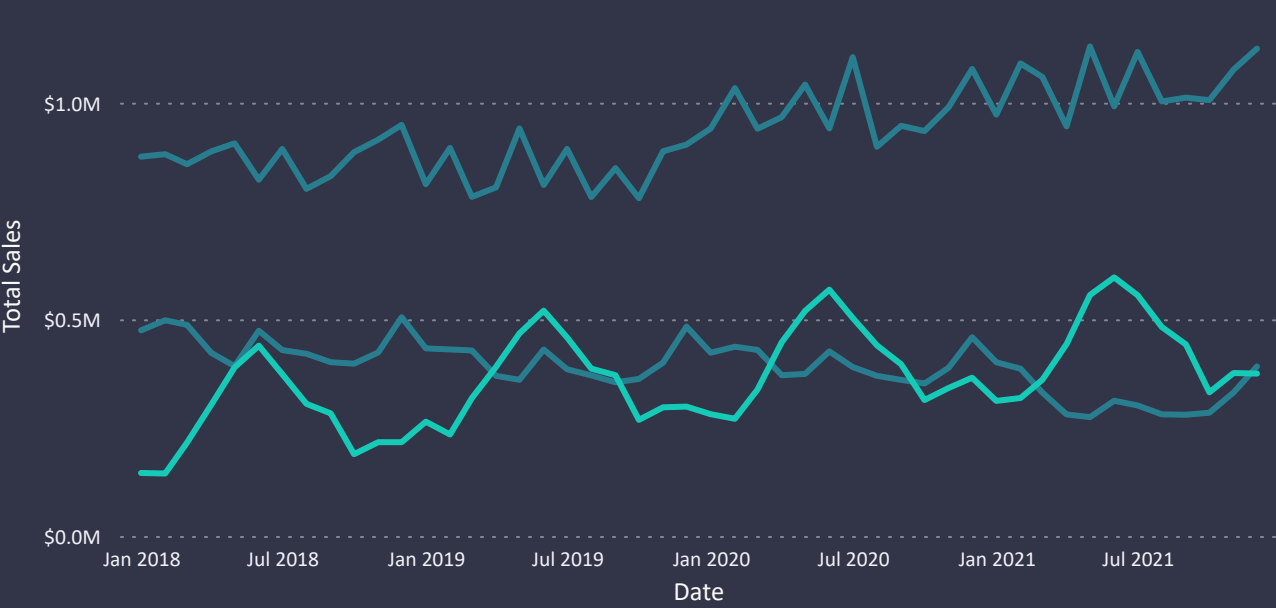


Key Action Items for Food & Stuff

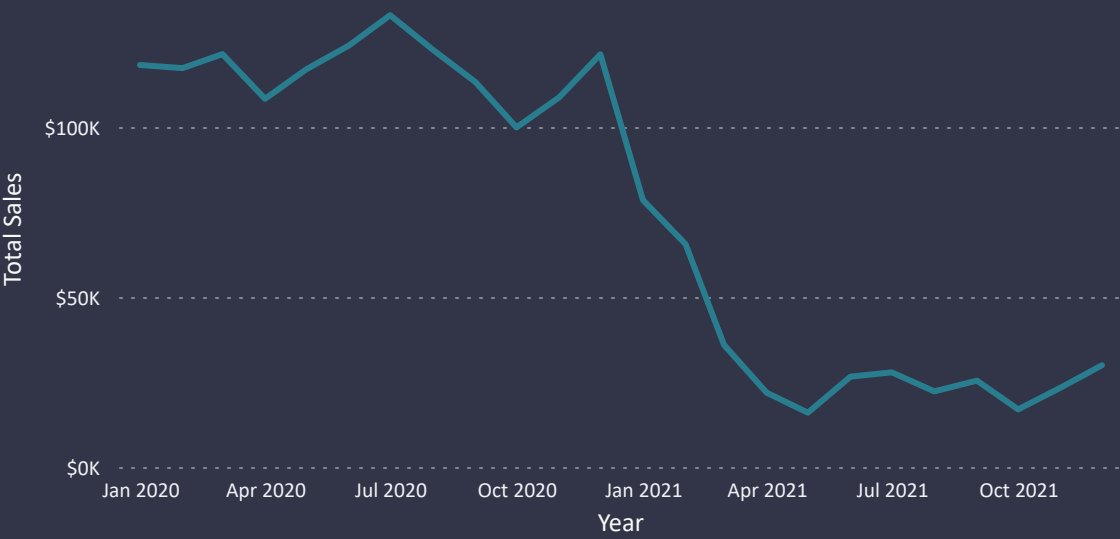
- 1. *Promote Outdoors Products Sales* 
- 2. *Promote St. George Sales* 
- 3. *Promote Household Sales on "off months"* 

