



Exec Dashboard



Store Location Analysis



Product Category Analysis



Store Setting Analysis



Business Takeaways



Map-Based Store Location Analysis

Filters

Store Location

All

Store Setting

All

Age

All

Clear Filters

Students Survey Overview



119K

Total Items Sold



\$642.08K

Total Sales Amount



754

Total Surveys



\$851.57

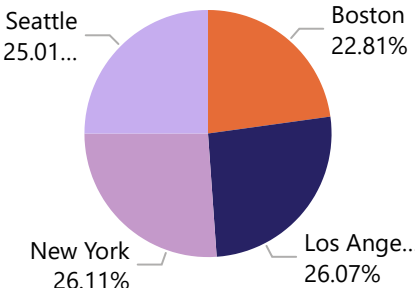
Average Purchase...



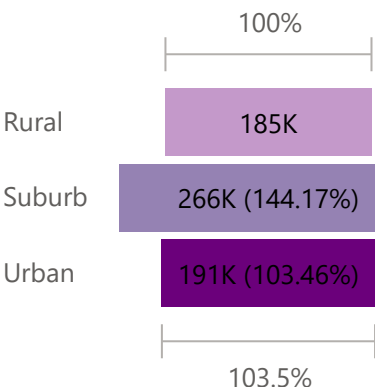
157.69

Avg Items per...

Sales Amount by Store Location



Total Sales by Store Setting

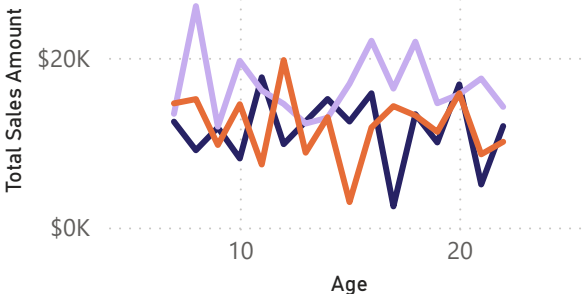


Total Items Sold

Store Sett... Rural Suburb Urban

Total Sales Amount

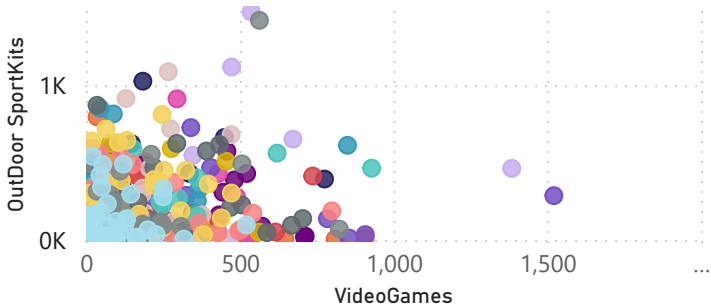
Total Items Sold



Age	Rural	Suburb	Urban
7	\$12,473.10	\$13,396.13	\$14,628.68
8	\$9,103.71	\$26,094.12	\$15,132.63
9	\$11,777.35	\$11,886.37	\$9,724.57
10	\$8,133.20	\$19,635.66	\$14,527.83
11	\$17,702.28	\$16,156.58	\$7,422.33
12	\$9,819.78	\$14,567.69	\$19,735.47
13	\$12,494.63	\$12,254.98	\$8,817.19
14	\$15,144.33	\$12,934.77	\$13,001.14
15	\$12,487.34	\$16,947.80	\$2,992.02

Store Location	Store Setting	Amount of Purchases
Boston	Rural	42,016.81
Boston	Suburb	53,835.98
Boston	Urban	50,595.51
Los Angeles	Rural	30,009.48
Total		6,42,084.0

