

**DATA ANALYTICS
ON
SUPERMARKET GROWTH ANALYSIS**

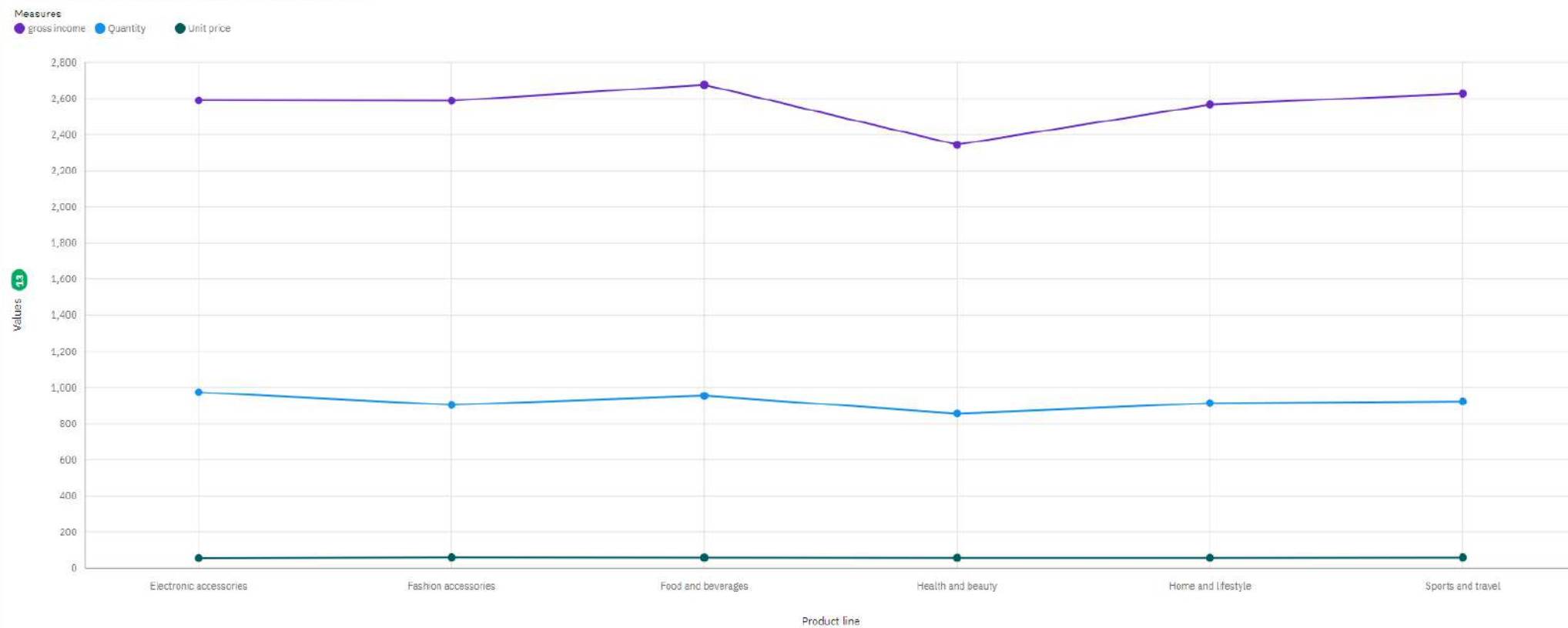
CHERAN J

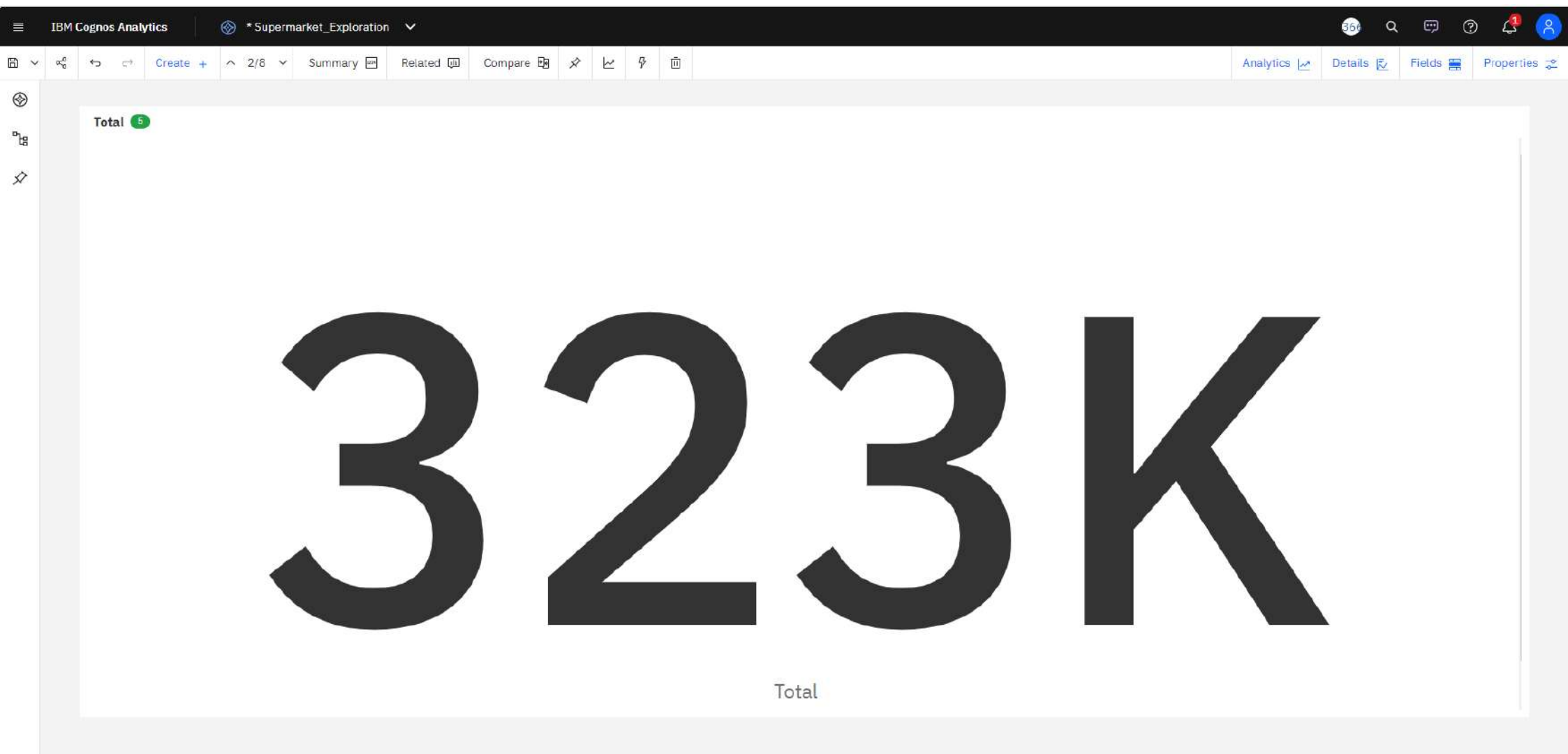
IV-CSE-A

au611220104026

KNOWLEDGE INSTITUTE OF TECHNOLOGY

gross income, Quantity and Unit price by Product line

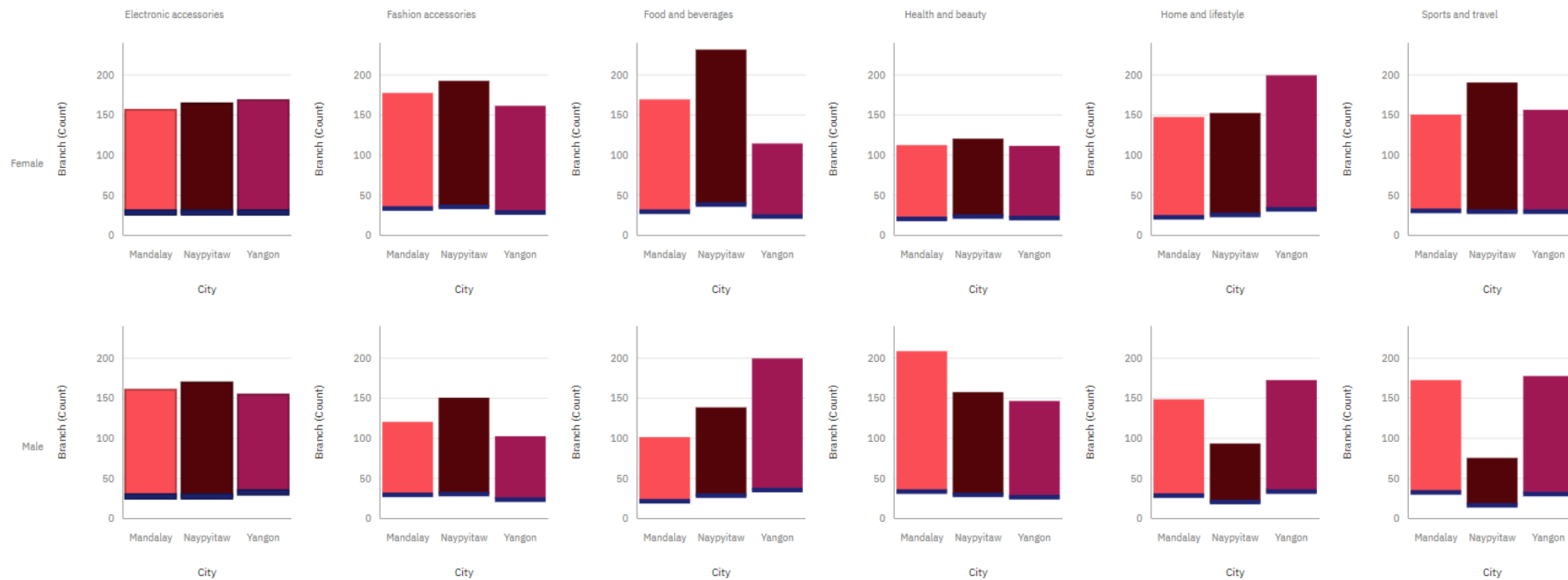