Total Sales by Category Over Times

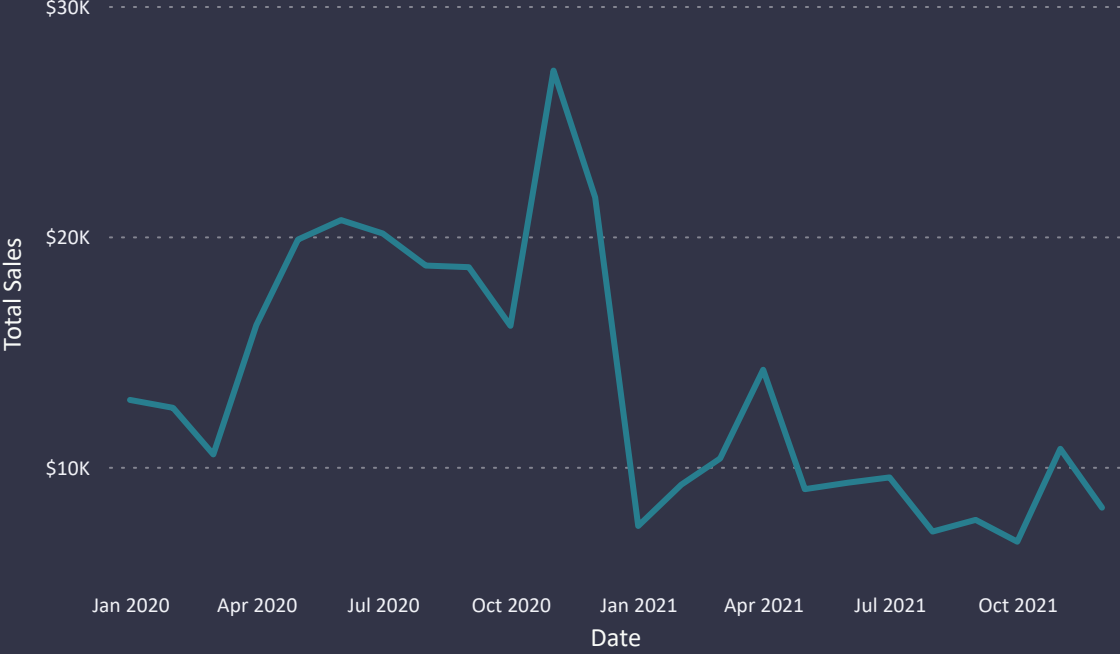
Category ● Foods ● Hobbies ● Household



Outdoor Sales



St. George, UT Sales





Insight 1: Promote Outdoors Products Sales

While the price of our items remains constant, the amount of sales we are doing is going down for outdoors

