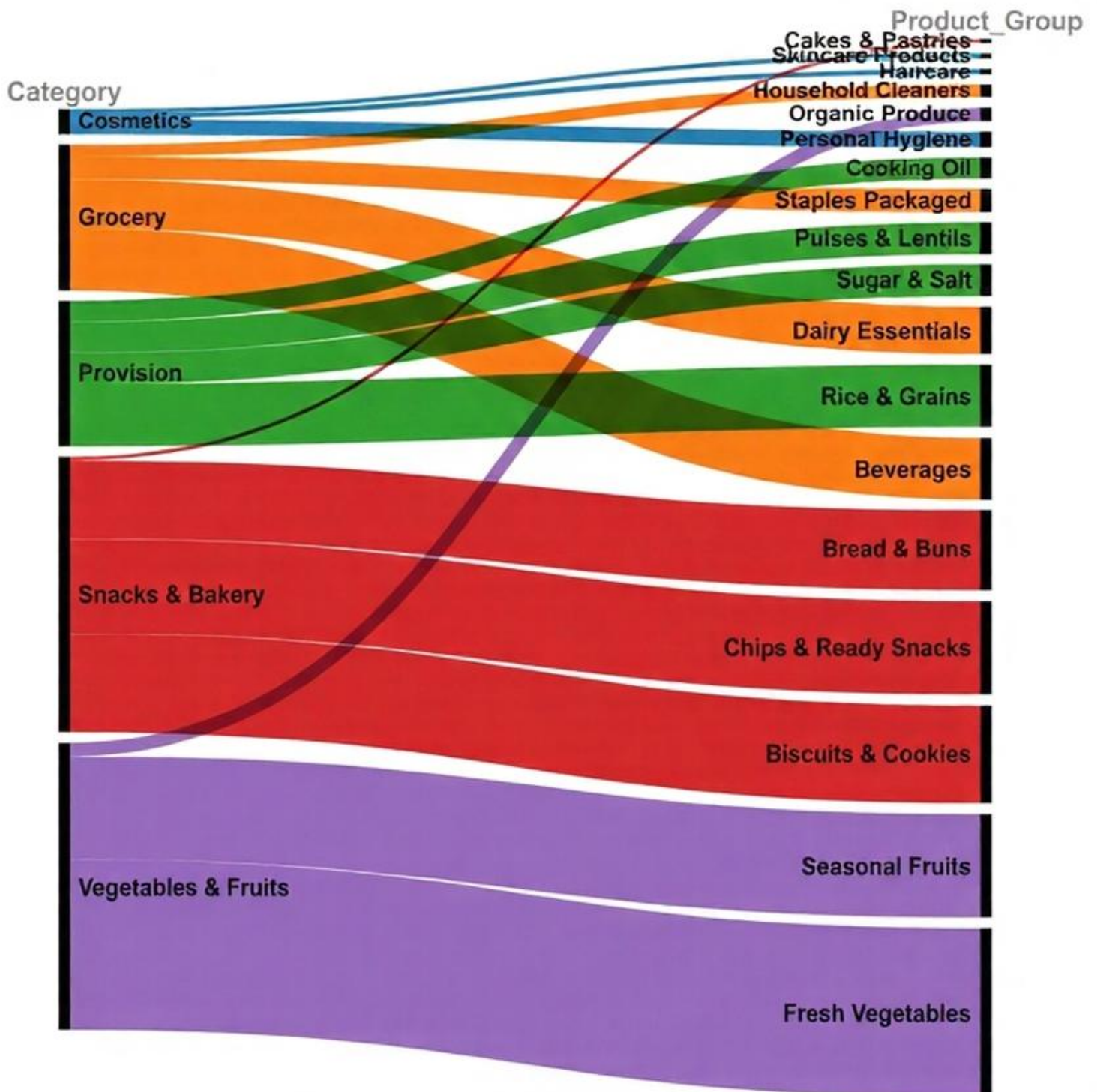


# ALLUVIAL DIAGRAM



- Cosmetics
- Grocery
- Provision
- Snacks & Bakery
- Vegetables & Fruits



contact.sugumarai@gmail.com





# ALLUVIAL DIAGRAM

## What is an Alluvial Diagram?

An **Alluvial Diagram** is a flow-based data visualization that illustrates how quantities move between categories or stages.

- Flow bands represent data movement
- Band width indicates magnitude or volume
- It connects related dimensions to reveal structure and distribution
- Similar to a Sankey chart, it shows how groups split into sub-groups

## Where is it Used?

- Market & Revenue Analysis
- Retail & Supermarket Performance
- Customer Segmentation
- Product Portfolio Distribution
- Budget Allocation Tracking
- Comparative Before–After Analysis

**Best suited for visualizing distribution, structural relationships, and proportional flow of volume or revenue across categories.**

[contact.sugumarai@gmail.com](mailto:contact.sugumarai@gmail.com)



# ALLUVIAL DIAGRAM

## — CATEGORY ANALYSIS —

### Overall Ranking (From Visual Thickness)



### Key Business Takeaways:

- ✓ **Volume Leader:**  
Vegetables & Fruits dominate sales volume.
- ✓ **High Demand Category:**  
Snacks & Bakery shows strong consumer preference.
- ✓ **High Demand Category:**  
Snacks & Bakery shows strong consumer preference.
- ✓ **Essential Category Stability:**  
Provision provides steady base sales.
- ✓ **Premium Margin Opportunity**

### Strategic Insights for Chennai Supermarket

The **Alluvial Diagram** clearly shows that the supermarket is primarily volume-driven by **Vegetables & Fruits** and **Snacks & Bakery**. Provision and Grocery categories provide **stable foundational sales**, while **Cosmetics** represents a niche but potentially high-margin segment.

### When This Chart is Most Useful?

- ✓ Showing category contribution
- ✓ Understanding product mix
- ✓ Explaining revenue distribution
- ✓ Showing business structure