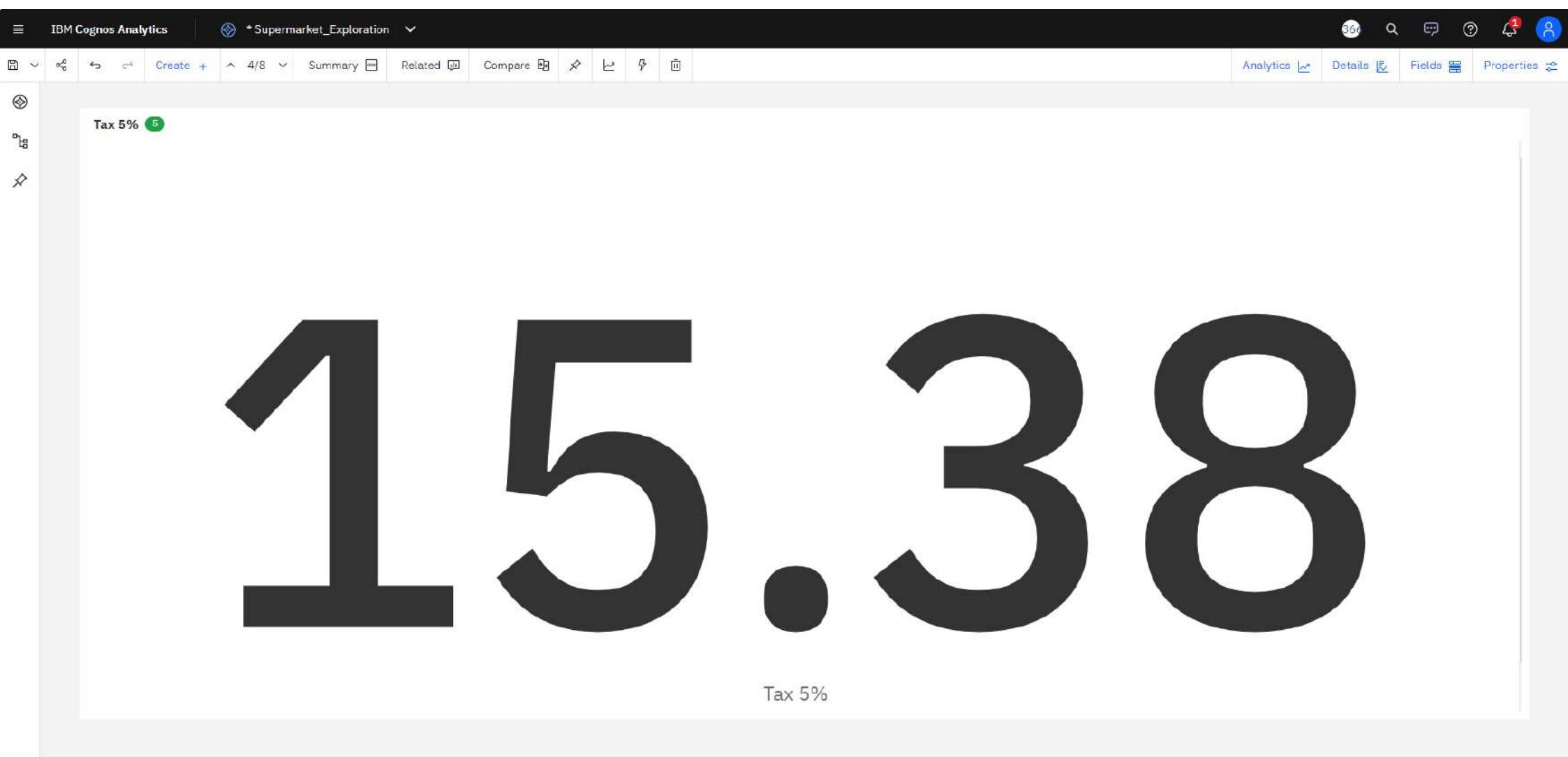


4

Branch ● City (Count)

● A ● B ● C



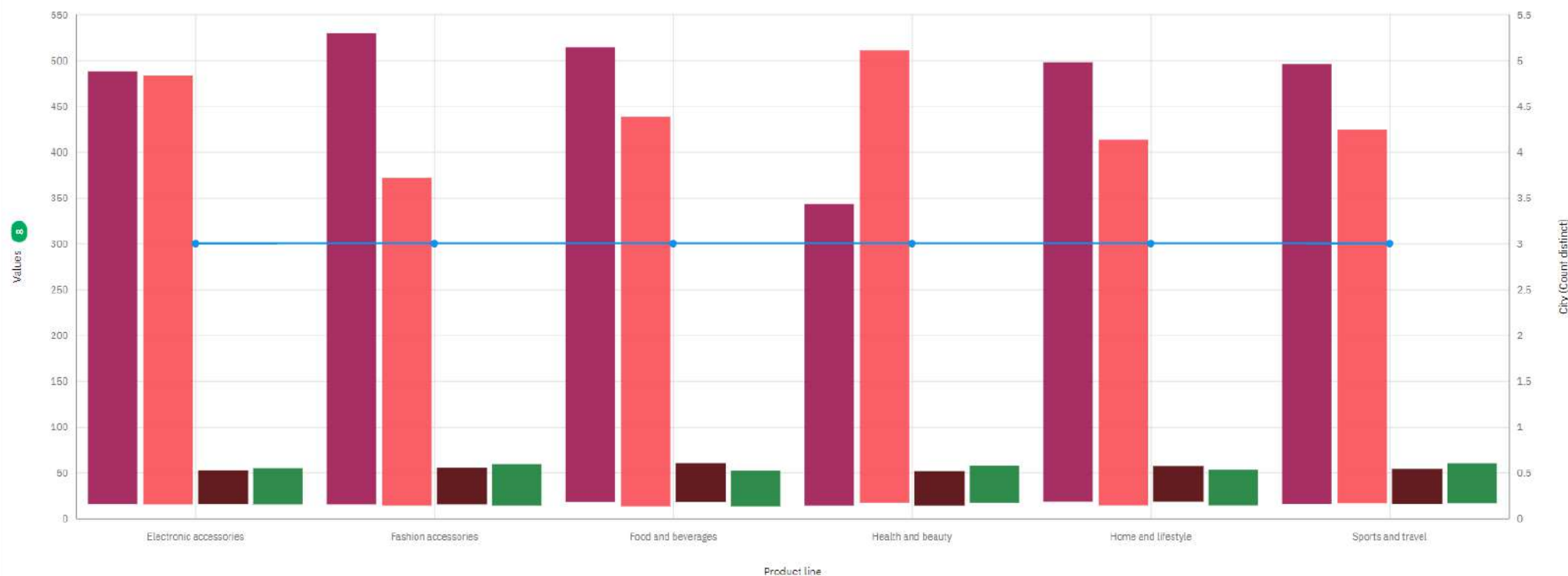


Explorations

City and QuantityUnit price for Product line colored by Gender 5

Measures - Gender

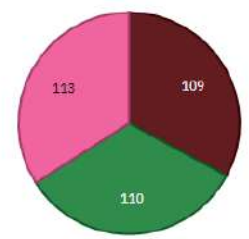
Quantity | Female Quantity | Male Unit price | Female Unit price | Male Line City



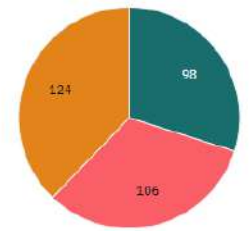
City by Payment and City

Payment - City
Credit card | Naypyitaw Credit card | Yangon Ewallet | Naypyitaw Credit card | Mandalay Cash | Mandalay Cash | Yangon Ewallet | Mandalay Cash | Naypyitaw Ewallet | Yangon

