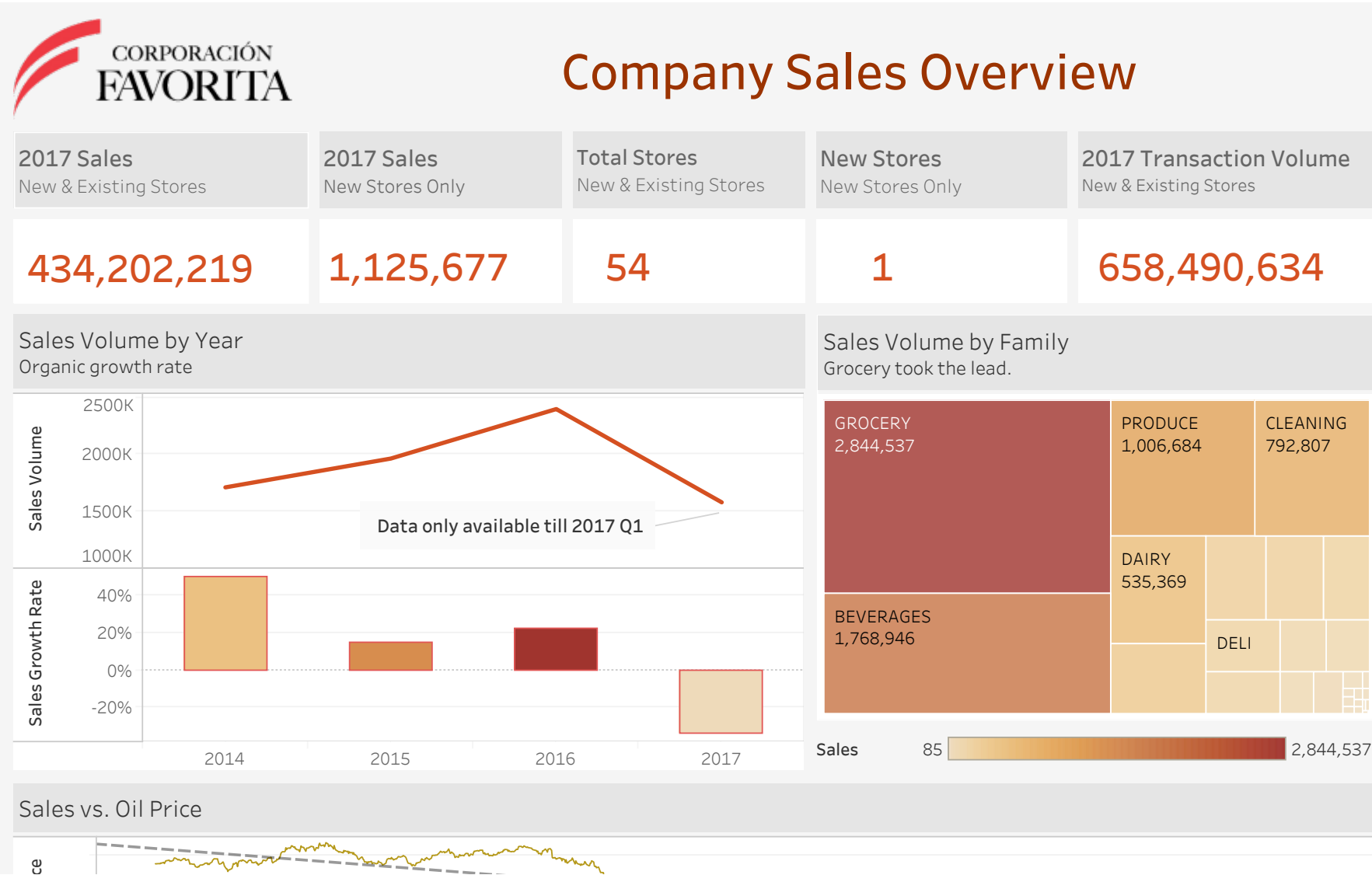


# Corporacion Favorita Sales Report

Overall, sales has been growing for the past 3 years.	Geographically, Pinchincha and Guayas have higher sales.	