

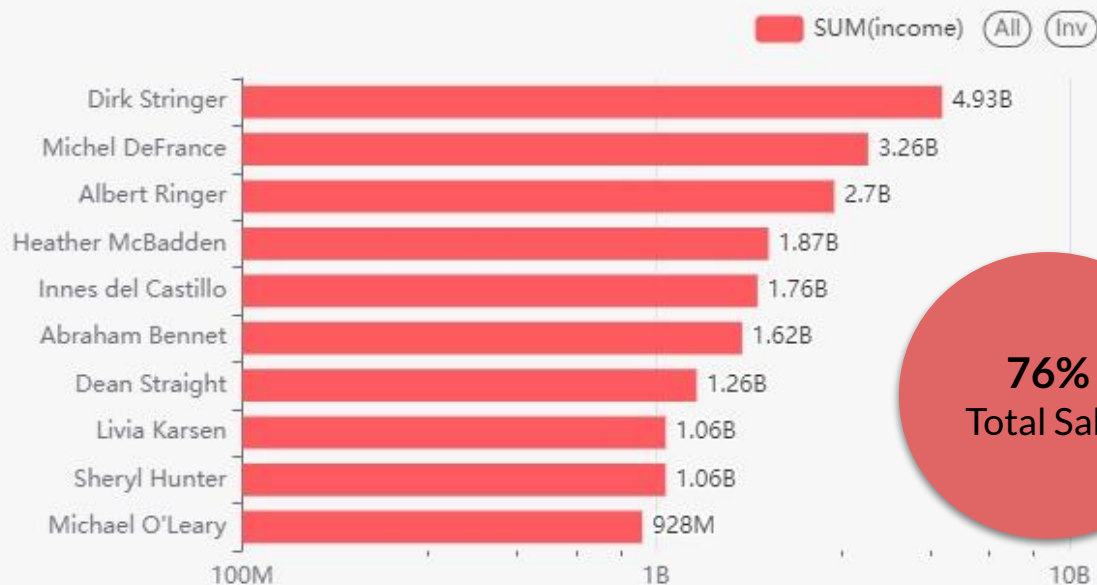
# Sales Summary



Sales results of Sept-Dec'12

# TOP Sellers of Sept-Dec'92

TOP10 Sellers

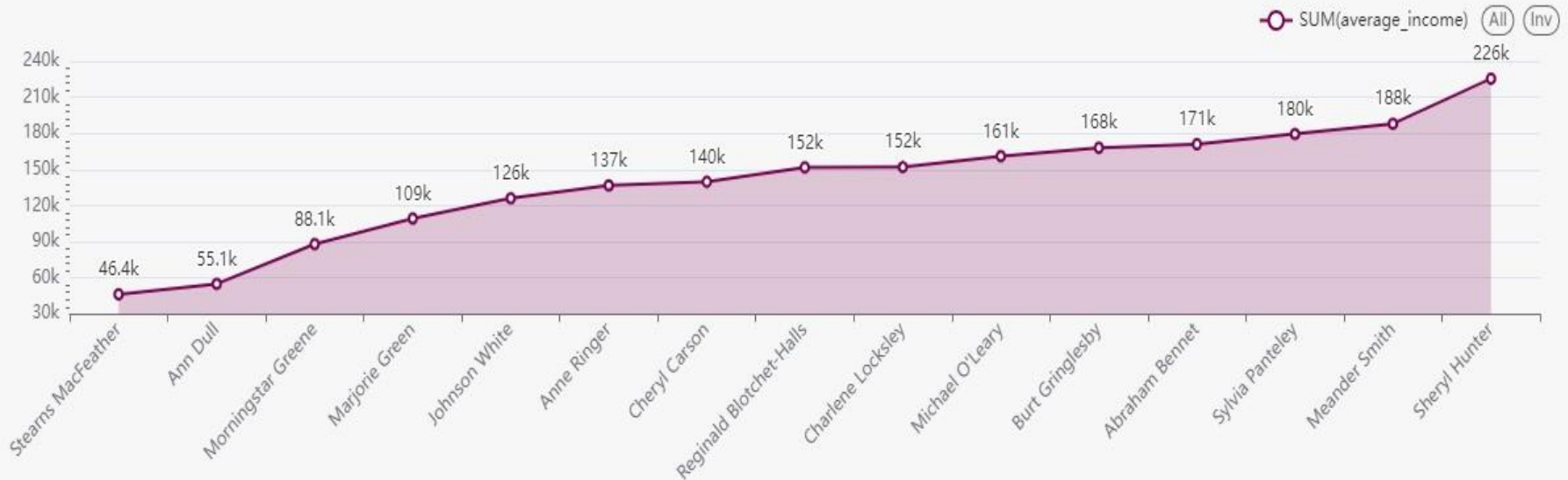


**76%**  
Total Sales

**76% of sales was made by TOP10 sellers for 4 months period**

# Average sales

Lowest average sales per sale by sellers



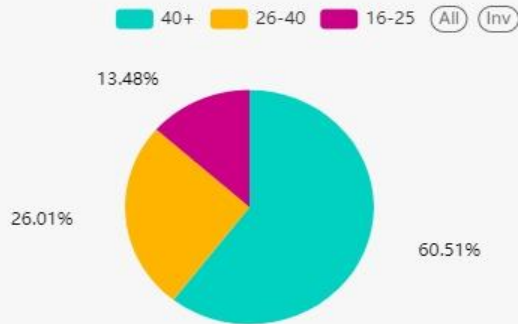
**13 sellers (57% from total) gave 24% of sales and had average sales lower then in average**

