

Capstone Project 3

Maven Market

How are the stores performing?





1997

1998

Current Year Transactions

182,883✓

Goal: 86837 (+110.6%)

Current Year Profits

\$715,693✓

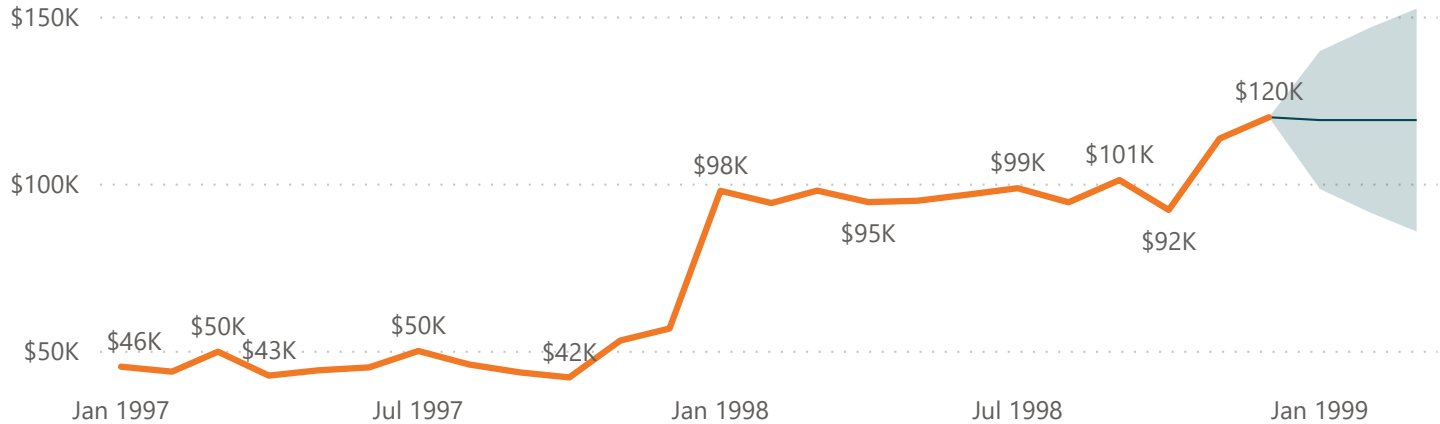
Goal: 337,125.48 (+112.29%)

Current Year Returns

4833!

Goal: 2254 (-114.42%)

Revenue Trend with 3 Month Forecast



Select all

Canada

Mexico

USA



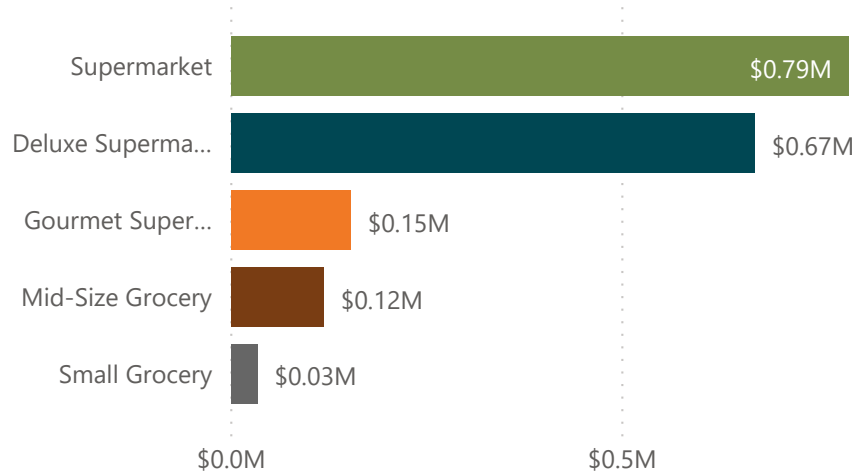
Top 5 Products

product_name	Total Transactions	Total Revenue	Total Profit	Return Rate
Hermanos Green Pepper	207	\$2,490	\$1,671	1.24%
Hilltop Mint Mouthwash	213	\$2,447	\$1,494	0.89%
Carlson Head Cheese	201	\$2,418	\$1,255	0.82%
Great Pumpernickel Bread	207	\$2,409	\$1,327	0.93%
Fabulous Strawberry Drink	191	\$2,378	\$1,475	1.16%
Total	1,019	\$12,141	\$7,221	1.01%

