Understanding the performance of LES retail

1. Finding top 10 customers with highest transactions amount

FILTERS	
Customer	Top 10
Transaction	ALL

Transaction_id	Customer_id	Sales
31245038	712345388	$ 7,762.00
31245012	712345122	$ 6,880.00
31245029	712345299	$ 5,510.00
31245028	712345288	$ 4,698.00
31245025	712345255	$ 4,451.00
31245039	712345399	$ 4,029.00
31245044	712345444	$ 3,991.00
31245011	712345111	$ 3,979.00
31245021	712345211	$ 3,932.00
31245013	712345133	$ 3,092.00

Findings:

1. A small number of customers (top 10) contribute a significant portion of total sales revenue.
2. Customer ID 712345388 stands out as the highest spender with $7,762, making up 6% of all sales.
3. The top three customers alone contribute 20% ($20,152) to total sales.

2. Sales of Products in a given period

FILTERS	
Time Period	Dec 08-Dec 15
Transaction	All

Product_id	Product Description	Sales
10000343	Cornflakes_1Kg	$ 5,372.00
10000337	Orange_200mL_x6	$ 5,280.00
10000348	Mango_1L	$ 5,060.00
10000342	Cornflakes_almond_1Kg	$ 4,992.00
10000333	Cornflakes_500g	$ 4,592.00
10000336	Museli 1 Kg	$ 4,256.00
10000325	Eggs_1x30	$ 4,080.00
10000339	Cheese_200g_1x6	$ 4,000.00
10000335	Pepsi_2L	$ 3,456.00
10000338	Lemon_1L	$ 2,736.00
10000334	Museli_500g	$ 2,560.00
10000322	Museli_200g	$ 2,303.00
10000347	Chocos_200g	$ 2,077.00
10000349	Eggs_1x12	$ 1,836.00
10000328	Milk_MD_1L	$ 1,776.00
10000330	Pepsi_1L	$ 1,720.00
10000327	Milk_Amul_1L	$ 1,560.00
10000341	Soda_1L	$ 1,296.00
10000344	Curd_Amul_500mL	$ 1,260.00
10000323	Eggs_1x6	$ 1,204.00
10000350	Coke_1L	$ 1,188.00
10000321	Curd MD_1L	$ 1,188.00
10000331	Curd MD_500 mL	$ 1,160.00
10000329	Orange_200mL	$ 1,080.00
10000326	Curd_Amul_1L	$ 1,008.00
10000345	Milk_MD_500ml	$ 858.00
10000324	Soda_500mL	$ 780.00
10000340	Soda_200mL	$ 645.00
10000332	Coke_500mL	$ 540.00
10000346	Cheese_200g	$ 520.00

Findings:

1. Cornflakes_1Kg leads with $5,372.00 in sales, indicating strong demand.
2. Orange_200mL_x6 follows closely with $5,280.00, popular among packaged beverages.
3. Mango_1L shows significant sales at $5,060.00, likely due to seasonal appeal.
4. Breakfast cereals and beverages, particularly fruit-based drinks, dominate sales.
5. Diverse sales figures highlight varying consumer preferences across product categories.

3.1 ARPU (Average Revenue Per User) by City

FILTERS	
Time Period	Nov 30-Dec 15
Transaction	All

City	Users	Sales	ARPU
Kanpur	3	$ 11,923.00	$ 3,974
Bangalore	8	$ 25,389.00	$ 3,174
Hyderabad	5	$ 13,327.00	$ 2,665
Delhi	7	$ 18,608.00	$ 2,658
Kolkata	3	$ 7,636.00	$ 2,545
Lucknow	3	$ 7,482.00	$ 2,494
Mysore	2	$ 4,958.00	$ 2,479
Chennai	5	$ 11,863.00	$ 2,373
Pune	4	$ 9,232.00	$ 2,308
Mumbai	10	$ 19,106.00	$ 1,911

Findings:
1. Kanpur leads with $3,974 ARPU from $11,923.00 sales (3 users), indicating concentrated high spending.
2. Bangalore follows with $3,174 ARPU from $25,389.00 sales (8 users), showing consistent spending patterns.
3. Mumbai and Pune have lower ARPU ($1,911 and $2,308 respectively), despite higher user counts, suggesting broader but less intensive spending.

3.2 ARPU (Average Revenue Per User) by State

FILTERS	
Time Period	Nov 30-Dec 15
Transaction	All

State	Users	Sales	ARPU
Uttar Pradesh	6	$ 19,405.00	$ 3,234
Karnataka	10	$ 30,347.00	$ 3,035
Telangana	5	$ 13,327.00	$ 2,665
Delhi	7	$ 18,608.00	$ 2,658
West Bengal	3	$ 7,636.00	$ 2,545
Tamil Nadu	5	$ 11,863.00	$ 2,373
Maharashtra	14	$ 28,338.00	$ 2,024

Findings:
1. Uttar Pradesh tops with $3,234 ARPU from $19,405.00 sales (6 users), indicating strong individual spending.
2. Karnataka follows closely with $3,035 ARPU from $30,347.00 sales (10 users), highlighting robust spending dynamics.
3. Maharashtra shows lower ARPU ($2,024) despite higher total sales ($28,338.00), suggesting a larger user base with moderate spending.

4. Sales by category with city level break up

City	Cereals	Dairy	Drinks & Bevrages
Delhi	$ 6,676.00	$ 4,946.00	$ 6,986.00
Bangalore	$ 9,032.00	$ 7,637.00	$ 8,720.00
Hyderabad	$ 5,406.00	$ 2,554.00	$ 5,367.00
Pune	$ 4,083.00	$ 3,115.00	$ 2,034.00
Chennai	$ 4,810.00	$ 2,438.00	$ 4,615.00
Kolkata	$ 3,882.00	$ 1,498.00	$ 2,256.00
Mumbai	$ 6,284.00	$ 7,556.00	$ 5,266.00
Lucknow	$ 2,604.00	$ 2,990.00	$ 1,888.00
Mysore	$ 1,564.00	$ 1,230.00	$ 2,164.00
Kanpur	$ 5,320.00	$ 3,794.00	$ 2,809.00

Findings:

1. Bangalore leads in sales across all categories, indicating strong consumer demand and market dominance.
2. Mumbai excels in Dairy sales, suggesting a significant preference for dairy products among consumers.
3. Delhi leads in Drinks & Beverages, highlighting high consumer interest and consumption in beverage products.
4. Lucknow records the lowest sales across all categories, indicating potential challenges in market penetration or consumer engagement compared to other cities.