



Grocery Data Set

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Dataset Profile

A	B	C	D	E	F	G	H	I		
1	Store ID	Store Name	Sub Category	Price	Discount Type	Discount Value	Final Price	Rating Score	Rating Count	Title
2	07	BookHaven	Bakery & Desserts	\$ 56,99	No Discount	\$ -	Rp 56,99	4,3	265	David's Cookies Mile High Peanut Butter
3	10	PetLovers	Bakery & Desserts	\$ 159,99	No Discount	\$ -	Rp 159,99	5,0	1	The Cake Bake Shop 8" Round Carrot
4	06	GreenLeaf	Bakery & Desserts	\$ 44,99	No Discount	\$ -	Rp 44,99	4,1	441	St Michel Madeleine, Classic French
5	02	TechEase	Bakery & Desserts	\$ 39,99	No Discount	\$ -	Rp 39,99	4,7	9459	David's Cookies Butter Pecan Meltaway
6	08	Cafe Loka	Bakery & Desserts	\$ 59,99	No Discount	\$ -	Rp 59,99	4,5	758	David's Cookies Premier Chocolate Chip
7	08	Cafe Loka	Bakery & Desserts	\$ 59,99	No Discount	\$ -	Rp 59,99	4,4	369	David's Cookies Mango & Strawberry
8	01	FreshMart	Bakery & Desserts	\$ 74,99	No Discount	\$ -	Rp 74,99	4,7	2241	La Grande Galette French Butter Croissant
9	14	HomeEase	Bakery & Desserts	\$ 59,99	No Discount	\$ -	Rp 59,99	4,4	232	David's Cookies No Sugar Added Choco
10	01	FreshMart	Bakery & Desserts	\$ 29,99	No Discount	\$ -	Rp 29,99	4,4	1679	David's Cookies Brownie and Cookie
11	04	ChocoNest	Bakery & Desserts	\$ 159,99	No Discount	\$ -	Rp 159,99	5,0	2	The Cake Bake Shop 8" Round Chocolate
12	06	GreenLeaf	Bakery & Desserts	\$ 62,99	No Discount	\$ -	Rp 62,99	4,0	357	David's Cookies 10" Rainbow Cake (1)
13	14	HomeEase	Bakery & Desserts	\$ 299,99	No Discount	\$ -	Rp 299,99	3,0	1	The Cake Bake Shop 2 Tier Special
14	05	UrbanStyle	Bakery & Desserts	\$ 54,99	No Discount	\$ -	Rp 54,99	4,7	273	David's Cookies 90-piece Gourmet C
15	04	ChocoNest	Bakery & Desserts	\$ 54,99	No Discount	\$ -	Rp 54,99	4,6	369	David's Cookies Chocolate Fudge Brownie
16	11	Glowify	Bakery & Desserts	\$ 89,99	No Discount	\$ -	Rp 89,99	4,6	133	Ferrara's Bakery New York Cheesecake
17	02	TechEase	Bakery & Desserts	\$ 59,99	No Discount	\$ -	Rp 59,99	4,5	452	David's Cookies Variety Cheesecake
18	06	GreenLeaf	Bakery & Desserts	\$ 89,99	No Discount	\$ -	Rp 89,99		0	Classic Cake Tiramisu Quarter Sheet
19	08	Cafe Loka	Bakery & Desserts	\$ 49,99	No Discount	\$ -	Rp 49,99	4,2	85	Mary Macleod's Gluten Free Shortbread
20	01	FreshMart	Bakery & Desserts	\$ 159,99	No Discount	\$ -	Rp 159,99	1,5	2	The Cake Bake Shop 8" Round Pixie
21	04	ChocoNest	Bakery & Desserts	\$ 89,99	No Discount	\$ -	Rp 89,99		0	Classic Cake Chocolate Entremet Qu
22	09	Sportivo	Bakery & Desserts	\$ 99,99	No Discount	\$ -	Rp 99,99	3,6	5	Ferrara's Bakery 8 in. Tiramisu Cake
23	14	HomeEase	Bakery & Desserts	\$ 89,99	No Discount	\$ -	Rp 89,99	3,0	2	Classic Cake Limoncello Quarter She
24	10	PetLovers	Bakery & Desserts	\$ 24,99	No Discount	\$ -	Rp 24,99	4,7	687	deMilan Panettone Classico Tin Cake
25	05	UrbanStyle	Bakery & Desserts	\$ 39,99	No Discount	\$ -	Rp 39,99	4,3	845	David's Cookies Decadent Triple Choc
26	03	Bloomify	Bakery & Desserts	\$ 72,99	No Discount	\$ -	Rp 72,99	4,3	87	Ferrara's Bakery 4 lbs. Italian Cookie
27	12	ByteZone	Bakery & Desserts	\$ 119,99	No Discount	\$ -	Rp 119,99	2,2	4	Ferrara's Bakery 48 Mini Cannoli's (2)
28	03	Bloomify	Bakery & Desserts	\$ 109,99	No Discount	\$ -	Rp 109,99	4,2	181	Ferrara's Bakery 24 Large Cannoli's
29	07	BookHaven	Bakery & Desserts	\$ 99,99	No Discount	\$ -	Rp 99,99	4,0	16	Mary Macleod's Shortbread, Variety
30	07	BookHaven	Bakery & Desserts	\$ 34,99	No Discount	\$ -	Rp 34,99	4,5	702	Ferrara's Bakery Rainbow Cookies 1

