



# Supermarket Sales Data Analysis

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# **EXPLORATION**

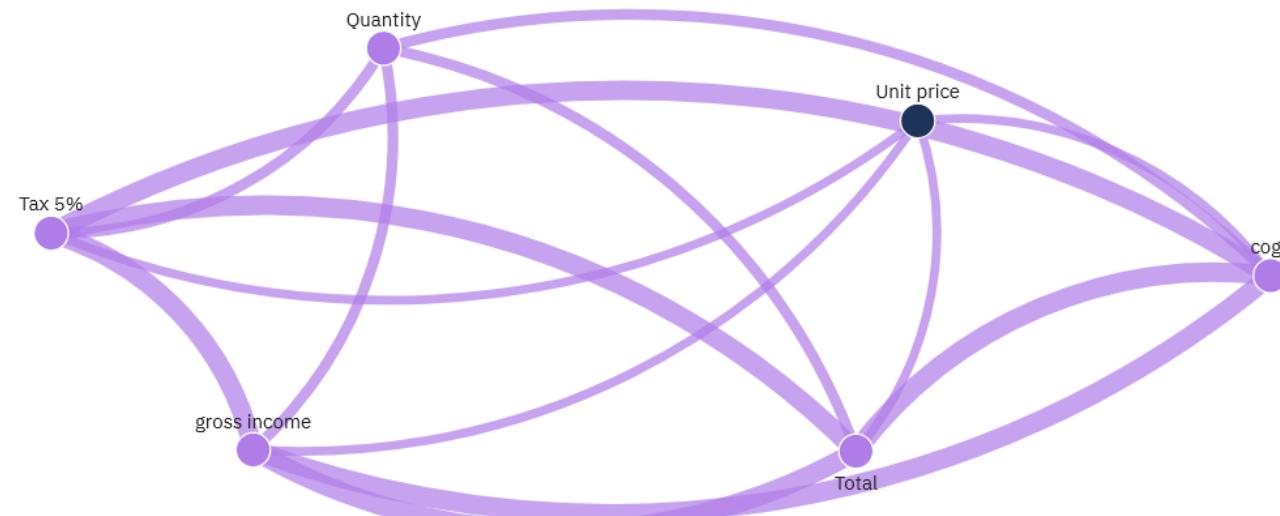
## Explore data relationships

Supermarket Sales.csv

Reset to original

Unit price

Edit diagram



Select single or multiple nodes to see visualizations.

Relationship diagram ⓘ

10% —————— 100%

## Select a visualization

Explore visualizations related to 'Unit price'

Unit price

**55.67**

Unit price

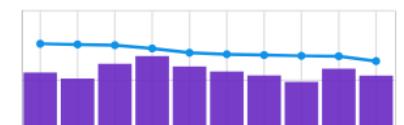
Add +

Unit price



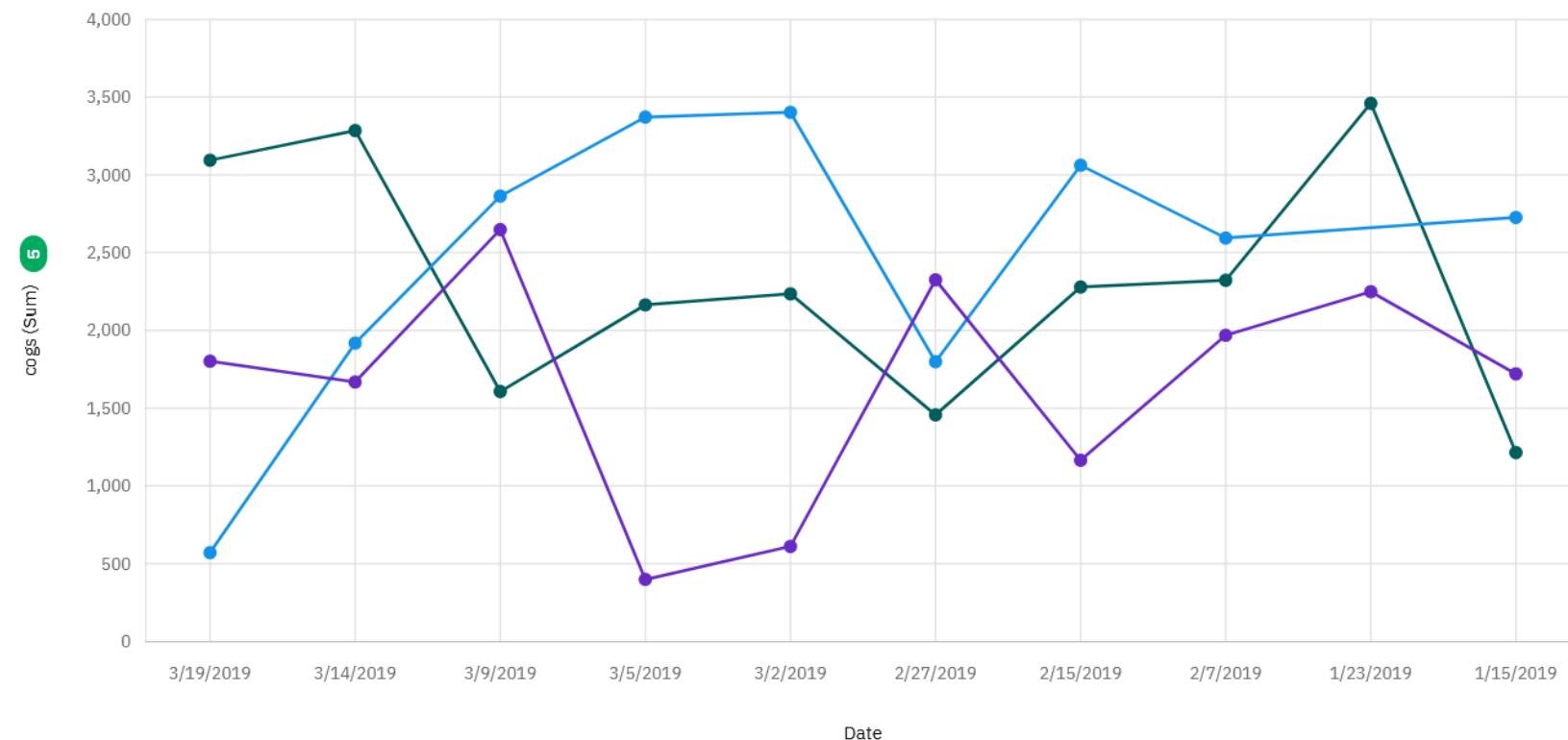
Add +

Rating and Unit price by Date



### cogs by Date colored by Branch

Branch  
● A ● B ● C



### Details

Over all **dates** and **branches**, the sum of **cogs** is almost 62 thousand.

The summed values of **cogs** range from 398.8 to almost 3500.

For **cogs**, the most significant values of **Date** are 2019-03-09, 2019-02-07, 2019-03-14, 2019-02-15, and 2019-03-02, whose respective **cogs** values add up to almost 34 thousand, or 54.3 % of the total.

For **cogs**, the most significant values of **Branch** are C and B, whose respective **cogs** values add up to over 45 thousand, or 73.3 % of the total.

