



# RETAIL SALES ANALYSIS

- BY SAMEER SHARMA





# RETAIL SALES ANALYSIS

DEMOGRAPHIC

DEMOGRAPHIC...

CAMPAIGN

CAMPAIGN SALES

PRODUCT

PRODUCT SALES

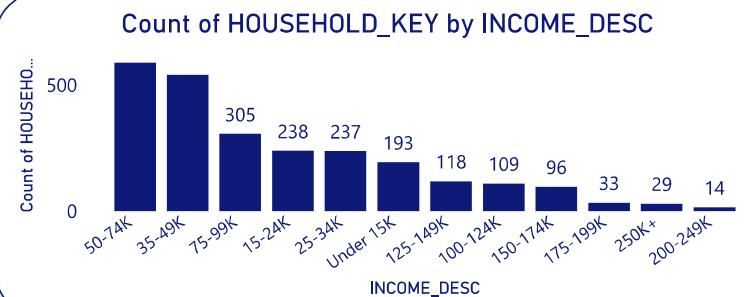
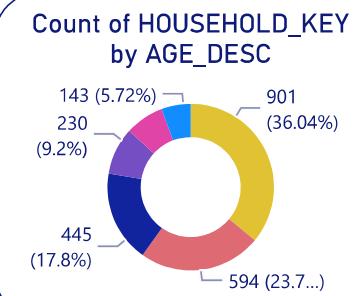
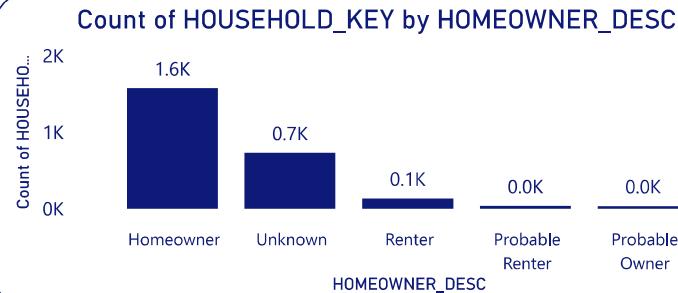
COUPON

TRANSACTION



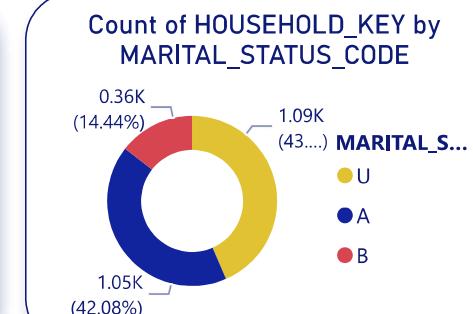
## DEMOGRAPHIC

CLEAR ALL SLICERS



HH_COMP_DESC	Count of HOUSEHOLD_KEY
2 Adults No Kids	800
2 Adults Kids	584
Single Female	446
Single Male	292
Unknown	229
1 Adult Kids	149
<b>Total</b>	<b>2500</b>

AGE_DESC	Count of HOUSEHOLD_KEY	%GT Count of HOUSEHOLD_KEY
45-54	901	36.04%
35-44	594	23.76%
25-34	445	17.80%
65+	230	9.20%
55-64	187	7.48%
19-24	143	5.72%
<b>Total</b>	<b>2500</b>	<b>100.00%</b>



Total number of household  
**2500**

Total Sales Value  
**8.06bn**



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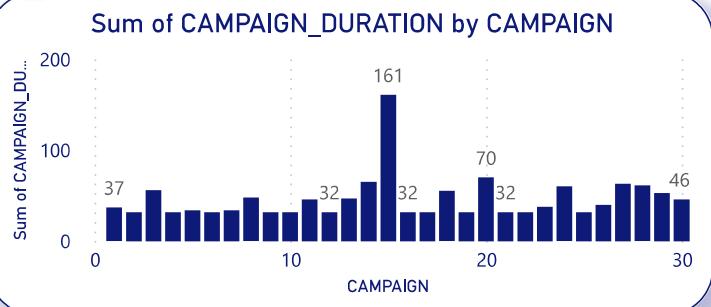
COUPON

TRANSACTION



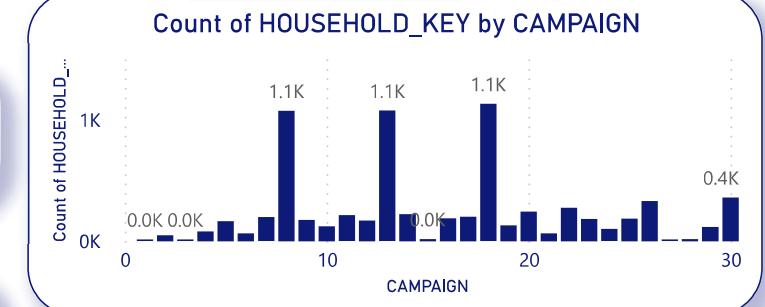
## CAMPAIGN

CLEAR ALL SLICERS

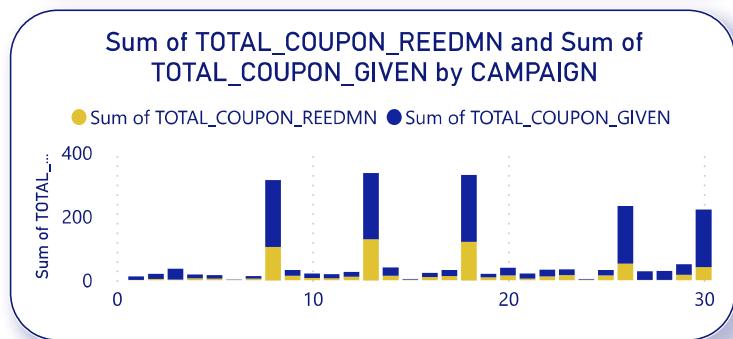


CAMPAIGN

All



Total Number of Campaign  
30



Total sales during campaign  
256.58K

CAMPAIGN	Sum of TOTAL_COUPON_GIVEN	Sum of TOTAL_COUPON_REEDMN	Sum of REEDMN_PERCENTAGE
6.00	1.00	1.00	100.00
15.00	2.00	2.00	100.00
24.00	2.00	2.00	100.00
23.00	18.00	16.00	88.89
25.00	17.00	15.00	88.24
19.00	11.00	9.00	81.82
9.00	18.00	14.00	77.78
<b>Total</b>	<b>1,397.00</b>	<b>643.00</b>	<b>1,635.38</b>



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DEMOGRAPHIC...

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CLEAR ALL SLICERS



## COUPON

CAMPAIGN

All

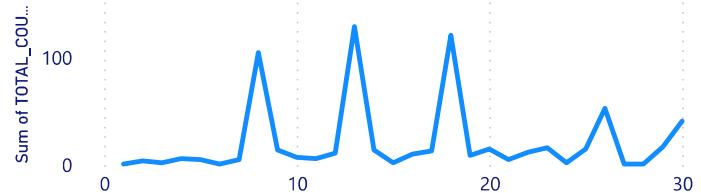
Total number of coupon

1135

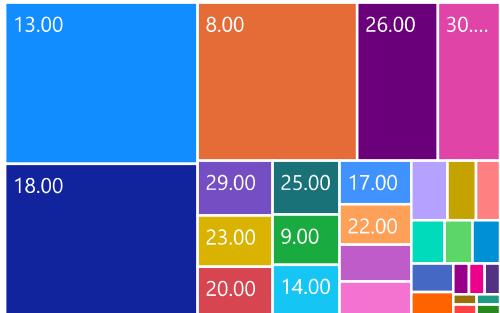
Count of COUPON\_DISC by Month



Sum of TOTAL\_COUPON\_REEDMN by CAMPAIGN



Sum of TOTAL\_COUPON\_REEDMN by CAMPAIGN



CAMPAIGN COUPON\_UPC Count of PRODUCT\_ID

CAMPAIGN	COUPON_UPC	Count of PRODUCT_ID
26.00	10,000,085,189.00	47
26.00	10,000,085,190.00	4
29.00	10,000,085,207.00	17
30.00	10,000,085,319.00	28
30.00	10,000,085,320.00	7
8.00	10,000,085,361.00	4241
8.00	10,000,085,362.00	3580
8.00	10,000,085,363.00	4538
8.00	10,000,085,364.00	1881
8.00	10,000,085,365.00	12
Total		44133

