



# CIRCLE - K | SALES PERFORMANCE ANALYSIS

How has our sales been performing?

\$302.17K

Total Cost Price

\$170.3K

Total Net Profit

Station

All

Year Filter

2017

2018

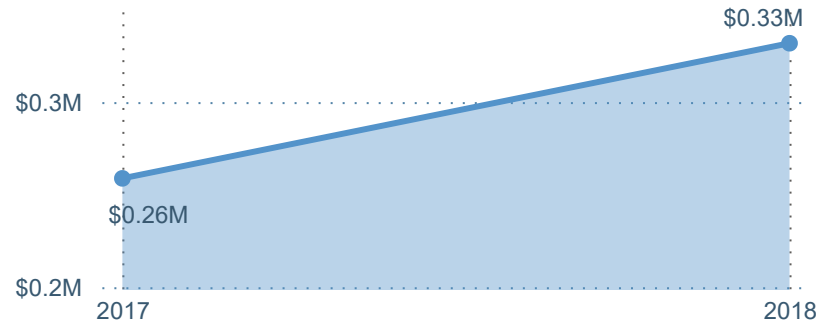
Month Filter

All

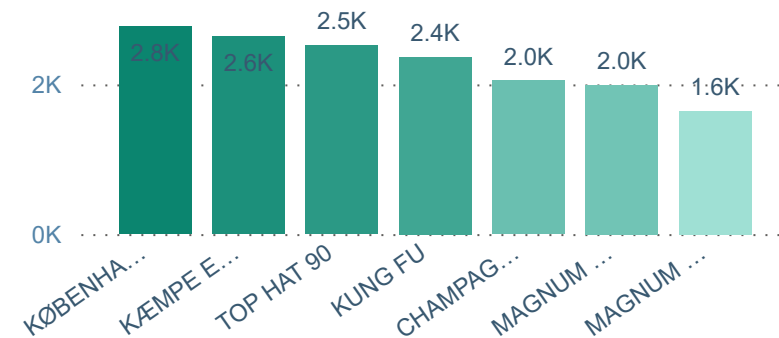
\$591K

Total sales

Total sales overtime



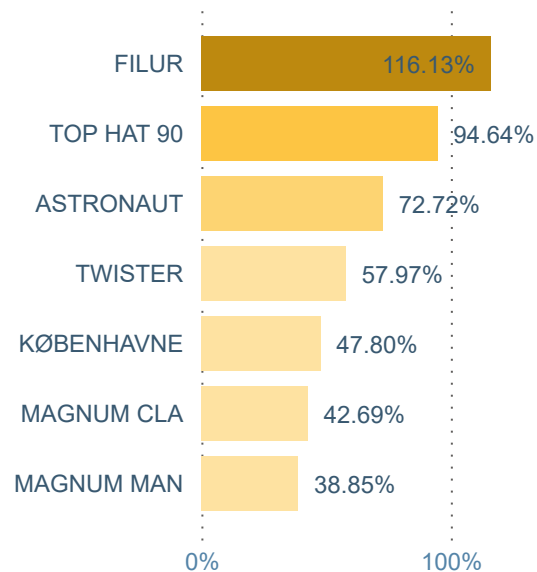
Top selling items



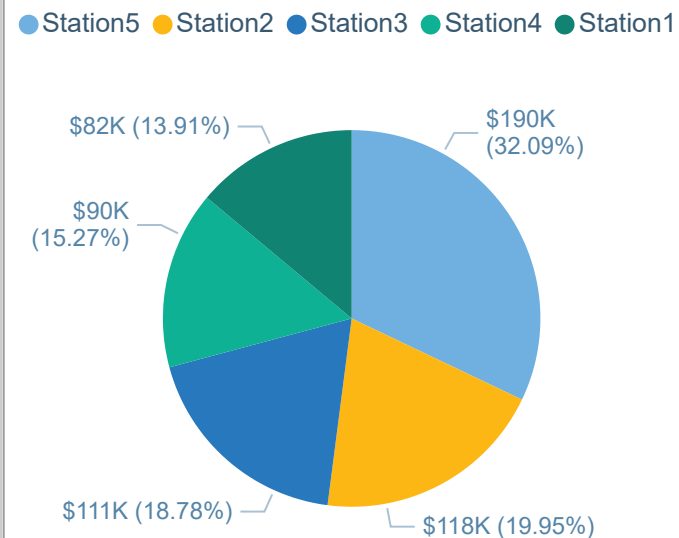
28.20%

Sales growth (%)

