

Sales Analysis Report For Fathalla Market



Executive Summary

The sales dashboard analysis highlights key insights:

- Total sales exceeded expectations, showing strong market performance.
- A few products generate the majority of revenue, while some underperform significantly.
- Certain branches consistently outperform others, indicating opportunities for best practice sharing.
- Product partitions show uneven contribution, with a few categories driving most sales.
- The treemap reveals top categories and sub-categories that dominate the sales landscape.

Overall, the business shows strong performance, but optimization is needed in low-performing products and branches to balance growth and efficiency.

This report provides an overview and explanation of the sales dashboard. Each chart is analyzed to highlight the insights it provides about sales performance.

Key Performance Indicators (KPIs)

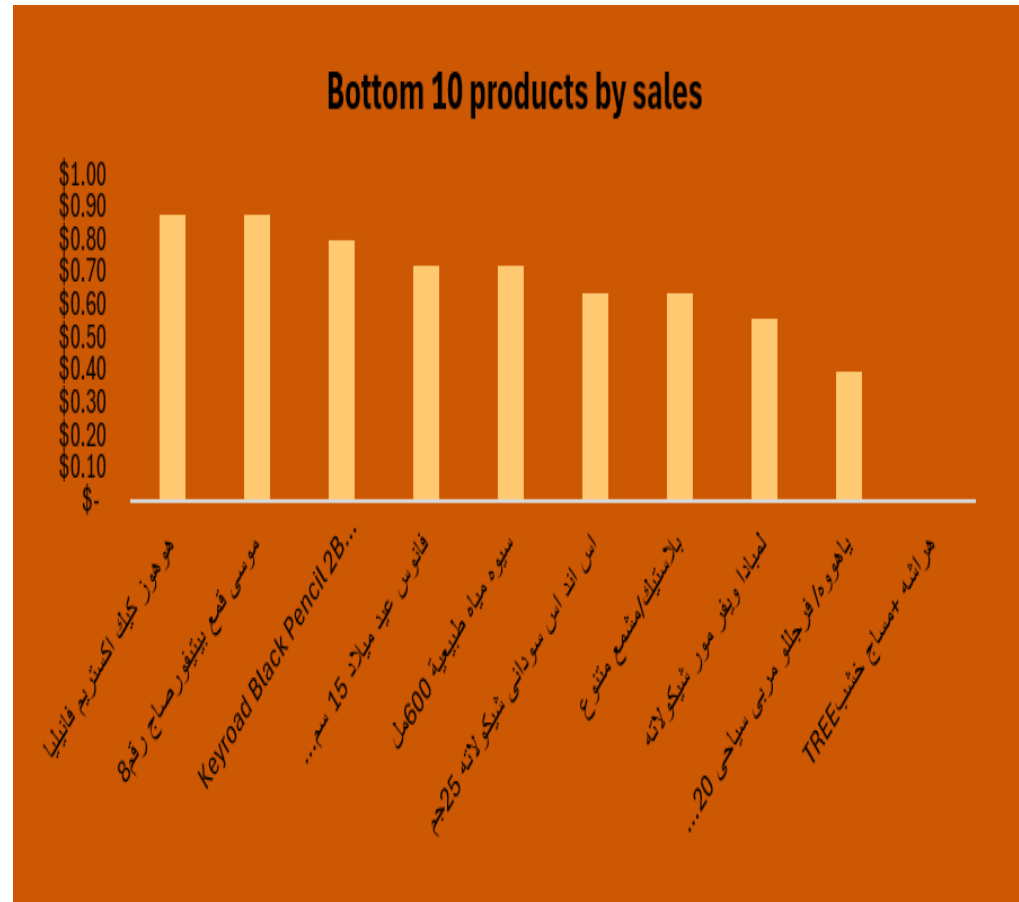
- Total Sales	Represents the overall revenue generated
- Total Quantity	The total number of items sold
- Total Branches	The number of branches included in the data
- Total Partitions	Number of product categories or departments
- Total Products	Total number of unique products in the dataset
- Average Sales	Shows the average sales value per transaction or branch

Key Insights

- Total Sales	\$2,252,780,049
- Total Quantity Sold	64,900,860
- Total Branches	52
- Total Partitions	33
- Total Products	410516
- Avg. Sales	5,487,686%

