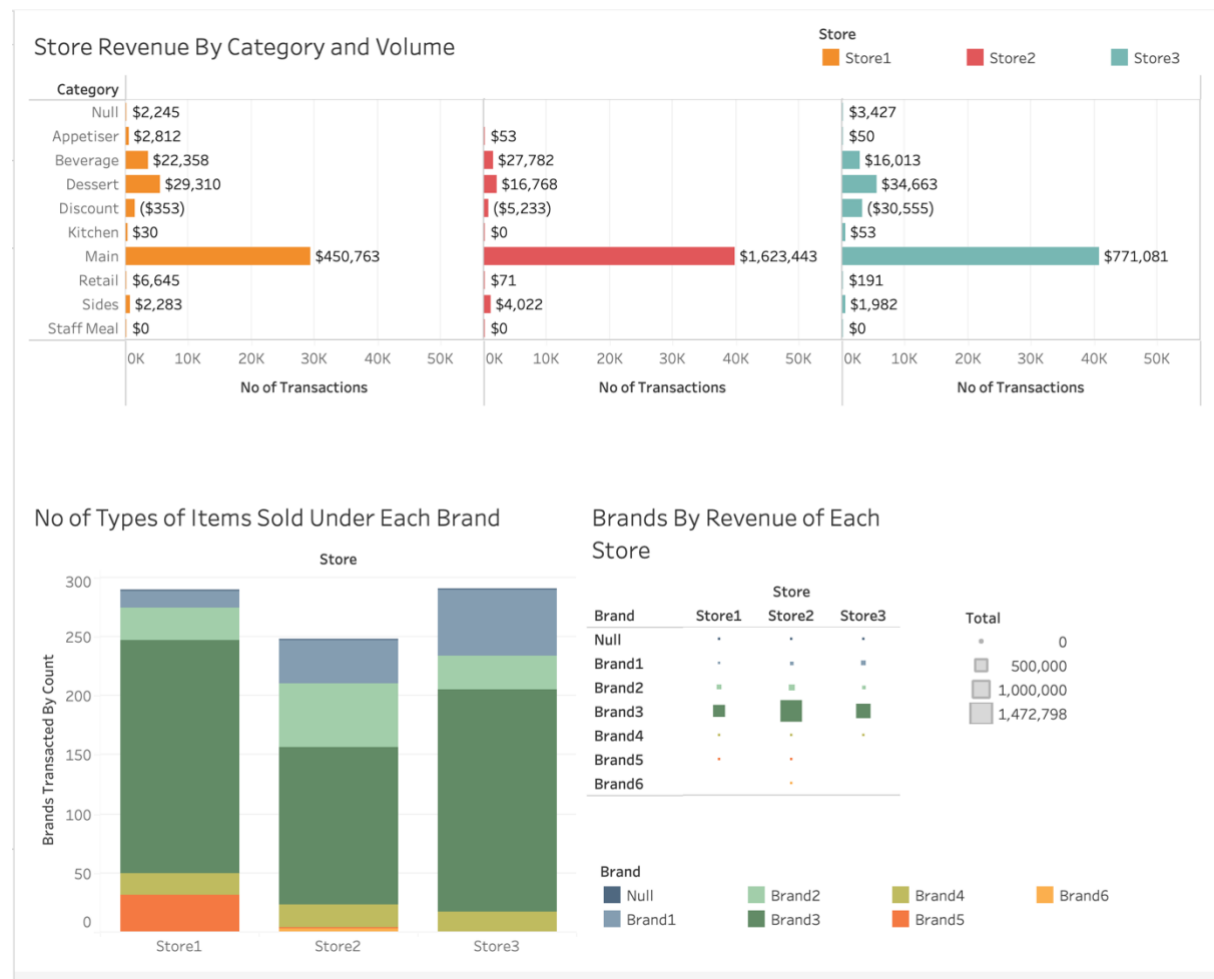