Bottom 5 Products

product_name	Total Transactions	Total Revenue	Total Profit	Return Rate
Fast Buttered Popcorn	161	\$252	\$143	0.81%
Super Columbian Coffee	161	\$245	\$132	1.22%
Top Measure Chardonnay Wine	140	\$240	\$157	0.72%
Bird Call Silky Smooth Hair Conditioner	140	\$227	\$153	0.69%
Choice Bubble Gum	129	\$210	\$147	0.51%
Total	731	\$1,174	\$732	0.81%

Store Ranking by Revenue



Top Store (Revenue)

Store 13

Top Product (Revenue)

Hermanos Green Pepper



View Store Detail



Store Performance Card :

Store 17

Revenue

\$82.85K✓

Goal: \$74.84K (+10.7%)

Units Sold

39.09K✓

Goal: 35.26K (+10.87%)

Revenue per Unit

\$2.12

Returns

321✓

Goal: 328 (+2.13%)

Current Month Profits

\$49.45K✓

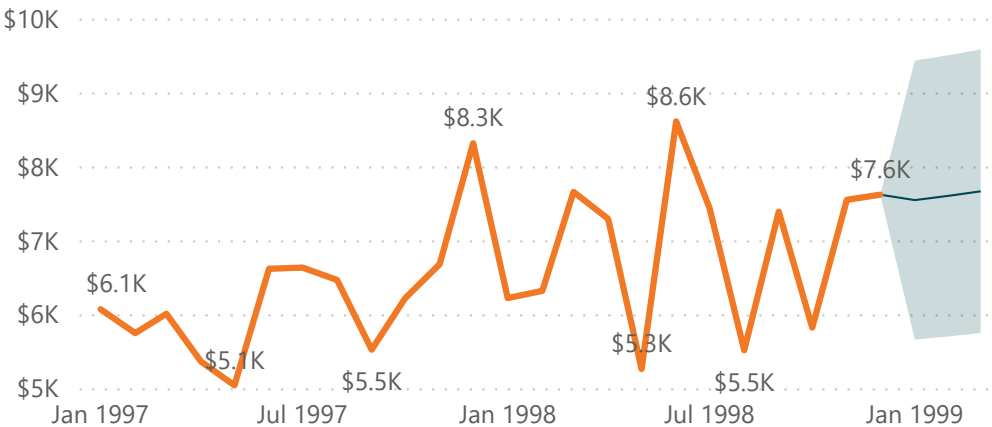
Goal: 44.64K (+10.76%)

Profit Margin (%)

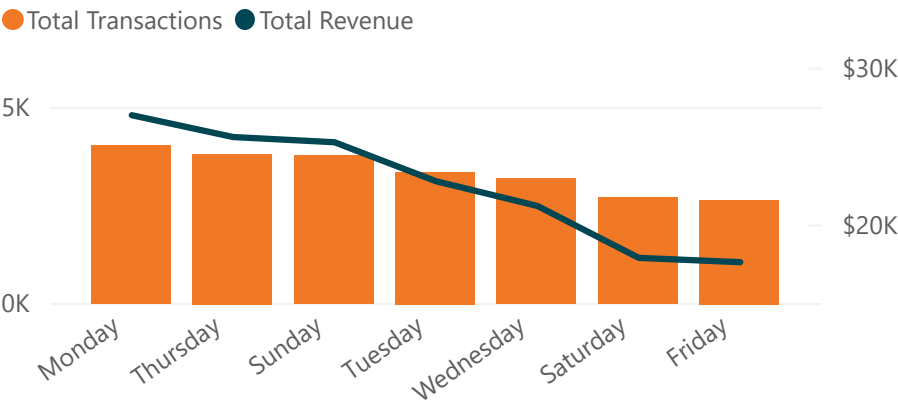
59.68%✓

Goal: 53.88% (+10.76%)

