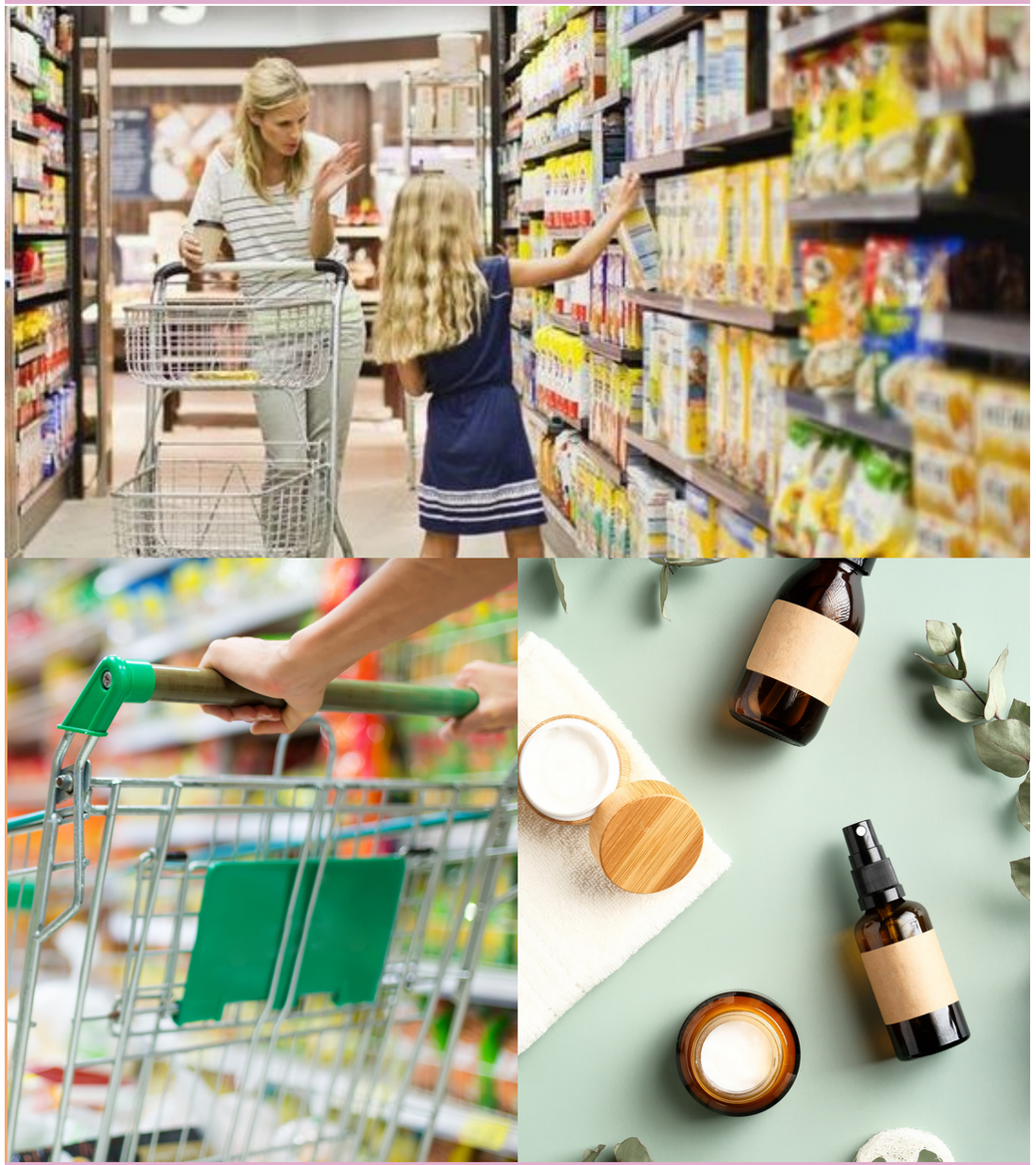
SUPERMARKET SALES REPORT



Presented by Amina

Goals

- Define the most profitable product line

- Define the correlation between customer gender and city

Steps

Finding the relavent data

https://www.kaggle.com/datasets/aungpyaeap/supermarket-sales

Data Description

