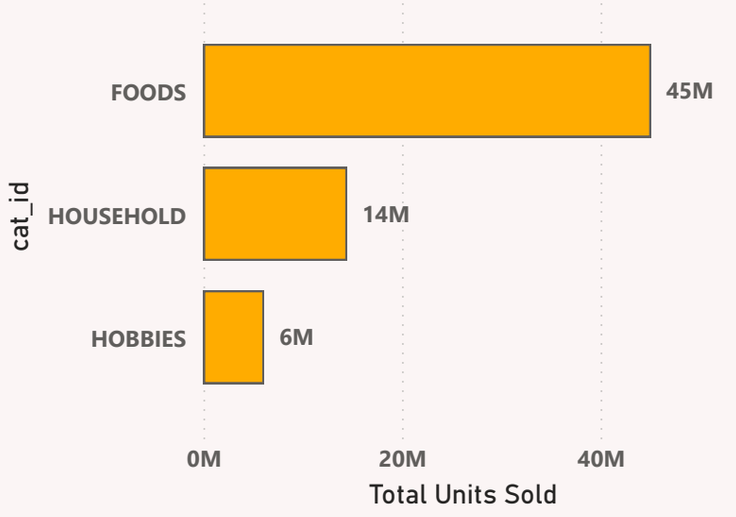
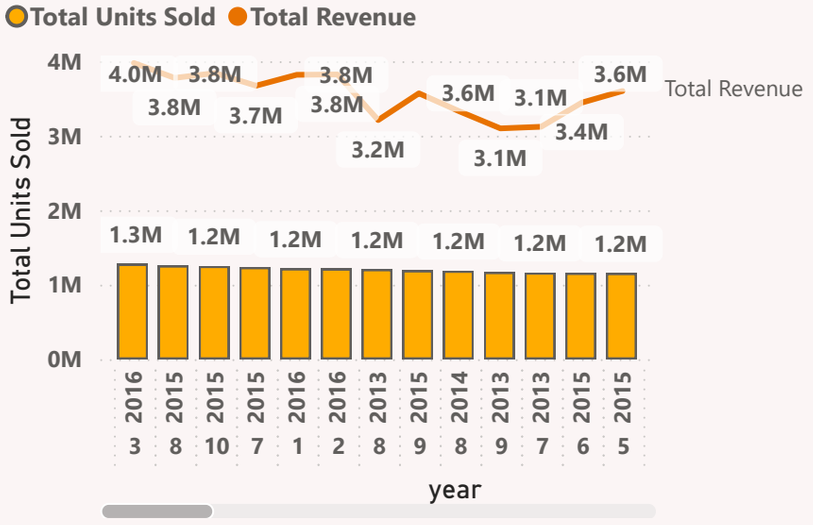
IRELAND'S RETAIL PERFORMANCE OVERVIEW

Total Units Sold	Total Revenue	YOY Growth Percentage	Average Price	Distinct Stores	Distinct Items
66M	187.68M	0.22	4.41	10	3049