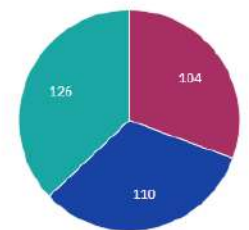
Mandalay



Naypyitaw

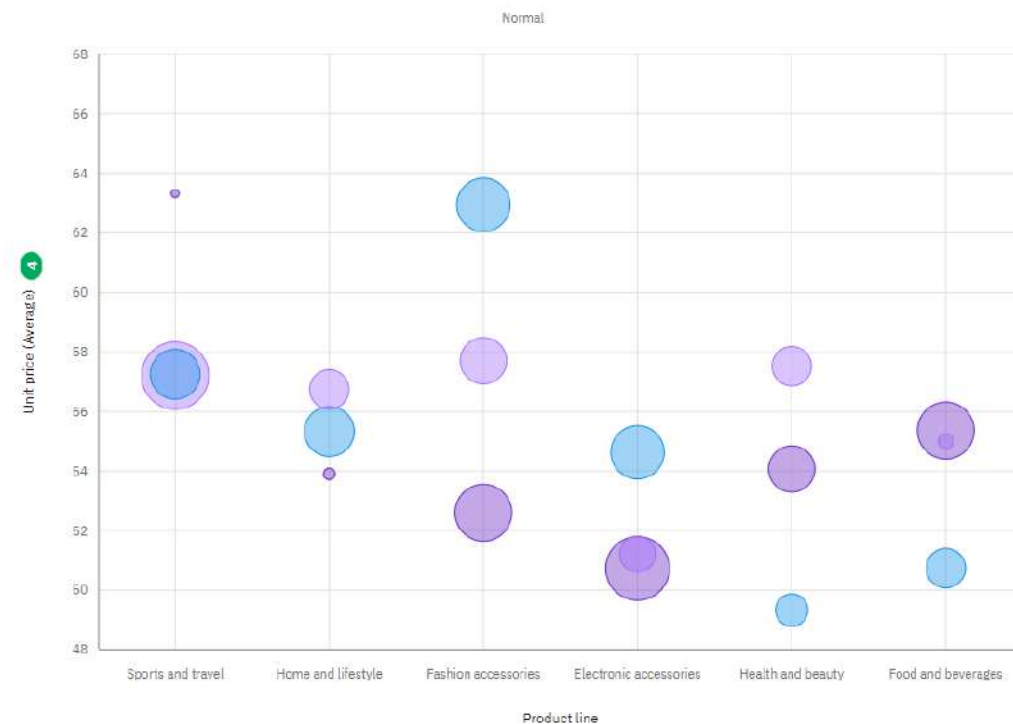
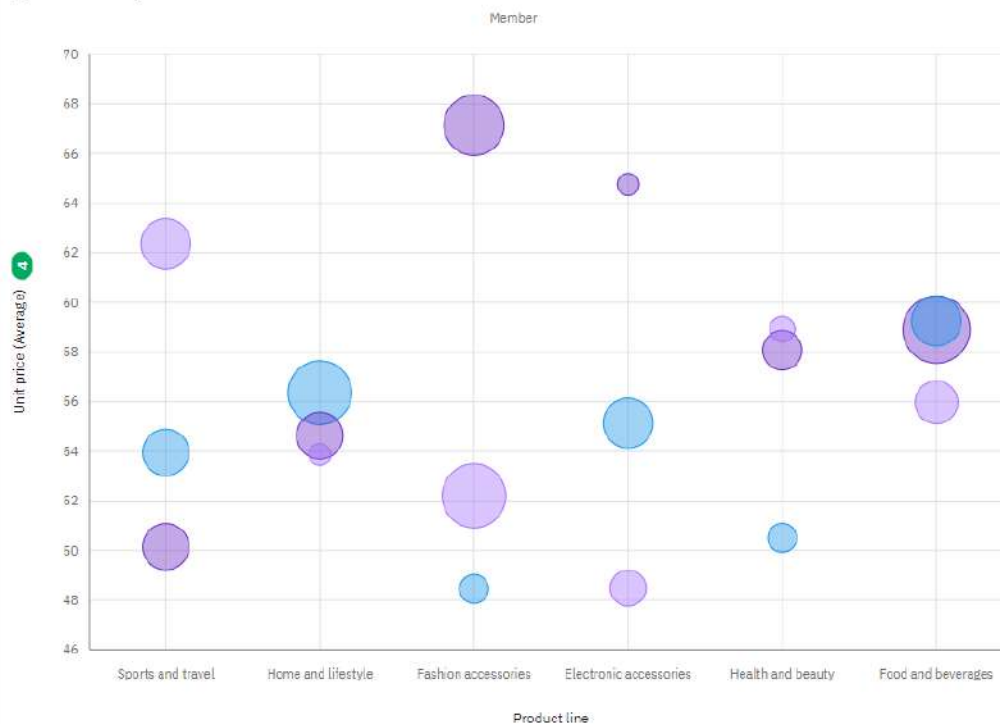


Yangon



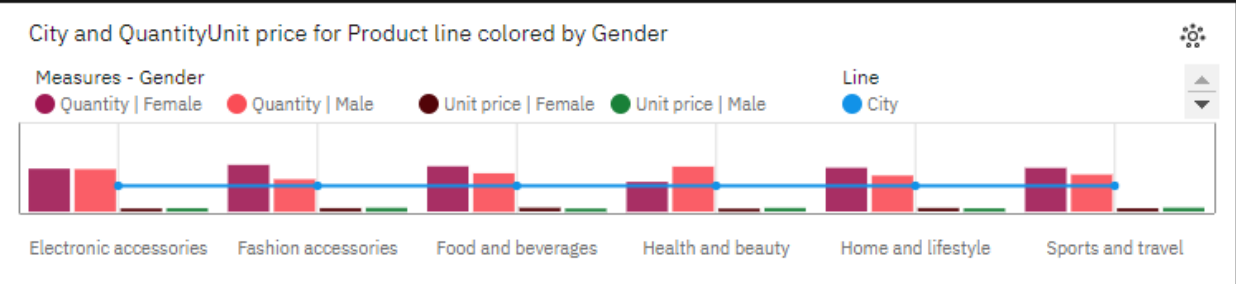
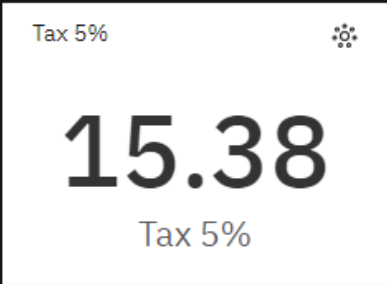
Product line by Unit price colored by City and sized by Date

Date (Count distin... City
Mandalay Naypyitaw Yangon



DASHBOARD

Supermarket Growth Analysis



Supermarket Growth Analysis

City, Quantity, Payment, Unit price, Total and Tax 5%

City	Quantity	Payment	Unit price	Total	Tax 5%
Mandalay	593	Ewallet	53.45	33,513.35	
	599	Credit card	56.84	37,344.86	
	628	Cash	56.76	35,339.46	
Summary	1,820		55.66	106,197.67	
	543	Credit card	53.14	30,327.46	

gross income, Quantity and Unit price by Product line



Gender by Customer type colored by Customer type

Customer type

- Member
- Normal

Female

Male

A

City by Payment and City

Payment - City

- Credit card | Naypyitaw
- Credit card | Mandalay
- Ewallet | Mandalay
- Credit card | Yangon
- Cash | Mandalay
- Cash | Naypyitaw
- Ewallet | Naypyitaw
- Cash | Yangon
- Ewallet | Yangon