CAMPAIGN Sum of TOTAL\_COUPON\_GIVEN Sum of TOTAL\_COUPON\_REEDMN Sum of REEDMN\_PERCENTAGE

CAMPAIGN	Sum of TOTAL_COUPON_GIVEN	Sum of TOTAL_COUPON_REEDMN	Sum of REEDMN_PERCENTAGE
6.00	1.00	1.00	100.00
15.00	2.00	2.00	100.00
24.00	2.00	2.00	100.00
23.00	18.00	16.00	88.89
25.00	17.00	15.00	88.24
19.00	11.00	9.00	81.82
9.00	18.00	14.00	77.78
16.00	13.00	10.00	76.92
12.00	15.00	11.00	73.33
Total		1,397.00	643.00
			1,635.38



# RETAIL SALES ANALYSIS

DEMOGRAPHIC

DEMOGRAPHIC...

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## PRODUCT

CLEAR ALL SLICERS



MANUFACTURER	Count of PRODUCT_ID
69.00	12676
2.00	1411
5,423.00	1376
764.00	1332
1,407.00	1210
693.00	979
544.00	915
5 143.00	771
<b>Total</b>	<b>92353</b>

Count of PRODUCT\_ID by BRAND



Total number of product

**92.35K**

Total number of manufacturer

**6476**

Total number of department

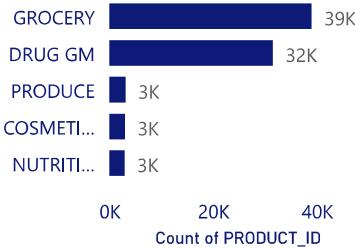
**44**

Total number of sub\_commodity\_desc

**2383**

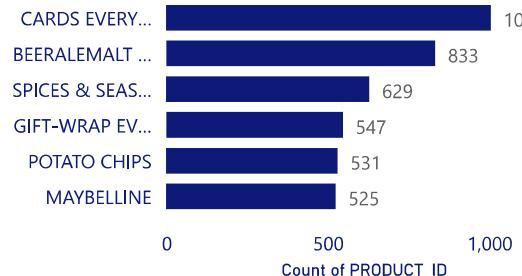
Count of PRODUCT\_ID by DEPARTMENT

DEPARTMENT



Count of PRODUCT\_ID by SUB\_COMMODITY\_DESC

SUB\_COMMODITY\_DESC



BRAND DEPARTMENT SUB\_COMMODITY\_DESC

			Count of PRODUCT_ID
National	DRUG GM	CARDS EVERYDAY	1005
National	GROCERY	BEERALEMALT LIQUORS	809
National	DRUG GM	GIFT-WRAP EVERYDAY	547
National	COSMETICS	MAYBELLINE	509
National	DRUG GM	SHAMPOO	505
National	COSMETICS	COVERGIRL	501
National	GROCERY	POTATO CHIPS	460
National	DRUG GM	CARDS SEASONAL	456
<b>Total</b>			<b>92353</b>



# RETAIL SALES ANALYSIS

DEMOGRAPHIC

DEMOGRAPHIC...

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## PRODUCT SALES

CLEAR ALL SLICERS



2,020.00 2,021.00

Total sales\_value  
**8.06M**

MONTH\_NAME

All

QTR\_NO

1 2 3 4

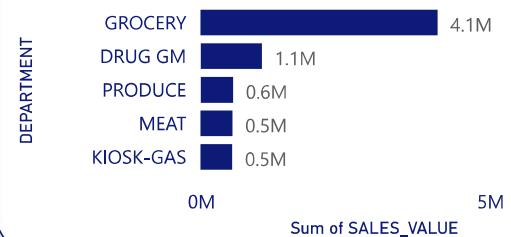
Total net sales\_value

**8.17bn**

SUB_COMMODITY_DESC	Count of PRODUCT_ID	Sum of QUANTITY	Sum of SALES_VALUE	Sum of RETAIL_DISC	Sum of COUPON_DISC	TOTAL_NET_SALE
GASOLINE-REG UNLEADED	35	257,331,979.00	633,957.26	-20,259.03	0.00	8,051,481,772.38
SOFT DRINKS 12/18&15PK CAN CAR	404	55,022.00	158,187.60	-72,911.08	-3,685.00	325,742.14
FLUID MILK WHITE ONLY BEERALEMALT LIQUORS	194	91,476.00	161,907.17	-37,903.81	-158.00	282,898.53
Total	92353	260,685,622.00	8,057,463.08	-1,398,334.84	-46,805.00	8,062,551,474.39