category, department, product_name

✓ ☐ Foods

^ ☐ Hobbies

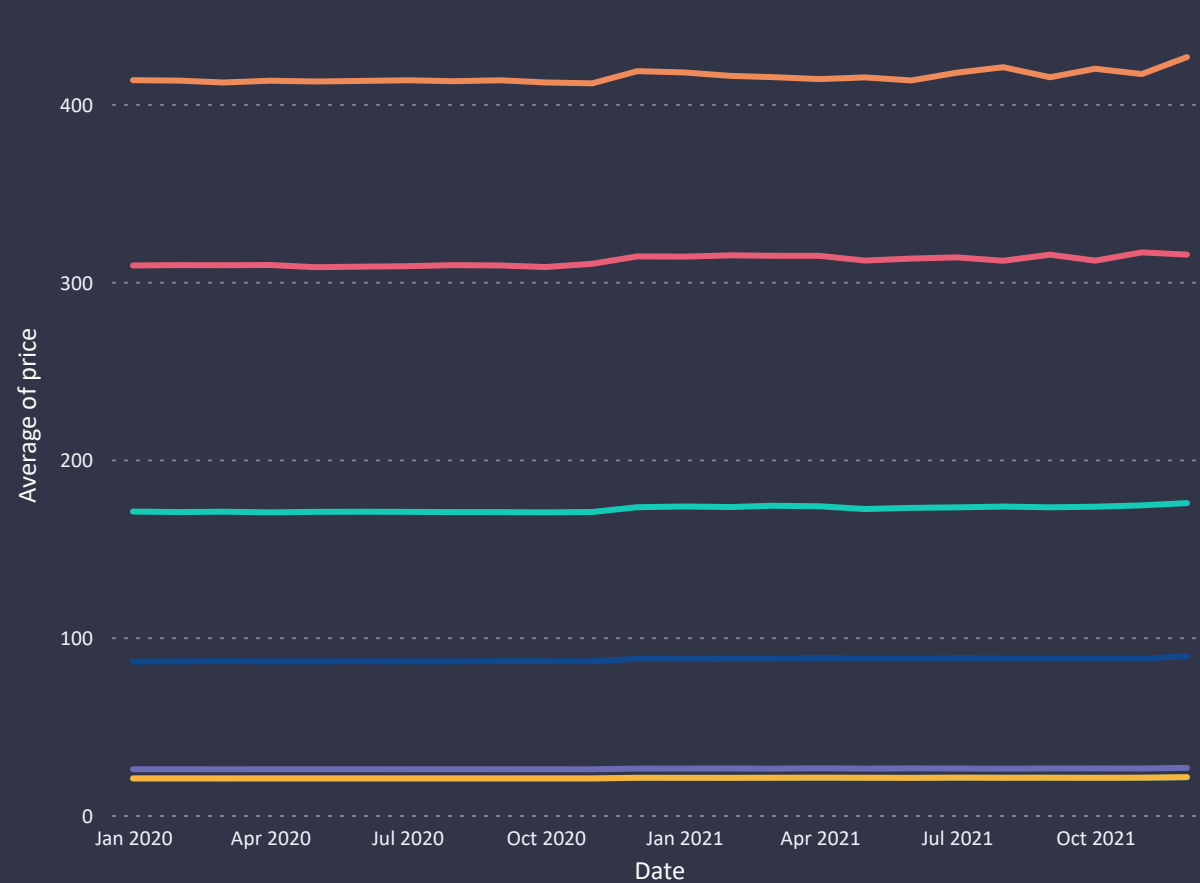
✓ ☒ Outdoors

✓ ☐ Sports

✓ ☐ Household

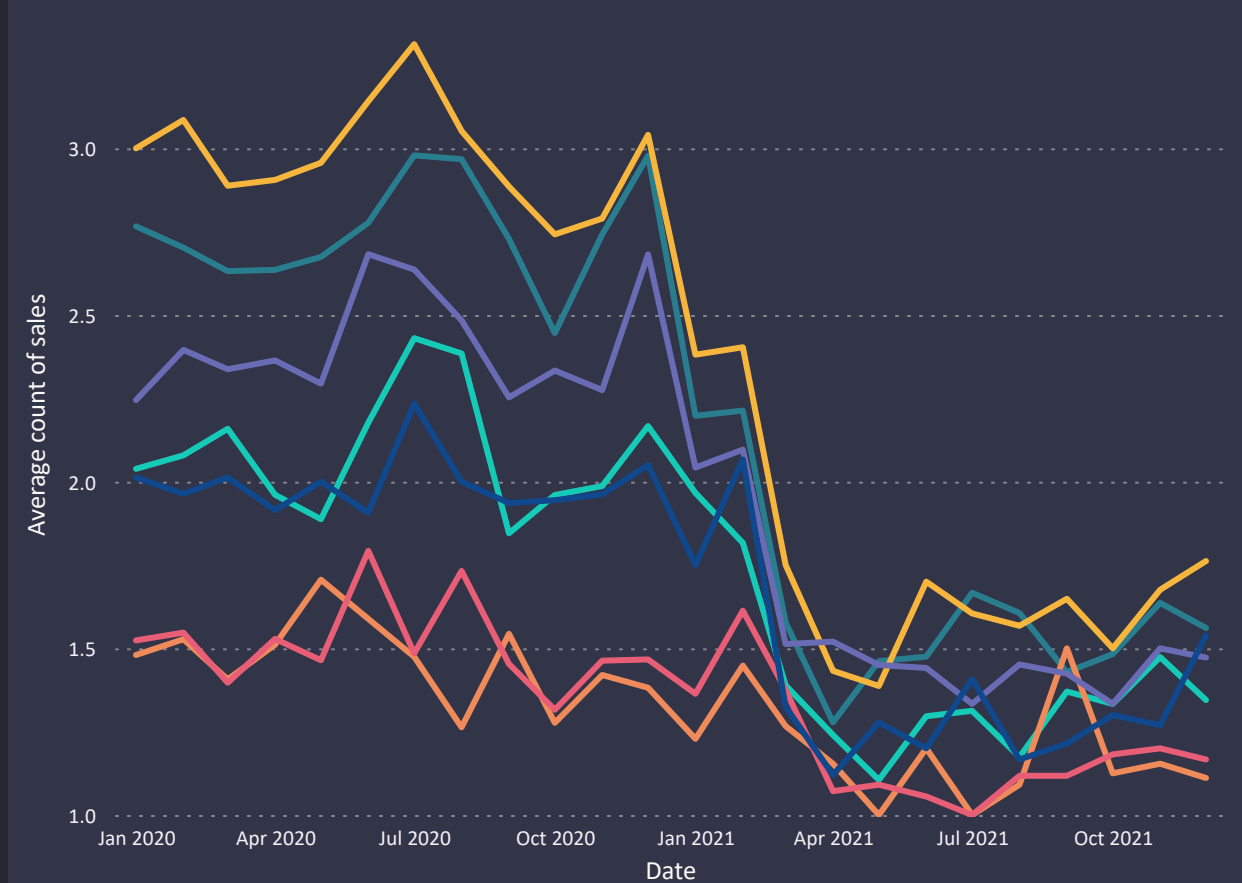
Average price of sales over time

Product Name 30 Piece Di... Inflatable ... Inflatable ... Rossignol ... Rossignol ... Ski Poles Snowboar...



Average count of sales over time

Product Name 30 Piece Di... Inflatable ... Inflatable ... Rossignol ... Rossignol ... Ski Poles Snowboar...





