Sales Predictions data analysis

A deep dive into our company sales

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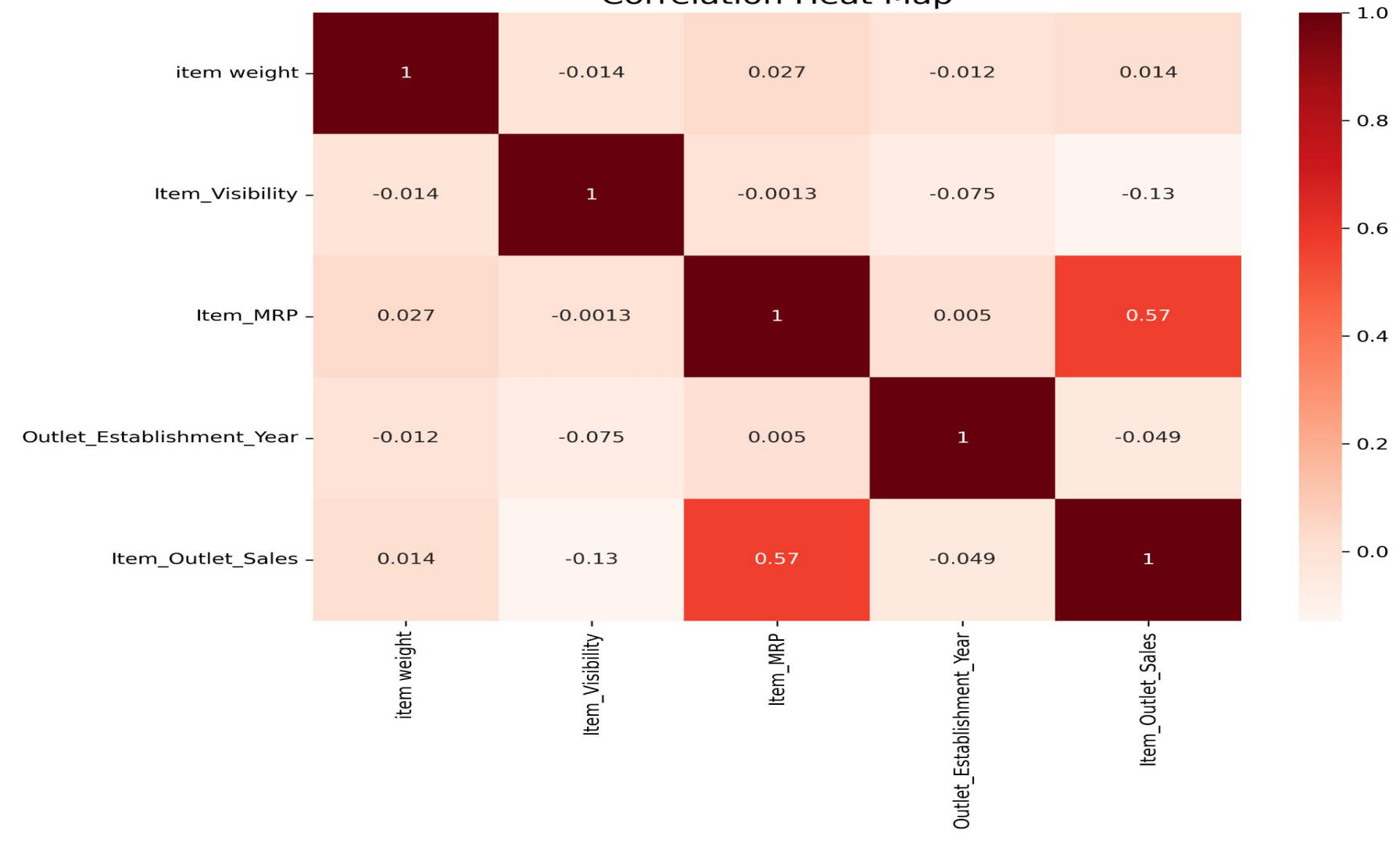
Correlation Heat Map

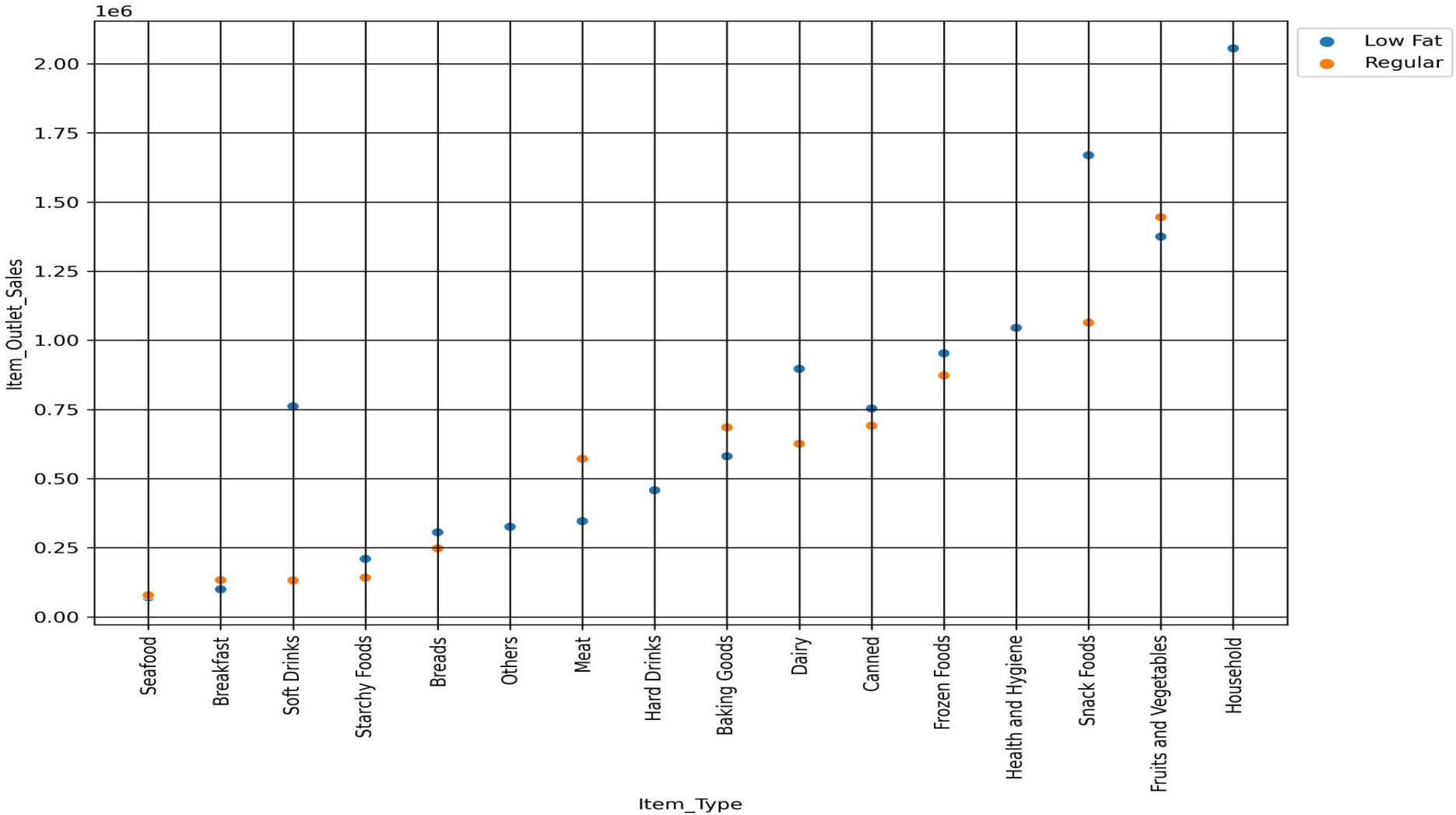
Our heat map shows correlation between each column of data.


Correlation Heat Map
item weight
Item_Visibility
Item_MRP
Outlet_Establishment_Year
Item_Outlet_Sales
1
-0.014
0.027
-0.012
0.014
-0.014
1
-0.0013
-0.075
-0.13
0.027
-0.0013
1
0.005
0.57
-0.012
-0.075
0.005
1
-0.049
0.014
-0.13
0.57
-0.049
1
1.0
0.8
0.6
0.4
0.2
0.0
item weight
Item_Visibility
Item_MRP
Outlet_Establishment_Year
Item_Outlet_Sales

Scatter Plot

Our next graf we are going to look at is going to show a correlation between the different foods that we offer and the performance in sales.

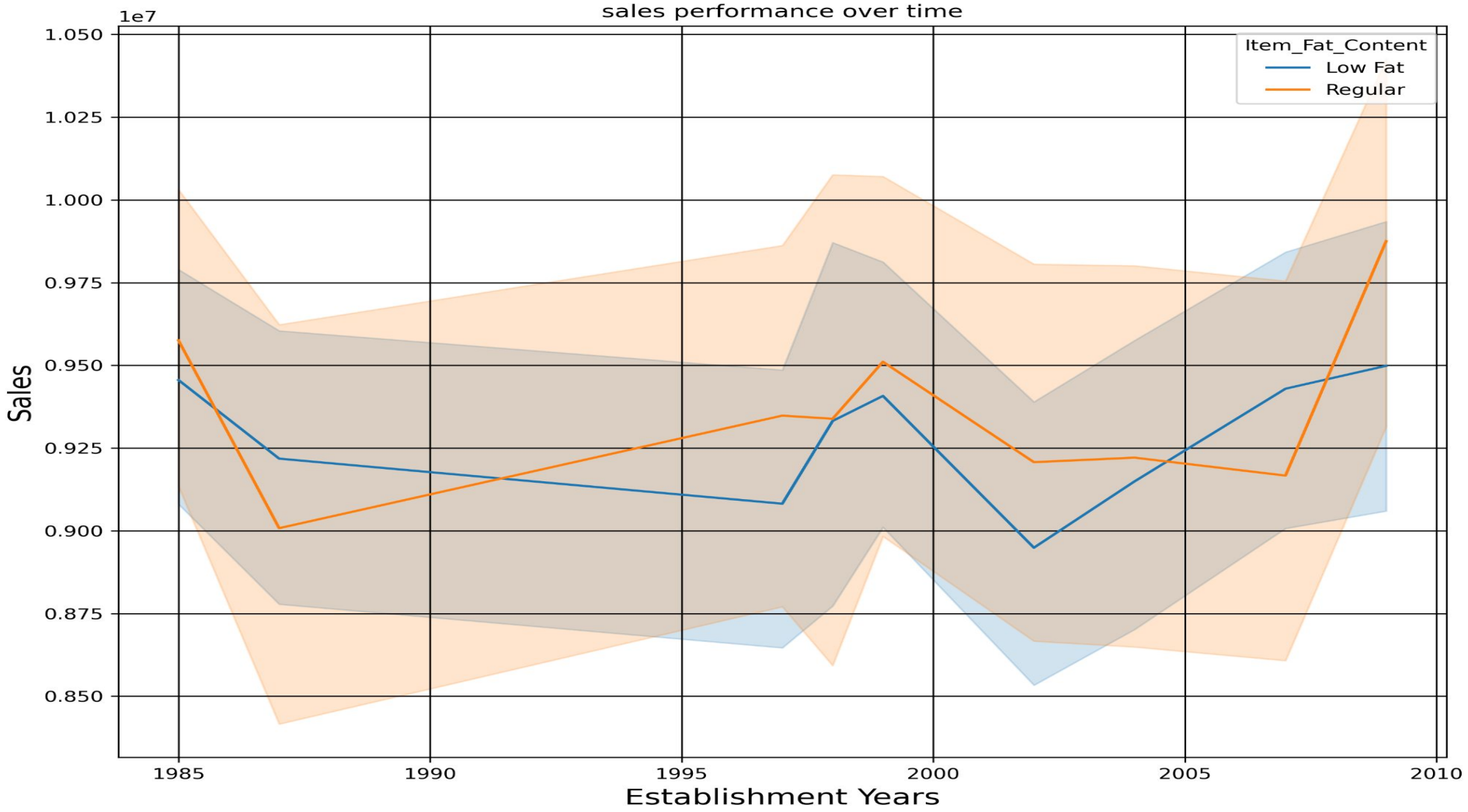
We are also going to break it down be low fat and regular.