PRODUCT_ID	SUB_COMMODITY_DESC	Average of FREQUENTLY
42,465.00	MISCELLANEOUS CANDY (INCLUDING	0.00
123,724.00	RICE SIDE DISH MIXES DRY	0.00
682,179.00	PUDDINGS DRY	0.00
737,004.00	BEERALEMALT LIQUORS	0.00
779,948.00	CIGARETTES	0.00
825,803.00	AGE RESTRICTED DVD S	0.00
<b>Total</b>		<b>63.57</b>

### Sum of SALES\_VALUE by DEPARTMENT



### Sum of SALES\_VALUE by DEPARTMENT and BRAND

BRAND ● National ● Private





# RETAIL SALES ANALYSIS

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## DEMOGRAPHIC SALES


[CLEAR ALL SLICERS](#)


HOMEOWNER_DESC	Count of HOUSEHOLD_KEY	TOTAL_NET_SALES
Homeowner	1573	5,822,177,206.63
Unknown	728	1,647,471,379.29
Renter	132	365,666,484.76
Probable Owner	33	127,774,974.38
Probable	34	99,461,429.32
<b>Total</b>	<b>2500</b>	<b>8,062,551,474.39</b>

HH_COMP_DESC	Count of HOUSEHOLD_KEY	TOTAL_NET_SALES
2 Adults	800	2,650,842,429.83
No Kids		
2 Adults	584	2,330,485,199.79
Kids		
Single	446	1,111,987,234.23
<b>Total</b>	<b>2500</b>	<b>8,062,551,474.39</b>

AGE_DESC	Count of HOUSEHOLD_KEY	%GT	Count of HOUSEHOLD_KEY	TOTAL_NET_SALE
19-24	143	5.72%		264,094,574.74
65+	230	9.20%		435,068,073.64
55-64	187	7.48%		699,660,385.62
25-34	445	17.80%		1,360,836,723.89
35-44	594	23.76%		2,447,480,400.16
45-54	901	36.04%		2,855,411,316.33
<b>Total</b>	<b>2500</b>	<b>100.00%</b>		<b>8,062,551,474.39</b>

AGE_DESC	HH_COMP_DESC	HOMEOWNER_DESC	INCOME_DESC	MARITAL_STATUS_CODE	TOTAL_NET_SALES
35-44	2 Adults Kids	Homeowner	150-174K	A	319,657,382.82
45-54	2 Adults No Kids	Homeowner	75-99K	A	222,751,461.51
45-54	2 Adults Kids	Homeowner	125-149K	A	196,710,291.18
35-44	2 Adults Kids	Homeowner	35-49K	A	152,300,406.81
<b>Total</b>					<b>8,062,551,474.39</b>

INCOME_DESC	Count of HOUSEHOLD_KEY	TOTAL_NET_SALES
50-74K	588	1,907,843,284.02
35-49K	540	1,531,825,304.78
75-99K	305	1,055,064,610.85
150-174K	96	667,217,721.59
25-34K	237	587,132,710.21
125-149K	118	545,523,301.51
15-24K	238	531,208,860.30
Under 15K	102	490,752,627.67
<b>Total</b>	<b>2500</b>	<b>8,062,551,474.39</b>

MARITAL_STATUS_CODE	Count of HOUSEHOLD_KEY	TOTAL_NET_SALE
A	1052	3,957,018,194.85
U	1087	3,050,735,518.17
B	361	1,054,797,761.37
<b>Total</b>	<b>2500</b>	<b>8,062,551,474.39</b>



# RETAIL SALES ANALYSIS

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## COUPON SALES

[CLEAR ALL SLICERS](#)