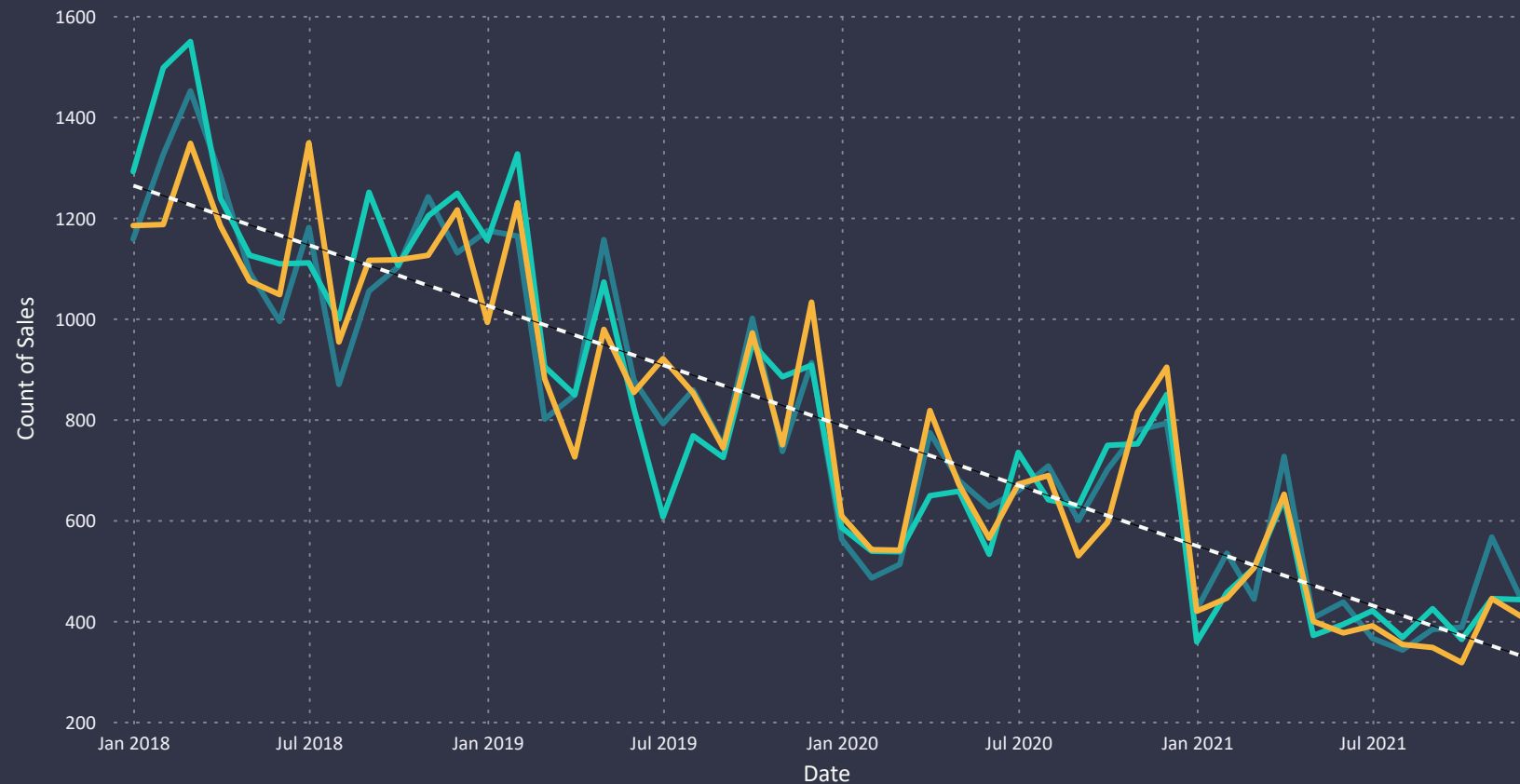
Insight 2: Promote St. George Sales

The amount of sales done in all St. George locations have been trending down over all time

