

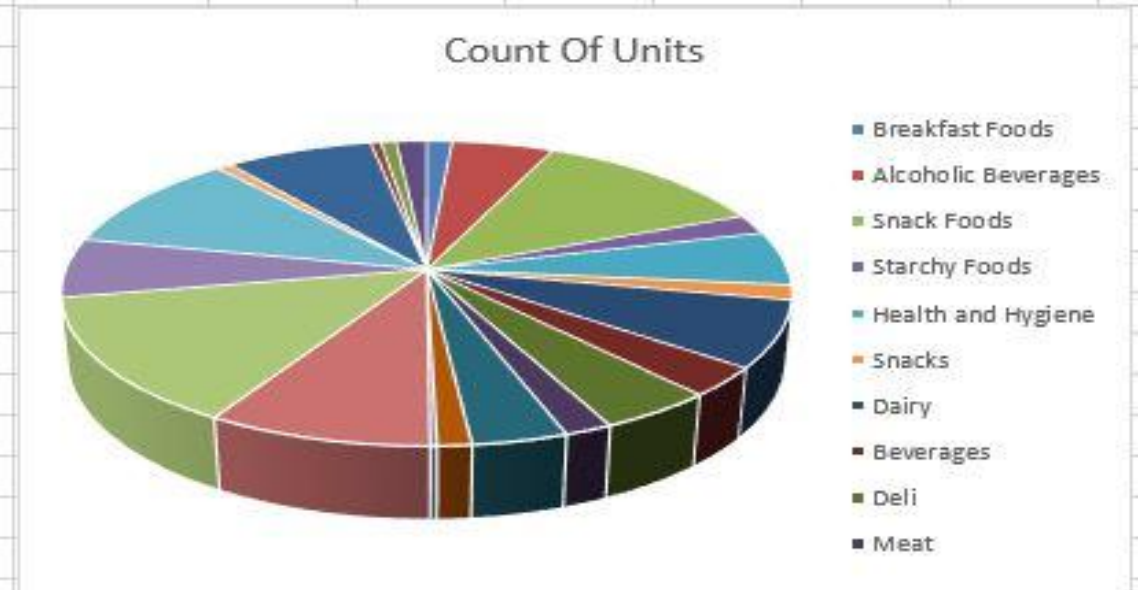
Super-Market Transaction Trend Analysis

Group 5

Trend in Units sold against different Product departments :

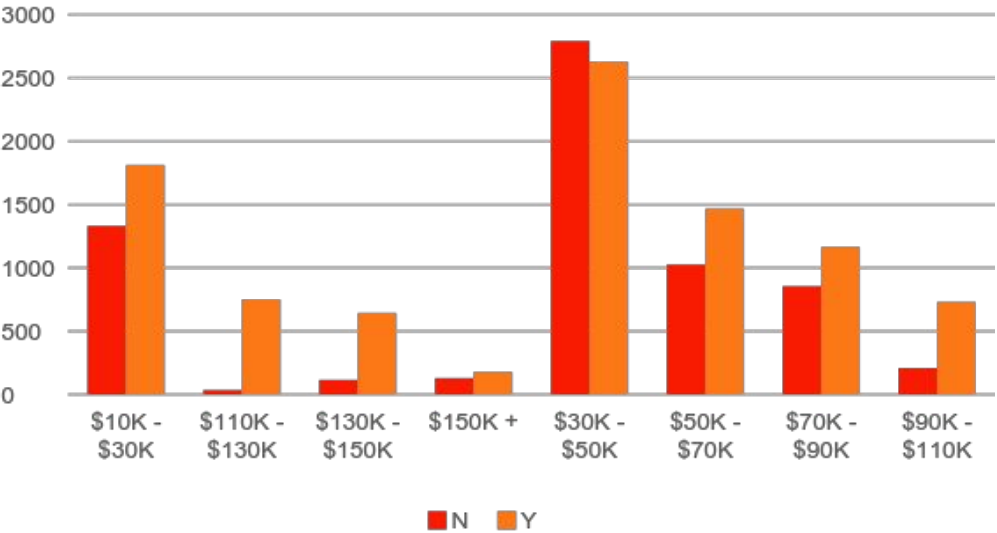
To maximize on the units sold of specific product departments which are generating high average revenue.

Product Department	Count Of Units	Average Of Revenue
Breakfast Foods	5	19.02
Alcoholic Beverages	20	16.02
Snack Foods	47	15.96
Starchy Foods	8	15.68
Health and Hygiene	22	15.11
Snacks	6	15.07
Dairy	27	15.04
Beverages	12	14.15
Deli	17	14.06
Meat	7	13.79
Baked Goods	14	13.73
Seafood	5	13.61
Canned Products	1	13.57
Frozen Foods	33	12.35
Produce	52	12.22
Canned Foods	24	12.15
Household	40	11.58
Periodicals	3	11.35
Baking Goods	29	10.97
Checkout	2	10.53
Carousel	3	10.2
Eggs	6	9.77

