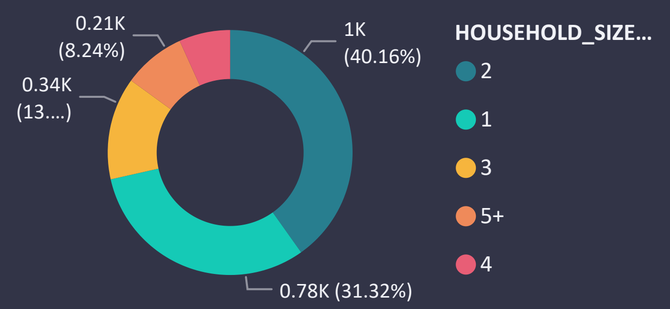
RETAIL STORE SALES DATA ANALYSIS

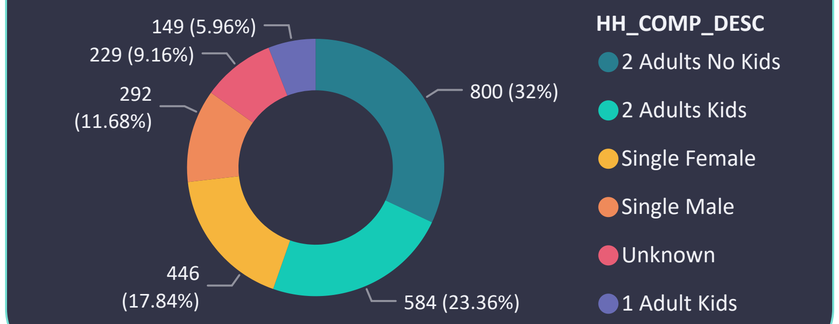
Customer Demography

Total Customer Count	Married Customer Count	Unmarried Customer Count	AVG SALE PER HOUSEHOLD	TOTAL SALES
2500	1087	1052	545.13	1.36M

