



intale

Hello!

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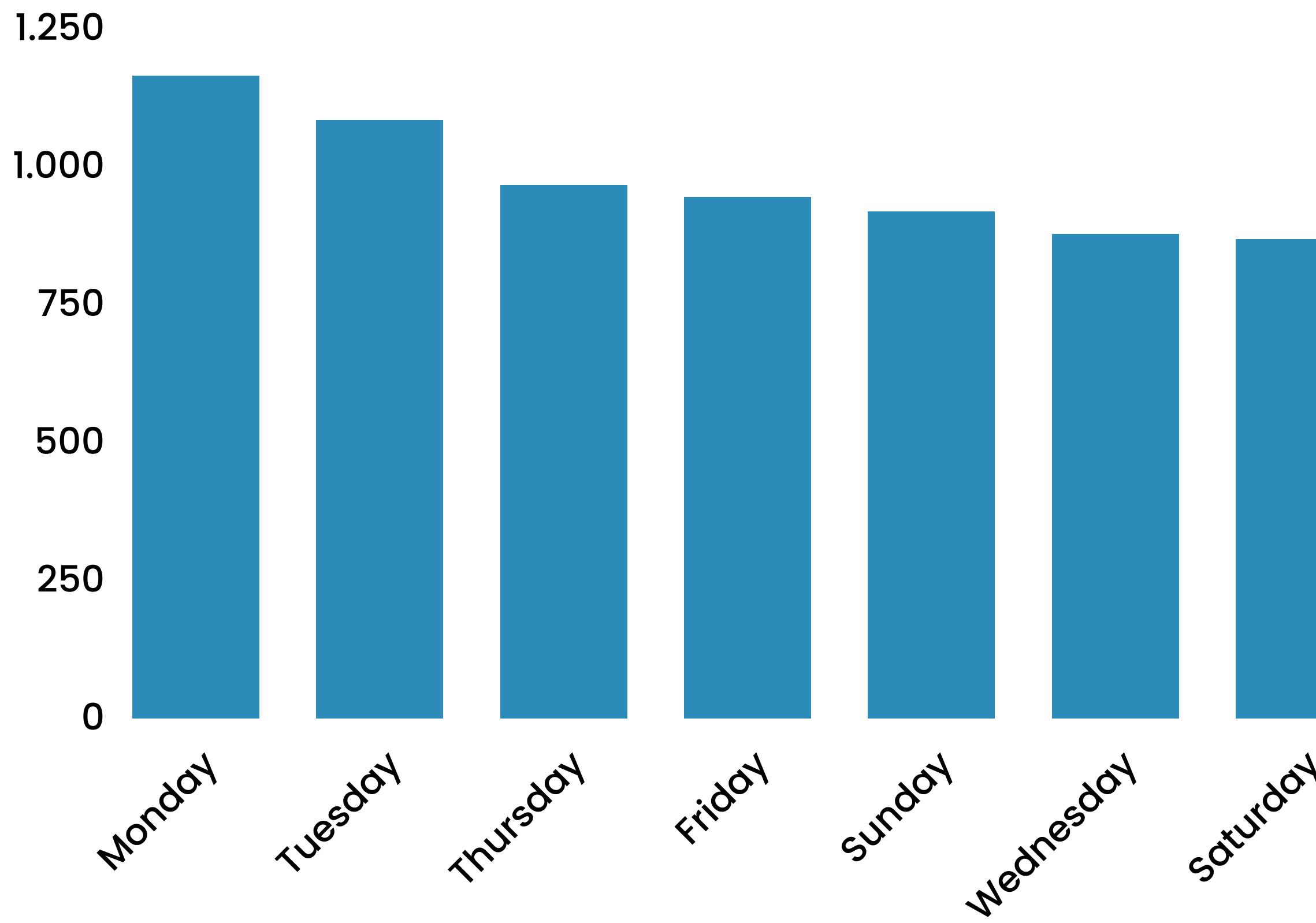
Dionisis Konstantas (8180054)

Eleftherios Platis (8190144)

Dimitris Papakyriakopoulos (8190137)

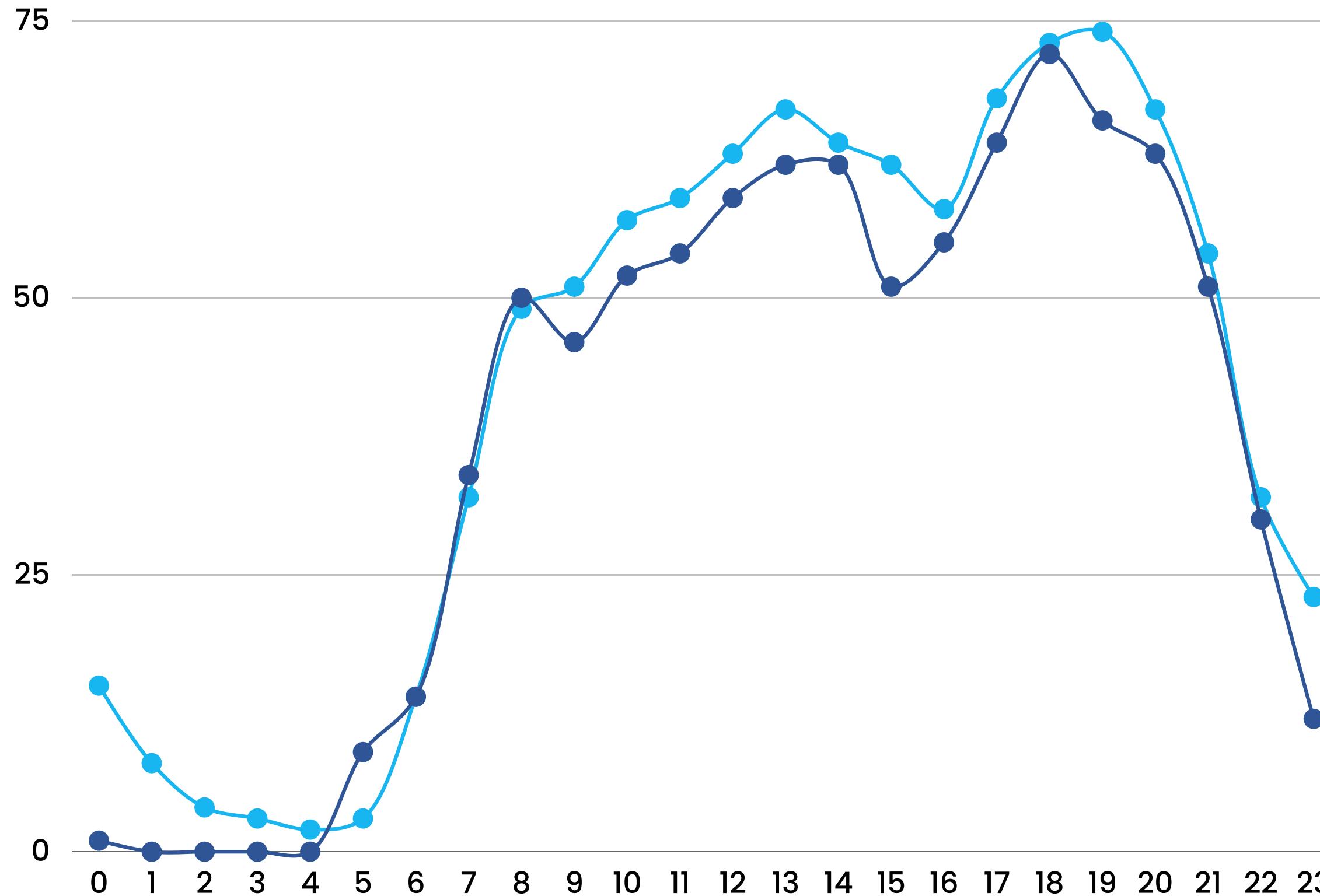
Weekly-Daily Analysis

Mean Revenue Per Day



Top 3 Days:
1. Monday
2. Tuesday
3. Thursday

Mean Revenue Per Hour



— Mini Market
— Kiosk

Kiosks above Mini Markets

Both peak at evening

Late night hours aren't that profitable

Top Categories (Revenue)



1st: Cigarettes (68.8%)

2nd: Lottery Tickets (7.4%)

3rd: Smoking Products (4%)

Adjustments

Divide the day into 3 zones:

Morning	06:00-12:00
Noon-Evening	12:00-19:00
Night	19:00-06:00

Remove Top 3 Categories from
the dataset

Top Categories – Morning



Mini Market

1st: Coffee



2nd: Snacks



3rd: Dairy Products



Kiosk

1st: Beverages



2nd: Snacks



3rd: Alcoholic Beverages

Top Categories – Noon & Evening



Mini Market

1st: Beverages

2nd: Alcoholic Beverages

3rd: Snacks



Kiosk

1st: Beverages

2nd: Snacks



3rd: Chocolate Snacks

Top Categories – Night



Mini Market

1st: Beverages



Kiosk

1st: Beverages

2nd: Snacks

3rd: Alcoholic Beverages

2nd: Snacks

3rd: Chocolate Snacks

Mean metrics

Metrics

- Mean Number of Product Categories inside a basket:
1.4704
- Average Basket Revenue: **6.9486**
- Mean number of items inside a basket: **2.4381**
- Mean product quantity inside a basket: **1.6581**

Mean Quantity per product category (inside a basket)

1st: Stickers - Tags (3.8)

2nd: Tickets (3.1)

3rd: Alcoholic Beverages (2.2)

Mean Revenue per product category (inside a basket)

1st: Lottery Tickets (14.9€)

2nd: Cigarettes (7.4€)

