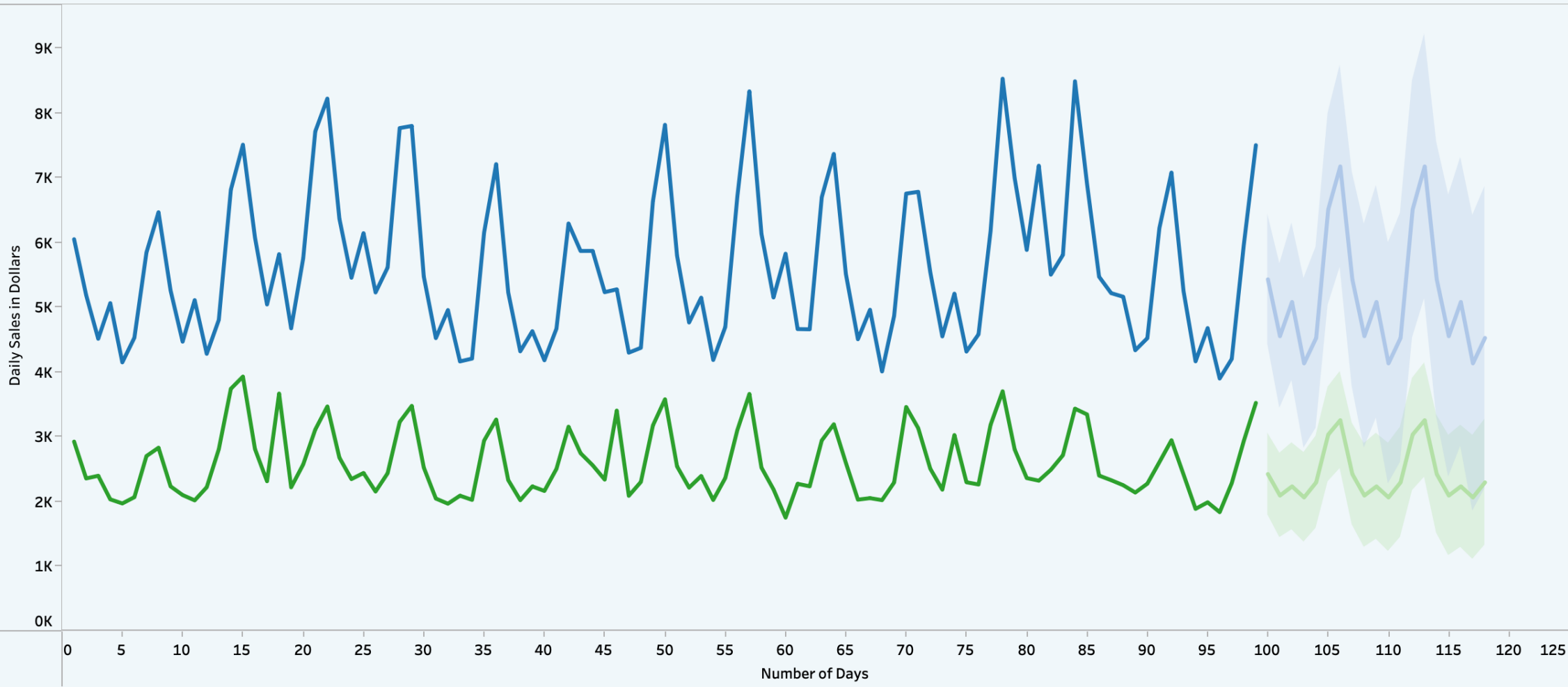




Kroger: Private Label Analysis

Daily Forecasts

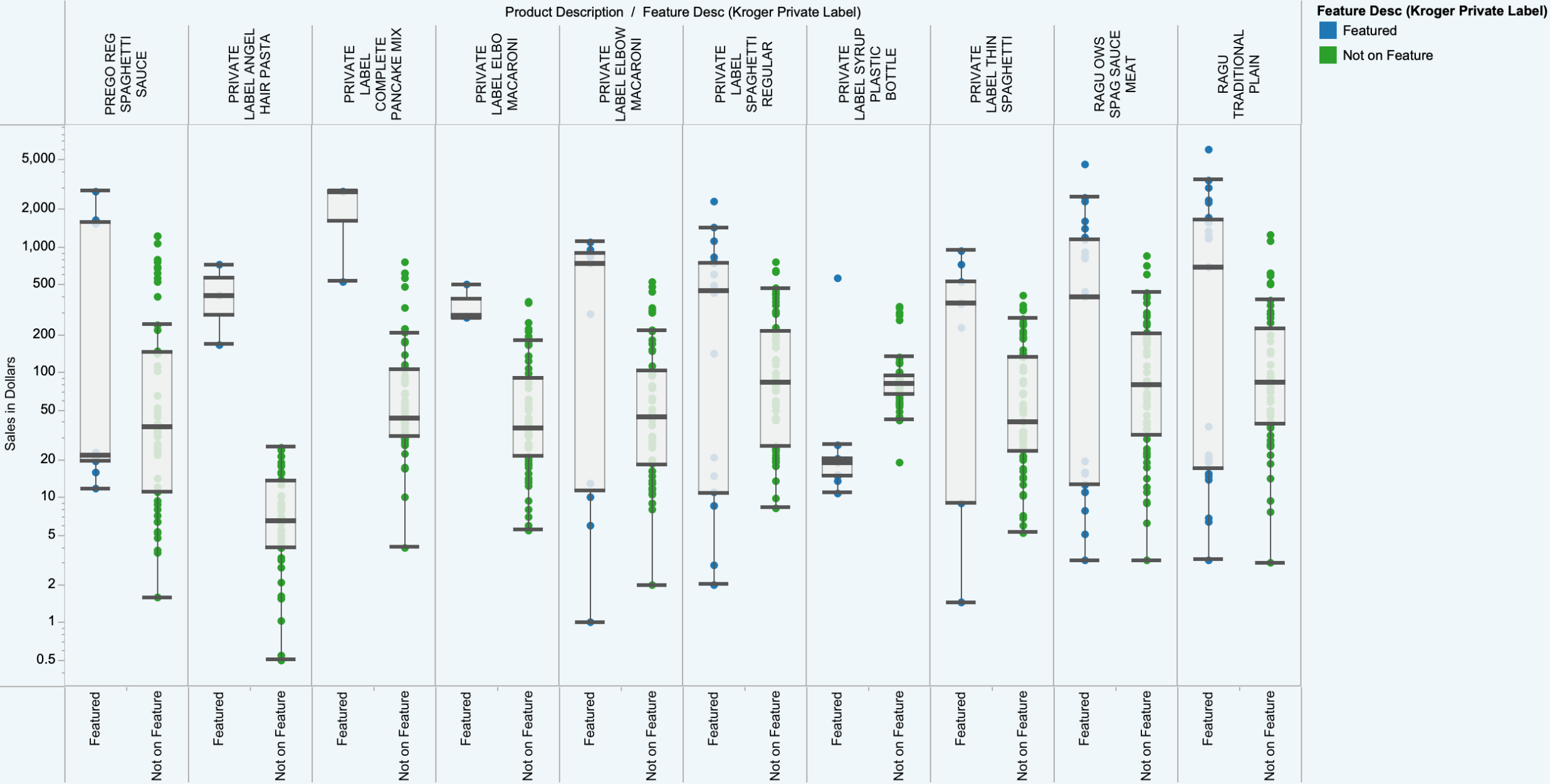


