# Task: Supermarket Sales Analysis

**Subject:** Analysis of Q1 Sales Data and Strategic Recommendations

## 1. Project Overview

We have collected sales data for the first quarter of the year (January-March 2019) from three of our key branches. We require a thorough analysis of this data to understand our performance, identify key trends, and uncover actionable insights. Your findings will be presented to the store managers to help guide their operational and marketing strategies for the upcoming quarter.

## 2. Dataset

You will be provided with a single CSV file (supermarket\_sales - Sheet1.csv) containing transactional data.

## 3. Key Business Questions (Deliverables)

Please structure your analysis to answer the following questions. We expect your final report to address each point clearly, supported by data and visualizations.

### Overall Performance:

• What were our total sales and total gross profit for the quarter?

• Is there a noticeable sales trend over the three-month period? (e.g., are sales growing, declining, or flat?)

### Product Insights:

• Which product lines are the most popular by sales volume?

• Which product lines are the most profitable (generating the most gross income)?

### Customer Behavior:

• How do sales differ between "Member" and "Normal" customers?

• What are the preferred payment methods for each customer type?

### Branch Performance:

• Which branch is the top performer in terms of total sales?

• What are the peak sales hours across all branches? This will help with staffing decisions.

### Strategic Recommendation:

• Based on your complete analysis, what is one key, data-driven recommendation you would give to the store managers to boost sales or improve customer satisfaction?