

EXECUTIVE SUMMARY

Sum of Total Revenue

38.99M

Average of price

86.25

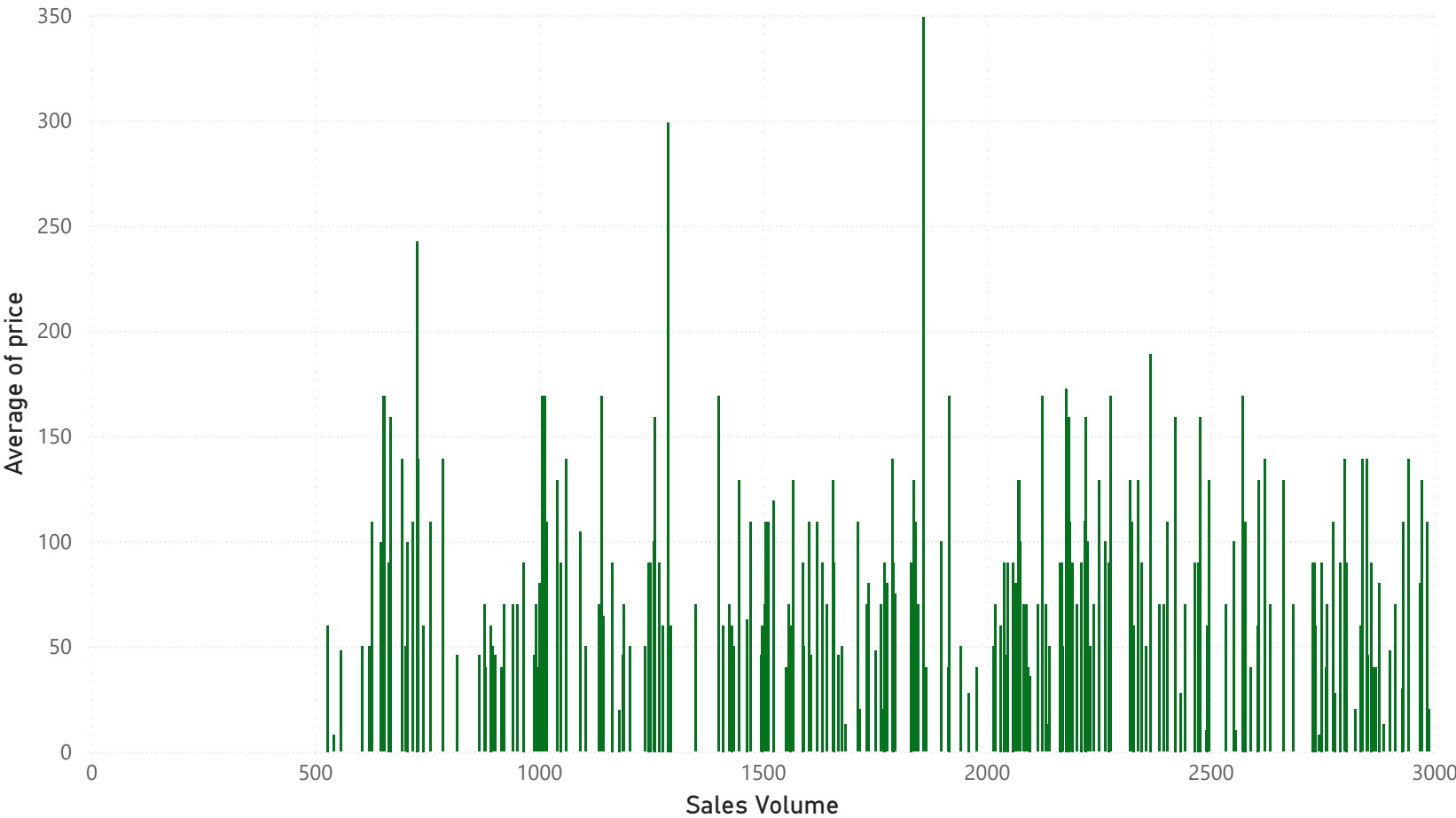
Sum of Sales Volume

460K

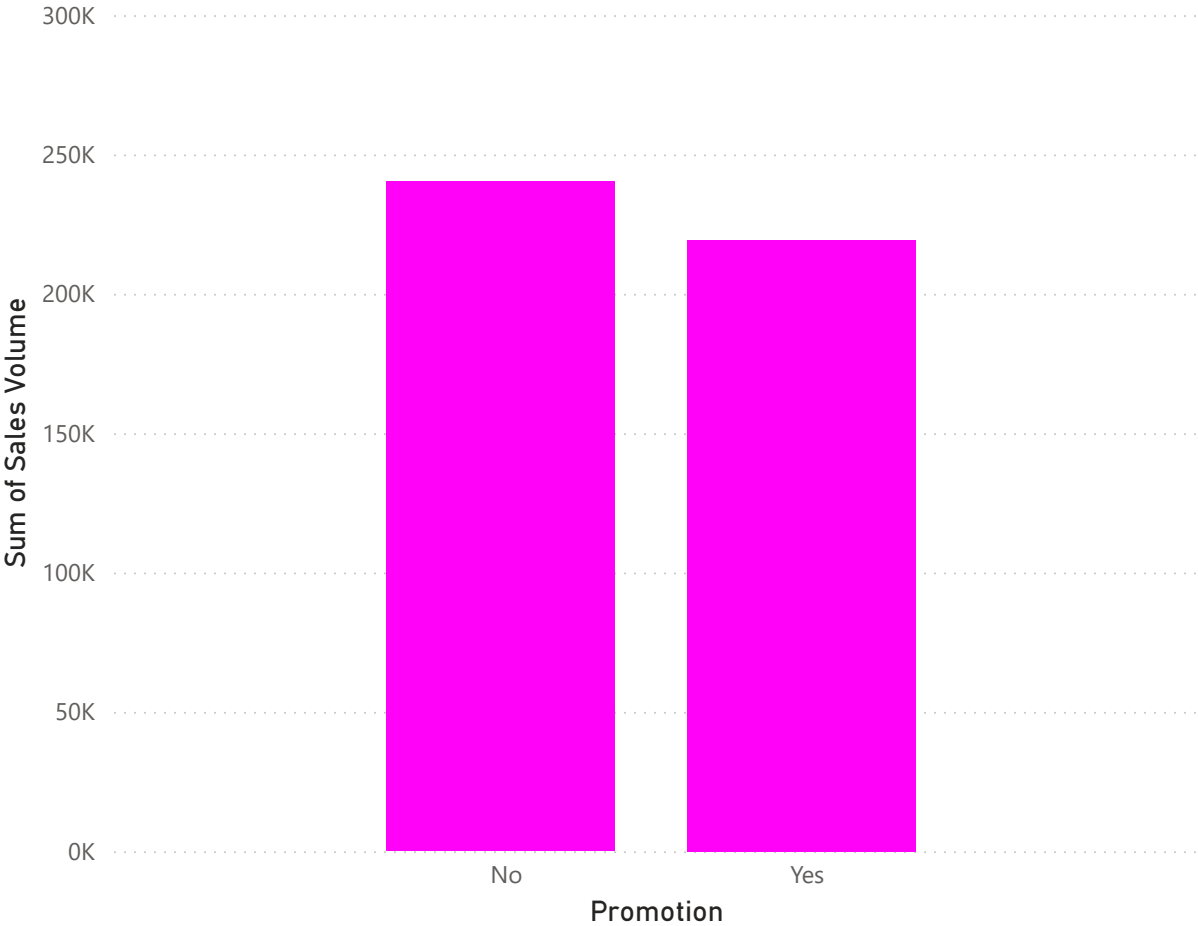
Average of Sales Volume

1.82K

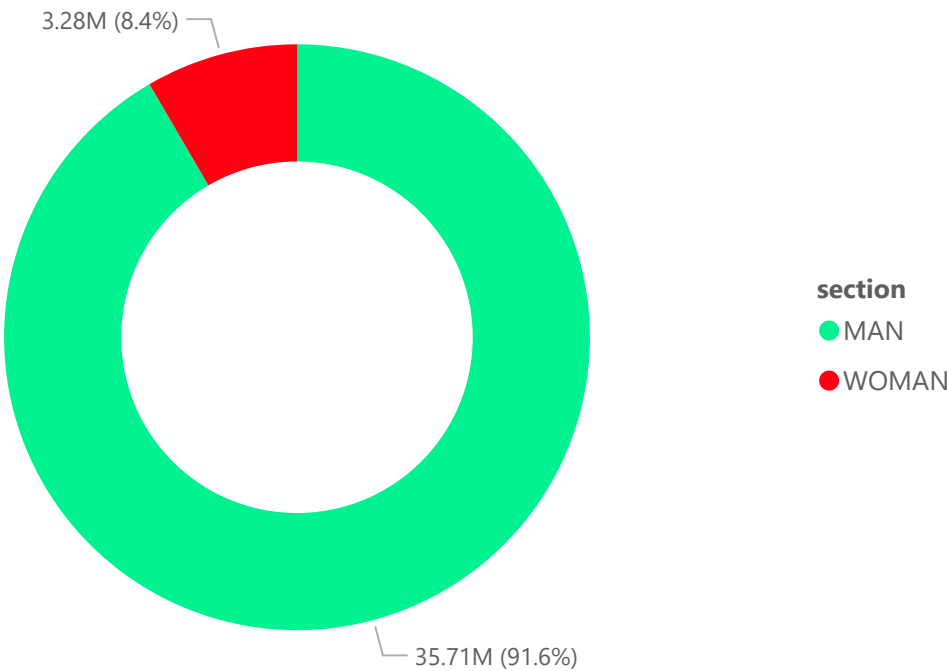
Average of price by Sales Volume



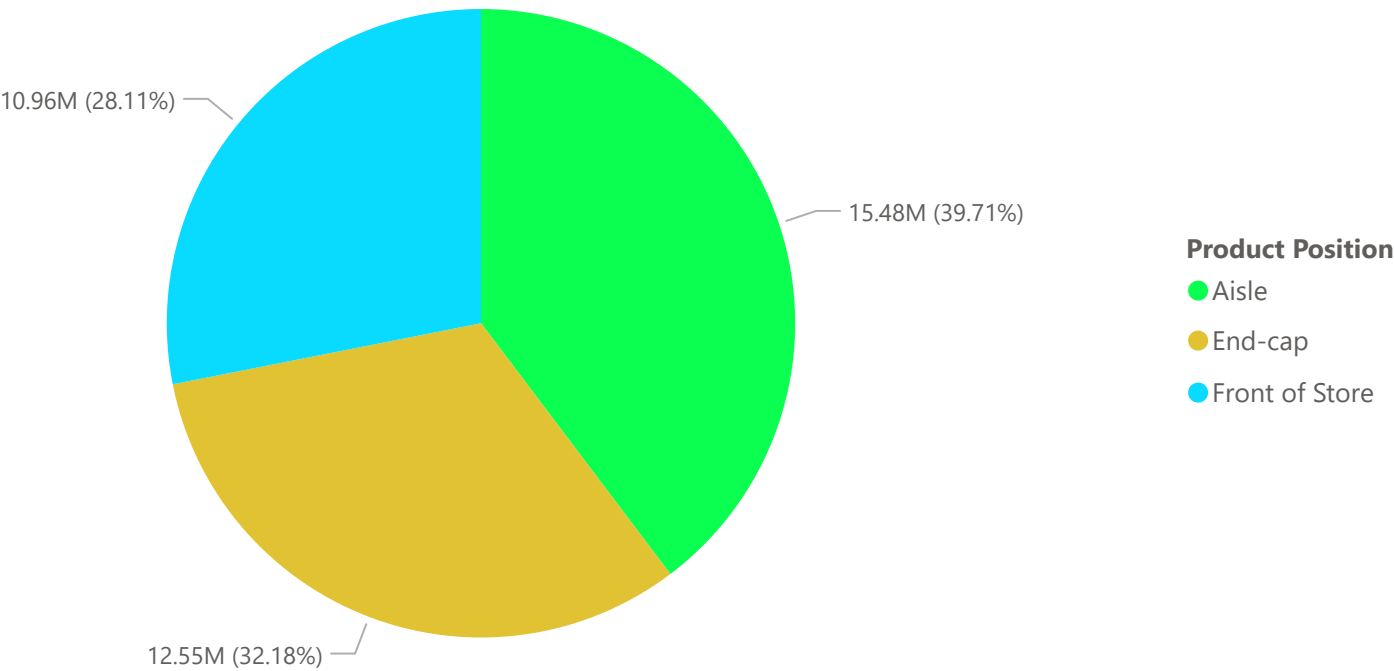
Sum of Sales Volume by Promotion