Mandalay

Naypyitaw

Yangon



Supermarket Growth Analysis

Product line by Unit price colored by City and sized by Date

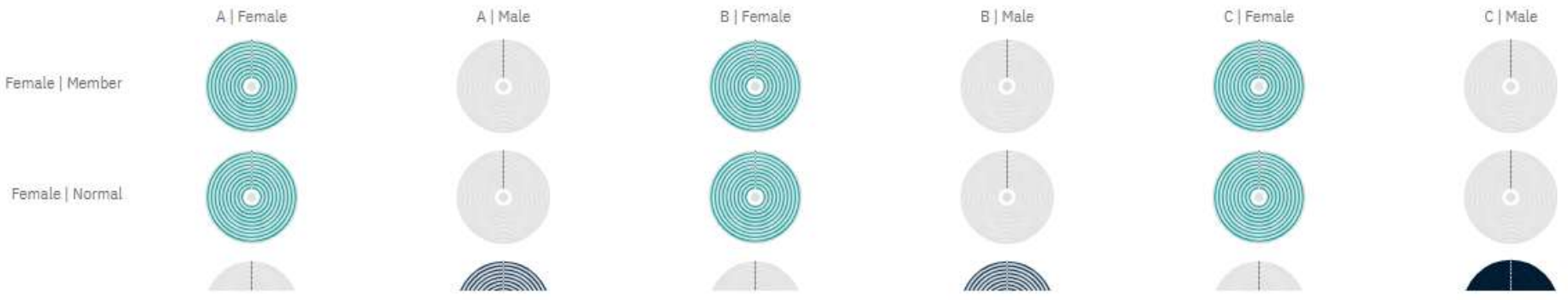
Date (Count distin...
14 31

City
Mandalay Naypyitaw Yangon



cogs by Quantity colored by Gender

Gender
Female Male



STORY

Supermarket Growth Analysis

Using IBM Cognos



No visualization selected
Select a visualization with analytics support to view and manage the analytics settings.



Supermarket Growth Analysis

- Customer type Normal has the lowest average Tax 5% at 15.15.
- Customer type Member has the highest average Tax 5% at 15.61.
- The overall number of results for Tax 5% is a thousand.

Tax 5%

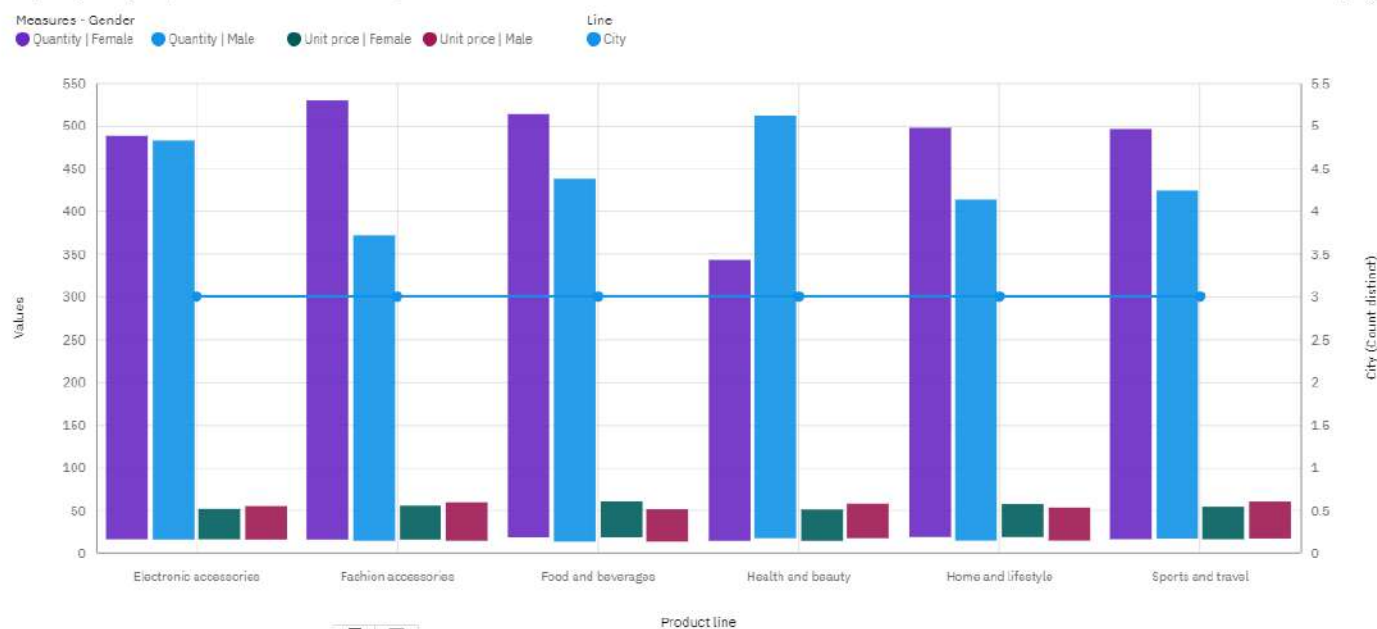
15.38

Tax 5%

Supermarket Growth Analysis

- Food and beverages has a higher Quantity from Gender Female than Electronic accessories.
- Product line Electronic accessories has the highest total Quantity due to Gender Female.
- Gender Female has the highest Total Total but is ranked #2 in Average Unit price.
- Gender Male has the highest Average Unit price but is ranked #2 in Total Total.
- Fashion accessories (17.8 %), Food and beverages (17.4 %), Electronic accessories (17 %), Sports and travel (16.6 %), and Home and lifestyle (16 %) are the most frequently occurring categories of Product line with a combined count of 848 items with Quantity values (84.8 % of the total) .
- Fashion accessories (17.8 %), Food and beverages (17.4 %), Electronic accessories (17 %), Sports and travel (16.6 %), and Home and lifestyle (16 %) are the most frequently occurring categories of Product line with a combined count of 848 items with Unit price values (84.8 % of the total)