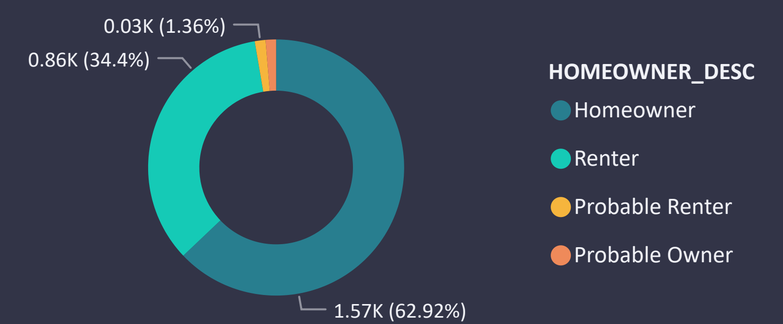
FAMILY SIZE



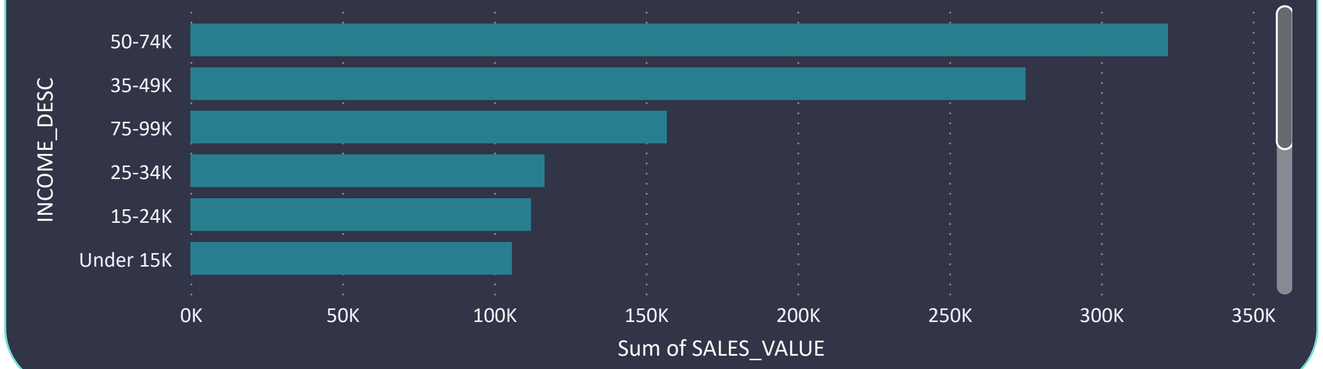
FAMILY DEMOGRAPHY



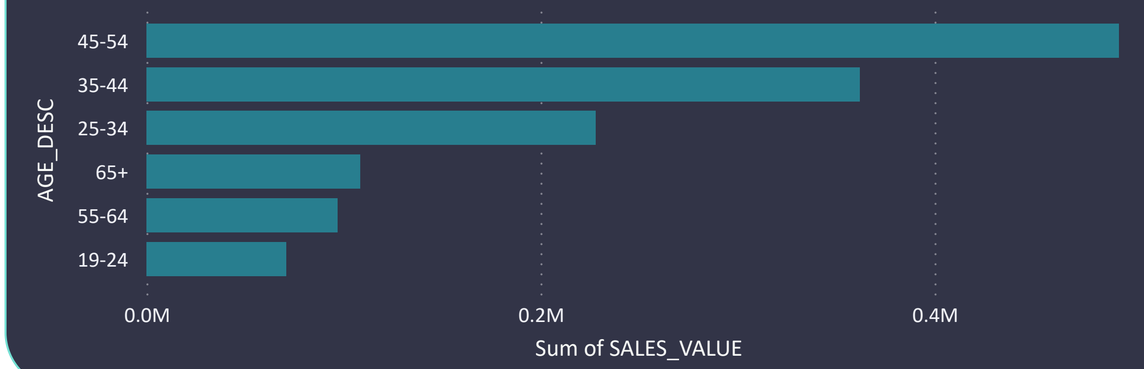
HOUSE OWNERSHIP STATUS



SALES BASED ON CUSTOMER INCOME_DESC



SALES BASED ON CUSTOMER AGE RANGE



COUPON PERFORMANCE ANALYSIS

CAMPAIGN

All

Year

Select all | 2019

COUPON REDEMPTION RATE