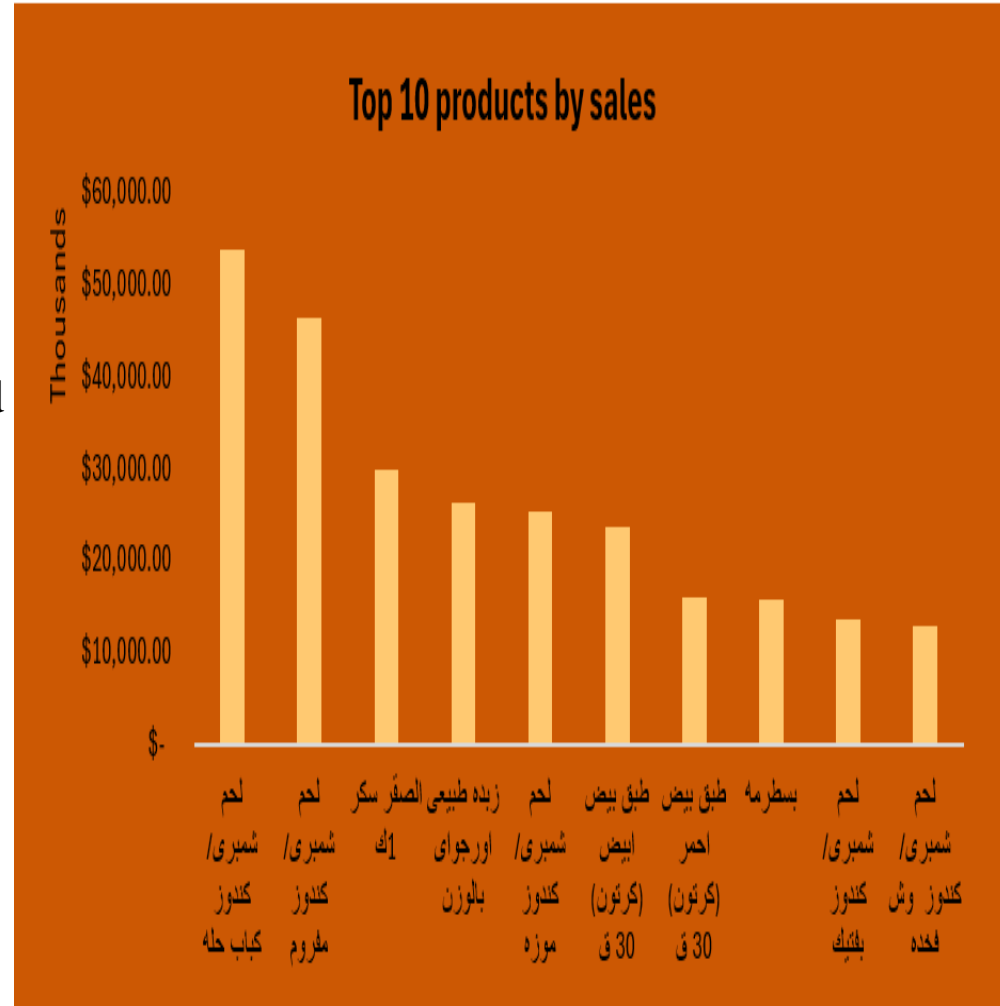
Bottom 10 Products by Sales

This bar chart highlights the products with the lowest sales. It helps management identify underperforming products that may need promotional efforts, discounts, or reconsideration in stock.



Top 10 Products by Sales

This chart displays the products that generate the highest sales value. These items are crucial for revenue and should be prioritized in marketing, inventory, and supply chain management