The 2 most problematic categories are Foods and Hobbies

St. George Sales Count by Store Over Time

Store ● UT_12 ● UT_3 ● UT_8

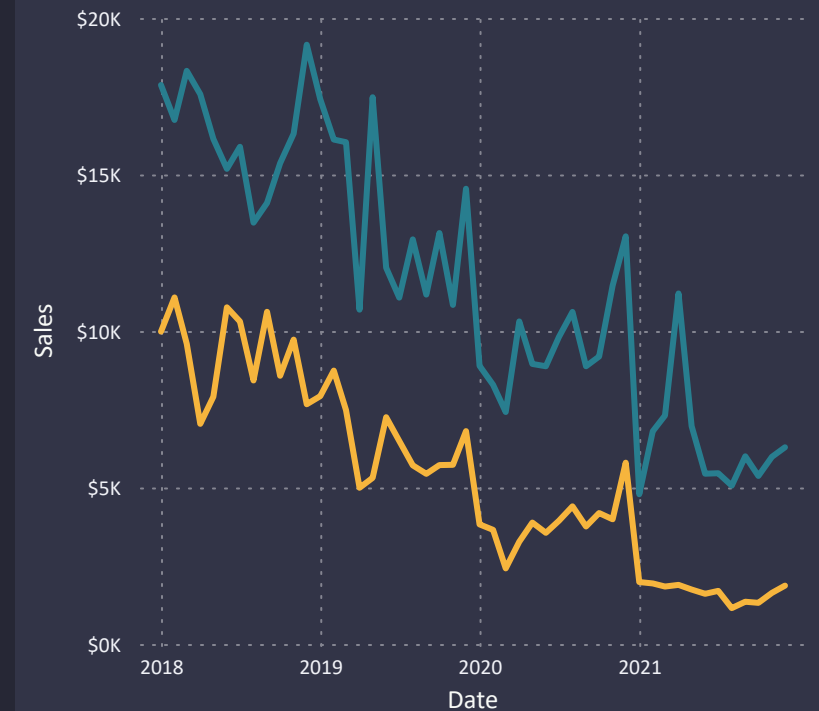


Location

- Mountain
- Arizona
- Colorado
- Idaho
- Montana
- Nevada
- New Mexico
- Utah
- Hobby

Sales for Foods and Hobbies

Category ● Foods ● Hobbies





Insight 3: Promote Household Sales

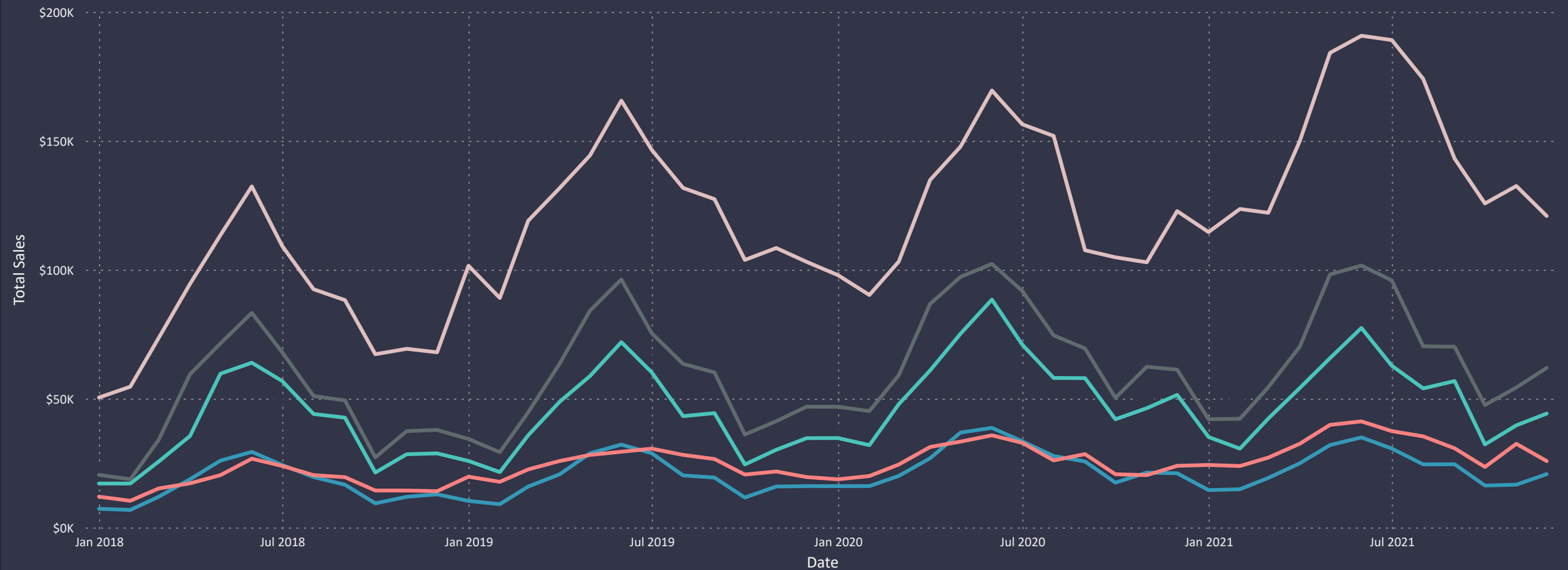
Foods and Hobbies sales remain fairly consistent yearlong, but Household sales spike around every July
Sales could be improved if those numbers could be achieved all year long

