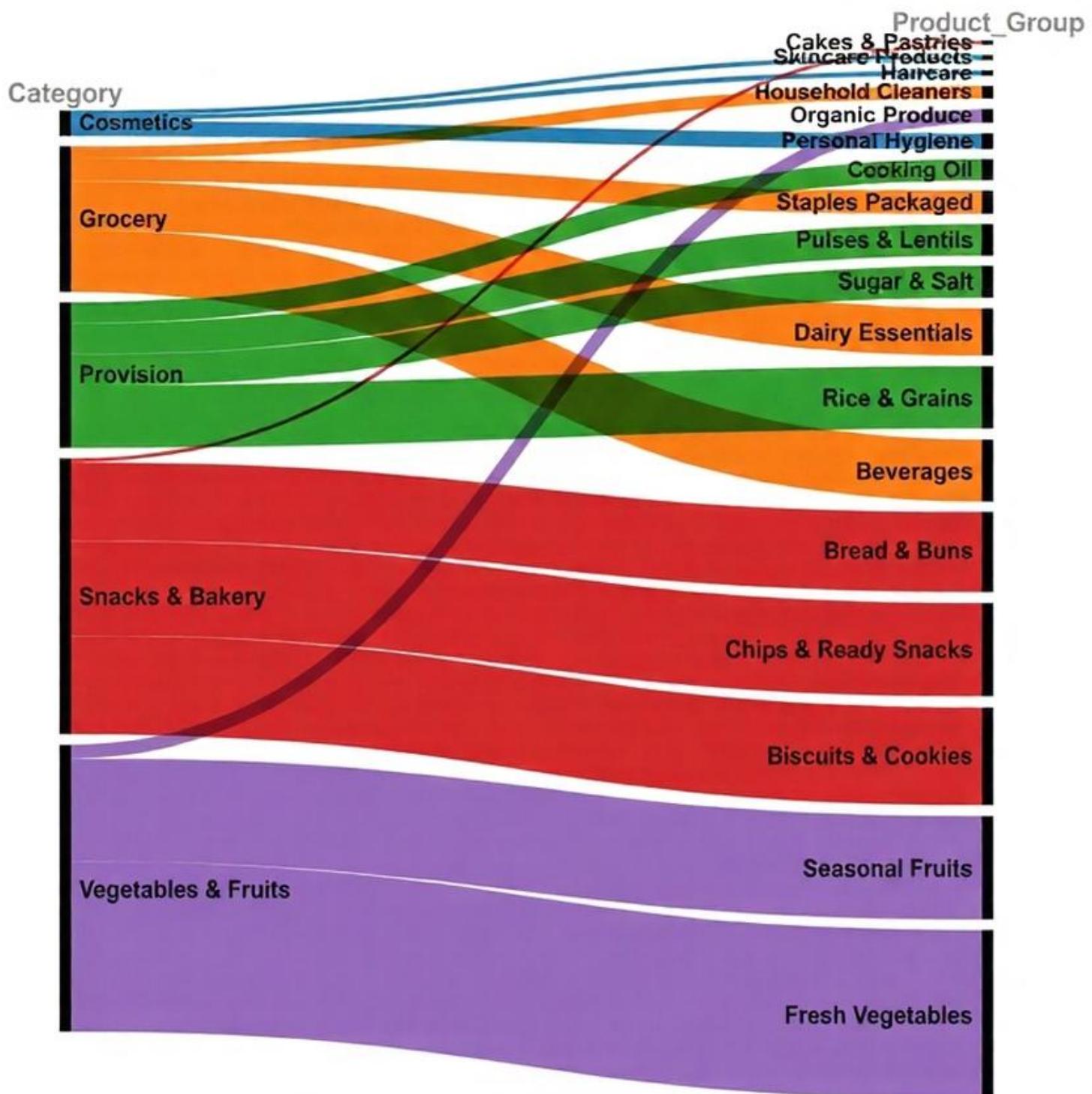


# ALLUVIAL DIAGRAM



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

# 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.**

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# ALLUVIAL DIAGRAM

## CATEGORY ANALYSIS

### Overall Ranking (From Visual Thickness)

1

Vegetables & Fruits (Highest Volume)

2

Snacks & Bakery

3

Provision

4

Grocery

5

Cosmetics (Lowest Volume)

### 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



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