

## **Insights gained from the data and how the dashboard can help the supermarket make informed decisions.**

### Insight 1: Sales Performance by Branch and City

- The dashboard allows the supermarket to view sales performance across different branches and cities.
- Insights gained include identifying high-performing branches and cities, as well as those that may need improvement.
- Impact: The supermarket can allocate resources more efficiently, focusing marketing efforts and inventory management on high-performing areas and implementing strategies to boost sales in underperforming regions.

### Insight 2: Seasonal Trends and Patterns

- Analyzing historical sales data reveals seasonal trends and patterns, such as increased sales during holidays or specific months.
- Impact: The supermarket can plan marketing campaigns, promotions, and inventory stocking strategies to align with peak sales periods, optimizing revenue generation.

### **\*\*Insight 3: Product Category Analysis\*\***

- The dashboard provides insights into which product categories are driving the most revenue.
- Impact: The supermarket can adjust its product offerings, pricing strategies, and inventory management based on the popularity of specific product categories, ensuring that high-demand items are consistently stocked.

### **\*\*Insight 4: Customer Segmentation\*\***

- By analyzing customer data, the dashboard can help identify different customer segments based on purchasing behavior.
- Impact: The supermarket can tailor marketing and loyalty programs to target specific customer segments, enhancing customer satisfaction and loyalty.

#### **\*\*Insight 5: Sales Trends Over Time\*\***

- The date hierarchy in the dashboard reveals sales trends over time, such as year-over-year growth, monthly variations, and daily sales patterns.
- Impact: The supermarket can make data-driven decisions related to sales forecasting, staffing, and inventory management. For example, they can anticipate staffing needs during peak sales days.

#### **\*\*Insight 6: Product Performance and Inventory Management\*\***

- The dashboard can highlight low-performing products or products with high inventory levels.
- Impact: The supermarket can adjust pricing, run promotions, or make decisions about clearance sales to manage inventory effectively and maximize profit margins.

#### **\*\*Insight 7: Drill-Through Analysis\*\***

- Users can perform drill-through analysis to get detailed views of specific data points, such as viewing individual product sales within a category.
- Impact: This capability allows for more granular insights and decision-making. For instance, the supermarket can identify which specific products within a category are driving or hindering overall sales.

#### **\*\*Impact on Decision-Making: \*\***

- The Power BI dashboard empowers the supermarket to make data-driven decisions across various aspects of their operations.
- It helps optimize resource allocation, inventory management, marketing strategies, and customer engagement efforts.
- Decision-makers can track performance against goals, identify opportunities for improvement, and respond rapidly to changing market conditions.