PRODUCT PLACEMENT ANALYSIS DASHBOARD

Avg Sales Volume vs Product Category
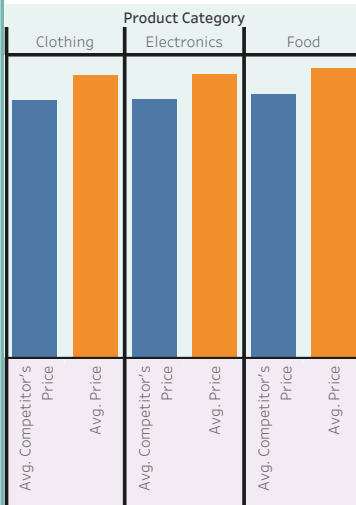
Product Cat..

Category	Avg. Sales Volume
Clothing	1,830.1
Electronics	1,748.6
Food	1,727.7
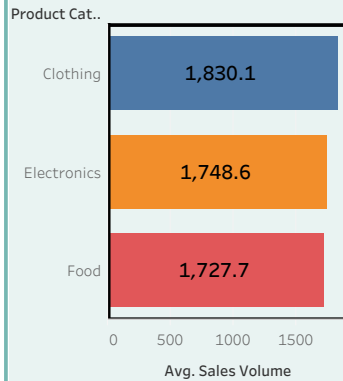
Avg. Sales Volume

Promotion of Product Category on Price and Sales Volume

Promotion	Product Category	Avg. Price
No	Clothing	
	Electronics	
	Food	
Yes	Clothing	
	Electronics	
	Food	

Product Category
- Clothing
- Electronics
- Food

Avg Sales Volume vs Product Category

Product Category

Clothing | Electronics | Food

Avg. Competitor's Price | Avg. Price

Consumer Demographics vs Sales Volume

- 431,883 Young adults
- 450,063 College students
- 444,089 Seniors
- 443,276 Families

Center: 1,769,311
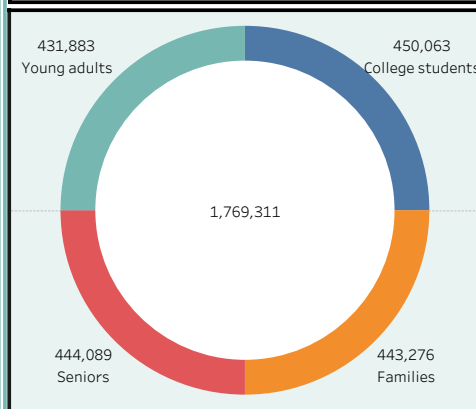
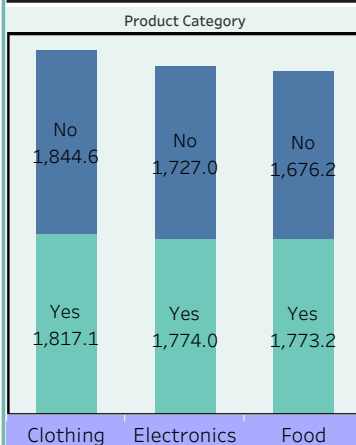**Consumer Demog**
- College stude
- Families
- Seniors
- Young adults

Measure Names
- Avg. Compet.
- Avg. Price

Avg Sales Volume by Product Category by Season

Product Category

	Clothing	Electronics	Food
No	1,844.6	1,727.0	1,676.2
Yes	1,817.1	1,774.0	1,773.2

Product Category vs Price

- Food 28.4740
- Clothing 27.7500
- Electronics 27.8511
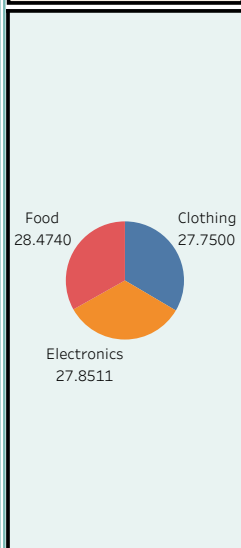
Foot Traffic by Avg Sales Volume

- Medium Front of
- High Aisle
- Medium End-cap
- Fro...
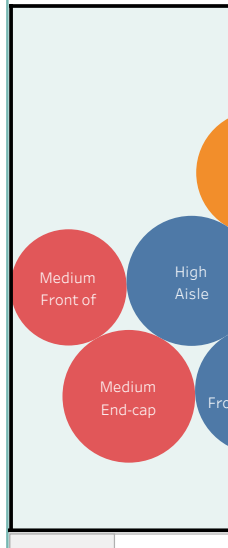
Seasonal
- No
- Yes

Foot Traffic
- High
- Low
- Medium