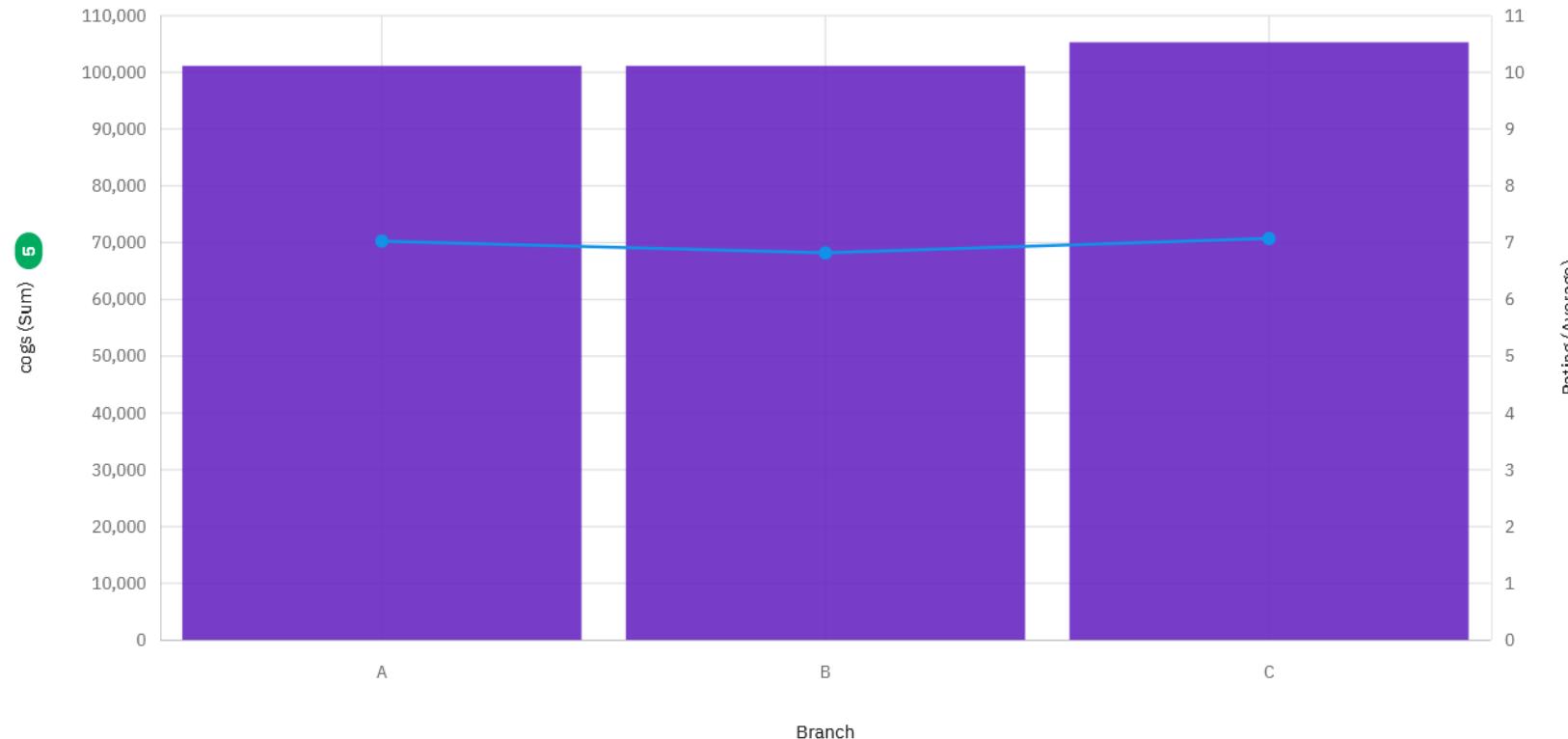
## Rating and cogs by Branch

Column

cogs (Sum)

Line

Rating (Average)



## Details

Over all **branches**, the sum of **cogs** is almost 308 thousand.

**cogs** ranges from over 101 thousand, when **Branch** is B, to over 105 thousand, when **Branch** is C.

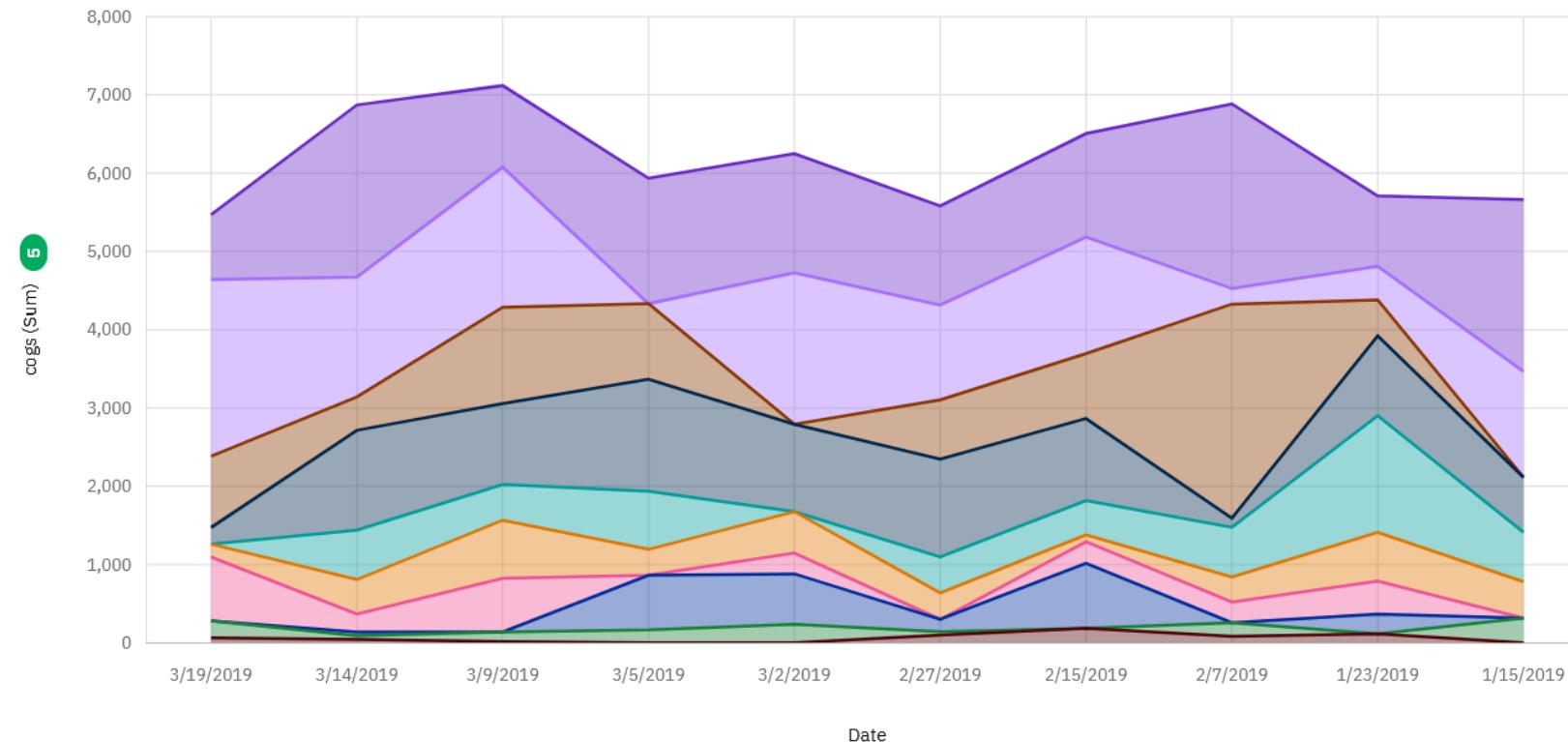
Over all **branches**, the average of **Rating** is 6.973.

The average values of **Rating** range from 6.818, occurring when **Branch** is B, to 7.073, when **Branch** is C.

A is the most frequently occurring category of **Branch** with a count of 340 items with **Rating** values (34 % of the total).

### cogs by Date colored by Quantity 4

Quantity  
1 2 3 4 5 6 7 8 9 10



### Details

cogs is unusually high when **Quantity** is 10.