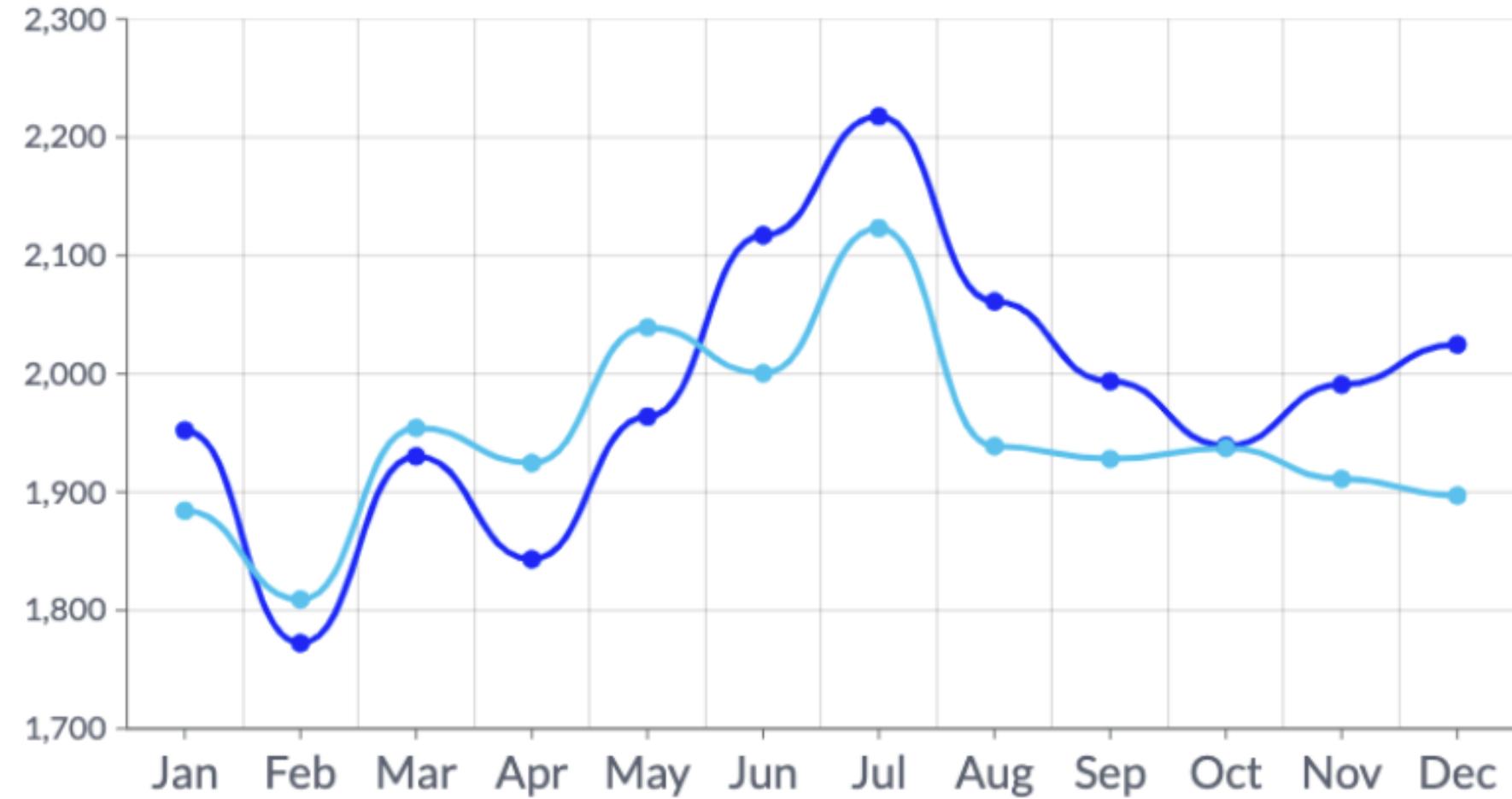
3rd: Toys (5.1€)

MAT-MATYA Comparison

Per month, for each location

MAT

MATYA

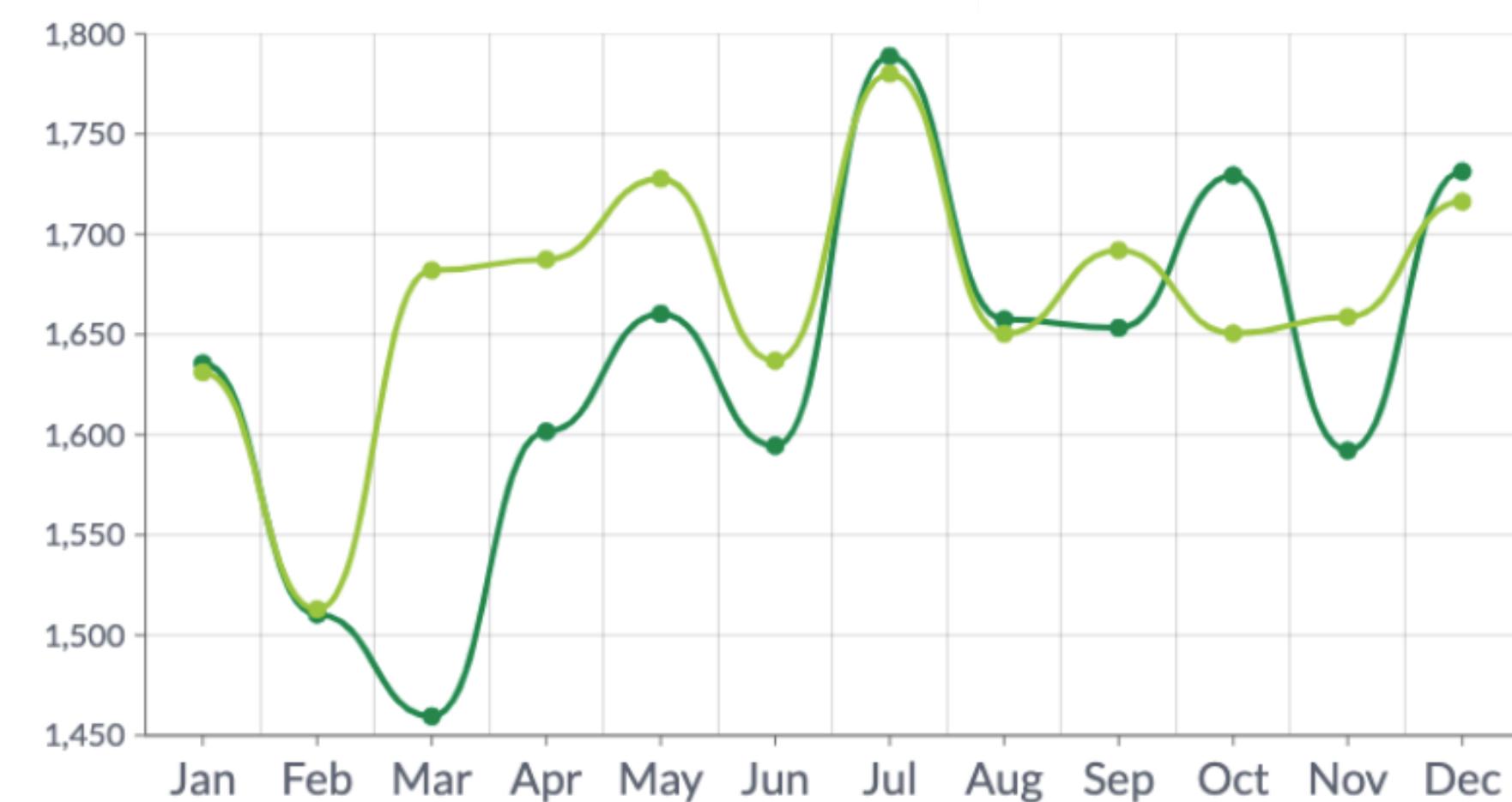


Attiki



MAT

MATYA

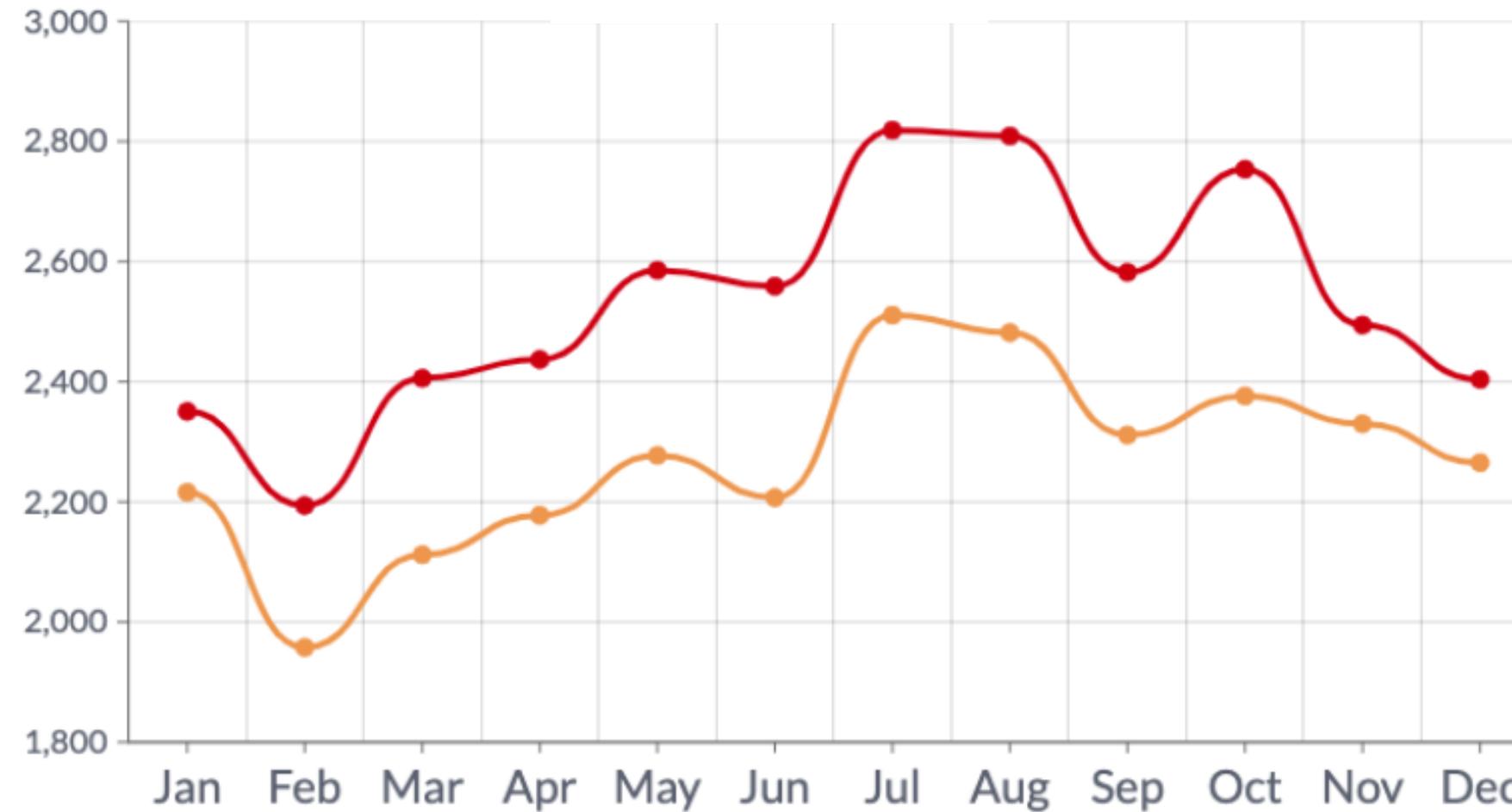


West and Central Macedonia



● MAT

● MATYA

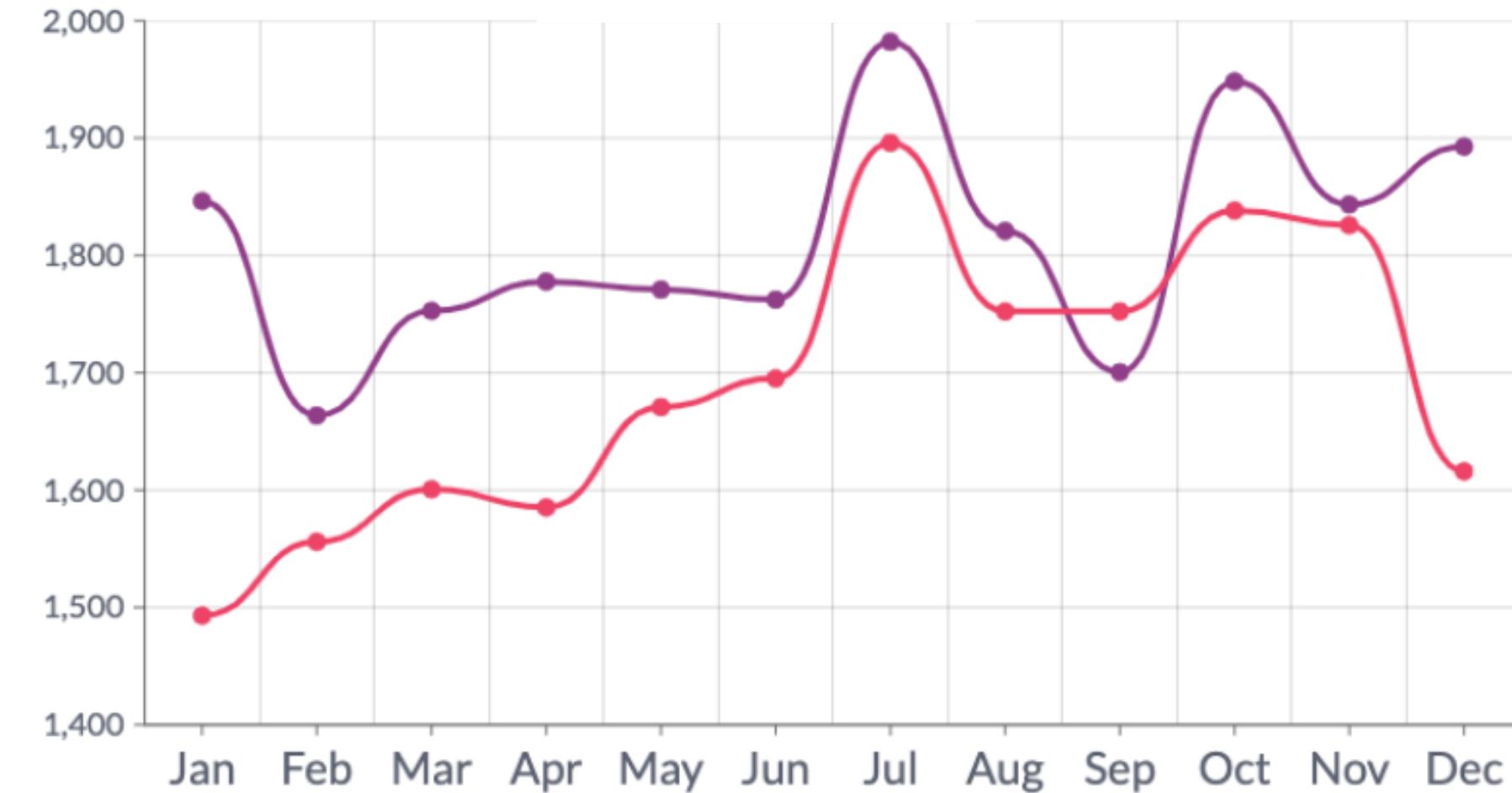


Islands



● MAT

● MATYA

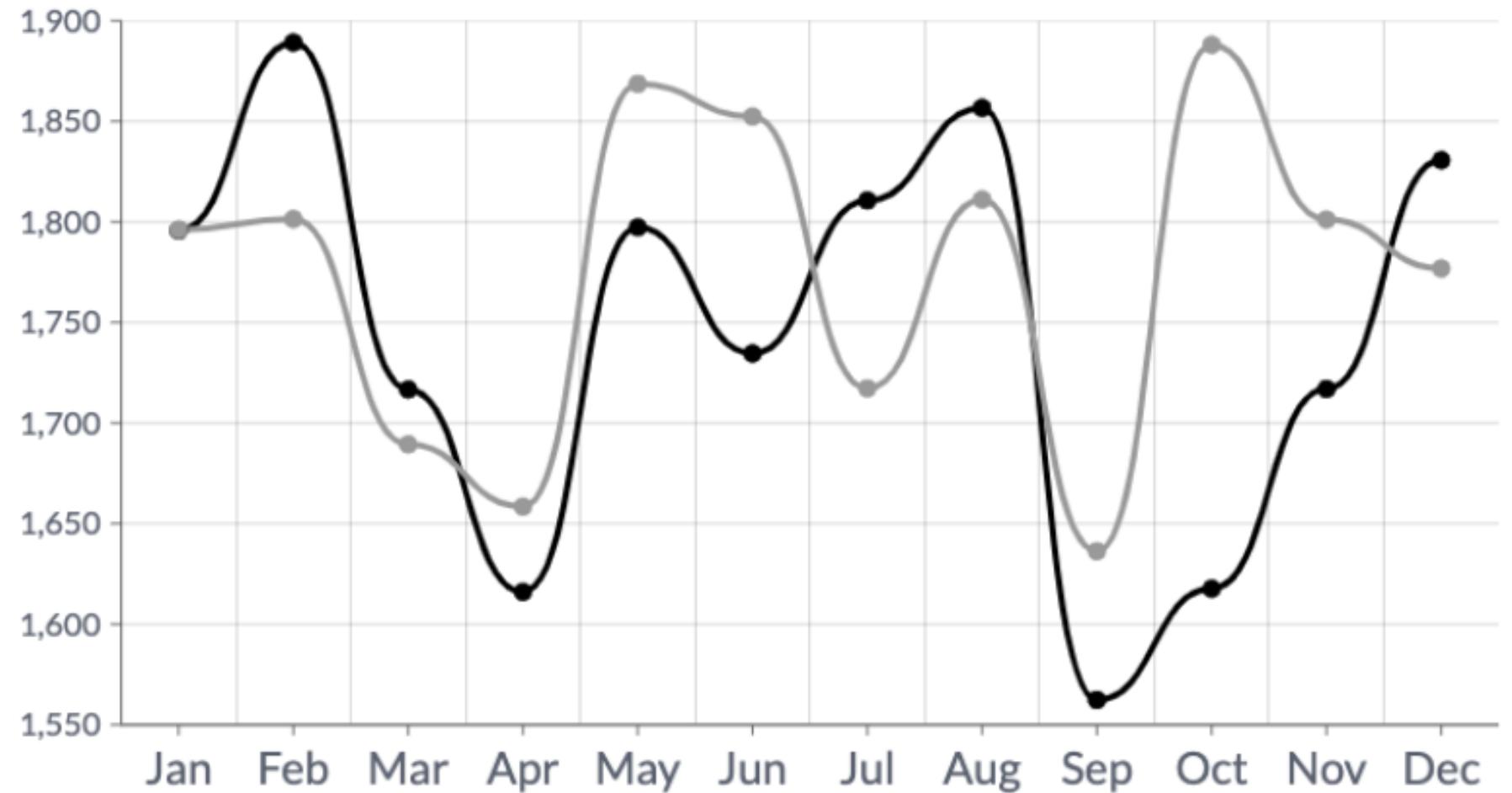


Macedonia



● MAT

● MATYA

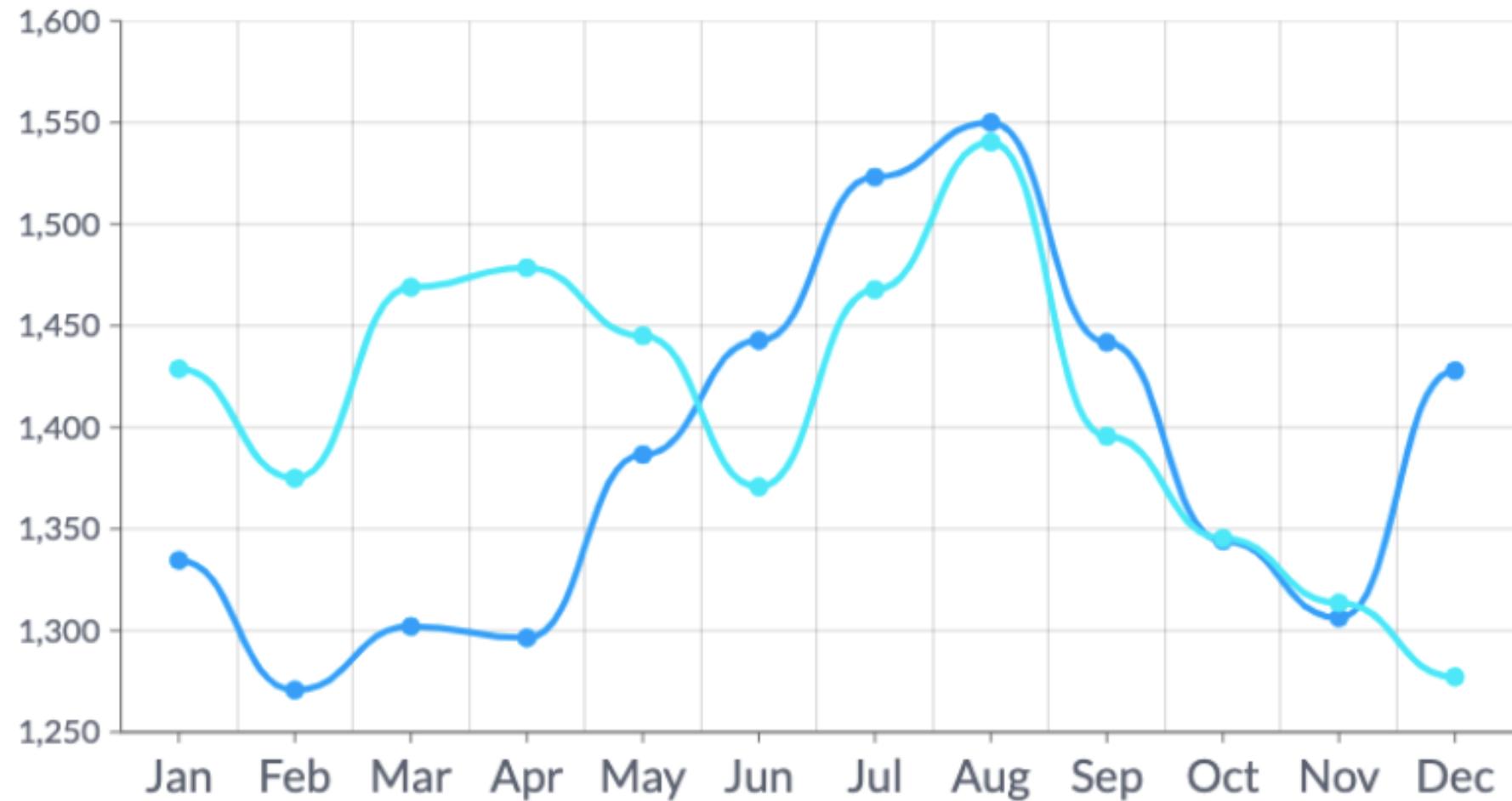


Peloponese



● MAT

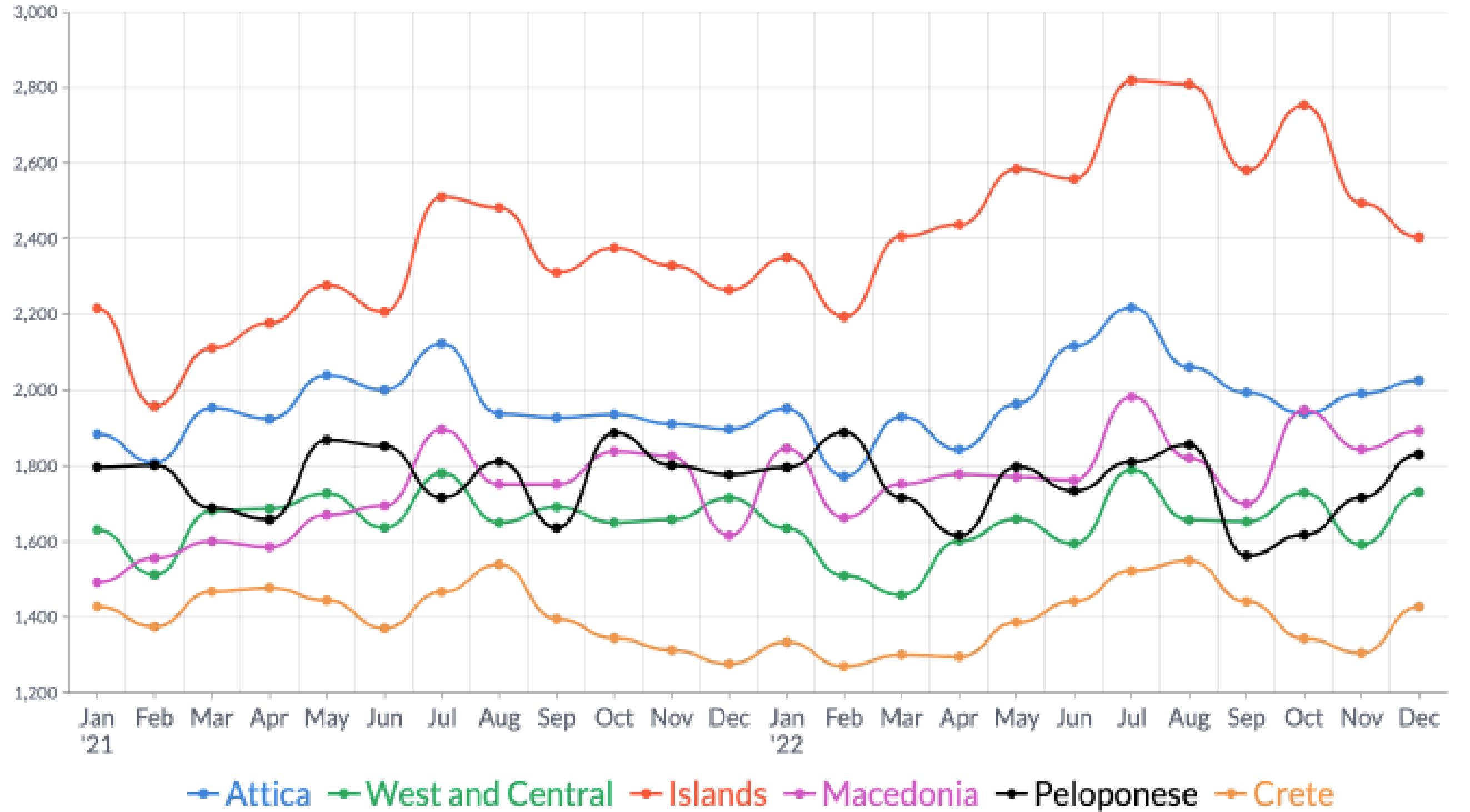
● MATYA



Crete



All Locations



Islands

Attiki

2

1

Forecasting - Revenue Prediction

Next week's revenue by location, product category and store type

Forecasting: Revenue Prediction

Example:

Location: Islands



+

Store type: Mini-Market



+

Product Category: Snacks



Next week's Predicted Revenue:

317.65

Note: 1 Mini-Market!



Forecasting: Revenue Prediction

Example:

Location: Attiki



+

Store type: Kiosk



+

Product Category: Cigarettes



Next week's Predicted Revenue:

5998.85

Note: 2 kiosks!



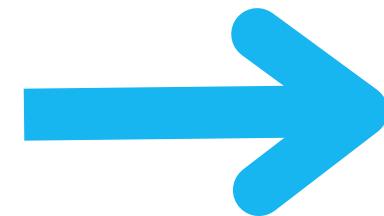
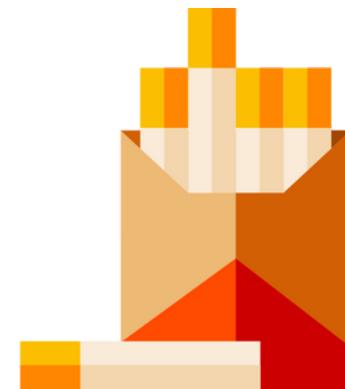
Identifying Mini-Markets' Baskets

Basket Segmentation, Basket descriptive statistics and more



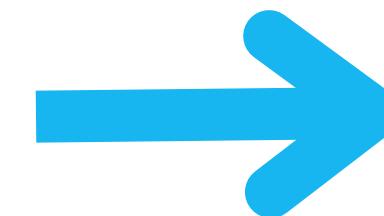
Clustered Categories

Cigarettes



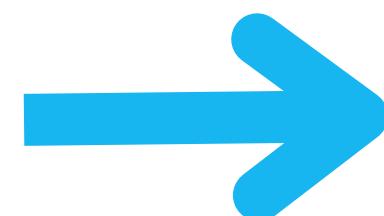
- 1. Cigarettes
- 2. Snacks
- 3. Sweet Snacks

Lottery
Tickets



- 1. Lottery Tickets
- 2. Cigarettes
- 3. Beverages

Beverages

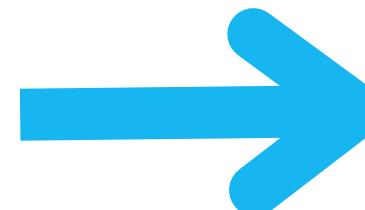


- 1. Beverages
- 2. Cigarettes
- 3. Snacks



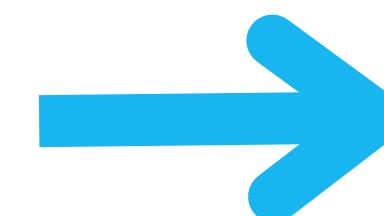
Clustered Categories

Breakfast



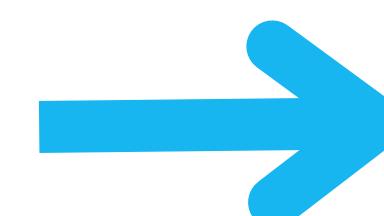
- 1. Coffee
- 2. Dairy
- 3. Snacks

Smoking Products



- 1. Smoking Products
- 2. Cigarettes
- 3. Snacks

Snacks

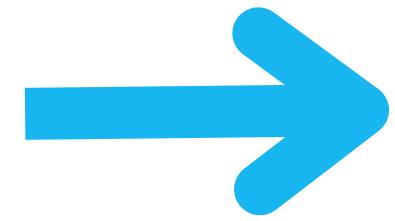


- 1. Sweet Snacks
- 2. Snacks
- 3. Beverages



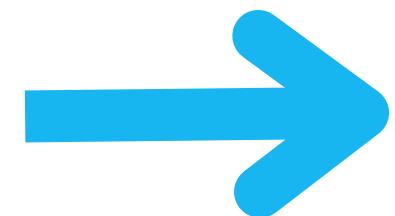
Clustered Categories

**General
Groceries**



1. Snacks
2. Sweet Snacks
3. Ice Cubes

**Alcoholic
Beverages**



1. Alcoholic Beverages
2. Cigarettes
3. Beverages



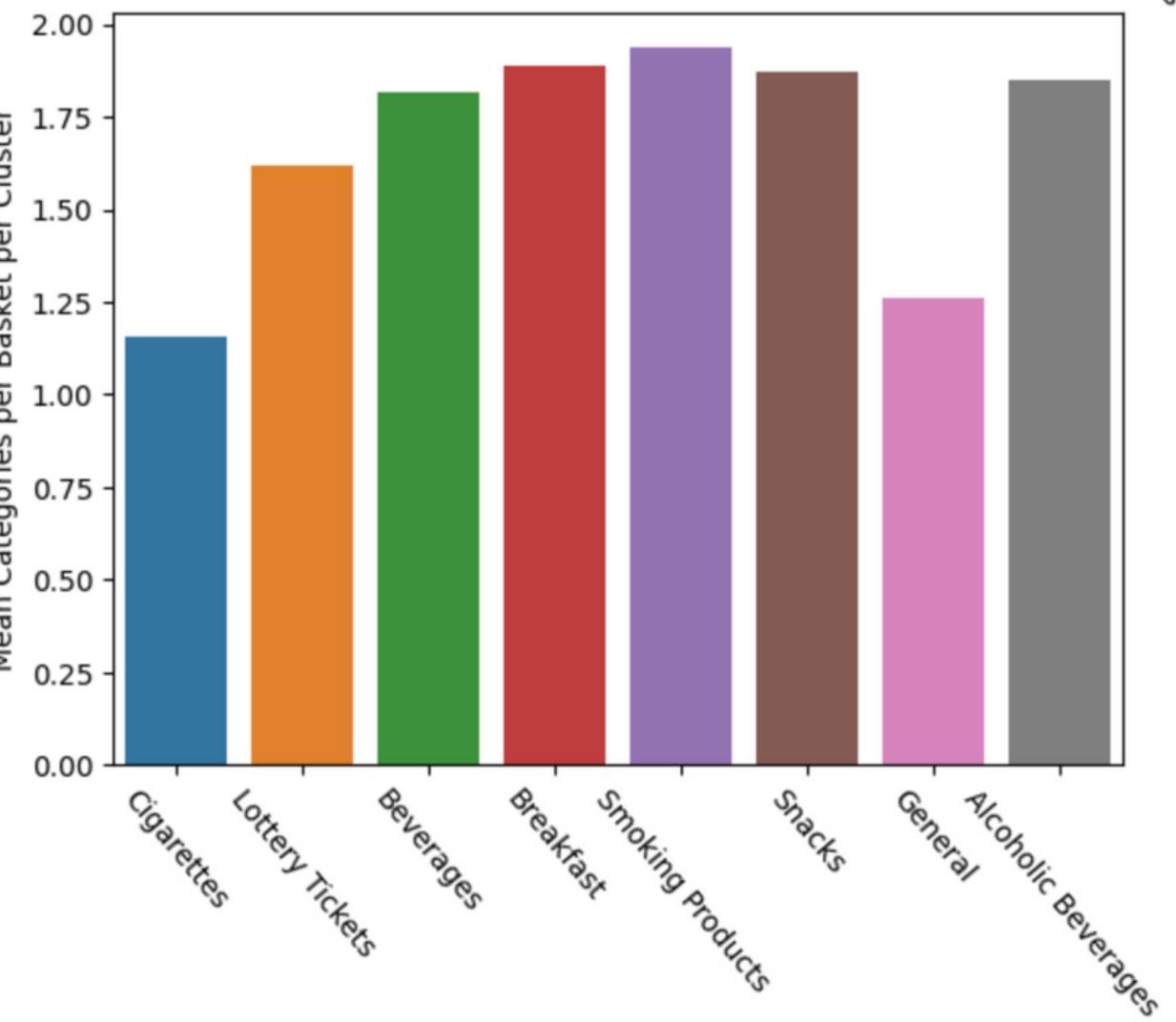
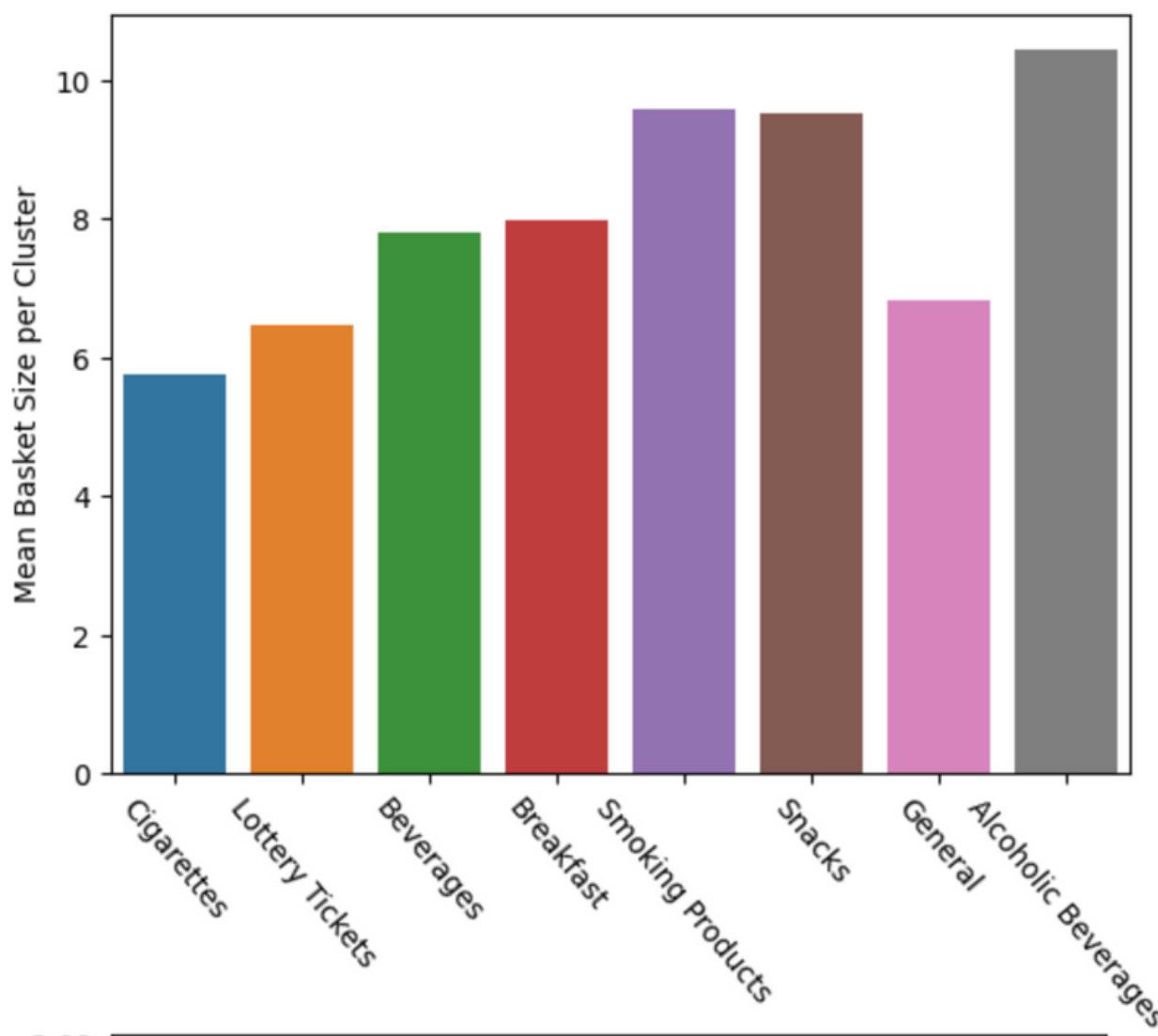
Top 3 Categories