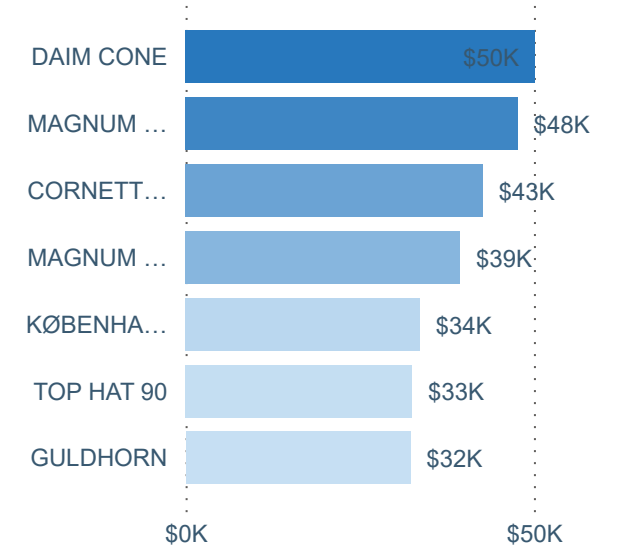
Top 7 Sales growth items 2018



Total sales by station



Top 7 sales items



36.05%

Net Sales Margin (%)



# CIRCLE - K

## SALES MARGIN ANALYSIS

36.05%

Net Sales Margi...

28.20%

Sales growth (%)

36.01%

Cost change (%)