Over all **dates** and **quantities**, the sum of **cogs** is almost 62 thousand.

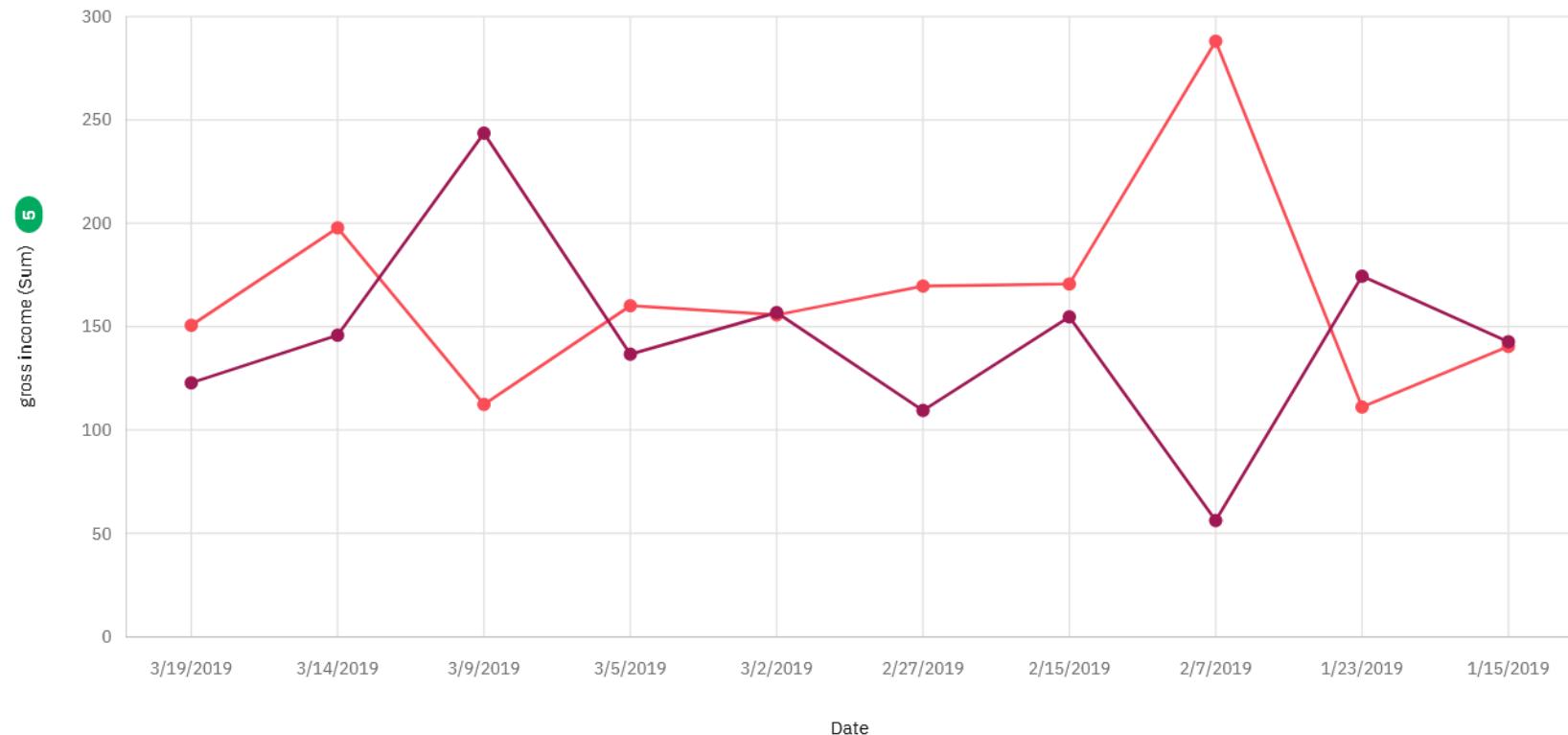
The summed values of **cogs** range from 16.28 to over 2500.

For **cogs**, the most significant value of **Quantity** is 10, whose respective **cogs** values add up to over fifteen thousand, or 24.6 % of the total.

For **cogs**, the most significant values of **Date** are 2019-03-09, 2019-02-07, 2019-03-14, 2019-02-15, and 2019-03-02, whose respective **cogs** values add up to almost 34 thousand, or 54.3 % of the total.

### gross income by Date colored by Customer type

Customer type  
● Member ● Normal



### Details

Across all **dates** and **customer types**, the sum of **gross income** is over three thousand.

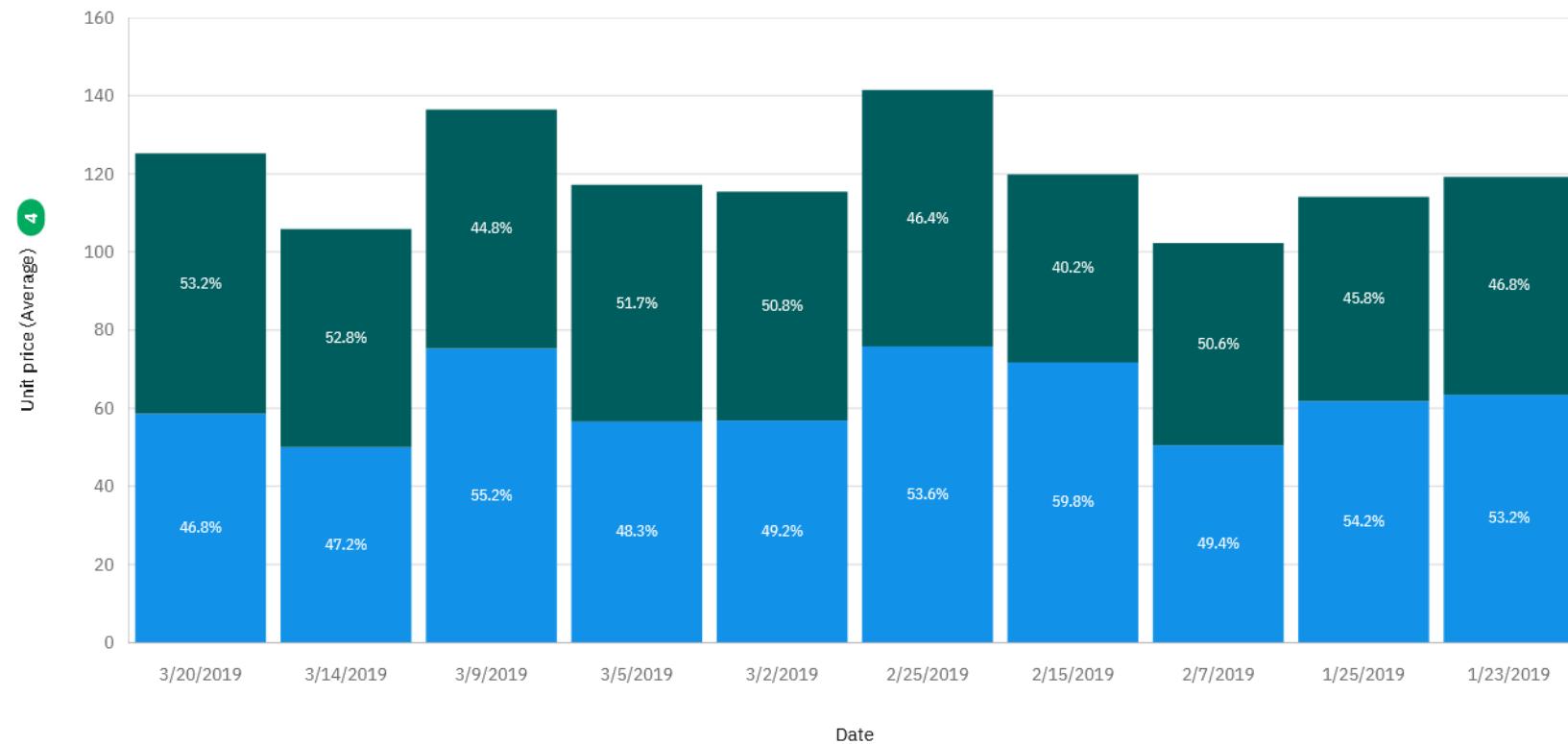
The summed values of **gross income** range from 56.19 to 288.

