



RETAIL STORE ANALYSIS

Start Presentation



BACKGROUND OF THE PROBLEM

Businesses need a deep understanding of sales patterns and the factors that influence performance. Large and complex sales data is often difficult to interpret without proper visualization. The main purpose of this analysis is to help management in:

- Optimizing pricing and promotion strategies
- Managing inventory more effectively
- Understanding demand patterns based on seasons, weather, and competitor prices



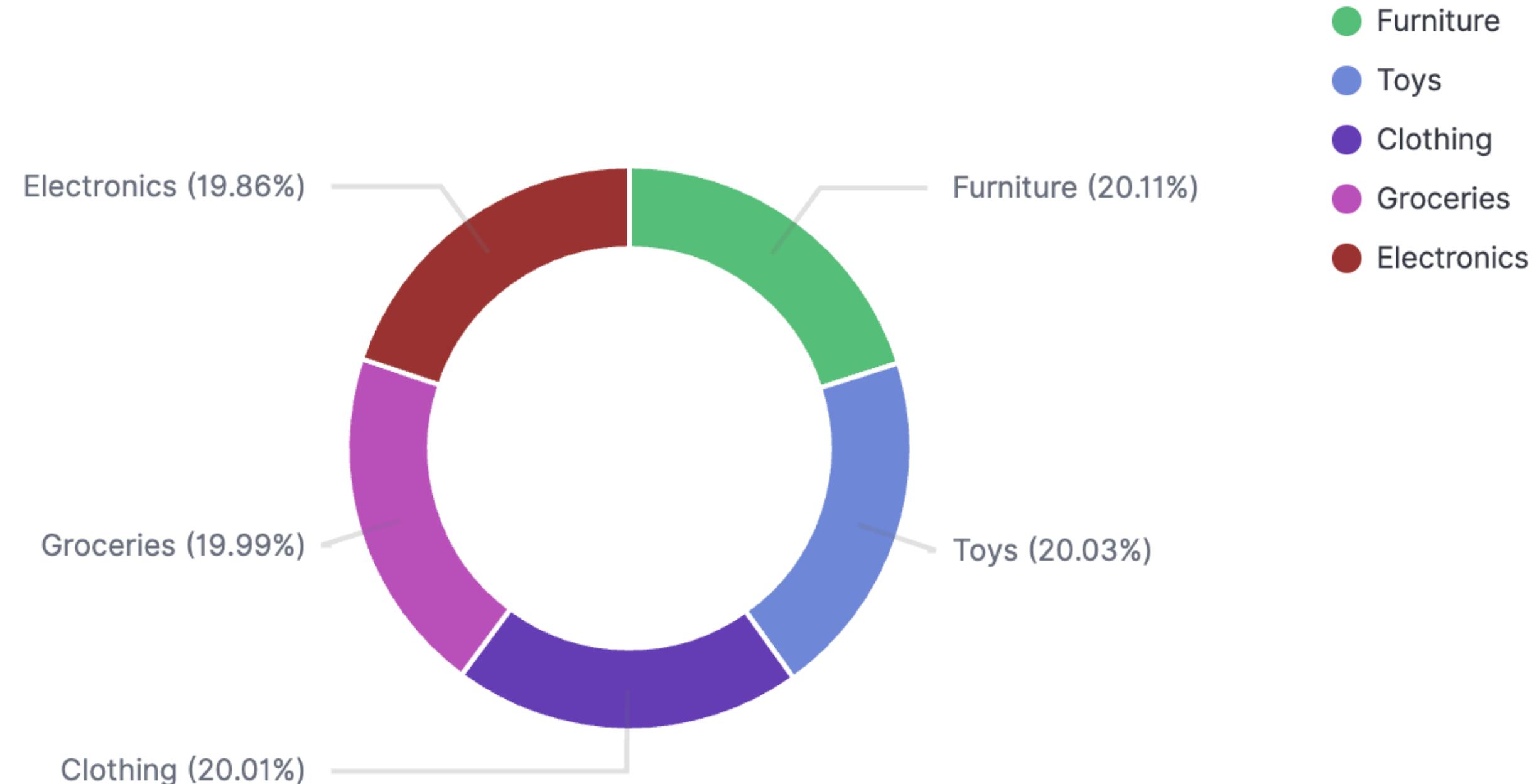


OBJECTIVES TO BE ACHIEVED

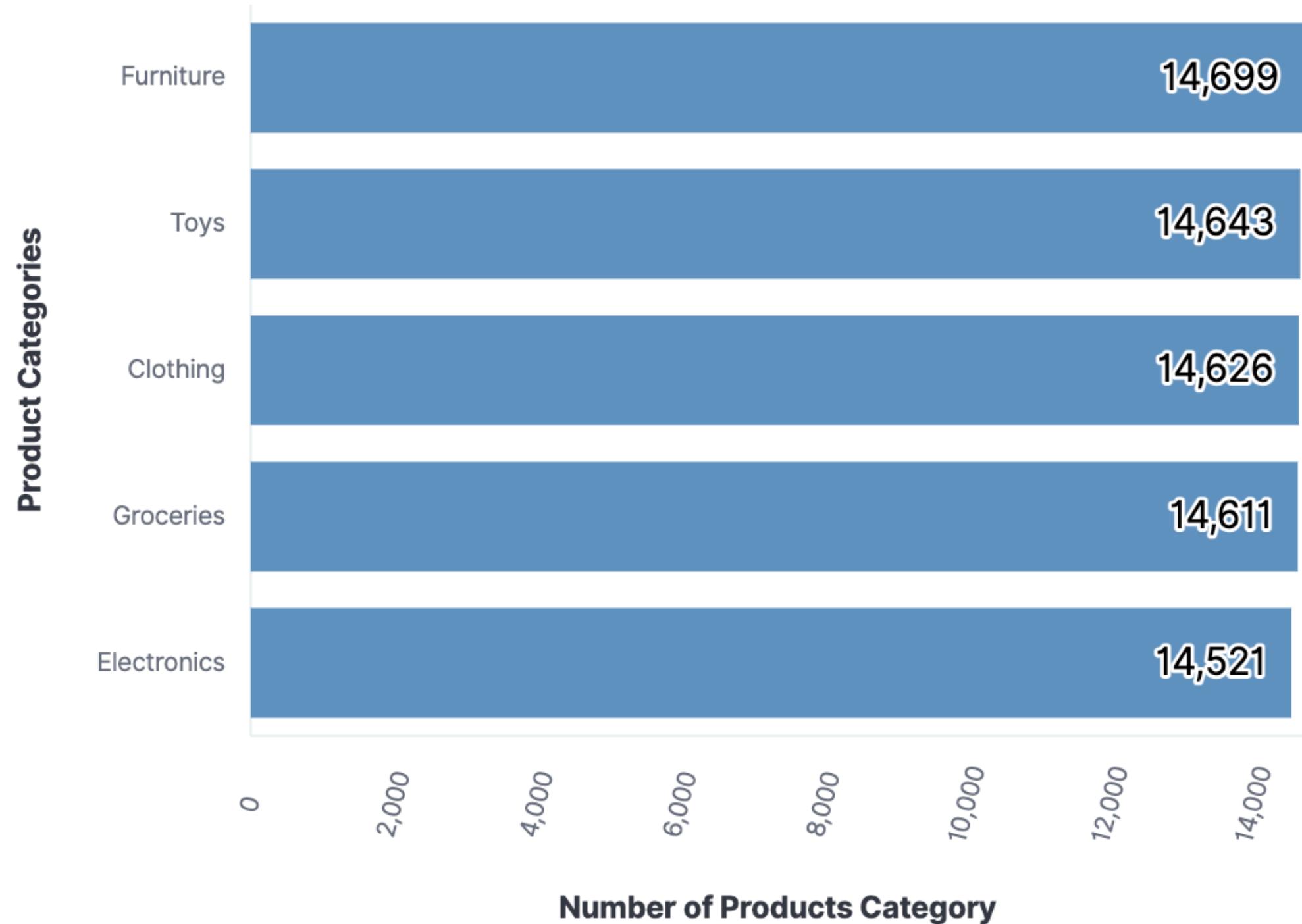
- *Analyze sales distribution by product category and region.*
- *Understand transaction growth trends over time.*
- *Identify product demand patterns based on seasons.*
- *Evaluate the impact of weather conditions on sales volume.*
- *Know the impact of competitor prices on the number of units sold.*
- *Provide a summary of sales data in tabular form for quick reference.*



