

SUPERMARKET SALES REPORT

This report gives a summary of the amount of patronage a store had in the month of January-February. After downloading the data set which consists of 1000 rows, I imported it into my Power BI platform. I then checked for missing values, but I did not come across any. I then decided to check if my data types were correct i.e., Text to decimal, General to currencies, decimal numbers to whole numbers, etc. The data attributes include Invoice ID, Gender, Payment method, Product Line, Unit Price, Rating, etc.

After cleaning my data in Power BI, I then moved to the report view to visualize my data. The visualization is broken into many parts: Sales performance, Total Sales, Total invoice ID, Total Profit, Total Profit Percentage, Total cost, Quantity, and Customer behavior.

While visualizing and analyzing, I figured that in the month of February, females did not patronize the market as much as they did in January and March, especially in January but sales got better in March.

Moving on to the product line Women bought more fashion accessories, food and beverages, and sports and travel more than men.

With all these observations, I came to the conclusion that the supermarket should probably do an advertisement to attract more females and subsequent buyers to the store because this would improve their sales in subsequent months.

Sales Performance:



Customer Behavior:

