

Slicer usage

The Store ID slicer can help select the sales data per store outlet.

Product Sugar content slicer can be used to filter the dashboard data to show the numbers based on the Sugar content level.

The Store size and City type slicer can be used to filter the dashboard to suit the purpose either filtering size of the store or City type or both.

The product type slicer with various product types can be used to filter the dashboard to show us the sales numbers as per the product type.

Inferences

> It is understood that the total Sales is \$30,355K and Store 'OUT004' with \$15,428K has contributed more than 50% of the total Sales. The most sold product type is 'Fruits and Vegetables' with \$4,301K in sales where as the Snack Food product type contributes to the second highest sales with \$3,989K. In terms of Average Sales per store, OUT003 stands first with \$4.9K average sales.

> The most sold product is NC7325 with \$8000 sales. It can be understood that consumers preferred Low Sugar based products. With \$16,823K sales, Low Sugar content contributed to more than 50% of the sales. It could be cause of large varieties of Low Sugar products available. With this, it can be understood that, number of varieties of products available, can have a direct positive effect on Sales. Also, seems like Product MRP has a direct effect on the product sales and it is a significant factor.

> Medium sized stores has generated the highest sales. Stores OUT003 and OUT004 being Medium sized, have together generated sales of \$22,101K. It can be understood that store OUT004 is the latest established store and has contributed to highest sale of \$15,428K which is a little more than 50% of total sales. It can be inferred that customers are preferring a newly established store over older ones. OUT002 is underperforming with \$2,013K sales.

> The most profitable region is Tier 2 City with \$21,351K sales which is more than 70% of the total sales. Stores in Tier 3 city have generated the lowest sales of \$2,031K. There is a higher scope of expansion in Tier 1 and Tier 3 as increasing in stores in those regions might contribute to increased sales amount.

Suggestions

> Number of stores in Tier 1 and Tier 3 can be increased to improve the Sales. Also, offers and discounts can be implemented to attract the customer base to these stores.

> Varieties in No Sugar and Regular type of products can be increased to attract more customers. Alternately, since customers are already preferring Low Sugar based products, it can be ensured that all the varieties of those products are made available in all the stores.

> Inventory of food products - Fruits & Vegetables, Snack Food and Dairy to be maintained correctly to ensure the sales as these are top 3 sold products.