



# Sales Analysis

START

← →

YEAR

2019

2020

COMODITIES

pancake mixes

pasta

pasta sauce

syrups

HOME

FINANCIAL

PRODUCTS

# FINANCIAL

Total Sales (Dollars)

9,13 Mi

Mean Total Sales (Dollars)

1,47

Coupon Sales (Dollars)

134 Mil

Mean Coupon Sales (Dollars)

1,17

SALES WITH COUPONS (DOLLARS)

Coupons	Percentage
0	98,53%
1	1,47%

% OF UNITS SOLD BY BRAND & COMMODITY

Brand	Commodity	Value (Mi)
Private Label	pancake mixes	0.0
	pasta	1.3
	pasta sauce	0.2
	syrups	0.1
Ragu	pasta sauce	0.9
Prego	pasta sauce	0.4
Barilla	pasta	0.4
Creamette	pasta	0.2
Hunt's	pasta sauce	0.2
Mueller	pasta	0.2
Aunt Jemima	syrups	0.1
Private Label...	pasta	0.1
Ronzoni	pasta	0.1
Classico	pasta sauce	0.1
San Giorgio	pasta	0.05
Bertolli	pasta	0.05

UNITS & DOLLAR SALES BY COMMODITY (%)

Commodity	% of units (2019)	% of dollar sales (2020)
pasta	48%	35%
pasta sauce	40%	45%
syrups	15%	25%
pancake mixes	5%	8%

SALES (DOLLARS)

Month	2019 Sales (Mi)	2020 Sales (Mi)
January	0.38	0.36
February	0.34	0.35
March	0.38	0.41
April	0.36	0.37
May	0.38	0.39
June	0.40	0.43
July	0.42	0.43
August	0.37	0.41
September	0.34	0.36
October	0.34	0.37
November	0.33	0.35
December	0.34	0.34

