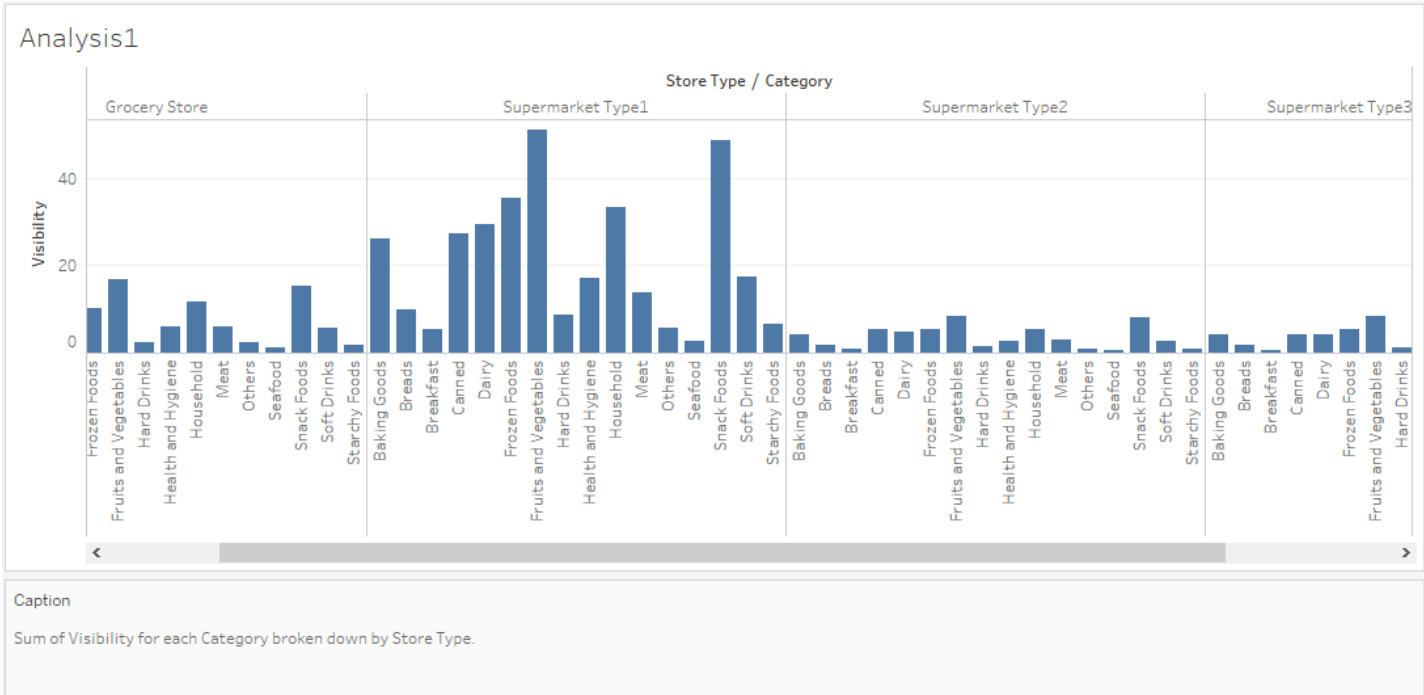


Visualization of how Different features affect Sales

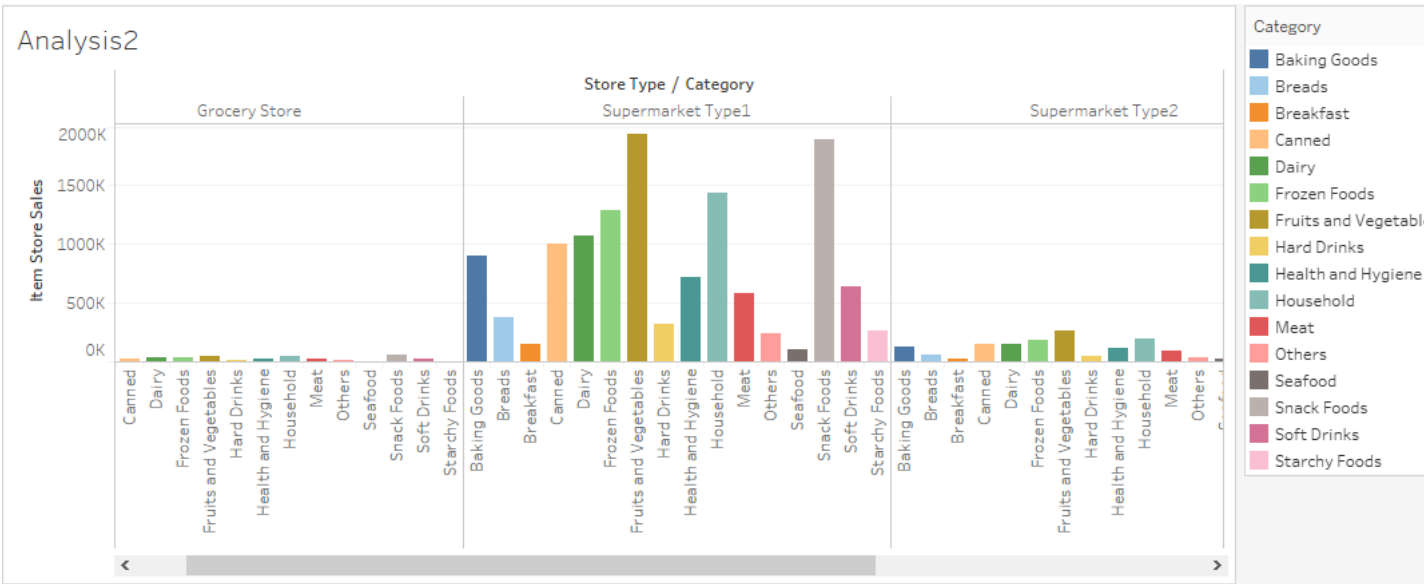
Analysis 1

Visibility against Store Type and Category



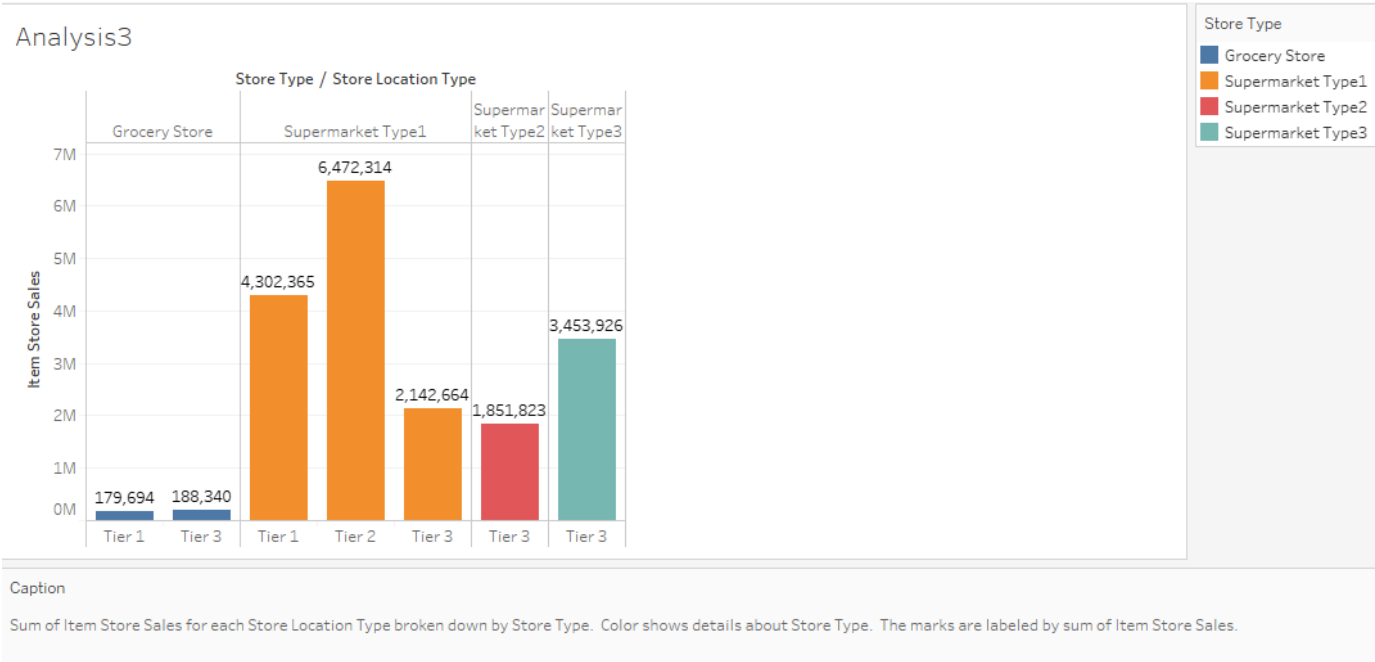
Analysis 2

Item store sales against Store Type and Category



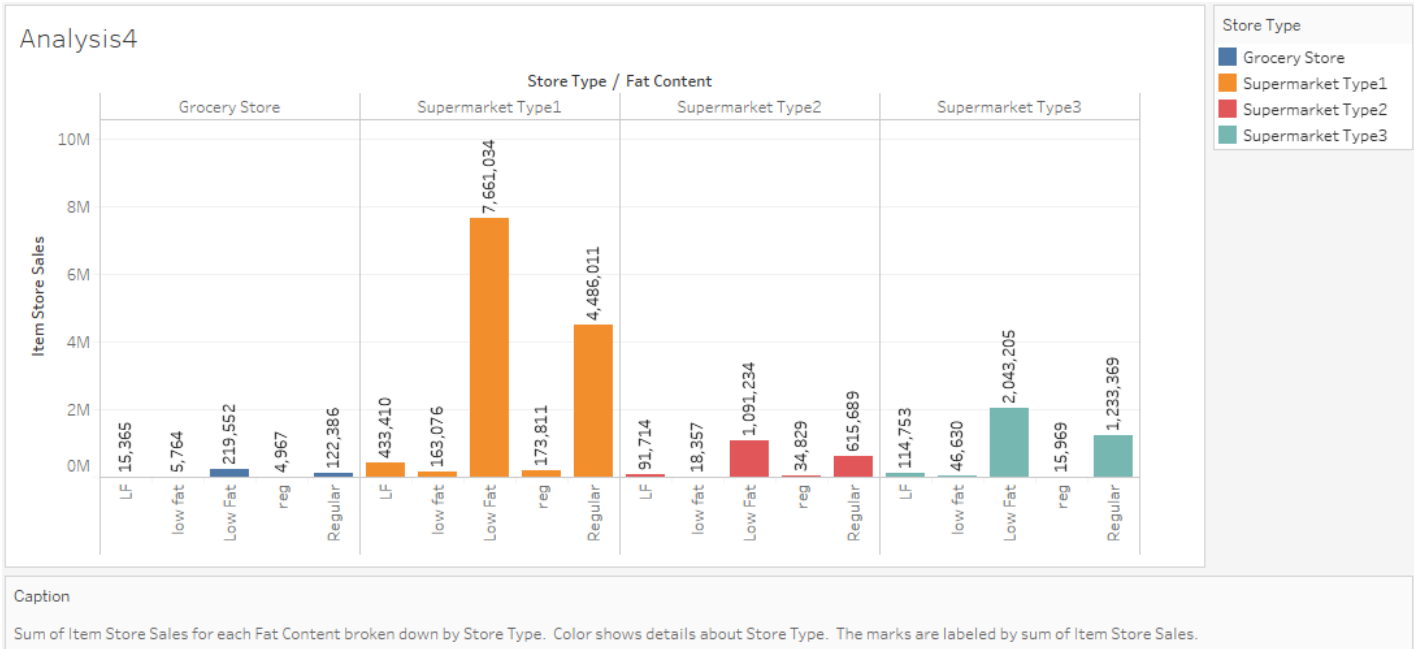
Analysis 3

