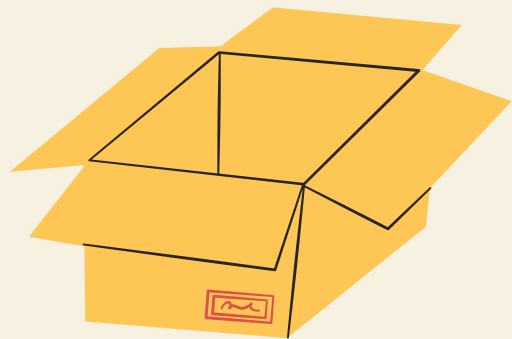




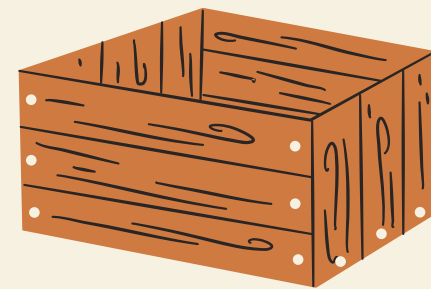
Super Mart Grocery Sales Analysis

PRESENTED BY : ANKITA SARKAR

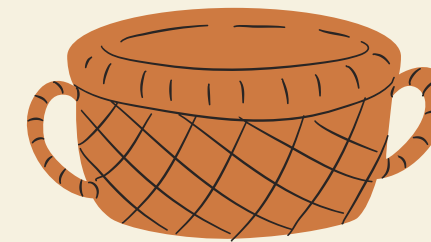
Presentation Outline



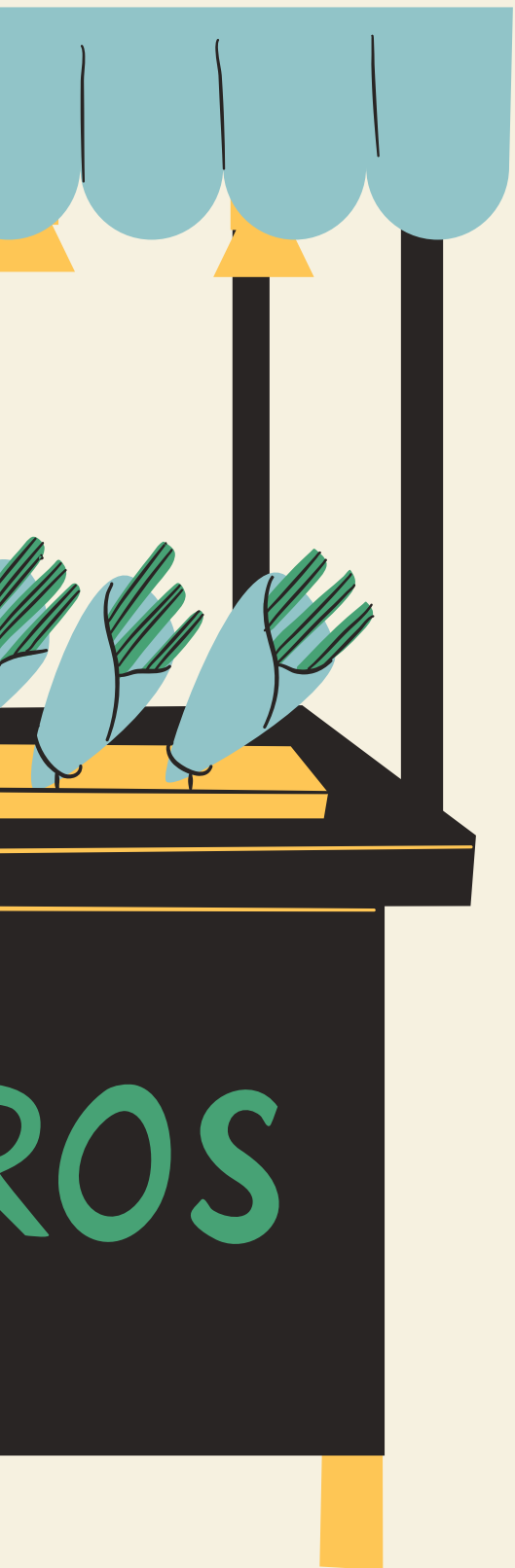
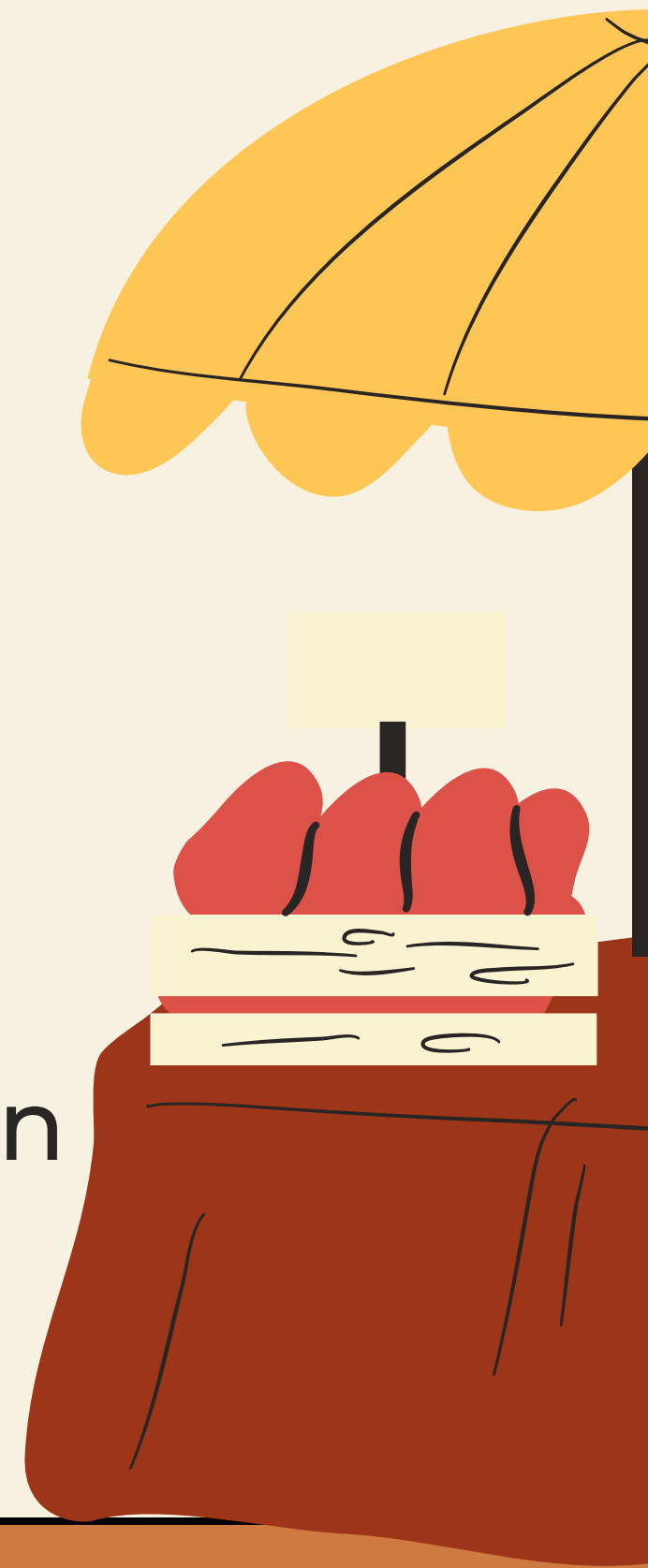
Introduction