1st: Cigarettes (45.6%)

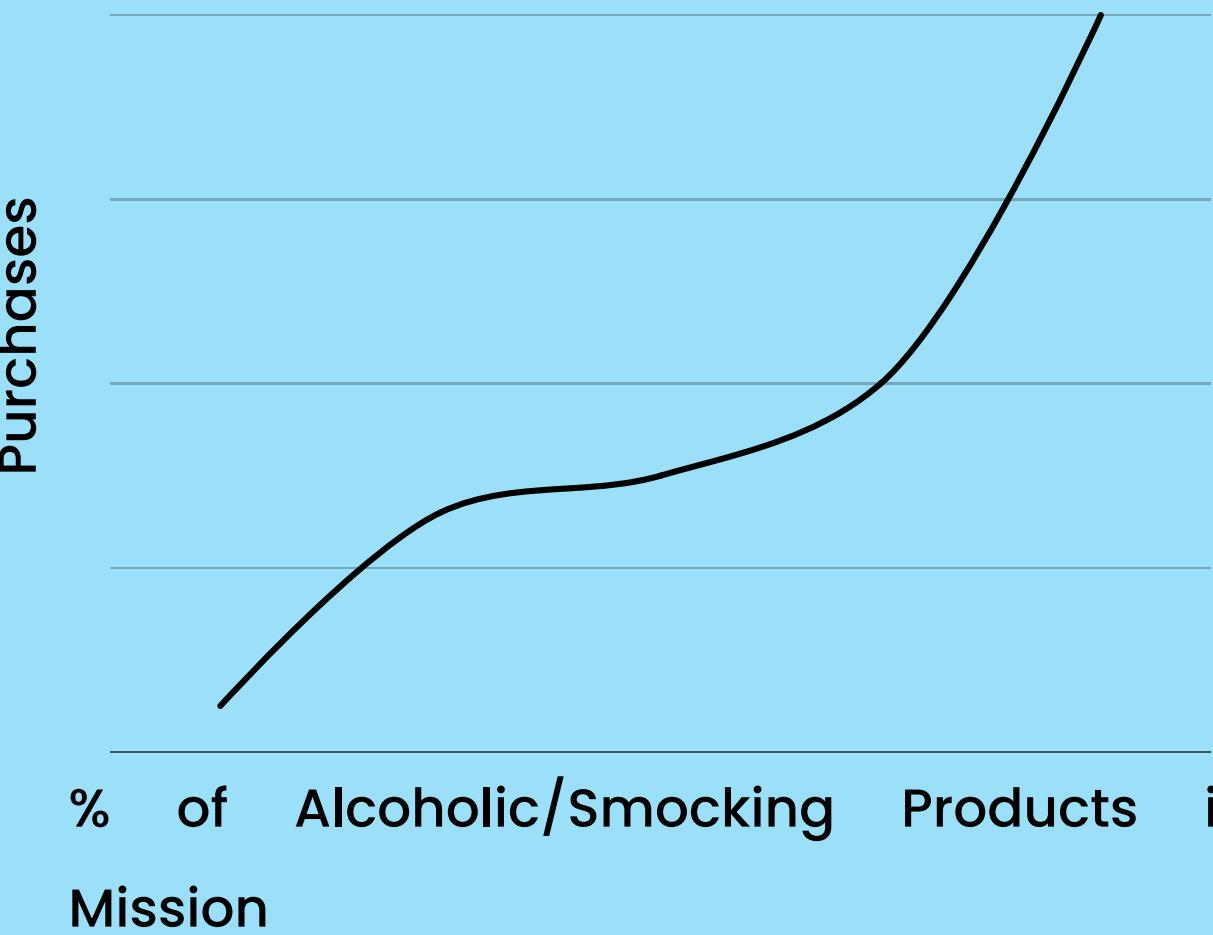
2nd: Smoking Products (11.7%)

3rd: General Groceries (10.7%)



Purchase Habits → Insights

Consumers purchase more products, when their *mission* is to buy **Alcoholic Beverages** products or items related to **Smoking**.



Identifying Kiosks' Baskets

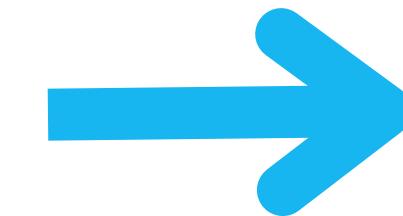
Basket Segmentation, Basket descriptive statistics and more

Kiosk



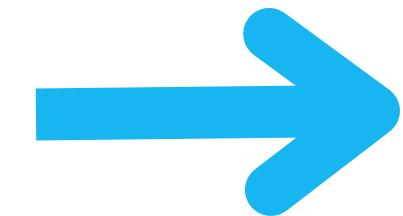
Clustered Categories

Cigarettes



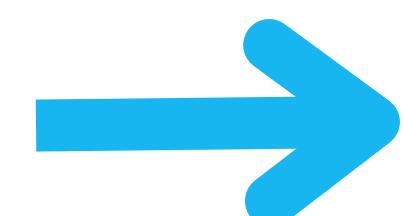
1. Cigarettes
2. Beverages
3. Sweet Snacks

Morning Snack



1. Beverages
2. Sweet Snacks
3. Ice Cubes

Snacks



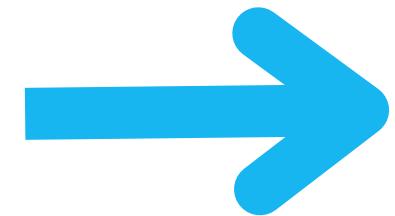
1. Snacks
2. Beverages
3. Cigarettes

Kiosk



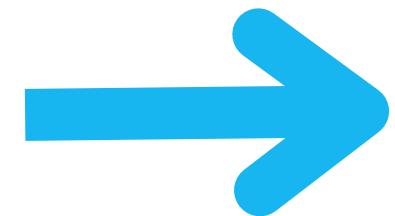
Clustered Categories

**General
Groceries**



1. Lottery Tickets
2. Paper Products
3. Smoking Products

**Smoking
Products**



1. Smoking Products
2. Cigarettes
3. Beverages

Top 3 Categories

Kiosk



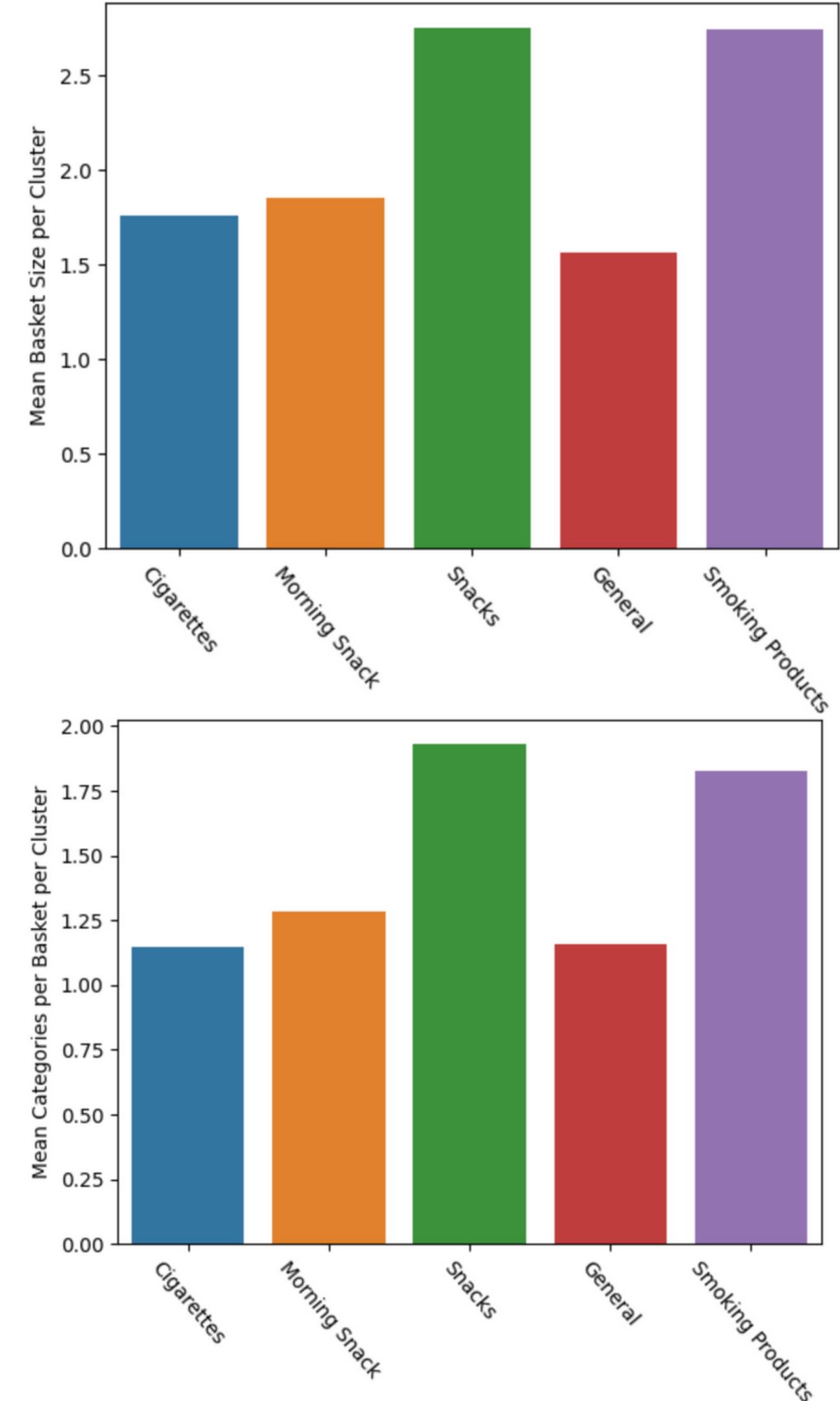
2



1st: Cigarettes (62.3%)

