

Weekly Retail Outlet Sales Analysis

Outlet Name	Example Retail Store #1	Week	2024-06-10 to 2024-06-16
Prepared By	John Doe	Date	2024-06-17

Summary of Key Metrics

Total Sales (USD)	\$12,500	Total Transactions	410
Average Transaction Value	\$30.49	Top Selling Category	Beverages

Daily Sales Breakdown

Date	Sales (USD)	No. of Transactions	Comments
2024-06-10	\$1,650	56	Low Footfall (Monday)
2024-06-11	\$1,850	62	
2024-06-12	\$1,900	64	
2024-06-13	\$2,000	70	Promotion on Snacks
2024-06-14	\$2,300	78	Increased Weekend Sales
2024-06-15	\$1,950	50	
2024-06-16	\$850	30	Shorter Business Hours

Category-wise Sales Summary

Category	Sales (USD)	% of Total Sales
Beverages	\$3,800	30.4%
Snacks	\$2,950	23.6%
Dairy	\$2,500	20.0%
Personal Care	\$1,750	14.0%
Others	\$1,500	12.0%

Important Notes

- Weekly sales analysis helps identify trends and peak sales periods.
- Breakdown by category and day supports targeted promotions and stock planning.
- Document assists in benchmarking outlet performance over time.
- Accurate data entry is crucial for meaningful analysis.
- Consider external factors (weather, holidays, promotions) when analyzing trends.