Objective Of The
Analysis



Conclusion



Introduction

Hello and welcome

In this session, we'll take a closer look at the Supermart Grocery Sales Analysis, we'll analyze sales data, identify patterns, and uncover valuable insights to support data-driven decision-making. Let's get started





Tools Used For Analysis

- Microsoft Excel: Used for data cleaning, manipulation, and preliminary analysis.
- Power Query: Leveraged for advanced data transformation and automation of workflows.
- Power BI: Created interactive dashboards and visualizations to present insights effectively.

Products and Category Insights

- **Revenue and Profit:**

Total revenue is ₹14.96M, with a profit of ₹3.75M, achieving a profit margin of **25.05%**.

- **Yearly Sales Growth:**

Sales grew from 1993 orders in 2015 to 3312 orders in 2018, reflecting a growth of **66.2%** over four years.

- **Monthly Sales Trends:**

Peak sales occurred in **November** (1471 orders) and **December** (1408 orders), contributing significantly to the overall sales.

Lowest sales were in February (300 orders), marking a 78.3% lower volume compared to November.

- **Top Products:**

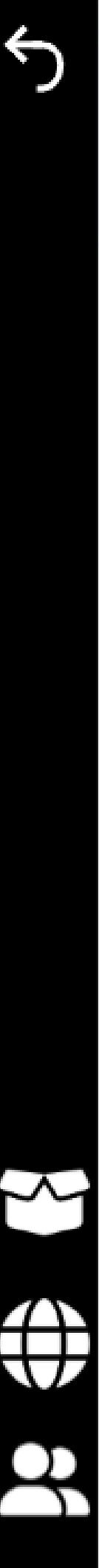
Health Drinks are the most ordered product (719 orders), contributing ₹10.51M in revenue with a 25.44% profit margin.

Noodles are the most profitable product with a 26.34% profit margin, generating ₹7.35M in revenue from 495 orders.

- **Category-wise Sales:**

The highest revenue categories are **Beverages**, followed by Oil & Masala and Fruits & Veggies.