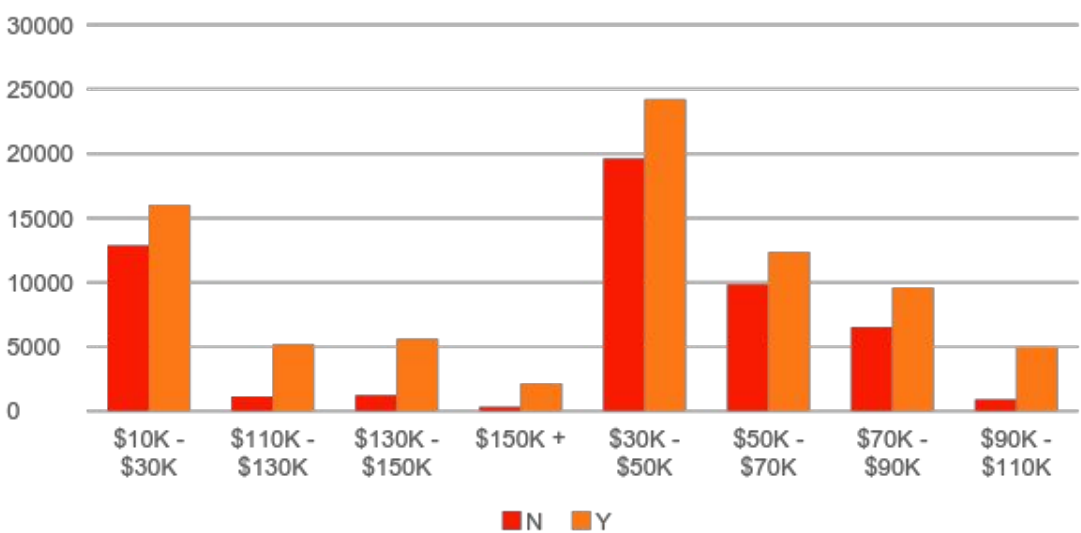


Consumption trend among Homeowners under different average salary Scales across all the consumables:

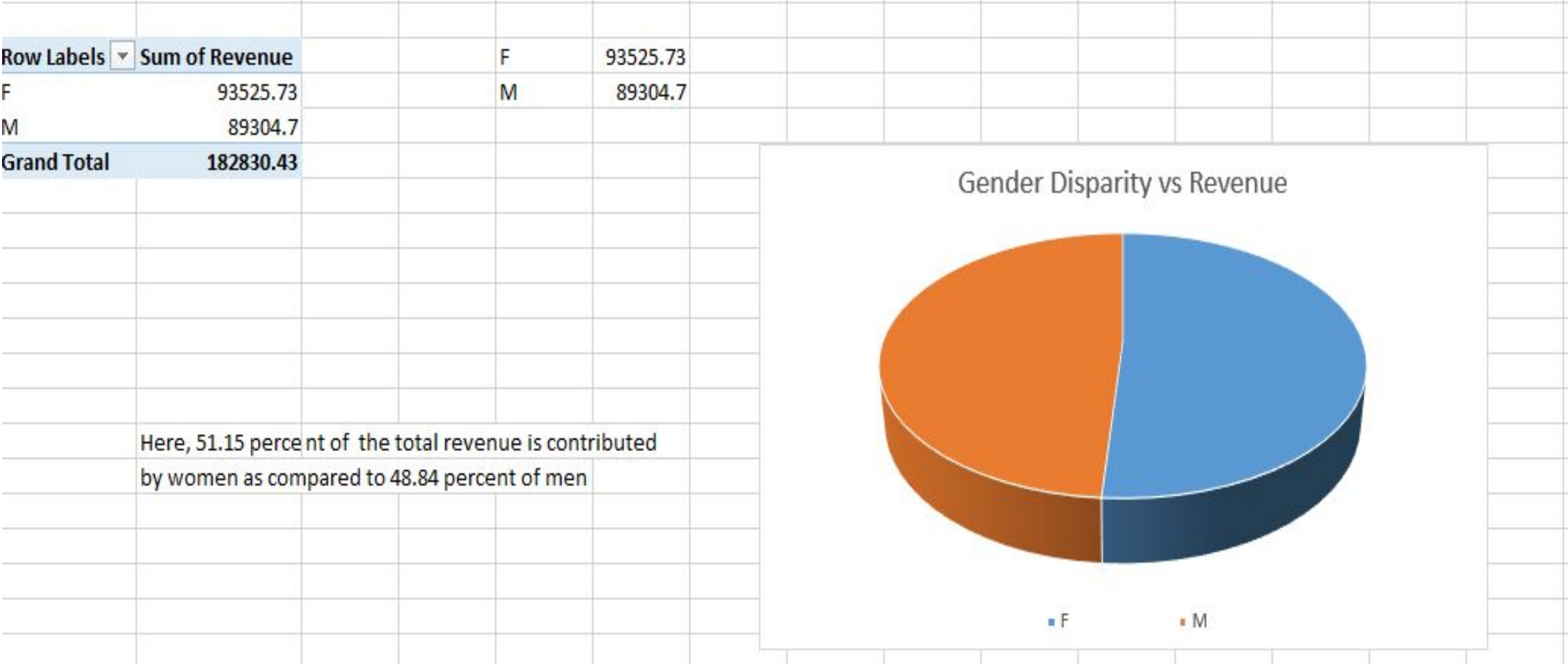
Drinks Consumption Trend across Homeowners



