Assortment Level

All

Date Range

01/01/2014 01/08/2014

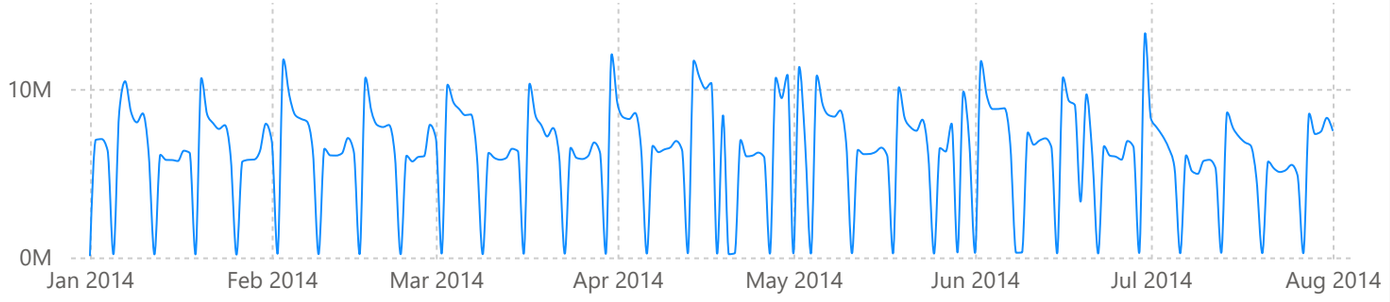
Store Type

All

Total Sales	Total Customers	Avg Daily Sales	Sales per Customer	Days Closed
1,3bn	145,89M	6,20M	9,05	17,22 %

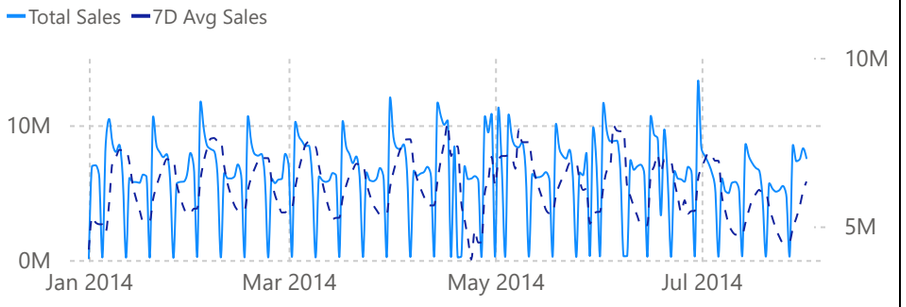
Daily Sales Trend

Overall sales movement highlighting seasonality and structural patterns



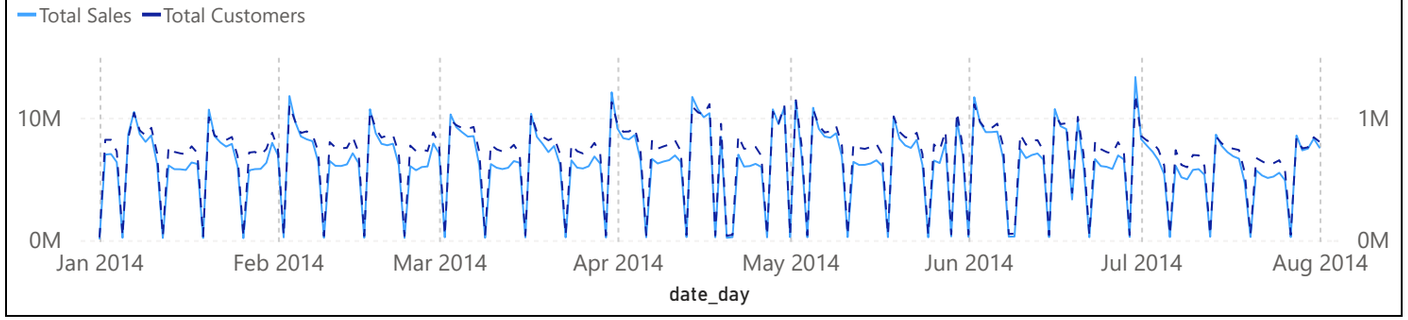
Sales Volatility and Underlying Trend

Daily fluctuations compared against a smoothed 7-day baseline



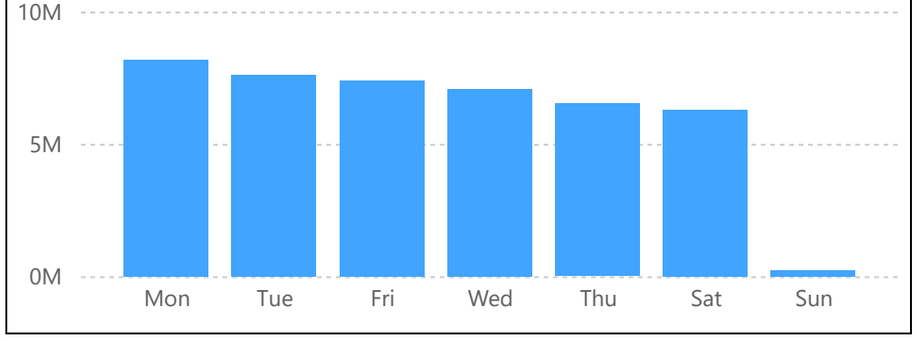
Sales vs Customer Traffic Over Time

Assessing whether revenue changes are driven by traffic or basket size



Avg Sales by Day of Week

Recurring weekly demand pattern driven by store operations



Assortment Level

All

Date Range

01/01/2014 01/08/2014

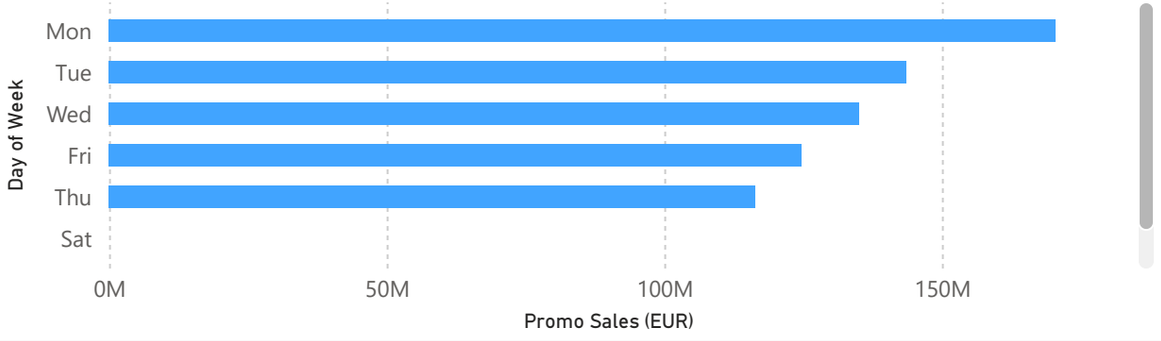
Store Type

All

Total Promo Sales	Total Non-Promo Sales	Promo Sales Share	Promo Uplift	Promo2 Store Coverage
690,373M	630,047M	52,28 %	9,57%	51,21%

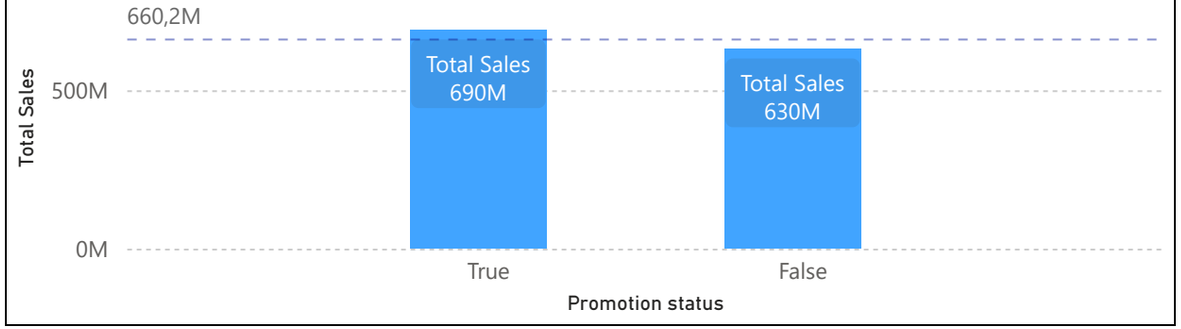
Promo Sales by Day of Week

Sales generated on days when promotions were active



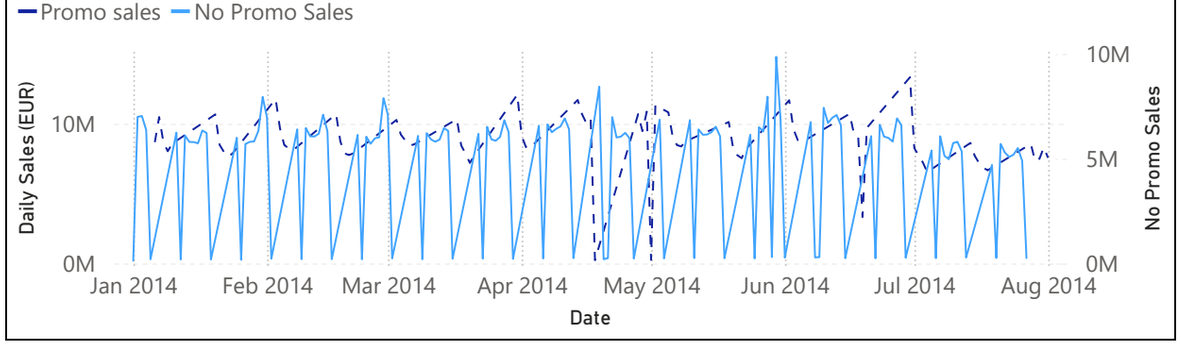
Total Sales: Promo vs Non-Promo Days

total revenue on promotion and non-promotion days (Reference line depicts typical sales performance)



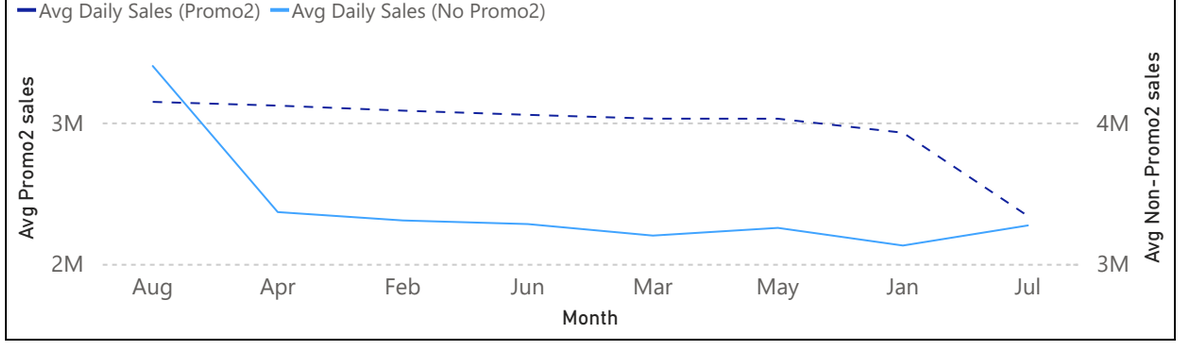
Daily Sales Trend: Promo vs Non-Promo

Day-level sales performance comparison across date range



Average Daily Sales by Month

Comparison of Promo2 and Non-Promo2 stores based on average daily sales



Assortment Level

All

Date Range

01/01/2014 01/08/2014

Store Type

All

Avg Daily Sales per Store

1,18M

Number of Stores

1115

Avg Competition Distance (m)

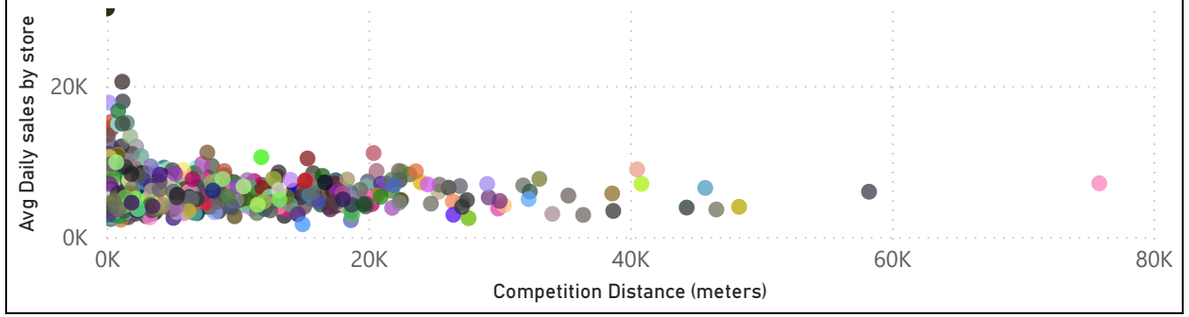
5405

% Stores with Nearby Competition

29,87%

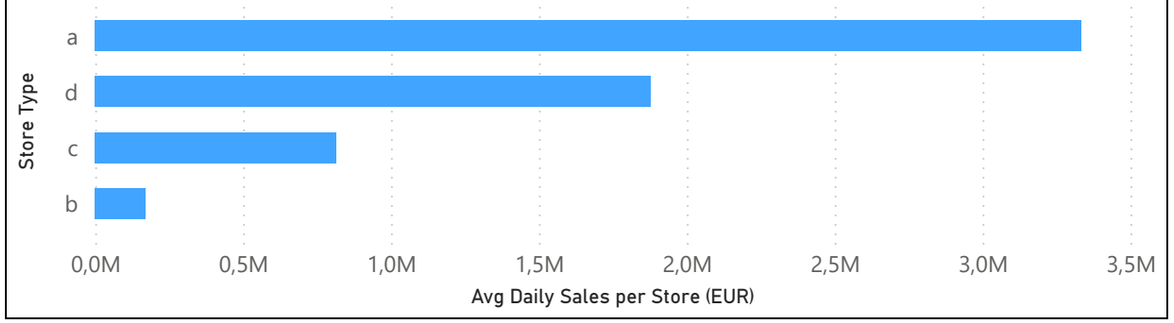
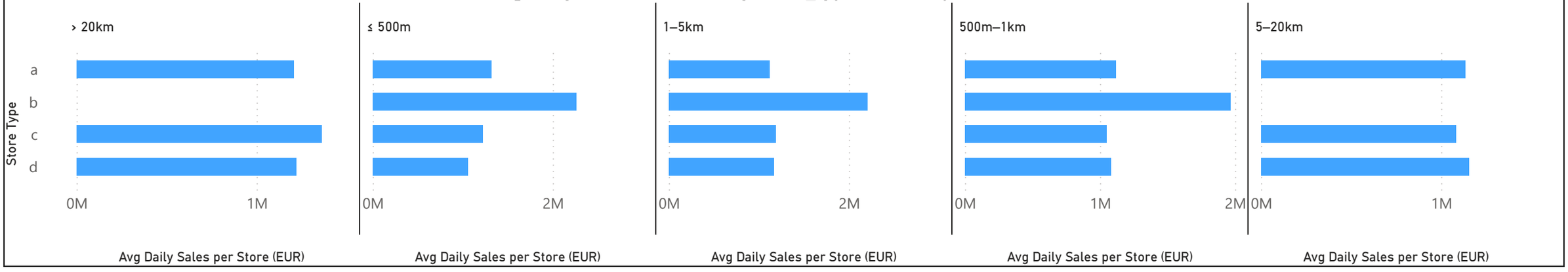
Avg Daily Sales vs Competition Distance

Relationship between store sales performance and proximity of competitors



Avg Daily Sales by Store Type

Comparison of average daily sales across store formats



Avg Daily Sales Per Store by store_type and Competition Bucket