



Metro Mart

Executive Overview

Region

All

Year, Month

All



£2.74M

Total Sale



15K

Transactions



83K

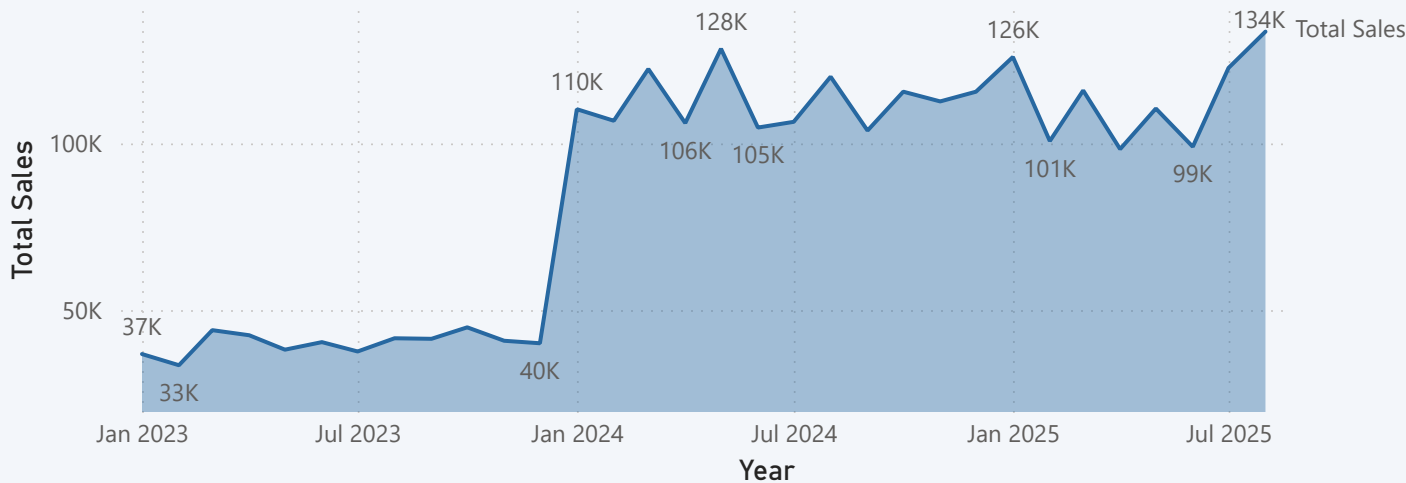
Units Sold



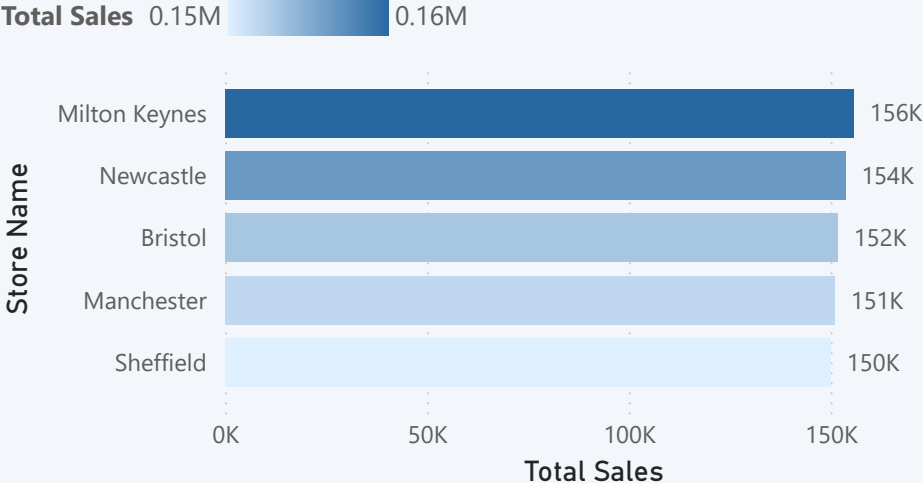
410

Total Customers

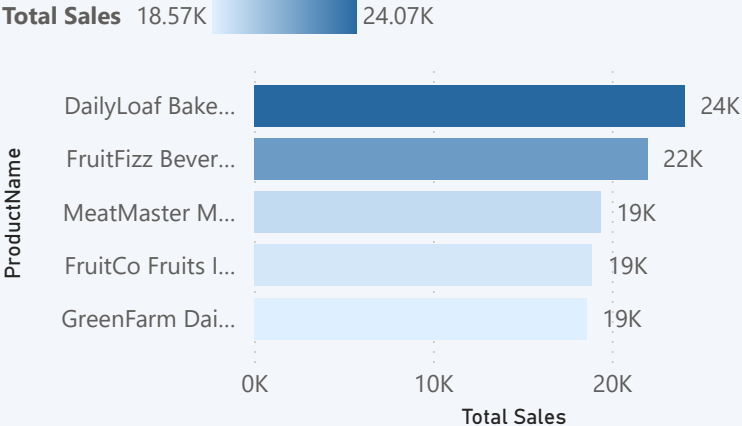
Monthly Sales Trend



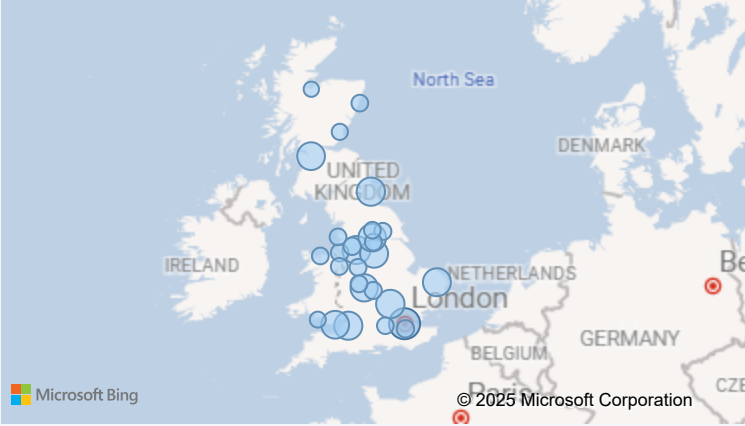
Top 5 Stores by Total Sale



Top 5 Products by Sales



Geographic Sales Breakdown



Executive Insights

- Total Sales started trending up on January 2024, rising by 21.11% (23,272.07) in 19 months.
- Total Sales jumped from 110,242.47 to 133,514.54 during its steepest incline between January 2024 and August 2025.
- At 24,066.35, DailyLoaf Bakery Item 4 had the highest Total Sales and was 29.60% higher than GreenFarm Dairy Item 40, which had the lowest Total Sales at 18,569.70.
- DailyLoaf Bakery Item 4 accounted for 23.39% of Total Sales.
- Across all 5 ProductName, Total Sales ranged from 18,569.70 to 24,066.35.



Executive Sales Overview

Region

All

Year, Month

All

2023

2024

2025




£2.74M

Total Sale



£104K

Sales This Month



£41K

Sales Last Month