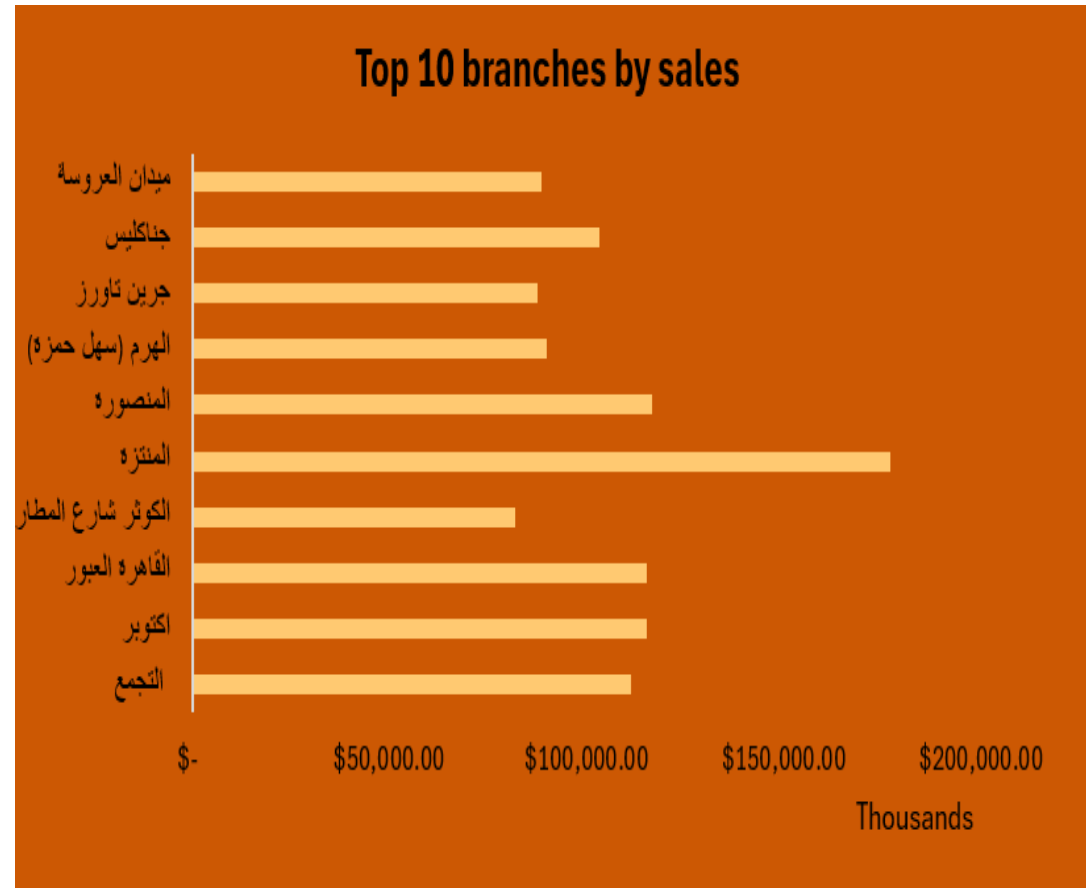
Top 10 Products by Quantity

This chart shows which products are sold in the largest quantities. It may not always align with sales value, as some low-priced items can sell in high volumes.