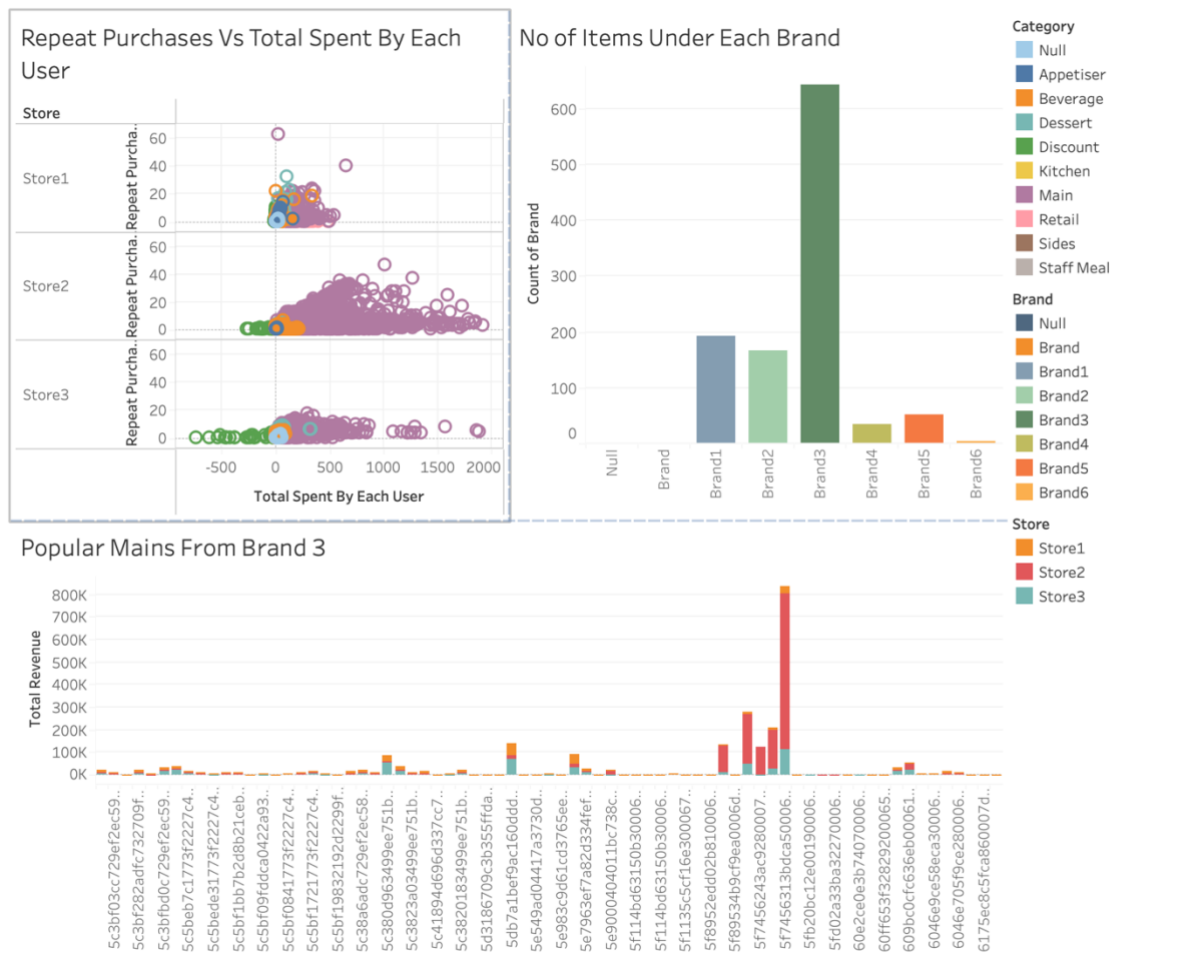


