# SUPER-MARKET TRANSACTION TREND ANALYSIS

Units Sold vs Product Department

| 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
Frozen Foods	33	12.35
Produce	52	12.22
Canned Foods	24	12.15
Household	40	11.58
Baking Goods	29	10.97
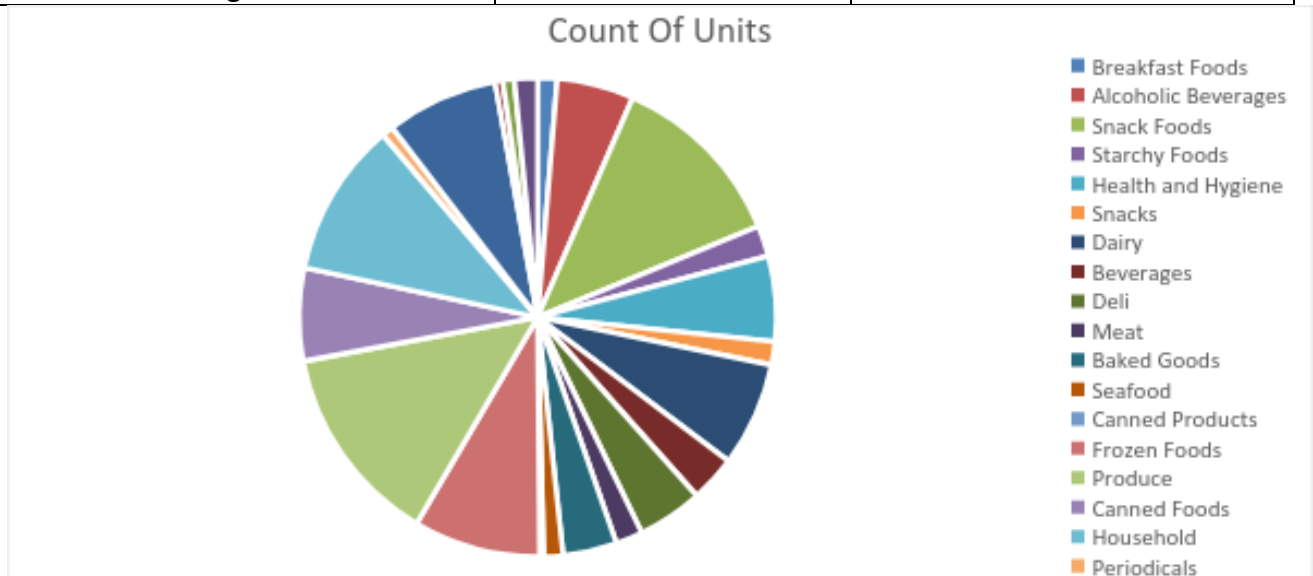
Pie Chart of Percentage of Product Departments Sold

Analysis: We can get an overlook of the units of different products sold looking at the above specific selections in the table and the pie chart as well. We can understand that Breakfast Foods, Starchy Foods and Snacks are among the top six products giving us the high average revenue, even though they're not selling many units. On the contrary, there are products such as Baking goods, Household goods and Produce which are selling more than 25 units but resulting in an average revenue of less than 13 units. To increase revenue, we could maximize the average revenue by concentrating on increasing the units sold in the products that are

giving us higher average revenue, goods such as Breakfast Foods, Starchy Foods and Snacks by giving discounts like mixing and matching them with the lesser revenue generating/faster moving goods.