151%

Sales Growth %

Sales Seasonality Heatmap

Month	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
January	39,375.06	38,761.17	42,073.06	36,253.91	36,350.68	39,918.38	40,197.23
February	34,362.33	39,605.38	34,566.55	31,391.38	34,914.31	36,830.56	29,228.51
March	37,269.14	39,004.63	32,065.18	41,814.20	40,616.31	44,569.81	46,762.32
April	47,497.44	33,798.94	34,791.09	32,135.77	31,093.56	32,181.09	35,273.99
May	40,085.36	40,325.84	38,402.97	42,697.80	47,820.09	29,691.03	37,877.59
June	33,687.90	29,947.32	33,189.63	36,545.54	36,764.13	40,009.57	33,932.26
July	30,183.51	41,169.68	39,557.86	43,964.52	37,199.71	33,200.39	41,350.80
August	37,744.46	38,151.90	44,108.55	42,945.06	44,426.32	47,242.12	40,392.22
September	22,642.72	16,786.82	24,358.34	19,333.38	19,643.87	19,185.84	23,235.16
October	21,487.37	24,180.51	26,381.40	24,102.71	19,773.96	21,410.05	22,952.69
November	16,731.55	21,450.91	18,152.45	25,869.91	23,736.62	22,525.81	24,875.47
December	24,607.99	25,068.21	18,669.95	20,263.99	21,444.30	21,561.22	23,893.86
Total	385,674.83	388,251.31	386,317.03	397,318.17	393,783.86	388,325.87	399,972.10