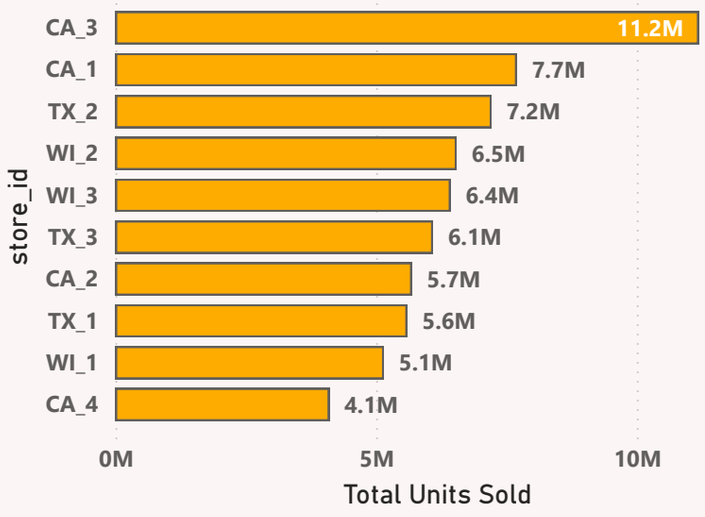
Total Units Sold by category



Total Units Sold and Total Revenue by month and year

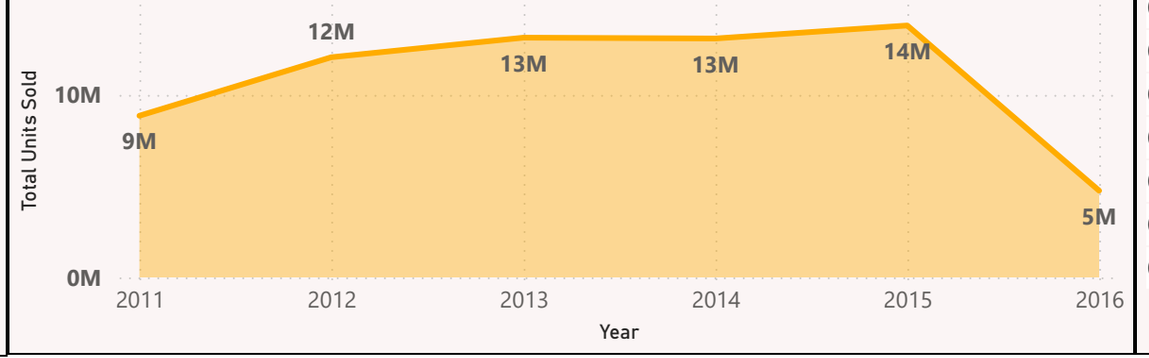


Total Units Sold by store



item_id	Total Units Sold	Revenue	Average Price
FOODS_1_001	12247	26,253.50	4.41
FOODS_1_002	7334	65,461.10	4.41
FOODS_1_003	13394	39,401.36	4.41
FOODS_1_004	129481	2,35,998.02	4.41
FOODS_1_005	22914	76,448.78	4.41
FOODS_1_006	22320	49,012.57	4.41
Total	**65695409**	**18,76,76,570.02**	**4.41**

Total Units Sold by Year

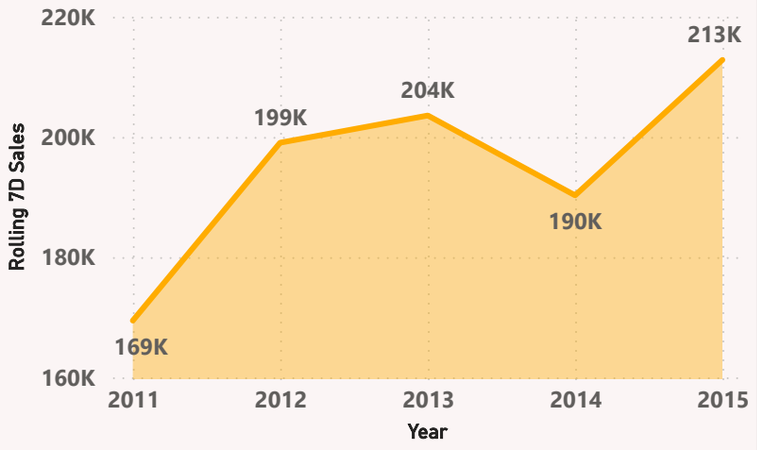


Year

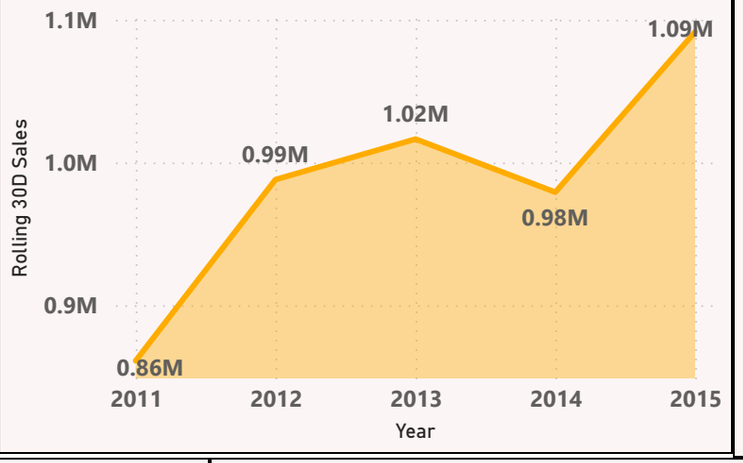
- Select all
- 2011
- 2012
- 2013
- 2014
- 2015
- 2016