Consumption Trend among Homeowners across all the consumables:

Drinks Consumption Trend across Homeowners

Food Consumption Trend across Homeowners
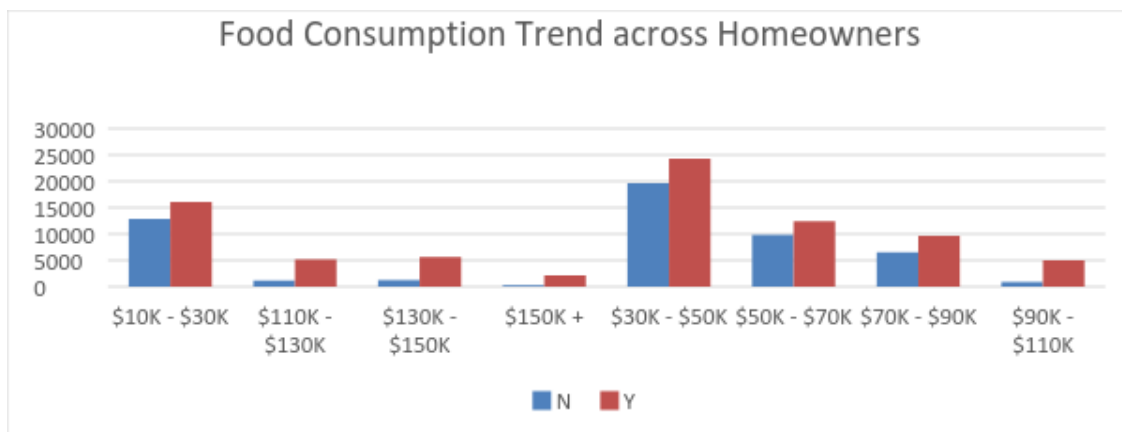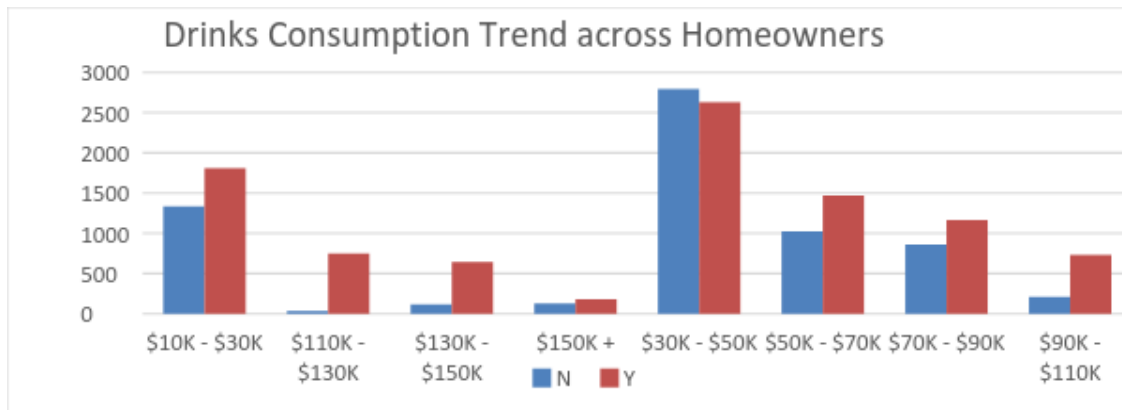
Consumables	N (not homeowner)	Y (homeowner)	Grand Total
Drink	6497.74	9376.25	15873.99
Food	52527.4	80233.54	132760.94

The Super Market business holders here must undertake the following approach in targeting its customers falling under different salary ranges as below:

1 Provide exclusive offers in drinks category to homeowners under 30k$- 50k$ salary to bring the consumption rate of homeowners on par with the non- homeowners.

2. Secondly, the business holders need to focus upon the non-homeowners falling under salary range of 110k$ -130k$. They can provide this consumer category better deals and rebates over some product categories depending upon trend in their needs.

3. Similarly, the Super Market business holders need to generate higher revenue from the food consumables across all the homeowners and non-homeowners falling under these salary ranges.

4. This strategy can only be successful if the business holders Identify customer needs, be specific about it and gather their insights.