Monthly Sales Trend

Year	Month	Total Sales (K)
2023	Jan	37K
2023	Feb	33K
2023	Mar	40K
2023	Apr	42K
2023	May	41K
2023	Jun	40K
2023	Jul	41K
2023	Aug	42K
2023	Sep	41K
2023	Oct	40K
2023	Nov	41K
2023	Dec	40K
2024	Jan	122K
2024	Feb	128K
2024	Mar	105K
2024	Apr	110K
2024	May	108K
2024	Jun	112K
2024	Jul	109K
2024	Aug	110K
2024	Sep	111K
2024	Oct	126K
2024	Nov	101K
2024	Dec	115K
2025	Jan	99K
2025	Feb	110K
2025	Mar	105K
2025	Apr	115K
2025	May	100K
2025	Jun	110K
2025	Jul	134K

Top Performing Months

Total Sales 0.15M 0.30M

MonthName	Total Sales (M)
August	0.30M
March	0.28M
May	0.28M
January	0.27M
July	0.27M
April	0.25M

Total Sales by Weekday

Total Sales 0.39M 0.40M

WeekdayName	Total Sales (M)
Monday	0.39M
Tuesday	0.39M
Wednesday	0.39M
Thursday	0.39M
Friday	0.40M
Saturday	0.39M

Month-over-Month Sales Growth (%)

Month	MoM Sales Growth (%)
January	19.34%
February	-20.02%
March	15.06%
April	-15.18%
May	12.38%
June	-10.37%
July	15.96%



Store

StoreName

All

Year, Month

All

Online

Physical



£2.74M

Total Sale



15K

Total Transactions



£203

Average Basket Size



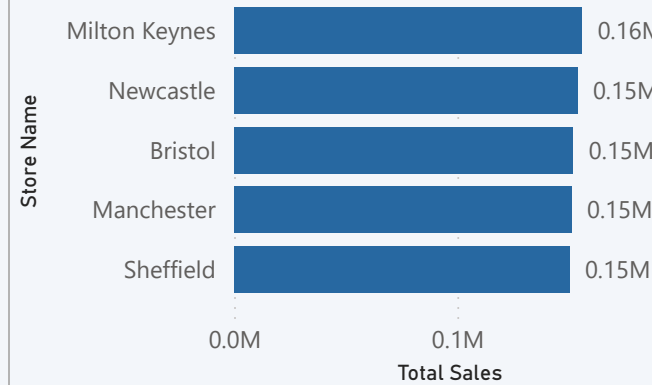
Top Store By Sale

MetroMart Milton Keynes

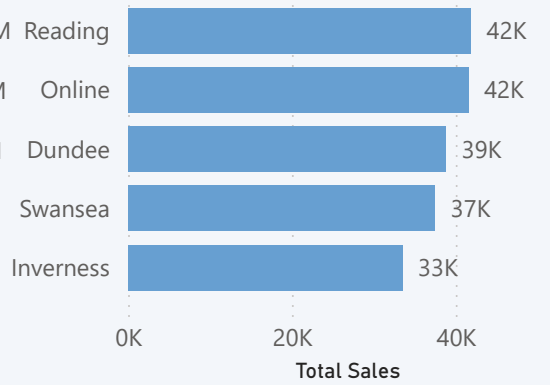
Store Performance Overview

Store Name	Region	Avg. Basket Size	Total Sale	Sale by Date
MetroMart Aberdeen Centre	Scotland	291.16	42,217.88	
MetroMart Birmingham South	West Midlands	144.21	142,189.42	
MetroMart Blackpool Retail Park	North West	304.86	42,679.82	
MetroMart Bolton Plaza	North West	312.18	47,451.84	
MetroMart Bristol West	South West	157.79	151,795.58	
MetroMart Cardiff City	Wales	152.76	147,104.95	
MetroMart Coventry Square	West Midlands	308.86	45,402.08	
MetroMart Croydon Central	South East	306.81	46,634.67	
MetroMart Dundee Retail Park	Scotland	264.04	38,813.23	
MetroMart Glasgow East	Scotland	153.64	146,881.33	
MetroMart Hull Retail Park	Yorkshire & Humber	323.52	42,057.71	
MetroMart Inverness North	Scotland	249.79	33,472.49	
MetroMart Leeds North	Yorkshire & Humber	149.62	145,427.29	
MetroMart Liverpool Central	North West	307.46	48,577.91	
Total		182.52	2,739,643.17	