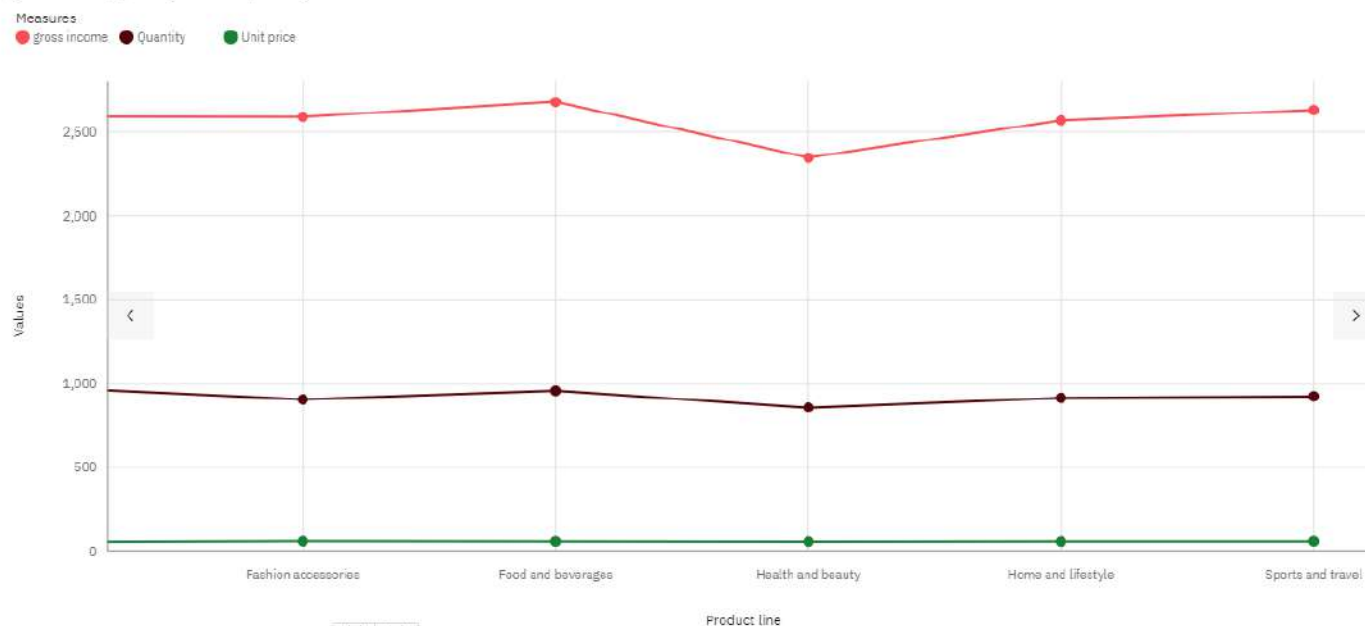
City and QuantityUnit price for Product line colored by Gender



Supermarket Growth Analysis

- Product line Electronic accessories has the highest Total Quantity but is ranked #3 in Total cogs.
- Product line Food and beverages has the highest Total cogs but is ranked #2 in Total Quantity.
- Fashion accessories (17.8 %), Food and beverages (17.4 %), Electronic accessories (17 %), Sports and travel (16.6 %), and Home and lifestyle (16 %) are the most frequently occurring categories of Product line with a combined count of 848 items with Quantity values (84.8 % of the total) .
- Fashion accessories (17.8 %), Food and beverages (17.4 %), Electronic accessories (17 %), Sports and travel (16.6 %), and Home and lifestyle (16 %) are the most frequently occurring categories of Product line with a combined count of 848 items with Unit price values (84.8 % of the total) .
- Fashion accessories (17.8 %), Food and beverages (17.4 %), Electronic accessories (17 %), Sports and travel (16.6 %), and Home and lifestyle (16 %) are the most frequently occurring categories of Product line with a combined count of 848 items with gross income values (84.8 % of the total) .
- Over all product lines, the average of Quantity is 5.51.
- Over all product lines, the average of gross income is 15.38.
- The total number of results for Quantity, across all