Sum of Total Revenue by section

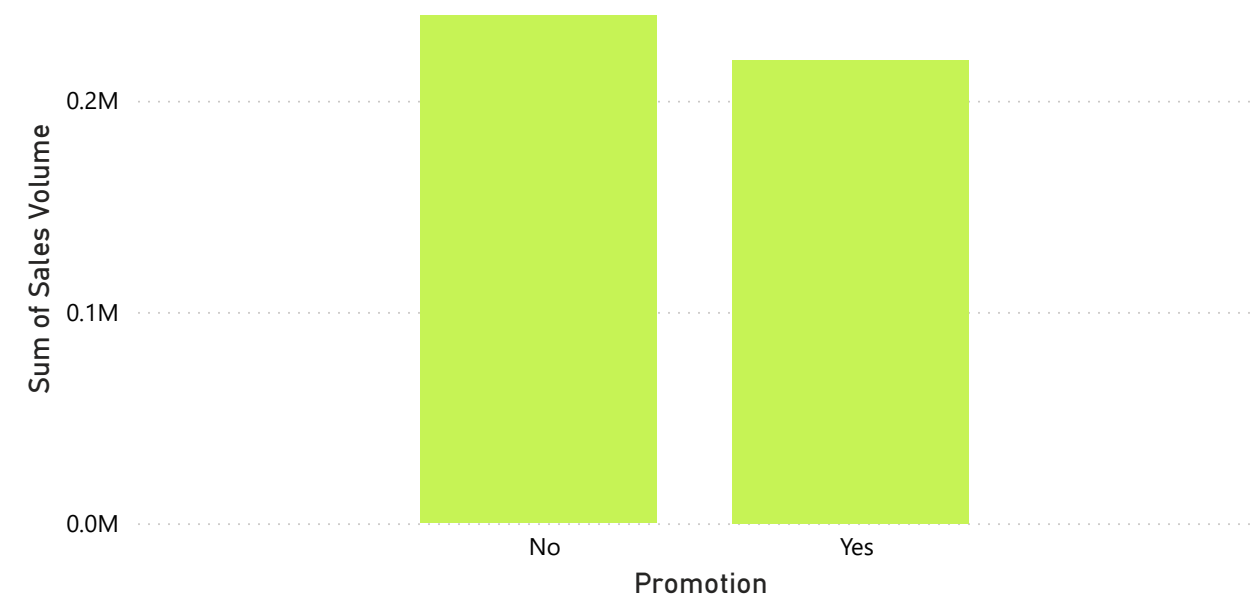


Sum of Total Revenue by Product Position



PROMOTIONAL ANALAYSIS

Sum of Sales Volume by Promotion