Grocery Data Set: 1753 Rows x 10 Columns

Dataset Analysis

Cleaned dataset was grouping by certain variables and calculating related variables (sum, count, average, and count distinct) through POWER QUERY to obtain summarization.

Grouping by Subcategories

Sub Category	Product Count	Total Final Price	Avg Rating Score	Total Rating Count	Discount Count	No Discount Count	Stores Coverage
Bakery & Desserts	33	\$ 2,752,67	4,09	19.790	0	33	13
Beverages & Water	148	\$ 5,352,62	4,38	11.542	8	140	15
Breakfast	21	\$ 260,59	4,75	1.424	4	17	10
Candy	154	\$ 3,822,36	4,21	13.563	12	142	15
Cleaning Supplies	94	\$ 2,800,16	4,42	16.824	17	77	15
Coffee	95	\$ 3,071,65	4,52	35.724	8	87	15
Deli	21	\$ 7,654,79	4,48	10.708	3	18	11
Floral	75	\$ 5,115,75	4,24	141.257	0	75	14
Gift Baskets	89	\$ 10,418,11	4,45	43.169	4	85	15
Household	81	\$ 2,295,19		-	0	81	15
Kirkland Signature Grocery	122	\$ 3,404,08	4,61	46.151	5	117	15
Laundry Detergent & Supplies	39	\$ 1,266,41	4,46	9.385	11	28	13
Meat & Seafood	142	\$ 32,113,56	4,21	29.157	9	133	15
Organic	33	\$ 739,87	4,63	11.070	0	33	15
Pantry & Dry Goods	171	\$ 4,910,39	4,50	14.611	10	161	15
Paper & Plastic Products	88	\$ 2,186,32	4,15	2.773	11	77	15
Poultry	8	\$ 1,279,92	4,48	747	0	8	7
Seafood	47	\$ 9,059,51	4,18	10.306	2	45	15
Snacks	292	\$ 6,202,48	4,38	17.564	21	271	15

Top 3

Bottom 3

Grouping by Store Name

Store Name	Count Product	Avg Rating Score	Total Rating Count	Discount Count	No Discount Count	Subcategories Coverage	Category Gaps
BookHaven	139	4.37	57.256	7	104	18	Poultry
Glowify	99	4.40	43.649	10	103	17	Breakfast, Poultry
ByteZone	124	4.36	34.038	11	105	19	
Sportivo	122	4.31	33.930	12	111	18	Deli
FreshMart	124	4.37	33.663	7	106	17	Breakfast, Laundry Detergent & Supplies
Cafe Loka	128	4.38	32.003	1	126	18	Deli
TechEase	107	4.42	31.521	6	122	18	Deli
UrbanStyle	103	4.36	30.341	9	95	17	Breakfast, Poultry
PetLovers	123	4.28	23.284	14	125	18	Poultry
Craftora	113	4.38	23.117	5	102	16	Bakery & Desserts, Floral, Poultry
TastyBite	116	4.27	20.538	10	93	16	Laundry Detergent & Supplies, Bakery & Desserts, Poultry
HomeEase	113	4.28	19.659	9	115	18	Deli
ChocoNest	127	4.21	18.088	9	90	18	Breakfast
GreenLeaf	104	4.39	17.934	8	116	18	Poultry
Bloomify	111	4.38	16.744	7	115	17	Breakfast, Poultry

Top 3

Bottom 3

Grouping by Discount Type

Discount Type	Product Count	Avg Rating Score	Total Rating Count
Monetary	125	4,58	25.871
No Discount	1628	4,33	409.894