# Customers

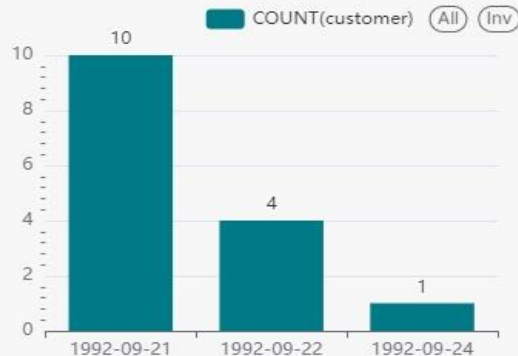
Over 60% of customers are people over 40, who prefer quality and traditional products

Sales with discounts not so high (15 customers) and low impact for total sales - RR September 7.86B, it may indicate disinterest in this type of activity of our target audience

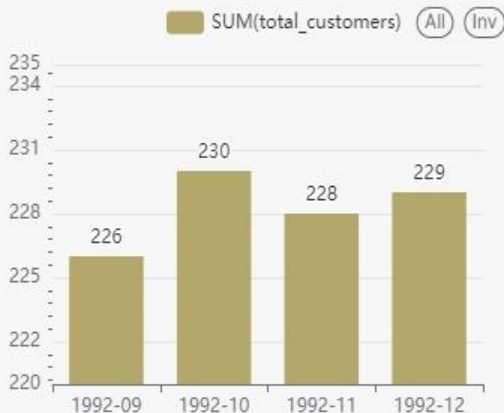
Age groups



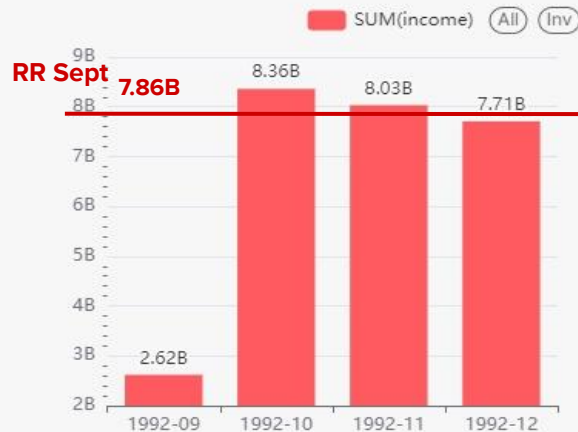
Sales with discounts



Unique Customers by month



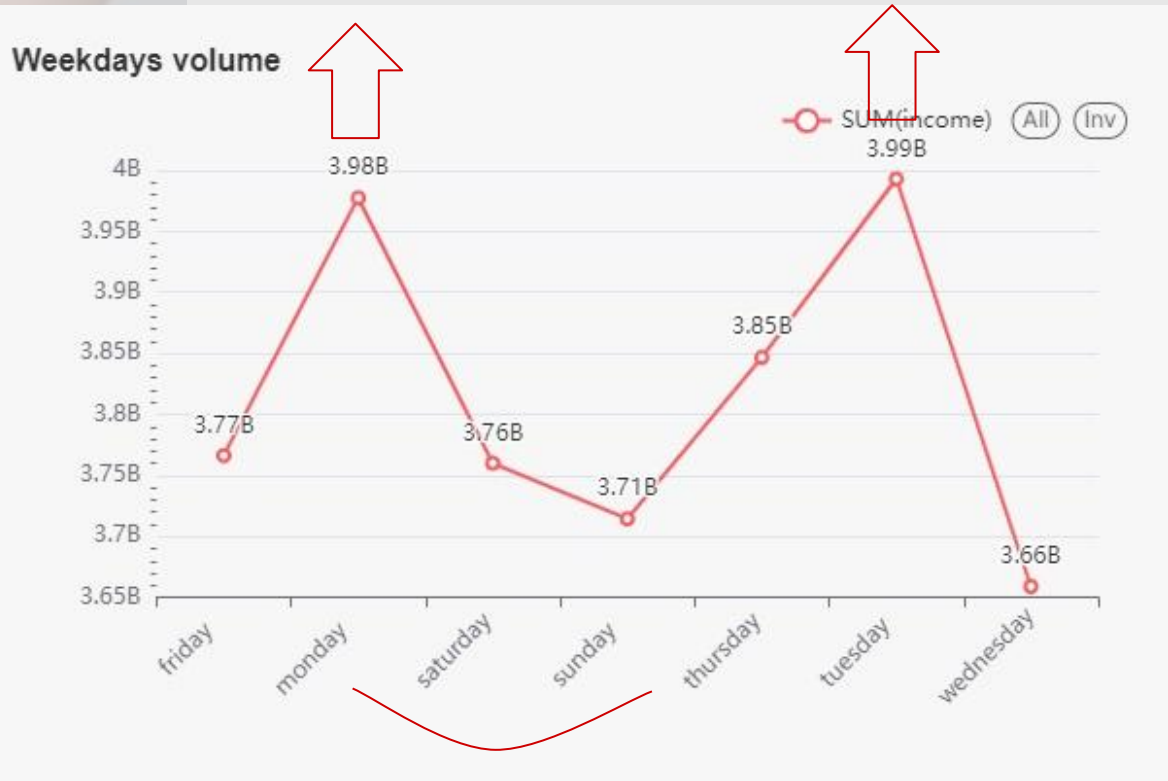
Total Sales



# Sales by days

Highest level of sales on monday and tuesday, about 7% growth in the beginning of the week (Monday-Thursday vs Saturday-Sunday)

It can be due to replenishing the grocery basket or the desire to change something in life “from Monday”



*low sales on the weekend*

# Action steps:

- Analyse discounts program for understand the target audience, is there an impact on younger audiences,
- Analyse discounts program by weekdays, maybe it has low impact cause of this,
- Analyse product category and count impact for sales,
- Analyse price segment and influence by ages



\* [Dashboard link](#)