gross income, Quantity and Unit price by Product line



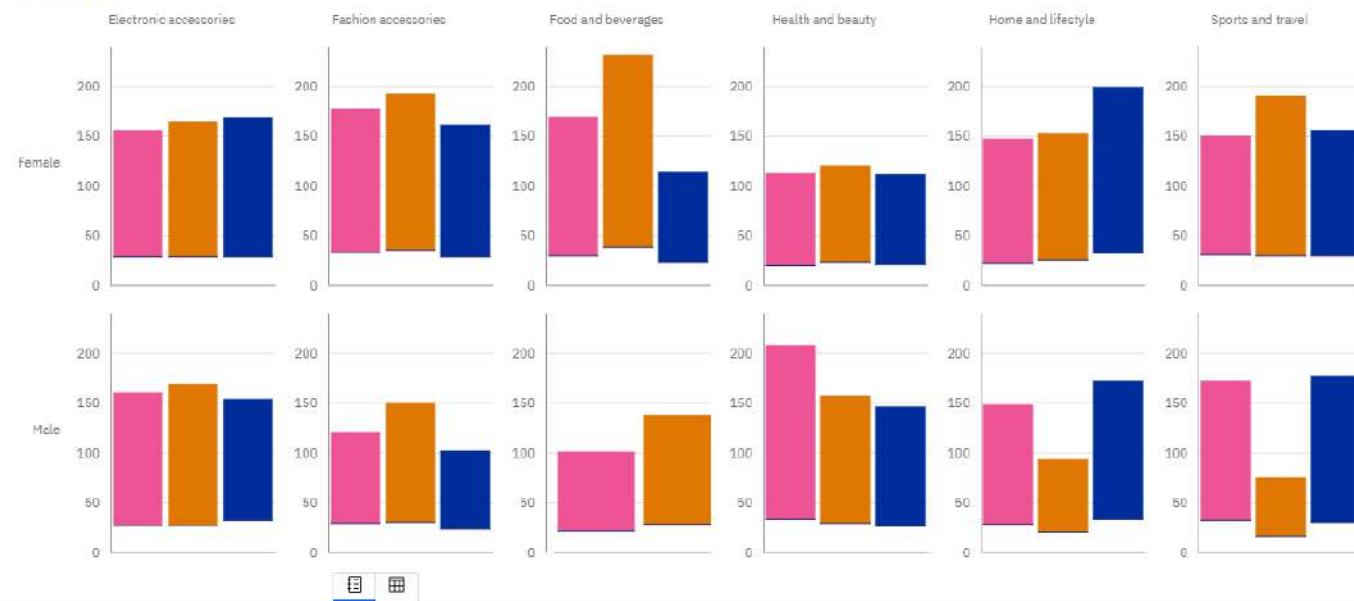
Supermarket Growth Analysis

- A is the most frequently occurring category of Branch with a count of 340 items with Branch values (34 % of the total).
- Yangon is the most frequently occurring category of City with a count of 340 items with Branch values (34 % of the total).
- Female is the most frequently occurring category of Gender with a count of 501 items with Branch values (50.1 % of the total).
- Fashion accessories (17.8 %), Food and beverages (17.4 %), Electronic accessories (17 %), Sports and travel (16.6 %), and Home and lifestyle (16 %) are the most frequently occurring categories of Product line with a combined count of 848 items with Branch values (84.8 % of the total) .
- The total number of results for Branch, across all cities, is a thousand.

City compared to Branch by City colored by Branch

Branch
● A ● B ● C

City (Count)



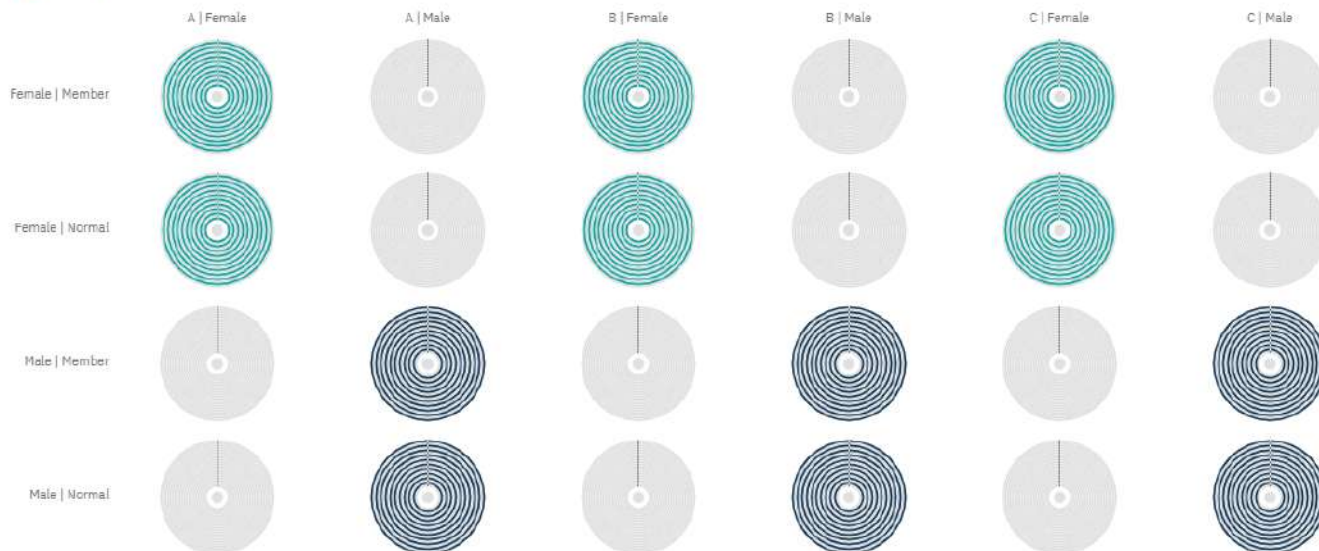
Supermarket Growth Analysis

Quantity with a count of 119 items with cogs values (11.9 % of the total).

- Female is the most frequently occurring category of Gender with a count of 501 items with Branch values (50.1 % of the total).
- 10 is the most frequently occurring category of Quantity with a count of 119 items with Branch values (11.9 % of the total).
- Add insight to favorites
- Female is the most frequently occurring category of Gender with a count of 501 items with Gender values (50.1 % of the total).
- 10 is the most frequently occurring category of Quantity with a count of 119 items with Gender values (11.9 % of the total).
- The total number of results for Branch, across all quantities, is a thousand.
- The total number of results for Gender, across all quantities, is a thousand.
- The overall number of results for Invoice ID is a thousand.
- Over all quantities, the sum of cogs is almost 308 thousand.
- The summed values of cogs range from 176.9 to nearly ten thousand.
- For cogs, the most significant value of Gender is Female. whose respective cogs values add up to

cogs by Quantity colored by Gender

Gender
● Female ● Male

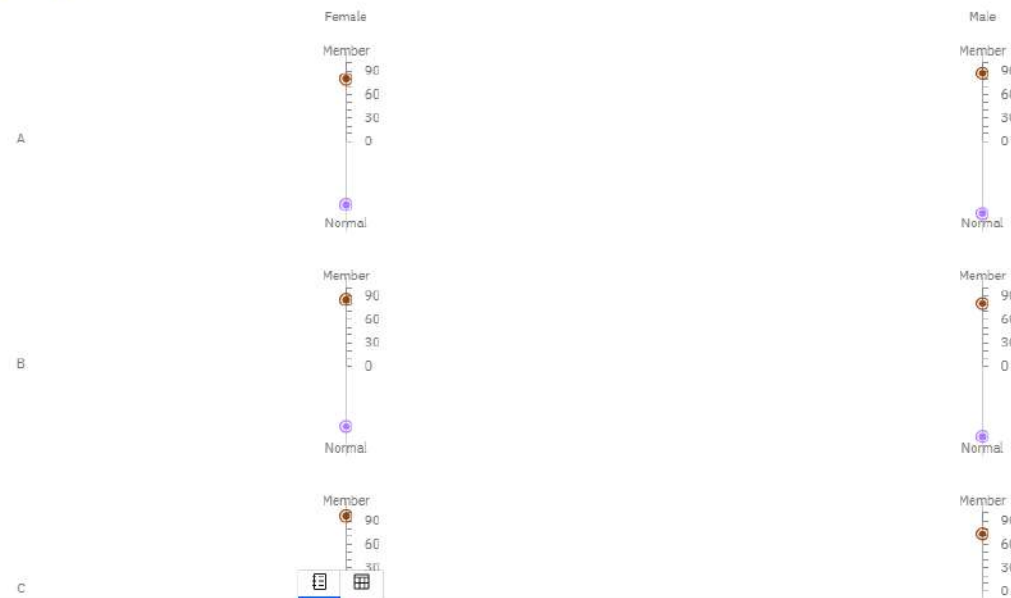


Supermarket Growth Analysis

- Customer type Member has the highest Gender due to Branch C.
- Customer type Member has the highest values of both Gender and Total.
- Branch A has the highest Gender at 340, out of which Customer type Normal contributed the most at 173.
- Branch C has the highest Total Total but is ranked #3 in Count Gender.
- Branch A has the highest Count Gender but is ranked #2 in Total Total.
- Normal has a Gender of 173 for Branch A.

