Sales Data Overview and Quality Check

Store Count

Total Sales

Department Count

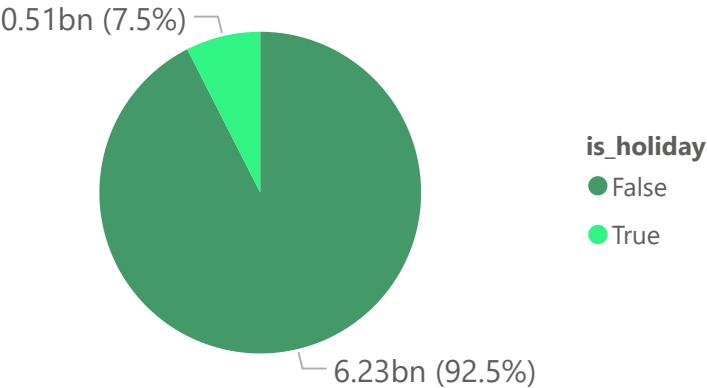45

US$6.74bn

81

Sales by holiday

Feb 5, 2010

0.51bn (7.5%)

Oct 26, 2012

Earliest date

is_holiday

● False

● True

Latest date

6.23bn (92.5%)

Count of Weeks with Negative Sales
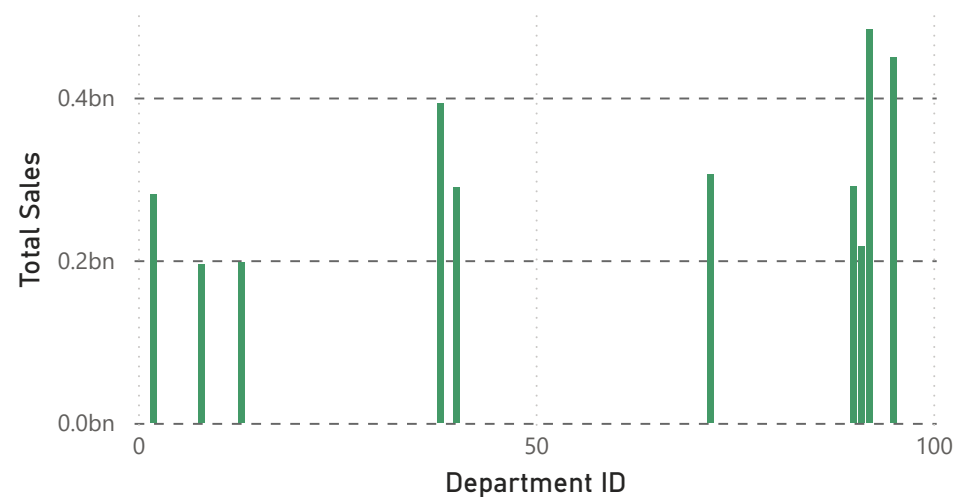
Count of Missing or No Sales
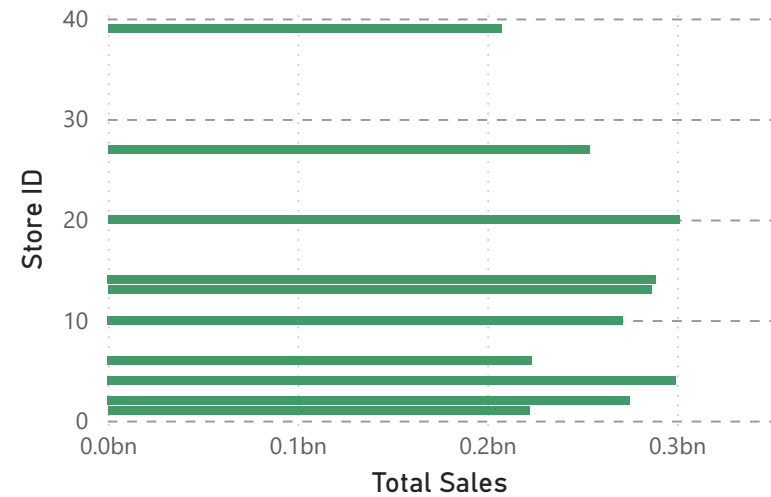
Count of Duplicate Sales