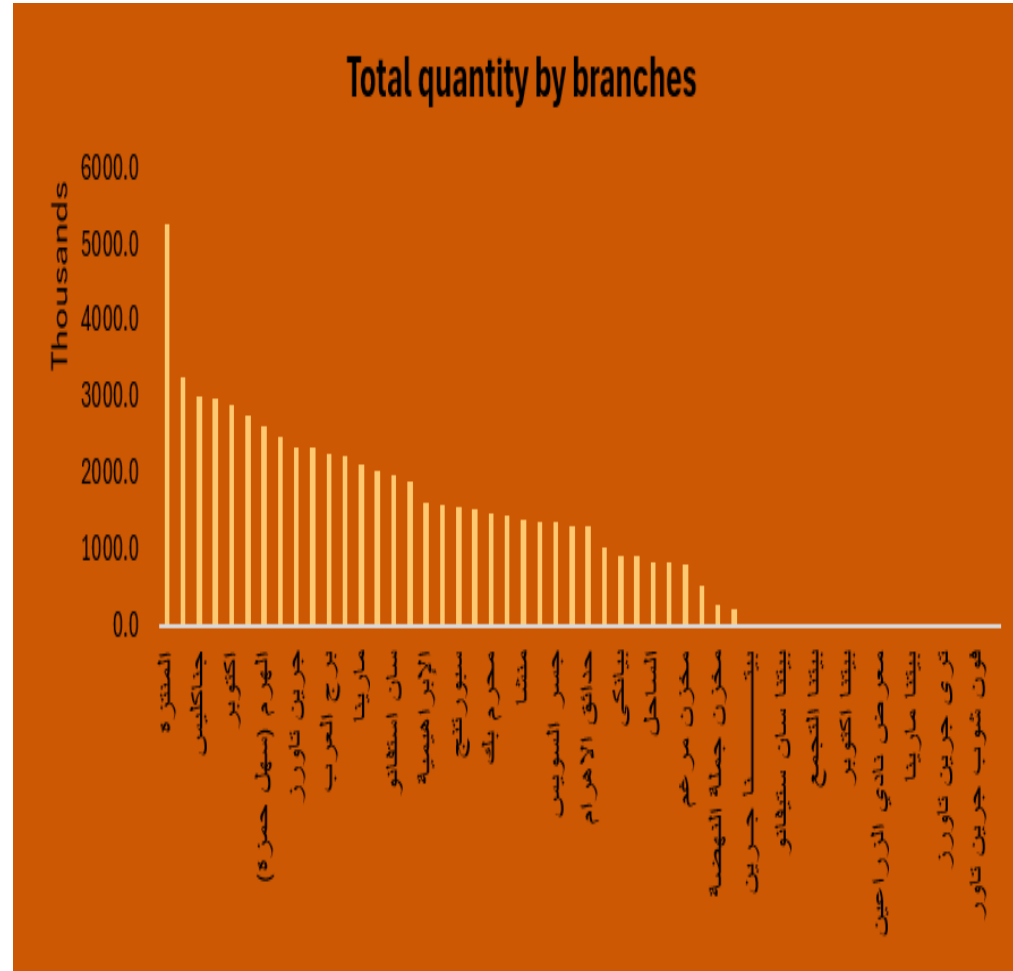
Top 10 Branches by Sales

This bar chart identifies the branches that generate the highest revenue. It helps management evaluate branch performance and focus on high-performing locations.