State Name and Forecasting

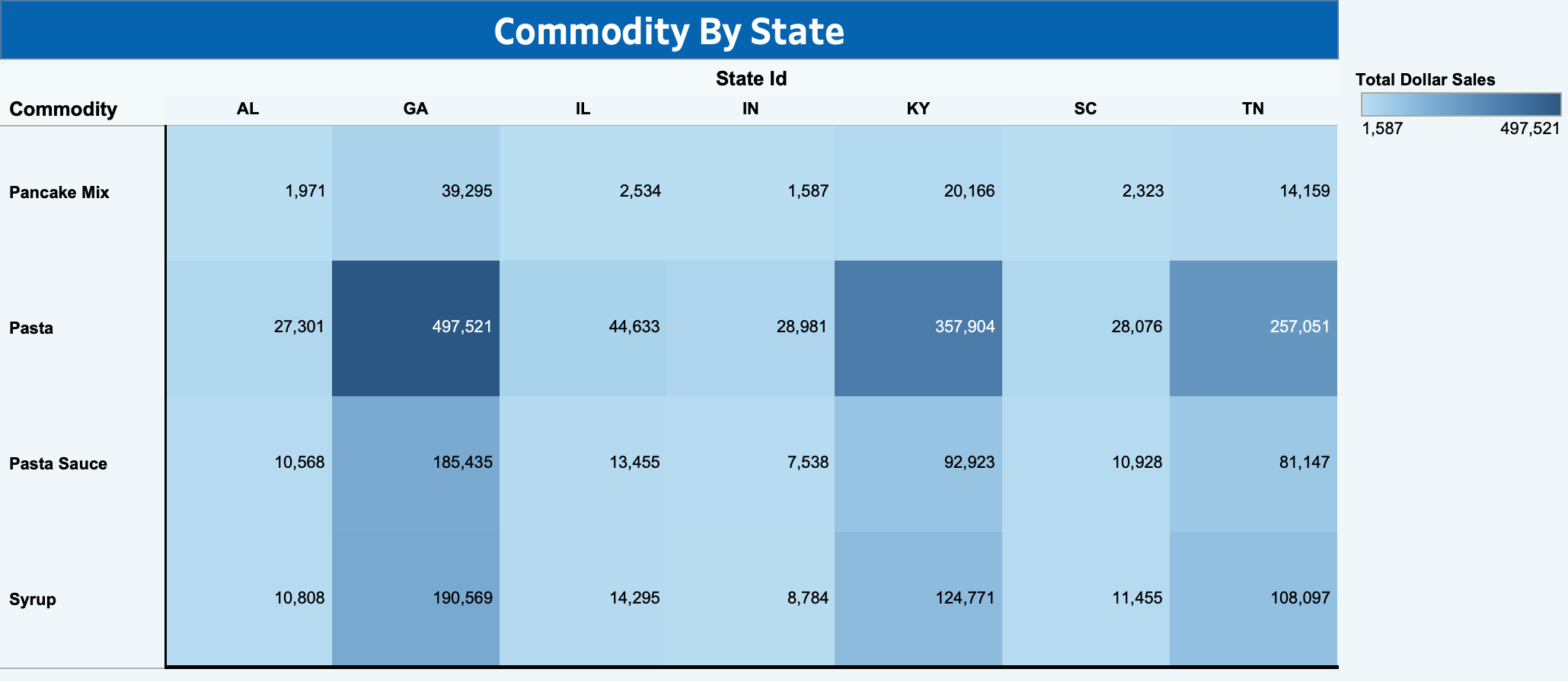
- Georgia, Actual
- Georgia, Estimate
- Tennessee, Actual
- Tennessee, Estimate