For **gross income**, the most significant value of **Customer type** is Normal, whose respective **gross income** values add up to over 1500, or 53.4 % of the total.

For **gross income**, the most significant values of **Date** are 2019-03-09, 2019-02-07, 2019-03-14, 2019-02-15, and 2019-03-02, whose respective **gross income** values add up to over 1500, or 54.3 % of the total.

## Unit price by Date colored by Gender

Gender  
Female Male



## Details

Over all **dates** and **genders**, the average of **Unit price** is 59.63.

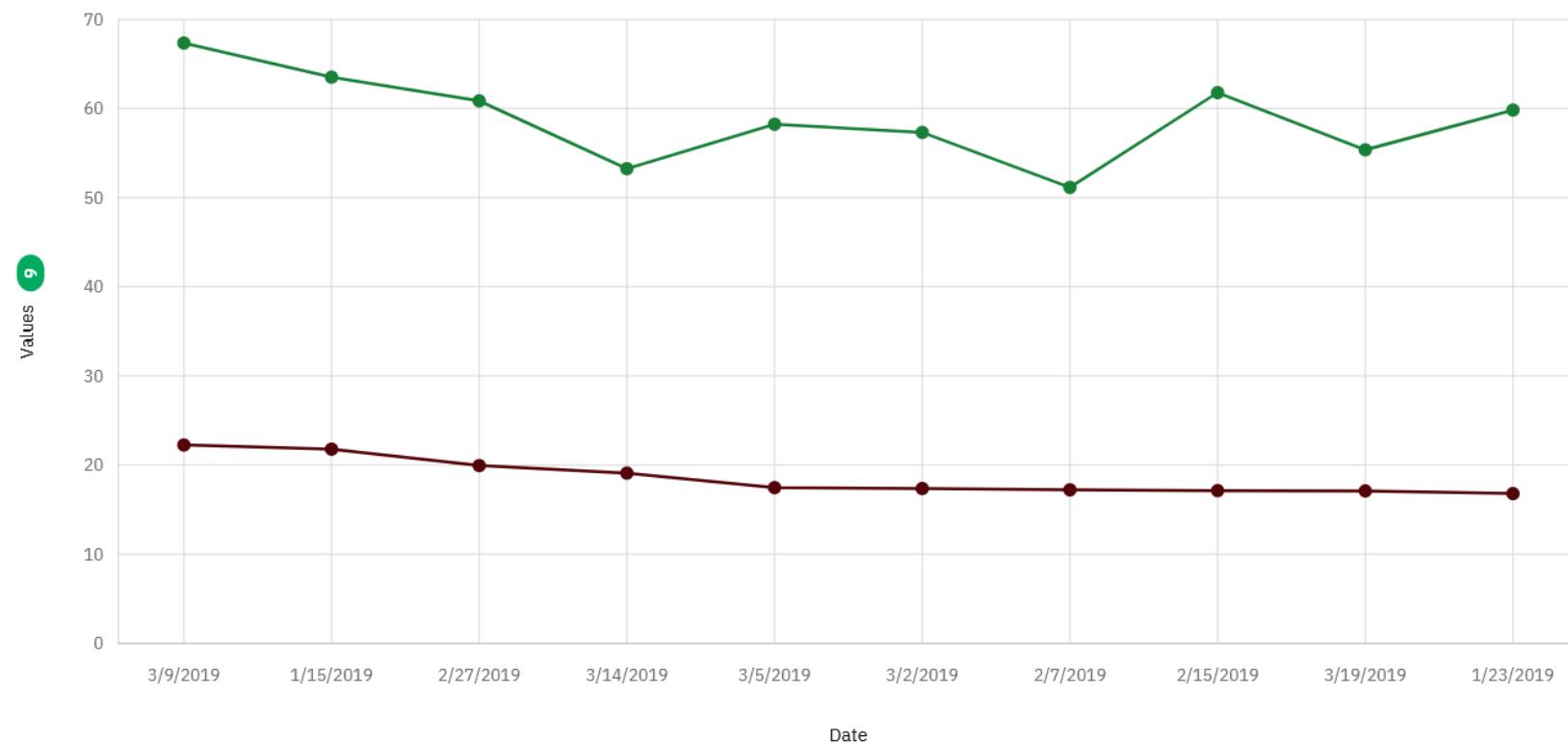
The average values of **Unit price** range from 48.16 to 75.8.

2019-02-07 (11.6 %) and 2019-02-15 (11 %) are the most frequently occurring categories of **Date** with a combined count of 39 items with **Unit price** values (22.5 % of the total).

Male is the most frequently occurring category of **Gender** with a count of 87 items with **Unit price** values (50.3 % of the total).

## Unit price and Tax 5% by Date

Measures  
● Tax 5% ● Unit price



## Details

The total number of results for **Tax 5%**, across all **dates**, is 168.

The average values of **Tax 5%** range from 16.79, occurring when **Date** is 2019-01-23, to 22.24, when **Date** is 2019-03-09.

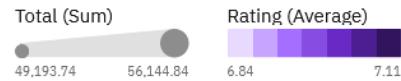
The average values of **Unit price** range from 51.15, occurring when **Date** is 2019-02-07, to 67.35, when **Date** is 2019-03-09.

The total number of results for **Unit price**, across all **dates**, is 168.

2019-02-07 (11.9 %) and 2019-02-15 (11.3 %) are the most frequently occurring categories of **Date** with a combined count of 39 items with **Tax 5%** values (23.2 % of the total).

2019-02-07 (11.9 %) and 2019-02-15 (11.3 %) are the most frequently occurring categories of **Date** with a combined count of 39 items with **Unit price** values (23.2 % of the total).

### Product line hierarchy colored by Rating and sized by Total 5



### Details

The total number of results for **Rating**, across all **product lines**, is a thousand.