Video Game Purchases and Outdoor Sports Spending Across Age Groups





## Store Location Analysis

Boston

Los Angeles

New York

Seattle



119K

Total Items Sold



\$642.08K

Total Sales Amount



754

Total Surveys



\$851.57

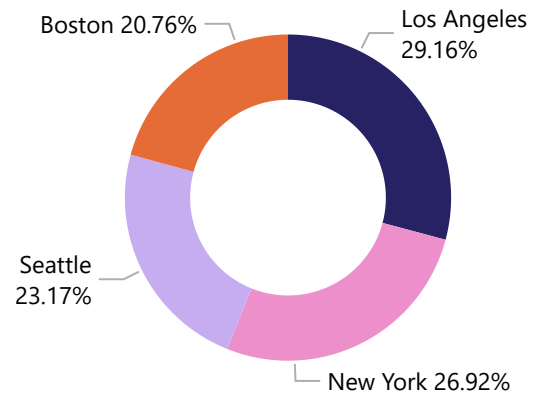
Average Purchase Value



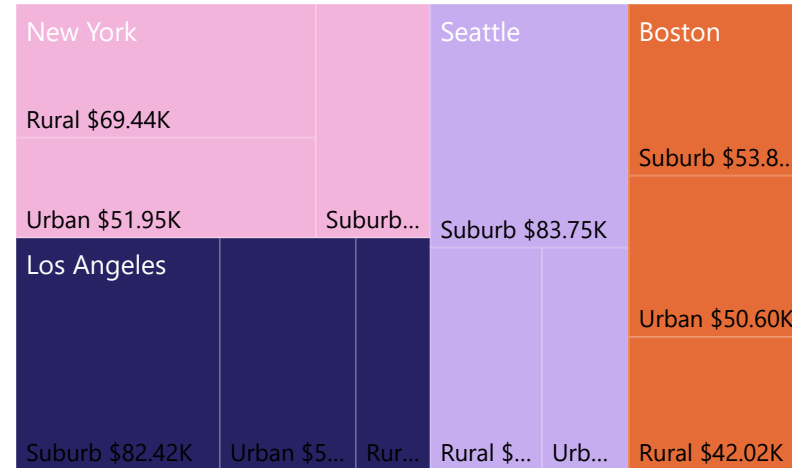
157.69

Average Items per...

