



GROCERY
SUPERMART

Business Intelligence Grocery Supermarket

Created by Stephen Fok



Introduction

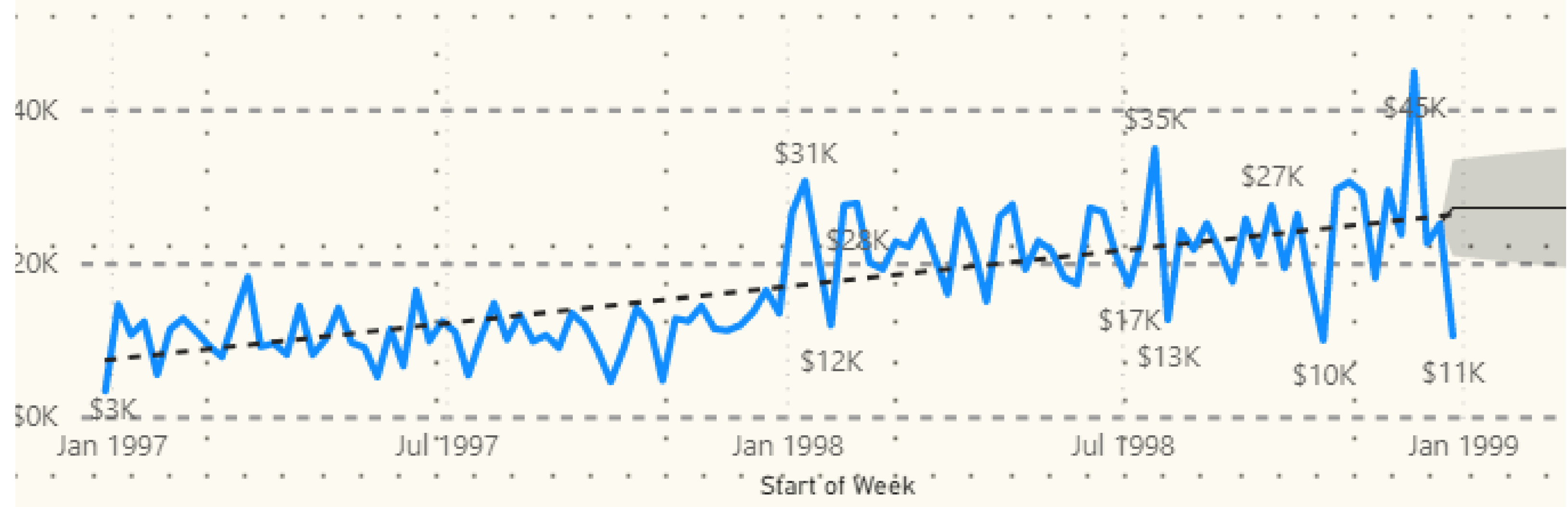
Grocery Supermarket, a multi-national grocery chain with locations in Canada, Mexico and the United States.

The entire business intelligence workflow:

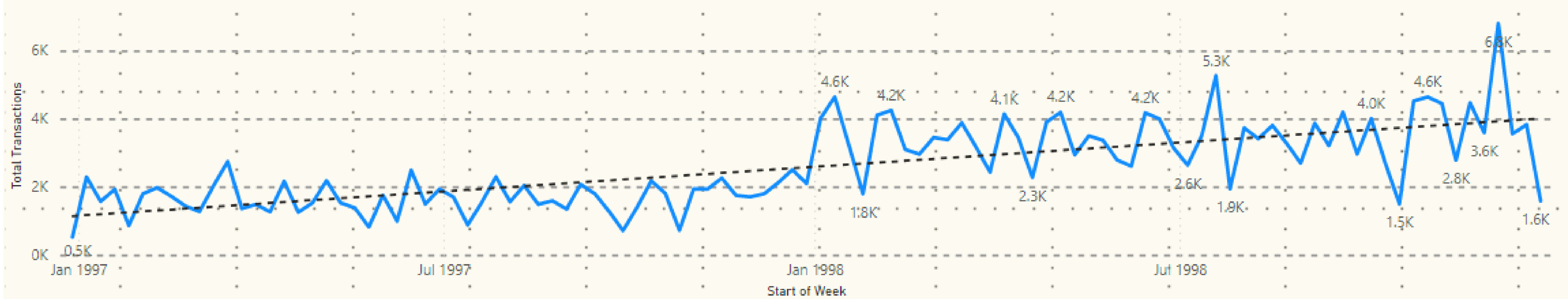
- connecting and shaping the source data,
- building a relational model,
- adding calculated columns and measures,
- designing an interactive report.