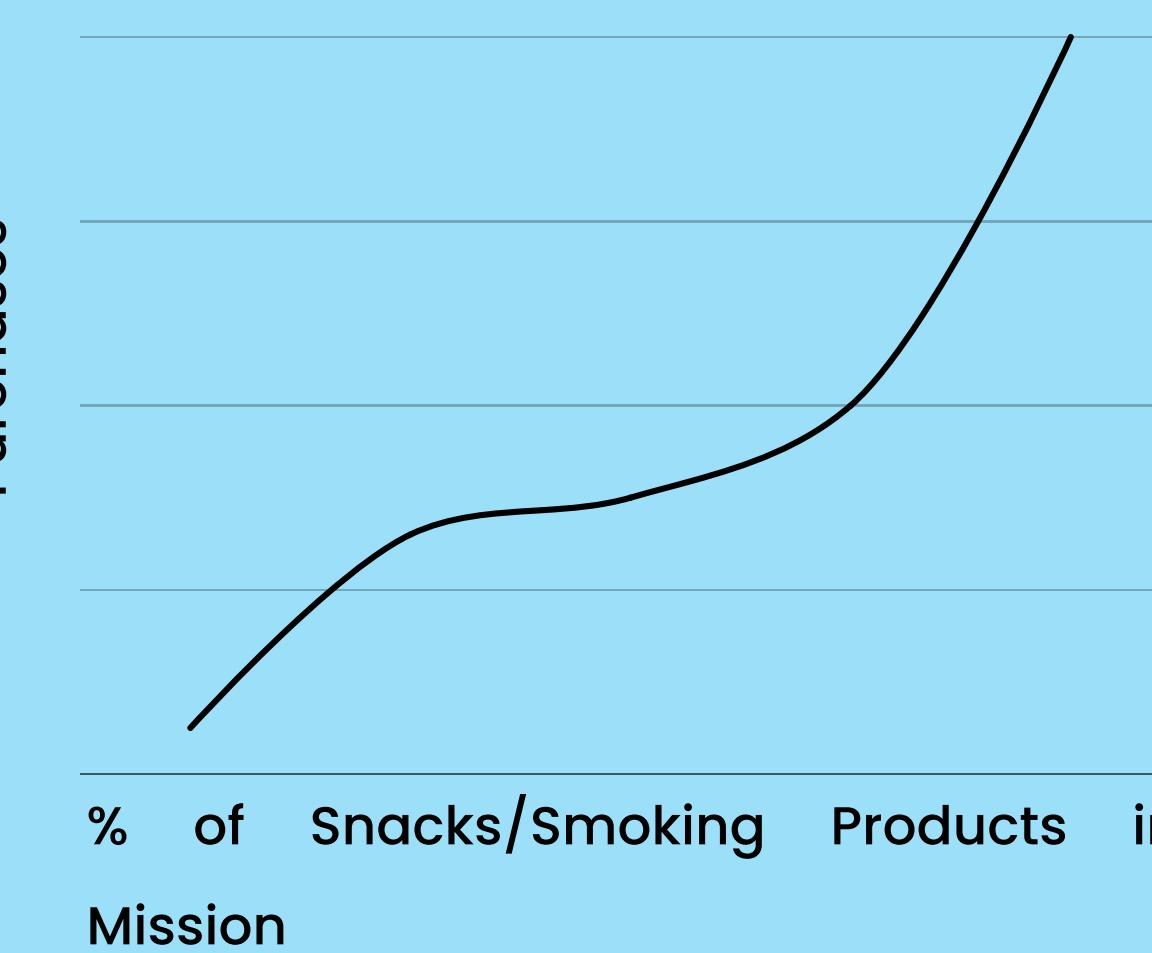
2nd: Morning Snacks (14.9%)

3rd: Smoking Products (12.7%)

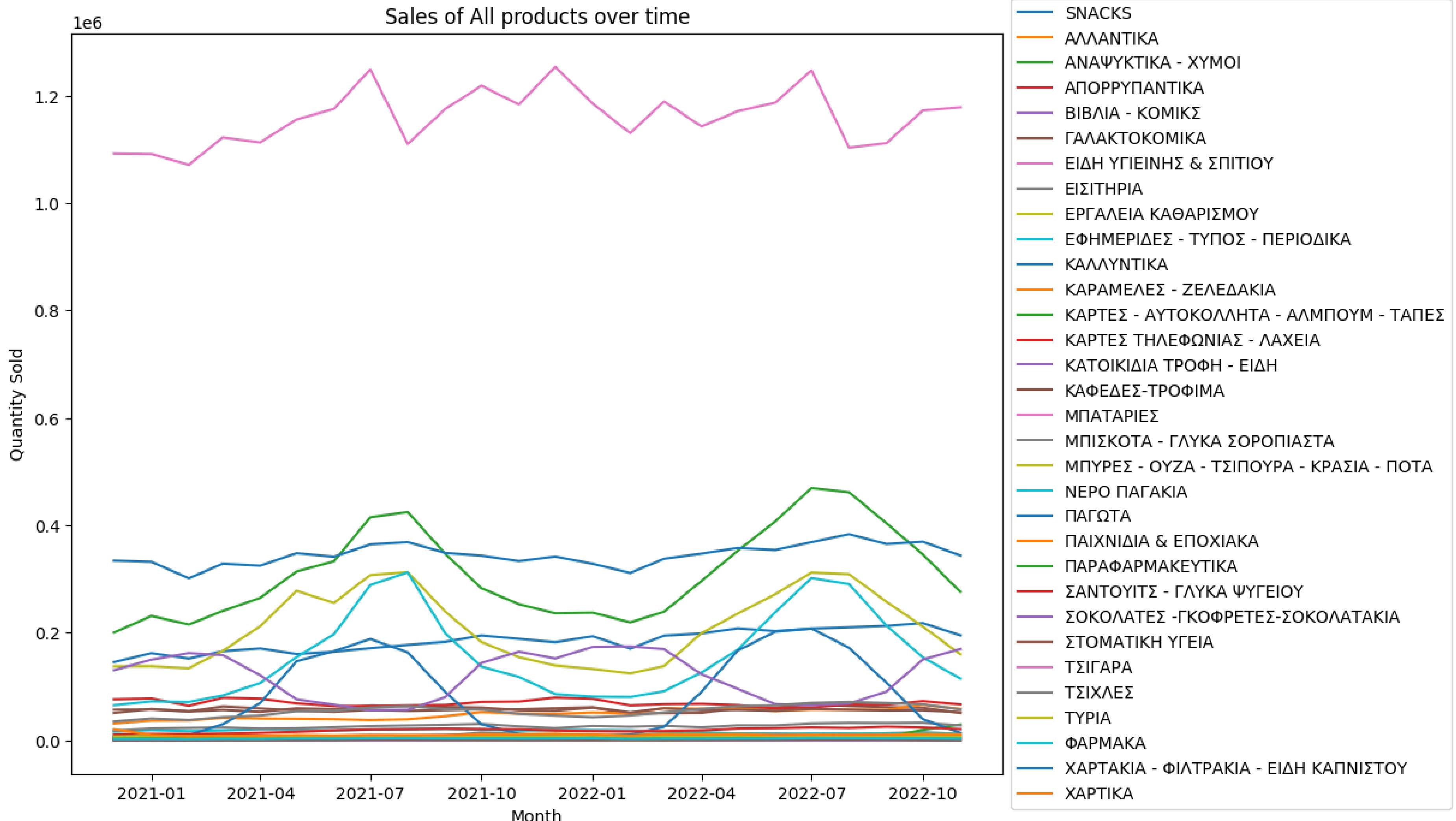


Purchase Habits → Insights

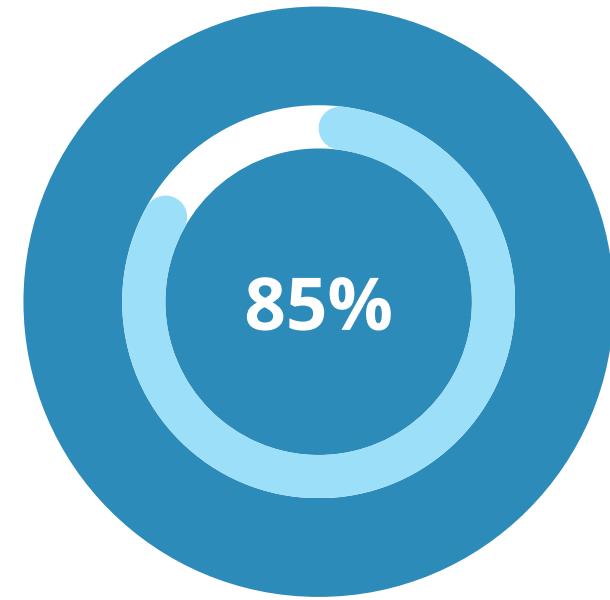
Consumers purchase more products, when their *mission* is to buy **Snacks** products or items related to Smoking.