2017

2018

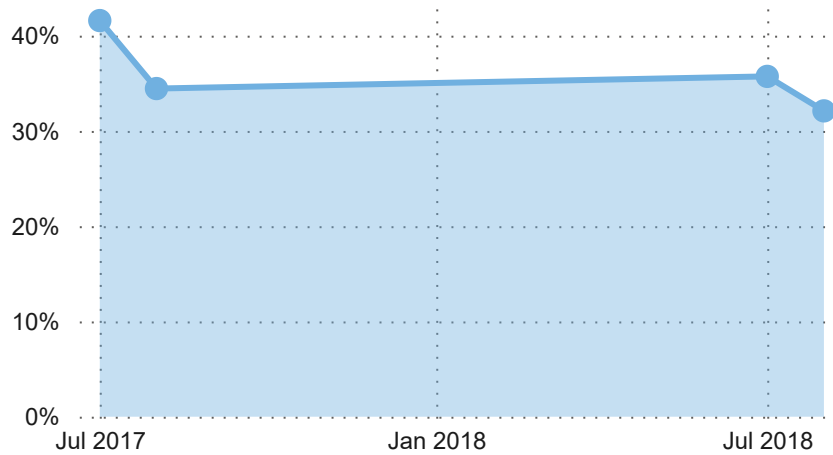
Station

All

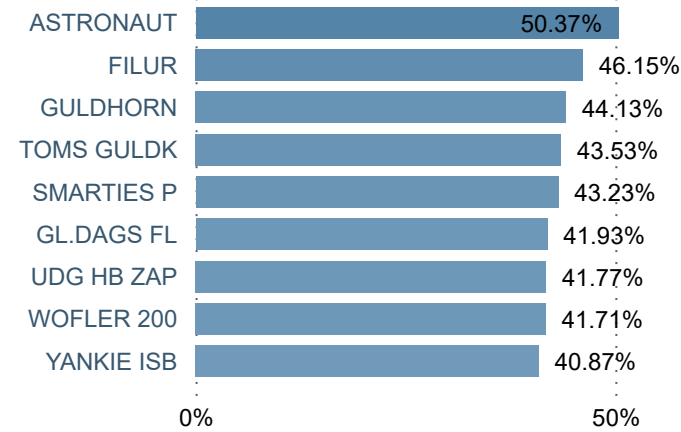
Month Filter

All

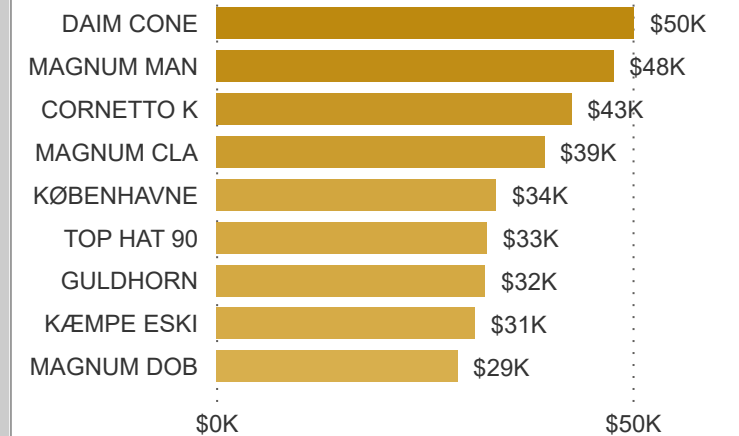
### Sales Margin (%) overtime



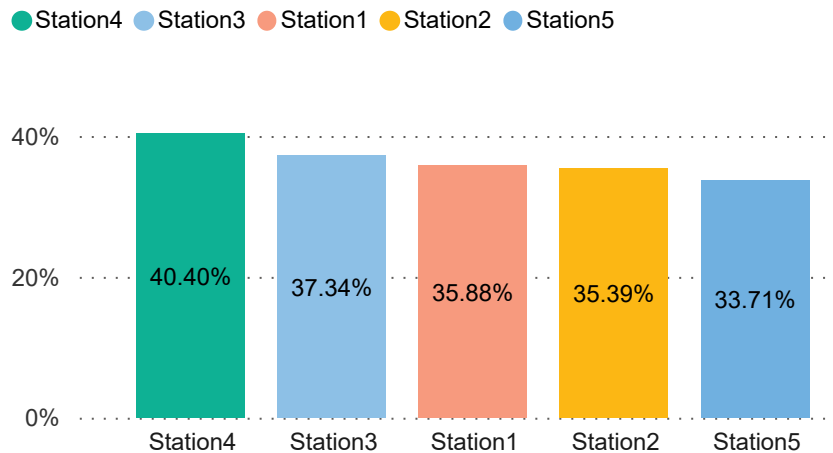
### Sales Margin (%) by items



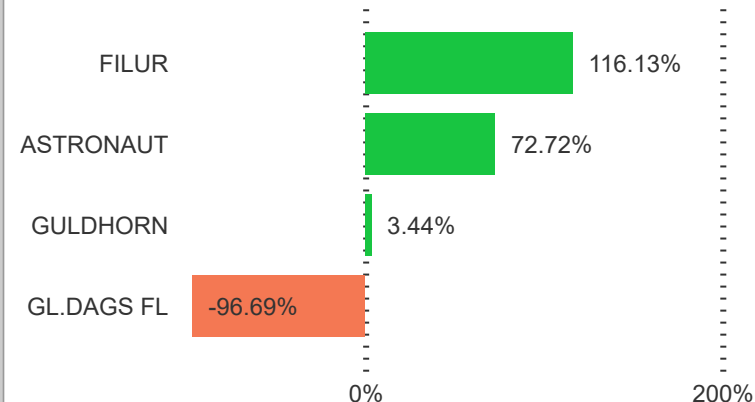
### Total sales by items



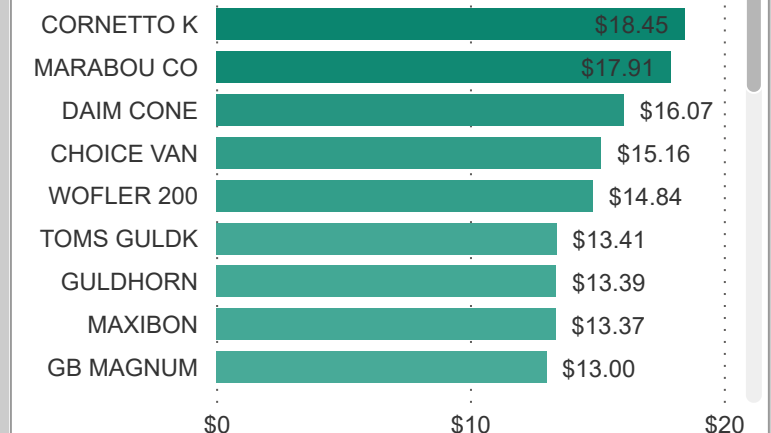
### Sales Margin (%) by station



### Sales growth of Top Sales margin items in 2018



### Average Cost Price by items





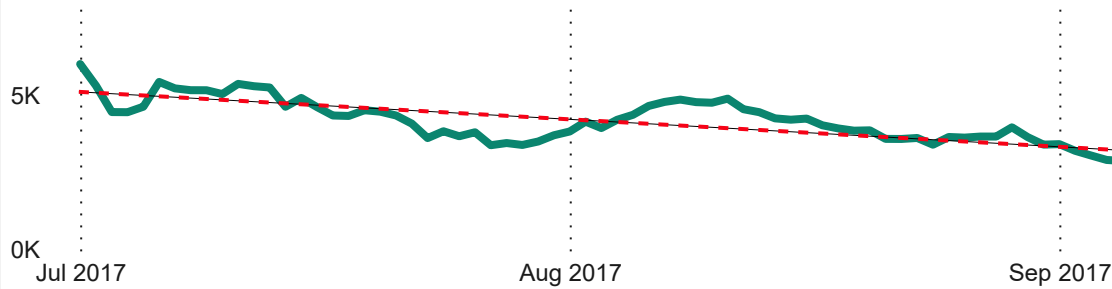
# CIRCLE - K

## SALES GROWTH & TREND ANALYSIS

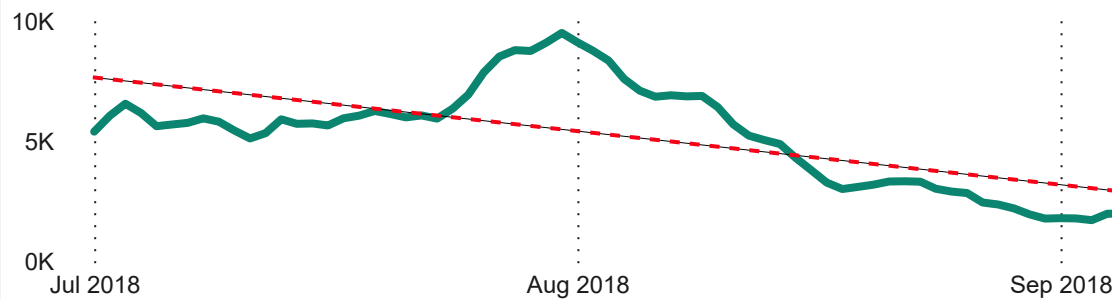
### Growth sales across Month & Year (%)

Year	Month_name	Total sales	Total sales last year	Sales growth (%)
2017	July	\$134,661		
2017	August	\$124,150		
2018	July	\$209,847	\$134,661	55.83%
2018	August	\$121,958	\$124,150	-1.77%

### 7 days rolling average sales- 2017



### 7 days rolling average sales - 2018



28.20%

Sales growth (%)

