



Analysis Report of Maven Market





Maven Market Sales Analysis



SALES

SALES_1997

SALES_1998

\$1.76M

\$565.24K

\$1.2M

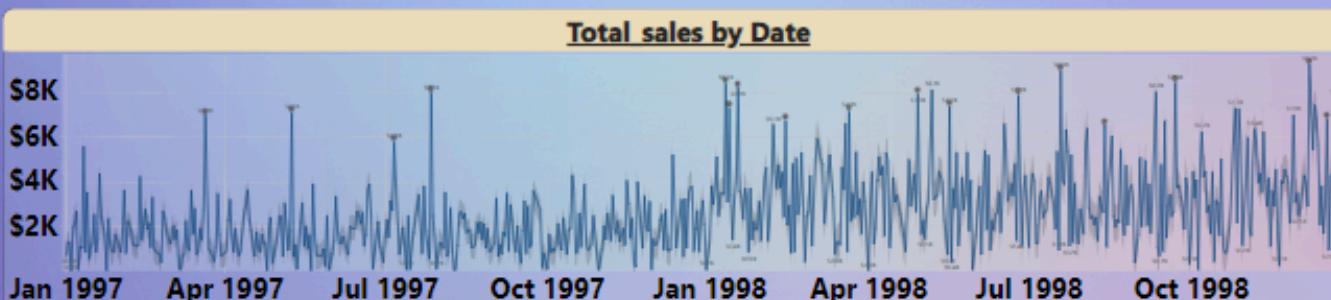
Date

01-01-1997 - 30-12-1998

TOP PRODUCT

Hermanos

Total sales by product brand



store_type ● Deluxe Supermarket ● Gourmet Supermarket ● Mid-Size Grocery ● Small Grocery ● Supermarket

USA

27.85%

8.33%

4.04%

57.33%

Mexico

53.53%

11.46%

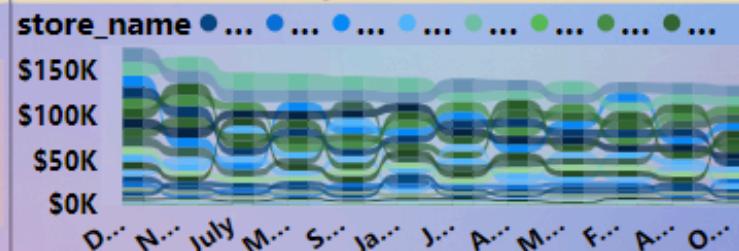
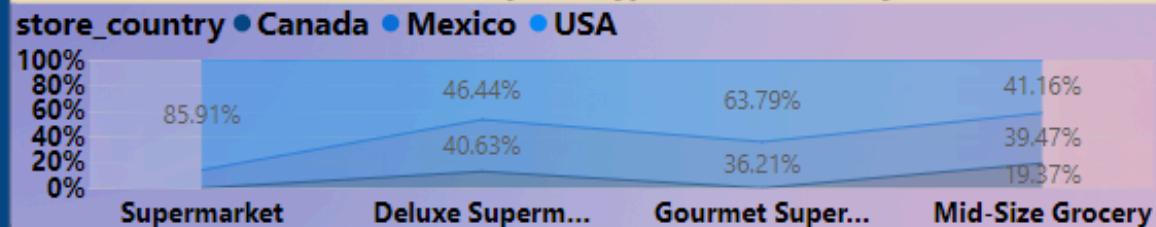
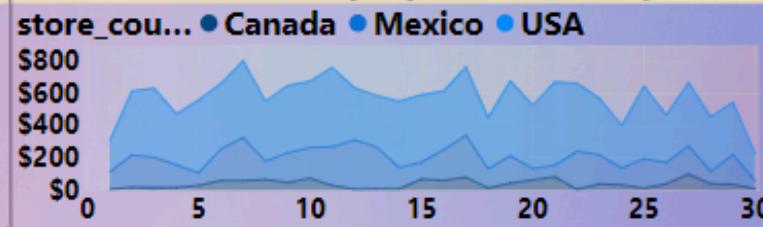
10.14%

23.85%

Canada

79.19%

20.81%

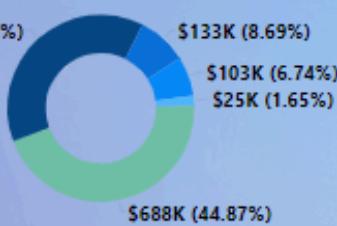
Sum of total sales by Year, Quarter, Month and store nameTotal sales and Profit margin by store_type and store_countrySum of total sales by month_name and store_nameReturn amount by store_type and store_countryReturn amount by Day and store country

Maven Market Sales Analysis



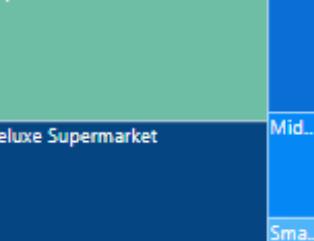
Profit margin by store type

store_type ● Supermar... ● Deluxe ... ● Gour... ● Mid... ● S...



Profit margin by store type

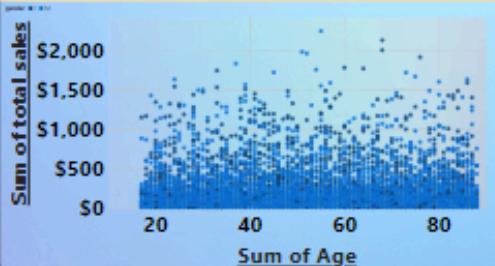
Supermarket Gou... Mid... Sma...



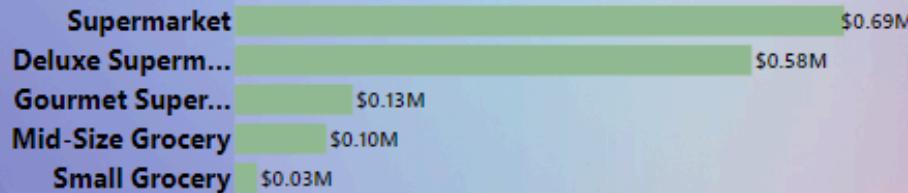
Total sales and return_amount by product_name



Age and Total sales by customer id and gender



Profit margin by store type



At ₹ 6,88,439.25, Supermarket had the highest Sum of profit_margin and was 2,613.22% higher than Small Grocery, which had the lowest Sum of profit_margin at ₹ 25,373.47. Supermarket accounted for 44.87% of Sum of profit_margin.

Profit margin by store type



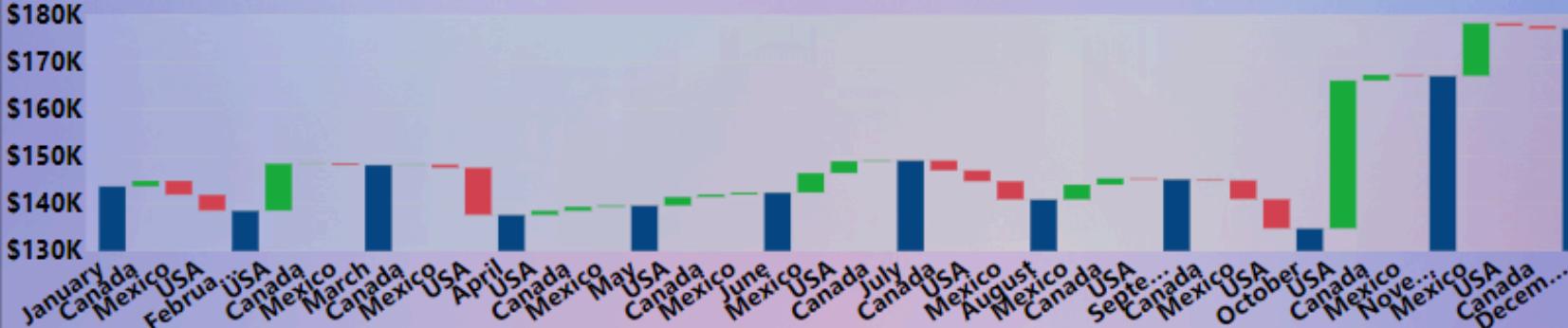
Year

● Increase ● Decrease ● Total ● Other

1997

Total sales by month name and store country

1998



Maven Market Sales Analysis



Count of customer_id by customer_city



Country

Canada

Mexico

USA

store_country



product_name	total_sales	profit_margin
Hermanos Green Pepper	\$2,489.7	\$2,226.8
Hilltop Mint Mouthwash	\$2,447.12	\$2,146.7
Carlson Head Cheese	\$2,417.73	\$2,033.8
Great Pumpernickel Bread	\$2,408.56	\$2,060.
Fabulous Strawberry Drink	\$2,377.9	\$2,091.
Fort West BBQ Potato Chips	\$2,328	\$1,997.3
Moms Foot-Long Hot Dogs	\$2,325.4	\$1,954.9
Even Better Large Curd Cottage Cheese	\$2,322.6	\$1,995.0
Red Wing Plastic Knives	\$2,321.25	\$2,009.9
High Top New Potatos	\$2,313.85	\$2,010.4
Better Chicken Soup	\$2,292.48	\$1,960.7
Just Right Rice Soup	\$2,286.08	\$1,954.8
Tell Tale Cantelope	\$2,284.36	\$1,936.9
Hermanos Lemons	\$2,277.32	\$1,972.7
Modell Rye Bread	\$2,275.47	\$1,923.9
Total	\$17,64,546.44	\$15,34,149.8

product_name	Canada	Mexico	USA	Total
Hermanos Green Pepper	\$131.24	\$579	\$1,779.46	\$2,489.7
Hilltop Mint Mouthwash	\$159.28	\$557.48	\$1,730.36	\$2,447.12
Carlson Head Cheese	\$210.41	\$587.56	\$1,619.76	\$2,417.73
Great Pumpernickel Bread	\$130.9	\$714.34	\$1,563.32	\$2,408.56
Fabulous Strawberry Drink	\$193.55	\$612.25	\$1,572.1	\$2,377.9
Fort West BBQ Potato Chips	\$155.2	\$752.72	\$1,420.08	\$2,328
Moms Foot-Long Hot Dogs	\$96.25	\$662.2	\$1,566.95	\$2,325.4
Even Better Large Curd Cottage Cheese	\$86.9	\$766.3	\$1,469.4	\$2,322.6
Red Wing Plastic Knives	\$165	\$615	\$1,541.25	\$2,321.25
High Top New Potatos	\$127.05	\$700.7	\$1,486.1	\$2,313.85
Better Chicken Soup	\$123.38	\$636.8	\$1,532.3	\$2,292.48
Just Right Rice Soup	\$165.44	\$526.4	\$1,594.24	\$2,286.08
Tell Tale Cantelope	\$194.82	\$542.44	\$1,547.1	\$2,284.36
Hermanos Lemons	\$78.8	\$657.98	\$1,540.54	\$2,277.32
Modell Rye Bread	\$125.76	\$605.22	\$1,544.49	\$2,275.47
Total	\$1,07,674.34	\$4,78,915.66	\$11,77,956.44	\$17,64,546.44