1e6
2.00
1.75
1.50
1.25
1.00
0.75
0.50
0.25
0.00
Item_Outlet_Sales
Low Fat
Regular
Seafood
Breakfast
Soft Drinks
Starchy Foods
Breads
Others
Meat
Hard Drinks
Baking Goods
Dairy
Canned
Frozen Foods
Health and Hygiene
Snack Foods
Fruits and Vegetables
Household
Item_Type

Sales Performance Over Different Establishment Years

This next slide we are going to see is sales performance of the different stores from oldest to newest.

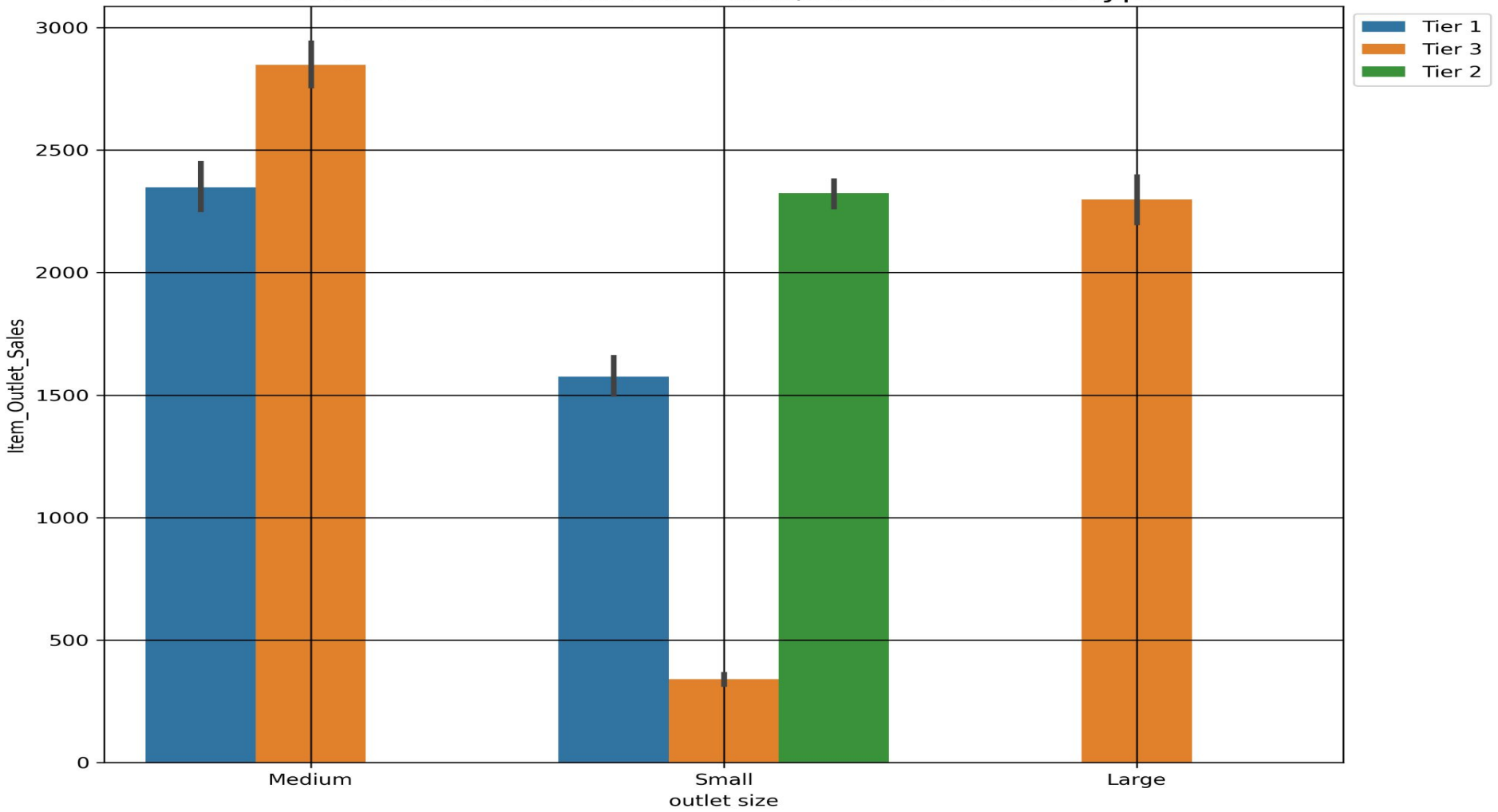
It will also be broken down into regular vs low fat for more in depth evaluation.