Food Consumption Trend across Homeowners



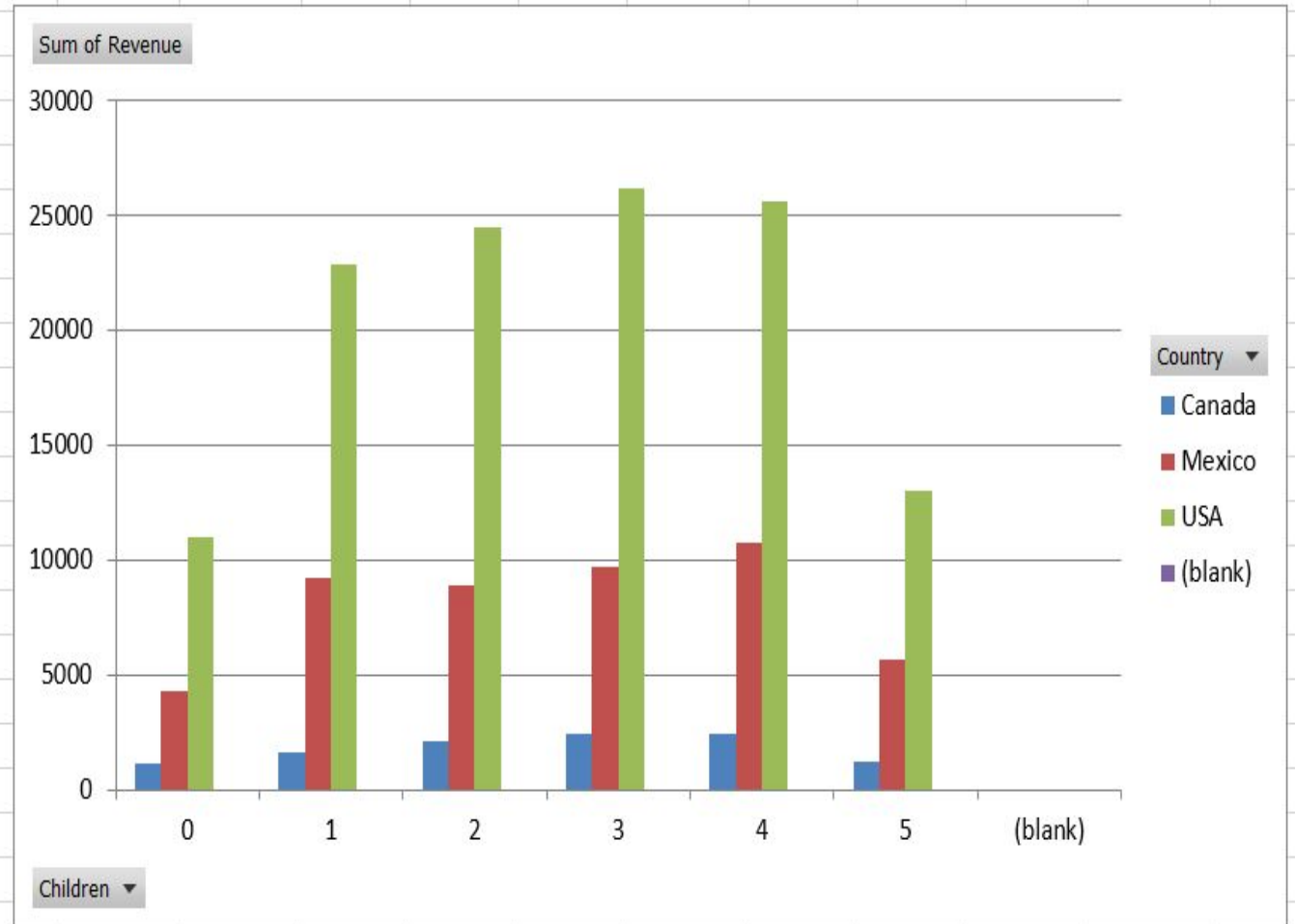
Gender based revenue generation for the super market:
51.5% of the total revenue generated is contributed by women customers of the super market.



Trend across People bearing children of USA, Mexico, Canada :

Sum of Revenue	City				
Children	Canada	Mexico	USA	(blank)	Grand Total
0	1183.77	4289.66	11041.1		16514.53
1	1638.29	9195.4	22856.85		33690.54
2	2123.73	8927.37	24517.7		35568.8
3	2458.95	9695.93	26220.07		38374.95
4	2428.55	10726	25617.05		38771.6
5	1233.74	5640.52	13035.75		19910.01
(blank)					
Grand Total	11067.03	48474.88	123288.52		182830.43

Referring the graph, we conclude that people having 2,3 & 4 kids tend to spend more when compared to people having 1,5 or no kids.



Country wise trend in average revenue under different Product Departments:

