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# RETAIL DATA ANALYSIS

Report Created by  
**SANTHOSHA J**

# Retail Data Analysis

Total Households	Total Transactions	Total Sold Quantity	Avg Txns per Household	Avg Net Sales per Household	Total Sales Amount	Total Discount Perc	Total Net Sales
2500	276.48K	260.69M	110.59	\$2.64K	\$8.06M	18.02%	\$6.61M

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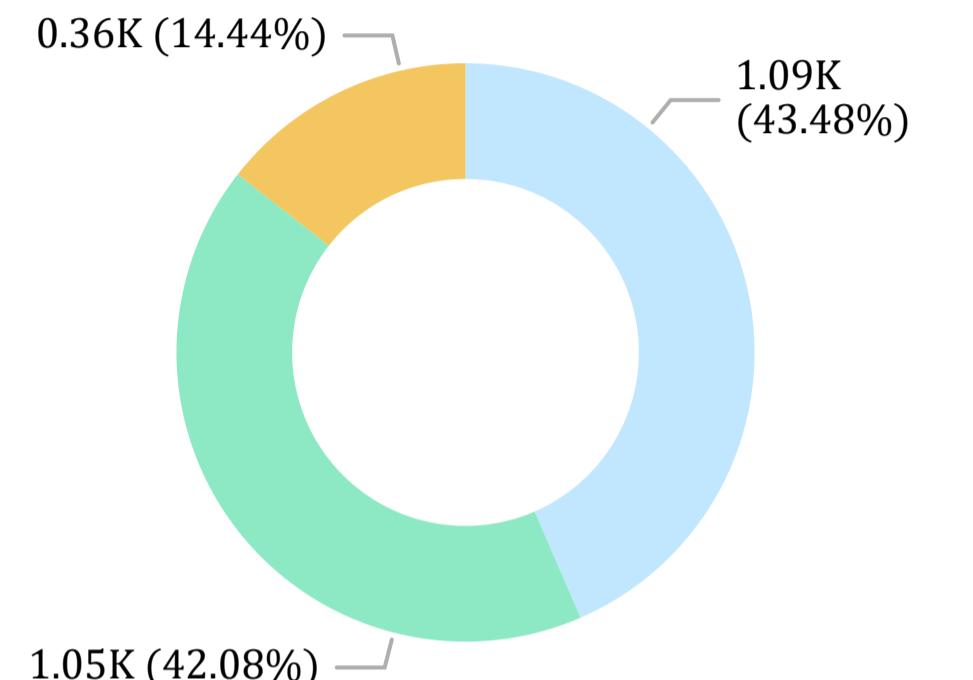
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Key Insights & Recommendations

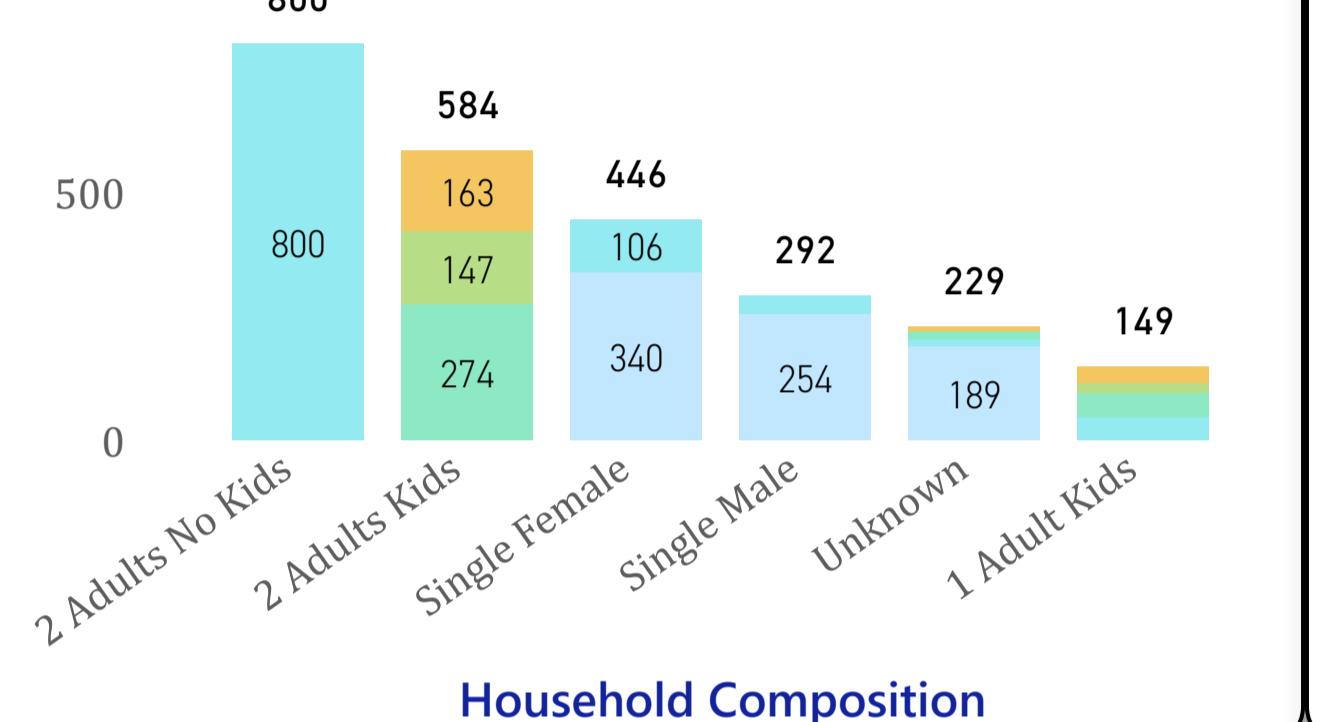
Household Marital Status Distribution

● Unmarried ● Married ● Single-Parent



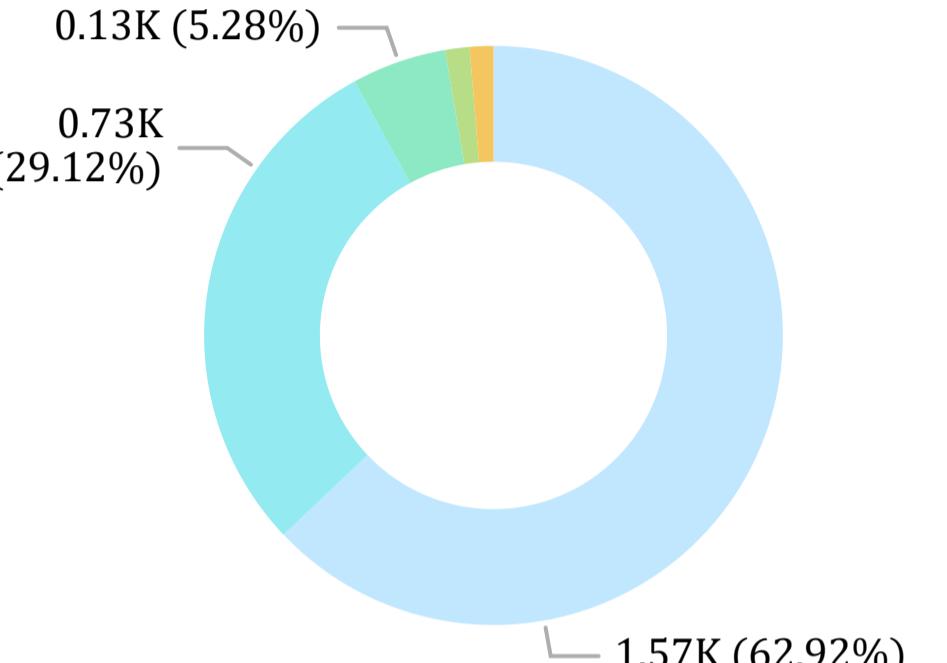
Household Composition and Size Breakdown