48.99%

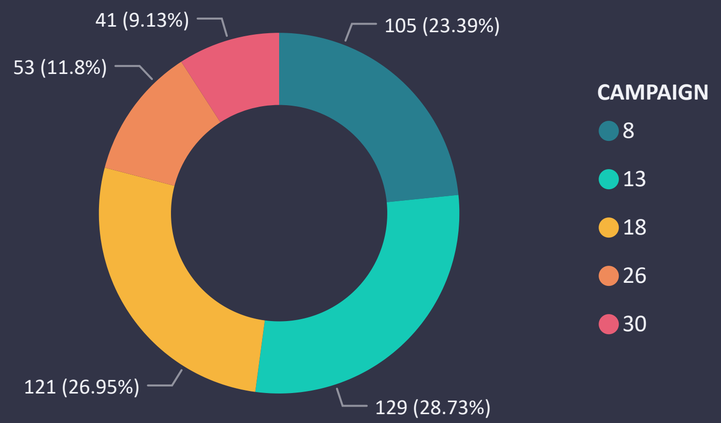
COUPONS GIVEN

1135

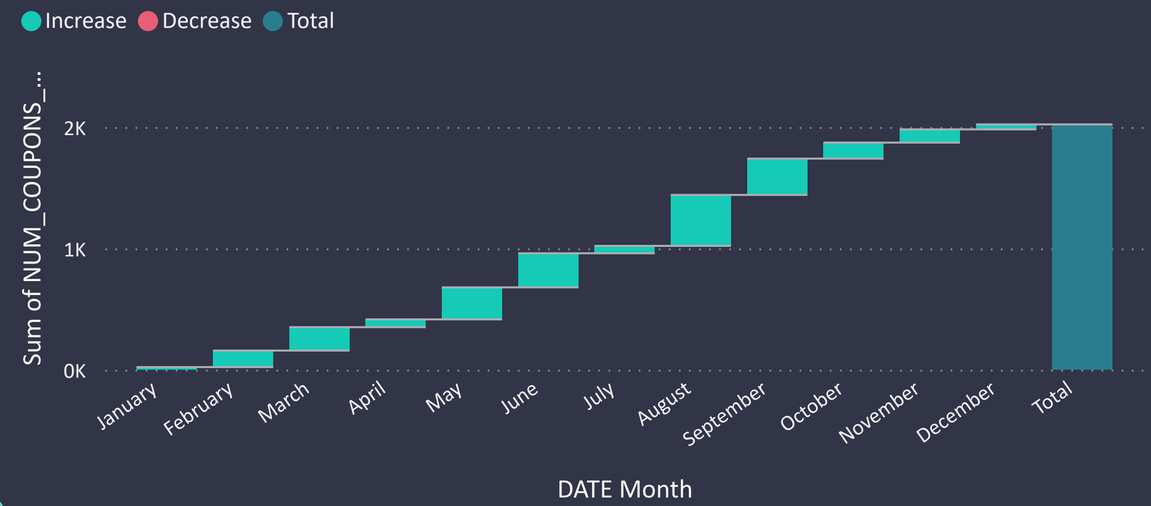
COUPONS REDEMEED

556

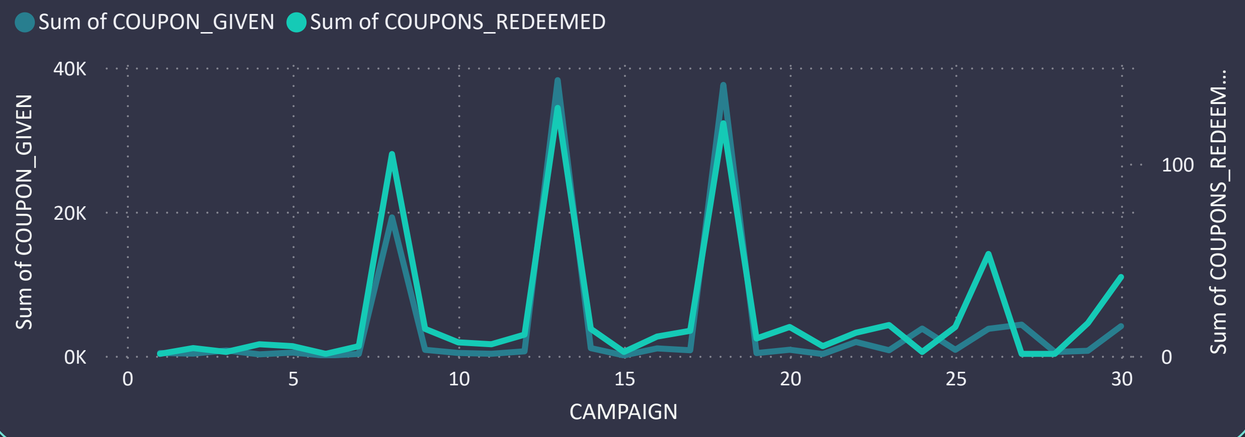
TOP 5 CAMPAIGNS wrt COUPONS REDEEMED



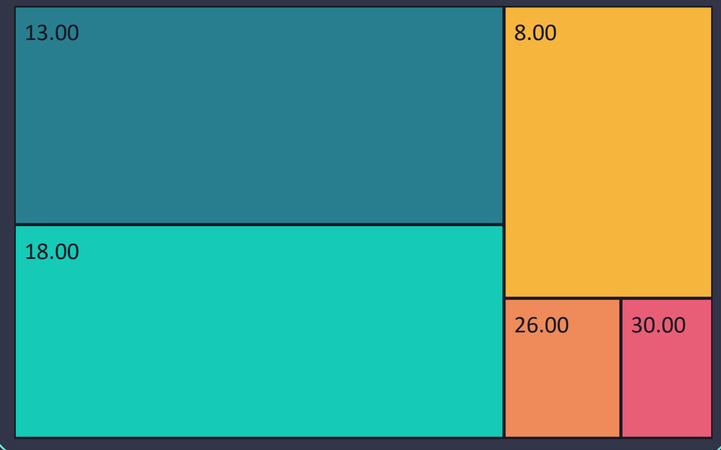
COUPONS REDEEMED vs DATE



COUPOUNS GIVEN, COUPON REDEEMED VS CAMPAIN.