Gender based revenue generation for the Supermarket

| Row Labels ▾	Sum of Revenue
F	93525.73
M	89304.7
Grand Total	182830.43

Gender Disparity vs Revenue

■ F   ■ M
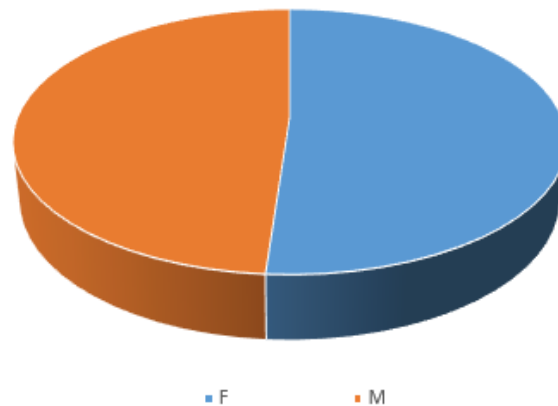
Here, 51.15 percent of the total revenue is contributed by women as compared to 48.84 percent of men. So, before ways in which we can target female for greater revenue, we need to check what is the marital status of the female.

Count of Married Gender

Row Labels ▾	Count of Married Gender
F	7169
M	6887
Grand Total	14056

■ F   ■ M
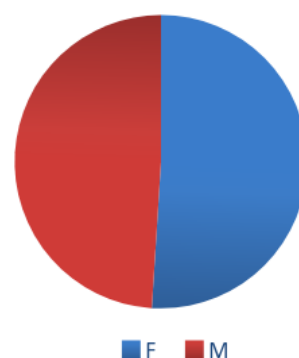
So, this analysis confirms that the percentage of married women contribute 51 percent of the total married genders as compared to the married men. Hence, we need to find ways in which we can target and generate discounts on product categories consumed by women, since these products would be consumed by the entire family of the women involved.

Trends across people with children across 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
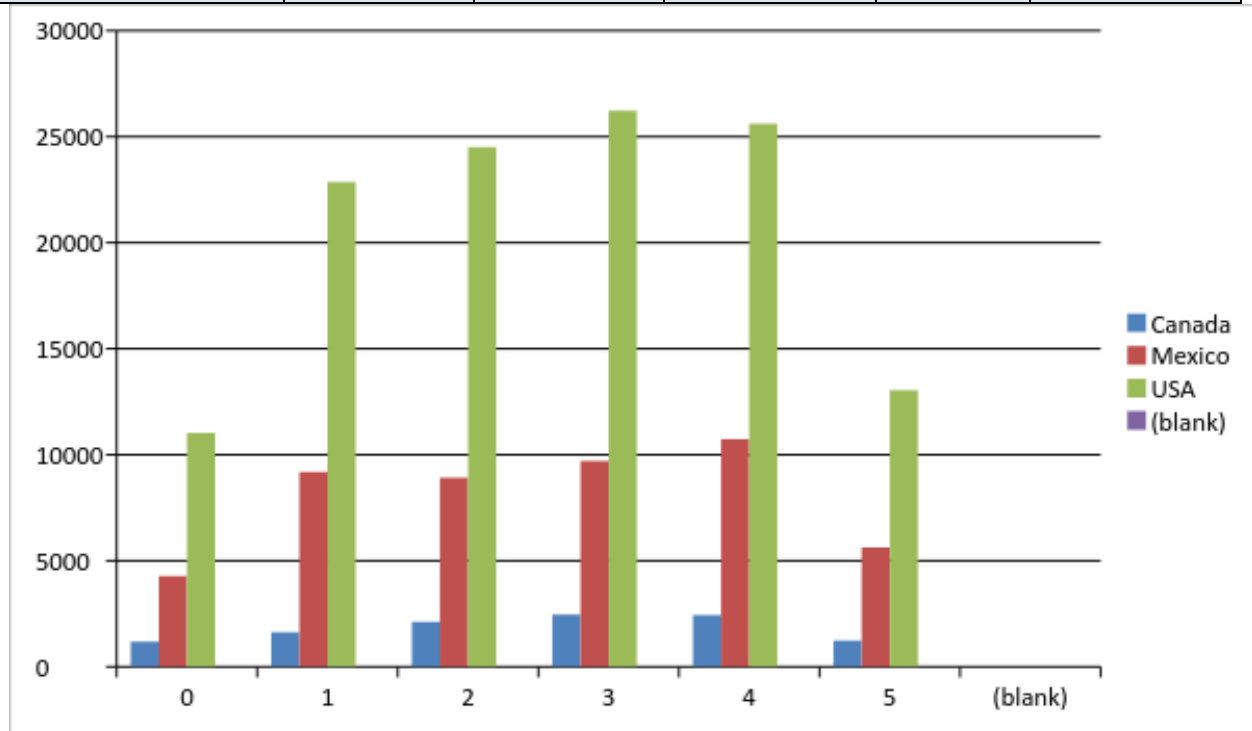
Looking at the graph, we can conclude that people having 2,3 & 4 kids tend to spend the most in all the 3 countries.