2017

2018

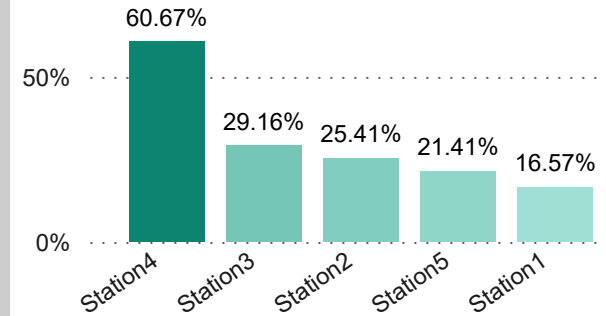
Station

All

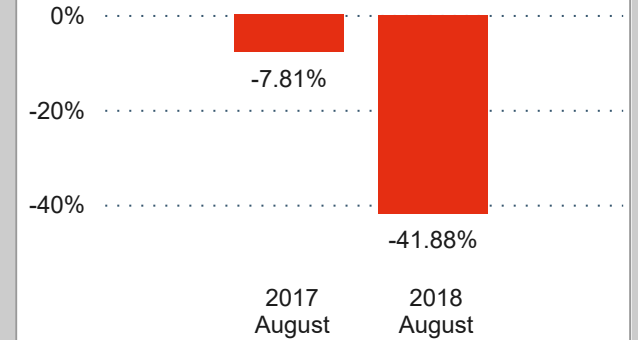
Month Filter

All

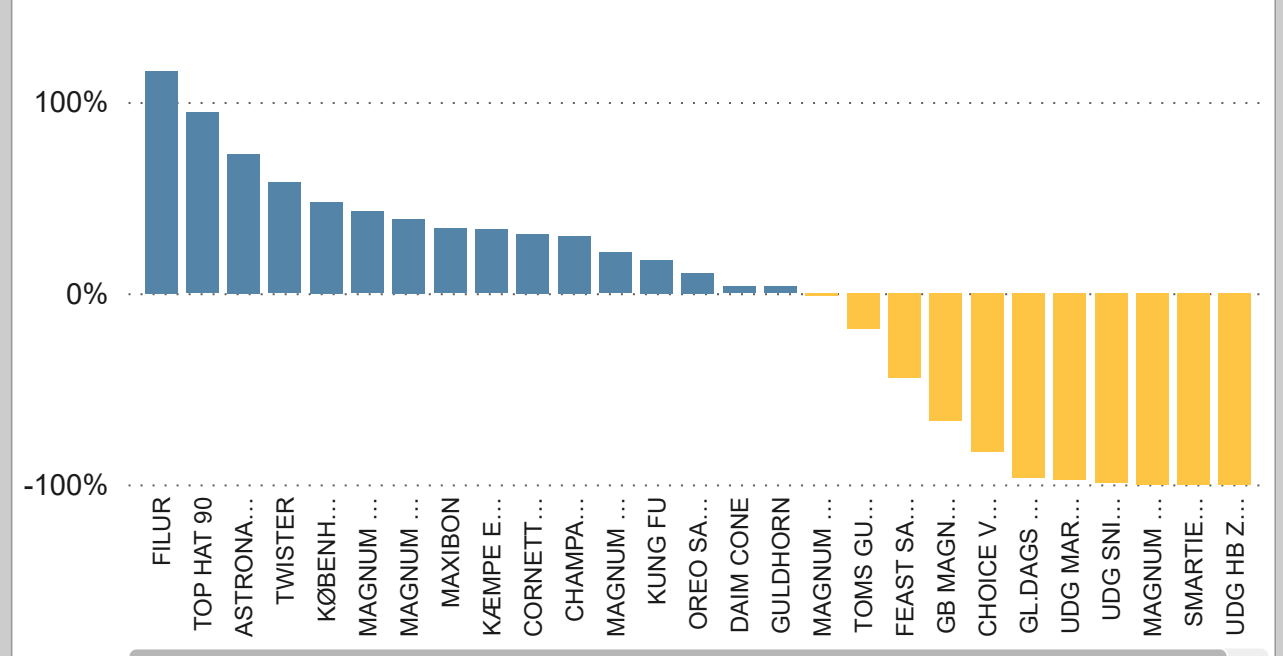
### Sales growth (%) by station 2018



### Total sales change Month over Month (%)



### Sales growth by items 2018





# CIRCLE - K

## PROMOTION EFFECT ANALYSIS

Average Sales per day

\$4.76K

2017

2018

Station

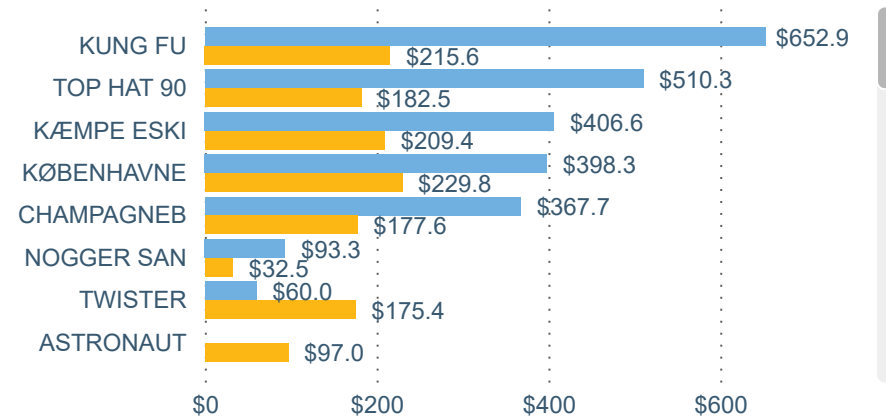