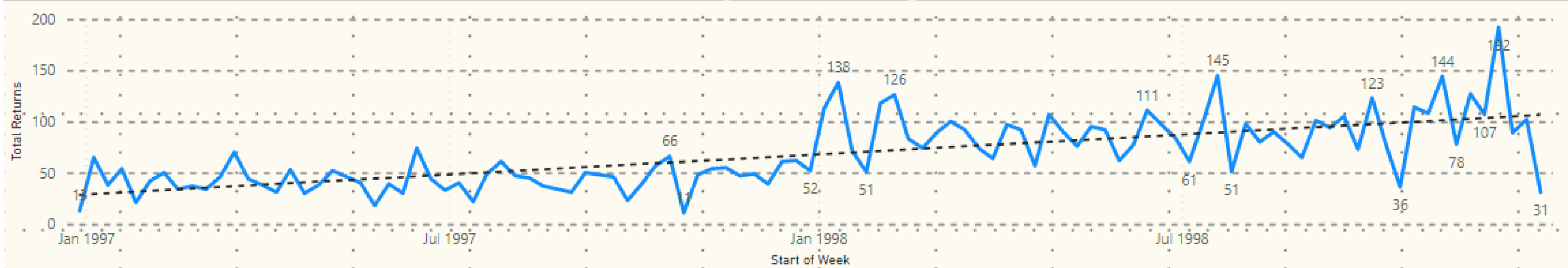
Weekly Revenue Trending



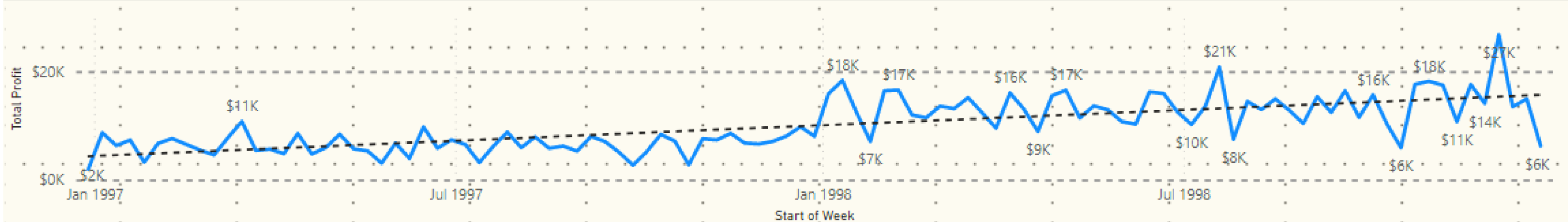
Weekly Transaction Trending



Weekly Return Trending



Weekly Profit Trending



Target = last month
transaction

Target = last month
return

Target = last month
profit

Current Month Transactions

18325✓

Target: 17339 (+5.69%)
1/12/1998

Total Returns

496!

Target: 482 (-2.9%)
1/12/1998

Total Profit

\$71,682✓

Target: \$67,872 (+5.61%)
1/12/1998

Target = last month revenue *1.05

Current Month Revenue

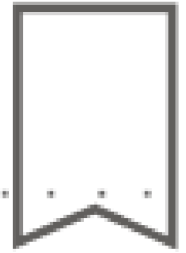
\$75,298✓

Target: \$75,102 (+0.26%)

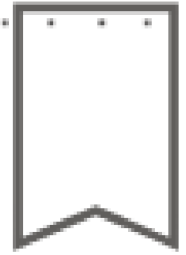


product_brand	Total Transactions	Total Profit	Profit Margin	Return Rate
Hermanos	8071	\$33,167	58.54%	1.11%
Tell Tale	7694	\$29,926	58.04%	1.00%
Ebony	7685	\$29,749	59.82%	0.95%
Tri-State	7438	\$29,065	58.90%	1.02%
High Top	7153	\$28,503	60.39%	1.01%
Nationeel	6499	\$27,446	60.47%	1.11%
Fast	6188	\$24,747	61.05%	1.09%
Fort West	6175	\$23,951	59.79%	0.92%
Horatio	6121	\$25,589	58.44%	1.25%
Best Choice	6000	\$25,901	60.60%	0.84%
Sunset	5856	\$20,803	60.49%	1.04%
Red Wing	5806	\$23,624	59.37%	1.09%
Big Time	5797	\$23,710	60.26%	0.97%
Carrington	5622	\$21,468	59.52%	0.89%
Cormorant	5382	\$22,502	61.52%	0.90%
High Quality	5323	\$24,008	60.00%	1.03%
BBB Best	5254	\$19,375	62.10%	0.90%
Imagine	5225	\$21,742	61.51%	0.98%
Denny	5223	\$23,050	58.07%	0.91%
Golden	5218	\$19,403	58.71%	0.91%
PigTail	5180	\$17,338	60.68%	0.96%
Super	5120	\$19,600	60.66%	0.94%
Landslide	4951	\$15,987	58.63%	0.97%
Plato	4912	\$18,503	63.55%	1.04%
CDR	4574	\$18,008	59.03%	1.00%
Better	4073	\$13,193	61.14%	1.04%
Just Right	3906	\$14,249	59.54%	0.87%
Pleasant	3757	\$14,966	60.19%	0.98%
Carlson	3724	\$15,266	61.09%	1.08%
Bravo	3689	\$16,322	59.01%	0.85%
Total	167616	\$661,159	59.93%	0.99%

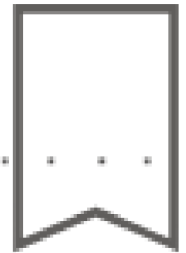




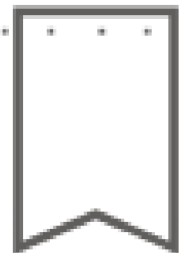
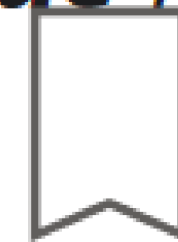
Portland hits 1,000 sales in December.



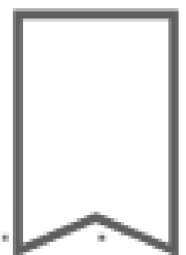
Product brand - "Bravo" revenue kept downturn in the past two years.



Product brand - "Better" revenue kept downturn in 1998 when stayed stable in 1997.



Plato products drove the strongest overall profit margin (63.55%) in 1998



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END