Category

- Foods
- Hobbies
- Household

Total Sales for Household items over time

Product Black Stainless Steel Refrigerator Calion Sofa Electric Convection Double Oven Gravette 4 Piece Living Room Set Istikbal Multifunctional Furniture Stainless Steel Dishwasher





Sales Map

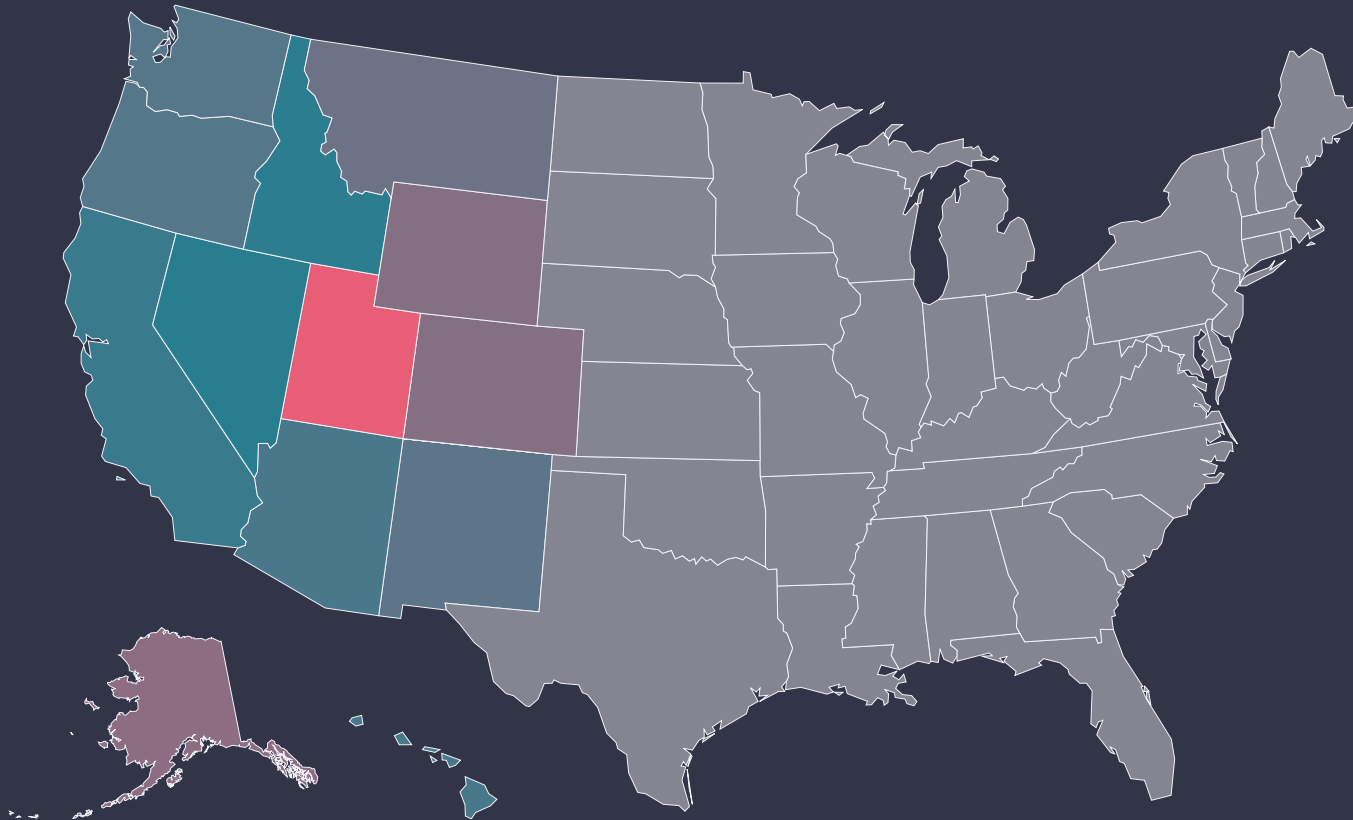
Year

2021

The amount of sales done in all St. George locations have been trending down over all time

The 2 most problematic categories are Foods and Hobbies

Total Sales by State



Change from last year by State