Maven Market Sales Analysis



Date	Sales	ytd_sales	mtd_sales	qtd_sales	Year	Sales	sal	moving_avg
07 December 1998	\$9,189	\$11,08,400.8	\$29,253.33	\$2,35,477.08	1997	\$5,65,238.13	\$5,65,238.13	50891
19 July 1998	\$8,907.73	\$6,39,938.58	\$62,055.41	\$62,055.41	January	\$45,539.69	\$45,539.69	45540
22 September 1998	\$8,421.8	\$8,48,958.78	\$77,413.66	\$2,71,075.61	February	\$44,058.79	\$44,058.79	44799
10 January 1998	\$8,349.05	\$34,688.98	\$34,688.98	\$34,688.98	March	\$50,029.87	\$50,029.87	46543
17 January 1998	\$8,161.38	\$65,310.24	\$65,310.24	\$65,310.24	April	\$42,878.25	\$42,878.25	45656
07 May 1998	\$8,100.71	\$4,10,638.98	\$24,989.66	\$1,19,765.8	May	\$44,456.29	\$44,456.29	45788
11 September 1998	\$8,018.47	\$8,13,365.84	\$41,820.72	\$2,35,482.67	June	\$45,331.73	\$45,331.73	44222
27 July 1997	\$7,959.01	\$3,18,283	\$45,988.38	\$45,988.38	July	\$50,246.88	\$50,246.88	46678
29 April 1998	\$7,898.76	\$3,82,118.36	\$91,245.18	\$91,245.18	August	\$46,199.04	\$46,199.04	47259
25 June 1998	\$7,864.87	\$5,64,658.7	\$83,825.57	\$2,73,785.52	September	\$43,825.97	\$43,825.97	46757
23 December 1998	\$7,714.24	\$11,81,261.32	\$1,02,113.85	\$3,08,337.6	October	\$42,342.27	\$42,342.27	44122
08 December 1998	\$7,485.63	\$11,15,886.43	\$36,738.96	\$2,42,962.71	November	\$53,363.71	\$53,363.71	46511
10 December 1998	\$7,420.15	\$11,28,718.43	\$49,570.96	\$2,55,794.71	December	\$56,965.64	\$56,965.64	50891
17 May 1998	\$7,339.88	\$4,43,688.95	\$58,039.63	\$1,52,815.77	Total	\$17,64,546.44	\$17,64,546.44	108795
26 October 1998	\$7,278.17	\$9,49,039.04	\$76,115.32	\$76,115.32				
12 January 1998	\$7,275.44	\$45,073.94	\$45,073.94	\$45,073.94				
Total	\$17,64,546.44	\$11,99,308.31	\$1,20,160.84	\$3,26,384.59				

Month	Sales	DOD_Growth	MOM_Growth	QOQ_Growth	YOY_Growth	Date	Sales	Cumulative_Sales
January	\$1,43,694.97	0.00%	152.25%	239.37%	215.54%	07 December 1998	\$9,189	\$16,73,638.93
February	\$1,38,556.79	0.83%	-3.58%	159.65%	214.48%	19 July 1998	\$8,907.73	\$12,05,176.71
March	\$1,48,249.77	-0.77%	7.00%	160.24%	196.32%	22 September 1998	\$8,421.8	\$14,14,196.91
April	\$1,37,654.39	2.63%	-7.15%	-4.20%	221.04%	10 January 1998	\$8,349.05	\$5,99,927.11
May	\$1,39,640.1	-2.47%	1.44%	0.78%	214.11%	17 January 1998	\$8,161.38	\$6,30,548.37
June	\$1,42,381.77	0.28%	1.96%	-3.96%	214.09%	07 May 1998	\$8,100.71	\$9,75,877.11
July	\$1,49,190.32	-0.27%	4.78%	8.38%	196.91%	11 September 1998	\$8,018.47	\$13,78,603.97
August	\$1,40,917.55	0.00%	-5.55%	0.91%	205.02%	27 July 1997	\$7,959.01	\$3,18,283
September	\$1,45,204.57	0.23%	3.04%	1.98%	231.32%	29 April 1998	\$7,898.76	\$9,47,356.49
October	\$1,34,778.18	-0.24%	-7.18%	-9.66%	218.31%	25 June 1998	\$7,864.87	\$11,29,896.83
November	\$1,67,151.55	3.04%	24.02%	18.62%	213.23%	23 December 1998	\$7,714.24	\$17,46,499.45
December	\$1,77,126.48	-1.57%	5.97%	21.98%	210.94%	08 December 1998	\$7,485.63	\$16,81,124.56
Total	\$17,64,546.44	0.12%	7.31%	22.69%	212.18%	10 December 1998	\$7,420.15	\$16,93,956.56
						17 May 1998	\$7,339.88	\$10,08,927.08
						26 October 1998	\$7,278.17	\$17,44,277.17
						Total	\$17,64,546.44	\$17,64,546.44

store_country	Canada	USA
Mexico		

store_city	Acapulco	Camacho
Bellingham		

Beverly Hills	Hidalgo

Bremerton	Los Angeles
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product_brand	ADJ
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Akron	American
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Maven Market Sales Analysis