The highest daily sales in the first 100 days of the data occurred on day 84 in Georgia with a sales of \$8,479

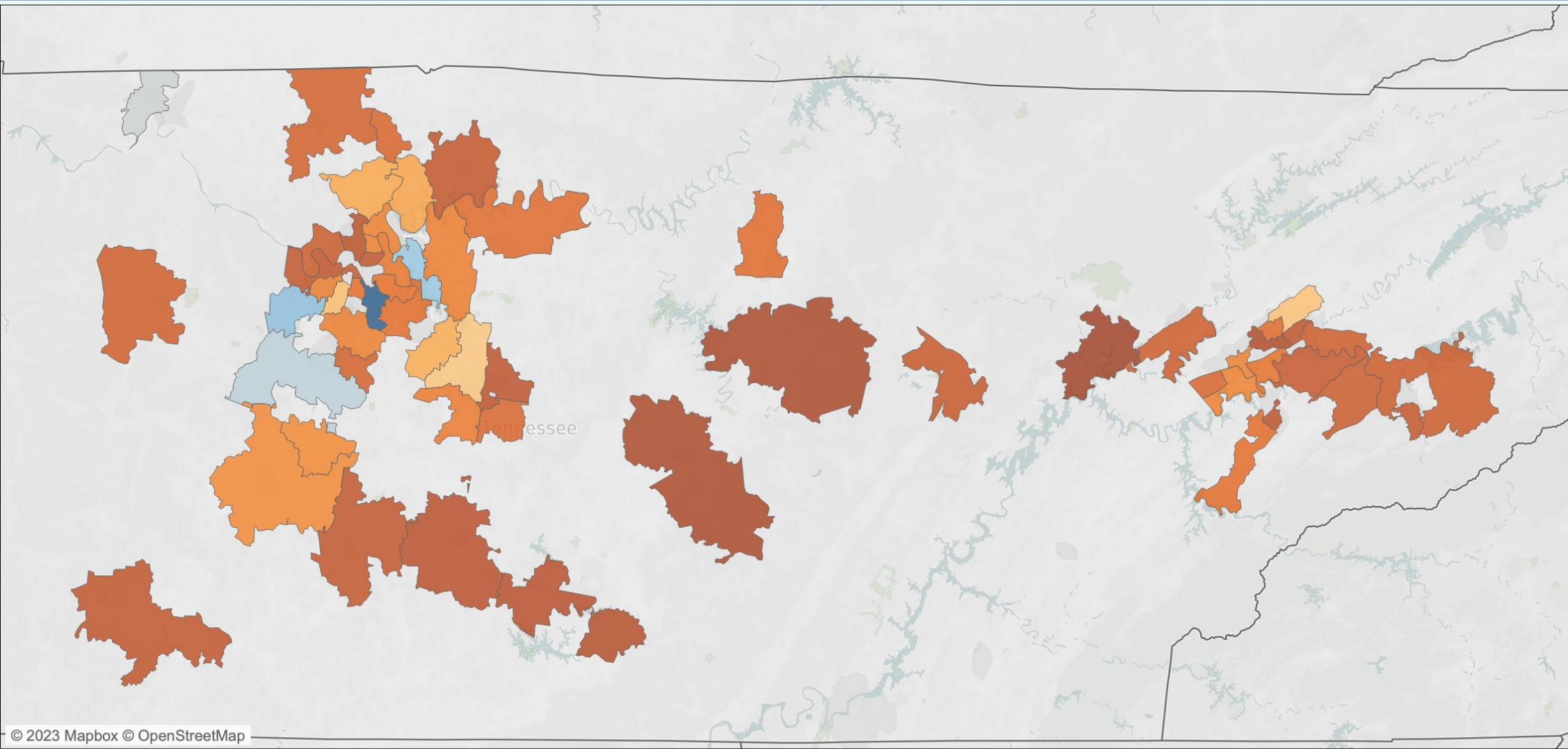
Feature Effectiveness



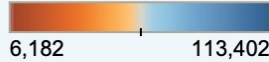
Sum of Dollar Sales for each Feature Desc (group) broken down by Product Description. Color shows details about Feature Desc (group). Details are shown for Week. The view is filtered on sum of Dollar Sales, Feature Desc (group) and Product Description. The sum of Dollar Sales filter includes greater than and or equal to 0 and keeps Null values. The Feature Desc (group) filter excludes Null. The Product Description filter has multiple members selected.



