

HOME

DEMOGRAPHIC

CAMPAIGN

COUPON

PRODUCT

TRANSACTION...

INSIGHTS 1

INSIGHTS 2

PROBLEM STATEMENT

*Dataset contains household-level transactions over two years from a group of 2,500 households who are frequent shoppers at a retailer. It contains all of each household's purchases, not just those from a limited number of categories or households, demographic information as well as direct marketing contact history are included.

* The Client wants to find out the Income structure, age structure, marital status and homeownership of these households.

*The client wants to know which campaign was most Successful with the duration of these campaigns and number of households participated.

* The client wants to know the ratio of coupons being used in the campaigns along with the best products being sold most and the Total amount of Transaction being done.

* The client wants to know if the sales increases with the discount being given on Products to the customers or not.

By Debanjan Dhar



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INSIGHTS 1

INSIGHTS 1

Clear All Slicers

DEMOGRAPHIC

TOTAL
HOUSEHOLDS

2500

MARITAL
STATUS

All

HOMEOWNERSHIP

All

HOUSEHOLD SIZE
DESCRIPTION

5

COUNTS OF AGE
DESCRIPTION

6

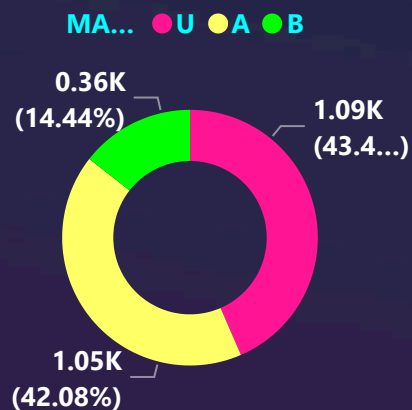
TOTAL INCOME
DESCRIPTION

12

COUNTS OF KID
CATEGORY

4

HOUSEHOLD BASED ON MARITAL STATUS



KID CATEGORY

1

2

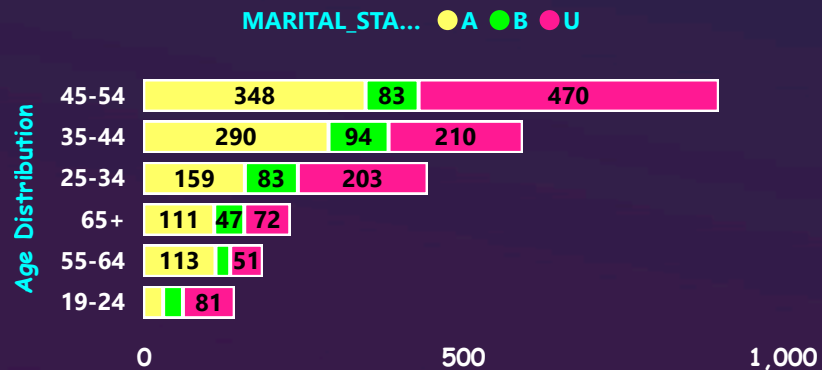
3+

None/Unknown

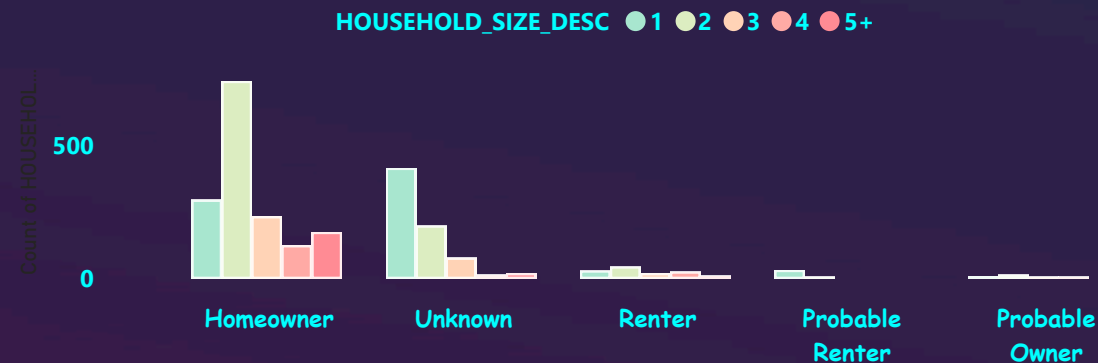
AGE_DESC	A	B	U	Total
19-24	31	31	81	143
25-34	159	83	203	445
35-44	290	94	210	594
45-54	348	83	470	901
55-64	113	23	51	187
Total	1052	361	1087	2500

