



MAVEN MARKET ANALYSIS

Analyzing the business strategy of a multinational grocery chain of Maven Market across multiple countries that involves considering various factors such as market trends, consumer behavior, competition and cultural differences.





Revenue

\$1.2M

Profit

\$715.7K

Return Rate

1%

Sold Qty

566.7K

City

- ☐ Acapulco
- ☐ Albany

education

All

Quarter

Q1

Q2

Q3

Q4

Current Month Revenue

18,325✓

Goal: 17,339 (+5.69%)

Current Month Profit

\$71,682✓

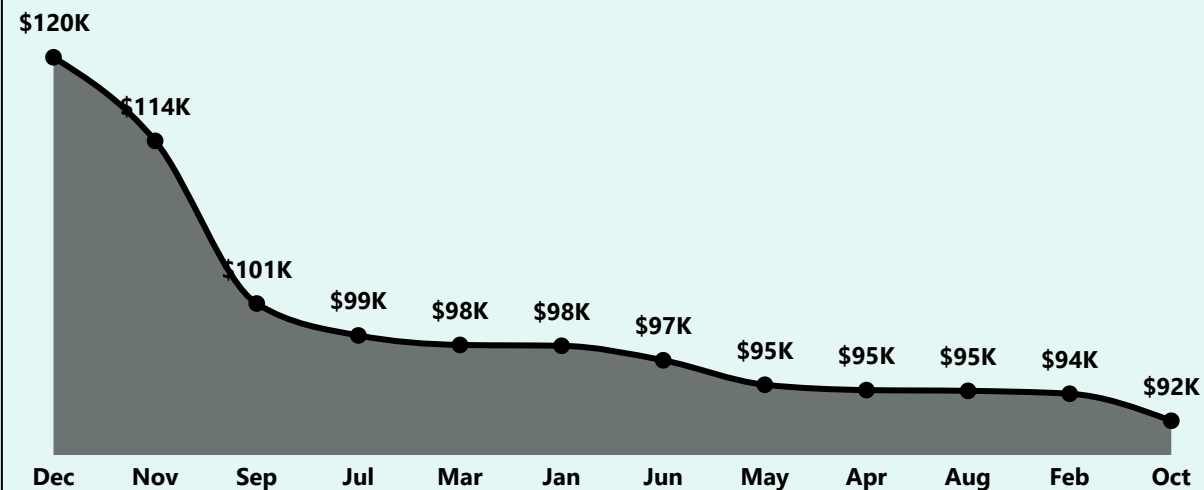
Goal: 67.87K (+5.61%)

Current Month Returns

496!

Goal: 482 (-2.9%)

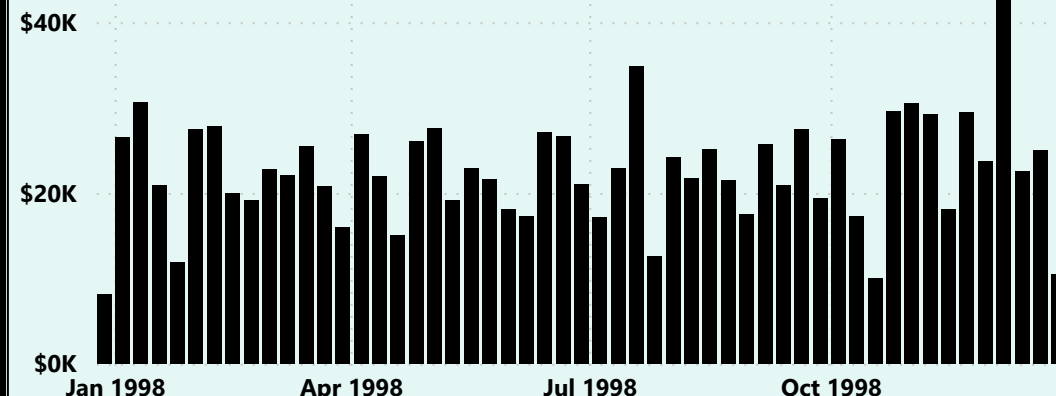
Revenue Per Month



Top 6 Product_Names by Profit

Booker Strawberry ...	\$1,073
Imagine Popsicles	\$1,071
Hermanos Green Pe...	\$1,052
Super Extra Chunky ...	\$1,042
Fabulous Strawberr...	\$1,036
Hilltop Mint Mouth...	\$1,010