**SALES VOLUME NOT INCREASED
BY POROMOTION. ARE
PROMOTIONS FAILURE!??**

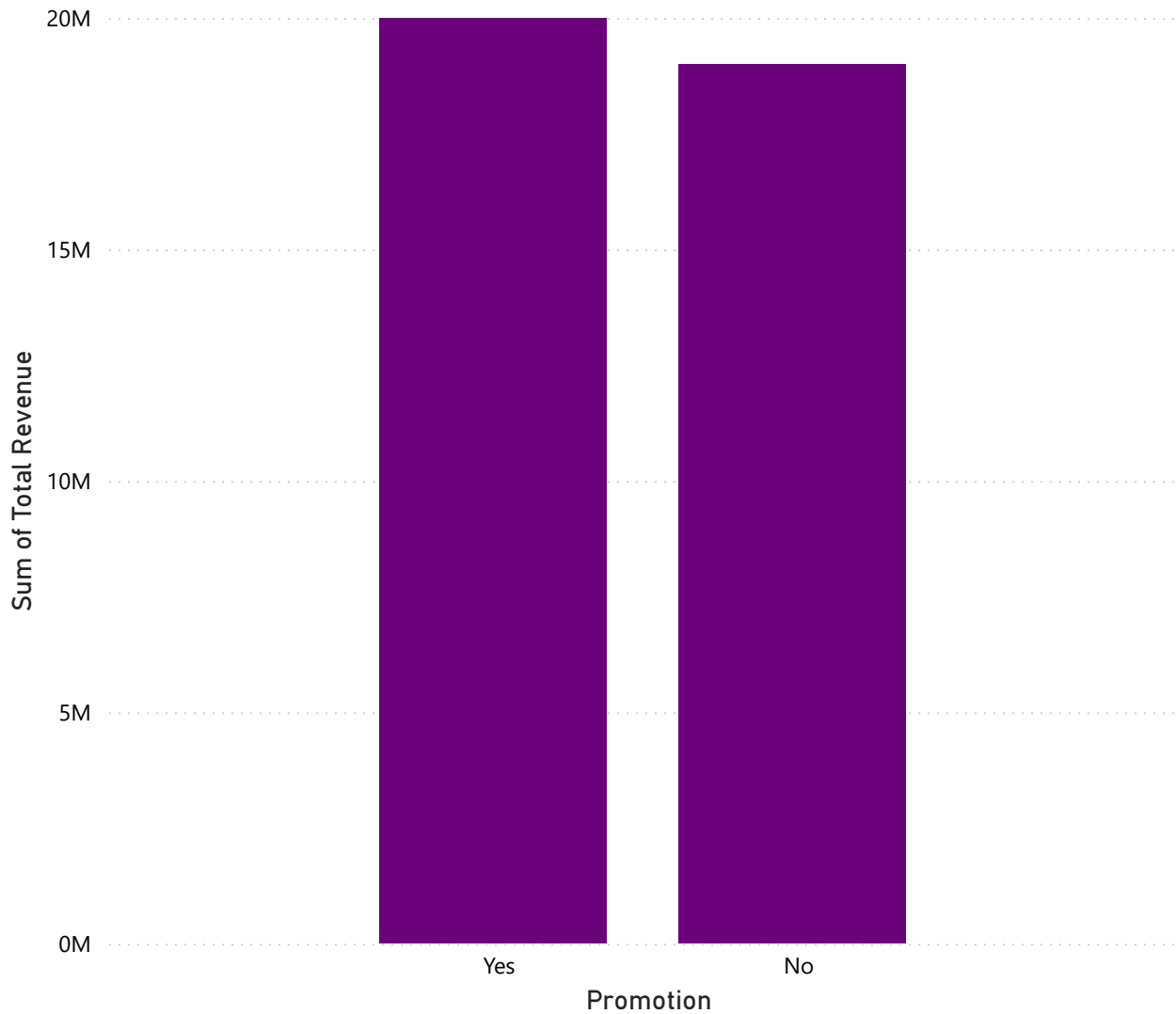
?

**NOT A FAILURE — BUT A SMART, REVENUE-
DRIVEN MOVE HIDING IN PLAIN SIGHT.**