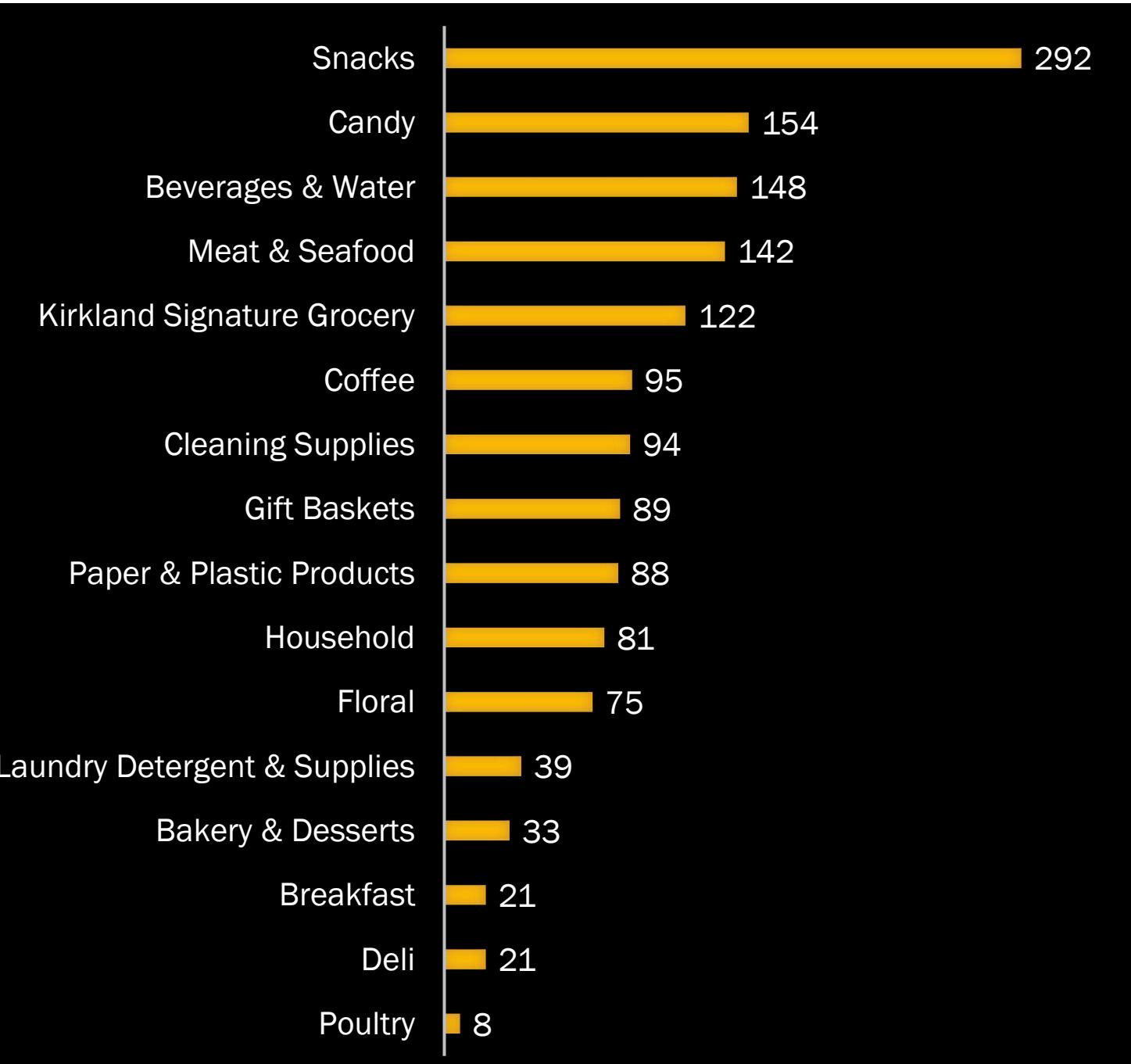
Key Point Insights

Summarized data set was analysing by comparing each values and variables. Any assumptions regarding data was also placed.

