Delhi	Cereals	6284
	Dairy	5406
	Drinks & Bevrages	5367
Hyderabad	Cereals	5320
	Dairy	5266

	Drinks & Bevrages	4946
Kanpur	Cereals	4810
	Dairy	4615
	Drinks & Bevrages	4083
Kolkata	Cereals	3882
	Dairy	3794
	Drinks & Bevrages	3115
Lucknow	Cereals	2990
	Dairy	2809
	Drinks & Bevrages	2604
Mumbai	Cereals	2554
	Dairy	2438
	Drinks & Bevrages	2256
Mysore	Cereals	2164
	Dairy	2034
	Drinks & Bevrages	1888
Pune	Cereals	1564
	Dairy	1498
	Drinks & Bevrages	1230
Grand Total		**129524**

Findings:-

1. Highest sales in Banglore in all the category.

2. Lucknow has the lowest sales as compare to other cities.

3. Mumbai performs well in dairy.

4. Delhi leads in drinks and beverages.