bigbasket

A **TATA** Enterprise

Sales Insights
Report

- ## **Key Metrics Analyzed:**

  1. Total Sales: ₹1.20M
  2. Average Sales: ₹141
  3. Number of Items Sold: 8,523
  4. Average Customer Rating: 3.9
  5. Sales by Outlet Type
  6. Total Sales by Outlet Establishment Year
  7. Items sold by Location Type
  8. Filtering based on Outlet Establishment Year and Outlet Type

- ## **Insights on Sales Performance:**

  1. The Total Sales of all the years combined was found to be ₹1.20M.
  2. The Avg Sales of all the years combined was found to be ₹141.
  3. Medium-sized outlets reported highest total sales for both Low-fat and regular products with ₹0.34M and ₹0.17M respectively, contributing 42.3% of total sales
  4. Low-fat items represent 64.6% of total sales reporting sales value of ₹776.32K, significantly outperforming regular items.
  5. The top-selling categories are Fruits and Vegetables, and Snack Foods, each generating ₹0.18M in sales, with Breakfast and Seafood generating least revenue at ₹0.02M and ₹0.01M respectively.
  6. The highest total sales was reported for Supermarket Type 1 outlet with ₹7,87,549.89
  7. Stores established in 2018 have generated the highest revenue at ₹205K.
  8. Tier 3 cities lead in sales performance reporting 3350 items sold contributing to 39.31% of total items sold.
  9. The highest avg sales value was reported for Household item type at ₹149.
  10.   The highest avg Item visibility was reported for Grocery Store Outlet Type at 0.10.