HH Size ● 1 ● 2 ● 3 ● 4 ● 5+



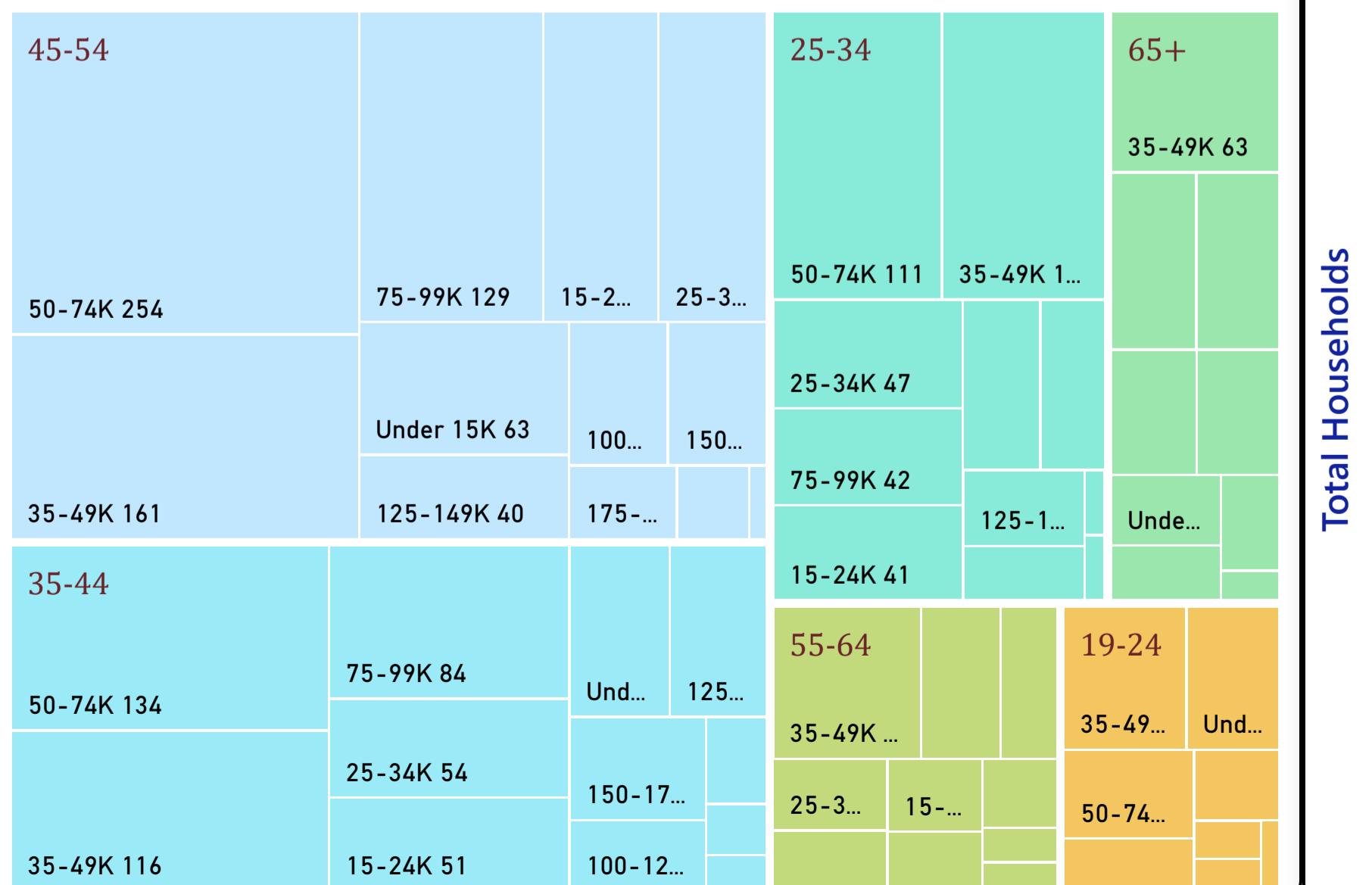
Household Homeownership Breakdown

● Homeow... ● Unknown ● Renter ● Probable...



Household Distribution by Age and Income Level

Age Group ● 45-54 ● 35-44 ● 25-34 ● 65+ ● 55-64 ● 19-24



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### Key Insights:

- Total 2,500 households are analyzed in this retail data.
- Married (43.5%) and Unmarried (42.1%) households are nearly equal; Single-parent families are a smaller segment (14.4%).
- 2 Adults No Kids lead household types (800); 2 Adults with Kids, Single adults (male/female) also form a large share.
- Most households are small (1-3 members), and majority have no kids.
- Homeowners dominate (62.9%), while Renters (5.3%) and Unknown (29.1%) statuses highlight data quality gaps.
- Majority of customers fall in \$15K-99K income range and are aged 25-54.
- Largest customer group: Age 45-54, Income \$50K-74K; followed by 25-44 age groups with middle incomes.
- Younger (19-24) and older (55+) groups are present but less dominant..
- Household participation in transactions remains steady (~2.2K-2.4K) across quarters.
- Q2 2023 saw a sharp rise in both customers (2.38K) and sales (\$1.0M), then held steady.
- Sales peaked in Q3 2024 (\$1.2M) but dropped in Q4 2024 (\$1.0M).

### Recommendations:

- Use inclusive marketing for both married and unmarried segments.
- Focus on products for small-to-medium households (e.g., essentials, small packs, convenience goods).
- Offer bundles or discounts for 2-adult households, the dominant segment.
- Target homeowners with loyalty programs or premium offerings.
- Tailor messaging and pricing to the core demographic: mid-aged, middle-income consumers.
- Investigate and clean up "Unknown" homeownership data for sharper targeting.
- Explore seasonal patterns or external factors behind Q4 sales dip and plan future campaigns accordingly.

# Retail Data Analysis

Total Unique Products Sold	Total Unique Buyer HH's	Total Sold Quantity	Total Unique Transactions	Unique Selling Stores	Total Sales Amount	Total Discount Perc	Total Net Sales
92.34K	2500	260.69M	276.48K	582	\$8.06M	18.02%	\$6.61M

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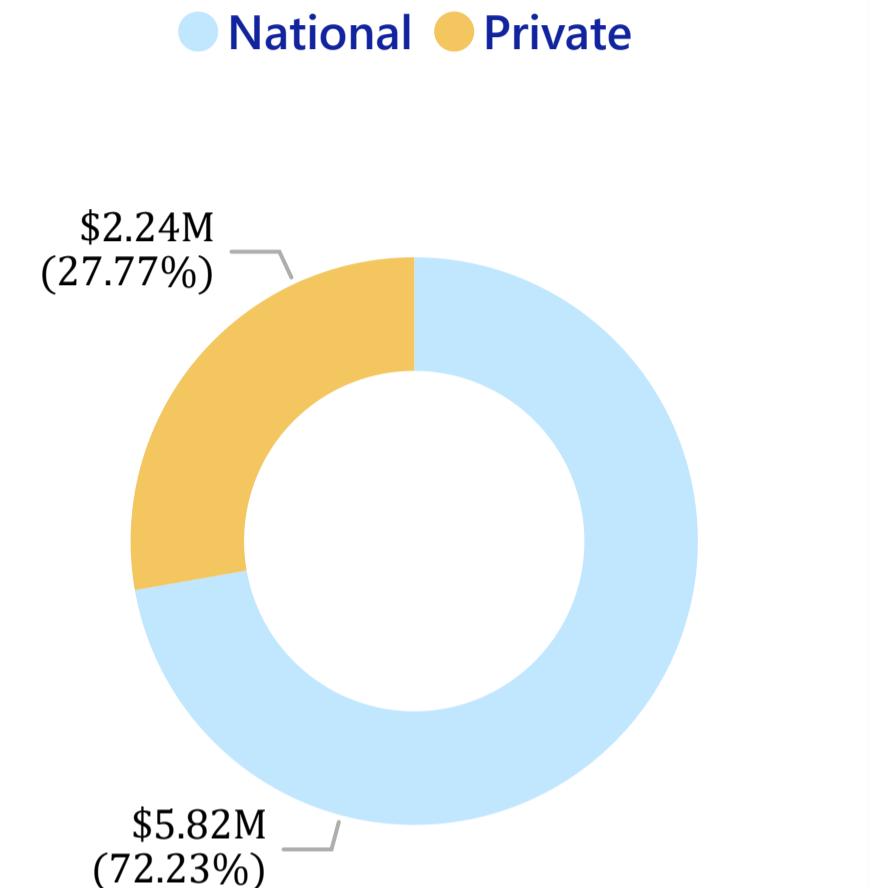
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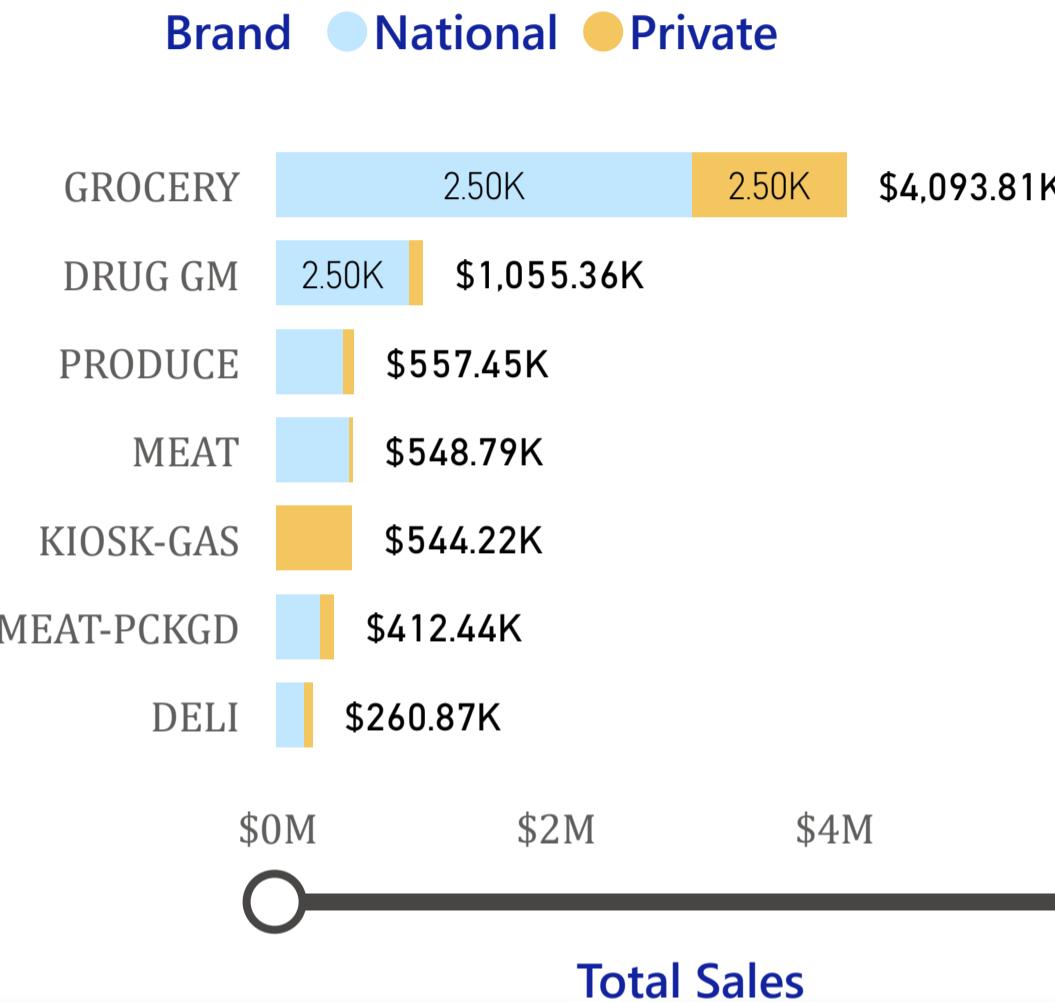
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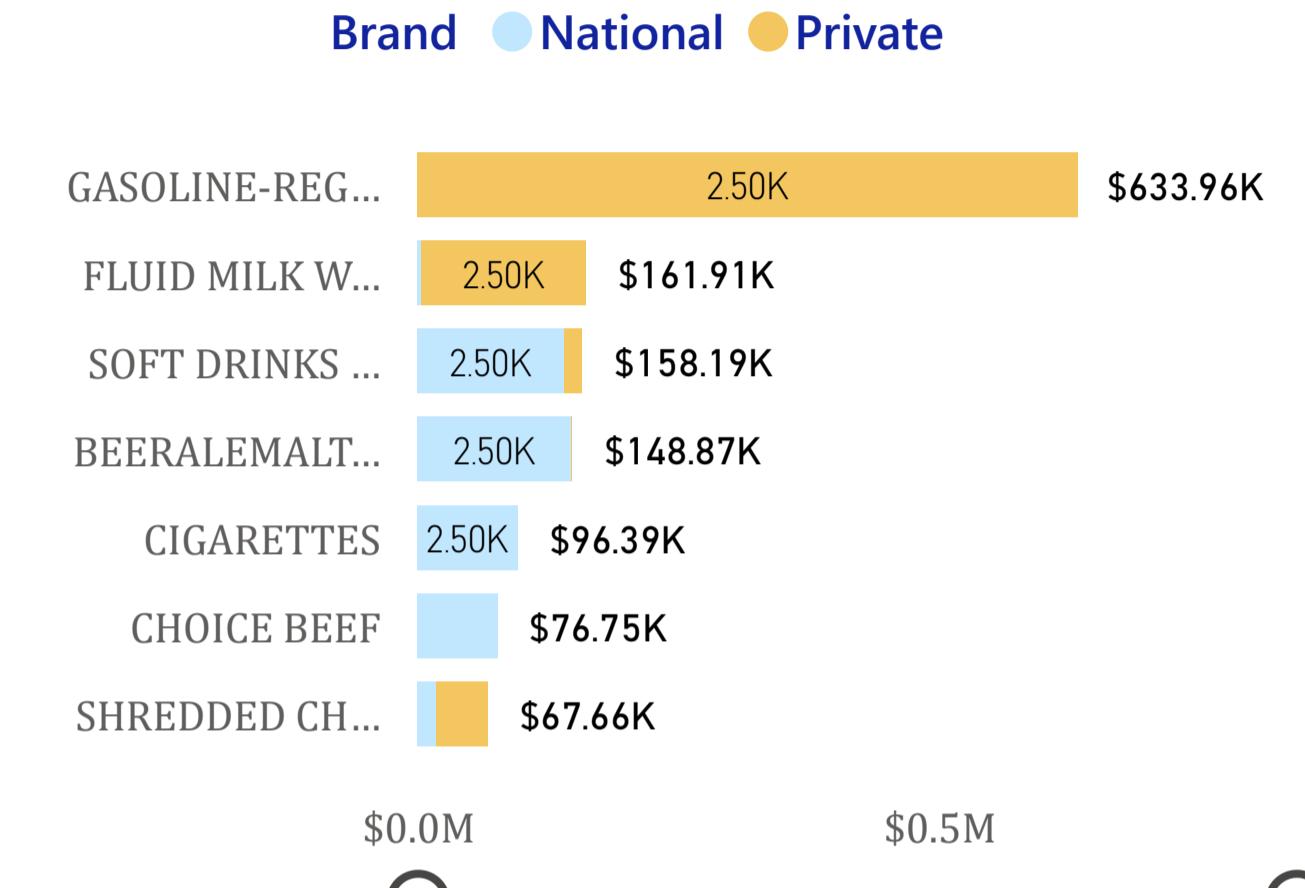
## Brand-wise Sales Overview



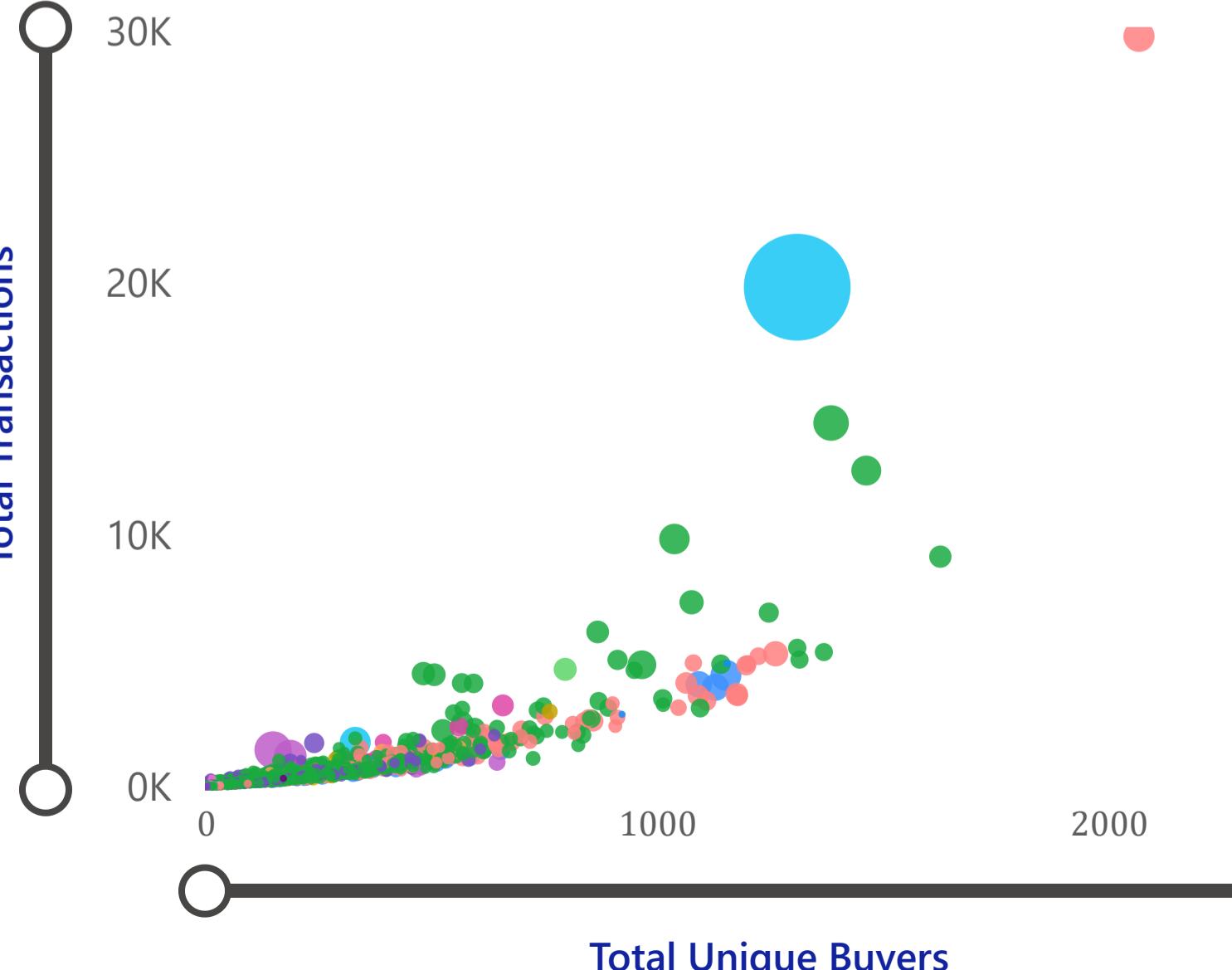
## Departments-wise Sales overview



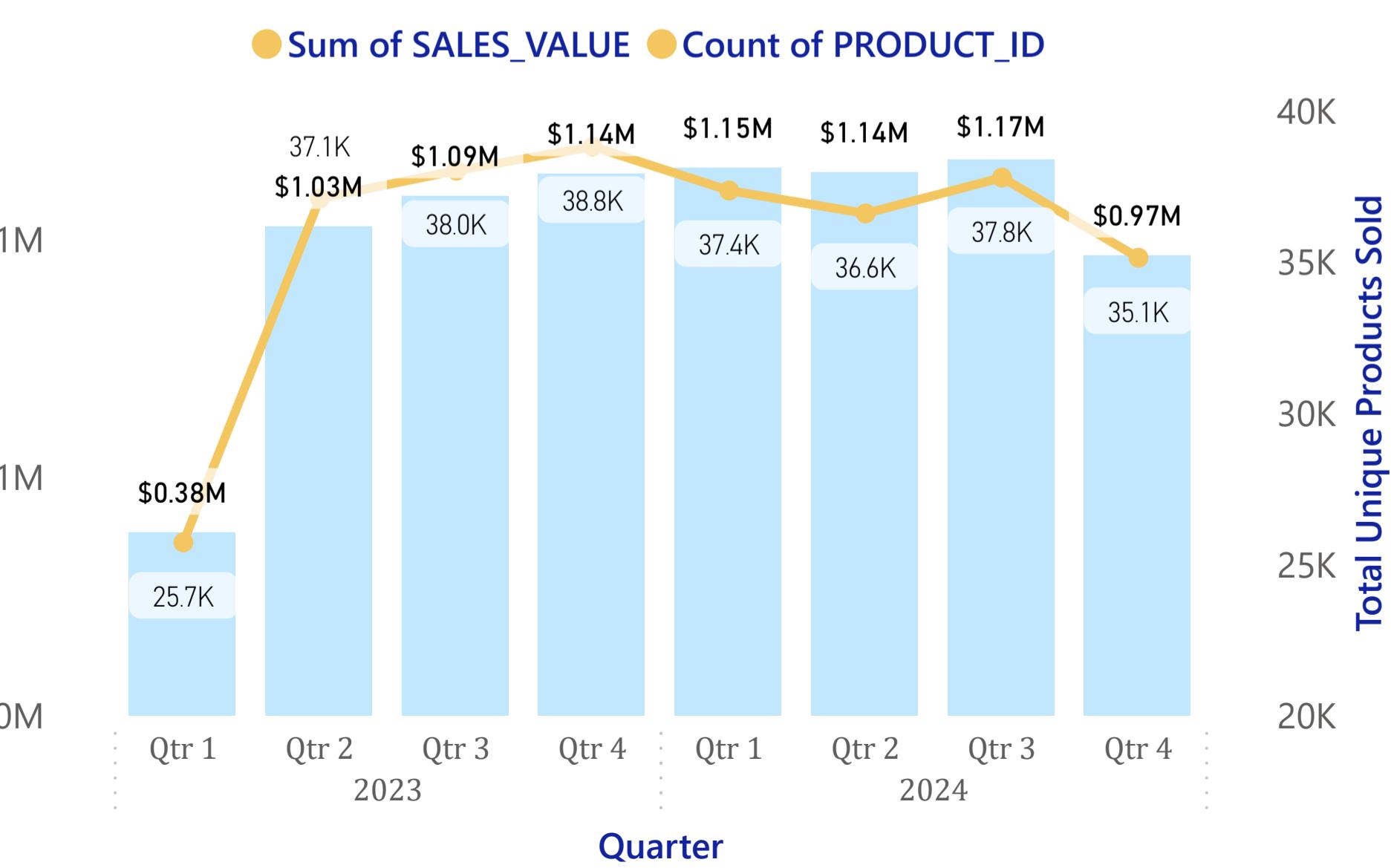
## Commodity & Sub-Commodity Sales Overview