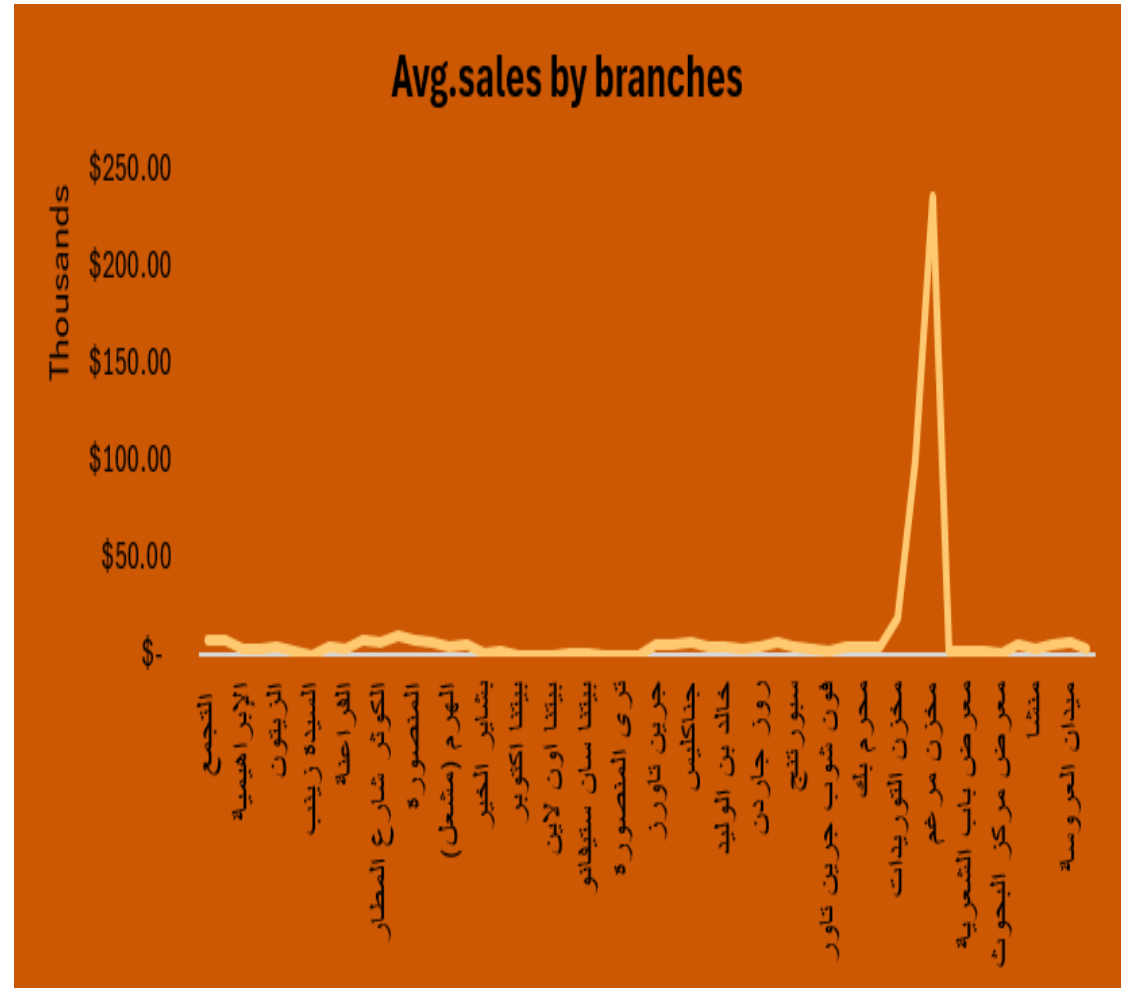
Total Quantity by Branches

This chart illustrates how many products each branch sold. It allows comparison between branches not only by revenue but also by sales volume.



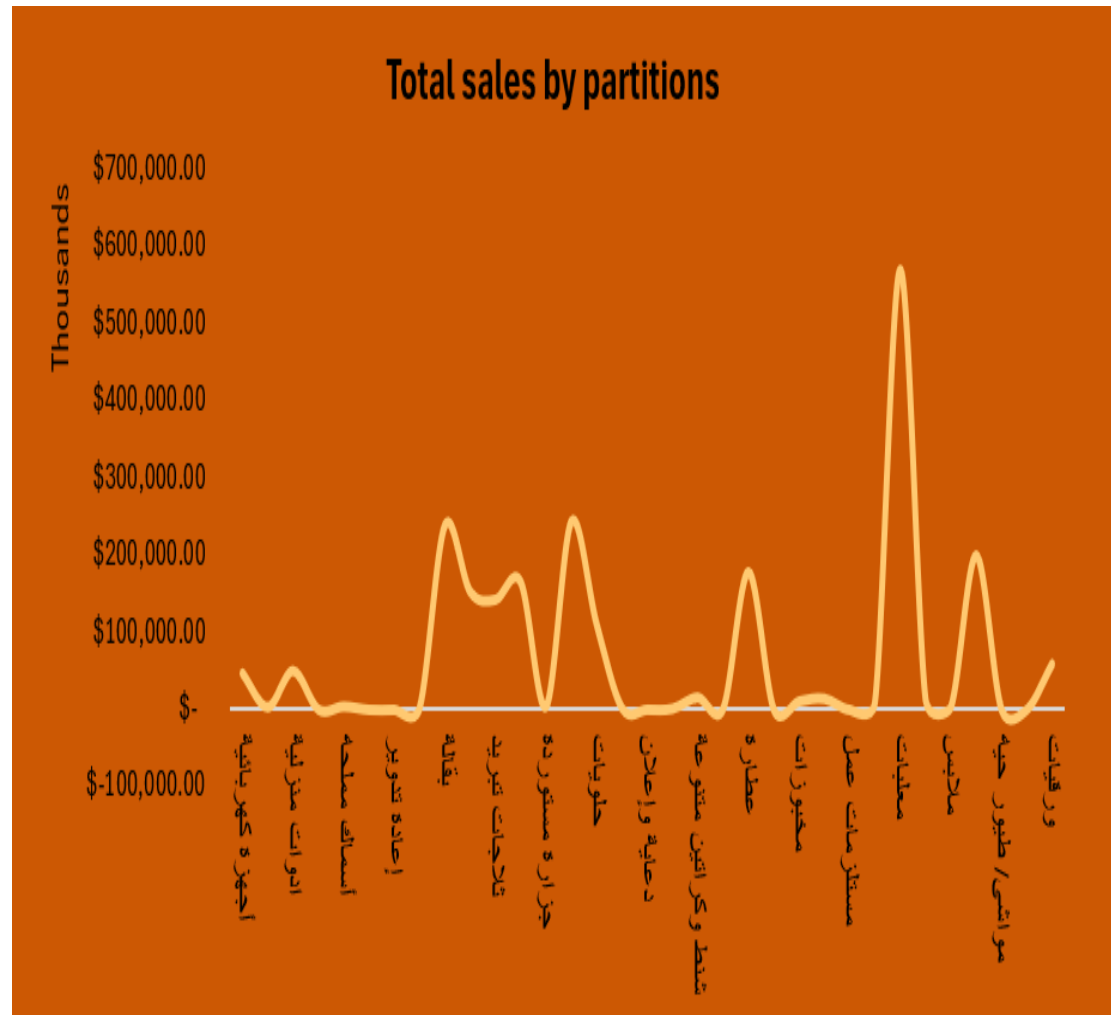
Avg. Sales by Branches

This chart shows the average sales per branch. Branches with higher averages indicate stronger individual performance, even if total quantity is lower.