Product Count

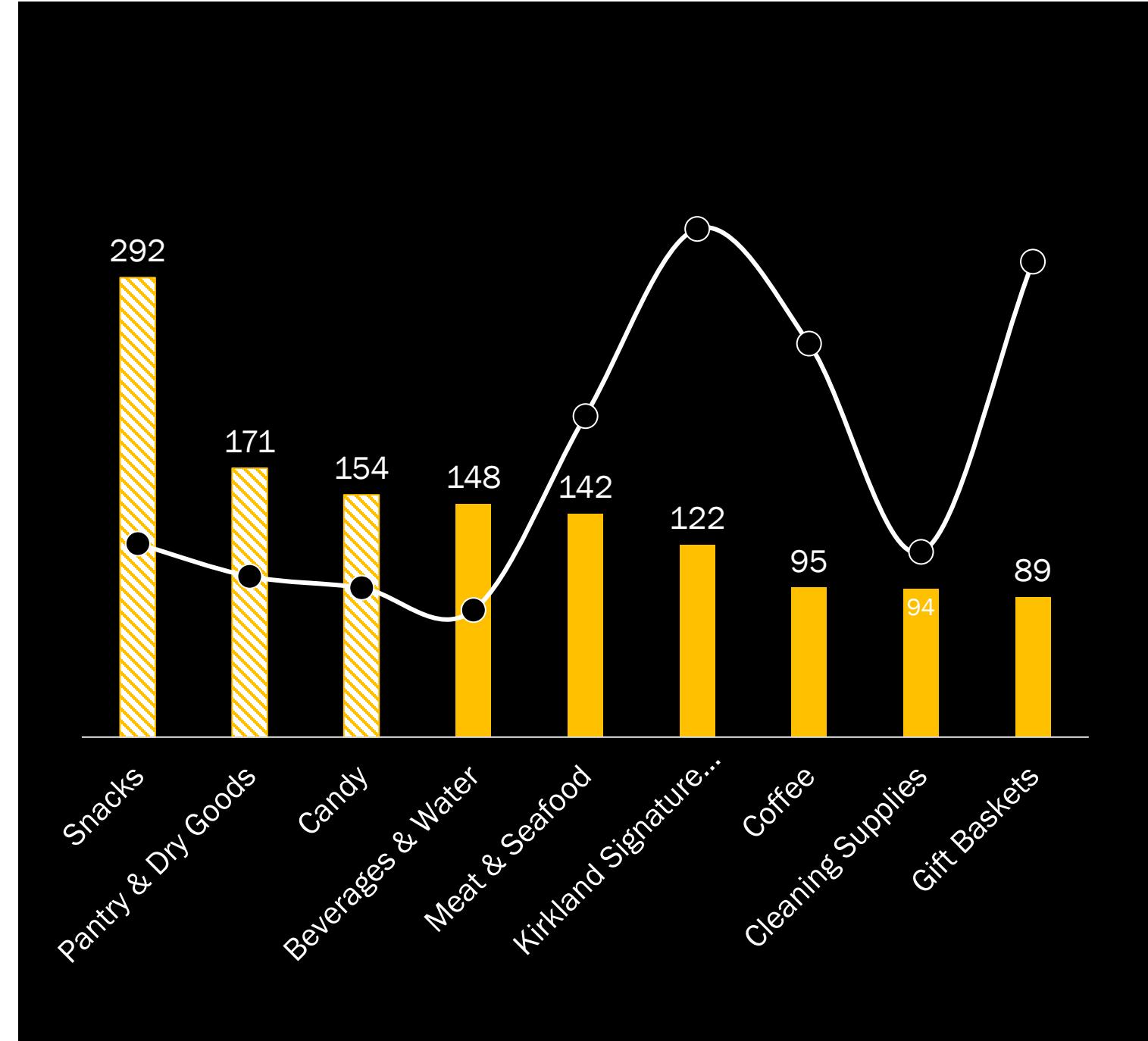
Snacks subcategories have the broadest product line and are the most likely subcategory to be optimized during an overall deficit.

Snacks subcategories offer a wide variety of products, allowing cross-selling and bundling with either similar or different subcategories to increase sales.