## Product Sales & Customer Engagement



## Sales & Product Trends Over Time



Brand

All

Department

All

Commodity

All

Sub-Commodity

All

Date Range

All

## Products Performance Analysis

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### Key Insights:

- 92.34K unique products sold across 582 stores shows broad assortment and retail reach.
- 2,500 households made 276.48K transactions (~110 per household), indicates strong buyer engagement.
- Sold 260.69M units, generating \$8.06M in total sales.
- National brands lead with 78.53K products and \$5.82M sales vs. Private label with 13.81K products and \$2.24M sales.
- Top departments: Grocery leads with \$4.09M, followed by Drug GM, Produce, and Meat — mostly driven by National brands.
- Top commodities: Coupon/Misc. tops with \$639.88K (mostly Private brands). Followed by Soft Drinks, Beef, Milk, etc. which mostly led by National brands.
- Top sub-commodities: Gasoline-Reg Unleaded leads with \$633.96K sales, followed by Milk-White Only with \$169.91K sales (Private brands dominate). Others like Soft Drinks, Beer, Cigarettes are led by National/government brands.
- Hero SKUs (large bubbles in chart): Product 6534178 (Kiosk-Gas) has top sales + strong engagement and Product 1082185 (Produce) shows high engagement with moderate sales.
- Long-tail SKUs: Most items show low transactions and engagement.
- Sales Trend: Rised in Q2 2023 (\$1.03M sales, 37.1K products sold). Then sales remain relatively stable through Q4 2023–Q3 2024 (~\$1.14–\$1.17M). A sudden dip in both sales (\$0.97M) & product sold count (35.1K) in Q4 2024, possibly a seasonal decline or inventory issue.

### Recommendations:

- Boost National Brands: Leverage for loyalty programs, cross-promotions, and premium placement.
- Grow Private Labels: Use bundling, competitive pricing, and targeted offers to increase share (now just 27.8%).
- Push Hero SKUs: Improve visibility, stock levels, and run focused promos.
- Manage Long-Tail Items: Review low performers, consider rationalizing or repackaging.
- Address Q4 Dip: Investigate and plan targeted Q4 campaigns to prevent seasonal drop-offs.

# Retail Data Analysis

Total Campaigns	Unique HH's Participated	Tot Campaign Duration	Avg Campaign Duration	Campaigns Ended	Tot Household Engagement	Single Campaign HHs	Multi Campaign HHs
30	1584	1398	46.60	30	7208	268	1316

 Clear all slicers

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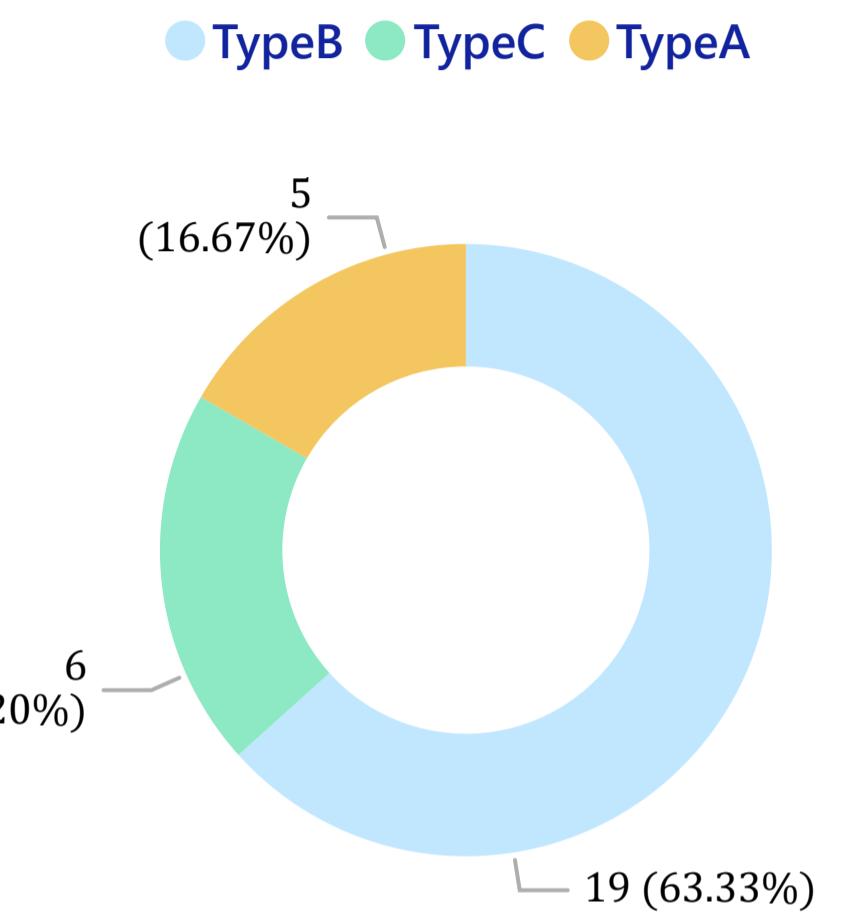
Coupon Performance

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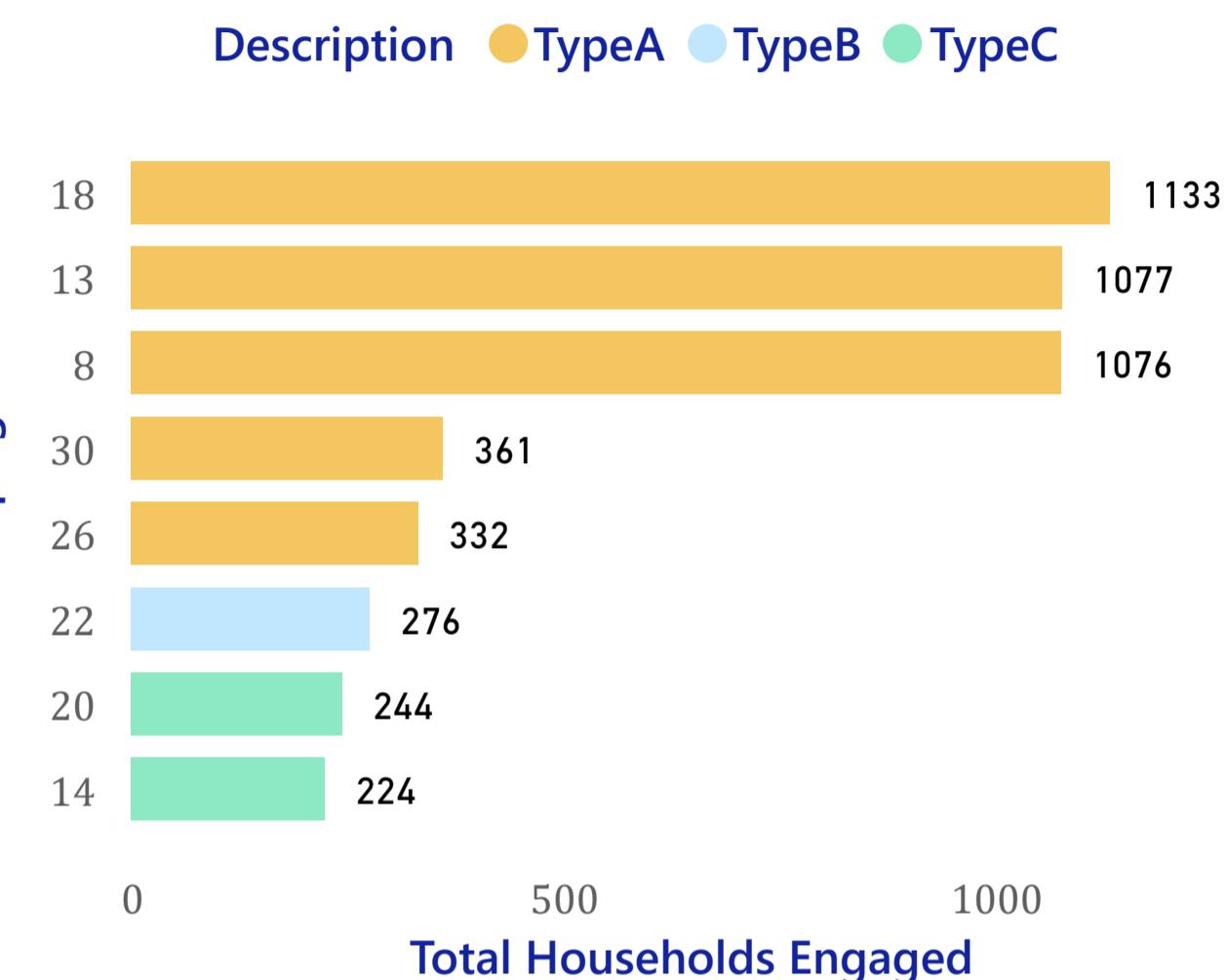
Forecast Insights

