



Executive Summary

- Store Performance

- **Manchester** : The best performing store with the **highest** revenue and profit.
- **Durham** : The worst performing store with the **lowest** revenue and profit.

- Growth Potential

The region with the largest growth potential for new store openings is:

- **Midlands** : The revenue and profit have shown consistent growth over the months.

- Top Products for Profit Maximization

The top 5 product categories to maximize profit for new store openings are:

- **Cleaning products** : Highest quantity sold and substantial profit margin.
- **Home** : Strong demand and good profit potential.
- **Frozen food** : Consistently high sales volume and profit.
- **Meat & fish** : Growing market with good profit margins.
- **Alcohol** : Increasing sales and profit potential.

- Payment Method Analysis

- The payment method that generates the highest profit is **cash**, accounting for **33.46%** of total profits.
- The **credit card** and **debit card** methods contribute 33.28% and 33.26% of total profits, respectively.