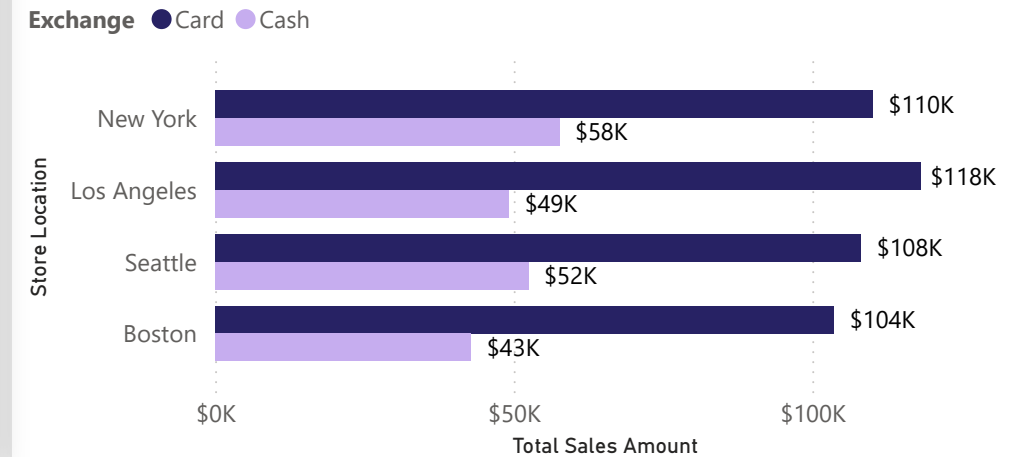
### Items Sold by Store Location



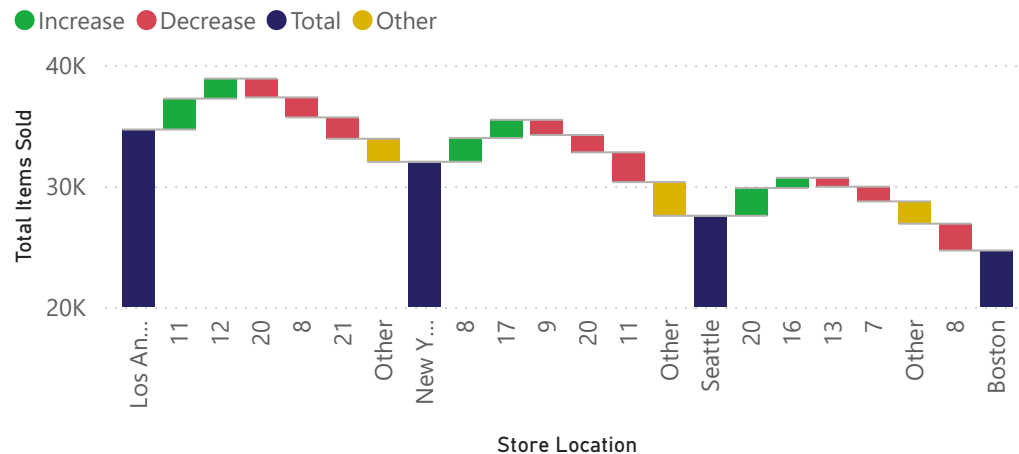
### Total Sales Amount by Store Location and Store Setting



### Amount of Purchases by Store Location



### Total Items Sold by Store Location and Age



### Highest Selling Location

New York

### Items Sold



32K

### Purchase Amount



\$167.68K

Store Location	Academic Books	Gadgets	InDoor SportKits	OutDoor SportKits	Toys Amount	VideoGames Amount
Total	1,44,086.50	1,28,359.54	50,040.73	1,13,761.72	\$46,825.75	97,809.75
Los Angeles	36,851.83	32,543.35	12,711.15	33,965.19	\$10,634.65	24,184.24
New York	37,870.75	31,907.93	13,109.10	30,156.25	\$12,901.91	25,057.19
Seattle	37,483.33	32,517.00	13,378.25	26,226.11	\$10,583.33	25,917.94
Boston	31,880.59	31,391.26	10,842.23	23,414.17	\$12,705.86	22,650.38



