# **EXECUTIVE SUMMARY**

This report was commissioned to examine the sales trends in all 3 branches of company XYZ, understand these trends and determine the growth of the company. The data provided contains sales information that spans across all branches for a period of 3 months. It include information like the unit price of each product in Naira, the quantity of goods purchased, customer information, cost of goods sold, and gross income.

Method of analysis include: data exploration to visualize contents, data editing to ensure that all columns have appropriate data types, grouping and aggregation for specific information based on certain data features, and data visualization. The data visualization shows the relationship between features of the provided datasets. Charts used for visualization include: box plots, strip plots, point plots, etc. All plots and analysis process are present in the analysis file, with supporting texts explaining their roles.

Result of data analysed shows that out of a total 1000 records for all 3 branches in 3 months, Branch A, located in Lagos, has the highest number of customer visits, although each branch had more than 300 customers. As regards the 6 product lines, food and beverages, and fashion and accessories have a higher purchase rate; both of these product lines are heavily dominated by female customers. Results also show that female customers spend the most, in terms of product and quantity in this supermarket. Also, branch B located in Abuja, reported the lowest overall customer rating, but based on gender, branch A in Lagos has lower female- customer satisfaction. The overall analysis points to the fact female customers contribute more to the growth of the company. It also shows that although branch C in Port Harcourt has the least customer visits, it also has a high rating from female customers, and generated the highest gross income for the company.

Recommendations

* All staff should be sensitized on the importance of high-level customer service as that increases satisfaction as well as the possibility for advocacy.
* While the male customers cannot be neglected, female customers should be handled with the topmost care to increase return-rate.
* This should be done across all branches since they attract almost the same amount of customers per 3 months.
* The Port Harcourt branch should share ‘a typical day scenario’ with other branch staff, so as to extend whatever customer care culture they might have implemented.

The following recommendations and other action plans in the same direction will ensure growth in company XYZ and survival despite the rise of its competitions.