Product and Rating Count

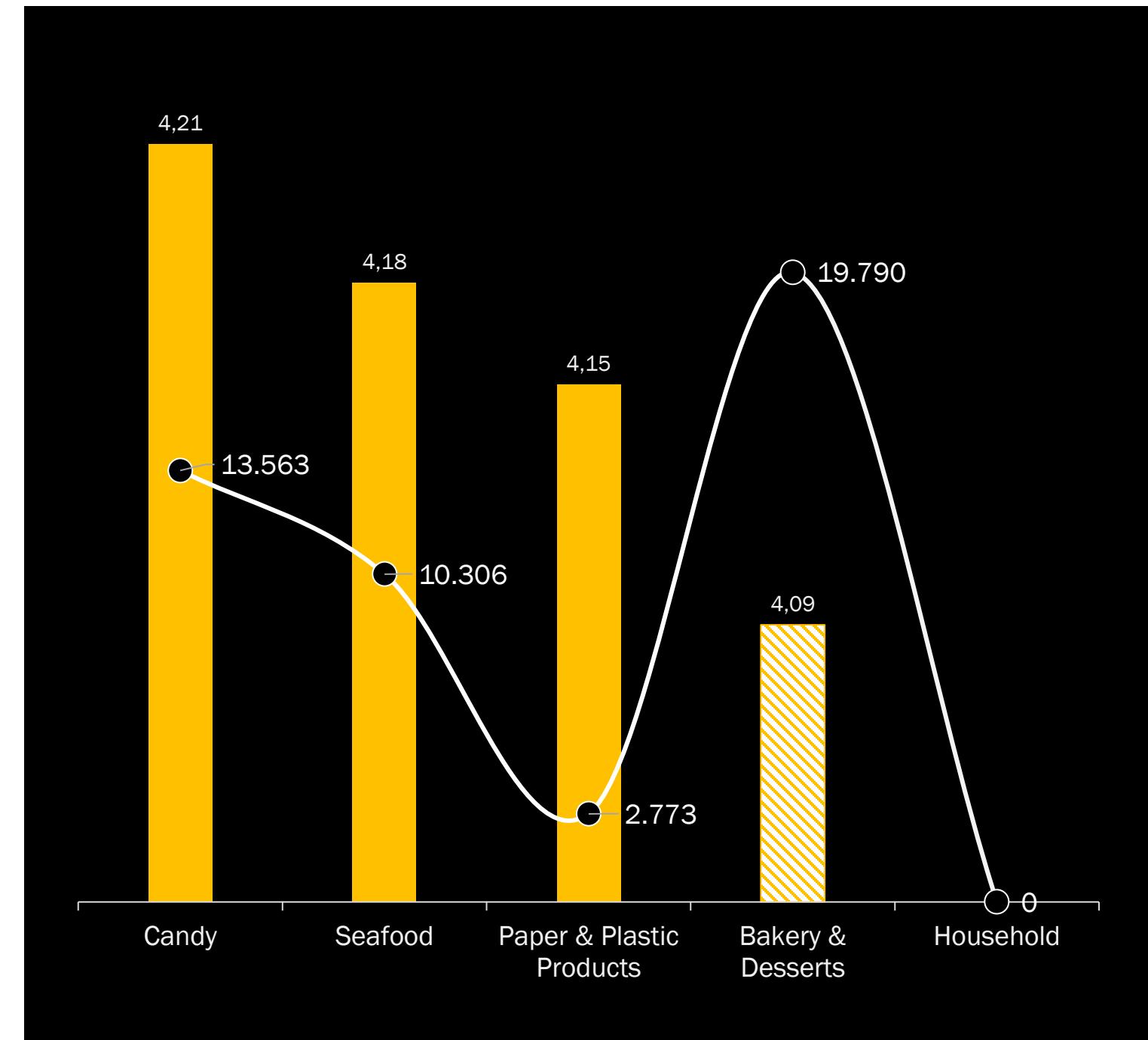
Despite having the highest number of products, The top 3 product count subcategory shows relatively low interaction (rating count) when adjusted for its product volume, compared to other subcategories.