SALES_1997

\$565.24K

SALES_1998

\$1.2M

SALES

\$1.76M

Filter - Year

1997

1998

store_city ▾

Acapulco

Bellingham

Beverly Hills

Sales 1998 and Sales 1997



Sales 1998 and Sales 1997*2



Sales 1997 by month



KPI - Sales 1998 and Sales 1997 by month

\$120.16084K

Goal: \$56.96564K(+110.94%)

Sales 1998 and Sales 1997*2 by month

\$120.16084K

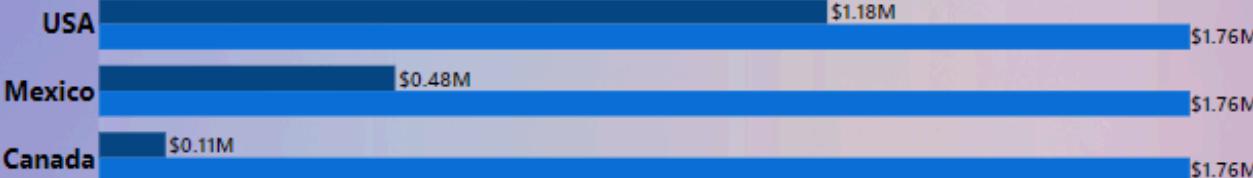
Goal: \$113.93128K(+5.47%)

Sales 1998 by month



Sales and all by store country

● Sales ● all



Filter - Product Name

ADJ Rosy Sunglasses

Akron City Map

Akron Eyeglass Screwdriver

American Beef Bologna

American Chicken Hot Dogs

American Cole Slaw

American Corned Beef

American Foot-Long Hot Dogs

American Low Fat Bologna

American Low Fat Cole Slaw

Maven Market Sales Analysis



Parameter1

Sales
moving_avg
Cumulative...
profit_mar

Filter - Year

All

Filter - Store City

All

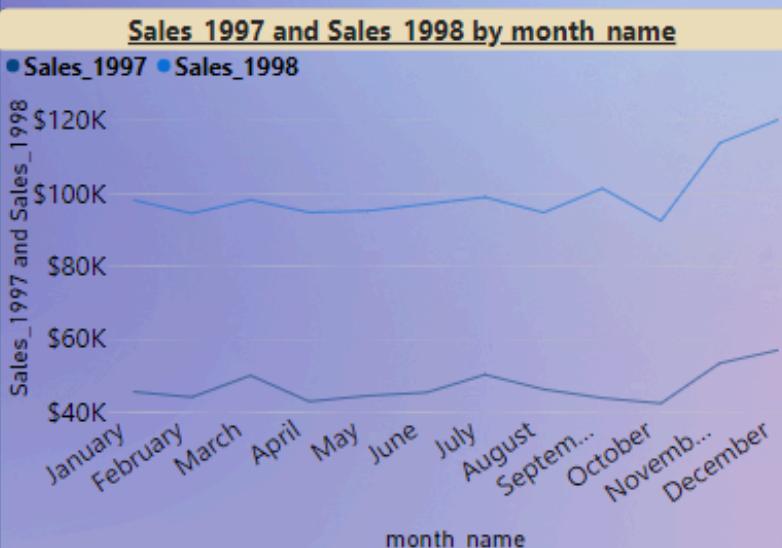
Filter - Product Name

All

\$7,11,727.66
total_cost

\$17,64,546.44
Total Sales

\$15,34,149.81
Total Profit Margin



Parameter2

Sales_1997
Sales_1998

Last 14 Days
Sale

\$47.57K

TOP
PRODUCT

Hermanos