Revenue Trend with 3 Month Forecast



Total Transactions and Total Revenue by Day Name



Revenue per SQM

\$4.66

Region Transactions



View Product Detail

product_name	Total Revenue	YTD Revenue	vs PY %	PY YTD Revenue	YTD QTY Sold	vs PY % (qty)	Revenue per unit sold	vs PY (R/U)	Count
Imagine Frozen Carrots	\$302	\$255	442%	\$47.04	65	441.67%	\$3.92	0.00%	
Super Extra Chunky Peanut Butter	\$340	\$217	76%	\$123.08	60	76.47%	\$3.62	-0.00%	
Medalist Ravioli	\$243	\$186	224%	\$57.46	55	223.53%	\$3.38	0.00%	
Red Wing Plastic Knives	\$285	\$173	53%	\$112.50	46	53.33%	\$3.75	0.00%	
Horatio Frosted Cookies	\$230	\$172	193%	\$58.50	44	193.33%	\$3.90	-0.00%	
Gauss Monthly Auto Magazine	\$253	\$170	103%	\$83.40	61	103.33%	\$2.78	0.00%	
Hilltop Mint Mouthwash	\$235	\$163	125%	\$72.40	45	125.00%	\$3.62	0.00%	
High Quality Scissors	\$266	\$162	56%	\$103.68	50	56.25%	\$3.24	-0.00%	
Musial Mints	\$198	\$160	325%	\$37.68	51	325.00%	\$3.14	-0.00%	
Best Choice Cheese Dip	\$206	\$156	214%	\$49.70	44	214.29%	\$3.55	0.00%	
Total	\$157,696	\$82,852	11%	\$74,843.96	39,090	10.87%	\$2.12	-0.16%	

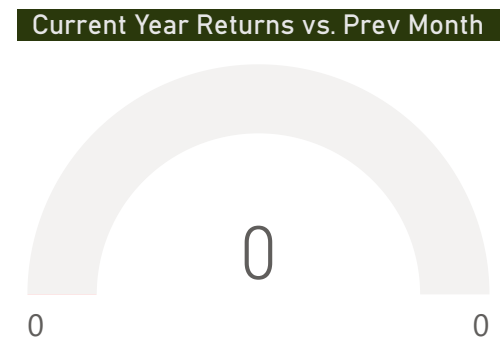
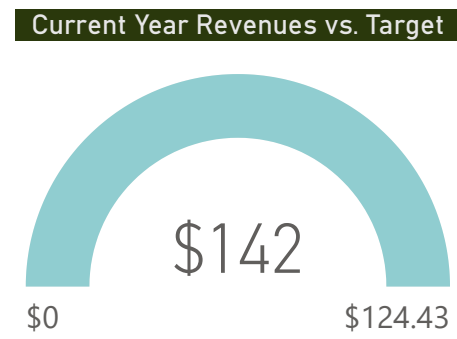
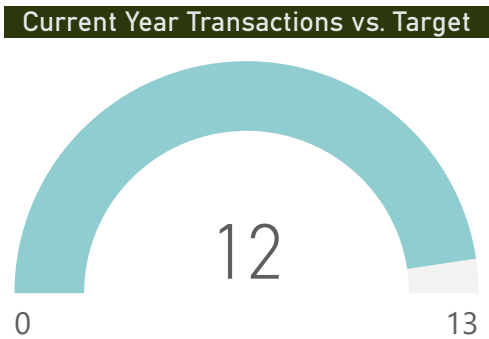
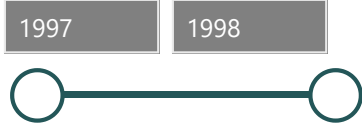
Deluxe Superm...

