EXECUTIVE SUMMARY

**On**

**The Analysis of Supermarket Data**

**For**

**Company XYZ**.

Data Analytics takes advantage of the valuable data generated by customers whenever they purchase items, be it offline or online. This data paints customer profile and with the frequent purchases happening in supermarkets, these businesses will be able to see patterns in shopping behaviour to which they can leverage on. Knowing what and where customers buy their products from, their spending behaviour and purchase habits allows supermarkets to create well targeted marketing promotions and offers that appeal directly towards what customers want and in turn increase the profitability of the company.

This document presents an Analysis of the company’s data and provides a few insights on how to be more customer centric and how to boost the productivity of your assets across the business.

1. Marketing Promotions and discounts on products.

marketing promotions and discounts creates offers that appeals directly towards the customers wants and draws them back to the stores for future purchases. From my analysis women tend to spend more on food and beverages a discount on this product line will definitely improve sales.

1. Pricing.

Data Analytics empowers supermarkets to price their items right through examining real time sales numbers they will be able to determine the right price customers responds positively to and which allows them to remain profitable.

1. Ecommerce marketing

From the data, the most customers payments came from epay so an online market would prove beneficial for the company.