INCOME_DESC	Count of INCOME_DESC	%
Under 15K	193	7.72
75-99K	305	12.20
50-74K	588	23.52
35-49K	540	21.60
25-34K	237	9.48
250K+	29	1.16
Total	2500	100.00

COUNT OF AGE DESC



HOUSEHOLD SIZE DESC BY HOMEOWNER DESC





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CAMPAIGN

CAMPAIGN

All

HOMEOWNER
DESC

All

INCOME DESC

All

DATE

22-09-2019

20-12-2020

TOTAL
PARTICIPATED
HOUSEHOLD

1583

TOTAL
CAMPAIGNS

30

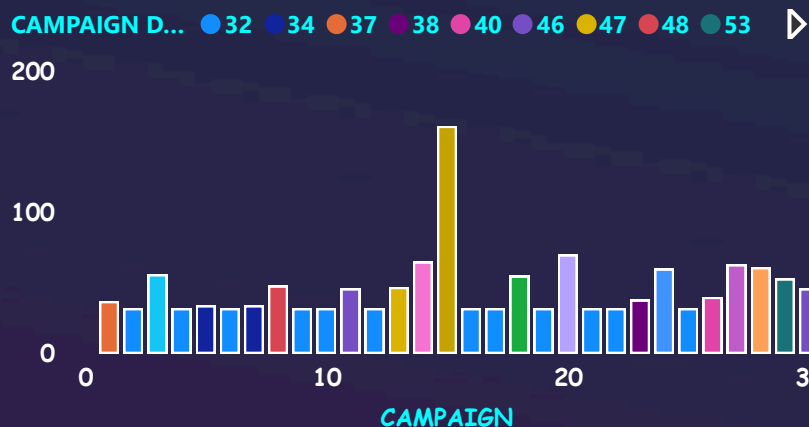
TOTAL SALES

7.16M

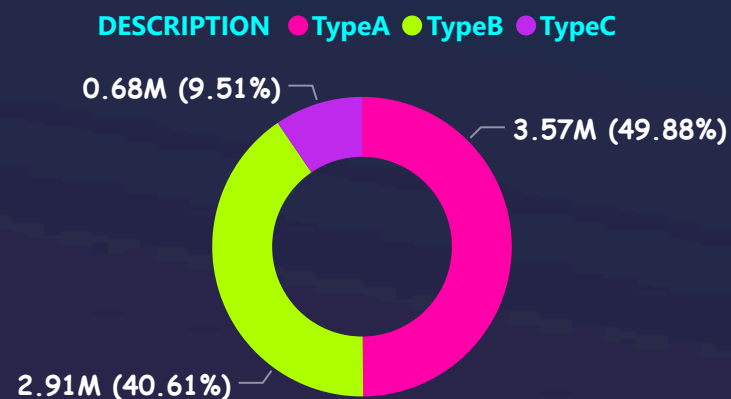
AVERAGE
CAMPAIGN
DURATION

45.07

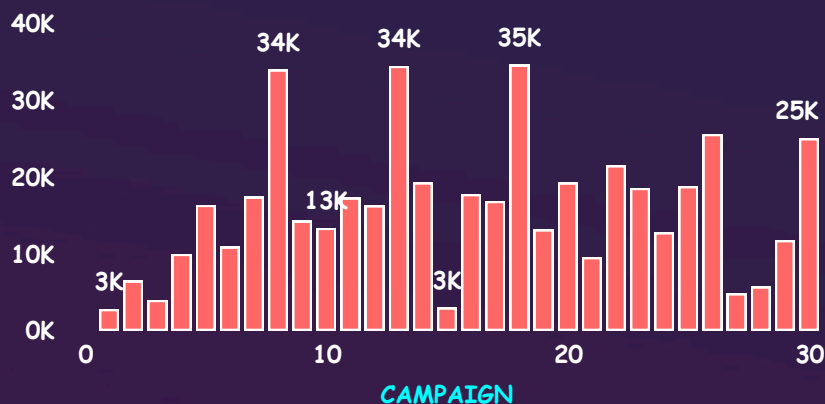
TOP CAMPAIGN BY DAYS



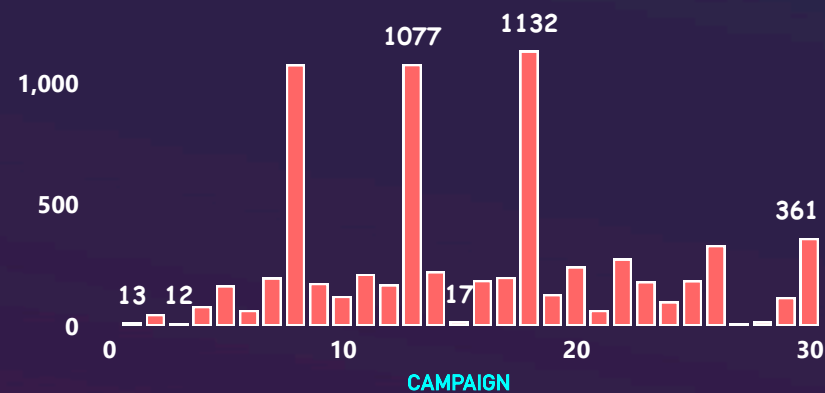