## Product Category Analysis



119K

Total Items Sold



\$642.08K

Total Sales Amount



754

Total Surveys



\$851.57

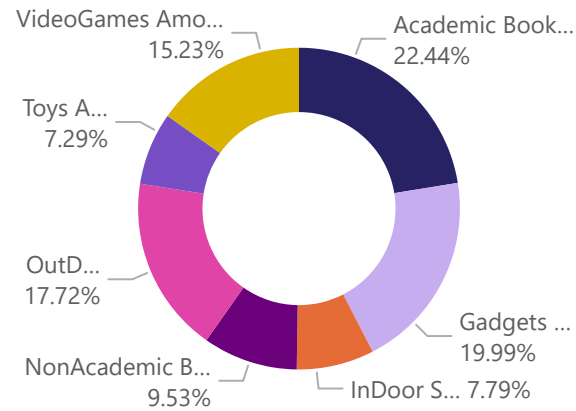
AVG Purchase Value



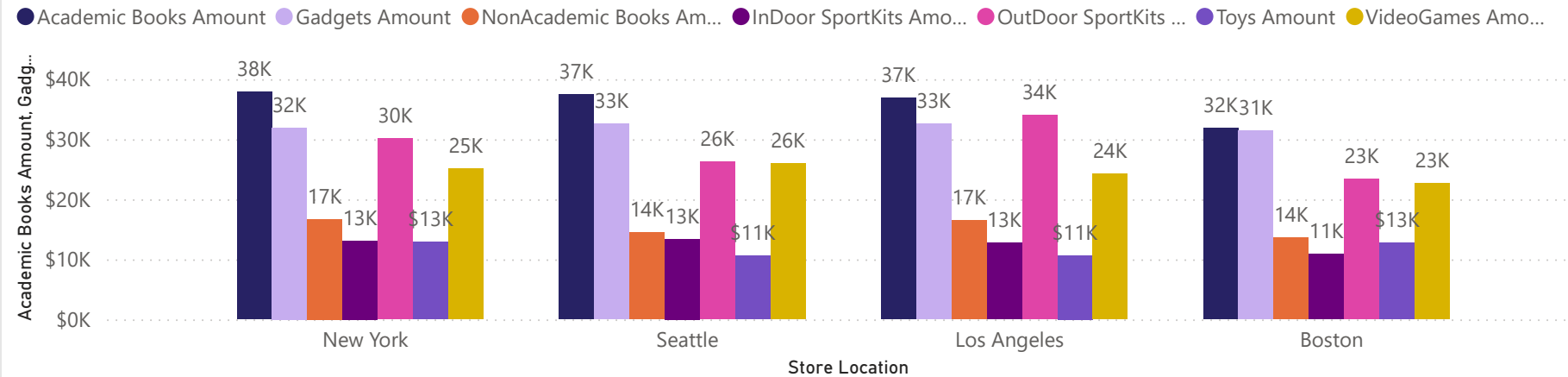
157.69

AVG Items per Purchase

### Purchase Amount By Product Category



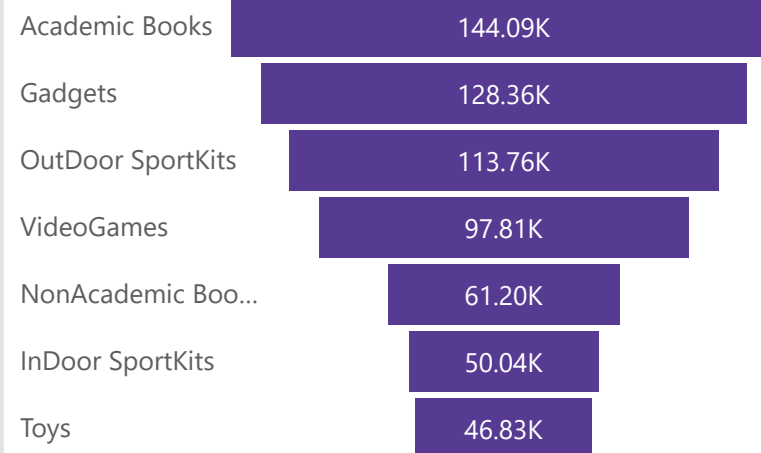
### Amount of Purchases by Store Location



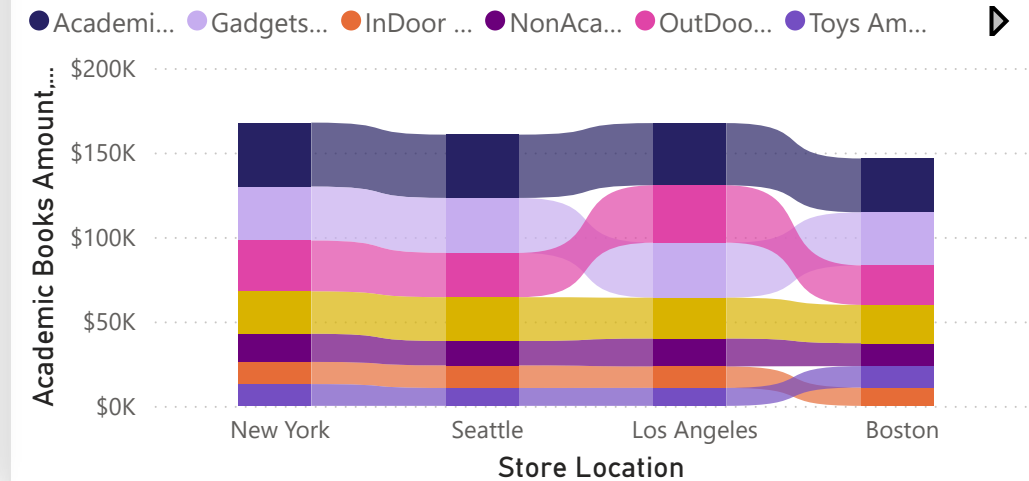
### Narratives

- **Academic Books and Gadgets are the top-selling categories across all locations**, consistently contributing the highest purchase amounts.
- **New York and Los Angeles lead overall purchases**, while **Boston records comparatively lower spending** across most categories.
- **Product demand patterns are consistent**, indicating stable customer preferences across cities.
- New York records the **highest purchase of Academic Books (38K)**, showing strong academic demand.

### Total Purchase Value by Product Category



### Product Category Purchase Amount by Store Location





# Product Category Analysis

Store Setting

Rural

Suburb

Urban



119K

Total Items Sold



\$642.08K

Total Sales Amount



754

Total Surveys



\$851.57

AVG Purchase Value

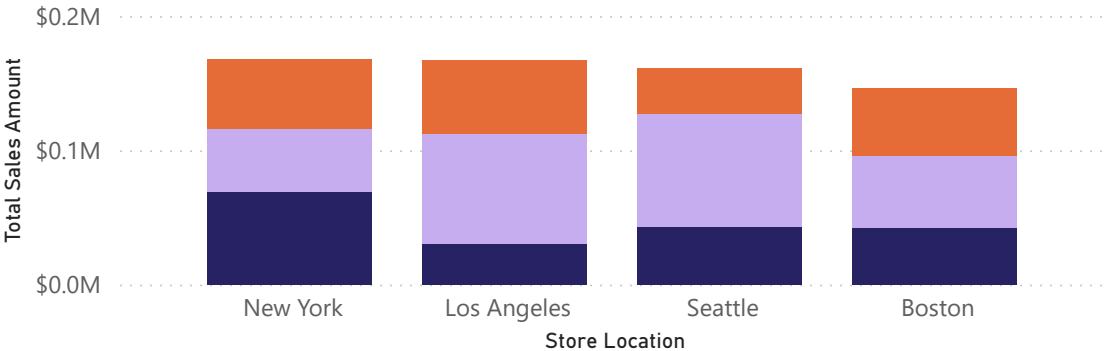


157.69

AVG Items per Purchase

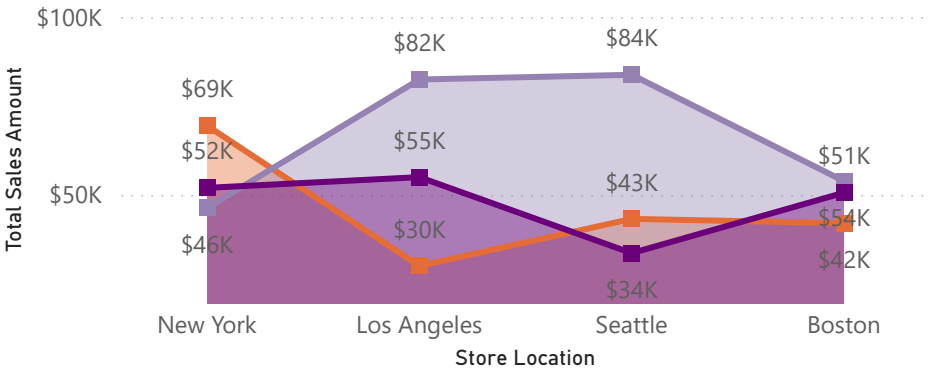
## Item Sales Across Store Settings

Store Setting ● Rural ● Suburb ● Urban



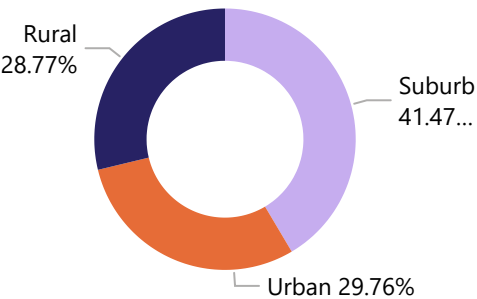
## Total Items Sold

Store Setting ■ Rural ■ Suburb ■ Urban

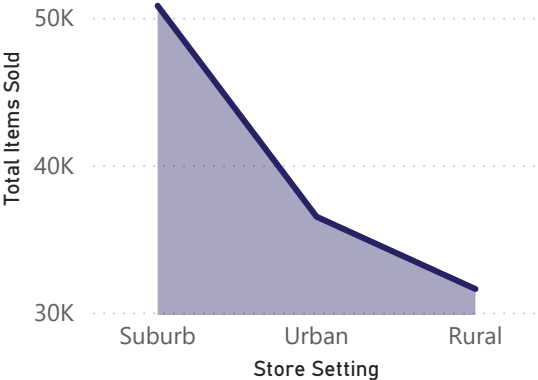


## Total Purchase Value by Product Category

Store ... ● Suburb ● Urban ● Rural



## Items Sold Across Store Settings



Age	Academic Books	Gadgets	Indoor Sport Kits	Non Acadmic Books	Outdoor Sport Kits	Sur
14	11,302.73	8,561.42	3,417.49	2,182.96	6,514.15	
16	11,097.53	9,177.42	3,226.20	6,479.68	9,365.70	
20	10,266.62	9,550.27	4,063.47	5,248.02	10,103.63	
8	9,646.88	9,379.82	3,804.32	5,911.03	10,064.06	
11	9,511.97	8,994.19	3,388.70	4,832.95	6,374.23	
22	9,411.82	7,762.47	3,197.37	3,831.66	5,597.86	
18	9,348.68	9,938.53	3,887.29	5,110.74	8,672.33	
12	8,513.70	7,615.52	3,526.32	4,178.02	5,799.24	
19	8,434.04	7,551.63	2,720.55	2,265.53	6,050.75	
10	8,420.04	8,131.05	3,456.63	4,429.11	7,010.82	
17	8,202.62	6,858.42	2,410.01	2,046.32	6,620.04	
Total	1,44,086.50	1,28,359.54	50,040.73	61,200.02	1,13,761.72	4



### Executive Summary

- **New York emerges as the highest-selling location**, leading in both total sales value and items sold across all store settings.
- **Suburban stores generate the highest sales amount**, outperforming Urban and Rural stores, indicating stronger customer demand in suburban areas.
- **Academic Books and Gadgets are the top-performing product categories**, consistently contributing the largest share of revenue across locations.
- **Video Game purchases are higher among younger age groups**, while **Outdoor Sports spending increases with age**, reflecting distinct age-based buying patterns.
- **Los Angeles shows strong overall performance**, while **Boston records comparatively lower sales**, highlighting opportunities for targeted growth strategies.
- **Sales trends remain stable across age groups and store settings**, suggesting consistent customer behavior and predictable demand.

### ✦ Strategic Business Takeaways

- Focus marketing and inventory investments on **Suburban stores and top locations (New York & Los Angeles)**.
- Expand high-performing categories like **Academic Books and Gadgets** with bundles or promotions.

### Detailed Summary

#### 📍 Location & Store Performance Insights

- **New York is the highest-selling location**, consistently leading in total sales amount and items sold across most categories.
- **Los Angeles follows closely**, showing strong performance, especially in Suburban and Urban store settings.
- **Boston records the lowest overall sales**, indicating potential scope for targeted promotions or store optimization.
- **Seattle shows balanced performance**, performing better than Boston but trailing New York and Los Angeles.



#### Store Setting Analysis

- **Suburban stores generate the highest total sales value**, outperforming both Urban and Rural settings.
- **Urban stores show steady and consistent sales**, making them reliable contributors across locations.
- **Rural stores lag in both sales amount and items sold**, suggesting limited demand or smaller customer bases.



#### Product Category Insights

- **Academic Books and Gadgets are the top-selling categories** across all store locations and settings.
- **Outdoor Sport Kits and Video Games show moderate demand**, with higher spending concentrated in specific age groups.
- **Toys and Indoor Sport Kits contribute the least to total sales**, indicating niche or seasonal demand.
- **Product preferences remain consistent across cities**, highlighting stable customer buying patterns.



## Store Location Analysis

Boston

Los Angeles

New York

Seattle



### Total Sales Amount by Store Location

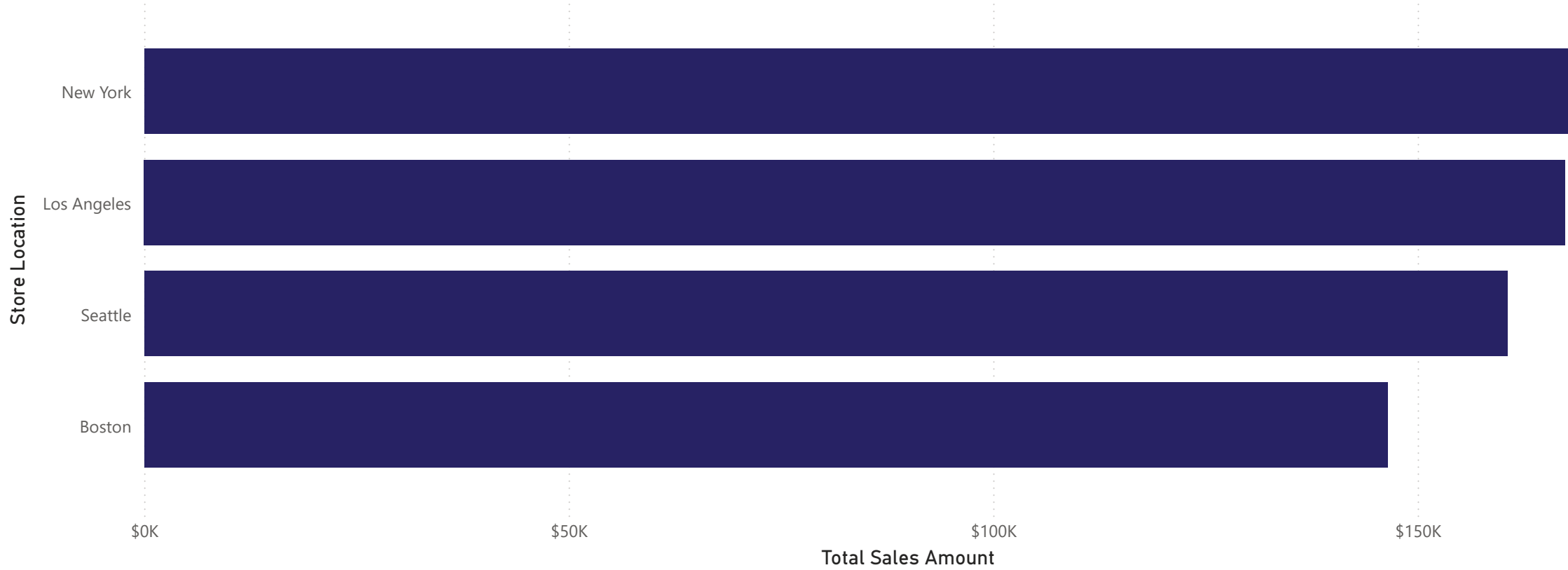




top store locations by total sales amount

Showing results for *Top 10 store location of student surveys by total sales amount of those student surveys*