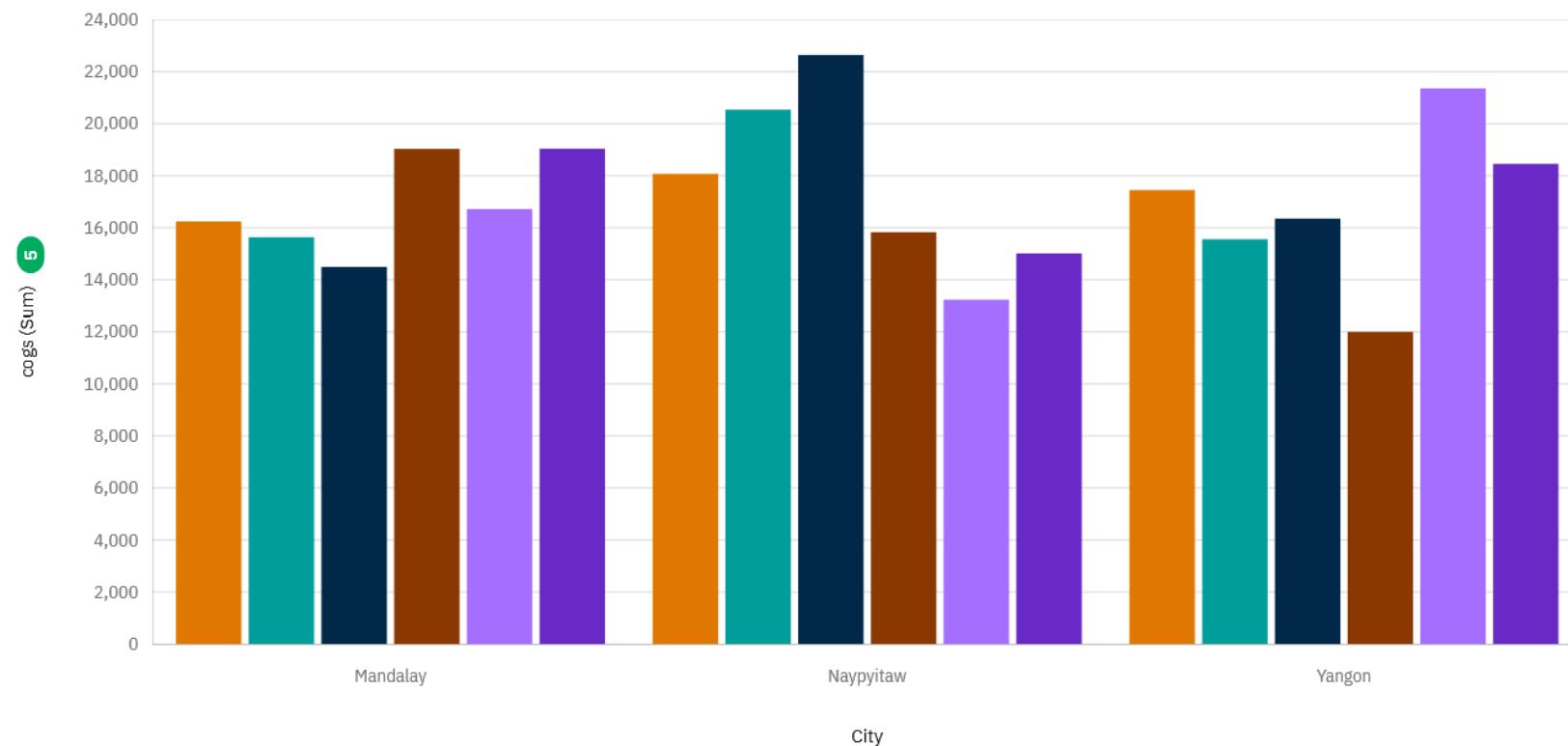
Over all **product lines**, the sum of **Total** is nearly 323 thousand.

**Total** ranges from over 49 thousand, when **Product line** is Health and beauty, to over 56 thousand, when **Product line** is Food and beverages.

For **Total**, the most significant values of **Product line** are Food and beverages, Sports and travel, Electronic accessories, Fashion accessories, and Home and lifestyle, whose respective **Total** values add up to almost 274 thousand, or 84.8 % of the total.

## cogs by City colored by Product line

Product line  
● Electronic accessories ● Fashion accessories ● Food and beverages ● Health and beauty ● Home and lifestyle ● Sports and travel



## Details

Over all **cities** and **product lines**, the sum of **cogs** is almost 308 thousand.

The summed values of **cogs** range from nearly 12 thousand to almost 23 thousand.

For **cogs**, the most significant value of **City** is Naypyitaw, whose respective **cogs** values add up to over 105 thousand, or 34.2 % of the total.

For **cogs**, the most significant values of **Product line** are Food and beverages, Sports and travel, Electronic accessories, Fashion accessories, and Home and lifestyle, whose respective **cogs** values add up to almost 261 thousand, or 84.8 % of the total.



**DASHBOARD**

# Supermarket Analysis

## Products

Product line
Electronic accessories
Fashion accessories
Food and beverages
Health and beauty
Home and lifestyle
Sports and travel

Product line hierarchy colored by gross margin percentage and sized by Quantity

Quantity (Sum)

854

gross margin perc...

971

4.76

4.76

**Electronic accessories**

**Sports and travel**

**Fashion accessories**

**Health and beauty**

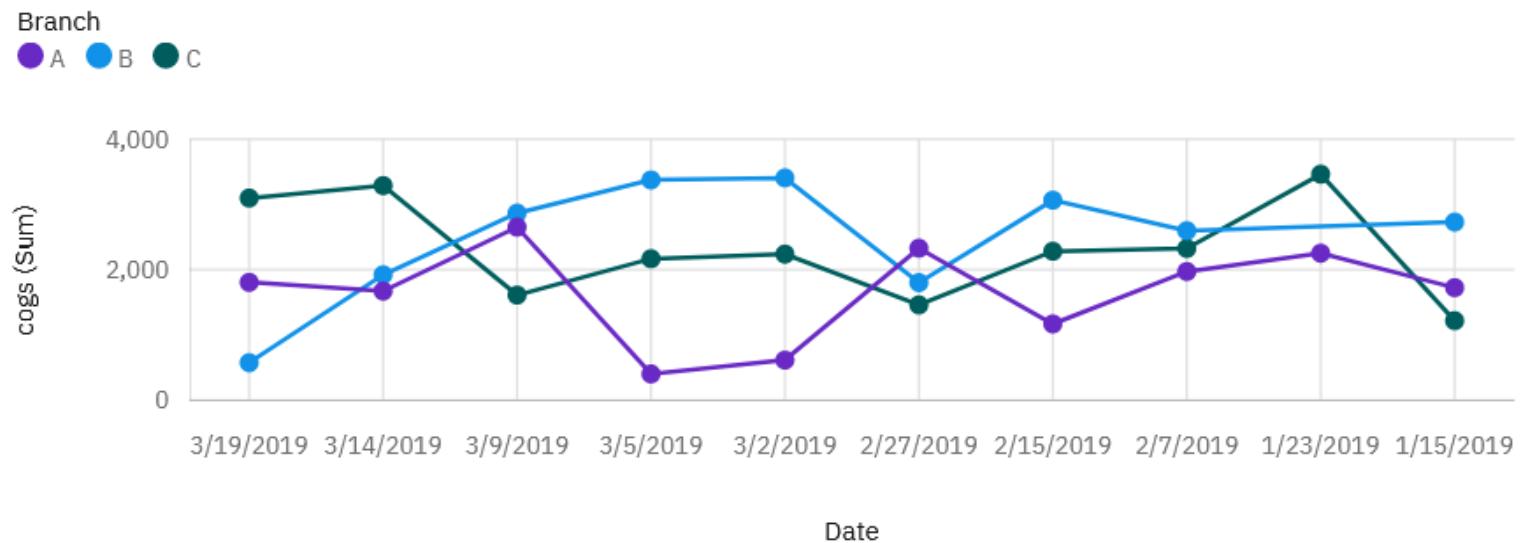
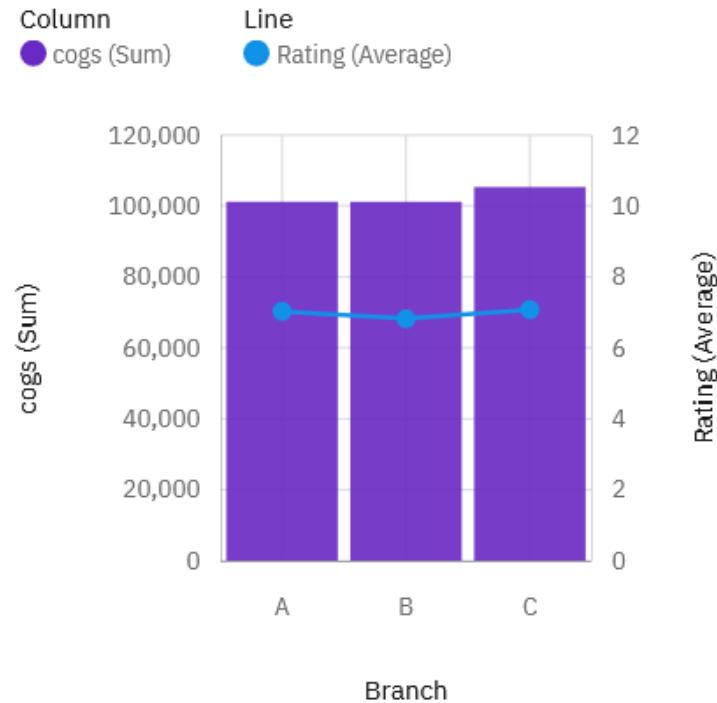
**Food and beverages**