Trends Over Time



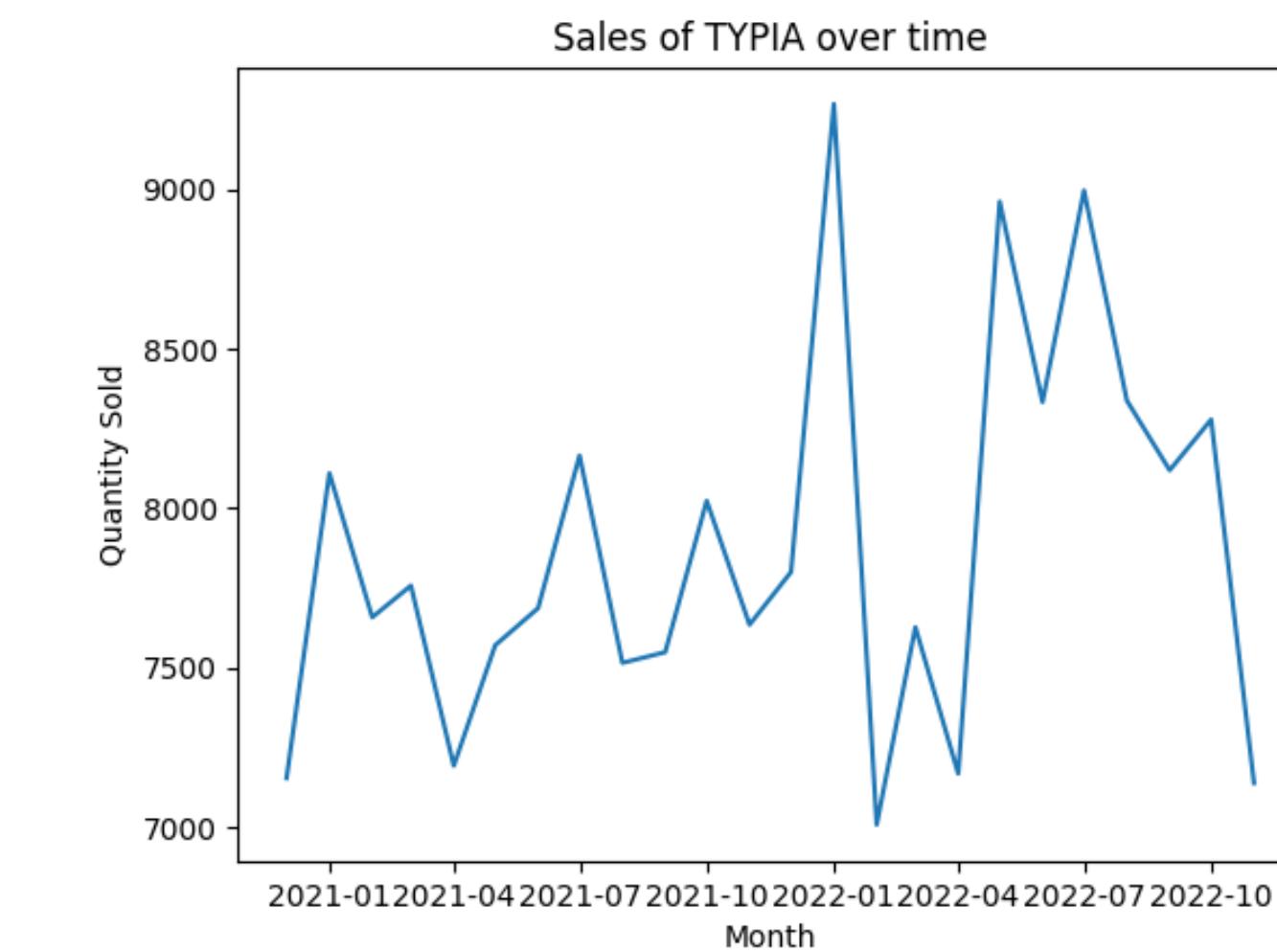
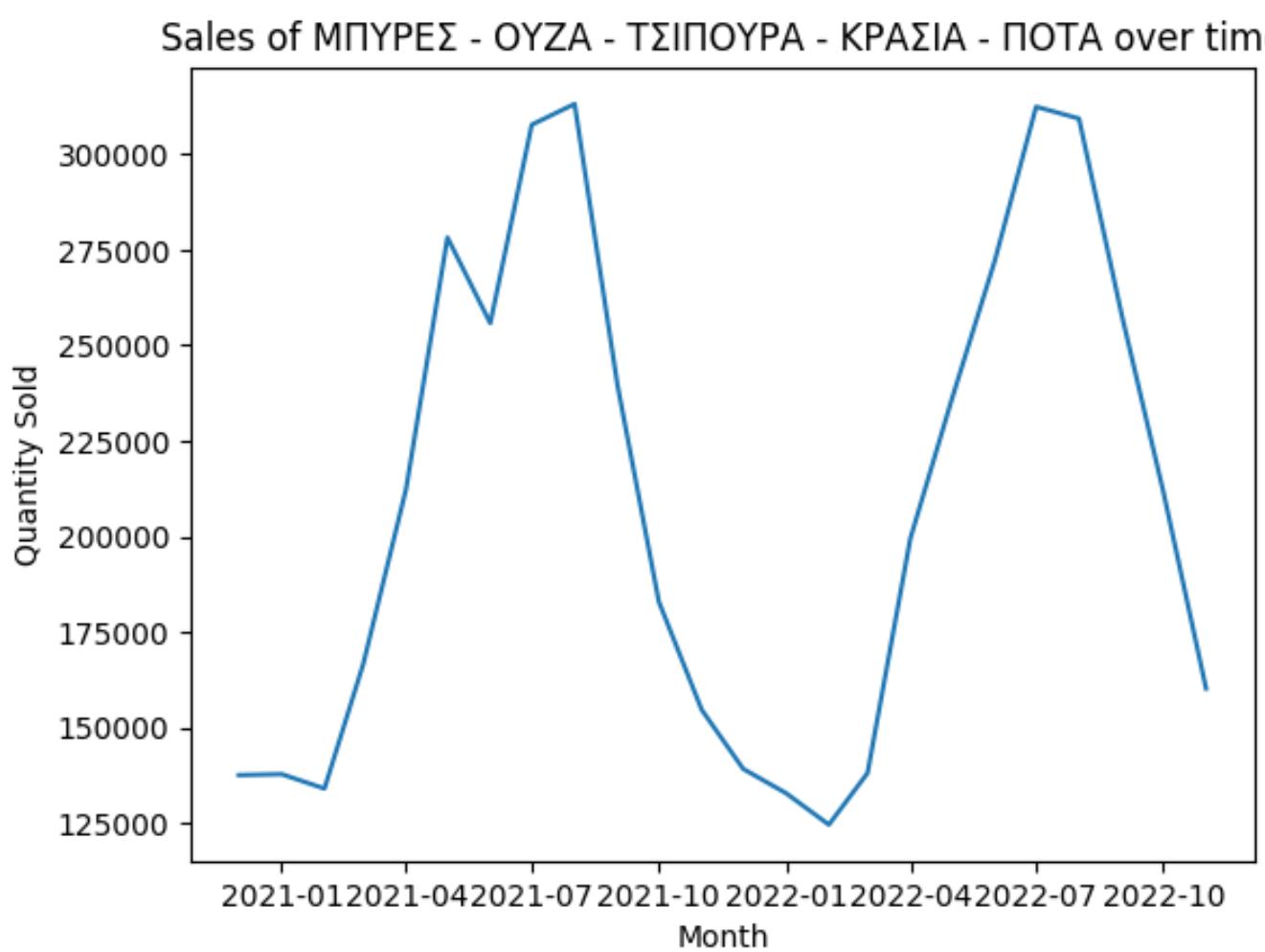
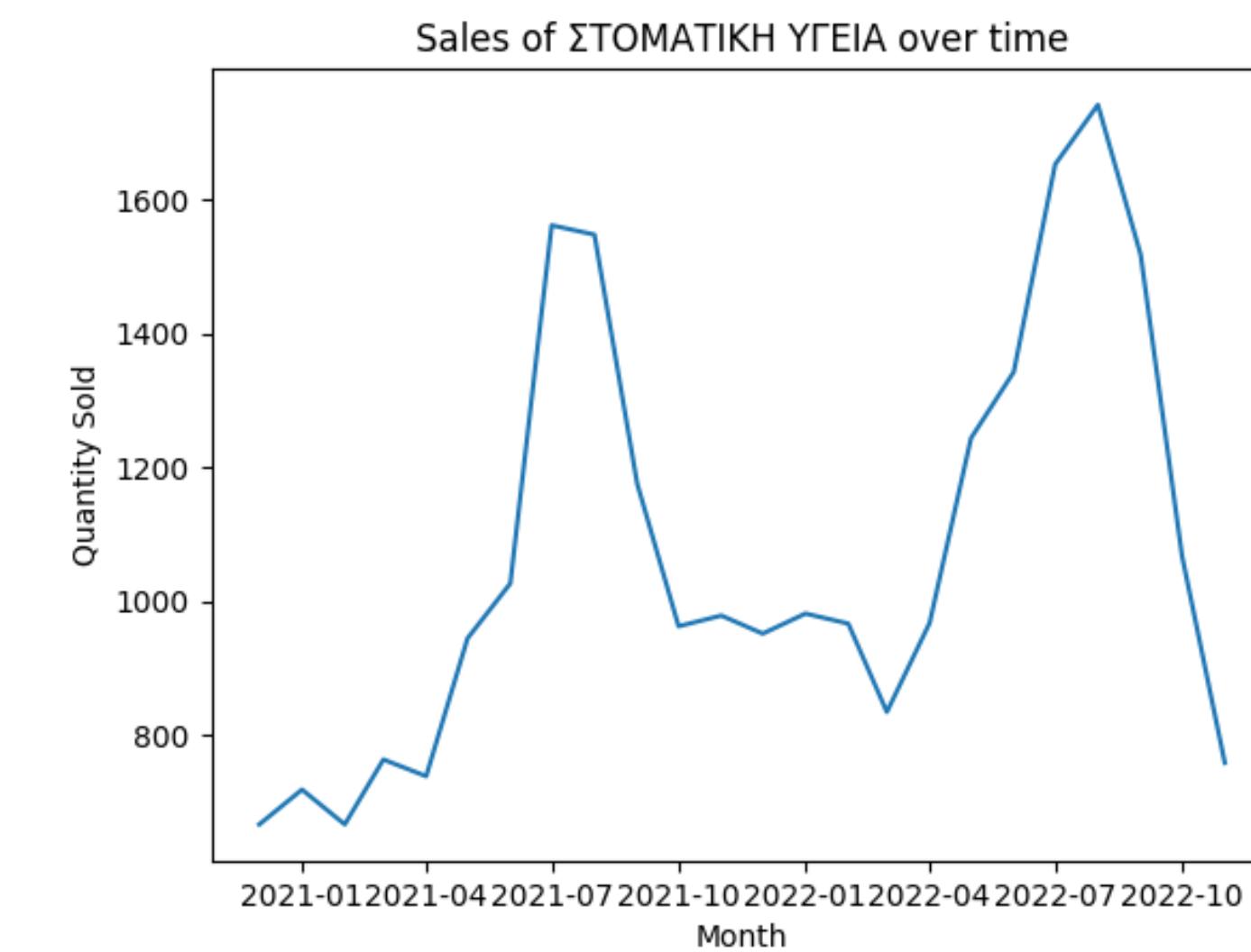
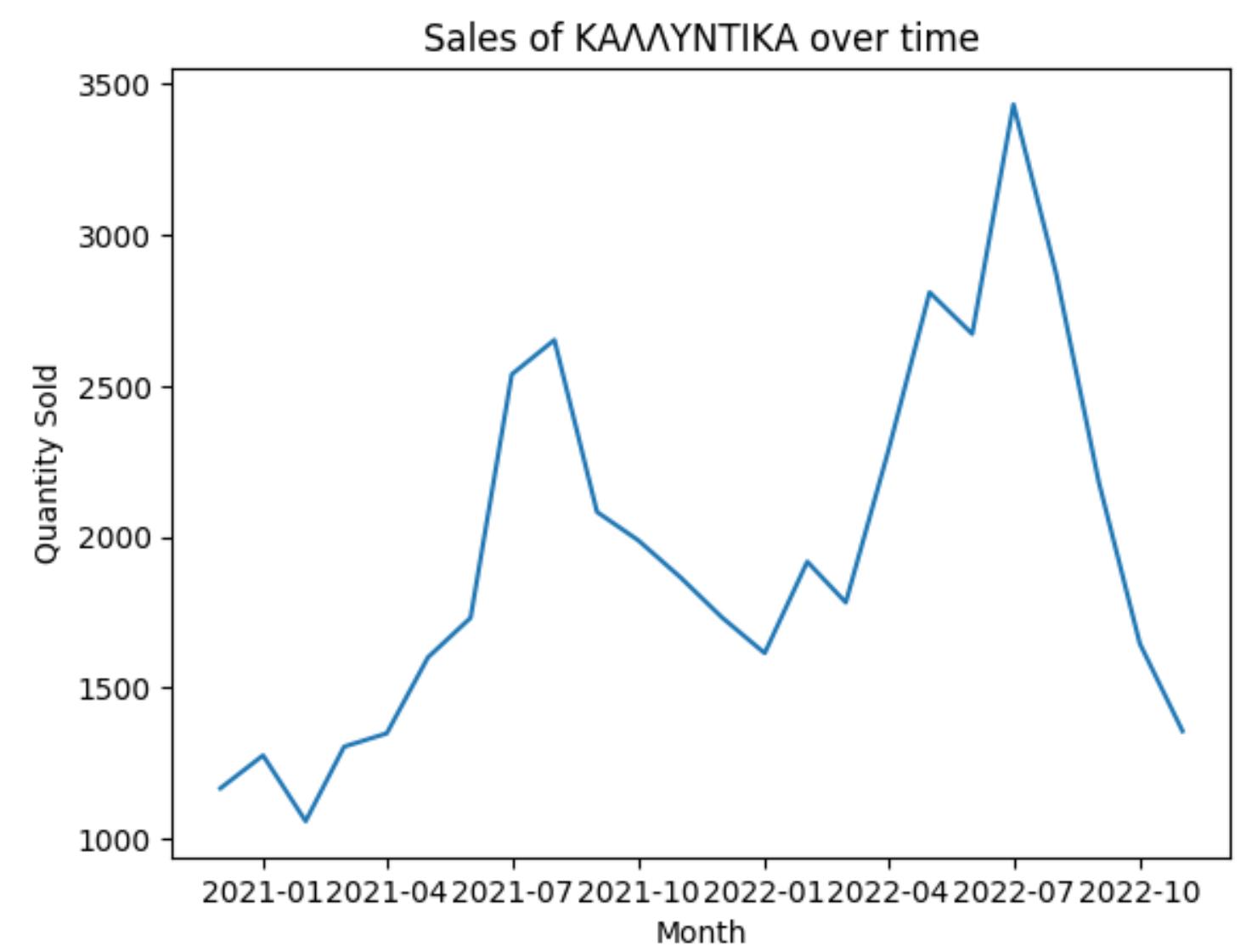
Plans

