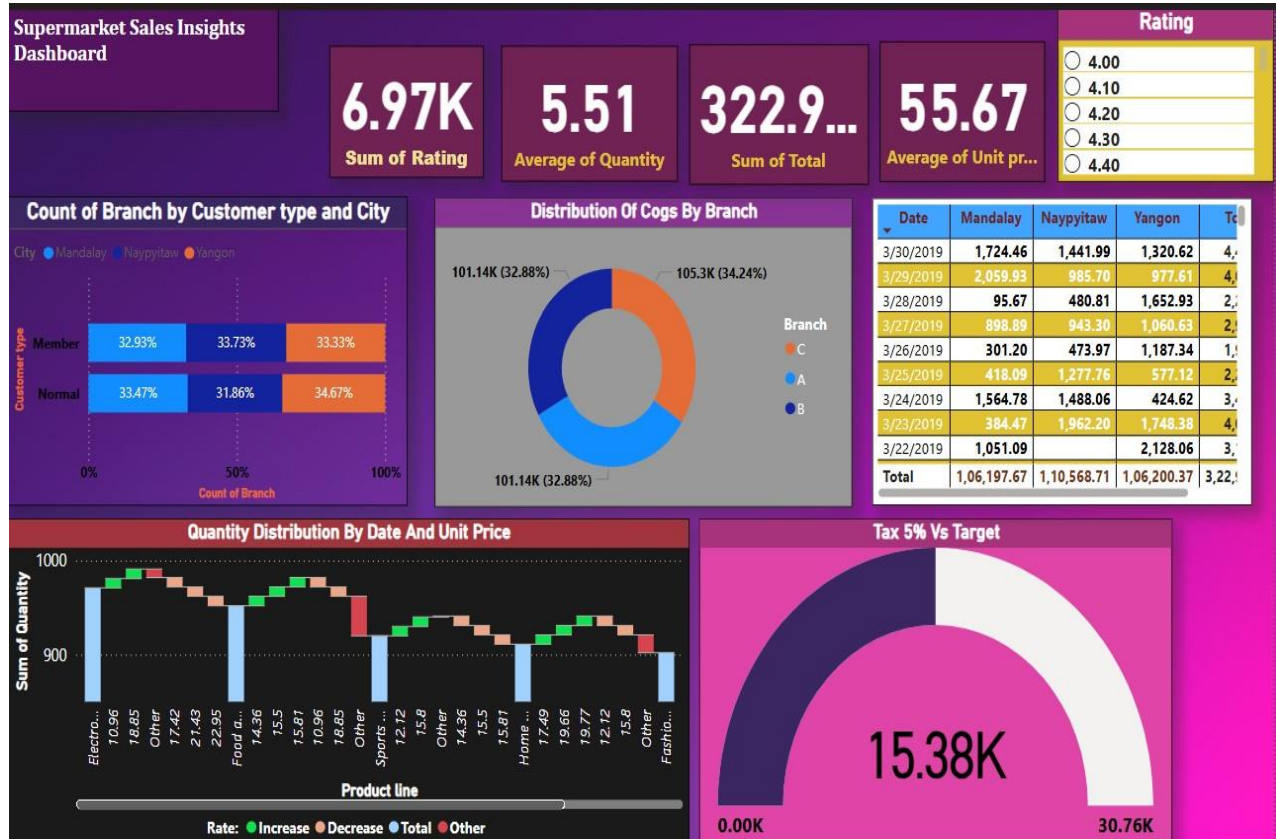


## Assignment No-2



### Supermarket Sales Performance & Customer Insights Dashboard

#### 1) Sales Performance

- The total sales amount is **322.9K**, indicating good overall performance.
- The **average unit price** is **55.67**, showing the price range of products sold.

#### 2) Customer and Branch Analysis

- Sales are almost evenly distributed across the three branches (**A, B, C**).
- Members and normal customers are fairly balanced across different cities.

### 3) Cost and Expenses

- Cost of Goods Sold (**COGS**) is distributed almost equally among the three branches, with Branch A having the highest share.
- The **tax collected (15.38K)** is about half of the target (30.76K).

### 4) Product & Quantity Trends

- Quantity sales vary across different dates and product categories.
- Some categories are increasing in quantity, while others are declining.

### 5) Customer Rating & Payment Trends

- The total rating sum is **6.97K**, showing overall customer feedback.
- Payment methods (Cash, E-wallet, and Credit Card) contribute differently to sales, which can be used for customer preference analysis.