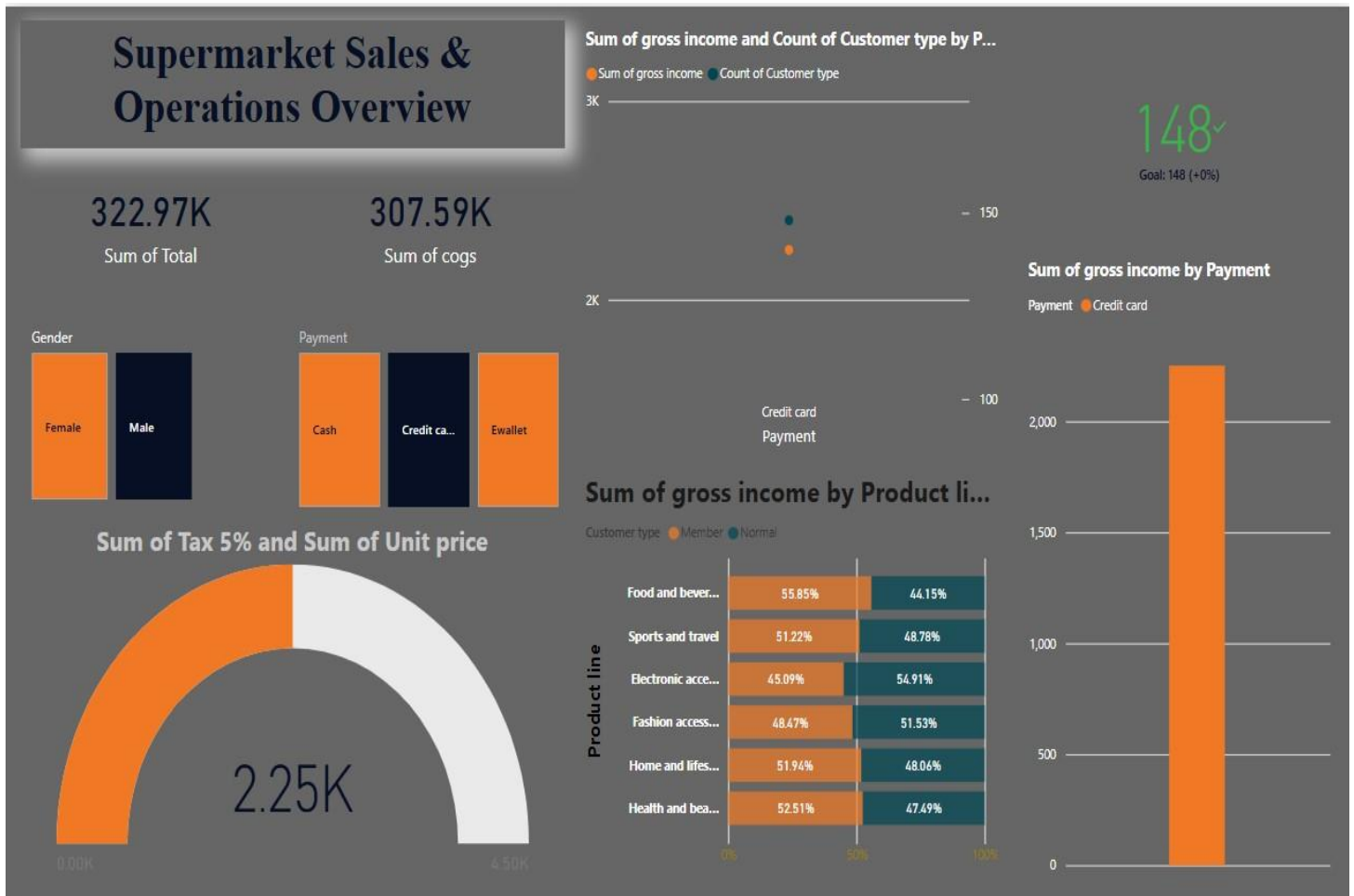# Assignment No- 2

Key Insights from Supermarket Sales & Operations Dashboard

1) Total Sales & Costs

- Total revenue is **322.97K**, and the total cost of goods sold (COGS) is **307.59K**.
- The profit margin appears to be low, indicating that expenses are high compared to total sales.

2) Customer Demographics

- **Gender Distribution:** Sales are fairly balanced between **male and female customers**.
- **Customer Type:** Both **members and normal customers** contribute to sales, but their income contribution varies by product line.

3) Payment Methods

- Most payments are made using **credit cards**, followed by **cash and e-wallets**.
- The highest gross income comes from **credit card payments**.

4) Product Line Performance

- **Food & Beverages** generate the highest gross income, with **members contributing more** than normal customers.
- Other high-performing categories include **Sports & Travel and Health & Beauty**.

5) Tax & Unit Price Analysis

- The sum of **5% tax and unit price** is shown as **2.25K**, indicating how much tax is contributing to overall pricing.

6) Customer Target Achievement

- The **customer target is 148**, which has been met (0% change), showing stable customer engagement.