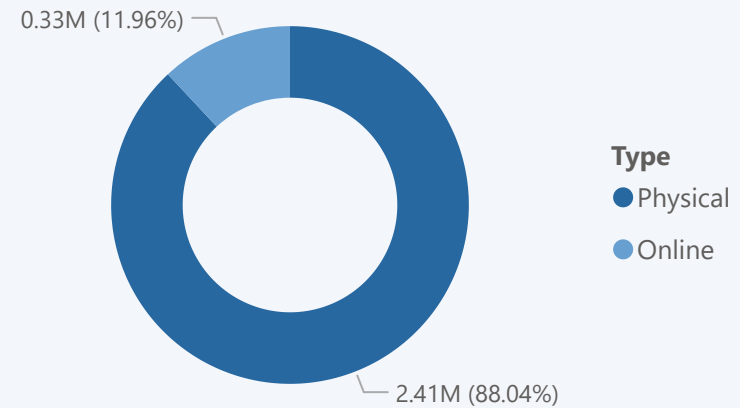
Top 5 Stores by Total Sale



Bottom 5 Store by Total Sale



Total Sale by Channel





Product Analysis

Category
All

MonthYear
All

2023

2024

2025



£2.74M

Total Sale



83K

Units Sold



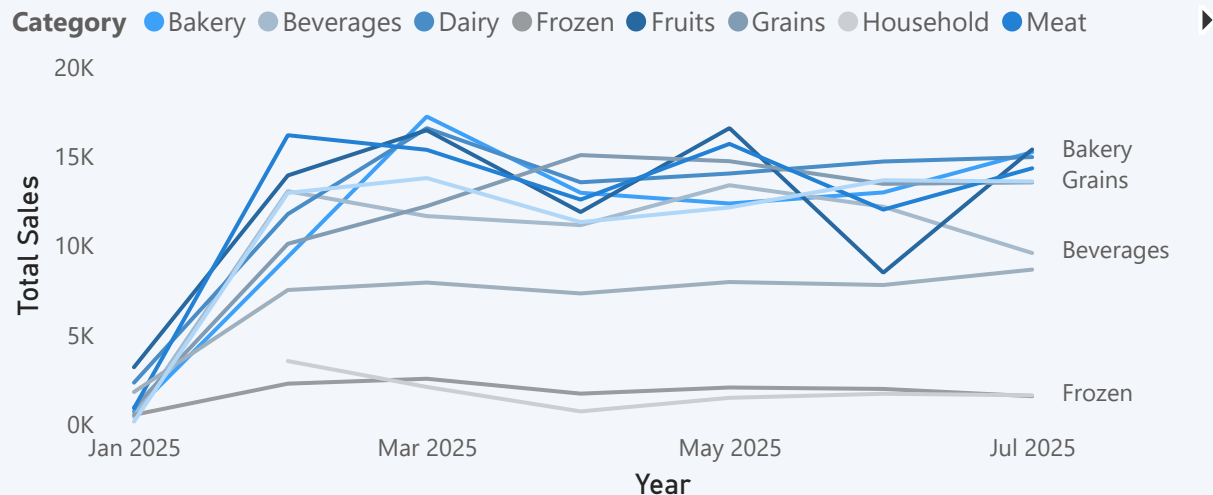
£34.48

Avg Price

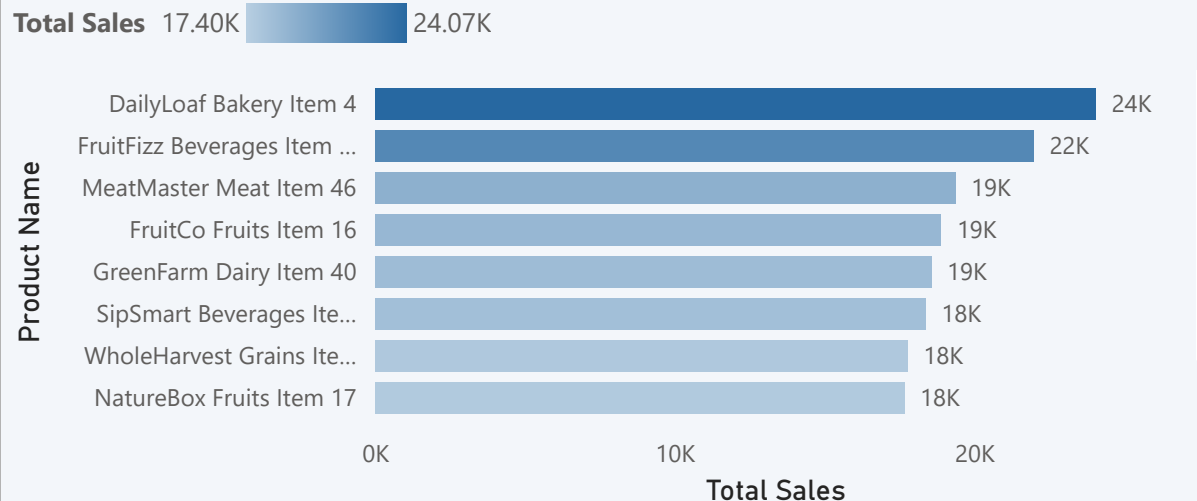
Top Product

DailyLoaf Bakery Item 4

Sales Trend by Category



Top 10 Products by Sales



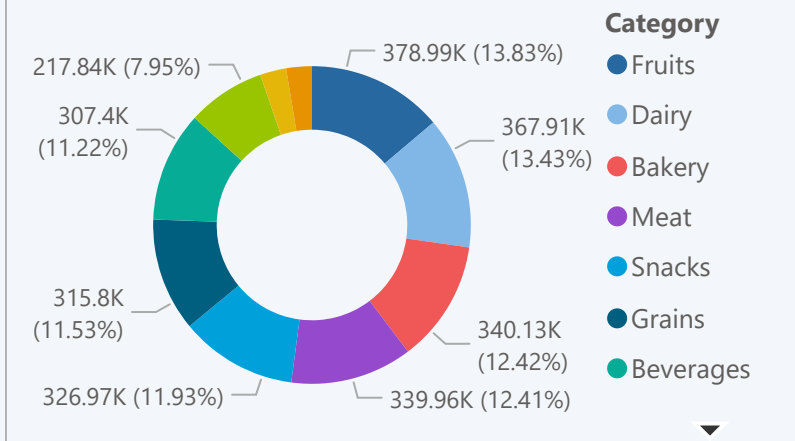
Product Performance

Product Name	Category	Product Price	Quantity Sold
Bakers Delight Bakery Item 11	Bakery	15.18	
Bakers Delight Bakery Item 12	Bakery	3.59	
Bakers Delight Bakery Item 16	Bakery	3.47	
Bakers Delight Bakery Item 2	Bakery	13.32	
Bakers Delight Bakery Item 65	Bakery	17.33	
Bakers Delight Bakery Item 7	Bakery	7.07	

Inventory Alert: Low Stock !

ProductName	Category	Stock
Coca-Cola Beverages Item 13	Beverages	85
CrunchyTime Snacks Item 34	Snacks	60
FarmFresh Dairy Item 5	Dairy	96
FarmFresh Dairy Item 64	Dairy	71
FreezeFresh Frozen Item 25	Frozen	78
Total		