Analysis of Sales Using Tableau



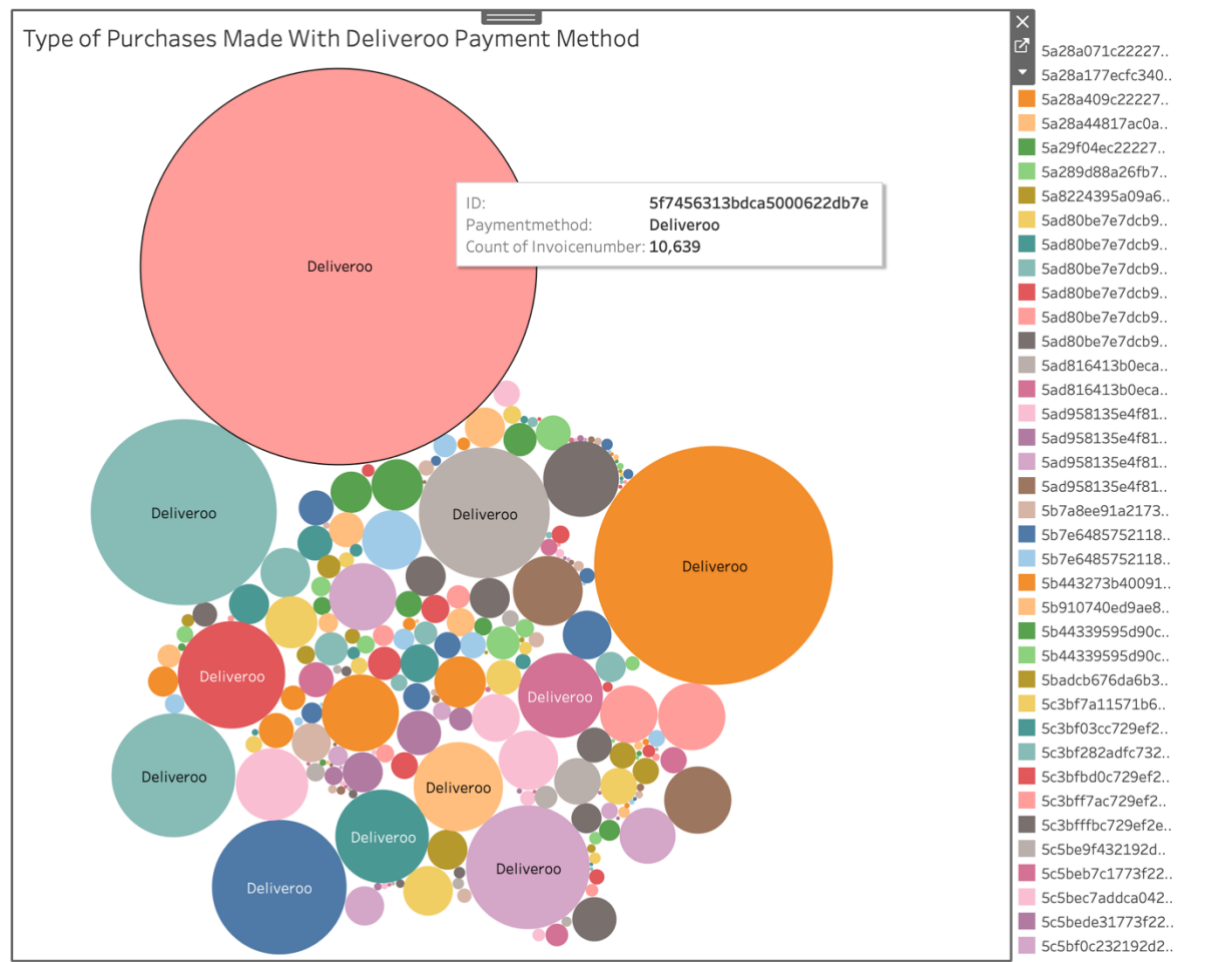
Upon analysis of the visualizations created, It is observed that Store 2 has the largest revenue among the 3 stores, by a big margin. While it is not known which location or what group of customers store 2 is serving, it is observed that Brand 3 is a popular brand among the 3 stores by number of transactions and revenue, dwarfing the other brands.

Analysis of Sales Using Tableau



To study the success of store 2, from the **Repeat purchases Vs Total Spent by Each User** chart, it shows that a big portion of the sales comes from mains. And Store 2 seems to be carrying certain products or serving in a certain segment of customers which brings in much more repeated purchases as compared to the other stores. From the bottom chart, product 5f7456313bdca5000622db7e is found to be the main driver of the store 2 sales which make up about 40% of total revenue and that comes from brand 3's mains.

Analysis of Sales Using Tableau



To drill down further and corroborate the above analysis, let's take a look at what type of item is being made with Deliveroo payment method. There seems to be an ongoing promotion that Deliveroo is doing on Product 5f7456313bdca5000622db7e that is driving the sales on this particular item which is from Brand 3's mains. Further study or research on the segment and location of customers of other stores can be done to leverage on certain promotions to boost revenue.