



5-Months Revenue Analysis Report

“Los Puche” Grocery Store

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Introduction

- The following report is meant to acknowledge the current products and categories that gave the **highest revenue** from 01 July until 30 November of 2022
- The methodology used is **descriptive statistics**
- **Tables, bar** graphs and **line** graphs will be implemented for easy understanding
- The tools used are: **MySQL, Python, Pandas, Matplotlib & Seaborn**

The company

- The grocery store “Los Puche” is a **retail family business** operating since 17 May 2017. Our products are not only **everyday food** or drinks but also **bureaucratic services** related to government and citizens
- Since last November the grocery store is partnering with the local *post office* offering posting services, and thus, giving the business an **extra income and exposure** to the public
- After incorporating **digital bookkeeping** and **business intelligence** into our daily operations, the average daily revenue **increased by 17.2%** in the past 5 months

Data analysis

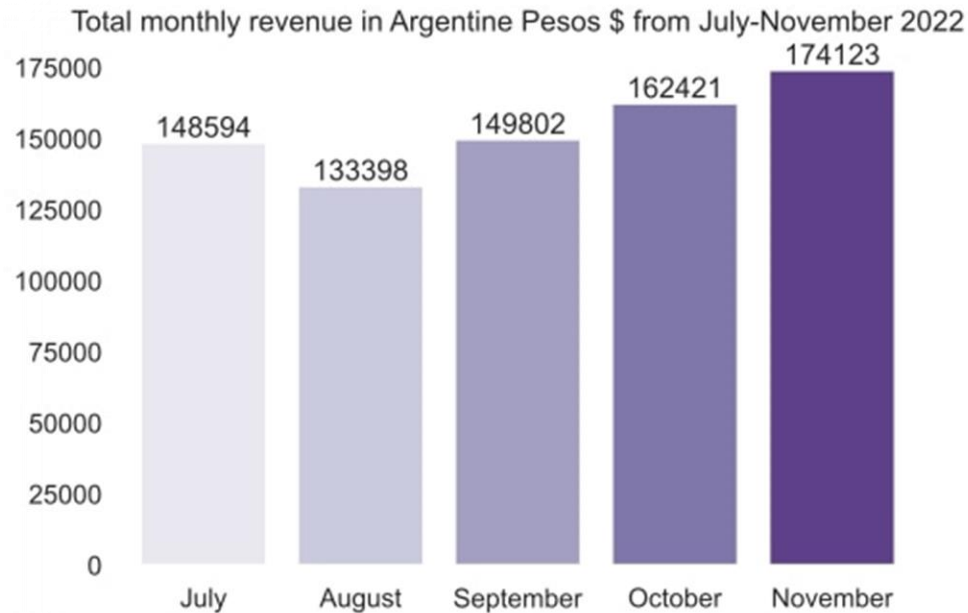
- Monthly percent change and revenue over time.
- Identify the **top 5 products and categories** by revenue.
- Look for the **5 least sold** products of these categories by their revenue.
- **5 least sold** categories by revenue.
- Deeper analysis: top 5 products and categories during **weekdays** and **weekends**.

Monthly percent % change

	month	total_rev	next_month	next_month_rev	pct_change
0	July	148594.4	August	133397.7	-10.23
1	August	133397.7	September	149802.4	12.30
2	September	149802.4	October	162421.4	8.42
3	October	162421.4	November	174123.4	7.20

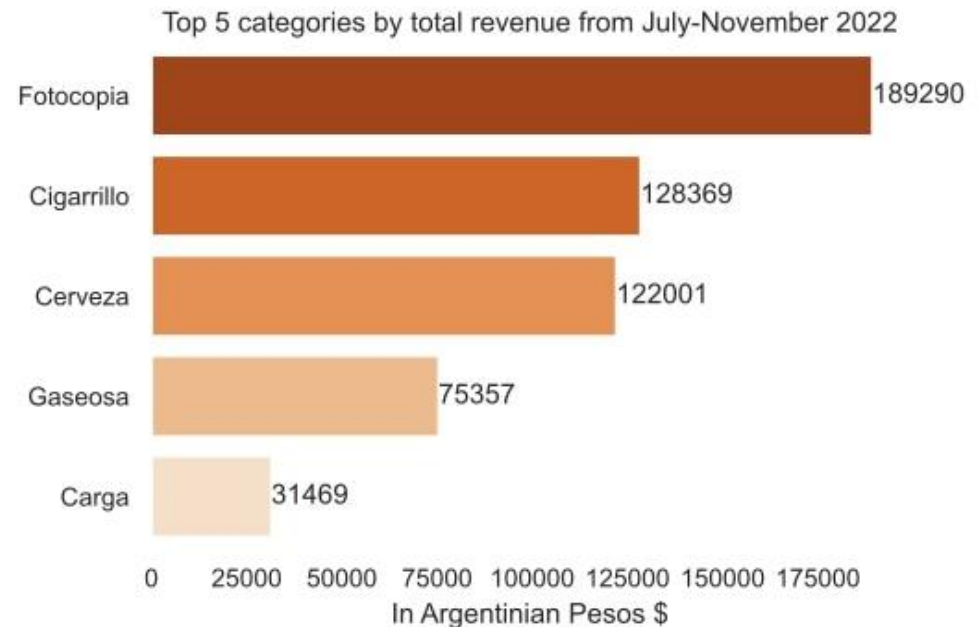
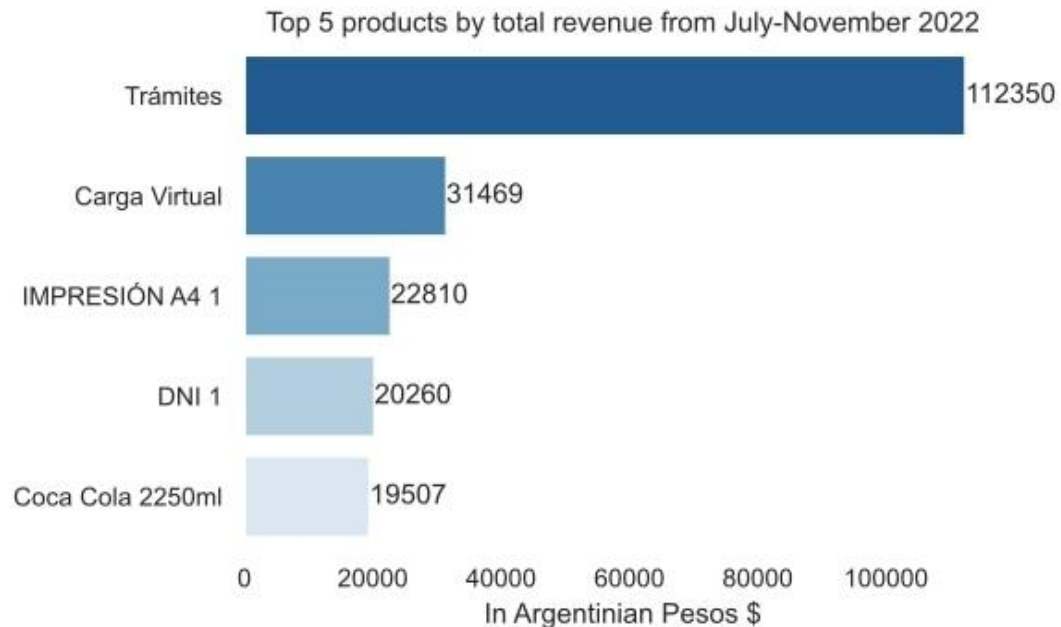
Total revenue and percent change by month

Revenue over time



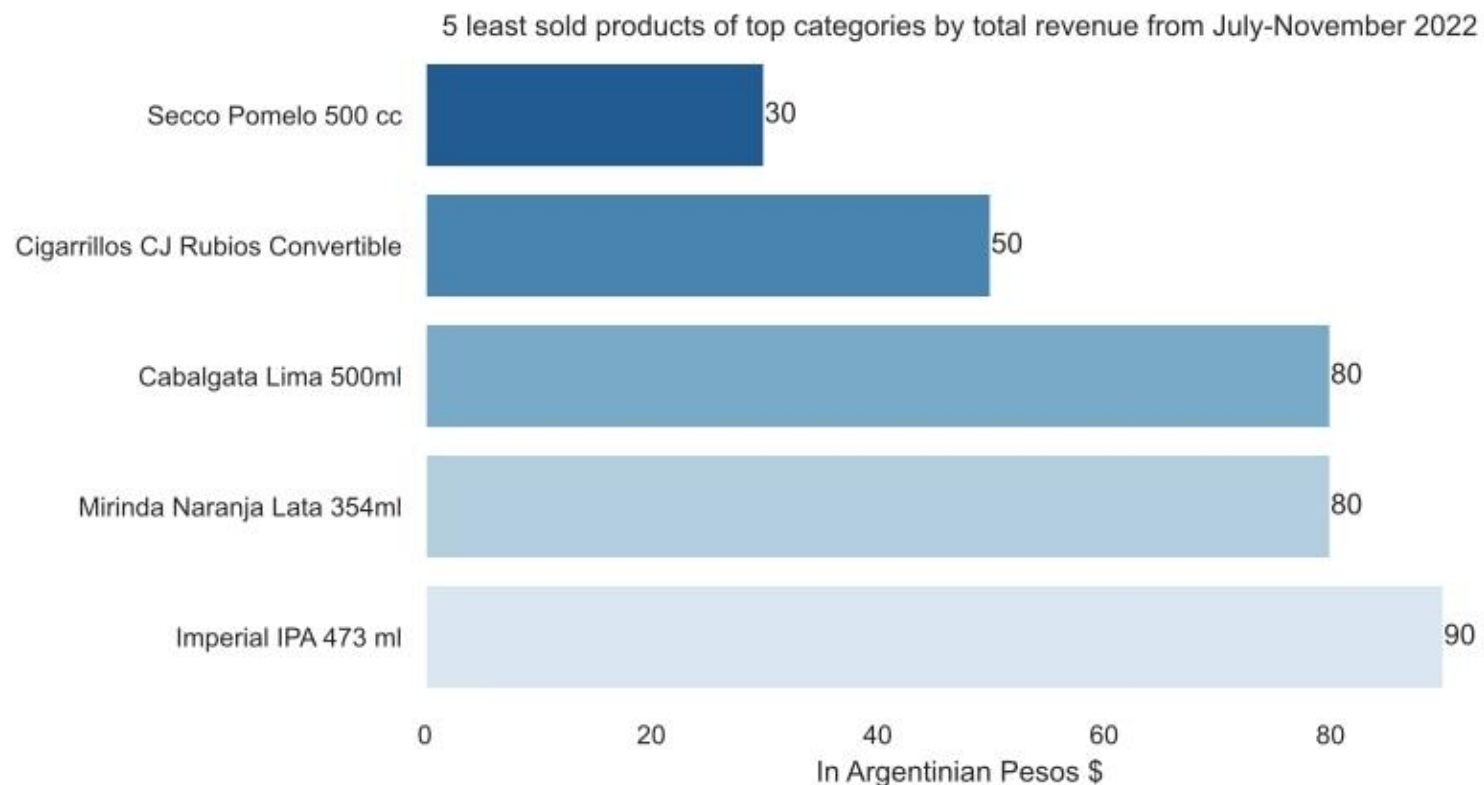
- In the left diagram, the total monthly revenue shows an average increase of **4.42%**
- The right diagram shows the average daily revenue with an increase of **17.2%** from July to November 2022

Top 5 products & categories by revenue



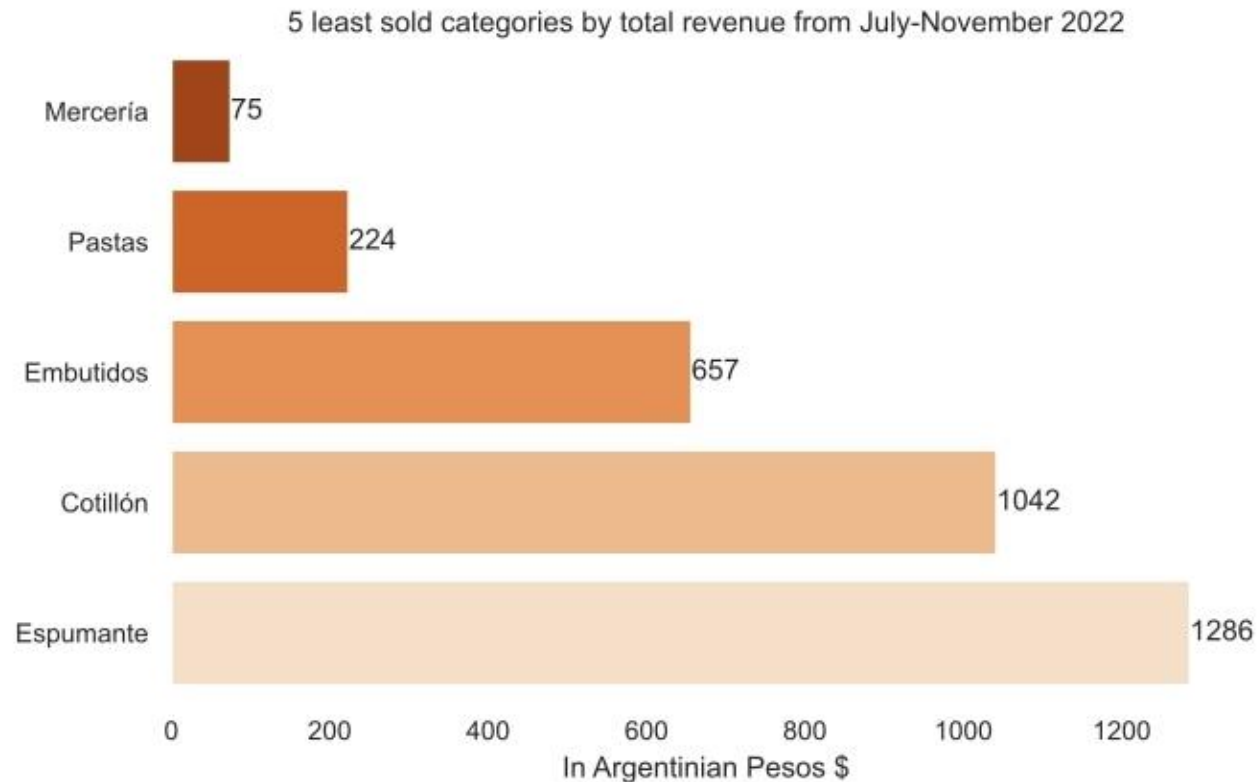
- Three of the most sold **products** by revenue (left) corresponds to **bureaucratic services**: *Trámites* [government services], *IMPRESIÓN A4* [A4 print] and *DNI* [ID]. These products fall under *Fotocopia* category [copies], listed in the right diagram
- The 2nd, 3rd and 4th **category** are *Cigarettes*, *Beer* and *Soft drinks* respectively (right)

5 least sold products of top categories by revenue



The least sold products of the top 5 categories are **beers**, **cigarettes** and **soft drinks** that are new in the grocery and need more exposure