TOP 5 CAMPAIGNS wrt TOTAL SALES



PRODUCT SALES ANALYSIS

TOTAL QUANTITY

38.97M

TOTAL PRODUCTS

92K

TOTAL MANUFACTURERS

6476

TOTAL SUB COMMODITIES

2383

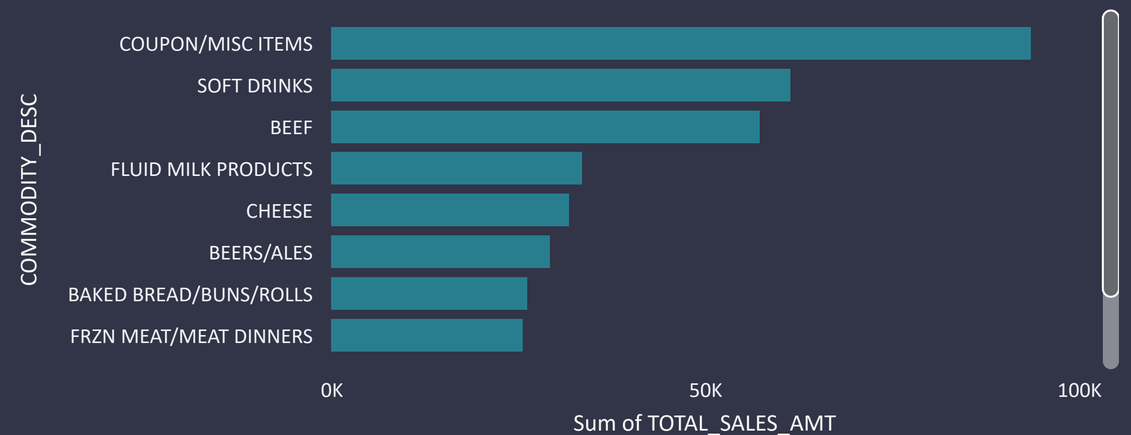
TOTAL COMMODITIES

308

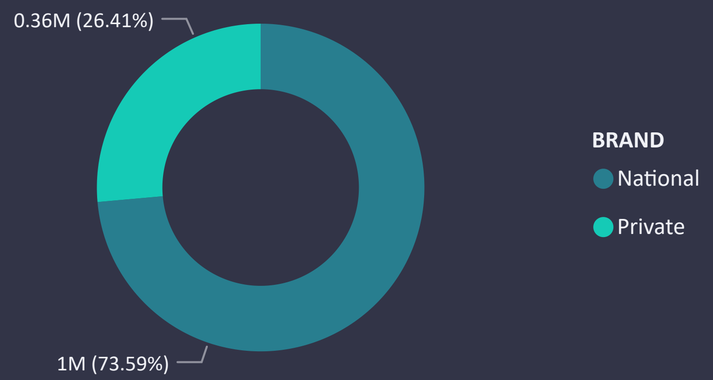