SUPER MART GROCERY SALES DASHBOARD

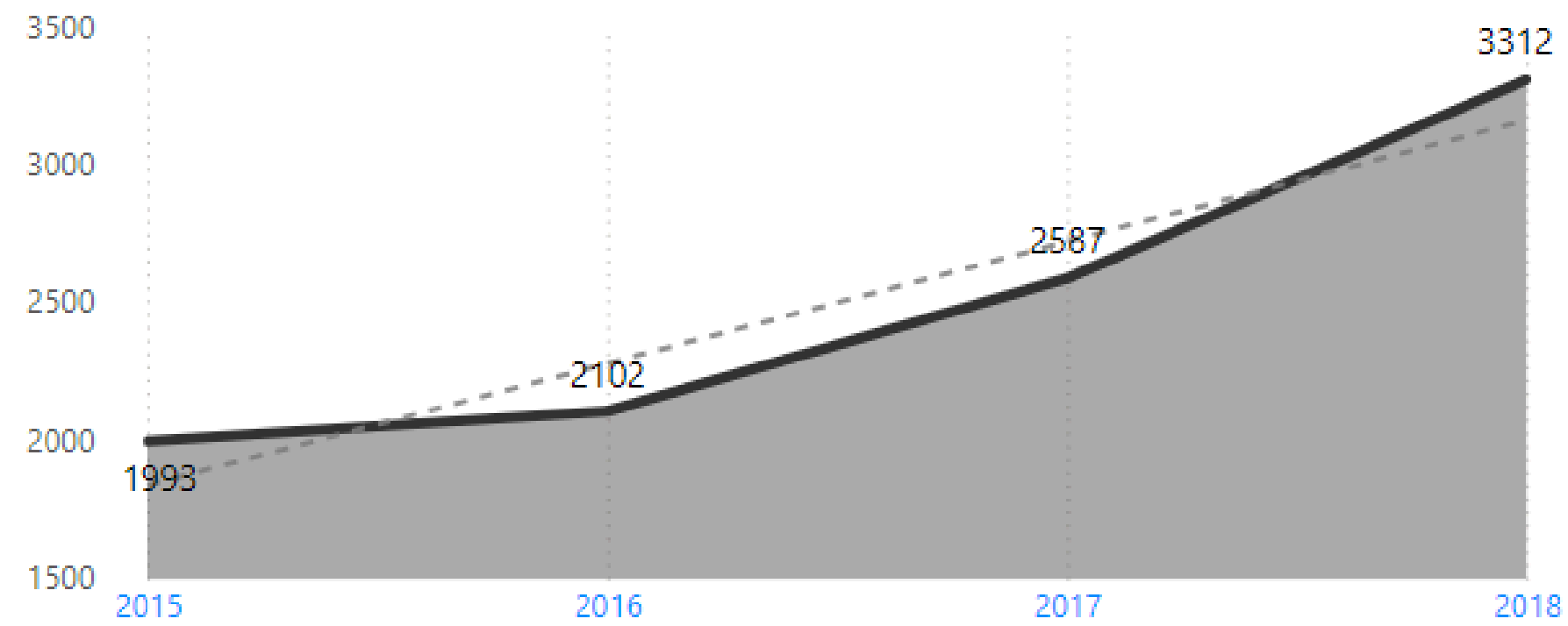
₹14.96M
REVENUE

9994
ORDERS

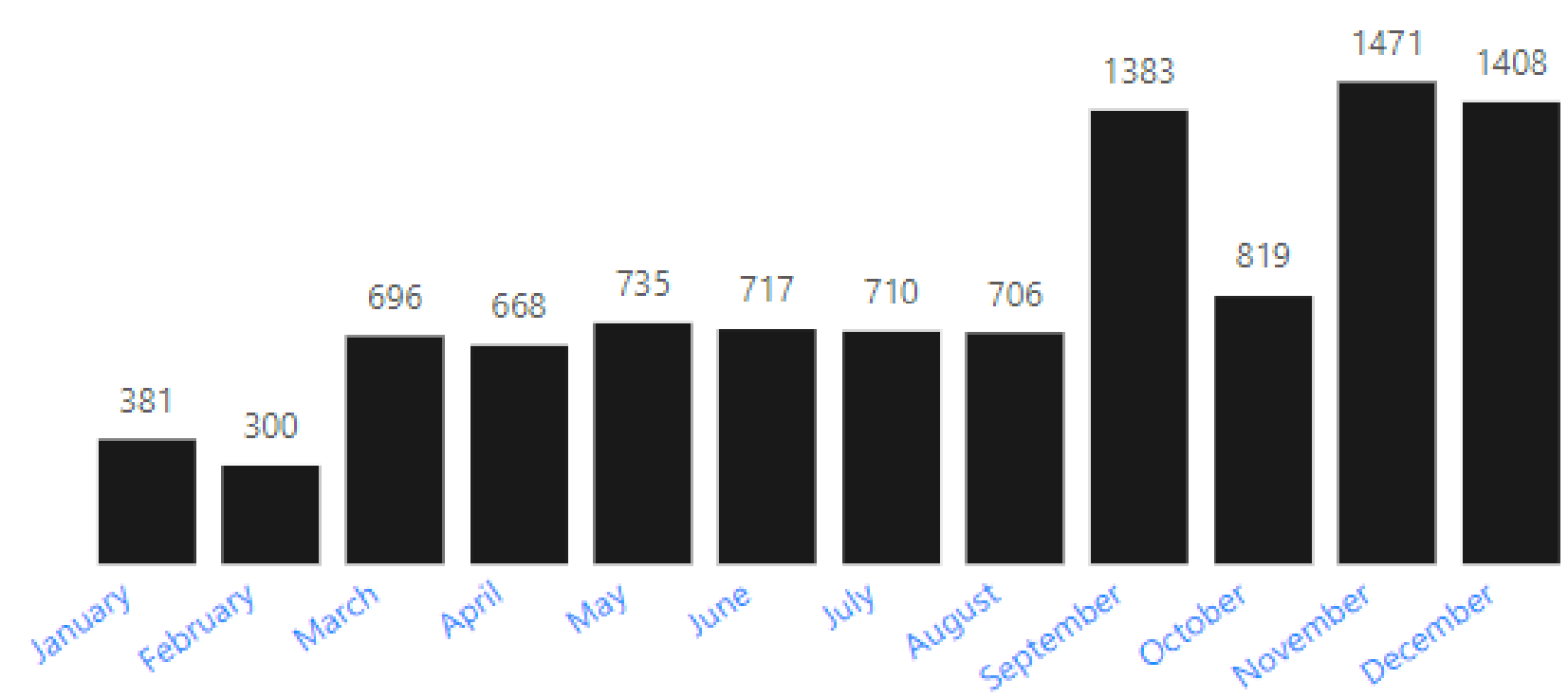
₹3.75M
PROFIT

25.05%
PROFIT MARGIN

Yearly Sales



Monthly Sales



Top 10 Products	Total Orders	Revenue	Profit Mergin
Soft Drinks	681	₹10,33,874.00	24.97%
Noodles	495	₹7,35,435.00	26.34%
Masalas	463	₹6,97,480.00	24.23%
Health Drinks	719	₹10,51,439.00	25.44%
Edible Oil & Ghee	451	₹6,68,086.00	25.24%
Cookies	520	₹7,68,213.00	24.82%
Chocolates	499	₹7,33,898.00	25.05%
Cakes	452	₹6,85,612.00	24.56%
Breads & Buns	502	₹7,42,586.00	25.69%
Biscuits	459	₹6,84,083.00	24.76%

Catagory Wise Sales



Most Ordered Product

Health Drinks

Most Profitable Product

Noodles

Regional and City-Wise Performance Insights

- **Top Cities by Revenue and Profit:**

Kanyakumari leads with ₹7.06M in revenue and ₹1.72M in profit.

Virudhunagar has the highest total orders (416), generating ₹6.06M in revenue and ₹1.50M in profit.

- **Regional Profit and Sales:**

west region contributes the most to sales and profit, accounting for 32.05% of total orders and the highest revenue (₹6M).

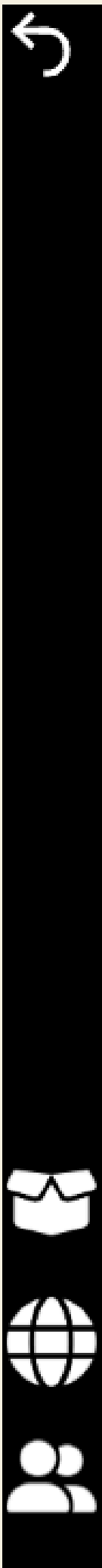
Central region follows with 28.5% of total orders.

South region contributes 23.24% of total orders, with North being the smallest contributor at 16.2%.

