
Title: Supermarket Sales Analysis

Objective:

Analyze sales data from multiple supermarket branches to identify sales performance by location.

Dataset:

- Source: Public dataset from GitHub (originally from Kaggle)
- File: `supermarket_sales.csv`
- Records: Daily sales transactions including branch, product line, payment method, quantity, and total.

Tools Used:

- R (version 4.2.3)
- `tidyverse` for data manipulation
- `ggplot2` for visualization

Steps Taken:

1. Cleaned column names for consistency.
2. Verified dataset had no missing values.
3. Summarized total sales by branch using `dplyr`.
4. Visualized sales performance with a bar chart.

Findings:

- The bar chart shows how each branch performs in total revenue.
- Differences in branch sales could reflect location traffic, customer base, or product mix.

Next Steps:

- Explore trends by product line or customer type.
- Analyze payment method preferences.
- Perform time-series analysis on sales over time.

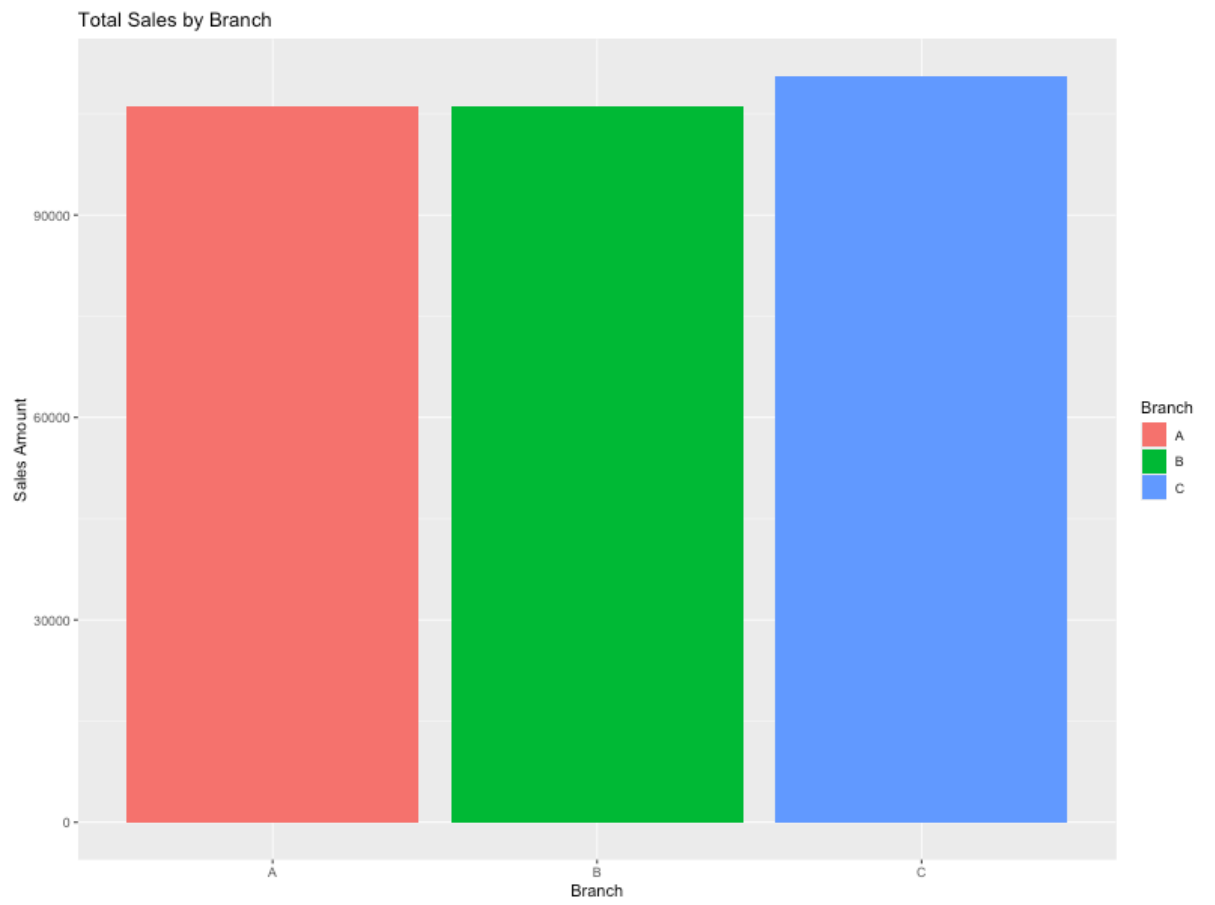


Figure 1: Total Sales by Branch