

Grocezy Data Analysis

BUSINESS REQUIREMENT

To conduct a comprehensive analysis of Grocezy's sales performance, customer satisfaction, and inventory distribution to identify key insights and opportunities for optimization using various KPIs and visualizations in Excel Dashboard.

KPI's Requirements

1. **Total Sales:** The overall revenue generated from all items sold.
 2. **Average Sales:** The average revenue per sale.
 3. **Number of Items:** The total count of different items sold.
 4. **Average Rating:** The average customer rating for items sold.
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Chart's Requirements

1. **Total Sales by Fat Content:**
Objective: Analyse the impact of fat content on total sales.
Additional KPI Metrics: Assess how other KPIs (Average Sales, Number of Items, Average Rating) vary with fat content.
Chart Type: Donut Chart.
2. **Total Sales by Item Type:**
Objective: Identify the performance of different item types in terms of total sales.
Additional KPI Metrics: Assess how other KPIs (Average Sales, Number of Items, Average Rating) vary with fat content.
Chart Type: Bar Chart.
3. **Fat Content by Outlet for Total Sales:**
Objective: Compare total sales across different outlets segmented by fat content.
Additional KPI Metrics: Assess how other KPIs (Average Sales, Number of Items, Average Rating) vary with fat content.
Chart Type: Stacked Column Chart.

4. **Total Sales by Outlet Establishment:**

Objective: Evaluate how the age or type of outlet establishment influences total sales.

Chart Type: Line Chart.

5. **Sales by Outlet Size:**

Objective: Analyse the correlation between outlet size and total sales.

Chart Type: Donut/Pie Chart.

6. **Sales by Outlet Location:**

Objective: Assess the geographic distribution of sales across different locations.

Chart Type: Funnel Map.

7. **All Metrics by Outlet Type:**

Objective: Provide a comprehensive view of all key metrics (Total Sales, Average Sales, Number of Items, Average Rating) broken down by different outlet types.

Chart Type: Matrix Card.