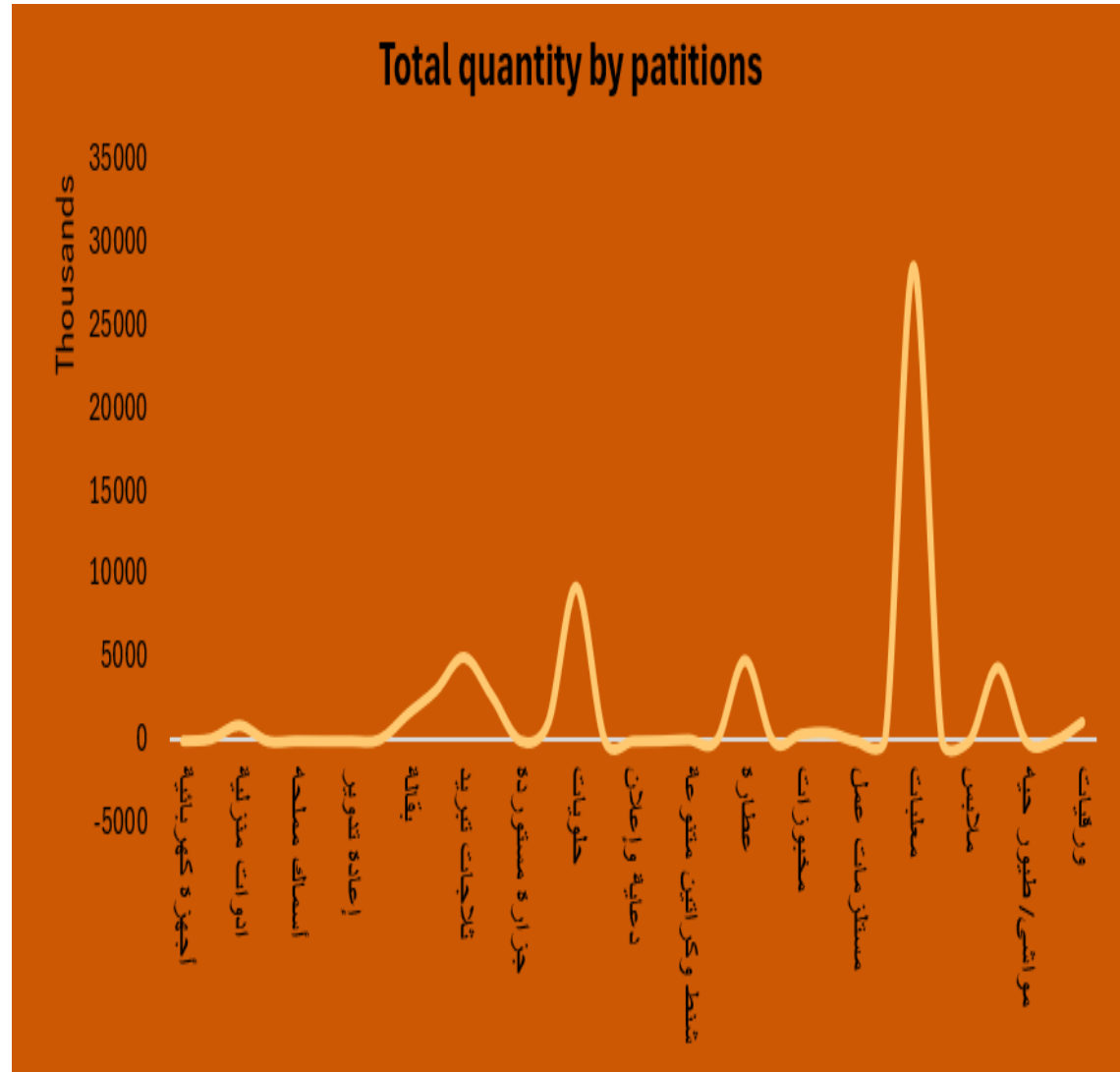
Total Sales by Partitions

This line chart shows the distribution of sales value across different partitions (categories/departments). It helps in identifying which partitions generate the most revenue.



