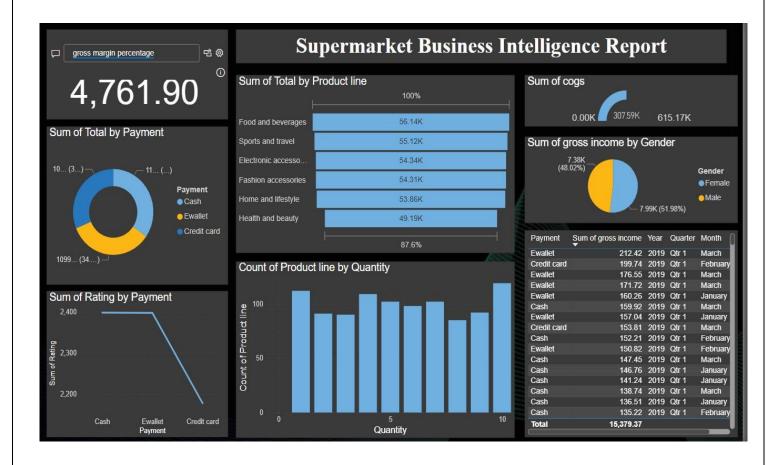
Assignment No-3



Key Insights from Supermarket Business Intelligence Report

1) Overall Performance

- a. The gross margin percentage is 4,761.90, indicating profitability.
- b. The sum of COGS (Cost of Goods Sold) is 307.59K, while total costs go up to
 615.17K, suggesting room for cost optimization.

2) Payment Method Analysis

- a. Credit cards and e-wallets are the most used payment methods.
- b. **Cash transactions** are slightly lower but still contribute significantly to total sales.

3) Top-Selling Product Lines

- a. Food & Beverages have the highest total sales at 56.14K, followed closely by Sports & Travel (55.12K), Electronics (54.34K), and Fashion Accessories (54.31K).
- b. **Health & Beauty (49.19K)** has the lowest total sales among product lines.

4) Gender-wise Gross Income

a. Males contribute slightly more (51.98%) to gross income than females (48.02%), showing a balanced gender distribution.

5) Product Quantity Distribution

a. Products with **higher quantities (around 10 units)** seem to be more frequently purchased, indicating customer demand for bulk purchases.

6) Customer Ratings by Payment Method

a. Cash transactions have the highest customer ratings, followed by e-wallets, while credit cards have the lowest ratings.

7) Monthly & Quarterly Income Trends

a. The highest gross income transactions occurred in March 2019, with E-wallets and Credit Cards contributing significantly.