**ANALYSIS OF 2018 YEMYEM SUPERMARKET SALES**

As a data analyst at Yemyem supermarket, the managing director (the target audience) requested a visualization of the sales in year 2018 as he was not around to monitor the sales. He specified on the key things he wanted from the visualization;

* The product that was sold the most
* The product with the highest profit
* The time with the most sales
* The day and month with the highest sales
* The login type that was most used to purchase products
* Product category with the highest sales
* Which type of customer purchases the most
* The payment method that was most used
* The gender that purchased products the most.

This task will help improve the sales and efficiency of the supermarket. The tool/resources required to complete this task is Microsoft Excel.

The dataset was collected from the sales department and processed before the analysis. It includes the product name, corresponding total sales, corresponding profit, time, corresponding day and month, login customer type, product category, payment method used to purchase product, and the gender.

In the process of cleaning the dataset (51338 records), some things were done in order to get accurate data for analysis and the analytic process:

* No duplicate record found
* Inconsistent entries were removed in the gender column
* Deleted rows that had blank cells
* Data formatting
* Extracted date column into day and month
* Used VLOOKUP function to add the product name, product category and payment method.

After cleaning, a pivot table was used to answer the key questions asked by the managing director and visualization was done using a pivot chart.

The chart was communicated to the managing director using a presentation slides with insights on how the sales can be improved and efficient.

Here is the link to the presentation slide: