

Retail Analysis

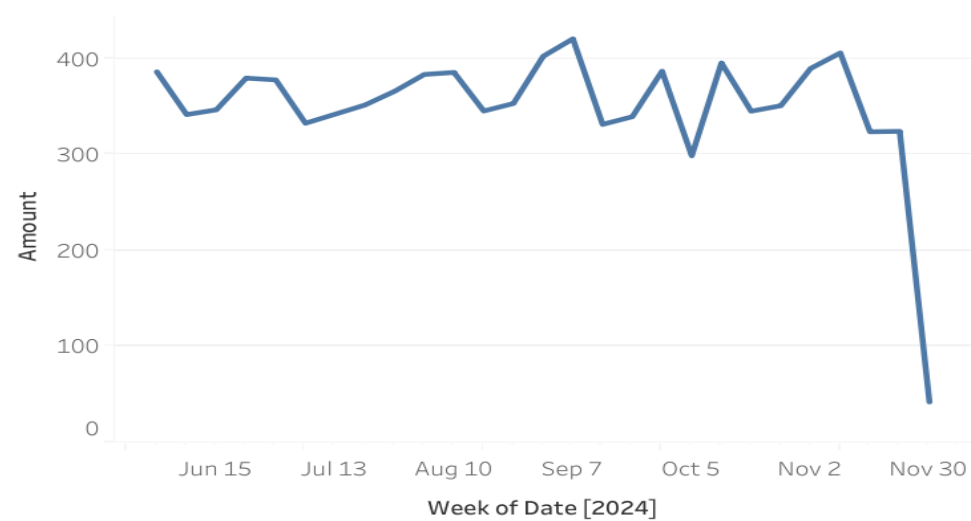
Retail Data Analysis

Item
All

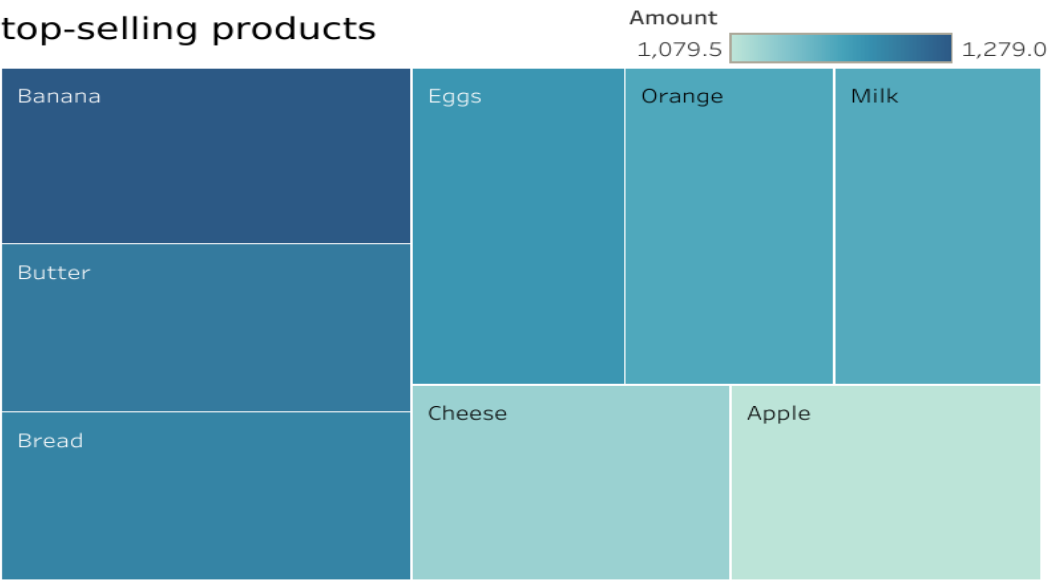
Store Location
All



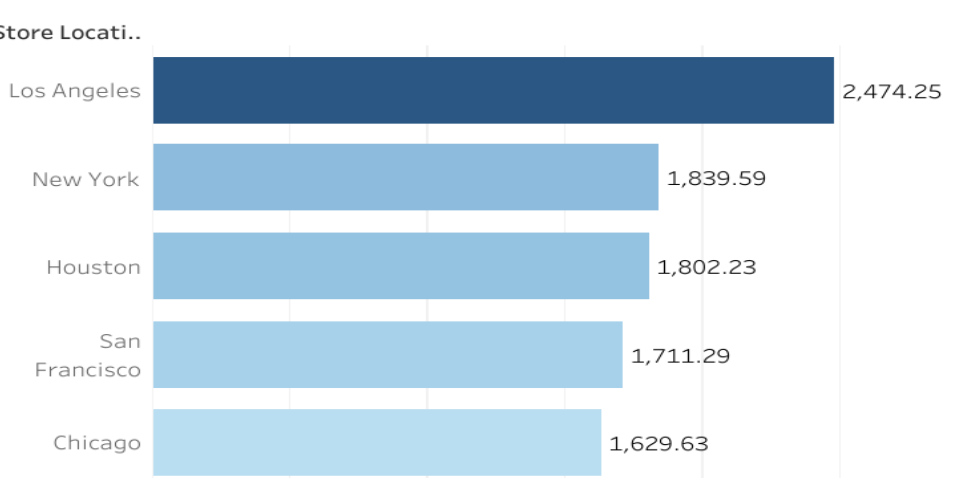
sales trends over time



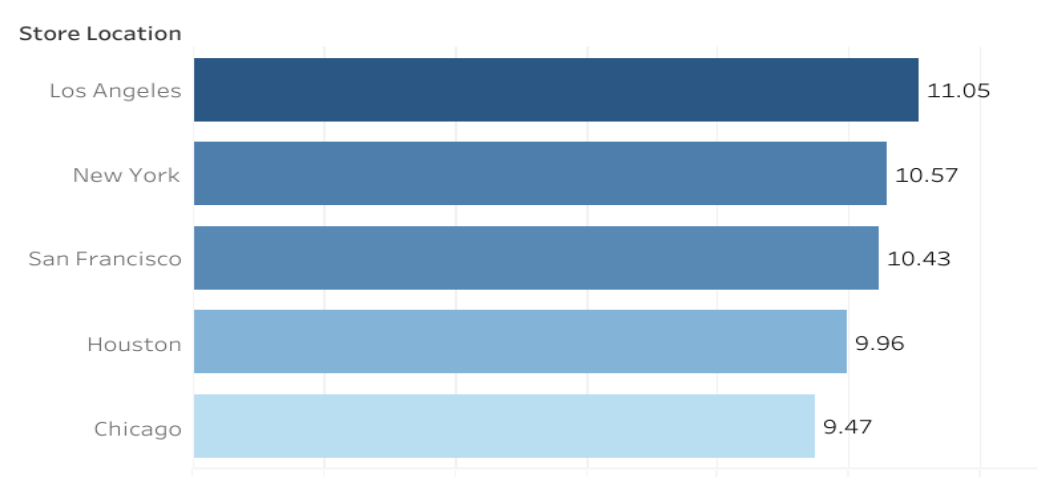
top-selling products



the best-performing store locations



average transaction amounts by location



[Click here to interactive dashboard](#)

Recommendations:



1. Address the Sales Dip

•**Observation:** There's a noticeable drop in sales towards the end of November.


•**Recommendations:**

- Run promotional campaigns or discounts leading into this period to attract customers.
- Leverage holiday season marketing, such as Black Friday , to drive higher traffic and sales.
- Use loyalty programs to encourage repeat purchases during slower weeks.

2. Promote Top-Selling Products

•**Observation:** Products like Bananas, Butter, Bread and eggs are top performers.

•**Recommendations:**

- Bundle these popular items with other lower-performing products to increase basket size.
 - Ensure adequate stock availability to avoid missed sales opportunities.
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3. Focus on High-Performing Locations

- **Observation:** Los Angeles has significantly higher sales than other locations.
- **Recommendations:**
 - Replicate successful strategies from Los Angeles (e.g., promotions, product placement) in other stores.
 - Invest in marketing and inventory for Los Angeles to sustain its momentum.
 - Analyze customer demographics and behaviors in Los Angeles to refine strategies for underperforming locations.

4. Explore New Marketing Campaigns

- Use social media and email marketing to target customers with personalized recommendations based on their purchase history.



5. Analyze Low-Selling Products

- Determine which products are underperforming and assess whether to discount, bundle, or phase them out.

6. Utilize Data Analytics for Further Insights

- Analyze customer footfall patterns and peak shopping times to optimize staffing and promotional activities.

Thank You