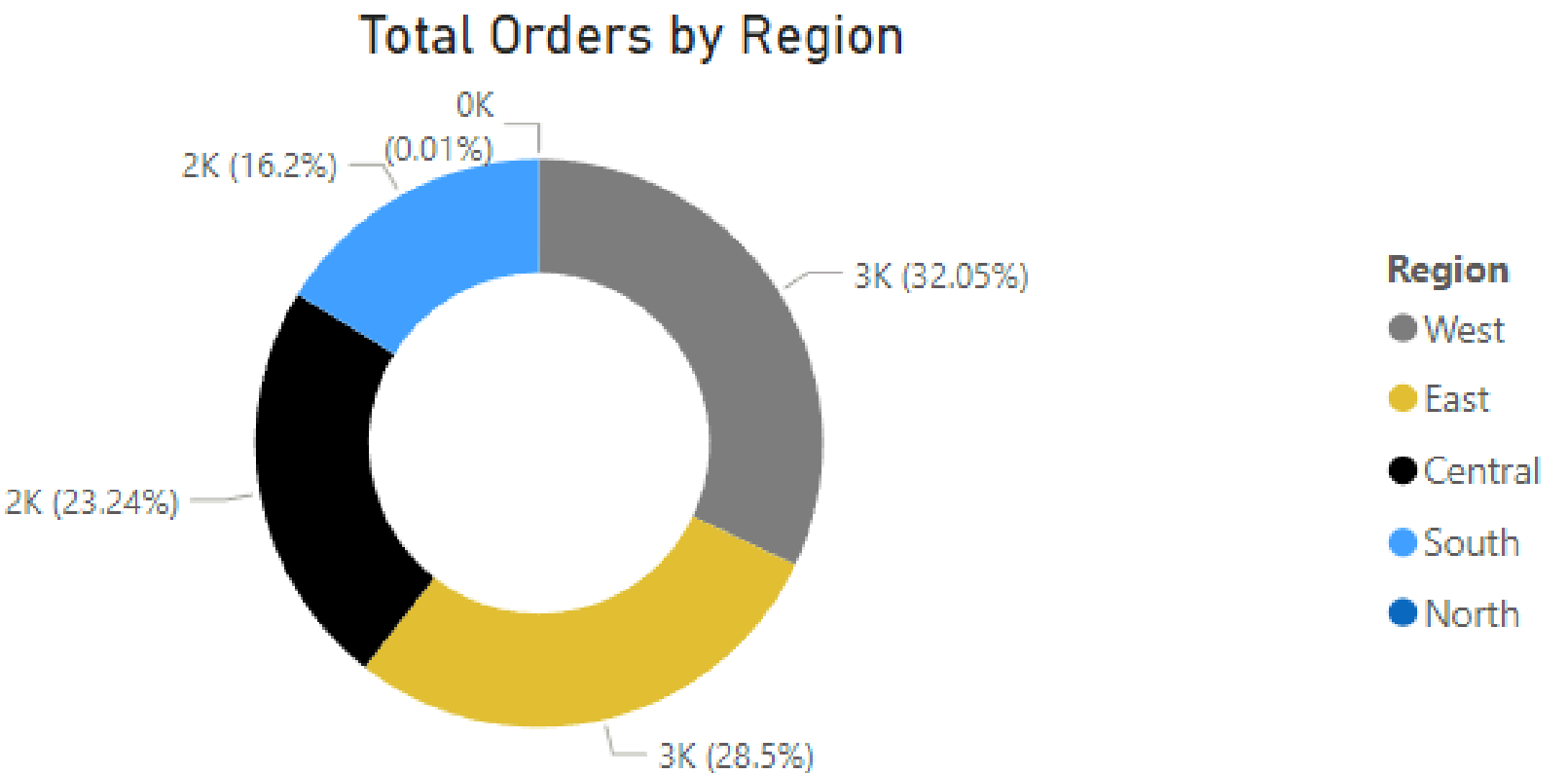
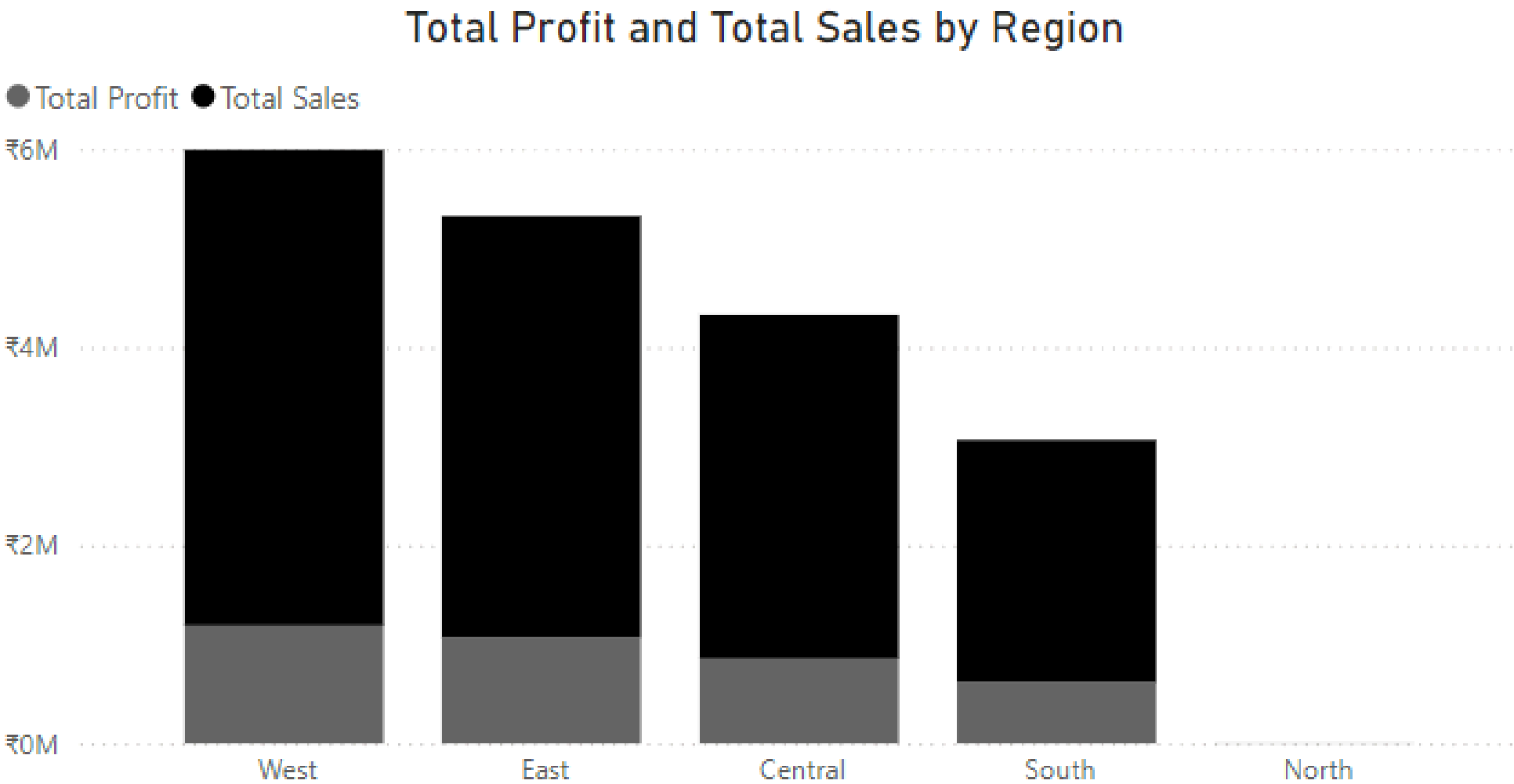
- **Profit-to-Sales Ratio by Region:**