Undo Redo Clear selection Isolate Exclude Stop filtering

ALL ROWS

16

FILTERED

0

SELECTED

1



## CHART

☐ Grid

○ Bar

☐ Scatter

☐ Treemap

○ Density

○ Strips

○ Column

 Stacks

## COLUMN MAPPING

**X Axis**

Sum of InDoor SportKits

X axis max bins

10

**Y Axis**

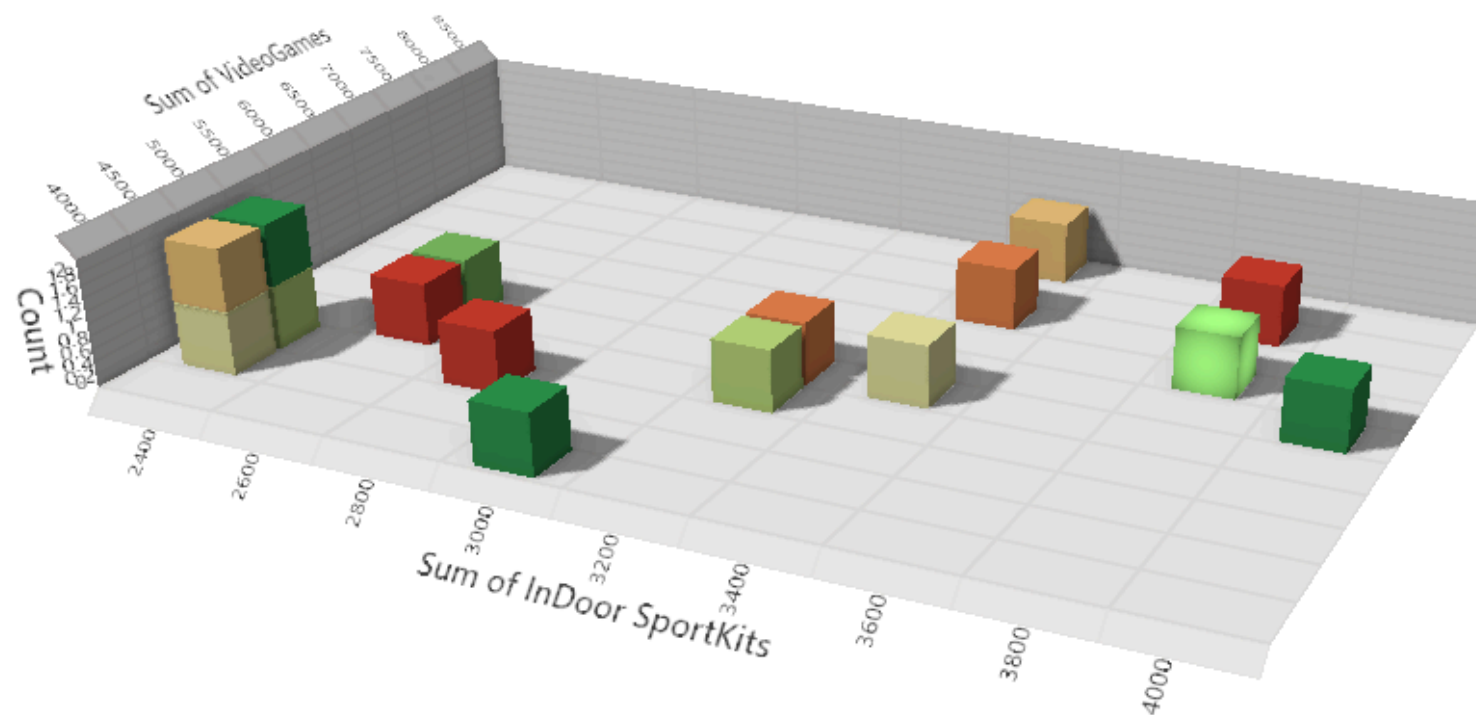
Sum of VideoGames

## Y axis max bins

10

Color by

Age



## Age

■  $< 9.14$

9.14 – 11.3

11.3 – 13.4

13.4 – 15.6

■ 15.6 – 17.7

■ 17.7 – 19.9

■  $\geq 19.9$