Key Insights & Recommendations

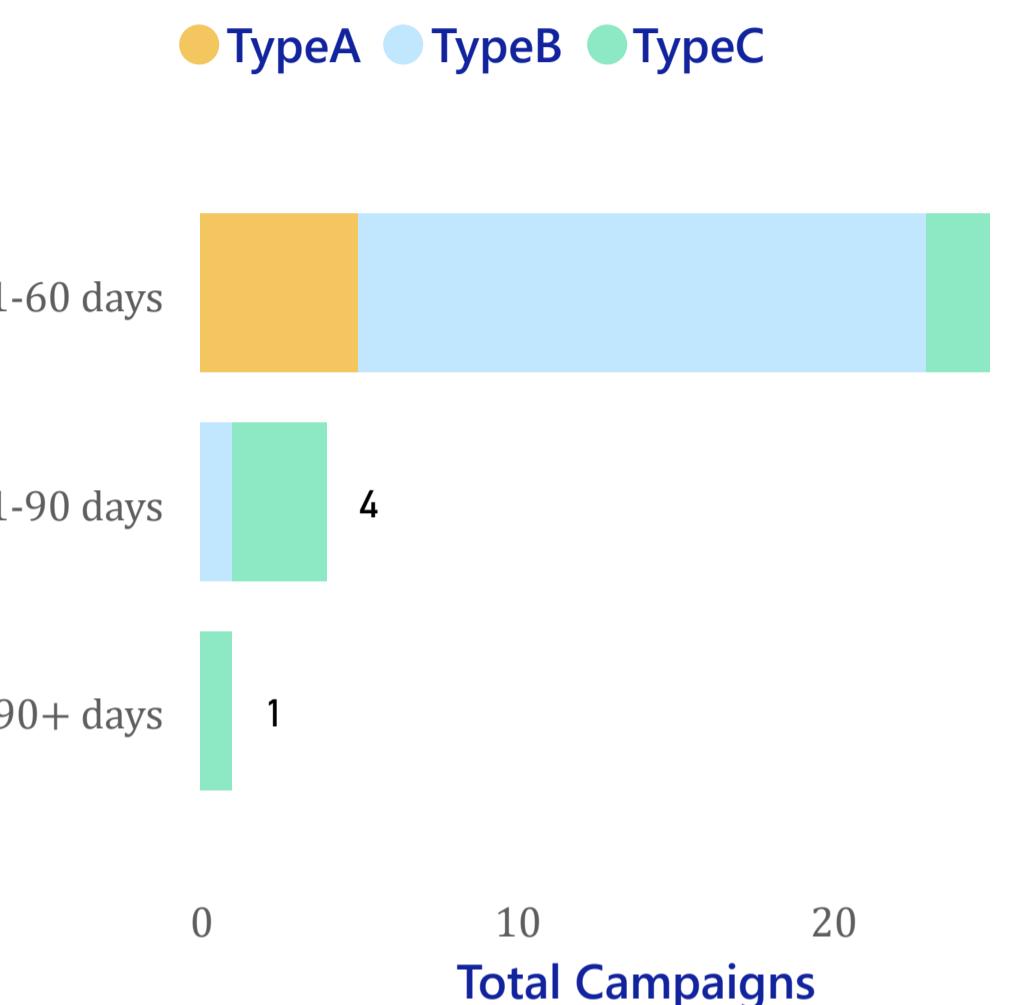
## Campaign Distribution Overview



## Household Engagement by Campaign



## Campaign Count by Duration and Type



## Campaign

All

Campaign Description

All

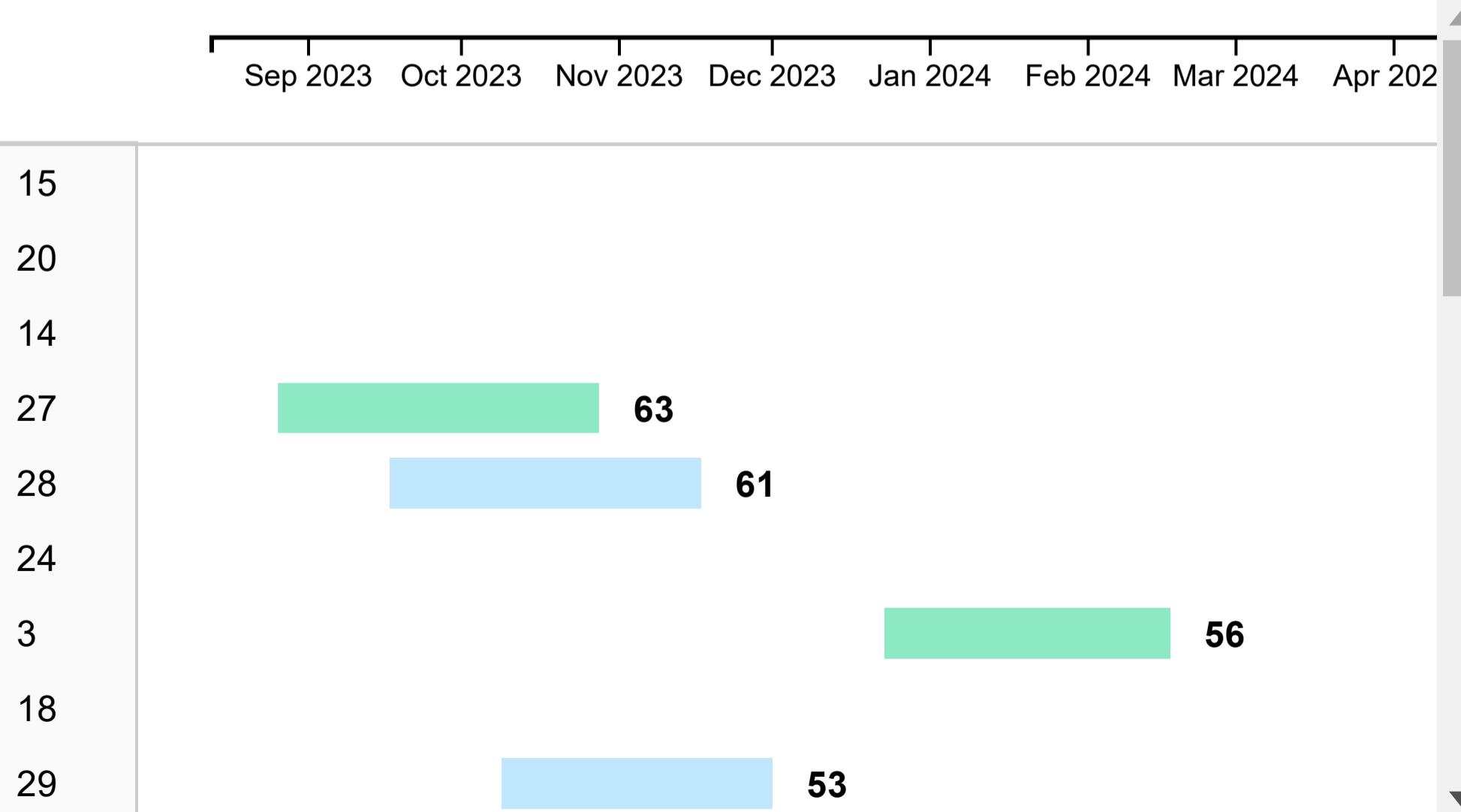
Campaign Duration

All

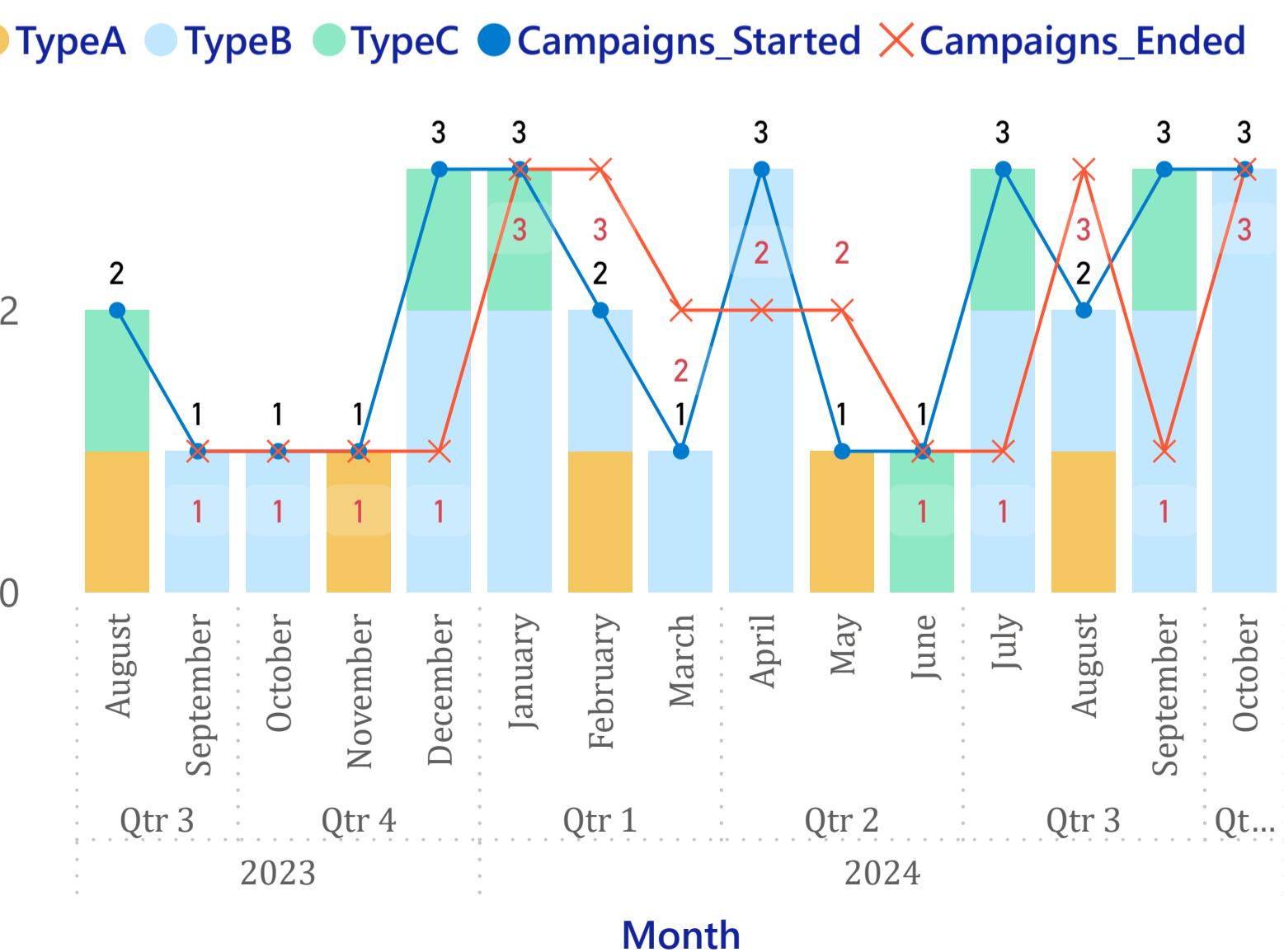
Date Range

All

## Campaign Activity Timeline Overview



## Campaign Activity Trends & Lifecycle Overview



## Campaign Engagement Analysis

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### Key Insights:

- Total 30 Campaigns executed; all have ended, showing full-cycle completion.
- Total 1584 unique households are participated with 7208 total engagement, indicating strong overall reach.
- Only 268 were single-campaign households; 1316 engaged in multiple campaigns, suggesting strong repeat engagement.
- Total campaign duration: 1,398 days, with an average of ~47 days indicating consistent mid-length campaigns.
- Campaign Distribution: Type B dominates (63.3%), followed by Type C (20%) and Type A (16.7%).
- 25 campaigns (83%) lasted between 31–60 days, showing preference for moderate-length campaigns.
- Very few campaigns extended beyond 60 days; long-term campaigns (90+) are rare.
- Top campaigns (IDs 18, 13, 8) had the highest reach (>1,000 engagement each).
- High campaign clustering between Sep 2023 – Feb 2024 and Jun – Oct 2024, indicating seasonal planning or promo cycles.
- Longest campaign (ID 15) ran 161 days (Jul-Dec 2024) – likely strategic or loyalty-driven.
- Some months (e.g., March–May 2024) saw fewer campaigns, creating possible engagement gaps.
- Campaign starts and ends were well synchronized, but no sustained growth in campaign volume month-over-month.

### Recommendations:

- Target repeat households (1,316) with personalized re-engagement offers. Convert single-campaign users (268) with follow-ups or incentives.
- Replicate success of top campaigns (18, 13, 8) — apply proven themes & timing.
- Focus on Type B, but experiment with Type A & C for diversity. Use Type C for possible long-term campaigns to boost loyalty.
- Stick to 31–60 day campaigns, but test longer durations for retention goals.
- Launch during seasonal peaks (based on past trends) for maximum impact.
- Review underperforming ones (those <300 HH engaged) for targeting, timing, or creative issues.
- Maintain staggered scheduling to avoid overload and ensure engagement consistency.

# Retail Data Analysis

Total Coupons Distributed	Total Coupons Redeemed	Campaigns with Coupons	Unique Distributed	Unique Redeemed	Redemption Rate	Coupon-Linked Products	Unique Redeemer HH
124.55K	2318	30	1135	556	48.99%	44.13K	434

 Clear all slicers

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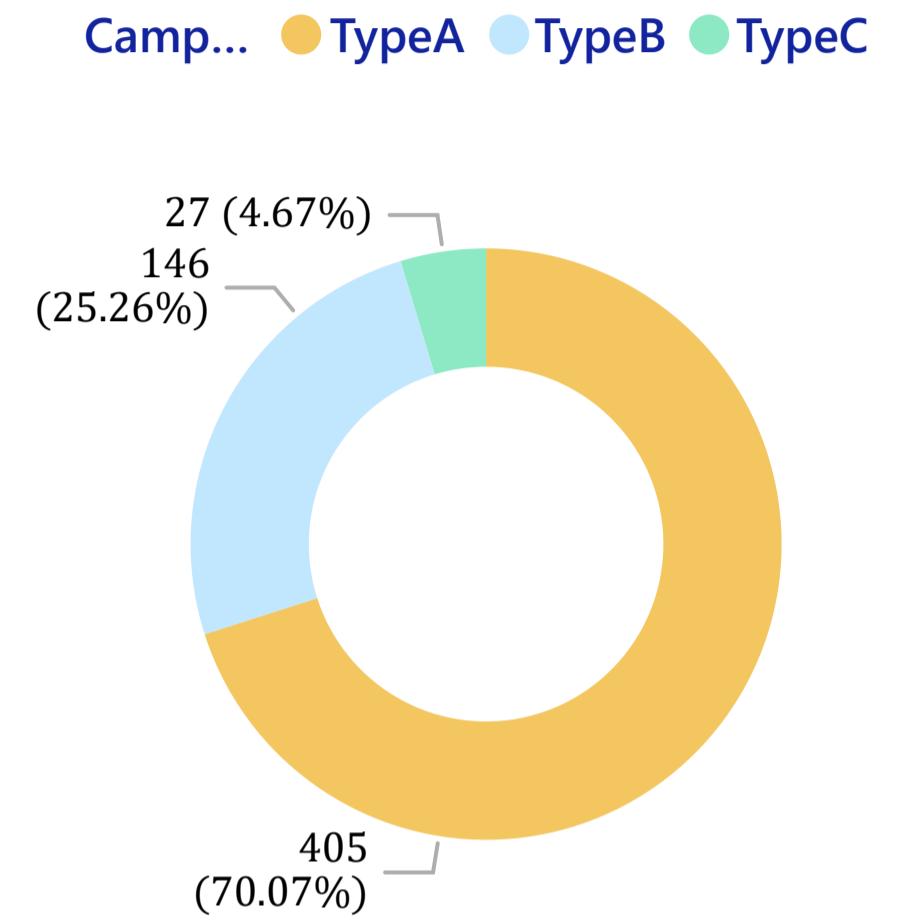
Coupon Performance

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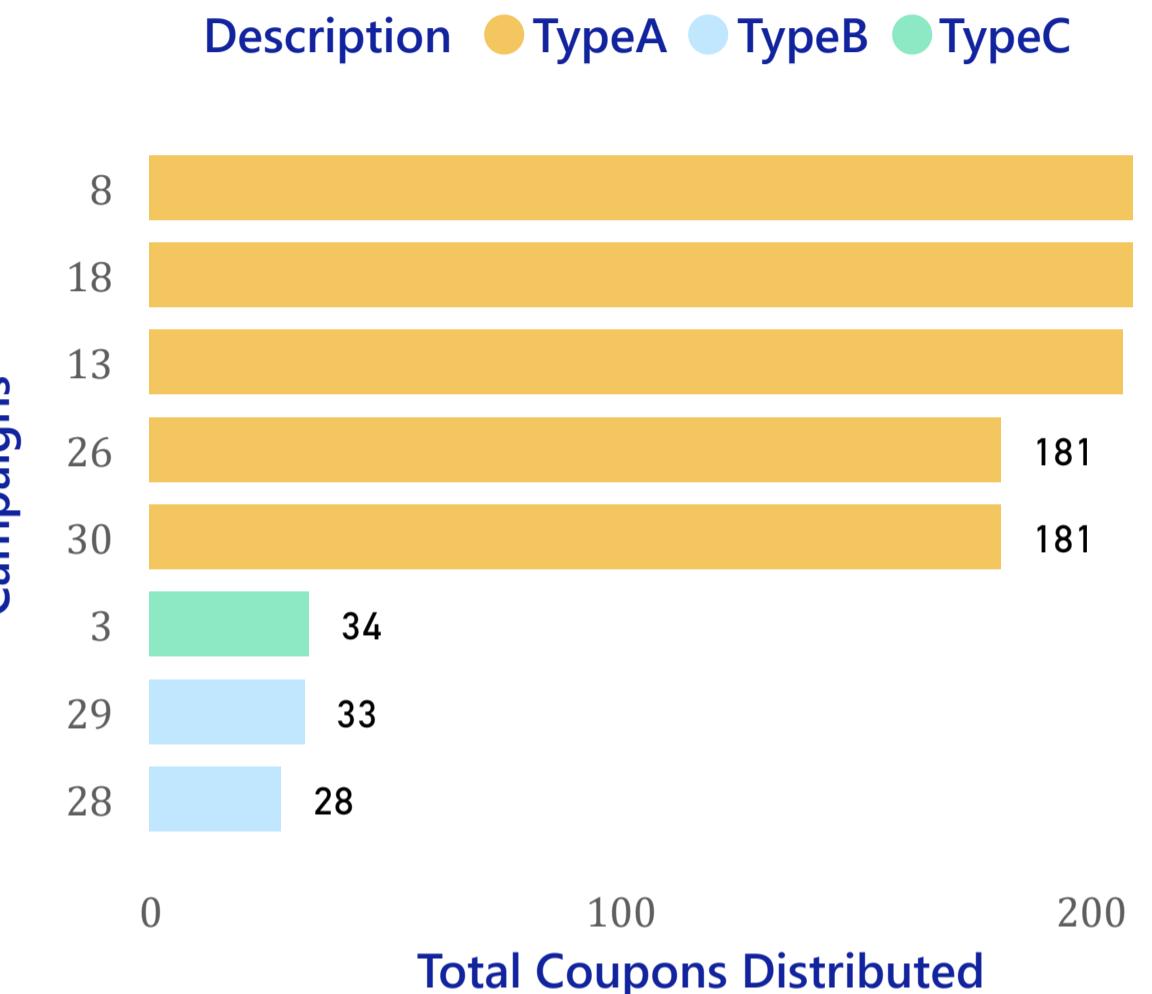
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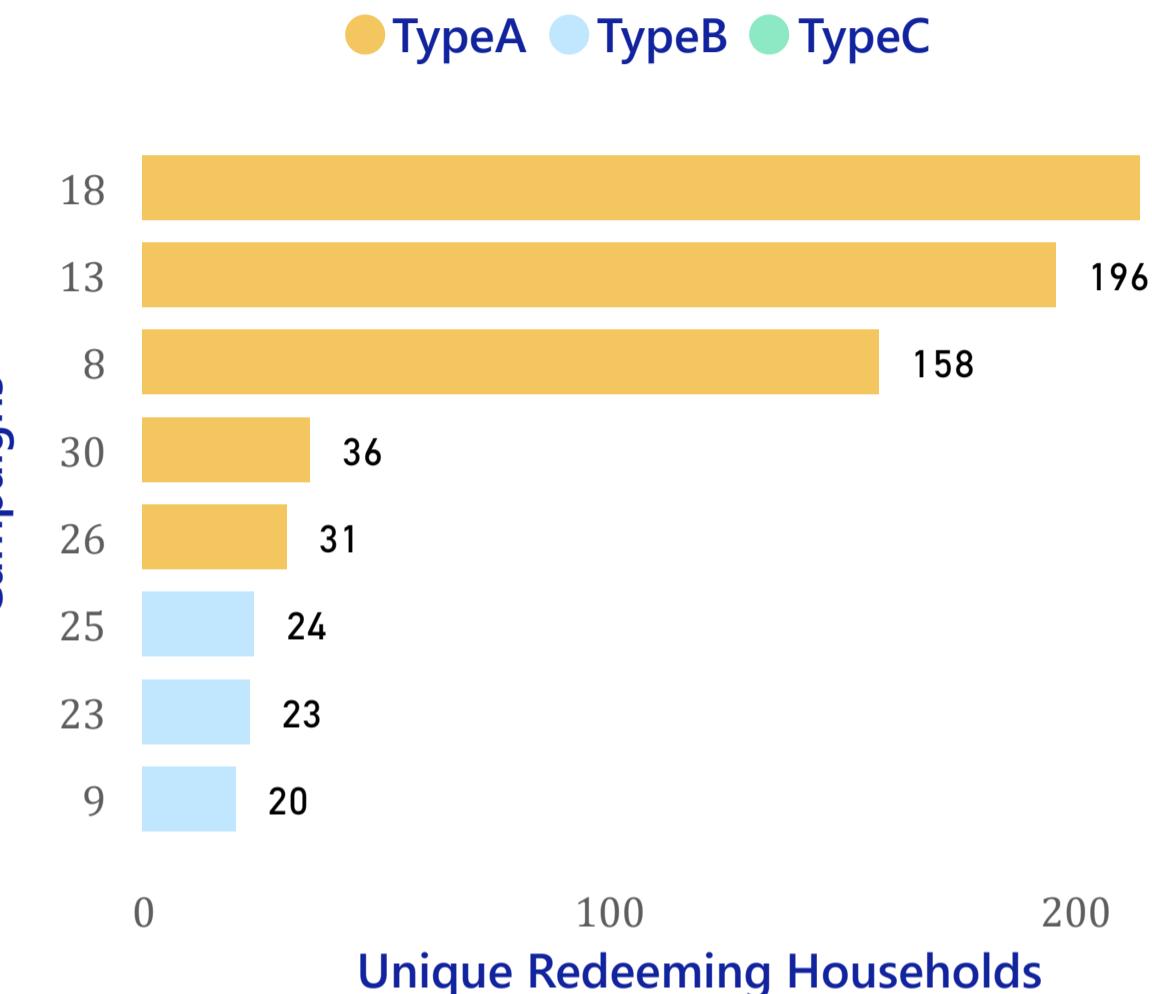
Coupon Redemption Distribution