To increase revenue of the supermarket we need to do as follows:

- Provide exclusive offers to people having 2,3 or 4 kids
- Provide special offer on products popular with the family having kids like candy, dairy, fruits & snacks

Country-wise Product Departments v/s their Average of Revenue

USA's Average Revenue was 12.90, Canada's Average Revenue was 13.68 and Mexico's Average Revenue was 13.14. The product departments whose Avg Revenue was higher than the country's Avg Revenue were:

1) **USA –**
   - Starchy Foods – 14.31
   - Eggs – 14.28
   - Carousel – 13.79
   - Produce – 13.66
   - Household – 13.58
   - Dairy – 13.39
   - Snack Foods – 13.31
   - Alcoholic Beverages – 13.17
   - Baked Goods – 13.08
2) **Canada –**
   - Eggs – 20.21
   - Meat – 19.33
   - Periodicals – 18.28
   - Snacks – 15.67
   - Starchy Foods – 15.3
   - Baked Goods – 15.06
   - Snack Foods – 14.83
   - Canned Foods – 14.70
   - Produce – 14.50
   - Alcoholic Beverages – 14.4

3) **Mexico –**
   - Snack Foods – 14.46
   - Dairy – 14.22
   - Household – 13.98
   - Snacks – 13.92
   - Seafood – 13.85
   - Deli – 13.84
   - Baked Goods – 13.78
   - Produce – 13.50
   - Meat – 13.33
   - Beverages – 13.33

Conclusion: With respect to the goal of increasing the revenue of the Supermarket, we could incentivize the above-mentioned products in the respective countries whose Avg Revenue is higher than the country's Avg Revenue per se thus increasing the overall Revenue of the Supermarket.
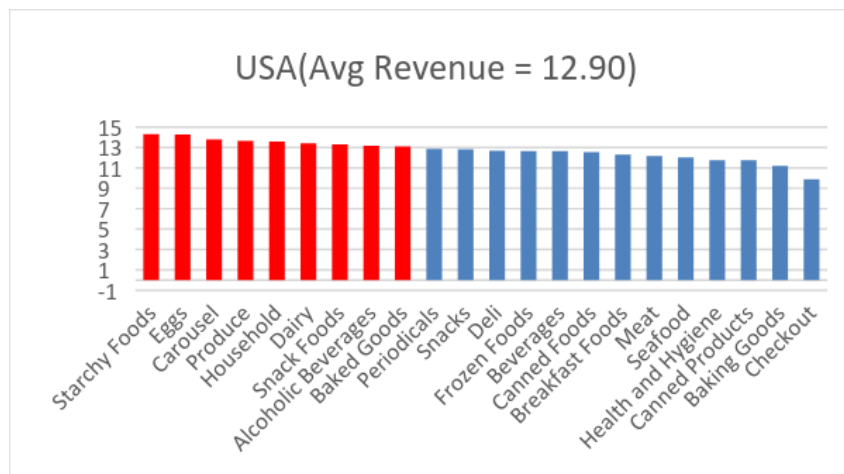

Figure SEQ Figure * ARABIC 2 Canada Avg Revenue vs Product