Total Sales in Tennessee by Zipcode



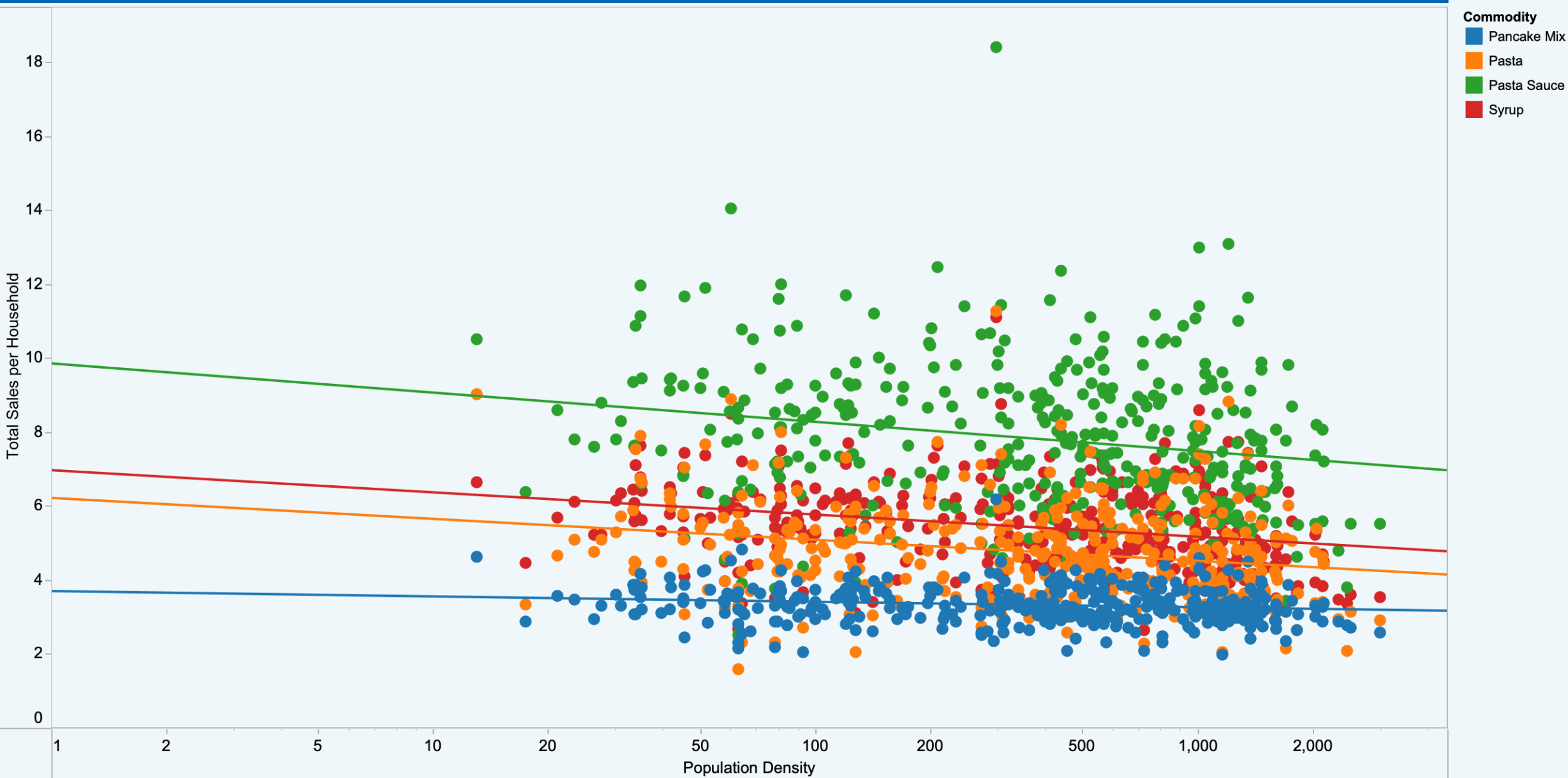
Total Amount of Sales