33,858

total_sqft

\$2.12

Avg Retail Price



Club Havarti Cheese

Price Adjustment (%)

0.00



\$3.95

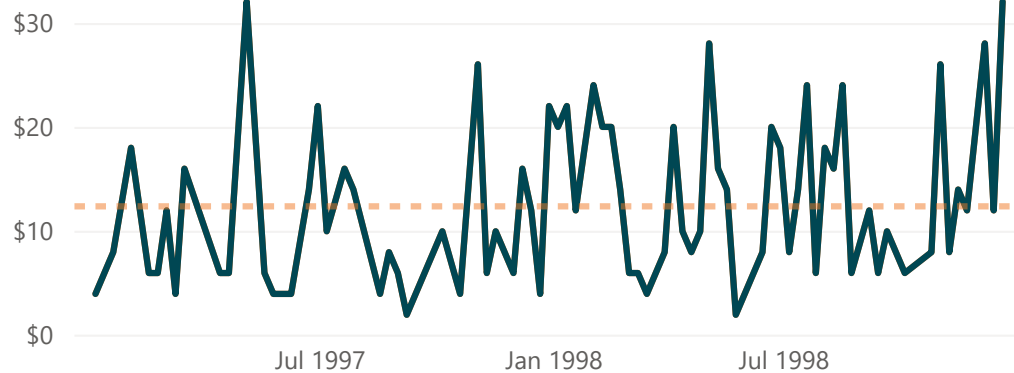
Avg Retail Price

\$3.95

Adjusted Price

Weekly Profit

Total Profit Adjusted Profit



Weekly Profit

\$60

\$40

\$20

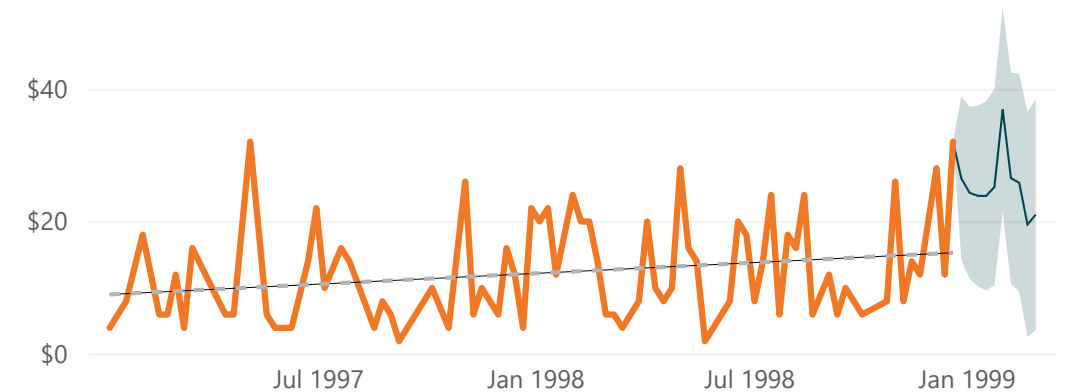
\$0

Jul 1997

Jan 1998

Jul 1998

Jan 1999



Weekly Quantity Sold

20

10

0

Apr 1997

Jul 1997

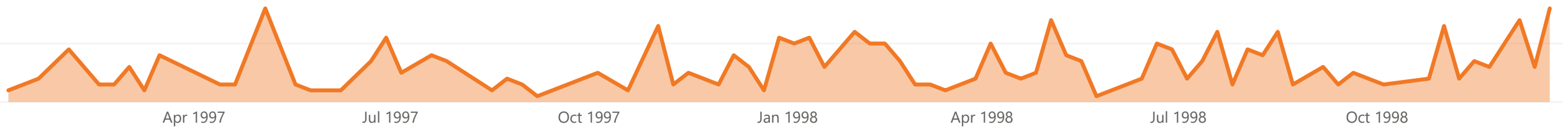
Oct 1997

Jan 1998

Apr 1998

Jul 1998

Oct 1998

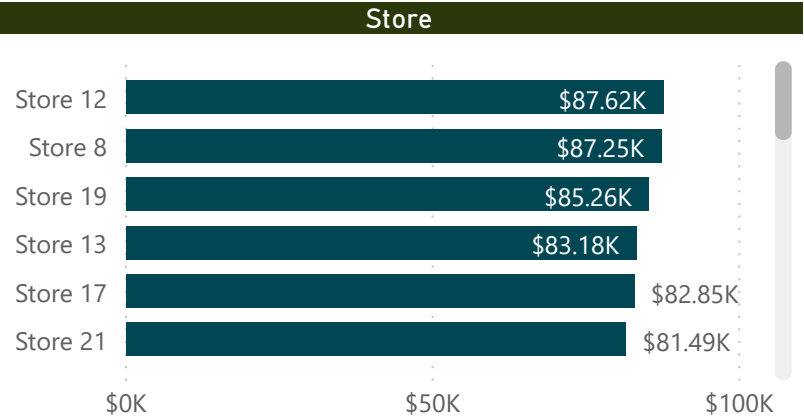