CAMPAIGN	Sum of CAMPAIGN_NET_SALES	Sum of TOTAL_COUPON_GIVEN	Sum of TOTAL_COUPON_REEDMN	Sum of REEDMN_PERCENTAGE
1.00	523.35	11.00	1.00	9.09
2.00	2,212.29	16.00	4.00	25.00
3.00	2,567.93	34.00	2.00	5.88
4.00	781.85	12.00	6.00	50.00
5.00	2,701.28	11.00	5.00	45.45
6.00	53.42	1.00	1.00	100.00
7.00	822.37	8.00	5.00	62.50
8.00	32,474.29	209.00	105.00	50.24
9.00	3,748.16	18.00	14.00	77.78
10.00	5,765.78	14.00	7.00	50.00
11.00	851.56	13.00	6.00	46.15
12.00	2,713.52	15.00	11.00	73.33
13.00	59,892.05	207.00	129.00	62.32
14.00	2,352.33	26.00	14.00	53.85
15.00	42.81	2.00	2.00	100.00
16.00	1,167.31	13.00	10.00	76.92
17.00	2,732.65	19.00	13.00	68.42
18.00	64,329.13	209.00	121.00	57.89
19.00	4,966.04	11.00	9.00	81.82
20.00	2,174.74	24.00	15.00	62.50
21.00	211.01	16.00	5.00	31.25
22.00	2,789.28	21.00	12.00	57.14

CAMPAIGN	Sum of TOTAL_PRODUCT	Sum of NO_OF_HOUSE_PARTICIPATED	Sum of CAMPAIGN_NET_SALES
13.00	35,616.00	1,077.00	59,892.05
18.00	35,513.00	1,133.00	64,329.13
8.00	17,178.00	1,076.00	32,474.29
26.00	3,396.00	332.00	15,620.82
30.00	3,205.00	361.00	15,425.86
22.00	1,917.00	276.00	2,789.28
24.00	1,887.00	100.00	10,042.53
16.00	1,025.00	188.00	1,167.31
25.00	826.00	187.00	4,682.78
9.00	825.00	176.00	3,748.16
23.00	767.00	183.00	2,788.16
14.00	714.00	224.00	2,352.33
17.00	713.00	202.00	2,732.65
29.00	689.00	118.00	2,640.50
27.00	632.00	12.00	7,244.01
12.00	620.00	170.00	2,713.52
20.00	609.00	244.00	2,174.74
28.00	535.00	17.00	2,259.15
3.00	506.00	12.00	2,567.93
5.00	443.00	166.00	2,701.28
10.00	393.00	123.00	5,765.78
1.00	383.00	13.00	523.35



# RETAIL SALES ANALYSIS

CTRL+click here to follow link

CAMPAIGN

CAMPAIGN SALES

PRODUCT

PRODUCT SALES

DEMOGRAPHIC

DEMOGRAPHIC...

COUPON

TRANSACTION



## TRANSACTION

CLEAR ALL SLICERS



- MONTH\_NAME
- April
  - August
  - December
  - February
  - January
  - July
  - June
  - March
  - May...

**8.17bn**

TOTAL SALES VALUE

**8.06bn**

TOTAL NET SALES

**-109.35M**

RETAIL DISC VALUE

**-6.61K**

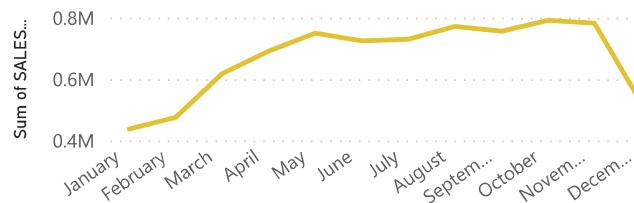
COUPON DISC VALUE

YEAR

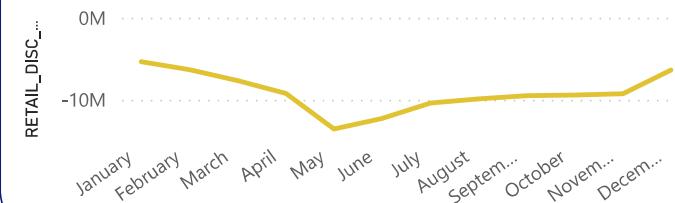
2,020.00

2,021.00

Sum of SALES\_VALUE by Month



RETAIL\_DISC\_VALUE by Month



QTR\_NO

1	3
2	4

WEEK\_...

All

Sum of  
SALES\_VALUE  
RETAIL\_DISC\_VAL  
COUPON\_DISC\_VALUE

QTR_NO	Sum of SALES_VALUE	RETAIL_DISC_VAL	COUPON_DISC_VALUE
1	1,531,126.69	-19,324,776.12	-1,158.65
2	2,168,084.21	-35,138,953.32	-2,983.69
3	2,258,917.19	-29,805,050.69	-1,376.64
Total	<b>8,057,463.08</b>	<b>-109,352,292.44</b>	<b>-6,608.06</b>