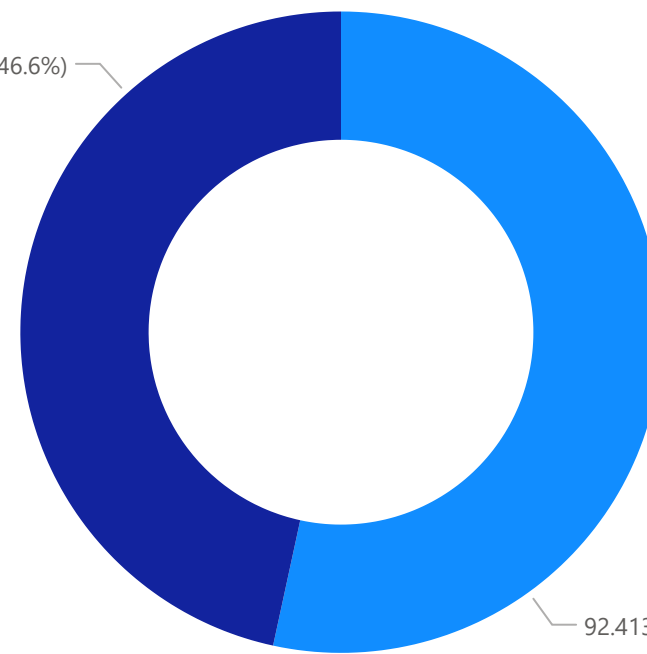


Average of price by Promotion

Sum of Total Revenue by Promotion



80.6515151... (46.6%)



Promotion

● Yes

● No

92.41366666... (53.4%)