TOTAL DEPARTMENTS

44

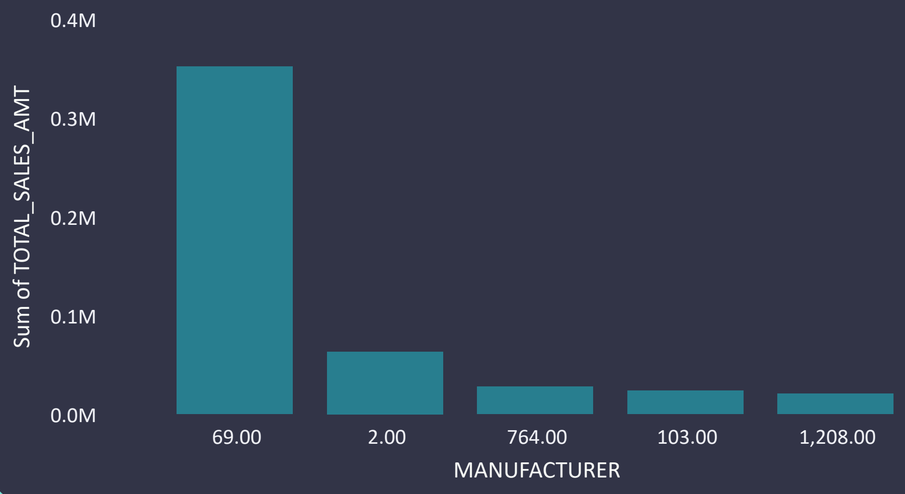
TO 10 COMMODITIES BASED ON SALES



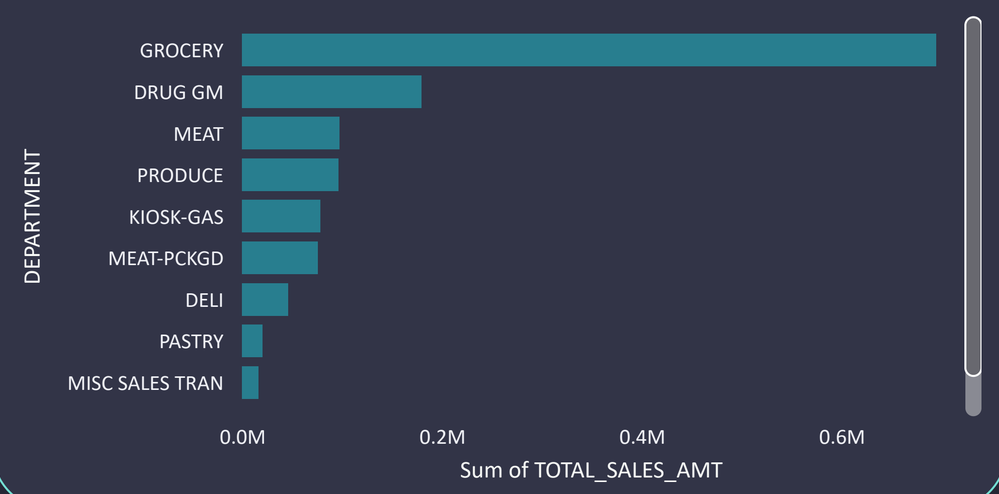
BRANDSWISE SALES



TOP 10 MANUFACTURERS BASED ON SALES



TOP 10 DEPARTMENTS BASED ON SALES



CAMPAIGN ANALYSIS

CAMPAIGN