Total Revenue by Start of Week



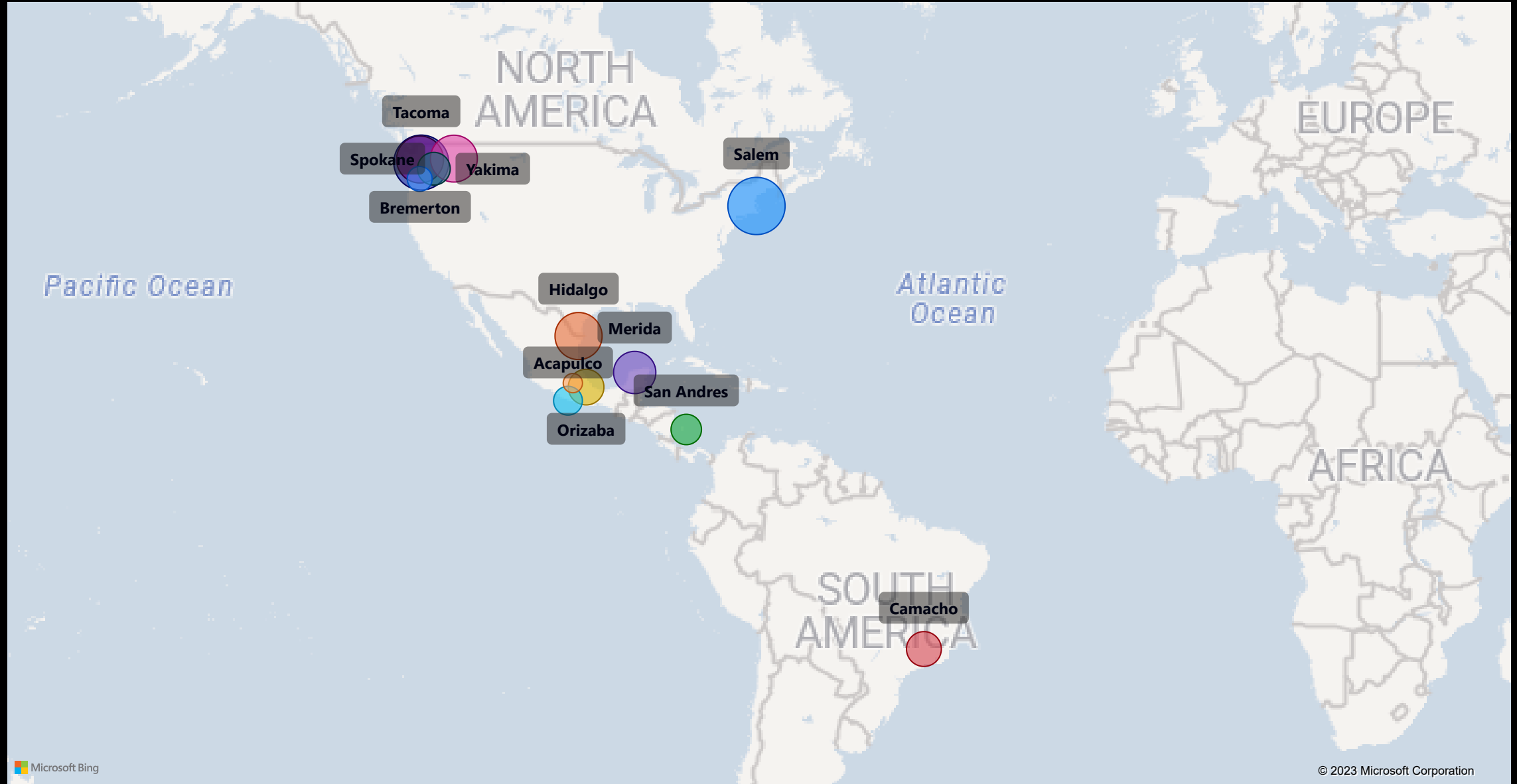
Select all

Canada

Mexico

USA

Transaction by Top Cities





☐ Female
☐ Male

Top 30 Product Brands

Product_Brand	Total Transactions	Total Profit	Profit Margin	Return Rate
Hermanos	8,071	\$33,167	58.54%	1.11%
Tell Tale	7,694	\$29,926	58.04%	1.00%
Ebony	7,685	\$29,749	59.82%	0.95%
Tri-State	7,438	\$29,065	58.90%	1.02%
High Top	7,153	\$28,503	60.39%	1.01%
Nationeel	6,499	\$27,446	60.47%	1.11%
Fast	6,188	\$24,747	61.05%	1.09%
Fort West	6,175	\$23,951	59.79%	0.92%
Horatio	6,121	\$25,589	58.44%	1.25%
Best Choice	6,000	\$25,901	60.60%	0.84%
Sunset	5,856	\$20,803	60.49%	1.04%
Red Wing	5,806	\$23,624	59.37%	1.09%
Big Time	5,797	\$23,710	60.26%	0.97%
Carrington	5,622	\$21,468	59.52%	0.89%
Cormorant	5,382	\$22,502	61.52%	0.90%
High Quality	5,323	\$24,008	60.00%	1.03%
BBB Best	5,254	\$19,375	62.10%	0.90%
Imagine	5,225	\$21,742	61.51%	0.98%
Denny	5,223	\$23,050	58.07%	0.91%
Golden	5,218	\$19,403	58.71%	0.91%
PigTail	5,180	\$17,338	60.68%	0.96%
Super	5,120	\$19,600	60.66%	0.94%
Landslide	4,951	\$15,987	58.63%	0.97%
Plato	4,912	\$18,503	63.55%	1.04%
CDR	4,574	\$18,008	59.03%	1.00%
Better	4,073	\$13,193	61.14%	1.04%
Just Right	3,906	\$14,249	59.54%	0.87%
Pleasant	3,757	\$14,966	60.19%	0.98%
Carlson	3,724	\$15,266	61.09%	1.08%
Bravo	3,689	\$16,322	59.01%	0.85%