Interested in store-wise family sales patterns? - Play with it!	Promotion and holiday do not increase sales all the time. For some particular family, it a..
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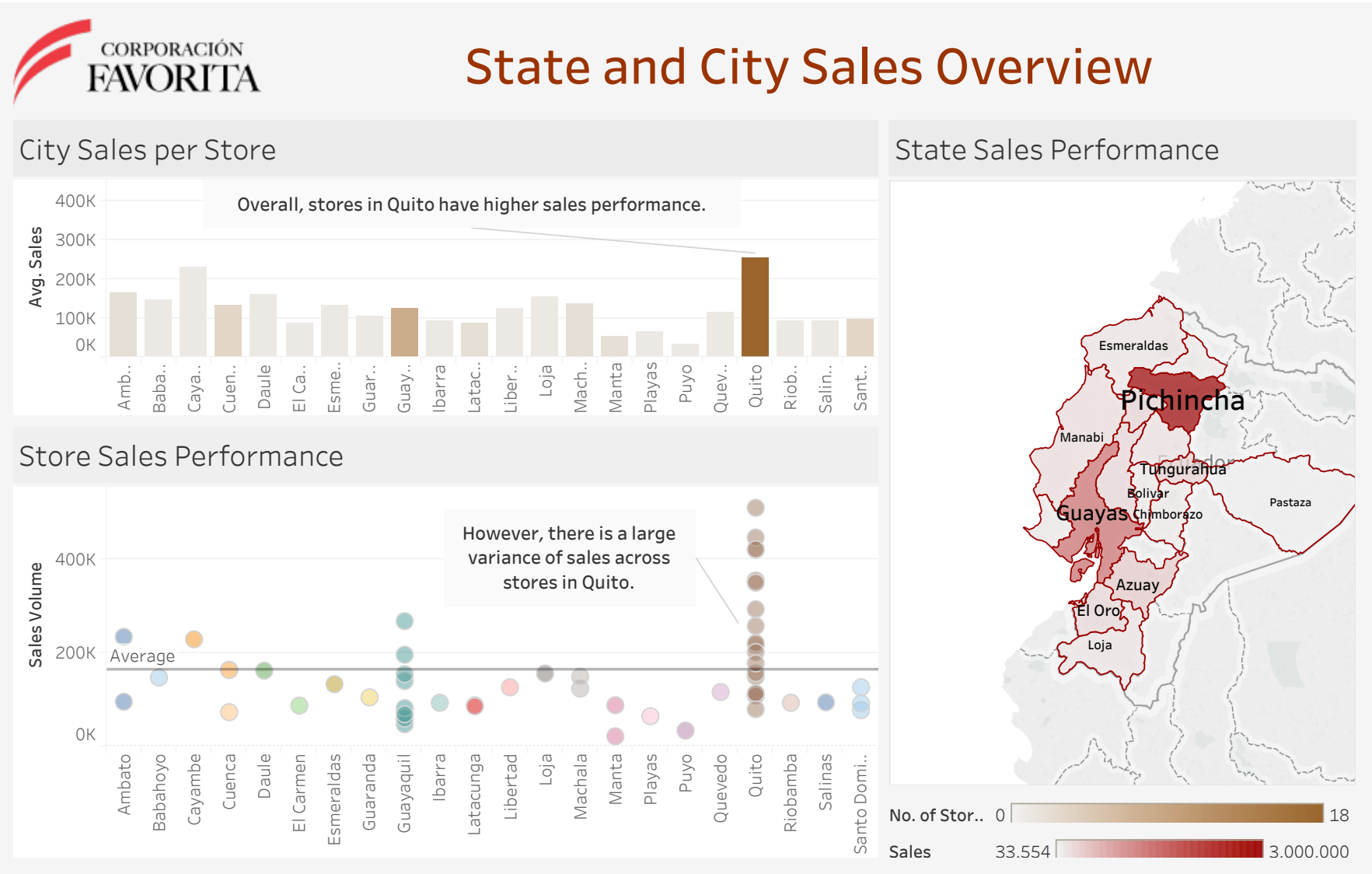