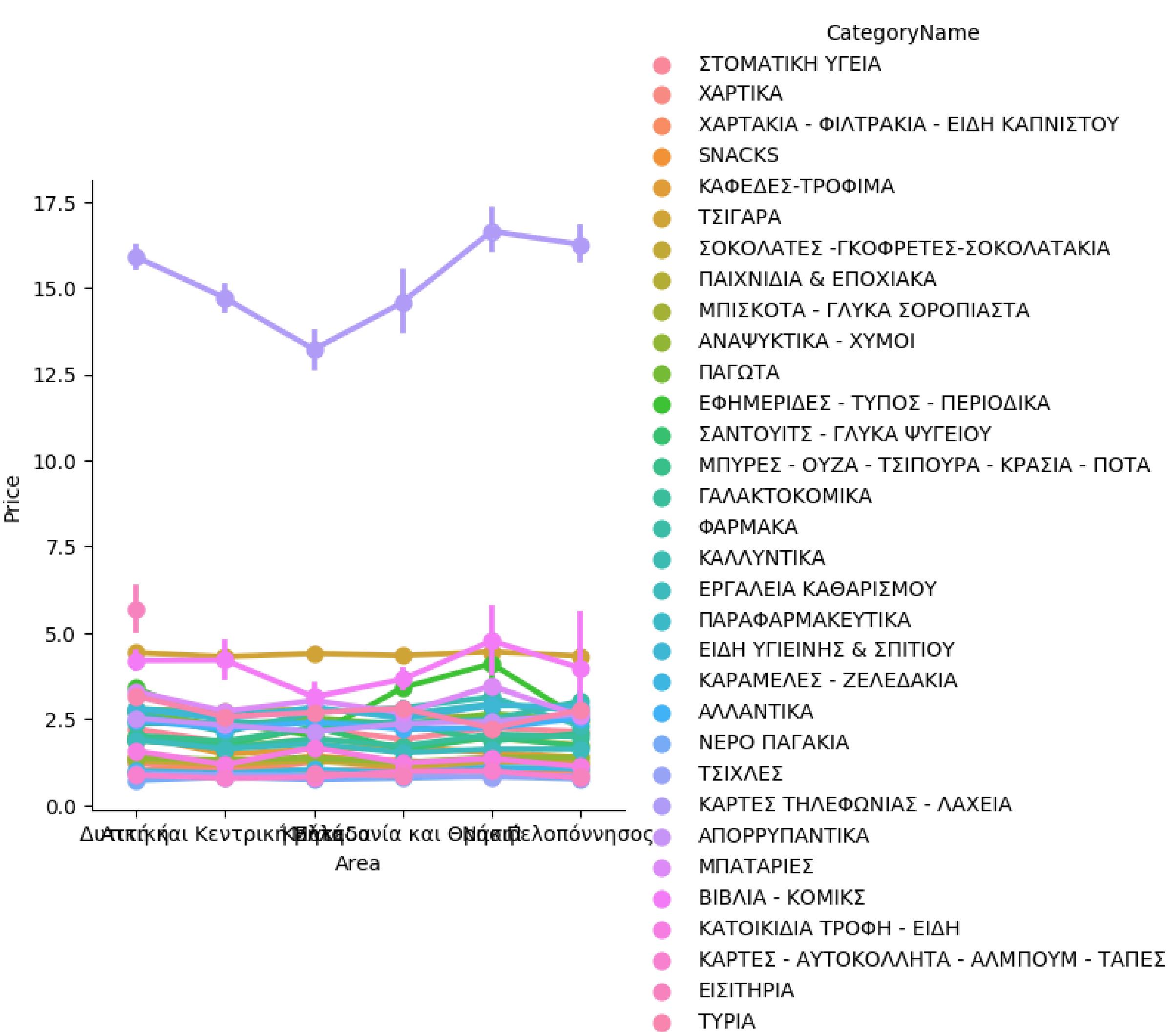
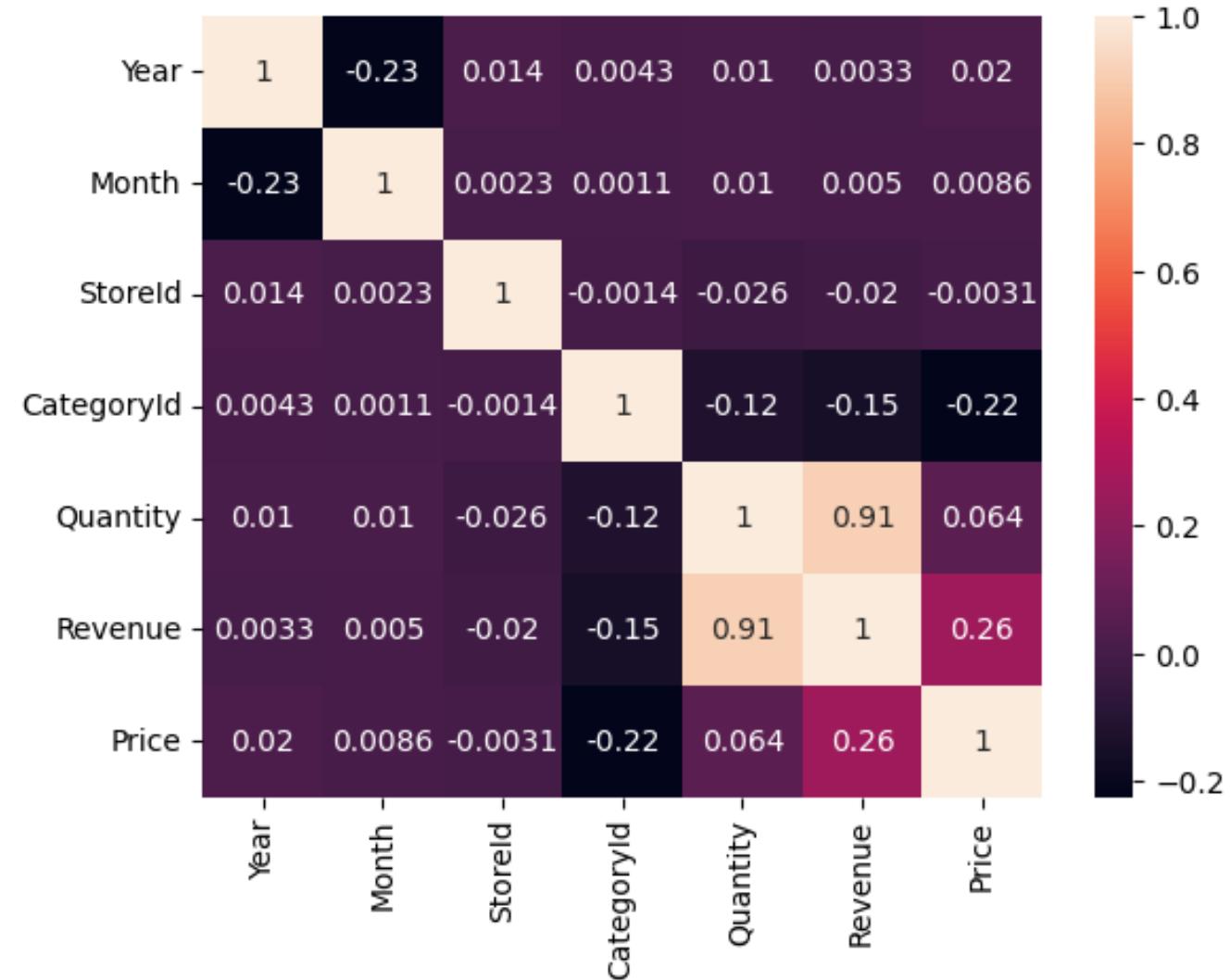


TOP DECREASES

1. Medicine – Health Products – Beauty Products
2. Alcohol
3. Dairy
4. Newspapers







MOST EXPENSIVE AREAS



1. Greek Islands

2. Peloponnese

3. Attiki



Plans

- Further analysis of the other clusterings
- Most effective Product Advertisements (Intale Media)
- Price comparison per store



Contributions

**Anastasis Bakaros (8190111): Weekly-Daily-Hourly Analysis
Mean Revenue per Day/Hour, Top Categories**

**Vasilis Boumpis (8190117): Data Preparation, Clusterings,
Basket Segmentation, Basket Analysis**

**Dionisis Konstantas (8180054): Mean Basket, Mean
Products(per Basket), Mean Revenue per Basket**

**Dimitris Papakyriakopoulos (8190137): Sales and Pricing
trends over time, relationship analysis, optimum pricing**

**Eleftherios Platis (8190144): MAT-MATYA comparison,
Forecasting – Revenue Prediction**



Thank you