All

Month Filter

All

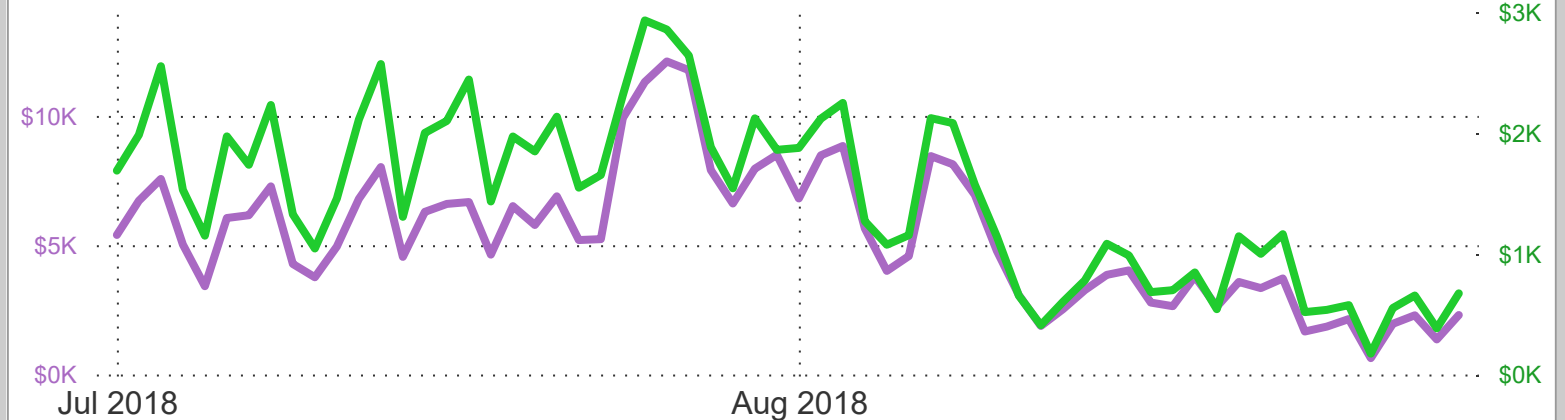
### Average sales per day by items

● Promotion Avg.Sales per day ● No Promotion Avg.Sales per day



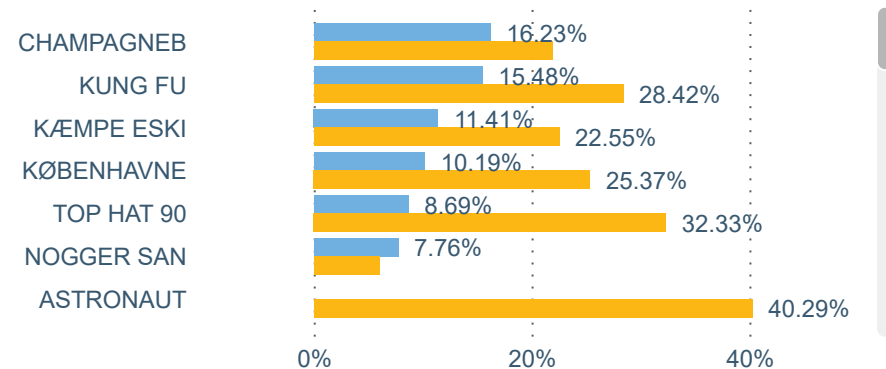
### Total Sales & Total Profit in 2018

● Total sales ● Total Net Profit



### Sales margin by items

● Promo Sales Margin (%) ● No Promo Sales Margin (%)



### Correlation between Selling price and Total Sales