TOTAL SALES BY CAMPAIGN



SALES OF PRODUCT ON CAMPAIGN



HOUSEHOLD PARTICIPATED IN CAMPAIGN





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Clear All Slicers

COUPON

CAMPAIGN

All

HOMEOWNER_DE...

All

INCOME_DESC

All

COUPON REDEMME

556

% COUPON
REDEMME

48.99

HOUSEHOLD

434

COUPON
GIVEN

1135

AGE_DESC

All

DATE

14-08-2019

05-12-2020

HOMEOWNE...

All

DEPARTMENT BY COUPONS

DEPARTMENT

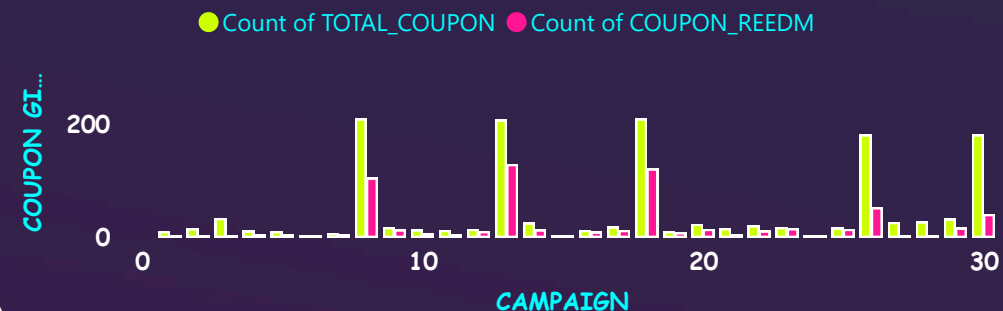


CAMPAIGN	Count of PRODUCT_ID	Total_Coupon_Given	Total_Coupon_Reedm	%_Coupon_reedm
1.00	383	11	1	9.09
2.00	301	16	4	25.00
3.00	506	34	2	5.88
4.00	200	12	6	50.00
Total	44133	1135	556	48.99