1285

0

0

Store and Department Performance Overview

Top 10 Departments by Total Sales

Top 10 Stores by Total Sales

Bucket

- [ ] Large
- [ ] Medium
- [ ] Small

Store Size Performance with Ranking

store	Sum of total_sales	Sum of store_rank
⊞ 20	301,401,381.45	1
⊞ 4	299,545,269.30	2
⊞ 14	289,001,864.44	3
⊞ 13	286,517,950.36	4
Total	**6,737,307,148.67**	**1035**

Store Type Performance

type	Count of store	Average of weekly_sales	Sum of weekly_sales
A	22	20,145.11	4,331,057,478.53
B	17	12,288.13	2,000,741,648.34
C	6	9,547.43	405,508,021.80
Total	**45**	**16,030.33**	**6,737,307,148.67**

Weekly and Monthly Sales Trends

Sum of weekly_sales by Year, Quarter, Month and Day
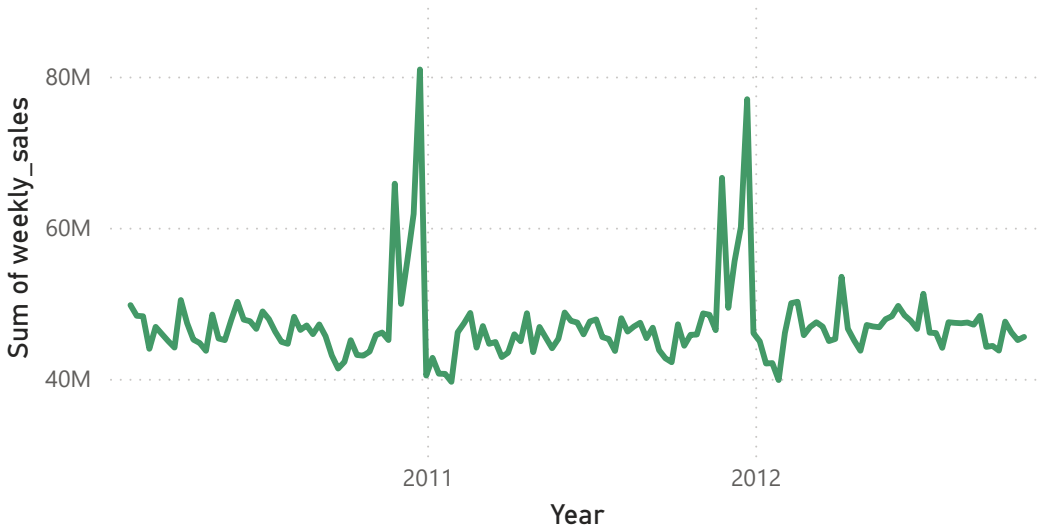
Sum of monthly_sales by Month
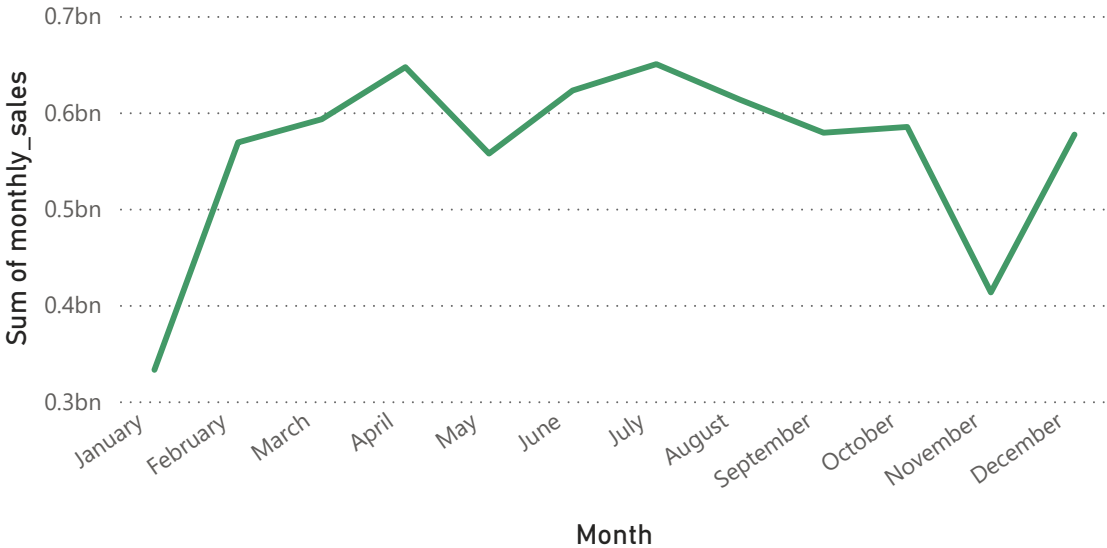
Store