Data dictionary

Python

Data Cleaning

SQL

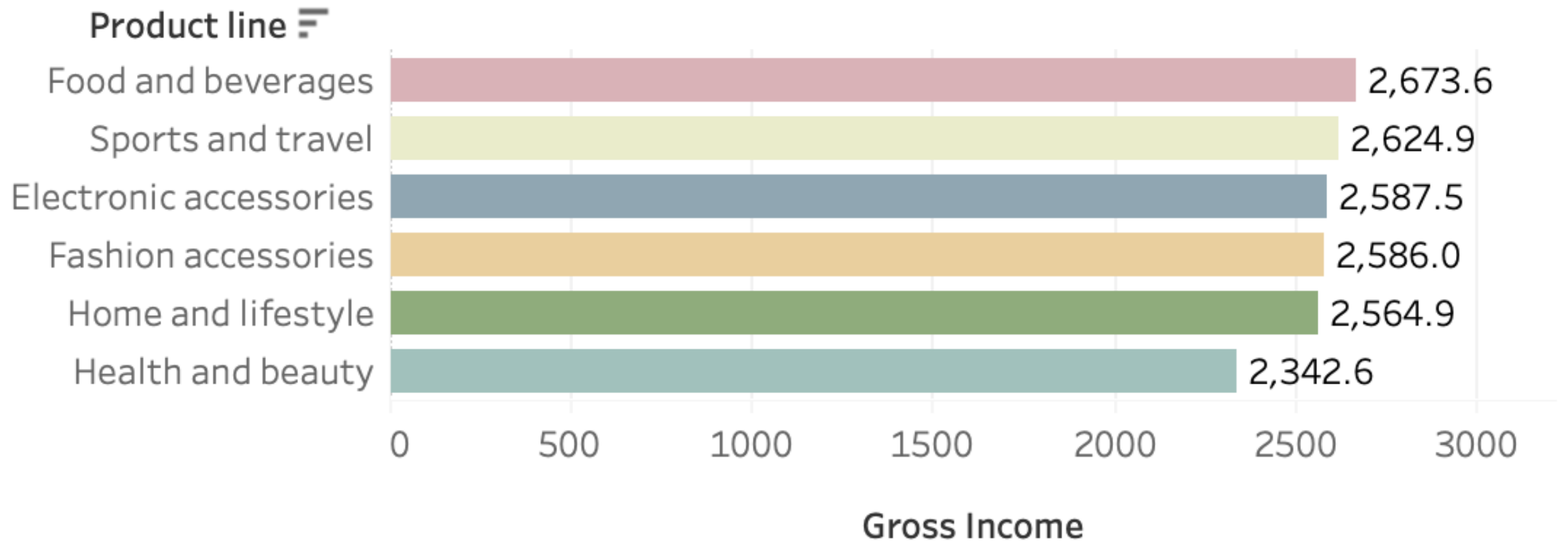
Loading data into the Database

Tableau Public

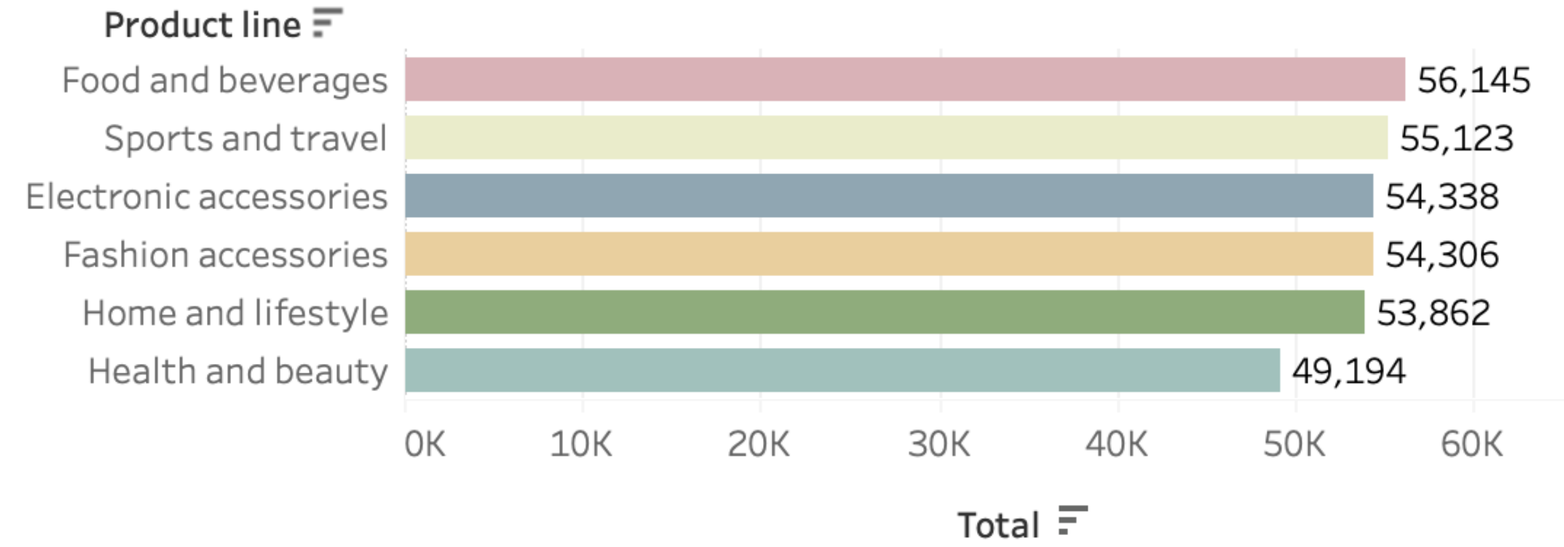
Analysis and visualization

Most Profitable Product Line

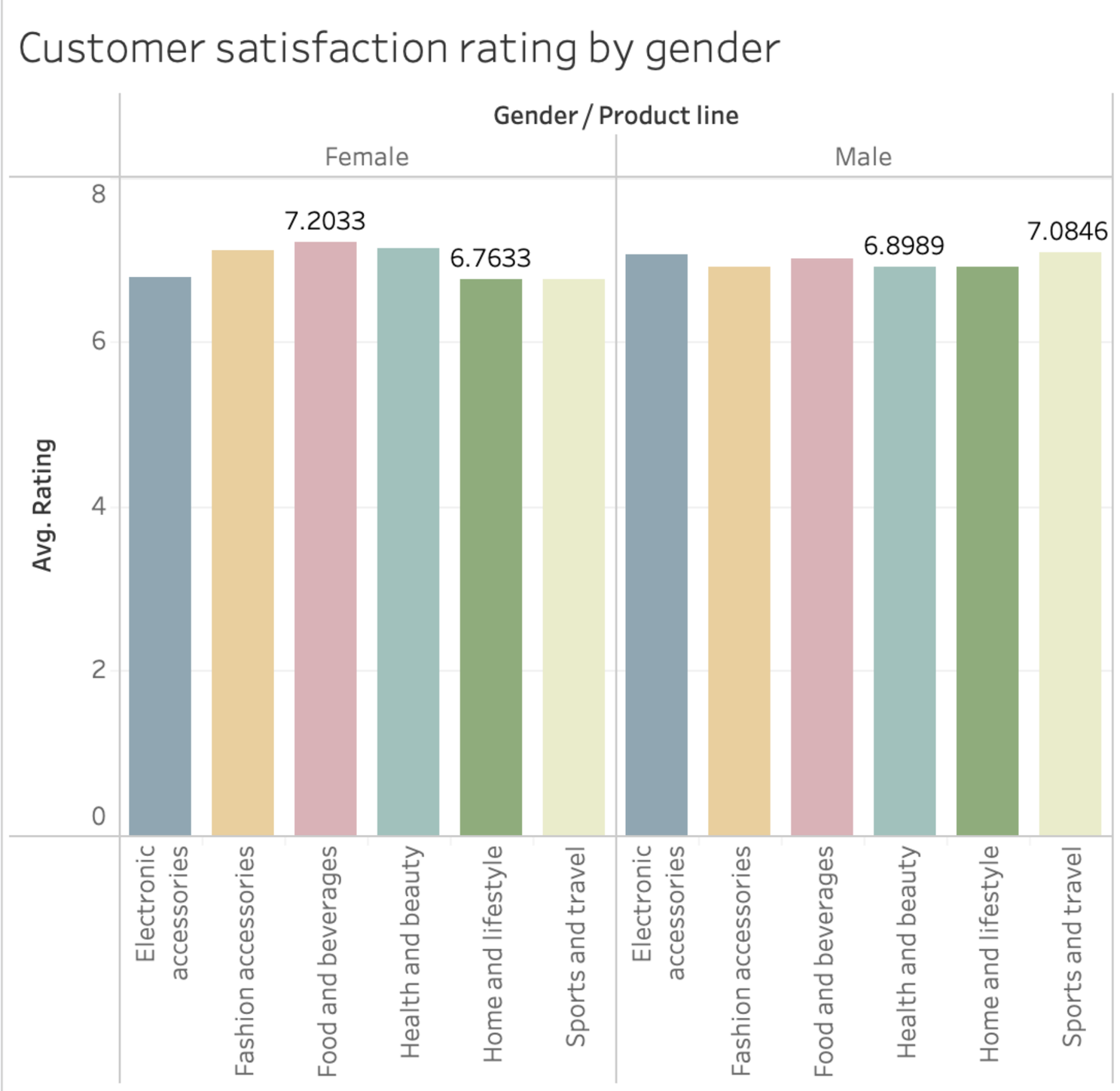
Profitability by product line



