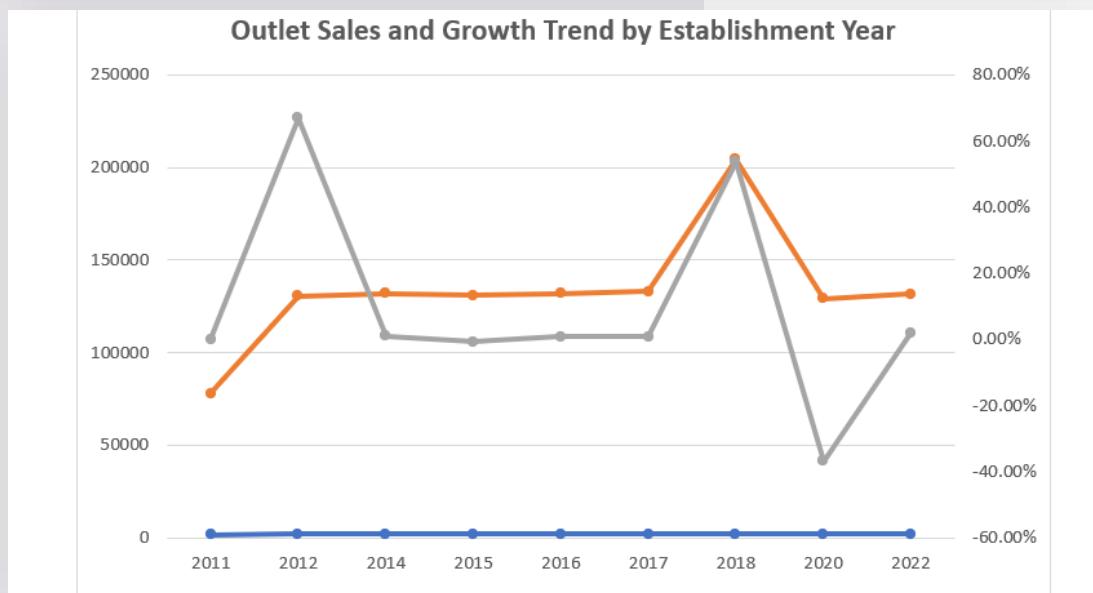


Outlet-Maturity Trend (Sales by Outlet Establishment Year)		
Year	SumSales	Growth(%)
2011	78131.5666	---
2012	130476.8598	67.00%
2014	131809.0156	1.02%
2015	130942.7802	-0.66%
2016	132113.3698	0.89%
2017	133103.907	0.75%
2018	204522.257	53.66%
2020	129103.9604	-36.88%
2022	131477.7761	1.94%