© 2023 Mapbox © OpenStreetMap

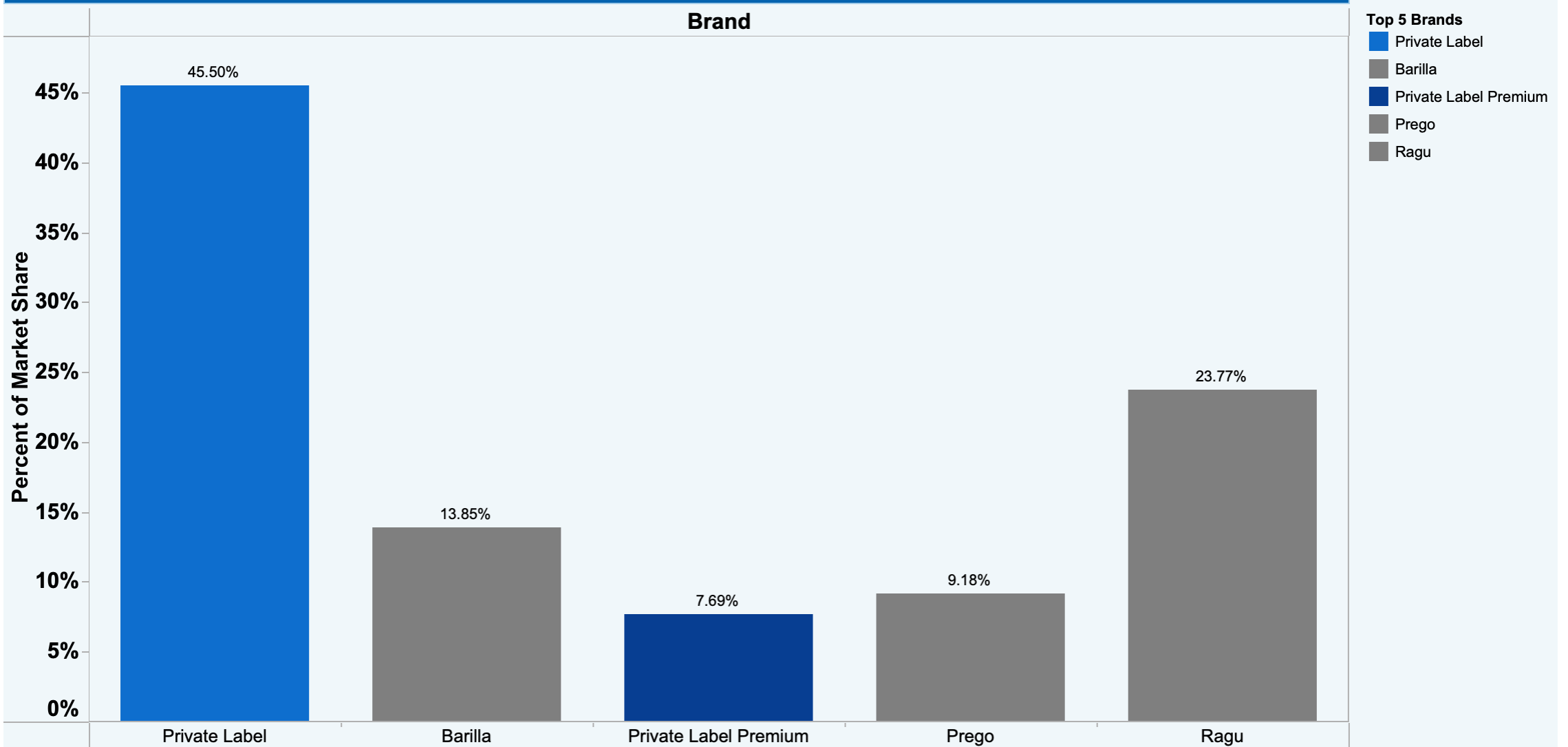
The zip code with the most dollar sales is 37211.