**Home and lifestyle**

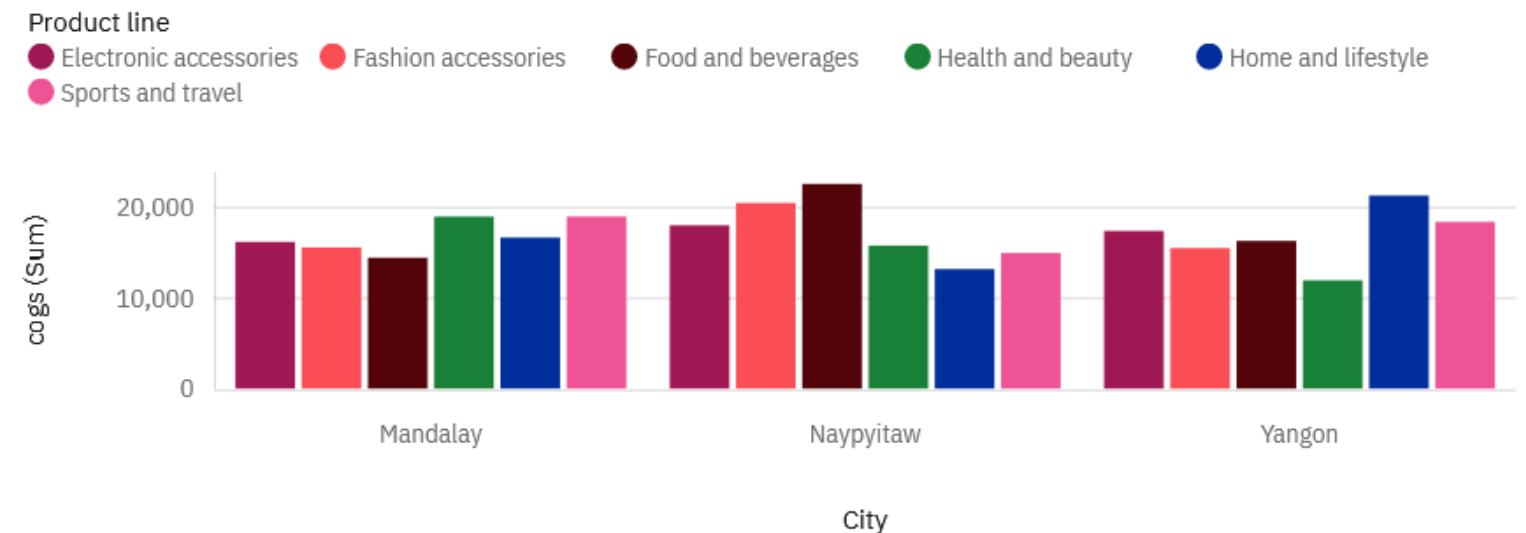
# 308K

cogs

## Rating and cogs by Branch



## cogs by City colored by Product line



Total

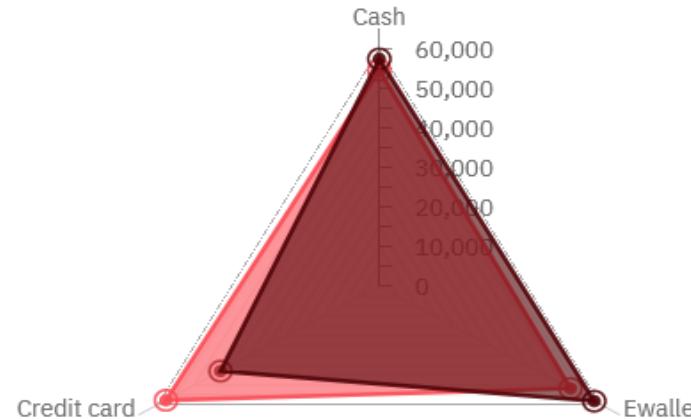
# 323K

Total

Total by Payment colored by Customer type

Customer type

Member Normal

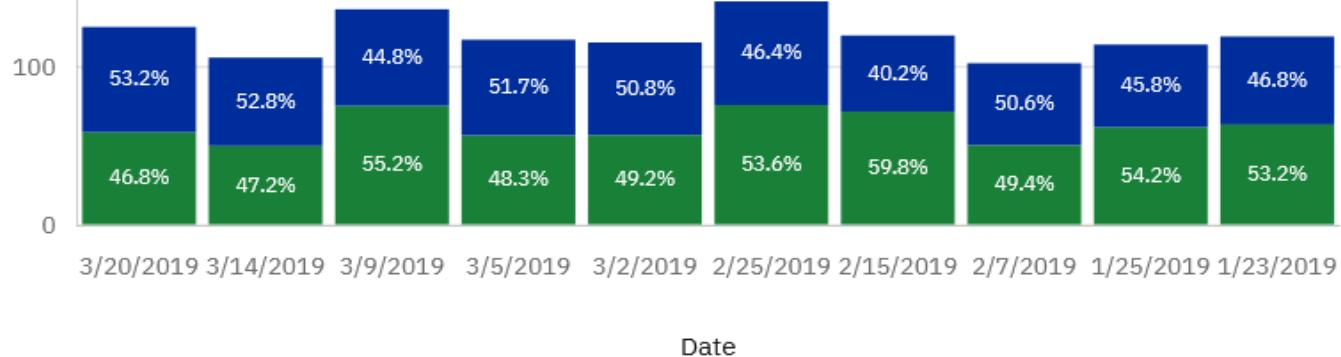


Unit price by Date colored by Gender

Gender

Female Male

Unit price (Average)



