

# Assignment No- 3



## Key Insights from Supermarket Business Intelligence Report

### 1) Overall Performance

- The **gross margin percentage** is **4,761.90**, indicating profitability.
- 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

- Credit cards and e-wallets** are the most used payment methods.
- 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**.