



Best Cart Mini Marts

A Convenience Retail Store



BUSINESS PROBLEM

- ▶ *Best Cart Mini Marts* sells a vast range of products at their stores. The retail stores are relatively compact, and therefore, are limited in terms of how much stock they can carry.
- ▶ This then poses a situation where products are overstocked and sometimes wasted as it produces a corresponding increase in greenhouse gas emissions because more goods are produced, transported, and disposed off than necessary which in-turn increases the carbon footprint of the store.
- ▶ *Best Cart Mini Marts* needs to identify the right stocking mix for the next year having supplied their previous year's sales data to provide data-driven recommendations on the right stocking mix throughout the year ahead.
- ▶ Not every product sells consistently at the same volume throughout the year, and some go through significant fluctuation over the year.



BUSINESS PROJECT OBJECTIVES

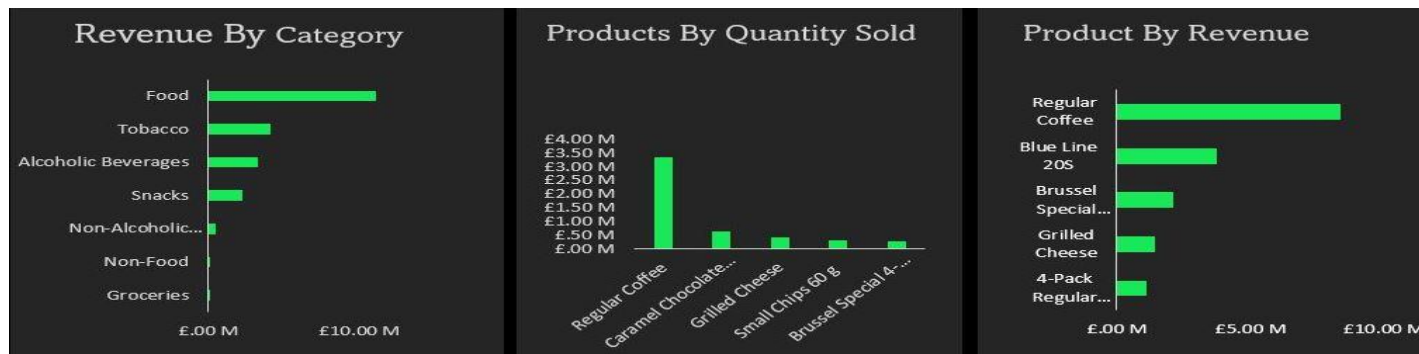
- ▶ *The aim of this project is to:*
 - Identify and fix the quality issues in the data provided.
 - Clean and explore the data and suggest the optimal stocking strategy over the next 12 months in order to ensure great commercial performance for the Best Cart team.
 - Propose a strategy to be able to best serve customers and reduce wastage of stock. E.g Identifying what product should Best Cart ensure they have stock of in specific periods; Identifying any manufacturer, they should want to work more with.
 - Identify products with drastic peaks and why, seasonal or Premium products etc.
 - Identify and visualize trends, creating dashboards
 - And making recommendations for the next year.

Key insights and recommendations

- ▶ £21.25M in Total Revenue with 6.60M Units Sold across various product categories

£21.25 M	6.60 M	£5.94 K
Total Revenue	Total Quantity Sold	Average Revenue

- ▶ A clear visualization of monthly sales trends, highlighting peak seasons from May to October. Regular Coffee and Grilled Cheese are the highest-selling products by quantity, while Blue Line and Red Line products generate the most revenue. Best Cart should prioritize maintaining a consistent stock of these items throughout the year, especially during peak sales months from May to October.
- ▶ The Food category leads with over £10M in revenue, while Regular Coffee is the best-selling product by quantity.





Key insights and recommendations

- ▶ Seasonal analysis reveals that Summer and Autumn generate the highest sales in both quantity and revenue. During Spring and Winter, sales tend to slow down. Best Cart should focus on stocking products that consistently sell well all-year-round (such as Regular Coffee and Snacks) while reducing stock levels of seasonal products that may contribute to wastage during off-peak periods.
- ▶ Best Cart should focus on strengthening relationships with the manufacturers of Blue Line, Red Line, and high-demand Food Category products, particularly Grilled Cheese. By working more closely with these manufacturers, Best Cart can secure better deals, ensure product availability, and drive higher revenue.

Revenue Dashboard

Best Cart Mini Mart Revenue Dashboard

Filters

£21.25 M

Total Revenue

6.60 M

Total Quantity Sold

£5.94 K

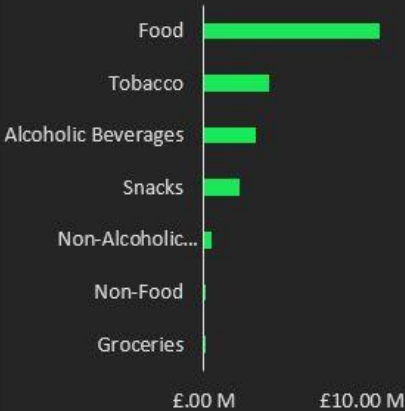
Average Revenue

Sales Trend

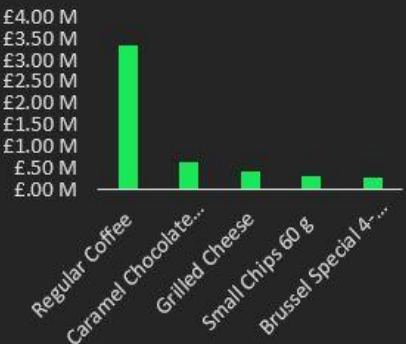
£2.50 M
£2.00 M
£1.50 M
£1.00 M
£.50 M
£.00 M

January February March April May June July August September October November December

Revenue By Category



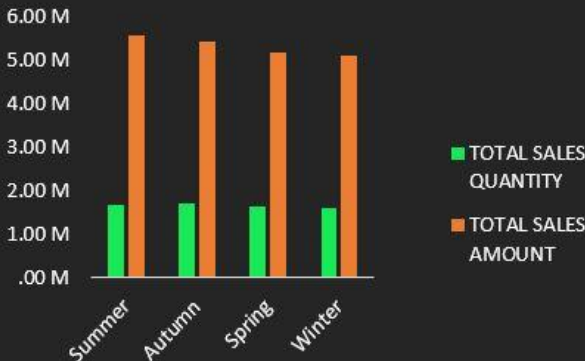
Products By Quantity Sold



Product By Revenue



Seasonal Revenue



Quantity By Category