Total	167,616	\$661,159	59.93%	0.99%

Select all

Canada

Mexico

USA

USA

Mexico

556K

227K

Canada

51K

Year

1997

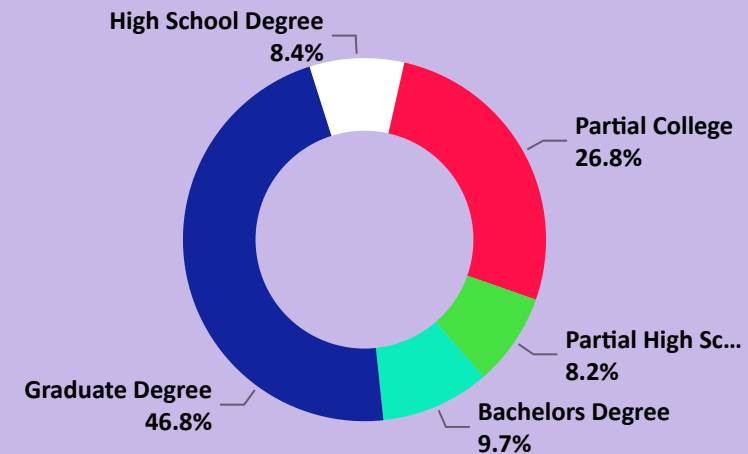
1998

Revenue vs Target

\$119K

\$120K

Return Rate by education





Portland has achieved **1,000 sales** in December.



Imagine Popsicles is the second most product with a whopping of **\$1071 Profit!**



Hermanos Product brands more on USA(17k) at a return rate of **1.11%**.



Canada Wise Country Details

Key Insights :



Key Insights :-

- **Booker Strawberry Yogurt** and **Imagine Popsicles** emerged as the **Top-Performing Products**, with securing the **Maximum Profit**.
- **November** and **December Months** witnessed the **Highest Revenue**. (Least Revenue was happened in **October Month**)
- **For KPI :**
Expansion with a **5.6% increase** in both **Revenue** and **Profit** compared to the **Previous Month**, coupled with a **Reduction** of **3%** in **Returns**.
- **Hidalgo City** dominated **Transactional** activity, totaling **17,000 transactions**
- **Higher Return Rate%** among **Graduate Degree** students highlighted a potential area for improvement.
- The **USA** proved to be the primary market with **556,000 Units Sold**, where as **Canada** lagged behind with only **51,000 Units**.
- **Hermanos** product brand led the way in generating the **Highest Profit**.