COUPON REEDM FORECAST



CAMPAIGN ON COUPONS GIVEN BY COUPON REEDM by CAMPAIGN





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PRODUCT

BRAND: All

National

Private

PRODUCTS

92.35K

COMMODITIES

308

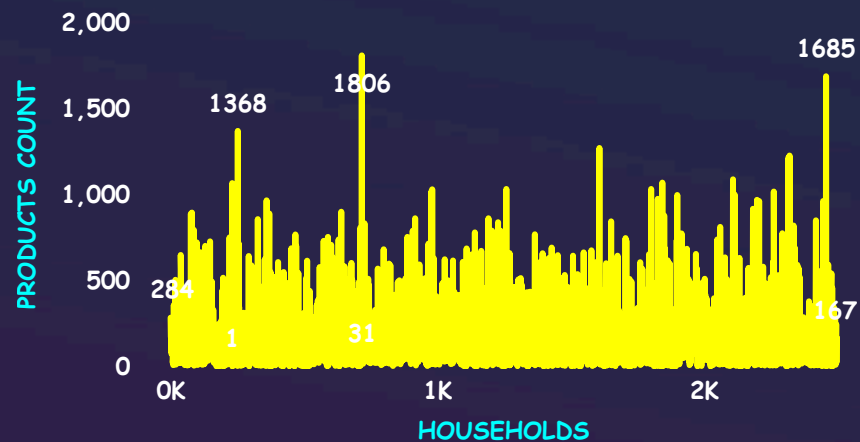
DEPARTMENTS

44

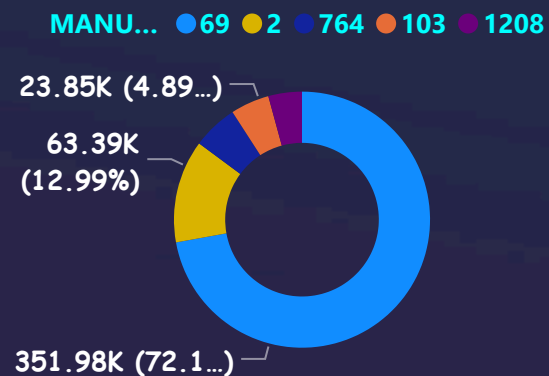
MANUFACTURERS

6476

NO OF PRODUCT BY HOUSEHOLD



MANUFACTURER WITH MAXIMUM SALES

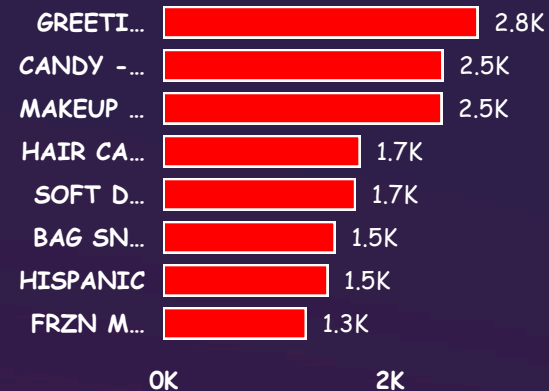


TOP SUB COMMODITY

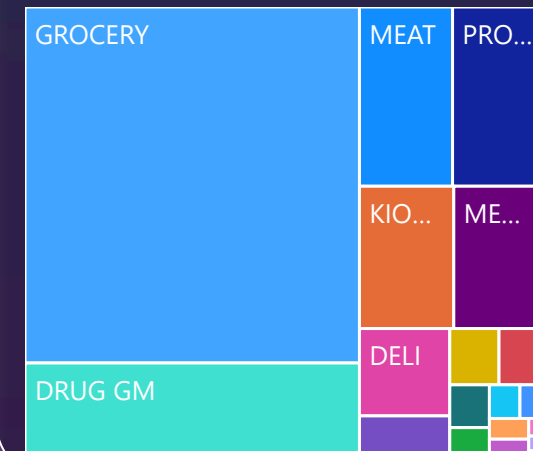


DEPARTMENT	National	Private	Total
	0.00		0.00
AUTOMOTIVE		68.63	68.63
CHARITABLE CONT	7.74		7.74
CHEF SHOPPE	139.90		139.90
CNTRL/STORE SUP	0.00		0.00
COSMETICS	4,641.00	270.05	4,911.05
COUP/STR & MFG	140.26		140.26
DAIRY DELI	5.78		5.78
DELI	34,897.54	11,132.34	46,029.88
Total	10,00,455.97	3,59,095.76	13,59,551.73

TOP COMMODITY SOLD



TOP DEPARTMENT Y SALES





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TRANSACTION

AVERAGE
RETAIL
DISCOUNT
1381

TOTAL
SALES
1.36M

TOTAL
QUANTITY
SOLD
38.97M

TOTAL
HOUSEHOLDS
2494

TOTAL
TRANSACTION
450K

AVERAGE
AMOUNT
3.02

TOTAL
COUPON
DISC.
-6.69K

SALES FORECAST



BRAND

All

TOTAL RETAIL
DISC.