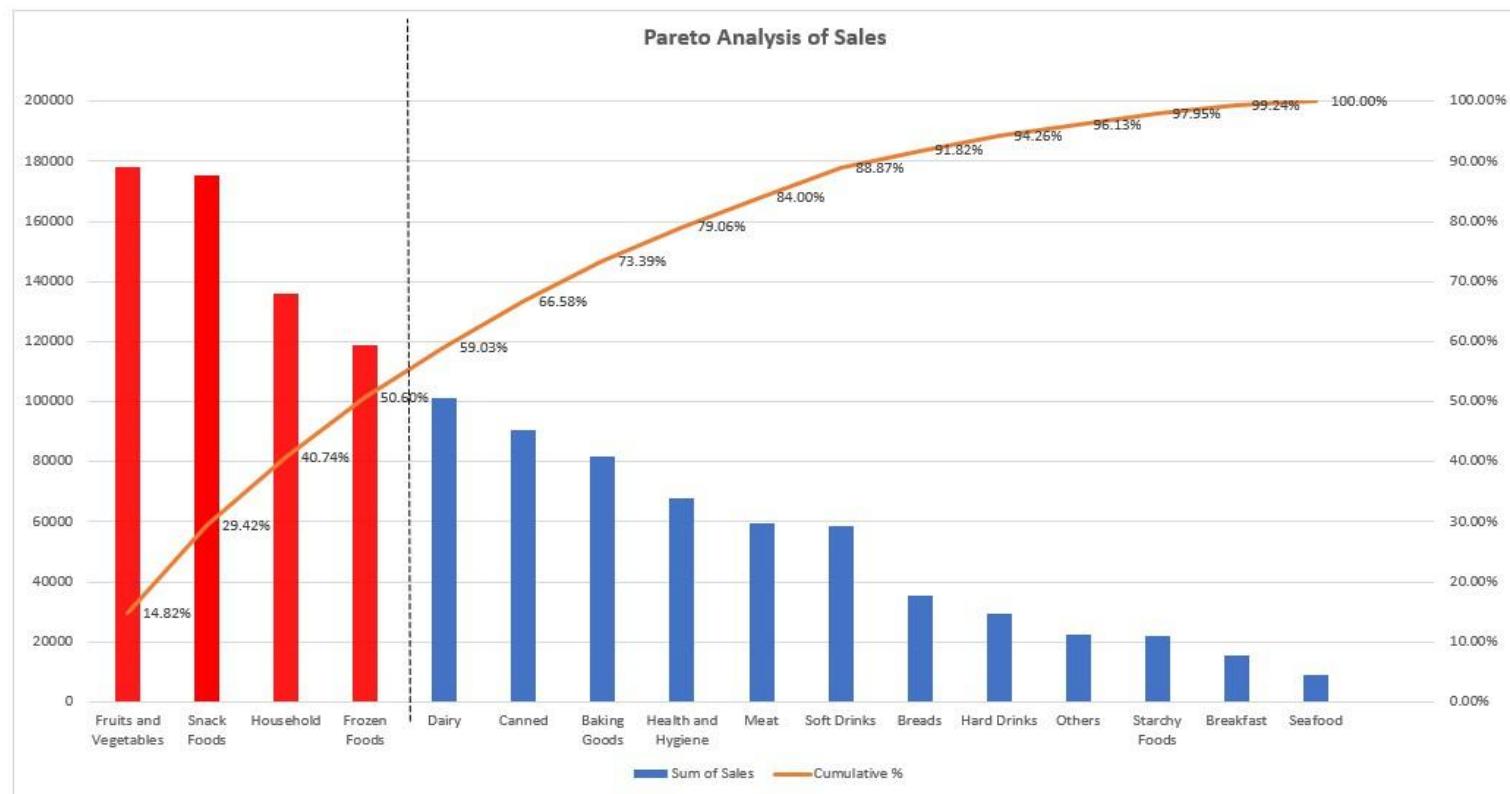


### Takeaways:

Growth was explosive in the initial year (2012) and mid-year (2018), which are likely linked to major expansions or market events. Flat or negative growth through 2014–2017 and 2020, showing either maturity, plateauing demand, or economic shocks (e.g., 2020 pandemic). Recent years show a hesitant recovery, not near the historic highs, but positive.

Row Labels	Sum of Sales	Cumulative Sales	Cumulative %
Fruits and Vegetables	178124.081	178124.081	14.82%
Snack Foods	175433.9224	353558.0034	29.42%
Household	135976.5254	489534.5288	40.74%
Frozen Foods	118558.8814	608093.4102	50.60%
Dairy	101276.4616	709369.8718	59.03%
Canned	90706.729	800076.6008	66.58%
Baking Goods	81894.7364	881971.3372	73.39%
Health and Hygiene	68025.8388	949997.176	79.06%
Meat	59449.8638	1009447.04	84.00%
Soft Drinks	58514.167	1067961.207	88.87%
Breads	35379.1198	1103340.327	91.82%
Hard Drinks	29334.6806	1132675.007	94.26%
Others	22451.8916	1155126.899	96.13%
Starchy Foods	21880.0274	1177006.926	97.95%
Breakfast	15596.6966	1192603.623	99.24%
Seafood	9077.87	1201681.493	100.00%

Column1	Column2
16	TOTAL NO OF ITEMS
4	TOP 20% ITEM



Just 4(25% of total items) items are driving about 50% of total sales, and the remaining 12(75% of total items) They account for 50% of total sales. This means we should give these items more focus, such as offering better promotions, bundling, maintaining high visibility, and always keeping them in stock.