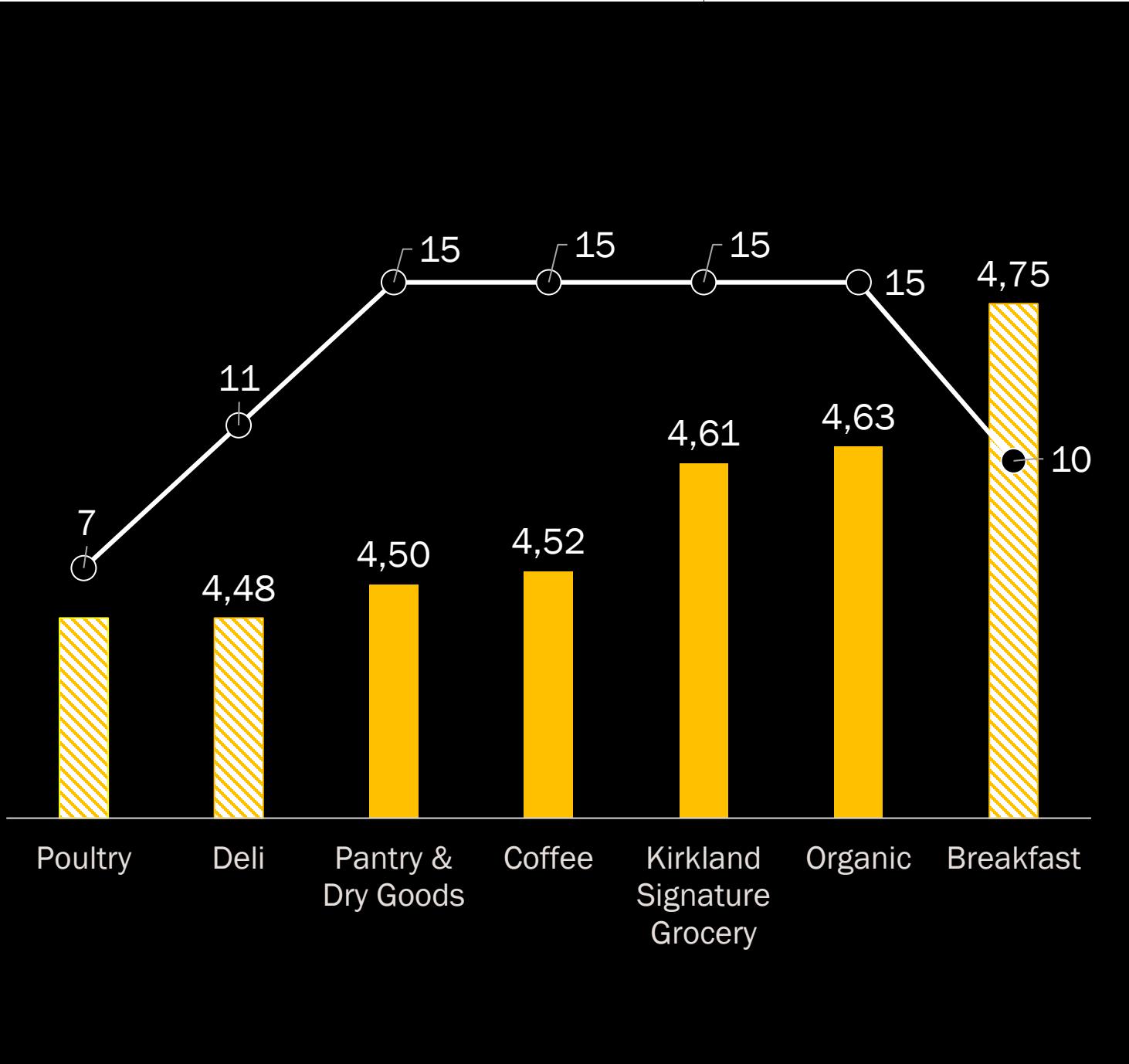


Bottom Rating Score and Rating Count

The Bakery and Dessert subcategory records the lowest average rating score among all subcategories. Interestingly, this is supported by a relatively high rating count, ranking fifth overall rating count.

The Household subcategory has not received any customer ratings to date, indicating a lack of engagement or feedback in this category.