⋮ ⋮ ⋮

Total by Branch colored by Payment

Payment

Cash Credit card Ewallet



⋮ ⋮ ⋮

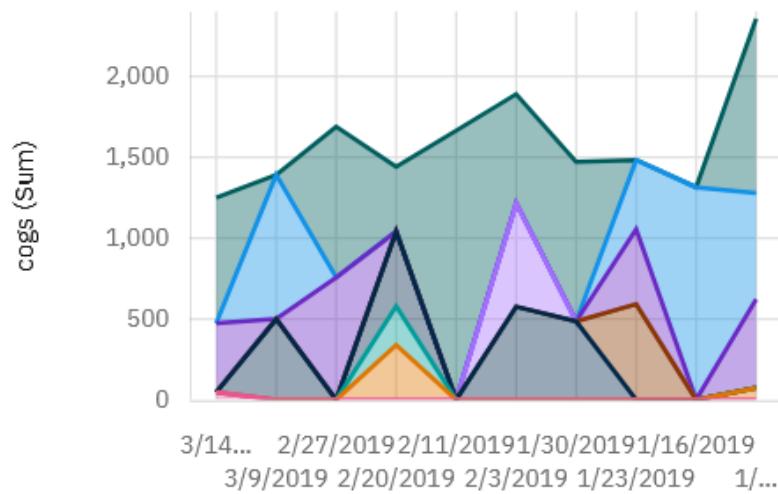
# 7.11

Rating

cogs by Date colored by Quantity

▼ Q ⚡

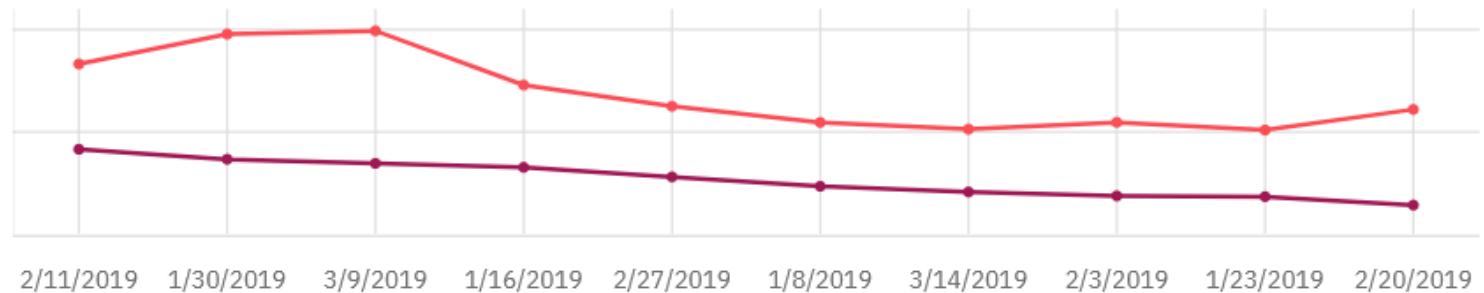
Quantity  
2 3 4 5 6 7 8 9 10



Date

Measures

Tax 5% Unit price



Product line hierarchy colored by Rating and sized by Total

▼ Q ⚡

Total (Sum)

49,193.74

Rating (Average)

6.84

7.11

Food and beverages

Sports and travel

Electronic accessories

Fashion accessories

Home and lifestyle

Health and beauty



STORY

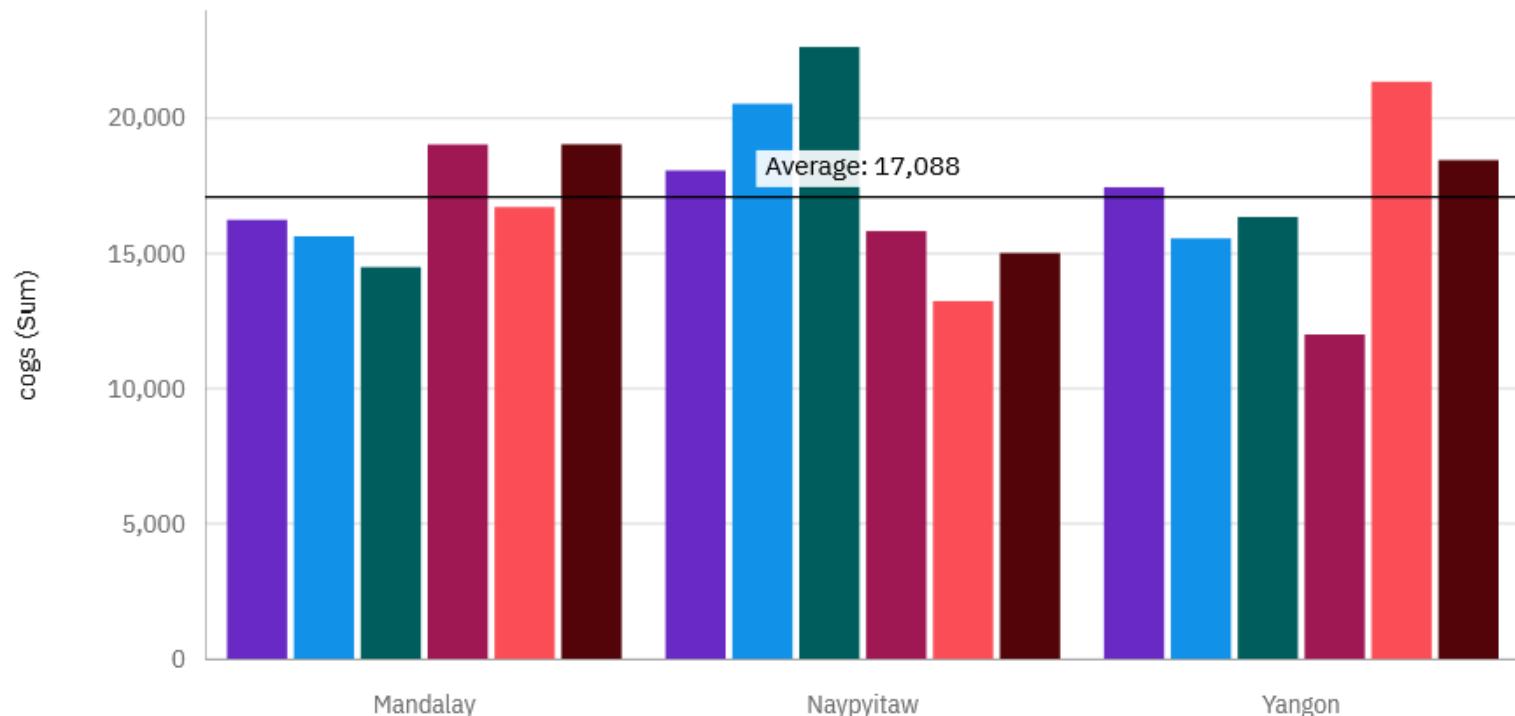
# Supermarket Branch Analysis

- Product line Food and beverages has the highest cogs at over 53 thousand, out of which City Naypyitaw contributed the most at almost 23 thousand.
- For cogs, the most significant value of City is Naypyitaw, whose respective cogs values add up to over 105 thousand, or 34.2 % of the total.
- For cogs, the most significant values of Product line are Food and beverages, Sports and travel, Electronic accessories, Fashion accessories, and Home and lifestyle, whose respective cogs values add up to almost 261 thousand, or 84.8 % of the total.