All

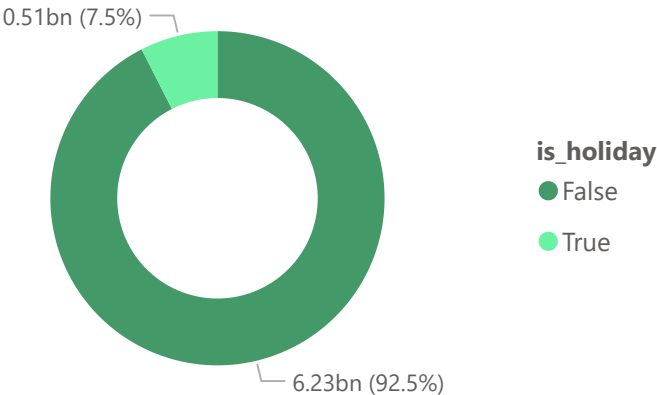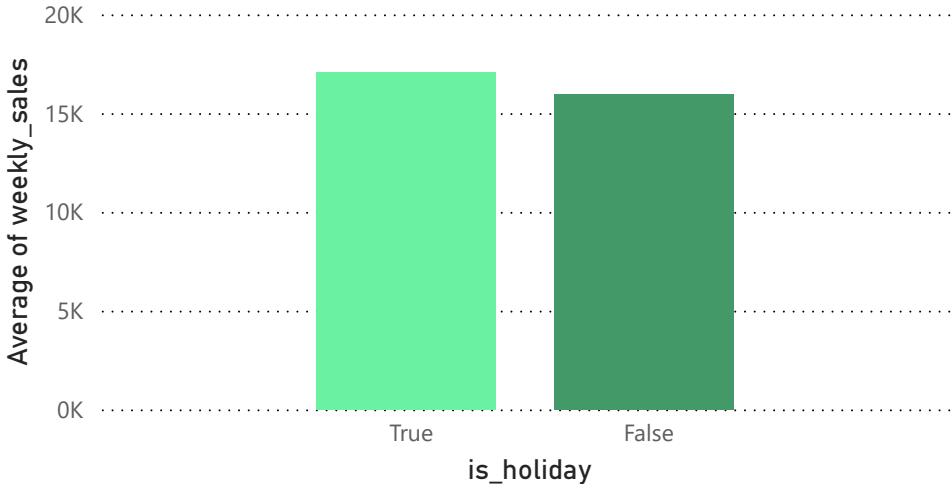**Department**

All

Impact of Holiday in Sales Performance

Total Sales by Holiday

0.51bn (7.5%)

6.23bn (92.5%)

is_holiday
- False
- True

Average Sales by Holiday

| Total Holiday Sales	Total Non-Holiday Sales	Average Holiday Week Sales	Average of Non-Holiday Week Sales
505.31M	6.23bn	17.09K	15.95K