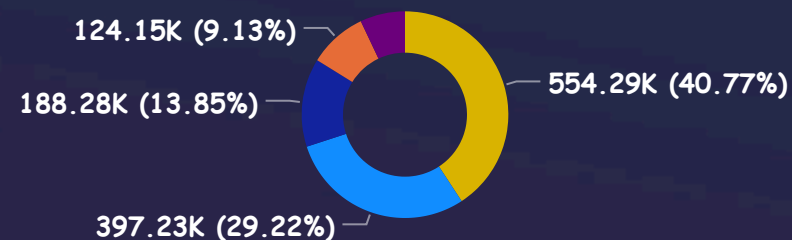
-248.98K

AVERAGE TXN TIME
= 3.3 min

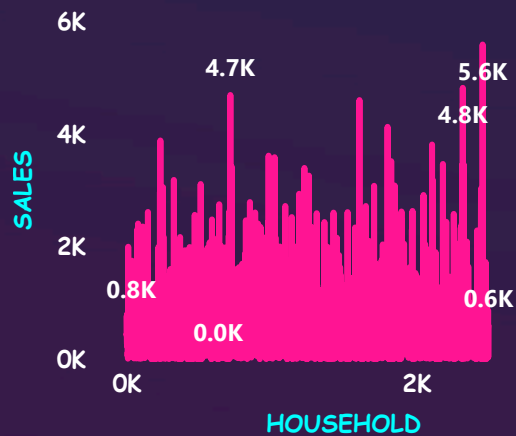
1.58K

HOUSEHOLD SIZE BY SALES

HOUSEHOLD_SIZE_... ● 2 ● 1 ● 3 ● 5+ ● 4

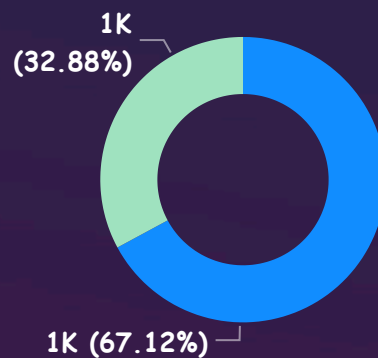


TOTAL SALES BY HOUSEHOLD



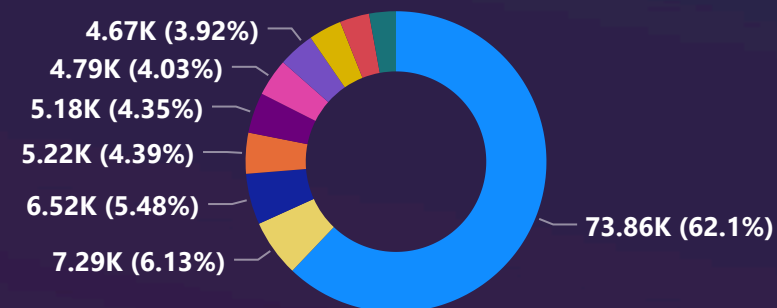
Coupon Given VS Coupon_Reedm

● Total_Coupon_Given ● Total_Coupon_Reedm



SALES BY PRODUCT

● 6534178 ● 1029743 ● 6533889 ● 916122 ● 1082185





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DEMOGRAPHIC INSIGHTS

1] There are 2500 distinct households out of which 800 households have 2 adults with no kids followed by 584 households having 2 adult kids and 149 households have only 1 adult kid .

2] 901 households fall under the age category of 45-54 which is 36% of the total population followed by 594 households fall under 35-44 which is 23%. only 143 (5.7%) households fall under 19-24 age category.

3] 1007 households fall under the income category of 10000-15000 which is 40.28% followed by 1050 households fall under 15000-20000 which is 42.00%.

CAMPAIGN INSIGHTS

1] There were Total 30 campaigns launched starting from 12th August 2020 upto 20th December 2021.

2] Campaign no 15 ran for maximum no of days that is 161 followed by Campaign number 20 for 70 days.

3] Maximum number of households 1133 participated in campaign no 18, 1077 households participated in campaign no 13 and 1076 households in campaign no 8. only 12 households participated in campaign no 3 and 27 being the least.

COUPON INSIGHTS

1] 49% Of coupons were redeemed that is 556 out of total 1135 coupons that were distributed .

2] Campaign no 13 has the highest number of coupon redemptions that is 136 followed by campaign 18 with 124 coupon redemptions and campaign 8 with 115 coupon redemptions .

3] Campaign no 6 has the least coupon redemption with only 1 coupon being used.



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PRODUCT INSIGHTS

1]Top 3 selling products during these campaigns were Coupon/Misc Items with sales of \$93,537, Soft Drinks with Sales of \$61,407 and Beef with Sales of \$57,303.

2]Only 5 manufacturers have more than 1000 products in their SKU.

3]Manufacture 69 has the highest variety of products that is 12,676, Manufacture no 2 has 1,411 products and Manufacture 5432 has 1376 products.

4]Top 3 Departments with highest sales are Grocery Department with sale of \$694,540. Drug Gm with sale of \$179,496 and Meat with \$97,348 .Cntrl/Store sup has the least sale of \$0.

5] Brand wise "National" has more Product sales of \$1,000,456 with 73.5% of sales compared to "Private" brand with

TRANSACTION INSIGHTS

1]The Total overall revenue during this period was \$ 1,359,552 (\$1.35 Million).

2]The Average sales value per Transaction is \$3.

3]Top 3 Departments with maximum quantity being sold are Kiosk-Gas with quantity of 33104827, Misc Sales Tran with quantity of 5287965 and Grocery with quantity of 372201 being sold.

4]The impact of Discount on the sales shows that the Sales Value Increases when the Retail and Coupon Discounts were given to the Customers.

5]Max sales was Observed in the month of June 2020.