Density and Sales



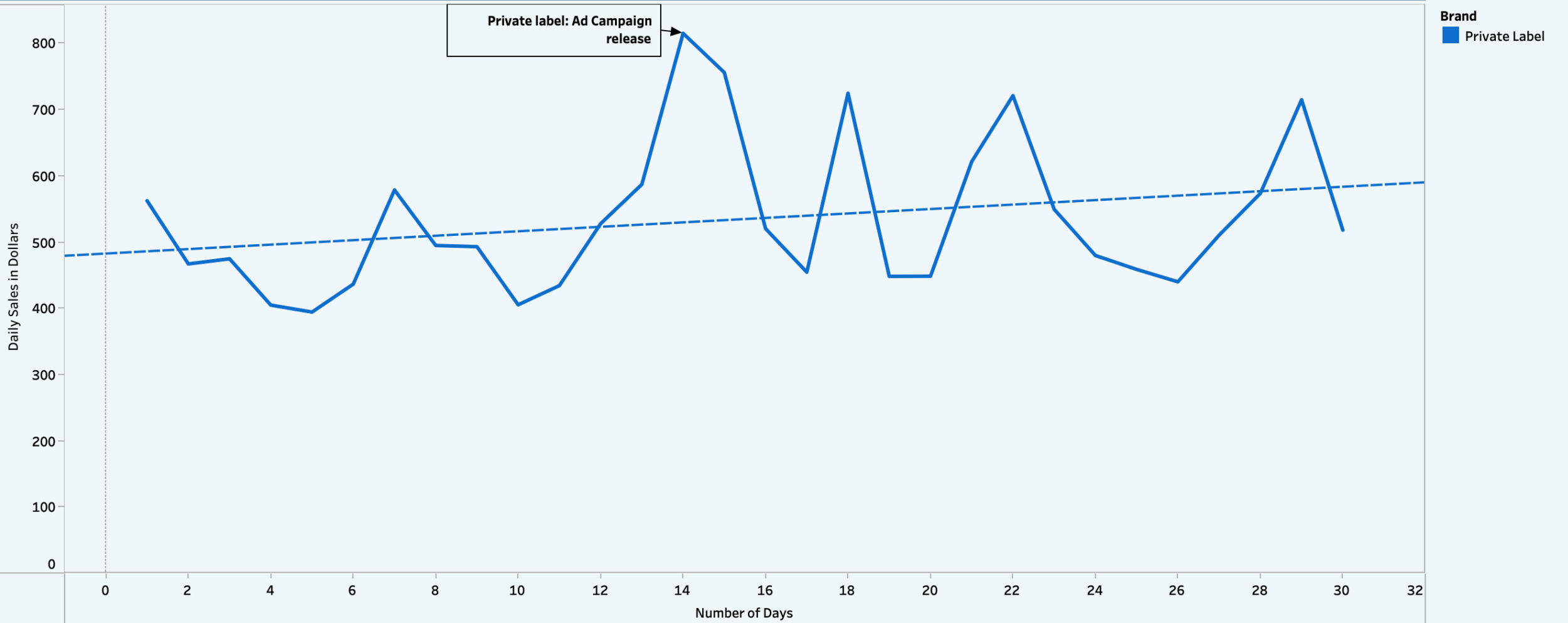
Average of Density vs. SalesPerHousehold. Color shows details about Commodity. Details are shown for Store. The view is filtered on average of Density, which keeps non-Null values only.

Market Share: Top 5 Brands



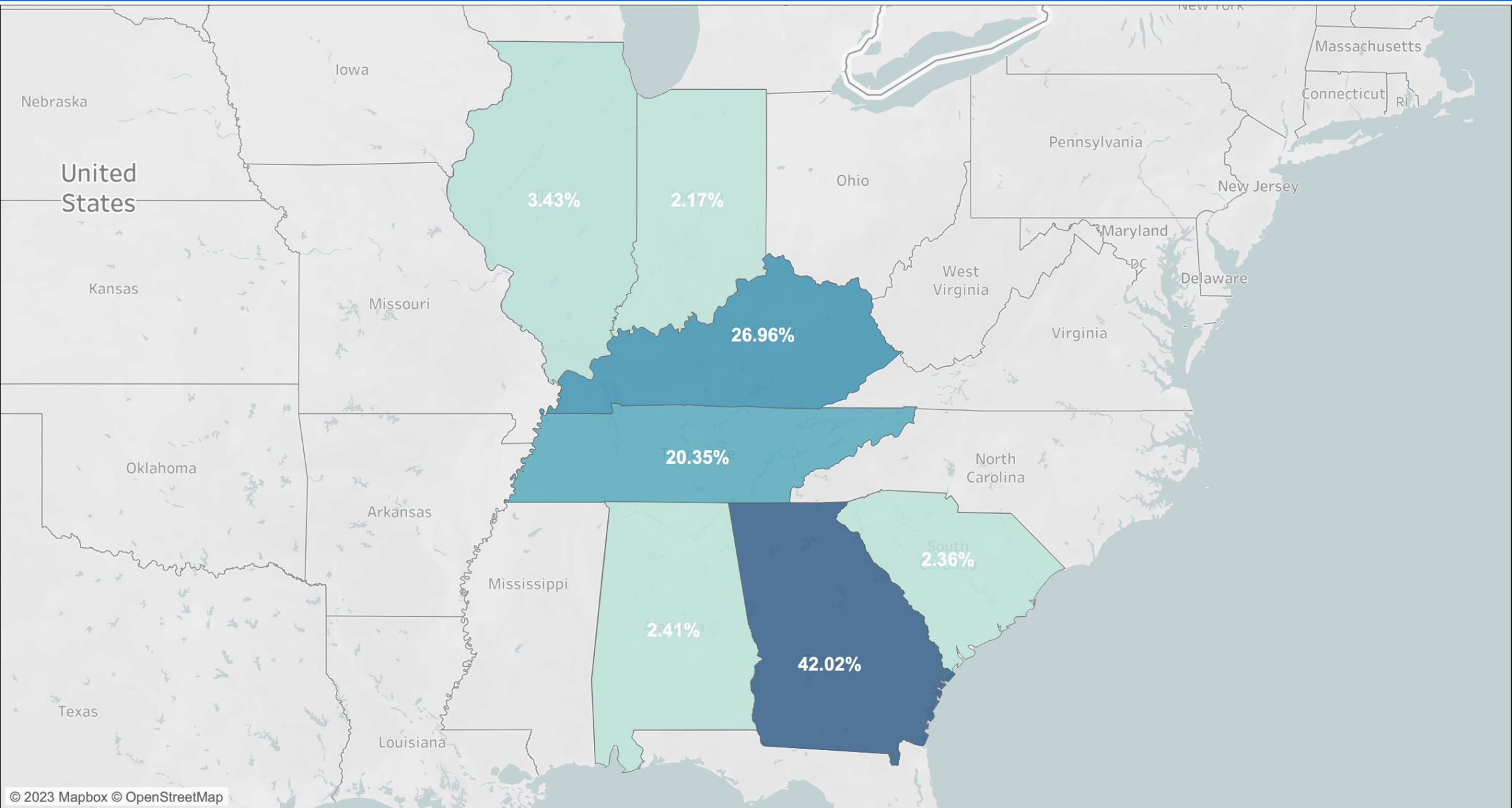
The brand with the highest market share is Private Label with 53.39%