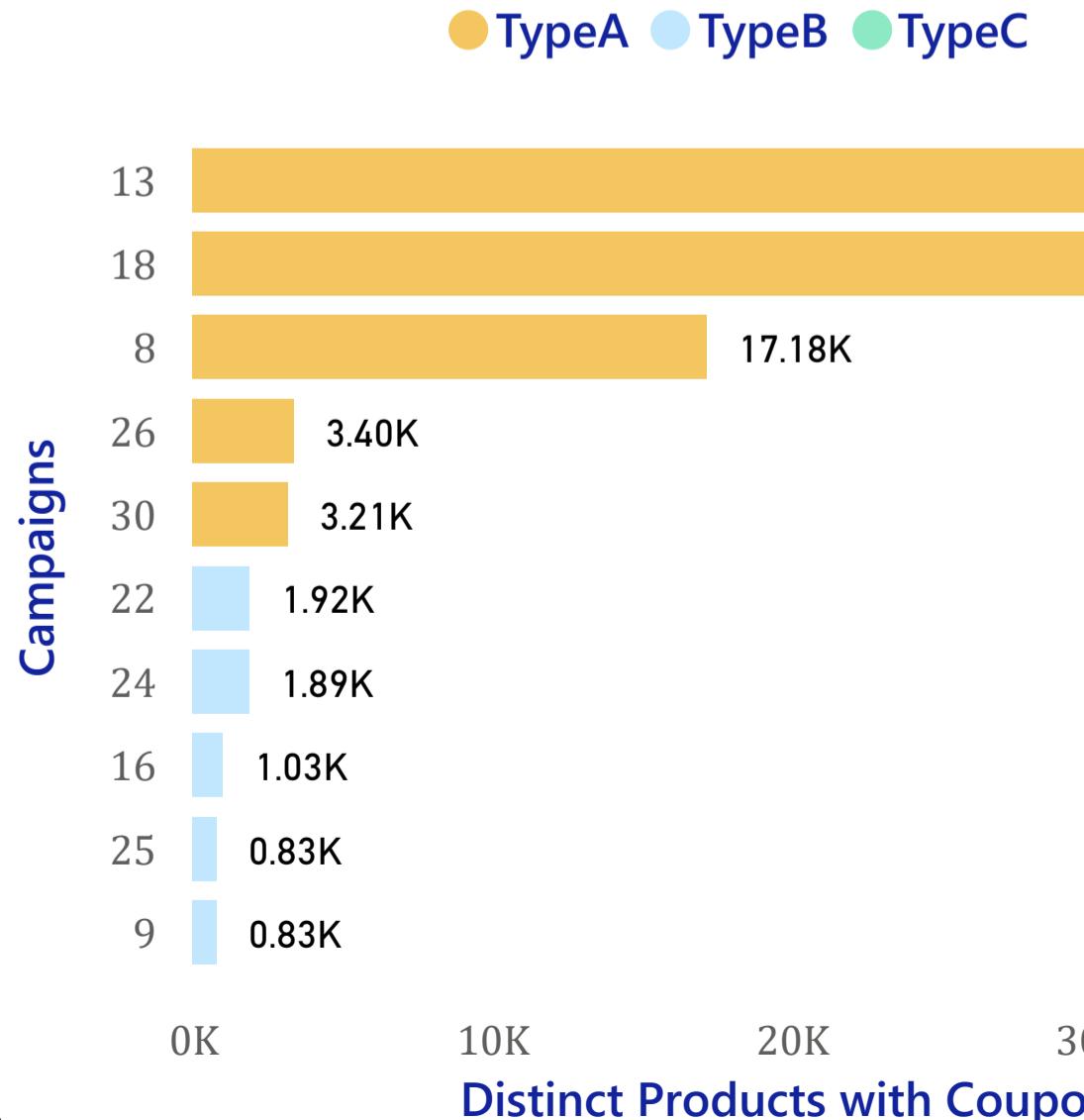
Coupon Distribution & Redemption by Campaign



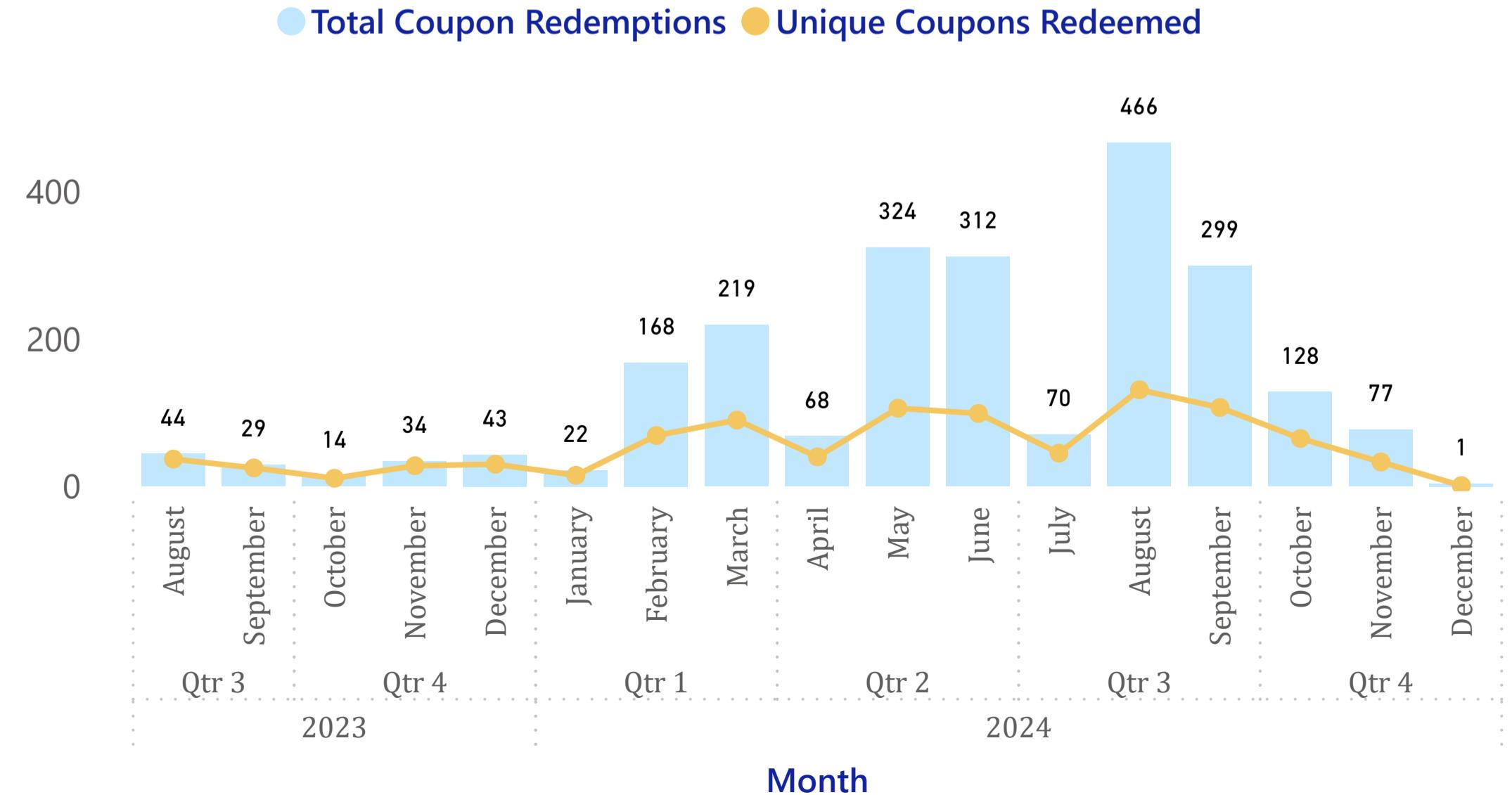
Redeeming Household Engagement by Campaign