East achieves the highest overall profit proportionally, with central and south following closely.





City	Total Orders	Revenue	Total Profit
Virudhunagar	416	₹6,06,820.00	₹1,50,817
Viluppuram	397	₹5,81,274.00	₹1,44,201
Vellore	435	₹6,76,550.00	₹1,74,073
Trichy	357	₹5,41,403.00	₹1,36,060
Tirunelveli	446	₹6,59,812.00	₹1,65,169
Theni	387	₹5,79,553.00	₹1,42,740
Tenkasi	432	₹6,43,652.00	₹1,56,231
Salem	431	₹6,57,093.00	₹1,60,899
Ramanadhapuram	421	₹6,34,386.00	₹1,58,951
Pudukottai	430	₹6,53,179.00	₹1,64,073
Perambalur	434	₹6,59,738.00	₹1,71,132
Ooty	404	₹5,99,292.00	₹1,50,079
Namakkal	403	₹5,98,530.00	₹1,45,502
Nagercoil	373	₹5,51,435.00	₹1,37,848
Madurai	408	₹6,17,836.00	₹1,52,549
Krishnagiri	440	₹6,37,273.00	₹1,60,477
Karur	430	₹6,42,273.00	₹1,69,306
Kanyakumari	459	₹7,06,764.00	₹1,72,218
Dindigul	396	₹5,75,631.00	₹1,44,873
Dharmapuri	376	₹5,71,553.00	₹1,41,593
Cumbum	417	₹6,26,047.00	₹1,56,355
Coimbatore	428	₹6,34,748.00	₹1,57,399
Chennai	432	₹6,34,963.00	₹1,60,921
Bodi	442	₹6,67,177.00	₹1,73,655



Customer and Revenue Insights Analysis

- Top Customer:

Amrish contributed 227 orders, accounting for 2.27% of the total 9,994 orders.

Generated ₹333.4K in revenue, approximately 10.04% of total revenue.

- Average Sales Per Order:

₹1,500 average sales per order.

- Profit Per Customer:

₹374.94, contributing approximately 25% of revenue per customer.

- Customer Engagement by Weekday:

Tuesday leads with 19.35% of total weekly engagement, followed by Saturday with 18.13%.

Thursday has the lowest engagement at 5.44%.

- Monthly Customer Trend:

Significant spike in October and December, accounting for a 30% increase in customer count compared to earlier months.