[View Customer Detail](#)

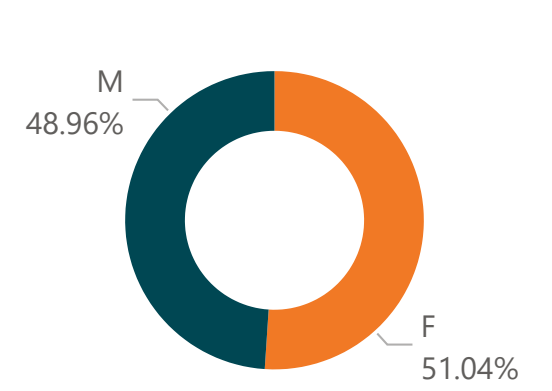




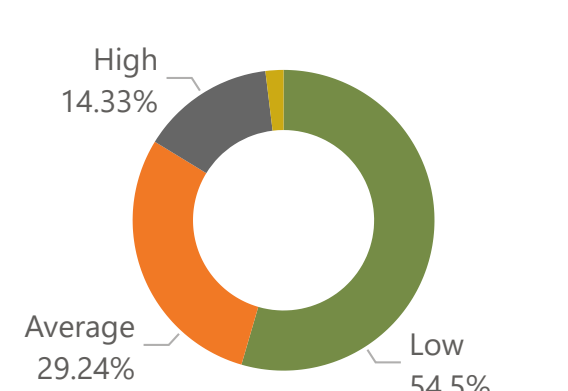
full_name	Total Transactions	Total Revenue
Merridee Archuleta	279	\$1,764
Scott Littleford	224	\$1,716
Isaiah Heymsfield	197	\$1,599
Shirley Ortiz	226	\$1,584
Mary Smith	215	\$1,543
Craig Blackwell	197	\$1,539
Tyler Tejan	202	\$1,528
Angelina Pabrislo	184	\$1,494
Hilda Suazo	187	\$1,485
Kendrick Stephens	226	\$1,446
Yolanda Pannell	220	\$1,444
Zelma Pereira	236	\$1,437
Total	182,883	\$1,199,308