sales performance over time
1e7
1.050
1.025
1.000
0.975
0.950
0.925
0.900
0.875
0.850
Sales
1985
1990
1995
2000
2005
2010
Establishment Years
Item_Fat_Content
Low Fat
Regular

Correlation Between Store Size And Sales Performance

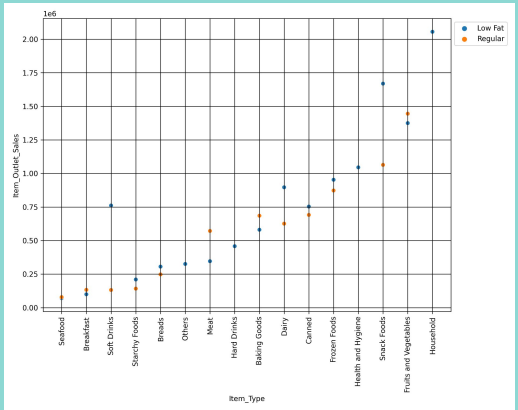
Here we are going to take a look at if the is a correlation between the size of the store and its performance in sales.

We are also going to further break it down into the different Tiers as well,


Correlation betwen outlet size,sales and outlet type
Tier 1
Tier 3
Tier 2
Item_Outlet_Sales
3000
2500
2000
1500
1000
500
0
Medium
Small
Large
outlet size

Two Takeaway Insites

First Takeaway Insite

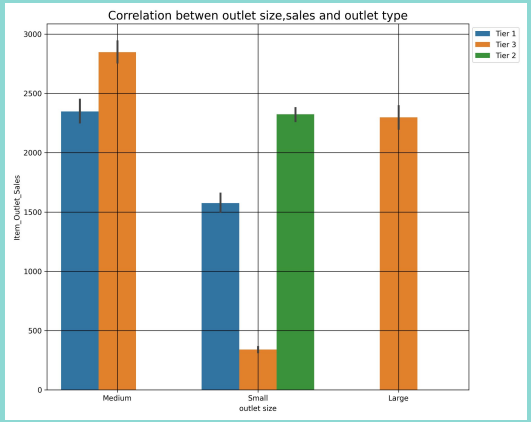


Most of your sale were coming from the Snacks, Fruits and Vegetables and Household products.

Also you sold more low fat products on majority of your product.

Which shows you may have a more health conscious customer.

Second Takeaway



I noticed that in medium size stores had the highest amount of sale in the three sizes.

Also in the the smaller sized stores Tier two preformed the best .

Which shows that we may be missing out on a opportunity by making Medium sizes stores that are Tier Two.