Item store sales against Store Type and Store Location Type



Analysis 4

Item store sales against Store type and Fat Content



Analysis 5

Item store sales, Weight and Visibility against Fat Content



Fat Content

Low Fat

Regular

Caption

Sum of Visibility, sum of Weight and sum of Item Store Sales for each Fat Content. Color shows details about Fat Content. The marks are labeled by sum of Item Store Sales. The view is filtered on Fat Content, which keeps Low Fat and Regular.

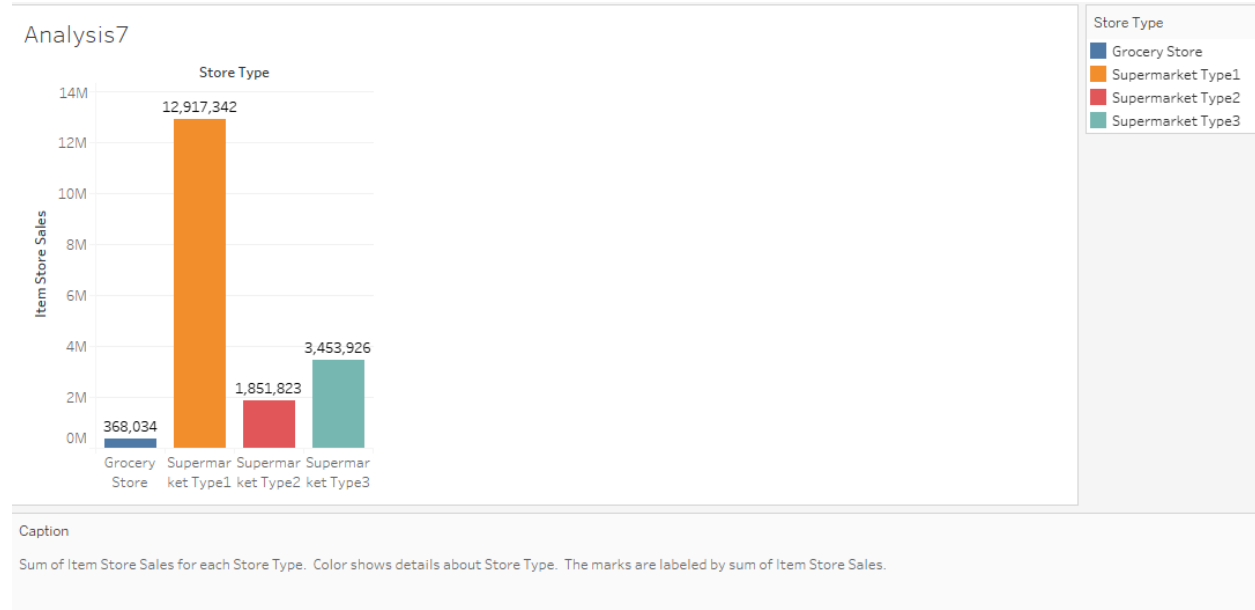
Analysis 6

Item store sales against Store Location Type



Analysis 7

Item store sales against Store type



Business Intelligence

Discovery

- The visualization shows that the main Category of item sold are the Fruits and Vegetable which are of low fat content.
- Supermarket Type 1 is the leading in sales followed by Supermarket Type 3 then Supermarket Type 2 and Grocery has the lowest item sales
- High sales in Store Location Type of Tier 2 then Tier 1 and lastly Tier 3

Conclusion

The data shows a prediction that high sales are made in store of type Supermarket Type 1 and the product sold is Fruits and Vegetable and Snacks Food.