Private Label: Daily Sales (Top 5 brands)



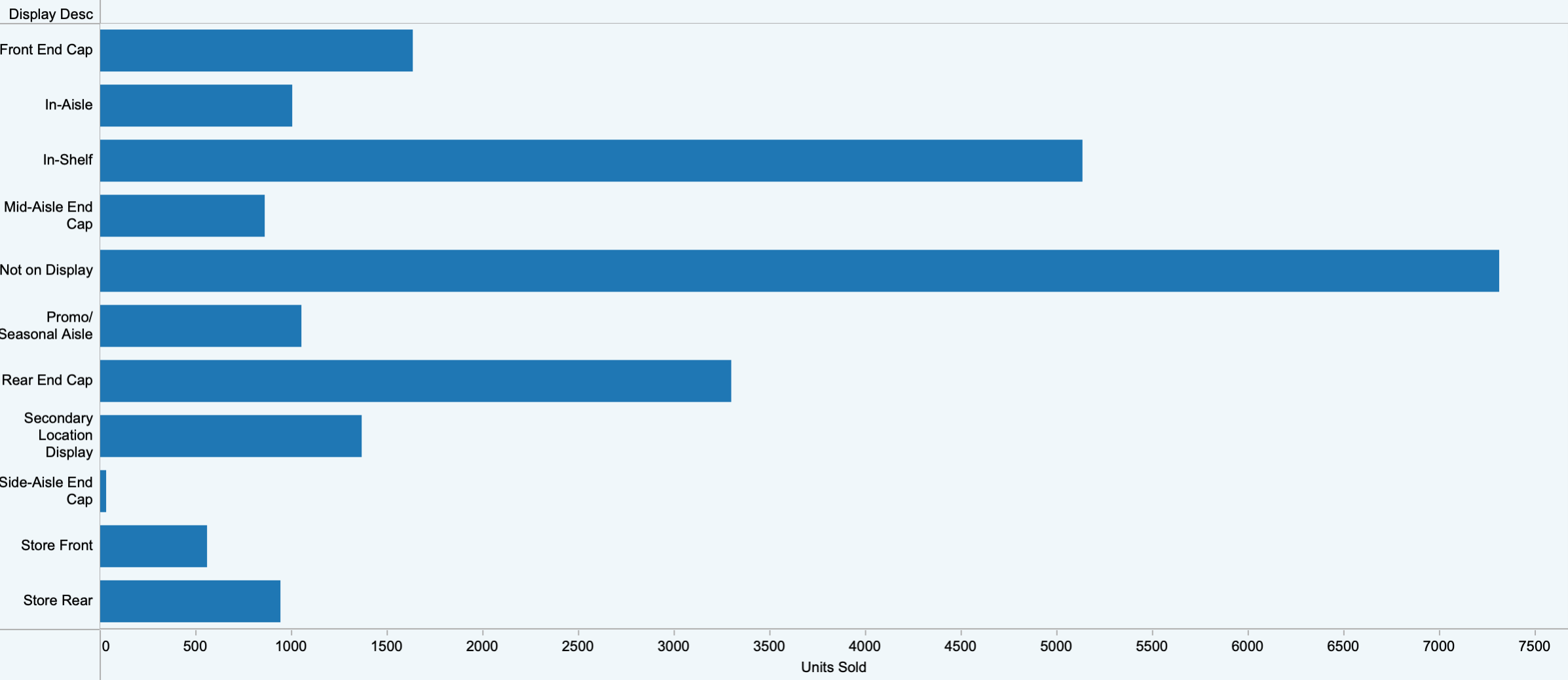
Overall trend of daily sales of Private Label is constant and steady

Region Wide Market Share: Private Label



Map based on Longitude (generated) and Latitude (generated). Color shows sum of Dollar Sales. The marks are labeled by % of Total Dollar Sales. Details are shown for State Id. The data is filtered on Brand, Action (Brand,Day), Action (Display Desc) and Action (Brand). The Brand filter keeps 131 of 131 members. The Action (Brand,Day) filter keeps 42,745 members. The Action (Display Desc) filter keeps 12 members. The Action (Brand) filter keeps 1 member. The view is filtered on Latitude (generated) and Longitude (generated). The Latitude (generated) filter keeps non-Null values only. The Longitude (generated) filter keeps non-Null values only.