←

YEAR

☐ 2019

☐ 2020

Commodity

☐ pancake mixes

☐ pasta

☐ pasta sauce

☐ syrups

HOME

FINANCIAL

PRODUCTS

# PRODUCTS

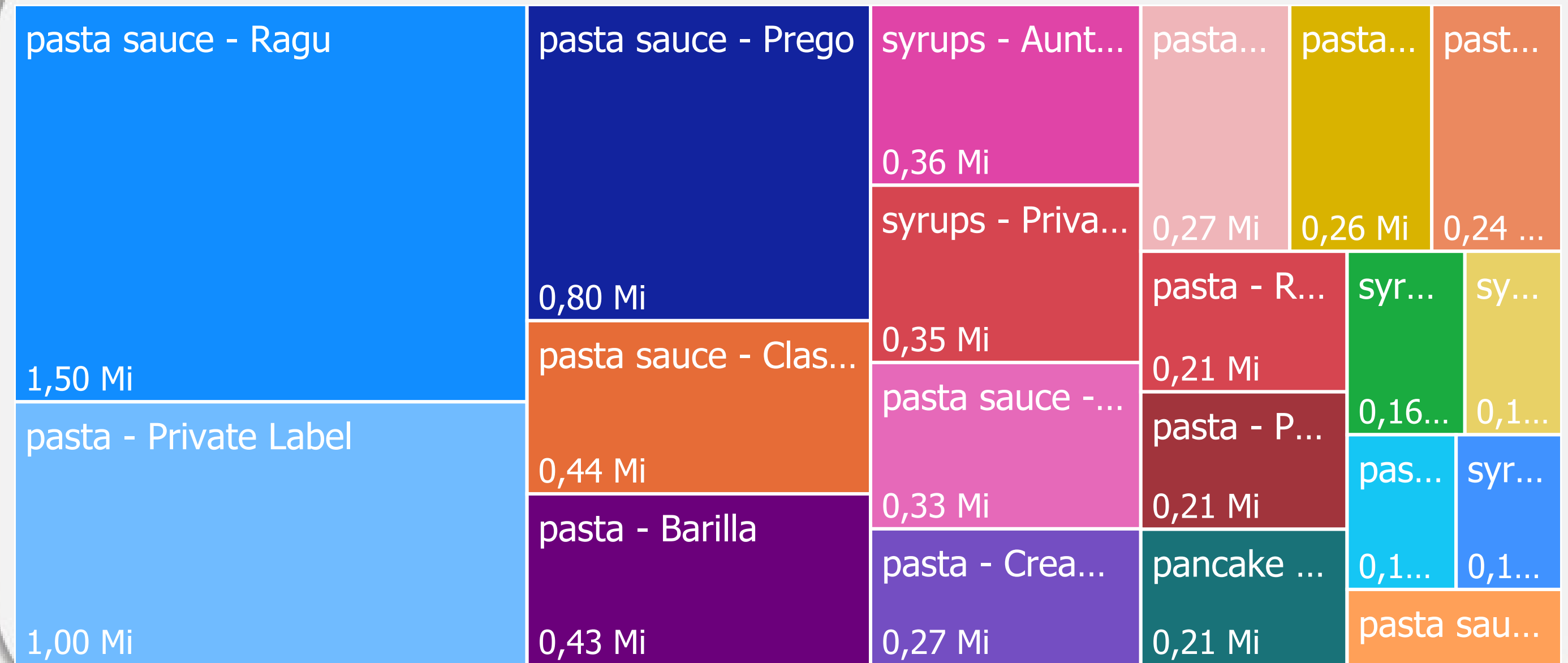
Number of Products

146

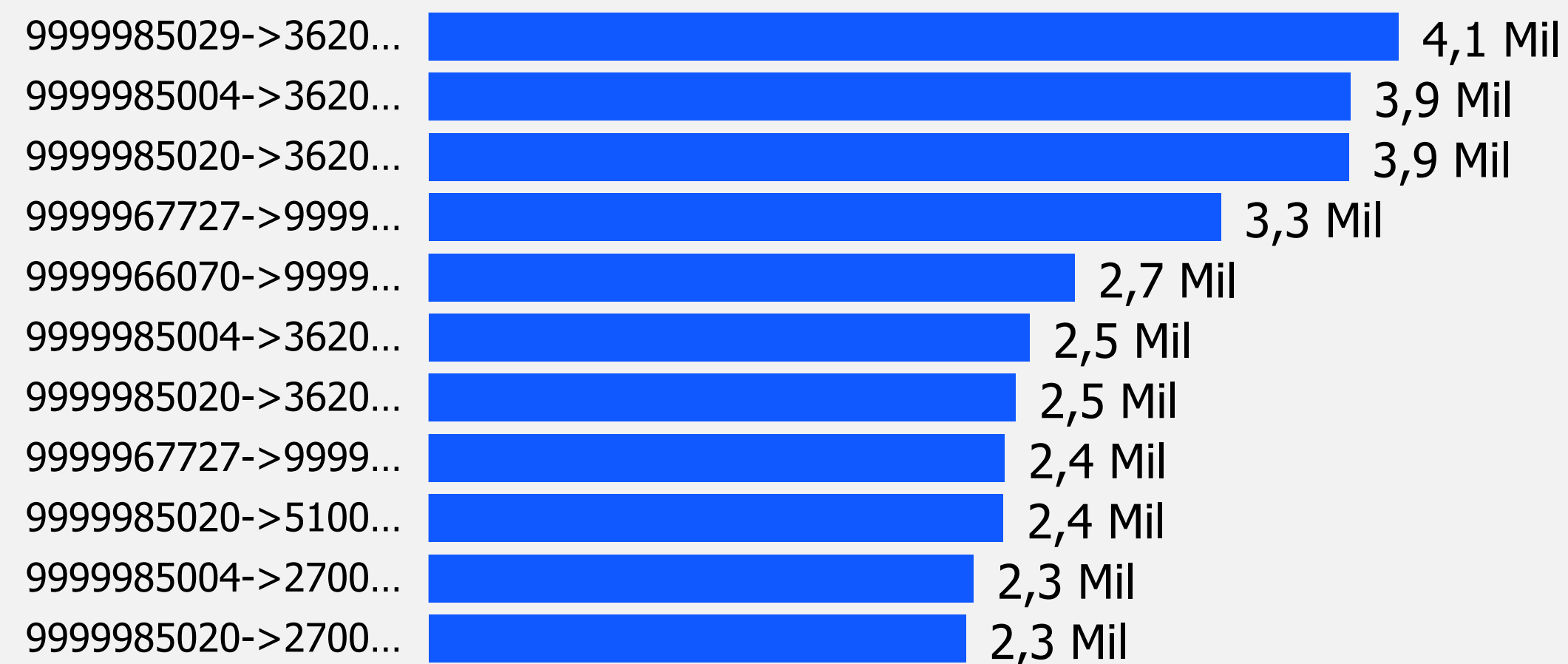
Number Of Baskets

3316 Mil

## SALES BY PRODUCT & BRAND (DOLLARS)



## MOST SOLD PRODUCT COMBINATIONS



Contagem de MarketBasket

## MARKET BASKET PROFITABILITY

