

SUMMARY

The analysis of the Big Mart Sales dataset reveals that the top five selling products, based on total sales, are FDY55, FDA15, FDZ20, FDF05, and FDA04. These products significantly outperform others in terms of revenue contribution, indicating their popularity and strong demand among customers.

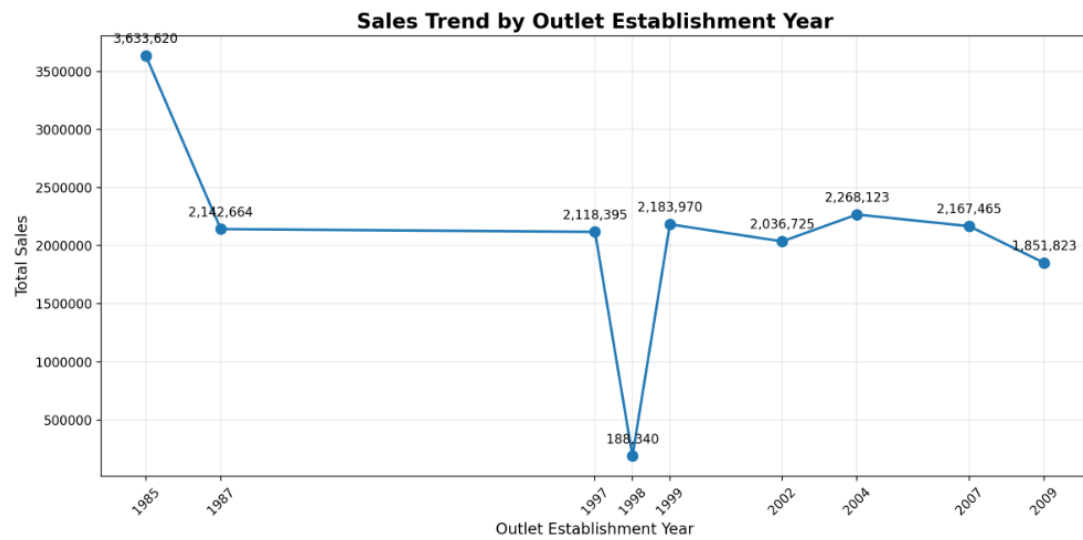
Examining the sales trend by outlet establishment year, we observe that outlets established in 1985 have generated the highest total sales, reaching over 3.6 million. This is followed by outlets from 1999 and 2004, which also show robust sales figures. Outlets established in 1998, however, display a noticeable dip in total sales, suggesting either a smaller number of outlets or less favorable market conditions during that period. The overall trend suggests that older outlets, particularly those established in 1985, have had more time to build a customer base and drive higher sales volumes.

Optional: Click on columns or rows to focus on specific data

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	Item_Outlet_Sales
FDY55	42661.8008
FDA15	41584.5364
FDZ20	40185.0248
FDF05	36555.749
FDA04	35741.4756

	Item_Outlet_Sales
1985	3633620.145
1987	2142663.5782
1997	2118395.1682
1998	188340.1724
1999	2183969.8102
2002	2036725.477
2004	2268122.9354
2007	2167465.2939999998
2009	1851822.83



These insights highlight the importance of both product selection and outlet longevity in driving sales performance within the Big Mart network.