INVENTORY AND DEMAND INSIGHTS

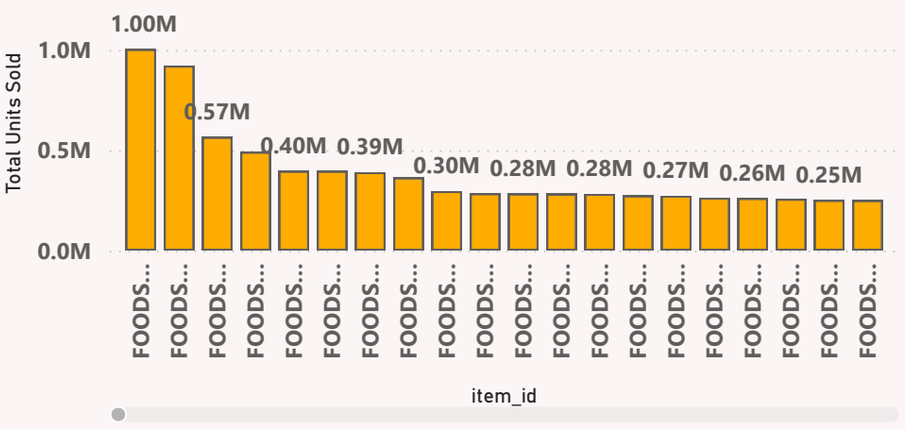
Rolling 7D Sales by Year



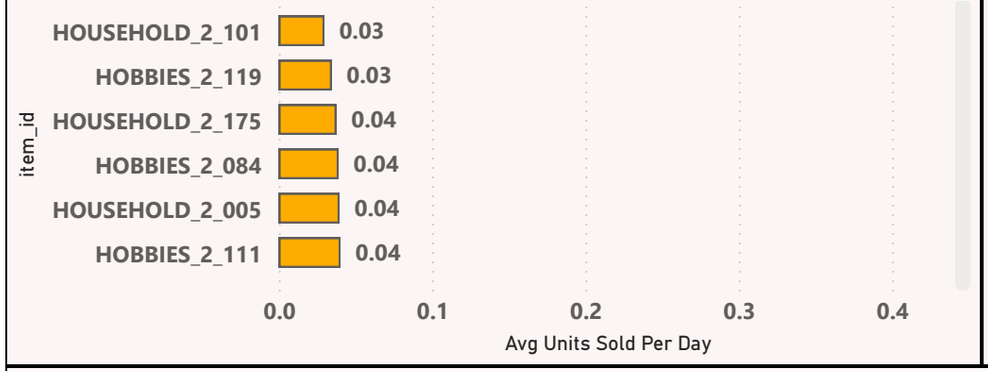
Rolling 30D Sales by Year



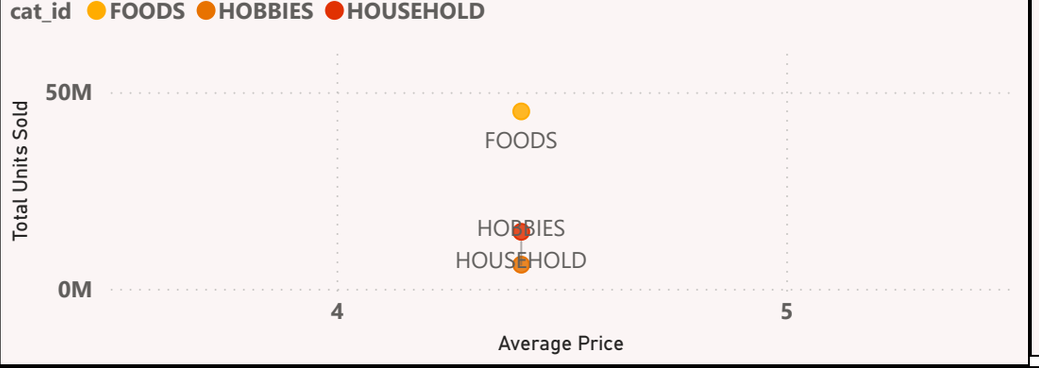
High-demand Items



Slow-moving Items



Price vs Units Sold



Categories

- Deselect all
- FOODS
- HOBBIES
- HOUSEHOLD

item_id	CA_1	CA_2	CA_3	CA_4	TX_1	TX_2	TX_3	WI_1	WI_2	WI_3	Total
HOUSEHOLD_2_516	318	383	281	141	232	481	234	166	62	245	
HOUSEHOLD_2_515	115	186	138	85	110	132	76	101	65	113	
HOUSEHOLD_2_514	580	654	397	254	155	357	200	251	95	207	
HOUSEHOLD_2_513	955	467	3044	372	494	566	873	305	238	602	
HOUSEHOLD_2_512	1313	2629	2325	647	806	829	534	1052	826	594	1
HOUSEHOLD_2_511	2366	1309	2672	885	863	1867	810	580	203	848	1
Total	**7698216**	**5685475**	**11188180**	**4103676**	**5595292**	**7214384**	**6089330**	**5149062**	**6544012**	**6427782**	**6569**

Low Demand

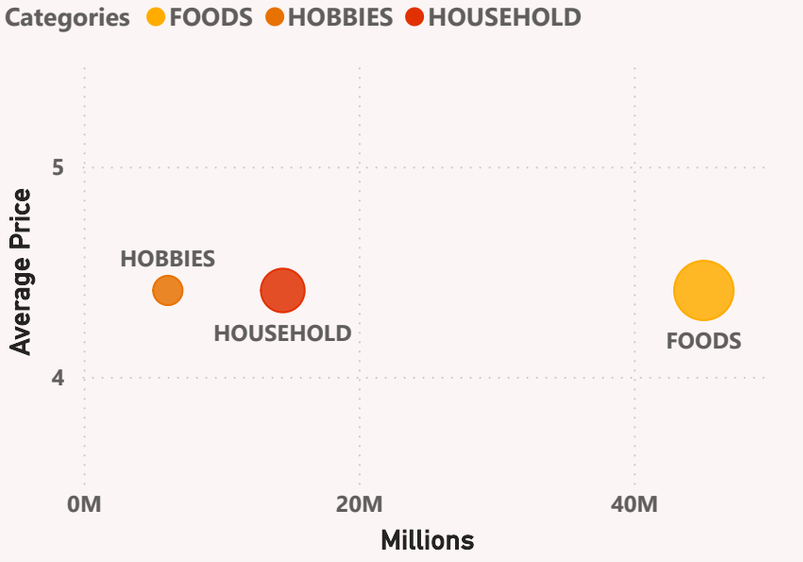
0

High Demand

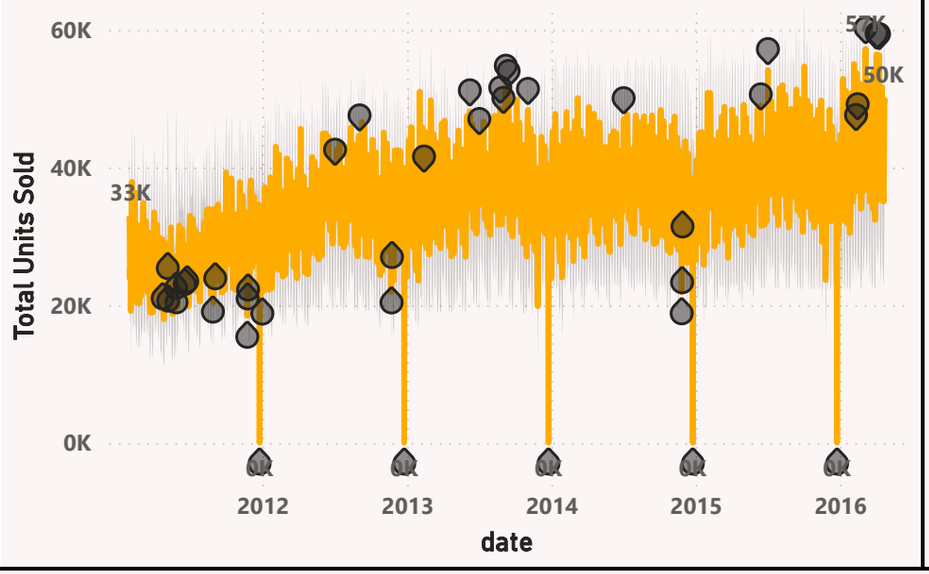
1

PRICING AND PROMOTION INSIGHTS

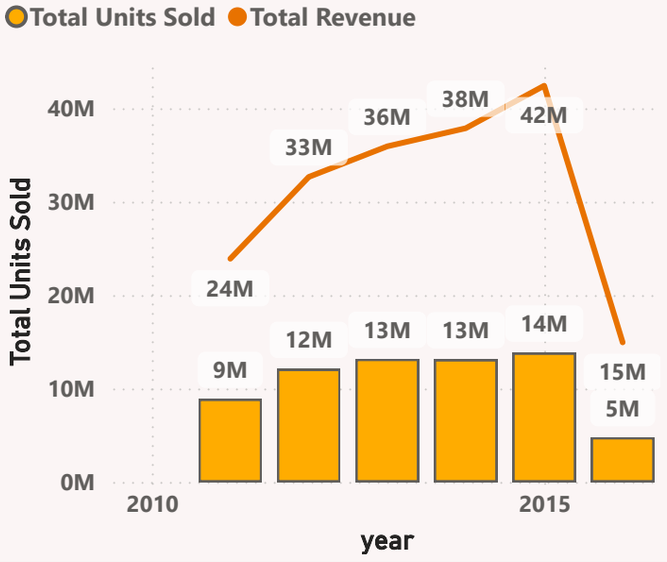
Category Price Sensitivity Matrix



Spike Detection



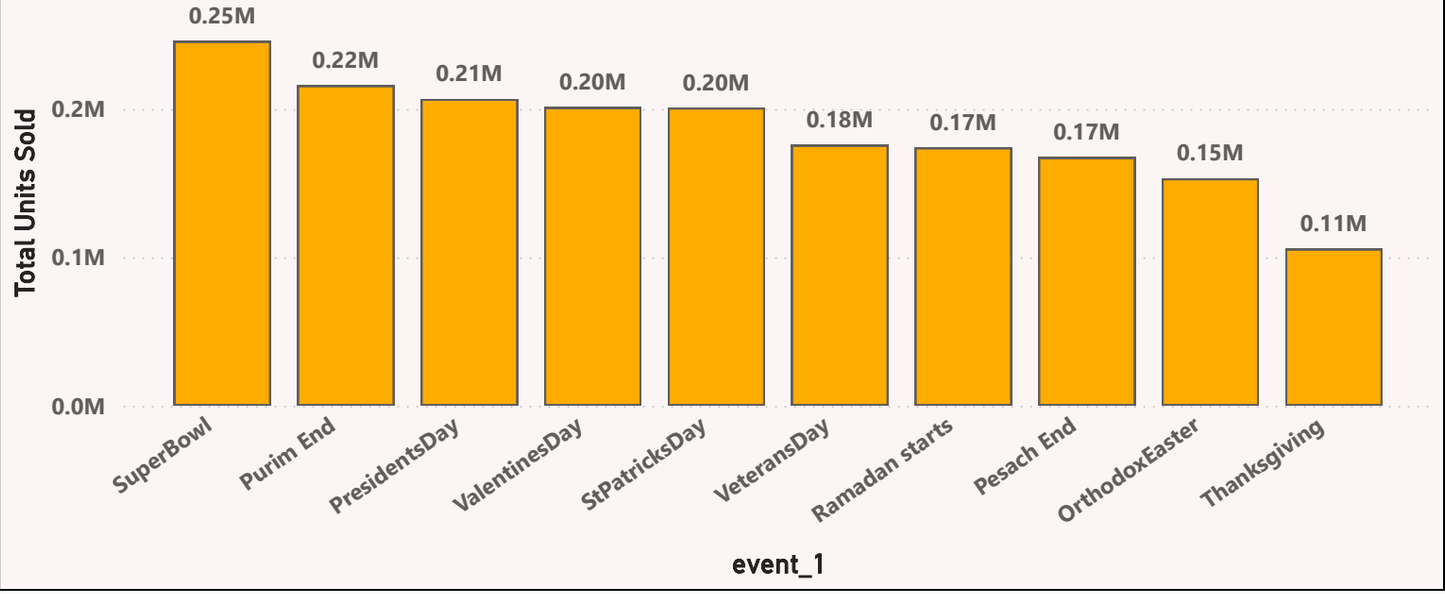
Revenue vs Price



Monthly Price vs Demand

month	FOODS	HOBBIES	HOUSEHOLD	Total
3	4353656	598938	1434616	**6387210**
4	4064111	576396	1320504	**5961011**
2	4011852	559146	1318591	**5889589**
8	3829121	483036	1259573	**5571730**
7	3765759	493963	1184253	**5443975**
10	3670441	507670	1202478	**5380589**
1	3713700	495791	1136020	**5345511**
9	3656807	453987	1211095	**5321889**
6	3626571	496682	1126959	**5250212**
12	3529680	494800	1087492	**5111972**
5	3457716	489498	1090883	**5038097**
11	3410525	474893	1108206	**4993624**
Total	**45089939**	**6124800**	**14480670**	**65695409**

Promotions Impact on Sales



Categories

- FOODS
- HOBBIES
- HOUSEHOLD

IRELAND'S RETAIL AND ECONOMIC INDICATORS

Retail Index

110.03

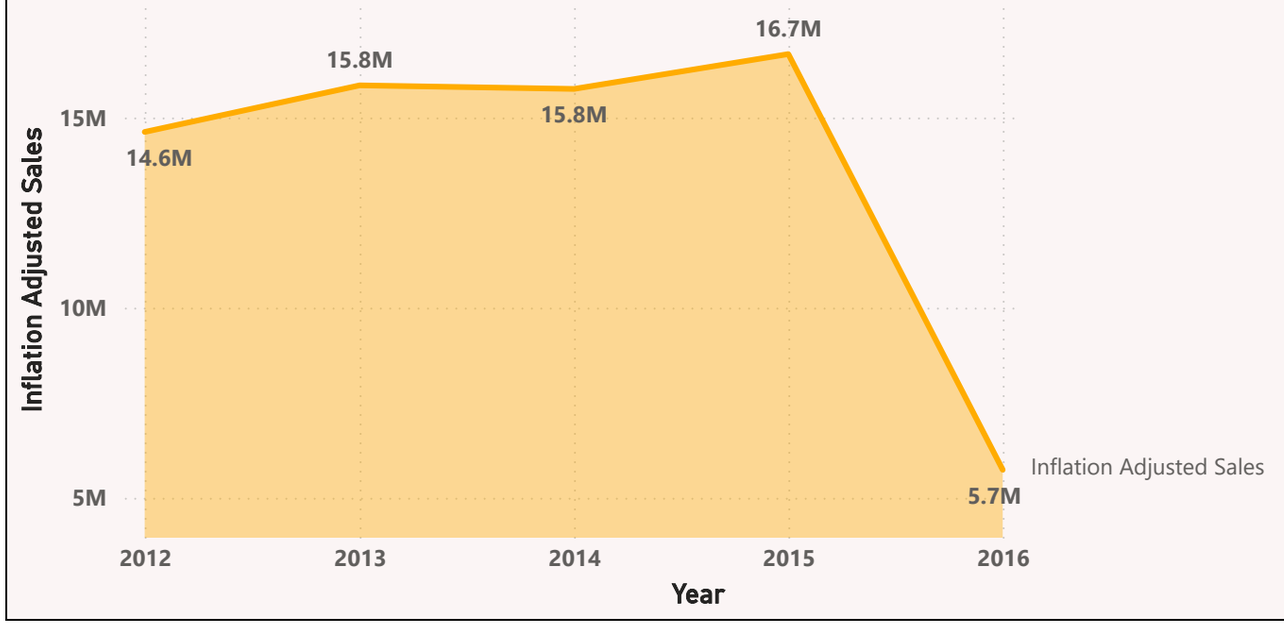
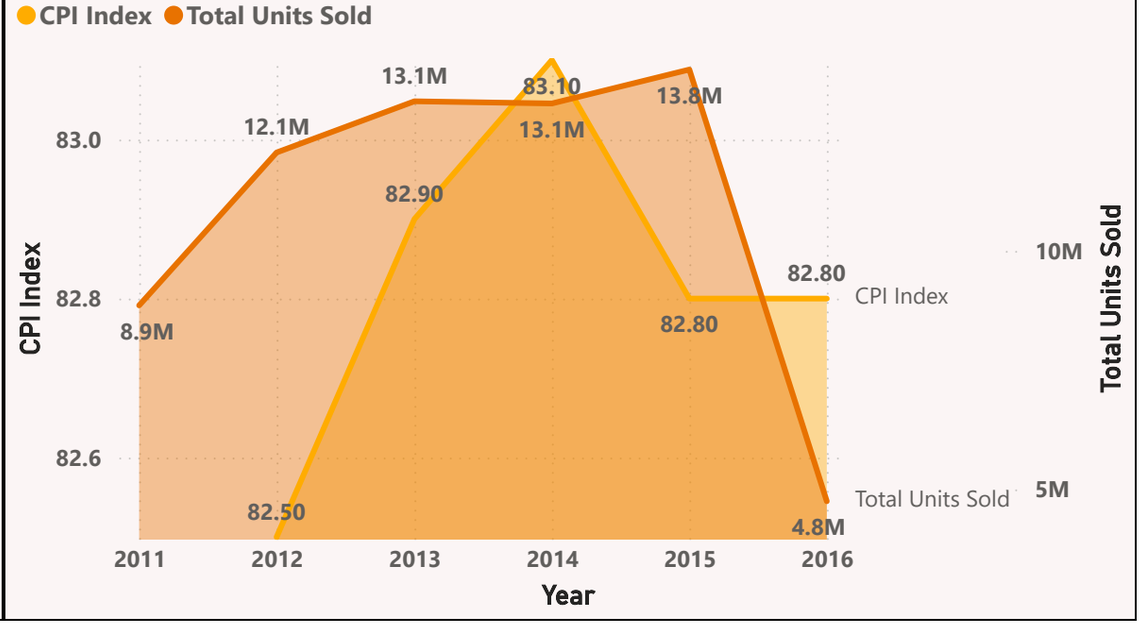
Latest CPI Index

60.26

Inflation YOY Change

-22.56

Inflation Adjusted Sales by Year



CPI vs Sales Trend