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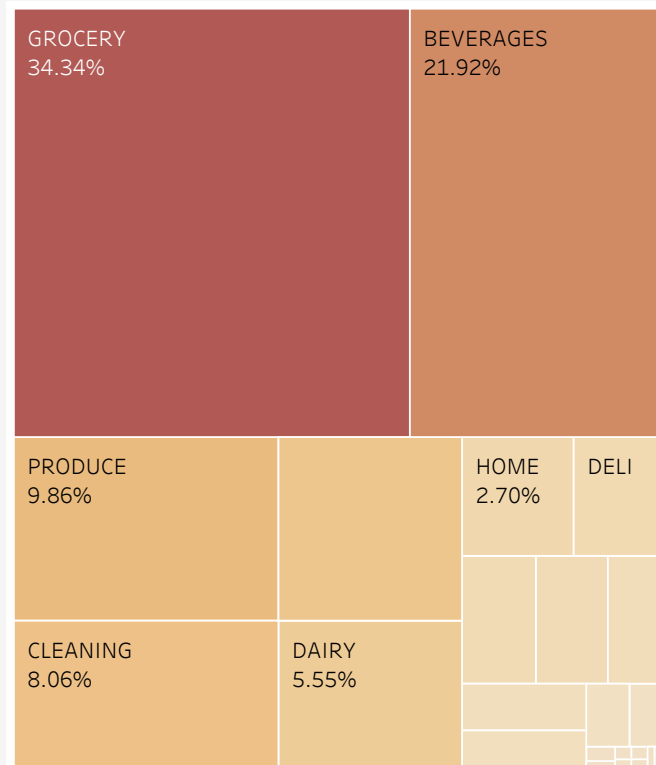
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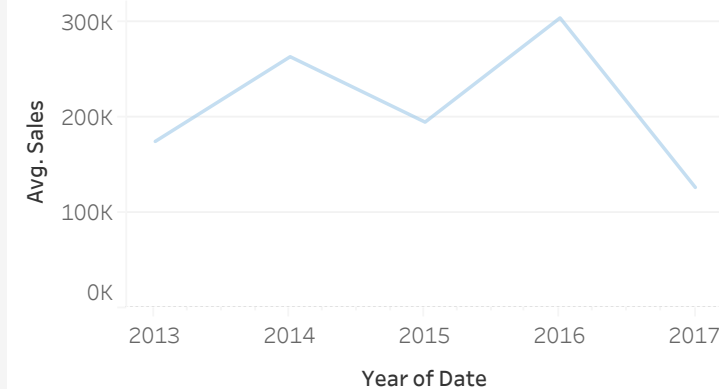
## Store Sales Overview