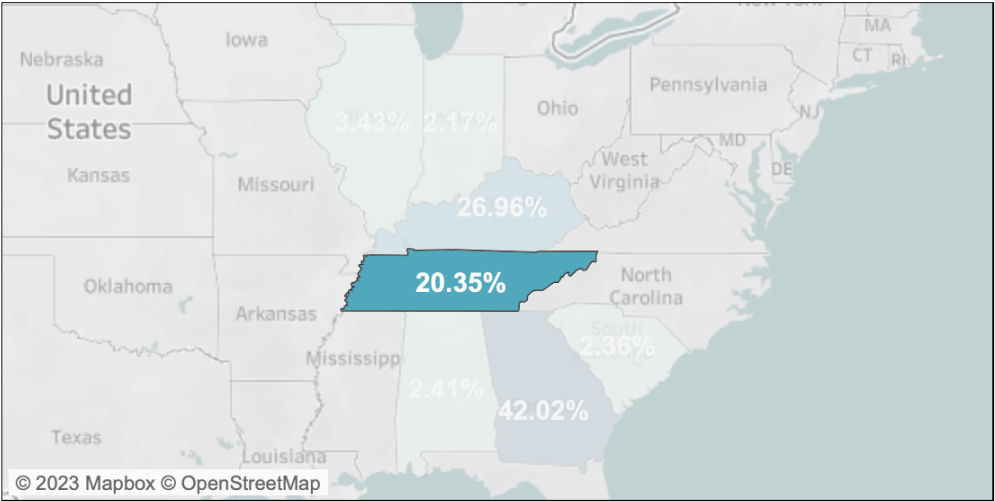
Private Label: Units Sold Based on Display Location



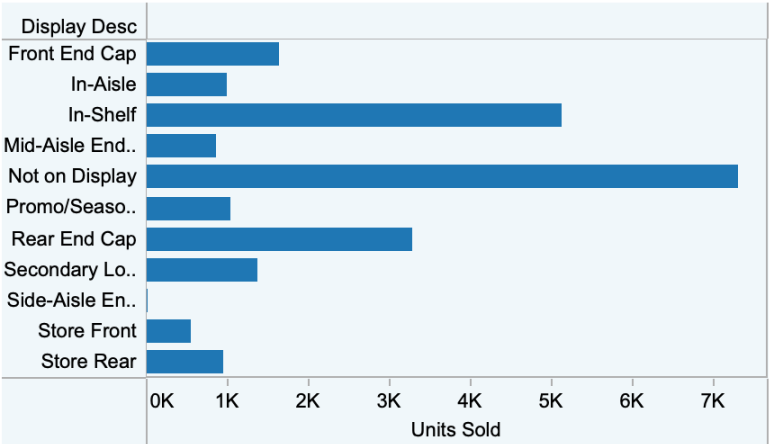
Private label products sells best even when products are not on display.

Kroger: Private Label Analysis

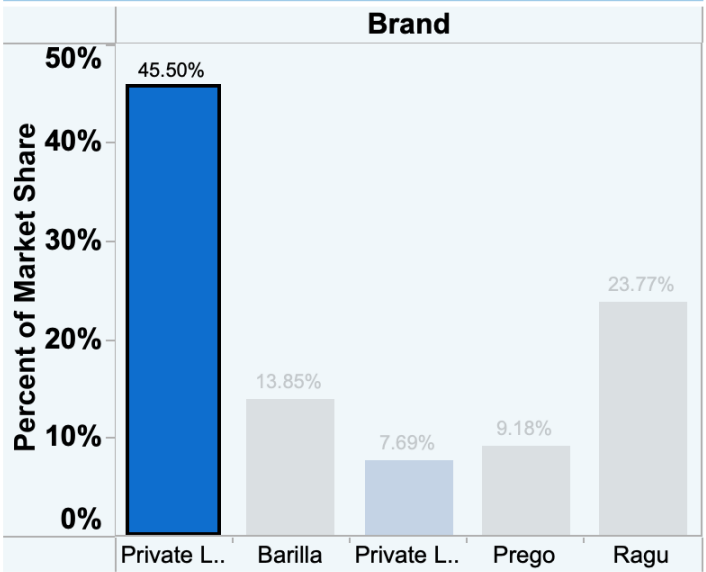
Region Wide Market Share: Private Label



Private Label: Units Sold Based on Display Location



Market Share: Top 5 Brands



A overall analysis on how Kroger owned brand Private Label is doing in the market of Pasta, Pasta Sauce, Syrup, and Pancake Mix. This visualization provides a better understanding on Private Lables strengths in the market. Compared to other competitors Private label is leading the market in all commodities and has a steady trend in Daily Sales. **Note:** Even when Private Label is not on display units sell the most.