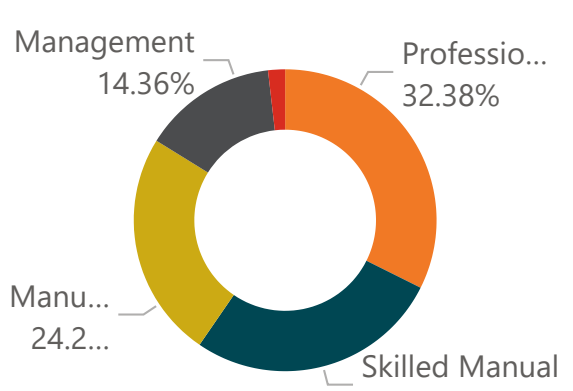
Transactions by Gender



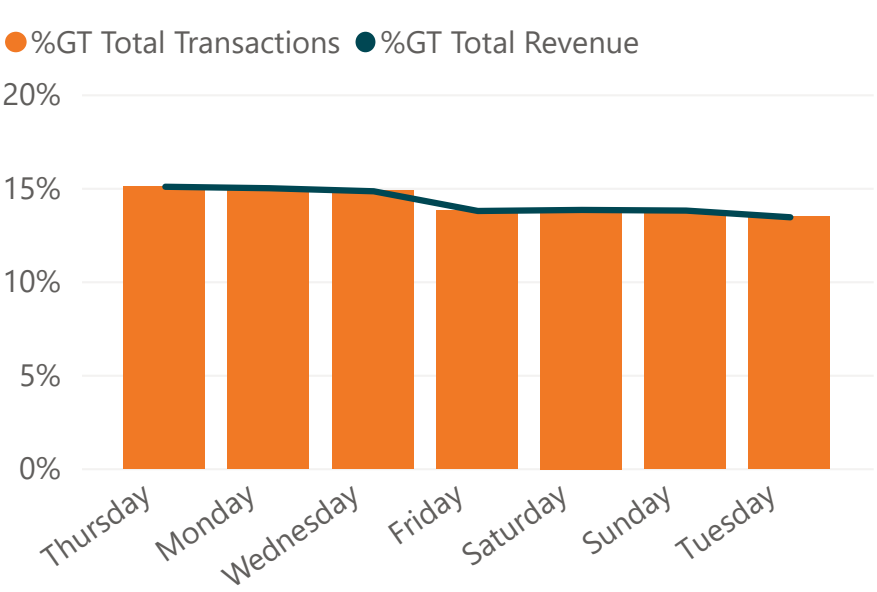
Transactions by Income Level



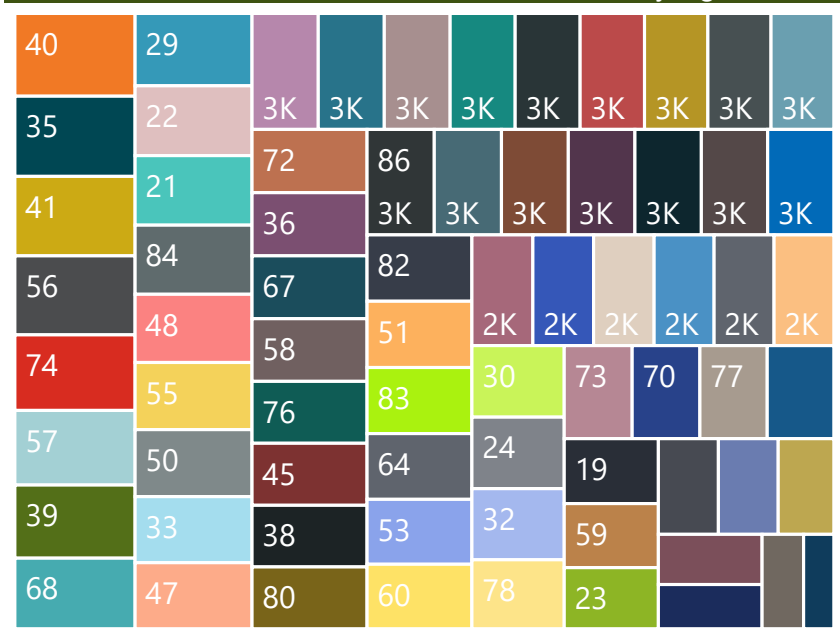
Transactions by Occupation



%GT Total Transactions and %GT Total Revenue by Day Name



Total Transactions and Total Revenue by Age



Top Customer

Merridee Archuleta

Customer Transactions

279

Customer Revenue

\$1,764