Sales by product lines



Most Satisfying Product Line



Correlation Between Cities and Gender

Dashboard

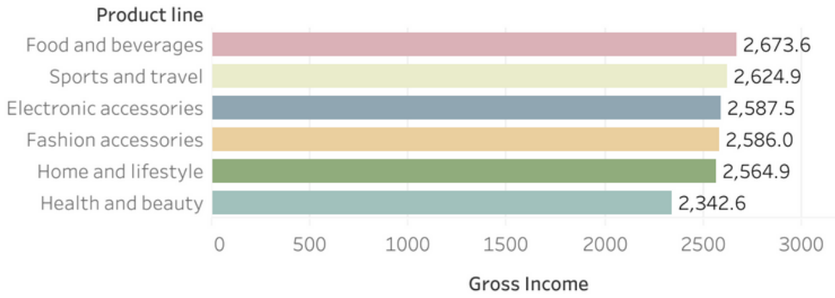
Total sales

322,967

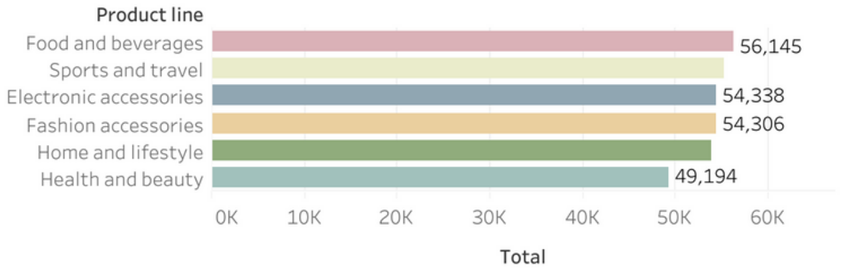
Total prof-it

15,379

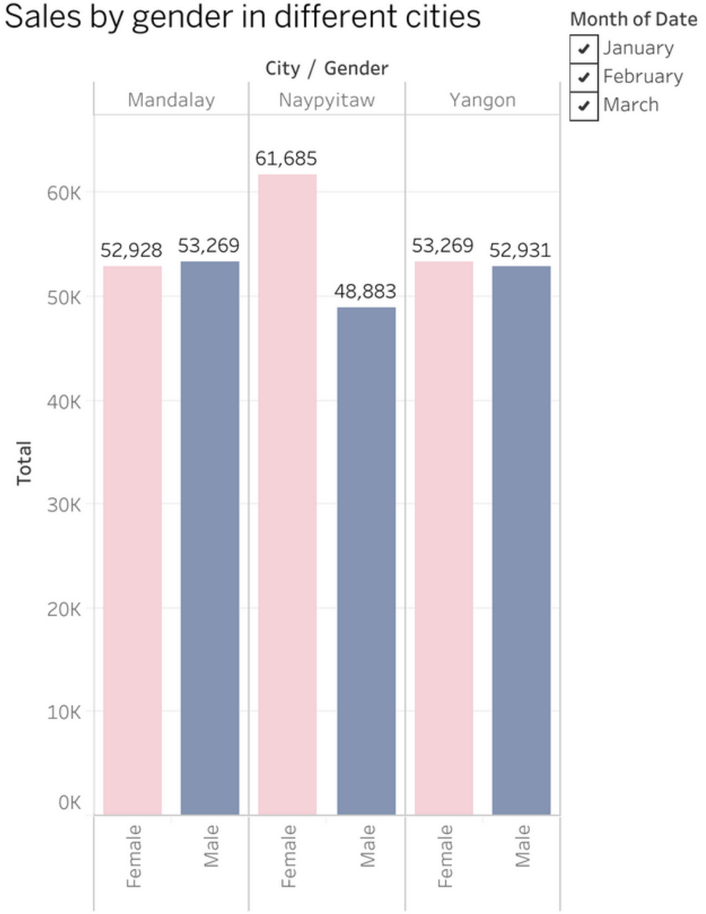
Profitability by product line



Sales by product lines



Sales by gender in different cities



Recommendations

- Marketing campaigns toward male customers in Naypaitaw(email marketing)
- Marketing activities for Health and Beauty Product Line toward female customers in all branches(promoters)

Thank You!

Feel free to ask if you have any question