Gender by Customer type colored by Customer type

Customer type
● Member ● Normal



Supermarket Growth Analysis

- **Total Quantity Sold:**The total quantity sold across all transactions in this dataset is 1,820 units.
- This indicates the volume of products sold during the recorded period.
- **Average Unit Price:**
- The average unit price of products sold is approximately \$55.76.
- This metric is useful for assessing the pricing strategy and identifying potential pricing adjustments.
- **Total Sales Revenue:**
- The cumulative total sales revenue for all transactions is \$106,197.67.
- This reflects the overall financial performance of the supermarket company during the specified period.

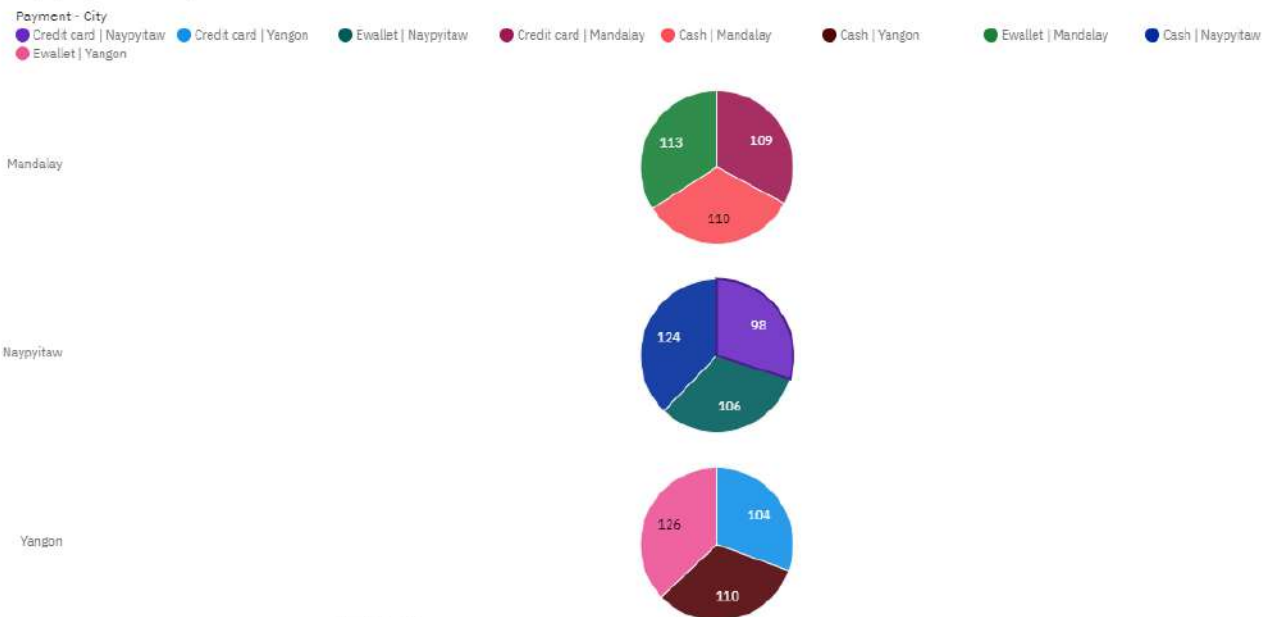
City, Quantity, Payment, Unit price, Total and Tax 5%

City	Quantity	Payment	Unit price	Total	Tax 5%
Mandalay	593	Ewallet	53.45	33,513.35	14.12
	599	Credit card	56.84	37,344.86	16.31
	628	Cash	56.76	36,339.46	15.3
Summary	1,820		56.66	106,197.67	15.23
Naypyitaw	543	Credit card	53.14	30,327.46	14.74
	592	Ewallet	59.24	37,155.38	16.69
	696	Cash	57.1	43,085.86	16.55
Summary	1,831		56.61	110,568.71	16.05
Yangon	572	Cash	56.37	33,781.25	14.62
	580	Credit card	53.01	33,094.75	15.15
	707	Ewallet	54.85	39,324.37	14.86
Summary	1,859		54.78	106,200.37	14.87
Summary	5,510		55.67	322,966.75	15.38

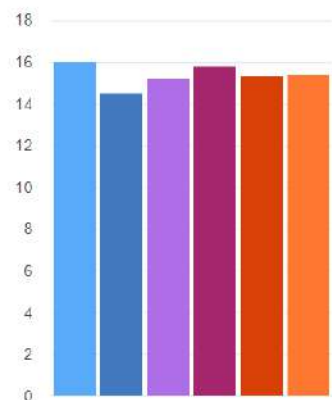
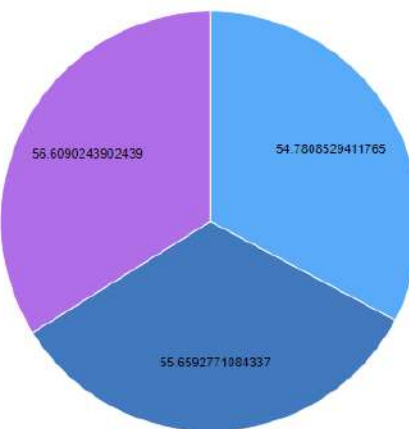
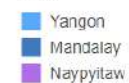
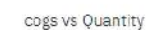
Supermarket Growth Analysis

- Payment Credit card has the highest Unaggregated City but is ranked #3 in Total Total.
- Payment Cash has the highest Total Total but is ranked #1 in Unaggregated City.
- City weakly affects Payment - City (27%).
- Ewallet|Yangon (12.6 %) and Cash|Naypyitaw (12.4 %) are the most frequently occurring categories of Payment - City with a combined count of 250 items with City values (25 % of the total).

City by Payment and City



REPORT



Product line