Store

All

Breakdown of Sales by store and holiday status

store	False	True	Total
1	205,749,290.21	16,657,476.56	**222,406,766.77**
2	254,594,239.50	20,792,916.00	**275,387,155.50**
3	53,209,815.37	4,378,110.50	**57,587,925.87**
Total	**6,231,999,613.52**	**505,307,535.15**	**6,737,307,148.67**

Performance by Store Type and Size

Total Sales by Store Type

Sum of weekly_sales
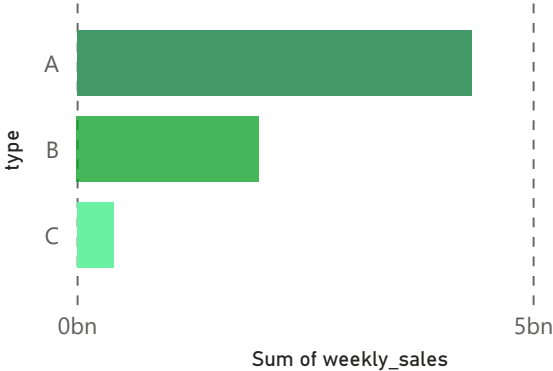
Average Sales by Type
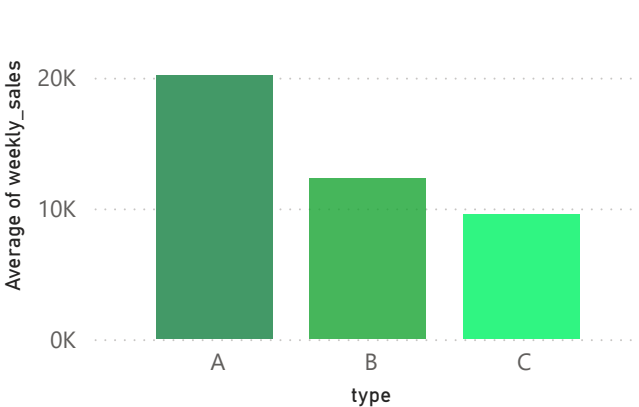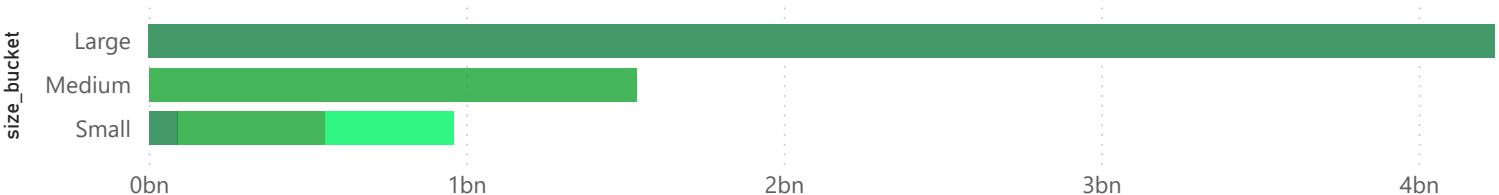

Store Type

- [ ] A
- [ ] B
- [ ] C

Bucket

- [ ] Large
- [ ] Medium
- [ ] Small

Total Sales by size_bucket and type

type ● A ● B ● C

Total Sales by Bucket

size_bucket	Sum of total_sales
Large	4,240,483,800.03
Medium	1,536,895,355.80
Small	959,927,992.84
Total	**6,737,307,148.67**

Executive Summary – Retail Sales Analysis

Total Sales	Total Stores	Total Departments
$6.74bn	45	81

● **Top Performing Store**
Store 20 generated the highest total sales with over **$301.4 million in revenue.**

● **High-Impact Department**
Department 92 contributed over **$483M in total revenue** — the highest among all departments.

Store Type Insights
● *Type A stores* lead in both total and average sales, making them the **most profitable format.**

● **Seasonal Trend**
Sales spike during late November through Christmas, peaking in the holiday weeks.

● **Holiday Impact**
Holiday weeks contribute a smaller share of total sales, but *deliver significantly **higher average weekly revenue per week.***

February 2010
Earliest date

October 2012
Latest date