5 least sold categories by revenue

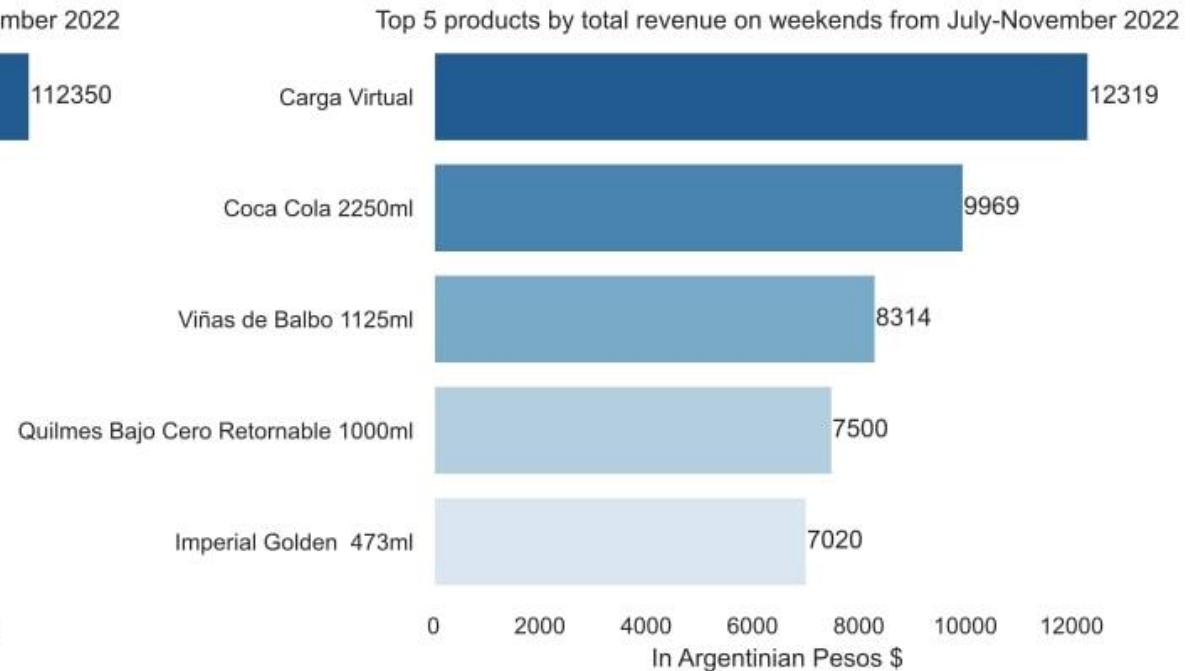
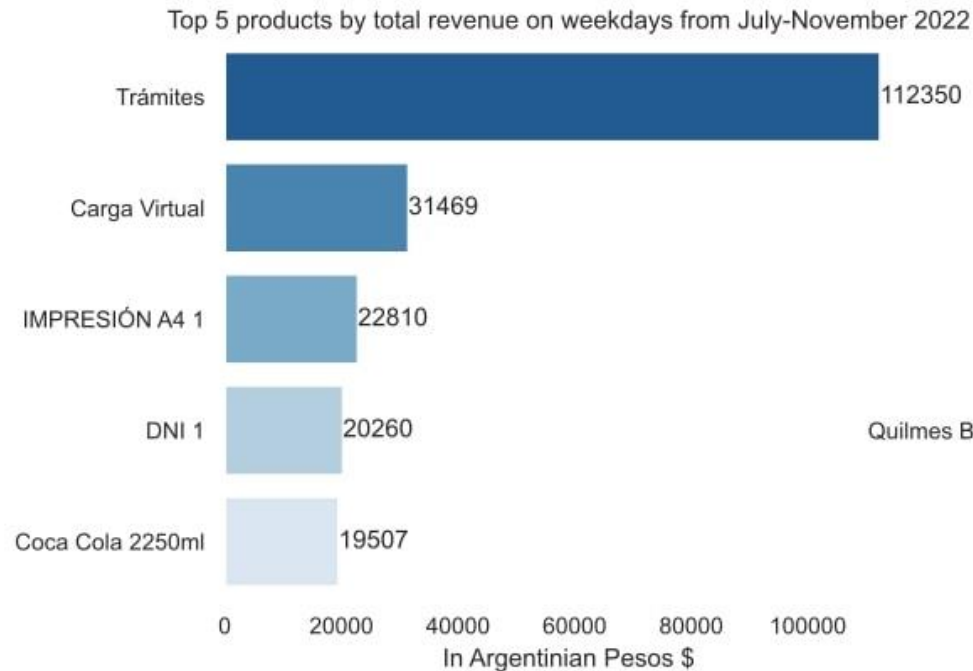


- The diagram shows the least sold categories, namely *Mercería* [drapery], *Pastas* [flour products], *Embutidos* [sausage and cheeses], *Cotillón* [gift and party supplies] and *Espumante* [sparkling wines]
- Only the 5th category of sparkling wines is relevant for the grocery store