All

TOTAL CAMPAIGNS

30

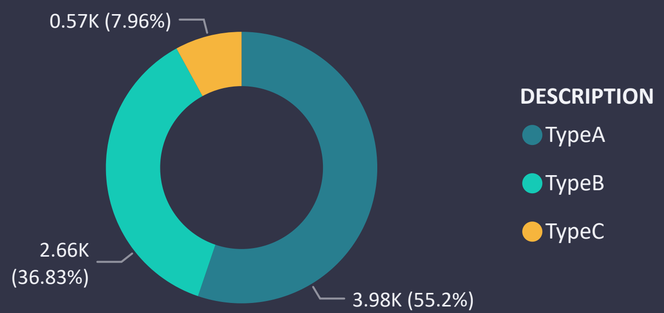
AVG CAMAPIGN DAYS

46.60

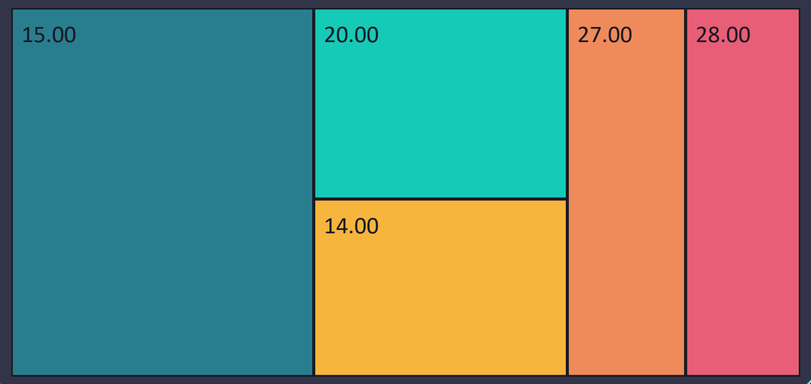
YEAR

Select all | 2019 | 2020

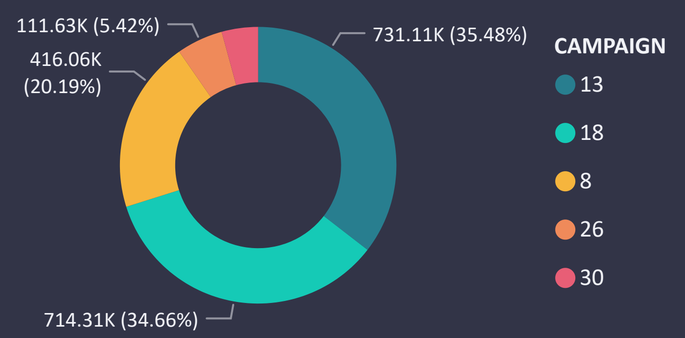
CAMPAIGN TYPE by CUSTOMERS



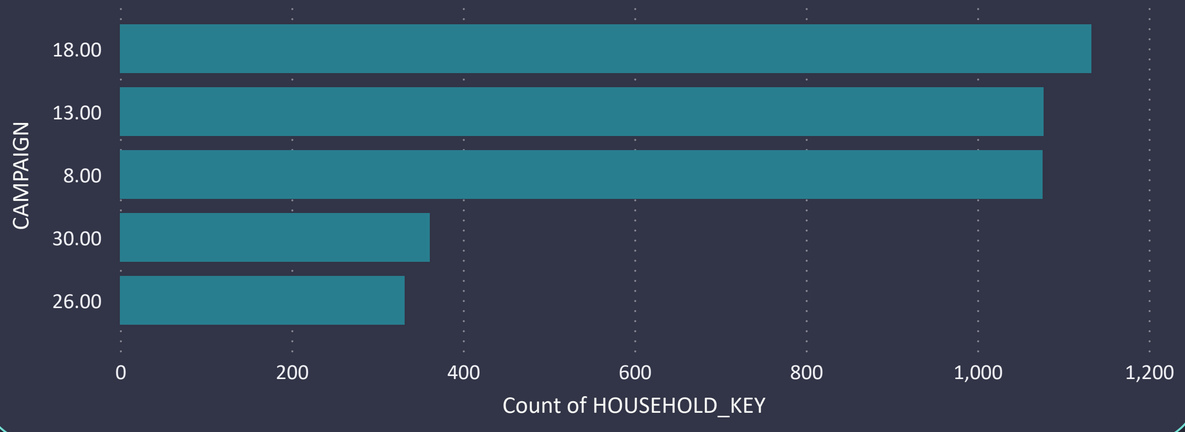