Campaign Product Engagement via Coupons



Coupon Redemption Volume Over Time



Campaign

All

Campaign Description

All

Campaign Duration

All

Date Range

All

## Coupon Performance Analysis

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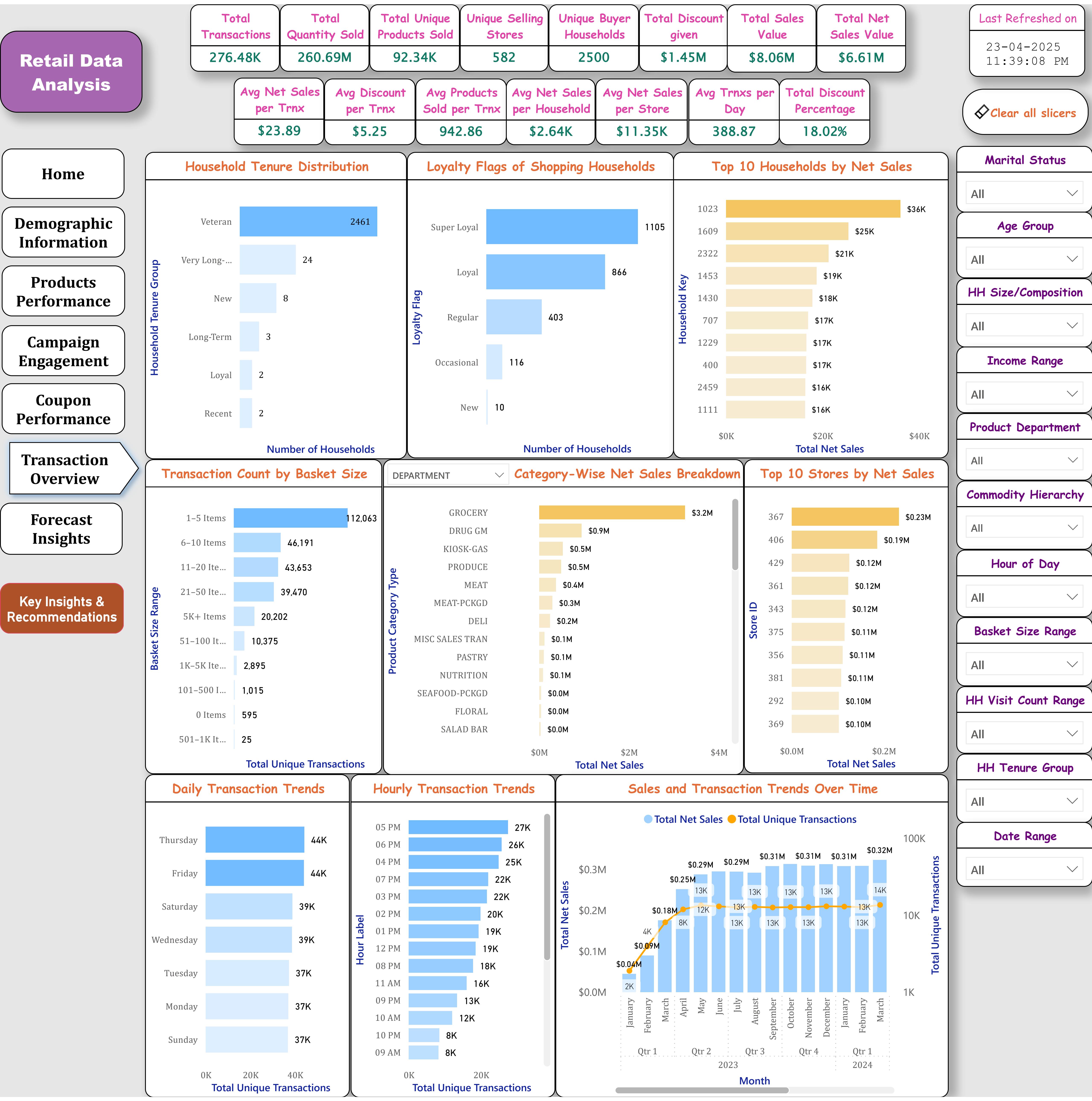
Forecast Insights

### Key Insights:

- 124.55K coupons distributed across 30 campaigns, reflects broad reach and consistent execution.
- Only 2,318 redemptions indicating a low redemption volume, highlighting need for better conversion strategies.
- Out of 1,135 unique coupons distributed, just 556 were redeemed, showcase a modest 48.99% redemption rate.
- 434 unique redeemer households, indicates some multi-redemption behavior.
- 44.13K products engaged through coupons, shows a strong product-coupon linkage.
- Type A campaigns dominates redemptions (70%), vs. Type B (25%) and Type C (5%), signaling higher appeal or better targeting of Type A.
- Top-performing campaigns: Campaign 8 & 18 with 209 unique coupons distributed each. Campaign 13 follows with 207 coupons distributed.
- Highest redemptions: Campaign 13 with 129 unique redemptions, Campaign 18 (121), & Campaign 8 (105).
- Household engagement (in context of Coupons redemptions) highest for: Campaign 18 (unique 214 HHs), Campaign 13 (unique 196 HHs), & Campaign 8 (unique 158 HHs).
- Strong product engagement from: Campaign 13: 35.62K, Campaign 18: 35.51K, & Campaign 8: 17.18K.
- Redemption volume peaked in August–2024 (466), shows seasonal momentum in Q2–Q3 2024. A Sharp drop in Q4 2024, a signal for re-engagement or loyalty campaigns.
- Top redemption months: August, followed by May and June in the year 2024.

### Recommendations:

- Reinforce coupons linked to Type A, shows proven performance; continue as primary strategy.
- Experiment with Types B & C campaigns to tap into new segments and broaden reach.
- Replicate success of Campaigns 13, 18, 8 for better coupon engagement and optimize creative, timing, targeting, and product tie-ins.



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### Key Insights:

- 276.48K Total Transactions and 260.69M Quantity Sold reflect high sales activity.
- 92.34K Unique Products Sold across 582 Stores, showing broad product-store coverage.
- 2,500 Unique Buyer Households indicate a moderate customer base.
- \$8.06M Total Sales and \$6.61M Net Sales after \$1.45M in Discounts (18.02% discount rate) suggests a discount-driven strategy.
- Avg Net Sales/Transaction: \$23.89, Avg Discount/Transaction: \$5.25, Avg Products/Transaction: 943 — suggests high-volume baskets.
- Avg Net Sales/Household: \$2.64K, Avg Net Sales/Store: \$11.35K — indicates customer and store-level productivity.
- 388.87 Avg Transactions/Day shows steady daily engagement.

### Customer Insights:

#### Household Tenure Distribution:

- Veteran Households (2,461) (>1 year) dominate — shows strong retention.
- Very low new/short-tenure engagement, pointing to acquisition gaps.

#### Loyalty Flags:

- Super Loyal (1,105 households) and Loyal (866) make up 79% of buyers — indicates strong brand affinity.
- Only 10 'New' households — clear customer acquisition gap.

#### Top 10 Households by Net Sales:

- Household 1023 alone contributes \$36K — a high-value power user.
- Top 10 households account for a significant revenue share — business is dependent on key buyers.

#### Basket Size Behavior:

- 1–5 Items baskets dominate (112K+ transactions) — reflects frequent, small trips.
- Steep drop beyond 20 items — limited bulk or planned shopping behavior.

### Product Category & Store Performance:

#### Department-Wise Net Sales:

- GROCERY leads with \$3.2M — over 50% of total net sales.
- Other top contributors: DRUG GM (\$0.9M), KIOSK-GAS (\$0.5M), PRODUCE (\$0.5M), MEAT (\$0.4M).

#### Commodity-Wise Net Sales:

- COUPON/MISC ITEMS: \$0.62M, followed by BEEF (\$0.25M), SOFT DRINKS (\$0.22M), FLUID MILK PRODUCTS (\$0.16M).

#### Sub-Commodity Sales:

- GASOLINE-REG UNLEADED: \$0.61M, then BEERALEMALT LIQUORS (\$0.15M), FLUID MILK WHITE (\$0.12M), CIGARETTES (\$0.09M).

#### Top Stores:

- Store 367 tops at \$0.23M, followed by Store 406 (\$0.19M).
- Even bottom stores contribute >\$0.1M, showing strong consistency.

### Sales & Transactions Trend Analysis:

#### Daily Trends:

- Thursdays & Fridays lead with ~44K transactions — peak pre-weekend traffic.
- Weekends and early weekdays stable at ~37K-39K.

#### Hourly Trends:

- Peak hours: 4–6 PM, with 5 PM at 27K transactions — prime shopping window.
- Morning lull (10–11 AM) — opportunity for early-day promotions.

#### 2023 Trends:

- Rapid growth: \$45K (Jan) → \$176K (Mar) in Net Sales.
- Transactions jumped from 2K → 8K — strong early momentum.

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## Monthly Net Sales Forecast (Rolling 12 Months)