Deeper analysis

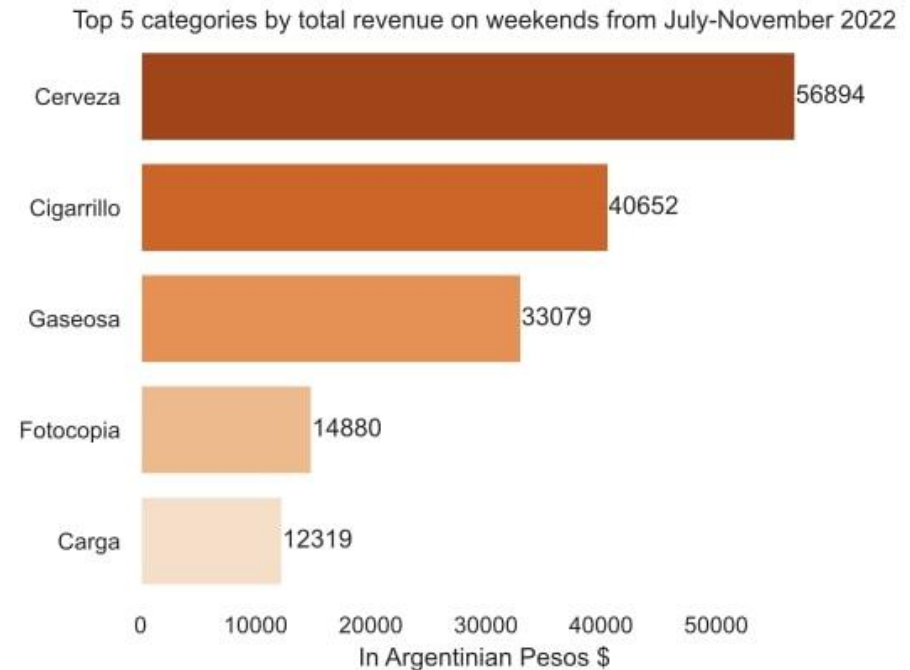
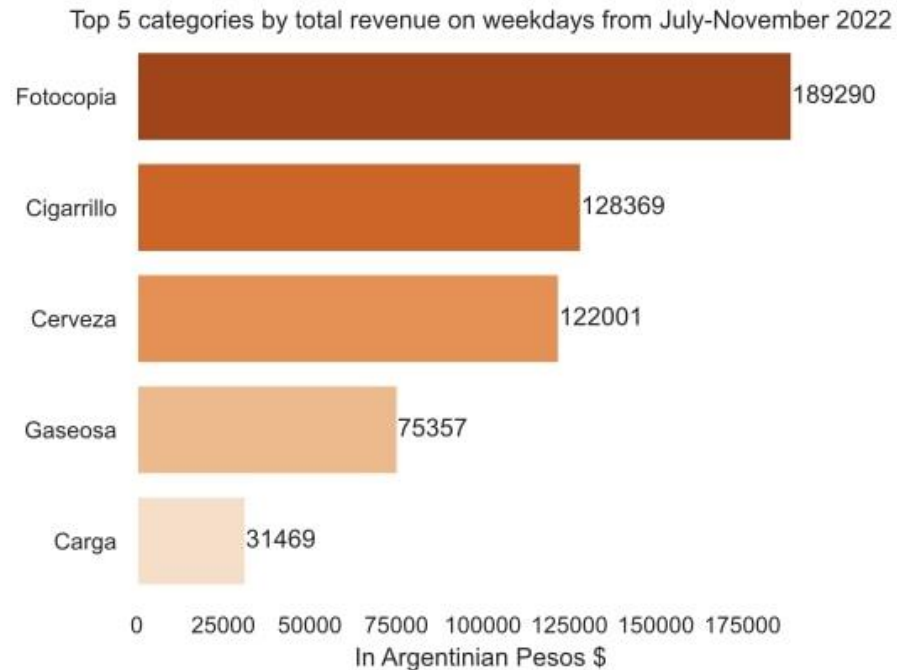
Customer preferences on weekdays and weekends

Product preferences on weekdays and weekends



- There's a shift of product preference during **weekends**. **SIM/transportation card recharge** (*Carga Virtual*), **alcoholic and soft drinks** make up the biggest part of the revenue on the weekends
- Bureaucratic services related products are the ones with higher revenue during **weekdays**

Category preferences on weekdays and weekends



- Category *Fotocopia* [copies] has a shift from 1st place on weekdays to 4th on weekends
- *Cerveza* [beer] goes from 3rd on weekdays to 1st on weekends

Findings

- The **total revenue** over the past 5 months has had an average increase of **4.42%** and the daily average revenue has increased by **17.2%**.
- The top product and category are **bureaucratic services and copies** (*Trámites & Fotocopia*, respectively).
- The **5 least sold products** of the top categories are basically **new arrivals** to the grocery store that didn't have enough **exposure** yet.
- The **5 least sold categories** by revenue correspond to products not exclusively bought in grocery stores. Except for the 5th category which are **sparkling wines**.

Weekdays and weekends

- During the week, customers are more likely to spend on **bureaucratic services and copies**. Although the tendency of buying **cigarettes** and **beer** is still strong, having these categories at the **2nd** and **3rd** place respectively on weekdays.
- On **weekends** on the other hand, the product and category preferences change completely to **cigarettes**, **soft drinks** and **alcohol** in general.
- *Carga Virtual* [SIM/transportation card recharge] is the top product during **weekends**.

Recommendations

- Invest in a larger stock of **cigarettes**, **beers** and **soft drinks** is crucial since these are the categories which provide larger revenue and cash flow
- Create marketing campaigns for those products with less exposure and visibility
- Offer discounts or reduce the offer in categories that are underperforming in revenue

Conclusion

- The business revenue has been growing **consistently** over the past 5 months
- The products with higher revenue correspond to the top categories which are **copies** (*Fotocopia*), **cigarettes** (*Cigarrillo*), **beer** (*Cerveza*) and **soft drinks** (*Gaseosa*)
- On weekends the demand on **SIM/transportation card recharge**, **cigarettes** and **beer** increases compared to weekdays
- If following the **recommendations** and maintaining the current approach, there is enough potential for **more growth** and **expansion**