cogs by City colored by Product line

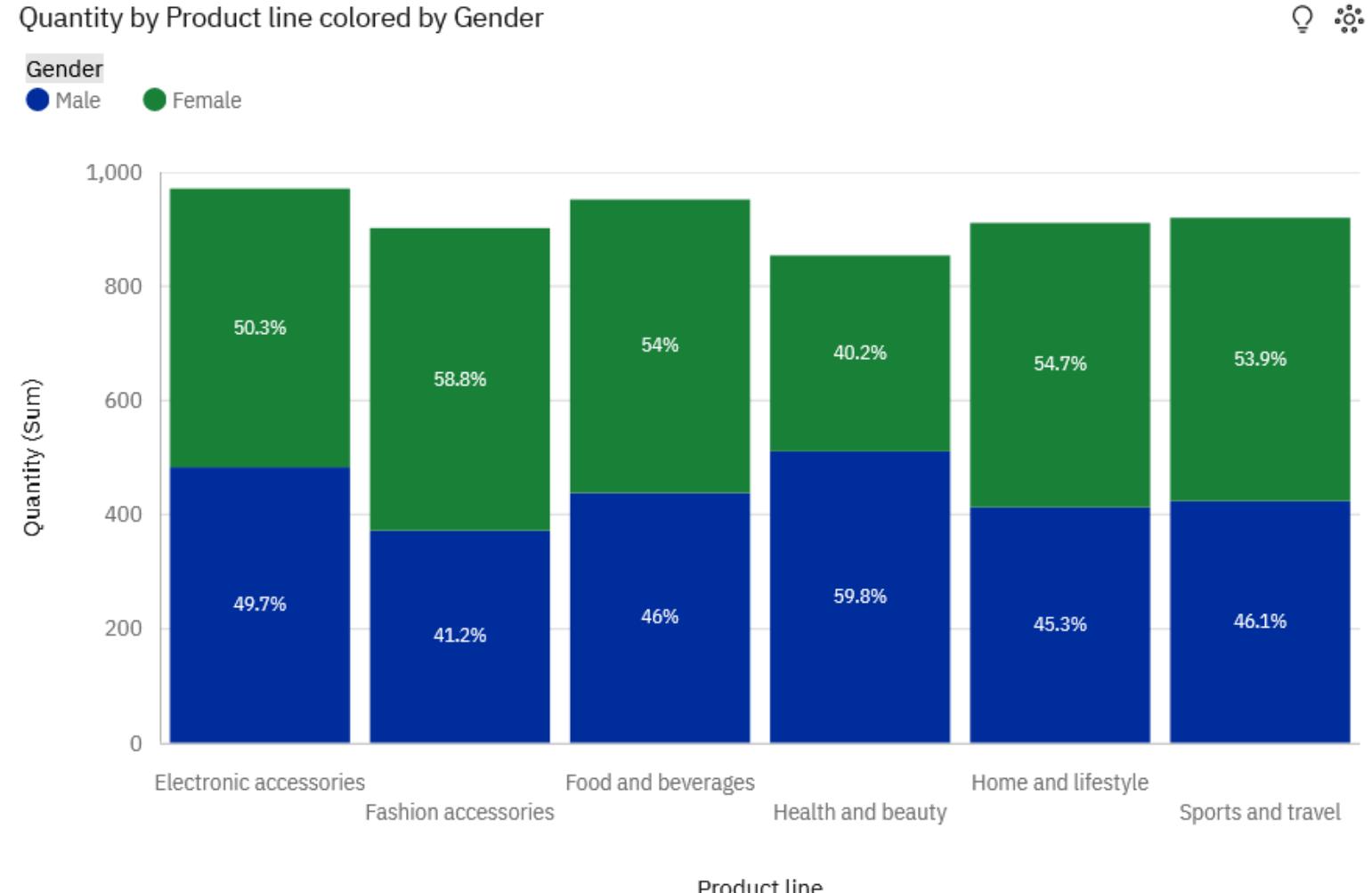
Product line

● Electronic accessories ● Fashion accessories ● Food and beverages ● Health and beauty ● Home and lifestyle  
● Sports and travel



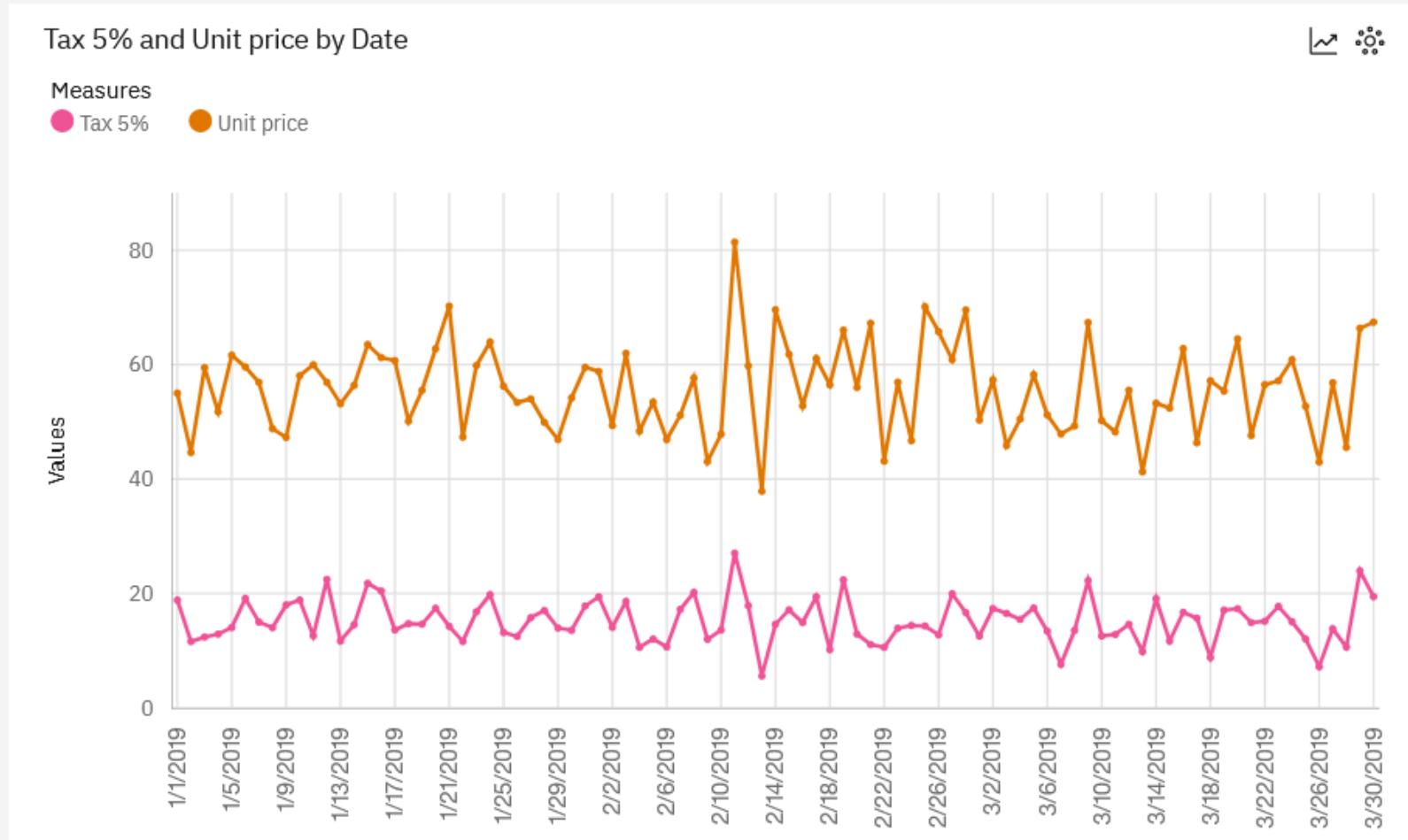
# Product and Gender Relation

- Females has the highest values of both Quantity and cogs.
- Females Invest more in Food and Beverages than Health and Beauty products
- Likewise, Females dominates the Fashion Accessories Product Line
- Males tend to invest more in Health and Beauty categories.
- For Quantity, the most significant values of Product line are Electronic accessories and Food and beverages, values add up to nearly two thousand, or 34.9 % of the total.
- Product line Electronic accessories has the highest Total Quantity but is ranked #3 in Total cogs.



# Tax and Unit Price Correlation

- Based on the current forecasting, Tax 5% may reach 14.27 by Date 2019-04-17.
- 2019-02-07 (2 %) and 2019-02-15 (1.9 %) are the most frequently occurring categories of Date with a combined count of 39 items with Tax 5% values (3.9 % of the total).
- The average values of Tax 5% range from 5.561, occurring when Date is 2019-02-13, to 27.04, when Date is 2019-02-11.
- 2019-02-07 (2 %) and 2019-02-15 (1.9 %) are the most frequently occurring categories of Date with a combined count of 39 items with Unit price values (3.9 % of the total).



# Branch's Cost Of Good Sold By Date

- Based on the current forecasting, cogs may reach almost 3500 by Date 2019-04-17.
- From 2019-03-04 to 2019-03-05, B's cogs increased by 1847%.
- For cogs, the most significant values of Date are 2019-03-09, 2019-02-07, 2019-03-14, 2019-02-15, and 2019-03-02, whose respective cogs values add up to almost 34 thousand, or 10.9 % of the total.
- For cogs, the most significant value of Branch is C, whose respective cogs values add up to over 105 thousand, or 34.2 % of the total.