### Top Selling Categories



% of Total .. 0.01% 34.34%

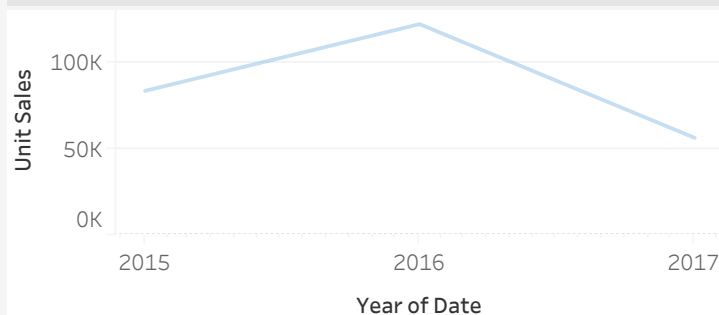
### Company Average Sales



Comparing <Store Sales> with <Company Sales by Store> shows which category has abnormal performance through clicking Store Nbr an..

### Store Sales

Huge return of personal care product in store 53.



#### Store Nbr

- ☐ 1
- ☐ 2
- ☐ 3
- ☐ 4
- ☐ 5
- ☐ 6
- ☐ 7
- ☐ 8
- ☐ 9
- ☐ 10
- ☐ 11
- ☐ 12
- ☐ 13
- ☐ 14
- ☐ 15
- ☐ 16
- ☐ 17
- ☐ 18
- ☐ 19
- ☐ 20
- ☐ 21
- ☐ 22
- ☐ 23
- ☐ 24

#### Family

- ☐ AUTOMOTIVE
- ☐ BABY CARE
- ☐ BEAUTY
- ☐ BEVERAGES
- ☐ BOOKS
- ☐ BREAD/BAKE..
- ☐ CELEBRATION
- ☐ CLEANING
- ☐ DAIRY
- ☐ DELI
- ☐ EGGS
- ☐ FROZEN FOO..
- ☐ GROCERY I
- ☐ GROCERY II
- ☐ HARDWARE
- ☐ HOME AND KI..
- ☐ HOME AND KI..
- ☐ HOME APPLI..
- ☐ HOME CARE
- ☐ LADIESWEAR
- ☐ LAWN AND G..
- ☐ LINGERIE
- ☐ LIQUOR, WIN..
- ☐ MAGAZINES

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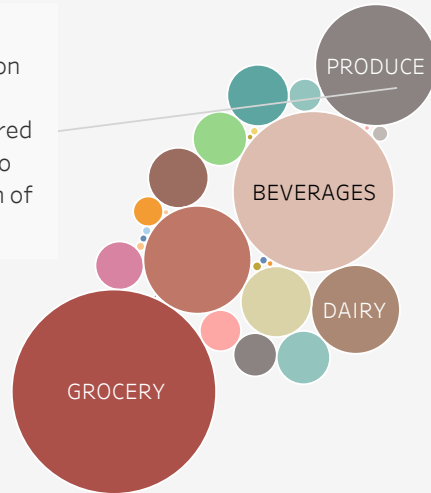
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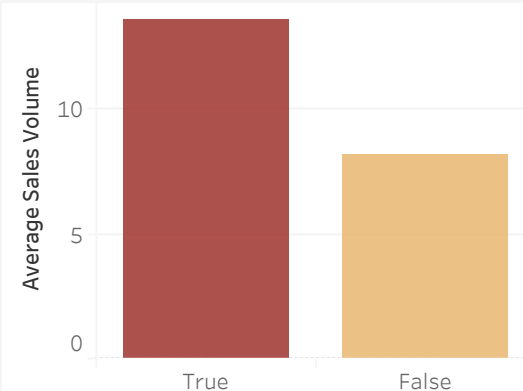
## Promotion and Holiday Impact

### Family Sales

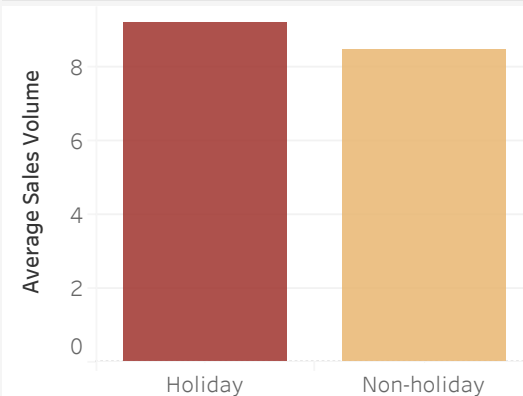
**Prepared Food**  
Suprisingly, promotion will decrease sale performance of prepared food. This may due to customer's perception of stale food.



### Promotion

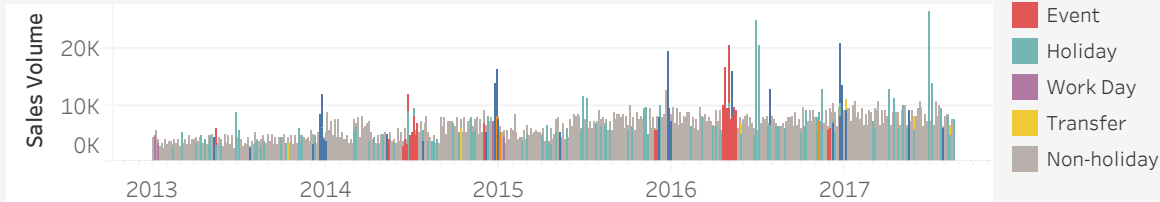


### Holiday Sales



### Holiday Sales

Holidays are the good days!



Date 1/1/2013 to 8/15/2017