←

Customer Name	Total Orders	Revenue	Total Profit
Vinne	203	₹3,19,565.00	₹79,873
Vidya	215	₹3,21,798.00	₹86,726
Verma	218	₹3,31,665.00	₹79,097
Surya	209	₹3,12,645.00	₹80,997
Suresh	212	₹3,15,973.00	₹77,451
Sudeep	207	₹3,09,196.00	₹75,728
Sheeba	195	₹3,08,720.00	₹78,379
Shah	215	₹3,18,588.00	₹73,786
Ridhesh	204	₹3,09,639.00	₹77,406
Muneer	204	₹3,11,553.00	₹76,379
Mathew	205	₹3,08,376.00	₹78,889
Krithika	224	₹3,34,361.00	₹85,633
Arutra	218	₹3,25,720.00	₹87,572
Amrish	227	₹3,33,351.00	₹80,192
Adavan	205	₹3,15,341.00	₹78,044

👤

🌐

👥

Top Customer (By Revenue)

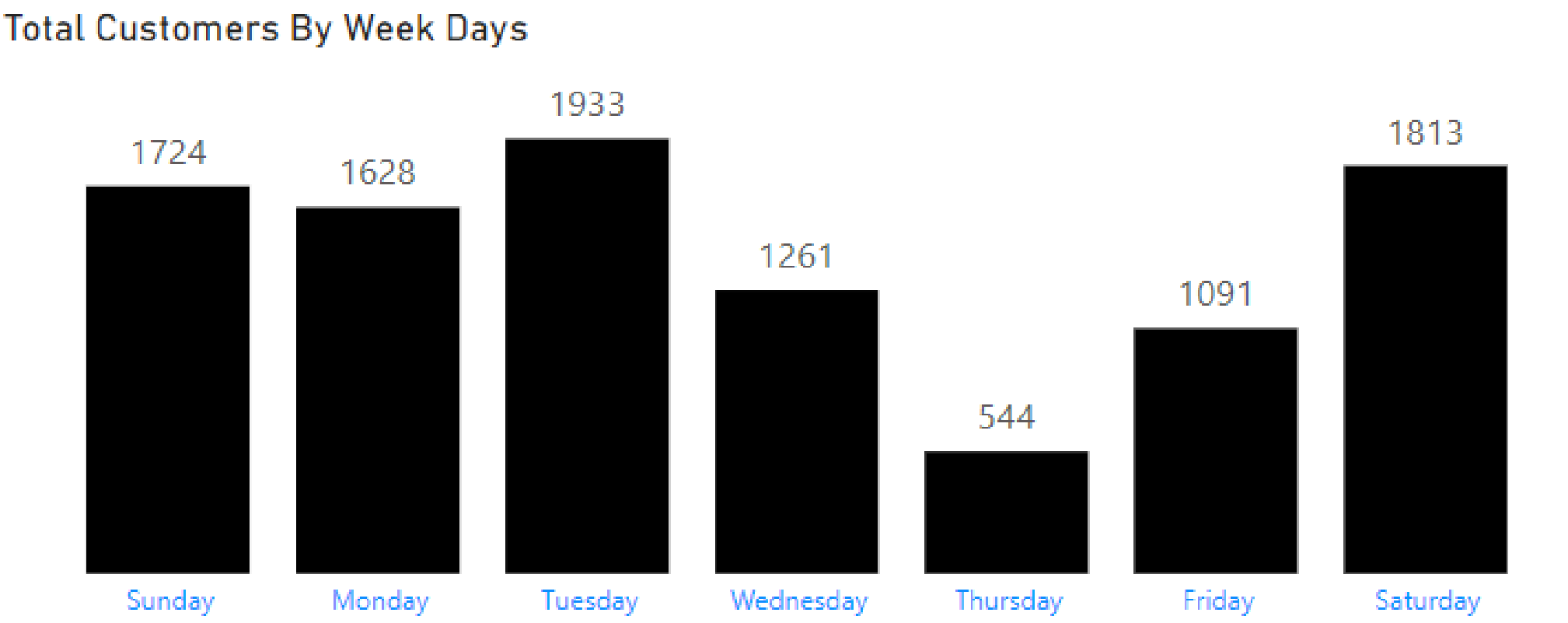
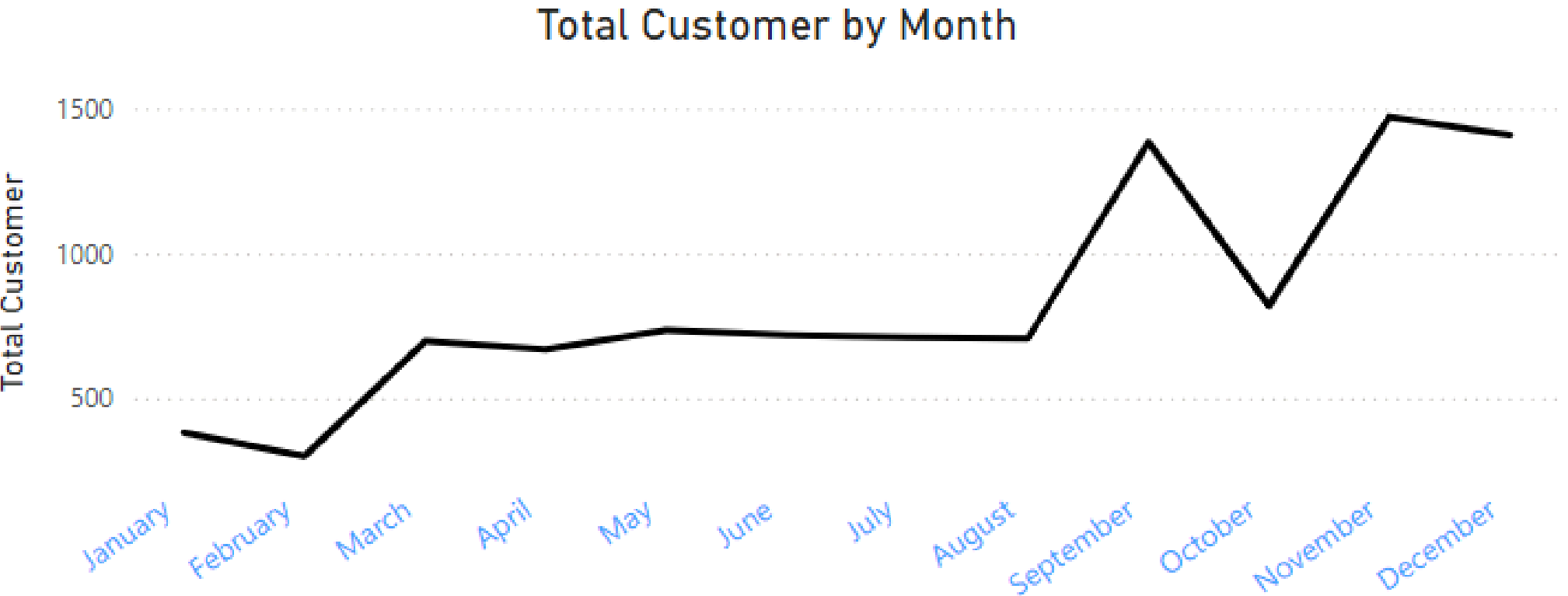
Amrish