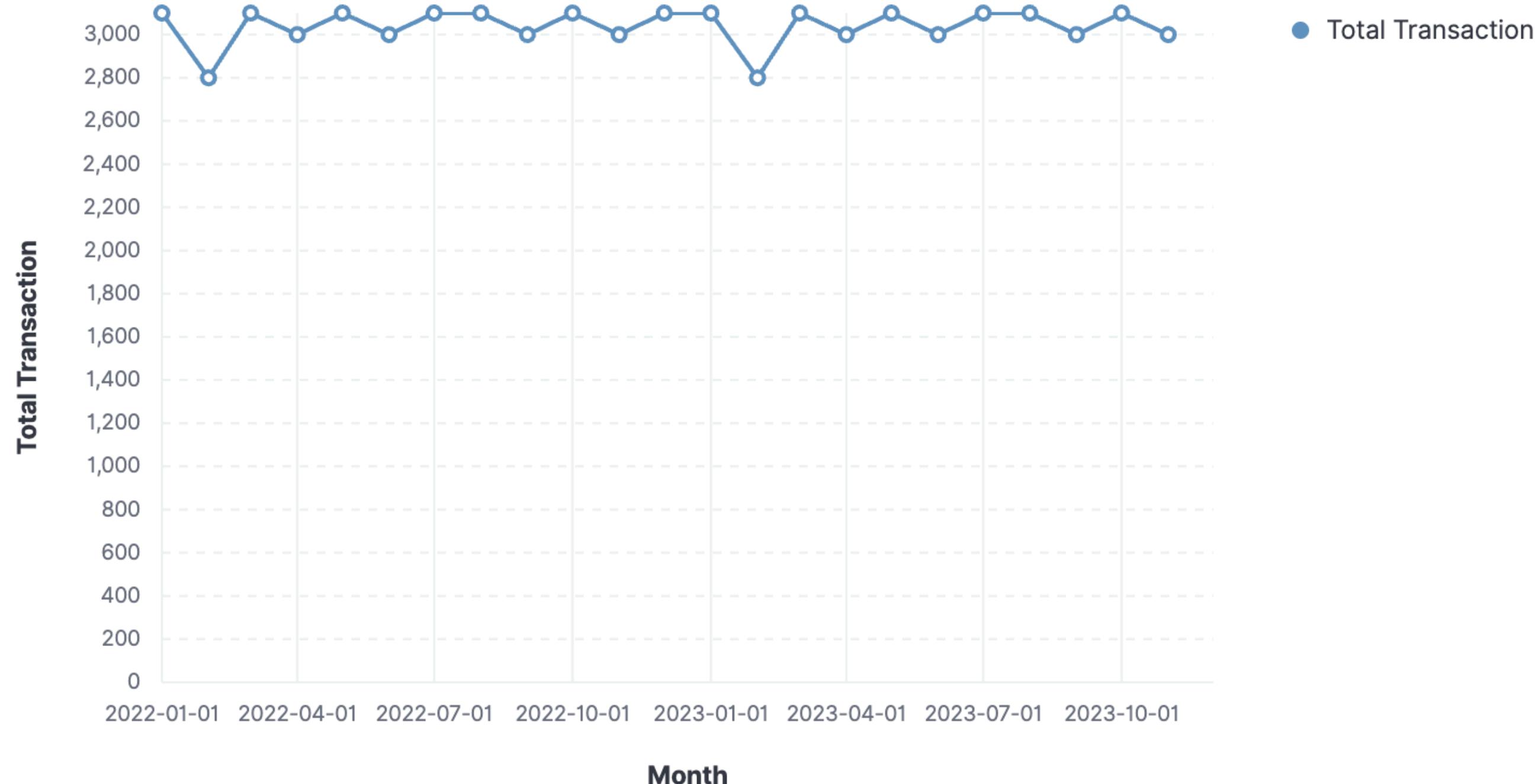
PERCENTAGE PRODUCT OF CATEGORY



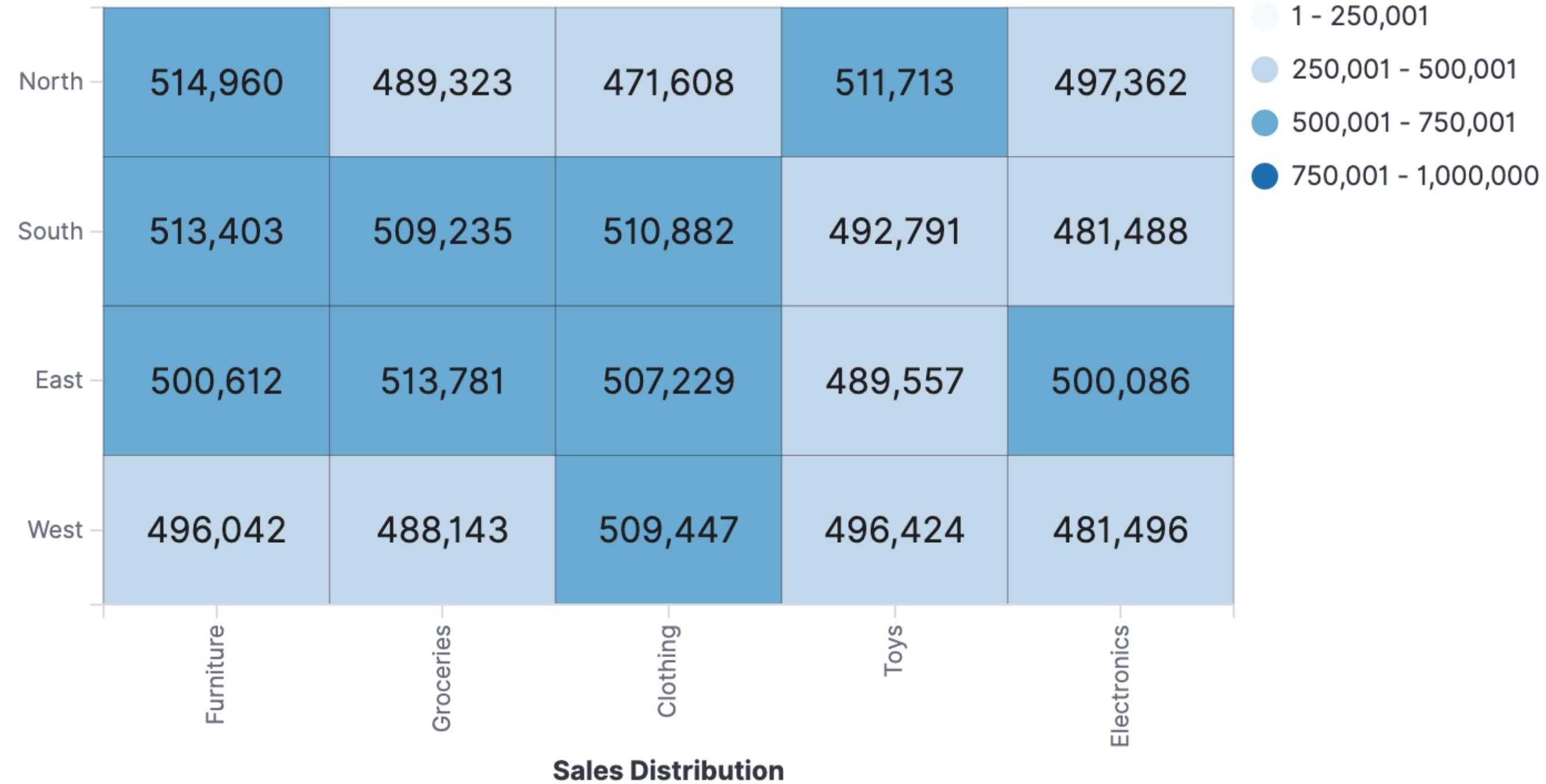
NUMBER OF PRODUCTS CATEGORY



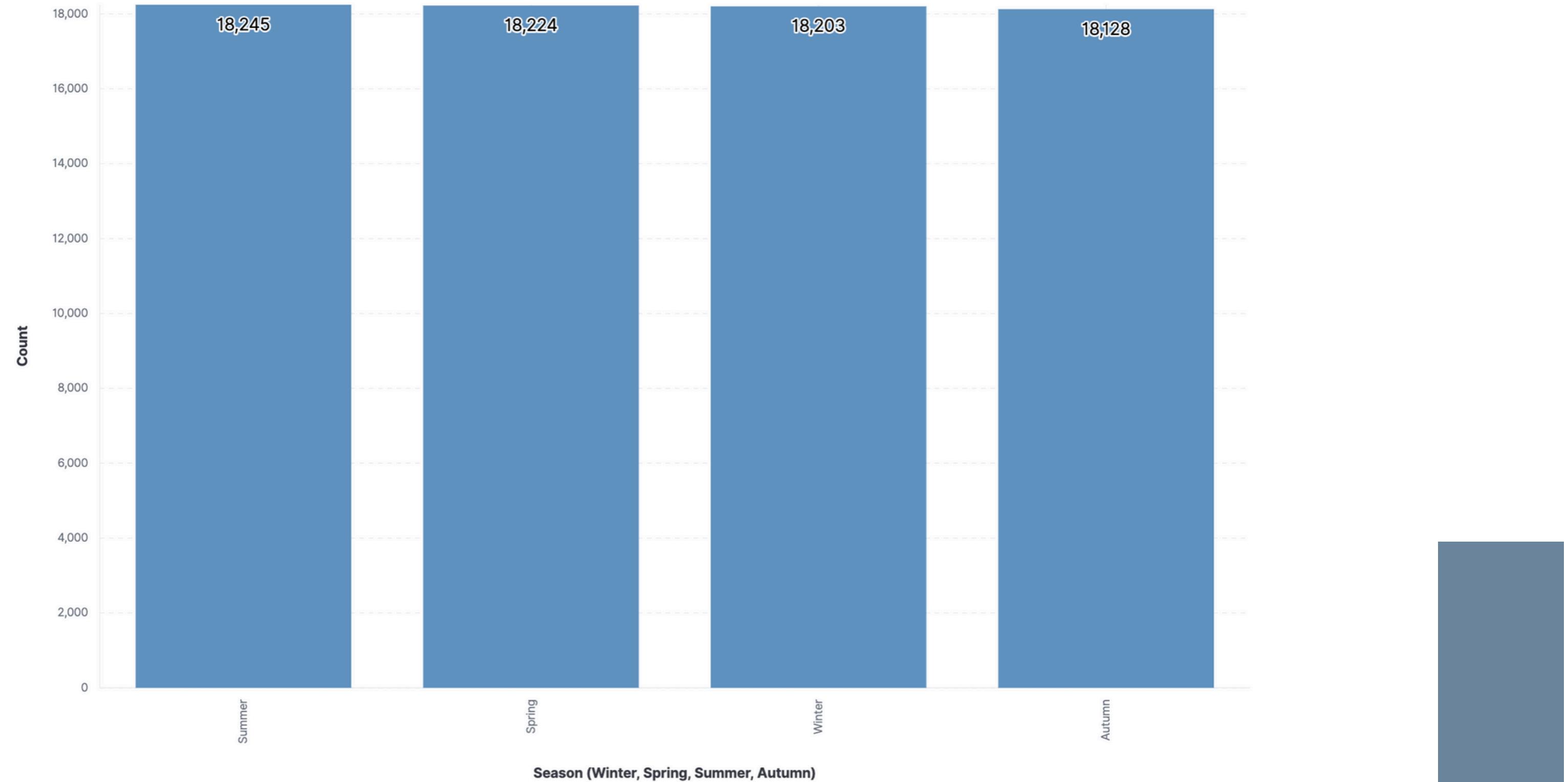
TRANSACTION GROWTH TREND



SALES DISTRIBUTION BY REGION & CATEGORY



DEMAND TRENDS BY SEASON



..... CONSLUSION

01

Distribution by Category & Region



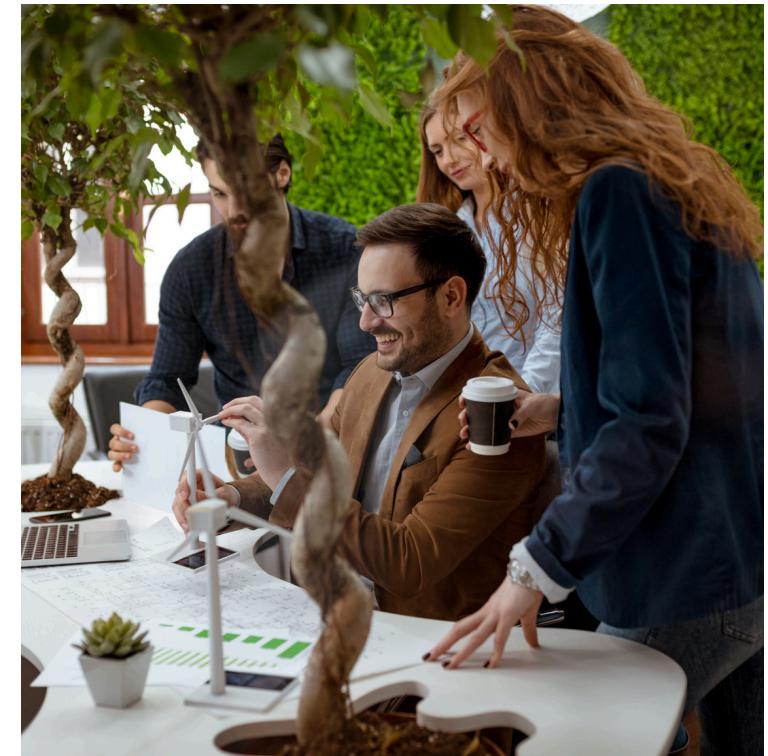
02

Transaction Growth Trend



03

Demand Trend by Season



04

Impact of Weather on Sales



05

Impact of Competitor Prices on Units Sold



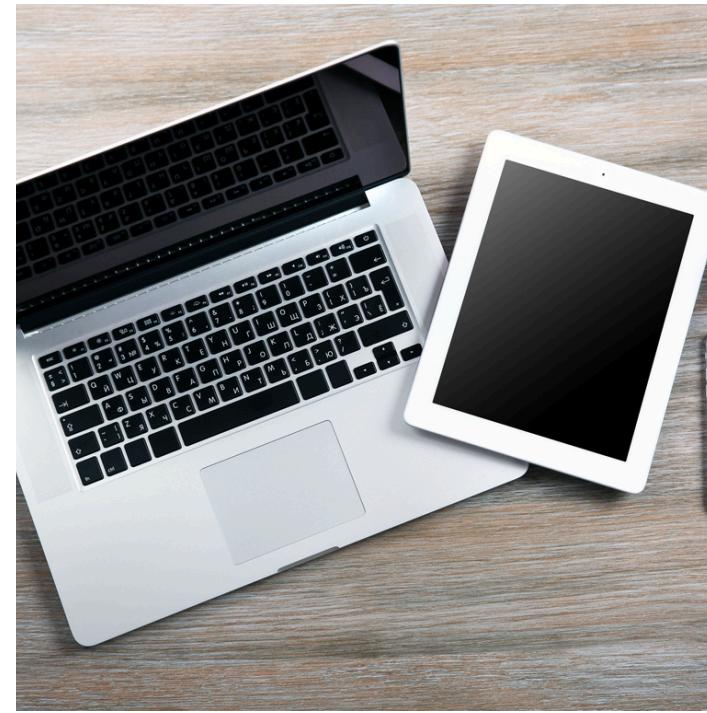
06

Sales Summary

BUSINESS RECOMMENDATIONS

- 01 *Seasonal Strategy Optimization*
- 02 *Competitive Pricing Strategy*
- 03 *Weather-Based Promotion Strategy*
- 04 *Improved Inventory Management*
- 05 *Improving Loyalty and Customer Retention Programs*





THANK YOU 