TOP 5 CAMAPIGNS BY DURATION



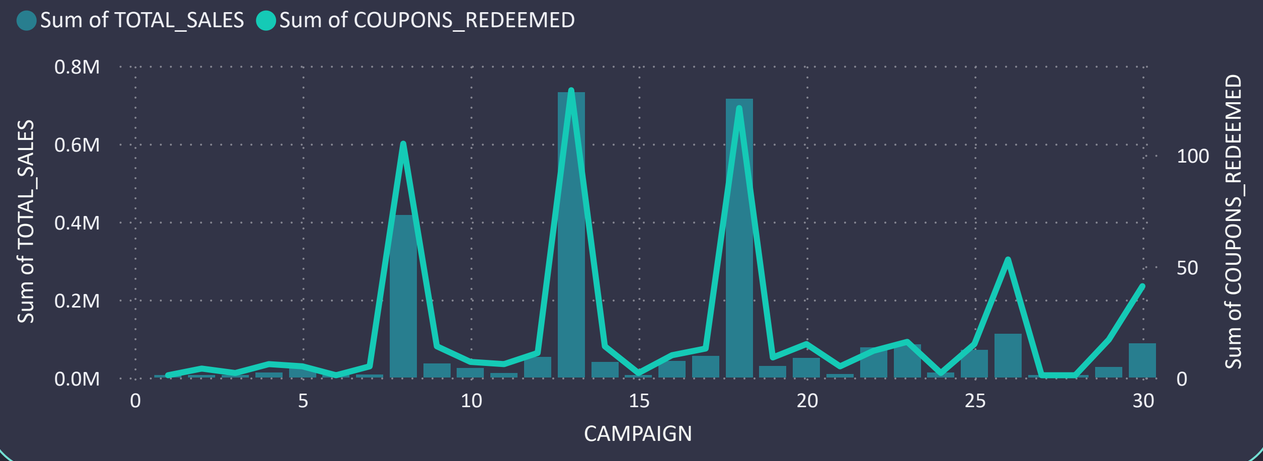
TOP 5 CAMPAIGNS by SALES



CAMPAIGN by NUM of CUSTOMERS



TOTAL SALES and COUPONS_REDEEMED by CAMPAIGN



TRANSACTION ANALYSIS

Month

All

TOTAL SALES

1.36M

TOTAL STORES

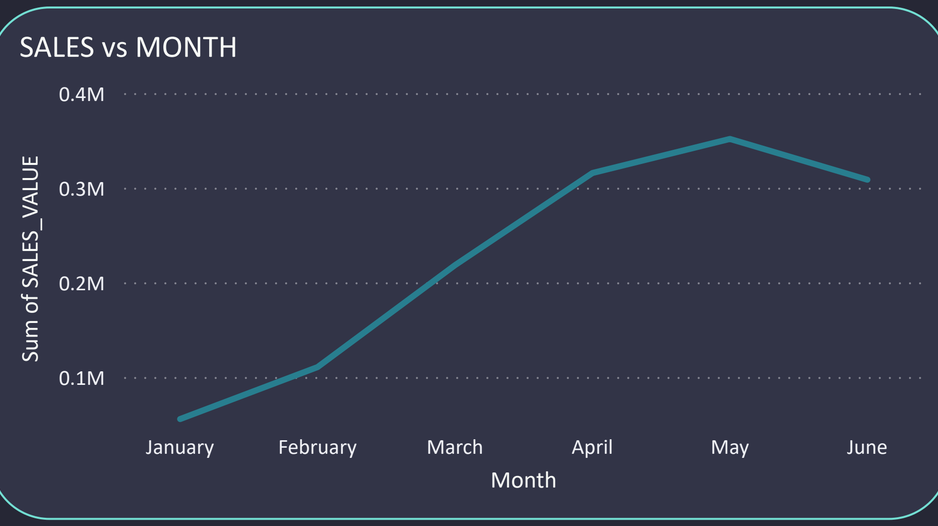
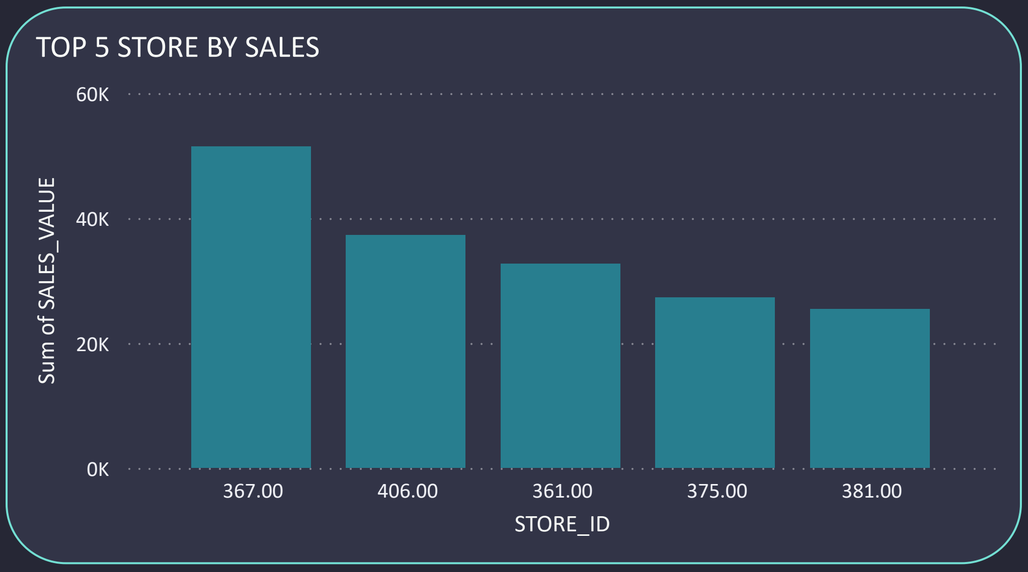
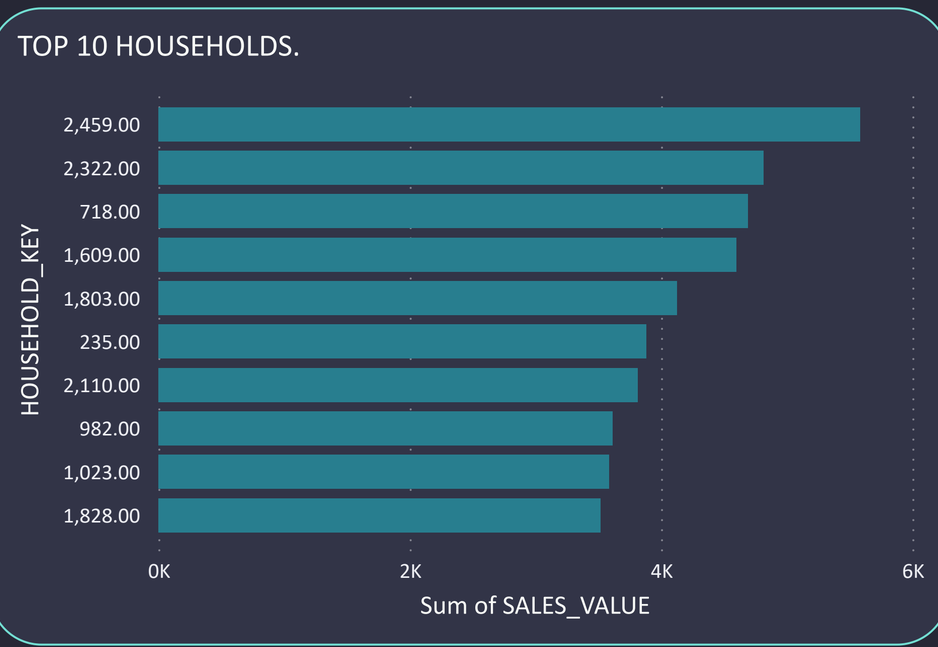
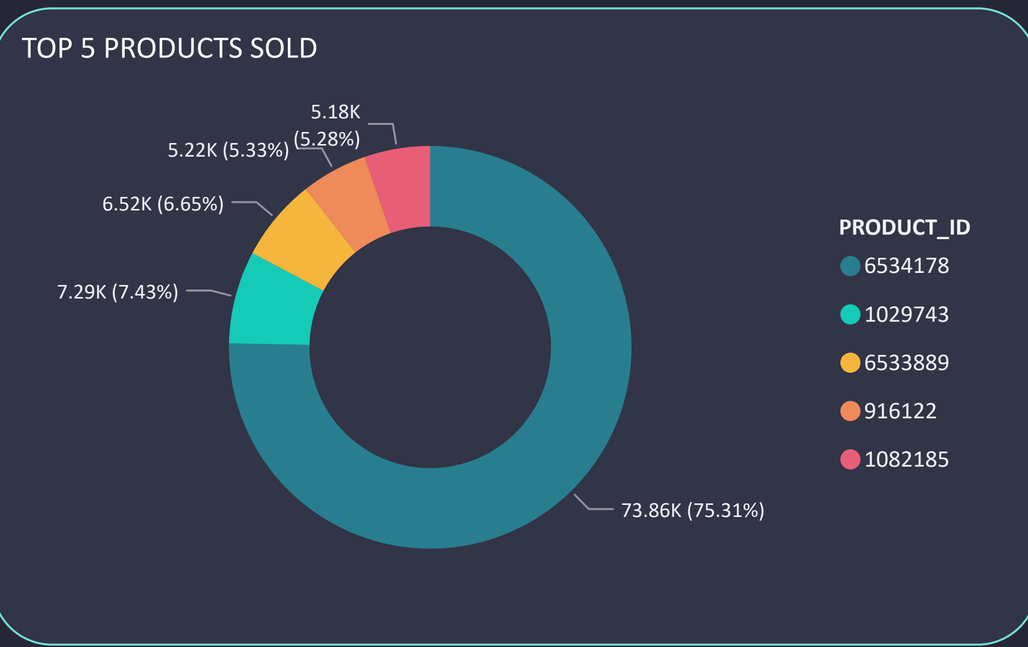
339

AVERAGE SALE PER BASKET

86.52

TOTAL COUPON DISCOUNT

-6.69K

TOTAL RETAIL DISCOUNT

-248.98K