Sales by Category





Customer Analysis

Region

All

LoyaltyTier

All

Channel

All

Year, Month

All



410

Total Customers



389

Active Customers



97.6%

Repeat Purchase Rate



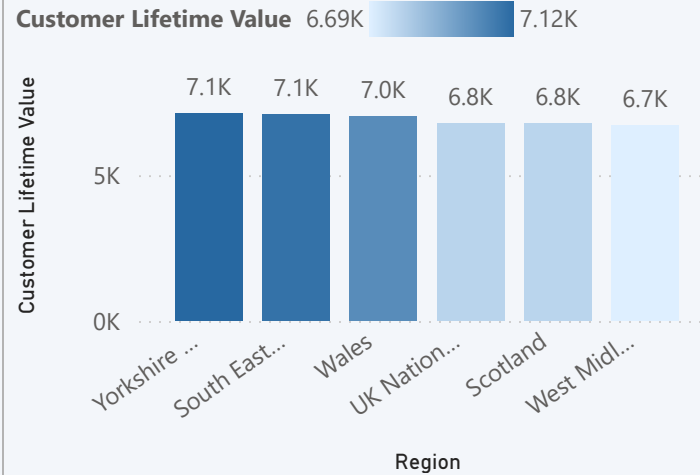
10

New Customers

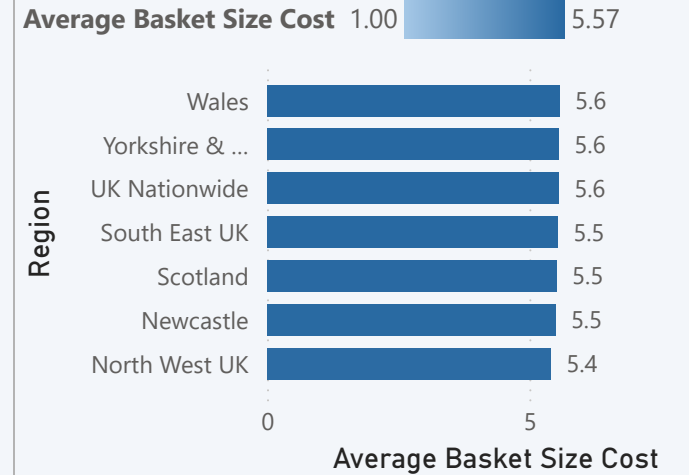
Top 10 Customers by Sale

Cust Name	Region	LoyaltyTier	Total Sales	Sale by Month
Cust002	North West UK	Gold	11,110.26	
Cust012	Wales	Bronze	10,623.28	
Cust048	South East UK	Bronze	10,418.61	
Cust151	UK Nationwide	Platinum	10,712.01	
Cust166	Yorkshire & Humber	Gold	10,306.99	
Cust192	South East UK	Bronze	10,712.53	
Cust201	West Midlands	Silver	10,352.50	

Customer Lifetime Value by Region

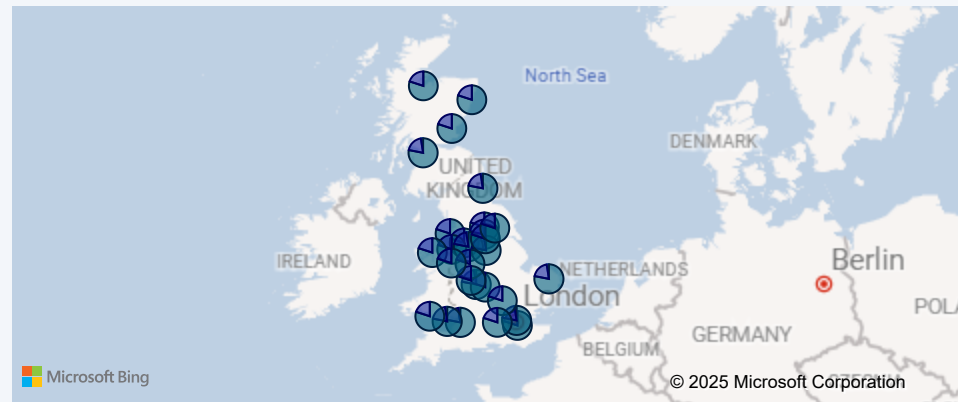


Average Basket Size by Region

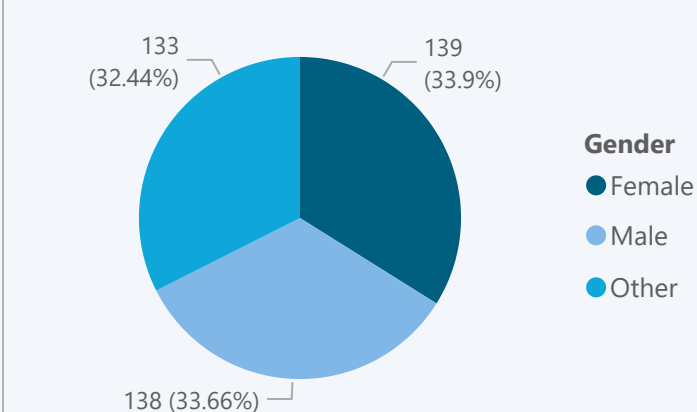


Customer Count by Region

Channel (Blank) In-Store Online



Gender Split



Loyalty Tier Distribution