Orders: 227Revenue: ₹333.4K

9994
CUSTOMERS

₹1.50K
Avg SALES PER ORDER

₹374.94
PROFIT PER CUSTOMER



Sales Performance and Growth Strategies

- Boost Underperforming Months:

Implement targeted marketing campaigns, discounts, and promotions during **January and February** to increase engagement and sales.

- Leverage High-Profit Products:

Promote products with higher profit margins, such as **Noodles**, through combo deals and special offers to maximize profitability.

- Expand Category Sales:

Focus on increasing sales in categories like **Eggs, Meat & Fish, and Snacks** through customer education and bundled offers.

- Optimize Peak Season Sales:

Enhance inventory and marketing for **October to December** to capitalize on the natural sales spike.

- Customer Engagement:

Use customer data to identify preferences and offer personalized recommendations or loyalty rewards to encourage repeat purchases.



Regional Sales Analysis and Growth Opportunities

- Boost South Region Sales: Increase marketing, inventory, and promotions.
- Capitalize on Top Cities: Focus on **Kanyakumari, Vellore, and Virudhunagar** to maximize profits.
- Expand in North Region: Investigate and target untapped potential.
- Grow Moderate Cities: Enhance sales efforts in Madurai, Namakkal, and Ooty.
- Align with Customer Preferences: Customize offerings based on local demand.
- Promote High-Profit Products: Push profitable products in weaker regions.



Strategies to Boost Sales Based on Customers

- **Focus on Top Customers:** Identify and reward top-performing customers like Amrish to encourage repeat business.
- **Target Weekday Sales:** Increase engagement and promotions on low-performing days like **Thursday** and **Friday** to boost customer activity.
- **Leverage High-Performing Days:** Capitalize on busy days like Tuesday and Saturday with special offers or events.
- **Optimize Month Trends:** Promote sales during slow months like **January** and **February** to balance revenue across the year.
- **Upsell and Cross-Sell:** Use the high average sales per order to introduce complementary products or premium options.



Conclusion

Overall, the analysis highlights significant opportunities to boost revenue by targeting underperforming days, leveraging strong customer relationships, and focusing on seasonal trends. Implementing these strategies can ensure sustained growth and higher profitability for Super Mart.





Thank You

~ANKITA SARKAR



Ankita Sarkar



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