**Sales Volume not increased. Revenue increased
because expensive products are promoted more.**

**. Revenue increased by
over \$1 million
(2.57%) in promoted
products.**

**. Average Price
increased by \$11.76
(14.58%) in promoted
products.**



CUSTOMER BEHAVIOUR AND KEY INSIGHTS

Count of Sales Volume by price



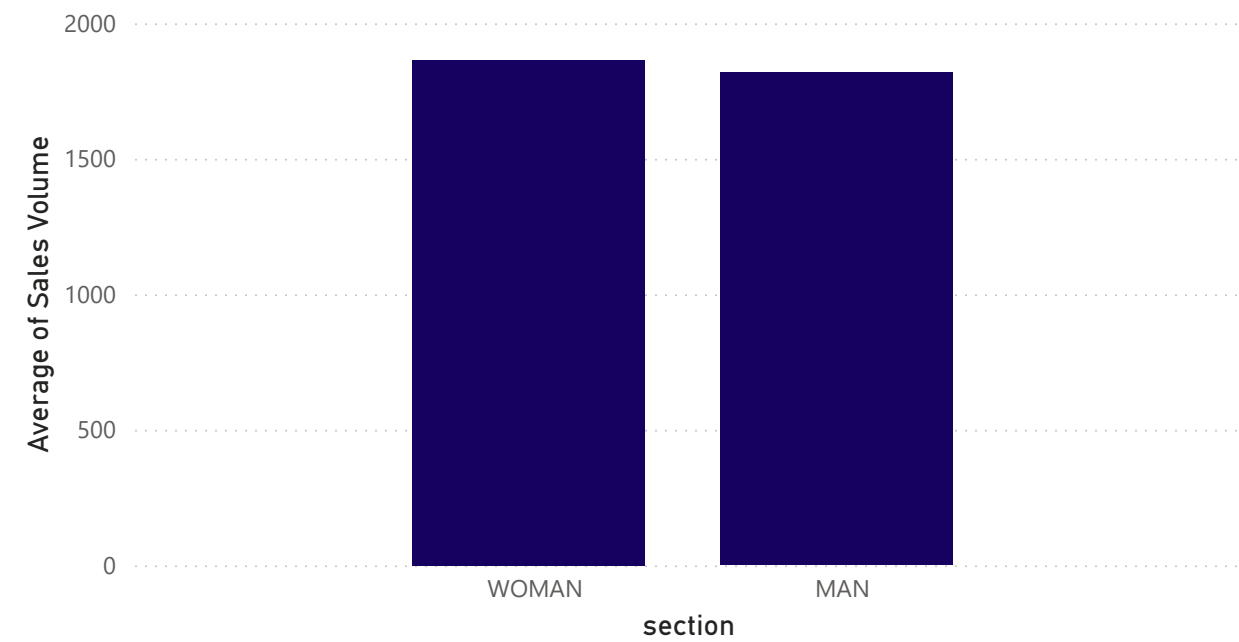
Most bought products are not the cheapest

Max of price, Average of price and Min of price by Product Position

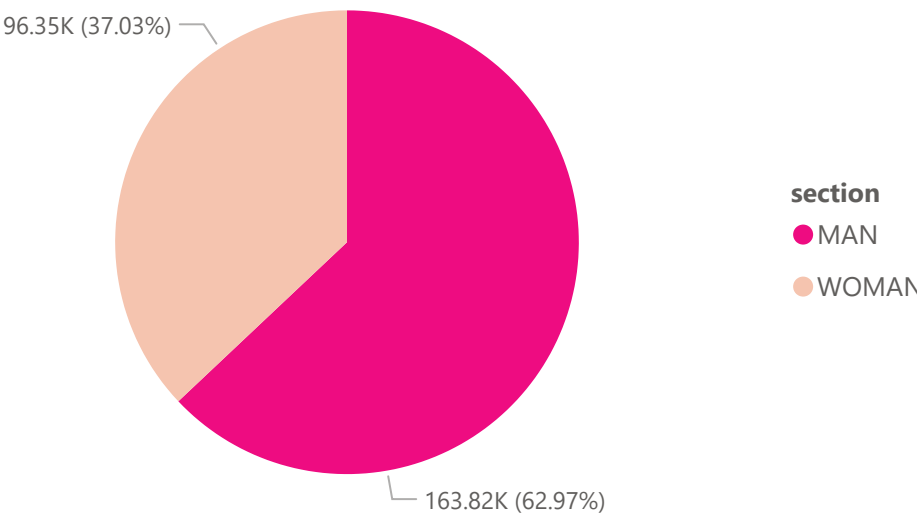


Front-of-Store Drives Premium Sales

Average of Sales Volume by section



Average of Total Revenue by section



section	Average of price	Average of Sales Volume
MAN	91.82	1817.43
WOMAN	50.53	1863.94
Total	86.25	1823.70

Men contribute more to revenue per product, while women contribute through quantity of purchases