# Supermarket Data Analysis - Company XYZ

EXECUTIVE SUMMARY

# The Problem

Understanding sales trends in **Company XYZ** and determine its growth. The rise of supermarkets competition has increased. Given sales information for 3 months in each major branch located in 3 cities across the Nigeria.

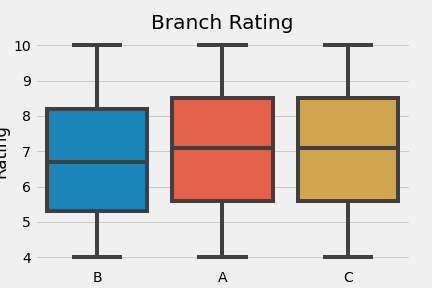
# The Solution

From the analysis, I was able to deduce the statement below.

* Branch A has the highest sales
* E-pay was the most used payment slightly followed by cash.
* fashion accessories has the highest sold product line
* health & beauty has the lowest sold product line
* Male customers bought the highest quantity of Health and beauty products which is a huge surprise.
* More expensive products across all product line were purchased the least.
* The products of the cheapest total prices were purchased more.
* Unit price and quantity are inversely related i.e. as price reduces, quantity increases and vice-versa

# Highlights

Branch A has the overall lowest rating. Branch A and C are fairly similar.



# C:\Users\SOLA\Downloads\ustacky\Images\Payment Channel for Each Branch.png

# Keys to Success

Steps necessary for business to be successful.

* Provide more resources E-pay since that is the most common payment method.
* Reducing the price of product to increase the quantity being sold.



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