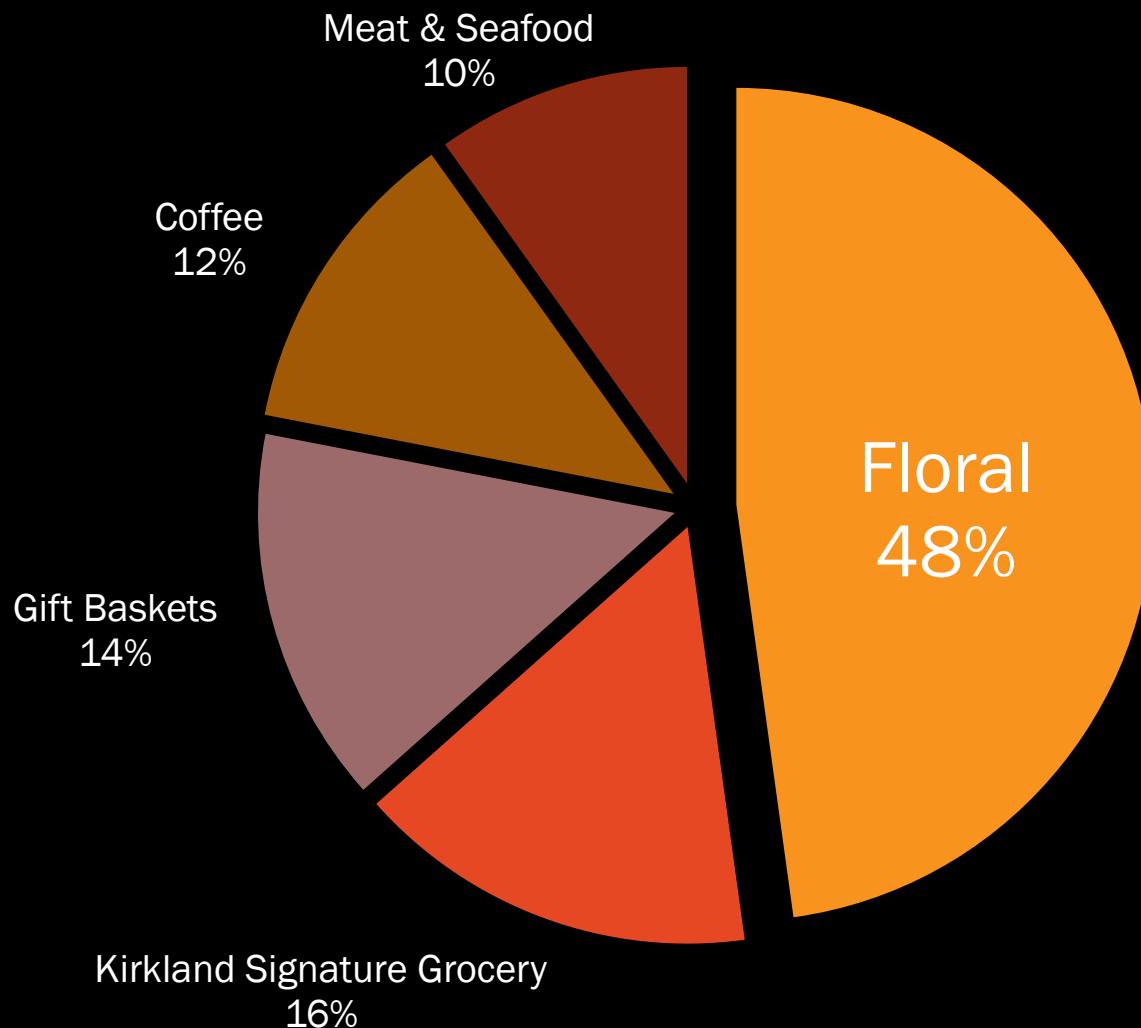


Rating Score and Store Coverage

The Breakfast subcategory records the highest rating among all subcategories. However, it is available in only a limited number of stores. This subcategory also has low number of product count. It goes the same with Poultry and Deli that shown relatively high rating score. Potentially improved.

The Seafood, Paper and Plastic, and Bakery and Dessert subcategories record the lowest average ratings, 4.09 to 4.18, indicating the need for further evaluation and improvement.

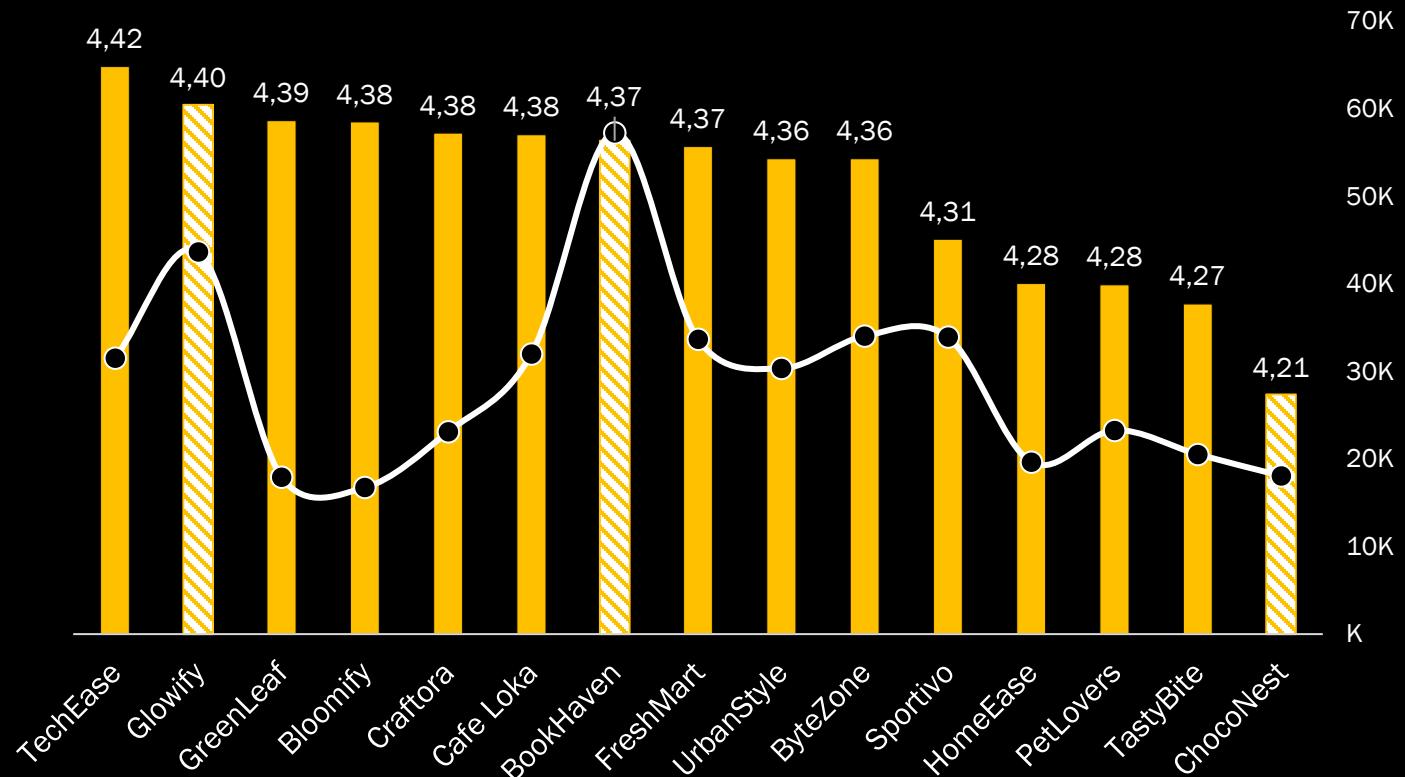
Both Organic and Kirkland categories demonstrate high ratings and broad store availability, suggesting that their current performance should be maintained.



Top 5 Rating Count

The Floral subcategory records a significantly higher rating count, reflecting strong consumer engagement with this category despite its relatively low average rating score.

Both the Kirkland and Gift Basket subcategories also exhibit relatively high rating counts, indicating strong customer interaction, along with high rating scores that reflect positive consumer satisfaction.

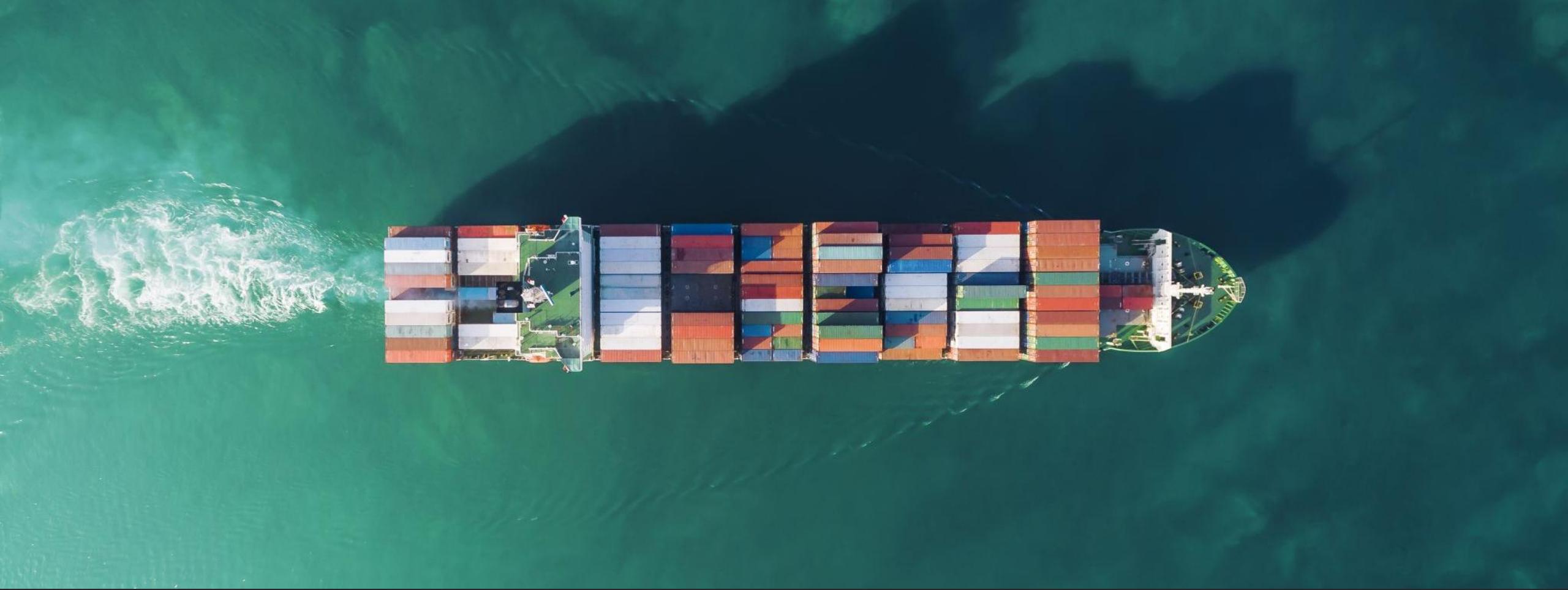


Store: Rating Score and Count

Glowify and Bookhaven stores demonstrate high rating scores with strong rating counts, suggesting best practices that can be adopted by other stores to improve performance.

ChocoNest store needs evaluation due to its low rating score. Adding the popular Breakfast subcategory could help improve its performance.

TastyBite has low rating scores and rating counts, possibly due to the absence of three subcategories (subcategory gaps) in its store.



Thank You