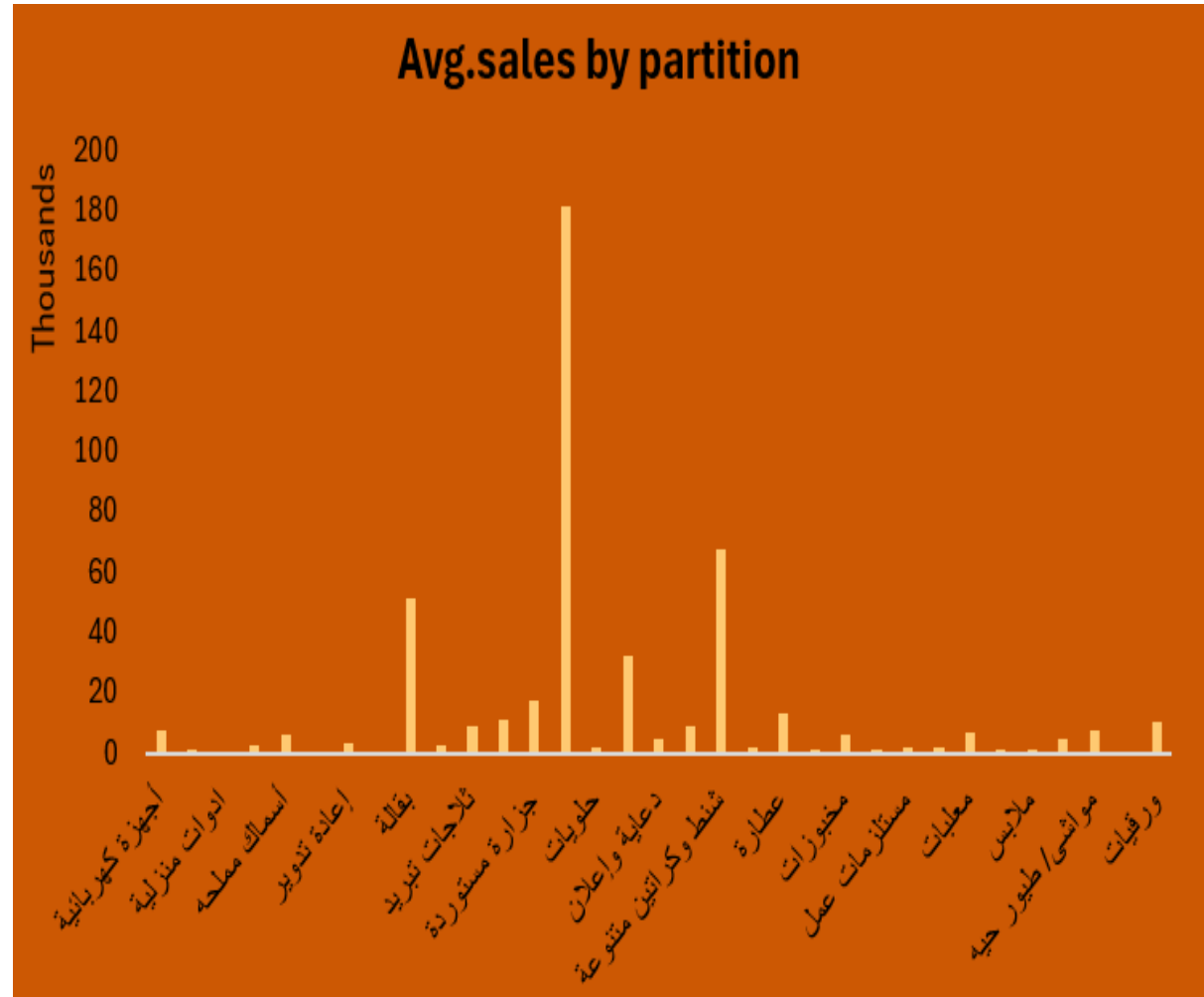
Total Quantity by Partitions

This chart shows the quantity of items sold per partition. It highlights which categories have the highest demand regardless of their sales value.



Avg. Sales by Partitions

This chart provides insight into the average sales per partition. It helps identify high-value product categories compared to low-value ones.



Top 5 Categories & Sub-Categories by Sales

This treemap visualizes the top categories and their sub-categories by sales. It provides a clear view of which product families dominate overall sales and how sub-categories contribute within each category.

